Finding your way to interactivity...

TWO-WAY TV

Broadcasters team on Web portal play

AT&T, Fox strike DTV carriage deal

Cox, AMFM radio station swap: 14 for 2
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Source: Nielsen markets overnight, 8/26-27 (Households), Porto based on network program.

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Source: Nielsen markets overnight, 8/26-27 (Households), Porto based on network program.

**SOURCE HIP-HOP MUSIC AWARDS**

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Source: Nielsen markets overnight, 8/26-27 (Households), Porto based on network program.

Thank you to all our Affiliates for a great first week!
Pursuing portal power

Midsized broadcasters ponder joint Web site offering mix of local and national content

By Elizabeth A. Rathbun

Tired of watching Internet companies getting rich at their expense, leading radio and TV broadcasters are considering creating a joint Web portal where they would control the content and the commerce.

Organizing the effort is Jeff Smulyan, chairman of Emmis Communications. And participating in the talks are A.H. Belo, Bonneville International, Citadel Communications, Granite Broadcasting, Greater Media, Jefferson-Pilot Communications, Susquehanna Radio and Young Broadcasting. Representatives of the groups met at the NAB Radio Show in Orlando, Fla., last week.

If all goes well, the companies will form a limited partnership, tentatively called Local Media Internet Venture (LMIV). Other broadcasters are being invited to join. The eventual goal is to go public, says one source familiar with the plan.

Other larger broadcasters, such as CBS and AMFM, are tackling the Internet on their own. And Clear Channel Communications is said to be approaching broadcasters to support its effort, which calls for radio stations to offer sophisticated advertising on their Web sites, according to an executive who has been approached by both Clear Channel and Emmis.

"Emmis [has] a totally different concept," says the executive, who asks not to be identified. It's "very, very content-driven."

However, "no one has been able to articulate a clear vision of what the Internet will become as relates to broadcasting," this executive says. "There's a lot of promise and a lot of potential, but no tangible results at this point."

According to one executive involved in the discussion, a decision on whether to move forward should be made in 60 to 90 days.

If they proceed, "we'll all put up the money, and the new entity will develop the Internet strategy," Citadel President Larry Wilson says. No one would comment on the estimated start-up cost for the project.

Discussions have begun with potential outside technical and content providers, Smulyan says. He declined to identify possible providers. But, he says, any provider must be prepared to join the partnership or sell all or part of its equity to the partnership.

"Traditional vendor relationships are not what we're interested in," says Jack Swarbrick, a lawyer with Baker & Daniels, who has been hired by Emmis to work on the project. "We don't want to give away a big piece of equity."

The eight to 10 broadcasters now participating in the planning reach about 150 million Americans through their broadcast stations and newspapers, Swarbrick says. That's the companies' measured audience of listeners, viewers and readers, he says.

The free service would offer local content backed by strong national content. Web surfers would be drawn to the site by home pages using the names and content of local stations and papers, Swarbrick says. "It will extend out from there into a complete network" offering streamed audio, video, classified ads, e-mail, chats, contests, coupons, local
news and information and, most important, advertising and e-commerce.

With the clout of a national network and data gleaned from its users, the partnership could target specific demographics for advertisers. For example, a company trying to reach women ages 26-34 in the Midwest could buy banner ads on the Web sites of Midwestern radio stations that target that population. Such a campaign could be reinforced by TV and radio advertising.

With the broadcast/Web tie-in, the revenue possibilities are "enormous," Swarbrick maintains.

Swarbrick likened the planned portal to already existing sites such as Cox Interactive’s Access Atlanta. However, the partnership’s Web site would be "a much more dynamic setting." It would rely on consumers’ loyalty to their favorite radio or TV station or newspaper, a loyalty that most companies have spent decades building and reinforcing.

The portal is "going to completely change the dynamic with the content and technology companies" by putting broadcasters in the driver’s seat, Swarbrick says.

Broadcasters were infuriated by the $5.7 billion sale of broadcast.com to Yahoo this year. Broadcast.com's principal offering is radio and TV station audio. "They couldn’t be more incensed with the notion that somebody else did that with their content," Swarbrick says.

"We have given up our content, our ability to relate to our advertisers and our audiences to third parties," Smulyan says. "We need to capture the value of our own industry."

---

**Radio musters for clusters**

**AMFM, Cox do half-billion-dollar swap that includes switching of major-market stations**

By Elizabeth A. Rathbun

The radio world is waking up to consolidation, Part II. With major radio companies largely done buying each other, the likely next phase involves trading strategic assets to better their competitive positions in certain markets. That strategy would mirror the trading among cable systems to consolidate and strengthen their holdings in specific markets.

Last week, for example, Cox Radio traded a powerhouse combo in the No. 2 market—KFI(AM) and KOST-FM Los Angeles—to AMFM Inc. for 14 stations that will help it fill in some holes in other markets.

Among the 14 are WEDR-FM in Miami (Market No. 11), and WFOX-FM in Atlanta (No. 12).

The tax-free swap, which is estimated to have a value of about $500 million, is "one of the first times one of the major groups has been willing to say, 'I'll give up something of blue-chip value to get something that has blue-chip value,'" says Paul T. Leonard, a radio broker with Star Media Group.

Their motivation? To fully cluster in a market, or own as many stations as the FCC will allow. In a major market, that's eight, but no more than five of a kind, AM or FM. With the swap, AMFM bulks up to five FMs in Los Angeles.

"Clustering L.A. is a great thing," AMFM spokesman Joseph N. Jaffoni says. AMFM's new holdings there will allow it to offer better packages to advertisers, create better programming and save money. Besides, "they're both great

---

**Swap meet**

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<thead>
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<td>Urban</td>
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<td>12</td>
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<td>WAPE-FM</td>
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**Local Sales Rights Only**

Atlanta-based Cox reluctantly decided to get out of Los Angeles because it couldn’t find other stations to add to its three FMs and one AM there, Cox Radio President Robert F. Neil says. Cox also intends to divest KACE-FM and KRTK-FM Los Angeles.

But as part of the deal, Cox grows from just one FM in Bridgeport, Conn., to five FMs and two AMs in the area. And the swap grants Cox a full cluster in a whole new market, Jacksonville, Fla., where it acquires four FMs and two AMs, the maximum a single broadcaster is allowed there. Cox also beefs up by one FM in Miami, where it already owns two, and another FM in its hometown of Atlanta, where it already has three FMs and two AMs. Look for continued cluster deals from Cox, Neil says.

The swap is "probably indicative of what you’ll see a lot of in the coming years," says Kenny O’Keefe, chief operating officer of AMFM’s Radio Group. A full cluster "really gives you an ability to be strategic, to provide a unique group of assets not just to your listeners, but to your advertisers."

Radio broker Gary Stevens sees the similarities to the clustering in the cable industry. "When you’re not strong in L.A., you find a guy who is, [but who] isn’t strong somewhere you are," Voilà, a trade, Stevens says.

“What we’re getting into is the next phase of consolidation," which was unleashed with the Telecommunications Act of 1996, Stevens adds. “What you do first is grab all the assets. [Later] you rationalize them,” and that’s what is happening now.
Another way in San Jose
Granite opts for independence from ABC affiliation; San Francisco cable homes beckon

By John M. Higgins

Duopoly rules make it legal. Must-carry rules make it financially viable. So Granite Broadcasting's San Jose, Calif., station plans to exploit two sets of FCC regulations by surrendering its ABC network affiliation in hopes of dramatically expanding its reach as an independent station.

Granite station KNTV has agreed to the dramatic step of selling its affiliation agreement back to ABC, which owns and operates a station in nearby San Francisco that overlaps the San Jose station's coverage area.

Ordinarily, a station losing its affiliation with a major network suffers dramatic declines in ad revenues and earnings. But beginning next July, Granite officials are betting that they can offset any loss of ratings or clout by securing carriage on cable systems far north of the station's core market. That would allow the station to try to tap a new audience that currently can't readily see the station.

ABC's KGO-TV and KNTV have clashed for years over their divided market and discussed extinguishing KNTV's affiliation agreement. But Granite Chairman Don Cornwell said the deciding factor was Granite's 1997 deal to buy San Francisco's WB affiliate, a UHF station now called KWBW. After an unfavorable FCC ruling last year, it seemed that Granite would have to sell the VHF San Jose station in order to hang onto the San Francisco station.

But the FCC's recent decision to permit broadcasters to own two stations in a single market will allow Granite's duopoly, giving the stations the ability to broaden their audiences throughout the entire metro area.

"It's something we've thought about off and on for a long time," Cornwell said. "Duopoly kind of triggered a decision that we should move ahead."

Leaving New York: the ABCs

New York-based ABC broadcasting executives last week had to decide whether to move to Los Angeles or lose their jobs.

A handful of high-ranking network executives, including ABC Daytime President Angela Shapiro and Broadcast President (radio and TV stations) Bob Callahan, opted to pick up and move west as part of the network's ongoing consolidation efforts. But Larry Pollack, chairman of the ABC-owned station group, John Wolters, vice president of finance, and a number of other executives chose to stay on the East Coast and leave the company.

A total of 200 New York-based network employees was given until last week to make the decision; 110 of those were at the "executive" level. The other 90 or so are said to be administrative and "support" personnel.

Already heading to the network's new Burbank, Calif., headquarters are ABC Chairman Bob Iger, ABC Inc. President Steve Bornstein and ABC-TV President Pat Fili-Krushel. More than 5,000 ABC employees will remain in New York in sales, news, research, sports and new media. The biggest portion of those 5,000 employees work for ABC's broadcast operations division.

The actual physical move to Los Angeles won't be completed until October 2000, but many ABC executives have already started making the trek. Other executives moving include Jonathan Barzelay (senior vice president and general manager of the network's children's programming division), Alan Braverman (senior vice president and general counsel) and Laurie Younger (senior vice president and CFO). Add to the list of those not leaving the Big Apple Christine Hikawa (vice president of broadcast standards and operations) and Patricia Matson (senior vice president of communications).

ABC executives would not comment on the move. —Joe Schlosser

Local news will be the anchor of the new schedule. Since KNTV has a strong reputation for news, Granite plans to replace much of the ABC programming with heavy news coverage, going from the current 3.5 hours of news shows daily to at least 8 hours. Eventually, Cornwell would like to put on news in prime time, but will probably start out with movies, or possibly WB series. However, he acknowledged that the more WB programming KNTV runs, the tougher it will be to get carried on cable systems already carrying KWBW.

Indeed, the current profitability of KNTV's news operation makes it easier to drop the ABC affiliation. Cornwell said that less than 20% of KNTV's revenues come from local avails in ABC programming. Another Granite ABC affiliate in a similar-size market, Buffalo, N.Y., gets more than 30% revenues from commercials during network shows.

Granite took a different stance last year. When fighting for a permanent waiver of its KWBW buy, Granite argued that if it were forced to sell KNTV, ABC would likely revoke its network affiliation, leaving the station crippled and San Jose residents without any local TV news outlet.

Cornwell added that KNTV's compensation from ABC is relatively small, though he would not be specific. Cornwell also would not disclose how much ABC is paying to extinguish an affiliation agreement that runs through 2005. But one financial executive said Granite would receive almost $15 million.

KGO-TV executives are happy that they can finally end an arrangement made in the 1950s because of the region's mountainous terrain. ABC's need for a San Jose station has been largely obviated by cable's ability to carry KGO-TV's signal into areas of poor reception.

"What it means to us is that we no longer have to be, in essence, competing with ourselves in what is the fastest growing, most desirable part of our region," said David Metz, KGO-TV's director of programming services. He would not predict what kind of boost he expects to get from the elimination of another ABC outlet.

"We're very conservative estimates what it means," he said. "We don't automatically assume we're going to get every viewer."
“Sony’s Betacam SX equipment with backward compatibility is the front line that’s going to take us into the HDTV end zone.”

-Mark Coleman, VP National Technical Operations at FOX Sports Net.

“Football. Hockey. Baseball. Basketball. You name it. We package it all. And with our huge archive of Betacam SP® tapes, having a backward compatible system that takes us into the HDTV future is a must,” according to Mark Coleman, VP National Technical Operations at FOX Sports Net. “The Sony Betacam SX® products gave us just the system we need.” In fact, Sony Betacam SX VTRs allow for easy playback of FOX Sports Net’s vast archive of sports tapes while offering the lowest cost, most complete 4:2:2 line up on the market. “It even gives us huge savings from the longer playing time of SX tapes,” says Coleman. “Now, instead of needing two tapes, we can cover up to three hours of footage on one SX tape. It cuts our tape costs in half.” Another superior aspect of Sony’s Betacam SX system is the MPEG standard the system outputs and 16:9 capability. As Coleman puts it, “In sports, that’s a big deal. It’s like you’re right there.” The ruggedness of the machines is impressive, too. “Some of our VTRs run sixteen hours a day. Our ENG equipment goes into locker rooms, onto race tracks and anywhere else a sports story goes. It has to function.

Betacam SX equipment is reliable and tough enough to do the job.” Which is one reason Coleman says Betacam SX technology is like an offensive line in the march toward HDTV. “It might not get a lot of the glory, but we depend on it minute to minute. It’s the work horse of our facility.”

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AT&T to carry Fox DTV
Ten-year deal allows cable operators to modify HDTV signals to save bandwidth

By Price Colman

AT&T's cable arm put the second piece of its digital broadcasting puzzle in place late last week, signing a 10-year agreement with Fox.

With its deal to carry Fox's digital TV signals, AT&T Broadband & Internet Services further blunts arguments for federal must-carry rules requiring cable operators to carry all DTV stations.

Only two days before announcing the digital deal, AT&T signed a cable affiliation agreement with Fox for The Health Network and extended an affiliation agreement for Fox Regional Sports Networks. The sports deal includes provisions for automatic annual rate increases.

Officials at AT&T and Fox said the cable affiliation deals were not directly linked with the digital carriage agreement, but they did acknowledge the two were on the table at the same time. (Under a 1996 retransmission consent deal with Fox, AT&T has the rights to carry Fox's 22 analog stations. Those stations cover nearly 40% of the nation's 100 million TV homes. The analog deal runs until 2009, the same year the digital deal expires.)

AT&T has a similar digital carriage deal with NBC and is in active discussions with ABC and CBS, a source familiar with the situation says, but it may take until the end of the year to come to terms with them.

Under terms of the digital deal with Fox, AT&T will carry standard-definition signals using the 480p format or high-definition (HDTV) signals using the 720p format. But, significantly, it is allowed to reduce the horizontal resolution of 1080i HDTV signals. Such modification conserves bandwidth and makes the signal more compatible with the digital cable equipment AT&T is installing in headends and customer homes.

AT&T is behind many other large cable operators in increasing the bandwidth of its systems to 750 megahertz and thus is particularly focused on using bandwidth as efficiently as possible.

Because of bandwidth concerns, the digital agreement is limited to only those homes served by 750 MHz cable systems—that is, about 48% of AT&T's cable homes. But the percentage is expected to gradually rise over the next several years as AT&T rebuilds its systems.

“This [deal] is our template,” says Madison Bond, AT&T BIS's executive vice president of programming, echoing AT&T BIS President Leo Hindery when the cable operator struck the digital deal with NBC in June.

The signal-modification provision was less of an issue with Fox, which has shown little enthusiasm for the 1080i format, than it was with NBC. To gain that concession from NBC, AT&T agreed to 10-year affiliation agreements, with guaranteed annual rate increases, for NBC cable networks CNBC and MSNBC. AT&T also agreed to pay a substantial surcharge of more than $1 per subscriber annually on the two cable networks to carry special coverage of the winter and summer Olympics.

How CBS and ABC will react to the AT&T-Fox deal remains to be seen, although sources say they're likely to feel increased pressure. “The universe is shrinking,” says one source close to the situation. “As CBS and ABC look at Fox and NBC, they have to realize those are competitors you don’t really want to ignore.”

CBS has already negotiated a digital carriage agreement with Time Warner that requires Time Warner to pass through the broadcaster's HDTV signal without modification. It's unclear whether CBS will stand firm on that issue with AT&T and other cable operators, but sources say it's likely.

Fox is hedging on whether it intends to offer multichannel programming or focus on HDTV in its use of government-protected digital spectrum. Thus, while provisions for multichannel digital offerings weren't specifically included in the agreement with AT&T, such agreements could be negotiated later, sources said.
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Court restores reporters’ rights

In reversal, a U.S. appeals court in New York recognizes ‘qualified privilege’ for nonconfidential outtakes, notes

By Dan Trigoboff

A federal appeals court reversed itself late last month and re-established a qualified privilege for reporters’ notes and TV journalists’ outtakes.

"Having reconsidered our opinion, we agree with the district court that our circuit has previously recognized a qualified privilege for nonconfidential press information, and we now explicitly reaffirm its existence," the New York-based appellate panel said.

The original decision, issued last year, arose from a 1997 NBC Dateline piece by reporter Pat Weiland on possible police misconduct in Louisiana. The decision surprised lawyers and journalists who had believed that the protection from subpoena of nonconfidential materials had long been established.

"The original opinion was a bombshell," said Kathleen Kirby, counsel to the Radio-Television News Directors Association, "because we’d always assumed there was protection in the Second Circuit, which is home to so many media companies." NBC’s appeal was backed by major broadcast and print organizations.

The court concluded that, "If the parties to any lawsuit were free to subpoena the press at will, it would likely become standard operating procedure for those litigating against an entity that had been the subject of press attention to sift through press files in search of information supporting their claims." This "wholesale exposure" would burden the press’ ability to do its job, chill relationships with sources and discourage journalists from keeping their notes and files.

"This was a victory toward keeping the media from becoming an investigative arm of any litigant," said Susan Weiner, NBC vice president of litigation and deputy general counsel. "This decision recasts the history of privilege and emphasizes the public policy served by protecting nonconfidential material—to promote freedom of the press."

NBC had refused to turn over outtakes subpoenaed in a federal civil rights lawsuit brought against police by a Hispanic couple who believed the tape would support their claim that law enforcement officers in Louisiana were pulling over drivers routinely based on color, nationality or out-of-state license plates.

News organizations historically have resisted being used as an investigative arm, not only for government entities, but also for civil litigants. A federal trial court agreed there was a qualified privilege, but that the plaintiffs met the burden of overcoming it.

The initial appeal appeared to throw the privilege out, and NBC asked for reconsideration, which was granted in June. The court stated that "where nonconfidential information is at stake, the showing needed to overcome the journalists’ privilege is less demanding than for material acquired in confidence."

The court of appeals said that a litigant could overcome the privilege "if he can show that the materials at issue are of likely relevance to a significant issue in the case, and are not reasonably obtainable from other sources." In this case, the court found, plaintiffs Albert and Mary Gonzales had met the test. NBC last week had not decided whether to release the outtakes, or appeal to the U.S. Supreme Court.

Mr. Rogers gets new neighborhood

Today (Sept. 6) marks the launch of PBS’ 24-hour network of off-PBS children’s programming. The network will feature reruns of such mainstays as Barney & Friends, Teletubbies and Mister Rogers’ Neighborhood. Nine PBS stations signed on to carry PBS KidsChannel from the outset, and 18 more plan to carry it by the start of next year. A total of 2 million households will receive the channel from the outset, and PBS executives say it will reach 4.7 million viewers by July 2000. PBS KidsChannel is available for licensing by all PBS member stations and can be distributed in a number of ways, including primary broadcast channels, local ITFS (Instructional Television Fixed Service) channels, additional local channels (cable), DTV multicast channels and direct broadcast satellite (DBS). John Wilson, senior vice president of PBS programming services, says the service is currently in discussions with a number of DBS providers. "We have put this out to our stations," Wilson says. "They understand where the opportunities are, and a lot of it has to do with what their existing commitments are and what their existing distribution capacity is. I think you will see more growth as stations get their digital transmitters up and running."

PBS KidsChannel will feature a number of the top preschool series on TV, including Arthur, the new series Dragon Tales, and Wimzie’s Playhouse. Each of the shows will repeat several times a day, with the channel distributed in three separate feeds.

Wilson says the plan at the start is to use PBS library products, but original series will likely be added in the coming years. "The economics of it are such that in order to make it feasible, we have to use our library of existing kids shows, but I wouldn’t rule out the possibility of the KidsChannel one day having programming that is unique from the main PBS channel," Wilson notes.

- Joe Schlosser

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www.americanradiohistory.com
Right to respond challenged

By Bill McConnell

The Radio-Television News Directors Association asked a federal panel last week to bar the FCC from enforcing rules requiring stations to provide free airtime to people who were attacked on broadcasts until the agency has provided justification for keeping the rules intact.

RTNDA wants the court to invalidate the rules immediately, or set a deadline for the FCC to justify the rules. A three-judge panel on Aug. 3 ordered the FCC to explain why the rules should be maintained, but allowed the rules to be enforced until the court reaches a final decision. Broadcasters say the requirements violate their First Amendment rights.

"With national elections on the horizon," the RTNDA wrote in a petition to the U.S. Court of Appeals in Washington, "it is critical that these burdens on core speech be eliminated."

The rules require stations making political endorsements to offer free airtime to other candidates. Additionally, if a station airs an attack on an individual, free time must also be given for that person to respond.

At this point, FCC options include submitting a more complete rationale for the court to review, or it could launch an entirely new rulemaking to establish new political editorial and personal-attack rules.

One big stumbling block to a new rule is the 2-2 deadlock caused by Chairman William Kennard's decision to recuse himself from the issue. Democrats Susan Ness and Gloria Tristani favor keeping the rules, while Republicans Harold Furchtgott-Roth and Michael Powell have voted for their demise. "The FCC has repeatedly demonstrated that it is hopelessly deadlocked," RTNDA said.

Public advocates contend that even though the court found that the rules somewhat chill broadcasters' speech, there still may be sufficient public benefit for keeping the regulations, said Media Access Project President Andrew Schwartzman.
Kennard praises and presses

FCC chairman cites minority initiative; says he will stay tough on illegal broadcasts

By Paige Albinak

Getting more minorities on the air and more pirates off it are high on the FCC's agenda, FCC Chairman William Kennard told NAB Radio Show attendees in Orlando last week.

Kennard praised initiatives aimed at increasing the media participation of minorities and other underrepresented groups, citing Clear Channel Chairman L. Lowry Mays and CBS CEO Mel Karmazin for their work on an investment fund for minority and female entrepreneurs in the broadcast industry.

Broadcasters aim to put $250 million in that fund, Mays said last week, and will contribute the major portion of the money, although investment bank Chase Manhattan has been enlisted to help with the fund. Mays and Karmazin, who are spearheading the drive, are expected to announce more details this month.

Kennard also stumped for tax breaks for companies that sell stations to firms owned by historically underrepresented groups. Broadcasters are on the record in support of those tax breaks, and are expected to lobby for them in the afterglow of the FCC's relaxation of ownership rules.

"Vice President Al Gore, Sen. John McCain, Congressman Charlie Rangel, my colleague at the FCC Michael Powell and [NAB President] Eddie Fritts are all working to find ways to create more opportunities in the broadcast business," Kennard said.

McCain and Rangel each plan to introduce bills this month that would grant such tax breaks. Broadcasters have indicated they would lobby on Capitol Hill for increased minority participation.

Kennard said the FCC has taken several steps to help broadcasters, including revising broadcast ownership rules; grandfathering many radio-TV combinations that had been legally in place only by means of FCC waivers; and shutting down hundreds of pirate radio operations, particularly in Florida.

"We will and have redoubled our efforts to shut down pirate radio stations," Kennard said. "Under my leadership at the FCC, we have shut down more pirate radio stations than any commission in history. We can and will open the airwaves, but we must do so legally and we must do so responsibly."

Finally, he said the FCC would start formal rulemaking on digital radio early this fall. The industry has been waiting for that proceeding to begin for many months.

Kennard also defended the length of time it takes for the FCC to review telecommunications mergers, which ranges from a few months to well over a year for the SBC/Ameritech merger, which has sparked the complaints from Capitol Hill. Legislation that would limit that time, which was proposed by Sens. Mike DeWine (R-Ohio) and Herb Kohl (D-Wis.), now awaits action on the Senate floor, while Rep. Chip Pickering (R-Miss.) has sponsored a similar bill in the House. "I'll tell you what I told Sens. DeWine and Kohl," Kennard said. "I want to work with them to find ways to expedite our review."

"We have a number of major mergers pending before us.... These are mergers that have never happened in the history of this industry. On my watch, I'm going to take the time to do it right.... It would be irresponsible for me to say that we are going to rush these through just to shave a month or two off the process. It doesn't make any sense from a public interest standpoint."
Hi everyone. I'm Len Shackelford, and along with me is Fred Miller. Now Fred is going to be talking and helping describe what is called Guts today in Frisbee competition.

There is all different kinds, but Guts is perhaps the most violent actually.

It is a very crowd-pleasing event. They sit 15 yards apart and they throw that thing as hard as they possibly can at speeds in excess of 70 mph.

They catch, they bounce it up in the air, they dive for it. It's a very exciting event.

While we say it is a very aggressive event, very few injuries take place in Guts and yet, still, I think the crowd and people who have not seen this kind of event really enjoy it.
Video providers have a big stake in an FCC plan that would strip building owners and utility companies of much of their control over who among telecommunications providers can install wiring in multiple-tenant properties.

The FCC in July proposed new rules that would require phone and other utility companies to permit competitors access to rooftops and other property rights-of-way and to make available unbundled access to telecommunications wiring in multiple-tenant properties. Regulators are also mulling whether building owners that allow access to one telecommunications provider must offer access to others on the same terms.

Although the specific proposal is aimed at increasing competition for data services and local telephone markets, video providers are watching the proceeding carefully because it may shed light on the FCC’s thinking in a similar ongoing battle over cable inside-wiring rules.

“With industry convergence, everybody is providing the same services and it makes little sense that one set of rules applies to coaxial cable and another to twisted pair,” said Wilkinson Barker & Knauer attorney Paul Sinderbrand, who represents the Wireless Communications Association. “We need to have common rules that prevent bottlenecks created by landlords and incumbent owners of wiring.”

The proposal also follows FCC action intended to increase competition for video providers, including rules issued last fall that prevent landlords and homeowners’ associations from forbidding TV antennas and direct-broadcast satellite dishes, and regulations allowing competitors to purchase inside wiring from an incumbent cable provider.

Despite the liberalization trend, three of the five commissioners have warned that the current proposal might go too far by stripping owners of their property rights. “We have no specific statutory provision that directs or empowers us to assert regulatory authority over landlords of private property,” said Commissioner Michael Powell when the plan was announced. Commissioners Susan Ness and Harold Furchtgott-Roth expressed similar reservations.

But the WCA argues the FCC will not violate property rights if it simply forbids exclusive contracts with telecommunications providers and requires all service providers be given access on equal terms. The contracts have been a lucrative source of income for landlords, who often put wiring contracts out for bid to service providers looking for captive audiences.

“Building owners can set whatever rates they want, but when one provider is let in a building, access must be provided to others on nondiscriminatory terms,” Sinderbrand maintains.

Big cable companies so far are sitting out the fight, in no small part because the current rules have been a double-edged sword. Most have used exclusive contracts to their advantage, but single-supplier contracts have also allowed overbuilders to gain toeholds in their markets.
Plug Into
TELEVISION NEWS TECHNOLOGY

Get prepared for RTNDA with Broadcasting & Cable's RTNDA/Television News Technology Special Report. On September 27, we'll look at all the latest innovations and equipment bringing TV news to life. See what's new in the newsroom as well as get an overview of the show. With so much information, it's the perfect guide for news directors everywhere. And with bonus distribution at RTNDA your message will reach news directors as they make their buying decisions. Call your Broadcasting & Cable representative today to reserve space and make some headlines of your own.

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BONUS DISTRIBUTION AT RTNDA
New Direction

Forget the superhighway; many roads lead to interactive TV

By Kathy Haley

As it has been for years, interactive TV seems just around the corner. Fueled by improved and vastly cheaper technology—plus the Internet's proof that consumers really do want on-demand access to information, entertainment and shopping—a small forest of companies has sprouted to finally deliver on promises stretching as far back as the 1950s.

Keeping the players straight is no small problem. So many companies have torn off pieces of the business to attack—from interactive advertising to Internet via TV—that the flavors mush together even in the minds of senior players. The CEO of one media company recently groused, "If I haven't invested in it, I can't keep track of what the company does."

Twenty years after the boasts of QUBE and seven years after the promises of the information superhighway, interactive TV is generating virtually no revenue. But just as there was research to back those first two waves, interactive executives have research envisioning geyser of cash. Boston-based Forrester Research sees interactive applications generating as much as $11 billion in annual advertising revenue, $7 billion in e-commerce sales and $2 billion from subscriptions in 2004. Another $3.1 billion could come from distributing movies on-demand, according to the research firm.

Cable and satellite providers, racing to roll out digital set-top boxes to make the services possible—and to collect their cut.

Interactive applications can be divided into roughly five major categories:
Internet-on-TV, personal TV, interactive program guides or navigators, enhanced TV, and video-on-demand. All essentially let viewers obtain, manipulate and sometimes store information or entertainment by pushing a button on a remote control.

A few operate in the current, mostly analog environment. Others function in the early versions of digital set-tops being distributed by cable and satellite operators today, and a few are designed for the next generation of more advanced set-tops, due out next year.

This special report takes a look at some of the interactive applications as they are currently being offered, tested and refined. It also includes applications that have been packaged by vendors and delivered to customers either through consumer electronics manufacturers or cable, satellite, telco or terrestrial broadcast providers. Despite predictions of big revenue streams over the next decade, interactive TV faces some obstacles, according to Gary Arlen, president of Bethesda, Md.-based research company Arlen Communications Inc. Those obstacles include setting standards and establishing revenue models, he says.

Internet-on-TV

With nearly one million subscribers, Web TV clearly leads the pack of Internet-over-TV suppliers. WorldGate, however, with its high-speed connections and easy-to-upgrade server-based technology, is rapidly gaining ground and now reaches about 7,300 subscribers. But Web pages designed for PC display look terrible on TV. That's where Internet-on-TV services could win big once the Web starts carrying more video.

The proliferation of PCs, could negate the future of this industry—though not necessarily. Thirty percent of WorldGate's customers already have PCs in their homes.

"They use WorldGate as a second outlet," says WorldGate founder and chairman, Hal Krisberg, who notes that between 10% and 16% of subscribers offered WorldGate take the service and use it on average more than an hour a day.

Personal TV

TV that uses personal video recording is the one service that strikes fear in the hearts of networks and television stations. Personalized TV records and saves favorite shows as well as those that are likely to be of interest given a subscriber's viewing habits.

"With the ability to capture and save as many as 30 hours of their favorite kinds of programming, why would a consumer tune in TV at all?" says Arlen.

The issue has sparked the threat of lawsuits from broadcast and cable networks, which have announced they expect to be paid copyright royalties for programs saved on PVRs by developers TiVo and Replay.

The technology to offer personalized TV service already exists in digital set-tops. What's missing is the hard drive inside to store the hours of programming.

One day, predicts Laurie Mann, director of strategic video systems for Oracle Interactive TV, large video servers will store all of the programming beamed by scores of networks, making it possible for subscribers to order any program that they might have missed, on-demand.

Despite their hefty price tags—anywhere from $499 to $1,499—personal video recorders are expected to be popular items, according to Boston-based Forrester Research. The company predicts that 14 million will be sold by 2004.

Program guides

The navigator—gateway to the many different programs, channels and features promised by digital TV—is the most hotly contested piece of real estate in the interactive TV world.

Advanced digital set-tops will come with "native" navigators built in, while some navigators, including Gist TV, are staking out territory on the Internet, and counting on convergence to erase the difference between TV and Web-delivered guides and programs.

Two branded navigators are fighting it out for dominance among interactive program guides—TV Guide has major name recognition; Source Media has localized content that is so inviting that TV Guide has considered investing in it.

Enhanced TV

Television that offers viewers more information than they're used to—services like e-commerce, interactive advertising, impulse sales and ancillary program information—falls under the category of enhanced TV. The technology provides viewers with information that's specifically produced for television and that usually looks far better on a TV screen than on the Web pages imported by Internet-over-TV services. However, enhanced TV is limited to whatever information is supplied by the programmer or advertiser, and does not allow browsing through the wider content on the Web.

Video-on-demand

The bandwidth hogs of the interactive world—video-on-demand services—typically require the equivalent of two to four 6 MHz channels to function. That's just during the early stages, when roughly 10% of subscribers are expected to be watching movies on the system at any given time. Later, when on-demand becomes established and hit movies become available before they reach the video stores, expect even more bandwidth usage.

Fortunately, by then digital set-tops will most likely carry hard drives capable of storing several titles, according to Ken Morse, chief technology officer at Cupertino, Calif.-based Power TV. This will enable cable operators to "broadcast" the month's most popular titles to subscribers' hard drives, where the films will sit "locked up" until the subscriber authorizes the on-demand play.

A few services like ICTV, which provides high-speed Internet access, e-mail and CD-ROM games, simply defy classification. These are part of an increasing number of hybrid services.

Andrew Bowser, Janet Plume, Wayne Karrfalt and Alan Waldman contributed to this report.
YOUR CABLE PLANT WITH ICTV

Fastest Internet access to TV

E-mail with attachments

Interactive game & educational content

Complementary to cable modem rollout

Customizable product mix

Analog or digital

Utilizes current HFC networks

Reduces churn

Low or no capital expenditure

Guaranteed revenue

Make your existing operation reach its full potential.

Only ICTV delivers the world's fastest Internet connection directly to your cable subscribers' televisions. More importantly, our flexible solutions let you make the most of your analog or digital system with virtually no capital expense. Don't miss this opportunity. Visit our website or call toll-free 877-GET-ICTV (438-4288).
INTERNET-ON-TV

AOL TV
Dulles, Va.
www.aol.com

What is it?
America Online’s attempt to one-up WebTV with a set-top that not only provides Internet access, but also an electronic program guide and Web content that complements specific TV shows. Not due until next year, AOL TV is still in development and details are few. But AOL officials say it will include AOL’s chat and instant-message capabilities.

How can consumers get it?
Set-tops incorporating AOL TV will connect to AOL over standard telephone lines and high-speed DSL telephone lines. (DirecTV is integrating the technology into a satellite TV receiver.)

What do customers pay?
Not yet known. They will have to pay for the set-top box and a monthly fee like WebTV users do.

How does AOL make money?
From the set-top, subscribers and a cut of advertising and e-commerce revenue reaped from content partners.

Who owns the service?
America Online.

What are its strategic partners?
DirecTV, Philips Electronics, Gemstar (program guide) and Liberate Technologies (operating system).

When is it available?
AOL plans to begin rolling out the service next year.

Pluses:
America Online has learned a lot about Internet-on-TV by watching WebTV and by purchasing one of its early competitors, NetChannel, from NCI (now Liberate Technologies). It will be able to market the service through its 20 million PC subscribers.

Minuses:
From the start, AOL TV will be playing catch-up with WebTV.

MoreCom Inc.
Horsham, Pa.
www.morecom.com

What is it?
A system for providing high-speed Internet access along with enhanced TV and MPEG-based short-form video streaming. Among other things, enhanced TV features can be used to alert TV viewers of related information or advertising on the Internet and allow one to immediately click on it.

How can consumers get it?
Via digital cable with set-tops running MoreCom software. It can also be delivered via satellite or digital broadcast TV, but set-tops must have telephone links to take full advantage of MoreCom’s capabilities.

How does it work?
Consumers use a remote control and set-top to pull programming from one of three file servers at provider’s head-end. Enhanced TV server stores popular Web content and sends it in HTML format to set-top. A second server provides access to the Internet. A third stores video clips that can be ordered on-demand. Such clips could be commercials inserted onto the electronic program guide or local news, weather and other content.

What do customers pay?
It’s up to the service operator. It could be provided as part of basic service or as a premium service requiring extra monthly payment.

How does MoreCom make money?
MoreCom sells or licenses equipment and software and may share in revenues from subscriptions, advertising and e-commerce.

Who owns the service?
MoreCom is a privately held company; Ami Miron is chairman, president and CEO.

What are its strategic partners?
Scientific-Atlanta, Harmonic, DiviCom, NagraVision; NDS; Zenith; Pioneer; Sagem; Nokia; 3Com; and C-Cube.

Where is it available?
MoreCom has no U.S. deals yet, but has a deployment agreement with Golden Channels, the largest cable operator in Israel. Company expects commercial rollout there next year.

Pluses:
It runs off digital set-tops so consumers don’t have to buy a box. Simultaneous viewing of the Internet and TV. Viewers don’t have to leave the TV signal to check e-mail, surf the Web or access enhanced TV information.

Minuses:
MoreCom can’t operate in an analog world and is competing against more established players that have a head start in getting their services into the field.
Presenting a revolutionary force in television.

ReplayTV™ Imagine having the freedom to watch your favorite shows on your schedule. The power to control live TV. The excitement of a truly personal television experience.

Presenting ReplayTV, a revolutionary set-top box that records your favorite shows on a hard disk automatically, every time they’re on. No tapes. No hassles.

ReplayTV works with an intelligent programming service so you can create your own personal channels based on your favorite shows, actors or themes. ReplayTV finds and records your shows so you can watch them on-demand with full VCR-style controls. It’s easy. It’s automatic. It’s guaranteed.

You can also pause, rewind and use instant replay on live TV. Say the phone rings in the middle of Friends®. Simply hit pause and take your call. Then, hit play and you haven’t missed a beat. For just $699 and no monthly fees, ReplayTV will revolutionize the way you watch television. It’s television made personal.

1.877.ReplayTV
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Code: 1145

www.americanradiohistory.com
**WebTV**  
*Mountain View, Calif.*  
www.webtv.net

**What is it?**  
Internet access over the TV with the help of a set-top box. There are two basic products: WebTV Classic, which brings the Internet and e-mail to TV; and WebTV Plus, which offers the Classic features plus on-screen TV listings, WebPIP (Web picture-in-picture) and one-touch VCR recording.

**How can consumers get it?**  
Consumers buy a set-top box at retail and hook it up to their TV and telephone lines. (EchoStar is also integrating WebTV Plus capability into one of its satellite TV receivers.)

**How does it work?**  
A subscriber uses a WebTV remote control or a WebTV infrared keyboard to surf the Web and write e-mail. WebTV's software enhances the Web images so that most pages can be read on a TV from across the living room.

**What does the consumer pay?**  
Prices for the set-tops vary by retailer. Suggested list price for the WebTV Classic box is $99; for WebTV Plus, $199. Monthly subscription fees: $21.95 for WebTV Classic service; $24.95 for the WebTV Plus service.

**How does WebTV make money?**  
WebTV derives its income from box sales and subscription fees.

**Who owns the service?**  
Microsoft Corp.

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**WorldGate**  
*Bensalem, Pa.*  
www.wgate.com

**What is it?**  
A service offering high-speed Internet access through an analog or digital cable set-top. The system can also link a viewer watching a commercial or program on TV directly to a related Web page, usually in five seconds or less.

**How can consumers get it?**  
Digital or advanced analog set-tops made by General Instrument or Scientific-Atlanta with a wireless keyboard or remote control.

**How does it work?**  
Using a remote, the subscriber's set-top signals a server at the cable headend to connect the user to the Internet. On an advanced analog set-top, WorldGate's signals travel over the vertical blanking interval, an unused part of the TV signal. On a digital set-top, the signal uses part or all of a 6 MHz channel, depending on how many subscribers are using the service.

**What do customers pay?**  
About $10 per month.

**What are its strategic partners?**  
ESPN, Children's Television Workshop Online, Discovery, E! Entertainment, HBO, HGTv, MSNBC, PBS, USA Networks/SciFi and The Weather Channel.

**Where is it available?**  
WebTV set-tops and accessories are available at most consumer electronics stores. The company says it now has 800,000 subscribers.

**Pluses:** Clear graphics and readable text allow TV viewers to surf the Web without requiring them to be computer savvy. Started in 1995, WebTV has more experience at providing Internet access over TV than any of its competitors. WebTV Plus's picture-in-picture feature permits simultaneous viewing of TV show and Web content.

**Minuses:** WebTV will be going up against rival AOL TV next year with its considerable marketing clout. AOL TV is learning from WebTV and will make sure it fields a product that surpasses it in capability, if not reliability.

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*Bensalem, Pa.*  
www.wgate.com

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**What are its strategic partners?**  
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**Where is it available?**  
In about 7,500 cable homes at a scattering of cable systems throughout the country. Among the cable operators are Charter, Comcast and Bresnan.

**Pluses:** It works with off-the-shelf cable set-tops. Consumers don't have to buy a box. Nearly all of WorldGate's processing power and memory reside at the cable headend, making installations and upgrades less expensive than rolling trucks to replace set-tops.

**Minuses:** While graphics are very fast, typing text is slow because the system has to shuttle keystrokes back and forth between the server and the home. This means there's a 250-millisecond delay between when the viewer types the characters and when they show up on the screen. The delay falls short, however, of the 350-millisecond threshold surveys have demonstrated causes consumers to object.
INTERACTIVE TV BRINGS PEACE ON EARTH!

New York - For the first time in the history of mankind, peace reigns on earth. And it's all because of the technological marvel known as interactive television.

"The power of this medium has caused people to come together as one," says one viewer, "since the creation of this interactive television."

And these bizarre events aren't limited to Europe. In America, where the crime rate has dipped to zero, manufacturers are melting down guns to make them as scrap. "People don't use guns in this new interactive television." says one viewer.

YOU'VE HEARD THE HYPE. NOW HEAR THE REALITY.

OpenTV is the world's leading provider of interactive software for digital receivers. And together with television partners worldwide, we’re up and running in over 3.5 million households across the planet. And we’re doing it on all digital television platforms including cable, terrestrial and satellite. In addition, we’ve paved the way for the next generation of interactive television with services like interactive program guides, T.V. chat, e-commerce and interactive advertising. Which means new revenue streams for TV operators. And we’re just getting started. This year, with the help of EchoStar’s DISH Network, we’re set to debut OpenTV in America. So, will all this bring world peace? Hardly. But it will help bring the world a better form of television. OpenTV. We’re making the promise of interactive television a reality.
ReplayTV
Mountain View, Calif.
www.replaytv.com

What is it?
Replay is a "tapeless" digital recorder that can automatically record favorite shows and organize them according to themes. It lets viewers pause, rewind, fast-forward and replay live TV broadcasts.

How can consumers get it?
Replay Network Service is available using set-tops purchased from retail outlets. Matsushita Electric Industrial Co. Ltd. will sell a ReplayTV-capable recorder under the Panasonic brand.

How does it work?
Up to 28 hours of TV signals are digitally recorded onto a hard drive. The Replay Network Service automatically updates every 24 hours via phone line.

What do consumers pay?
Replay Network Service is free. Prices for set-tops range from $699-$1,499.

TiVo
Sunnyvale, Calif.
www.tivo.com

What is it?
TiVo's "personal television" service package includes both the service and a Philips Personal TV receiver that digitally records up to 30 hours and suggests programs based on viewer preferences. TiVo also lets viewers pause, rewind and slo-mo live television, and offers programming packages.

How can consumers get it?
TiVo Personal TV Service is accessible using a Philips-manufactured set-top receiver operated via remote control.

How does it work?
Viewers use on-screen menus to pick programs and read TiVo's program guides. The hard disk is simultaneously readable and writable, so a program can be viewed while it is still recording.

What do customers pay?
A Philips personal receiver with 14-hours is $499 plus $199 for a lifetime service option ($698 in total), or $9.95 a month plus the cost of the PVR. A receiver with 30 hours is $999.

What are its strategic partners?
Showtime, E! and others will sponsor Replay Zones featuring program information, promotions and content.

Pluses:
With ReplayTV, a 30-second skip button vaporizes commercials. There are no monthly fees for basic service and point-and-click programming is easy.

Minuses:
Replay doesn't have the slo-mo feature found on the competing TiVo receiver. Digitally recorded programs cannot be permanently archived on VHS tape.

Where is it available?
Replay's Panasonic PVRs are available through www.replaytv.com or 800-266-1301.

What are its strategic partners?
TiVo's Personal TV System is available online (www.tivo.com), or by calling 877-FOR-TIVO.

Pluses:
Viewers can find programming specifically suited to their interests. Advertisers can overlay commercials targeted to viewer demographics.

Minuses:
Digitally recorded programs cannot be permanently archived on VHS tape. TiVo's advertiser focus means no skip-the-commercial function.

Vulcan Ventures Inc., chipped in $8 million. On Aug. 18, Replay Networks announced it had received $57 million from several leading media firms.

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Minuses:
Replay doesn't have the slo-mo feature found on the competing TiVo receiver. Digitally recorded programs cannot be permanently archived on VHS tape. TiVo's advertiser focus means no skip-the-commercial function.
Your Competition's Killing You.

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TVN helps you compete against DBS by delivering the digital programming and services you want now.

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Entertainment Corporation

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nvod/vod in-home shopping special events financing internet marketing support
Guide Plus+
Pasadena, Calif.
www.gemstar.com

What is it?
Guide Plus+ is an interactive navigator that lets viewers search through two days of listings; scroll ahead up to eight days through listings organized by genre; and highlight a listed show to automatically record. It can also program the TV to tune in to a particular show when it is scheduled to air.

How can consumers get it?
It is accessible through some TV sets, VCRs and set-tops. Manufacturers using Gemstar's guide in their TV sets and eventually their VCRs include Thomson, Sony, JVC, Philips and Zenith.

How does it work?
Gemstar's software resides in the TV set, VCR or set-top, with content updated four times a day, including an overnight download. Content currently travels over the vertical blanking interval to the set. Next year, Gemstar will switch to updating its content over pager frequencies. And by 2001, it will use pager frequencies to receive signals back from viewers.

What do customers pay?
Nothing; Guide Plus+ is ad-supported.

How does Gemstar make money?
Gemstar licenses its software and patented formats in two ways: a provider can use them to create its own branded guide; or a provider can license a completed version of the guide branded “Guide Plus.” Gemstar also sells advertising on its guide.

Who owns the service?
Gemstar Development Corp. is traded on Nasdaq (GMST).

Where is it available?
DirectTV used Gemstar's system to create its own branded guide and AOL TV has licensed the right to do the same. US West, Cox Cable and Americast have licensed Gemstar's technology.

Pluses: Gemstar is free to consumers and has the potential to be widely distributed, thanks to agreements with major TV set manufacturers.

Minuses: Gemstar is currently a one-way technology and will not be two-way until 2001. Its chief rivals on the cable front are already two-way.

Interactive Channel
Dallas
www.sourcemedia.com

What is it?
Interactive is a localized two-way service that features SourceGuide, an interactive navigator; SourceNet, an Internet TV Web browser; CableMail; a video-on-demand navigator; and LocalSource, a suite of local programming services.

How can consumers get it?
The service is available using digital set-top boxes. The technology is embedded in General Instrument’s DCT set-top line and the company has a similar agreement with Scientific-Atlanta.

How does it work?
Using a remote control, viewers call up information stored on a server at the cable headend. The information on the server is updated regularly via satellite.

What do customers pay?
Interactive Channel is delivered as part of the MSO's digital service.

How does Interactive make money?
Cable operators pay Interactive Channel 50 cents a sub per month for SourceGuide and Local Source. They split revenues from ad sales, e-commerce or on-demand purchases.

Who owns the service?
Source Media, which is traded on Nasdaq, is finalizing a joint venture agreement with MSO Insight Communications. The venture will include Source Media’s TV-related assets and cash contributed by Insight. SourceMedia has sued TV Guide Inc. over its failure to follow through on a letter of agreement to pursue a similar venture, while TV Guide has threatened legal action opposing Insight’s investment.

Where is it available?
SourceGuide and LocalSource are up and running in Insight Communications' Rockford, Ill., system. Rollouts are planned for Insight systems in Columbus, Ohio, and Evansville, Ind.

Pluses: Interactive Channel’s server-based technology frees up valuable memory in the set-top; provides operators with a “first screen,” offering viewers access to TV listings and local information.

Minuses: It competes with TV Guide Interactive, a powerful, established brand name in TV listings. Operators must purchase a file server and devote the equivalent of a 6 MHz channel to deliver the service.
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**SPECIAL REPORT**

**TV Guide Interactive**

**Tulsa, Okla.**

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

**What is it?**

TV Guide Interactive is a navigator that lets subscribers customize program listings, browse, flip, search, set reminders and parental controls as well as order pay-per-view events.

**How can consumers get it?**

The software is embedded in General Instrument's DCT line of set-tops.

**How does it work?**

TV Guide Interactive is updated continuously from a server that feeds information to the "out-of-band" or extra portion of the national feed of Headend in the Sky (HITS), a service that distributes digital programming.

**What do customers pay?**

The cost is built into the additional monthly fee subscribers pay to upgrade to a digital tier.

**How does TV Guide Interactive make money?**

Operators pay TV Guide Interactive a few cents per sub per month, depending on volume discounts, exclusivity and additional services purchased. TV Guide will also share revenue earned by operators for interactive ads sold.

**Who owns the service?**

News Corp. and Liberty Media Corp., a unit of AT&T, each own 44% of TV Guide Inc. TV Guide Interactive is part of a portfolio of re-branded companies. The balance is publicly traded on Nasdaq (TVGIA).

**Where is it available?**

TV Guide's scrolling on-screen guide is available to 34 million homes. But the digital guide is used by only 2 million subscribers so far.

**Pluses:** With superior distribution and a huge cash reserve, TV Guide is positioned to dominate. It doesn't require an operator to buy a file server to feed the set-tops and doesn't take up any channel capacity.

**Minuses:** Though it offers co-branding opportunities, some fear its 46-year-old trademark will overpower cable operators' brands.

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**DIVA**

**Menlo Park, Calif.**

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

**What is it?**

DIVA is a video-on-demand service that includes hardware, software, programming, a customizable navigator, billing interface and other support services.

**How can consumers get it?**

The software is available in General Instrument's DCT digital set-top line. The service is accessible in two-way hybrid fiber coaxial cable systems.

**How does it work?**

Using a remote control, subscribers order programming through their set-tops that signals the server and enabling hardware and software that reside at the cable headend. Software on the server tracks on-demand purchases and manages billing.

**What do customers pay?**

Cable operators can price the services à la carte or in packaged digital tiers. Recent movie releases typically cost $3.95, while library titles go for $2.95.

**How does DIVA make money?**

Cable operators pay DIVA for the hardware, for licensing the related software and for support services such as engineering, training, marketing and custom-product development.

**Who owns the service?**

DIVA is a privately held company initially financed with $100 million. It has subsequently raised an additional $250 million through bond placements.

**Where is it available?**

DIVA video-on-demand is in Adelphia Communications' system in Lansdale, Pa.; several of Suburban Cable's Philadelphia-area systems; Cablevision Systems in New Jersey; Rifkin & Associates in Roswell, Ga.; Chambers Communications in Edmonds, Wash., and Novato, Calif.; and Insight Communications in Rockford, Ill.

**What are its strategic partners?**

DIVA has licensed more than 2,000 new movie releases, titles and specialty programs from Warner Bros., Disney, Sony, Universal, 20th Century Fox and Dreamworks, as well as from HBO, ESPN and Discovery.

**Pluses:** DIVA has more experience with commercial rollouts than either of its major VOD competitors. It claims the lowest cost ($350) per customer stream.

**Minuses:** Some analysts maintain the channel capacity needed for VOD could be more profitably used by offering telephone services.

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**VIDEO-ON-DEMAND**

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**DIGITAL CABLE**

**CD 7-61 PM**

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The only truly interactive all music network just took interactive technology a step further with ACTV's HyperTV™ TV-Internet convergence software solution. Offer your viewers the most powerful convergence of Internet technology and television ever available. Synchronized delivery of television and Web content means viewers can watch their favorite videos as they read song lyrics, artist bios, concert schedules, and purchase CDs, while interacting with a virtual community about every aspect of the music they love, 24/7.

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Intertainer
Culver City, Calif.
www.intertainer.com

What is it?
Intertainer is a programming service that offers on-demand entertainment, interactive advertising and e-commerce. Programming includes movies, music videos, concerts, children's shows and special interest programs.

How can consumers get it?
Subscribers can access the service using digital set-top boxes or personal computers. The software is embedded in General Instrument's DCT 5000 digital set-top and Scientific-Atlanta's Explorer 2000.

How does it work?
Using a remote control, viewers signal a digital set-top to call up the menu and programs from a server at the cable system or telephone company. PC users log on and reach a server at the telephone provider.

What do customers pay?
Access to Intertainer is typically bundled into the operator's basic digital service tier. The consumer pays for on-demand purchases.

How does Intertainer make money?
Program suppliers, such as studios, get about half of what subscribers spend on a film. Intertainer splits the rest with the local cable or telephone provider. Operators and Intertainer split revenues from e-commerce and interactive advertising that appears while users are surfing around looking for programs.

Who owns the service?
Comcast, Sony and Intel each own about 6%; NBC and US West each own about 7% of the company; the rest is privately held.

Where is it available?
Consumer trials are underway at RCN in Manhattan and Comcast in Philadelphia and in Willow Grove, Pa. Commercial rollouts begin Oct. 1, 1999, in about 15 markets where the providers will be telephone companies and subscribers who will be accessing the service through PCs.

What are its strategic partners?
There are 60 suppliers, including ESPN, Columbia TriStar TV; Warner Bros., Sony Music, Showtime, Cinar, Dreamworks SKG, MGM, Buena Vista, PolyGram, PBS, Disney Channel and 20th Century Fox.

Pluses:
In addition to movies, TV shows, music, video games and short-form programming on-demand, Intertainer offers e-commerce and interactive advertising. It "remembers" what a consumer tends to order and begins making suggestions about what to watch and sends targeted advertising. Intertainer's dual focus on PC and TV users will probably broaden its base of users quickly.

Minuses:
Intertainer is available on the more advanced Scientific-Atlanta and General Instrument set-tops, but can't be incorporated into some of the early digital set-tops from cable operators or telephone companies.

SeaChange
Maynard, Mass.
www.schange.com

What is it?
Recognized for its video servers, SeaChange has developed an on-demand service that provides hardware, software, programming, billing and technology support. The programming includes movies, sports, news and non-video services such as home banking and stock market trading.

How can consumers get it?
The service is available through operators using digital set-top boxes, including those manufactured by Scientific-Atlanta, Pioneer, Nokia and General Instrument.

How does it work?
The cable system's server responds to requests from subscribers, using basically the same technology currently used for impulse pay-per-view.

What do customers pay?
The cable operator determines the charge. Some on-demand services such as movies are likely to be charged on a per-event basis, while others such as news may be sold on a subscription basis.

How does SeaChange make money?
Revenue from video-on-demand is roughly divided evenly between the studios and the cable operator. SeaChange sells all the hardware and software to the cable operator upfront and generates additional revenue from upgrades, supplying creative work on menu screens and obtaining content.

Who owns the service?
SeaChange is traded on Nasdaq (SEAC). Company officials own more than 50%; CEO Bill Styflinger is the largest shareholder.

Where is it available?
The technology is currently being tested in seven cities served by six MSOs, including Time Warner Cable in Austin, Texas, Rogers Cable Systems in Toronto and TeleWest in London.

What are its strategic partners?
Content comes from all the major studios and children's programmers, as well as from various educational facilities.

Pluses:
SeaChange has had seven years' experience with cable operators, supplying equipment to handle digital advertising insertion and near video-on-demand. It also provides equipment to movie-on-demand services at hotels supplied by AT&T Broadband and Internet Services in Chicago and Time Warner in New York. The company is willing to accommodate operators with its VOD product.

Minuses:
Stiff competition from other suppliers who have a head start in developing their services.
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TVN
Burbank, Calif.
www.tvn.com

What is it?
TVN has developed a video-on-demand service that is currently being tested by the company. It delivers movies from a library of 40 titles per month and anticipates adding events and e-commerce.

How can consumers get it?
TVN’s VOD is accessible through General Instrument’s DCT line of digital set-tops and compatible with Scientific-Atlanta’s Explorer 2000.

How does it work?
Subscribers order movies by pressing a button on a remote control, which signals the set-top to download the movie instantly from a video server at the cable headend. TVN delivers movies, a viewer’s guide and management software to the video server by satellite.

How does TVN make money?
Cable systems pay an operations fee to TVN, which also shares in revenues from any non-theatrical programming it provides. Studios share in revenues from the sale of on-demand films.

What do customers pay?
Most will likely pay a per-event fee, although some programming will be free. Season tickets can be purchased for groups of events, such as football games.

Who owns the service?
Morgan Stanley Managed Fund is the largest shareholder in this privately held company.

Where is it available?
TVN’s video-on-demand is being tested at Strategic Technologies’ Valencia, Calif., system. Commercial rollout is anticipated this fall or early 2000.

What are its strategic partners?
TVN works with more than 40 content providers, including major studios and independent film distributors.

Pluses: Thanks to its pay-per-view and near video-on-demand businesses, TVN is experienced at working with cable operators and the Hollywood studios.

Minuses: TVN’s VOD program offerings are limited at this point.

ICTV
Los Gatos, Calif.
www.ictv.com

What is it?
The service offers high-speed Internet access, e-mail and a library of CD-ROM games and information stored on a file server. ICTV delivers full-screen video commercials from the Web and can deliver video-on-demand services.

How can consumers get it?
The service is accessible using a set-top box with wireless keyboard.

How does it work?
A file server at the cable headend offers access to the Internet and e-mail and to CD-ROM informational videos and games. The file server also tracks customer usage and generates invoices. Keyboard commands from the subscriber travel over cable in two-way systems or over telephone lines in one-way systems.

What do customers pay?
Subscribers pay a base fee of $9.95 per month for the first 10 hours of use plus 95 cents an hour, except in prime time, when it’s $1.95 an hour for additional use.

How does ICTV make money?
ICTV pays the cable operator the first $8 per subscriber per month. ICTV keeps the next $8 per sub per month and splits any additional fees with operator 50/50. ICTV pays royalties to CD-ROM title suppliers from its share of the revenue.

Who owns the service?
ICTV is privately held with financing from Cox Communications and Lauder Partners.

Where is it available?
Currently, ICTV is operating in St. Joseph Cablevision of St. Joseph, Mo., and Bresnan Communications in Bay City Mich., by the end of September.

What are its strategic partners?
ICTV has agreements with CD-ROM software suppliers eGames, Acclaim Entertainment, The Learning Co., SegaSoft Networks and others.

Pluses: ICTV is a low-cost alternative to high-speed Internet access and CD-ROM games and educational titles (80% of its subscribers do not own PCs). It can be upgraded from the headend.

Minuses: The service requires a proprietary set-top, a negative for consumers who may also have digital set-tops, VCRs or personal video recorders such as TiVo already attached to their sets. ICTV requires the equivalent of three analog channels to serve up to 15% of an operator’s subscriber base at one time. If demand is higher, more channel capacity is needed.
Proof again the American public will vote for any knucklehead.

Brian Rudo, Comcast, Baltimore. Winner of the Extreme Gong $10,000 Tournament of Talent.

August 24, 1999. A nation speaks. Via phone and web simulcast voting during our Extreme Gong program, the audience kept the good acts, zapped the bad acts and experienced the future of cable. It's live, interactive content like this that's turning viewers into players on Game Show Network.

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ACTV
New York
www.actv.com

What is it?
ACTV lets viewers call up information about what they are watching, vary camera angles and do their own instant replays. They can also pick from different versions of an advertiser's commercial.

How can consumers get it?
ACTV is included in General Instrument's digital set-top line and has an agreement to be included in Scientific-Atlanta's digital set-tops.

How does it work?
ACTV bundles different video, graphic and audio signals into one multipath telecast. Viewers see and hear only one of the signals at a time; the others remain transparent. Codes embedded in the video signal tell the set-top box what to do.

What do customers pay?
AT&T Broadband & Internet Services subscribers in Dallas pay a "premium channel" rate for ACTV's individualized Fox Sports Net Southwest programming. Liberty Media offers sporting events to AT&T subscribers in Dallas on a pay-per-view basis.

How does ACTV make money?
ACTV shares in revenues from individualized premium and pay-per-view offerings using its software, and earns revenue from fees paid by programmers who want their shows individualized.

Who owns the service?
ACTV Inc. is publicly traded on Nasdaq (IATV). Liberty Media owns 15% of the company with an option to up its stake to 25%. General Instrument owns about 5%.

Where is it available?
ACTV tailors events on Fox Sports Net Southwest; has licensed the right to individualize programming on Fox Sports Net through 2003. It also individualizes pay-per-view sports events offered by Liberty Media on AT&T BIS in Dallas.

What are its strategic partners?
ACTV and General Instrument are working together to develop an addressable, targeted advertising system.

Pluses: ACTV produces its own content to enhance viewing, rather than packaging existing Internet content.

Minuses: ACTV doesn’t have many relationships with content providers, as yet. It is unclear if consumers will pay a premium price for this type of service.

Wink
Communications
Alameda, Calif.
www.wink.com

What is it?
The "Wink Response Network" bundles viewer responses, forwards them to advertisers and generates activity reports for advertisers and cable operators.

How can consumers get it?
The software is included in set-tops from General Instrument, Scientific-Atlanta, Pioneer and other manufacturers and in some Toshiba TV sets.

How does it work?
Wink travels in the vertical-blanking interval part of the video signal. Enhanced commercials or programs have an icon in the upper left corner of the screen, letting viewers know they can press the "select" button on their remote control to request more information or to order a product.

What do customers pay?
Nothing.

How does Wink make money?
Advertisers pay Wink based on qualified sales leads they get from providers such as cable networks. Providers collect transaction revenue from responses to Wink Smart commercials or network interactive promotional offers.

Who owns the service?
Wink Communications went public Aug. 19. Before the IPO, Microsoft had invested $30 million in Wink. Vulcan Ventures invested $10 million and is deploying Wink’s Enhanced Broadcasting services in its Charter systems.

Where is it available?
Wink has agreements with AT&T BIS, Time Warner, Comcast, Charter, Cox, InterMedia and DirecTV. Of those, Wink has launched in Comcast, Charter, Cox and InterMedia systems.

What are its strategic partners?
ABC, CBS, NBC, Fox, CNN, Discovery, TLC, ZDTV, VH1, TWC, TBS, TNT, TNN, Nick at Nite, Showtime, Court TV, HBO, Lifetime, E!, ESPN/ESPN2 and CNBC are developing Wink enhancements for their programs.

Pluses: Because it is free to subscribers and available on both analog and digital TV, Wink can be widely distributed.

Minuses: Wink is very simple in what it delivers, offering only the information that programmers or advertisers send.
How lovely.
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A FREE JACKET.

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Clash of the 'casters

Internet takes on radio at NAB convention heating up already humid Orlando

By Elizabeth A. Rathbun

The battle between radio broadcasters and Webcasters heated up last week during the NAB Radio Show in humid Orlando.

The Webcasters—those already devoted to the Internet—said their medium will change the world. Some broadcasters, while admitting to putting their radio stations on the World Wide Web, aren't as convinced of the value of the Internet.

"I think it's crazy for people to say [the] Internet's going to change the world," said Alfred C. Liggins III, whose Radio One Inc. is just beginning to try to figure out how its stations can use the Internet to benefit African-Americans. "The only thing that's allowing it to exist as it is now is the [strong] economy [and support from] the stock market."

"None of you [radio] guys get it."

"Radio is uniquely positioned in the center of all media," with the over-the-air ability to drive listeners to Web sites and the Web ability to stream audio," complained Pat Clawson, a former broadcaster who runs Internet companies with Internet Tradeline. "The Internet changes everything. It changes your entire business model."

Similar clashes of the 'casters occurred throughout the show, which ran last Tuesday through Friday (Aug. 30-Sept. 4).

The Internet appeals largely to radio's core listeners of 16-24-year-olds, said Laurence W. Norjean, president of InXsys Broadcast Networks.

InXsys partners with radio stations to create online classified ads, auctions and other programs. Of the 68,000 people in the U.S. that are said to access the Internet for the first time each day, 75% are ages 16-24, he said last Tuesday during the Dickstein Shapiro Morin & Oshinsky LLP-sponsored conference, "Broadcast Financing for the 1990s: The Internet Factor."

Those new users are not loyal to TV—they're loyal to radio shows, Norjean said.

But radio is not giving media-hungry teen-agers and young adults what they seek on the Web, as evidenced by the fact that members of that demographic have set up some 11,000 personal Internet radio sites just in Los Angeles, Norjean said.

So what to offer? "You have to give them stuff to do," Norjean said. That means concerts and concert listings; links to celebrity auctions and interviews; fashion information; games; shopping; local and national contests, and advertising they can watch, Norjean suggested. "The goal is to be part of their life."

But a radio broadcaster has to move quickly to be "the landlord in your market. ... Right now there is a race between media to take charge of this audience," he warned.

Not so, John Parikhal said Wednesday during a panel session called "Radio Will Survive the Next Audio World War." Parikhal is chief executive of Joint Communications, a media strategy company whose clients have included VH1, Wendy's and CBS.

Parikhal characterized the Internet fever that seems to have struck some as "a whole lot of rush and not a lot of gold. ... That's the really good news. We've got a decade to get on that train."

Radio may be forced to take it slow because most stations don't have the

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Log on or lose, Fries warns

"I think we're basically going to blow it."

That's what the radio industry might do if it doesn't immediately learn about—and capture consumers on—the Internet, Radio Advertising Bureau President Gary Fries said last week at the NAB Radio Show in Orlando, Fla.

While radio, with its ever-increasing revenue, is enjoying "the most solid time we've ever been in, it's also the most confusing time," Fries said.

Besides the Internet, broadcasters also have to worry about the advent of satellite radio, Fries said. "It's going to have a tremendous impact," particularly since the planned services intend to offer commercial-free channels. "If we stand by and ... continue to conduct business as usual, these other businesses are going to walk on us," Fries said. "It's ours to lose."

However, radio has an edge over new media, he said. "We have a relationship to our listeners that no one else has. ... We are the blanket. We are the security blanket of the American consumer. They trust us. They love us. Nobody wants to get rid of their radio."

Broadcasters are in a unique position to help advertisers reach consumers in new and exciting ways, he said. But "this isn't going to wait for us. This is going fast."

To help broadcasters get up to speed, RAB is offering a series of half-day Internet workshops in five cities. Classes start Sept. 14 in Los Angeles. More workshops might be added, Fries said.

Ironically, radio currently is benefiting from the Internet in a big way, with scads of "dot.com advertising" building some stations' revenue to the point of overbooking ads. Radio gets 60%-70% of Internet companies' ad budgets, Fries said. "We are considered the fastest, most efficient brand-building medium to this community."

—Elizabeth A. Rathbun
money to build good Internet sites, said Charles Armstrong, senior vice president of AMFM Inc.’s Internet-development arm, AMFMi. Indeed, “economics will outweigh the next technology,” Armstrong said.

Even if the Internet lives up to the rhetoric, it’s “not going to replace local radio…. It’s going to help us,” said Lawrence R. Wilson, chief executive of Citadel Communications. “It’s a tool,” Radio needs to keep delivering a high-quality product to survive the future, he said. And by staying local, radio will do so, he said.

To “somebody who says that Internet’s going to eat our lunch, come on down,” Wilson said. “It’s not going to happen.”

But even National Association of Broadcasters President Eddie Fritts sided with the Webcasters. “Grab hold to it and ride,” he advised Tuesday just before his opening remarks. Later he said, “Radio is uniquely positioned in the center of all media,” with the over-the-air ability to drive listeners to Web sites and the Web ability to stream audio.

“You’re not dead, you’re not toast, you’re not out of business, you just have to figure out where the [money] is,” advised Bishop Cheen, vice president for high-yield research at First Union Capital Markets Corp.

Cumulus Media Corp. plans to start making money online by running classified ads. Music sales and auctions also make sense, Cumulus Vice Chairman Lewis W. Dickey said. While “we’re very bullish on [the Internet], I think there will be a reality check on all this.” Keep things in perspective, he urged. “The Internet is nothing more than another means of distribution.”

Web sites are valuable only when they add to a station’s cash flow, said William L. Whitley, a director of station broker Media Services Group Inc. But “these things so far have been taking cash flow away as [stations] put them together,” he said.

At least one station owner disagreed. Greg Wyatt, who owns WPST-FM Port St. Lucie/Stuart, Fla., said he makes $85,000-$100,000 per year by having his station on the Web.

While Saga Communications Corp.’s radio stations are on the Web, “we have not yet developed content…that’s worth repeated uses,” said Executive Vice President Steve Goldstein. A typical Saga site is “by and large a postcard,” with pictures of DJs, audio streaming and not much else, he said.

But merely having a Web presence is not enough, Andy Collins of Yahoo! Broadcast Service said. “If your programming is not good, you can be on the Internet, the outernet, [satellite radio providers] XM Radio [and] CD Radio and everything else and no one is going to listen to you.” Yahoo! is an Internet portal service.

Other than offering good content, radio stations must promote their sites to have maximum impact. The number of visitors to a Web site is “more based on how well you promote it. Streaming is something you have to work at. Radio broadcasters can put information on their Web sites that they can’t clutter up their airwaves with,” Collins said.

—Paige Albiniai contributed to this report.

Big flap over little stations
Arguments over low-power FMs fill the air; Kennard pleads for industry cooperation

By Paige Albiniai

He National Association of Broadcasters’ assault on the FCC’s plan to create thousands of low-power FM radio stations across the country shared center stage with Internet issues at the association’s Radio Show in Orlando last week. NAB appeared more determined than ever to dissuade the commission from its plan and look for other ways to create diversity in broadcasting.

“Above all else, the FCC must be the guardian of spectrum integrity,” and that includes killing its own low-power FM plan, said NAB President Eddie Fritts during the show’s opening address.

Station ownership by minorities and women is best ensured by a tax-certificate program that Congress currently is considering, Fritts said. “I don’t believe that a Social Security card and American citizenship entitle every person to their own radio station.” Citing NAB research that he said shows the plan “will create untenable interference for the listening public,” he added, “We cannot and must not confuse social engineering with radio engineering.”

Matching NAB’s fervor but on the other side of the issue are local organizations such as community groups, churches and schools that want to use low-power radio stations to get messages out to their communities. Those groups say established broadcasters don’t want new competition and are using the interference issue as an excuse.

The FCC, meanwhile, remains stuck in the middle of a fight it started. Commissioners and FCC staff repeatedly say that they have no intention of instituting any plan that would cause interference, but they do not say what the NAB wants to hear: that they are backing off. That may be because of the mixed messages the commission is getting from within its own ranks.

“Cooperation, not confrontation” over low-power FM was the message FCC Chairman William Kennard delivered to the convention.

Another way of creating opportunity is to use the airwaves to create more outlets of expression through low-power radio,” Kennard said. “I know that many of you are very concerned about low-power radio. In fact, that’s the principal reason I came here today: because I wanted to come here and speak to you in
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person about my vision for a low-power radio service for the country.”

Kennard emphasized that his first priority is maintaining spectrum integrity for existing broadcasters as well as for the conversion to digital, but “these objectives are not inconsistent with having a low-power service for the country.”

At the show, Commissioner Gloria Tristani spoke of her concern for preserving localism in radio and implied that she wasn’t sure the NAB’s interference concerns are as real as the NAB says they are.

“I’ve seen four studies covering four different things,” she said. “And the NAB’s study measured something the FCC doesn’t have standards for. “I will never proceed with this if I think it will cause interference,” she continued. “But broadcasters should address the other issues in this proposal raises.”

Bruce Reese, chairman of the NAB’s Spectrum Integrity Task Force and president and CEO of Bonneville International Corp., retorted: “I guess that’s OK, since the FCC assumed laws of physics that didn’t exist.”

The NAB’s 500-page engineering report, submitted to the commission last month, found that if low-power stations were placed in open channels next to or two slots away from existing full-power radio stations, they would cause heavy interference.

In opposition to Tristani, FCC Commissioner Harold Furchtgott-Roth argued, as he has frequently, for complete deregulation. He considers the low-power proposal purely an issue of interference, he said.

Keith Larson, deputy chief of the FCC’s Mass Media bureau, later told a panel that all the commissioners have made clear that they are worried about interference. “Every commissioner has expressed a concern about protecting you and your operations,” Larson said. “The commission also does not want to hinder digital radio.”

CBS says it doesn’t dictate ad numbers

Despite industry buzz to the contrary, CBS Corp.’s radio stations are not told how many ads to run per hour. “We don’t dictate to our radio stations what their commercial load should be,” CBS Radio President Dan Mason told an NAB Radio Show audience in Orlando last week.

However, radio stations must meet their budgets and increase cash flow by a certain percentage each year. “That’s my story and I’m sticking to it,” he joked. And CBS’ radio stations, operated under the Infinity Broadcasting Corp. banner, certainly aren’t going to add more commercials to fulfill the terms of a spate of deals with Internet operators.

CBS in recent weeks has invested in a number of dot.com companies, exchanging promises of radio spots for stakes in the firms. “They get treated like cash customers,” Mason said.

Cox, MP3 to make beautiful music

Users of Cox Radio Inc. Web sites soon will be able to download music without charge. Cox has signed on as the first customer of mp3radio.com, a joint venture of Cox Interactive Media and MP3.com Inc.

The service was announced last Tuesday at the NAB Radio Show. Besides downloads and the omnipresent audio streaming, the sites will offer news, concerts and e-commerce such as shopping for CDs and tickets. Each Web site will be customized to fit a station’s format. MP3radio.com will be offered free to the radio stations, which will receive a percentage of ad space and e-commerce revenue. Gregg Lindahl, formerly president of Cox Broadcasting’s Eagle Research Group, was named president of MP3radio.com.

Launch of the service is planned in the next two-three months. Cox Interactive in June invested $45 million in MP3.com; in mid-August it put $30 million into Tickets.com, which will provide tickets over the sites. Cox Radio has about 60 stations in 12 markets.

NAB bestows radio award on Stakeln

Regent Communications President William L. Stakeln received the 1999 NAB National Radio Award last Wednesday (Sept. 1). A former NAB board chairman and Radio Advertising Bureau president, Stakelin got his start in radio as a teen-ager.

After college he worked at Bluegrass Broadcasting, where he rose to executive vice president/chief operating officer. With 42 years in the business, “Bill represents the best that broadcasting has to offer,” NAB President Eddie Fritts said. Previous winners of the award include CBS Corp.’s Mel Karmazin and Clear Channel Communications’ L. Lowery Mays. Cincinnati-based Regent owns or operates 40 stations in small- to medium-sized markets. Stakelin in 1998 sold the original incarnation of Regent to Jacor Communications Inc., which in turn was purchased by Clear Channel.

One-on-One Sports takes to the Web

One-on-One Sports programming is taking to the Web with the help of Internet radio streamer BroadcastMusic.com. The affiliation makes One-on-One the Web’s largest sports broadcaster. BroadcastMusic said last Wednesday in announcing the deal. One-on-One offers 24-hour sports talk, games and schedules, statistics and other sports information. It is carried by more than 400 radio stations affiliates. But the Webcast will be more than just audio—cameras will record the network’s in-studio activities. Programs also will be archived for later access. Sales of tickets and sports paraphernalia eventually will be introduced. “Content will continually expand and set us apart from other Web sites,” BroadcastMusic President John Brier said. One-on-One currently reaches 13 million radio listeners a week. It owns three AM stations, in New York, Los Angeles and Boston.
**AUGUST 23-29**

Broadcast network prime time ratings according to Nielsen Media Research

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**TUESDAY**

| **9/8/98** | **9/14/98** | **9/21/98** | **9/28/98** |
| **8:00** | 40. Spin City | 71. Guinness World Records | 101. Grown-Ups |
| **8:30** | 40. JAG | 54. 3rd Rock Fr/Sun | 101. Buffy the Vampire Slayer |
| **9:00** | 21. Dharma & Greg | 29. Will & Grace | 104. Clueless | 99.4 |
| **9:30** | 24. 17th Annual Miss Teen USA Pageant | 76. Fox Files | 1.7/3 |
| **10:00** | 57. NYPD Blue | 14. Fox Summer Movie Special—Die Hard 3: Die Hard with a Vengeance | 2.6/5 |
| **10:30** | 62. Cosby | 36. Dateline NBC | 8.1/4 |

**TUESDAY**

| **9/13/98** | **9/20/98** |
| **8:00** | 47. Whose Line Is It | 62. NFL Pre-Season Football—Kansas City Chiefs vs. Jacksonville Jaguars |
| **8:30** | 3. Who/Millionaire | 29. Frasier |
| **9:00** | 22. Best Commercials | 13. Frasier |
| **9:30** | 51. Two Guys, A Girl | 8.4/15 |
| **10:00** | 29/20/20 | 12. ER |
| **10:30** | 7.1/12 | 9.8/17 |

**THURSDAY**

| **9/14/98** | **9/21/98** |
| **8:00** | 36. Home Imprvmt | 78. Television Influences: From Yesterday to Today |
| **8:30** | 6. Who/Millionaire | 60. Providence |
| **9:00** | 36. Sabrina/Witch | 33. Dateline NBC |
| **9:30** | 44. Boy Meets World | 93. Mad TV Primetime |
| **10:00** | 27/20/20 | 122. UPN Special Presentation—The Cyber-Stalking |

**SATURDAY**

| **9/19/98** | **9/26/98** |
| **8:00** | 79. Am Fun Hm Vid | 82. U.S. Gymnastics Championship |
| **8:30** | 29. Who/Millionaire | 89. Cops |
| **9:00** | 65. ABC Saturday Night Movie—Major Payne | 60. NBC Saturday Night Movie—Nobody's Fool |
| **9:30** | 50. Walker, Texas Ranger | 68. AMW: America Fights Back |
| **10:00** | 7.3/14 | 4.8/10 |

**SUNDAY**

| **9/20/98** | **9/27/98** |
| **7:00** | 57. Wonderful World of Disney—Honey, We Shrunk Ourselves | 73. U.S. Gymnastics Championship |
| **8:00** | 2.60 Minutes | 58. You Asked for It |
| **9:00** | 1. Who Wants to Be A Millionaire | 46. NBC Sunday Night Movie—Cruel Justice |
| **9:30** | 10. CBS Sunday Movie—Ellen Foster | 6.0/10 |
| **10:00** | 22. The Practice | 88. King of the Hill |

**WEEKEND**

| **7/3/13** | **6/3/11** | **6/6/11** | **5/13/11** | **6/14/11** |
| **7/8/13** | **9/2/11** | **5/7/11** | **6/10/11** | **7/8/11** |

**SEPTMBER 9, 1998 / BROADCASTING & CABLE**

- **Broadcasting**
- **People's Choice**
- "Who Wants to Be a Millionaire?", averaging an 11.0/19 over six nights and taking five top-ten slots, assisted ABC to a strong Week 49 win.
‘Pokemon’ powers Kids WB!

Popular show has new home for ‘many, many years;’ seen a ‘feeder’ into teen demo

By Joe Schlosser

The day before the annual NATPE Conference opened this past January, The WB executives made what is turning out to be the biggest acquisition of the year in the children’s television business.

The executives snapped up the domestic TV rights to Pokemon. The animated series, which follows character Ash Ketchum into the mysterious world of the popular computer game, has shot Kids WB! to the top of the ratings.

Jamie Kellner, The WB’s CEO, says he and other network executives saw Pokemon’s numbers gradually growing in syndication last winter and believed that it could turn into something big on the network level. Pokemon had been syndicated in the U.S. last year by Summit Media, and a number of WB affiliates, including Tribune-owned WPIX (TV) New York were carrying the series.

“I had been tracking the show in the overnights [ratings],” Kellner says. “You could see this thing starting to pop in New York and some of the other markets where it was showing. Mike Eigner [Tribune Broadcasting’s executive vice president] called my attention to it, saying it was something that could potentially be really big.”

Just days before Summit Media executives were ready to open a booth at the NATPE Conference to sell Pokemon for another year in syndication, WB executives opened discussions about acquiring the rights to the animated series. The talks ended with The WB becoming the new home to Pokemon for what Kellner will only say is “many, many years.”

Pokemon is now the highest-rated Saturday morning children’s series on either broadcast or cable television, and the series will begin airing twice each weekday on The WB later this month. Pokemon will also continue to be an integral part of Kids WB!’s Saturday morning lineup, where it debuted in February. The WB owns the rights to the first 52 episodes of the series, and the network will receive another original 52 episodes this season from producers 4Kids Productions.

Donna Friedman, the new senior vice president at Kids WB!, joined the network the first day of the NATPE Conference and inherited Pokemon at the same time. Friedman, who came to The WB from Nickelodeon where she was instrumental in getting The Rugrats going, says that one hit series can help define a network. “If you look at Fox, Fox Kids Network really took off with the launch of Power Rangers,” she says. “And then at Nickelodeon, the network really took off when Rugrats was put on the air Monday through Friday. Now, we feel like it’s Kids WB!’s turn. We’ve had great properties, but a hit show can really make a big difference.”

Kids WB! is already seeing Pokemon’s effects on its other series. Kids WB! has led Saturday mornings among the broadcast networks for the last six weeks. It also topped cable powerhouse Nickelodeon for the first time two weeks ago. WB executives are going to make the most out of Pokemon’s weekday arrival this fall with a number of stunts, including a two-week “Poke-Fever” promotion Sept. 6-18, during which Kids WB! will give away thousands of Pokemon prizes.

As to Pokemon’s effect on The WB’s overall performance and future, Kellner says the series’ popularity will yield long-term dividends. “It is the feeder demographic into the teens, and if you look closely, a lot of teens are already watching these shows. So it is important in building and establishing the brand for the next generation of 18- to 34-year-old viewers.”

Moczulski to program CBS stations

Broadcast veteran John Moczulski will be making the programming calls at the 14 CBS owned-and-operated TV stations. Moczulski, formerly senior vice president of marketing at Columbia TriStar Television Distribution, was named vice president of programming and marketing for the CBS Television Stations last week.

Moczulski has 23 years of local TV experience under his belt, including a stint at KABC-TV Los Angeles, the outlet that CBS Stations President John Severino ran in the 1980s. “It's a bit of a reunion for us,” Moczulski says. “We have remained friends and business associates over the years and this opportunity just seemed the next logical step for me, if there is such a thing in this business.”

Moczulski, who helped launch the Donny & Marie Show and V.I.P. action series in syndication during his three years at Columbia TriStar, will report to Severino and work with him at the station group's Los Angeles headquarters. Moczulski will be responsible for all program development, acquisitions and scheduling for the 14 O&Os. “The first thing that I'm going to do is go and get input from the stations and look at where we are,” he says. “I want the stations to be able to speak with a concerted and unified voice, versus 14 different voices.”

-Joe Schlosser
News director replaced in L.A.
The shakeup continued at KCBS-TV Los Angeles last week as longtime news director Larry Perrett was replaced by Roger Bell, onetime news director at Los Angeles' KABC-TV.

Bell had been working at wNBC-TV New York as an executive producer. In newsroom management since the 1970s, Bell's experience in Los Angeles—as a news director, assistant news director and assignment editor—were cited in his hiring.

In a statement, KCBS General Manager John Severino said Bell was "the perfect leader for CBS2's aggressive strategy to strengthen and expand its news efforts." Perrett's exit quickly followed the firings of longtime anchors Michael Tuck and Linda Alvarez.

Only a year ago, Perrett was tapped to help run the station after the sudden dismissal of then-general manager John Culliton. The top job at the CBS-owned station went unfilled for most of the next year, until Severino was hired to run both KCBS-TV and CBS stations.

In addition to key personnel changes, the station has announced several daytime and news scheduling and programming changes since Severino took over.

Reflective vests urged for field shots
The federal Occupational Safety and Health Admin-
istration has criticized KSAT-TV San Antonio—and served warning to other stations—after an investigation into the death in March of news reporter Michelle Lima, who was killed at a live-shot location.

Lima, 30, died after she was struck by a vehicle while helping to break down equipment on a rural access road south of San Antonio while reporting on a kidnapping.

OSHA investigator Jesse Villareal said that "the company needed to have a written policy advising employees of the risks" of working near vehicular traffic. "A reflective vest might have helped," Villareal said.

"All construction workers, police officers, sheriff's wear reflective vests," he added.

The absence of a formal policy has led to a $3,500 fine, the investigator said, although, he added, the case is not closed and the fine could be reduced. The station did not return calls.

The death of the popular young reporter has drawn widespread tribute. In addition to testimonials from her devastated colleagues, police flew flags at half staff and the San Antonio Spurs basketball team called for a moment of silence before an NBA game last season.

Chicago station showcases wares
WFLD(TM) Chicago went local in its prime time schedule last Wednesday (Aug. 31). At 7 p.m., the station ran an hour local newsmagazine hosted by anchors Robin Robinson and Walter Jacobson.

Following that, the station ran an hour behind-the-scenes look at the Chicago Bears training camp and then more local news. The station has also hired 23-year-old Jonathan Hoening for financial reports.

The Chicago-based Hoening has made an industry of his offbeat approach to business reporting. He is the author of The Capitalist Pig Guide to Investing, is readying Capitalist Pig Asset Management this year and does financial reports for WNEW-FM New York.

Story shuts down Atlanta pet resort
A dramatic videotape airing on wAGA-TV Atlanta has led to the closing of a "pet resort" and suspension of its license.

The license of Clay Harbin, owner of Could 9 Pet resort in Ellenwood, was suspended after the TV station showed a tape of a dog in obvious pain from a choke collar being pulled by a trainer. The story led to days of public outcry. WAGA reported receiving hundreds of messages protesting the kennel's practices.

Hispanic business on N.Y. outlet
WNBC-TV New York City will debut Sept. 19 an upbeat half-hour highlighting Hispanic busi-
nesses. The project also highlights an unusual relationship between a TV news organization and a business group—the U.S. Hispanic Chamber of Commerce.

The station says Hispanic Business Today—which will be carried on 11 NBC O&Os—will be produced monthly by wNBC-TV for the Chamber. Hosting will be Lynda Baquero.

Although the show will be New York-based, it will look at "the contributions of Hispanic entrepreneurs, businesses and local Hispanic chambers of commerce" around the U.S. George Herrera, president & CEO of the USHCC, and Dennis Swanson, president and general manager of wNBC-TV announced the joint project. John Garcia of wNBC-TV will be executive producer. Co-producer will be Lourdes Santiago, the USHCC's vice president of membership services.

All news is local. Contact Dan Trigoboff at (301) 260-0923, e-mail dirig@evois.com, or fax (202) 463-3742.
Sony ready to start a family

New name, new face at new kids programming arm, with cable looming as an option

By Joe Schlosser

Sony Pictures Entertainment has given its new family programming division a name and a new face.

Established last February without a formal title, Sony Pictures Family Entertainment is now the moniker for the Culver City, Calif.-based unit that has orders to create and develop animated and live-action properties for TV and theatrical release.

The stand-alone division, formerly a part of Columbia TriStar Television, also named Gary Hirsch as its new senior vice president and general manager last week.

“We're making progress,” says Sander Schwartz, the president of Sony Pictures Family Entertainment. “We have a name, some new bodies, and we're really getting ready to grow.”


This fall, the division is launching a new series Big Guy and Rusty The Boy Robot on Fox Kids Network and Starship Troopers on the Bobbot Kids Network syndicated block.

Hirsch, who joins SPFE from Columbia TriStar, where he was senior vice president of business affairs since 1992, will oversee new business development and the company's day-to-day operations.

Schwartz says the division is looking to get a couple of films green-lighted by the studio. As for a possible family programming cable network at Sony, Schwartz says its not being ruled out. “We've been exploring those possibilities for our product and the various Sony products on both the feature film and TV side,” he says.

“That's part of an ongoing internal review of how we can best manage our library, introduce new programs and manage our business. While I can't confirm that anything will be happening on that front, I certainly can confirm that it is something we are looking at on an almost daily basis.”

PAX TV's first rating comes in at 1.1

PAX TV averaged a 1.1 national rating at 8-11 p.m. during the network's first week of airing original programming at 8-9 p.m. (Aug. 23-27). That's according to Nielsen Media Research, which for the first time broke out night-by-night, show-by-show numbers for the network. PAX TV also averaged a 1.5 prime time in the 38 Nielsen-metered markets during the week, including a 2.2 in New York. The new PAX TV lineup features an original hour series each weeknight at 8 p.m., such as Destination Stardom, followed by off-network runs of Touched by an Angel and Diagnosis Murder.

Emmy at halftime: HBO leads all

HBO led the way during the first half of the 51st Annual Emmy Awards presentations, collecting 16 statuettes at the Creative Arts ceremony. NBC hauled in 11 Emmys, ABC seven, CBS six and Fox six. NBC's miniseries, Alice in Wonderland, scored four Emmys, while HBO's highly touted series, The Sopranos, nabbed a pair of awards. Fox's sitcom, King of the Hill, was named outstanding animated program in the same category that Fox's series, The Simpsons, has won five of the last six years. MTV's Fight For Your Rights: Take a Stand Against Violence and The History Channel's Save Our History were honored with the annual Governor's Award.

Emmys in 27 other categories will be presented at the 1999 Prime Time Emmy Awards telecast Sept. 12 on Fox.

Young not restless, becomes Rosie exec

Bernie Young has been named executive producer of syndicated talker, The Rosie O'Donnell Show.

Young had been the show's coordinating producer since it debuted three years ago. He joins O'Donnell, who also is an executive producer, in addition, Corin Nelson and David Perler have been named supervising producers. Nelson was formerly the show's line producer and Perler was a senior producer.

Wayans in pink, inks ABC blue-collar role

Damon Wayans has signed a development deal with ABC to star in a sitcom about a blue-collar family. The series is targeted for fall 2000 and is being produced by the ABC Entertainment Television Group.

West to voice for CofTriStar

Billy West has signed on to be the voice of Columbia TriStar Television Distribution's upcoming syndicated block, Screen Gems Network. West, known as the voice of Professor Farnsworth on Fox's animated series, Futurama, will voice interstitials for the block.
A gap in the executive ranks

Death of Cablevision’s vice chairman exposes weakness in company’s succession plan

By John M. Higgins

The death of Cablevision Vice Chairman Marc Lustgarten points to what some industry players see as shortcomings in Cablevision’s management structure as the company shifts from the hands of its founders to a second generation.

Lustgarten, 52, died last Monday in New York of kidney failure after a fight with pancreatic cancer. He was diagnosed in April 1998 but continued to work through most of his chemotherapy treatments. Although he had survived longer than some of his doctors had expected, associates said that by early July Lustgarten’s health had dramatically worsened. He was hospitalized for the last month of his life.

While he served as chairman of Madison Square Garden, Lustgarten’s primary role was as dealmaker, handling negotiations for virtually any major programming or sports deal Cablevision has cut in recent years. He was notoriously tough, frustrating many media and sports executives on the other side of the table.

Also important, Lustgarten’s two-decade ascent from junior lawyer to vice chairman let him evolve into less of a line executive and more of an internal counselor advising both Cablevision Chairman Charles Dolan and his son, President James Dolan, on strategic issues.

The loss of such a close, longtime adviser highlights a management quandary faced by several family-controlled cable operators. How do companies replace strong founders and their teams of close, loyal executives. All are aging and wealthy enough from gains in their companies’ stock price to start taking it easy.

“I’m especially sorry for Chuck [Dolan],” said AT&T Broadband & Internet Services President Leo Hindery. “Chuck found in Marc a great and very unusual ally.”

Industry executives consider Adelphia Communications Corp. a potential trouble spot because 74-year-old Chairman John Rigas has not identified which of his children will be his successor.

By contrast, Comcast Corp. has dealt with the problem two ways. First, Comcast clearly identified President Brian Roberts as the eventual replacement for his 77-year-old father, Ralph, who serves as chairman. But the company has also identified other executives as the second generation.

While Cablevision’s James Dolan has clearly been chosen to inherit his 72-year-old father’s mantle, industry and finance executives say the company has not set similar successors for other critical executives, including Lustgarten and fellow Vice Chairman William Bell, principal architect of Cablevision’s sometimes perilous financial structure.

“Mr. Lustgarten’s death exacerbates a known situation,” said one Wall Street executive. “That company runs almost despite the fact there’s very little of a corporate office.”

The Dolans acknowledged as much shortly after James Dolan became president by hiring a chief operating officer in 1996, former Federal Express Corp. operations executive Robert May. But May didn’t mix well with the organization, leaving after 18 months to run a niche Internet startup in Florida.

Dolan subsequently reorganized divisional management and recently promoted three senior managers to serve as executive vice presidents. But one of those is the general counsel and another is in charge of communications and lobbying—roles that even company insiders acknowledge are unlikely to evolve into top management positions.

Cablevision executives would not comment on the management issues, though one executive said privately that “we have a very deep bench.”

In eulogizing Lustgarten last week, both Charles and James Dolan said that his death was a professional and personal loss. Charles Dolan said he depended on the often-blunt Lustgarten to keep him from pursuing bad ideas. James Dolan said that Lustgarten shaped him as an executive, particularly as a negotiator.

Lustgarten’s funeral in a Manhattan synagogue Tuesday was attended by a cross section of the media and sports worlds. Attendees included New York Yankees General Partner George Steinbrenner; National Basketball Association President David Stern; Time Warner Inc. Chairman Gerald Levin and President Richard Parsons; and Fox Television Chairman Chase Carey.

Lustgarten joined the company in 1975 as associate general counsel and was instrumental in Dolan’s creation of the company’s Rainbow Media cable networks unit, including American Movie Classics, Bravo and a portfolio of regional sports networks. Lustgarten’s recent deals included acquisitions of Madison Square Garden and the New York Knicks, a particular treat for a rabid sports fan.

Lustgarten lived in New York City. He is survived by his wife, Marcia; his father, Irving; two children, Andrew and Jessica; and two brothers.

Donations can be sent to the Lustgarten Foundation for Pancreatic Cancer Research, P.O. Box 2141, New York, NY 10116-2141.
Odyssey’s quest for identity

With Hallmark-Henson on board, net sees originals as key to filling family niche

By Deborah D. McAdams

Margaret Loesch characterizes her network’s newly announced fall schedule as another step in Odyssey’s evolutionary journey.

“The key here is we acquired some series we think are appropriate to reflect what we’re trying to be,” said Loesch, Odyssey’s president and CEO. The next step will be rolling out original series, eight of which are under development for debuts beginning next spring. Loesch has $200 million to spend on programming over a three-year period. She’s working on doubling that, she said.

Odyssey’s series acquisitions premiering in October include Doogie Howser, M.D.; Beauty and the Beast; Young Riders and The Road to Avonlea. All will be stripped weeknights, along with Snowy River: The McGregor Saga, a series based on the Australian film Man from Snowy River. One series, The Innovators, featuring tales of a child’s relationship to great figures from history, will appear on Sundays at 7 p.m.

For fall 1999, Odyssey’s lone original is The Legend of Sleepy Hollow, produced by Hallmark Entertainment. It premieres Oct. 23 at 8 p.m.

Hallmark and The Jim Henson Company are co-owners of Odyssey, along with Liberty Media Corp. and the National Interfaith Cable Coalition.

And while the new fall programming mix skews heavily with acquisitions, it’s not what the network will be once the Hallmark/Henson machinery starts to turn out exclusive new programs.

Acquired series, said Loesch, have a finite shelf life. They’re good for bringing people in, but originals make them stay, she said. “We recognize to be really successful, we’ve got to have series franchises to get people to come back every night,” she said.

A number of cable operators have indicated their need for good family programming, and Loesch hopes to fill the niche. Odyssey’s intent has been warmly received by cable operators, she said, but negotiating for distribution is much tougher and more expensive than she anticipated.

“The process of building the affiliate base is daunting,” Loesch said. “It’s more expensive than we planned it to be, but our partners are rising to the occasion. We turned the corner with the Time Warner deal,” which recently added 4 million subscribers to the 30 million Odyssey already had. “That gave us momentum,” she said. “The other cable operators are falling in line.”

Odyssey’s only other never-before-seen material includes new episodes of established network series, such as Quiet Triumphs, an interview show revamped as a biography package featuring celebrities who have overcome personal challenges. New episodes of Triumphs will
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begin Oct. 4, running Monday through Friday at 8 p.m. *Donna’s Day,* another returning alumnus, will be stripped in the half-hour before *Triumphs* with new episodes also starting Oct. 4.

Odyssey’s movie and miniseries ticket, aside from *Sleepy Hollow,* will include *The Odyssey,* a made-for-television four-hour miniseries that first appeared on NBC, scheduled for Oct. 4 and 5 at 9 p.m. *The Violent Earth,* a four-hour mini-series from Australia, will appear Oct. 11 and 12 at 9 p.m. *The Labyrinth,* a Jim Henson Company feature film, will appear Oct. 1 at 9 p.m. *The Shell Seekers,* a Hallmark Hall of Fame piece starring Angela Lansbury, premieres on Odyssey Oct. 3 at 9 p.m. *Redwood Curtain,* another Hallmark film, bows Oct. 10 at 9 p.m. Hallmark’s *Journey,* starring Meg Tilly and Jason Robards, will appear in November, as will Hallmark’s production of *Ellen Foster,* and *The Titanic,* starring George C. Scott and Catherine Zeta Jones.

Religious and spiritual programming also remain a part of Odyssey’s mix. *News Odyssey,* a weekly religious news series, received the network’s largest order for 52 new episodes. *News Odyssey* will appear on Sundays at 3:30 p.m.

*Religions of the World,* a newly acquired 13-part series hosted by Ben Kingsley, will air on Saturdays at 4 p.m. beginning Sept. 11. *Landmarks of Faith* is an hour-long examination of spiritual places appearing Fridays at 2 p.m. *Judaism: A Quest for Meaning,* a six-part documentary on the modern practices of a 3,000-year-old faith, will begin Sept. 10 at 11 p.m.

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**Fossils fuel frenzy**

*Discovery partners with Amazon.com for first auction*

By Deborah D. McAdams

Discovery has found new money in old bones. Inspired by promotions on Discovery’s video, Internet and retail incarnations, an unusually high number of bidders visited Amazon.com’s auction site last month for the cable network’s first online auction. The attraction was fossils, an idea hatched in Discovery’s e-commerce department to capitalize on two network events: *Shark Week* on Discovery and *When Dinosaurs Ruled the Learning Channel.* “We wanted to do an e-commerce event that leveraged the channel, Discovery Online and the store assets,” said Jackie Chorney, director of e-commerce for Discovery Online.

Discovery sold 110 out of 122 fossils throughout the three-week offering period, including an eight-foot cave bear skeleton from Russia’s Ural Mountains. The total take was not disclosed, but the value of individual pieces ranged from $50 up to “tens of thousands of dollars,” the company said.

Chorney said each item got an average of 40 bids, much higher than for typical auction items, according to Amazon.com auction spokeswoman Sharon Greenspan. The bounty of bids doesn’t necessarily mean Discovery cleaned up on the bones. Neither Chorney nor Greenspan would detail how revenue from the auction was divided.

Discovery sources said the auction was just another step toward ramping up e-commerce, a network component gaining prominence with cable operators. Several cable programming executives have indicated that networks with e-commerce components will be especially attractive to MSOs as two-way cable boxes become more ubiquitous.

Internet analyst Seema Williams of Forrester Research characterized the Discovery auction as “basically a customer acquisition move” for all involved: Discovery brings newcomers to its Web sites, Amazon gets new attention from people who thought they were just the biggest bookstore in cyberspace, and the bone vendor can reach a worldwide market.

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**Analyst: IPG fight may soon be over**

By Price Colman

The 5-year-old fight between Gemstar and TV Guide over interactive program guides will end by November, predicts one analyst.

“The management of both companies has indicated to me that they will be able to settle the lawsuits…in the next one to two months,” says John Corcoran of Stephens Inc., an analyst who covers both companies.

Through subsidiaries, Gemstar and TV Guide are contesting the intellectual property rights for interactive program guides (IPGs). A number of industry experts and analysts, including Corcoran, see IPGs not only as the navigators for television, but also as portals for a variety of digital services, including high-speed Internet and Internet Protocol (IP) telephony.

Gemstar late last month received a patent covering interactive advertising presented in IPGs. While that patent may not have a direct legal bearing on the lawsuit, it could be the catalyst that moves settlement talks ahead, Corcoran suggests.

“It’s hard to overstate the patent’s importance for Gemstar,” he says.

“If they get a settlement,” adds Mark Greenberg, manager of the Leisure Fund at mutual fund giant Invesco, “I think the business opportunities for interactive program guides will be huge for everyone involved. Gemstar, TV Guide and the cable operators all will make a lot of money, and the customers will love the program guide.”

But as long as Gemstar and TV Guide are locking horns in court, cable operators will be reluctant to pick either company’s guide—StarSight from Gemstar or TV Guide Interactive from TV Guide—Corcoran says.

Ultimately, Gemstar and TV Guide will dominate the IPG business with the other players dropping out, Corcoran predicts.

Executives at TV Guide declined to comment on the patent’s impact, saying they needed more time to study it. Officials at Gemstar International were unavailable for comment.
Cable ratings beat networks in August

Basic cable viewership for August topped the combined audiences of the four major broadcast networks in all measures for both prime time and total day, reports the Cabletelevision Advertising Bureau.

According to CAB’s analysis of Nielsen data, ad-supported cable’s gross prime time U.S. household delivery for August was almost 24.1 million, the rating was 24.2 and the share was 44.8; compared to 23.1 million households, a 23.3 rating and a 43.2 share for the broadcast networks.

Court says no to Cablevision appeal

Dealing another blow to Cablevision Systems’ legal assault on RCN Corp., a U.S. appeals court on Aug. 26 denied Cablevision’s request for a temporary restraining order that would have prevented RCN Corp. from building its network and launching service in Boston, a key Cablevision market. Cablevision last year sued RCN and prompted a state investigation of the company with allegations that Boston Edison, a 49% owner of RCN, was improperly shifting revenues from a regulated division into an unregulated subsidiary to help finance construction of RCN’s hybrid fiber-coaxial cable network. The appeals court’s ruling comes after a federal district court judge in January refused to issue a preliminary injunction that would have halted RCN’s network construction in Boston.

Excite@Home takes stake in Rosenbluth

Excite@Home is taking a minority equity stake in newly formed Rosenbluth Interactive, whose holdings include Biztravel.com, and in E-Stamp. The investments, along with existing Excite@Home equity stakes in General Magic, Quokka Sports, WebMD and Webstakes.com total more than $45 million, and are intended to diversify Excite@Home’s holdings and broaden its content offerings. Among the investments it detailed, Excite@Home put $2.5 million into E-Stamp; $6 million into General Magic; $5 million into Quokka Sports; $25 million into WebMD; and $7 million into Webstakes.com.

Excite@Home didn’t provide specifics of its stake in Rosenbluth Interactive and Biztravel.com.

Excite@Home kicks off big campaign

Excite@Home is launching a multimillion dollar local market advertising campaign intended to underscore the speed and “always on” features of cable-delivered Internet service. The “Think Big” campaign, as it is called, will run in key Excite@Home cable markets, including Phoenix; Dallas/Ft. Worth; the San Francisco Bay Area; Seattle; Portland, Ore.; and Rhode Island. The ad campaign’s target markets include several—the Bay Area, Seattle and Portland—where cable access has been a hot issue. The campaign features TV and radio spots accompanied by outdoor, print and direct marketing advertising. The campaign was created with Lowe & Partners/SMS, the company’s New York-based advertising agency of record.

Target brings dishes to a store near you

Discount retailer Target has joined the ranks of EchoStar Communications Corp.’s distribution-marketing partners and is offering Dish Network digital satellite systems at all 881 of its stores in the U.S. Target is already carrying the Philips Consumer Electronics-branded Dish Network multiroom satellite receivers and dish antennas.

TCM has eye on overseas markets

Tom Karsch was bumped up to executive VP and general manager of Turner Classic Movies, in part to oversee the network’s launch into the international market. Karsch, most recently senior VP and general manager, said that with the exception of Poland, TCM has not been part of TNT in international markets up to now. The all-movie channel will be spun off in select European, African and Middle Eastern countries over the next two months. Karsch said expanding into the international market opens up growth opportunities for the TCM brand beyond the limits of analog and digital capacity in domestic markets. Karsch said merchandising and Internet options were also under consideration to increase TCM’s exposure. Karsch emphasized that the international TCM’s will be separate divisions from the U.S. network. Karsch’s role is to ensure uniformity across the divisions. His chief concern remains domestic distribution, he said. TCM is available in 32 million households via analog, digital and satellite distribution. “Our eye is still on getting TCM in as many homes as possible,” Karsch said.

Fox News gives Cavuto more time

Fox News Channel is extending Neil Cavuto’s daytime role with a one-hour hard news program at 4 p.m. ET on weekdays, beginning in September. Cavuto, VP, anchor and managing editor of business news, will anchor Fox News Now, which will lead into his regular program, The Cavuto Business Report, from 5 p.m. to 6 p.m. ET. Cavuto will join David Asman, Brigitte Quinn and Jon Scott as part of Fox News Now’s roster.

Dennis rates for Weather Channel

The Weather Channel coverage of Hurricane Dennis Aug. 28-29 resulted in the seventh-highest weekend rating in six years for the network, according to Nielsen Media Research. Viewership peaked on Saturday with a 1.4 quarter-hour rating, representing over 1 million households. TWC’s ratings for metered markets in potentially affected markets were particularly high with a 7.3 peak quarter-hour rating and 16 share in West Palm Beach, Fla., and a 7.2 peak quarter-hour rating and a 15 share in Jacksonville, Fla.
HD truck passes football tryout

Panasonic, ABC stage successful test of new high-def production unit built for ‘MNF’ broadcasts this season

By Glen Dickson

ABC’s test run of Monday Night Football in high-definition television last Monday went smoothly, as network engineers put their new Panasonic-supplied 720p production truck through its paces in Oakland, Calif.

The 53-foot, $6 million mobile truck, which was built by Panasonic and systems integrator Synergistic Technologies Inc. (STI) for ABC’s use this season, traveled to Oakland for the final MNF preseason game between the Oakland Raiders and the San Francisco 49ers. That gave ABC engineers a chance to test the HDTV truck before the first MNF regular-season game Sept. 13 in Denver between the Broncos and the Miami Dolphins.

Panasonic is supplying the truck to ABC in hopes that its HD broadcasts of football will boost sales of its HDTV sets.

ABC shot the game in 720p and relayed it via satellite to New York so the network could rehearse commercial integration there. But the game wasn’t broadcast.

“The dry run went extremely well, and we’re very pleased with the HDTV coverage,” says Preston Davis, ABC president of broadcast operations and engineering. “We had a few very minor glitches, such as a lip-sync problem with the audio that we know how to solve. But the pictures were spectacular, and we’re generally very pleased.”

Included in the truck’s complement of HD gear: four Panasonic 720p studio cameras and three 720p handhelds; four Panasonic D-5 HD tape decks; four Pluto Hyperspace HD disk recorders for slow-motion replays; five Leitch Juno upconverters, for integrating NTSC content into the HD broadcast; two Panasonic all-format converters, which allow HD footage to be incorporated into the NTSC broadcast; two Chyron Duet HD character generators; a Snell & Wilcox HD production switcher with two channels of digital video effects; an Nvision Envoy digital video router; a Grass Valley digital audio router; two Panasonic digital audio consoles; a Dolby Digital audio encoder; and Tier-nan HD encoding gear that can provide 45 Mb/s feeds for either satellite or fiber distribution.

The most unusual feature of the truck may be its main monitor wall, which uses all flat-panel, progressive, HD displays. Two 42-inch Panasonic plasma displays are at the center, surrounded by 34 Silicon Graphics LCD 16:9 flat-panel displays (the type used with SGI’s NT graphic workstations).

“It’s the first non-glass monitor wall,” says STI President John Luff. Using flat-screen monitors cut 2,000 pounds off the truck’s total weight, he says.

The truck also uses Barco CRT monitors and Panasonic 9-inch models. Panasonic is supplying an additional 42-inch plasma display for the announcers’ booth, where ABC hopes to have a progressive camera in place by the Denver game to grab widescreen, progressive images of MNF talent.

Panasonic and STI were pushed by ABC to deliver the high-tech truck eight days ahead of schedule, so ABC could figure out how to integrate it with the production truck it already uses for its NTSC broadcasts of MNF. The 720p truck will return back to STI’s Canonsburg, Pa., headquarters so it can be painted before heading to Denver this Thursday night.

ABC’s Davis says that figuring out how much NTSC material could be incorporated into the HDTV broadcast was important.

“One of the things we learned is that we can really do a fair number of replays in HDTV,” says Davis. “We’ll learn how to do more as we go along, but it’s clear we don’t have to take every replay from the analog truck. We can insert HDTV replays and create a much better experience for the HDTV viewer.”

ABC used both the Pluto hard disk recorders and the Panasonic D-5 decks to generate HD replays in Oakland.

“The pictures were stunning,” says Davis.
Updated look for U.S. Open

USA Networks enhances coverage of tennis tourney with nonlinear editor, 'go-cam'

By Karen Anderson

For the past 16 years, USA Networks has worked to improve its coverage of the U.S. Open tennis championship. This year is no exception. USA is employing technologies that will enable it to produce more video packages, add new graphics and give viewers a new perspective.

"We're trying to expand, not just for technology's sake, but to bring more value to the viewer," says Bob Schefferine, USA Networks' director of production operations, who is heading production of the country's premier tennis tournament.

The event, held in Flushing, N.Y., began last Monday and is running through Sept. 12. USA Networks is producing and broadcasting all 12 days of the event.

After years of using online editing systems to produce video packages, the network is using Avid's new Symphony uncompressed nonlinear editor. Using the nonlinear system enables editors to create more elaborate video packages more quickly and "at the highest resolution possible," says Schefferine.

Symphony offers two streams of uncompressed video and one stream of graphics. Besides its picture quality, Schefferine says he was impressed with its upgraded 10-bit real-time DVE that creates "crisper, cleaner edges."

New York City-based Avid reseller Virtual Media supplied the system. "It's nice to go to the value-added reseller because they are very service oriented with 24-hour, seven-day service," Schefferine says. "Cranking out 70-80 hours of coverage, we really don't have time to waste. It's a very good partnership."

The network also is using five Pinnacle FX Deko character generator and graphics systems. "We used it for the French Open and liked it so much we decided to use it for the U.S. Open," he says. "It offers unlimited transforms; we can operate more effectively and the creative look is beautiful."

FX Deko's network capabilities allow the character and effects generator to "talk" to all the other on-site post-production equipment, including a Pinnacle Thunder production server. USA Networks is using the Thunder as a video clip system. The Thunder also connects to USA Networks' Newport, N.J., post-production facility via wide-area network.

This year, USA Networks is incorporating a "go-cam" system developed by Moving & Talking Picture Co. The "go-cam" is built around a Panasonic mini-digital camcorder that runs along a track built into a wall of the Arthur Ashe stadium and can follow the action of the tennis players from the baseline. Says Schefferine: "It puts the viewer right on the court."

Lucent, USA Digital Radio race for IBOC

Moving to make In-Band On-Channel (IBOC) Digital Audio receivers available by 2001, Lucent Digital Radio last week announced that it will test its digital broadcasting system with receiver manufacturers Harman Kardon and Recoton. Lucent has also entered discussions with Pioneer Electronics regarding system tests.

In other IBOC news, Lucent competitor USA Digital Radio has entered into a joint technology and marketing agreement with Continental Electronics Corp. (CEC), a manufacturer of digital audio broadcast transmission technology. The companies will work together to develop, test and promote IBOC transmission equipment and to coordinate strategies for the market launch of IBOC technology and associated CEC products.

Avid refutes rumors, supports new Mac

Amid rumors in the video-editing industry that Avid plans to dump the Mac platform, the company has announced plans to support Apple Computer's new Power Mac G4 platform with new releases of its Avid Media Composer and Avid Xpress professional editing systems. Performance improvements in the new Power Mac G4 system will enable Avid Media Composer editors to create broadcast-quality productions with dual streams of real-time, uncompressed ITU-R 601 video.

Philips DTV chips in for HDTV receivers

Philips Semiconductors has introduced the Nexpedia Digital Video Platform, a series of silicon chips for HDTV receivers and digital set-top boxes. The new NX-2600 and NX-2700 chips, based on Philips' core TriMedia digital processor, are designed to support ATSC transport stream demultiplexing and audio and video decoding, as well as a reverse communications channel; datacasting; and Java and Internet browser applications. "We'd like to enable the market to build that universal box," says Dave Barringer, director of marketing for Philips Semiconductors' set-top box group. The NX-2700 Nexpedia chip supports HDTV output and two simultaneous video streams, allowing a viewer to watch both a digital and analog broadcast simultaneously or two SDTV broadcasts. The NX-2600 decodes HDTV pictures for standard definition display. The chips also enhance NTSC picture quality. Philips is sampling chips now and plans volume production for fourth quarter 1999.
Staying ahead of the game

Major online sports sites constantly add technology, shift tactics, reinvent themselves

By Richard Tedesco

Using the newest technology and latest content to win—and keep—fans, the Internet's major sports sites seemingly make themselves over with each new season.

Consider:

- ESPN last week used the advent of the 1999 football season to produce a look consistent with ESPN's SportsCenter, says Geoff Reiss, senior vice president of programming and production for ESPN Internet Ventures. It'll sound like SportsCenter, too, with on-air talent going online as well. "We're trying to create more integrated moments with the shows," says Reiss.

- FoxSports.com has introduced six fantasy football games, including a "hardcore" version for $19.95, and fantasy baseball and football games in which players run their own leagues at $80 a pop.

- Depth of information is one key to creating steady traffic on sports sites, and that's where CNNSI.com figures it excels, with CNNSI-on-air analysts and Sports Illustrated writers. "This is an information medium in terms of how sports fans use it," says Steve Robinson, CNNSI.com managing editor.

- Not to be left behind in the online sports genre, CBS SportsLine.com had a major relaunch in July to improve navigation. And like ESPN, CBS SportsLine.com sees the winding down of the baseball season and a new football season as prime times to pump up content and services. CBS SportsLine.com also is adding team-versus-team and player-versus-player features, enabling comparisons of any two pro or college teams, and upgrading its Football Live Shockwave game-tracker.

"They reinvent themselves because they're constantly trying to figure out what the best model is to work under," says Mark Hardie, senior analyst for Cambridge, Mass.-based Forrester Research. "They suffer from a great deal of pressure to be responsive, generic sports commodities and, as a result, they're constantly tweaking their interface to stay ahead, or abreast, of the competition."

On the technological side, every major sports site has launched variations on ESPN's GameTracker Shockwave graphics used to permit fans to follow baseball and football games in progress and every site runs its own fantasy leagues with fans starting to support Cadillac services that have premium features.

Forging links with pro sports leagues helps too: SportsLine produces the Major League Baseball and Professional Golf Association sites. ESPN Internet Ventures produces sites for the National Football League, National Basketball Association and NASCAR.

Each network's effort appears primed toward leveraging such assets. At ESPN, for example, SportsCenter analyst Peter Gammons and his colleagues will be accessible online to respond to questions posted in chat sessions with real-time audio responses.

"And Peter has an opportunity to be more candid than he is on TV," says Reiss, who expects the spontaneity to spark interest among sports surfers.

ESPN also plans to reinforce its TV franchise with more video online, including 10-20 minutes of highlights from the National Basketball League, NASCAR and the NHL nightly this fall.

ESPN is being nudged by CBS SportsLine, which edged ESPN out in total individual users during July, both topping 4 million users. CNNSI pulled nearly 1.7 million users in July, with Fox Sports drawing $85,000 to its site.

Fox Sports is bringing its on-air analysts online as it regionalizes its online coverage to mirror its on-air sports coverage. "The idea is to leverage Fox Sports' advantage out there," says Scott Ehrlich, executive vice president of News America Digital Publishing, News Corp's new media unit.

Both Fox and CNNSI are leveraging other things, too. As Fox beefs up its fantasy football offerings, CNNSI knocked off the $14.95 price it charged for its Coach's Quest fantasy football game in order to offer both of its football fantasies for free this season. Meanwhile, ESPN is adding insider newsletters to feed the fantasy frenzy—for $49.95 apiece.

Hardie sees ESPN as the dominant "news-and-scores" property in a business where users want results fast. "Until we get to the point of getting more content online that is as engaging as a TV show," he says, "you're going to see them continually tweak the thing."

No one would venture a guess on how much Web traffic or revenue was generated by online fantasy leagues. But these executives say they are willing to keep piling on the content as long as the perceived potential exists.

"There are events happening all over the world, and it's a very competitive space," says Michael Levy, SportsLine president and CEO.
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HELP WANTED SALES

Director of Sales/Development: We seek a resourceful individual with successful sales management experience, capable of planning and implementing a long term strategy. Great opportunity to increase sales of broadcast and original programming. Live in a beautiful part of the country with small town benefits and the excitement of Montreal. We serve an audience of over 1.5 million households in northern New York, Montreal, and northeastern Vermont. Supervises sales, membership, arts auction, and special events; reports to GM. Requires bachelor's degree or equivalent experience; excellent interpersonal and written/verbal communication and presentation skills. Salary to mid 50's plus incentives and excellent benefits. Send a letter and resume to: Lisa Hoff, Mountain Lake PBS, One Sesame Street, Plattsburgh, NY 12901. Open until filled. Equal Opportunity Employer.

All management positions for FOX Start-Up in Wisconsin: Chief Engineer to help build and operate new powerhouse UHF. Skills must include transmitter maintenance, component level repair. Knowledge of FCC rules and regulations. Master Control Supervisor/Maintenance. We're on a fast track and want someone who can keep up. Repair, maintenance and training skills required. Knowledge necessary in switchers, DVE's, ENG, non-linear automation systems, computer and service training. Send letters and resume to: Gerri Ippolito, Human Resources Director, WNYC Radio, One Centre Street, 26th Fl., New York, NY 10007.

HELP WANTED MANAGEMENT


PRODUCER

Produce, host your own radio show, and generate hundreds of qualified Leads 50,000 watt NYC radio station. Call Ken Sperber 212-760-1050.

TELEVISION

HELP WANTED MANAGEMENT

Director of Sales/Development: We seek a resourceful individual with successful sales management experience, capable of planning and implementing a long term strategy. Great opportunity to increase sales of broadcast and original programming. Live in a beautiful part of the country with small town benefits and the excitement of Montreal. We serve an audience of over 1.5 million households in northern New York, Montreal, and northeastern Vermont. Supervises sales, membership, arts auction, and special events; reports to GM. Requires bachelor's degree or equivalent experience; excellent interpersonal and written/verbal communication and presentation skills. Salary to mid 50's plus incentives and excellent benefits. Send a letter and resume to: Lisa Hoff, Mountain Lake PBS, One Sesame Street, Plattsburgh, NY 12901. Open until filled. Equal Opportunity Employer.

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HELP WANTED NEWS

Associate Producer: WNYC/PRI seeks an Associate Producer for a new weekly arts and culture magazine program for national distribution originating in New York City and slated for late autumn launch. The program is centered on issues and ideas in the arts and culture and will take listeners behind the scenes and under the surface to create a national conversation about the arts. The Associate Producer will coordinate production, evaluate story ideas, negotiate rights, develop promotional materials, and contribute to the overall structure of the program. The AP must have strong organizational, editorial, writing and people skills, and thrive in a fast track and want someone who can keep pace with our organization. AP must be #1. Attractions include transmitter maintenance, component repair, training skills and unlimited time to create the best local product in the market. Here's your chance to do it your way. All immediate opening. Rush resumes (and 1/2" tapes if appropriate) to: Gerd Ippolito, Human Resources, WVEC-TV, P.O. Box 613 Woodis Avenue, Norfolk, VA 23510. Closing date: September 24, 1999. WVEC-TV is an Equal Opportunity Employer.

National Sales Manager: The nation's 40th market has an excellent opportunity for a dynamic individual who is self-motivated and understands inventory control. The position requires a candidate who has strong organizational skills, is detailed oriented and has superior negotiating abilities. Minimum 4 years rep or experience or major market sales experience. Current National Sales Managers are encouraged to apply. Submit resume to: Human Resources, WVEC-TV, 613 Woods Avenue, Norfolk, VA 23510. Closing date: September 24, 1999. WVEC-TV is an Equal Opportunity Employer.

Local Sales Manager: Sinclair Broadcasting, KVWB and LMA partner KFBT a division of Montecito Broadcasting in Las Vegas, NV. Has in immediate opening for an experienced LSM. Successful candidate must demonstrate strong leadership skills, have a proven track record for developing new business and identifying non-traditional revenue sources. College degree and previous Local Sales Management or 5+ years Account Executive experience preferred. Send resumes to: KVWB, Attn: Sonia Maxwell, DOS, 3830 South Jones Blvd., Las Vegas, NV 89103. Sinclair is proud to be an Equal Opportunity Employer and a Drug-Free Workplace - Women and Minorities are encouraged to apply.
HELP WANTED SALES

Internet Account Executive: WDWB-TV, WB30, Granite Broadcasting Corporation's WB affiliate in Detroit, has an immediate opening for an Internet Account Executive. The ideal candidate must have a Bachelor's degree, strong communication skills, a creative outlook on selling and be able to professionally handle client contact and customer service. Computer literacy and knowledge of the Internet are essential and familiarity with traditional media sales a plus. Candidates should have strong knowledge of MS-Word, MS-Excel and PowerPoint. No phone calls please. Send resume to: WDWB-TV - Internet Account Executive, Human Resources Dept.-GBC, 27777 Franklin Rd., #1220, Southfield, MI 48034. WDWB, Granite Broadcasting is an Equal Opportunity Employer.

HELP WANTED TECHNICAL

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We respond to all Employee & Employer Inquiries

Alan Comlin / Mark Kelly

Transmitter Engineer: Northwest Arkansas television station is seeking a transmitter engineer. Must be a self-motivated individual with experience in UHF transmitters. Repair and upkeep on all RF and microwave equipment and two UHF transmitters about 50 miles apart. Send resume to: KPOK/KFKA. Attention Charles Hoing, PO Box 4610, Fort Smith, Arkansas 72914. EOE.

Satellite Truck Operator: NBC 6, the A.H. Belo subsidiary located in Charlotte, NC currently has a position open for a satellite truck operator. Our current truck will be replaced this October with a seven rack, dual path digital frontline truck. Two to three year experience in satellite operation is preferred, as well as an FCC general radiotelephone license and SBE certification. Applicants must have the full understanding of signal flow and the ability to implement work around. A commercial driver's license with a clean driving record is a must. We are a BetaSX station with Avid editing. Please send resume and salary history to: NBC 6, Human Resources Department, 200 35th Street, Charlotte, NC 28217. (No phone calls please). EOE/M/F/V/H.

Master Control and Satellite Uplink: Vvx Teleport Denver now has immediate openings for Master Control and Satellite Uplink Operators. Master Control duties include on-air switching, video recording, program playback, ability to perform basic editing, and interfacing with traffic manager. Qualified applicants should have prior operations experience in commercial television broadcasting or closely related field. Satellite Uplink duties include operating teleport facility using related transmission/receive equipment, scheduling and performing feeds. Qualifications should include working knowledge of satellite equipment and procedures, familiarity of test and measurement equipment, computer knowledge and an understanding of digital services. For consideration please send resume, references and salary requirements to: Vvx Teleport Denver, Attn: Teleport Recruiter, 19174 S. Jamaica St., Englewood, CO 80112. EOE.

Chief Engineer, WCB-D TV Media General Broadcast Group. WCB-D-TV2 in beautiful Charleston, SC is looking for a highly motivated Chief Engineer with 3-5 years experience as a Chief or Assistant Chief Engineer. Candidates should be thoroughly familiar with transmitter operations, FCC regulations and computer literacy is a must. Send resume to Human Resources Dept. 210 West Coleman Blvd., Mt. Pleasant, SC 29464. EOE M/F Drug Screening.

Director of Engineering: WVPT-TV, an award winning PBS station located in the beautiful Shenandoah Valley, seeks a Director of Engineering. The ideal candidate will manage all aspects of the Engineering and Operations departments. Capital planning, familiarity with budgets, and strong supervisory skills required. Will oversee WVPT’s DTV conversion, maintenance, and technical operations. Requires excellent communication skills, prior management experience, working knowledge of analog and digital transmitters, microwave, studio, master control equipment, linear/non-linear production systems, MAC PC, UNIX, computer networking systems. Prefer FCC General Class license or Senior Engineer SBE certification. Plant in very good condition, capital needs have been addressed annually as we begin our migration to DTV. Reply to Execu- tive Secretary, WVPT, 298 Port Republic Road, Harrisonburg, VA 22801. EOE/AA.

Assistant Director of Engineering: Engineering professional - major market television group broadcaster, "Unvision", seeks a "hands-on" Assistant Director of Engineering for the group. You must be based in New York and will work with and travel to all our major market "O&O’s". The ideal candidate will have 5-10 years experience as Chief or Assistant Chief Engineer working in UHF stations, Superior salary and benefits. Fax resume to: (310) 348-3659. EEO.

Master Control Operator: Tribune Broadcasting, Washington Bureau is looking for a master control operator who knows no boundaries. Responsible for satellite uplinks and downlinks, microwave and fiber transmissions. Must have FCC Restricted Radio-Telephone Operator permit. Master Control operator will also be re- quired to operate video switcher, IFBs and audio mixing for live shots and tape feeds. Must be familiar with studio/control room operations. Mandatory for all incoming and outgoing feeds. Video editing, shooting in a bit plus. Computer skills a must. Applicant must be willing and eager to help transition all aspects of the Bureau from an analog to digital operation, including digital transmitters, video and digital editing. To apply contact Chris Novack by e-mail at Cnovack@tribune.com, or fax to 202-824-8333, or send resume to Tribune Broadcasting, 1325 G Street, NW, Suite 200, Washington, DC 20005.

HELP WANTED NEWS

Regional Director-Independent TV Project, Location: Almaty, Kazakhstan. Inlens news seeks Regional Director to develop connections with local TV, assist with TV news production, coordination trainings, strategize media support activities, and assist with new project development. Previous broadcast, regional language skills, previous overseas experience required. Federal program experience helpful. Resumes to <injobs@inlensnews.org> or fax +1 707 826-2136. No phone calls. Visit our website at <www.inlensnews.org>.

Weekend Sports Reporter: Story-teller who can do sports for people who don't like sports - interesting local sports with a people angle. Anchor weekend sports segments. Small market station with a division-one football & basketball school right around the corner & a commitment to local sports coverage. Tape, resume, cover letter & salary requirements to Box 01581. Experienced only, no beginners please. EOE.
HELP WANTED NEWS

**EDITORIAL APPRENTICE TRAINING PROGRAM**

The Editorial Apprentice Training Program of WLS-TV/ABC is a twelve-month, salaried, on-the-job training program providing exposure to several key areas of television news gathering. The ideal candidate will have some television news background. College degree preferred. Women and minorities are encouraged to apply.

For immediate consideration, forward your resume to WLSTV, Attn: R. Robinson, Executive Producer, 1190 N. Michigan Avenue, Chicago, IL 60601. No phone calls please. ABC 7 is an Equal Opportunity Employer.

Television, CBS Newspath, Live News Center: CBS Newspath has two openings (one freelance, one staff) in our Live News Center in New York. The selected candidate will have at least two years' TV news experience, preferably on an assignment desk. You must know how to produce a live shot and taped package, work under pressure and understand the concepts of satellites, circuits and signal routing. Please send your confidential resume to: Recruitment Department, CBS Corporation, 524 West 57th Street, New York, NY 10019. Equal Opportunity Employer.

**TV News Reporter:** Eastern Iowa's 24 Hour News Source is looking for a reporter who can shoot. We have all the toys (four live trucks, live news helicopter and satellite truck) we need to produce, references and news philosophy to: News Director, WTVF-NewsChannel 5, 417 James Robertson Parkway, Nashville, TN 37219. EOE.

News Director: Blowing Rock Gulf Coast NBC affiliate's award-winning news director of nearly 20 years has been promoted to manager of another Cosmos station to successfully fill these big shoes will be required to continue a solid tradition of journalistic excellence, stability, creativity, and leading by example. This is not a turn-around. You will inherit the best TV news department in town and be charged with making it even better. Newsroom management experience a must. Send letter and resume to Jim Serra, WPXM-TV, P.O. Box 1490, Lake Charles, LA 70602-1490. No phone calls or faxes please. (EOE) Cosmos Broadcasting and its stations are equal opportunity employers.

News Director: WCBD-TV Media General Broadcast Group Media General's NBC station in beautiful Charleston, SC needs a top flight news director. The person we seek in investigative and enterprise reporting, plus high energy, high content newscasts. Will consider Executive Producer or Assistant News director with this experience. This is a national, award-winning news team that needs very good leadership. Send resume to Human Resources Dept 210 West Coleman Blvd., Mt. Pleasant, SC 29464 EOE M/F Drug Screening.

Morning Reporter: Fully staffed morning broadcast needs field reporter who goes live daily. Your creativity a plus. Be comfortable with feature or hard news. At least three years experience preferred. Tapes/resumes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama, 36602. EOE, M/F.

Producer: Washington, D.C.'s only 24-hour local cable news channel is seeking a Producer eager to work in a dynamic and challenging heavy news environment. Visit our job link at www.newschannel8.net for further information. Please send cover letter, resume, non-returnable tape to: Newschannel 8, HR, 7600 D Boston Blvd., Springfield, VA 22153. No telephone calls. EOE.

General Sales Manager: KOAT-TV, Albuquerque's #1 television station, is looking for a General Sales Manager, with a proven track record of over-achieving market share, creating new revenue opportunities, and non-traditional revenue sources. The candidate must be experienced in inventory control, recruiting, training and motivating a local staff. Send resume and cover letter to: Personnel Director, KOAT-TV, P.O. Box 25982, Albuquerque, New Mexico 87125. E-mail: maryl@koat7.com <Drug Free Workplace> *KOAT-TV is an Equal Opportunity Employer.*

Main Anchor: Growing FOX Affiliate in Toledo OH is looking for a main anchor to complement our established female anchor. You need to be a conversational writer and anchor, aggressive and able to handle multiple assignments in a growing newsroom. If you are up to this challenge rush your tape to Gary Brown, News Director, WPFW FOX 93.9, 30 S. Sandusky, Toledo, OH 43604. EOE. No phone calls please.

Executive Producer: We are looking for an energetic manager with a creative mind, good editorial sense and a passion for news. The right candidate has several years show-producing and management experience, and still likes getting his hands dirty. Send resume (no calls/ faxes) to Karen Ariza, 10 Monument Rd., Bala Cynwyd, PA 19004; Email: karen.ariza@nbc.com; NBC 10 is an Equal Opportunity Employer.

Consumer Unit Producer: WABC-TV seeks an experienced broadcast journalist to produce outstanding consumer/ investigative reports for our “7 On Your Side” unit. Previous consumer and/or investigative reporting or producing experience required. Major market experience preferred. Please send resume and tape to: Ken Jobe, Assistant News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Caribbean Opportunity: Television News Photographer/Editor/Director Cayman International Television Network/Cayman Television Service requires a top-notch News photographer/editor for a television facility in a small but sophisticated market. Position calls for a well-rounded professional with 3-5 years experience with the ability to shoot & edit. Live directing a plus. Please reply to Operations Manager with resume and letter via fax or mail to: TV 10, PO Box 30563 SMB, Grand Cayman, Cayman Islands BVI.

Assistant News Director: Aggressive medium market ABC affiliate needs an assistant news director who can help take this 33 person news department to the next level of excellence. The successful applicant will be a strong leader with good people and organizational skills and excellent news judgement. Duties include daily assignments and special projects planning. Degree required. Must have at least 3 years experience in a newsroom supervisory position. Knowledge of the Texas Panhandle area is helpful. EOE. Send resume to: Diane Dotson, News Director, KVII-TV, One Broadcast Center, Amarillo, Texas 79101, Fax: (806)373-news, Email: pronews7@kvii.com


****Wanted**** Investigative Producer: Top 10 Market. Turn your great investigative ideas into great on-air stories. Must work fast - our pieces run 3:00 or less. We do a lot of short-term investigations. You also Must "be a great story teller." Be FAB (Fair, accurate and balanced). Have a good sense of humor! This is a great gig in a great city! Computer-assisted research/reporting skills a huge plus! Please rush resume and tape to: WCAU-TV Special Projects, Attn: Karen Ariza, 10 Monument Rd., Bala Cynwyd, PA 19004; Email: karen.ariza@nbc.com; NBC 10 is an Equal Opportunity Employer.
HELP WANTED NEWS

Channel 6 for the Heartland seeks the following: *Anchor Reporter - Min. 2 yrs. experience as a News Anchor/Reporter in a solid TV news organization is preferred. Good writing and communication skills and news anchoring experience required. Must demonstrate ability to operate state-of-the-art TV news equipment necessary. Bachelor’s degree in Broadcast Journalism or a related field required. *Reporter - Min. 4 yrs. experience as a news reporter in TV news organization preferred. Bachelor’s degree in Broadcast Journalism or a related field required.*

HELP WANTED PROMOTION

Senior Promotion Director/Editor: Want to expand your horizons while still showing off your editing skills? NBC33's promotion department is looking for a creative individual that likes to think outside the box and wanna break an integral part of the creative process. It's a flexible position in a promotion-only department. We've got the latest tools (including a digital newsroom) and an aggressive attitude to match. This job is more than just x's & o's! Non-linear editing experience is required. Send resume and VHS tape to Personel, NBC33, 2853 W. State Blvd., Fort Wayne, IN 46808. EOE.

HELP WANTED ALL POSITIONS

News Staff: Fox affiliate in Santa Barbara, CA is launching a primetime newscast, if you think outside the box, have a strong work ethic and are not a beginner, we want you. We're looking for: anchors/videojournalists-reporters/assignment editor/photomontage/graphics director/ studio camera operators/anchor/reporters & anchors. KFKV is a Equal Opportunity Employer. Send resume, references, & (where applicable) VHS tape to: (job title you're seeking), KFKV TV, 7000 Hollister Avenue, Goleta, CA 93117. Minority applicants are encouraged to apply. Sorry No Calls Accepted.

HELP WANTED FINANCIAL & ACCOUNTING

Business Manager - WMC-TV, Memphis, TN.WMC-TV, NBC affiliate and a Raycom Media station, seeks an accounting professional with strong leadership and organizational skills for the position of Business Manager. Responsibilities include financial statement preparation, GL, AR, AP, payroll, budgeting, forecasting, collections, HR and benefits. Qualified candidates must have a college degree, CPA pref. with a minimum of five years experience in a similar accounting and decision making position. Experience with Excel and AS400 applications preferred. bullpen tape along with salary requirements to Bill Applegate, VP/GM, 1950 Meridian Street, Indianapolis, IN 46202; Fax: (317)-255-5601; E-mail: bapplegate@raycommedia.com EOE M/F/D.

HELP WANTED CREATIVE SERVICES

Graphic Designer: PAX TV, the nation's 7th Broadcast Network, has an outstanding opportunity for a talented individual in its Corp. Creative Dept. to produce a variety of holographic materials incl. Ads, Press Kits, Trade Ads, Direct Mail & more. This position req. 3-4 yrs. exp. designing print promotion. You must possess extensive Macintosh exp. and demonstrate exc. design skills with proficiency in Quark, Illustrator & Photoshop. Must be able to handle multiple projects in a deadline oriented environment. BFA pref. Entertainment industry exp. a plus. Portfolio review required. Please submit your resume/w/salary/history req., & 3 samples/copies of your best work to: Paxton Communications Corporation, 601 Clearwater Pk. Rd., West Palm Beach, FL 33401; Fax: 561-655-7343; E-mail: employment@pax.net; EOE.

HELP WANTED CREATIVE SERVICES

Television Graphic artist: The #1 newscast in Indianapolis needs a full-time graphic artist to work evenings M-F. This is an excellent opportunity for a broadcast designer seeking to gain the experience and knowledge needs to build a successful broadcast design career. Eligible candidates will possess a Bachelor's degree in graphic or communication design as well as some broadcast experience. Being a Quantel and Mac-based art department, we use Photoshop, After Effects and a plethora of other design applications to create some of the best graphics seen anywhere. If you have the talent and imagination to dream it, we have the tools to create it. But first you gotta have a reel and a resume. Send to: Jim Doyle, Art Director, WISH-TV, 1950 N. Meridian Street, Indianapolis, IN 46202. No phone calls please, WISH-TV is an equal opportunity employer. (EOE/MF)

Creative Services Director: The ABC/Disney owned station in New York City is looking for a top promotion professional to lead its News and Program Promotion efforts. We're looking for a strategic marketer with hands-on leadership skills in on-air and promotions; someone who enjoys media buying. This individual will work closely with the general manager to oversee all aspects of brand: including on-air, print and radio promotion; outside marketing, and in-house relations. We need a hard worker who combines creative promotion instincts with excellent management and people skills. A minimum of 3-4 years major market related experience is a must! Please send resume and reel to: Tom Kane, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls, faxes or e-mails please. We are an Equal Opportunity Employer.

Creative Services Director: Manage station's Creative Service department. Coordinate, write, produce & supervise creative & station video productions & station promotions. Must have multi-year commercial video production experience with working knowledge of Avid Xpress & Avid Media composer. Send resume & non-returnable tape along with salary requirements to Clyde Anderson, KAIT-TV, P.O. Box 790, Jonesboro, AR 72403-0790. EOE.

HELP WANTED OPERATION

Master Control Operator: WTVD-TV, an ABC owned station in Raleigh-Durham is looking for an applicant with two years experience in all phases of television control room operations. Must be able to work any shift: day, night, and weekends. Send resume to: Glenn Powell, 411 Liberty Street, Durham, NC 27701. No phone calls. EOE.

HELP WANTED VIDEO PRODUCTION

Production/Videographer: CBS-58 seeks a Production Videographer who will be responsible for all areas of video production. Responsibilities include writing and producing local television commercials, handling special projects, and developing open and close segments including billboards. You will have direct contact with the sales team and clients, also be involved in promotions and public services and act as an AVID solutions editor. Candidate must have strong script writing skills, be an experienced videographer, and the ability to act as a video editor/director. Overall, must have had hands-on experience in all facets of video production. Please rush resume to: Director of Human Resources, WDJT-TV, 809 S. 60th Street, Milwaukee, WI 53214. EOE.

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DEVELOP & EXECUTE VH1 SHOWS...

Here's your chance to develop and execute VH1 shows and segments while supervising a talented group of Producers, Writers, Associate Producers and Production Assistants. Oversee the content of shows including writing and production, you'll interact with a creative staff to reinforce VH1's identity through innovative productions.

Supervising Producer - VH1 News

The ideal candidate will have a strong background as a Television Producer, Senior Producer or Supervising Producer. Knowledge of music, show and segment production including show preparation, writing, editing, budgets, graphics and working with talent is required.

We offer a competitive salary and benefits package. For immediate consideration, please send your resume, cover letter, salary requirements and a sample reel to: MTV Networks, Staffing Resources-98, Dept. EC-VH1P, 1515 Broadway, 16th Floor, New York, NY 10036. NO PHONE CALLS PLEASE. We regret that we can respond only to those candidates who meet the above requirements. We are an equal opportunity employer. M/F/V/D.

HELP WANTED TECHNICAL

Maintenance Engineer (Part-Time): We are looking for a qualified candidate to be responsible for maintenance of the technical facilities of News & Austin. You will perform maintenance and preventative maintenance for all systems including automation systems, servers, routers, switches, and engineering field gear. Also responsible for diagnosing and repairing equipment failures, installing new communication systems, and maintaining and ordering appropriate parts. A minimum of 3 years broadcast (or related) maintenance experience and technical school, college degree, or the equivalent is required. Ability to develop a working knowledge of N1 and UNIX operating systems is necessary and operational knowledge of microwave, satellite, fiber systems, and automation software is a plus. Come to work in a brand new, state of the art plant in downtown Austin, Texas and be a part of the future of local television news. Fax your resume today to: Time Warner Cable, 12012 North Mopac, Austin, Texas 78758; Fax: 512-485-6186. We are an equal opportunity employer. M/F/V/D.

R&D Engineer: To research, develop, design and test products for broadband cable TV and data communication systems. Overseas professional staff. Must have M.S. + exp. Send resume: Fred Rodgers, Quality RF Services, Inc., 850 Parkway Street, Jupiter, FL 33477.

HELP WANTED DESIGNER

can you fill this space?

Court TV is looking for an inspired, versatile designer to join its Broadcast Design department.

Two years work experience with strong knowledge of After Effects, Photoshop and Illustrator. Design or art school required. Must be willing to work in a collaborative atmosphere with very tight deadlines. This is a staff position with a comprehensive benefits package.

FOR IMMEDIATE CONSIDERATION, PLEASE SEND RESUME, PORTFOLIO, AND SALARY REQUIREMENTS TO COURT TV ATTN: HUMAN RESOURCES - AC, 600 THIRD AVENUE, NY, NY 10016. NO PHONE CALLS PLEASE.

HELP WANTED SALES

Advertising Senior Account Executive: The BOX, the world's only interactive music video network is looking for a high-energy, self-starter to develop key advertising accounts and expand our roster of advertisers. Based in Los Angeles, this Senior Account Executive must have 3-5 years of cable/network advertising sales experience, a proven track record in sales, excellent communication skills, agency and client contacts, knowledge of pop culture, music and the ability to package it all for an effective sell. Creativity and an entrepreneurial mindset are essential. College degree required. There is a strong potential for growth within our sales organization. We offer a competitive salary and comprehensive benefits package. Send resume with cover letter to: The Box, "Senior Account Executive", 10635 Santa Monica Boulevard, Suite 305, Los Angeles, CA 90025. Fax # 310-441-8426. No Phone Calls Please!

Need an account executive or sales manager? Over 1,000 candidates with an average of 4+ years of media sales experience available. Over 80% of our candidates are currently employed. Candidates in all 50 states. Total cost $250. Contact birschbach media sales recruitment at 303-388-9900. Check out our website at www.birschbachmedia.com.

HELP WANTED NEWS

Only One Promotion Producer Job Left! If you don't act now you'll miss your chance to work for USA Broadcasting and WMAM-TV. Have creative freedom to work on projects such as the NBA, MLB, movies, comedies and cutting-edge original programming. Our promotion team won four Promax Gold Medallions and six Emmys after being on the air for just six months, plus seven Emmys after only seven weeks. This is a once in a lifetime opportunity. Launch new stations in top markets, all from a promotion hub in Miami Beach. Stays on top of art equipment, such as a Sony Online Digital suite, AVIDS, SG1 and Macs are at your fingertips. So Don't let this job pass you by. Send your resume, reel and references to: USA Broadcasting, 605 Lincoln Rd, 2nd Floor, Miami Beach, FL 33139, Attn: Chris Sloan.

HELP WANTED SALES

Account Executive: Time Warner Communications Los Angeles Division, the leader in local cable advertising in Southern California is seeking a dynamic, career minded, goal-oriented Account Executive for our South Bay Office. Candidates must have Bachelor's degree and/or 3+ years equivalent advertising sales experience, PC skills a plus. Polished presentation skills, excellent written and verbal communication skills a must. Local advertising sales experience in print, cable radio, direct mail, television a plus. We offer an excellent compensation and benefits package and work environment. Please forward your resume and salary history to: Attr: T. Bracken, Time Warner Communications, 1511 Cravens Avenue, Torrance, CA 90501; Fax (310) 224-7421; EOE/M/F/D/V.

HELP WANTED CLASSIFIEDS

COURT TV

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DIGITAL SOUND
BROADCASTING & MULTIMEDIA

Who is WorldSpace? A company that is building and launching the world’s first global, satellite-based digital audio and multimedia service to be delivered to handheld receivers. It’s a privately held company based in Washington, DC that is currently conducting a major expansion into the emerging markets of the world. We are signing up current broadcasters and multimedia content providers and preparing to bring new programming to a potential four (4) billion listeners throughout Africa, the Middle East, Asia, and Latin America. Currently, a search is underway for individuals who will assume key positions at their Corporate headquarters in Washington, DC.

The following assignments are involved with the WorldSpace Kids/Family and Adult spoken work services — wide-ranging, premium-quality (acquired and originally-produced) entertainment and educational digital radio programming for an international audience — to be broadcast 24 hours a day, 7 days a week. Genres include drama, story-telling, interviews, biographies, book reviews, comedy, magazines-on-the-air, audio versions of international cable channels, fiction, travel, history, readings, audio books, poetry, and other examples of the spoken word.

Scheduler/Planner Coordinator
Selected candidate will coordinate broadcast operations on delivery of logs/schedules, direct creative services on interstitial elements, and develop/execute network programming strategies on a quarterly basis for a vast international audience. Responsibilities include actively interfacing with marketing to make on-air packaging/programming decisions based on demographics; assisting in screening incoming product for review; recommending acquisitions in context of channel personality; and maintaining a database of recommend program availabilities. We seek a team player that is familiar with all representative kids, families, and adult spoken word genres and can effectively anticipate and solve problems in a rapidly paced environment. Requires: Bachelor’s degree in a related field; 5 years experience in broadcast, cable, or other creative fast-moving field; extensive computer/organizational skills; and strong multi-tasking abilities.

Producer, Spoken Word Services
(2 Positions – Kids & Family; Contemporary Adults)
Selected candidate will be responsible for all original creative services for our on-air product, including interstitial elements, features, promos, spots, packaging of services, and development of network personality. Responsibilities include contributing to the development, design, and programming of two international radio services featuring spoken word entertainment targeting kids & families as well as a contemporary adult audience. Requires: 6+ years of experience in radio production (i.e. writing, producing, voicing, and digital editing skills); experience working with/writing for kids & families (ideally in spoken word genres); and an interest in creating fun, engaging, kids/family-friendly programs that will generate positive attitudes.

Contracts Specialist
Selected candidate will initiate/administer contacts between WorldSpace and domestic/international program providers; conduct pre-proposal contact, proposal preparation, in-house coordination, negotiation, monitoring, and follow-up for proper contract acquisition/fulfillment/ legal requirements. Responsibilities also include negotiating intellectual property rights issues, licensing fees for international transmission, editing, exclusivity, and residuals issues; and interfacing with entertainment lawyers, program sales divisions, and/or international marketing directors of program provider entities. Requires: Bachelor’s degree in a related field, 6+ years of progressively increasing responsibility in the industry/related field, and strong budget and contract negotiating skills. Contract negotiation experience in the entertainment industry (radio, television, film) preferred.

Acquisitions Coordinator
Selected candidate will be responsible for tracking all programming submitted to the Spoken Word Department. Responsibilities include creating/maintaining a database of programming material (about 2,500 hours per channel); negotiating with program providers to acquire tapes in timely fashion; and working with the Contracts Specialist for date-specific material and contract start-finish dates. Requires: Bachelor’s degree in a related field. Five plus years of progressively increasing responsibility in the entertainment industry (radio, television, film) preferred.

WorldSpace offers an excellent competitive compensation and a complete benefits package. For consideration, please forward your resume, cover letter, and salary requirements and history to:

WorldSpace
Human Resources
2400 N Street, NW • Washington, DC 20037
Fax: (202) 969-6980
E-mail: jobsinfo@WorldSpace.com
EOE

For more information on WorldSpace, visit us at www.WorldSpace.com
HELP WANTED FACULTY

Florida A&M University, School of Journalism, Media and Graphic Arts, Positions Available. Position number 17056, asst. prof. of broadcast journalism. Requires: Ph.D. in appropriate field, 5+ years as a TV reporter, anchor or producer. Teaching experience a plus. Those with no doctorate but outstanding professional experience may be considered. Salary from $40,000 to $43,000 for 9 months (tenure-track position). Position number 18175, asst. assoc. prof. of broadcast journalism. Requires: Ph.D. in an appropriate field and 5+ years of professional TV experience as a reporter/anchor or producer. Teaching experience and knowledge of TV graphics a plus. Those with no doctorate but outstanding professional experience may be considered. Salary to $43,000 for 9 months (tenure track position). Position 17056 begins on January 3, 2000. However, position will remain open until filled. Position 18175 is for fall 2000. Application deadline for both is October 8, 1999. FAMU's journalism program is accredited by ACEJMC. Send a letter specifying the position number and complete resume to: Robert M. Ruggles, Dean, School of Journalism, Media and Graphic Arts, 108 Tucker Hall, Florida A&M University, Tallahassee, FL 32307-4800.

HELP WANTED TECHNICAL

This is your opportunity to be a part of Williams Vyvx Services, a leading international provider of integrated fiber-optic and satellite video transmission services. We are strongly committed to developing new technologies and services. Come be a part of our team!

MAINTENANCE ENGINEER

Williams Communications (Atlanta Vyvx Teleport), a major provider of worldwide video and data transmissions is looking for a Maintenance Engineer.

The successful candidate for this position must have two years of formal training from a recognized institution majoring in electronics, computer science or electrical engineering. Three to five years of applicable experience in the field of electronics working in a broadcast/satellite teleport environment may be substituted for formal training. RF, VSAT or wireless communications experience a plus. Must be willing to work flexible hours in a 24/7/365 day operation.

Resumes are electronically scanned, please submit resume on plain white paper with minimal formatting to: Williams Communications, P.O. Box 22087, Tulsa, OK 74121, Ad Code: WCV019. Please email resume to jobs@wcp.twc.com in reference to Ad Code WCV019. In regards to building your own resume for this position, please contact www.williams.com EOE.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M-90's, Betacam SP's. Call Carpel Video 301-694-3500.

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Attorney (former broadcast/cable ad sales manager NBC-TV, Katz, Petry, Lifetime) and staff handle the USA's top media firm's collection accounts offering:

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Westbury, NY 11590
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Parrot Media Network (www.parrotmedia.com) offers online databases of over 70,000 media executives with extensive up-to-date info on thousands of media outlets, U.S. and International TV Stations, Networks, Groups, Reps, Cable Systems, MSOs, Cable Networks, Satellite Operators, Radio, Press/Publicity, Newspapers, Advertising Agencies, Movie Chains and Movie Theaters. $49.95/month. Call for FREE one day password. All information also available in directory and computer disk formats. 1-800-PARROTC

NEWS SERVICES

Feature News Service

FREE! Talk topics, drive time items, interview prospects -18 series of special feature packages from PR Newswire's Feature News Service.

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WANTED TO BUY EQUIPMENT

FOR SALE

UHF TRANSMITTER AND ANTENNA

RCA TTU-66 UHF Transmitter, dual RCA TTUE-44 exciters, one ITS exciter, and RCA TFU-28 DAS channel 51 pylon antenna. Great for service or parts, still in operation at this time.

Contact: Richard Large 619-505-5150
NOTICE OF ORDER ESTABLISHING BIDDING PROCEDURES FOR SALE OF THE DEBTORS’ ASSETS AND SETTING HEARING TO CONSIDER SAME

PLEASE TAKE NOTICE that an Auction of the Assets described in the “executive summary” shall be held at 10:00 a.m. on October 15, 1999 (the “Auction Date”) at the United States Bankruptcy Court for the District of New Jersey, Martin Luther King, Jr. Federal Building, 50 Walton Street, Newark, NJ 07102, provided that the Auction Date may be adjourned from time to time in the Debtors’ or the Court’s discretion.

PLEASE TAKE FURTHER NOTICE that, subject to any subsequent order of the Court, the following procedures (the “Auction Procedures”) shall govern the Auction:

1. Prior to receiving the Debtors’ information memorandum or access to the Debtors’ data room at Simpson Thacher & Bartlett, potential bidders must execute a confidentiality agreement (the “Confidentiality Agreement”) in form and substance satisfactory to Lazard Freres (Lazard);
2. Any person or entity who requests a Confidentiality Agreement as a Debtors may reasonably request concerning the structure of the acquiring entity, its ownership, available financial resources and ability to close the transaction;
3. If a bidder is not accepted, neither the Debtors nor the bidder, shall have any further rights, duties, or obligations under or respecting the bid, except for continuing obligations respecting information under the Confidentiality Agreement;
4. Any bidder submitting a bid shall waive any rights or claims it may have in arising in whole or in part out of the non-acceptance of its bid;
5. No later than 5:00 p.m. (Eastern time) September 30, 1999, a prospective bidder shall advise Terry Savage, Lazard Freres & Co., 30 Rockefeller Plaza, New York, New York 10020 (Fax: 212-332-1748) in writing of (a) the amount of its preliminary bid, (b) any assumptions upon which such preliminary bid was based, including (i) assumptions that such bidder would expect to confirm by conducting due diligence, and (ii) assumptions that, if not confirmed, would cause such bidder to materially reduce its bid, (c) any qualifications or conditions relating to the purchase of the Assets and (d) whether the bidder wishes to consummate the sale pursuant to (i) section 363 of the Bankruptcy Code (a “Purchase Offer”) or (ii) a plan of reorganization (a “Plan Funding Offer”) collectively, the “Preliminary Bid”;
6. Debtors shall timely share the names of all bids and any information provided in connection therewith with their secured lenders and any official committee of unsecured creditors that shall be appointed in these cases (“Committee”), and such parties’ professional advisors;
7. If the prospective bidder submits a Plan Funding Offer, then its Preliminary Bid should include its proposal for funding the operation of the Assets from the date of the Hearing through confirmation of the plan and sufficient information to enable Lazard to assess its ability to provide such funding; such proposal shall be taken into account in determining whether the offer is “highest and best”;
8. Bids may be submitted or solicited for less than all of the Assets; provided, however, that the comprehensiveness of a bid shall be taken into account in determining which is the highest and best bid;
9. Any bid that has an allowed claim secured by a lien against any of the assets may be “credit bid” in accordance with section 363(k) of the Bankruptcy Code;
10. The seven prospective bidders that submitted the seven highest and best Preliminary Bids (“highest and best” having been determined by Lazard after taking into account any conditions to such Preliminary Bids) shall be invited to submit a proposed definitive purchase agreement (each a “Proposed Agreement”) and to participate in the Auction submitting one or more bids based thereon (each a “Final Bid”) at the Auction; if any party that had submitted one of the seven highest and best Preliminary Bids declines to participate in the Auction, the next highest and best bidder shall be invited to participate in the Auction, provided, that this aspect of the Auction Procedures shall not prejudice any uninvited person from submitting a Final Bid;
11. No bid will be considered unless the party submitting such bid or a person with effective power of attorney on such bidder’s behalf is present in person at the Auction and has tendered a signed, completed Proposed Agreement to Debtors and its counsel at least two business days prior to the Auction;
12. If a bid is accepted by the Debtors as the highest and best offer (“Winning Bid”), the party submitting it (“Winning Bidder”) shall deliver to the Debtors within one Business Day certified or bank cashier’s check payable to SkyView Media Group, Inc. or wire transfer in an amount not less than 25 percent of the bid amount, which amount shall be applied to the purchase price upon consummation of the transactions after the completion of the Auction; the bid will be forfeited in the event such party fails to consummate the contemplated transactions for any reason other than the failure of the Debtors to obtain the requisite authority to consummate the transaction provided, that the Debtors shall inform their secured lenders, and Committee and the Court promptly if such funds are not timely received;
13. No bid will be considered unless the party submitting such bid demonstrates, to the satisfaction of Lazard, the Debtors and the Court, its ability to pay the balance of the purchase price or fund a plan in immediately available funds;
14. The Winning Bidder must enter into a definitive purchase or plan funding agreement with Debtors within three (3) business days of the close of the Auction, provided, that there be no material conditions to a closing and, if the purchase is to be effected pursuant to section 363(b) of the Bankruptcy Code, must close the transaction within ten (10) days after the entry of the order approving the sale to such bidder subject to no stay of such order having been granted;
15. The Court shall be the arbiter of which Final Bid is the “highest and best” bid made at the Auction;
16. The Debtors may decline to sell the Assets or accept a Plan Funding Offer if, after consultation with the Debtors’ secured lenders, the Debtors believe that the highest and best offer received for the interests is less than the value; in the event that the winning bid is less than the value, the sale is intended to be “as is, where is” and the Debtors do not intend to have any holdback or contingent liability of any kind in respect of the Assets after the closing;
17. The Winning Bidder shall bear all expenses in connection with the purchase and transfer of title, including, without limitation, any stamp or recording taxes, fees or other costs associated with or arising from such transfer and may care payments under any contracts and leases to be assumed in accordance with the bid;
18. PLEASE TAKE FURTHER NOTICE that immediately following the conclusion of the Auction, a hearing (the “Hearing”) shall be held (a) in the event that the Winning Bid (as hereinafter defined) is in the form of a Purchase Offer, to approve the sale of the Assets under Section 363(b) and assignment of contracts and leases pursuant to Section 365 to the Winning Bidder (as hereinafter defined), subject to compliance with the Post-Auction Conditions; and (b) in the event that the Winning Bid is in the form of Plan Funding Offer, to hold a scheduling conference for the filing and hearings necessary to confirm such plan and to consider the application of postpetition financing to the Debtors through such confirmation, and (c) to consider any other matters related to the foregoing.

PLEASE TAKE FURTHER NOTICE that the sale of the Assets shall be free and clear of any and all liens, claims and encumbrances (collective, “Lien”), with such Liens to transfer, affix and attach to the proceeds of the sale.

Legal Notice

United States Bankruptcy Court for the District of New Jersey

Chapter 11

Case No. 99-39228

(So Jointly Administered)


Executive Summary

SkyView Assets Available For Sale

Programming Assets
All of the assets used or useful in the Company’s non-Hispanic foreign language radio and television programming business and its multi-language and multimedia advertising business, including all contracts, licenses, accounts, inventory, equipment, leaseholds and intellectual property pertaining thereto, but excluding the Broadcast Center (as defined below) and cash on hand.

MDU Assets
All of the assets used or useful in the Company’s multiple dwelling unit (MDU) installation, maintenance and distribution business, including all contracts, licenses, accounts, inventory, equipment, leaseholds and intellectual property pertaining thereto, but excluding cash on hand.

Broadcast Assets
The broadcast center presently under construction in Fort Lee, New Jersey ("Broadcast Center").

Simpson Thacher & Bartlett
425 Lexington Avenue
New York, New York 10017
(212) 455-2000

Attorneys for the Debtors

Cohen Ulfand Pearlman
Herrmann & Knopf LLP
Park 80 Plaza West One
Saddle Brook, New Jersey 07663
(201) 845-9600

Attorneys for the Debtors

Broadcasting & Cable / September 6, 1999

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www.americanradiohistory.com
**TVS**

**PROPOSED STATION TRADES**

By dollar volume and number of sales; does not include mergers or acquisitions involving substantial non-station assets

<table>
<thead>
<tr>
<th><strong>THIS WEEK</strong></th>
<th><strong>Price</strong></th>
<th><strong>Buyer</strong></th>
<th><strong>Affiliation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TVs</strong></td>
<td>$22,000,000, 00</td>
<td>GCE Holdings Inc., Omaha</td>
<td>Both Fox/UPN</td>
</tr>
<tr>
<td><strong>Combos</strong></td>
<td>$52,315,000, 00</td>
<td>Kossuth County Broadcasting</td>
<td>Patrick Communications</td>
</tr>
<tr>
<td><strong>FM</strong></td>
<td>$14,099,000, 00</td>
<td>Tribune Co., Chicago</td>
<td>Tribune Broadcasting</td>
</tr>
<tr>
<td><strong>AM</strong></td>
<td>$50, 00</td>
<td>Tribune Co., Chicago</td>
<td>Tribune Broadcasting</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$56,414,000, 00</td>
<td>Tribune Co., Chicago</td>
<td>Tribune Broadcasting</td>
</tr>
</tbody>
</table>

**SO FAR IN 1999**

| **TVs** | $2,512,369,005, 00 | Tribune Co., Chicago | Tribune Broadcasting |
| **Combos** | $1,911,357,386, 00 | Tribune Co., Chicago | Tribune Broadcasting |
| **FM** | $1,034,827,189, 00 | Tribune Co., Chicago | Tribune Broadcasting |
| **AM** | $144,006,189, 00 | Tribune Co., Chicago | Tribune Broadcasting |
| **Total** | $5,602,559,769, 00 | Tribune Co., Chicago | Tribune Broadcasting |

**COMBOS**

**WQXO(AM)-WHCH(FM) Munising and WFXD-FM Marquette, all Mich.**

Price: $10.999 million

Buyer: Clear Channel Communications Inc., San Antonio, Texas (Lowry Mays, chairman); owns/isan buying 19 TVS, 168 AMs and 326 FMs

Sellers: Goodrich Radio LLC, Kentwood, Mich. (Robert E. Goodrich, president); owns WOKW(AM) and other broadcast interests

Facilities: WWCM: Soft rock; WMQA-FM: Country

**FMS**

**WSNX-FM Muskegon, Mich.**

Price: $10.999 million

Buyer: Clear Channel Communications Inc., San Antonio, Texas (Lowry Mays, chairman); owns/isan buying 19 TVS, 168 AMs and 326 FMs

Sellers: Goodrich Radio LLC, Kentwood, Mich. (Robert E. Goodrich, president); owns WOKW(AM) and other broadcast interests

Facilities: WWCM: Soft rock; WMQA-FM: Country

**WHOP-AM-FM Clarksville, Tenn./Hopkinsville, Ky.**

Price: $2.74 million

Buyer: HOP Broadcasting Inc./Key Broadcasting Inc., Corbin, Ky. (Terry E. Forcht, owner); owns seven AMs and nine FMs

Sellers: Hopkinsville Broadcasting Co., Hopkinsville (Joe Jeffers, Michael Lackey, and the Trusts of Sherill L. Jeffers and F. Ernest Lackey, owners); no other broadcast interests

Facilities: AM: 1230 KHz, 1 KW; FM: 98.7 MHz, 100 KW, ant. 304 ft.

**WSYE(FM) Houston, Miss.**

Price: $3.1 million

Buyer: JMD Inc., Gulfport, Miss. (J. Morgan Dowdy, president/director); owns WGCM-AM-FM Gulfport, Miss.

Sellers: Dowdy also owns seven AMs and 13 FMs including WMMW(FM); Oxford/Houston and WLOL(AM)-WZLO(FM) Tupelo/Houston, all Miss.

Facilities: 93.3 MHz, 100 KW, ant. 1,804 ft.

**FORMATS**

**WBDC-TV Washington**

Price: $10.5 million

Buyer: Tribune Co., Chicago (John Madigan, chairman; Dennis FilzSimons, president, Tribune Broadcasting Co.); owns 17 TVs, two AMs and two FMs

Sellers: Jasas Corp., Washington (Barbara Foster, owner); owns WUM(FV) Worcester, Mass.

Facilities: ch. 50, 2,450 KW, ant. 570 ft.

**Affiliation:** WB

**KBGI(AM)/WBKU(AM) Van-**

**derbilt/Cadillac, both Mich.**

Price: $12 million

Buyer: Rockfleet Broadcasting Inc., New York (R. Joseph Fuchs, president); owns WJFW-TV Bangor, Maine, and WJF-FV Rhinelander, Wis.

Sellers: GRK Productions Joint Ventures, Cadillac (Gary Knapp, president); no other broadcast interests


**Affiliations:** Both Fox/UPN

**Broker:** Patrick Communications

**KWQA-AM-FM and KITN(AM) Worthington, KLGR-AM-FM Redwood Falls and a construction permit for KGSP(AM)**

Belview, all Minn.

Price: $3.5 million

Buyer: Three Eagles Broadcasting Inc., Lincoln, Neb. (Rolland Johnson, CEO); owns eight AMs and 14 FMs

Sellers: Rabbit Enterprises and Nobles Broadcasting Co. Ltd., Fond du Lac, Wis. (Donald L. Rabbit, president); no other broadcast interests

Facilities: KBOA(AM): 730 KHz, 1 KW; KBAO-FM: 95.1, 100, ant. 660 ft.; KLDR(AM): 1490 KHz, 1 KW; KLDR-FM: 97.7, 3 KW, ant. 305 ft.; KBRG: 105.9, 6 KW, ant. 328 ft.

**Formats:** KBOA(AM): news/talk; KBAO-FM: country; KLDR-FM: oldies

**Brokers:** Johnson Communications Properties Inc.

**KSM(H-FM) Santa Maria/Lom-**

**po, Calif.**

Price: $3.75 million

Buyer: Mondosphere Broadcasting Corp., Fresno (Clifford N. Burnstein, president); owns three AMs and 11 other FMs including KQZ(FM), also Santa Maria/Lompoc

Sellers: Bayliss Broadcasting, Santa Maria/Lompoc

**Format:** AC

**KSMA(AM)/KSNI(FM) Santa Maria/Lompoc, Calif.**

Price: $3.75 million

Buyer: Mondosphere Broadcasting Corp., Fresno (Clifford N. Burnstein, president); owns three AMs and 11 other FMs including KQZ(FM), also Santa Maria/Lompoc

Sellers: Bayliss Broadcasting, Santa Maria/Lompoc

**Format:** AC

**KLG(AM)/WJFW-TV Green-**

**ville, Mich.**

Price: $7.5 million

Buyer: Tribune Co., Chicago (R. Joseph Fuchs, president); owns WJFW-TV Bangor, Maine, and WJF-FV Rhinelander, Wis.

Sellers: GRK Productions Joint Ventures, Cadillac (Gary Knapp, president); no other broadcast interests

Facilities: WJFW: ch. 33, 274.2 KW, ant. 587 ft.; WJFW-FM: 102.5, 17.5 KW, ant. 774 ft.

**Formats:** KSMA: News/talk; KSNI-FM: Contemporary

**Brokers:** Patrick Communications

**WLKI(AM)-WMQQA-FM Minocqua and**

**WHDI(AM) Rhinelander, all Wis.**

Price: $3.25 million for stock

Buyer: Marathon Media LLC, Chicago (Christopher F. Divine, president/director; Bruce Buzi, manager/director); owns 11 AMs and 23 FMs

Sellers: Raven Broadcasting Corp., Minocqua (David Ewsakowitz, principal/34.16% owner); no other broadcast interests

Facilities: WLKI: 1570 KHz, 5 KW day 500 W night; WMQA-FM: 95.9, 25 KW, 289 ft.; WHDI: 97.5, 100 KW, ant. 551 ft.

**Formats:** WLKI: Soft rock; WMQA-FM: Soft rock; WHDI: Country

**CHANGING HANDS**

The week's tabulation of station sales

Compiler: Alisa Holmes
Riding the routing route

Charged with guiding graphics and routing supplier Chyron Corp. through the mysteries of the digital television age, it’s only appropriate that Roger Henderson know about broadcaster uncertainty—and vendor flexibility.

Henderson, who became Chyron’s president and CEO in June, began his television career as a software engineer in the late 1970s. It was a time when computer technology was a new phenomenon in plants and broadcasters nervously confronted it. It was also a time that Henderson developed a reputation for pleasing customers by developing software to individual needs.

As Henderson sees it, the digital age is not much different, “but there’s an uncertainty of exactly what infrastructure should be used. Most big companies are trying to figure out how to split their revenue and their business between the demands of high-definition, multichannel, interactive and enhanced TV.”

Henderson, who replaced Ed Grebow after the latter departed for Sony, spent most of his career in the United Kingdom with routing and automation supplier Pro-Bel, a Chyron subsidiary since 1996. He relocated to Melville, N.Y., to head Chyron, bringing a global perspective to the challenges of digital television.

Chyron Chairman Michael Wellesley-Wesley is confident Henderson will find success. “He did an excellent job as managing director of Pro-Bel,” says Wellesley-Wesley, adding that Henderson has a strong technical background and understands “the way the industry is moving, the technology direction and the new product initiatives we need to make.”

Henderson is certainly a flexible thinker. After studying physics as an undergraduate, he took a job as a trainee engineer with British defense contractor Sperry Gyroscope. After developing a solid-state laser gyroscope for airplanes, Henderson and his team had to test the device. Henderson decided that automating the process would save everyone a lot of work, but no one in the 20-person team knew anything about computer processing. “So I wrote the first piece of automated test gear, so we wouldn’t have to press buttons,” he recalls. “And I became the de facto software expert. So I fell into software by accident.”

Although software was a new field at the time, Henderson believed it might be a way into management. He took a job with Pro-Bel, a small router manufacturer, and became immersed in writing some of the first automation packages. He then began developing standardized software control programs that could still be configured to customers’ needs.

“Those were the first seeds of standardization in the software sense,” says Henderson.

When personal computers became popular, Henderson realized that broadcasters “could use the PC as the control platform itself.” So he established Pro-Bel’s Procion division in 1992 to exploit Windows technology for station automation, which eventually led to the development of Pro-Bel’s popular System 3, Compass, MAP and Procion control systems.

At the time, Pro-Bel also became interested in the U.S. market after broadcast consolidation slowed sales in the U.K. Henderson traveled to Atlanta in 1992 to set up Pro-Bel Inc.

“The reaction from U.S. broadcasters was, ‘Nice people, nice company, nice equipment—but unfortunately you’re two-and-a-half thousand miles away, and I’m not going to buy a piece of gear from you that sits right in the middle of my TV station,’” says Henderson. “That was the way it remained until we got ourselves bought by Chyron.”

While Pro-Bel has doubled its U.S. revenues in each year since the 1996 deal, Chyron suffered a downturn in its graphics business beginning in the second quarter of 1997. Henderson thinks Chyron is back on track with its new line of standard- and high-definition graphics systems and routers. He also doesn’t foresee any problems in steering Chyron’s graphics business after spending his career in routing and master control.

“I don’t think there’s any difference,” says Henderson. “They’re all engineers, and they both [Chyron and Pro-Bel] have great ideas.”

His predecessor Grebow says Henderson is a “quick study” who’ll pick up the graphics side quickly. And Grebow says it “scares me to have to compete with him on routers.”

“Roger has a very unusual combination of technical and business skills,” says Grebow. “He understands the business from a U.S. and international perspective, and he melds both technical and business knowledge.”

—Glen Dickson


“And I became the de facto software expert. So I fell into software by accident.”
MIIE3
óG
joins WFTC-TV
ming VP
television and radio division, named
Barry
director,
FM
Dianne Harms,
manager.
TV
sales manager.
Mike Czerwinski,
Rogala
Gary
Dachet
BROADCASTING
Birmingham, Ala.,
and
Holland,
KGAN
general counsel.
BROADCAST TV
PROGRAMMING

Beverly Nix, business affairs executive, ABC, Los Angeles, joins NBC Studios, Burbank, Calif., as senior VP, business affairs.
Appointments, Sinclair Broadcast Group, Baltimore: Ed Johnson, associate programming director, named
director, programming and promotion; Barry Faber, associate general counsel, television and radio division, named VP and general counsel.

Richard E.
Rogala Jr., president and general manager, WLWT-TV Cincinnati, joins WFLA-TV Tampa, Fla., in same capacity.

Sonya Shaw, film librarian, WTTG-TV Washington, named
ing and research analyst.

Mike Czerwinski, account executive, WFTC-TV Minneapolis, named national sales manager.

Ernie Dachel, VP, technology and operations, American Sky Broadcast Division, Phoenix, joins KTVP-TV St. Louis as VP/director, engineering.

Roy Clem, president/general manager, WSET(TV)
Roanoke-Lynchburg, Va., joins WCFY-TV
Birmingham, Ala., as general manager.

Dianne Harms, sales manager, KHAK-FM and KDAT-FM Cedar Rapids, Iowa, joins KGAN-TV Cedar Rapids/Iowa City/Waterloo/Dubuque, Iowa, as general sales manager.

PROGRAMMING

Gary Holland, executive director,
advertising and promotion, Domestic Television Division, Paramount Television Group, Hollywood, Calif., named VP.
Appointments, Columbia TriStar, Culver City, Calif.: Jeanie Bradley, senior VP, programming, Columbia TriStar, names executive VP; Don Loughery, senior VP, business affairs, Buena Vista Television, Los Angeles, joins as executive VP, business affairs.

Annie Morita, VP, channels marketing, Columbia TriStar International Television, Culver City, Calif., named senior VP, sales and marketing.


Gary Hirsch, senior VP, business affairs, Columbia Pictures, Culver City, Calif., joins Sony Pictures Family Entertainment Group there as senior VP and general manager.
Appointments, Children’s Television Workshop, New York: Barbara Herzinger, assistant VP, international licensing, Asia and Latin America, named regional VP, Europe/Middle East/Africa; Peggy Byrd, category manager, advertising/media sales, Reader’s Digest, New York, joins as VP, corporate sponsorship and development.

JOURNALISM

Appointments, KPHO-TV Phoenix: Cary Pfeffer, anchor/reporter, KCAL-TV Los Angeles, joins as anchor, KPHO TV5 News; Wendy Burch, anchor and business reporter, KCNC-TV Denver, joins as anchor, TV5 First News; Gregg Byron, sports producer/writer/editor,

KCBS-TV Los Angeles, joins as sports producer, KPHO TV5 Sports.
Cal Ahlers, sports director, KESQ-TV Palm Springs, Calif., joins KMIR-TV there in same capacity.
Joel Schedtler, news director, WTVW(TV) Evansville, Ind., joins WFXB(TV) Myrtle Beach/Florence, S.C., in same capacity.
Eric Turner, reporter, WTTC-TV Chattanooga, Tenn., joins WVEC-TV Norfolk, Va., as reporter/Local News On Cable weathercaster.

RADIO

Darrel Goodin, director, national sales, Phoenix cluster, AMFM Inc., Dallas, joins co-owned Fresno, Calif., cluster as general manager.

David Meszaros, VP, general manager, WSB-FM and WJZF-FM Atlanta and director, sales, WSB Radio Group, Atlanta, named VP and general manager, WSB Radio Group.

CABLE

Michael Sileck, VP, finance, Sinclair Broadcast Group, Baltimore, joins USA Networks, New York, as chief financial officer.

Jessica Marshall, senior VP/general manager, TV Guide Online, New York, joins Lifetime Online there in same capacity.

Ben Hope, VP, Master Black Belt of Quality, Ad Sales Group, NBC Cable, New York, named VP, advertising sales, Eastern region.

Appointments, Global Network Ventures, Nickelodeon International, New York: Katrina Soutonh, manager, European channel operations, London, named senior director, network operations and programming. She will relocate to Singapore. Christine Leo-McKerrow, con-
consultant, Singapore, joins as director, marketing and communications. She will continue to be based in Singapore.

Bill McHugh, manager, consumer distribution, special markets, ESPN, New York, named director, consumer distribution, special markets division.

Appointments, Showtime Networks Inc., New York: **Paul Cestari**, account director, South Central Region, Showtime Networks, Dallas, named area general manager, Los Angeles. He will relocate to Los Angeles. **Ellen Schorsch**, director, direct marketing, named director, direct marketing-print.

**Catherine Moran**, advertising manager, Sci Fi Channel Marketing, New York, named director, advertising.


**Clyde Smith**, senior VP and chief technical officer, Speer World Wide Digital Consultants, Atlanta, rejoins Turner Broadcasting System Inc. there as VP, broadcast technology planning, Turner Entertainment Networks division.

**Stan Anderson**, art director, CNN Headline News, Atlanta, named director, broadcast design.

**Massimo Marchiori**, controller and director, finance, Oncor Inc., Gaithersburg, Md., joins National Geographic Channels, Washington, as controller.

**Bob James**, director, on-air promotions, The Golf Channel, Orlando, Fla., named director, corporate marketing.

Appointments, Insight Communications, New York: **Judy Poole**, VP, human resources, and **Daniel Mannino**, VP and controller, named senior VPs.

**Linda Williams**, manager, human resource development, Time Warner Cable, Englewood, Colo., named human resource director, national division.

**ADVERTISING/MARKETING/PUBLIC RELATIONS**

**Paul Hunt**, VP, media director, Earle Palmer Brown, Philadelphia, joins BBDO Houston, Houston, in same capacity.

**Jon Terzis**, senior VP, group creative director, Bates USA, New York, named executive VP, group creative director.

**Jennifer Harlacher**, account executive, Harmelin Media, Bala Cynwyd, Pa., named VP.

**TECHNOLOGY**

Appointments, Wink Communications, Alameda, Calif.: **Jeremy Handelman**, VP, program planning, CBS Sports, New York, joins as VP, program planning; **Stephen Carmassi**, director, regional sales, Softbank Services Group, Danville, Calif., joins as VP, strategic account management.

Appointments, ICTV Inc., Los Gatos, Calif.: **Stephen Snell**, engineering liaison, new product development, named VP, radio frequency and video engineering; **Mitchell Askenas**, director, engineering, named VP, software engineering; **Timothy Dunn**, director, engineering, named VP.

Appointments, National Video Center, New York: **Bob Koch**, VP, sales and marketing, Broadway Video, New York, joins in same capacity; **Barry Katz**, VP, sales and marketing, Unitel, New York, joins as VP, studio and post sales; **Steven Ostrow**, VP, sales, named VP, corporate development; **Robert Shavelson**, VP, marketing, named VP, new business ventures.

**INTERNET**

**Brenda Spoonemore**, general editor, ESPN The Magazine, New York, joins NBA Entertainment there as senior director, Internet services.

**Stefanie Henning**, co-founder, new media division, ICM, Los Angeles, joins shockwave.com there as VP, content acquisition and head, Los Angeles office.

**Rey Mena**, general sales manager, WKQX-FM Chicago, joins Emmis Interactive, Indianapolis, as VP.

**ASSOCIATIONS/FIRMS**

**Philip Sweeney**, VP, sales, WMAQ-TV Chicago, joins DHR International there as executive VP.

—Compiled by Mara Reinstein mrreinstein@cahners.com

**OPEN MIKE**

Yergin: 'Renaissance Man'

**EDITOR:** With Jim Yergin’s death, broadcasting has lost one of its most innovative thinkers.

Jim’s many contributions as VP, research, for Group W include his development of NuMath and its reach/frequency concepts, which changed the industry standard for selling and buying radio time. It made what was then a struggling all-news radio format a commercial success.

In addition to finding a sales approach, Jim was responsible for the 20-minute news cycle, realizing the listener wanted the news immediately.

Many, including Jim’s assistant at the time and now VP/GM of...
The Marconi Awards

Lee Larsen, vice president/general manager, AM Group, Clear Channel, (r), accepts a NAB Marconi Radio Award on behalf of KOA(AM) Denver from NAB President Eddie Fritts.

The NAB named Denver radio station KOA(AM) "Legendary Station of the Year" at its Marconi Radio Awards ceremony Thursday night at the NAB Radio Show in Orlando, Fla. AMFM's Bob Cevoian and Tom Griswold, hosts of nationally syndicated The Bob and Tom Show, won for Network/Syndicated Personality of the Year. Kevoian and Griswold, who emceed the ceremonies, have been Billboard magazine's pick for personalities of the year in radio since 1981. In other categories, KGEC(AM) in San Francisco won the award for station of the year in major markets; KUDL(FM) in Kansas City, Mo., in large markets; WFBO(FM) in Indianapolis for medium markets; KTTS-FM in Springfield, Mo., for small markets. Kevin & Bean of KROQ-FM in Los Angeles were named Personality of the Year for large markets; Steve Kelley of KOA(AM) in Denver for large markets; Scott Innes of WYNK-FM in Baton Rouge, La., for medium markets; and Scott Kooistra of KNT(AM) in Yankton, S.D., for small markets. By format, KUEL(FM) in St. Louis won for classical formats; WDAM(AM) in Kansas City, Mo., won for country; KZIZ(FM) in St. Louis won for jazz; WBSZ(AM) in Boston won for news/talk/sports; WYSP(AM) in Pittsburgh won for oldies; WGN(FM) in Chicago, Ill., won for religious programming; WEBN(FM) in Cincinnati won for rock; KLTN(FM) in Houston won for Spanish formats; and WBLX-FM in Mobile, Ala., won for urban.

Bob Cevoian (l) and Tom Griswold of 'The Bob & Tom Show' accept a Marconi Award recognizing them as national radio personalities of the year.

Insiders at CBS said late last week that ABC West Coast correspondent Jane Clayson, would be named this week as Bryant Gumbel's co-host for 'The Early Show,' set to debut in November. Clayson is not as well-known as some of the other rumored contenders for the spot, such as NBC's Dawn Fratangelo and ABC News' Elizabeth Vargas, but she has had some high-profile stories, including Bob Dole's 1996 presidential campaign, the Oklahoma City bombing, the birth of the McCaughey septuplets in Iowa, and the O.J. Simpson civil trial. She previously worked for NewsOne and at KSL-TV Salt Lake City. Also joining the show, it was announced last week, will be Laurie Hibberd, late of Good Morning America and Good Morning America Sunday. Hibberd will report twice a month on popular culture, including fashion and entertainment.

SBC Communications has offered to beef up its commitment to serve poor and rural communities and provide competitors to its broadband network in order to sweeten the FCC's opinion of the company's proposed merger with Ameritech. SBC is offering to provide competitors with non-discriminatory access to the same local loop information for digital subscriber line and other advanced services. The company also is proposing to offer digital subscriber line services to 10% of the low income communities in key areas within the first three years of every statewide DSL rollout. SBC also pledged to offer competitors a single...
point of entry for servicing multifunit residential developments. SBC's Aug. 27 offer was made public by the FCC Wednesday.

Don't call us pirates! That's the resort from low-power radio backer David Honig, who heads the Minority Media Telecommunications Council, for industry attacks on the FCC plan to create a new service on the FM dial. Honig called on National Association of Broadcasters President Eddie Fritts to apologize to FCC Chairman William Kennard for the NAB's Aug. 27 comments that the plan is an "attempt to legitimize" unlicensed pirate radio operators. "Do you really believe [Kennard] is motivated by a desire to 'legitimize' law-breakers?" Honig asked. "The record shows that the Kennard FCC has waged war against 'pirate' operators." Honig called on the FCC to endorse a non-commercial low-power plan that would limit the new service to a power range of 50 watts to 100 watts. Separately last week, Kennard told the NAB Radio Show in Orlando, Fla., that FCC interference studies are "very promising" and indicate that full-power broadcasters should not worry about added interference from low-power stations. Responding to Honig, Fritts said that his comments were in response to Latin American broadcasters' concerns that the FCC plan would send a signal to pirates in Latin America that the U.S. was condoning illegal broadcasts. "We understand that Chairman Kennard's proposal is not intended to send that signal, nor do we believe he is motivated by a desire to legitimize pirates." Fritts said the NAB's opposition is based solely on fear of overcrowded airwaves and interference.

Public broadcasters must explain why they made false claims that PBS stations swapped donor lists with so-called "Country Club Republicans" and the Bob Dole presidential campaign, says a spokesman for Rep. Billy Tauzin (R-La.). Tauzin, who is chairman of the House Telecommunications Subcommittee, says PBS officials must rewrite a draft report of its investigation into the donor list scandal and include the explanations before Tauzin will accept a final version. The official report is expected Tuesday. PBS Inspector General Kenneth Konz has confirmed that there is no organized group know as the "Country Club Republicans" and that PBS has no evidence of list swaps with the Dole campaign. The Tauzin spokesman said PBS's claims that list brokers were the sources of the false claims are plausible, but the organization must thoroughly investigate them. "This makes some Republican suspicious that in order to deflect criticism that PBS had cozy relations with Democrats that some Republicans were thrown into the mix."

"Whole house" inside wire maintenance plans covering a home's entire communications connections—cable, satellite and telephone—would be exempt from local hourly service charge regulation under a plan the FCC is considering. Consumers who do not subscribe to a whole house protection plan would continue to receive cable wire repairs at regulated prices, as long as they live in areas subject to basic-tier rate regulation. Comments on the plan are due Sept. 20; replies Sept. 30.

UPN's second week of 'WWF Smackdown' continued to deliver strong ratings for the network. The two-hour wrestling block scored a 5.7 rating/9 share in the metered markets on Thursday night, according to Nielsen Media Research. 'WWF Smackdown' improved the night by 84% in rating and 80% in share compared to UPN Thursday night average last season. UPN executives also announced its two recent specials, 'The Source Hip-Hop Music Awards and Summer Music Mania,' will be coming back next season. Both specials attracted strong national ratings in terms of teens and young adults for the network.

New CBS Television Stations president John Severino is wasting little time making changes at KCBS-TV Los Angeles. Friday, Severino unveiled plans for a new daily newscast devoted to female viewers. Called 'Women 2 Women News,' the newcast will launch on the CBS owned-and-operated station on Sept. 13. "The broadcast will be the first one in Southern California designed specifically for the daytime audience, which is primarily women," Severino says. "It will blend news, lifestyle features and interviews emphasizing the stories, issues and opportunities of interest to women viewers."

Former SGI chairman Richard Belluzzo has joined Microsoft as group vice president for its online Consumer Commerce Group, which includes WebTV and MSN Internet services. Belluzzo will report directly to Microsoft President Steve Ballmer. Microsoft says the Belluzzo appointment is not tied to any plans to form a separately traded Internet unit.

Former ABC research executive Mitch Metcalf has been named senior vice president of program research at NBC. Metcalf will be reunited with former ABC colleague Alan Wurtzel, who is now president of research and media development at ABC. Metcalf will oversee the network's Burbank, Calif., program research department.

Correction: Elizabeth A. Rathbun's byline was inadvertently omitted from the Aug. 30 Cover Story, 'Mother/son makes Radio One.'
.com together

Yahoo paid $5.7 billion for broadcast.com earlier this year. Even though it was Internet money (Yahoo stock), it's a big number and it has kept many broadcasters up nights. That's because much of broadcast.com's value derived from the broadcasters' content. From its humble beginnings, one of broadcast.com's chief attractions has been audio and video from radio and TV stations across the country. Last Friday, it was featuring WGGG(AM) New Orleans and KXIA-TV El Paso. That's nice for those stations and hundreds of others that have links on the site. They probably pick up some visitors through broadcast.com that might otherwise pay them any mind. But they are probably getting the short end. Broadcast.com used all that broadcasting content to create a lot of value for itself—$5.7 billion, according to Yahoo.

Among those who have figured this all out is Jeff Smulyan of Emmis Communications. As we report at the front of this book, he is leading an effort to bring together broadcasters to leverage their content and create their own Web portal and their own Internet wealth. Lowry Mays' Clear Channel Communications apparently has a parallel effort going. Our advice to any broadcaster who hasn't quite divined an Internet strategy: Talk to Smulyan or Mays. Joining forces may be the way to rise above the Internet clutter. By combining the content and marketing clout of hundreds of stations, such ventures would have an immediate impact. And even if you have to slice the pie a little thinner. A few billion dollars goes a long way.

Finish the job

The Radio-Television News Director's Association last week asked the full U.S. Court of Appeals in D.C. to review a three-judge panel's decision not to throw out the personal attack and political editorial rules. The panel stopped just short. It required the FCC to justify the rules either by finally breaking its own deadlock on the issue, or by returning to the court and explaining why "[entangling] the government in day-to-day operations of the media" is justified.

If the full court will not finish the job begun by the FCC when it threw out the fairness doctrine in 1987, RTNDA has asked the court to at least set a deadline by which the FCC has to respond. You can add our name to the petition. The rules should be thrown out. But if the court still won't go that far, the FCC should be given an imminent (as in "hang threateningly over one's head") deadline.

Fix the damage

In a case about a qualified privilege, NBC won a qualified victory. The network was not able to persuade a federal appeals court to reverse an order that it provide outtakes from a Dateline story to a civil rights litigant. But it did win for all journalists the reversal of a frightening decision that appeared to wipe out an established privilege. For nearly 30 years, journalists rightfully believed that the law protected them from having to give up their unpublished accounts, notes and out-takes of material, even when not acquired in confidence.

But in 1998, the Second Circuit ruled that there was no such privilege. Allowed to stand, the original decision could have done great damage to the reporting process. But NBC wouldn't let it stand.

Although the privilege was once again recognized, the order that NBC give up its outtakes in this particular case remains in effect. We wish the network luck in the event that it appeals that order to the Supreme Court. But even if it doesn't, all journalists should be grateful for the network's perseverance and for the victory won on their behalf.
These days it pays to be original. From epic movies to new series, cable is spending large sums on original programming. And the payoff is huge. Not only are audiences and advertisers booming, the profits have been immense.

On October 11, Broadcasting & Cable will take a comprehensive look at the latest productions in an Original Cable Programming Special Report. Our must read guide will examine all the various shows being made for cable.

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Monday, October 11, 1999

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