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## TRIAL BY TV

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TOP OF THE WEEK / 10  
 BROADCASTING / 38  
 CABLE / 47  
 TECHNOLOGY / 54  
 INTERNET / 58



Young Hercules

Home Alone 2

Earthquake In New York

National Lampoon's Golf Punks

**MOVIES**  
Sat/Sun **8PM** E/P Weeknights **9PM** E/P



Ohh Nooo!!!  
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With Mr. Bean

**Fox Family channel's original series, movies and award-winning hits make our network the TV home base for American families!**



Kristen Eykel  
**Life, Camera, Action**



Idalis  
**Outrageous!**



**The New Addams Family Series**  
Coming In October

**E**

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# It's A Re-energized Family Channel!

**DAYTIME**

Starts **7AM** E/P



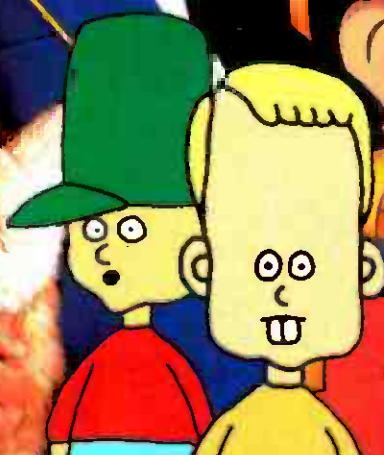
**Bad Dog**



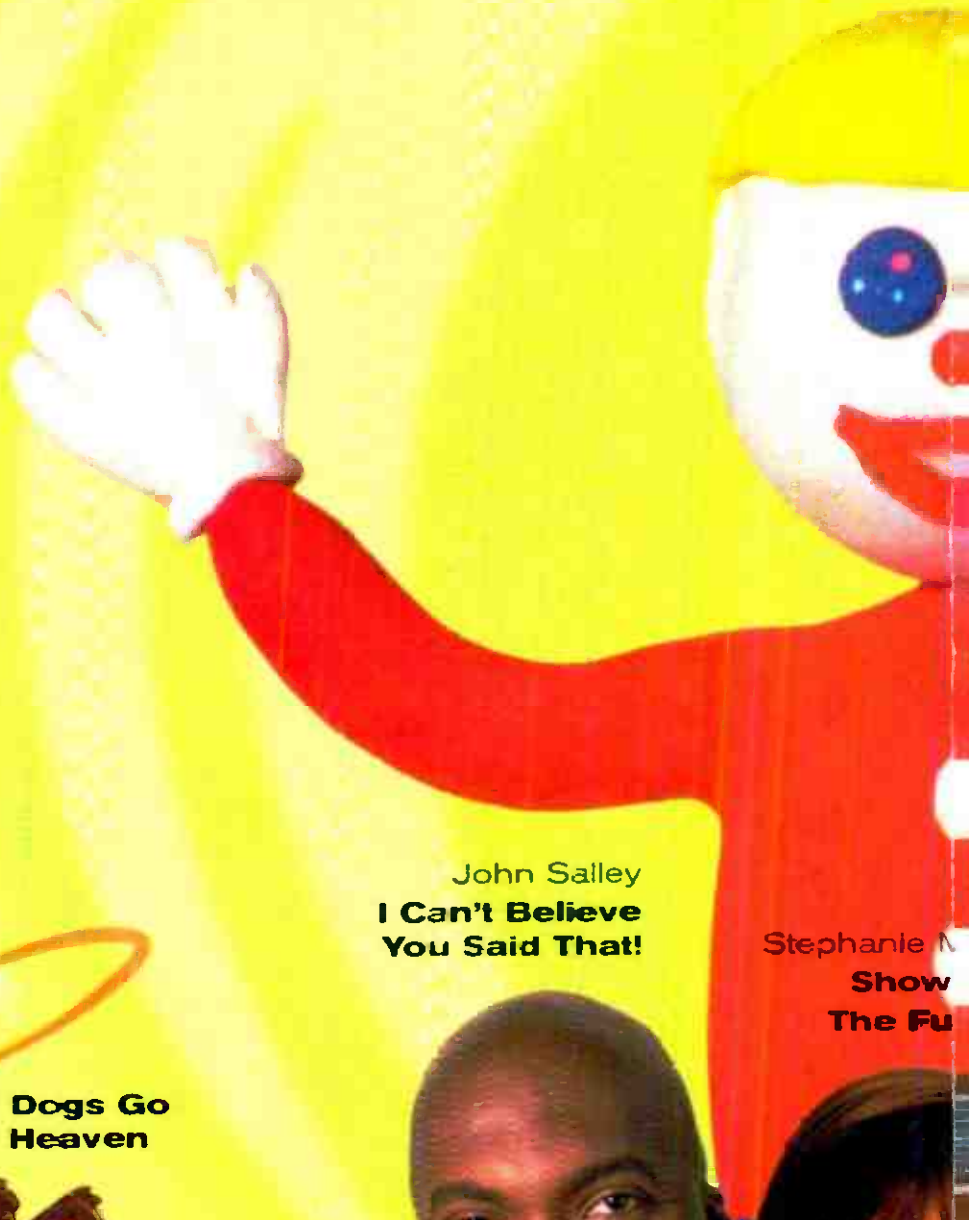
**The All New  
Captain  
Kangaroo**



**All Dogs Go  
To Heaven**



**The Three Friends  
and Jerry Show**



**John Salley  
I Can't Believe  
You Said That!**

**Stephanie M  
Show  
The Fu**



**ALL ORIGINAL  
PRIMETIME**

Starts **6PM** E/P

# "Fox Family's New Formula Finds Right Mix"

*The Hollywood Reporter*

**"New Fox Family Channel Opens Big"**

**"Fox Family Channel jumped out of the gate last week, drawing more viewers in both prime time and daytime than it's predecessor - and few complaints from devotees of the old Family Channel!"**

*Electronic Media*

**"Fox Family Channel's pre-school block is solid, with its time-tested hits, such as *Shining Time Station* and *The All New Captain Kangaroo*."**

*Seattle Times*

**"For some of us, it (*Pee Wee's Playhouse*) is the best TV series in the last quarter century, and it's returning to Fox Family Channel!"**

*Times-Picayune  
New Orleans*

**"*Mr. Bill Presents* features the luckless and malleable clay figure from *Saturday Night Live's* early years in this warm and cuddly family update."**

*New York Newsday*

**"*Life, Camera, Action* With the change in network ownership comes some excitement in the form of this new series."**

*Boston Herald*

Kristen Eykel  
*Life, Camera, Action*



**“Fox changes the channel but  
keeps it a family affair.”**

*Boston Herald*

**“Fox Family Channel  
Enjoys Strong Debut.”**

*Multichannel News*



**CHANNEL**

**More Family Than Ever!**

## TOP OF THE WEEK / 10

**TVB predicts modest TV ad growth in '99** After five years of 7% growth, the absence of federal elections or Olympic Games will cause broadcast advertising growth to dip to 2%-5% next year, according to the Television Bureau of Advertising. / 10



Comedian Louie Anderson will host Pearson Television's new incarnation of perennial favorite 'Family Feud.' / 14

**CBS O&Os punt promos** Sources say CBS President Mel Karmazin has told local station managers to sell time to advertisers that previously was earmarked for local promotion. / 11

**ABC cuts 'Monday Night Football' compensation** ABC is letting affiliates in the 100-plus markets know that compensation for *Monday Night Football* will no longer be paid. / 12

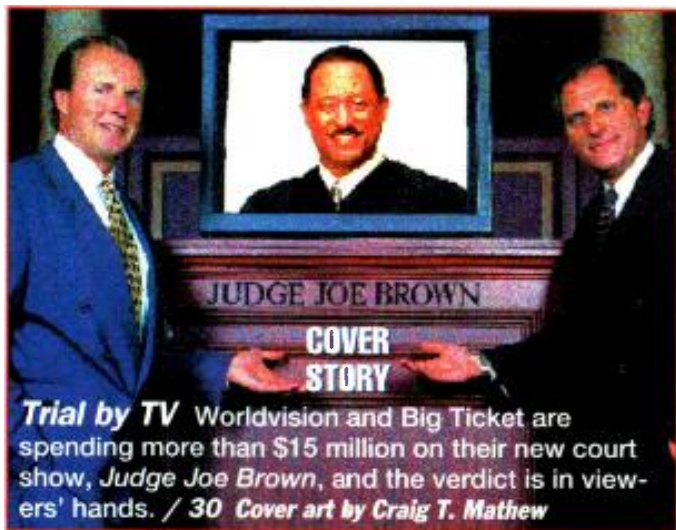
**Young takes down 'for sale' sign** Young Broadcasting last week said it was taking itself off the sales block, citing market turmoil that would likely make financing a buyer difficult. / 12

**Feb. 1 may see satellite cutoff** Broadcasters were unable to agree on when they will cut off network TV feeds to PrimeTime 24, but consensus seems to be building around Feb. 1, 1999. / 14

**Powell raises red flag over DTV switch** The government timetable for switching to digital TV broadcasts is "far too aggressive," FCC Commissioner Michael Powell said last week. / 14

**Gore commission will advocate public service minimums** Digital TV broadcasters will fulfill at least minimum public service obligations if a majority of the Gore commission gets its way. / 20

For more late-breaking news, see "In Brief" on pages 80-81



**Trial by TV** Worldvision and Big Ticket are spending more than \$15 million on their new court show, *Judge Joe Brown*, and the verdict is in viewers' hands. / 30 Cover art by Craig T. Mathew

## BROADCASTING / 36

**Cameron jumps to small screen** "Titanic" director James Cameron is looking for a studio or network for a long-term TV production deal, joining a long list of successful filmmakers who've crossed that line. / 38



'Forgive or Forget' will be upgraded in 20 different markets and will add double runs on another 26 stations. / 38

**Urban listeners have consumer strength, study finds** A new study of those who listen to radio's urban contemporary format appears to "challenge advertiser bias" against stations that draw significant minority demographics. / 46

## CABLE / 47

**HBO invests millions in Family** HBO has committed an estimated \$18 million to develop original programming for the HBO Family multiplex channel it plans to premiere in February 1999. / 47

**DBS tops J.D. Power survey** For a second year, Primestar rated highest in customer satisfaction among 14 satellite and cable TV providers, according to the latest consumer poll conducted by J.D. Power and Associates. / 48



Cox Communications' Art Reynolds terms initial results from the company's latest cable telephony launch 'encouraging.' / 47

## TECHNOLOGY / 54

**WBZ-TV readies tower for DTV** Dielectric Communications signs a million-dollar deal with CBS O&O WBZ-TV to supply antennas, transmission lines and combiners for the DTV conversion of WBZ-TV's tower in suburban Needham, Mass. / 54

## INTERNET / 58

**NBC to push video streaming in a big way** NBC is offering InterVu's video and audio streaming services to virtually all of its TV network affiliates; O&Os plan a major Website overhaul to include more multimedia. / 58

Changing Hands.....60	Editorials.....82	Hooked Up.....52
Classified.....63	Fates & Fortunes.....78	Nielsen Ratings...44, 50
Closed Circuit.....16	Fifth Estater.....77	Station Break.....40
Datebook.....76	Get w/the Program...42	Washington Watch...26

# EDGE

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# THE

# COMPETITION



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- **CUSTOMIZED** affiliate feeds, delivering news packages tailored to your market
- **LIVE** remote feeds from around the corner and around the world
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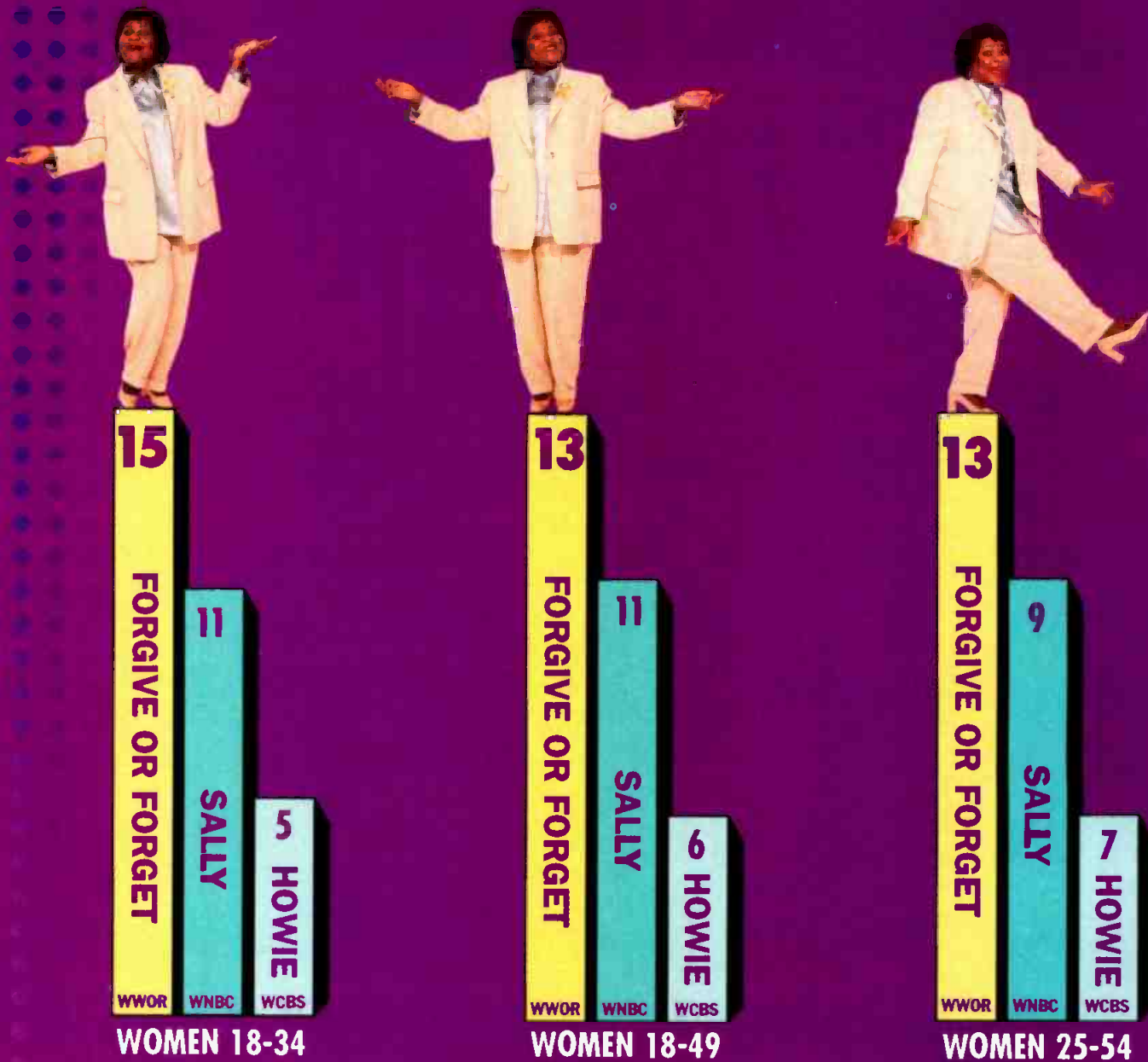


To find out how you can get "The Edge" contact George Case at (212) 301-3330.

The Feed You Need.

# This fall's Newest Hit

#1 in New York...



*Forgive Or Forget is the #1 talk show at 3pm in all key women demos!*

Source: NSI, (1) SNAP July 1998, Shares; (2) Metered Markets, w/o 8/31/98 vs. w/o 6/8/98, HH Rtg.



# is Already Here!

*...and climbing  
the charts  
nationwide!*

*Hosted by  
Mother Love*

Los Angeles/KCOP	3PM	<b>+50%</b>
Chicago/WPWR	9PM	<b>+40%</b>
Philadelphia/WPSG	11AM	<b>+150%</b>
San Francisco/KBHK	12PM	<b>+67%</b>
Dallas/KDAF	11AM	<b>+200%</b>
Detroit/WJBK	9AM	<b>+24%</b>
Houston/KRIV	9AM	<b>+19%</b>
Cleveland/WJW	10AM	<b>+24%</b>
Pittsburgh/WPGH	1PM	<b>+20%</b>
Orlando/WRBW	3PM	<b>+200%</b>
Portland/KPTV	11AM	<b>+22%</b>
Charlotte/WBTV	10AM	<b>+14%</b>
Nashville/WNAB	12PM	<b>+11%</b>
New Orleans/WVUE	10AM	<b>+41%</b>
Memphis/WHBQ	12PM	<b>+57%</b>

# FORGIVE OR FORGET



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Meredith • Paramount • Raycom • Sinclair • Tribune



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# Putting on the brakes in '99

*TV ad growth could be halved next year, according to TVB*

By Richard Tedesco

**T**V ad revenue growth has chugged along at a pace of 7.3% for the past five years (1993-97), according to data compiled by the NAB. But next year, growth will slow dramatically—some experts say by half. The pace should pick up again in 2000 with millennium-era ads, the Olympics and a presidential election.

That was the consensus of projections for the next two years by financial analysts and the Television Advertising Bureau, presented at TVB's annual forecasting conference in New York last week.

TVB expects local TV ad sales to grow 3%-5% next year, with spot and network sales both increasing in a range of 2%-4%. TVB anticipates that syndication ad sales will grow 5%-7% in 1999.

Forecasters expect broadcast ad growth to drop next year in large part because there will be no Olympics and little political money to boost sales.

Cable TV growth will remain strong in 1999—in the 12%-14% range—albeit not quite as strong as it has been during the past five years. TVB reports that cable grew 14.9% in 1993, peaked at 26% growth in 1996 and then dropped back to 18.3% in 1997.

TVB's projections for next year are somewhat conservative compared with a summary of projections from Wall Street—despite recent market turmoil that has some wondering whether the U.S. ad market is heading toward recession. Estimates compiled from 18 different financial institutions show local ad sales projected at 5.5%, spot sales at 4.5%, network 3.4%, syndication 5.7% and cable 13.5%.

Veronis, Suhler & Associates, the New York-based media research firm, estimates total 1997 broadcast TV ad

**A YEAR OF LOWER EXPECTATIONS**  
 Projected percentage growth of TV advertising in 1999

	TVB	S&P	Bank of Tokyo	Warburg Pincus	Wasserstein Percella	McCann Erickson	Veronis Suhler	'98 Est. Growth
<b>Local</b>	<b>3-5</b>	<b>8.0</b>	<b>3.0</b>	<b>5.0</b>	<b>6.0</b>	<b>7.0</b>	<b>5.0</b>	<b>7.0</b>
<b>Spot</b>	<b>2-4</b>	<b>8.4</b>	<b>3.0</b>	<b>5-6</b>	<b>5.0</b>	<b>6.0</b>	<b>4.7</b>	<b>7.5</b>
<b>Network</b>	<b>2-4</b>	<b>7.1</b>	<b>3.0</b>	<b>3.0</b>	<b>4.0</b>	<b>5.5</b>	<b>3.5</b>	<b>6.9</b>
<b>Syndication</b>	<b>5-7</b>	<b>7.9</b>	<b>3.0</b>	<b>3-4</b>	<b>10.0</b>	<b>7.5</b>	<b>5.7</b>	<b>5.6</b>
<b>Cable</b>	<b>12-14</b>	<b>21.0</b>	<b>7.0</b>	<b>11-13</b>	<b>12-15</b>	<b>13.0</b>	<b>16.4</b>	<b>17.0</b>

Source: TVB \*Veronis Suhler estimates



**TVB President Ave Butensky attributes the association's more conservative projections to Wall Street's current troubles: "The news of the stock market raises question marks."**

the stock market raises question marks," says Butensky, who describes the current robust state of TV ad sales as "a calm before the storm."

An NAB survey of 106 markets indicates overall growth of 7.3% in gross TV revenues from 1993 through 1997, according to Mark Fratrik, vice president and economist for the National Association of Broadcasters. Local TV ads led that

revenue at \$36.9 billion, with network revenue at \$13.3 billion, local revenue close behind at \$11.4 billion, national spot at \$9.9 billion and cable TV at \$7.8 billion. VSA projects overall 1998 revenue at \$39.5 billion, including network returns at \$14.2 billion, local sales at \$12.2 billion, national spot at \$10.7 billion and cable at \$9.2 billion.

Its own projected percentage increases for those categories in 1999: network, 3.5%; local, 5%; spot, 4.7%; syndication, 5.7%, and cable, 13.5%.

TVB takes analysts' projections into account, along with information from advertisers, in calculating its figures, according to Ave Butensky, TVB president. He attributes TVB's more conservative projections to the current stock market gyrations. "The news of

growth, increasing by 8.1% during that period, with national and regional ads going up by 6.9%, according to NAB.

On a regional basis, Fratrik projects that overall TV ad sales growth will be strongest in the Southwest mountain states, at 5.5%, and the mid-Atlantic and Southeastern states, at 5%, in 1999. In the other regions, Fratrik predicts 4.5% growth in Texas, Oklahoma, Louisiana and the Midwest, and 4% growth in New England and the Northwestern and South Central states. New York and Pennsylvania, he projects, will lag behind, at 3.5%.

Projections presented by a panel of financial analysts at the forecasting conference offered predictions in that range, with considerably more bullish projections for TV ad revenue growth

in 2000. Jessica Reif Cohen, vice president and managing director for Merrill Lynch, foresees an 8% growth in local TV ad sales in the millennium year, with national sales increasing as much as 10%. Frank Bodenchak, principal of Morgan Stanley, expects 7% overall growth in TV ad sales for 2000.

Harry DeMott, director of broadcasting and specialty media for CS First Boston, also foresees growth in the range of 7% to 10% for overall TV ad revenue in 2000.

Stephen Eisenberg, director of national sales for Sinclair Communications, said he expects Sinclair stations

to outperform TVB's 1999 revenue growth projections, primarily because of their WB and Fox affiliations. "We have the best of both worlds," Eisenberg observed.

In terms of new ad categories, Jessica Reif Cohen cited Websites as the single most important one, predicting a coming trend in cross-media deals.

While overall auto dealership ad revenue remained constant at \$5 billion for the third straight year, TV's share of that pie decreased to 15.7% last year (\$785 million), from more than 17% (\$850 million) the previous year, according to Paul Holloway, chairman

of the National Automobile Dealers Association. Dealers spent 35% of their ad budgets selling used cars, primarily through newspapers, according to Holloway. He said that the fastest-growing ad segment for autos was direct advertising, which represented 14.5% of that \$5 billion pie last year, up from an average 8% per year.

Holloway cited Net sites as a prime promotional vehicle for a growing number of dealerships nationwide. And he told the TVB audience that auto dealers' ad dollars were increasingly moving away from local TV and into newsprint and direct-advertising campaigns. ■

## CBS O&Os punt the promos

*Karmazin to stations: Sell time set aside for local promotion*

By Steve McClellan

Look for less local promotion and more advertising spots on the CBS-owned TV stations this season.

Multiple sources within the company, demanding anonymity, report that CBS President Mel Karmazin has told his O&O station managers to sell time that previously was earmarked for local promotion.

"Mel has ordered that promotion inventory is now for sale," says one source. "Instead of promoting local shows and newscasts, if they can sell it, they will."

Jonathan Klein, president of the CBS Television Stations, refused to comment on the situation. But others within the company stress that the new policy will not be in effect 52 weeks of the year. Specifically, these sources say, the group will promote aggressively during the major ratings sweep periods (November, February and May).

In addition, the sources say, the company will promote "important" new local series throughout the season to ensure that they get launched properly.

The new policy does not affect network promotion time, however. Indeed, CBS affiliates are obligated through their affiliation contracts to provide a minimum amount of on-air promotion support for network shows. In addition, most stations in the CBS Radio station group are, per Karmazin's directive, cross-promoting CBS-TV.

Karmazin is known for working every possible angle he can to boost revenue, and the promotion cutback is

seen by insiders as another way to achieve that goal. Several people outside the company speculated last week that Karmazin's promotion edict was a sign that he is focused on the short term and may eventually sell the company.

The stations are under particular pressure to boost revenue. As Karmazin is fond of pointing out, CBS's ownership of stations in seven American Football Conference markets is what gives the company any chance of making a profit

on its new eight-year National Football League rights contract.

One recently departed CBS staffer confirms that until recently WCBS-TV New York reserved time in every day-part for local promotion. He says that the promotion time had been pared down to some degree before he left, "but not to the detriment of what we were trying to do."

One competitor in New York says that he was not surprised that the CBS group is converting promotion time to time that is for sale: "It's not shocking. Stations in an economic crunch do these kinds of things. In the long run it will hurt your news product—how else do you get them in the tent?" ■

## Remembrance of hearings past



**Impeachment hearings during Nixon's Watergate scandal proved compelling television.**

Broadcast and cable news networks exhaustively covered the release of prosecutor Kenneth Starr's report on President Clinton last week. And that may be just the start. "We're planning live, comprehensive coverage of this event through its culmination," said an MSNBC spokesperson. "That includes any judicial or impeachment hearings. If it's news, we'll cover it." Likewise, CNN, Fox News Channel, CNBC and CNN Headline News agreed they'll cover extensively any Judiciary Committee and/or impeachment hearings. Such hearings in 1974 proved watershed TV during the Watergate scandal. But as of last week, neither broadcast nor cable news networks would commit to plans to cover the events wall-to-wall. "Since hearings have not yet been scheduled, CNN can only comment that we plan extensive, live coverage of all significant judiciary hearings," said a spokesperson. CNBC said it would cover "relevant portions" of any judicial hearings "extensively and appropriately." A spokesperson for CBS commented that the network "has been aggressively covering this and will continue to cover it," but provided nothing more specific. An ABC spokesperson said: "Wherever this goes, we'll follow it."

—Donna Petrozzello

# ABC cuts 'Monday Night Football' compensation

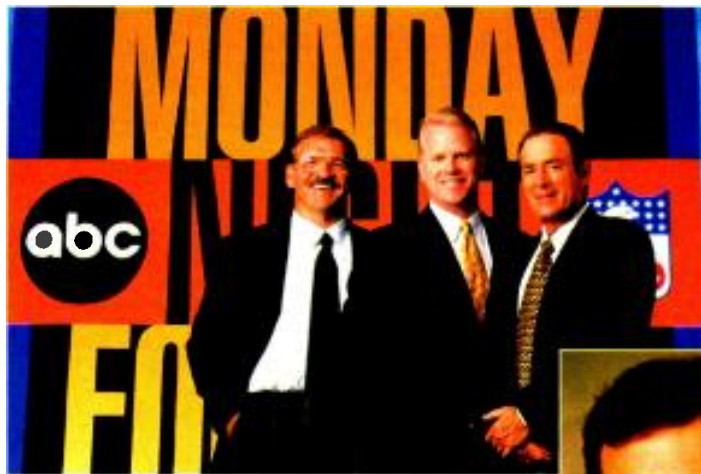
*It drops payments to stations in markets 100+*

By Steve McClellan

**A**BC may not have a deal with its affiliates yet on an NFL rights contribution, but it's no longer paying extra dollars in the form of station compensation for the NFL either.

Sources confirm that the network is letting affiliates in the 100-plus markets know that compensation for *Monday Night Football* will no longer be paid. ABC had terminated such payments to top-100 market affiliates several years ago.

Word of the compensation cut—which network sources say amounts to only several hundred thousand dollars annually—came the same



**"Given today's intense competitive landscape, ABC's ability to continue to deliver high-quality programs like *Monday Night Football* is dependent upon creative approaches from the network and the entire affiliate body."** —ABC's Bob Iger



week that ABC Inc. President Bob Iger sent a letter to all affiliates expressing his "deep concern" about the lack of an agreement on the football contribution issue. The letter also expressed his concern about an impasse on the related issue of program exclusivity.

Meanwhile, *MNF* kicked off last week, and its new 8 p.m. ET start time appears to have paid off. At 8-11 p.m., the network posted a 9.4 Nielsen rating/24 share among adults 18-49, up 24% from a year ago. The network won every half-hour in that demo. Total viewership was up 2% for the game, to 22.1 million viewers. At 8-9 p.m., total viewership was up 16%, and viewing by the 18-49 demo was up 119%.

In his Sept. 4 letter to affiliates, Iger said that "Given today's intense competitive landscape, ABC's ability to continue to deliver high-quality programs like *Monday Night Football* is dependent upon creative approaches from the network and the entire affiliate body." Iger said that ABC is "committed to fight not only for our preservation, but the growth of our existing franchise. But we can't do it alone."

Last month, the network and the affiliate board reached an impasse on the issues. Affiliate board chairman David Barrett, in an Aug. 13 letter to affiliates, reported that an NFL contribution was not the sticking point. Rather, he said, "we have not as yet been successful in reaching a mutual understanding about exclusivity." ABC proposed a compromise agreement granting one-year program exclusivity for a one-year NFL contribution. But the board is holding out for a long-term deal, while ABC wants long-term flexibility on exclusivity. Talks, however, are continuing. ■

## Young takes down 'for sale' sign

Young Broadcasting last week said it was taking itself off the sales block, citing turmoil in the financial markets. The company's stock fell \$11.50, to \$34.50, amid another major decline for the Dow Jones Industrial average, which fell 250 points Thursday. On Friday both the Dow and Young rallied somewhat; the Dow rose 180 points, while Young rose 1 3/8 to close at 35 7/8. By Friday the company's stock had fallen 49% since reaching a high of \$70 per share this summer.

The company's chief financial officer, James Morgan, says the company concluded that the market turmoil would make it difficult, if not impossible, for any buyer to raise the financing to meet Young's sales price.

Young Broadcasting said that it would implement a stock repurchase plan of up to \$50 million. The company also said it would continue to pursue strategic alternatives, including a possible merger; it may revisit an outright sale when market conditions improve.

Analysts and broadcasters who had considered buying Young said last week that most potential bidders for the company bowed out before the week's market swings. Young's asking price—which started at about \$80 per share but dropped to \$70—was too high, they said. A big disadvantage for a groupwide sale, they added, is KCAL(TV) Los Angeles. Any buyer would face substantial costs to make the station competitive in that highly competitive market, they said.

Recently, Quorum Communications, the new broadcasting company being formed by Dan Sullivan (and backed by ABRY Partners) made a bid that Young rejected as too low. Reached last week, Sullivan confirmed his interest in the group. He declined to reveal his bid but did say that he wasn't prepared to increase it.

Emmis Broadcasting also made a recent bid that was rejected, sources say.

—Steve McClellan

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At [www.broadcastingcable.com](http://www.broadcastingcable.com),  
"Top of the Week" is  
"Top of the Minute." We continuously  
post breaking industry news each  
business day from 9 a.m. to 9 p.m.

# Anderson is the newest 'Feud'er

Comedian will host game show remake from Pearson Television

By Joe Schlosser

**N**ame the top candidate available to host a remake of *Family Feud*.

The answer is ... Louie Anderson.

That's what Pearson Television executives have decided, naming the longtime comedian to lead its latest game show. Pearson, which owns the game show-rich Mark Goodson library, is bringing the remake *Feud* out in syndication for fall 1999. And next week Pearson launches a remake of another Goodson game show, *Match Game*, into syndication. If *Match Game* works this season, Pearson likely will package *Match Game* with *Family Feud* for the '99 season.

Anderson, best known for his HBO and Showtime comedy specials, becomes the third host in *Family Feud*'s long history. The show that was initially launched in 1976 on NBC (and simultaneously in syndication with Richard Dawson at the helm) lasted until 1985. In 1988, *Family Feud* returned in syndication and on CBS with Ray Combs as host. That version lasted until 1995.

Pearson was close to signing country singer/actress Dolly Parton to host a *Feud* remake, but negotiations broke off earlier this year. Tony Cohen, president of Pearson Television's North American operations, says that Anderson's background and comedy style won out: "We were really looking for somebody who would be good with families and who would be funny and warm. And we did look at a lot of people, to be honest with you—but the thing about Louie is, families are part of his identity and part of his act. He appeals to that kind of middle American audience which we think is the *Family Feud* heartland."

Cohen says he has yet to decide whether to shoot a pilot or a demo tape, but he says that "there will be one or the other" by NATPE in January. The company is weighing whether to tape the program in Anderson's backyard (Las Vegas) or in Los Angeles, where Pearson's other games, *Match Game* and CBS's *The Price is Right*, are taped.

But Cohen is very clear on the show's



Pearson picked Louie Anderson to follow in the footsteps of Richard Dawson and Ray Combs.

format: "One of things I think everybody has learned is that you don't mess with the structure of a Goodson show. It's almost like a Darwinian process: These shows have been honed and perfected over a lot of years, so I think normally we'll try to stay true to the original format."

Pearson executives also are considering bringing out a couple of other game shows from their vast libraries (Grundy and Goodson) for 1999. Cohen would not say which titles, but "they could be shows we currently air in other countries." ■

## Interface headliners: Paxson, Gabelli

*SuperPanel* will cover waterfront of industry issues; technology, finance come in for special attention

**T**wo headliners have been announced for the 12th annual BROADCASTING & CABLE Interface, which will take place this Thursday (Sept. 17) in New York's Grand Hyatt Hotel: Lowell "Bud" Paxson, chairman of Pax TV, the fledgling seventh network, who will deliver opening remarks at 9 a.m., and Mario Gabelli, CEO of Gabelli & Co. and one of the nation's leading investors and market analysts, who will deliver the luncheon speech.

The afternoon's highlight is a "SuperPanel" featuring Ken Auletta of *The New Yorker*, Marcy Carsey of Carsey-Werner, John Hendricks of Discovery, Paxson, Scott Sassa of NBC Owned Stations, Herb Scannell of Nickelodeon, Howard Stringer of Sony, Barry Thurston of Columbia TriStar Television Distribution and Richard Wiley of Wiley, Rein & Fielding. Moderators will be B&C's Don West and Harry Jessell.

The morning's session features a technology panel with Jim Carnes of Samoff Labs, Gary Shapiro of the Con-



Gabelli(l) and Paxson will be keynote speakers at the annual B&C Interface Sept. 17.

sumer Electronics Manufacturers Association, Steve Guggenheimer of Microsoft, Charles Jablonski of NBC and Stephen Weiswasser of Covington & Burling. West will again moderate. A financial panel, moderated by Lou Dobbs of CNN, will feature Dennis Leibowitz of Donaldson Lufkin Jenrette, Paul Sweeney of Salomon Smith Barney, Peter Ezersky of Lazard Freres, Tom Wolzien of Sanford C. Bernstein & Co. and David Londoner of Schroeder & Co.

For information call Steve Labunski at (212) 337-7158 or Sandra Frey at (212) 337-6941. ■

# Feb. 1 may see satellite cutoff

*But CBS still favors Jan. 1 for forcing PrimeTime 24 to pull plug on satellite subs*

By Paige Albiniak

**B**roadcasters last week were unable to agree on how long they will delay the cutoff of the network TV feeds of a million satellite TV subscribers, but a consensus seems to be building around Feb. 1, 1999, sources say.

Last month, a federal district court in Miami gave PrimeTime 24 until Oct. 8 to stop delivering distant CBS and Fox broadcast signals to satellite subscribers who can receive local affiliates of the networks. Federal law restricts distribution of distant network signals to subscribers beyond the over-the-air reach of local network affiliates. The injunction applies only to subscribers who signed up after March 11, 1997.

The ruling set off a political firestorm on Capitol Hill, where lawmakers running for re-election on Nov. 3 are worried that cutoff constituents would blame them.

To allay the fears of Congress, broadcasters last month offered to delay enforcement until Jan. 1, 1999.

The satellite TV industry rejected the offer, calling it a political move, and continued with plans to turn viewers off on Oct. 8.

According to sources, the NAB is suggesting Feb. 1, while CBS is standing firm on Jan. 1. ABC and Fox are willing to wait until Feb. 28. NBC, while involved, is staying quiet.

Many broadcasters feel PrimeTime 24 should be forced to cut off subscribers as soon as possible. "Why would we want to reward somebody for breaking the law for 10 years?" asks William Sullivan, vice president of Cordillera Communications Inc. of Missoula, Mont.

But broadcasters are facing pressure from Congress and the FCC, who do not want to disenfranchise a million voters.

House Commerce Committee Chairman Tom Bliley (R-Va.) in a letter to NAB President Eddie Fritts last week, urged the television industry to find a "workable solution that both protects consumers and does nothing to undermine our efforts to promote competition in the [multichannel] market."

FCC Chairman William Kennard two weeks ago said that the commission could finish a rulemaking that would redefine who is eligible to receive distant network signals by Feb. 1. Kennard's offer coalesced consensus around Feb. 1, although the satellite industry and some broadcasters argue that at least another month would be needed to implement the FCC's decision.

Senate Judiciary and Commerce committee members and staffers spent last week trying to craft a legislative compromise that they can push through in the remaining weeks of the 105th Congress.

Members of Congress want to give satellite broadcasters several years in which they may provide local signals without having to carry all broadcasters' signals. Members believe that changing the law in this way would serve the dual purpose of importing network signals while providing competition for cable.

The four major networks are willing to allow a phased-in must carry, but the NAB is standing fast on full and immediate carriage for all broadcasters. ■

## Powell raises red flag over DTV switch

*Commissioner says track is too fast; market rejection a risk*

By Bill McConnell

**T**he government's timetable for switching to digital television broadcasts is "far too aggressive" and may cause consumers to reject the technology, FCC Commissioner Michael Powell said Friday (Sept. 11).

"We're facing a potential train wreck," Powell said during a panel discussion with fellow commissioners before the annual convention of American Women in Radio and Television in Washington.

The government-mandated schedule for constructing digital TV stations will force broadcasters to spend billions before they have any inkling of what type of service consumers prefer. Powell told reporters after the panel. For

instance, some broadcasters are considering offering multiple channels of conventional TV rather than a single high-definition signal, as many lawmakers intended.

Under a staggered construction schedule set by the FCC, major network affiliates in the top 10 markets must begin offering digital service by 1999. By 2002, every market in the country is slated to have digital service, and all broadcasters are required to simulcast 100% of their analog programming in a digital format by 2005.

Powell said the technology may never recover if customers reject the industry's

initial service. "With a product this expensive, I'm not sure we'll get two or three shots at this," he said. "I think it will be extraordinarily difficult to achieve the ubiquitous customer acceptance that is necessary for success."

Disputes over must-carry rules for cable and other debates demonstrate that industry and political leaders already are trying to place blame for the technology's possible failure. "I see this finger pointing, and I get worried it's a sign of panic."

If viewers reject the technology, broadcasters may never return their analog spectrum to the government, Powell warned. Digital transition rules allow broadcasters to

transmit both digital and analog signals until 2006, when they are scheduled to turn over their analog channels. If fewer than 85% of households have digital televisions, however, broadcasters will be permitted to continue their analog broadcasts. "A change this dramatic and fundamental needs to be



Powell: "We're facing a potential train wreck."



**Spin City sold in  
87% of the U.S.**

done right," he said.

Commissioner Gloria Tristani countered that the obstacles facing digital technology would be overcome. "I'm much more hopeful," she said. "The industry is not only smart; it's resourceful."

Earlier, FCC Chairman William Kennard said the agency should begin tracking the number of radio and TV stations owned by women. He complained that progress for women and minorities has been stymied by industry consolidation and an April court decision striking down agency hiring rules. "The lack of information is at least something that we can change." ■

## Errata

BROADCASTING & CABLE's Sept. 7 list of the Top 25 Media Groups failed to include HSN Inc.'s acquisition of the majority of Universal's television assets, a transaction that closed in February 1998. The new company, USA Networks Inc., acquired from Seagram Co. Ltd. the USA Network, The Sci-Fi Channel and Universal's domestic television production and distribution unit, which is now called Studios USA. USA Networks enters the list at number 17:

**17 USA Networks Inc.**  
New York City (NYSE: USAI);  
Fiscal year ends: Dec. 1997

Revenue: \$2.5 billion

Operating cash

flow: \$450 million

Operating income:

N/A

**Broadcast Television:**

USA Broadcasting (16 TVs)

**Cable:** USA Network,  
The Sci-Fi Channel

**Television Production:** Studios USA (first-run production and distribution, TV movies and miniseries and network production and development)

**Internet:** Internet Shopping Network/First Auction, controlling interest in Ticketmaster Online/City Search (merger pending)

**Electronic Commerce:** Home Shopping Network, Ticketmaster

\*\*\*\*\*

Also, TCI's Liberty Media owns 100%—not 80%—of Encore Media Group, which includes 100% ownership of the STARZ movie channel.



Barry Diller,  
Chairman/CEO

# CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

## DENVER

### Fund-raising flurry

**W**hen John Malone speaks, people listen. So when the TCI chairman sent letters to a few colleagues and friends in the cable business urging them to support the National Cable Television Center and Museum (aka the Cable Center), they responded. Malone has already agreed to give the Center \$5 million, with the funds designated for what will be called the Magness Institute, which will be partly responsible for education, research and training activities. Now TCI President Leo Hindery, BET Chairman Bob Johnson, Time Warner Vice Chairman Ted Turner and Encore Media Group CEO John Sie have committed to donating \$1 million each. In addition, Gerry Lenfest of Lenfest Communications is donating \$200,000, and TCI board member-stockholder Robert Naify is kicking in \$100,000. That's not all: Sharon Magness, widow of TCI founder Bob Magness, plans to donate \$2 million, and Magness's two sons, Kim and Gary, are donating \$3 million between them.

## HOLLYWOOD

### Rolling out 'Roseanne'

**W**hoopi Goldberg could be the first guest on Roseanne's new talk show. Last Friday King World executives taped an episode of *The Roseanne Show* with Goldberg, the star of King World's other new syndicated program, *Hollywood Squares*, as the lead guest. King World executives were going to see how the show went before giving it a green light to be Roseanne's debut show. If it didn't come out to the producers' liking, an episode taped over the summer will be the initial episode sent to stations. Roseanne also will be chatting with a number of other top celebrities next week, including Ellen DeGeneres and Judy Sheindlin, aka Judge Judy. Other stars lined up

over the next couple of weeks include Lilly Tomlin, k.d. Lang and Patti LaBelle.

### The Lincoln Bedroom, take one

**T**his season on UPN you'll be able to see a confidante of the president berate him for acting like a "horny hillbilly from Arkansas" because of his lusty activities with White House interns. You'll hear that President respond: "What do you think would happen if the president was found in a compromising situation? What would I do? Apologize to the entire nation? I'd look like a complete ass." But this president is Lincoln, and UPN's *The Secret Diary of Desmond Pfeiffer* is set in that White House, not President Clinton's. "I'd like to write [Clinton] a thank-you note," says executive producer Mort Nathan of the half-hour political farce's wealth of new material. The plot is full of a totally fictitious Lincoln's sexual irrepressibility, including long-distance telegraph sex, stained dresses and more.

## WASHINGTON

### Extra, Extra

**T**he NAB this month launched a newsletter dedicated to showing "opinion-molders"—editorial writers, politicians and regulators—that broadcasters already offer a substantial amount of free airtime for political candidates. "Broadcasters donated \$148.4 million in free airtime to political candidates and convention coverage during the 1996 elections. Candidates rejected an additional \$15.1 million in debate time," the inaugural issue of *Free Air Times* states, citing a 1998 NAB study. "It's just an easy reminder that broadcasters are already providing thousands of hours of free airtime," says Dennis Wharton, NAB spokesman. The newsletter covers debates and public affairs programming that broadcasters are airing through Election Day on Nov. 3.

**In fact, in 61%  
of the U.S. it's double  
stripped M-F.**

# McCain a good bet to return to Senate

*While he may have lost his anti-tobacco fight with fellow Republicans, he's expected to win re-election in November*

By Paige Albinak

**J**ohn McCain has chosen to wage two lost battles this year.

Starting with campaign finance reform and ending with tobacco legislation, McCain took on the powers-that-be in his Republican party—knowing, for the most part, that in the end he would lose.

But that will not be the result of his Arizona Senate race on Nov. 3. Even with performance ratings in the state that, at 60%, are low for him, no one expects McCain to have any problem trouncing his Democratic opposition, Ed Ranger Jr.

"This is not a race that anyone is watching closely," says Mike Russell, spokesman for the National Republican Senatorial Committee. "It's not even in the sleeper category of races that will become hot."

But McCain, whose platform is based on his populist brand of politics, is not leaving anything to chance. As of June 30, McCain had raised almost \$3 million for his run at his third Senate term, according to the Federal Election Commission. He has spent about one-



McCain on the stump in Arizona

third of that. In contrast, at \$305,947 Ed Ranger has raised about one-tenth as much as McCain, and he has spent two-thirds of it.

Ranger's camp says that "McCain is pretty far ahead, but he's losing ground," according to Amy New, communications director for Ranger's campaign. New points to an "inappropriate joke" that McCain made about Chelsea Clinton at a Republican party fund-rais-

er earlier this year.

President Clinton was unwilling to make too much fuss because McCain had taken the administration's side in leading the Senate charge against the tobacco companies. McCain later apologized.

Environmental lawyer Ranger's main issue is education. "Education is the cornerstone of our democracy," New says. "It is through education that we ensure the continued economic prosperity of the United States."

Ranger literally hopes to get the ever-traveling McCain where he lives. New says. "Senator McCain is focusing largely on national issues and not focusing on problems we have here at home."

McCain also has three other challengers, but McCain campaign manager Larry Pike considers two of them—libertarians Rex Allen Warner and John Zajac—negligible threats. Only independent Bob Park has gotten Pike's attention. A former Immigration and Naturalization Service official, Park is running on an English-only platform—an idea McCain opposes. Park

has raised nearly \$80,000, no small feat for an independent candidate.

But there are few Senators who get more free press than John McCain, giving him considerable name recognition both at home and nationwide. Still, he has and will spend money on ads in his home state. "My understanding is that McCain will do enough media buying to give the voters in Arizona a reminder," says Jay Smith, president of media consultancy Smith & Harroff in Alexandria, Va. and McCain's media buyer.

And once McCain has raised money, he can use it for any election, according to FEC rules. McCain often is accused of shooting for a higher office—the presidency. Members of his camp deny that, but leave the door open in case the senator decides to enter the race.

"McCain has repeated this time and again: 'We don't have any kind of a structure in place to run for the presidency,'" says Pike. "We are focusing entirely on his Senate re-election race ... on his re-election in November. Some time after that we will sit down with Arizonans and possibly determine whether he is viable. It wouldn't be fair to run for two offices at the same time." ■



## McConnell joins B&C in D.C.

Bill McConnell is the newest addition to Broadcasting & Cable's Washington office, joining as staff writer covering the FCC. He comes from *American Banker* newspaper, where he reported on Capitol Hill and banking regulators.

Before working in Washington, he covered technology and corporate finance for the *Daily Record* in Baltimore. McConnell received a BS in journalism from the University of Tennessee and an MA in economic communication from American University. He can be reached at (202)-463-3706 or via e-mail at [bmccconnell@cahners.com](mailto:bmccconnell@cahners.com)

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TOP OF THE WEEK

## DTV public service needs government push

By Paige Albiniak

**D**igital TV broadcasters will have to adhere to a minimum amount of public service obligations if a majority of the Gore commission gets its way.

At last week's meeting of the advisory committee on the public service obligations of digital broadcasters—known as the Gore commission—members agreed that a voluntary code of conduct wouldn't carry much weight if broadcasters refused to honor it.

"Unless there is an act of Congress or the FCC, the broadcasters will not be a part of this," said CBS President Leslie Moonves, co-chairman of the commission.

At its last meeting, in June, the commission had reached a majority consensus on recommending a voluntary code. But NAB members reacted to the proposal with concern at the association's board meeting, also in June. The NAB says it is waiting for the Gore commission report before commenting. The commission's recommendations are expected in November or December, after last month requesting an extension of its Oct. 1 deadline.

Most Gore commission members, including Capitol Broadcasting CEO Jim Goodmon and USA Networks Chairman Barry Diller, said that digital broadcasters should be made to adhere to minimum public service obligations, as Goodmon proposed to the panel earlier this summer.

Diller emphasized that unless cable operators are required to carry all broadcasters' local signals, minimum public service requirements will be irrelevant: "If you do not have must



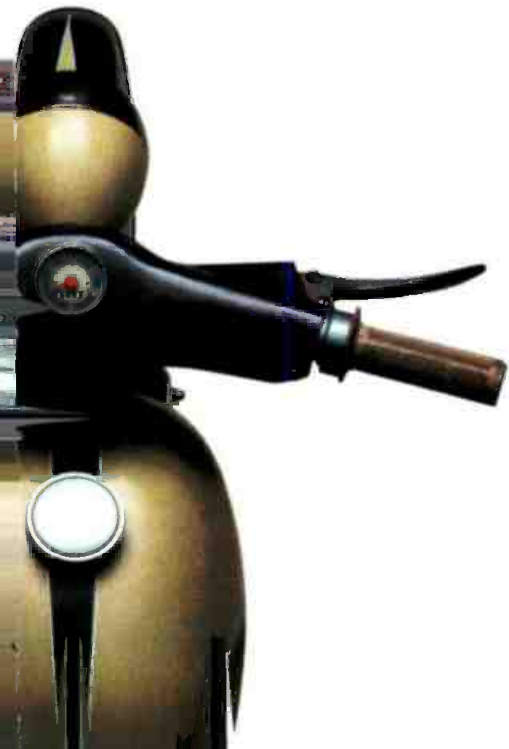
**USA Networks Barry Diller:** "Without must carry, the Gore commission is meaningless."



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carry, then everything we are discussing today is meaningless."

"Under no circumstances do I support must carry without minimum standards," said Gigi Sohn, commission member and executive director of non-profit law firm Media Access Project.

Diller and several other commission members said that minimum public service requirements should be imposed on cable operators as well as on broadcasters.

After largely agreeing that a minimum standard combined with mandato-

ry must carry is necessary, commission members still would like broadcasters to create a voluntary code of conduct. Commission member Cass Sunstein, a law professor at the University of Chicago, has drafted an example.

Commission co-chairman Norm Ornstein, a fellow at the American Enterprise Institute, suggested that if the NAB wouldn't agree to adhere to a code, the commission should recommend the creation of an "outside group, created by private means to do its own monitoring." ■

## U.S., Canada agree on DARS services

*Both countries may proceed with digital satellite radio*

By Bill McConnell

**A** recent agreement between the U.S. and Canada brings the inauguration of digital satellite radio one step closer.

The deal, which sets technical standards for the service, was necessary to avoid signal interference from existing services because the two countries use different broadcast frequencies for digital radio.

"This is another milestone in becoming operational," says David Margolese, chairman of CD Radio Inc., one of two digital satellite licensees preparing to offer programming in 2000. A competing system is being developed by American Mobile Radio Corp.

Under the agreement, U.S. broadcasters will use the 2320-2345 mhz band for digital satellite offerings. Canadian broadcasters, which are preparing a ground-based system, will offer digital radio broadcasts over the 1452-1492 mhz band. (The U.S., unlike Canada, does not yet have a terrestrial digital radio standard in place. U.S. officials hope to implement such a standard in the next couple of years [B&C, May 25].)

"This agreement is critical for the implementation of digital radio services," says Larry Irving, assistant secretary of commerce.

FCC Chairman William Kennard says the deal "will provide U.S. consumers access to innovative CD-quality audio programming and will promote new communications services using innovative satellite-delivered digital technologies."

U.S. officials also are working on a similar deal with Mexico.

The FCC in October 1997 issued digital satellite licenses to CD Radio and American Mobile Radio. The companies won the permits in an auction held in April of that year. CD Radio's bid was \$83.4 million, while American

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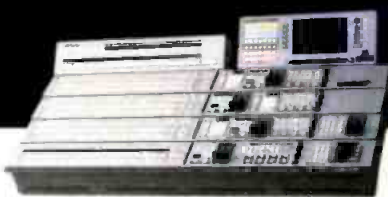
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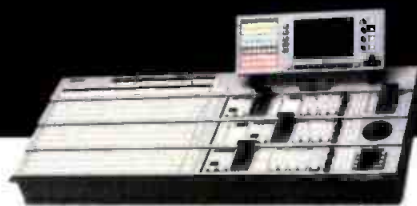
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Mobile Radio paid \$89.9 million.

CD Radio plans to offer a 100-channel package for automobiles at \$10 a month. Customers also must invest \$200 for radios and antennas capable of receiving the transmissions. The company plans to launch the first of three satellites in November 1999.

American Mobile Radio plans to

offer similar systems for cars and homes.

The deal with Canada is the latest in a string of agreements with U.S. neighbors allowing the introduction of new telecommunications technology. On July 31, the U.S. and Mexico signed an agreement that clears the way for digital television broadcasts

along the border between the two countries. Along with an earlier agreement with Canada, the pact with Mexico frees the 42 U.S. television stations that have volunteered to begin digital TV broadcasts in the next nine months to launch their services without prior approval from either neighboring country. ■



## WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

### Cable Bureau's Logan departs

**J**ohn E. Logan, deputy chief of the FCC's Cable Bureau, is leaving the agency to join the consulting shop led by former White House staffer Kathleen Wallman. During his five years at the agency, Logan also was deputy director of legislative affairs. At Wallman Strategic Consulting, he will specialize in multi-channel video and wireless issues. Wallman served in the White House from 1995 to 1997 as President Clinton's deputy assistant for economic policy and then chief of staff for the National Economic Council. She also was chief of the FCC's Common Carrier Bureau in 1994-95.

### Starr report hits Congress

**I**ndependent counsel Ken Starr last week sent to the House of Representatives two vans filled with 36 boxes of documents and one 500-page report detailing President Bill Clinton's possibly impeachable offenses. While the Judiciary Committee combs through the evidence and Republicans and Democrats consider whether

impeachment is an option, any other legislation now has a slim chance of trying to squeak by in the last days of the 105th Congress. "I think that for all policy purposes this term is over," says one Hill staffer. "Outside of appropriations bills, I don't think anyone can predict with any accuracy what bills will move this term," adds Ken Johnson, spokesman for House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.). The House Commerce and Judiciary committees have been trying to push through bills intended to increase competition to cable and thereby hold the line on cable rates.

### SBCA media blitz

**W**hen the House of Representatives returned to Washington last week, the Satellite



Broadcasting and Communications Association upped the pressure on Congress to keep more than a million satellite TV subscribers from losing their network TV feeds. SBCA ran print ads in major dailies *The Washington Post* and *The Washington Times* as well as in Hill dailies *Roll Call* and *The Hill*. Last Tuesday morning, SBCA also aired radio spots on Washington's all-news WTOP(AM) and all-sports WTEM(AM). A Miami court in July ruled that satellite TV wholesaler PrimeTime 24 and its distributors must turn off the illegal CBS and Fox feeds to subscribers by Oct. 8.

### FCC puts off EchoStar

**T**he FCC has granted an NAB request to extend the comment period on an EchoStar petition to redefine which households can legally receive imported network signals. Comments on the petition were due Friday; they now must be submitted by Sept. 25.

### Burns on ISOs

**S**en. Conrad Burns (R-Mont.) last week held a second hearing on privatizing international satellite organizations. Witnesses at



**Sen. Conrad Burns chairs a series of hearings on privatization of international satellite services.**

the hearing included Vonya McCann, U.S. coordinator for international communications and information policy at the State Department; Regina Keeney, FCC International Bureau chief; Jerry Helman, VP of Ellipso Inc.; Betty Alewine, president of Comsat Corp.; James Cuminale, senior VP/general counsel of PanAmSat Corp., and Conny Kullman, CEO-elect of Intelsat.

### Senate OKs \$340 million for CPB

**T**he Senate Appropriations Committee has approved \$340 million in fiscal 1999 funding for the Corporation for Public Broadcasting. "We're grateful that the bill includes an increase in our annual funding," says Bob Coonrod, CPB president. The Senate also included \$15 million for CPB's transition to digital television. The House Appropriations Committee in July also funded CPB at \$340 million and included report language recognizing that CPB needs federal assistance to convert all public broadcasting stations to digital.

**\*62!**

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*\* as of Sept. 9, 1998*

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New York Daily News 9/9/98*

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# The Making of a (TV) JUDGE

*Worldvision and Big Ticket are spending over \$15 million and long hours on their new court show; now the verdict is in the hands of the public*

By Joe Schlosser

**B**ig Ticket Television President Larry Lyttle says he was falling asleep one night in April 1997 when his wife, Audrey, poked him in the ribs. Audrey Lyttle was watching ABC's *Nightline*, and Ted Koppel was running a feature about Joe Brown, a tough-love Tennessee judge who handled his courtroom a little differently, spent his weekends talking with criminals and helped the underprivileged.

By the next morning, Lyttle was playing the *Nightline* interview for Peter Brennan, one of the executive producers of *Judge Judy*—Big Ticket's hit syndicated court show.

"The day after that, I had Peter on a plane down to Memphis to say 'Judge, Hollywood calling,'" Lyttle says with a smile.

Brennan arrived on a Friday afternoon, just in time to catch a few hours of Brown behind the bench. It was a slow afternoon in the courtroom, Brennan recalls, full of legal motions and individual matters, but still a day when Brown showed his potential appeal for television.

"When he had someone on the witness stand, he was very good, very strong and very concerned," says Brennan, who has worked as a producer on *Hard Copy*, *Current Affair* and *Judge Judy*. "You could see with a particular guy that Joe didn't have any room to budge. If he had given someone a last chance and they screwed up, Joe didn't budge. But when a kid came in with some hope, a whole different personality came out."

Brennan and Brown met the next evening in a Memphis hotel to discuss the possibility of Brown coming to Hollywood for his own court series. But Brown, who has been featured on a number of national news programs, thought Brennan was offering a cameo role on *Judge Judy*.

"Peter said he wanted to do a TV show with me, and I said OK, check with my secretary and she can make arrangements for me to go out to L.A. for a show," Brown says. "Brennan said, 'not a show, your own show, mate.' I said yeah, I've got this bridge I'd like to sell you."

## **Making a syndicated show**

Worldvision Enterprises and Big Ticket Television, the two Spelling Entertainment divisions that brought *Judge Judy* to the small screen in 1996, have decided to give Judge Brown a shot this fall. Brown, who was re-elected to the Memphis criminal court bench in August (see story, page 36), will be the first sitting judge to have his own TV court series.

His series, *Judge Joe Brown*, debuts in syndication today (Sept. 14) in more than 95% of the country. And while Brown has been juggling his new TV responsibilities with days in a real Memphis courtroom, Worldvision and Big Ticket executives have been spending millions and logging long hours selling, producing and promoting his syndicated show. The two Spelling factions are hoping to cash in on the suddenly resurgent court show genre—a genre that Worldvision and Big Ticket reinvigorated with *Judge Judy* two years ago.

## **Order in the court**

The Worldvision/Big Ticket combination was just starting to see *Judge Judy*'s ratings take off when they stumbled on Joe Brown. Lyttle was busy with *Judy* and a number of network pilots that Big Ticket was working on at the time; Worldvision executives were busy trying to secure upgrades for *Judy*, then in its freshman year. Lyttle found some time to get to Memphis, though, and sat in Brown's courtroom one afternoon. But Lyttle says he left his first encounter with Brown a little dubious.

"Frankly, I walked away from Memphis not 100 percent convinced [Brown] was the right guy," Lyttle says. "He was very reactive—not proactive—in court the day I saw him. And when you are a TV judge, you have a totally different role than you do when you are a sitting judge."

Lyttle says he knew right away after meeting with Judge Judy (Sheindlin), a former family court judge in New York City, that she was a "can't miss" TV star. Lyttle, along with Worldvision President John Ryan, gave Sheindlin an offer immediately after their initial meeting. But now that *Judge Judy* was a hit, Ryan and Lyttle were not going to rush into



another court series, especially with questions about Brown's TV potential.

"We looked at the situation we had, with people suggesting that we do a companion piece for *Judy*," says Worldvision's Ryan. "But as it turned out, *Judy* was turning into her own best companion piece, with double runs in a lot of the country. We didn't want to break up a winning combination of *Judy* and *Judy*."

And when word got out in Hollywood circles that Big Ticket and Worldvision were looking to do another court show, Lyttle says, the phone began to ring. Agents for boxing referee and Reno judge Mills Lane were the first to call. Lyttle and *Judge Judy*'s other executive producer, Randy Douthit (whose agent also represented Mills Lane), flew up to Reno at the beginning of the summer in 1997. Lyttle says he enjoyed meeting the famous boxing official, but knew from just one day in Lane's courtroom that he was not "our man."

A few months after Lyttle and Douthit's visit to Reno, Rysher Entertainment executives signed Lane to do a syndicated series. Last month, *Judge Mills Lane* debuted in more than 90% of the country.

Lyttle says that a number of other prospective TV judges were brought to his attention, but none with Brown's charisma. "We ultimately concluded two things: that we had the best guy, the best athlete, and we knew other people were going to be doing courtroom shows and capitalizing on our success," Lyttle says.

#### Giving it a go

Ryan and Lyttle waited close to three months after their first meeting with Brown before giving the green light to a pilot. Finally, in August 1997, they signed Brown to a contract that allowed for Big Ticket and Worldvision to pull the plug if the pilot were not well-received by stations.

Brown was paid \$20,000 to tape 14 cases over a two-day period in October of last year. If the pilot were a success and stations picked it up, Brown's five-year contract stipulated, he would receive \$10,000 for every week of taped shows (Big Ticket executives tape a week's worth of shows in one day).

Judge Brown came to Hollywood for his first crack at stardom. The *Judge Judy* set was modified to accommodate him, and Brown was handed a number of cases to look over. "We had a couple of hours for him to familiarize himself with the courtroom; then we spent about a half a day going over the cases," says Brennan, who along with Douthit was assigned the executive producer chores for Brown's show. "For a guy

who had never done television before, he just took control. He was great. It was clear he belonged on television."

Brown thought it was a little tougher than Brennan made it out to be. Brown, whose Memphis courtroom is normally full of lawyers and prosecutors, found that he had to do a lot of the TV work on his own.

"At first I said, 'Sure, this is not going to be a court of record, this will be easy,'" Brown says. "Then I realized there were no lawyers distilling these issues. I forgot about that. So I have to sit there and read and reread everything, because it's not in legalese."

After two days on the set last October, Big Ticket producers sent the raw footage out to Friedland Jacobs Communications, a Hollywood post-production house, to put together a five- or six-minute sales presentation tape. Rather than producing a full

pilot, as networks often do, Worldvision and Big Ticket executives opted for the new trend in syndication, a teaser of a presentation. That sales tape squeezed in anecdotes from the 14 or so cases Brown had faced during his first two days on the set.

#### Selling the judge

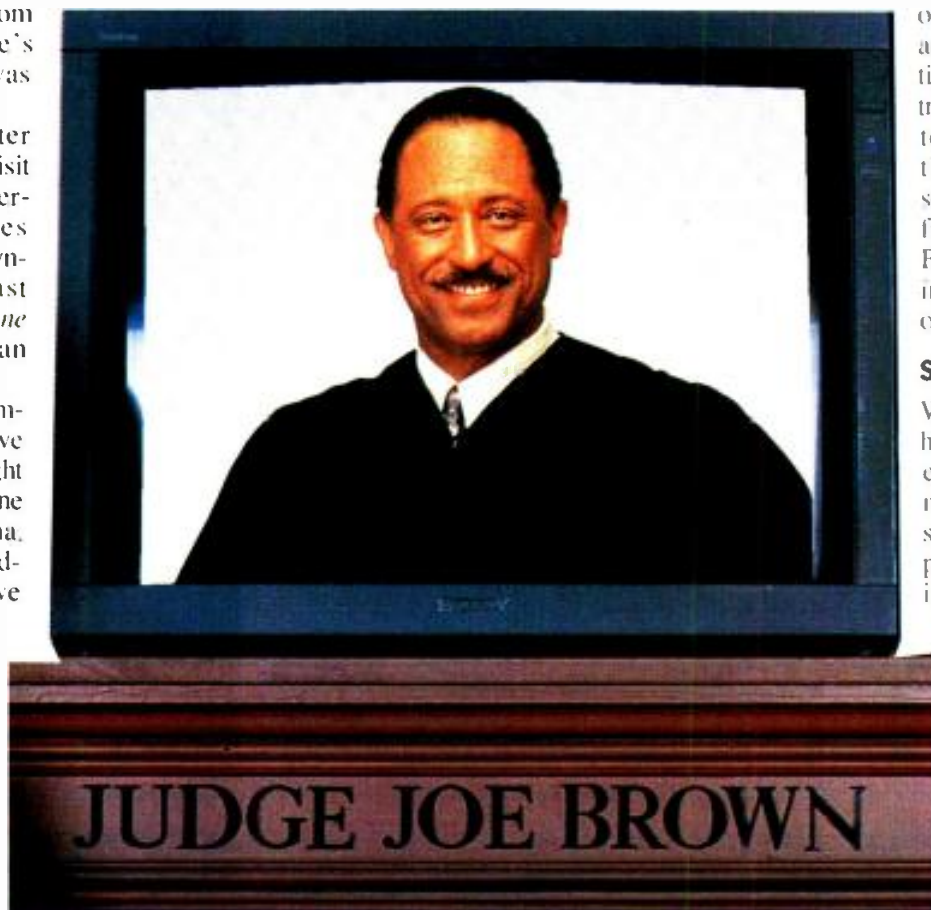
With the sales tape in hand, Worldvision executives, who sell a number of first-run shows and *Spelling*'s prime time dramas into syndication, put the wheels in motion to start selling their second court series in the last three years.

Last November, Ryan and his sales staff began hitting major station groups—including Chris

Craft, Tribune and Fox—about carrying *Judge Joe Brown*. They also pitched stations already carrying *Judge Judy*.

"We went to the *Judy* stations; obviously *Judy* is very compatible. However, *Judy* was her own best lead-in in many markets, and she was getting more and more double runs at the time," Ryan says. "But what we had were stations that, because they had missed *Judge Judy* the first time around, wanted to get in on *Judge Joe*. They knew the genre was working, and in some cases they were getting the stuff beat out of them by *Judy*."

Worldvision's first station deal for Judge Brown was WNTV-TV Norfolk, Va., in late October. That was followed by WSBK-TV Boston, WWJ-TV Detroit and WPWR-TV Chicago. Heading into the annual NATPE conference last January, Bob Raleigh, senior vice president of domestic sales at Worldvision, said that *Judge Joe Brown* had been cleared in just over 25% of the country. By the time the three-day con-



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ference was over, *Judge Joe Brown* had commitments from stations in close to 70% of the country.

Although Worldvision had yet to wrap up sales in New York and Los Angeles following NATPE, Raleigh says they were confident a deal was coming. A month later, Chris Craft signed on in the top two markets, adding WWOR-TV New York and KCOP(TV) Los Angeles.

*Judge Joe Brown* was sold for cash plus a minute and a half of barter. Worldvision executives say—in contrast to the first round of *Judge Judy* sales, which went on a purely barter basis and in much poorer time periods.

"Joe is off to a much better financial start than *Judy* had in 1996, and much of the reason for that success can be attributed to *Judy*," Raleigh says.

### On with the show

With the station sales effort looking strong, Lyttle and Big Ticket executives started preparing for the new court show on Hollywood's Tribune Broadcasting lot, the same lot where *Judge Judy* is taped.

In February, Lyttle advised his staff to find out which production staffers would be available for full-time work starting in late spring/early summer. In March, Big Ticket started hiring cameramen, sound engineers and lighting technicians. A few weeks later, in April, *Judge Joe* was given an official thumbs-up. Brown, segment producers and even the executive producers were given written notice that the show was going to happen.

"Obviously we have a bit of a head start having a court show already up and running," Lyttle says. "But within a very brief period of time, we are basically starting up another, separate business." That business, Lyttle says, costs the two production companies about \$7 million a year.

The core group of executives from *Judge Judy* was to work both court shows. Douthit and Brennan were hired to executive-produce Brown's show as well, along with eight other production members from *Judy*'s series. Twelve segment producers were brought on staff and told to find the best possible cases. In all, 70 people were hired to work on Brown's show.

Lyttle and Ryan also hired an outside group to construct a new set to reflect Brown's Southern style and differentiate that style from *Judge Judy*'s. Lyttle says the set cost more than \$100,000 to build. "Because [Brown] is such a powerful Southern presence, we couldn't imagine anything modern," Brennan says.

So *Judge Joe*'s set has large mahogany pillars, tall ceilings and a towering bench that places Brown high over the proceedings.

Jacque Kessler was brought in to open and close each case with a quick wrap-up of the proceedings. Kessler, a news anchor in Albuquerque, N.M., during the week, interviews the litigants after each case on the stairs of an outdoor set that also has the look of a Southern courthouse.

### In chambers

It's the third week in June and production is under way.

Brown, Brennan and Douthit are in the studio "chambers," preparing to tape the third case of the afternoon.

"Her complaint is that she thought they were going to get married, and he stood her up at the altar after she paid several different bills," Brown explains to the producers. "He says he had always told her that he never intended to get married, that he broke up with her when he found out she had genital herpes."

With the bright lights on and the cameras pointed at him, Brown takes his seat on the bench and quickly opens a round of questions for the litigants.

"Ms. Young, you say he left you standing at the altar," Brown says. "And you are suing him for wedding expenses? And Mr. Falcon, it seems you are countersuing Ms. Young for stalking and harassment. Is that about the bottom line here?"

Both parties nod. Brown continues, no-nonsense. "Mr. Falcon, did you agree to marry her?"

"No, I did not," Falcon contends.

"Then why did you go with her to apply for a marriage license nine days before the wedding?" Brown counters.

About three questions later, Brown throws his hands up and dismisses the case. Back in his chambers, he says: "That one was a little weird. Both of them are sitting there playing space cadet, while I'm trying to get to the bottom of it. It was an exercise in absurdity."

### Marketing and promoting the judge

With an advertising and promotion budget of \$8 million in hand, Worldvision and Big Ticket's marketing departments went to work on *Judge Joe Brown*.

Everything from promo spots for stations to outdoor advertising campaigns to getting NBC's *Today* show to come down to Memphis for a feature on Brown was in the works. The marketing/promotion started last March, shortly after Therese Gamba was hired as vice president of marketing at Worldvision.

One of the first projects tackled was developing an overall theme for the campaign, which turned out to be "This is not your average Joe."

Worldvision, like most top syndicators do these days, offered to match local advertising expenses incurred by stations that buy radio, print or outdoor advertising. Gamba estimates the marketing budget could rise from \$8 million to as much as \$12 million with co-op costs included.

This week, *Judge Joe* hits the airwaves on over 170 stations, representing 96% of the country. As viewers get their first taste of the judge's style, Brown himself is back in Memphis presiding over his real-life courtroom. He'll be back in Hollywood next week to tape two more week's worth of shows.

And after a year and a half of preparation, Lyttle, Ryan and company are waiting anxiously to see how Brown does in the ratings. "In year one, we did a 1.4 rating with *Judy*, so anything above that is better than her," Lyttle says. "But a 1.4 would not be satisfactory to me, I'd like to see us at minimum of a 2.0. Then we'll go from there." ■



"For a guy who had never done television before, [Brown] just took control."—Executive Producer Peter Brennan

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# Judge for yourself

*Outspoken jurist is back on the bench in Tennessee as he prepares to go before the cameras for Worldvision*

By Joe Schlosser

It's 7:45 a.m. and Memphis Criminal Court Judge Joe Brown already is making the rounds in this final week of his re-election bid.

Brown, an outspoken jurist who has gained national attention for his sentencing techniques, pulls up to radio station WOWW(AM) in his brown Lexus sedan plastered with Joe Brown stickers.

A criminal court judge in this Ten-

did, it was a disaster on his behalf... This kid [Harris] has a lot of family money, and they at the country clubs have raised a lot of money so he could do TV commercials."

The show quickly turns to the issue of race in the election and Brown tells of shaking hands in a predominantly white neighborhood. "An elderly white gentleman who looked like a very nice and intelligent person came up to me and said: 'I thought we got rid of that nigger troublemaker downtown. I thought the

Brown laughs. "Good question. Why don't you call back and talk to me," Brown says. "Maybe it's because my parents had more intelligence than yours did. They pulled themselves up by the bootstraps from clowns like you who are racist running dogs with a satanic plot to get hold of somebody's mind."

Just before the two hours are up, Brown takes another call from a Memphis resident. This time, the caller threatens to kill Brown and says he knows where the judge lives. Brown appears to shrug it off and hits the road to collect some more votes.

Brown will wind up winning the election handily to become the only sitting judge to preside over his own TV court series.

Given the ugliness revealed in that radio show, it is no surprise that Brown says he will use his TV platform "to establish a moral compass.... We are going to deal with right and wrong."

Brown is not a native of the Volunteer state. He was born and raised in Los Angeles, where he attended UCLA, both undergraduate and law school. After graduating, Brown was awarded a community lawyer fellowship through Howard University that landed him in Nashville in the early 1970s. He began his career in the legal services office, where he got a taste of the South's racial divide.

"The director of the legal services office said he didn't see what good black lawyers were, and if a black person has a case, they'd be better with a white lawyer," Brown says. "He felt black lawyers were either incompetent or out to make a buck. We went to war, and I told him what he could do with his office."

Brown headed to Memphis, where he was the city's first black prosecutor. In 1978 he went into private practice. He was elected to the criminal court bench in 1990. Brown came to national prominence shortly after becoming a judge when he was assigned the post-conviction release proceedings for James Earl Ray, the man convicted of killing civil rights leader Dr. Martin Luther King, Jr. Brown contends that there was a government cover-up in King's death and that Ray was not alone in the killing.

Brown also has received national attention for his work with troubled Memphis youth and for his unique sentencing methods. For example, Brown has allowed the victims of convicted burglars to enter those burglars' homes to retrieve their merchandise. ■



**Judge Joe Brown campaigns in Memphis, including a stop at a local radio station, where racism rears its ugly head, and voice.**

only kind of niggers we had downtown were tame niggers," Brown says.

The talk show host shakes his head and says emphatically that racism still exists in this town." A few minutes later, Brown takes a call from a listener who confirms the observation.

"I have a comment for the judge," the caller says.

"Sure, go right ahead," Brown says.

"We don't need another nigger judge downtown," the caller says, hanging up.

Brown takes a deep breath, smiles and says, "You see what I mean. And thank you, you just got me another 5,000 votes."

A few minutes later, Brown takes a similar call: "I'd just like to know why all of a sudden you niggers want to be judges. You were doing just fine as sharecroppers," the caller says. Again

nessee town since 1990 and a former prosecutor, Brown has only four days left to get his message out. He is facing a stiff challenge from Memphis prosecutor Terry Harris, who has taken out a number of local TV ads attacking Brown's judicial style.

Brown is black, Harris is white—and here in Memphis in 1998, that still makes a difference.

woww's host starts the morning off by asking Brown what he thinks of his opponent. Brown comes out firing.

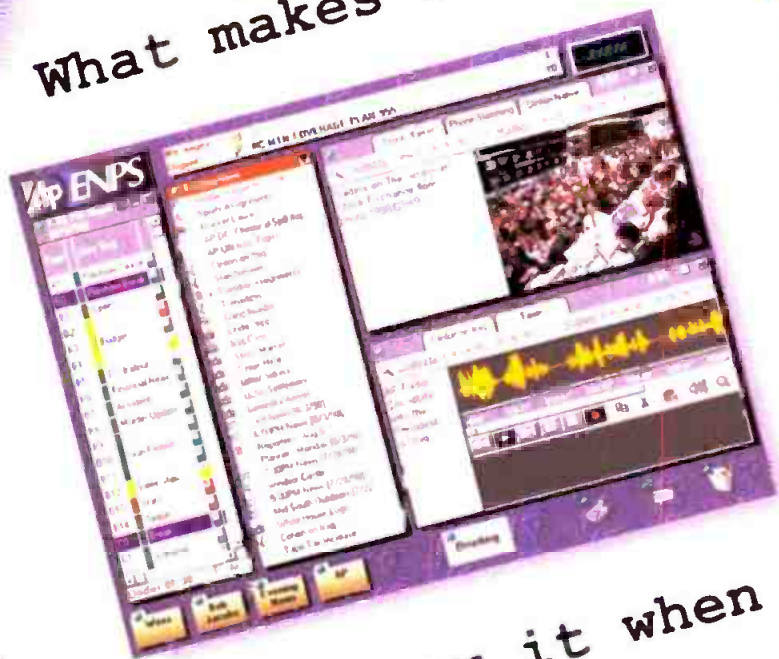
"What we have here is a young man who is a spoiled little rich brat basically, who won't show up to debate me," Brown says. "Because the only time he



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# Titanic television

Film director Cameron plans small-screen productions

By Michael Stroud

**A**dd James Cameron to the list of big-time filmmakers making the jump to TV.

The director of "Titanic," the all-time top-grossing film, announced last week that he plans a joint venture between his Lightstorm Entertainment production company and producer Charles "Chic" Eglee (*Murder One*, *NYPD Blue*).

Cameron has signed with talent agency Endeavor to find a studio or network for a long-term deal. Twentieth Century Fox Television is said to be under consideration, although sources say serious talks have not begun.

Twentieth Century's film division, which co-released "Titanic" with Paramount, has released other Cameron movie hits, including "True Lies," "The Abyss" and "Aliens." A source close to the filmmaker says that Cameron wants to work on story-driven material, "not just special effects-driven material."

One likely TV project, sources say, is Kim Stanley Robinson's "The Mars Trilogy": "Red Mars," "Green Mars" and "Blue Mars." Cameron optioned the Hugo and Nebula award-winning science fiction series last spring for an undisclosed price.

Sources say Cameron will demand creative control over all projects and part of the back-end profit. The director did not return calls.

Feature filmmakers from Francis Ford Coppola to Steven Spielberg have had mixed results in their small-screen efforts. Spielberg's *Amazing Stories* series was canceled by NBC in 1985 after 44 episodes. Coppola's *The Outsiders* aired for only a short time on Fox in 1990, and the TV version of Ron Howard's hit movie *Parenthood* lasted only briefly on NBC that same year.

"Success on the big screen doesn't always translate into success on the small screen," says Marc Berman, a media analyst at media rep firm Seltel in New York. "You're looking at two different mediums. 'Titanic' is a dif-



James Cameron could trade Oscars for Emmys as he flexes his own TV production arm.

ferent experience on television than it is in a movie theater."

Still, enough filmmakers have hit the jackpot on TV to make networks and studios more than willing to take the risk. Spielberg is today a force in television with *Animaniacs* and *ER*; Howard's Imagine production company is involved in The WB's *Felicity*, widely considered the most likely breakout hit of the fall season. And Barry Levinson's *Homicide: Life on the Street* has been on NBC since 1993.

Networks and studios are betting big on filmmakers for the fall season. Action film director Jerry Bruckheimer is making a made-for-television movie for ABC about a space shuttle accident; director Barry Sonnenfeld ("Men in Black") is doing a remake of *Fantasy Island* for the same network.

A source close to Cameron says the director won't rule out any series with a good story line except one: Cameron will *not* base a series on "Titanic." ■

## 'Forgive or Forget' upgraded

Better time periods: 20 markets; double runs: 26

By Joe Schlosser

**F**orgive or Forget, the new hour-long syndicated relationship show from Twentieth Television, will be upgraded to better time periods in 20 different markets, starting today.

Another 26 stations will add double runs of the series.

The Mother Love-hosted show, which encourages guests to seek forgiveness from a friend or relative, has improved ratings dramatically in a number of markets and has also seen modest growth in national ratings since its June 8 launch. *Forgive or Forget* scored a 1.6 national rating for the first week of September. That's up 33% from its premiere week, when it tallied a 1.2 rating, according to Nielsen Media Research.

Paul Franklin, senior vice president and general sales manager at Twentieth Television, credits the show's early-summer start for the recent upgraded and improved ratings.

"This highlights the fact that starting in June was a great idea, because stations were able to get a feel for it, a flavor for it, and a lot of these stations

hadn't necessarily fixed their fall schedule, and we've been able to take advantage of that," Franklin says.

Upgrades for the series include a move in the Big Apple from 3 p.m. to 4 p.m. on WCBS-TV New York, a leap from 2 a.m. to 9 a.m. on KTVI(TV) St. Louis and a move from 10 a.m. to 1 p.m. on WJW-TV Cleveland. Other upgrades will take place in Sacramento, Calif.; Tampa, Fla.; Milwaukee; Dayton, Ohio, and Syracuse, N.Y.

Two new markets have also been added for *Forgive or Forget*: WMSN-TV Madison, Wis., and KXRM-TV Colorado Springs.

In the ratings category, the show averaged a 3.4/10 on WWOR-TV New York for the first three days of last week. The New York rating was a 21% increase for the 3 p.m. time period over the May sweep number. In Los Angeles last week, *Forgive or Forget* scored a 2.6/7 on KCOP(TV), a 44% improvement for its time period.

"The show has a buzz and a feel that it can work long term," Franklin says. "We are cautiously optimistic about it, and we know there is plenty of room to grow." ■



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**Government Sources:** "The forecast track is for Bonnie to move near and along the Northeast U.S. coast today and near southern New England tonight and early tomorrow."

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## STATION BREAK

By Dan Trigoboff

### Another one bites the dust

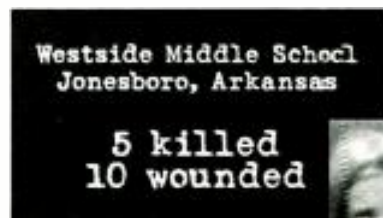
A third U.S. station dropped Howard Stern's late-night syndicated Saturday entry last week, citing disappointment with the show's content. KUSI-TV San Diego programming VP Mike McKinnon, Jr. says "It's just a bad show about nothing," and "we weren't proud to have it on our station." Early plans call for replacing Stern with the comparably controversial *Jerry Springer Show*. Asked why his station dropped Stern but continues to carry Springer, McKinnon told *The San Diego Union*: "That's a good question. I've asked myself that." Stern's early ratings have not threatened *Saturday Night Live*, but station managers—even at the stations that have dropped him—conclude that he has brought new viewers to the time slot and has improved on their previous ratings.

### Painful reminder

A public service campaign that focuses on school shootings comes too close to home for communities that have suffered from them, so stations in those areas won't run the PSAs.

The ads, produced by advertising giant Saatchi & Saatchi for the National Crime Prevention Council (NCPC), feature a gun firing, statistics on the dead and injured from shootings in Arkansas,

Oregon and Mississippi, and a young girl crying. "My thinking is, we already know this," says Toni Inboden, a member of the Jonesboro, Ark., school board, mother of a 12-year-old witness to the March shootings there and the programming director at KAIT-TV, the only station in town. This would have been very



*This PSA from the National Crime Prevention Council about school shootings serves as a warning to some and a reminder to others.*

upsetting to the community."

"We're very much aware of this," says Diane Welsh, public service director at KEZI(TV) Eugene, Ore. "Public service ads should tell the public something we need to be aware of. We are aware of this. We know it can happen, because it did happen."

"Those stations received those spots like every other community," says Jim Copple, executive deputy director of NCPC and a former high school principal in Kansas and Massachusetts. "We weren't targeting them. I assure you that things have changed in those communities since these incidents. Our goal is to prevent these kinds of things."

### Good news for Mike Levy fans

Spartan Communications says that its ratings didn't suffer earlier in July when President Nick Evans took *The Late Show with David Letterman* off for a week following a dispute over unfilled ticket requests for VIPs. Corporate programming director Jimmy Sanders suggests that the substitute infomercials and reruns may have benefited from the publicity the issue received. Sanders says no decisions are imminent

regarding *Letterman's* future with the group's stations, but "it does cause us to



examine things. Nick was interested in sending [the show] a message. Now the viewers have sent a message, and maybe that should count even more."

### New shop on Sesame Street

Some of the fund-raising burden for Scottsdale, Ariz. public broadcaster KAET(TV) will be offset by its arrangement with the Store of Knowledge, which opens this week in the Scottsdale Fashion Square. In exchange for a percentage of its receipts, the store will be able to brand itself with the station's call letters and will devote a significant part of its 4,700 square feet to products related to PBS shows seen locally on KAET—including KAET's own locally produced *Arizona Collection*.

The retail chain, which began in 1994, has similar relationships with PBS stations in 25 markets, including New York, Chicago, Washington and Atlanta.

### The demands of the campaign

Most Michigan TV stations have continued running Republican party ads critical of Democratic gubernatorial candidate Geoffrey Fieger, despite Fieger's demands that they be pulled. The ads discuss charges of drunk driving and professional abuses of legal processes by the controversial Southfield attorney—whose best-known client is assisted suicide specialist Dr. Jack Kevorkian.

While WKBD(TV) Detroit says its legal department has advised it not to run the ads, WXYZ-TV says that its lawyers suggested it might be violating FCC rules by not running them. "We were not pleased with the way [the state Republican Party] used some of our videotape [in the ads]," says WXYZ-TV news director Dan Salamone, who adds that there were differing opinions on whether the edited-for-commercial versions of his station's interviews distorted context. "But it's in the public domain. And I know Fieger doesn't like the ad, but we can't find anything inaccurate."

Republican media strategist Sage Eastman says the commercials took nothing out of context. "We did have about half a dozen stations request backup material," he says. "Our ads are fully documented."

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

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## GET WITH THE PROGRAM

By Michael Stroud & Joe Schlosser

### 'Cheers' for Nick

Nick at Nite has acquired the exclusive cable rights to Paramount Domestic Television sitcom *Cheers* for close to \$70 million, sources say. That is the most money the cable network has ever paid for an off-net sitcom. Nick at Nite will get the 275 episodes starting in fall 2001. Although Nick and Paramount are both owned by media conglomerate Viacom, sources say the cable channel paid "more than a fair price" for the popular 1980s sitcom. FX, USA and a number of other cable outlets were reportedly in on the bidding. Nick at Nite executives say they will air *Cheers* back-to-back in prime time starting in 2001.

### More big bucks for 'Seinfeld'

Jerry Seinfeld and his comedian friend Larry David, the co-creators of *Seinfeld*, were the world's best-paid entertainers in 1998. *Forbes* says in its annual ranking of the top 40. Seinfeld earned \$225 million and David reaped \$200 million from the show's sale into syndication. David made the dough despite leaving the show two seasons ago over "creative differences." The two handily beat perennial top-40 front runner Steven Spielberg, who earned a mere \$175 million for movie hits like "Saving Private Ryan" and television's *Animaniacs*. Talk-show host Oprah Winfrey was number four.

at \$125 million, and *Home Improvement*'s Tim Allen was number five, at \$77 million.

### 'Raven' released from 'Net

Web surfers will get the first look at Rysher Entertainment's syndicated series *Highlander: The Raven*. The first half-hour of the hour drama (technically the first 30 of a total 46 minutes running time) will be available in a 24-hour window starting at 6 p.m., Wednesday (Sept. 16) at TV Website [www.ultimatetv.com/highlander](http://www.ultimatetv.com/highlander). The show debuts in syndication the week of Sept. 21. This is the first time a TV series has debuted on the Web, according to Rysher.

### ultimatetv's top 100

TV Website [www.ultimatetv.com](http://www.ultimatetv.com) (see above), which provides information on current and classic TV shows as well as links to over a thousand TV-related sites, has named its top 100 shows of all time. The list was the result of a poll of 8,300 Web surfers. The top 10, according to the poll: *I Love Lucy*, *M\*A\*S\*H*, *Star Trek*, *The Andy Griffith Show*, *Cheers*, *The Dick Van Dyke Show*, *The Mary Tyler Moore Show*, *Bewitched*, *The Twilight Zone*, *All in the Family*.

### Glover Joins 'Brimstone'

Fox has added actor John Glover (*Frasier*, *L.A. Law*) to the cast of its drama *Brimstone*, set to

debut on Oct. 27. Glover will play the role of the devil in the series, in which a former New York police detective who murdered the man who raped his wife must redeem himself by catching 113 of the vilest souls ever to have escaped hell. Fox plans a massive promotion for the show during the World Series.

### McGwire's ratings

Mark McGwire's record-setting 62nd home run helped Fox score its highest overnight rating since the 1998 NFC Championships. The network scored a 14.5 rating/23 share for the program, according to Nielsen Media Research. For its entire prime time slate, Fox earned a 14.1/22, beating NBC by five rating points and delivering the network's best performance since Super Bowl Sunday in January 1997. Fox had not planned to air the game until it became clear that McGwire had a chance to break the record. The decision to air it pushed the premiere of Fox's new series *Costello* and the season premiere of the *King of the Hill* cliffhanger to the following week. The Labor Day contest, in which McGwire tied Roger Maris's home record, scored a 9.5 rating on ESPN, the highest-rated Major League Baseball game ever on the cable network.

### Ratings redux

Rysher Entertainment's new court series, *Judge Mills Lane*, scored a 5.3 rating/18 share on WPIX(TV) New York last

Tuesday (Sept. 8), according to Nielsen Media Research. The boxing referee's court series has improved 30% in the ratings since its debut on the New York station last month.

### 'Rosie' renewals

The NBC and ABC owned-and-operated stations have renewed their contracts to carry *The Rosie O'Donnell Show* through the 2001-2002 season. The ABC and NBC stations previously held the rights to the Warner Bros. Domestic Television show through the 1999-2000 TV season. The NBC owned stations include KNBC(TV) Los Angeles; WMAQ-TV Chicago; WRC-TV Washington; WTVJ(TV) Miami; WVIT(TV) Hartford, Conn., and WVTM-TV Birmingham, Ala. Starting in September 2000, NBC owned-and-operated KXAS-TV Dallas also will start airing the show. The ABC O&Os renewed include WABC-TV New York; WPVI-TV Philadelphia; KGO-TV San Francisco; KTRK-TV Houston; WTVD(TV) Raleigh, N.C.; KFSN-TV Fresno, Calif.; WJRT-TV Flint, Mich., and WTVG(TV) Toledo, Ohio.

### There she is, Mrs. America

True to its family-oriented colors, Pax TV will air a Mrs. America pageant on Sept. 22, exactly one week after Miss America appears on ABC. The two-hour Saturday night show is designed to "pay tribute to America's 60 million married women." Paxson Chairman Lowell Paxson says. The show will be co-hosted by Florence Henderson (*The Brady Bunch*) and Michael Young (*Great Day America*).



Broadcast network prime-time ratings according to Nielsen



PEOPLE'S CHOICE

NBC won the week handily; eight of the network's shows finished in the top 10, including Monday's 'Diana' special, which placed third.

Week 50	abc	CBS	NBC	FOX	U/P/N	WB
	6.9/12	6.9/11	10.7/18	6.3/10	1.9/3	2.6/4
<b>MONDAY</b>	8:00 30. College Football Kickoff—Texas A&M vs. Florida 6.9/12	36. Cosby 6.6/11 32. Cosby 6.8/11 28. Ev Loves Raymd 7.0/11 25. Ev Loves Raymd 7.1/11 32. 48 Hours 6.8/12	3. Diana 11.2/18 8. Dateline NBC 9.9/17	40. Melrose Place 6.3/10 42. Ally McBeal 6.2/10	104. In the House 1.9/3 106. Malcolm & Eddie 1.8/3 98. Good News 2.0/3 98. Sparks 2.0/3	84. 7th Heaven 3.0/5 94. Buffy the Vampire Slayer 2.2/3
<b>TUESDAY</b>	8:00 18. Home Imprvmt 7.6/15 37. Soul Man 6.5/11 30. Spin City 6.9/11 32. Dharma & Greg 6.8/11 50. Maximum Bob 5.6/10	6.9/12 32. JAG 6.8/12 28. CBS Tuesday Movie—Children of the Dust, Part 2 7.0/12	8.1/14 77. Mad About You 4.4/8 68. Working 4.8/8 18. Frasier 7.6/13 13. Just Shoot Me 8.0/13 1. Dateline NBC 11.8/21	6.0/10 69. King of the Hill 4.7/9 64. King of the Hill 5.0/9 23. Guinness World Records 7.2/12	1.7/3 106. Moesha 1.8/3 108. Clueless 1.7/3 108. Moesha 1.7/2 112. Clueless 1.4/2	2.1/4 96. Buffy the Vampire Slayer 2.1/4 94. Dawson's Creek 2.2/4
<b>WEDNESDAY</b>	8:00 15. Dharma & Greg 7.9/15 38. Two Guys, a Girl 6.4/11 13. Drew Carey 8.0/14 16. Whose Line Is It 7.8/13 9. PrimeTime Live 9.8/18	5.2/9 69. The Nanny 4.7/9 71. Style & Substnce 4.6/8 38. Public Eye with Bryant Gumbel 6.4/11 71. Chicago Hope 4.6/8	6.9/12 16. Dateline NBC 7.8/14 42. 3rd Rock fr/Sun 6.2/10 56. Working 5.5/9 25. Law & Order 7.1/13	5.6/10 50. Fox Summer Movie Special—The Quick and the Dead 5.6/10	1.9/3 108. The Sentinel 1.7/3 96. Star Trek: Voyager 2.1/3	2.5/4 92. Wayans Bros 2.3/4 87. Jamie Foxx 2.7/5 92. The Wayans Bros. 2.3/4 87. Steve Harvey 2.7/4
<b>THURSDAY</b>	8:00 79. When Cars Attacks 4.1/7 62. ABC News Summer Thursday 5.2/9 46. Nightline in Primetime 6.0/11	6.8/12 56. Promised Land 5.5/10 21. Diagnosis Murder 7.5/13 22. 48 Hours 7.4/13	10.5/19 6. Friends 10.1/19 4. Frasier 10.5/19 2. Seinfeld 11.6/20 4. Frasier 10.5/18 6. ER 10.1/18	5.0/9 62. World's Wildest Police Videos 5.2/10 65. Fox Files 4.9/8		
<b>FRIDAY</b>	8:00 49. Sabrina/Witch 5.7/12 50. You Wish 5.6/11 40. Boy Meets Wrld 6.3/12 50. Teen Angel 5.6/11 11. 20/20 8.4/17	4.6/9 60. Kids/Darndest 5.4/11 50. Candid Camera 5.6/11 86. NFL Summer Camp 2.8/5 50. Nash Bridges 5.6/11	7.0/14 23. Dateline NBC 7.2/15 18. Law & Order 7.6/15 42. Homicide: Life on the Streets 6.2/12	2.5/5 91. Getting Personal 2.4/5 98. Getting Personal 2.0/4 87. Millennium 2.7/5		
<b>SATURDAY</b>	8:00 71. America's Funniest Home Videos 4.6/10 71. ABC Saturday Night Movie—An Unfinished Affair 4.6/9	4.0/9 80. Primetime College Football—Ohio State vs. West Virginia 3.9/8	5.3/11 65. The Pretender 4.9/11 56. NBC Saturday Night Movie—The Paper 5.5/11	5.4/11 71. Cops 4.6/10 60. Cops 5.4/12 47. AMW: America Fights Back 5.8/12		
<b>SUNDAY</b>	7:00 85. Wonderful World of Disney—Ernest Goes to School 2.9/6 87. ABC News Special: Chasing History 2.7/5 80. The Practice 3.9/7	8.8/18 (nr) NFL Game 2 11.9/27 9.60 Minutes 9.8/21 12. Touched by an Angel 8.1/15 25. CBS Sunday Movie—It Could Happen to You 7.1/14	5.8/12 56. Dateline NBC 5.5/12 42. Dateline NBC 6.2/13 47. NBC Sunday Night Movie—Two If By Sea 5.8/11	4.6/9 82. World's Funniest! 3.8/8 83. Holding the Baby 3.7/7 76. The Simpsons 4.5/9 77. That '70s Show 4.4/9 65. The X-Files 4.9/9		1.9/4 108. 7th Heaven Beginnings 1.7/4 104. Sister, Sister 1.9/4 98. The Smart Guy 2.0/4 98. Unhap Ever After 2.0/4 96. Unhap Ever After 2.1/4
WEEK AVG	5.8/11	6.3/12	7.7/14	5.0/9	1.8/3	2.2/4
STD AVG	7.6/13	8.8/15	9.4/16	6.4/11	2.5/4	2.9/5

KEY: RANKING/SHOW (PROGRAM RATING/SHARE)  
 • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED  
 • TELEVISION UNIVERSE ESTIMATED AT 98.0 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 980,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • \*PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Keynoters: Bud Paxson at 9,  
Mario Gabelli at Lunch

Broadcasting & Cable

# INTERFACE XII

SEPTEMBER 17, 1998

## SUPERPANEL

2:00 PM - 4:00 PM



Ken Auletta



Marcy Carsey



John Hendricks



Lowell (Bud) Paxson



Scott Sassa



Herb Scanrell



Howard Stringer



Barry Thurston



Richard F. Wiley



Don West, Moderator

### TECHNOLOGY PANEL

9:45 AM - 10:45 AM



Jim Carnes



Gary Shapiro



Steve Guggenheimer



Dennis Leibowitz



Paul Sweeney



Peter Ezersky



Charles Jablonski



Stephen Weiswasser



Don West, Moderator



Tom Wolzien



David Londoner



Lou Dobbs

### FINANCIAL PANEL

11:00 AM - 12:00 PM

**EMPIRE STATE BALLROOM - GRAND HYATT HOTEL**

42nd Street between Park Avenue and Lexington Avenue

Registration fee: \$395 (\$100 for students)

Call Steve Labunski at (212)337-7158 for more information

**THREE DAYS LEFT TO REGISTER!**  
Call (212) 337-7158

# Study: Urban listeners exhibit consumer strength

*New report comes in the aftermath of anti-minority comments in ad memo*

By John Merli, B&C correspondent

**A** new study of those who listen to radio's urban contemporary format appears to "help challenge advertiser bias" against stations that draw significant minority demographics. The study's presenter, radio marketing firm Interep, acknowledges that the profile of urban listeners is "aimed at breaking down any biases that may still exist about the format's audience" and says that the findings offer "a powerful, objective illustration of the consumer strength of urban listeners."

The carefully worded study comes in the wake of a highly publicized advertising memo that found its way into several trade publications several months ago. The memo appeared to contain disparaging comments about the marketing value of targeting commercials to black listeners (B&C, May 18).

The new study finds that 63% of urban listeners are employed full time (well above the norm for the U.S. population in general) and that 40% have attended college. Also, 89% of urban adult listeners fall into the 18-49 age group, a key demographic for many

advertisers. As far as spending power, the analysis finds that income levels of urban listeners "parallel those of the total population for middle-income groups."

Interep finds that the urban audience ranks "above the [overall] population in several important areas." Among them: Urban listeners are more likely "to live in households with three or more persons, which translates into more spending on food, personal hygiene products, cleansers and other household-related expenses."

The term "urban radio" is never defined in this new report, but in the past it usually has meant stations that target mostly black audiences in urban areas. The study concludes that such listeners are more likely to visit shopping malls, fast-food restaurants and theme parks, and have the "propensity" to own more consumer electronic products—including CD players, multiple television sets and VCRs—than the overall population.

"If an advertiser still questions the need for urban radio stations on a general market buy, this type of analysis clearly illustrates that for most prod-

ucts, adults listening to urban radio are just as likely to be a customer as anyone else in the population," says Interep study author Ray Hockstein. Using Simmons spring 1998 data, the study indicates that average household incomes of urban-format listeners are below those of the overall U.S. population, although Interep concludes that such incomes "closely parallel" the norm.

The percentage of the U.S. population (18-plus) with household incomes of more than \$75,000 is markedly higher than the percentage for urban contemporary listeners (18.7% versus 12.1%). The disparity in household income between urban-format listeners and the overall population narrows to within .5% for the \$50,000-\$75,000 range; the two groups are less than 1% apart in the \$30,000-\$50,000 range.

However, in the lowest household income category (less than \$29,000), nearly 43% of urban-format listeners are encompassed, compared with slightly more than 36.5% for the rest of the overall "U.S. population" (which apparently includes everyone from older teens to retirees). ■



## Arbitron to help Bayliss scholars

**S**tarting next month and for the next five years, the Arbitron Co. will provide corporate sponsorship support for the annual Bayliss Broadcast Foundation media roasts. This is the first time the annual event has been partially sponsored; the ratings company will pay for the pre-roast black-tie reception. This year's roast, Oct. 27 at The

Pierre in Manhattan, will spotlight Jacor Communications CEO Randy Michaels.

The yearly Bayliss roasts help to raise scholarship funds for undergraduate and postgraduate students who are seeking careers in radio-related fields. Founded 13 years ago and named after the late John Bayliss, who was a radio executive during his lifetime, the foundation this year awarded \$100,000 in scholarships to 20 broadcast students.

For more information about the roast or the scholarship fund, call executive director Kit Hunter Franke (831-624-1536) or e-mail to: baylissroast@kagan.com.

## NPR gets training grant

**N**ational Public Radio has received a two-year, \$800,000 grant from the W.K. Kellogg Foundation to help the professional development of journalists, especially minorities, who are in the early or middle phases of their careers. It is the public radio network's largest-ever training and recruiting grant, according to NPR. NPR will use the money to establish a 10-month mentoring pro-

gram for early-career minority journalists; a two-month midcareer fellowship program, and a residency program that will allow a journalist to work for three months in a different division.

## Digital ministries

**T**en radio ministries, including Focus on the Family and In Touch, will begin digital transmissions of their broadcasts next year. Testing will begin in early December so the system can be ready by March, according to Rob Crowe, production director of In Touch Ministries. The new technology will be based at Focus headquarters in Colorado Springs.



# HBO investing \$18 million in Family

*Hopes original programming will draw viewers to plex channel following digital rollouts*

By Donna Petrozzello

In the most significant redesign of its stand-alone HBO Family multiplex channel to date, HBO has committed millions to develop original programming that it plans to premiere in February 1999.

Industry sources close to HBO peg the network's investment at about \$18 million. HBO is hoping the redesign will attract audiences that will be introduced to HBO Family when the service debuts on digital platforms as operators roll out digital set-top boxes.

"The changes have a lot to do with distribution of the HBO plex services through digital rollouts," says Sheila Nevins, HBO senior vice president of original programming. "We think there will be more subscribers who will be able to get HBO Family."

As HBO Family closes in on its second anniversary later this year, the multiplex channel claims about 25%-30% of HBO's 23 million subscribers. HBO is hoping that HBO Family will reach closer to 50% of HBO's sub base through digital tier packaging.

Many of HBO Family's subscribers receive the channel via satellite or digital feeds along with HBO Plus and HBO Signature, the other non-commercial channels that make up HBO's multiplex packages. HBO Family is available to consumers at no extra charge with their subscription to HBO.

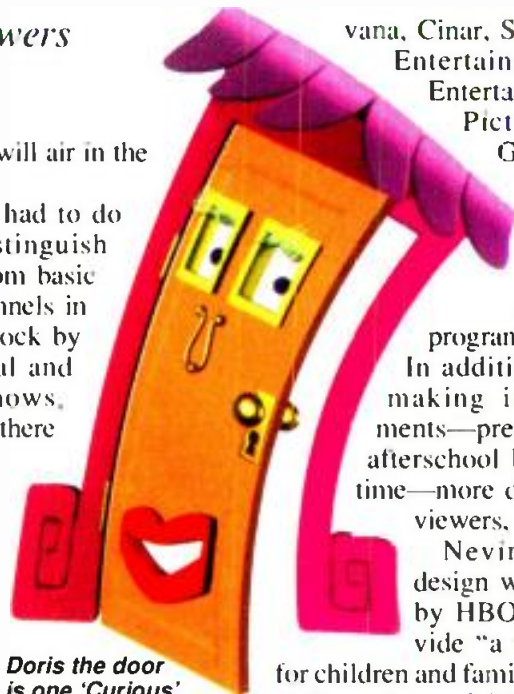
As part of the redesign, HBO Family is developing three original weekday series for children. They include *A Little Curious*, an animated series for preschoolers that will become part of HBO Family's morning block. Next year that block will include more original series and fewer movies, Nevins says.

Another new series, *Crashbox*, an interactive game show that challenges kids' knowledge of history, math, spelling and other subjects, will run in the network's afterschool block. And video shot by children 8-18 and ranging from documentaries to animated shorts will be seen in *30x30: Kia Flicks*, a half-

hour series. It too will air in the afterschool block.

"We knew we had to do something to distinguish [HBO Family] from basic and premium channels in the afterschool block by doing educational and informational shows, because we knew there was a deficit there," Nevins says.

HBO Family also is acquiring the series *George and Martha*, *The Adventures of Paddington Bear* and *Anthony Ant* to become part of the channel's preschool morning block. The acquired series come from such producers as Nel-



Doris the door is one 'Curious' character.

vana, Cinar, Scholastic, Devine Entertainment, S4C, Hit Entertainment, Poseidon Pictures and Planet Grande.

HBO Family will offer sneak previews of children's and family fare before the programs debut on HBO. In addition, it will begin making its daypart segments—preschool mornings, afterschool blocks and prime time—more distinguishable for viewers, says Nevins.

Nevins says the redesign was also prompted by HBO's desire to provide "a totally safe place for children and families to watch, with no R-rated material." HBO Family will continue to offer mostly movies at night—G-rated and PG-rated before 9 p.m.—and will include PG-13-rated features after 9, Nevins says. ■

## Cox ups its phone service

*San Diego becomes fourth market to dial in*

By Price Colman

Cox Communications has launched cable telephony in San Diego County, bringing to four the number of markets where the cable MSO is offering the service.

Cox Digital Telephone also is available in Orange County, Calif.; Meriden, Conn., and Omaha. Thus far, subscription rates have exceeded Cox's internal projections. At the end of the second quarter, Cox reported 10,000 digital telephone customers with penetration rates running from the high teens to as much as 25%.

Cox's projections called for hitting break-even with penetration rates in the high single digits. The substantially higher penetration rates in some nodes where the service has been switched on means the company already is making money in those areas.

"We're fairly early in the life cycle

here," says Art Reynolds, vice president of new product marketing for the San Diego cluster. "We've had encouraging results in Orange County, Omaha and other markets. Our [San Diego] results are encouraging, too, though it's very, very early. Clearly, if the result dramatically exceeds expectations, that would change the business plan. I don't think we're there yet."

Cox is hardly alone in rolling out telephone delivered via cable—a move that underscores the push by cable and other telecommunications companies to become full-service providers by offering a package of bundled services that includes video, voice and data. Time Warner, Cablevision Systems, MediaOne and TCI also are offering cable telephony, but with differences. Time Warner is focusing primarily on businesses; although it does have some residential customers, it has slowed efforts on that front. TCI,

which has picked up a few customers in its Hartford, Conn., test market, has essentially halted powered, circuit-switched cable telephony and instead is waiting on its merger with AT&T to be completed, when it will begin to focus on IP telephony.

Meanwhile, Cox, MediaOne and Cablevision Systems are going after residential telephone markets aggressively.

In launching digital telephony in San Diego, Cox is targeting one of its biggest markets—a 500,000-subscriber cluster—and a generally upscale area.

Encouraging the healthy subscrip-



Cox's Art Reynolds says phone service introduction in San Diego has been 'encouraging.'

tion rates for telephony: low rates and discounts for subscribers to other Cox services, such as cable and Cox @Home. Existing Cox customers receive a 10% discount for new services. Single-line monthly service from Cox costs \$9.99, compared with \$11.25 for incumbent local exchange carrier Pacific Bell. A second line is \$4.95, compared with \$11.25 for PacBell. Cox also offers free installation and lower

charges for such ancillary services as call waiting and voice messaging. Customers can keep their existing PacBell phone number for a one-time \$10 charge.

Cable isn't alone in the push to offer bundled services. Companies like RCN Corp., Ameritech, GTE and US West also are venturing into that arena.

Cable companies—such as Cox—are taking a measured approach to telephony and other new-service rollouts to ensure they don't alienate customers. Along with the challenges of entering a new business, there's also the need to overcome lingering poor perceptions of cable.

"The main strategy is to establish ourselves as a true communications company," says Reynolds. "You set up the success of the next product by how well you handle the one today.

"When we started a few years back, one of the challenges facing us was to get people to change their perception of us from the cable guys to a true communications company." ■

# DBS tops J.D. Power survey

*Satellite tops in customer satisfaction; cable shows improvement*

By Donna Petrozzello

For the second year in a row, Primestar has been rated highest among 14 satellite and cable TV providers in customer satisfaction, according to the latest consumer poll conducted by J.D. Power and Associates.

Primestar earned 132 customer satisfaction index points (against an average of 100), barely edging out EchoStar Communications Corp.'s Dish Network, which ranked second, with 131. DirecTV ranked third, with 126. J.D. Power noted that for the second consecutive year, satellite services outranked cable operators by an average of 29 points.

J.D. Power released the results last week in its 1998 Cable/Satellite TV Customer Satisfaction Study, based on a survey of 11,000 households nationwide that answered questions about their satisfaction with their current cable or satellite provider. Among the categories rated were ease of operation, cost, ease of installation, program selection, ease of getting service problems solved over the phone and ability to get a serviceman to come to their home (the on-time guarantee).

Among cable networks, Cox Communications ranked highest, with 106

J.D. POWER AND ASSOCIATES 1998 CABLE/SATELLITE TV CUSTOMER SATISFACTION STUDY	
CUSTOMER SATISFACTION INDEX SCORES	
PRIMESTAR	132
THE DISH NETWORK	131
DIRECTV	126
COX	106
JONES	103
CHARTER	100
INDUSTRY AVERAGE	100
TIME WARNER	98
MEDIAONE	97
MARCUS	96
ADELPHIA	96
CABLEVISION	95
COMCAST	94
CENTURY	94
TCI	93

Source: J.D. Power and Associates

index points, according to the survey. Jones Intercable and Charter Communications ranked at or above the 100-point average, earning 103 index points and 100 points, respectively.

"The high ranking we received in the J.D. Power and Associates survey matches the ratings that we get for customer satisfaction on our own internal customer research surveys that we do annually," says Cox Communications

spokeswoman Ellen East.

Eight other cable companies ranked below the 100-point standard for 1998. Last year, only three operators ranked lower than average in customer satisfaction. However, no MSO earned fewer than 93 index points in the most recent survey.

J.D. Power and Associates analysis director Peter Dresch notes that this year's consumers listed cost of service and program selection as the two most important criteria determining their overall satisfaction with their pay-TV provider.

Dresch also notes that Primestar and Dish Network recorded some of their strongest results in the areas of cost and program selection.

Meanwhile, Primestar recorded another first-place rank, but its raw index score fell from 137 last year to 132. Primestar President Dan O'Brien says the survey was conducted before adoption of Primestar's cost-efficient lease payment plan, which allows subscribers to reduce their monthly lease charge for satellite equipment.

"I feel very positive that as we roll out the value lease program, that price-value relationship and cost-of-service ranking is going to increase," says O'Brien.

Among cable operators, Dresch says every MSO improved in the area of customer service, with Adelphia,








# This On-Time Guarantee Committee is a **Sign** of **Excellent Service.**

Time Warner/Greensboro Division's OTG Team **SIGNS** their commitment to customer service on an OTG poster. Standing below the OTG lobby logo are: (l to r) Lula Burford, *Customer Service Specialist*; Shirley Purcell, *Customer Service Specialist*; Randy Horning, *Installation/Service Technician*; Betty Blessin, *Manager of Government Reporting*; Deneen Moore-Graves, *Customer Service Specialist*. Members not pictured: Ricky Stone, *Service/Maintenance Technician*; William Jessup, *Service/Maintenance Technician*.

With representatives from all key departments, the Time Warner Cable/Greensboro's On-Time Guarantee team works together to **put the customer first.**

In any business, the left hand has to know what the right hand is doing. Effective communication between departments ensures that people work together smoothly to meet common objectives. That's why Time Warner Cable/Greensboro brought together service, installation, dispatching and customer service professionals to collaborate on making sure the OTG is a success.

From this **teamwork** came:

- 
 OTG signs on the outside of their building, in their lobby, on vehicles, and soon, on uniforms
- 
 Newspaper and other print ads to promote the OTG
- 
 Phone scripts to inform customers about the OTG
- 
 Special \$20 coupons - tangible proof of the OTG - to use in the rare event that service is late
- 
 The televised participation of the company's division president joining technicians making installation calls



If you would like more information about the On-Time Customer Service Guarantee or have an OTG success story, contact Kim Ettek at the NCTA, 202-775-3629 or visit our Web site, [www.ncta.com](http://www.ncta.com).

With even more plans in the works, this team shows no sign of slowing down. Commitment like this keeps the whole cable industry moving ahead.

Century and Tele-Communications Inc. leading the pack. MSOs who have introduced an on-time guarantee for service dates earned particular praise from customers and index points for customer satisfaction, says Dresch.

"We are thrilled that each of the 11 cable companies included in the study improved in the key area of customer service," says Scott Broyles of the National Cable Television Association. "Clearly, the industry's on-time

guarantee and other steps cable companies are taking to meet our customers' needs are working."

Fewer than one in eight respondents said they would consider switching pay-TV providers over the next year. But among those who would consider switching, the majority were cable subscribers who said they would likely go with a satellite provider next.

"That's a pretty significant number of customers saying that they'd be

willing to change," says O'Brien. "Even though we won, our margin of victory was narrow. You can't in any way rest on your laurels or your reputation."

"I don't think customers are buying something just for quality service," O'Brien says. "Unless someone immediately understands what customer satisfaction means to them, saying you're number one in customer satisfaction doesn't mean they are going to buy your product." ■

# Record M&A activity for Daniels

Company sees strong second half despite market madness

By Price Colman

**D**aniels & Associates tallied a record first half 1998 with \$2.2 billion in transactions, including mergers and acquisitions, corporate

finance deals and financial advisories.

The key issue now: Can the second half keep pace, given weakness in the stock market? "Our expectation is that the deal side of this business will continue to be quite strong into the

second half," says Daniels & Associates President Brian Deevy. "Market volatility was something people had anticipated. And cable markets have done quite well."

That's a perspective shared by many in the financial community. While the stock market slide has shut down the high-yield debt market, would-be acquirers of cable systems—whether other cable companies or private investors—have access to cash or other financing. Moreover, some cable operators looking to cash out may see the stock market downturn as a signal to do it now, while private-market valuations are still relatively high.

A breakdown of activity at Daniels & Associates shows 43 mergers and acquisitions, with a total value of \$1.54 billion; three corporate finance deals, with a total value of \$50 million, and 12 financial advisories, with a total value of \$630 million.

Deals in the cable sector, Daniels' longtime strong point, totaled \$1.5 billion, including 15 M&As with an aggregate value of \$863 million and five financial advisories with an aggregate value of \$630 million. The telecommunications sector—which includes cellular, paging, mobile radio, long distance and local telephone—was second, with a total \$535.6 million in M&As. The emerging industries sector, which encompasses Internet-related businesses, was third, with a total of \$186.6 million worth of transactions.

"Various sectors of the media and telecommunications industries are rapidly evolving," says Deevy. "More and more companies are using mergers, acquisitions and joint ventures to build significant scale, making them extremely attractive to new equity investors." ■



## CABLE'S TOP 25

### PEOPLE'S CHOICE

ESPN's NFL Sunday night season opener featuring Oakland vs. Kansas City on Sept. 6 delivered a 7.1 rating/13.3 share with 5.3 million homes, making it this week's top-rated cable show, according to Nielsen data.

Following are the top 25 basic cable programs for the week of Aug. 31–Sept. 6, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHs (000)	Cable Share
1	NFL: Oakland vs. Kansas City	ESPN	Sun	8:15P	210	7.1	5.5	5,346	13.3
2	WCW Monday Nitro	TNT	Mon	9:00P	60	6.6	5.0	4,927	9.6
3	WCW Monday Nitro	TNT	Mon	10:00P	67	6.4	4.8	4,752	10.4
4	WCW Monday Nitro	TNT	Mon	8:00P	60	5.1	3.9	3,777	7.9
5	South Park	COM	Wed	10:00P	30	4.8	2.6	2,557	7.9
6	WCW Thunder	TBS	Thu	9:05P	62	3.9	3.0	2,979	6.6
6	NASCAR: Southern 500	ESPN	Sun	1:00P	240	3.9	3.0	2,917	9.4
8	CFA: Tennessee vs. Syracuse	ESPN	Sat	12:00N	219	3.8	2.9	2,854	11.4
8	Rugrats	NICK	Mon	7:30P	30	3.8	2.9	2,837	6.8
8	Rugrats	NICK	Wed	7:30P	30	3.8	2.8	2,766	6.9
11	NFL Primetime	ESPN	Sun	7:30P	45	3.7	2.9	2,794	7.9
12	Hey Arnold	NICK	Wed	8:00P	30	3.5	2.6	2,565	6.1
13	CFA: Virginia vs. Auburn	ESPN	Thu	7:57P	194	3.4	2.6	2,548	5.9
14	MLB: Cincinnati vs. St. Louis	ESPN	Fri	8:00P	177	3.3	2.5	2,439	6.3
15	Wild Thornberrys	NICK	Thu	8:00P	30	3.2	2.4	2,388	5.8
15	Hey Arnold	NICK	Mon	8:00P	30	3.2	2.4	2,353	5.1
17	WCW Thunder	TBS	Thu	8:05P	60	3.1	2.4	2,375	5.7
17	Rugrats	NICK	Tue	7:30P	30	3.1	2.3	2,296	5.8
17	Rugrats	NICK	Thu	7:30P	30	3.1	2.3	2,288	5.9
17	Rugrats	NICK	Sat	8:00P	30	3.1	2.3	2,259	6.5
21	Saturday Nicktoons TV	NICK	Sat	10:00A	30	3.0	2.3	2,228	10.2
21	NFL SportsCenter	ESPN	Sun	11:45P	61	3.0	2.3	2,223	7.4
21	Cousin Skeeter	NICK	Thu	8:30P	30	3.0	2.2	2,199	5.0
24	Wild Thornberrys	NICK	Tue	8:00P	30	2.9	2.2	2,173	5.3
24	Journey of Allen Strange	NICK	Wed	8:30P	30	2.9	2.2	2,159	4.8

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## ESPN gets SMART

**E**SPN has become the first cable network to sign a letter of intent to sign up for Statistical Research Inc.'s proposed new national TV ratings service known as SMART (Systems for Measuring and Reporting Television.) SRI also confirmed yesterday that packaged goods behemoth Procter & Gamble and two ad agencies—Ammirati Puris Lintas and McCann-Erickson—have signed letters of intent. Last month, the four major broadcast TV networks and six other ad agencies signed letters of intent to subscribe to SMART's national ratings service, which SRI President Gale Metzger hopes to start in two years. The letters of intent are non-binding, but they signal the signers' intention to negotiate subscription contracts with SRI for SMART. The service has been in development for four years, with Philadelphia as the test market.

## GI taking stock

**T**he board of General Instrument Corp. has authorized the company to repurchase up to 10 million shares of its outstanding common stock. GI's move follows similar actions by others in the cable industry—most recently Comcast—to buy back shares in conjunction with recent turmoil in the stock market. Cable and cable-related shares have performed better than other media/entertainment stocks during the stock markets' slide since mid-

July. They are up for the year but have lost some gains in recent weeks. Analysts and institutional money managers generally view share repurchases positively.

## Dog days sit up for DirecTV

**D**irecTV, the nation's largest DBS provider, set a record for August subscriber growth, adding 101,000 new customers to bring its total to just under 4 million. DirecTV added 87,000 subs in August 1997. DirecTV projects hitting 4 million subs "in a matter of days," a spokesperson says. Primestar, meanwhile, continues to show improvement in monthly growth, adding 22,400 customers in August to bring its total to just under 2.2 million. EchoStar Communications Corp.'s Dish Network plans to report August numbers later this week. Primestar's gains are modest compared with DirecTV (and likely those of Dish Network), but they indicate that the company is regaining momentum. August growth was up 5,636 from July's 16,764 new subs and roughly 2.5 times better than the 9,000 it added in August 1997.

## IFC financing three films

**T**he Independent Film Channel says it will finance three new independent films that will make their broadcast TV premieres on IFC after their theatrical release. In addition, IFC's Next

Wave Films production arm will provide finishing funds for two feature-length films and one short independent film already in production. IFC will also fund the production of two made-for-TV independent films profiling the careers of filmmakers John Waters and Donald Cammell.



## TCM tops 28 million subs

**T**urner Classic Movies is boasting 3 million new subs added in the past three months, pushing its subscriber count to 28 million. TCM executives are targeting 30 million by the end of the year.

## Disney film profiles kids with HIV

**D**isney Channel will air an original documentary special profiling the lives of children living with HIV and AIDS, *Friends for Life: Living with AIDS*, on Dec. 1 at 8 p.m. Rich Ross, Disney Channel senior VP of programming and production, says the special is part of Disney's initiative to offer "issues-oriented" programming about kids and children and families. "We've made major inroads in reality programming and documentary specials," says Ross. "Our plan is to continue at least one issue show per year." Disney's *Friends for Life* telecast coincides with World AIDS Day. To celebrate Black History Month last February, Disney featured *One Day*, a musical that commemorat-

ed the messages of Dr. Martin Luther King Jr.

## Ameritech gets 80th franchise

**B**y unanimous vote last Tuesday evening, Gahanna, Ohio, awarded Ameritech New Media its 80th competitive cable television franchise. The 15-year agreement will set up a competition between Ameritech and Time Warner—which, says Donna Garofano, Ameritech's VP of public affairs, should stimulate improved services, quality, rates and variety. With the addition of Gahanna, Ameritech now owns 80 franchises in the Midwest, 33 of which are in Ohio.

## Viewer's Choice moving to Telstar 5

**A**s it continues on its transition to near-video-on-demand, Viewer's Choice will start up-linking to three C-band transponders on Loral Skynet's Telstar 5 on Oct. 1. With the switch to Telstar 5, Viewer's Choice will be using four satellites to provide a 36-channel NVOD service to its affiliates. Viewer's Choice says that this change will allow its affiliates to provide better choice and service.

### Clarification

An item that appeared in "Hooked Up" Sept. 7 identified Communications Equity Associates as one of the financial backers of a proposed cable network, The Documentary Channel. CEA should have been referred to as a "financial representative" seeking a permanent source of funding for the channel.



# WBZ-TV readies tower for DTV

*Boston station signs antenna deal with Dielectric; new facility will also handle NTSC*

By Glen Dickson

**W**BZ-TV, the CBS O&O in Boston, has signed a deal with Dielectric Communications to supply antennas, transmission lines and combiners for the DTV conversion of WBZ-TV's tower in suburban Needham, Mass. The deal, worth more than \$1 million, is part of a \$3.5 million overhaul of the station's tower that will allow WBZ-TV and tenants WCVB-TV, WGBH-TV and WGBX-TV (fellow Boston stations) to broadcast both NTSC and DTV from the existing tower.

"It's just a mammoth project," says Bob Hess, WBZ-TV director of operations and engineering. "We're adding 100 feet to the tower—but in order to do that, we're taking 300 feet off the top and then putting up a new 400-foot [section] at the very top of the tower."

Dielectric is supplying more than 6,000 feet of transmission line to the project, 4,000 feet of which is 8-3/16-inch digiTLine that can handle UHF NTSC and DTV signals. Dielectric also is supplying a number of combining systems, including combiners for NTSC channels 4 (WBZ-TV) and 5 (WCVB-TV) and UHF combiners for digital channels 20 (WCVB-TV), 30 (WBZ-TV), 43 (WGBX-TV) and 19 (WGBH-TV). Dielectric also is providing another UHF combiner for digital ch. 19 (WGBH-TV) and NTSC ch. 44 (WGBX-TV). "In order to make this all work, we had to consolidate," Hess says.

The digital combiners will feed two Harris broadband UHF antennas that will be stacked on top of the tower; they will handle the DTV signals of all four stations as well as WGBX-TV's NTSC signal. There also is room to handle other broadcasters, and WBZ-TV is continuing to negotiate with at least one other Boston station, Hess says.

WCVB-TV (a Hearst-Argyle station and ABC affiliate) and WBZ-TV will use a combiner to feed a new circularly polarized NTSC antenna from Dielectric. "We're putting a lot of money into a circularly polarized antenna, which shows you we still believe in the analog side of things," WBZ-TV's Hess says.

WBZ-TV hasn't encountered any zon-

*"It's just a mammoth project. We're adding 100 feet to the tower—but in order to do that, we're taking 300 feet off the top and then putting up a new 400-foot [section] at the very top of the tower."*

*—Bob Hess, WBZ-TV director of operations and engineering*

ing problems in extending its 1,200-foot tower to 1,300 feet, Hess says, because the tower originally was designed and zoned for 1,500 feet. "We fell right into our existing zoning, and it's all been verified and blessed by the town," Hess says. The tower project has also received FAA approval.

WBZ-TV and PBS stations WGBH-TV and WGBX-TV, both owned by the WGBH Educational Foundation, are shooting for May 1, 1999, for the launch of DTV service. WCVB-TV plans to launch DTV service by Nov. 1 and has approval to put a temporary DTV antenna 600 feet up on the WBZ-TV tower. ■

## KCPT gets ACT in gear with Acrodyne

*PBS station finds DTV adjacent-channel interference solution*

By Karen Anderson

**W**hen KCPT-TV Kansas City, Mo. (ch. 19) was allotted digital ch. 18, station engineers wondered, "How are we going to do this?" The PBS station was working with a tight budget and a 19-year-old transmission facility that could not handle a new antenna and transmission line.

The station found its answer in Acrodyne's Adjacent Channel Technology (ACT) transmitter. Acrodyne says it will install the new \$750,000 unit, configured to deliver power outputs of 60 kw NTSC and 3 kw DTV, in time to meet KCPT's Nov. 1 target date.

The Diacrode-equipped UHF ACT transmitter passes two adjacent channel signals through a single transmission line and dual-channel antenna. The signals are transmitted separately to prevent interference. Some low-level combining is done just before the signals are fed into a final amplifier.

"If [KCPT] is on channel 19 NTSC, there will be intermodulation product into channels 18 and 20," says Timo-

thy Hulick, Acrodyne vice president of engineering. "If you are using DTV channel 18 you can't filter [intermodulation product] out because you're trying to put through a legitimate signal. Any attempt to filter it will also filter the [DTV] signal you're trying to transmit."

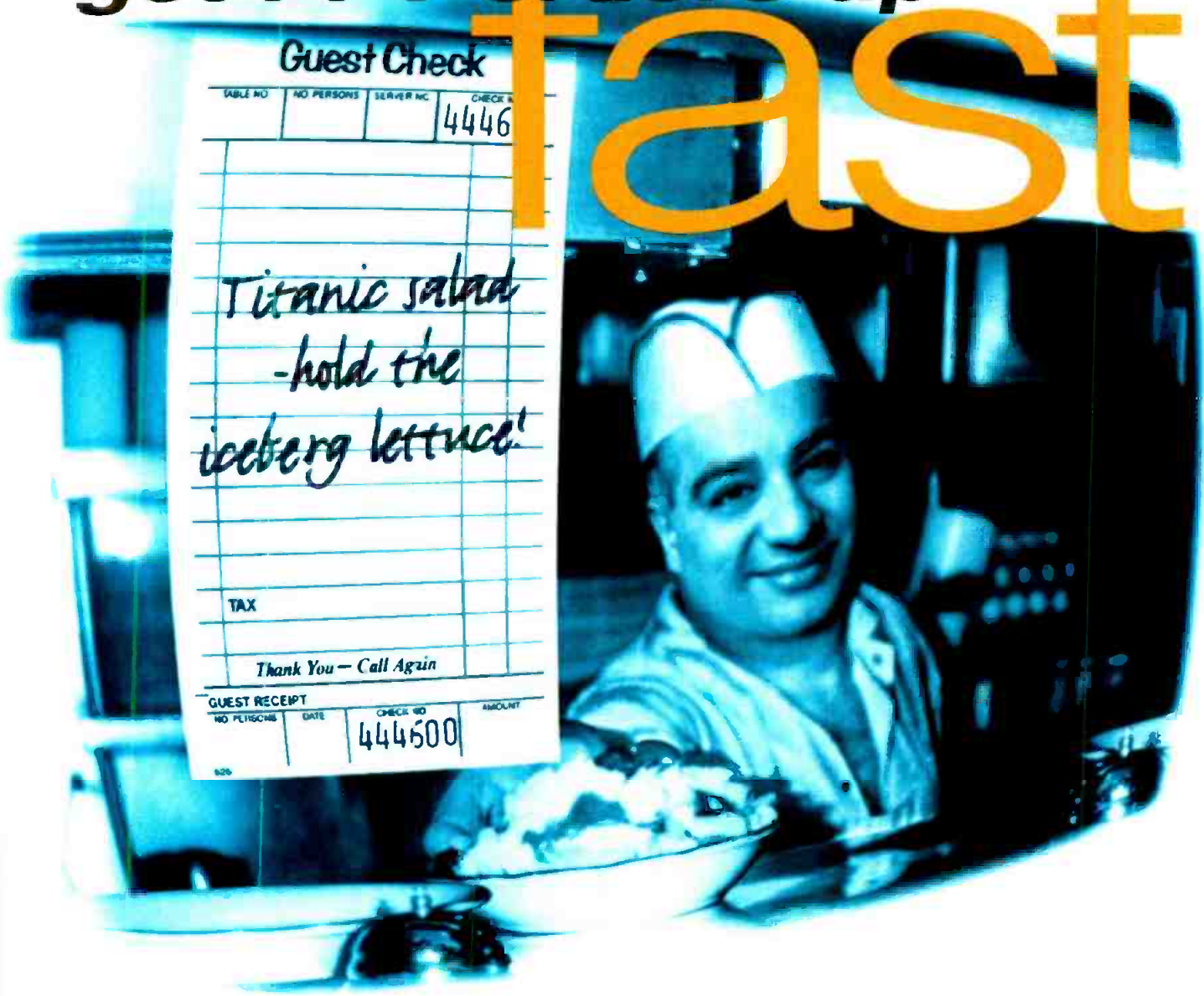
The ACT transmitter works with adjacently assigned NTSC and DTV channels in both N+1 (DTV channel is upper-adjacent) and N-1 (DTV channel is lower-adjacent) scenarios.

The station also entertained bids from Harris and Comark, but their solutions to mix signals in an external combiner were too expensive, says John Long, KCPT vice president of engineering. "This will be a good demonstration for public television stations—how we could do it for less," Long says.

Long adds that KCPT is planning to transmit test signals through its RCA TFU-30J antenna starting Nov. 1. The station hopes eventually to run a campaign to raise funds for a new wide-band antenna to use its increased field strength within the city grade. ■



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\*Source: Request TV: THE BOX Music Network Select Market Test October 1997 \*\*Source: Marketing Advocates, Inc., July 1997 © 1998 The Box Worldwide, Inc. All rights reserved.

# California Microwave debuts digital STLs

*MediaMux and TwinStream allow simultaneous NTSC and DTV transmission*

By Karen Anderson

**R**esponding to television broadcasters' expanding transmission needs as the industry converts to digital broadcasting, California Microwave's microwave radio communications division has introduced two new studio-to-transmitter link (STL) products—the MediaMux multichannel terminal and the TwinStream dual carrier.

Both will let broadcasters use existing RF lines to transmit NTSC and DTV signals simultaneously, says David Glidden, California Microwave's vice president of business development.

"The major problem that broadcasters are having with studio-to-transmitter links is that while there are 1,600 licensed high-power TV stations and another 1,600 potential DTV stations going on the air, there is no new spectrum for studio-to-transmitter links," Glidden says.

The MediaMux ATM/MPEG terminal, which may be placed at both the studio and the transmitter site, transmits digitally compressed NTSC and DTV signals.

MediaMux receives, compresses and multiplexes multiple satellite-programming and ENG feeds at the transmitter site for transmission to the studio. At the studio end, the MediaMux demultiplexes and decodes incoming feeds. At the same time, it encodes and compresses the NTSC over-the-air programming and multiplexes it with the new DTV transport stream for placement over a DS3 STL.

"What's unique about our product is that it has a lot of growth potential," Glidden says. It allows "integration of ATM multiplexing and MPEG compression, [and] there are not a lot of products that can offer that combination. That gives you the capacity to eventually have higher data rates, up to 155 Mb/s output."

This will allow broadcasters with high-capacity microwave systems to transmit multiple channels of video, audio and data over the STL with the MediaMux.

MediaMux features SMPTE 310M, the synchronous serial interface standard for MPEG-2, or the European DVB ASI interface, as well as compo-

nent and composite video interfaces. It offers a choice of 4:2:2 or 4:2:0 MPEG-2 compression; 10-base T or 100-base T Ethernet ports, and RS-232 or E1/T1 data interfaces. It also has two stereo audio pairs with either analog or AES/EBU digital interfaces. The video encoder card incorporates an integrated comb filter for analog video inputs.

Microwave Radio's TwinStream dual-carrier radio allows for the transmission of uncompressed legacy NTSC with digitally compressed ATSC signals in a single 25 mhz RF channel. It is designed for STLs, transmitter-to-studio links and satellite backhaul requirements.

According to Glidden, the TwinStream technology helps to eliminate signal latency. While he says the MediaMux has some latency built into it because it is an MPEG-based product, the delay is less than one-fifth of a second.

Microwave Radio will begin accepting orders for delivery of the MediaMux in October and will begin accepting orders for delivery of the TwinStream in November. ■



## CUTTING EDGE

By Karen Anderson & Glen Dickson

### NFL Films to install Avant

**A**s part of a general expansion of its Mount Laurel, N.J., production facilities, NFL Films is preparing to install a solid state-logic Avant digital film mixing console in a new audio mixing room this month. Designed for multichannel film-style mixing, the Avant console offers 192 channels in a 48-channel frame with two Fairlight digital audio workstations. According to Rich Markowitz, chief audio engineer for NFL

Films, the Avant allows users to switch between various stems of a project, make adjustments and return to the master mix. He says the Avant's ability to format multiple sample rates will come in handy when NFL audio engineers need to add



Radamec has expanded its product line with Track Cam and the 432 pan/tilt system.

materials recorded in different mediums.

### Radamec expands product line

**R**adamec Broadcast Systems has added two products to its existing robotic camera control line—the Robotic Track Cam and 431 pan/tilt system. The Radamec Robotic Track Cam system, designed to provide movement for on-air camera shots, can support both

Radamec 421 and 435s pan/tilt heads. It can hold a range of cameras, lenses and lightweight prompts and can be config-

ured with any of Radamec's control panels, such as the ARC 2000 touch control panel. The 431 pan/tilt head supports camera and lens packages up to 33 pounds and can be wall-, ceiling- or tripod-mounted. Control electronics are mounted on the inside of the head cover.

### Fox Family Channel gets Fresh look

**F**resh Produce Entertainment Inc., a production company specializing in entertainment marketing, has created Fox Family Channel's first consumer on-air sweepstakes campaign. Fresh Produce used Strata Studio Pro 3-D software and Abode After Effects for compositing on the 10-spot campaign.



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# NBC to push video streaming in a big way

Network offers stations InterVu as O&Os revamp sites

By Richard Tedesco

**N**BC is offering InterVu's video and audio streaming services to virtually all of its TV network affiliates as the network's owned-and-operated stations plan a major overhaul of their respective Websites to include more multimedia.

NBC will make the InterVu technology available to the more than 100 affiliates participating in its Interactive Neighborhood (IN) initiative, representing stations in nearly 80% of the TV markets across the country. The network wants to encourage a unified streaming strategy among the stations that carry the IN localized information services.

While NBC appears to be pushing the streaming solution created by InterVu, in which it holds a 10% stake, the impetus is coming from stations interested in spicing up their sites with multimedia, according to Bob Meyers, senior vice president of NBC Interactive. "It's not something that we're necessarily pushing on them," says Meyers. "We try to be in a position where affiliates are going in different directions in areas we think are of strategic importance to the stations and the business."

InterVu provides server technology that lets PC users use most of the popular streaming technologies, including RealNetworks' RealVideo, Apple Computer's QuickTime and RealAudio and NetShow, the technology developed by Microsoft Corp. Microsoft, which is NBC's partner in MSNBC and Interactive Neighborhood, is creating Sidewalk city guide sites for many of the affiliates that carry IN content on their sites.

The 13 NBC O&Os are planning to overhaul their sites within the next several months as part of an initiative fostered by that network division, according to NBC O&O executives. Two of those stations, KNBC(TV) Los Angeles and KNSD(TV) San Diego, have been streaming their newscasts live online. Planning for the O&Os' Website overhaul, which also will include a new business model for the sites, is still at a preliminary stage, according to a source



KNBC(TV) Los Angeles was one of the first NBC O&Os to offer video streaming.

familiar with the project. The Website overhaul and the InterVu offer are the latest in a series of projects that has put NBC in the forefront on the 'Net among its broadcast network competitors.

NBC, which invested in InterVu in November 1997, is using InterVu's network of video servers to stream content on its VideoSeeker video-highlights site and on the various entertainment sites within NBC.com, including sites for the *Homicide* drama series *The Tonight Show with Jay Leno*. A site for *Late Night With Conan O'Brien* was launched recently.

NBC stations that agree to use InterVu to enable streaming on their sites will receive favorable terms, according to Meyers, who declined to give details. InterVu charges its client sites flat monthly fees (or on an à la carte basis) for its services.

Timing of the technology rollout to the stations is up to NBC, according to Harry Gruber, InterVu CEO, who says the deal is "a sign of the tremendous enthusiasm for video over the Internet." InterVu already is providing its services to KNSD San Diego. ■

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## SITE OF THE WEEK [www.wkbw.com](http://www.wkbw.com)



### WKBW-TV Buffalo, N.Y. ABC, ch. 7

**Site features:** Live video streaming daily of 5:30 a.m., noon, and 5, 6 and 11 p.m. newscasts; text of breaking local news stories and Associated Press reports; links to ABC.com, ABCNews.com, ESPN.com and Mr. ShowBiz; links to local medical directory, business directory, dining guide and auto classifieds

**Site launched:** June 1995

**Site director:** Ken Brechtel, Internet services coordinator

**Number of employees:** 3

**Design:** In-house

**Streaming technology:** RealNetworks RealVideo

**Traffic generated:** Averaging 400,000-600,000 page views monthly

**Advertising:** Local banner ads, classifieds

**Revenue:** N/A

**Highlights:** Some 30,000 PC users a week (largely displaced Buffalo natives) have been tuning in for newscasts since station started streaming them live in early July and set up link on Broadcast.com; online medical directory also has been a big draw

—Richard Tedesco

# MSN pushes portal profile with search engine release

By Richard Tedesco

**M**icrosoft Corp. continued to recast MSN as a practical portal site and staked out its turf in the search engine business with the beta release of MSN Internet Search last week.

The beta release, using search technology licensed from Inktomi late last year, will exist as a stand-alone site (search.msn.com) and will reside in MSN.com along with five other search engines. But Microsoft clearly is pushing its overall Internet presence with this initial release (the full-blown product release is planned for late this year, according to Nicole Hardy, MSN product manager). Other features, including a directory, will be added after Microsoft analyzes use patterns during the beta test.

Microsoft will "investigate partnerships" with Internet service providers,

according to Hardy, who says that the company also is contemplating incorporating the search engine into Windows, as it did with its Internet Explorer browser. (That move spawned the federal/state antitrust case now under way.)

Other Microsoft Net vehicles

## Microsoft

(including CarPoint and Expedia, its auto purchasing and travel ticketing services) appear both as search destinations and in a banner ad that partially frames the MSN search format.

Creation of MSN Internet Search is another step toward Microsoft's goal of recasting MSN as the Web's "most useful and practical service," as Hardy puts it. That's a complete turn-about from the MSN that Microsoft originally envisioned as an entertainment service. ■



### A History of Chili

Down deep in the, uh, well, stomach of Texas, there is an abiding love for that hot-hotting (or hotting, as the case may be) ingredient, chili. So dear is it to the heart that in 1977 the famed hotting bowl was given the state's official dish status.



**'A History of Chili' is just one of the 'neighborhood' offerings on the improved HGTV site.**

## HGTV relaunches site as virtual village

Home & Garden Television recast its Website (www.hgtv.com) last week as an online village where viewers can get expanded information about the cable network's prime coverage areas.

PC users can zoom into the five "neighborhoods" of the HGTV village to access content about building and remodeling (Buildmore), crafts and hobbies (Craftmore), decorating (Designer's Point), gardening (Gardendale) and entertainment (Entertainia). The site layout also is a device to draw in advertisers as sponsors who "lease" building space in each area, providing users with ready links to their products, according to Channing Dawson, HGTV senior vice president of new media.

The overall objective is to make the site a practical information source rather than a promotional vehicle for programs. "Virtually any subject we've covered on air has content in our database," Dawson says.

HGTV's remodeled online landscape also includes news from Scripps-Howard; a library with a link to Amazon.com, and weather reports from Tribune Weatherpoint, with drought and soil moisture maps soon to be added.

HGTV plans on-air announcements starting this month to plug the site, which Dawson says has been averaging 4.5 million page views monthly.

—Richard Tedesco

WCFC-TV, Chicago, IL, from Christian Communications of Chicagoland, Inc., Jerry Rose, President, to Paxson Communications Corporation, Lowell "Bud" Paxson, Chairman and CEO for a total consideration of \$120,000,000, including all interest in KWOK-TV, Novato, CA, and other telecasting programming rights.

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# CHANGING HANDS

The week's tabulation of station sales

## TVs

**WOKR(TV)** Rochester, N.Y., **WGME-TV** Portland, Me., **WICS(TV)** Springfield and **WSMS(FM)**, **WKOR(AM)-FM** and **WICD(TV)** Champaign, both Ill., **KGAN(TV)** Cedar Rapids, Iowa, **WGGB-TV** Springfield, Mass., **WTWC(TV)** Tallahassee, Fla.  
**Price:** \$310 million  
 (See story on page 62)

**WGVP(TV)** Valdosta, Ga.

**Price:** \$3.65 million

**Buyer:** Southern Night Entertainment Corp., Fort Myers, Fla. (Brenda Sims-Palmer, president); no other broadcast interests

**Seller:** Hutchens Communications Inc., Valdosta, Ga. (Gary Hutchins, principal) no other broadcast interests

**Facilities:** ch. 44, 1,700 kw, ant. 920 ft.

**Affiliation:** UPN

**Broker:** Hayden & Associates

## COMBOS

**WTUP(AM)-WESE(FM)** Tupelo, and **WMXU(FM)**, **WSMS(FM)**, **WKOR(AM)-FM** and **WSSO(AM)** Columbus/Stark-

## PROPOSED STATION TRADES

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

### THIS WEEK

TVs □ \$313,650,000 □ 3  
 Combos □ \$16,325,000 □ 6  
 FMs □ \$4,500,000 □ 3  
 AMs □ \$12,340,000 □ 5  
 Total □ \$346,815,000 □ 17

### SO FAR IN 1998

TVs □ \$6,928,163,000 □ 60  
 Combos □ \$4,964,598,060 □ 202  
 FMs □ \$775,935,716 □ 252  
 AMs □ \$417,792,240 □ 161  
 Total □ \$13,086,486,016 □ 675

### SAME PERIOD IN 1997

TVs □ \$5,988,086,684 □ 83  
 Combos □ \$6,757,512,551 □ 232  
 FMs □ \$1,735,806,599 □ 307  
 AMs □ \$287,531,781 □ 163  
 Total □ \$14,768,937,615 □ 785

SOURCE: BROADCASTING & CABLE

ville, all Miss.

**Price:** \$6.85 million

**Buyer:** Cumulus Media LLC, Milwaukee (Richard Weening, chairman and Lew Dickey, vice chairman). Cumulus owns/is buying 119 FMs and 55 AMs.  
**Seller:** Charisma Communications, Columbus, Miss. (Donald R. Depriest, principal); no other broadcast interests

**Facilities:** WTUP: 1490 khz, 1 kw; WESE: 92.5 mhz, 5.4 kw, ant. 100 m; WMXU: 106.1 mhz, 3 kw, ant. 220 ft.; WSMS: 99.9 mhz, 6 kw, ant. 328 ft.; WKOR(AM): 980 khz, 1 kw; WKOR-FM: 94.9 mhz, 29.5 kw, ant. 492 ft.; WSSO: 1230 khz, 1 kw

**Formats:** WTUP: sports; WESE: urban contemporary; WMXU: urban; wsms: classic rock; WKOR(AM): gospel; WKOR-FM: hot country; WSSO: sports  
**Broker:** Media Services Group Inc.

**WFOR(AM)-WHER(FM)** Hattiesburg and **WJWF(AM)-WMBC(FM)** Columbus/Starkville, all Miss.

**Price:** \$4.5 million

**Buyer:** Cumulus Media LLC, Milwaukee (Richard Weening, chairman and Lew Dickey, vice chairman). Cumulus owns/is buying 119 FMs and 55 AMs.

**Seller:** Radio Hattiesburg and Radio Columbus, Columbus, Miss. (James Furr, owner); no other broadcast interests

**Facilities:** WFOR: 1400 khz, 1 kw; WHER: 103.7 mhz, 100 kw, ant. 1,056 ft.; WJWF: 1400 khz, 1 kw; WMBC: 103.1 mhz, 22 kw, ant. 754 ft.

**Formats:** WFOR: sports/talk; WHER: oldies; WJWF: Christian; WMBC: country  
**Broker:** Media Services Group Inc.

**KAVL(AM)** Lancaster, **KAVS(FM)** Mojave, and **KYHT(FM)** Yermo, all Calif.

**Price:** \$4 million

**Buyer:** Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division); owns/is buying one TV station, 134 FMs and 72 AMs

## WAITT BROADCASTING

has acquired

## KMEG-TV

Sioux City, Iowa

from

## MAINE RADIO & TELEVISION

The undersigned acted as exclusive broker in this transaction and assisted in the negotiations.



# Kalil & Co., Inc.

3444 North Country Club Tucson, Arizona 85716 (520) 795-1050

**Broadcasting & Cable**  
**ONLINE**

For breaking news during the business day, go online to [www.broadcastingcable.com](http://www.broadcastingcable.com)

**Seller:** Antelope Broadcasting Co., Lancaster, Calif. (Ron Carter, president)  
**Facilities:** KAVL: 610 khz, 4.9 kw day, 4 kw night; KAVS: 97.7 mhz, 3 kw, ant. 145 ft.; KYHT: 105.3 mhz, 400 w, ant. 1,037 ft.  
**Formats:** KAVL: sports; KAVS: modern rock; KYHT: modern rock  
**Broker:** Jorgenson Broadcast Brokerage

**WSMT-AM-FM and WTZX(AM) Sparta, Tenn.**

**Price:** \$615,000  
**Buyer:** Commonwealth Broadcasting Corp., Glasgow, Ken. (Brereton Jones, chairman)  
**Seller:** Austin Broadcasting Corp., Sparta, Tenn. (Bill Austin, president); no other broadcast interests  
**Facilities:** wsmt(AM): 1050 khz, 1,000 w day; wsmt-FM: 105.5 mhz, 1.05 kw, ant. 35 ft.; wtzx: 860 khz, 1 kw  
**Formats:** wsmt(AM): gospel; wsmt-FM: real country; wtzx: bluegrass  
**Broker:** Hadden & Associates

**KROO(AM)-KLXK(FM) Breckenridge, Tex.**

**Price:** \$310,000

**Buyer:** Breckenridge American Inc., Breckenridge, Tex. (Virgil E. Moore, president)

**Seller:** Big Country Radio Inc., College Station, Tex. (Kenneth R. Reynolds, president/owner); Reynolds also owns KAGG(FM) Madisonville, KKLK(FM) Daingerfield, and KIXK(FM) Linden, all Tex.

**Facilities:** AM: 1430 khz, 1 kw; FM: 93.5 mhz, 3 kw, ant. 268 ft.

**Formats:** AM: oldies; FM: country

**WHTH(AM) Heath and WNKO(FM) Newark, both Ohio**

**Price:** \$100,000 for stock  
**Buyer:** John C. Franks, Newark, Ohio; no other broadcast interests  
**Seller:** Charles E. Franks, Newark, Ohio; no other broadcast interests

**Facilities:** AM: 790 khz, 1 kw; FM: 101.7 mhz, 3 kw, ant. 280 ft.

**Formats:** AM: country; FM: oldies

**FMs**

**KWRP(FM) San Jacinto, Calif.**

**Price:** \$2.65 million  
**Buyer:** Magic Broadcasting Inc., Macon, Ga. (Don McCoy, president); McCoy also has interests in three AMs and four FMs  
**Seller:** HSC Radio Inc., San Jacin-

to, Calif. (Jerry Hartline, president)

**Facilities:** 96.1 mhz, 250 w, ant. 1,565 ft.

**Format:** Beautiful music

**Broker:** Media Services Group Inc.

**WEEZ(FM) Laurel/Hattiesburg, Miss.**

**Price:** \$1 million

**Buyer:** Cumulus Media LLC, Milwaukee (Richard Weening, chairman and Lew Dickey, vice chairman). Cumulus owns/is buying 119 FMs and 55 AMs.

**Seller:** Pine Belt Broadcasting Inc., Ellisville, Miss. (Gerald Williams, owner); no other broadcast interests

**Facilities:** 99.3 mhz, 50 kw, ant. 150 m

**Format:** Southern gospel

**Broker:** Media Services Group Inc.

**WYOC(FM) High Springs, Fla.**

**Price:** \$850,000

**Buyer:** Williams Broadcasting Inc., Lantana, Fla. (R.V. Williams, president); also owns WRGO-FM Cedar Key, Fla.

**Seller:** Millstone Broadcasting LC, Gainesville, Fla. (Donald Boyd, president); no other broadcast interests

**Facilities:** 104.9 mhz, 3.2 kw, ant. 450 ft.

**Format:** Oldies

**Broker:** Hadden & Associates

**AMs**

**KIMNY(AM) Pomona, Calif.**

**BY THE NUMBERS**

**BROADCAST STATIONS**

Service	Total
Commercial AM	4,724
Commercial FM	5,591
Educational FM	1,961
<b>Total Radio</b>	<b>12,276</b>
VHF LPTV	559
UHF LPTV	1,515
<b>Total LPTV</b>	<b>2,074</b>
FM translators & boosters	2,928
VHF translators	2,248
UHF translators	2,752
<b>Total Translators</b>	<b>7,928</b>
Commercial VHF TV	558
Commercial UHF TV	651
Educational VHF TV	125
Educational UHF TV	242
<b>Total TV</b>	<b>1,576</b>

**CABLE**

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	66.1%

\*Based on TV household universe of 98 million  
 Sources: FCC, Nielsen, Paul Kagan Associates  
 GRAPHIC BY BROADCASTING & CABLE

**C L O S E D**

**PAXSON COMMUNICATIONS CORPORATION**

Lowell "Bud" Paxson, Chairman and CEO

*has agreed to acquire*

**KPXO-TV**

Kaneohe (Honolulu), Hawaii

*for*

**\$6,900,000**

*from*

**DOVE BROADCASTING COMPANY**

Paul A. Tennyson, President

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

**PATRICK COMMUNICATIONS**



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## Call for authors

BROADCASTING & CABLE and Focal Press are seeking authors for a new series of books to be written by and for broadcast and cable professionals, addressing topics essential to their needs.

The books will be sponsored by BROADCASTING & CABLE and will be published internationally by Focal Press, a leading publisher of books and videos about media topics.

Areas of interest include, but are not limited to: telco entry, new distribution technologies, high-definition television, ratings, interactive programming and management issues. Books that cover innovative ideas and practical solutions are encouraged.

For more information or to submit a proposal, please contact Marie Lee, Publisher, Focal Press, 225 Wildwood Avenue, Woburn, Mass. 01801,

**Price:** \$7.55 million

**Buyer:** Multicultural Radio Broadcasting Inc., New York (Arthur Liu, president); owns/is buying one FM and 11 AMs

**Seller:** Money Radio Inc. and Spectrum Enterprises Inc., Pomona, Calif. (Vera Gold, president); no other broadcast interests

**Facilities:** 1600 khz, 5 kw

**Format:** Business news/talk, Chinese

**Broker:** William B. Schultz Jr.

**WRKL(AM) New City, N.Y.**

**Price:** \$1,625,000

**Buyer:** Polnet Communications Ltd.,

Chicago (Walter Kotaba, president/CEO); also owns WNVN(AM) Vernon Hills and WKTA(AM) Evanston, both Ill.

**Seller:** Big City Radio Inc., New York (Michael Kakoyiannis, president/CEO); also owns two AMs and 12 FMs

**Facilities:** 910 khz, 1 kw day, 600 w night

**Format:** News/talk

**Broker:** Frank Boyle & Co.

**WLUZ(AM) Bayamon, P.R.**

**Price:** \$1.6 million

**Buyer:** Marketing Promotions Net-

work, Santurce, P.R. (Antonio Perez Yanez, president)

**Seller:** Lucas Tomas Muniz Ramirez, Bayamon, P.R.

**Facilities:** 1600 khz, 5 kw

**Format:** Spanish, oldies

**WSRF(AM) Fort Lauderdale, Fla.**

**Price:** \$1.5 million

**Buyer:** Gallery Broadcast Inc., Oxford, Conn. (Carl Nelson, president); no other broadcast interests

**Seller:** Entertainment Radio Systems, Hollywood, Fla. (Jon J. Mark, president); no other broadcast interests

**Facilities:** 1580 khz, 10 kw day, 5 kw night

**Format:** Entertainment radio information

**Broker:** Hayden & Associates

**WBLC(AM) Lenoir City, Tenn.**

**Price:** \$65,000

**Buyer:** MetroWest Radio LLC, Knoxville, Tenn. (Susan K. Horne, chief manager)

**Seller:** Lauderdale-McKeehan Christian Broadcasting Corp., Lenoir City, Tenn. (Earl Lauderdale, president); no other broadcast interests

**Facilities:** 1360 khz, 1 kw

**Format:** Religious

—Compiled by Alisa Holmes

# Sinclair buying Guy Gannett TVs

*After spin-off of WOKR Rochester, purchase of six stations costs \$185 million*

By Steve McClellan

**S**inclair Broadcast Group confirmed last week that it is buying the Guy Gannett TV group for \$310 million (B&C, Sept. 7). But it will spin off GG's WOKR(TV) Rochester, N.Y., to The Ackerly Group Inc. for \$125 million, reducing its cost of buying the remaining six GG stations to \$185 million.

GG's other six stations are WTWC (TV) Tallahassee, Fla.; WICD(TV) Champaign and WICS(TV) Springfield, both Illinois; KGAN(TV) Cedar Rapids, Iowa; WGME-TV Portland, Me., and WGGB-TV Springfield, Mass. Sinclair already owns WUHF(TV) Rochester.

Sinclair told analysts that the purchase price is 12.6 times projected 1999 broadcast cash flow—but with tax benefits, that multiple will be reduced to 10.6 times.

Sinclair executives acknowledged to analysts in a conference call last week that the GG deal will push Sinclair's

**Sinclair said that it anticipates boosting the GG stations' operating profit margins to 29% next year, from about 25.8% this year.**

debt level past certain bank loan covenants. Those covenants restrict the company's debt level to 6.5 times earnings before interest, taxes, depreciation and amortization. Sinclair said it would reduce its debt-to-EBITDA ratio (which the GG purchase will push to about 6.7 times) by selling unspecified "nonstrategic" assets.

Sinclair also said that it anticipates boosting the GG stations' operating profit margins to 29% next year, from about 25.8% this year. Sinclair added that it expects to reduce the Gannett stations' program costs substantially by making them part of a much bigger group that has more bargaining power

with syndicators and other programmers. Analysts quoted the Sinclair executives as saying they were "shocked" that GG stations were paying as much as three to four times what Sinclair stations typically pay for programming.

In a press release, Sinclair said it looks forward to working with the employees of the GG stations to "enhance the strong broadcasting tradition they have built" while bolstering profit margins at the same time.

No word, however, on whether the GG general managers will stay. In the past, Sinclair has aggressively replaced the general managers of stations it has acquired.

Witness changes at the company's two most recent acquisitions—Max Media and Sullivan Broadcasting. Both of those deals closed during the first week of July. Of the 23 TV stations acquired in those transactions, company executives told analysts, 19 had their general managers replaced within the first month of operation under Sinclair. ■



**RADIO**

**HELP WANTED MANAGEMENT**

**General Manager.** WSBC-AM, Chicago's longstanding multicultural brokered station, is looking for a sales oriented general manager to maintain and build our position in the City's diverse communities. Flexible hours. We're thinking 50's, plus bonus, with full benefits. Fax resume, references, and salary history to 773-975-1301. EOE.

**HELP WANTED SALES:**

**A selling GM needed for AM station** with large coverage in the beautiful Pee Dee area of S.C., a short distance from Myrtle Beach Exclusive Stardust format receiving tremendous response. Good opportunity for small market sales person seeking chance to manage and sell. Very good potential for an honest, aggressive person. Send resume to: Tom Gentry, PO Box 18614, Charlotte, NC 28218.

**SITUATIONS WANTED MANAGEMENT**

**Radio announcer/engineer/producer with ten years experience** seeks full-time opportunities in Southwest USA. Hi, I'm Chris Cooke, the host of two music programs on a public radio station in Nebraska where I interview nationally-known performing artists on a regular basis. I'm looking for full-time opportunities in announcing and/or production to build my skills and contribute more fully to a radio station. Could that station be yours? If so, contact me at Ccooke66@yahoo.com. Until that time, here's hoping your week is everything you want it to be!

**LEASED PROGRAMMING**

**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**

**The Maslow Media Group,** a leading recruiter in the broadcasting industry, is seeking a: Director of Production Operations for a major television company located in Washington, D.C. Candidates must have 8-10 years production management experience including international productions. Strong department and people management skills required. Production account management skills necessary. Experience with production contract and budget negotiations; and a Consultant-Financial/Programming to conduct financial due diligence on film/program libraries. Must have legal, financial, programming knowledge in the entertainment industry. Professional degrees in these disciplines required. Fax resumes to 703.841.9355. Mail resumes to: Maslow Media Group, 2030 Clarendon Boulevard, Ste. 211, Arlington, Virginia 22201. Job Hotline: 301.570.9100 www.maslowmedia.com

**Operations Director.** Hearst-Argyle Television Station has opportunity for a key management position. The Operations Director oversees the on-air operation from news directing and switching to studio operations. Create and maintain department budget. Also direct Commercial Production and coordinate locally produced special programs. Must have experience in all areas of operations, be a trainer, good communicator and team player. Knowledge of AVID non-linear editing a plus. Send resume to: Bob Rice, President/General Manager, Attn: Ad BROADCASTING & CABLE, KSBW, PO Box 81651, Salinas, CA 93912. EOE.

**Membership Manager for public television station,** KRWG-TV, Las Cruces, NM. Oversees day to day membership activities. Generate increased revenue through viewer contributions at various membership levels. Plan on-air and direct mail membership campaigns. Bachelor's degree in marketing/sales or a related field. Minimum of one year related experience. Experience in public television fundraising or outside sales preferred. Must be able to communicate professionally on air. Good organizational and detail skills a must. Basic computer data base skills preferred. Salary range \$20,868.36 to \$31,300.00. Position contingent on funding. Submit letter of application, resume and three references by 5:00pm, October 9, 1998 to Anthony Casaus, Director of Development, KRWG-TV/MSC TV 22, Box 30001, Las Cruces, NM, 88003. KRWG-TV and New Mexico State University are an Equal Employment Opportunity/Affirmative Action Employer.

**General Manager - Midwest.** We're a privately owned Midwest group operator with very little debt. We own number one multi-opoly operations. Our employees work in state of the art facilities and are rewarded with excellent compensation and benefit packages. For nearly three decades we've enjoyed an excellent reputation in the radio industry. You're correct to assume that our expectations are high! We have a need for an outstanding General Manager to lead a multiple station operation. This person should have prior experience managing multiple stations simultaneously in mid-size markets. We're only interested in an individual who can demonstrate a history of building number one stations and who understands equally the nuances of programming, promotion and sales. The selected individual will have a stable employment history...drifters need not apply. We encourage women and minorities to apply for this position. Please send resume and references. Reply to Box 01423 EOE.

**HELP WANTED SALES**

**National Sales Manager.** WCSC-TV, one of the nation's highest rated CBS affiliates, located in the southeast's most charming and historic city, and the #1 station in the market, is accepting resumes. Candidates must possess knowledge and experience in managing local and or national sales or its equivalent. This aggressive negotiator must be a master at inventory control, have knowledge of NSI, TV Scan, and other marketing research tools. National rep experience in handling the southeast's top national agencies and accounts preferred. Superior written and oral skills, plus PC skills in Microsoft Word, Excel and other software programs. Send resume to WCSC-TV, Human Resources Manager, 2126 Charlie Hall Blvd., Charleston, SC 29414. WCSC is an Equal Opportunity Employer and a division of Jefferson Pilot Communications. No phone calls.

**Broadcasting & Cable**

**We Need Your Passion for Sales and Talent for Success!**

Broadcasting & Cable has an exciting opportunity for a dynamic, energetic individual. Seeking a seasoned sales professional to drive cable industry ad sales. Knowledge of TV, cable and related industries preferred. Ideal candidate should have 5+ years in ad sales for publishing, cable television or affiliate sales.

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

**Human Resources Department - BC  
 Cahners Business Information  
 245 W. 17th Street  
 New York, NY 10011  
 or fax to 212-727-2425. EOE M/F/D/V.**



**Traffic Manager.** Hearst-Argyle Television station and #1 affiliate in Monterey/Salinas market is seeking a Traffic Manager to direct and administer all functions of a department of three. Accuracy and efficiency is imperative! Columbine AS400 is in place. Must have strong analytical skills and be detail oriented with solid communication skills. Three to five years experience required. Send resume to: General Sales Manager, Attn: BROADCASTING & CABLE, KSBW, PO Box 81651, Salinas, CA 93912. EOE.

**General Sales Manager.** A chance to have your own shop and earn your stripes. We are a small market western affiliate that leads the market in every respect. Our challenge is to have our revenues match our performance. Can you train and motivate? Can you educate clients as to what constitutes value in local television? Are you the person to move a station to the next level in marketing its dominance? If so, we can offer a rewarding package and unmatched lifestyle. Resumes to Box 01422 EOE.

**Traffic Manager:** A start-up HDTV satellite network is searching for an exceptional Traffic Manager that can build a department from the ground up. Responsibilities include, but are not limited to: 1) Overseeing and assuring all station programming, scheduling, traffic, and promotion placement. 2) Reports and logs 3) Assisting in inventory control. Applicants should have 3+ years experience in broadcast trafficking and management. If you are ready for the revolution of HDTV, submit your resume and cover letter to M. Heeter, 2310 Millpark Dr., St. Louis, MO 63043. Please indicate position of interest on envelope. Minorities and women are encouraged to apply. EOE.

**General Sales Manager.** The General Sales Manager reports to the Station Manager and is responsible for directing, motivating, training and evaluating the national and local/regional sales staff and support group. This person is responsible for all the station's revenue and must be ever vigilant in managing, pricing and selling the station's inventory. This person is also key to local client relations and must maintain a high profile with the local/regional and national buying community. A minimum of two years sales management experience is required. Knowledge of broadcast media sales is a must. Minimum of a college Bachelor's Degree is required. Personal computer skill, with Microsoft Office experience, is recommended. Responsibilities: 1) Management, pricing and sale of inventory, 2) Management of all local/regional sales account lists, 3) Managing formulation of all local/regional and national sales quotas, 4) Management of the local/regional sales staff and national rep, 5) Assisting with management of sales support staff, 6) Motivating the sales force, 7) Manage training the sales force, 8) Assist with creating sales programming and rating sales materials, 9) Working with news, programming, promotion, and production in achieving maximum time sales, 10) Communicating with top management on local/regional sales, forecasts and market conditions, 11) Weekly budget updates and forecast for local salespeople, 12) Weekly avails (inventory and pricing controls), 13) Plan and hold weekly sales meetings, 14) Coordination of activities with TVB, Co-op Vendors and other projects, 15) Maintaining the best possible relationship with all station clients, 16) Maintaining upper management relations with national rep firm. The Chronicle Publishing Company is a drug-free workplace and requires preemployment drug testing. Send resume to or fill out an application at: ABC Kansas/KAKE TV, Human Resources, 1500 N. West Street, Wichita, Kansas 67203. Phone: 316-946-1327, Fax: 316943-5160 or Email: dhuebert@kake.com. KAKETV is an Equal Opportunity Employer.

**Senior Account Executive:** 3-5 years TV sales experience a must! Very strong account list for a proven performer. Agency experience with strong negotiation skills a must. Knowledge of pure and applied research. This applicant will definitely follow a winner! Send resume to: William D. Webb, General Sales Manager, P.O. Box 2009, Durham, NC 27702. No phone calls. EOE.

**Account Executive- CBS station in midwest** is looking for an account executive who is ready to move up. Proven success in developing new business and the ability to handle a major list. Send resume to: Personnel, KGAN-TV, P.O. Box 3131, Cedar Rapids, IA 52406.

**Midwest affiliate seeks** a General Sales Manager with strong leadership abilities and a proven track record of building a sales department. Prefer 3-5 years experience, pricing, inventory control, sales promotions and new business development are the skills we need. Join a growing station. We are an Equal Opportunity Employer. All responses will be held in the strictest confidence. Reply to Box 01424.

**HELP WANTED MARKETING**

**Marketing Manager.** WQAD-TV has an immediate opening for a Marketing Manager. Primary responsibilities include coordination of consumer research, client presentations, marketing plans, developing projects for sales, marketing, promotional for the community. This position will oversee all coordination of Kids Count projects and the Expo. The successful candidate must possess excellent communication skills and strong desk top publishing and computer system skills. Send resume to: Trent Poindexter, General Sales Manager, WQAD-TV, 3003 Park 16th St., Moline, IL 61265. No telephone calls please. EOE.

**Marketing Executive.** Immediate opening for a highly motivated sales person with at least 5 years experience in direct sales, Broadcast media preferred, college degree a plus. Job duties include prospecting for new business and servicing accounts after the sale, professional appearance a must with dependable transportation. Submit/fax your resume to Tesa M. Whitley, General Sales Manager, Benedek Broadcasting Corp., dba KOSA-TV, 1211 N. Whitaker, Odessa, TX 79763. Fax: 915-580-8010. EOE.

**HELP WANTED CREATIVE SERVICES**

**Assistant Design Director.** The #1 FOX O&O is looking for a highly creative assistant design director to join our Emmy-winning Creative Services team. Candidate must have two years minimum broadcast design experience and 5 years in the graphic design field. Macintosh, Photoshop, Illustrator and 2-D animation required. Must have strong typographic skills and ability to work well and delegate to other designers. Liberty and 3-D experience a definite plus! If you're up for the challenge of creating onair and print design for news, sports, and entertainment, send your reel, print sample and resume to Human Resources, WAGA-TV, 1551 Briarcliff Road, Atlanta, GA 30306. No phone calls. EOE.

**Graphic Artist.** Responsible for creation of daily news graphics on Quantel Paintbox and Harriet, Media 100 and After Effects, ability to perform under tight deadlines. Minimum 2 years experience in television and design. Formal training in design/art school or college level required. Send resume and reel to Kathy Thaden, KMGH-TV, 123 Speer Boulevard, Denver, CO 80203. Equal Opportunity Employer. Pre-employment drug testing.

**Creative Services Writer/Producer.** Job Code 9830. WPBF, the Hearst-Argyle station in sunny West Palm Beach has an immediate opening for a Creative Services Writer/Producer. Responsibilities include writing and producing aggressive on-air news topicals as well as working on various other projects including news series, programming promotion and community events. Successful candidate will work well with News, possess strong writing, organizational, and leadership skills along with proven creativity. Demonstrated use of effective graphic and production techniques is a must. Non-linear editing skills a plus. For consideration, send tape, resume and cover letter to Sara Ahmad, Creative Services Director, WPBF, 3970 RCA Boulevard, Suite 7007, Palm Beach Gardens, FL 33410. No phone calls please. WPBF is an Equal Opportunity Employer. Qualified women and minorities are encouraged to apply.

**Creative Services Manager.** Join a developing station that's part of a winning organization. WGRZ-TV, the Gannett owned NBC affiliate in Buffalo, New York, is seeking a creative executive to oversee its marketing department and a long term focused strategy to help the station achieve leadership status in a very competitive market. Experience in media planning, excellent interpersonal and organizational skills and ability to build a brand image are a must. EOE. Please send resume and tape to: Lawrence P. Herbster, President/General Manager, WGRZ-TV, 259 Delaware Avenue, Buffalo, New York 14202.

**HELP WANTED PRODUCTION**

**Post-Production Manager:** A startup HDTV satellite network is looking for an experienced pro willing to jump into the dragon's mouth and manage our programming flow from source to up-link. Technical credentials coupled with management experience will definitely give you a leg up! Applicants should have 3+ years broadcast and post-production experience. If you are ready for the revolution of HDTV, submit your resume and cover letter to M. Heeter, 2310 Millpark Dr., St. Louis, MO 63043. Please indicate position of interest on envelope. Minorities and women are encouraged to apply. EOE.

**HELP WANTED TECHNICAL**

**Senior Television Maintenance Engineer.** Fully skilled in repairing both digital and analog video and audio broadcast grade equipment. Troubleshooting to both the board and component level preferred. Facilities and light circuit design skills a plus. Electrical Engineering degree preferred, but not required. An extremely high quality sense is mandatory. Extensive experience in broadcast grade teleproduction, network or Television station engineering required. Send resume and salary requirements to: Nichols Technical Services, Attn: SR/3/98, 2945 Flowers Road South, Suite 107, Atlanta, GA 30341.

**Junior Television Maintenance Engineer.** Broadcast grade equipment bench repair skills required. High quality level of digital and analog video and audio equipment alignment and set-up abilities. Full understanding of electronic theory mandatory. Technical school or college degree in an electronics related discipline preferred. A minimum of 7 years experience in engineering maintenance at the broadcast grade level is a must. Send resume and salary requirements to: Nichols Technical Services, Attn: JR/3/98, 2945 Flowers Road South, Suite 107, Atlanta, GA 30341.

**WRBW-TV is seeking a broadcast maintenance engineer.** Candidate should have 4 to 6 years of component level troubleshooting skills. Experience with UHF RF system, microwave and strong computer skills are necessary. Send resume and salary requirements to WRBW TV-65, 2000 Universal Studios Plaza, #200, Orlando, FL 32819, Attn: Robert Fusco, Chief Engineer. EEO Employer.

**Maintenance Engineer.** Florida's sun and sand are calling you. WFTX-TV, the FOX affiliate in the Fort Myers market, is seeking a self-motivated Maintenance Engineer. Experience with station systems, component level repair, cameras, Odetics TCS2000, 3/4", Beta, ENG and News experience a must. All new Digital-S news department. SBE certification and UHF experience are desirable. Second shift hours. Please send resume and salary requirements to: Ryan Steward, Chief Engineer, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

**AVID Editor.** Responsibilities include cutting promos and program segments in new all digital AVID Suite. Minimum 2 years non-linear editing experience with AVID Media Composer. Highly proficient in version 7.x, Pinnacle 3-D, nesting and advanced effects required. IceFX a plus. Familiarity with Digital Betacam, and automated digital audio mixing preferred. Please send resume to: Employee Relations Manager, WCAU, 10 Monument Road, Bala Cynwyd, PA 19004. We are an Equal Opportunity Employer.

## HELP WANTED TECHNICAL

## WTTG/FOX TELEVISION STATION

Immediate & Challenging Engineering Opportunities @  
FOX O&O in Washington, DC:

**VICE PRESIDENT/ENGINEERING:** Strategic Sr. manager to direct all engineering and technical operations for FOX, O&O Television Station in Washington, DC. Responsibilities include spearheading and overseeing all technical projects (including DTV), facilities management, technical assistance/support to news and promotions depts. And technical equipment contract negotiations and department budget preparation. Must have knowledge of news operations, and track record for providing news support. Ability to effectively interact with all staff levels. Strong written, verbal interpersonal communication skills. Must be experienced administering and interpreting collective bargaining agreements. Ten (10) years progressive experience in television broadcasting five (5) of which is technical management and supervision in major market. Bachelors degree in relevant technical field.

**ENGINEERING SUPERVISOR:** Will provide technical support to the Engineering Dept. and other departments as needed. Management of News technical facilities including BASYS system, personal computers; software purchase, installation and training; telephone system maintenance and administration; broadcast video and audio engineering - Supervision of union technical personnel. Must have knowledge of digital transmission technologies, satellite transmission systems, non-linear editing systems and other relevant technical systems and technologies. Knowledge of news operations and track record for providing news support. Ten (10) years progressive experience in television broadcasting five of which is technical management and supervision in major market. Bachelors degree in relevant technical field.

**ENGINEERING MANAGER:** A manager to directly schedule and supervise unionized technicians. This individual must have a minimum of five (5) years experience in managing and scheduling unionized technicians. Technical background to be able to plan and implement projects. UHF transmitter and digital audio/video experience is a plus.

**Individuals must be able to effectively interact with all levels of personnel. Strong written/verbal interpersonal communication skills. Must be experienced in administering and interpreting collective bargaining agreements.**

For immediate consideration, send letter of interest & resume via fax @ 202/895-3286 or mail to: Mary Talley, VP/Human Resources, WTTG/FOX 5, 5151 Wisconsin Ave, NW Washington, DC 20016 EOE/M/F/D/V



## NEBRASKA EDUCATIONAL TELECOMMUNICATIONS

NET offers excellent benefits and is seeking talented professionals to staff the following positions that are currently available:

## TELEVISION MASTER CONTROL OPERATORS

Several positions available to perform master control and satellite distribution operations. Three years experience in broadcasting electronics and FCC Radiotelephone Operator's License/Permit required. Equivalency considered. Trainee program available for individuals who do not meet minimum qualifications. Review of applications will begin 9/30/98. Positions will remain open until filled.

## TECHNICAL SOFTWARE ENGINEER

Plan, design, install and implement systems used for distance education distribution and transmission. Associates degree in electronics or related field plus three years related technical experience required. Equivalency considered. Knowledge of network data systems preferred. Review of applications will begin 9/30/98. Position will remain open until filled.

## DESIGN ENGINEER

Plan, design, and implement systems used for distance education distribution and transmission. Associates degree in electronics or related field plus three years related technical experience required. Equivalency considered. Computer programming and network data systems experience preferred. Review of applications will begin 9/30/98. Position will remain open until filled.

Must complete a State of Nebraska Application Form.

Apply now to NE State Personnel, PO Box 94905, Lincoln, NE 68509 or call (402)471-2075. AA/EOE.



**Chief Engineer needed for Florence/Myrtle Beach, South Carolina, CBS affiliate.** WBTW-TV13 is owned by Spartan Communications, Inc., a leading pioneer broadcast company for over 50 years. Mail or fax letter of application with resume to: Bone & Associates, Inc. Attention: WBTW Position. Six Blackstone Valley Place, STE 109, Lincoln, RI 02685. Fax 401-334-0261. EOE/M-F.

**Chief Engineer.** Experienced with transmitters, microwave, computers, analog and digital. A leader, manager, team player and motivator to take us into the digital future. Send resume to General Manager, KULR-8 Television, 2045 Overland Avenue, Billings, MT 59102. EOE, confidential.

**Engineering Supervisor.** Telemundo/KSTS-TV in San Jose, California, a Telemundo owned and operated station, is seeking an Engineering Supervisor for its studio operation. The candidate should possess an Associates Degree in Electronics and a minimum of 5 years experience in the repair of SP beta machines, cameras, studio production equipment, video servers, and have a solid background in computer systems. Strong analog and digital troubleshooting skills a must as is the ability to communicate well with others. Managerial skills, FCC Radiotelephone Operator License, SBE Certification and UHF Transmitter experience desirable. Send resume, salary history and cover letter to: Robert Amoroso, Director of Engineering and Operations, Telemundo/KSTS-TV, 2349 Bering Drive, San Jose, CA 95131 or Fax: 408-432-6218. EOE.

**Engineer Technician, KDFW FOX 4 Television Station, Dallas/Ft. Worth FOX O&O.** is seeking a Engineer Technician. Duties will include, although not limited to, repair and preventative maintenance on broadcast equipment to include RF transmission systems and microwave systems, studio and production equipment, Beta and 1" tape machines, master control, routing and terminal equipment. Candidate must have solid RF background to include transmitters and microwave experience. Knowledge of UHF and VHF transmitters preferred. Two years technical school in electronics and 3-5 years in broadcast maintenance preferred. Rush resume and letter of interest to: KDFW FOX 4, Attn: Human Resources, 400 N. Griffin Street, Dallas, TX 75202. Or fax to 214-954-0315. No phone calls please. EOE/M/F/D/V.

**Broadcast Maintenance Engineer, FOX 5, a FOX O&O.** seeks Broadcast Maintenance to maintain broadcast television equipment to the component level and system level; participate in equipment installation and system design; maintain the following types of equipment: videotape machines or various formats (including Beta and one-inch), switchers, character generators, video cart machines, electronic graphics, audio mixers and recorders, monitors, cameras and other related equipment. Minimum 3 years experience working in a television or production facility. Experience in computer networks and digital technology preferred. College or technical training, minimum 2 years. Send resume to Human Resources, WAGA-TV, 1551 Briarcliff Road, Atlanta, GA 30306. No phone calls. EOE.

**ENG and Broadcast Personnel.** ENG Field Operations with Camera and Microwave Experience. Videotape Editors. Studio Operations and Maintenance Including: 1) Technical Directors (GVG-300 switcher with Kaleidoscope) 2) Audio (mixing for live studio and news broadcasts) 3) Studio Camerapersons (studio productions and news broadcasts) 4) Chyron Operators (iNFiNiT) 5) Still Store Operations 6) Tape Operators (Beta) 7) Maintenance (plant systems with experience in distribution and patching) 8) Lighting Director Engineer 9) Robotic Camera Operations 10) Master Control. For the East Coast, Midwest and West Coast. Would commence spring/summer 1998. Out-of-town applicants accepted for the positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017, Or Fax 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

**Engineering professional.** Major market television group broadcaster seeks a "hands-on" Assistant Director of Engineering for the group. You will be based in Los Angeles but 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. EOE.

Panasonic Broadcast & Digital Systems Company is a leading supplier of video and audio products for broadcast, post production, business and industry, education and government markets. We're looking for experienced TV broadcast and digital video engineering professionals who like to associate with a leader.

**Group Product Manager, Non-Linear Systems**

Full responsibility for video server, NLE, news workstation and network product management. Requires 10+ years in professional video and TV broadcast and at least 3 years in video servers, non-linear editing and/or computer video networking. Exceptional opportunity for team leader.

**High Definition Switcher Product Manager**

Responsible for product marketing and development including high definition and progressive scan digital production switchers and related support products for television broadcast, production and post-production. Requires a BS/BA in related field (or appropriate equivalent experience/education) and in-depth knowledge of technical concepts and operational techniques used in the application of television production switching products. Must possess excellent communication and interpersonal skills. Travel required.

**Product Specialist, TV News Editing**

Take charge of one of the most dynamic areas of computer networking technology within TV broadcasting. Excellent growth opportunity for an individual with 3+ years experience in TV news editing technology or operations, or in a related networked NLE field.

**DTV Camera Specialist**

Responsible for providing technical support for new high definition and progressive scan digital television cameras for use in broadcast television, news and production. Will work closely with technical product management to develop and implement DTV camera products. Requires a BS/BA in related field (or appropriate equivalent experience and education) and in-depth knowledge of technical concepts and operational techniques used in the application of high-end digital television camera products. Must possess extensive knowledge of digital camera technology, systems integration and ability to manage customer relations along with excellent communication and interpersonal skills. Travel required.

We offer a competitive compensation and benefits package in a friendly working environment. Please forward resume with salary history to: **Panasonic Broadcast & Digital Systems Company, Human Resources, 3330 Cahuenga Blvd. West, Los Angeles, CA 90068. Fax: 213/436-3561. E-mail: borehams@panasonic.com** Equal Opportunity Employer. M/F/D/V.

Visit our website at [www.careermosaic.com/cm/pbds](http://www.careermosaic.com/cm/pbds)

**Panasonic**  
Broadcast & Digital Systems Company

HELP WANTED NEWS

**Statewide Broadcast TV News Network**

Seeking quality-minded professionals to fill the following positions. Must have five years TV news experience:

- Reporters** – Investigative experience. Enterprising, enterprising, enterprising.
- Photographers** – Work with reporter, but must have work ethic and journalistic approach of a one-man-band.
- Producers** – Strong writing skills and ability to visualize program.
- Directors** – Nimble-fingers and ability to think ahead.
- Promotion directors** – Creative writing and non-linear editing skills. Must do more than point out the obvious.
- Non-linear editors** – Fast, quality.

Openings are at various metropolitan locations across Texas. Competitive pay and benefits. An equal opportunity employer.

Contact:

Peggy Cimics, HR Director  
8122 Datapoint Dr., Ste. 305  
San Antonio, TX 78229



THE TEXAS NETWORK

**Weekend Meteorologist.** We have it all: Weather that can change in a minute, state-of-the-art equipment and a team that won't be beat! If you have a degree in meteorology (AMS seal preferred), at least 2 years television weather forecasting experience, are able to report on weather related stories and love to share your knowledge with others, send resume and a non-returnable tape to Stacy Roeder, News Director, WGRZ-TV, 259 Delaware Avenue, Buffalo, NY 14202. EOE.

**WTVR-TV in Richmond, Virginia,** a Raycom Media station, has an immediate opening for a Morning/Noon Weather Anchor. We are an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening required. Submit resume and tape to (no phone calls): Rob Cizek, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230.

**Meteorologist.** Want person with 2-5 years on-air experience for Monday-Friday 5:00pm and 10:00pm newscasts. Please send tape and resume to: KDLT-TV, Madeline Shields, News Director, 3600 S. Westport Avenue, Sioux Falls, SD 57106. F/M, EOE.

HELP WANTED NEWS

**WTVR-TV in Richmond, Virginia,** a Raycom Media station, has an immediate opening for a News Promotion Producer. Candidate must have a strong news promotion background. Must be able to write hard, audience driving news topical and image promotion. AVID editing desired. We are an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening required. Please submit resume and non-returnable VHS tape to (no phone calls): Jeanne Pennington, Marketing Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230.

**TV Assistant News Director/Assignment Manager.** Need seasoned, newsroom leader with strong writing and management skills to guide young reporters in aggressive weekday coverage from story selection through final product oversight. Substantial broadcast news experience required. No beginners. No phone calls, faxes or email. Send letter, resume and nonreturnable videotape to: News Director, WVIR-TV, 503 East Market Street, Charlottesville, VA 22902. EOE.

**Producer (KDFW).** FOX 4 NEWS is looking for an aggressive and energetic producer for our newscasts. Must be a strong writer, have sharp news judgement, excellent technical skills, and love breaking news. Minimum 3-5 years daily news producing in medium to large market. College degree required. News computer skills required. Rush tape/resume/letter of interest (specify position), to Human Resources, KDFW FOX 4, 400 N. Griffin Street, Dallas, TX 75202. Faxes accepted at 214-954-0315. No phone calls please. EOE/M/F/D.

**WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?**  
Send resume/tape to: Box \_\_\_\_\_,  
245 West 17th St., New York, New York 10011

**Top 25 NBC affiliate seeks #2.** WTHR-TV, the NBC affiliate in Indianapolis is searching for an assistant news director. If you're almost ready to be news director, this is your job! This leadership position has led to our previous two A.N.D.'s becoming news directors. WTHR is the market leader in new coverage and demographics. We are the station on the move and the one with the commitment to outlast and outthrust our competition. To work for this progressive news-oriented company you need to be smart, a great listener, innovative and passionate about content. You'll be expected to manage and develop an already strong reporter corps to greatness. A growing assignment desk is in need of your leadership on content and systems. To succeed you'll be expected to design and manage our rating book strategies. First-hand experience working with investigative units is a real plus. Hiring, personnel development and policy decisions will be an important part of your relationship with the news director. This is a job for someone who knows when to be hands-on, when to let go and when to have fun. If you have a demonstrated management and leadership track record, can guide the daily superior coverage of breaking news and the discovery of news relevant to the viewer, we want to speak to you. Qualifications: Minimum seven years television news experience as a manager and producer, reporter or assignment editor. Experience in major market news departments. College degree preferred. Send cover letter indicating referral source, and resume to the Department of Human Resources. Attn: Job No. 98-708, PO Box 1313, Indianapolis, IN 46206. Replies held in confidence. Qualified minorities and women are encouraged to apply. We are a drug-free and smoke-free environment. Equal Opportunity Employer.

**Weekend Weather/Reporter or Producer.** Experienced person would anchor four weekend weathercasts and back up main anchor. Report or produce three weekdays. Resume and VHS tape to Bob Austin, News Director, WTVO, PO Box 470, Rockford, IL 61105. EOE.

**Chief Photographer.** Lead a staff of six photographers by example and help assign and maintain equipment. Resume and VHS tape to Bob Austin, News Director, WTVO, PO Box 470, Rockford, IL 61105. EOE.

**Assignment Manager.** Number two person in the newsroom will manage the daily activities -- story assignments, dispatch crews and do some writing/editing. Attractive financial package. Resume/references to Bob Austin, News Director, WTVO, PO Box 470, Rockford, IL 61105. EOE.

**News Anchor/Producer.** Anchor KTVL-TV in beautiful Southern Oregon has an immediate opening for a 5, 6 and 11pm news anchor to complement our female co-anchor. We need someone who knows news, is a great communicator, can produce a moving newscast, write great copy, and isn't afraid to pick-up a camera if needed. At least 5 years of TV news experience preferred. No phone calls! Send non-returnable tape and resume to News Director, KTVL-TV, PO Box 10, Medford, OR 97501. KTVL is an Equal Opportunity Employer.

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

**Television-News. Weekend Anchor.** Co-anchor and reporter needed for Cox station in competitive market. We're looking for strong, driving, energetic delivery with personality. Strong live shot and writing skills needed. This is not a first-time anchor position. 5 years experience and college degree required. **Anchor.** Cox-owned WPXI is looking for an evening anchor who is also willing to report. 5 years minimum experience required. You must be able to drive a newscast and relate well to your on-set team. If you're willing to work hard, get involved in the newscast and the community. **Morning Anchor.** Are you a morning person? Can you go on the air at 5:00 am as if it's the middle of the day and maintain the energy for 2 hours? This is a co-anchor position in a highly competitive market at Cox-owned WPXI. 3-5 years experience and college degree required. Strong reporting, writing and live show skills are also a must. Send tape and resume for above positions to: Jennifer Rigby, News Director, 11 TV Hill, Pittsburgh, PA 15214. No phone calls. EOE.

**Assistant News Director.** FOX 2 in St. Louis is looking for an Assistant News Director. The candidate must have solid news credentials, good sense of humor, excellent people skills, and the desire to win. In addition, creativity and risk taking are essential. You must have three years news management experience in a Top 50 News market. Please no phone calls. Send resume to: Human Resources Director, KTVI FOX 2, 5915 Berthold Avenue, St. Louis, MO 63110. Equal Opportunity Employer.

**Weekend Weather Anchor.** Top-rated Austin, Texas NBC affiliate seeks a weekend weather anchor and a 3 day a week weather producer. Successful candidate will have a minimum of 2 years on-air experience. A meteorology background is required, and AMS membership preferred, but an excellent on-air presentation is an essential in this highly competitive weather market. Our shop is #1 using Weather Central's Genesis, ADONIS, Metline, ADC's DopRad 32, NEXRAD, WSI WeatherWatch and the largest AWS WeatherNet in Texas. Knowledge of any or all of the above is helpful, particularly AWS Airwatch Online. Must be computer savvy. Send non-returnable VHS tape and resume to: Bruce Whiteaker, News Director, KXAN-TV, 908 W. MLK Blvd., Austin, TX 78701. No phone calls, please! KXAN-TV and LIN Television are Equal Opportunity Employers.

**Meteorologist.** Charlotte's weather leader is looking for the right person to round out our team. WCNC-TV/NBC 6, the A.H. Belo affiliate in the south's most livable city, has an immediate opening for a weekend meteorologist. We have the best weather people and the best weather technology in the market. This is your chance to work for a station where weather really is our top priority. We are looking for a degreed meteorologist and would prefer an AMS seal. Send your tape, resume and salary history to (no phone calls, please): NBC 6, Human Resources Department, RE: 97-24, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

**Assignment Editor.** Are you an assignment editor looking for a challenging change? WGRZ-TV, Channel 2 News is looking for a decision maker, with solid news judgement willing to take a leadership role on the assignment desk. If you have 2-3 years experience assigning and coordinating crews, working the phones, generating story ideas, monitoring emergency scanners and communicating with field crews and producers you are the right person for the job. EOE. Please send resume to: Tony Castrilli, Managing Editor, WGRZ-TV, 259 Delaware Avenue, Buffalo, New York 14202.

**News Reporter.** Full-time reporter for our Southern Illinois newsroom. Will cover stories in Southern Illinois, live and taped. A related degree from a four-year college and one year experience at a commercial television station news department required. Excellent writing and editing skills as well as good on-camera abilities. Must be able to work with deadlines and communicate well with the public and co-workers. Women and minorities urged to apply. Send resume and non-returnable 1/2" VHS tape to: Dan Steele, Operations and Program Manager, WPSD-TV, PO Box 1197, Paducah, KY 42002-1197. EOE. M/F. ADA.

**Newscasters, Sportscasters, Weathercasters, interested in representation?** Need help moving up to your next opportunity? Send VHS tape and resume or call Steve Porricelli, SP Management, 6 Shamrock Lane, Newtown, CT 06470. 203-758-9394.

**Anchor.** KETV, Omaha, Nebraska, has an opening for primary 5:00 pm co-anchor with extensive live field reporting experience. This is a high profile position with a company that believes in promoting from within. Good reporting skills are a must. Will consider reporter with limited anchor experience but good potential. Send resume and non-returnable tape to Rose Ann Shannon, News Director, KETV, 2665 Douglas Street, Omaha, Nebraska 68131. EOE.

**Assistant News Director.** Want to join the fastest growing news team in Charlotte? Want to make your home in the south's most livable city? Want to work for a company that puts journalism first? NBC 6/WCNC-TV, an A.H. Belo subsidiary, in Charlotte, NC--the 28th market--has an immediate opening for a dynamic, energetic, highly motivated assistant news director. We are looking for an aggressive, hands-on, strong number two person for our growing news operation. You will be entrusted with coaching our reporters and producers to peak performance. You will supervise our daily and long term news coverage. We're looking for someone with three to five years of newscast producing experience and management experience. If you know how to create compelling, viewer centered newscasts this could be the opportunity you've been waiting for. Join a newsroom that's being built around quality product and quality people. Send your resume, salary history and an example of a typical newscast at your station on VHS to (no phone calls, please): NBC 6, Human Resources Department, RE: 98-11, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

**Anchor.** The dominant NBC news leader in beautiful southern WV is looking for an anchor for our M-F, 6 and 11 pm news. Applicant should be skilled at reporting. Community involvement is a must. Excellent fringe benefits package. No beginners or phone calls. Send tape and resume (fax okay) to: Anchor, WVVA-TV, Route 460 Bypass, Bluefield, WV 24701. FAX: 304-327-5586 EEO-M/F.

**Producer:** Connecticut's ABC station is looking for a versatile journalist who is a great writer looking for the opportunity to produce. This position involves writing for the evening newscasts, producing some of the weekend newscasts and assisting the assignment desk. College degree and two years television newsroom experience required. The successful candidate will join New England's award-winning News Channel 8 and work with some of the best people in the industry. Rush resume to Alla Lora, Assistant News Director, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No phone calls. EOE.

HELP WANTED PROMOTION

## Director of Promotions

KGO-TV Channel 7, an ABC owned station, is seeking a dynamic and experienced individual to manage its Creative Services Department. Will be responsible for the design and implementation of all on-air promotion to support both local and network programming as well as provide creative leadership to team of on-air producers and graphic artists. Additional responsibilities include financial planning and department budgeting. Candidates must have a proven successful track record in managing a creative department. Must have experience in media planning and audience research. Strong marketing, communication and leadership skills with background in linear and non-linear editing and post production is required. Candidates should have a minimum of 5 years of experience in television promotion. Deadline for application is September 25, 1998. Send resume, cover letter and tape to:

**KGO-TV / ABC 7**  
**900 Front Street**  
**San Francisco, CA 94111**  
**Attn: Kathryn Cox, Personnel Manager**



**KGO TELEVISION**  
 An Equal Opportunity Employer

**Promotion Writer/Producer.** FOX5, a FOX O&O, seeks Promotion Writer/Producer responsible for writing and producing promotional spots for news and entertainment programs. Must have excellent writing, communication and producing skills; be able to work on many different projects at one time while maintaining and meeting tight deadlines; be dependable and respond willingly to change. Must have at least 2 years producing experience. College degree preferred. Send tape and resume to Human Resources, WAGA-TV, 1551 Briarcliff Road, Atlanta, GA 30306. No phone calls. EOE.

**Promotion Manager.** KTBS, the ABC affiliate in Shreveport, is looking for a dynamic individual to run its Promotion Department. This person will be responsible for the development, coordination, and implementation of all internal and external station promotions. Television promotion/media background required. Prior management experience and strong negotiating skills desired. Candidates should forward their resumes to: PM1-BC, Box 44227, Shreveport, LA 71134-4227. EOE.

**Very highest quality, prestigious national talk show** looking for *the very best* promotion writer/producer. Must have strong writing skills and the ability to produce superior ideas/work under deadlines. Minimum 3-5 years experience in major market, syndication, cable or agency. If you meet these requirements and want to be part of something that's more than just a hugely successful talk show...send us a reel that will knock our socks off! Reply to Box 01425 EOE.

**Promotion Photographer.** WGRZ-TV, Gannett owned NBC affiliate in Buffalo, NY is seeking a promotion photographer. Candidate should have at least 5 years experience in shooting and directing high-end television commercials, promos and programs. Requirements include: extensive lighting skills, a strong knowledge of audio recording, experience in editing and post-production, and valid drivers license. AVID Media Composer experience is a plus. EOE. Send resume and reel to: Boomer Connell, Production Manager, WGRZ-TV, 259 Delaware Avenue, Buffalo, New York 14202.

You can simply fax  
 your classified ad to  
**Broadcasting & Cable**  
 at (212)206-8327.

## PROMOTION PRODUCER

**BayTV**, the beautiful San Francisco Bay Area's only local news, sports and information channel, has an immediate opening for a promotion producer. You must be able to efficiently create and execute topical and image promotion, direct production crews and editors and participate in daily news planning meetings among other duties. We welcome your 1-3 years experience in television broadcast operations including promotion, news or program production. BayTV is locally owned and operated by the Chronicle Broadcasting Company, which also includes KRON Channel 4 and SFGate on-line. We are a drug free company that requires pre-employment drug testing and background checking. Send your tape and resume no later than September 30, 1998 to KRON/BayTV Human Resources, P.O. Box 3412, San Francisco, CA 94119.

**Cable Channel 35**  
 The Chronicle Broadcasting Company

EOE

**Associate Promotions Manager.** Telemundo Network, LLC seeks bilingual (Eng/Span) sales promotion professional w/min. 5 years exp. Expertise in development and execution of client drive marketing initiatives. Requires excellent presentation-writing skills and the ability to creatively address client's needs. Copywriting skills and US Hispanic market experience a plus. Position based in NY. EOE. Please send resumes to: Telemundo Network, LLC, 2290 W. 8th Avenue, Hialeah, FL 33010, Attn: Human Resources.

HELP WANTED MISCELLANEOUS

**SINCLAIR COMMUNICATIONS, INC.** As one of the fastest growing, most progressive broadcast groups in the nation, SINCLAIR COMMUNICATIONS, INC. owns and/or provides programming services or has agreements to acquire 57 stations in 37 separate markets, and owns, provides sales and programming services to, or has agreements or options to acquire 50 radio stations in 10 separate markets. Sinclair's television group will include ABC, CBS, FOX, NBC, WB and UPN affiliates. As our phenomenal growth continues, we seek the one element which gives us the edge on the competition and the power to stay on top-the best people in the business. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair.

**Baltimore, WBFF/WNUV-TV-FOX/WB Reporter**  
 Looking for an enterprising storyteller. If you're a good writer and know how to use video and sound, send your award winning work and the last three stories you've done along with your resume and cover letter. BC#178

**Birmingham/Oklahoma City Business Managers**  
 Successful candidates will possess 4 year accounting degree, strong communication skills and previous financial media experience. Send resume. BC#179

**Charleston, SC-WMWP/WTAT-TV/UPN/FOX Creative Services Director**  
 Seeking an experienced creative individual to lead Creative Services/Production Department at WTAT/FOX 24. Responsibilities include managing staff of five and interacting with Promotion Marketing Departments and local clients. Experience with Alladin Pinnacle, CMX OMNI Computer, Topaz Graphics, Excel/WP and Corel, a plus. Send resume. BC#180

**Charleston, WV-WCHS-TV/ABC Newscast Producer**  
 Seeking a newscast producer who will bring judgement, intelligence, energy and leadership. If you can achieve these qualities along with production and writing skills, send a resume and non-returnable recent VHS newscast tape. BC#181

**Kansas City-KSMO-TV/WB Maintenance Engineer**  
 Are you ready to step up to a larger market? WB62 is looking for an experienced Maintenance Engineer. 2 years maintenance exp. with 3/4" tape, Betacam, DVC-PRO & studio required. Must troubleshoot at component level. Computer maintenance & operations required. UIIF experience. SBE certified and FCC license a plus. BC#182

**Minneapolis-KLGT-TV/WB National Sales Manager**  
 WB affiliate (14th DMA) is looking for a NSM. If you have previous NSM or rep. experience, can sell, and are looking for a "career opportunity," I want to hear from you. Send resume and cover letter. BC#183

**Norfolk-WTVZ-TV/FOX Local Sales Manager**  
 Seeking an aggressive Sales Manager to supervise all local sales personnel, which includes the hiring, training, and directing of personnel to maximize local sales revenues. Applicants must have a minimum of 3 years local and/or national television sales experience. PC experience, including TV Scan and Qualitap, also a must. Send resume. BC#186

**St. Louis-KDNL-TV/ABC News Director**  
 Applicant will have a proven track record of improving a station's position in the market. Experience with a start-up news dept. and familiar with a station's affiliation switch. Energetic, creative and able to motivate. Need resume and copy of recent newscast. BC#184

**Various Locations Account Executives**  
 Must be able to handle agency business and develop new business. Strong negotiation and communication skills, thorough knowledge of ratings/research tools and working knowledge of computers a must. Send resume. BC#185

Mail your resume in confidence immediately to:  
 Broadcasting & Cable, 245 W. 17th Street, NY, NY 10011, Attn: Job # \_\_\_\_\_



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## PROGRAMMING SERVICES

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Hundreds to choose  
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[edward@nwnstudios.com](mailto:edward@nwnstudios.com)

## SITUATIONS WANTED MANAGEMENT

Broadcaster with major sales management experience desires TV LSM position. Great with increasing local and national revenues! Call 510-337-9632.

## TV SALES TRAINING

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## TV RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, tape critiques. Great track record. 847-272-2917.

## PROGRAMMING FOR SALE

Own ATTIC GOLD, a TV series of 22 half hours shown on the Nostalgia TV Net. Ant ques, collectibles and keepsakes are the topics of the Beta Master tapes that include the music, talent and title copyright. 6 minute format, ideal for group ownership. Call PennPar, 800-473-6672 for demo.

## HELP WANTED RESEARCH

## Director, Network Research

Warner Bros. Television is seeking an individual to oversee all network ratings research and analysis for WBTV Productions and handle all primary and secondary research.

The successful candidate will track ratings information and performance of prime-time network programs for Warner Bros; work in conjunction with outside research companies, design, implement and analyze all qualitative research (focus groups etc.). Must develop goals, strategies and procedures for Network Research Department.

The qualified candidate will have a thorough understanding and working knowledge of network television and several years experience in research. Knowledge of marketing techniques utilizing Nielsen ratings services is required. Extensive experience in supervising, preparing and presenting various research presentations as well as working knowledge of Microsoft Word and Excel a must. Effective oral and written communication skills and a Bachelors degree required.

Warner Bros. offers a competitive compensation and benefits package. Please send your resume, along with salary history, to: Warner Bros., Attn: HR Dept., Fax: (818) 954-7661. Job hotline: (818) 954-5400. Resumes with salary history will be given first consideration. EOE



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## CABLE

## HELP WANTED ALL POSITIONS

**TEXAS CABLE NEWS**

A.H. Belo Corporation, one of the nation's largest media companies, is proud to announce an exciting new venture in Dallas, Texas. Texas Cable News (TXCN) will launch a 24-hour regional news channel in January. We are currently recruiting for an entire staff of news, sales, creative services and engineering personnel including:

- News:** News Anchors, Weathercasters, Producers, Assignment Editors, Writers, Videjournalists, Editors, Tape Operators, Technical Directors, Audio
- Sales:** Account Executives, Research Director, Traffic Manager
- Creative Services:** Promotions Producer/Writer/Editor  
Commercial Producer/Camera/Editor  
Graphic Artist
- Engineering:** Master Control Operators

To apply for one of the positions above, please send your resume, cover letter and tape (if applicable) to TXCN, 714 Jackson, Ste. 800, Dallas, TX 75202 or fax to 214/977-4501 or e-mail to [jobs@txcn.com](mailto:jobs@txcn.com). EEO.

## HELP WANTED SALES

## Advertising Sales Manager



Media Partners, the cable television advertising division of Adelphia Communications, seeks a highly motivated leader to oversee the local ad sales efforts of a 90,000+ subscriber operation serving Southeastern Massachusetts. Based in Plymouth, the successful candidate will supervise the activities of 7-8 Account Executives and one sales coordinator. Responsible for budget fulfillment, hiring, training, and continued development of staff. Superior communication/organization skills and the ability to get results are a must! Bachelor's degree or equivalent and 5+ years' media sales experience required. Media Sales Management experience, industry knowledge, and proficient PC skills preferred.

Adelphia offers a superb benefits package that includes competitive salaries, comprehensive health and life insurance, and 401k. Send cover letter, resume, and salary requirements to: Todd Kuhn, Northeast Regional Manager, 59 Industrial Park Road, Plymouth, MA 02360. Fax: 508-830-3580. E-mail: [tkuhn@adelphia.net](mailto:tkuhn@adelphia.net) Successful applicants are required to pass drug/alcohol test, physical and criminal record check. Adelphia is an equal opportunity employer.

**Media  
Partners**  
A Division of Adelphia

# Broadcasting & Cable

## We Need Your Passion for Sales and Talent for Success!

Broadcasting & Cable has an exciting opportunity for a dynamic, energetic individual. Seeking a seasoned sales professional to drive cable industry ad sales. Knowledge of TV, cable and related industries preferred. Ideal candidate should have 5+ years in ad sales for publishing, cable television or affiliate sales.

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

**Human Resources Department - BC  
Cahners Business Information  
245 W. 17th Street  
New York, NY 10011  
or fax to 212-727-2425. EOE M/F/D/V.**

**Account Executive, Television Sales Division.** Accu Weather, the world's weather leader, has an outstanding sales opportunity for a high achiever with a proven track record for results in television sales. Experience selling to television stations preferred. We offer a base salary, aggressive commission structure and excellent benefits package. Send your resume and cover letter to: Accu Weather, Inc., 385 Science Park Road, State College, Pa., 16803, attn: Rob Schmidt, Director of Broadcast and Cable Sales; or fax to: 814-231-0453; or email to: resume@accuwx.com. EOE/AA

### HELP WANTED NEWS

**Booking Director: CNN seeks experienced organized talk show booking manager.** Strong on breaking news; knowledge of domestic and international news makers. Other booking positions available. Resume to: Judy Milestone, One CNN Center, Atlanta, GA 30303.

*Responding to a  
Blind Box ad?*

---

**Easy enough!**  
**Just mail your resume to:**

**Broadcasting & Cable**  
**Box # \_\_\_\_\_**  
**245 W. 17th Street**  
**New York, NY 10011**

### HELP WANTED MISCELLANEOUS

#### Regional Sales Manager

As a member of the Greater Boston Cable Advertisers management team, this individual is responsible for directing the strategic direction and activities of the regional sales team, toward budget attainment and securing incremental advertising revenues. This also involves invoice forecasting, project reporting and analysis of the regional sales efforts. Requires 3 years' sales management experience in radio, print, broadcasting or cable media, familiarity with Avail planning systems, as well as computer literacy. Knowledge of inventory management and media pricing, the ability to read/analyze television rating data, as well as experience in incentive programs, account development and sales marketing is also required. College degree preferred.

#### Television Studio Engineers

We currently have two openings for Television Studio Engineers (one in Lowell and one in Brockton). This individual will be responsible for maintaining and troubleshooting all audio, video and multimedia production equipment assigned to studio production facilities and remote production vehicles within the appropriate service area. Requires 3 years' experience in troubleshooting audio, video and multimedia related systems and their components. RF knowledge preferred. Electronic trade school, military experience, Bachelor's degree or relevant experience preferred.

We offer a competitive salary and benefits package. Please forward your resume to: MediaOne, Dept. EJBRCABL, Human Resources, 6 Campanelli Drive, Andover, MA 01810. Fax: 978-686-2906. E-mail: whajjar@mediaone.com  
We are an equal opportunity employer.

WWW.MEDIAONEGROUP.COM

**MediaOne**  
This is Broadband. This is the way.

### HELP WANTED PROGRAMMING

## DIRECTOR, PROGRAMMING

Handling the production and programming for a variety of entertainment programs, which will include performance, daytime and off-network series. This individual will be responsible for providing input for overall program strategy for the Network.

The qualified candidate must possess a college degree and 6 years experience in network or syndicated programming and production at a television station. Additional requirements include experience in production strategy and must demonstrate the ability to product of a variety of programs.

*For immediate consideration, please forward your resume with salary requirements to:*

**Attn: Human Resources/Dept. DPAAE  
235 East 45th Street, New York, NY 10017  
OR Fax to (212)907-9402  
NO PHONE CALLS PLEASE. EOE.**



### HELP WANTED PRODUCTION

**Episodic Producer.** Seeking a great storyteller for an established, highly-rated, reality-based national cable series produced in Denver. Exceptional writer w/proven skills in dramatic structure, editorial vision, and musical sense. Leadership and management abilities. Forty-week minimum commitment. Begins February, 1999. No calls please. Resumes and reels to Personnel Coordinator, Rocket Pictures, L.L.C., 4100 East Dry Creek Road, Littleton, CO 80122. EOE.

**WANT TO RESPOND TO A  
BROADCASTING & CABLE  
BLIND BOX ?**

**Send resume/tape to:**  
**Box \_\_\_\_\_**  
**245 West 17th St., New York,**  
**New York 10011**



## HELP WANTED TECHNICAL

**FIBER OPTIC SUPERVISOR**

Great career opportunity in Northern Virginia! Be a part of an exciting fiber backbone upgrade at Media General Cable. Media General Cable of Fairfax is recruiting for Fiber Optic Supervisors for its Springfield, VA location. Position is responsible for ensuring on time and proper HFC construction and plant installation by coordinating and supervising project activities from easement acquisition through release to sales for data services.

**Requirements include:**

- Ten years CATV experience or equivalent
- Proven supervisory leadership skills
- Working knowledge in CATV (coaxial and fiber) Engineering, Design, underground, aerial, splicing and internal wiring, sweep, balance and testing policies and procedures
- Proven ability to juggle several projects and work in a fast paced environment
- Ability to operate a PC
- Valid drivers license in full compliance with MGC driving standards

**Benefits include:**

- Comprehensive Health and Dental Coverage
- 401 (k)
- Credit Union
- Discount cable service for MGC employee subscribers
- Tuition Reimbursement

Fax resume to: 703-378-3498 or e-mail JOBS@MGCable.com:

14650 Old Lee Road, Chantilly, VA 20151

Attn: Human Resources

Job Hot Line: 703-378-3440/888-883-3670

Website: [www.mgcable.com](http://www.mgcable.com)

EOE/ Pre-Employment Drug Testing Required/ M/F/D

**MEDIA**  
**GENERAL**  
**CABLE**

A Media General Company

**FIBER OPTIC MANAGER**

Great career opportunity in Northern Virginia! Be a part of an exciting fiber backbone upgrade at Media General Cable. Media General Cable of Fairfax is recruiting for a Fiber Optic Manager for its Springfield, VA location. Position is responsible for managing HFC upgrade and supervising all Engineering/Design, Construction, field supervision, in-house personnel and contractors associated with the HFC upgrade.

**Requirements Include:**

- College degree in Engineering or equivalent skills and experience
- Five years proven project management experience
- Excellent knowledge of CATV (coaxial and fiber) and applicable utility maps
- Technical engineering and CATV (coaxial and fiber) design knowledge or an equivalent level of skills and experience
- Ability to operate a PC
- Valid drivers license in full compliance with MGC driving standards

**Benefits include:**

- Comprehensive Health and Dental Coverage
- 401 (k)
- Credit Union
- Discount cable service for MGC employee subscribers
- Tuition Reimbursement

Fax resume to: 703-378-3498 or e-mail JOBS@MGCable.com

14650 Old Lee Road, Chantilly, VA 20151

Attn: Human Resources

Job Hot Line: 703-378-3440/888-883-3670

Website: [www.mgcable.com](http://www.mgcable.com)

EOE/ Pre-Employment Drug Testing Required/ M/F/D

**MEDIA**  
**GENERAL**  
**CABLE**

A Media General Company

CNN Chicago Bureau seeks experienced SNG/ENG engineer responsible for operation and maintenance of mobile satellite uplink and bureau maintenance. Extensive SNG background. CDL and willingness to travel required. Desire to work on everything from multi-camera remotes to innovative live broadcasts to hurricanes a must. Mail or fax resume to: Bruce Fine, CNN, 435 N. Michigan Ave., Chicago, IL 60611. Fax: 312-645-8560.

Maintenance Engineer. The Weather Channel, Atlanta, GA is looking for a motivated and reliable individual to join our team. This is an excellent opportunity for someone who wants to expand their knowledge. The selected candidate, for maintenance Engineer, must have at least three years experience repairing and maintaining Broadcast related equipment. You will be part of the Engineering team dedicated to maintaining a brand new, State-of-the-art digital facility. Computer proficiency preferred. Please fax resumes to The Weather Channel, Director of Engineering (770) 226-2943 or send them: 300 Interstate North Parkway, Atlanta, GA 30339. EOE/M/F.

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Tomorrow

For more information, contact:

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212.337.7073

email:  
apellegri@cahners.com

Francesca Mazzucca  
212.337.6962

email:  
fmazzucca@cahners.com

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**Broadcasting**  
**ONLINE & Cable**

HELP WANTED TECHNICAL

**SYSTEM MAINTENANCE MANAGER**

Great career opportunity in Northern Virginia! Be a part of the exciting world of CATV. Media General Cable of Fairfax is recruiting for a System Maintenance Manager for its Springfield, VA location. Position is responsible for managing all maintenance and repair activities of our broadband HFC network, ensuring reliable system operation.

**Requirements include:**

- 10 years CATC technical experience
- 2+ years previous management or supervisory experience
- Certification by NCTI or SCTE in CATV network maintenance
- A valid driver's license with five or less demerit points, no DWI, reckless driving or suspensions, and no more than two speeding tickets within one year of application

**Benefits include:**

- Comprehensive Health and Dental Coverage
- 401(k)
- Credit Union
- Discount cable service for MGC employee subscribers
- Tuition Reimbursement

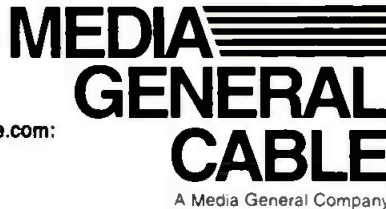
Fax resume to: 703-378-3498 or e-mail JOBS@MGCable.com:

14650 Old Lee Road, Chantilly, VA 20151

Job Hot Line: 703-378-3440/888-883-3670

Website: [www.mgcable.com](http://www.mgcable.com)

EOE/ Pre-Employment Drug Testing Required/ W/F/D



HELP WANTED FINANCIAL & ACCOUNTING

**Manager, Ancillary Finance  
Nickelodeon Consumer Products**

**Get with the program!**

With award winning programming that's setting the standard for kid's entertainment, Nickelodeon is the #1 cable network for kids. We are seeking a Finance professional to be responsible for daily contact with all consumer product lines of business.

In this role, you will prepare yearly budgets and quarterly estimates and monitor them against actuals and forecasts, preparing monthly reports for key business staff. You will also be responsible for identifying risks and opportunities for cash and P&L as well as daily financial operations including invoice processing and enforcing MTV Networks financial policies and procedures.

The qualified candidate we seek must have a BA/BS in Accounting or Finance and at least 3 years' work experience focusing on Consumer Licensing or Merchandising. Excellent PC skills and knowledge of A/P and Payroll processes as well as Financial Modeling and the ability to understand and interpret legal information are essential.

We offer a competitive salary and benefits package. For consideration, send your resume and cover letter, with salary requirements, to: MTV Networks, Staffing Resources, Dept CG-RM, 1515 Broadway, 16th Floor, New York, NY 10036. We regret that we can respond only to those candidates who meet the above requirements. We are an equal opportunity employer.

**BROADCASTING & CABLE'S CLASSIFIED RATES**

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

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

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.30 per word. \$46 weekly minimum. Situations Wanted: 1.25¢ per word, \$25 weekly minimum. Optional formats: Bold Type: \$2.65 per word, Screened Background: \$2.80, Expanded Type: \$3.45 Bold, Screened, Expanded Type: \$3.90 per word. All other classifications: \$2.30 per word. \$46 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$202 per Inch. Situations Wanted: \$101 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Non-Display: Help wanted: \$2.30/word. Situations Wanted: \$1.25. Bold Type \$2.65. Screened Background \$2.80. Expanded Type \$3.45. Bold, Screened, Expanded Type \$3.90.

**Color Classified Rates**

Non-Display: Highlighted Position Title: \$75. Display: Logo 4/C: \$250. All 4/C: \$500.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$35 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials: such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

**ALLIED FIELDS**

**HELP WANTED ALL POSITIONS**

**No Other Bundle**

**Holds This Many Possibilities ...**



Knology brings high technology to your home, and your talent to the world. An ITC Holdings company, we're a natural leader in telecommunications, offering CATV, telephone and Internet "Bundle Services" throughout the Southeast. It's the most inclusive and accessible concept to come along in ages. And with you guiding its growth, just imagine the possibilities. Think big...think Knology. We currently have the following opportunities available:

- General Managers - Business Managers - Technical Managers
- Sales Managers - Construction Managers
- Construction Supervisors - Construction Inspectors

At Knology, innovation's not in the genes...it's the technology. We offer a competitive compensation and benefits package, including stock options, 401(k), full health insurance and paid time off. Interested candidates, please forward your resume to: Knology Holdings, Inc., Attn: Employment Manager, 1241 O.G. Skinner Drive, West Point, GA 31833, Fax: (706) 645-3921. E-mail: jdawes@knology.com. Pre-employment drug testing required. We are an Equal Opportunity Employer - M/F.



**Nobody works, talks or plays harder. www.knology.com**

**HELP WANTED INSTRUCTION**

**Towson University, Department of Mass Communication and Communication Studies** at Towson University is accepting applications for the following position: Radio (Audio) Production. Tenure-Track, entry-level position beginning Fall, 1999. Appropriate terminal degree completed for assistant professor rank. Master's degree and substantial work toward doctoral degree required for instructor rank. Teaching experience and professional experience in the electronic media required. Responsibilities include teaching courses in both analog and digital radio (audio) production, broadcast performance, and/or broadcast journalism. Serve as coordinator of newly-upgraded radio laboratories. Knowledge of and ability to use new technologies in the instructional process desired. Scholarly activity, advising students, and participation on committees expected. Salary commensurate with entry-level experience. Ronald J. Mation, Ph.D., Chairperson, Department of Mass Communication and Communication Studies, Towson University, Towson, Maryland 21252. Evaluation of completed applications begins November 10, 1998. Towson University is an equal opportunity/affirmative action employer and has a strong institutional commitment to diversity. Women, minorities, persons with disabilities, and veterans are encouraged to apply.

**HELP WANTED PRODUCTION**

**Producer/Director:** Plan, shoot, write, direct and produce diverse video projects, including VNRs. Successful applicant must possess excellent communication skills and a thorough knowledge of all aspects of video production. Bachelor's degree in TV/film, Communications or related field and one year experience in video production required. Salary 22-26K. Excellent benefits. Position open immediately. Send cover letter, sample tape, resume and three references by September 25, 1998 to: Purdue University, Personnel Services Team 6, 1126 FREH, West Lafayette, IN 47907-1126. Affirmative Action/Equal Opportunity Employer.

**HELP WANTED VIDEO**

**Videographer. The Zoological Society of San Diego** is seeking a Videographer for the Public Relations/Marketing Department. Candidates must be familiar with Beta SP camera and editing equipment. Qualifications include technical training or equivalent experience in video shooting, editing, production and broadcast applications. A Bachelor's degree in journalism, communications, public relations, related field or equivalent specialized training is desirable. Basic knowledge of zoology and conservation issues is preferred. Final applicants will need to submit a video tape demo of 30 minutes or less. Please submit resume, outlining work history and references or apply at the San Diego Zoo/ Human Resources Office/ Otto Center, P.O. Box 120551, San Diego, CA 92112-0551. Attn: PR #137019. Applications are accepted M-F, 1:00-4:00 p.m. Deadline: October 30, 1998. EOE.

**HELP WANTED MANAGEMENT**

**SENIOR SALES MANAGEMENT**

Summer is over, time to concentrate on your career. **Media Staffing Network** (formerly Rep Temps) has been hired to fill several Sr. Sales Management positions in broadcasting. Please contact us immediately if you or someone you know is interested in making a move. All inquiries are confidential.

**Call Laurie Kahn (312) 944-9194**

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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

Tel: 516-997-2000 • 212-766-0851 • Fax: 516-997-2071

E-Mail: CCRCollect@ADL.com

**FOR DAILY CLASSIFIED UPDATES...**

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

**HELP WANTED TECHNICAL**

# No Other Bundle

**Holds This Many Possibilities ...**



Knology brings high technology to your home, and your talent to the world. An ITC Holdings company, we're a natural leader in telecommunications, offering CATV, telephone and Internet "Bundle Services" throughout the Southeast. It's the most inclusive and accessible concept to come along in ages. And with you guiding its growth, just imagine the possibilities. Think big...think Knology. We currently have the following opportunities available in West Point, GA.

**HFC Design Coordinator**  
**LoadData Designer**

At Knology, innovation's not in the genes...it's the technology. We offer a competitive compensation and benefits package, including stock options, 401(k), full health insurance and paid time off. Interested candidates, please forward your resume to: Knology Holdings, Inc., Attn: Employment Manager, 1241 O.G. Skinner Drive, West Point, GA 31833. Fax: (706) 645-1446. E-mail: jdawes@knology.com. Pre-employment drug testing required. We are an Equal Opportunity Employer - M/F.



**Nobody works, talks or plays harder.**  
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**Communications Director. Progressive, senior Democratic Senator** recruiting Communications Director in fast paced press operation to oversee personal office and committee press. Senator's state is in competitive and sophisticated media market. Responsible for overall operation of press office, with focus on national issues and electronic, as well as print media, while press secretary handles state media and speechwriter prepares written remarks and materials. Desire experienced, aggressive, creative applicants with TV experience, strong writing skills, high energy, and strategic talent. Hill or campaign experience a plus. Resume and writing samples requested. Please respond to Office of Senator Frank Lautenberg, attention Eve Lubalin, 506 Hart Senate Office Building, Washington, D.C., 20510.

**FOR SALE SATELLITE TRUCK**

Ku-Band Satellite Uplink Truck Ford 28 ft.. 2.4 meter. 2-300w MCL transmitters, DBS dish, 913-438-1004 [www.precominc.com](http://www.precominc.com).

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**WANTED TO BUY EQUIPMENT**

Used videotape: Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

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Charleston, South Carolina  
(843) 884-3590

# W. John Grandy

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**3 Florida LPTV's**, great signals in highly desirable coastal markets. Miami-Fort Lauderdale \$2.5 Million, Fort Myers \$395k. Port St. Lucie-Stuart \$335k. Financially qualified parties only please. 954-340-3110.

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FAX (941)366-5533  
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202/396-5200  
e-mail: eng@h-e.com

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(330) 659-4440

  
**Denny & Associates, PC**  
Consulting Engineers  
PH 202 452 5630  
FX 202 452 5620  
Member AFCEE E-MAIL: info@denny.com

**E. Harold Munn, Jr., & Associates, Inc.**  
Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**Mullaney Engineering, Inc.**  
Consulting Telecommunications Engineers  
9049 Shady Grove Court  
Gaithersburg, MD 20877  
301-921-0115  
Member AFCEE

**HATFIELD & DAWSON**  
CONSULTING ENGINEERS  
9500 GREENWOOD AVE., N.  
SEATTLE, WASHINGTON 98103  
(206) 783-9151 FAX (206) 783-9833  
MEMBER AFCEE

**F.W. HANDEL & ASSOCIATES**  
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911 Edward Street  
Henry, Illinois 61537  
(309) 364-3903  
Fax (309) 364-3775

  
**COMMUNICATIONS TECHNOLOGIES INC.**  
BROADCAST ENGINEERING CONSULTANTS  
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Laura M. Mizrahi  
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**Sept. 17**—**BROADCASTING & CABLE** Interface XII conference. New York Grand Hyatt, New York City. Contact: Cahners Business Information, (212) 337-7158.

**Sept. 23-26**—**Radio-Television News Directors Association** international conference and exhibition. San Antonio Convention Center, San Antonio. Contact: Rick Osmanski, (202) 467-5200.

**Oct. 14-17**—**National Association of Broadcasters** Radio Show. Washington State Convention and Trade Center, Seattle. Contact: (800) 342-2460.

**Oct. 26-28**—**Southern Cable Telecommunications Association** Eastern Show. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall, (404) 255-1608.

**Oct. 27-29**—**Society of Broadcast Engineers** national meeting and electronic media expo. Meydenbauer Center, Bellevue (Seattle), Wash. Contact: John Poray, (317) 253-1640.

**Oct. 28-31**—**Society of Motion Picture and Television Engineers** 140th technical conference and exhibition. Pasadena

Convention Center, Pasadena, Calif. Contact: (914) 761-1100.

**Nov. 9**—**BROADCASTING & CABLE** 1998 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Cahners Business Information, (212) 337-7158.

**Dec. 1-4**—The Western Show, conference and exhibition presented by the **California Cable Television Association**. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

**Jan. 25-28, 1999**—35th annual **National Association of Television Programming Executives** program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

**April 19-22, 1999**—**National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**June 13-16, 1999**—48th annual **National Cable Television Association** convention and exposition. McCormick Place, Chicago. Contact: Bobbie Boyd, (202) 775-3669.

## THIS WEEK

**Through Sept. 15**—1998 **International Broadcasting Convention**. Amsterdam, Holland. Contact: 011 44 171 240 3839.

**Through Sept. 15**—**NIMA International** annual meeting and exposition. MGM Grand Hotel, Las Vegas. Contact: (202) 289-6462.

**Through Sept. 15**—"Internet Services Over Cable Systems," technical workshop presented by the **Society of Cable Telecommunications Engineers**. Don CeSar Beach Resort, St. Pete Beach, Fla. Contact: Anna Riker, (610) 363-6888.

**Through Sept. 15**—**National Association of Minorities in Communication** 12th Urban Markets Conference. New York Hilton and Towers, New York City. Contact: Vera Vathi, (212) 370-5483.

**Sept. 14**—SkyFORUM X, direct-to-home satellite TV business symposium presented by the **Satellite Broadcasting and Communications Association**. Marriott Marquis Hotel, New York City. Contact: Carrie Cole, (703) 549-6990.

**Sept. 15**—**International Radio & Television Society** Foundation newsmaker luncheon featuring FCC Chairman William Kennard. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Sept. 15**—16th annual Everett C. Parker Ethics in Telecommunications Lecture and Luncheon, presented by the **United Church of Christ Office of Communication** and the **National Council of Churches Communication Commission**. Interchurch Center, New York City. Contact: (212) 870-2137.

**Sept. 15-16**—**Kagan Seminars Inc.** Cable TV Values and Finance Conference. The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

**Sept. 15-18**—22nd annual **National Association of Black Owned Broadcasters** fall broadcast management conference, featuring speakers Al Gore and William Kennard. Marriott Wardman Park Hotel, Washington. Contact: (202) 463-8970.

**Sept. 16**—**National Association of Broadcasters** Service to Children television symposium. NAB headquarters, Washington. Contact: (202) 429-5347.

**Sept. 17**—**BROADCASTING & CABLE** Interface XII conference. See "Major Meetings," above.

**Sept. 17**—"The Challenge of Change in the New Millennium," seminar presented by **Women in Cable & Telecommunications**. TCI Site, San Jose, Calif. Contact: Laurie Empen, (312) 634-2353.

## SEPTEMBER

**Sept. 21-25**—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. Milwaukee. Contact: (888) 733-3883.

**Sept. 22**—**Hollywood Radio & TV Society** newsmaker luncheon featuring the presidents of the six broadcast networks. Century Plaza Hotel, Los Angeles, Calif. Contact: (818) 789-1182.

**Sept. 22-23**—"High-Speed Data to the TV and PC: The Ultimate Medium," seminar presented by **Kagan Seminars Inc.** The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

**Sept. 22-24**—**Great Lakes Cable Expo** annual convention and trade show. Navy Pier, Chicago. Contact: 317-845-8100.

**Sept. 22-24**—**ABTA (Brazilian Pay TV Association)** Pay TV International Show and Congress. International Trade Mart, São Paulo, Brazil. Contact: 55 11 259 9929.

**Sept. 23**—"Effective New Business Presentations," lunch seminar presented by the **Broadcast Advertising Club of Chicago**. Loyola University Business School, Chicago. Contact: (312) 440-0540.

**Sept. 23-25**—SCEC '98, 29th annual satellite communications expo and conference, presented by **Intertec Trade Shows & Conferences**. Washington Convention Center, Washington. Contact: (303) 741-8719.

**Sept. 24**—**Cabletelevision Advertising Bureau** Traffic & Billing/Sales Automation Business-Information Group regional workshop. Newark Airport Marriott, Newark, N.J. Contact: Lynne Nordone, (212) 508-1218.

**Sept. 24-25**—48th annual **IEEE Broadcast Technology Society** broadcast symposium. Capital Hilton Hotel, Washington. Contact: (703) 739-5172.

**Sept. 24-27**—**Call for Action** 35th anniversary conference. Royal Sonesta Hotel, Boston. Contact: (301) 657-8260.

**Sept. 25**—26th annual regional convention of the Central New York chapter of the **Society of Broadcast Engineers**. Four Points Hotel, Liverpool, N.Y. Contact: Tom McNicholl, (315) 768-1023.

**Sept. 26-28**—**Radio-Television News Directors Foundation** news management training seminar for women and minorities. Hilton Palacio Del Rio, San Antonio, Tex. Contact: Michelle Thibodeau, (202) 467-5206.

**Sept. 27-29**—**National Religious Broadcasters** eastern regional convention. Sandy Cove Conference Center, North East, Md. Contact: Ward Childerston, (301) 582-0285.

**Sept. 28**—"Convergence: The Five Burning Questions," conference presented by **The Carmel Group**. Westin Los Angeles Airport Hotel, Los Angeles. Contact: (408) 626-6222.

**Sept. 28-29**—**Kentucky Cable Telecommunications Association** annual general membership meeting. Shaker Village of Pleasant Hill, Harrodsburg, Ky. Contact: (502) 864-5352.

**Sept. 28-Oct. 2**—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. Columbus, Ohio. Contact: (888) 733-3883.

**Sept. 29**—Regional convention of the Pittsburgh chapter of the **Society of Broadcast Engineers**. Sheraton Inn, North Pittsburgh, Pa. Contact: Mary Pam Sprague, (412) 381-9131.

**Sept. 29-30**—**Cable Television Laboratories** Year 2000 Vendor Symposium. Doubletree Hotel, Aurora (Denver), Colo. Contact: Doug Semon, (303) 661-9100.

**Sept. 30-Oct. 1**—Iowa DTV Symposium, hosted by **Iowa Public Television**. Four Points Hotel,

Des Moines, Iowa. Contact: Marcia Wych, (515) 242-4139.

## OCTOBER

**Oct. 1-4**—**National Lesbian and Gay Journalists Association** annual convention. Alexis Park Resort, Las Vegas. Contact: (202) 588-9888.

**Oct. 1-4**—Second annual **International Teleproduction Society** financial institute. Westin Mission Hills Resort Rancho Mirage, Palm Springs, Calif. Contact: (703) 319-0800.

**Oct. 2-4**—"Covering the '98 Elections," workshop sponsored by the **Radio-Television News Directors Foundation**, **IRE/NICAR** and **Columbia University**. Omni Berkshire Place, New York City. Contact: Kathleen Graham, (202) 467-5216.

**Oct. 4-6**—**Southern Cable Telecommunications Association** Eastern Show. Orange County Convention Center, Orlando. Contact: Patti Hall, (404) 252-2454.

**Oct. 5**—**Pennsylvania Association of Broadcasters** creative advertising seminar. Sheraton at Station Square, Pittsburgh. Contact: (717) 534-2504.

**Oct. 5-8**—**National Association of Broadcasters** tenth satellite uplink operators training seminar. NAB Headquarters, Washington. Contact: (202) 429-5346.

**Oct. 5-8**—MIPCOM '98, international film and program market for TV, video, cable and satellite, presented by the **Reed Midem Organisation**. Cannes, France. Contact: (203) 840-5384.

**Oct. 6**—**Pennsylvania Association of Broadcasters** creative advertising seminar. United Artists Movie Theater, Manayunk (Philadelphia), Pa. Contact: (717) 534-2504.

**Oct. 7**—"Building Value in the Tower Business: The Birth of a New Cash-Flow Business," seminar presented by **Kagan Seminars Inc.** The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

**Oct. 7**—**Pennsylvania Association of Broadcasters** creative advertising seminar. Hershey Lodge and Convention Center, Hershey, Pa. Contact: (717) 534-2504.

**Oct. 8-12**—**Association of National Advertisers** 89th annual meeting and business conference. Naples, Fla. Contact: Gail Roberts, (212) 697-5950.

**Oct. 12-14**—**Inter-union Satellite Operations Group** Tripartite Meetings. Sheraton on the Park Hotel, Sydney, Australia. Contact: (416) 598-9877.

**Oct. 13**—**Washington State Association of Broadcasters** conference. Cavanaugh's Inn, Seattle. Contact: Mark Allen, (360) 705-0774.

**Oct. 13-14**—"Wireless Telecom Values and Finance," seminar presented by **Kagan Seminars Inc.** The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

**Oct. 13-15**—"East Coast Cable '98," conference and exhibition presented by **Atlantic Cable Show**. Baltimore Convention Center, Baltimore. Contact: (609) 848-1000.

—Compiled by Kenneth Ray  
(ken.ray@cahners.com)

# Two Jims are better than one

In the TV business, they're known as "The Two Jims." But Jim Cahill and Jim Atkinson, co-creative directors of Fox's Area 21 on-air branding unit, have a singular purpose at the network: create the on-air branding campaigns that embody the subversiveness and "attitude" that have been the network's hallmark.

It's tough to seem subversive when you're the second-most-successful network among 18-49-year-olds, as Fox was for the first time last season. But if subversiveness is measured by jolting camera angles, off-beat campaigns and sheer shock value, the Jims are doing their jobs.

"Just because the network is getting more popular doesn't mean we have to become more mainstream," Cahill says.

Take Fox's on-air promotions for shows running on Halloween, which featured armies of black spiders crawling around the screen and, as Atkinson puts it, "a Foxified pumpkin with a serious attitude." Or spots for the recent premiere of Fox's *That '70s Show*, which featured animated smiley faces bouncing around and dissolving into the Fox logo. Or promotions for a Christmas show that preempted Fox's *Cops*, featuring Santa on a four-wheel drive-sleigh and sporting a camcorder "Any other network might arrest you for that [spot]," Atkinson jokes.

Certainly the mandate in their year and a half at Fox has been different than it was in their previous gig at NBC, where they created the look and feel of Must See TV by eliminating commercials between prime time shows and creating seamless blocks of programming. The seamless idea, controversial when they proposed it to top NBC programming executives in 1993, is now widely imitated at other networks.

The two subversives decided to leave NBC in 1997 after four years because they felt that Fox was closer to their own sensibilities. "Every day we were at NBC, we wished we were at Fox," Atkinson says.

At Fox, one of their mandates has been to give the network stars a larger-than-life movie star image to distinguish them clearly from the blow-dried, homogeneous stars networks usually package. They created the image in promotions featuring unusual "fly-in" shots, where the camera starts at a point far away from the subject and zooms in vio-



*"Every day we were at NBC, we wished we were at Fox."*

## Jim Cahill (left)

Co-director of Fox's Area 21, Los Angeles; b. June 16, 1956, Chicago; graduate, St. Patrick's High School, Chicago; disk jockey/program director, WTKR-AM-FM Racine, Wis., 1974-76; project director for rock band Styx, 1976-83; executive in charge of music videos, Universal Pictures, Los Angeles, 1983-89; principal, The Two Jims, Redondo Beach, Calif., 1989-93; producer, *Pineheads*, MCA TV, 1989-93; supervising producer, NBC 2000, 1993-97; current position since January 1997; m. Julie Gilbert, April 1988; children: James, 2; Jake, 11 months

## Jim Atkinson

Co-director of Fox's Area 21, Los Angeles; b. Oct. 19, 1965, St. Louis; BFA in graphic design, Arizona State University, Tempe, 1988; designer, Movacom, Los Angeles, 1985-89; principal, The Two Jims, Redondo Beach, Calif., 1989-93; supervising producer, NBC 2000, Los Angeles, 1993-97; current position since January 1997; married Kathy Staab, September 1996

lently to a closeup. The network has used the technique to promote most of its prime time talent, from Gillian Anderson of *The X-Files* to Homer Simpson.

The two Jims are heading on-air promotions for Fox's fall lineup, including some of its wildest and most outrageous shows, like *World's Wildest Police Videos* and *Cops*. For *King of the Hill*'s risky move to Tuesday night, the two designed a campaign (with Fox executive Cindy Hauser) that has bewildered Texan Hank Hill and family pondering a move to Hollywood; look for some really spooky promotions for the Halloween premiere of Fox's new drama *Brimstone*, which chronicles a dead cop's attempts to be released from hell by tracking down and destroying some of the universe's most evil souls.

Last week, Fox signed a new agreement with Cahill and Atkinson for undisclosed terms that gives them added influence over on-air campaigns for other Fox television outlets, such as Fox Sports, Fox Family Channel and FX.

Unlike most others in the top ranks of TV, the two are an inseparable team, often finishing each other's sentences and insisting that they haven't had a fight in eight years of workdays that often last 18 hours.

"We don't go there," Atkinson says. "We are too busy each day making promos for that night."

It helps that the two have complementary skills: Cahill is a producer who understands the "editorial" side of production, while Atkinson, a fine-arts graduate, excels at the graphics side of the work.

"The Two Jims" moniker stems from the Redondo Beach advertising shop of that name they ran together from 1989 to 1993—the kind of place where "we didn't have to wear sandals or pants," Atkinson says. In those days, their work ran the gamut from designing graphics for Peter Gabriel to developing training videos for Intel Corp. They packed up their beachside jobs in 1993, when a senior NBC executive persuaded them to make the leap to network television.

For the moment, they don't have any plans to move. "Fox lets us take chances," says Atkinson. "In fact, they demand it." —Michael Stroud

# FATES & FORTUNES

## BROADCAST TV

**William DeYoe**, account executive, WDWB(TV) Detroit, named local sales manager.

Appointments at BBC America, Bethesda, Md.: **Chris Carr**, head of financial planning, BBC Worldwide



Carr



Pratt-Henaghan

Television, London, named chief finance officer: **Mary Pratt-Henaghan**, director, network operations, Your Choice TV and Strategic Technology, joins as VP, network operations.

**Dave Price**, morning news co-host and weather anchor, WBBM-TV Chicago, joins WTXF(TV) Philadelphia as co-host, *Good Day Philadelphia*.



Rappaport

**Harvey Rappaport**, director, production and operations, CBS Broadcast International, New York, named VP, operations.

Appointments at SweepsFeed: **Kate Shaplen Kahn**, senior news producer, WHDH-TV

Boston, joins as VP, editorial development: **Charlene Bert**, senior producer, Boston, named executive producer; **Mark Mayo**, GM, Worldwide Broadcasting Network, joins as VP/GM.

Appointments at WGNT(TV) Norfolk/Portsmouth, Va.: **Bob Webb**, VP/director, sales, Settel, joins as national sales manager; **Kristin Paxton-Shaw** joins as promotion manager.

**Kim Wilcox**, VP/GM, WTNZ(TV) Knoxville, Tenn., joins WVLN-TV Knoxville as executive VP/GM.

## PROGRAMMING

**Judy Ranan**, senior VP, development and production, Citadel Entertainment, Los Angeles, named executive VP/COO.

**Lee Salas**, national sales manager, Eye-mark Video Services, Los Angeles, named VP, national sales.

**Francine LeFrak**, president, LeFrak Production and The Whole Picture Co., has signed an exclusive first-look production deal with New Line Television, New York.

**Dewey Blanton**, VP, communications, ProServ, Washington, joins WETA-FM-TV Washington, as director, national television program promotion.

**Richard Sabreen**, consultant, Rick Sabreen Enterprises, joins Bloomberg LP, New York, as worldwide GM, radio and television. Sabreen will oversee Bloomberg's flagship WBBR(AM) New York, national radio network and TV operations.

**Mara Sternthal**, VP, corporate development, Sony Pictures Entertainment, joins Warner Bros. International Television Distribution, Burbank, Calif., as VP, international television planning and development.

**Edward Anderson**, director, production services and operations, D'Arcy Masius Benton & Bowles, joins Hudson River Studios, Manhattan, as VP/GM.

## JOURNALISM

Appointments at WKYC-TV Cleveland: **Obie Shelton**, weekend religion and theology reporter, Shelton will launch and host *Faces of Faith* (a news segment) and will add weekday reporting to his duties; **Monica Robins**, general assignment reporter, and **Steve Miles**, anchor, named co-anchors, 6 and 11 p.m. weekend newscasts; **Melanie Pantelas** joins as general assignment reporter; **Traciann Zeravicia**, executive producer, WPLG(TV) Miami, joins as managing editor; **John Schreiner**, senior designer, WOIO(TV) Shaker Heights and WUAB(TV) Lorain, both Ohio, joins as design director.

**Dan Thoene**, weekend sports anchor/reporter, KSBY(TV) San Luis Obispo, Calif., joins WTNH-TV New Haven, Conn., in same capacity.

Appointments at *Headline News*, Atlanta: **Tim Kennedy**, senior writer, and **Tim Langmaid**, assistant senior editor, named executive producers; **Frank Hyland**, supervising producer, named weekend managing editor.

## RADIO

**Richard David**, founding VP/national program sales director, Guardian Communications, joins WCVO(FM) Columbus and WCWZ(FM) Zanesville, both Ohio, as GM.

**Kerri Grote**, public relations specialist, Rockford Health System, Rockford, Ill., joins Journal Broadcast Group Inc., as community projects manager for the Journal's Milwaukee operations. Grote will also coordinate the production of communications materials for the entire Broadcast Group.

**Regine Carney-Copeland**, account executive, ABC Radio Networks, joins Katz Media Group as Eastern regional manager, Urban Dimensions, New York.

**Larry James**, correspondent, Voice of America, named director, English programs division, Washington. James will manage Talk to America section, broadcast production branch, and VOA's newly formed News Now branch.

**Jack Nail**, consultant, joins Premiere Radio Networks Inc., Los Angeles, as VP/director, talk programming sales.

## CABLE

**Fran Frobey**, manager, affiliate relations, SportsChannel Associates, Woodbury, N.Y., joins Ethnic-American Broadcasting Co., Fort Lee, N.J., as regional affiliate sales manager.



Frobey

**Gary McCollum**, VP, customer care, Cox Communications, New England, named VP/GM, Cox, Roanoke, Va.

**Barbara Daly**, associate producer, Viewer's Choice, New York, named writer/producer, video promotion.

**Richard Lynn**, VP, business affairs, and general counsel, USA Networks, New York, named senior VP.

**Janice Janik**, director, finance and operations, Showtime Networks Inc., Dallas, named VP, financial operations, South Central region.

Appointments at Food Network, New York: **Michael John Smith**, executive



director, on-air promotion, The Disney Channel, joins as VP, creative services; **Melinda Fishman** joins as VP, programming and production.

**David Copp**, president, Charles Preston Hayes & Co., Atlanta, joins NBC Cable Networks, Troy, Mich., as director, ad sales, East Central region.

### ALLIED FIELDS

**Tom Rodman**, manager, digital product

marketing. Broadcast Electronics, joins Pacific Research & Engineering, San Diego, as director, market development.

**Mike Stivala**, senior editor, Betelgeuse Productions, joins National Video Center, New York, as senior editor/director.

**Stephen Klippenstein** and **Cari Abraham**, senior art directors, DAZU Advertising, join Creative Domain Design, Hollywood, in same capacities.

### DEATHS

**Daniel R. Kelly**, 67, died Aug. 20. Until his retirement in December 1997, Kelly worked at Telerep, New York. He had been with Telerep since 1968. Kelly's last post was VP/director, promotions and public relations. He is survived by his wife, and three children.

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

## OPEN MIKE

### Half full or half empty?

**EDITOR:** Your Aug. 31 editorial on digital television (Grand Alliance II) is deeply troubling in that it blows completely out of proportion the modest bumps in the road that the industry is experiencing as we embark on a historic launch of this revolutionary new service. Digital television is not in danger of being dead on arrival. Quite the contrary: With high-definition television as its centerpiece application, digital television is about to take off like a rocket in North America and soon afterward in much of the rest of the world.

You couldn't be more wrong when you say that only a sacrificial band of broadcasters is delivering on its promise. Twenty-four stations volunteered to be on the air by Nov. 1 of this year—but by the latest count, at least 45 stations will be up and running by then. And the FCC has been swamped with construction permit applications for other DTV stations.

You're also off the mark about sets. At least 14 manufacturers have announced and demonstrated products, and we've already seen people waiting in line to be the first to purchase them. These commercial sets are far more than prototypes, and sales volumes are likely to build rapidly over the first year of the service. Expensive at first, the prices of these top-of-the-line HDTV receivers are likely to fall rapidly as second- and third-generation chipsets become available.

You're wrong as well to say that programming will be scarce. About 80% of prime time network programming today is produced on film, which can be transferred rather easily to HDTV. With prime time programming

and movies, broadcasters will have ample HDTV programming to jump start the service, and even unconverted analog television looks considerably better on the new HDTV receivers. Once we see sports in HDTV, a more difficult hurdle for broadcasters to clear, there will be no looking back. I have no doubt that viewers will soon demand HDTV quality for all of the most popular programming. And contrary to your view that "cable is nowhere," cable and satellite program providers and operators are moving rapidly to implement digital TV, including HDTV. They are too smart to be caught offering a technically inferior service.

Finally, I'm pleased to report that the organization you long for to solve the problems of digital television already exists in the form of the Advanced Television Systems Committee. It is one more testament to the stellar contribution of Dick Wiley that the work of his Advisory Committee has been continued and extended through the ATSC. Formed in 1982, the ATSC worked hand in glove with Wiley's Advisory Committee, developing the industry consensus around the standard-definition television formats that were added to the Grand Alliance HDTV proposal and documenting the Advisory Committee's recommendation into the ATSC digital television standard. Since 1996, the ATSC has more than tripled its size as more industry members with a stake in digital television have joined in our efforts to resolve implementation issues, to develop extensions of the DTV standard for data applications, and to promote adoption of the North American DTV standard throughout the world in order to bring the earlier

and wider availability of equipment at lower prices for broadcasters and consumers. The ATSC now has more than 160 members, consisting of corporations, industry associations and research institutions, representing broadcasters, cable and satellite operators and programmers, equipment manufacturers, motion picture companies, and computer and telecommunications firms from around the world.

You are right on the money in your assessment of the genius of the Wiley committee—its inclusiveness, its independence from the direct hand of government and its reliance on peer review by industry experience. It was indeed "a textbook example of the private sector taking charge of its own destiny, and it worked." Through the ATSC it is still working, with all of the same individuals (except for a few pioneers who have passed on) and many more.

After more than a decade of tireless effort by Dick Wiley and more than a thousand other volunteers, digital television is on the verge of a rapid and hugely successful introduction. This digital television revolution will bring not only a quantum improvement in the technical quality of television but also a virtually limitless array of potential information services that will enrich and improve the lives of its users. Only a myopic preoccupation with relatively minor implementation challenges could possibly threaten the success of this great collective endeavor, and your editorial does the public a disservice by grossly overstating these concerns.—*Robert K. Graves, chairman, Advanced Television Systems Committee, Washington*

**WRAL-HD Raleigh, N.C., has been granted permission by the FCC to continue transmitting an**

experimental digital television signal on ch. 32. The approval allows WRAL-HD to continue broadcasting until Sept. 4, 1999. The station was the first in the U.S. to broadcast digital signals. WRAL-HD, which operates as a test bed for digital equipment manufacturers, plans to broadcast a live transmission of the Oct. 29 space shuttle launch with Sen. John Glenn as a crew member.

**Nielsen's weekly national ratings for the week ended Sept. 6 were delayed three days**

(and released last Friday), primarily because of lineup issues involving the annual Jerry Lewis Labor Day Telethon and the start of National Football League coverage. NBC was first in the household race with a 7.7 rating and a 14 share, followed by CBS, 6.3/12; ABC, 5.8/11, and Fox, 4.9/9. The WB did a 2.2/4,

and UPN had a 1.8/3. **Late last week, Nielsen also still was reconfirming the Pax TV lineup of TV stations and cable systems.** Pax's numbers were due to be reported early this week. Nielsen confirmed that Pax TV is not yet at the 70% national coverage threshold that it usually defines as the minimum

## News and documentary winners take center stage

CBS, NBC and PBS were top winners of the 19th annual news and documentary Emmy Awards last week. Presented by the National Academy of Television Arts & Sciences in New York on Sept. 9, the statues are given "to programs and program segments as well as to individuals for outstanding achievement in news and documentary programming," said John Cannon, NATAS president.

The numerical breakdown by network: CBS, NBC and PBS, 10 each; Discovery, 5; ABC, 4; Cinemax and MSNBC, 3 each; HBO and The Learning Channel, 2 each, and A&E, CNN and TBS, 1 each. The winners were chosen from nearly 1,200 entries that aired in 1997.

Multiple Emmy winners included: *The Living Eden* on PBS (5); *Dateline NBC* and *National Geographic Special* on NBC (4 each); *CBS News Sunday Morning* (3), and CBS's *60 Minutes* and *Evening News*, PBS's *P.O.V.*, ABC's *PrimeTime Live*, Cinemax's *Calling the Ghosts* and MSNBC (2 each).

Shown with her Emmy for outstanding general coverage of a single breaking news story in a regularly scheduled newscast ("Princess Diana") is Missie Rennie, executive producer of *CBS News Sunday Morning*.



Rennie

NATAS photo/Darleen Rubin

coverage needed to be rated as a network and included in the network ratings "pocketpiece." But Nielsen said it will report the Pax TV ratings as a network service anyway, "with the understanding and belief that they will reach that [70%] plateau" reasonably soon. As of last week Pax's coverage was 65%-68%, a Nielsen spokesperson said.

**Bell Atlantic plans to announce this week that it is rolling out direct broadcast satellite service in Washington, D.C.,** and one other major mid-Atlantic market, says Larry Plum, spokesman for the company. For an installation fee of some \$200 and equipment leasing fees of about \$6 per month, Bell Atlantic will install a satellite dish and off-air antenna, provide programming from DirecTV and USSB and charge all services on a single bill. Monthly programming costs from DirecTV and USSB will be the same as if customers ordered programming directly from one or both DBS companies. Plum

says the arrangement among the three companies helps satellite TV overcome several sales obstacles because customers will be able to get local signals via off-air antennas, won't have to pay high upfront costs to purchase equipment and will receive installation and 24-hour customer service.

**Richard C. Wald, a 20-year ABC News veteran, will retire** from the network at the end of the year but continue to serve as a consultant to the news organization. For the past five years, Wald has been senior VP for editorial quality. He also has overseen much of the organization's international activities, including its 80% stake in WTN, which the network agreed to sell to AP in May. Wald joined the ABC News executive ranks in 1978, after a nine-year stint at NBC News. He was president of NBC News from 1973 to 1977. Wald began his journalism career in 1951 as Columbia College correspondent for the *New York Herald Tribune*. His consulting duties at ABC

### UPN follows CBS in big-screen ad buy

Commercials for two of UPN's fall dramas will run on as many as 2,000 movie screens nationwide, starting this week.

UPN will spend some \$350,000 on the big-screen campaign, according to National Cinema Network.

In a similar buy, CBS is promoting its *Marshall Law* series in theaters through the end of this week, according to Bob Martin, president of Kansas City-based NCN, which brokered the deals and splits revenue with the cinema chains that screened the spots.

UPN will plug *Seven Days*, a time-travel action show slotted at 8 p.m. Wednesday, and *Legacy*, a series set on a Kentucky farm in the 19th century and aired at 8 p.m. Friday. The network expects 10 million impressions for the 60-second spots, according to Robert Rene, UPN executive vice president of marketing, who says the deal includes screens in the top 10 markets. "We're trying to drive a certain kind of show [big, visually compelling dramas] through that medium," Rene says.

UPN plans to track the impact from the big-screen spots that will run through late October, but Rene wouldn't identify the methodology to be used. —Richard Tedesco

News will include periodic seminars for staffers on ethics, legal and diversity issues. Sources say Wald also is considering consulting activities outside ABC, but those plans are not yet firm. Most of his other duties will be assumed by recently hired ABC News Executive VP Shelby Coffey III.

**CNN Interactive reported a record-setting pace of 340,000 hits per minute on its Website last Friday**, prior to posting Kenneth Starr's report on President Clinton's relationship with Monica Lewinsky. Its previous high was 320,000 hits per minute following President Clinton's grand jury testimony. A CNN spokesperson said that the Website was "coming under a lot of pressure" and was unable to handle the demand after it claimed to be the first Internet news outlet to post the Starr report in its entirety on Friday at 2:45 ET.

**Helen Feinbloom** has been **let go after a year as VP/GM of Washington's Paramount station, wdca(tv)**. A station employee for several years, she previously was sales manager. J.W. Linke-nauger, director of new technology for Paramount Stations, is acting GM. No reason was given for Feinbloom's departure.

**Medora Heilbron**, VP, series development, for USA Networks, is resigning effective Oct. 1. She is the latest in a series of departures from USA. She has been with the network since 1990; her credits

include *La Femme Nikita* and *Pacific Blue*.

**Worldvision's syndicated series Judge Judy begins its third season today** (Sept. 14) with upgrades in more than 35% of the top 50 markets and 100 double runs across the country. *Judy* averaged a 5.7 national rating last season, up 159% over its first season, according to Nielsen Media Research. Upgrades include a new 6 p.m. time slot on WPWR-TV Chicago, a double run at 5 p.m. on WTXF(TV) Philadelphia and a double run at 6 p.m. on WSBK-TV Boston. *Judge Judy* is cleared in more than 98% of the country this season.

**Philips Electronics has become the title sponsor on PolyGram Television's new syndicated weekly music series, Motown Live.** The show will now be called *Philips Presents Motown Live*.

On the heels of its launch of Cox Digital Telephone service in San Diego County (Calif.), **Cox Communications says it intends to launch the service in the Phoenix suburb of Chandler, Ariz., on Oct. 1.** Cox says the service will cost, on average, 10% less than the traditional local telephone service supplied by US West. While Cox initially is launching the service to portions of Chandler, it expects to offer service to several hundred thousand customers by the end of 1999. Cox has about 585,000 cable customers in and around Phoenix.

## Six by Madonna

According to MTV, Madonna is still on top. The 40-year-old pop queen stole the show at the 15th annual *MTV Video Awards* last Thursday, capturing six honors. Her popular single, "Ray of Light," was named as best video.

The *Video Awards* show, telecast from the Universal Amphitheatre in Los Angeles, was hosted by comedian Ben Stiller and featured performances by the Beastie Boys, Hole and Marilyn Manson. The Beastie Boys received the Video Vanguard Award, the music channel's top honor, and longtime rockers Aerosmith and rapper Will Smith grabbed two honors apiece.

What would the *Video Awards* be without controversy and a little pushing of, as well as opening of, the envelope? Manson, a musical favorite of radio personality Howard Stern, was dressed for his performance in a green jumpsuit that failed to cover his backside. The outfit was similar to one Stern sported at the *MTV Awards* five years ago, when the show was last in Los Angeles.

Wyclef Jean, who took home the best R&B video award, used her moment in front of the mike to blast the producers of the film "How Stella Got Her Groove Back" for making jokes about AIDS and his native Haiti. Whitney Houston and Mariah Carey presented the first award of the show together and also took turns pulling off parts of their outfits. The Beastie Boys' outspoken Adam Yauch used the MTV platform to take a shot at the U.S. government's recent attacks on the Sudan and Afghanistan.

—Joe Schlosser



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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

## Express time for local

That fellow who just bought the satellite TV dish is going to want local broadcast signals to go along with the seemingly endless offerings of cable and PPV. If he's like most Americans, those signals still account for the bulk of his TV viewing. Unfortunately, federal copyright law prohibits satellite TV companies from offering local broadcast signals and—here's the irony—the NAB, the broadcasters' principal lobby, now seems to be the chief obstacle in overturning the law.

Senate Commerce Committee Chairman John McCain and House Telecommunications Subcommittee Chairman Billy Tauzin favor legislation that would permit so-called local-into-local satellite service. But recognizing that satellite companies have limited channels, the lawmakers would not require the companies to carry every station in a market right away. They would put off that obligation for a few years or until satellite subscribership reached a certain level. Well, that's just not good enough for NAB. It is insisting on "full must carry"—if a satellite company carries one station in a market, it must carry them all. By digging in their heels, the NAB is jeopardizing the local-into-local legislation. EchoStar, the satellite company most eager to provide the service, strongly opposes full must carry and has the sympathies of key lawmakers who see a more competitive satellite service as their answer to rising cable rates. And even if NAB has its way and Congress passes legislation with full must carry, broadcasters lose. No satellite company has the capacity to provide local service with full must carry and make a business out of it. To get the most sought-after programming, the new dish owner would have to fall back on cable or outdoor antennas or—this is broadcasters' worst-case scenario—finagle a way to subscribe to the satellite services' distant broadcast signals. (The signals are supposed to be available only to homes beyond the over-the-air reach of local broadcast signals, but they have somehow made their way into

many homes well within the reach of local stations.)

Local-into-local legislation with phased-in must carry is the way to go. Stations left behind by the satellite companies—EchoStar plans initially to offer only major network affiliates—would eventually get picked up. And the legislation could be written in a way that ensures that pickup day comes long before any stations sustain measurable damage. As we argued last June, "such a law would spur competition, obviate new cable regulations, extend the reach of TV stations and mitigate the problems stemming from importation of TV signals from distant markets." That's a dish that serves everyone well.

## No esc

Convergence finally came last week, and it took the potential unseating of a sitting president to do it. The Web surf became a tidal wave as millions logged in to access the Starr report. It seemed a fitting venue for a story that began—at least in terms of media frenzy—on the Web with Matt Drudge's leaking of the *Newsweek* story.

The millions taking to the Web surf last week were participating in the first "Web moment," one of those galvanizing points—like TV's coverage of the Kennedy assassination or the moon landing. We wager that more than a few net neophytes were introduced last Friday to the seductions of the medium, particularly its immediacy (downloading, of course, is another story).

That instant access also had its effect on Congress, where a debate over the report cited the dangers of snap judgments in an era when TV and the Internet combine to put information instantly in the hands of what was, curiously, then described as an "uninformed electorate." But it is that very access to information that can keep the electorate from being dismissed out of hand as uninformed. Wherever this story may eventually lead, there is no escaping the role the Internet has played in taking it there.

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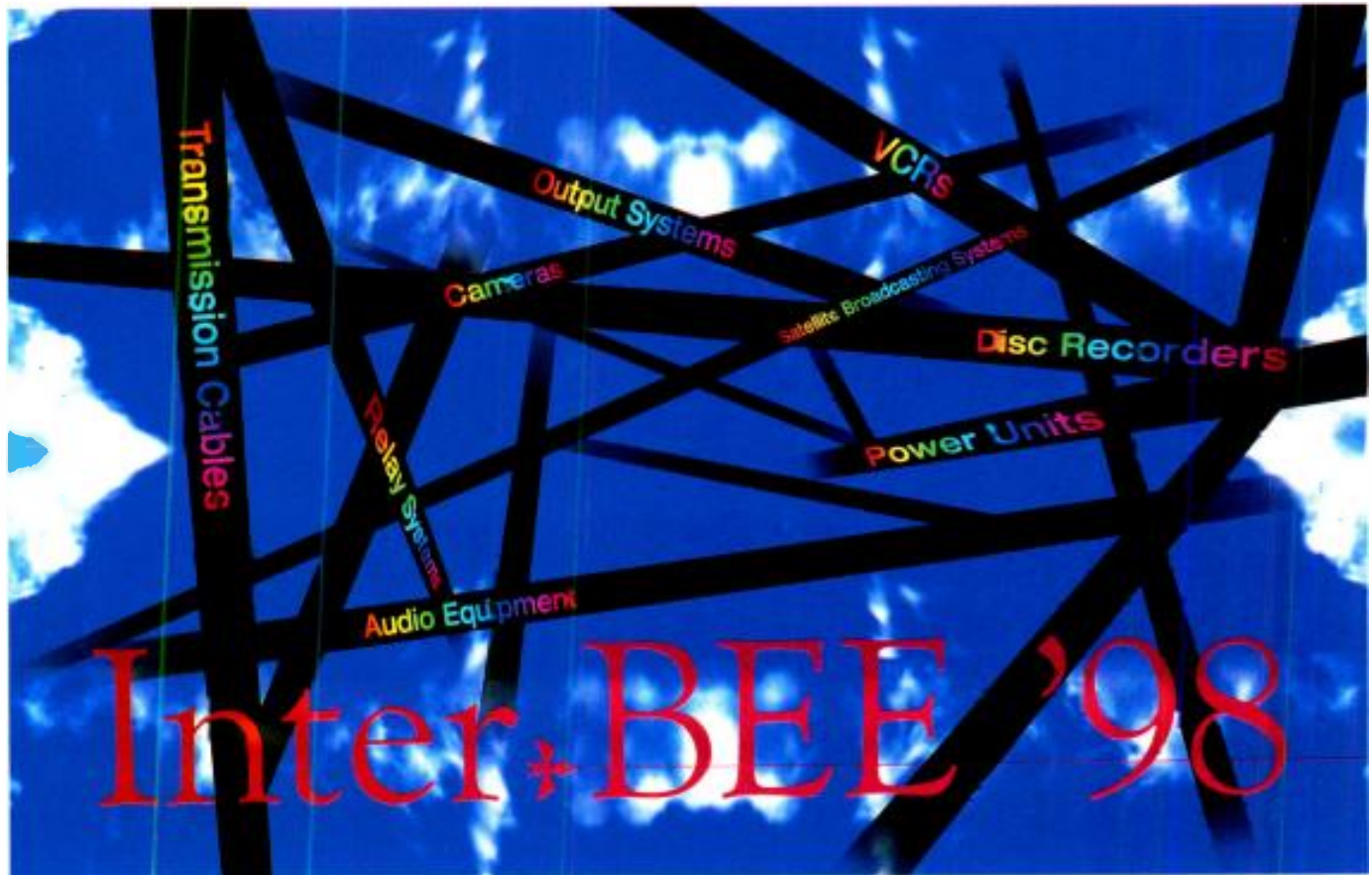
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