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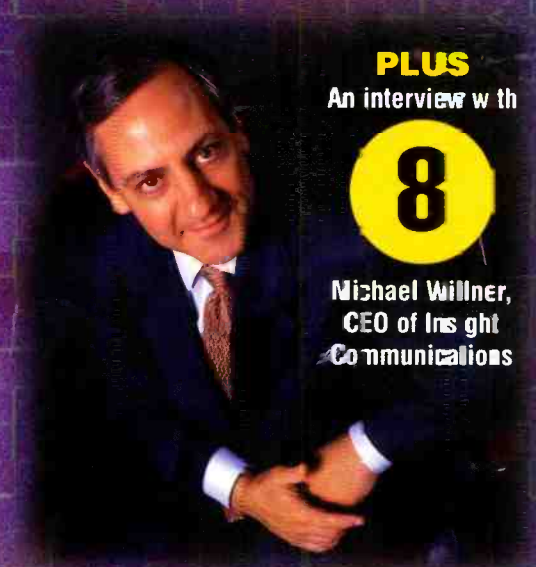
# cable operators

PLUS

An interview with

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Michael Willner,  
CEO of Insight  
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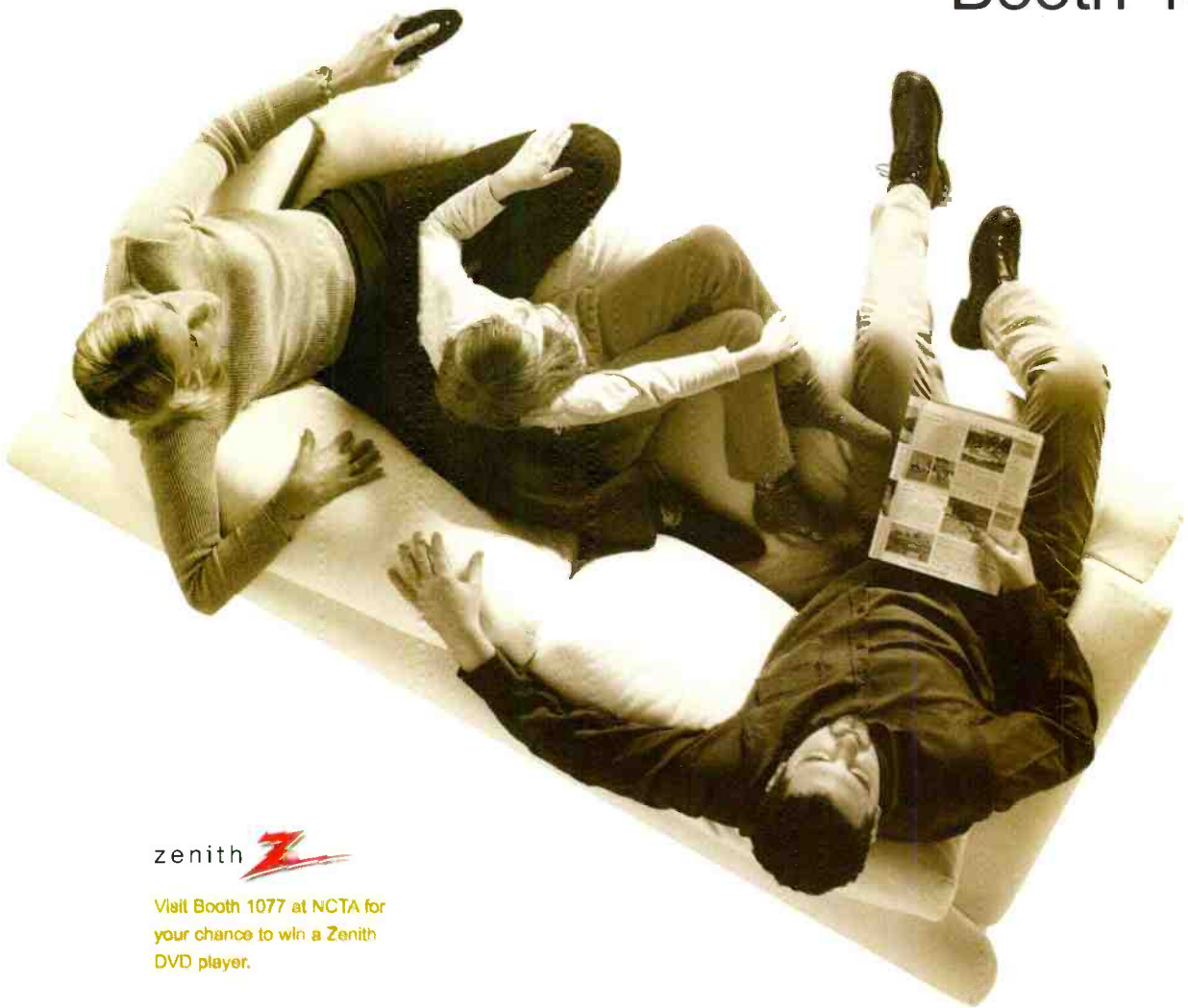


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Cover photo: Rick Falco / Black Star

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boom / ble O / ... Cable / ... Electric / RCN Corp. /

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# Short strokes for CBS-Viacom

Justice gives its OK; FCC approval could come as early as this week

By Bill McConnell

Viacom and CBS officials are weighing which TV and radio stations to divest as government approval for the companies' merger grows tantalizingly close.

The Justice Department gave its consent for the deal last week, but the companies will have to wait at least until this Wednesday (May 3) to win final government approval for their \$36 billion merger.

It will bring together CBS, the once-dubbed Tiffany Network, and its venerable but old-skewing programs like *60 Minutes*, with the far-flung Viacom empire, whose irreverent MTV defined one generation and whose Nickelodeon is baby-sitter for yet another.

The last hang-up: a vote from FCC Commissioner Gloria Tristani. It does not matter whether she votes yes or no, just that she casts her ballot. The other four FCC commissioners had voted in favor of the deal by late last week. But official FCC approval can't come until the vacationing Tristani weighs in.

Tristani could have ordered staffers in Washington to relay her vote to the FCC, but agency and industry sources say she decided not to interrupt her time off in order to make a decision on the deal.

The Justice Department imposed no conditions on the merger, but the FCC will order the joined company to divest as many as 10 TV stations and four radio stations in order to comply with federal broadcast ownership limits.

Viacom would be given a 12-month deadline to sell enough TV stations to get below the government's 35% cap on national audience reach, a much tighter time frame than the two years company officials requested. FCC officials said the commissioners were reluctant to go beyond traditional divestiture grace periods given that the long-standing prohibitions on TV duopolies were approved last year.

Combined, the companies have 35 stations and 41% coverage of U.S. TV households. By selling stations in the smallest markets, the company would have to get rid of 10 TV stations, but



The disparate generations who watch rock group Rage Against the Machine on MTV (background) and the venerable journalists of '60 Minutes' will be the audience for the combined behemoth, after the FCC OK's the deal.

Photos: CBS / MTV, Illustration: Adam Woods

company officials said they might decide to divest a smaller number of TV outlets in larger markets.

The fate of the UPN network is still somewhat unclear, although Viacom most likely will be able to keep the financially shaky operation in its stable. Under current rules, the company would be forced to sell UPN because the Big Four networks are prohibited from owning each other, UPN or WB. A sale of the network appears unlikely, though: By the end of May, the FCC is expected to propose relaxing dual network restrictions enough to let the major networks buy the two netlets. Should the FCC reject proposals to loosen the rules, Viacom would have a year to sell UPN.

A tighter timetable would apply to divestiture of radio stations in Los Angeles, Chicago and Dallas. The radio sales are required because of restrictions on same-market radio and TV crossownership. FCC rules limit owners of single TV stations to control of only seven radio stations in the same market, forcing Viacom to dump one radio outlet in Los Angeles and Chicago. In Dallas, where Viacom would own two TV stations, two of eight radio stations must go on the block.

The Justice Department's easy-going attitude toward the deal is a relief for Viacom officials, given that the antitrust regulators raised questions about the merged company's power in syndication.

When CBS and Viacom are joined, the combined reach in TV syndication will be daunting. CBS' reach includes newly acquired syndication giant King World with its *Oprah Winfrey Show*, *Wheel of Fortune* and *Jeopardy*. CBS' own syndication division produces a number of first-run series and sells CBS' series such as *Everybody Loves Raymond* to local stations. And under the Viacom arm, Paramount Domestic Television alone is one of the top syndication studios in the industry.

Other syndicators now under its wing include Worldvision and Spelling. Paramount's stable includes everything from *Judge Judy* to off-network sales of series like *Frasier*. ■

## SOMETHING'S GOTTA GIVE

### CBS merger conditions

FCC-ordered sales **Deadline\***

TV stations reaching 6% of U.S. homes **12 mos.**

4 radio stations in Los Angeles, Chicago, Dallas **6 mos.**

UPN network (if required) **12 mos.**

\*after deal closes

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## WALKING WITH DINOSAURS

On April 16, 36 million people tuned in to **WALKING WITH DINOSAURS**,<sup>2</sup> making it the most-watched documentary in cable television history.<sup>3</sup>

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1) Source: Nielsen Media Research Household Rating within Discovery Channel universe on April 16, 2001 from 7pm-10:07pm. 2) Source: Nielsen Power Report total cumulative audience from 7pm-1:11am, 1 minute qualifier, persons 2+. 3) Source: Nielsen Media Research household projections for documentary programs on basic cable networks. Program name history 9/2/99-4/16/00 - Subject to qualifications available upon request.

# For nets, it's gut-check time

By Joe Schlosser

**N**etwork executives are wearing out their Guccis traipsing from studio to studio this month, mak-

ing their best guesses on their prime time lineups for fall.

It's crunch time: By the end of this week, more than half of the 110 drama or comedy pilots will have been viewed

by top network brass.

ABC, NBC, CBS, Fox, UPN and The WB are looking, all told, at 59 comedy pilots, 51 dramas and more than a dozen reality show pilots. Given

	What's in development	Done deal	Looking good	They're back	Iffy	RIP	Black hole	Analysis
ABC ABC ABC ABC ABC	6 dramas, 5 comedies and 3 alternative series including <i>Mas-termind</i> . That's <i>Who Wants to Be a Millionaire's</i> spin-off that could be launched this summer. <b>NY upfront:</b> May 16, Radio City	No firm commitments for new shows.	Sitcom <i>Lost and Found</i> with Geena Davis; sketch show with <i>Who's Line Is It Anyway's</i> Wayne Brady; a cop comedy with Dennis Leary; dramas <i>Elizabeth Street</i> and <i>Gideon's Crossing</i>	<i>NYPD Blue</i> , <i>Drew Carey, Once and Again</i> , <i>The Practice</i> , <i>Whose Line Is It Anyway?</i> and, no doubt, <i>Dharma &amp; Greg</i> . Also back is <i>Spin City</i> , without Michael J. Fox. A problem?	<i>Making the Band</i> , <i>The Hughleys</i> , <i>Norm</i> , <i>Two Guys, Sports Night</i>	<i>Sabrina, the Teenage Witch</i> ; <i>Boy Meets World</i> ; <i>Wonderland</i> ; <i>Wasteland</i> ; <i>It's Like... You Know</i>	TGIF is dead. Will <i>Wonderful World of Disney</i> move there from Sunday? Comedies and Brady sketch show also said to be possibles.	Have we mentioned <i>Millionaire</i> ? How many times will it air? Possibly four a week, but ABC execs aren't saying. Net wants to build off its lead on more nights. It could be back-to-back season victories for Disney gang.
CBS CBS CBS CBS CBS	10 dramas, 11 comedies and 1 game show (\$64,000 <i>Question</i> ).  <b>NY upfront:</b> May 17, Carnegie Hall	No firm commitments for new shows.	Sitcom <i>Bette</i> from Columbia TriStar, with Bette Midler; remake of <i>Fugitive</i> from Warner Bros.; and <i>American Family</i> from Gregory Nava	Monday night comedies, outside of <i>Ladies Man</i> , will remain intact; ditto for Sunday night with <i>Touched By An Angel</i> , <i>60 Minutes</i> and movie. <i>Family Law</i> and <i>Judging Amy</i> set for second seasons.	<i>City of Angels</i> , <i>Now &amp; Again</i> , <i>Ladies Man</i> , <i>Chicago Hope</i> , <i>Kids Say the Darndest Things</i> , <i>Martial Law</i> and <i>Falcone</i>	<i>Cosby</i> , <i>Work With Me</i>	Help needed for Thursday, Friday and Saturday nights.	Lots on the bubble. Look for seven or eight time-period changes in the fall and some unexpected reality series changes, depending on success of <i>Big Brother</i> and <i>Survivor</i> this summer
Fox Fox Fox Fox Fox	6 shows they call "alternative," 11 dramas and 9 comedies  <b>NY upfront:</b> May 18, Beacon Theater	David E. Kelley's <i>Teachers</i>	Darren Star's <i>The Street</i> ; Barry Sonnenfeld and Barry Josephson's <i>The Tick</i> , comedy <i>Don't Ask</i> , from 3rd <i>Rock</i> creators Bonnie and Terry Turner; and Chris Carter's <i>Lone Gunmen</i>	Midseason comedy <i>Titus</i> ; <i>Malcolm in the Middle</i> ; <i>Ally McBeal</i> ; <i>The Simpsons</i> ; <i>That '70s Show</i> ; <i>King of the Hill</i> ; <i>Futurama</i> ; <i>Cops</i> ; <i>America's Most Wanted</i>	<i>Time of Your Life</i> , <i>Police Videos</i> , <i>Greed</i> , softer reality stuff. Possibly letting <i>Family Guy</i> go to UPN	<i>Beverly Hills 90210</i> , <i>Party of Five</i> , <i>Get Real</i> and (so they say) exploitative reality	More nights to fill than any other network. Fall failures left gaping holes on Tuesday, Wednesday, Thursday and Friday. Plan is to build from stronger Sunday and Monday success.	Coming off exec shuffle and bad year for new shows. Lots of sizzle lost with possible exit of <i>X-Files</i> and end of <i>Party of Five</i> and <i>Beverly Hills 90210</i> . But solid development with names like Kelley, the Turners and Carter.



that whatever they choose, 80% will fail, at least they can be applauded for helping the economy. The pilot price tag exceeds \$200 million.

What will viewers and advertisers get for that kind of dough? We'll learn soon. Between now and May 15-19, each of the networks will have presented advertisers with their planned

schedules for the 2000-2001 season, and Madison Avenue will bet, with billions of dollars, on who has the hits.

Still, just days away from those final schedules, a handful of serious question marks looms: Can NBC win back its *Friends* for another season? Can Fox bring back *The X-Files* with some semblance of the original cast? Will

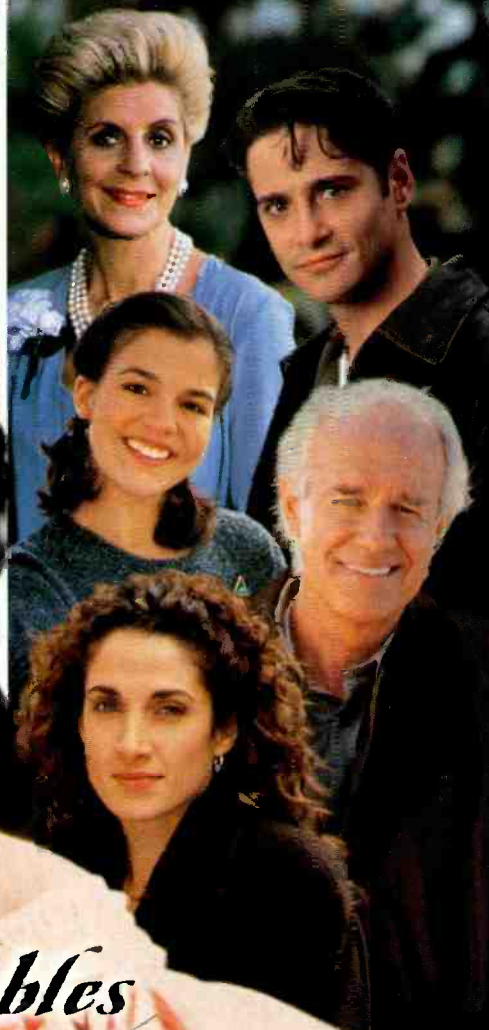
UPN grab Fox's *Family Guy* and ABC's *The Hughleys*? And does any competing network have a final answer for ABC and Regis Philbin?

Here is a quick guide to the six major broadcast networks' development slates and a handicap chart on what will likely go down at the upfronts later this month. ■

NBC NBC NBC NBC NBC NBC	What's in development	Done deal	Looking good	They're back	Iffy	RIP	Black hole	Analysis
	<p>17 comedies, 10 dramas, maybe a few game shows. Network funded 'presentations,' not pilots, saved bucks.</p> <p><b>NY upfront:</b> May 15, Lincoln Center</p>	<p>Steven Spielberg's military drama <i>Semper Fi</i>; Dick Wolf's <i>Deadline</i>, starring Oliver Platt; Kristen Chenoweth comedy with Broadway star; and comedy with <i>Seinfeld</i> goofball Michael Richards</p>	<p><i>Tucker</i> and another comedy from NBC Studios; comedy with <i>Seinfeld</i> alum Wayne Knight from Carsey-Werner</p>	<p><i>ER</i>, <i>Law &amp; Order</i>, <i>Will &amp; Grace</i>, <i>Third Rock From the Sun</i>, <i>Providence</i>, <i>Just Shoot Me</i> and, of course, <i>Friends</i>, if renewal negotiations go well</p>	<p><i>Twenty-One</i>, <i>Stark Raving Mad</i>, <i>Daddio</i>, <i>Profiler</i>, <i>The Pretender</i>, <i>The Others</i>, <i>Jesse</i></p>	<p><i>Freaks and Geeks</i>, <i>Suddenly Susan</i>, <i>Veronica's Closet</i>, <i>God, The Devil and Bob</i>, <i>Battery Park</i>, <i>Cold Feet</i></p>	<p>Monday night is a tough platform for comedies; Sundays are a struggle and Saturdays are up in the air, at least until the new WWF football league, the XFL, bows in midseason.</p>	<p>Last year added seven new shows (five were dramas). Look for seven to eight new shows this fall (possibly 5 comedies). NBC execs didn't expect <i>Millionaire</i>; now, they're aiming to shoot it down.</p>
UPN UPN UPN UPN UPN	What's in development	Done deal	Looking good	They're back	Iffy	RIP	Black hole	Analysis
	<p>One reality series (<i>The Big House</i>), 9 comedies (4 for mid-season) and 5 dramas</p> <p><b>NY upfront:</b> May 18, Madison Square Garden Theater</p>	<p>Howard Stern's animated <i>Doomsday</i> has been picked up for mid-year.</p>	<p>Pair of ethnic comedies: <i>Girlfriends</i> from Kelsey Grammer and <i>Who's Your Daddy</i> (formerly <i>Him and Her</i>); sketch comedy show <i>Out of Bounds</i> (formerly <i>Off the Hook</i>); and dramas <i>Level 9</i> and <i>Resistance</i></p>	<p><i>WWF Smackdown</i>, <i>The Parkers</i>, <i>Star Trek: Voyager</i></p>	<p><i>The Beat</i>, <i>Malcolm and Eddie</i> and <i>Grown Ups</i></p>	<p><i>The Strip</i>, <i>Shasta McNasty</i>, <i>Secret Agent Man</i>, <i>I Dare You</i> and <i>Dilbert</i></p>	<p>Tuesdays. Execs said to be mulling a move of the Friday night movie lineup to Tuesday as fix. Another scenario has Monday's ethnic-skewing lineup bleeding into Tuesday with more urban comedies.</p>	<p>UPN has some momentum, but Viacom-CBS merger adds a question mark. Network hopes Thursday's <i>WWF Smackdown</i> success will carry over into new Friday night lineup.</p>
The WB The WB The WB The WB	What's in development	Done deal	Looking good	They're back	Iffy	RIP	Black hole	Analysis
	<p>9 dramas, 8 comedies and 2 reality series. Has tight deal with Family Friendly Programs Initiative backed by Madison Ave. advertisers.</p> <p><b>NY upfront:</b> May 16, Sheraton NY Hotel &amp; Towers</p>	<p>Nikki Cox (<i>Unhappily Ever After</i>) comedy with <i>Drew Carey</i> producer Bruce Helford; there's a new <i>Sabrina</i> spin-off, after nabbing <i>Sabrina</i>, <i>The Teenage Witch</i> from ABC; option for Claymation series <i>The PJ's</i></p>	<p>Sketch comedy series <i>Hype</i>; drama <i>Gross Pointe</i> from Darren Star; two family friendly programs, <i>Gilmore Girls</i> and <i>Finally Home</i> with Melissa Gilbert</p>	<p><i>7th Heaven</i>, <i>Buffy the Vampire Slayer</i>, <i>Angel</i>, <i>Dawson's Creek</i>, <i>Charmed</i>, <i>The Steve Harvey Show</i>, <i>The Jamie Foxx Show</i></p>	<p><i>Roswell</i>, <i>Felicity</i>, <i>Jack and Jill</i> are iffy; <i>Movie Stars</i> and <i>For Your Love</i> are very iffy.</p>	<p><i>D.C.</i>, <i>Brutally Normal</i>, <i>Zoe</i>, <i>Safe Harbor</i>, <i>Mission Hill</i>, <i>7th Heaven: Beginnings</i></p>	<p>Sundays and Mondays after <i>7th Heaven</i>. Aaron Spelling's <i>Safe Harbor</i> was last show to fail to capitalize on <i>Heaven</i> lead in.</p>	<p>Made some late-season changes with <i>Felicity</i> and <i>Roswell</i> that helped strengthen both. But WB had tough season with loss of WGN Superstation and early season misses.</p>

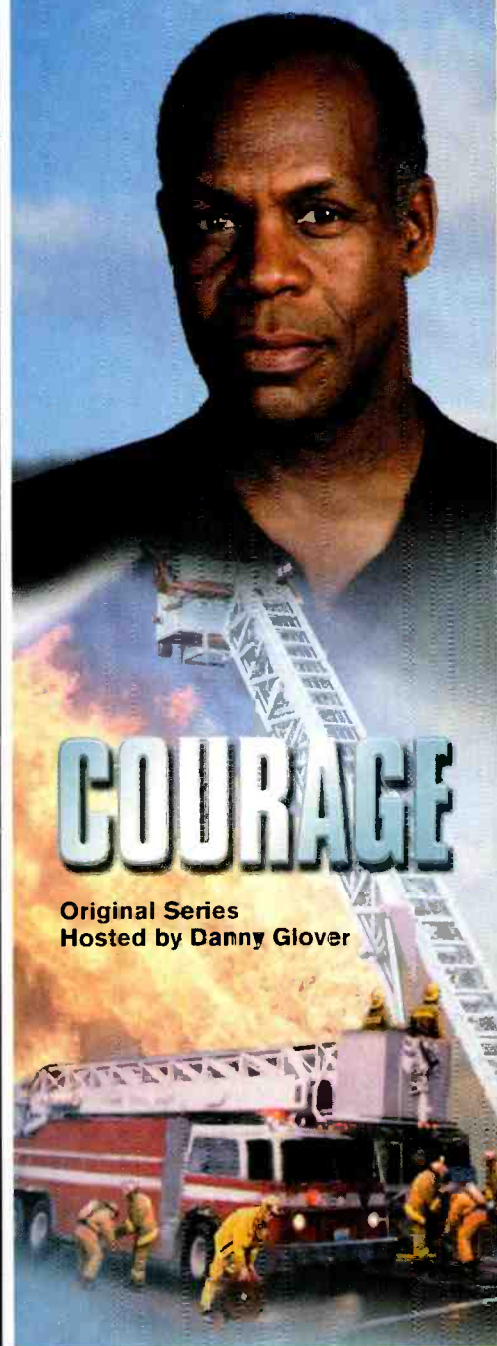
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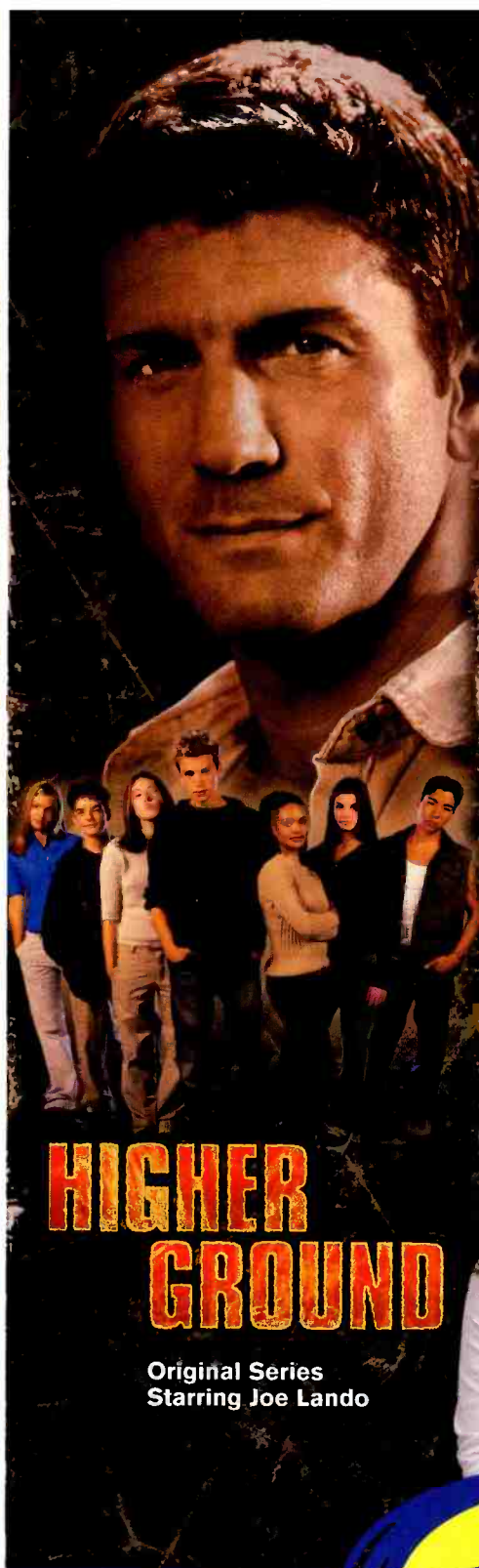


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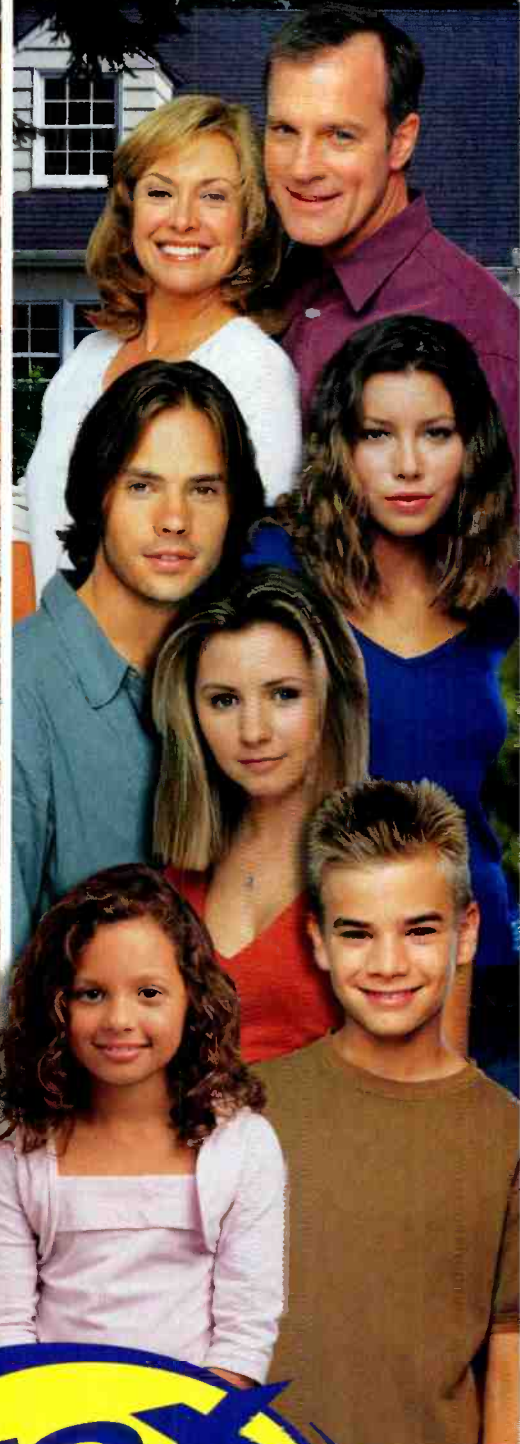
Starring Kyle Chandler



**HIGHER  
GROUND**

Original Series  
Starring Joe Lando

7<sup>th</sup> Heaven



CHANNEL

# Kids upfront is sorta flat

WB, Cartoon seen gaining, but Nick disputes talk of a dip; syndy rates rise 5%-8%

By Steve McClellan

**B**y most accounts, a flat kids upfront TV market unfolded last week, bringing between \$750 million and \$800 million in ad commitments for the 2000-01 season.

The syndication upfront also broke, with prices for the top-tier shows, such as *Oprah Winfrey* and *Entertainment Tonight*, commanding rate hikes estimated to be in the 15% to 18% range. Executives said the overall syndication market should be up between 5% and 8%, to about \$2.5 billion.

While the kids market wasn't hot, numerous sources—both buyers and sellers—said WB and Cartoon increased their market share.

Many buyers and sellers contacted last week said they believed Nickelodeon lost some market share, because of declining ratings this season as well as because many multiyear deals with the network ended this season, freeing advertisers to spend elsewhere.

But John Popkowski, senior vice president sales, MTV Networks, said Nick's sales effort is a 52-week process that includes promotions, links to other parts of the company, such as the film-production unit, and a big focus on bringing in nontraditional kids advertisers.

Overall, he said, Nickelodeon's revenues were up in 1999 and will be up in 2000.

"Maybe WB did fine and God bless 'em, and maybe Cartoon did fine and God bless 'em, but we did fine, too," he said. "We don't count on the kids upfront as much as we do on the 52-week conversations which dictate spending levels with us."

Driven by the success of *Pokémon*, The WB took in almost \$100 million in advertising commitments, up 25% from last year's take. That comes on top of an exceptionally strong scatter market for The WB, which received double-digit increases over last year's upfront pricing.

Estimates are WB will take in \$40 million in kids scatter money this year. WB sales executives weren't available by deadline.

"Disney, WB and Cartoon are the growth areas," said John Lazarus, senior



One of The WB's top performers in the children's programming category is the animated 'Batman Beyond.'

vice president, national broadcast, TN Media. He predicted Nickelodeon would "definitely" lose some share in the upfront. "I think they've gone from something like 65% to 51% of the kids [rating points]. They are not what they were."

Grey Advertising's Jon Mandel

agreed. "Nick didn't expect it to be huge year," he said. "I think they are probably down in total [upfront] dollars. But that's probably OK with them, given the way they sell."

Still, Nick has by far the single largest share of the kids business, with an upfront take estimated to be about \$300 million, compared with some \$325 million last year.

Disney put all of its TV, radio, online and print kids outlets under one marketing umbrella called the Disney Kids Network earlier this year. Sources say that, collectively, the assets will bring in between 10% and 20% more revenue than a year ago. The TV piece of that is roughly flat with last year. ■

## He's got full ABC plate

New ABC Broadcast Group chief will do it all, for now

By Steve McClellan

**A**BC may be the No. 1 network right now, but the last thing newly named ABC Broadcast Group President Robert Callahan intends to let happen is for the network to rest on its laurels. One of his top priorities, he says, is to develop "really creative and quality programming" to bolster the shows that catapulted the network to the No. 1 berth this season.

Callahan's new job, announced last week, gives him responsibility for all of ABC's radio and TV station properties, as well as the radio networks and the ABC Television Network. Pat Fili-Krushel, who held the title of president of ABC Television, had overseen the latter up until last month. She resigned to join Healtheon/WebMD.

In the near term, Callahan says, he won't replace her. (He also won't be replacing himself in his previous role as president, broadcasting.)



Robert Callahan won't let the network rest on its laurels.

Instead, he'll assume day-to-day operating responsibility of the network, with key division heads reporting to him. "That will give me a chance to jump in and really get to know the teams," he notes.

Callahan will continue to report to Disney President Robert Iger, as will several other ABC Inc. executives, including Anne Sweeney, president, ABC/Disney Cable Networks; George Bodenheimer, president, ESPN; Janice Marinelli, president, Buena Vista Television; and Robert Miller, senior vice president, publishing house Hyperion.

In the past, Callahan had also been head of the network's radio group. ■

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'Late Night With Conan O'Brien' will be one of the shows on NBCx making young adults laugh.

## Comedy tonight, on NBC's site

*NBCx Web outlet aims recycled laughs at Generation Y*

By Joe Schlosser

**N**BC executives are not kidding about their new Internet plans. But they *are* joking. The network is taking its comedy product online with a new Web site coined NBCx that is scheduled to launch during fourth quarter of 2000 and aimed at a young adult demo.

NBCx ([www.nbcx.com](http://www.nbcx.com)) will feature old NBC comedy sketches from shows, including *Saturday Night Live*, videostreamed to Internet habitués. Former Harpo Productions President and ex-*Oprah* Producer Debbie DiMaio has been named president of NBCx and is staffing the new division at the network's Burbank headquarters.

As it is, NBCx will have access to all *SNL* sketches more than two minutes long, going back through the show's 25-year history. It will also feature a mix of streaming video from *SNL*, *The Tonight Show With Jay Leno* and *Late Night With Conan O'Brien*.

NBCx won't offer Leno or O'Brien monologues right now, but other parts of those shows will find a place. And, for now, NBC isn't planning on putting NBC comedy series like *Will & Grace* on NBCx, but that could change too.

Will affiliates cry foul? Alan Frank, president of Post Newsweek Stations and chairman of the NBC affiliate board,

said he wasn't familiar with the NBCx plan. "We've been dealing with a number of these things," he said. But generally, affiliates object to the network's repurposing its material to other mediums. "It depends on the circumstances."

The site also will be home to dozens of original Internet comedies and sketch shows—something DiMaio says can make NBCx a secret weapon for the network's programming department.

"We're going to make this an incubator for new talent," DiMaio says. "And this place will really be a success when we take something off of the Internet and drive it back onto the network in the form of a TV show."

NBC executives say that the new site will be heavily integrated into NBCi, the network's Internet portal, and NBCx will be well supported by on-air television advertising on NBC and cable channels CNBC and MSNBC. DiMaio says she is talking with late-night show executives and talent about producing original programming for the site.

"We're really just getting off the ground right now, and things are changing every day," she says. "The reason we are sticking to late-night shows right now is that's where the Generation Y audience is and that's where NBC is really strong with Internet users compared to other networks." ■

## Cumulus' auditor jumps ship

By Elizabeth A. Rathbun

**T**roubled radio company Cumulus Media Corp. plans to hire a new auditor early this month after the unexplained resignation of its accountant of two years, PricewaterhouseCoopers LLP.

Citing client confidentiality, a PwC spokesman declined comment on the firm's unexpected move. Meanwhile, Cumulus emphasized that PwC had issued an "unqualified" opinion, the best possible, of its 1999 financial report, which was filed late with the Securities & Exchange Commission.

"While we would not necessarily have chosen this course," Cumulus said last Monday in a statement, "this change may actually be the best thing for the company going forward." That's because Cumulus is looking for a new CFO, and "it probably would be best for [him] to have his own fresh relationship with a new auditor," Cumulus Chairman Richard Weening says.

In an SEC filing dated last Monday, Cumulus said PwC had discovered two "material weaknesses" in auditing Cumulus' 1999 numbers. For one, "spot [advertising], package billing and non-traditional revenues had been recorded in advance of when the spots aired or events occurred." Cumulus, which owns or is buying some 320 radio stations, failed to detect that problem "on a timely basis," the filing said.

PwC also said that Cumulus "failed to ensure, on a timely basis, that amendments to related-party service agreements were appropriately reviewed and approved." Weening and Lewis W. Dickey Jr., the president, both had consulting deals with their own companies.

The news of PwC's resignation sent Cumulus' stock price into a free fall. It was down 16.1% last Monday, to \$11.375, with 936,600 shares traded. The following day, it plunged 19.1%, to a 52-week low of \$9.203125, on a volume of 1.73 million shares. But the stock price revived somewhat, to close last Thursday at \$13 on volume of 308,200 shares. ■

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# Barry's on the prowl again

*Diller intimates new channel will fill untapped cable niche; some ask, 'What's left?'*

By Deborah D. McAdams

Even though cable content is sliced up into more sections than five acres of Texas grapefruit, Barry Diller sees yet another opportunity to carve out a niche. Diller, chairman of USA Networks, home of cable's USA, Sci-Fi and Home Shopping Network, said he's waiting for third-party approval on a "small" cable network acquisition that he intends to grow into a larger service to fill the mystery niche.

According to sources familiar with USA's intentions, there are a handful of networks most likely to become Barry's: GoodLife TV, Inspirational Network and Recovery.

GoodLife is a floundering 8 million-subscriber service run by the people known as Moonies, or the Reunification Church. It lost about \$21 million in 1999 and trades on the Nasdaq for about a nickel. Inspirational Network is a nonprofit religious channel with some 12 million subscribers. It's provided free to cable affiliates.

The Recovery Network targets the addicted and psychologically damaged demo. Now called RnetHealth.com, its sales increased 3%, to \$722,000, in the last six months of 1999, but losses rose 14% to \$5.2 million.

RnetHealth has about 5 million subscribers and trades at about \$1. William Moses, chairman and CEO of RnetHealth, simply said he couldn't comment on a deal with Diller "at this time."

America's Voice is certainly ripe for the taking, having filed for bankruptcy in January. The conservative political channel reaches about 11 million homes, 8 million of them full-time.

Less likely plays include Diller's taking a piece of the profitless Game Show Network, or Odyssey, which just canceled its IPO in the recent market downturn. At one point, Diller courted a deal for Ovation, the fine-artsy channel with 17 million cable and satellite homes, but sources say the asking price was too high.

A deal for Shop at Home, a Nashville-based broadcast group with six television stations and about 9 million cable subscribers, is also still alive, according to individuals familiar with Diller's doings.

Diller and SAH were close to a deal in mid February, but Diller's bid for 51% of SAH fell apart at the last minute. SAH is now reluctant to negotiate from a weakened position, a source familiar with the companies said. SAH's stock has been declining since BROADCASTING & CABLE broke the news of the Diller/SAH near-deal (Feb. 21), and it hit a 52-week low of \$5 per share on April 17. SAH was trading last Friday at \$6.125 per share.

Diller says his deal will go down in the next quarter, adding that he plans to sink "hundreds of millions" to develop programming, which will tap a heretofore untapped programming niche. One question: What's left?

Considering USA's penchant for Tarantino-esque dramedy and Sci-Fi's alien and horror leanings, action or adventure seems a complementary category.

A simultaneous deal with MGM is also possible. The movie studio has been agitating for its own channel.

Diller's remarks came during the company's first-quarter financial report. USAi lost \$18.9 million, or 6 cents a share, compared with \$26 million, or 3 cents a share, last year. Diller said the operational loss reflected a piece of the more than \$1 billion in acquisitions USAi made last year. In terms of net revenue, the company had its ninth straight quarter of 20% to 25% growth and broke the \$1 billion mark for the first time ever. USA's stock rose 10% following Thursday's earnings release but remains 26% below a January high-water mark of around \$30, before the February revelation that the World Wrestling Federation might take its programming elsewhere. Diller reiterated USA's first right of refusal for the programming. ■

## No Brokaw for Pax, yet; NBC delays its replay idea

By Steve McClellan

About that NBC plan to repurpose *Nightly News* on Pax (B&C, April 24): Never mind, at least for now.

NBC said last Friday it was postponing the *Nightly* repurposing plan until it had time to negotiate with several of its larger affiliate groups and get them to sign off on local joint sales agreements with Pax stations in their markets.

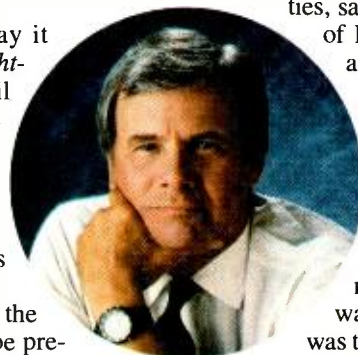
"The feedback from the affiliates was it might be premature to do the *Nightly News* [repurpose on Pax], but why don't we figure out if we can get these JSA's done," said Randy Falco, president, the NBC Television Network. "I am happy to have those discussions, and I want to get a focus on this thing."

So far, only the NBC-owned stations

have agreed to joint ventures with local Pax stations. But that's a corporate edict stemming from NBC's acquisition of 32% of Pax last year. Still, affiliates are interested in exploring JSA opportunities, said Alan Frank, president of Post Newsweek stations and head of the NBC affiliate advisory board.

"I give him credit," Frank said of Falco. "He listened to the affiliates and realized that using *Nightly News* on Paxson right now might not be the best way to accomplish what he was trying to do." He said that he and other affiliates are committed to seeing if there is a way to make a revamped Pax "work for everybody."

Last week's development came after talks with Frank and executives at Belo, Gannett and Hearst-Argyle, all of whom have agreed to continue JSA talks over the next few months. ■



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## CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

### WASHINGTON

#### Ness on hold

Democratic FCC Commissioner Susan Ness may find her nomination bottled up in the Commerce Committee through the end of the congressional session.

If the Senate does not confirm her for a second, five-year term, her job will end in October, when the current congressional session ends. Ness already has a de facto job extension—her term ended last June, but commissioners are permitted to remain until their replacements have been confirmed. Hill sources say Senate Commerce Committee Chairman John McCain (R-Ariz.) is not inclined to move on Ness.

Ness does have supporters in the committee who can pressure McCain: ranking member Ernest Hollings (D-S.C.), Jay Rockefeller (D-W.Va.) and Olympia Snowe (R-Maine). Even if the Ness matter gets out of committee, the opposition of a single senator can thwart her on the Senate floor.

Most agree Ness' best chance is as part of a deal Republicans may strike to get some of their nominees approved, although no such deal is currently in the works.

#### Waxman stays in wings

Rep. Henry Waxman (D-Calif.) has no immediate plans to challenge Rep. John Dingell (D-Mich.) for the chairmanship of the House Commerce Committee if the Democrats regain control of the House. That's according to Phil Schiliro, Waxman's chief of staff.

"Congressman Waxman has one focus: regaining the House majority," Schiliro said.

When Dingell's staff director, Reid Stuntz, was asked the question, he laughingly replied, "I'm assuming this rumor is coming from Republicans, because the idea of having Henry Waxman as chairman of the Commerce Committee scares businesses and encourages them to give money to Republicans."

Ultimately, the Speaker of the House selects committee heads and House Majority Leader Dick Gephardt has said Dingell has the edge.

But lobbyists have been monitoring the health of 73-year-old Dingell, who has had heart problems and foot surgery.

### NEW YORK

#### Revival for 'human drama'

ABC is considering reviving the sports anthology show, *ABC Wide World of Sports*. The show ran for 37 years on the network before being canceled in 1997, the victim of rising sports costs, viewing fragmentation and lower ratings.

An ABC official said there has been no final decision, but if the plan gets OK'd, the network wants to bring the show back in early 2001.

The network still uses the label *Wide World of Sports* for some of its ice skating and college sports telecasts. Jim McKay, the host of the original telecast, would have a regular feature in the new show, but not hosting duties, according to the official.

### WASHINGTON

#### Emmis wants Lee TVs

Jeff Smulyan is shopping hard to expand Emmis Communications, according to sources, bidding about \$535 million for Lee Enterprise's nine TV stations: four CBS affiliates, three NBC and one each ABC and Telemundo.

Also said to be bidding are The New York Times Co. and LIN Television. The two may be working together on a bid.

Lee likely would get more by selling its stations individually, but "Emmis may pay more than anybody because they want an addition" to their group, one source said.

Emmis already owns one CBS affiliate, along with five Fox affils and one WB. A Lee spokesman said a deal is expected any day.

## Retrans-deal brinkmanship

*Sans consent pacts, ABC offers extensions*

By Steve McClellan

**W**ith little progress in their retransmission consent talks, and looming deadlines for striking deals, both ABC and Hearst-Argyle Television granted Time Warner Cable (TWC) extensions to carry their TV signals last week.

But at deadline Friday, TWC said it was still considering whether to accept the ABC extension.

Separately, ABC has granted Comcast a six-month retransmission consent extension.

Meanwhile, a Hearst-Argyle proposal to TWC linking retrans to the rollout of a new Lifetime movie channel has been withdrawn, according to the MSO. The key issue in those talks is now a hike in carriage fees for Lifetime.

TWC says Lifetime wants an unacceptable 200% increase. Lifetime had no comment.

The extensions from ABC and Hearst-Argyle came after both broadcasters rejected proposals for extensions of up to eight months by Time Warner Cable.

ABC has offered to extend retransmission consent to TWC from May 1 through the end of the May sweeps, May 24. Time Warner wanted a longer extension. But ABC says FCC rules prohibit cable systems from yanking a broadcast signal during a sweeps period.

Hearst-Argyle has extended retransmission to the MSO for another two months, through June 30. Hearst-Argyle Television is being represented in its talks with TWC by Lifetime, in which Hearst has a 50% stake.

TWC had proposed an eight-month extension, suggesting that a longer extension will bring some "coolheadedness" to the negotiations and eliminate the brinkmanship that has characterized the talks up to this point, said TWC Vice President Michael Luftman.

ABC dismissed the proposal as a thinly veiled attempt by the MSO to get past the approval process for the AOL-Time Warner merger before picking up the retransmission talks again. ■

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Week of April 24-28

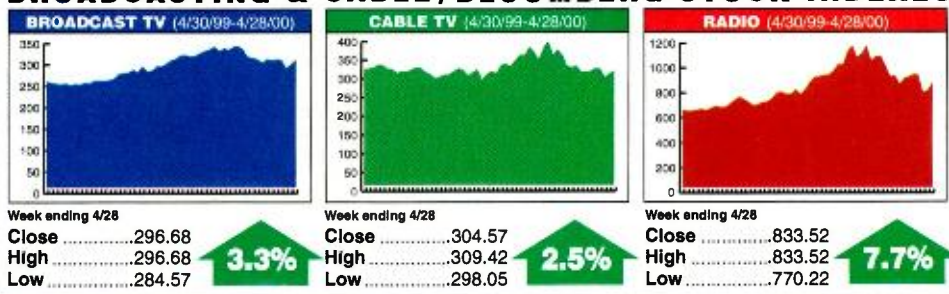
## WINNERS

	4/28	% change
EchoStar Comm	\$63.38	28.19
USA Networks	\$22.88	26.21
Mediacom Comm	\$12.25	25.64
Antec Corp	\$53.25	21.71
Liberty Digital	\$31.63	21.05

## LOSERS

	4/28	% change
Big City Radio	\$4.13	(17.50)
TCI Satellite	\$10.50	(13.40)
Cumulus Media	\$12.06	(11.06)
Regent Comm	\$8.56	(11.03)
Insight Comm	\$20.44	(10.17)

## BROADCASTING & CABLE / BLOOMBERG STOCK INDEXES



# AOL-TW: The fire below

*Only seven critics challenge merger, but content providers are hot to set limits*

By Bill McConnell

**W**ith the mergers of AT&T-MediaOne Group and Viacom-CBS all but assured, federal regulators are turning their attention to a deal that may make these mega-unions look easy: the combination of Internet-access king America Online and cable giant Time Warner.

It may seem odd to predict a bruising battle, given that a mere seven companies have commented officially to the FCC. Of those airing concerns publicly, the largest is SBC Communications.

Joining the \$49 billion telecommunications conglomerate was a motley assortment of companies, including a cable overbuilder, a municipal utility, an electronic program-guide maker, online music purveyor and instant-message software maker—each with a huge grudge against AOL or Time Warner.

Also weighing in were consumer groups and a trade group for small cable systems.

But behind the scenes, major content providers such as Disney are pressing FCC and Federal Trade Commission officials to prevent AOL-Time Warner from getting so firm a hold on the broadband and cable worlds that the company would have undue power to dictate which content is readily accessible to consumers and to set industry prices.

Consumers Union and other public advocacy groups say they are privately being urged by the content makers to

fight for conditions that would at least restrain the growing giant.

Most troubling to critics are the corporate ties to AT&T-MediaOne that would result. Opponents say the merger would lead to almost 60% of multi-channel subscribers' being under the control of "conjoined" companies that will eventually have to split apart.

"We're trying to stop what will lead to a new Microsoft-type monopoly and avoid the pain and agony of breaking it up," said Media Access Project President Andrew Schwartzman.

Consumer groups and would-be competitors are clamoring for the FCC and the FTC—absent outright rejection—to force the new company to open its high-speed broadband lines to rivals, sever ties with AT&T-MediaOne and forbid Time Warner-linked cable networks from cutting off programming to rival cable systems.

The brunt of the review may fall on the antitrusters at the FTC. The FCC, which simply oversees telecommunications licenses, has no clear authority to restrict an Internet company with no direct control or any cable permits.

Although FCC officials share concerns about a merger of the world's largest Internet-service provider with the country's fourth-largest cable system and second-largest cable broadband network, the agency has no clear authority to impose the conditions demanded. AOL-Time Warner officials have promised a big legal fight if the agency tries

to justify a move on its vague but broad authority to act "in the public interest."

Critics say the FCC should use the muscle that forced strict rules on Bell Atlantic-Nynex and SBC-Ameritech. FCC staffers say they are exploring that avenue.

"The commission's ability to impose conditions on a proposed merger which threatens to harm consumers is clear," wrote Internet provider and cable overbuilder RCN Telecom services.

Merger critics are demanding the following conditions:

- AOL sells its stake in DirecTV to prevent favoritism in the satellite TV market.
- Time Warner sheds its 45% stake in cable broadband provider, Road Runner.
- AT&T's Liberty Media sells its 9% passive ownership in Time Warner Inc.
- AT&T spins off its 25% share of Time Warner's cable subsidiary if divestiture is dropped from the AT&T-MediaOne deal.
- Program access rules are tightened so AOL-Time Warner can't withhold local sports networks and other important programming from competitors.
- The new company is barred from requiring carriage of AOL Internet services as a condition of access to cable programming.
- Time Warner is prohibited from blocking transmission of competing on-screen program guides.

AOL officials dismiss suggestions that AOL-Time Warner poses a threat to consumers and deserves any conditions. ■



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# DBS battles Northpoint

*Threat of terrestrial service on DBS band makes rivals DirecTV and EchoStar allies*

By Paige Albinak

**D**irecTV and EchoStar, fierce rivals that are in the process of suing each other, are so worried about one small company called Northpoint Technology that they are taking the unusual step of working together to battle it.

"For us to put our differences aside to take this to [FCC Chairman William] Kennard ... speaks volumes about how much we collectively are concerned about this issue," says DirecTV spokesman Bob Marsocci.

Northpoint is pushing the FCC hard for licenses that would permit it to offer terrestrial wireless services on the 12.2-12.7 GHz band that DBS uses.

When Northpoint first came on the scene about two years ago, it was pitching a service that would have provided local TV signals by delivering them terrestrially to customers over the DBS spectrum band. But it has expanded that offering to also include some 90 cable networks and two-way broadband Internet services, says Northpoint President Sophia Collier.

DBS providers object to Northpoint's spectrum-sharing plan because they say Northpoint's use of the spectrum will cause interference to their customers. Northpoint says DBS companies are just afraid of competition.

"We compete every day in the market," wrote DirecTV and EchoStar CEOs Eddy Hartenstein and Charlie Ergen in the letter to Kennard, the other four FCC commissioners and several key members of Congress. "We will happily compete with Northpoint if that company locates its operations in another, more appropriate, spectrum band ... such as those bands specifically allocated for similar wireless systems.

"Both the engineering analyses and public policy dictate that the Commission should deny Northpoint's petition." Northpoint's real motivation for trying to become a secondary user of the DBS spectrum, the companies say, is gaining free access to the spectrum. If Northpoint were to try to operate its service in one of the spectrum bands allocated to wireless cable service—which is what

Northpoint essentially is, according to DBS executives—it would have to purchase that spectrum in an FCC auction.

But Northpoint says it couldn't operate the broadband wireless cable service it is proposing in a smaller-spectrum band. "What killed wireless cable is that it could only operate at 190 MHz," Collier says. "It's very important for us to have at least 500 MHz ... to provide a service that is competitive with cable."

Collier also says that the premise of Hartenstein and Ergen's letter is flawed because no study has proven that Northpoint's service would cause interference. "We have provided engineering analyses that have not been controverted," Collier claims. DBS providers disagree, and are funding their own study.

DBS providers also don't understand why the FCC would even consider a

service that might interfere with an incumbent provider. But in Northpoint's case, DBS providers say the FCC has moved to approve its license request with uncharacteristic speed. The FCC had no official comment on the proceeding, but the commission traditionally has been interested in technological alternatives to cable. Northpoint also wins political points for promising to bring local TV stations and high-speed data to rural and unserved areas, although the DBS companies say it's going to be harder than Northpoint claims to roll those services out nationwide.

The DBS companies attribute the FCC's motivation to Northpoint's connections to Democrats in high places.

Collier denies that Northpoint has gotten any special treatment from the FCC. ■

## 60-69 or fight

Wireless companies planning to bid on spectrum now used for TV channels 60-69 are fighting for more leverage to quickly move holdout broadcasters off the frequencies.

The spectrum, located on the 700 MHz band, is slated for auction June 7, but potential bidders in the government's auction are unsure how much they are willing to pay for new licenses that are being created to cover large portions of the country. Until broadcasters spell out how much it will take for them to give up their channels before the federal 2006 deadline, wireless companies say they cannot know how much to pay Uncle Sam.

Broadcast trade groups oppose the FCC plan for early buyouts, arguing that government eagerness to get new services on the band will cause stations to be pressured into accepting the offers against their will.

The wireless providers are asking for government help in two forms. First, they want the FCC to rule that lone holdouts can be forced to accept the same early-buyout deal agreed to by other stations operating on chs. 60-69 in a particular market, or to be forcibly relocated to other parts of the TV spectrum and compensated only for the costs of moving.

The rule is needed because broadcasters in major markets are angling to be the holdouts in their towns, hoping they can drive the buyout prices to extravagant highs, said Peter Crampton, chairman of Spectrum Exchange Group, which is hoping to broker deals between stations and winners of the government's auction. So far, no deals. "The hold-out problem is what's making the negotiations so difficult," he said.

With the total cost of obtaining the spectrum uncertain, one company expected to be a major player in the auction is asking for a one-month delay. On April 21 Verizon Wireless asked the FCC to postpone the auction until July 12.

Agency officials would not comment on chances for a delay.

The FCC has set the June deadline in hopes of getting proceeds into the U.S. Treasury by Sept. 30, as ordered by Congress. The month delay should not hinder that goal, Verizon said. Privately, the wireless industry is asking for an even longer delay in the auction, possibly until September. —Bill McConnell

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## WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

### Clinton: 'Digital divide' growing

Telecommunications companies are rolling out broadband services much faster in urban markets than in rural, according to a report the Clinton administration released last week.

"[B]roadband over cable has been deployed in more than 65% of all cities with populations over 250,000, broadband over the telephone network has been deployed in 56% of all cities with populations over 100,000, while less than 5% of towns of 10,000 or less have access to either technology," the Commerce Department's National Telecommunications and Information Administration (NTIA) and the Agriculture Department's Rural Utilities Service (RUS) stated.

Companies say they are rolling out new services first in more populated areas so that revenue from those services can help fund new operations in less populated areas.

To quickly provide advanced services in rural areas, NTIA and RUS recommend "the continued support and expansion of those government programs, such as the E-rate program, that ensure access to new technologies including broadband services. We also urge the FCC to consider a definition of universal service and new funding mechanisms to ensure that residents in rural areas have

access to telecommunications and information services" comparable to those of city dwellers.

### Anti-drug efforts aiming at girls

On national "Take Our Daughters to Work Day" (April 26), the Clinton administration's Office of National Drug Control Policy rolled out two advertisements aimed at keeping girls off drugs. One ad stars professional figure skater Tara Lipinski; the other features the 1999 Championship Women's World Cup Soccer team.

The White House has budgeted \$7 million to run the ads on The WB network, USA Network, TNN, MTV and ESPN2 from June through August as part of the National Youth Anti-Drug Media Campaign. Because the government is paying for the spots, networks will not get to count them toward their public service match.

ONDCP worked with Partnership for a Drug-Free America, New York ad agency Ogilvie & Mather and the Dept. of Health and Human Services to develop the spots.

### Sixteen-year fight for station may end

Hispanic broadcaster Entravision would pay \$18 million under a tentative deal to end a 16-year battle for WHCT-TV Hartford, Conn. Entravision is a late arrival to a dispute about WHCT-TV's license, waged

by Astroline Communications and Shurberg Broadcasting.

The FCC originally granted Astroline the right to buy the station from Faith Center Inc. in 1984 under a now-defunct policy that let owners threatened with a license revocation sell to minorities at 75% of their value. Shurberg appealed the decision, arguing that Astroline did not qualify for minority status. Years of litigation followed. The legal tussle eventually bankrupted Astroline.

A year ago, an FCC administrative law judge approved Astroline's application and the company's new plan to turn over the permit to Two If By Sea Broadcasting (TIBS). Shurberg then questioned the qualifications of TIBS, and the dispute was slated for another round of hearings. In stepped Entravision with an offer to give Shurberg \$7.48 million, TIBS \$9.52 million and Astroline \$1 million.

Although the FCC generally frowns on payouts by last-minute "white knights" and to companies that hold license approvals hostage, it is in the public interest to end this protracted fight, said the agency's enforcement bureau.

### High-power diversity

Two prominent African-Americans will take key roles at upcoming NAB events. General Colin Powell will deliver the keynote speech at the

NAB Radio Show in San Francisco Sept. 21, and NAACP President Kweisi Mfume will address broadcasters this June in Washington at their second annual Service to America Summit honoring broadcasters' public service contributions. Powell retired from government in 1992 and has since served as chairman of America's Promise/The Alliance for Youth, a national organization aimed at improving the lives of young people.

### Free Net time for politicians

Several leading Internet news and entertainment sites are partnering with the nonprofit, nonpartisan Markle Foundation to bring news and information about campaign 2000 to the Internet. Sites such as ABCNews.com, America Online, CNN's allpolitics.com, FoxNews.com, MSNBC.com, MTV.com, npr.org, NYTimes.com, Oxygen, PBS Online, USAToday.com, washingtonpost.com's OnPolitics and Yahoo! are participating in "Web White & Blue 2000."

The campaign will bring to the Internet everything from "electronic access to the presidential campaigns to additional election information, to behind-the-scenes places, as well as an opportunity for the public to voice their opinions and ideas," according to the Markle Foundation, which organized a similar effort in 1998. Participating sites will use "Web White & Blue" to augment their TV coverage, including features such as streaming video of candidate's responses to debate questions.





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# SAVE THE MUSIC



The more things  
change in the  
ranks of cable,  
the more they  
remain  
(somewhat)  
the same

# The Big Three

**T**he world of cable is getting ever smaller. The huge pace of acquisitions over the past two years has dramatically shifted BROADCASTING & CABLE's annual ranking of the 25 largest MSOs. Players with decades of history in the business have exited, not only

shattering the clubby make-up of the industry, but dramatically changing its character.

The new ownership of the top-three cable operators illustrates what's happening. Almost 60% of cable subscribers will be in the hands of AT&T, Time Warner and

*Continued on page 38*

**By John M. Higgins**

top

25

cable  
operators

MSO	Total subs
1 AT&T Broadband	16,400,000
2 Time Warner	12,700,000
3 Charter	6,133,000
4 Cox	6,100,000
5 Comcast	5,719,800
6 Adelphia	4,990,092
7 Catlevision	3,135,370
8 Insight	1,435,000
9 Mediacom	747,000
10 Cable One	741,000
11 Classic	413,000
12 Service Electric	294,000
13 RCN Corp.	292,204
14 Ameritech	280,000
15 Tele-Media	266,919
16 Northland	260,615
17 Midcontinent	215,371
18 Armstrong	204,950
19 Susquehanna	183,543
20 Millennium	175,000
21 Blue Ridge	167,000
22 Buckeye	161,520
23 U.S. Cable	140,129
24 Galaxy	123,861
25 GS Comm.	113,219

## HEADLINES

### GIVE ME LIBERTY, FCC SAYS

**April 24:** May be required to divest programming investor Liberty Media Group to win FCC approval of \$56.4 billion buy of MediaOne Group.

### BOSTON DEAL AIN'T FOR BEANS

**April 18:** Agrees to pay \$1.16 billion for Cablevision's 357,850 subscribers in Boston for \$284 million cash and \$878 million in stock; AT&T adds 125,000 customers in suburban NYC suburbs previously served by MediaOne. Cablevision is about 38% owned by AT&T.

### FCC REBUFFED

**April 6:** Refuses FCC request for information about the number of customers of a combined AT&T and MediaOne. The new AT&T would far exceed the FCC's households limits with service to more than 50% of the country. On Jan. 18, AT&T asked for 18 months more to comply with the rules. On Oct. 8, '99, AT&T said no "significant divestitures" were due.

### EXCITE-ING NEWS

**March 29:** Grants options to Comcast Corp. and Cox Communications Inc. to sell their stakes in Excite@Home Corp. to AT&T for up to \$3 billion next year. AT&T already owns 56% of the Internet-access provider. In return, Comcast and Cox agree to carry Excite on their cable lines through 2006.

### IN A NEW YORK MINUTE

**March 8:** Agrees to market local and long-distance telephone service with Time Warner Cable in Albany and Syracuse, N.Y. On Feb. 23, Cablevision agreed to give AT&T access to its 2.8 million New York-area subs.

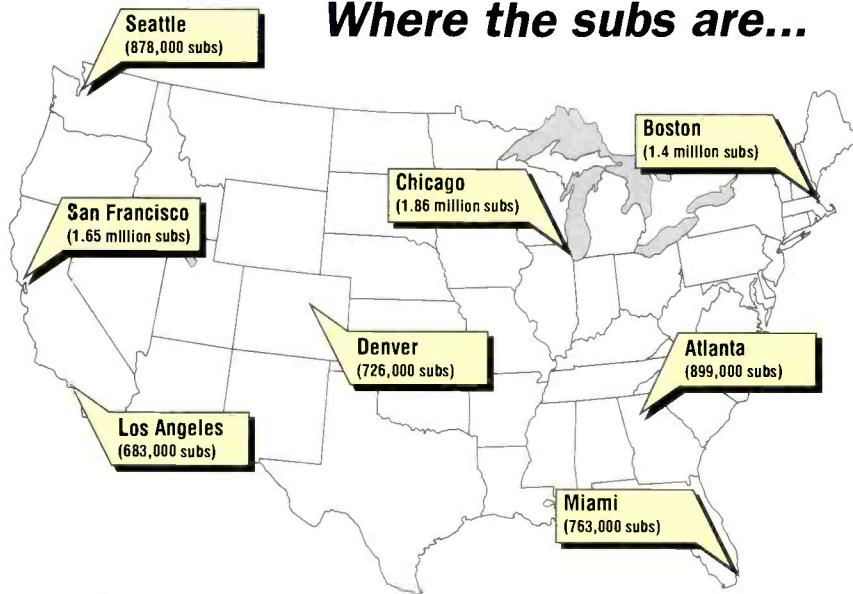
### HINDERY HEADS OUT

**Oct. 6, 1999:** Cable icon and AT&T Broadband and Internet Services President Leo Hindery departs. Hindery, formerly president of Tele-Communications Inc., came to AT&T when the telephone company bought TCI in March 1999.

### CHARTER DEAL

**Oct. 1, 1999:** In three-way trade, AT&T and Charter complete \$2.4 billion deal for InterMedia Partners. Deal calls for Charter to exchange 400,000 subs in four states for 140,000 subs in three states, plus cash to InterMedia.

## Where the subs are...



# 1

# AT&T



**Top executive:** Dan Somers, president

**Ownership:** AT&T Corp. publicly traded, no concentrated ownership

**Homes passed:** 28,000,000

**Basic subscribers:** 16,400,000

**Basic penetration:** 59%

**Digital-ready homes:** 19,482,000

**Digital subs:** 1,856,000

**Digital penetration:** 10%

**High-speed Internet-ready homes:** 6,098,473

**High-speed Internet subs:** 420,000

**Internet penetration:** 7%

**Major clusters:** Boston, Chicago, Pittsburgh, Denver, Los Angeles, San Francisco-San Jose, Atlanta, Miami-Fort Lauderdale, Dallas, Houston, Seattle and Portland, Ore.

*Note: Numbers adjusted for the acquisition of MediaOne*

### AT&T Broadband and Internet Services

9197 S. Peoria St.  
Englewood, Colo. 80112  
(720) 875-5500  
www.cable.att.com

FROM LA HITS FROM THE STREET LEAD STORY TEEN SUMMIT MIDNIGHT LOVE MORNING MOVES BOBBY JONES GOSPEL MADD SPORTS RAP CITY THA BASSMENT OUT THE BOX ALL

LIVE FROM LA HITS FROM THE STREET LEAD STORY TEEN SUMMIT MIDNIGHT LOVE MOR

# 60,000,0



JAM ZONE VIDEOLINK COMICVIEW BLACK COLLEGE SPORTS HEART & SOUL VIDEO GOSPEL

ING MOVES BOBBY JONES GOSPEL MADD SPORTS RAP CITY THA BASSMENT OUT THE BOX ALL JAM ZONE VIDEOLINK COMICVIEW BLACK COLLEGE SPORTS HEART & SOUL VIDEO G

# 00homes



# THANKS

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## HEADLINES

### FACE OFF WITH DISNEY

**April 30:** Deadline for settlement of retransmission-consent negotiations with Walt Disney Co., which threatens to cut off programs in seven markets where ABC O&O broadcast-TV stations overlap with TW systems.

### FCC QUESTIONS MERGER

**March 9:** FCC seeks additional information on how TW's \$153 billion merger with America Online will benefit consumers.

### AT&T AGREEMENT REACHED

**March 8:** Agrees to market AT&T's local and long-distance telephone service with its systems in Albany and Syracuse, N.Y.

### SENATORS CONCERNED

**March 1-2:** Along with AOL, TW faces grilling from Senate Commerce Committee members worried about how combined company would control Internet access.

### MOTHER OF ALL MERGERS

**Jan. 10:** Accepts offer to merge with AOL, creating the world's largest media company. Initially valued at a record \$183 billion in stock and debt, the deal's value dipped as low as \$117 billion on Feb. 18, as investors questioned the wisdom of a "new-media" company's aligning with a "traditional-media" group.

### FX FLIES

**Dec. 16, 1999:** After five years, TW agrees to carry News Corp. Ltd.'s FX cable channel on most of its systems. The day before, TW said it would create a \$500 million fund to make investments in digital media.

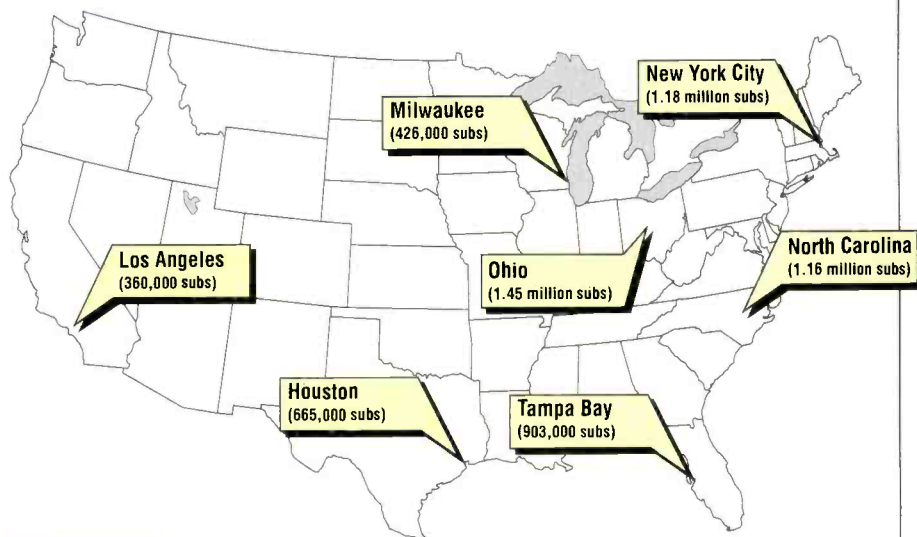
### STICKING WITH STATEN ISLAND

**Oct. 5, 1999:** Shifts weight in TWC Cable Partners, which TW co-owns with Cox Communications Inc. TW will control 109,500-customer system in Staten Island, N.Y., while Cox gets cash plus control of 73,000-sub system in Fort Walton Beach, Fla.

### VOD TESTS SCHEDULED

**Aug. 25, 1999:** Plans video-on-demand tests over its cable systems in Tampa, Fla., and Austin, Texas. TW's interactive-TV test in Orlando, Fla., known as the Full Service Network, flopped in 1997.

## Where the subs are...



# 2

# Time Warner



## Time Warner Cable

290 Harbor Drive  
Stamford, Conn. 06902  
(203) 328-0600  
[www.timewarner.com](http://www.timewarner.com)

**Top executive:** Joe Collins, chairman

**Ownership:** Time Warner Inc., publicly traded; major shareholders include Ted Turner, Liberty Media, Janus Capital; MediaOne Group separately owns 26% of TW cable operations.

**Homes passed:** 20,700,000

**Basic subscribers:** 12,700,000

**Basic penetration:** 61.3%

**Digital-ready homes:** 12,513,000

**Digital subs:** 613,000

**Digital penetration:** 4.9%

**High-speed Internet-ready homes:** 9,555,000

**High-speed Internet subs:** 447,000

**Internet penetration:** 4.7%

**Major clusters:** New York City; Los Angeles; Tampa and Orlando, Fla.; Houston; Milwaukee; Minneapolis; Akron, Dayton, Cincinnati and Columbus, Ohio; Raleigh-Fayetteville, Charlotte and Greensboro, N.C.; and Columbia, S.C.

# ACCEPT NOTHING LESS.

From the network that brought you the Emmy Award-winner for Outstanding Miniseries, *Horatio Hornblower*, and three-time Golden Globe nominee, *Dash & Lilly*, comes a new season that brings even more outstanding original movies, including *Longitude*, *Spenser: Thin Air*, *The Great Gatsby*, and new *Horatio Hornblower* movies.

- A&E Network ranks among the Top Ten Television Brands of the 1990s in overall quality.\*

- A&E Network is #1 in mentions among "Five Favorite Channels Carried by System."<sup>\*\*</sup>



Timothy Hutton in  
*The Golden Spiders*



Jeremy Irons in  
*Longitude*



Joe Mantegna in  
*Spenser: Thin Air*



Ioan Gruffudd in  
*Horatio Hornblower 5 & 6*

Mira Sorvino in *The Great Gatsby*

\* Source: Total Research Corporation (EquiTrend, Surveys 1990-1999)

\*\* Source: 1999 November Beta Research, Cable Subscriber Study Evaluation of Major Cable Networks.  
A&E was tied for #1 among viewers of network.

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# A&E

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AandE.com

## HEADLINES

### WHISTLING ITS WAY TO KALAMAZOO

**March 7:** Pays \$172.5 million in stock for Cablevision Systems Corp.'s 48,500 subs in Kalamazoo, Mich.

### BOOTY FROM BRESNAN CAPTURED

**Feb. 14:** Completes \$3.1 billion June deal for Bresnan Communications Co., which has about 690,000 subs mostly in four states. Bresnan is part-owned by AT&T.

### SET-TOPS BY THE MILLION

**Dec. 15, 1999:** Commits to buying 1 million set-top boxes from General Instrument Corp. for \$300 million.

### SWAP INCLUDES HOMETOWN SUBS

**Dec. 1, 1999:** Continues consolidating via swap with AT&T involving about 1.3 million subs. Charter picks up systems serving 704,000 customers in St. Louis and in three other states; AT&T gets systems serving 632,000 customers in six states plus cash.

### GONE PUBLIC

**Nov. 9, 1999:** Begins public trading with a \$3.7 billion stock sale. Founder Paul Allen maintains majority control.

### INTERMEDIA-RY

**Oct. 1, 1999:** In three-way deal, Charter and AT&T complete \$2.4 billion purchase of InterMedia Partners. Charter to exchange 400,000 subs in four states for 140,000 subs in three states plus cash to InterMedia. AT&T then collects the systems that InterMedia got from Charter, as well as InterMedia's 300,000-sub Nashville system, in exchange for the value of AT&T's partnership interest in InterMedia.

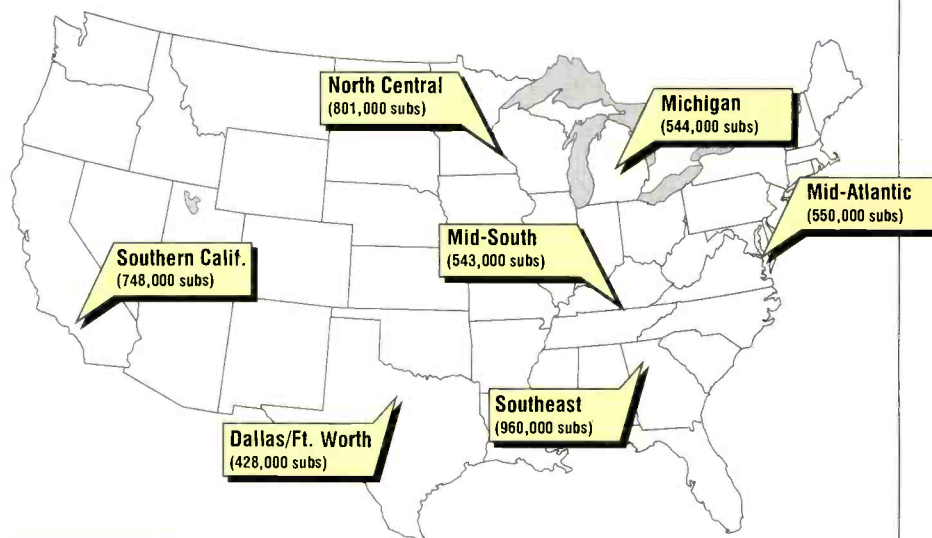
### TELCO VENTURE PLANNED

**June 14, 1999:** Announces plans to offer local telephone service over its cable wires, probably in joint venture with AT&T. Charter on Dec. 14 said its test partner would be High Speed Access Corp.

### \$6 BILLION FOR 2 COMPANIES

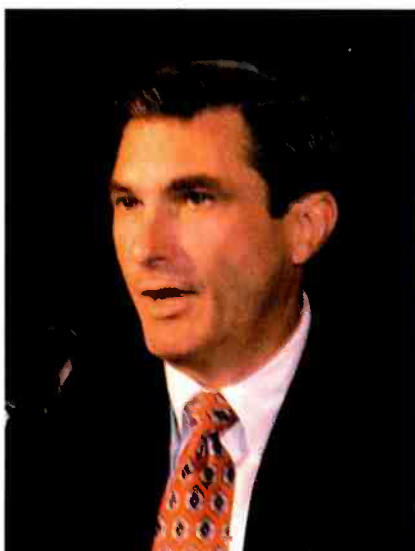
**May 26, 1999:** Spends more than \$6 billion on two cable companies: Falcon Cable holdings for about \$5.2 billion in cash, stock and debt, adding about 1 million subs in 23 states; Fanch for \$2.4 billion. Fanch has about 537,000 subs mostly in Michigan, Pennsylvania and West Virginia. About 46% of Falcon's shares are owned by AT&T.

## Where the subs are...



# 3

## Charter



### Charter Communications

12444 Powerscourt Drive  
Suite 100  
St. Louis, Mo. 63131  
(314) 965-0555  
[www.chartercom.com](http://www.chartercom.com)

**Top executive:** Jerry Kent, president

**Ownership:** publicly traded; Vulcan Ventures owns controlling interest

**Homes passed:** 9,858,000

**Basic subscribers:** 6,138,000

**Basic penetration:** 62.3%

**Digital-ready homes:** 4,675,000

**Digital subs:** 155,000

**Digital penetration:** 3.3%

**High-speed Internet-ready homes:** 3,468,000

**High-speed Internet subs:** 66,000

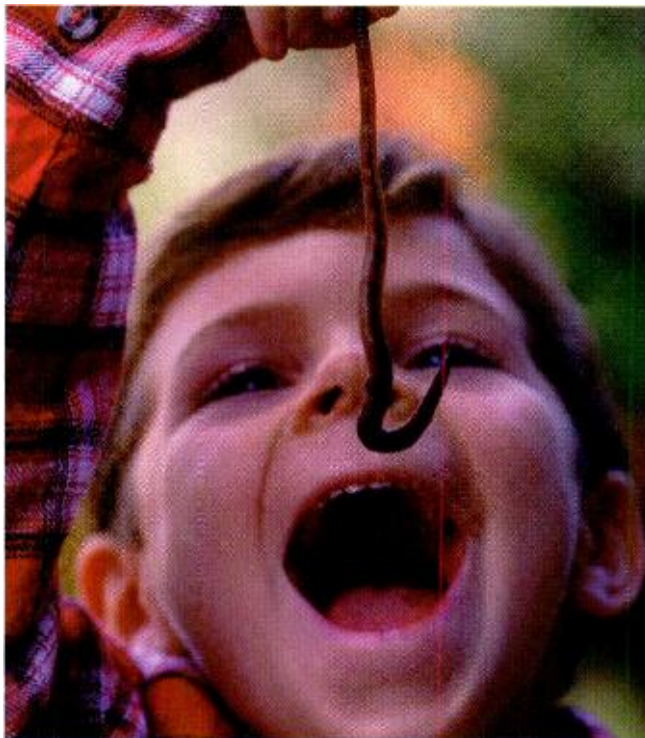
**Internet penetration:** 1.9%

**Major clusters:** Los Angeles; Dallas-Fort Worth; St. Louis; Southeast region (including Atlanta); North Central region (Minnesota and Wisconsin); Gulf Coast region (New Orleans, Gulfport, Miss., and Mobile, Ala.); Michigan; and Mid-Atlantic and Northwest regions



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## HEADLINES

### EXCITE ALTERNATIVE

**March 29:** Gets option (with Comcast Corp.) to sell stake in Excite@Home Corp. for up to \$3 billion. AT&T owns 56% of the Internet-access provider. Cox (8.4% owner) and Comcast agree to carry Excite on their cable lines through 2006. On Dec. 16, 1999, Cox said it would develop DTV services with Excite.

### MERGER TALKS DENIED

**March 26:** Denies reports of merger talks with Seagram Co. and Vivendi SA to create a new-media company valued at more than \$100 billion. Seagram talks with Comcast also were reported in March.

### AT&T SHARES TRADED IN

**March 15:** Closes July 7, 1999, deal with AT&T, getting cable systems with 495,000 subs in seven states and trading in \$2.9 billion of AT&T shares. Cox also gets \$750 million cash.

### 2000 LEAGUE

**Feb. 15:** Kicks off plans for women's soccer league with Time Warner and Comcast. Cable legend Amos Hostetter invests about \$37 million.

### GANNETT DEAL DONE

**Jan. 31:** Closes \$2.7 billion cash purchase of Gannett cable systems in Kansas, North Carolina and Oklahoma. Deal involves about 524,500 subs.

### FOX REGAINS ENTRY

**Jan. 6:** Settles dispute with Fox Entertainment that left about 430,000 subs without local Fox broadcast signals.

### SPRINT STOCK SOLD

**Jan. 5:** To focus on cable and pay down debt, Cox says it will sell up to \$520 million worth of stock in Sprint PCS, about 8% of its stake.

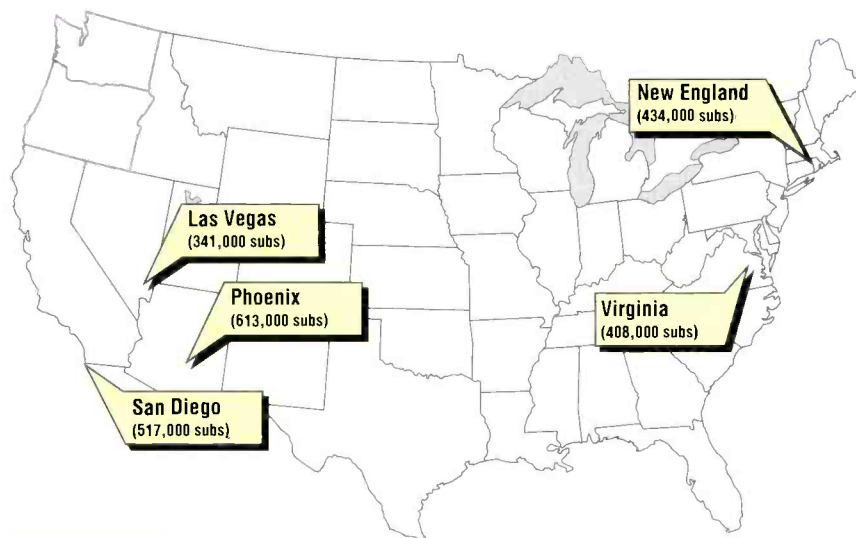
### FORT WALTON BEACH PATROL

**Oct. 5, 1999:** Shifts weight in TWC Cable Partners, which Cox co-owns with Time Warner. Cox gets control of the venture's 73,000-sub system in Fort Walton Beach, Fla., plus cash.

### GANNETT IN PLAY

**July 12, 1999:** Cox, Comcast and Adelphia reportedly interested in Gannett's cable systems, which the newspaper publisher had acquired from Multimedia Corp.

## Where the subs are...



# 4

# Cox



**Top executive:** James Robbins, president and CEO

**Ownership:** publicly traded; controlled by Cox Enterprises Inc., Barbara Cox Anthony and Anne Cox Chambers

**Homes passed:** 9,500,000

**Basic subscribers:** 6,100,000

**Basic penetration:** 64% penetration

**Digital-ready homes:** 5,200,000

**Digital subs:** 450,000

**Digital penetration:** 8.7%

**High-speed Internet-ready homes:** 5,000,000

**High-speed Internet subs:** 260,000

**Internet penetration:** 5.2%

**Major clusters:** San Diego-Orange County, Calif.; Phoenix; Las Vegas; New Orleans; Hampton Roads and Fairfax County, Va.; Providence, R.I. and Oklahoma City

### Cox Enterprise

1400 Lake Hearn Drive NE  
Atlanta, Ga. 30319  
(404) 843-5000  
[www.cox.com](http://www.cox.com)



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## HEADLINES

### EXCITE-ABLE

**March 29:** Gets option (along with Cox Communications Inc.) to sell stake in Excite for up to \$3 billion next year. AT&T already owns 56% of the Internet-access provider. In return, Comcast and Cox agree to carry Excite on their cable lines through 2006.

### ACCESS PROMISE

**March 24:** Joins AOL/TW in promising to provide access to its high-speed lines to rival Internet-service providers in two years, after its exclusive contract with Excite@Home Corp. ends.

### KEEPING UP WITH JONES

**March 2:** Closes \$4.9 billion stock-and-debt deal for the 61% of Jones Intercable Inc. that it didn't already own. Jones brings 1.3 million customers in 17 states to Comcast fold. Deal disclosed Dec. 22, 1999.

### GRASS IS GREENER

**Feb. 25:** Increases stake in Golf Channel to 54.7% from 40.1%. Offers to other investors would make share 60.5%.

### SOCCER GAMBLE

**Feb. 15:** Kicks off plans to form women's soccer league with Time Warner and Cox. Amos Hostetter invests about \$37 million.

### FOCUSING ON LENFEST

**Jan. 18:** Acquires Lenfest Communications Inc. for \$7.5 billion in stock and assumed debt. The deal overrides AT&T's May 4, 1999, plan to buy for \$2.2 billion the 50% of Lenfest that it didn't already own. Lenfest has 1.2 million subs in metro Philadelphia.

### INVESTMENT RETIRED

**Dec. 27, 1999:** Pays \$750 million to California Public Employees' Retirement System for system's original \$250 million, 45% stake in Comcast MHCP.

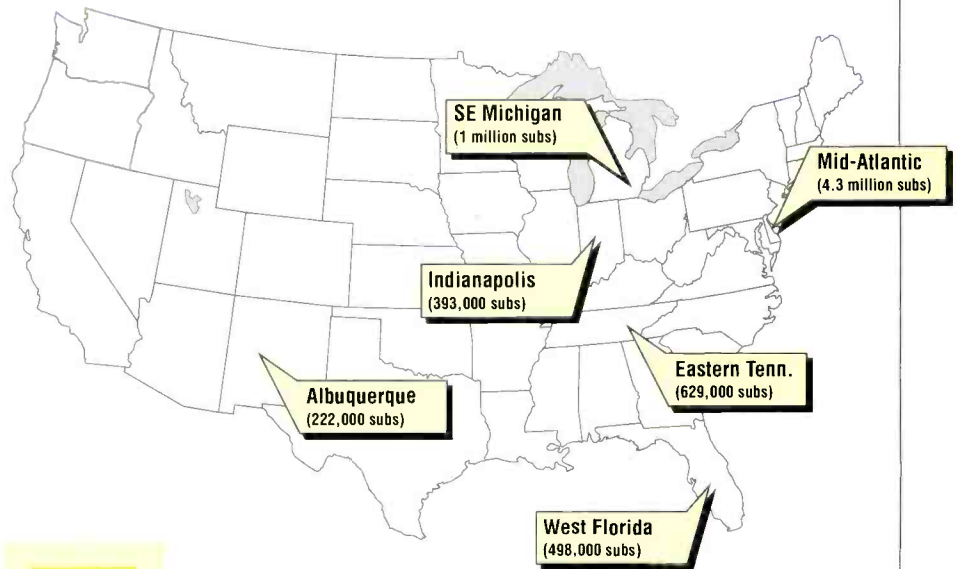
### SUNNY SPOTS SWAPPED AWAY

**May 26, 1999:** Swaps with Adelphia Communications Corp. for 464,000 customers in East Coast and Midwest markets. Adelphia gets 440,000 subs in Los Angeles and Florida.

### MEDIAONE BID SHELVED

**May 6, 1999:** Accepts \$1.5 billion fee after deciding not to try to top AT&T's \$62.5 billion offer for MediaOne.

## Where the subs are...



# 5

# Comcast



## Comcast

1500 Market St.  
Philadelphia, Pa. 19102  
(215) 665-1700  
www.comcast.com

**Top executive:** Brian Roberts, president

**Ownership:** publicly traded; controlled by the Roberts family

**Homes passed:** 9,522,000

**Basic subscribers:** 5,719,800

**Basic penetration:** 60.1%

**Digital-ready homes:** 4,636,500

**Digital subs:** 515,000

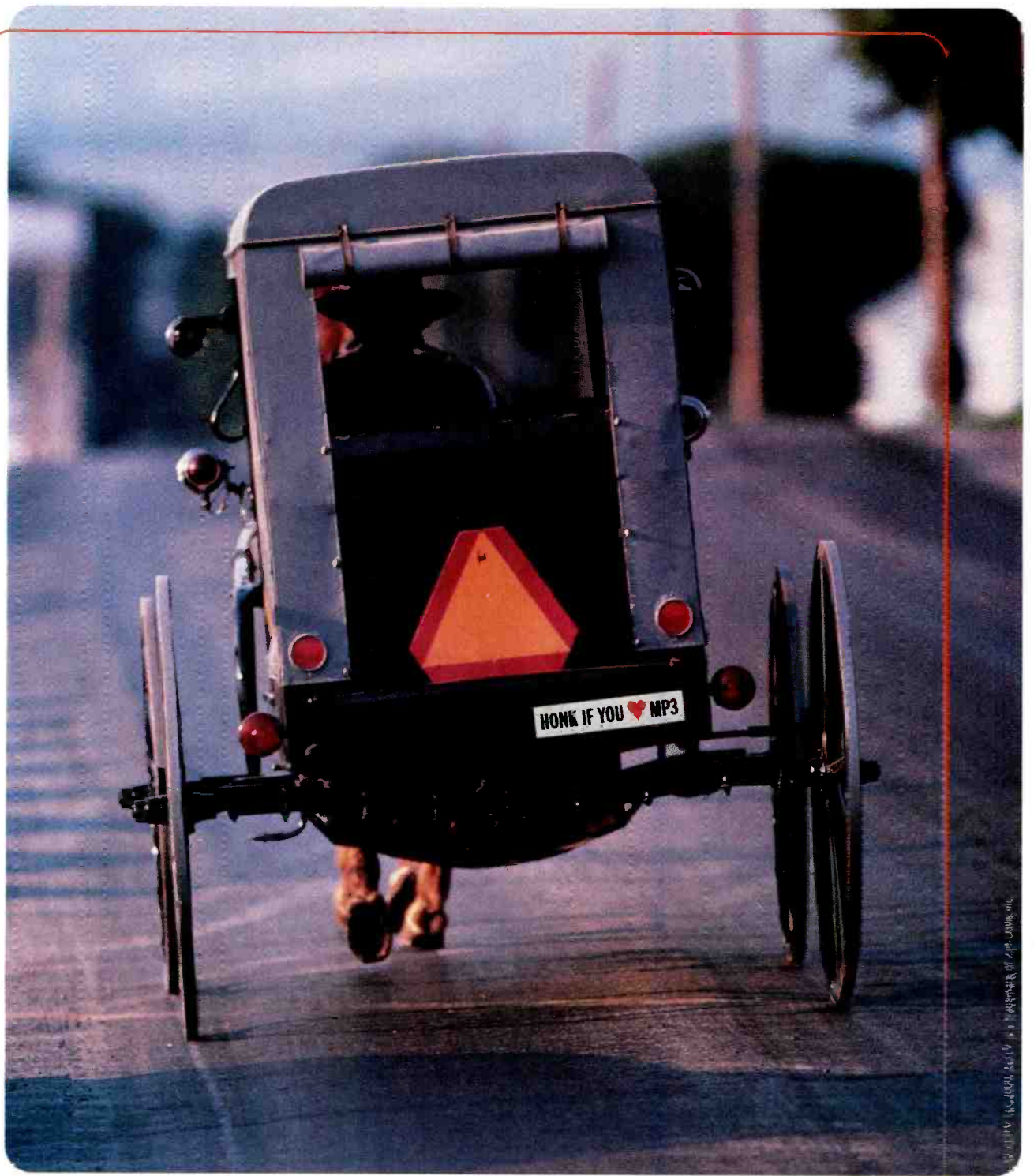
**Digital penetration:** 11.1%

**High-speed Internet-ready homes:** 3,259,400

**High-speed Internet subs:** 141,900

**Internet penetration:** 4.4%

**Major clusters:** Philadelphia-Wilmington, Del.; northern and southern New Jersey; Boston; Detroit; and Baltimore-Washington, D.C., suburbs



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**AGENT:**

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**OBJECTIVE:**

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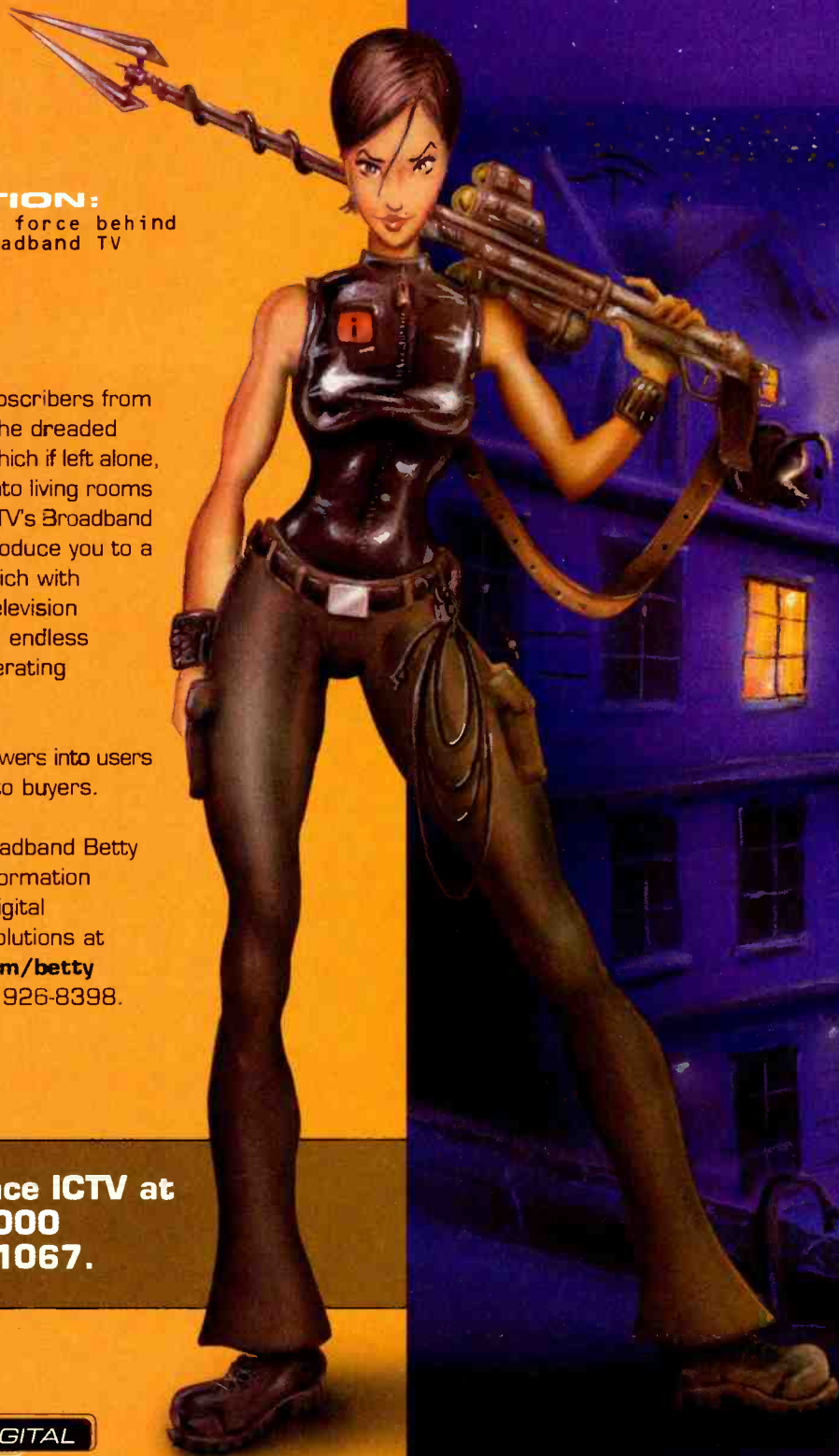
Stop your subscribers from contracting the dreaded "DBS virus", which if left alone, can spread into living rooms worldwide. ICTV's Broadband Betty will introduce you to a cable world rich with broadband television solutions and endless revenue generating possibilities.

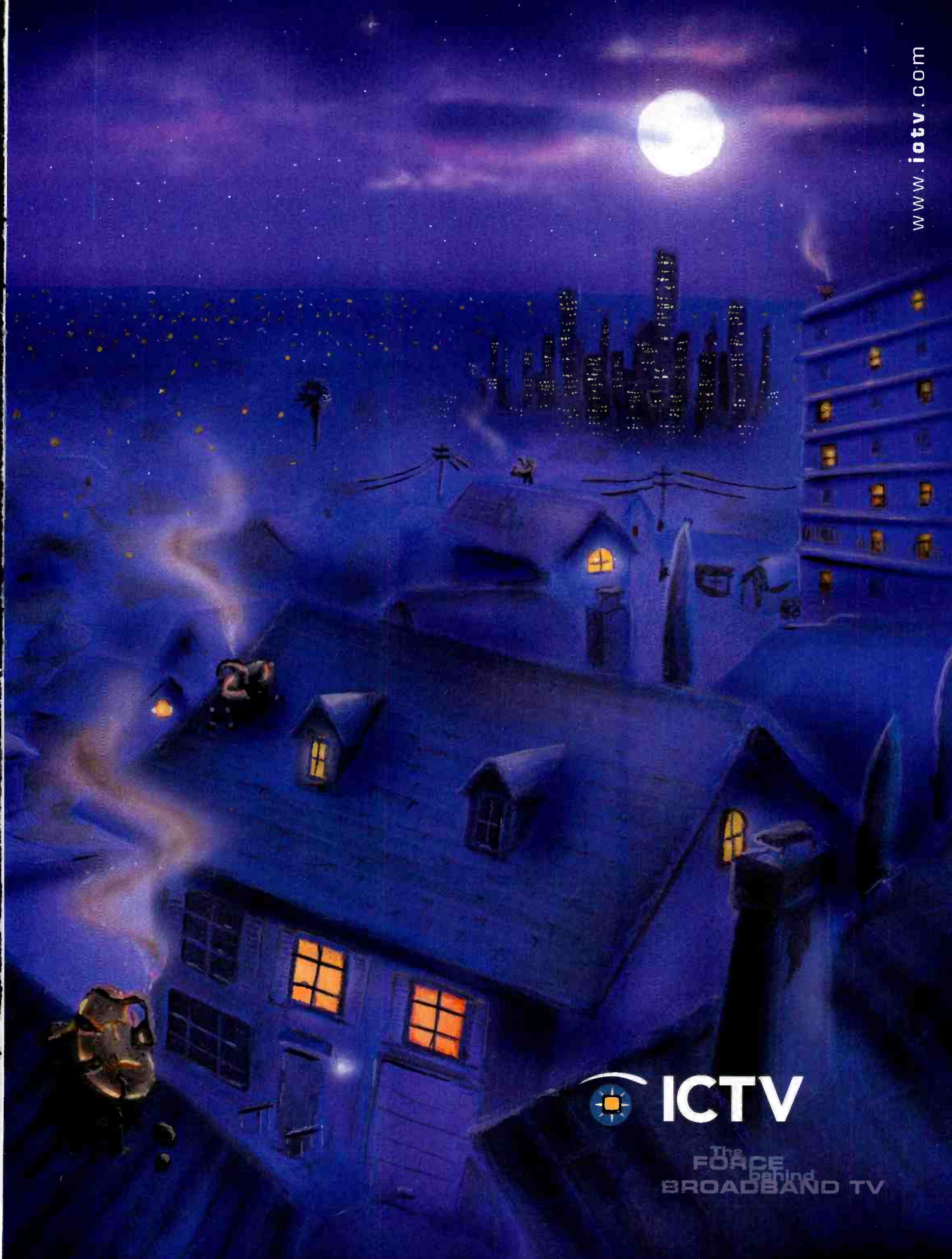
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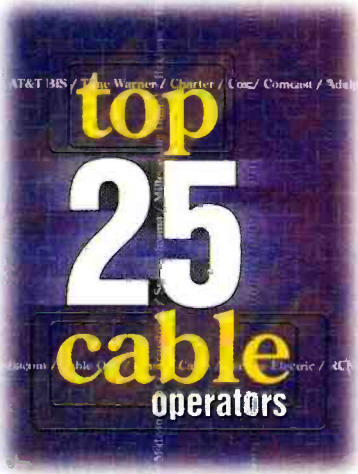
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The  
FORCE  
behind  
BROADBAND TV



Continued from page 24

Charter—players whose agendas are much different from those of traditional cable operators.

AT&T took over Tele-Communications Inc. for \$50 billion primarily to use its wires to get into the local phone business. America Online is acquiring Time Warner for \$181 billion primarily for access to its high-speed Internet pipes. And Microsoft co-founder Paul Allen has amassed a huge \$20 billion portfolio under the Charter Communications umbrella primarily to

develop interactive services.

These recent entrants regard cable almost as an afterthought.

In some ways, the new players give long-time operators added muscle in the financial and regulatory communities on issues, something about which all MSOs can agree. But they also risk splintering the once-cohesive industry as some operators' agendas increasingly diverge and conflict.

A little number crunching reveals some interesting results.

For example, the MSOs that are most

6



**John Rigas,**  
chairman

**Adelphia Communications**

5 West 3rd Street  
Coudersport, Pa. 16915  
(814) 274-9830  
www.adelphia.net

**Top executive:** John Rigas, chairman  
**Ownership:** publicly traded; controlled by Rigas family  
**Homes passed:** 7,722,933  
**Basic subscribers:** 4,990,092  
**Basic penetration:** 64.6%  
**Digital-ready homes:** 2,300,000  
**Digital subs:** 233,949  
**Digital penetration:** 10%  
**Internet-ready homes:** 940,000  
**Internet subs:** 37,495  
**Internet penetration:** 4%

7



**Charles Dolan,**  
chairman

**Cablevision Systems**

1111 Stewart Avenue  
Bethpage, N.Y. 11714  
(516) 803-2300  
www.cablevision.com

**Top executive:** Charles Dolan, chairman; James Dolan, president and CEO  
**Ownership:** publicly traded; major investors include the Dolan family, AT&T and Gabelli Funds Inc.  
**Homes passed:** 4,603,695  
**Basic subscribers:** 3,135,370  
**Basic penetration:** 68.1%  
**Digital-ready homes:** NA  
**Digital subs:** year-end launch  
**Digital penetration:** NA  
**Internet-ready homes:** 874,000  
**Internet subs:** 52,100  
**Internet penetration:** 6%

8



**Michael Willner,**  
president and CEO

**Insight Communications**

810 Seventh Avenue  
New York, N.Y. 10019  
(212) 371-2266  
www.insight-com.com

**Top Executive:** Michael Willner, president and CEO  
**Ownership:** publicly traded, major shareholder Vestar Capital Partners and Willner  
**Homes passed:** 2,392,000  
**Basic subscribers:** 1,435,000  
**Basic penetration:** 60%  
**Digital-ready homes:** 750,000  
**Digital subs:** 109,000  
**Digital penetration:** 14.5%  
**Internet-ready homes:** 900,000  
**Internet subs:** 18,000  
**Internet penetration:** <1%

9



**Rocco Commisso,**  
chairman

**Mediacom**

100 Crystal Run Road  
Middletown, N.Y. 10941  
(914) 695-2600  
www.mediacomllc.com

**Top Executive:** Rocco Commisso, chairman  
**Ownership:** publicly traded, Commisso controls company; Morris Communications owns 31% equity  
**Homes passed:** 1,100,000  
**Basic subscribers:** 747,000  
**Basic penetration:** 67.9%  
**Digital-ready homes:** 168,000  
**Digital subs:** 5,300  
**Digital penetration:** 3.2%  
**Internet-ready homes:** 120,000  
**Internet subs:** 500  
**Internet penetration:** <1%





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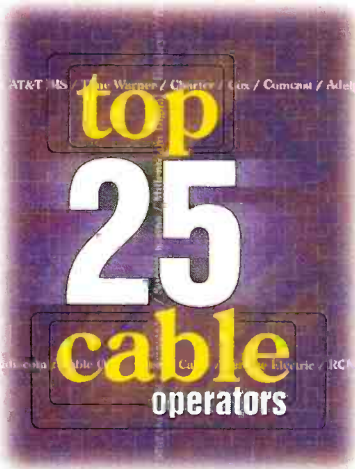
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aggressive in deploying digital cable aren't necessarily the best at actually selling it to customers. When it comes to that portion of its systems that are ready for digital cable, Comcast's 85% level lags behind AT&T, Time Warner and Cox. But Comcast ranks second when it comes to selling digital, 9% of basic customers, about 2 points more than Cox and double Time Warner.

The same goes for Insight Communications, ninth in deploying digital with 52% of its homes being digital ready. But 7.6% of its basic subscribers actually have digital.

It's no surprise that small fry like Buckeye Cablevision and Blue Ridge Cable don't have any digital-ready homes.

But what about top 10 MSO Cablevision Systems? Zero digital-ready homes and of course, zero digital subscribers. That's because Cablevision has bigger plans, putting digital converters in every home that already has some sort of set-top device. That's 65% of all subscribers getting the pricey equipment, even if they don't actually add a subscription to digital cable.

Cablevision CEO James Dolan contends

# 10



**Tom Might,**  
chairman

**Cable One**

1314 N. 3rd Street  
3rd Floor  
Phoenix, Ariz. 85004  
(602) 364-6000  
www.cableone.net

**Top Executive:** Tom Might, chairman

**Ownership:** Washington Post Co.; Graham family controls company

**Homes passed:** 1,032,000

**Basic subscribers:** 741,000

**Basic penetration:** 71.8%

**Digital-ready homes:**

459,420

**Digital subs:** May 2000 launch

**Digital penetration:** NA

**Internet-ready homes:**

192,956

**Internet subs:** 300

**Internet penetration:** <1%

# 11



**J. Merritt Belisle,**  
chairman

**Classic Cable**

515 Congress Ave., Suite 2626  
Austin, Texas 78701  
(512) 476-9095  
www.classic-cable.com

**Top Executive:** J. Merritt Belisle, chairman

**Ownership:** publicly traded; major investors include Brera Capital Partners (38%) and Austin Ventures

**Homes passed:** 707,000

**Basic subscribers:** 413,000

**Basic penetration:** 58.4%

**Digital-ready homes:**

174,000

**Digital subs:** 5,000

**Digital penetration:** 2.9%

**Internet-ready homes:**

113,000

**Internet subs:** 1,200

**Internet penetration:** 1%

# 12



**Margaret Walson,**  
CEO

**Service Electric Television**

201 West Centre Street  
Mahanoy City, Pa. 17948  
(570) 773-2585

**Top Executive:** Margaret Walson, CEO

**Ownership:** the Walson family

**Homes passed:** 412,000

**Basic subscribers:** 294,000

**Basic penetration:** 71.4%

**Digital-ready homes:**

100,000

**Digital subs:** 10,500

**Digital penetration:** 10.5%

**Internet-ready homes:**

105,000

**Internet subs:** 2,150

**Internet penetration:** 2%

# 13



**David McCourt,**  
chairman

**RCN Corp.**

105 Carnegie Center  
Princeton, N.J. 08540  
(609) 734-3700  
www.rcn.com

**Top Executive:** David McCourt, chairman

**Ownership:** publicly traded; major investors Vulcan Ventures, Level 3 Comm.

**Homes passed:** 713,823\*

**Basic subscribers:** 292,204\*

**Basic penetration:** 19.4%

**Digital-ready homes:** 292,204

**Digital subs:** 15,000

**Digital penetration:** 5%

**Internet-ready homes:**

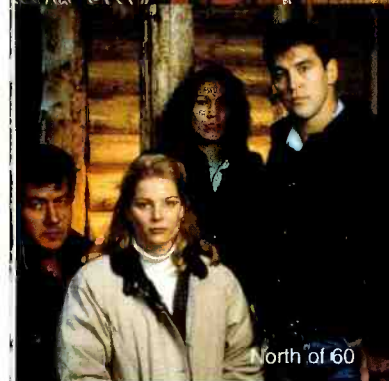
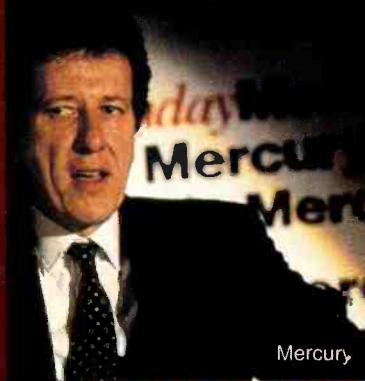
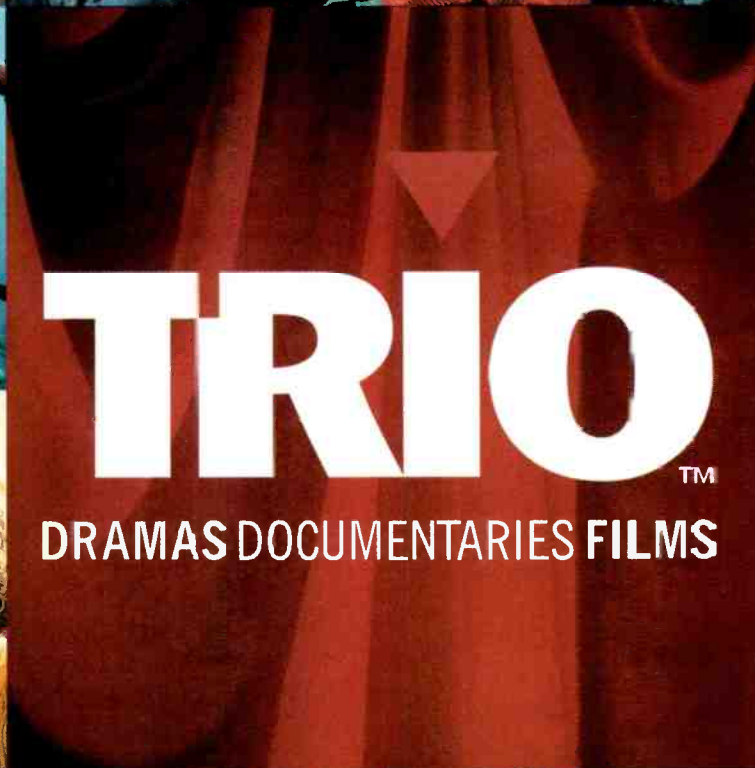
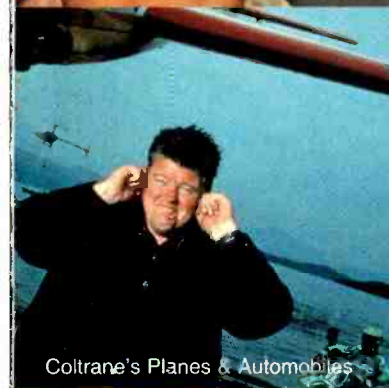
713,823

**Internet subs:** 21,654

**Internet penetration:** 3%

\*Basic subs include RCN's core advanced video systems plus conventional cable systems and a wireless cable system. Penetration reflects advanced system subscribers only.

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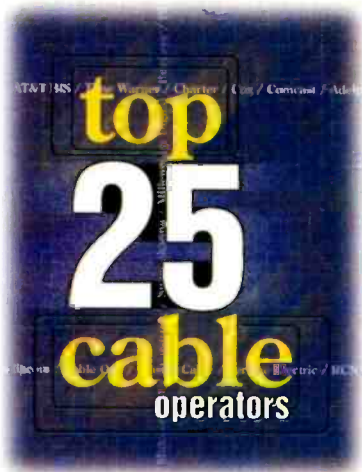
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that once he gets the box in the house, subscribers will pay for it by using interactive services and buying video-on-demand movies. That rollout starts later this year.

And it's not just the big operators that are focusing on new products.

While Cox has been the most aggressive about prepping systems to deliver high-speed Internet service, tiny GS Communications isn't far behind, reporting that 80% of its basic homes are Internet ready compared to 82% for Cox. Susquehanna comes in fourth with 71%, just behind third-

ranked Time Warner cable. Even AT&T, which boasts the most about Internet services, has only readied 37% of its subscribers for high-speed data. That's just above Service Electric's 35.7%.

But no cable operator is very impressive when it comes to actually selling high-speed Internet subscriptions. Sales leader Cox has signed up just 4% of its basic subscribers to Internet services, followed by Time Warner (3.5%) and small-fry Armstrong (2.9%).

Seven members of our 1999 list have disappeared into larger MSOs or are about to:

# 14



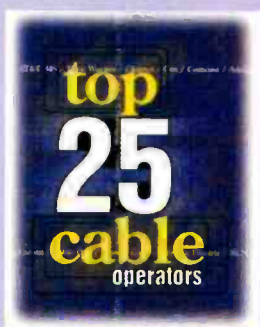
**David Mahachek,**  
president

**Ameritech New Media**

300 S. Riverside  
Suite 1800 N.  
Chicago, Ill. 60606  
800-257-0902  
www.ameritech.com

**Top Executive:** David Mahachek, president, SBC CATV  
**Ownership:** SBC Corp.  
**Homes passed:** 1,300,000  
**Basic subscribers:** 280,000  
**Basic penetration:** 21.5%  
**Digital-ready homes:** None  
**Digital subs:** None  
**Digital penetration:** None  
**Internet-ready homes:** None  
**Internet subs:** None  
**Internet penetration:** None

# 15



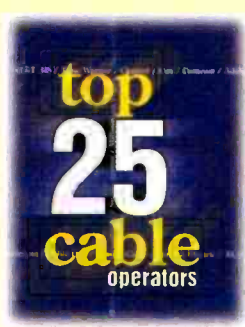
**Robert E. Tudek,**  
chairman, president, CEO

**Tele-Media Corporation**

320 West College Avenue  
P.O. Box 5301  
Pleasant Gap, Pa.  
(814) 359-3481

**Top Executive:** Robert E. Tudek, chairman, president and CEO  
**Ownership:** Tudek and Everett I. Mundy  
**Homes passed:** 357,430  
**Basic subscribers:** 266,919  
**Basic penetration:** 74.7%  
**Digital-ready homes:** NA  
**Digital subs:** NA  
**Digital penetration:** NA  
**Internet-ready homes:** NA  
**Internet subs:** NA  
**Internet penetration:** NA

# 16



**John S. Whetzell,**  
chairman

**Northland Communications**

1201 Third Avenue  
Seattle, Wash. 98101  
(206) 621-1351

**Top Executive:** John S. Whetzell, chairman  
**Ownership:** Whetzell owns 22%  
**Homes passed:** 410,473  
**Basic subscribers:** 260,615  
**Basic penetration:** 63.5%  
**Digital-ready homes:** 6,684  
**Digital subs:** 495  
**Digital penetration:** 7.4%  
**Internet-ready homes:** 13,191  
**Internet subs:** 275  
**Internet penetration:** 2.1%

# 17



**N. Lawrence Bentson,**  
chairman, CEO

**Midcontinent Communications Inc.**

7900 Xerxes Ave. S., Suite 1100  
Minneapolis, Minn. 55431  
(952) 844-2600  
www.midcomm.com

**Top Executive:** N. Lawrence Bentson, chairman and CEO  
**Ownership:** partnership, Joseph Floyd and N. Lawrence Bentson  
**Homes passed:** 327,953  
**Basic subscribers:** 215,371  
**Basic penetration:** 65.7%  
**Digital-ready homes:** 234,594  
**Digital subs:** 9,085  
**Digital penetration:** 3.9%  
**Internet-ready homes:** 234,594  
**Internet subs:** 3,669  
**Internet penetration:** 1.6%

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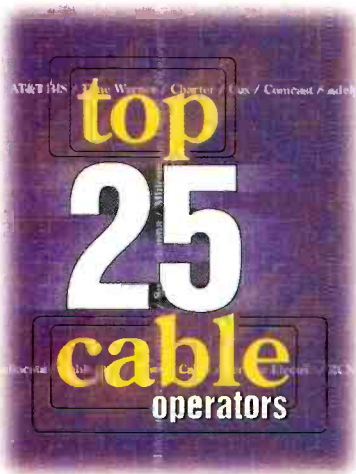
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What's more, Time Warner is in the process of selling out to America Online, though its cable division will remain intact. MediaOne, which last year had just cut a deal to sell out to AT&T, is still trying to complete its exit. Ten members of our list the year before—1998—were swallowed up in 1999.

Last year, the 25th-largest MSO was

Galaxy Cablevision. It's only moved up one notch because Galaxy executives have been hurriedly selling off systems to keep their bankers at bay. Last year's 24th largest MSO, Susquehanna, has moved up to 19th without acquiring a single system. The 25th largest operator two years ago, venerable Service Electric, perhaps the oldest operator still in business, is now 12th, purely through attrition of the larger operators.

Looking at the chances of larger operators such as Cablevision Systems, Adelphia or Classic Communications trying to sell out in

18



**Michael Haislip,**  
president

**Armstrong Utilities**

One Armstrong Place  
Butler, Pa. 16001  
(724) 283-0925

**Top Executive:** Michael Haislip, president, Armstrong Cable Services

**Ownership:** privately held; owned by the Sedwick family

**Homes passed:** 259,404

**Basic subscribers:** 204,950

**Basic penetration:** 79%

**Digital-ready homes:** 4,400

**Digital subs:** launching May 15, 2000

**Digital penetration:** NA

**Internet-ready homes:** 125,418

**Internet subs:** 5,887

**Internet penetration:** 4.7%

19



**James D. Munchel,**  
president, COO

**Susquehanna Cable**

330 Basin Street  
Williamsport, Pa. 17701  
(717) 848-5500  
www.susqcomm.com

**Top Executive:** James D. Munchel, president, COO

**Ownership:** Susquehanna Pfaltzgraff Co.

**Homes passed:** 244,267

**Basic subscribers:** 188,543

**Basic penetration:** 77%

**Digital-ready homes:** 101,400

**Digital subs:** 7,185

**Digital penetration:** 7.1%

**Internet-ready homes:** 134,100

**Internet subs:** 4,751

**Internet penetration:** 3.5%

20



**Kelvin R. Westbrook,**  
president, CEO

**Millennium Digital Media**

120 South Central Avenue  
Suite 150  
St. Louis, Mo. 63105  
(314) 802-2400  
www.mdm.net

**Top Executive:** Kelvin R. Westbrook, president, CEO

**Ownership:** privately held

**Homes passed:** 303,000

**Basic subscribers:** 175,000

**Basic penetration:** 58%

**Digital-ready homes:** 49,500

**Digital subs:** NA

**Digital penetration:** NA

**Internet-ready homes:** 95,500

**Internet subs:** NA

**Internet penetration:** NA

21



**Don Reinhard,**  
chairman

**Blue Ridge Cable/  
Pencor Services**

613 Third Street  
Palmerton, Pa. 18071  
(610) 826-2552

**Top Executive:** Don Reinhard, chairman

**Ownership:** Reinhard family

**Homes passed:** 201,000

**Basic subscribers:** 167,000

**Basic penetration:** 83%

**Digital-ready homes:** None

**Digital subs:** None

**Digital penetration:** None

**Internet-ready homes:** 30,000

**Internet subs:** 750

**Internet penetration:** 2.5%



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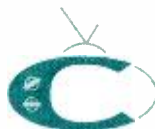


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comfortable shopping on TV, so they buy often, creating lucrative new revenue streams for MSOs. Just as important, real time processing offers you a vehicle for detailed, accurate reporting. So you can more effectively track sales, and fully maximize your t-commerce opportunity.

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AT&T/BIS / Time Warner / Charter / Comcast / Adelphi

# top 25 cable operators

the next two or three years, it's easy to see Service Electric moving up even further.

So for all the changes sweeping the industry, late cable-pioneer John Watson's old company could again become a top-10 operator, just as he was in the 1950s.

The data were gathered primarily from the companies themselves and the ranking was determined by the number of basic subscribers. In the case of uncooperative companies, we rely on securities and other regulatory filings or estimates by analysts and industry executives—some-

times, former employees of the company. In a few instances, no reliable estimates were available. Those items are marked NA.

The list also does not include DBS services EchoStar and DirecTV, although they are among the largest multichannel video providers. DirecTV's 8.3 million customers makes the DBS service bigger than third-ranked MSO Charter, while EchoStar's 3.9 million customers makes it bigger than ninth-ranked Cablevision Systems. ■

# 22



**Allan Block,**  
vice chairman

**Buckeye Cablevision**

5566 Southwyck Blvd.  
Toledo, Ohio 43614  
(419) 724-9802  
www.buckeyecablesystem.com

**Top Executive:** Allan Block, vice chairman, Blade Communication

**Ownership:** Blade Communication

**Homes passed:** 258,789

**Basic subscribers:** 161,520

**Basic penetration:** 59%

**Digital-ready homes:** fourth quarter 2000

**Digital subs:** None

**Digital penetration:** None

**Internet-ready homes:** 210,000

**Internet subs:** 3,000

**Internet penetration:** 1.4%

# 23



**James Pearson,**  
president, CEO

**U. S. Cable Corp.**

Montvale Plaza  
28 West Grand Ave.  
Montvale, N.J. 07645  
(201) 930-9000

**Top Executive:** James Pearson, president, CEO

**Ownership:** U.S. Cable Partners and AT&T-BIS

**Homes passed:** 241,352

**Basic subscribers:** 140,129

**Basic penetration:** 58%

**Digital-ready homes:** 36,767

**Digital subs:** 2,857

**Digital penetration:** 7.8%

**Internet-ready homes:** None

**Internet subs:** None

**Internet penetration:** None

# 24



**Tom Gleason Jr.,**  
chairman, CEO

**Galaxy Cablevision**

1220 North Main St.  
Sikeston, Mo. 63801  
(573) 472-8200  
www.galaxycable.com

**Top Executive:** Tom Gleason Jr., chairman and CEO

**Ownership:** privately held; majority owned by the Gleason family

**Homes passed:** 214,341

**Basic subscribers:** 126,861

**Basic penetration:** 59%

**Digital-ready homes:** 5,000

**Digital subs:** 1,000

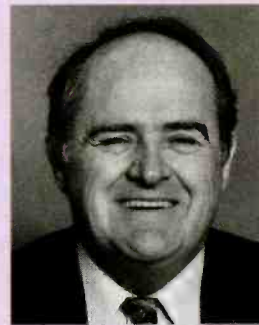
**Digital penetration:** 20%

**Internet-ready homes:** 1,100

**Internet subs:** 44

**Internet penetration:** <1%

# 25



**Robert W. Cole,**  
president

**GS Communications**

P.O. Box 398  
Frederick, Md. 21705-0398  
(301) 662-6822  
www.gscommunications.com

**Top Executive:** Robert W. Cole, president

**Ownership:** Great Southern Printing & Manufacturing Co.

**Homes passed:** 160,063

**Basic subscribers:** 119,219

**Basic penetration:** 74.5%

**Digital-ready homes:** 102,475

**Digital subs:** 8,559

**Digital penetration:** 8.3%

**Internet-ready homes:** 94,949

**Internet subs:** 875

**Internet penetration:** <1%



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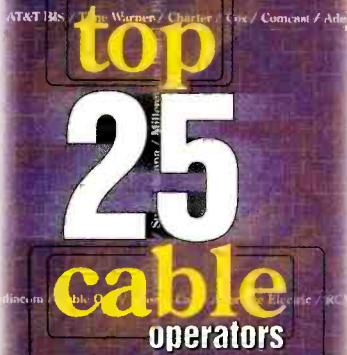
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# Luring subscribers to DBS

*DirecTV, DISH expand services to take customers from cable*

By Edmond M. Rosenthal

**W**hen DirecTV and EchoStar's DISH Network began offering local network affiliate signals last December, that was only the first in a range of services calculated to woo subscribers away from cable. Not only does each also offer two HDTV channels, but both have plans for broadband Internet and other interactive services.

Meanwhile, the two DBS providers are seeing some results from the addition of local signals. Terry Ferguson, vice president in charge of business development and strategic planning for DirecTV, estimates that subscriber gains are 20% to 50% greater in markets where local is offered. For DISH, reports Director of Marketing Rob Arnold, about half of new first-quarter customers are paying the extra \$4.99 a month for local service.

Ferguson reports that DirecTV has grown from 4.7 million subscribers in March '99 to 8.3 million in March this year. The 1999 figure does not include the acquisition of Primestar, which accounts for 745,000 con-

verted subscribers and some 1 million still unconverted. She notes that 405,000 new subs were added in the first quarter this year, a 33% increase over subs added in the year-ago quarter.

DISH added 1.4 million subs last year, according to Arnold. He hopes for a big boost from the Digital Home Plan, which launches May 1. It offers 150 channels, two receiver boxes and free in-home service for \$49.99 a month; a \$99 installation charge includes the first month of service. The length of the special offer will be based on results, he notes, but pricing is guaranteed until May 1, 2003.

Arnold figures that some Primestar customers have jumped to DISH but has no solid evidence. Asked when he expects DBS to reach a saturation point, he replied, "There are 65 million to 70 million cable households, so we still view ourselves at the embryonic stage of development. Cable households have been reduced by about 13 million since the introduction of DBS six years ago."

Ferguson agrees with Wall Street analysts' estimates that the total DBS market will reach 30 million to 35 million: "That's

nearly double what they thought when we first rolled out."

DirecTV hopes to push this growth with about \$150 million in advertising expenditures across all media. Arnold declines to give figures but says the DISH advertising budget is up from last year and will concentrate on the 28 markets that are offered local service so far.

With four satellites planned for launch by 2003, DISH will be offering a range of new programming. This includes a 256K broadband Internet service and an arrangement with OpenTV for interactive services, such as games, local weather and shopping.

DirecTV plans additions such as Wink Enhanced Broadcasting, which offers interactive data from more than 20 programming networks; TiVo Personal TV, which allows time-shifting and other VCR-type capabilities; AOL-TV, providing access to major AOL services; and DirecPC, a broadband Internet service.

Most of the planned DBS services require additional set-top boxes or new combined receivers and are expected to be in place by the end of the year. ■

## DirecTV

2230 E. Imperial Hwy.  
El Segundo, Calif. 90245  
www.directv.com

**Top executives:** Odie C. Donald, president, DirecTV Enterprises Inc., and vice president, Hughes Electronics

**Ownership:** Owned by Hughes Electronics

**Subscribers:** More than 8.3 million as of March 31

## DISH Network

5701 S. Santa Fe Dr.  
Littleton, Colo. 80120  
www.dishnetwork.com

**Top executive:** Charlie Ergen, CEO and chairman

**Ownership:** Owned by EchoStar Communications Corp.

**Subscribers:** 3.9 million as of April 30

## DIGITAL READY

No one has broken the 15% barrier. However, some of the smaller MSOs have made more progress.

*Digital subscribers as a % of digital-ready homes, according to industry reports:*


Insight	14.50%	Mediacom	3.20%
Comcast	11.10%	Classic	2.90%
Service Electric	10.50%	Cablevision	0.00%
AT&T	10.00%	Cable One	0.00%
Adelphia	10.00%	Ameritech	0.00%
Cox	8.70%	Armstrong	0.00%
GS Comm.	8.30%	Millennium	0.00%
Northland	7.40%	Buckeye	0.00%
Susquehanna	7.10%	U. S. Cable	0.00%
Time Warner	4.90%	Galaxy	0.00%
Midcontinent	3.90%	Tele-Media	NA
Charter	3.30%	Blue Ridge	NA

## SLOW-SPEED INTERNET

No cable operator is very impressive in successfully selling service to its Internet-ready homes.

*Internet subs as a % of high-speed-ready homes, according to industry reports:*

AT&T	7.00%	Midcontinent	1.60%
Cablevision	6.00%	Buckeye	1.40%
Cox	5.20%	Insight	1.00%
Time Warner	4.70%	Mediacom	1.00%
Armstrong	4.70%	Classic	1.00%
Comcast	4.40%	Cable One	1.00%
Adelphia	4.00%	Galaxy	1.00%
Susquehanna	3.50%	GS Comm.	0.90%
Blue Ridge	2.50%	Ameritech	0.00%
Northland	2.10%	Millennium	0.00%
Service Electric	2.00%	U. S. Cable	0.00%
Charter	1.90%	Tele-Media	NA



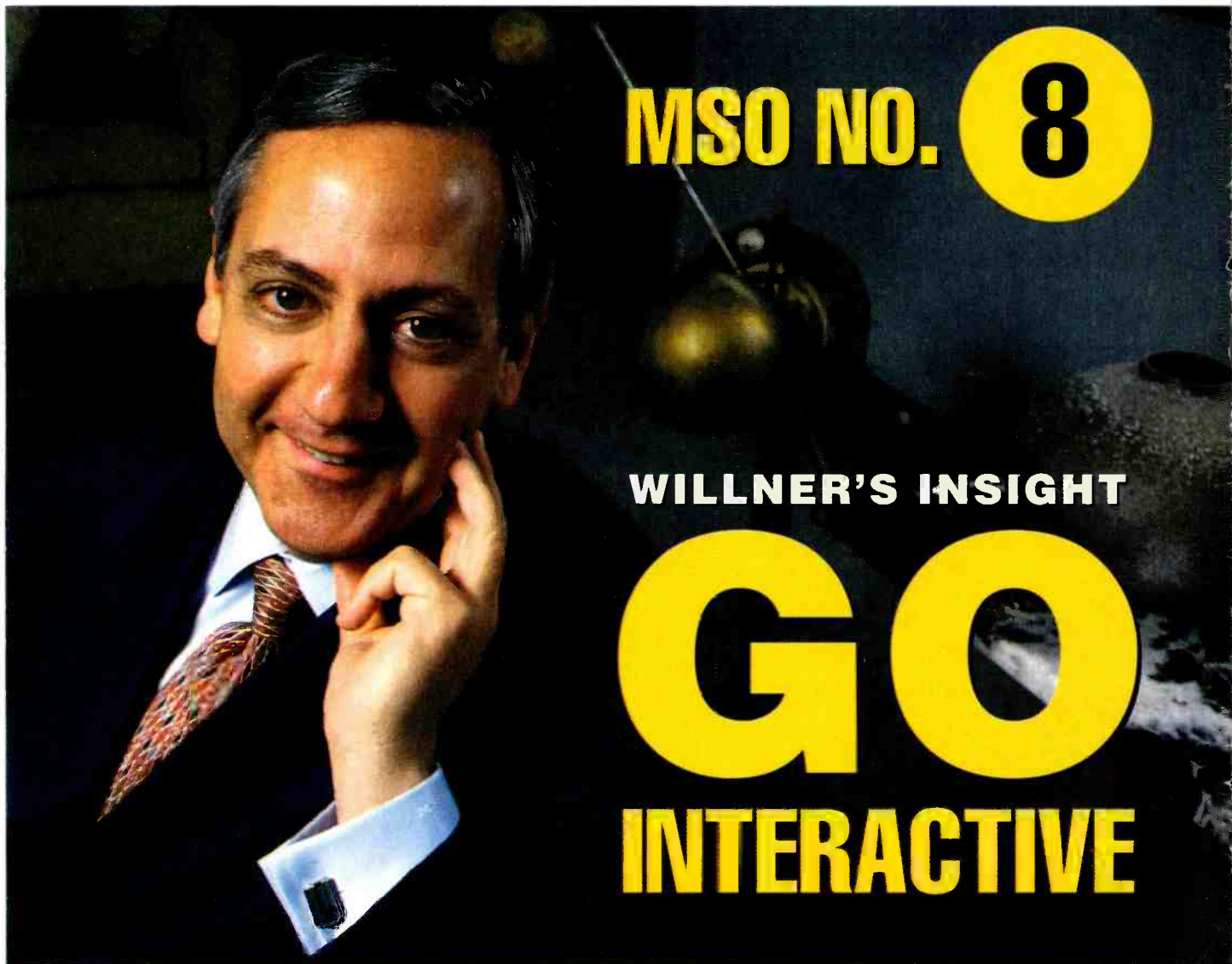
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any other way, you're not  
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MSO NO.

8

WILLNER'S INSIGHT

# GO INTERACTIVE

**I**t wasn't too long ago that Michael Willner wanted out of cable. In 1991, he put his company, Insight Communications, up for sale. But he balked. Again, in 1998, he considered taking advantage of surging prices. And again he had second thoughts. Instead of selling, he started aggressively acquiring cable homes. Through system purchases and partnerships with AT&T, Willner will have expanded his portfolio from around 170,000 subscribers two years ago to more than 1.5 million by year-end and become the eighth-largest MSO. He has been re-energized by the promise of new technologies, particularly interactive services.

Willner sat down with *BROADCASTING & CABLE* Deputy Editor John M. Higgins to talk about why he thinks operators not pushing headlong into new services will suffer. An edited transcript follows.



**The big thing right now is the stocks. The cable stocks are depressed. You went public recently. What does this mean for the industry right now? Is there enough capital in the industry, or is this going to cause problems?**

It's always a problem when stocks are down, because there is less equity supporting the debt that you want to use in order to rebuild the system. But I think that fundamentally the industry is capitalized in a very healthy way. It's changed dramatically from 10 years ago, when the Bush administration decided it was going to focus on highly leveraged transactions and squeeze the debt out of the economy.

#### **Those pesky Republicans.**

Well, you know, those things happen, and it's a good thing it did happen, actually. In 1992, when we fell victim to re-regulation, this industry could have gone belly-up if we had the same debt levels that we had back in 1988.

**The big thing for you in the last year is that you have grown dramatically.**

When we started in 1998, we had 170,000 subscribers.

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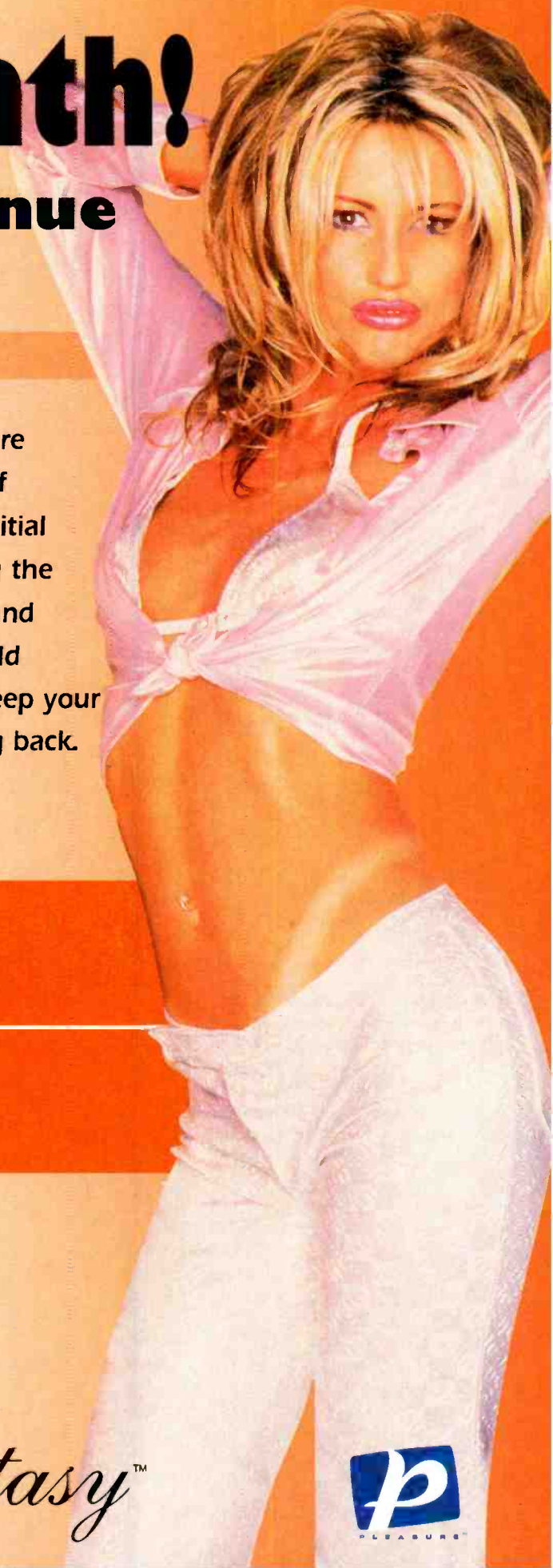
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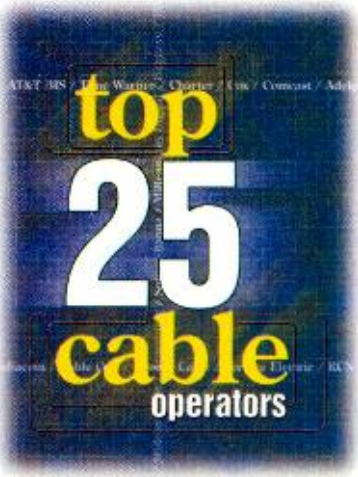
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When we finish 2000, we'll be at 1.5 million. That's pretty close to tenfold.

**It's a huge increase. How do you manage that?**

We add people, good people. We had a good core management team, who you remember was focused not only on our domestic operations, but also on Insight UK out of this office. So we had the gray

matter here, and, when we decided to grow the company again, we had a corporate office, a senior management team, prepared to run a much bigger asset.

**Instead of buying in 1998, why didn't you join all the other companies that were rushing out the door?**

It's certainly a thought that crossed our minds. But I think this industry has so much potential over the next handful of years, there's still even more money to be made than if we had sold as prices were soaring.

We knew that the public market was as aggressive as it had ever been for the cable industry, and it just seemed that it was a pretty good hedge for our investors, that we could gain them liquidity by going public and, at the same time, give them the opportunity, without the tax event, to continue to be invested in what we continue to feel is a marvelous industry. So it just seemed like it was the logical thing to do.

**You've been particularly aggressive in rolling out new services, especially for a company your size. You are bullish on video-on-demand. With your Source Media investment, you are bullish on the interactive services. What do you see?**

I think, first of all, if we are not doing those things, we're just handing the satellite guys our customers. We made the decision that we were going to focus on launching new services over a technology platform that would leapfrog the competitors' platforms. And the [General Instrument] DCT-2000 box was the right enabling technology to do lots of stuff.

So our view originally was operators would have 5 million to 7 million of the low-end 2000s deployed, and that even that limited box would be good for most subscribers. The next generation, the smarter DCT-5000s, would go out only to customers who chose more advanced services: open access to the Internet, picture-in-picture video applications

and such.

Source Media lets you pack more products into the lower-end box.

**How many digital converters do you figure you will have deployed by the end of the year?**

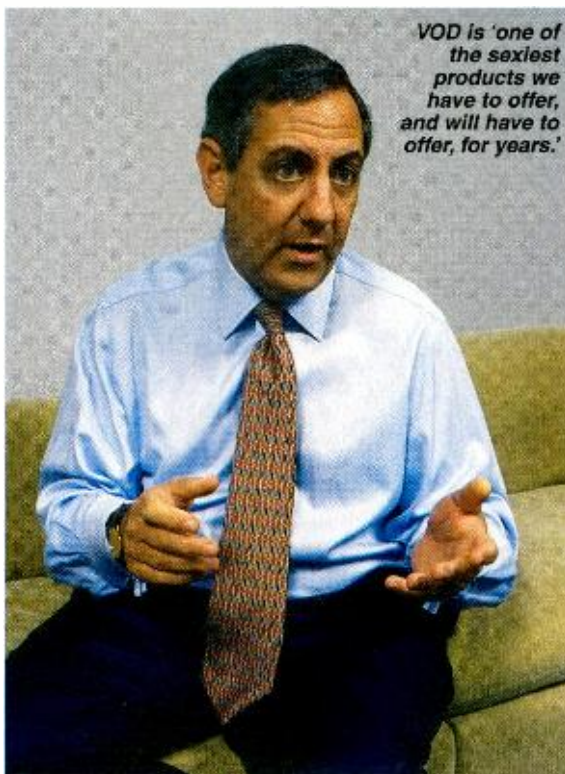
Digital converters? Probably 150,000.

**What do you have now, do you know?**

57,000.

**Start with VOD. The technology works, but is the lift in sales really that much better than using lots of channels for near-video-on-demand?**

It's one of the sexiest products we have to offer, and will have to offer, for years. And we don't have any idea how much impact that business is going to have on our industry yet, because there hasn't been a full deployment. Hollywood is still holding product back for a long period of time between video store release and pay-per-view release. But we also know that, once we have VOD out there in enough markets, that window will be shortened.



*VOD is 'one of the sexiest products we have to offer, and will have to offer, for years.'*

**What kind of results are you getting?**

Buy rates have increased about 75% over NVOD.

**To what?**

Just about two buys a month. Now, remember, we launched our digital product on a node-by-node basis in every market where we've launched it. We are in three markets now. We have not done any mass marketing yet anywhere.

We just started in Rockford, [Ill.] this month, because it's the only system that has been completely rebuilt now. You can't go on television, full-page newspaper ads, when 40% of your customers can receive the service at 60Q.

We bought Rockford from Cablevision and proceeded to lose 2,000 customers in two years, just like that. I remember, the first summer we owned it, the local management team was getting very nervous because

they were losing subscribers, and I went out there for a meeting one night and said, "Listen, we have consciously chosen a strategy to not be aggressive in retaining customers right now, because we'd be retaining them for the wrong reason—by lowering prices."

What we really wanted to do was spend \$30 million as fast as we could. We told them that we'd have it done in three years. We finished in two. If we lost a couple thousand subscribers while [rebuilding the system], so be it. We really believe what we were strategizing to put together, a full-service interactive digital product, was going to be the technolog-



Their grandparents used TV to understand their world.

Their parents used TV to escape their world.

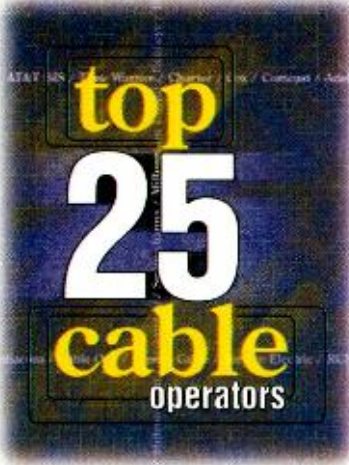
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ical winner in the competition against satellite.

**So what's the growth in that system?**

A system that had just lost 2,000 [customers]—we bought 67,000 customers, we were at 65,000—increased 2.5% in basic subscribers over the last six months. In the areas where the digital service had been launched for a couple of

months, we increased by 3% in six months. Now, I don't think that'll be recurring. I think we are winning customers back.

We had a focus group with 12 former customers in Rockford. We described the local store product with the restaurant guide, personal guide and cinema guide—all Rockford-oriented. And we showed them VOD. We showed them Diva and how you could fast-forward the movie and rewind the movie and watch it over and over again for 48 hours. We showed them the EPG, the IPG, all the bells and whistles, and we asked them two questions, when we were finished showing them the product: One, how much do you think the cable operator is going to charge for this? Which was really a better way to say, how much would you pay for it, because, if we asked them how much would you pay for it, they'd say \$2 and try to influence your decision.

They thought we were going to charge \$40 incrementally over the cable bill for the product we had just shown them. The answer was \$16.85, and, when we told them the answer, we asked them how many of you would actually come back to cable, and 11 out of 12 of them said they would take their dish down.

Now remember, in the last two years, while we were losing those customers, the dish prices and the installation of dishes went from \$500, \$600, down to \$99 specials. A \$600 installation cost is very sticky. You're not going to get those guys back, not easily anyway. But \$99? That guy is an easy target.

**So what's DBS penetration in Rockford?**

It's in the low teens. And it went up from the mid-single digits in a couple of years. If we don't, as an industry, get out there and start marketing these advanced services, we're handing the customers over. It all goes back to owning large headends. There are seven digits in the number we spent for the equipment in Rockford. If Rockford didn't have 65,000 customers being served off one headend, I don't know how

you would do it.

**How many headends were there when you started?**

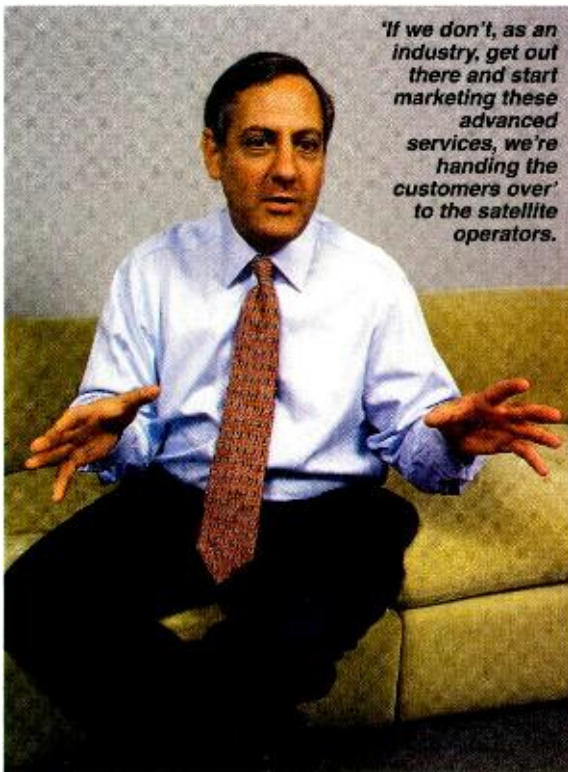
In Rockford? One. But if you look at Indiana, advanced services would never happen with the 75 headends we had. But we brought it down to three. You put in three of these servers, for 450,000 subscribers, it becomes very affordable.

**Why are you the only guy in cable that really seems to believe in this stuff?**

I don't think I am. Very few operators have moved as fast as we have into the multifaceted interactive digital world that we've moved into, but I think that more and more of them are going to be there later this year and next year.

**Skip DBS for the moment, and let's talk about some of the wired competition. How scary is it?**

Competition is competition in every form that it takes. I don't think we were any less subject to competition in Rockford when we were losing customers to satellite dishes than we are to competition by losing customers to another wireline cable operator.



*'If we don't, as an industry, get out there and start marketing these advanced services, we're handing the customers over' to the satellite operators.*

I don't think we have lost any more customers as a result of our wireline overbuild in Columbus, Ohio, than we did to a satellite competitor in Rockford. From what I understand, from some of the reports that I see, the guys who really have a significant different level of market share in Columbus than they do elsewhere in the country are the satellite guys.

Now that customers have two wireline choices, the thing that they are not doing is going out and buying dishes.

**Ameritech seems to be on its way out of the overbuilding business. But there's RCN and four or five other companies that look a lot like RCN. They're doing essentially the same thing. Are you nervous, and how nervous should your peers be? Are these going to take another 15% or 20% or 30% of penetration out of the cable business? The way the satellite guys have taken about 15, right?**

The overbuild strategy has some very serious challenges, because you do have to get to a very significant penetration to be able to not only service your debt but also to give a fair return to the equity investors.

So I have some difficulty understanding why so much money is being thrown at the overbuild model. Now, I know that one of the arguments is that the hotel communication pie is getting much bigger. They're not just focused on video. They want to do telephony and high-speed data. If that's the case, then we probably have more to gain than we do to lose as the incumbent cable operator, as long as we're out there

Photo: Rick Falco / Black Star

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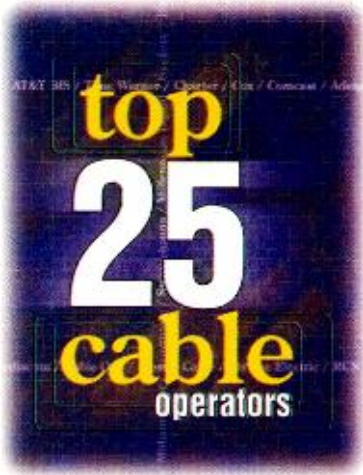
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selling these services, which we're going to be doing very aggressively. We're not going to be waiting around.

Going into the future of our business, looking at all the places I'd want to move from the present starting gate to the future, I would want to be exactly where I am today as the incumbent. I wouldn't want to be the RBOC. I wouldn't want to

be the satellite guy. I wouldn't want to be the new guy building a cable system. We also have a base of operations with cash flow. So this is the place I'd rather start from.

**How about telephony? How much do you expect to deploy?**

One hundred percent of this company will be telephony-enabled and offering service in the next 18 months.

**You're going to move that fast?**

Absolutely. Our U.K. experience has helped us to solidify our view that this is a very important part of the whole bundle that we're putting together.

**Would you have done that deal if AT&T weren't such a big investor in you?**

I can assure you that the management team of this company worked a very long and tedious process to come to the business agreement that we came to at AT&T. It was our view that, if this relationship in telephony doesn't at least keep us even with doing it alone, then we're not going to do it. We've reduced capital expenditures significantly. We've reduced the revenue-per-subscriber expectation. But we've increased the margin. Overall, it's just a better deal for us. And that doesn't take into account the fact that AT&T is the premiere name in telecommunications in this country, and we think we're going to sell more telephone subscriptions because of it.

**How much will they be managing your network?**

Well, the lines are very clear. Basically, we own the headend to the subscriber, and they own the headend back to the backbone or oversee it. We're going to have the relationship with the subscribers. We're going to market it; we're going to build it.

**You handle customer service and billing, etc.?**

It's so important to this whole strategy: one phone call and

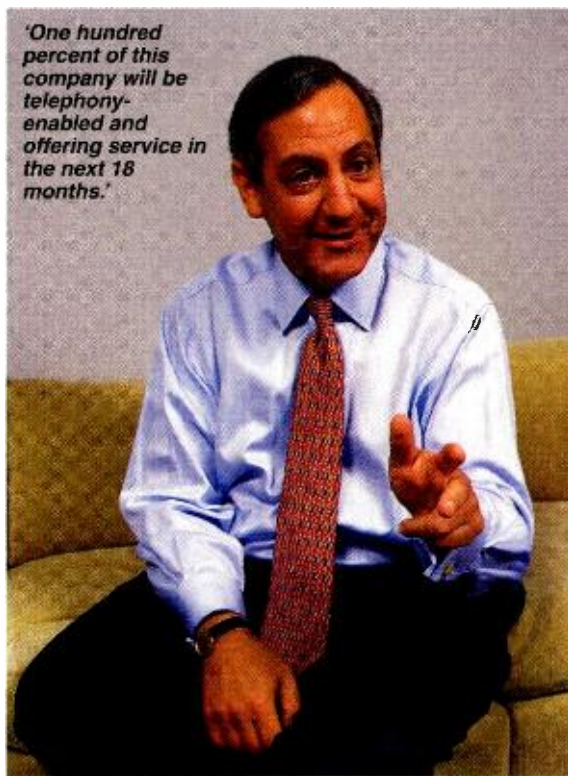
one bill. Once we start diluting that, we dilute our ability to really compete.

**Welcome to open access. What's going to happen now?**

We've always said that, when the exclusivity of these contracts with @Home and Road Runner expire, we will look for relationships with some number of ISPs. Frankly, for @Home or Road Runner to even exist today, they had to have some period of exclusivity, or the capital would not have been there to make the investment to build these companies up to what they are today. Nobody else was creating content that would fully exploit the high-speed capacity of the broadband network. To put a regular old telephone-based ISP on a broadband platform is doing our platform an injustice.

**When your exclusivity goes, how do you envision a deal going with AOL or Mindspring, Earthlink or some other ISP that wants to go in and offer this service?**

Well, we'd like to provide their service on a similar basis to the way we provide content in the video platform, in the data platform.



*'One hundred percent of this company will be telephony-enabled and offering service in the next 18 months.'*

**So how do you expect those deals to work? What do you expect them to look like?**

I don't know yet. If you're talking about numbers, I don't know. But what I think should happen is that we should have a relationship with @Home and Road Runner and AOL and Mindspring that's based on a sound economic model, where both the supplier and the customer have a partnership in delivering the service. Frankly, we are not reinventing the wheel here because this is exactly what we do with video programmers.

**You don't hand off the customer relationship ever?**

No, we don't.

**The Internet companies say the same thing: Why would they give up the relationship with the customer? That has been a major sticking point in all these negotiations.**

I don't think they're giving up their relationship with their customers. I think that they would still have a relationship with their customers from a content side.

**Do you believe in DSL?**

I believe it's going to be a competitor in the high-speed data business, and I think we're going to have competition in our core video business, which we already have. I think we're going to be effective competitors in the voice telephony business.

That's the last piece of this pie that hasn't been fully con-

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verted to a competitive industry—the local phone business.

**Right, and that's the one where you're the intruder?**

That's right. It's also the biggest piece.

**What worries you from the regulatory front? Digital must-carry is obviously the hot issue.**

Well, that is an important

issue. It makes the analog argument look minor in the overall scheme of things, for us to be compelled to deliver bandwidth to people who are going to use it to compete against our other services is something that, to me, sounds like a Fifth Amendment issue, frankly.

But, at least for now, I don't really think we're going in that direction. I think there's some logic to letting the business dealings between companies settle those issues. I think that's where we're going to go.

There's a clear right and wrong here, and I think the right answer is that we'll sit down with broadcasters and negotiate terms of carriage, just like we do with cable networks.

**Your margins don't seem to be going down very dramatically in light of the ever increasing programming costs.**

We're making it up in other ways. We are increasing revenue per subscriber by offering new services that customers volunteer to purchase from us. Let me give you the story in Columbus, all right? If you look at the digital customers, they're paying us an average of \$26 a month over what they were paying us before. Currently, in all the areas that digital is available, we are now at 21% penetration in six months or less.

It went like wildfire through the market, without any mass marketing, without any newspaper, without any television advertising, just basically door-to-door, telephones, word of mouth.

Now take \$26 incremental revenue per digital subscriber, multiply that by 20% penetration, and that is equivalent to a \$5.20 basic rate increase for all our customers. But I don't have one politician calling me on the phone, one mayor, one congressman or one customer complaining.

If you look at 20% penetration in six months, we expect it to be there in a year. I think we're beginning to think more

like 30% a year now.

**What's your message for the cable programmers?**

One of the messages that we keep trying to deliver to our programming partners is that they need to recognize the operators' critical need to put product on the digital tiers. And that the operators can't conceivably pass along rate increases to subscribers that are multiples in excess of inflation without creating another '92.

So I think that the smartest programming networks today are recognizing that they have to have a digital strategy and are offering cable operators the option to put these networks up on a digital tier.

**What is a workable license fee for your average digital network?**

It depends on the content and the importance of the network to the digital tier.

**Is 20 cents a sub the answer?**

It could be. It depends on the product. Ten cents. Five cents. It depends on the product. We certainly recognize that, to get analog carriage, a lot of people are throwing big bucks around upfront for our support. And maybe we won't have that kind of support by putting it up on digital, at least not to the same extent. There are a number of programmers who have come in recent weeks and months, who have looked for the happy medium: maybe they get some analog carriage in places where we might have a little less pressure to go digital, in return for giving us a decent digital deal in other systems.

**The line heard most frequently these days is that cable has died. There are always outsiders with different agendas.**

Let me go back to my analogy of 1977, that era from '77 to about '80. There were a lot of guys sitting around the barrooms of the convention hotels at the NCTA in 1979, 1989, lamenting this invasion of these new programmers into our convention, that they were taking over the floor and parties.

And whatever happened to the good old days when Jerrold and Scientific-Atlanta were the core of the industry, the people who really cared about the industry?

**Somehow I think MTV throws better parties than Jerrold did.**

They probably do. But you become a cable operator when you own cable systems, whatever your motivation.

**So does that change the industry?**

Of course it changes the industry. The industry is always changing. It should change. If it doesn't change, it'll die. ■

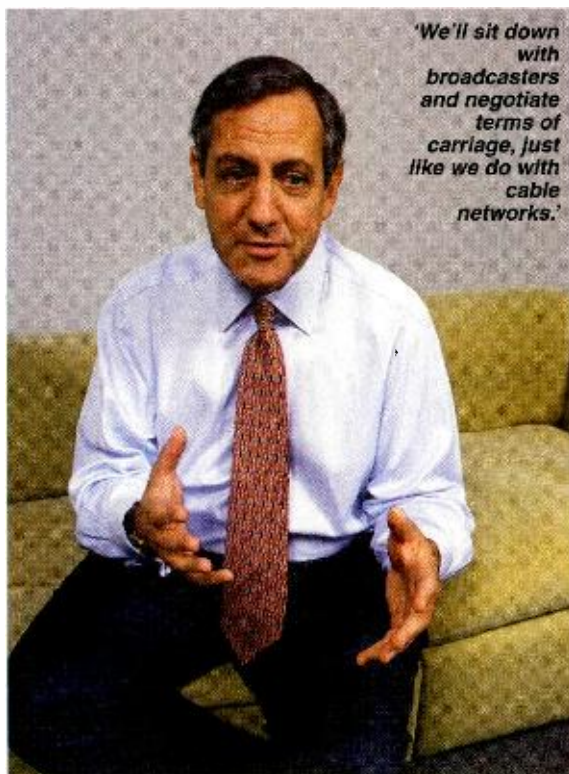


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**HITS**  
Headline In The Sky

# Beefed up and tweaked

*Sci-Fi schedule overhauled with new series, specials; USA still seeks an identity*

By Deborah D. McAdams

**S**ci-Fi will spend nearly \$146 million this year on monsters, vampires and wrestling robots and a bevy of other programs and schedule revamps. Sci-Fi's parent net, USA, will drop around \$400 million in search of its next big hit.

Both networks rolled out new programming initiatives in a joint upfront event last week, with the greater emphasis on the geek-niche Sci-Fi rather than general-entertainment giant USA Network.

The 2000 expenditure marks Sci-Fi's first program budget to break the \$100 million mark, up from \$85.7 million in 1999 and around \$73 million in 1998. The revamped lineup includes 22 hour-long episodes of a new original series in the *Good vs. Evil* vein, only with monsters instead of people in purgatory; *Matthew Blackheart: Monster Smasher*, from New Line Television, is scheduled to premiere early next year. The latest miniseries added to Sci-Fi's list is *Ultraviolet*, six hours of contemporary vampire lore scheduled to start in prime time July 31 and run through August 2. Previously announced miniseries include *Frank Herbert's Dune*, which will air in December, and *Taken*, directed by Steven Spielberg, scheduled for next year.

Perhaps most frightening of all is Sci-Fi's plan to simulcast with USA the Greenwich Village Halloween Parade, live from New York City. Nearly 35,000 of the city's most bizarrely bedecked revelers march through the streets, while 1.5 million equally bizarre spectators watch from the sidewalks. The cablecast will mark the parade's first full-fledged, nationwide television coverage.

In a wildly ambitious scheduling move, Sci-Fi will repeat nothing in prime time from June into early September. Executive Vice President and General Manager Bonnie Hammer says the channel finally has enough original and acquired episodes to pull off a no-repeat summer.



**A vampire beckons you to watch the new Sci-Fi series 'Matthew Blackheart: Monster Smasher.'**

The no-repeat stretch kicks off with an all-original Friday night on June 9, beginning with the debut of *Invisible Man*, followed by *Farscape* and *Lexx*. Saturdays will be devoted to movies, miniseries and acquired series like *Brimstone* and *Prey*.

Alien-invasion horror thriller *First Wave* will lead into Sunday prime time. *Sciography*, Sci-Fi's version of *Biography*, will appear Sundays at 9 p.m., beginning July 16. *Exposure*, the short-film vehicle, will be added to the Wednesday lineup at 10 p.m., and *Crossing Over With John Edward*, the talk show with the dead, will round out weeknights at 11 p.m., beginning July 9. Mondays, Tuesdays and Wednesdays will still be devoted to acquired series, but none will be repeated within the three-month period.

Sci-Fi started stacking those acquired series last year, with back-to-back episodes of *Zena* or *The Outer Limits* running on a given night. The strategy has bumped up ratings by as much as 33% or more,

so Hammer will stack daytimes starting in June. Weekdays from 10 a.m. to 4 p.m. will be all *Wonder Woman*, *The Incredible Hulk*, *Star Trek*, *Battlestar Galactica* or any one of about 35 series in the Sci-Fi library.

Finally, taking a cue from a recent pay-per-view flirtation with battling robots, Sci-Fi will bring its own version of robotic wrestlers to basic cable in early 2001. Tentatively called *Robodeath*, the one-hour special could be the seeds of a franchise if it proves popular, Hammer said.

*Robodeath* sounds suspiciously like the stuff of Vince McMahon's World Wrestling Federation, only with machines instead of steroids. The WWF remains the biggest draw and the biggest programming question mark for USA, which filed suit to keep McMahon from taking his gladiators to CBS. The first hearing on the suit is scheduled for early June. Until the court decides differently, USA Cable President Stephen Chao says, "we are assuming the WWF is staying on the schedule."

The loss of wrestling will not destroy the network, but it will cost it about two-tenths of a rating point in prime time at a cost of about \$33 million in ad revenue, according to an estimate of revenue per rating point from Paul Kagan Associates. A spokeswoman for Cox Communications says, "USA has very good and varied programming, and we're confident, if they lose wrestling, they'll have plenty of programming. We don't think losing wrestling will be a problem."

Chao will continue his quest for an original hit with *The Huntress*, starring Annette O'Toole as a widow-turned-bounty hunter, and *Miriam Teitelbaum, Homicide*, a drama based on the life of a Jewish-American homicide detective. Both will appear this summer.

Three previously announced pilots may produce offspring: the "Spy vs. Spy"-like *Kill, Kill, Kill*; a puppet-populated show called *Road Hogs*; and *Manhattan, Arizona*, a fish-out-of-water drama formerly known as *Brown Parcels of Land*. ■



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# Galaxy hurtling into fire sale

Banks now demanding a deal for money-strapped system by May 31

By John M. Higgins

In a world where cable systems regularly sell for \$5,000 per subscriber, can an operator with debt of just \$1,200 per sub get into trouble? It can if its systems aren't worth even that much.

That question has credit analysts scrutinizing Galaxy Telecom, a Missouri-based MSO with a looming financial crisis and a possible fire sale. Galaxy is squirming under a harsh deadline from its banks: Find a buyer by May 31, or they'll call in their \$25 million in loans.

That would, in turn, prompt bondholders to demand repayment on \$120 million in junk bonds and threaten to force the company into Chapter 11 bankruptcy protection.

The 125,000-subscriber company is the 24th-largest MSO, according to BROADCASTING & CABLE's survey (see story, page 24). But it has been trying for a year to find someone to put money in, take out the company's three existing institutional investors, and infuse enough new equity to refinance its bank loans. After a long courtship of Adelphia Communications Corp. cooled in January, Galaxy executives tried to cut deals with at least two other groups. They contend they are close to a deal with one private equity investor and sound confident.

"We're working on another deal right now," said Galaxy CFO J. Keith Davidson. "I don't think we'll have any trouble making it."

Still, auditors from Deloitte Touche

were nervous enough to declare in a securities filing that "the Partnership's inability to meet its cash-flow needs and to comply with certain debt covenants raises substantial doubt about its ability to continue as a going concern."

Such "going concern" language is a bright red flag for any company. "All hell breaks loose if they don't make the May 31 deadline," said Orren Cohen, a media junk-bond analyst for Merrill Lynch & Co. But even if creditors do try to foreclose, Cohen believes, there's enough value in Galaxy to repay both bankers and bondholders.

Most outsiders are wowed by the operator's promise to deliver sexy new Internet and interactive services to cities and suburbs, driving system prices to new heights. Systems regularly sold for 20 to 24 times cash flow, or \$4,000 to \$5,000 per sub, last year, and one deal went for \$5,550.

That cable universe is far, far away from this Galaxy. After liquidating one partnership in 1995, Chairman Tommy Gleason and other Galaxy executives started from scratch, concentrating on buying rural and small-town systems, ones with limited channel capacity but a captive audience that has no other way to receive distant broadcast signals. Those properties sell for as little as \$700 per subscriber and regularly go for just \$1,200 to \$1,400.

But they can also fetch much more. In March, Galaxy sold a 1,100-subscriber Kansas system for \$2,400 per subscriber.

The rest of Galaxy won't sell for that much. It was trying to bring Adelphia in for about \$1,800 per subscriber, according to one industry executive.

But even that was considered a premium price for rural systems scattered across 13 states with very few subscribers per headend and many systems of 300- to 450-MHz capacity, vs. the 750- to 860-MHz target of suburban and urban operators. That makes Galaxy very vulnerable to competition from DBS companies.

Galaxy's predicament brings out the vulture in any investor. But the company's annual cash flow comes to approximately \$162 per subscriber. A \$1,200-per-subscriber sale or equity infusion would value the company at 7.4 times yearly cash flow. That's not a big number. ■



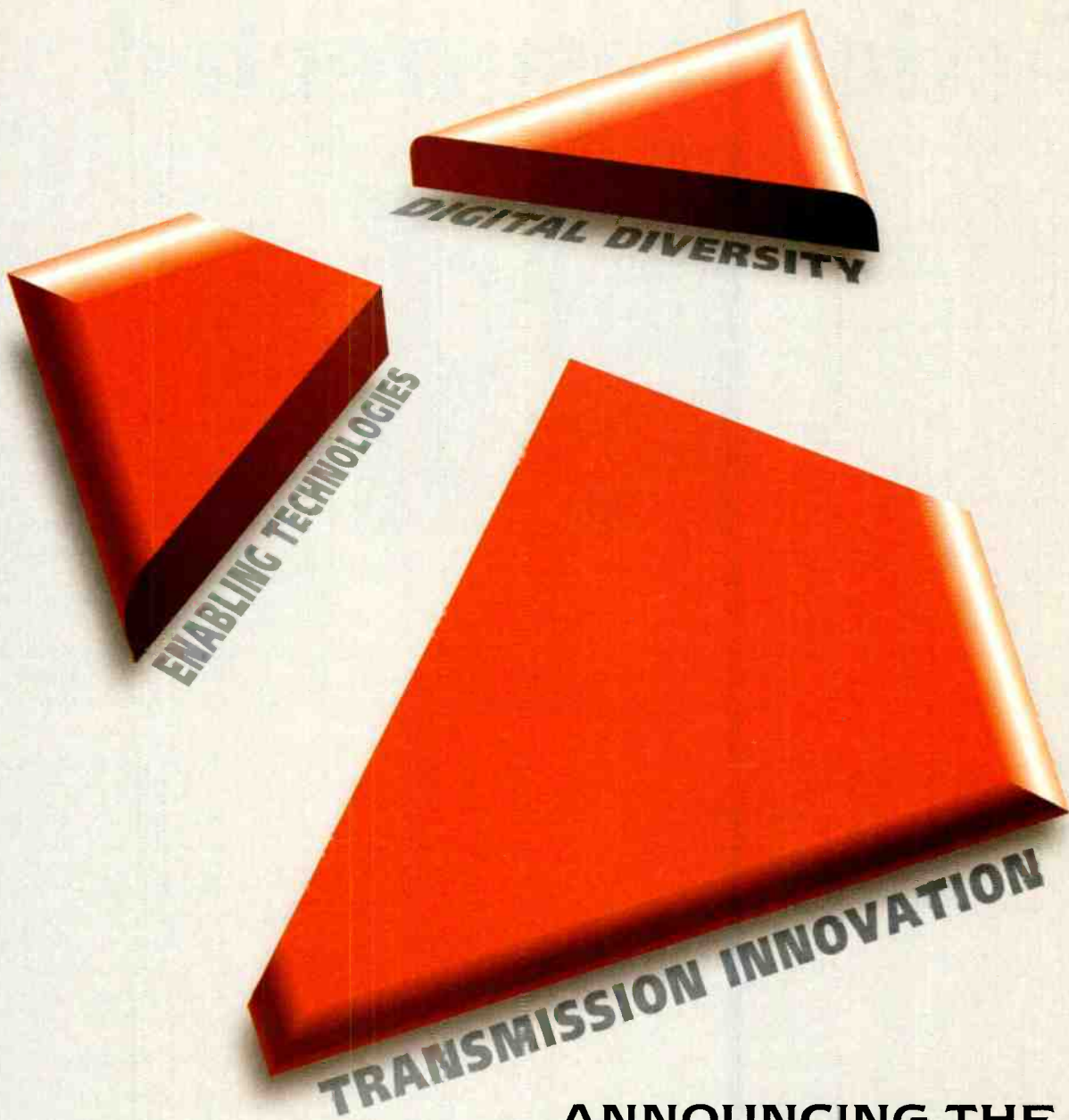
## CABLE'S TOP 25

### PEOPLE'S CHOICE

Passover was a big night for the Rugrats. The babies' holiday celebration took sixth place last week with a 3.1 rating/4.8 share.

Following are the top 25 basic cable programs for the week of April 17-23, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 100.8 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating Cable	U.S.	HHs (000)	Cable Share
1	WWF Entertainment	USA	Mon	10:00P	65	7.2	5.6	5584	11.5
2	WWF Entertainment	USA	Mon	9:00P	60	6.2	4.9	4827	8.9
3	m/ 'Clear And Present Danger'	USA	Sun	4:00P	180	3.5	2.7	2699	8.4
4	m/ 'Clear And Present Danger'	USA	Tue	9:00P	184	3.3	2.6	2590	5.8
4	Rugrats	NICK	Sat	9:30P	30	3.3	2.6	2585	9.7
6	Rugrats Passover	NICK	Mon	8:00P	30	3.1	2.4	2363	4.8
7	WWF Sunday Night Heat	USA	Sun	7:00P	60	3.0	2.3	2301	5.7
7	Rugrats	NICK	Mon	8:30P	30	3.0	2.3	2295	4.5
9	Rocket Power	NICK	Sat	11:30A	30	2.9	2.2	2230	8.2
9	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	2.9	2.2	2214	4.4
9	Wild Thornberrys	NICK	Sat	11:00A	30	2.9	2.2	2212	8.0
9	South Park	CMDY	Wed	10:00P	30	2.9	1.8	1826	4.5
13	Spongebob	NICK	Sat	10:00A	30	2.8	2.2	2183	7.9
13	m/ 'Last Man Standing'	TBS	Sun	8:01P	124	2.8	2.2	2183	4.6
13	Rugrats	NICK	Mon	7:30P	30	2.8	2.2	2176	4.8
13	Rugrats	NICK	Sat	12:30P	30	2.8	2.2	2138	7.9
13	Hey Arnold	NICK	Sat	10:30A	30	2.8	2.2	2138	7.5
13	Rugrats	NICK	Sun	9:30A	30	2.8	2.1	2131	8.6
13	Rugrats	NICK	Sat	12:00P	30	2.8	2.1	2128	7.9
20	Rugrats	NICK	Thu	7:30P	30	2.7	2.1	2058	5.1
21	Rugrats	NICK	Tue	7:30P	30	2.6	2.1	2039	4.7
21	Walker, Texas Ranger	USA	Mon	8:00P	60	2.6	2.0	2006	4.0
21	Rugrats	NICK	Sat	9:00A	30	2.6	2.0	2006	7.9
21	Rocket Power	NICK	Tue	8:00P	30	2.6	2.0	1974	4.2
21	m/ 'Blind Faith', Part II'	LIF	Sat	4:00P	120	2.6	2.0	1944	6.4
21	Flintstones	TOON	Thu	10:00P	30	2.6	1.6	1630	4.2



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# 'Action' resurrected

*FX Networks picks up controversial comedy for its cable viewers*

By Joe Schlosser

**A**ction is not dead yet. Fox-owned FX picked up the off-network rights to the canceled network series *Action* from Columbia TriStar Television Distribution and plans to launch it this summer.

FX acquired all 12 episodes produced for Fox this season, five of which never aired on the network.

The comedy, revolving around a venal, amoral and foul-mouthed movie executive (played by Jay Mohr), received strong critical reviews and was one of Fox's most publicized new series coming into the 1999-2000 season. But after a poor showing in the national ratings and criticism for being too over-the-top with its language and topics, Fox executives cancelled the



*For those who missed their antics, the cast of 'Action' will be back this summer.*

series midway through the season.

Fox bleeped foul language spoken by actors in the show, which earned it some notoriety but ultimately not many view-

ers. FX says it won't restore the salty language for the basic cable showings.

"The acquisition of *Action* further strengthens FX's commitment to airing creative and groundbreaking programming that takes chances," says Chuck Saftler, FX Networks' vice president of programming. "This provides a value to affiliates, advertisers and subscribers. Plus, it's terrific that we will air five previously unseen episodes."

*Action* joins another Fox series that was cancelled early on this season, *Harsh Realm*. FX is currently airing that series, from *X-Files* producer Chris Carter, on Friday nights. Surprisingly, it was cancelled after only three episodes last fall.

FX executives are mum on scheduling plans for *Action*, saying only that it will be launched sometime this summer. ■



By John M. Higgins

## PGA tour walks over to CNBC

CNBC has acquired the rights to the Senior PGA golf tour away from ESPN in a new four-year deal that takes effect in 2001. CNBC will air all 33 Senior PGA tournaments each year, and Pax TV will air early-round coverage of each tournament.

It's the latest deal in which Pax, of which NBC owns 32%, will benefit from NBC programming. Last week, NBC said it will re-air the *Nightly News With Tom Brokaw* on Pax, and that most of the Olympic trials for upcoming Sydney games would air as original programming on Pax.

Parties were mum on

the fee but said it's an increase over the previous package. ESPN has carried the senior tour since 1984, a tour spokesman said.

## Dobbs, Turner just saying hello

Everyone says it was nothing, but *ex-Moneyline* host and former CNN Vice President Lou Dobbs met with Time Warner Vice Chairman Ted Turner last week, leading to speculation that Dobbs might be wooed back to the place where he clashed with CNN President Rick Kaplan. CNN was denying any fire behind the meeting—Turner and Dobbs are old buddies—and Dobbs later said he is happy where he is, as chairman

and CEO at Space.com, a new Web site.

## Cox reports low quarterly growth

Cox Communications' road to its promise of double-digit growth in cash flow is going to be slow, with the MSO posting an increase of just 8% for the first quarter. Cox said that, after adjustment for acquisitions, its cash flow totaled \$325.5 million, vs. \$302.3 million last year.

The company has said it expects to exceed 11% growth for the full year. Cable revenue increased 8%, in part because pay-per-view boxing events were lackluster this year.

But overhead costs

jumped 17% because of the high cost of rolling out high-speed data, telephone and digital cable services, plus digesting last year's takeover of TCA Cable. Both cable and data revenues more than doubled, but each was less than 5% of the company's \$779.9 million in sales.

## Cable Positive gets new chief

Cable AIDS charity Cable Positive has tapped a health-care and public-affairs veteran as its new chief. Steve Villano was named executive director, replacing Molly McAuliffe, who left the group in February. Villano was most recently vice president of corporate affairs for Episcopal Health Services and has served as a consultant on communications and marketing issues to Cornell University, Downstate Medical Center and Long Island Cares.



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# TV misses the moment

*Despite negotiating access, pool videographer doesn't capture climax of Elián saga*

By Dan Trigoboff

One of the beauties of television," said Janet Reno, "is that it shows exactly what the facts are." Reno was responding to a question about the level of force used in the April 22 pre-dawn effort to seize 6-year-old Elián González that day.

But, if the attorney general had hoped for video to add perspective to the Associated Press image of the 6-year-old staring in terror at a heavily armed government agent, she had hoped in vain.

While TV networks had collectively negotiated with Elián's Miami relatives for the opportunity to be in their house during an anticipated transition, the NBC news photographer on duty could not negotiate his way past federal agents at the door. The camera that might have told the story to Reno and the American public was on the floor, with cameraman Tony Zumbado, who said he was told to stay down or be shot. Zumbado said later he was roughed up and maced as he was prevented from entering the house when the raid began, leading NBC News Vice President Bill Wheatley last week to ask the Immigration and Naturalization Service (INS) for an explanation.

As a result, a story that had provided endless hours of video images was reduced, in large part, to that single—albeit remarkable—image. Although a great deal of compelling video was shot outside the González house—particularly of the agents exiting with the boy—Al Diaz' AP photo quickly became the dominant image.

"I'm used to just running in," said Fox cameraman and witness to the raid Harold Rosado. "But they were really adamant about it. I would have been thrown to the ground. Somebody should have shot some video in the house. I wish it could have been me."

CNN correspondent Brian Cabell, also at the scene, commented: "That's just the way it goes. TV is just a more difficult way to get the story across; there's cable to deal with and much heavier equipment. But the still photo



Photo: Reuters / Mike Blake / Archive Photos



**Only AP photographer Alan Diaz managed to get inside the González home to catch an INS agent taking Elián. But several video crews—including those of WSVN Miami and Fox News—picked up the action after the boy was brought outside.**

is remarkable. Journalism is well served by the photo. It would have been better served had we had a [TV] camera person stationed inside."

Regardless of the result, the attorney general was given credit for deciding not to prevent photographers from taking pictures of the raid. Three days after the event, *The Washington Post* reported that sources said Reno, "[a]gainst the advice of some Justice Department officials, ordered agents not to obstruct or eject photographers, including Associated Press freelancer Alan Diaz, who she anticipated would be allowed into Lazaro González's home during the raid

by INS agents and federal marshals."

Regarding Zumbado's treatment at the house, Carl Stern, a former Justice Department spokesman and a former NBC law correspondent, said it was important to distinguish between the operational conflict and the policy decision made by Justice leadership.

"You can't work backwards from what happened," Stern said. "If a cameraman collided with a SWAT team member going through the front door, [it's] no reflection on DOJ policy. Maybe the camera crews should not have been outside of the house. That has nothing to do with a policy decision,

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made quite courageously by Justice, not to interfere with camera equipment."

Stern noted that Diaz was not interfered with inside the house and that no barriers were placed outside that might have prevented video of the agents exiting with Elián. "While we all regret that image" of the boy facing the heavily armed agent, "in an entry like that, agents rely not on their ability to out-debate the inhabitants of the home but on their ability to go in and frighten them into submission. That's why they go in with this gear. If they went in with blazers and penny loafers, there might have been more extensive injuries."

However, Roger Pilon, director of the Cato Institute's Center for Constitutional Studies, said, "It appears [Reno] was trying to pat herself on back for not doing what she had no right to do in the first place." That a TV camera was stopped from entry into the house, Pilon said, "is outrageous."

That AP cameraman Diaz apparently roamed freely in the house, said Pilon, a former official in the Ronald Reagan Justice and State Departments, may have been "merely an oversight on the part of the raiding party or a conscious decision not to interfere with his work. We have no idea."

Other press photographers speculated on ways video might have been better ensured during the raid, including pre-configuring the house with cameras or smaller, less cumbersome equipment. NBC believed it was well prepared to cover a transfer of the boy, but the speed and intensity of the raid was not anticipated.

The raid took most by surprise. Fox free-lance cameraman Harold Rosado said, "We were just standing around in front talking when we heard noises behind the house. One of the family's security guards started shouting, 'Estan aqui, estan aqui' [they're here]. I tried to jump over the railing, but the cops told us to go back or get thrown to the ground. All of a sudden, Elián came out. There was no problem shooting Elián and the agent.

"Then the cops started gassing protesters and knocking people around. A bunch of us, from WTVJ, WSVN, were also shot with tear gas.

"The INS and the police ran over the mikes we had set up at the podium we

set up in the middle of the street for press conferences," Rosado continued. "It had been blocked off by barricades. When they pulled out, I yelled, 'Asshole, you're running over our mikes.' I was pissed, I couldn't see."

CNN correspondent Brian Cabell



*The 6-year-old has been the focus of increasing media attention since he was found floating in an inner tube off the coast of Florida last November.*

"didn't think the force was unusual, but it was intimidating. They sprayed the demonstrators at the time of the raid, not [directly at the] media, but we did get some of the spray. I had to go off the air for a few minutes. I couldn't talk."

"It was unbelievable," said Tony Winton, Southeast regional reporter for Associated Press Radio. "The whole thing took three minutes, but it seemed like a half hour, there were so many things going on." Reporters said problems with police continued throughout the day, when reporters were covering the ensuing protests, with some network reporters detained by police.

It was the biggest day for cable news ratings since the day following the downing of John F. Kennedy Jr.'s plane last July.

All the networks, led by CNN, Fox and MSNBC, reported the raid within

half an hour. Dan Rather, who went on the air just before 7 a.m., was the only one of the Big Three broadcast network anchors on the air Saturday morning. Rather had gotten an interview with Elián's father, Juan Miguel González, which had been shown on *60 Minutes* the previous Sunday.

ABC broke in several times during the hour and a half following the raid, then went live until it became the first network to leave continuous coverage at 9:30 a.m., although it broke in again later with the president's remarks. "It was an editorial decision," said a network spokeswoman. "We felt we had covered the story quite comprehensively."

But in these days of 24-hour news cycles, sometimes the news broadcasts must go on even after the news is over, and some ABC affiliates were dismayed when the network left the story. "It's safe to say we were disappointed when they were the last network to go wall-to-wall and the first network to bail out," said a major-market ABC-affiliate news director, who noted that his station was winning locally while it had the network feed but lost viewers to other stations when ABC went back to its Saturday-morning cartoons.

WCVB-TV Boston News Director Candy Altman said her station also lost viewers after 9:30 a.m., when the network stopped its live broadcast, and the station continued with CNN feeds through Clinton's remarks.

Local stations faced criticism for taking the hometown position. *Fort Lauderdale Sun-Sentinel* TV critic Tom Jicha wrote that "South Florida TV clearly was playing to its exile viewers. Ch. 4's [headline] was 'Elián Seized.' At WTVJ, it was 'Seizing Elián.' WSVN went with 'Taken by Force.' WPLG's choice was 'Taken in the Night.' None was designed with keeping peace in the community in mind."

Alice Jacobs, news director at WSVN(TV) Miami, disputed allegations of bias aimed at her station. She said that, while her staff had developed close contacts with the González family, the station also used its CNN links to carry live shots from Cuba.

WPLG(TV) News Director Bill Pohovey said he thought the local reporting was generally balanced. ■



## SYNDICATION WRAP-UP

## PEOPLE'S CHOICE

APRIL 10-16, 2000

## TOP 20 SHOWS

Rank	Program	HH AA	HH GAA
1	Wheel of Fortune	10.7	N/A
2	Jeopardy	9.0	N/A
3	Judge Judy	6.6	9.2
4	Entertainment Tonight	6.3	6.4
5	Oprah Winfrey Show	6.2	6.3
6	Friends	5.7	6.5
7	Seinfeld	5.3	N/A
8	Frasier	5.1	5.8
9	Wheel of Fortune (wknd)	5.1	N/A
10	The X-Files	4.3	4.6
11	Hollywood Squares	4.0	N/A
12	Seinfeld (wknd)	4.0	N/A
13	Drew Carey	3.9	4.4
14	ER	3.9	4.3
15	Judge Joe Brown	3.8	5.0
16	Entertainment Tonight (wknd)	3.8	3.9
17	Live w. Regis and Kathie Lee	3.7	N/A
18	Jerry Springer	3.7	4.0
19	Rosie O'Donnell	3.6	3.6
20	Maury	3.3	3.4

## TOP FRESHMAN TALK SHOWS

Rank	Program	HH AA	HH GAA
1	Leeza	1.2	N/A
2	Queen Latifah	1.1	1.1
3	Dr. Joy Browne	0.8	N/A
4	Ainsley Harriott	0.8	N/A
5	Martin Short	0.7	N/A

According to Nielsen Media Research  
Syndication Service Ranking Report  
April 10-16, 2000

HH/AA= Average Audience Rating (households)

HH/GAA= Gross Aggregate Average (households)

One Nielsen rating=1,008,000 households,  
which represents 1% of the 100.8 TV House-  
holds in the United States

N/A= Not available

## Tough spring for 'Springer'



Ratings for 'The Jerry Springer Show' are off 45% from this time last year.

The high times at *The Jerry Springer Show* are no longer, at least if recent ratings are any indication. The Studios USA talk show hit its lowest weekly national rating since 1997 in the most recent syndication ratings.

*Springer* averaged a 3.7 national rating for the week of April 10-16, according to Nielsen Media Research. The show was down 7% from the previous week and is off 45% from last year at this time.

What a difference a year and a stand on principle can make (Studios USA cut back on the fighting, even though it was drawing crowds around the TV set). A year ago, the show was the highest-rated talk

show, with a 6.7 rating. *Oprah* is now back on top, averaging a 6.2 in the latest weekly report. Asked last week whether pressure to tone down his show's content hurt the ratings, Springer told a Hollywood luncheon crowd, "For a few months, we were No. 1, and now we're No. 2. Big deal."

His show tied *Live With Regis and Kathie Lee* for second place among talk shows, followed by *Maury* at a 3.3 and *Montel Williams* at a 3.0. *Sally Jessy Raphael* dipped 7%, to a 2.6, its lowest weekly rating in more than 12 years. *Ricki Lake* was the only other talk show to log week-to-week improvement, gaining 4% to a 2.5. *Jenny Jones* (2.0) and *Donny & Marie* (1.6) were both flat. Among new syndicated talk shows, *Leeza* was still the pack leader with a 1.2 rating; *Queen Latifah* averaged a 1.1.

*Entertainment Tonight* was the only newsmagazine to improve over the previous week, gaining 3% to a 6.3—tops in the genre. No. 2 *Extra* fell 9% to a 3.0. *Judge Judy*, with a 6.6 rating, led court shows. *Judge Joe Brown* followed with a 3.8, and *Divorce Court* dipped 7% to a 2.8.

*Friends* was the top off-net sitcom at a 5.7, and *Wheel of Fortune* led the game shows and all of syndication with a 10.7 rating. *Real TV* was the top reality strip, rising 11% to a 2.1.

—Joe Schlosser

## Highest Prime Time Ranking Ever!

#1 Millionaire - Tues

#2 ER

#3 Millionaire - Thu

#4 Friends

#5 dharma & greg

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# Next big thing?

**S**he's no Pamela Lee Anderson, or Gena Lee Nolin. Or David Hasselhoff. No, not yet. But Brande Roderick, this month's *Playboy Playmate* and Hugh Hefner's fave rave for the last two years, has high hopes for her new role in 'Baywatch.' She talked to BROADCASTING & CABLE's Susanne Ault.

## How did you win over the casting directors?

First of all, it's probably all the training I've done. I've been training, basically, since junior high school, and I've been studying for the past two years with Ivanna Chubbuck. She's a really well-known acting coach, and she's the one who prepared me for all the different auditions.

## I'm guessing you can swim?

Yeah, I've been swimming all my life, and my dad was in the Coast Guard, so that probably rubbed off on me a little. And we've always had a pool ever since I was born.

## Now, about those swimsuits: Playboy material or not even close?

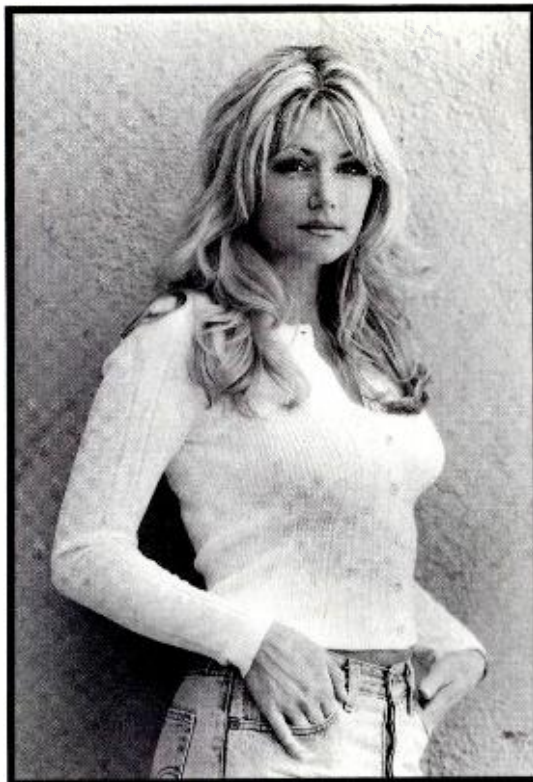
Actually, I really liked them. [For the new Hawaii episodes] they designed a new one, which just made it even better. They are higher in the waist, which is good because the higher it is, the thinner your waist looks, so it's actually more flattering now. And they're yellow, which I like better than the red, because yellow makes you look more tan.

## Will Hugh get jealous of David Hasselhoff?

Well, he's dated actresses before, so I don't think he'll get jealous. And David's married. Plus, I've worked with men many times in the past and [Hugh] has never gotten jealous.

## Is a cameo by Hef in the cards?

No one has said anything, but that's a really good idea. It would be a lot of



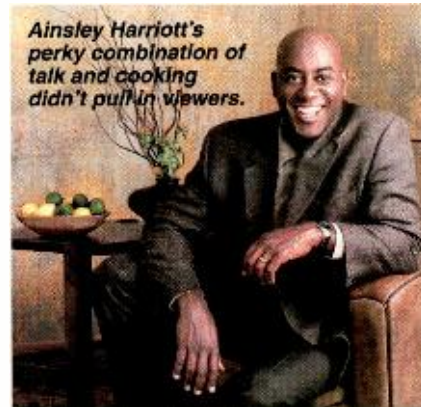
fun and give me a chance to actually see him more.

## Do you think you'll follow in the footsteps of successful Baywatch alums, such as Pamela Lee Anderson and Gena Lee Nolin?

I'm hoping after my career on *Baywatch* to hopefully do feature films. So it will be a little bit different, but I definitely want to pursue films.

## Who are your acting role models?

Julia Roberts is the one that I most admire, because I feel like we would be in the same category as far as what we'd be cast in. And she does a lot of comedy, and I love that. ■



Ainsley Harriott's perky combination of talk and cooking didn't pull in viewers.

## Cook gets the hook

British host didn't bowl over U.S. viewers

By Susanne Ault

**I**t's bon voyage for British import *The Ainsley Harriott Show*. Buena Vista TV has pulled the cooking/talk hybrid from next season's production slate.

But the hour strip—launched in January on NBC O&Os to fill the hour of canceled soap *Sunset Beach*—will finish out its run this year.

"Everyone had such high hopes for the program because Ainsley Harriott is a special personality," said Katz TV's Bill Carroll. Only last Sunday, the *New York Times* magazine section was gushing: "Viewers can find the daily dish on the show's Web site [www.Ainsleytv.com] and by calling (212) 824-4005. But for the full Ainsley, they can call (212) 824-4000 for free tickets. It may take a while—Mr. Harriott's show is hot."

Discovered by Merv Griffin and launched late this season, *Harriott* was positioned well on the NBC O&Os.

The show struggled in the national ratings from the start. The strip has a 0.9 season-to-date national rating, placing it in 170th place among syndicated shows, according to Nielsen Media Research. For the week ended April 9, the show hit its low of a 0.7.

While Harriott was the first official casualty among the frosh syndicated efforts, the show performed on par with other first-time talkers *Dr. Joy Browne* and *The Martin Short Show*. ■



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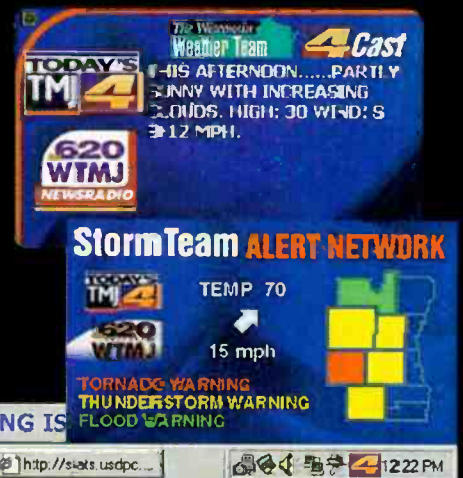
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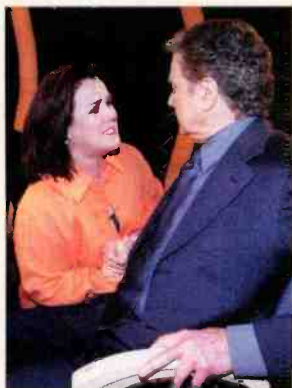


## GET WITH THE PROGRAM

By Joe Schlosser & Susanne Aull

### Roll out the Regis

ABC is going to air *Who Wants to Be a Millionaire?* 17 times during the upcoming May sweeps. (It ran the show 18 times during the February sweeps.) The network has added a couple of special editions of *Millionaire* for May, including a one-time 7 p.m. Sunday (April 30) episode and an hour behind-the-scenes look at *Millionaire* for May 18, which will go head to head with NBC's *ER* finale. ABC is also adding a Wednesday night 8 p.m. edition of the game for the month, along with *Celebrity Millionaire* (May 1-4) and a *Tournament of Champions Millionaire* (May 21, 23 and 24).



Rosie O'Donnell will appear with Regis Philbin on 'Celebrity Millionaire' in May.

### CBS builds a house

CBS is going to tape its summer reality series *Big Brother* from a house it's building at its own Studio City, Calif., production facilities. Ten contestants will remain sequestered in the specially equipped house for three months in

hopes of winning big bucks. A CBS spokesman said the CBS Center Studios' locale allows for easier technical support and for necessary security on the 24-hour production site. CBS executives have not set an air date for the show, but sources say the series will debut in mid-summer.

### NBC opens door for Wolf

NBC has given Dick Wolf's two NBC dramas, *Law & Order* and spinoff *Law & Order: Special Victims Unit*, multiyear renewals. *Law & Order* received a three-year extension on top of its previously announced two-year renewal. *Law & Order* is currently in its 10th season on NBC and is the longest-running drama series now on network TV. Freshman series *SVU* was given a two-year vote of confidence and will stay on NBC through at least the 2001-02 season. Both series are produced by Wolf and Studios USA. Wolf also has another series headed for NBC next season, *Deadline*, starring Oliver Platt.

### WB closes door

Over at The WB, midseason series, *D.C.*, from Dick Wolf, didn't last very long. The drama was pulled after only three episodes and will be replaced by repeats of *Charmed* in its Sunday 8 p.m. time slot. *D.C.*, about young interns and executives inside The Beltway, averaged a .7 rating in



Daniel Sunjata as Lewis Freeman in 'D.C.,' which has been cancelled by The WB.

adults 18-49 and 1.9 million viewers in its first three outings, according to Nielsen Media Research.

### Old hat for ABC

ABC keeps on rolling. The network won its 17th straight week in total viewers and ninth straight week among adults 18-49. For the week ended April 23, ABC averaged a network-best 12.2 million viewers and a 4.5 rating/13 share in adults 18-49, according to Nielsen Media Research. *Who Wants to Be a Millionaire?* and the return of *20/20* *Downtown* helped ABC secure the weekly ratings win. *Millionaire* finished as the No. 1-rated program of the week in adults 18-49 on Sunday (April 23). Its Thursday and Tuesday outings finished second and fifth, respectively, for the week. NBC finished the 31st week of the 1999-2000 season in second place in adults 18-49 with a 3.9 average. Fox was third with a 3.6 rating in adults 18-49, followed by CBS at a 3.2. In total

viewers, CBS was second with a 10.7 million-viewer average, NBC averaged 10.2 million, and Fox was at 7.5 million. UPN again led The WB in both adults 18-49 and total viewers.

### 'Titus' returns

Fox executives think they have another comedy hit on their hands. After the midseason success of *Malcolm in the Middle*, Fox has seen momentum building for new comedy *Titus*. So last week, Fox gave *Titus* a green light for another season. The show, from co-owned Twentieth Century Fox Television, was given a 13-episode order. *Titus* debuted in March and has boosted Fox's Monday 8:30 p.m. ratings by 81% in the key adults 18-49 demo, according to Nielsen.



Ahmad Rashad will host 'Real TV' in the Paramount reality strip's fifth season.

### 'Real' Rashad

TV sportscaster Ahmad Rashad has been tapped to host *Real TV*, the Paramount-distributed reality strip gearing up for its fifth season. Rashad will continue calling the shots for *NBA Inside Stuff*. He's also slated to be a featured interviewer during NBC's upcoming summer Olympic coverage. Rashad will join the *Real TV* team this fall.

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## STATION BREAK

By Dan Trigoboff

### Act and retract

An encounter with Missouri Gov. Mel Carnahan may have left a KTVI(TV) St. Louis reporter and photographer envious of the subtle, laid-back approach of Minnesota's Gov. Jesse Ventura, after Carnahan tried to cover the reporter's mike and camera, and his state police security guard shoved the broadcasters several feet away. The governor said he felt as if he'd been ambushed as he left his car.

But a videotape showed a routine approach by a reporter turned into a confrontation by the governor. Reporter Elliott Davis and photographer Larry Washington were at the airport on another story but decided to ask the governor questions when he drove up. Carnahan said last week that he had sent Davis and Washington letters expressing regret. He said he understood that it was the broadcasters' job to try to get an interview and said he was sorry if his remarks had cast them in an unfavorable light.

"I'm gratified that the administration did review the situation and concluded that we deserved an apology," said Elliott. "What bothered us was that he said we ambushed him and acted unprofessionally, when we gave the governor his space and acted professionally. We feel vindicated. But we still have not heard from the state police."

State police spokesman Capt. Chris Ricks said, "We have not apologized, nor do we intend to. We feel our

officer acted properly and in no way injured, harmed or assaulted reporters. He merely escorted them off the tarmac after the governor indicated they would not get out of his way. I don't think the governor has contradicted anything I've said." Ricks added that Sgt. Elbert Marshall, the officer in question, had a reputation for being very easy-going. "He did not manhandle anyone."

Washington, who was balancing a 40-pound camera while being knocked into the wall of a hangar, has sought both medical attention and legal counsel for a back injury.

### Labor woes redux?

Univision, which just settled a protracted labor battle in Fresno, Calif., may be looking at another one in Los Angeles. NABET says 120 full-time and per diem members working for KMEX-TV are prepared to "walk out the door" over proposals from Univision that, NABET says, "represent significant losses in the areas of benefits, wages, job security and jurisdiction." But although the NABET contingency in Los Angeles is much larger than the one in Fresno, its Los Angeles negotiators will not represent on-air personalities, like the ones who helped bring national attention to the hunger strike in Fresno. KMEX-TV says it has scheduled 22 negotiating sessions through June and is "looking forward to hammering out a fair and equitable contract."

### The unreal McCoy?

The stories about recently departed WPTV(TV) West Palm Beach broadcast engineer Brian Rutledge might play better on NBC's prime time schedule than backstage at one of its affiliates, possibly on an episode of *The Pretender*.

Within days of Rutledge's exit from the station, the *Palm Beach Post* published a story that painted him as a scam artist of unusual ability and imagination. He reportedly has left a trail of bad debts and alleged professional pretensions—including police officer, doctor and CNN reporter—across the country. He has—for real—a history as a broadcast engineer and was instrumental in building WPTV's new studio.

The station said officially that Rutledge left voluntarily, but someone from station security—not General Manager Bob Jordan, as has been reported—asked police to be present for Rutledge's final conversation with management last month. There was no incident, however, and Rutledge left peacefully, sources said.

### Discrimination suit

WLWT(TV) news anchor Norma Rashid has sued her station, claiming that age, gender and disability discrimination led to her termination in March. Rashid, who had been with the station since 1983 and once co-anchored with Jerry Springer, says that the station wanted to

replace her with a younger woman and that she was treated differently from men at the station. She said the station asked her to agree to cancel her contract and announce that she was leaving voluntarily. She also claimed that the station would not accommodate her heart condition by allowing naps and a lighter workload.

WLWT-TV President and General Manager Rabun Matthews issued a statement that "Norma has not been fired. We have made it clear to Norma, as recently as last week, that we want her to return to work."

### Andrews returns, behind the lens

Frank Andrews, longtime top anchor and former news director at WNEP-TV Scranton-Wilkes-Barre, Pa., returned to television at WYOU(TV) in the same market as a producer.

Andrews had joined WYOU(TV) early last year as an anchor but had to leave later in the year because of medical problems. He suffered hip and back problems from a 1997 car crash and subsequent reinjury in a fall.

His recurring medical problems had forced him to leave WNEP-TV, but Andrews' long history as a key part of that station—long the dominant station in the market—gave instant credibility to WYOU's efforts at improvement.

"When I was at WNEP, I produced every newscast at one time or another. I'm a producer at heart. We'll see what happens in the future."

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

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APRIL 17-23

Broadcast network prime time ratings according to Nielsen Media Research



PEOPLE'S CHOICE

CBS continues to edge out NBC for second place, thanks to the strength of its Sunday and Monday shows, including 'Everybody Loves Raymond.'

Week 31	abc	CBS	NBC	FOX	UPN	WB
	6.2/10	8.7/14	8.8/14	7.2/11	2.2/3	3.0/5
MONDAY	8:00 58. ABC Monday Night Movie—Trapped in a Purple Haze 5.7/9	25. King of Queens 8.4/14 29. Ladies Man 7.9/13 <b>5. Ev Lvs Raymnd 11.3/17</b> 10. Becker 9.9/15	16. Dateline NBC 9.1/15 19. Twenty One 8.7/13	64. That '70s Show 5.5/9 54. Titus 5.9/9 19. Ally McBeal 8.7/13	97. Moesha 2.3/4 97. The Parkers 2.3/4 101. Grown-Ups 2.0/3 101. Malcolm & Eddie 2.0/3	89. 7th Heaven 3.5/6 95. Roswell 2.5/4
	8:30					
	9:00					
	9:30					
10:00 38. Once and Again 7.2/12	38. Family Law 7.2/12	22. Third Watch 8.6/14				
10:30						
TUESDAY	11.9/20	8.3/14	7.0/12	2.8/6	1.7/3	2.2/4
	8:00 1. Who Wants to Be a Millionaire? 17.0/29	45. JAG 6.7/11	73. 3rd Rock fr/Sun 4.9/9 58. Frasier 5.7/9	73. That '70s Show 4.9/9 86. Family Guy 3.9/6	101. The Parkers 2.0/4 100. Moesha 2.1/3	101. Buffy the Vampire Slayer 2.0/3
	8:30					
	9:00 10. Dharma & Greg 9.9/16	25. 60 Minutes II 8.4/14	24. Will & Grace 8.5/14 22. Just Shoot Me 8.6/14	90. Party of Five 3.3/5	115. The Beat 1.3/2	96. Angel 2.4/4
9:30 41. Talk to Me 7.1/11	14. Judging Amy 9.8/17	41. Dateline NBC 7.1/12				
10:00 6. NYPD Blue 10.4/18						
10:30						
WEDNESDAY	7.4/13	7.3/13	8.8/15	4.5/8	2.6/5	1.9/3
	8:00 58. Two Guys & Girl 5.7/11	54. Becker 5.9/11	17. Dateline NBC 8.9/16	73. Beverly Hills, 90210 4.9/9	99. 7 Days 2.2/4	110. Dawson's Creek 1.8/3
	8:30 67. Then Came You 5.3/9	33. CBS Wednesday Movie—The Mirror Has Two Faces 7.6/13	33. West Wing 7.6/13	84. Party of Five 4.1/7	90. Star Trek: Voyager 3.1/5	106. Felicity 1.9/3
	9:00 32. Drew Carey 7.7/13					
9:30 33. Spin City 7.6/12		10. Law & Order 9.9/17				
10:00 17. 20/20 8.9/15						
10:30						
THURSDAY	10.9/19	6.9/12	9.1/16	2.8/5	5.2/9	2.5/4
	8:00 64. Whose Line Is It 5.5/10	28. Diagnosis Murder 8.3/15	14. Friends 9.8/18 25. Daddio 8.4/15 19. Frasier 8.7/14 37. Will & Grace 7.3/12	93. Fox Thursday Night Movie—The Full Monty 2.8/5	71. WWF Smackdown! 5.2/9	110. Popular 1.8/3 90. Charmed 3.1/5
	8:30 48. Whose Line Is It 6.4/11					
	9:00 2. Who Wants to Be a Millionaire? 16.8/27	58. Chicago Hope 5.7/9	8. ER 10.1/17			
9:30 9. 20/20 Downtown 10.0/17	45. 48 Hours 6.7/11					
10:00						
10:30						
FRIDAY	5.5/10	5.3/10	7.3/14	5.2/10	1.9/4	1.9/4
	8:00 82. Boy Meets World 4.2/9	67. Kids/Darndest 5.3/11 78. Cosby 4.7/9	44. Providence 6.9/14	78. World's Wildest Police Videos 4.7/9	106. Blockbuster Cinema—Alien Fury 1.9/4	110. Jamie Foxx 1.8/4 113. Jamie Foxx 1.7/4 101. Steve Harvey 2.0/4 106. For Your Love 1.9/4
	8:30 84. The Hughleys 4.1/8					
	9:00 73. Sabrina/Witch 4.9/9	67. Now and Again 5.3/10	29. Dateline NBC 7.9/15	63. Greed 5.6/11		
9:30 85. Making the Band 4.0/7	58. Nash Bridges 5.7/11	41. Law & Order: Special Victims Unit 7.1/13				
10:00 29. 20/20 7.9/15						
10:30						
SATURDAY	3.8/7	6.2/12	4.5/9	5.8/11	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TV UNIVERSE ESTIMATED AT 100.8 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 1,008,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • S-T-D=SEASON TO DATE • PROGRAMS LESS THAN 15 MINUTES IN LENGTH NOT SHOWN • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY	
	8:00 92. ABC News Special: Planet Earth 2000 2.9/6	72. Early Edition 5.0/10	80. The Pretender 4.6/9	67. Cops 5.3/11 53. Cops 6.0/12		
	8:30					
	9:00 81. ABC Saturday Night Movie—Star Trek: First Contact 4.3/8	49. Martial Law 6.3/12 36. Walker, Texas Ranger 7.4/14	82. The Others 4.2/8 73.Profiler 4.9/9	51. AMW: America Fights Back 6.1/11		
9:30						
10:00						
10:30						
SUNDAY	10.1/18	8.7/15	6.1/11	5.0/9	1.4/3	
	7:00					
	7:30 54. Miracle Maker 5.9/11	7. 60 Minutes 10.3/21	(NR) NBA Playoffs 6.2/14	93. Futurama 2.8/6 87. King of the Hill 3.8/7	106. 7th Heaven Beginnings 1.9/4	
	8:00	10. Touched by an Angel 9.9/17	47. Dateline NBC 6.5/11	51. The Simpsons 6.1/11 49. Malcolm/Middle 6.3/11	115. D.C. 1.3/2	
8:30						
9:00 3. Who Wants to Be a Millionaire? 16.7/27	38. CBS Sunday Movie—Michael 7.2/12	54. NBC Sunday Night Movie—In and Out 5.9/10	66. The X-Files 5.4/9	115. Movie Stars 1.3/2		
9:30						
10:00 4. The Practice 11.7/20				122. Zoe 1.1/2		
10:30						
WEEK AVG	8.1/14	7.4/13	7.3/13	4.9/9	2.7/5	2.1/4
S-T-D AVG	9.3/15	8.6/14	8.5/14	6.0/10	2.7/4	2.6/4



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Quantum's 1394 technology could find its way into Panasonic consumer electronics products, such as this Replay Networks PVR, later this year.

# FireWired up for PVRs

*New technology will provide digital copy protection*

By Glen Dickson

**D**isk drive manufacturer Quantum Corp. and Panasonic parent Matsushita Electric have developed an audio/video hard-drive subsystem for the personal video recorder (PVR) that uses the IEEE 1394, or "FireWire," multimedia connection. The companies say the new drive technology, called the 1394 Quantum QuickView, will accelerate the PVR market by providing for digital copy protection and allowing PVRs to be networked to other home devices.

Quantum, which supplies the hard drives for all TiVo and Replay PVRs currently manufactured, has been working with Panasonic since April 1999 on developing new disk-drive technology. The companies have already created DV Editor, a consumer nonlinear editor sold by Panasonic, and Panasonic hopes to incorporate Quantum's 1394 drive technology into consumer products that will begin shipping this year. The QuickView drive will also be available to other consumer electronics manufacturers.

The only obstacle to QuickView's commercial rollout is the ongoing debate over digital content protection

between Hollywood studios and consumer electronics manufacturers, says Dr. Paul Liao, chief technology officer for Panasonic. The most likely content protection, he says, is 5C, or the Digital Transmission Content Protection standard, which is supported by Matsushita, Sony, Intel, Hitachi and Toshiba.

Besides providing robust copy protection, using 1394 in the drive also permits a simplified, more cost-effective architecture, according to Bentley Nelson, Quantum's manager of strategic and

technical marketing. "The subsystem is capable of recording, storing and playing back multiple video programs without a host," he explains.

The QuickView subsystem, he says, could find its way into cable set-top boxes and digital TVs as well as stand-alone PVRs.

Stand-alone PVRs might not necessarily include a FireWire output, however. "A lot of that is still being worked out among the industry players and standards organizations," Nelson says. "What we see is there are two different perspectives: the functionality that 1394 enables versus the connectivity that 1394 delivers. It's possible to build a device that has 1394 internally but never have it port to the outside world."

For Liao, however, 1394's networking capability was "a key element" in its development effort with Quantum. Like other CE manufacturers, Panasonic sees 1394 as a way to link audio/video devices in the home. The company has already installed FireWire connections on its DV camcorder, DTV set-top and D-VHS digital tape recorder. ■

# Out with the bad triggers

*Software gives broadcasters control of enhanced content*

By Glen Dickson

**E**nhanced-TV firm RespondTV has developed software that allows broadcasters and cable networks to monitor and control the enhanced content they distribute, enabling programmers to enforce their enhanced-TV standards and prevent "viewer hijacking" to the Web.

The system, called Program Manag-

er 1.0, will be tested at KBHK-TV San Francisco. The Chris-Craft station and UPN affiliate has been an early content partner for RespondTV, which provides tools that allow programmers and advertisers to insert within programming interactive triggers that easily link to Web sites. The RespondTV features can be accessed today by the 500,000 Web TV users in North America, and the company expects its

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# VOD gains ground

ATVEF-based triggers to be supported by a number of digital set-top platforms.

What Program Manager 1.0 does, according to RespondTV President Richard Fisher, is perform "trigger management" and "trigger filtering." Running on a PC, it connects to a data decoder/encoder, such as a Norpak TES series, to capture ATVEF triggers embedded in the broadcast signal's vertical blanking interval (VBI). After capturing the triggers in real time, the software logs the time and date that the triggers are broadcast and the URLs they point to. That allows broadcasters to separate "good triggers," ones that point to enhanced content from the broadcaster's partners, from "bad triggers"—advertising triggers that haven't been paid for, point to unacceptable content, or sidetrack the viewer to the Web.

The Program Manager software can filter out the unwanted triggers from the broadcast stream, Fisher says, or modify triggers that need updating. It can also let broadcasters set automated enhancement standards, such as a minimum size or a maximum number of screens per enhancement.

In other news, RespondTV has signed up Scripps Networks as a content partner. Scripps will use the RespondTV technology to enhance up to 10 shows on HGTV, Food Network and Do-It-Yourself.

"The reason we're attracted to RespondTV is the nature of our programming," says Channing Dawson, senior vice president of Scripps Networks New Ventures. "We already have data streams sequenced to our on-air programming, as our Web sites are often dynamically linked to what's on-air. It's core product." ■

## Server supplier Concurrent strikes deals with Cox, Time Warner for MediaHawk platform

By Glen Dickson

In a sign that cable operators are finally getting serious about their video-on-demand plans, Concurrent Computer Corp. has announced new deals with Cox Communications and Time Warner Cable for commercial deployment of the video-server supplier's MediaHawk VOD platform.

Cox will launch the Concurrent VOD system in its San Diego operation, which, at 512,000 subscribers, is one of Cox's largest. The MSO is already testing the service in employee homes and plans a limited deployment to residential customers this summer. Wide-scale deployment in San Diego is expected by the end of the year, says Cox spokeswoman Amy Cohn.

Time Warner, which is already using MediaHawk on a commercial basis in Hawaii and in trial mode in Tampa, Fla., has selected Atlanta-based Concurrent to supply VOD equipment for calendar years 2000 and 2001. That includes both a commercial deployment in Tampa and launches in new markets, says Time Warner spokesman Mike Luftman.

The Concurrent deal is not exclusive, he notes, as Time Warner's goal is to use multiple VOD vendors. The MSO is currently testing SeaChange International's VOD system in Austin, Texas. Cox also will consider other vendors for VOD deployment in markets besides San Diego, says Cohn. ■



Hawaii subscribers to Time Warner are ordering pizza through their TV remotes.

"What we're happy about is, now we're finishing the trial phase and going into the full commercial-deployment phases," says Concurrent President and CEO Steve Nussrallah. "It's only in the last six months that it has gotten to a point where [VOD] is readily accepted. The only thing limiting deployment today is set-top manufacturing capacity."

As evidence, Nussrallah points to the size of the Concurrent system at Time Warner's Oceanic Cable in Hawaii, where roughly 15% of the 254,000 subscribers already have digital set-tops that enable VOD. "We have 3,500 to 4,000 streams, and we're in 15 different hubs on Oahu," he says. In addition to movies on demand, Oceanic's MediaHawk system is also being used to deliver "karaoke on demand" and to allow customers to order pizzas through their television remote.

At Time Warner's Tampa Bay division, Concurrent's VOD gear currently supports 5,000 active streams. Once the VOD equipment is fully deployed, Nussrallah says, Concurrent will be supporting more than 20,000 streams serving 200,000 digital set-tops. ■

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## CUTTING EDGE

By Glen Dickson

### Executive shuffle at Avid

The revolving door of top management at Avid kept spinning last week, as acting CEO William Flaherty announced his decision to leave the Tewksbury, Mass., nonlinear-editing supplier. Flaherty, who joined Avid as chief financial officer in September 1996, had served as acting CEO since the October 1999 resignations of CEO William Miller and President and COO Clifford Jenks. He will seek a permanent role as CEO with another company.

Avid has named David Krall its new president and chief executive officer. Krall, originally an executive with Avid's Digi-Design audio division, has served as president and COO since October.

Avid's management changes were announced in conjunction with its first quarter 2000 results. The company recorded first-quarter net losses of \$19.5 million, or 81 cents a share, up from 47 cents a year earlier, which it attributed to the amortization of acquisition-related intangible assets. First-quarter revenues were also down, at \$108.7 million compared with \$111.3 million for the same period in 1999.

### Raycom served by Leitch

Station group Raycom Media, which has selected Leitch Technology as its supplier of broadcast video servers (B&C,

March 13), has already begun standardizing its stations on the Leitch VR server platform. Three of Raycom's 36 stations are using the Leitch servers, including CBS affiliate WOIO-TV Cleveland, which has a 10-channel VR-420 package with 50-GB drives. The station is also using a number of Leitch 6800 series cards to handle analog-to-digital signal conversion.

### A SeaChange for TV Guide on VOD

TV Guide Inc. has partnered with video-server manufacturer SeaChange International to develop a video-on-demand service that will feature TV Guide Interactive's electronic program guide (EPG).

The integration will combine TV Guide's EPG, already used by more than 3.5 million cable subscribers in North America, with SeaChange's server-based ITV system. The combined effort is expected to be available in the third quarter.

TV Guide President and COO Peter Boylan says that, while SeaChange is the first VOD vendor TV Guide has partnered with, he expects to integrate TV Guide's EPG with other server suppliers. "It's clear to me that the MSOs would like us to bring them a state-of-the-art turnkey solution, including interactive program guide, time-shifted TV, as well as VOD, so they can offer their customers one common user interface."

### Bell Atlantic bows transport services

Bell Atlantic is now offering two fiber-based video transport services aimed at digital television applications. One is a 45-Mb/s path for backhauling news, sports and special-event coverage; the other, a 19.39-Mb/s service that conforms to SMPTE Standard 310M and is designed for studio-to-transmitter links.

The new products complement Bell Atlantic's existing Serial Component Video Service, which provides a 270-Mb/s link for high-end production and post-production applications. Customers can purchase the new services for terms of 12 to 60 months; the 45-Mb/s service is also available at full- or part-time daily rates, while the 19.39-Mb/s service is available at a full-time-only rate.

### Orad makes election push

Virtual set supplier Orad is providing a specially packaged "virtual videowall" system to broadcasters for coverage of the political elections this fall. The Orad Election 2000 package will sell for about \$75,000 and will include Orad's MobileSet portable virtual set system, customized election graphics created by EGAD!, and free installation and training.

According to Orad President Matthew Straeb, the MobileSet system is designed to emulate the expensive videowall sys-



Orad will market MobileSet as a low-cost virtual solution for election coverage.

tems used by major networks, such as for NBC's *Nightly News With Tom Brokaw*. The Election 2000 package will be aimed at stations in markets 20 to 100 that don't have the money for the videowalls and the high-end graphics systems that drive them. "What we're trying to accomplish is not a virtual studio," says Straeb, "but a virtual element that can be used in a hard set or as a stand-alone set."

### Fox compresses with Tandberg

Fox Broadcasting is continuing its long-time reliance on compression gear from Tandberg Television (formerly NDS) with the purchase of a \$1.5 million digital satellite transmission system. The Tandberg system, which is being installed at Fox's Los Angeles headquarters, marks the first U.S. installation of the supplier's 5000 encoder line (Fox will use the E5611 model).

It will handle distribution of 16 MPEG-2 4:2:2 channels to Fox's 200-plus affiliates, using four 36-MHz C-band satellite transponders. Each transponder will be fed by Tandberg's 5000 multiplexer, which has a 100-Mb/s output rate. Each fully redundant multiplexer will be configured as a 4+1 system and monitored by Tandberg's Multiplex Element Manager software.

# Automating DirecTV

*Columbine JDS system will control more than 500 channels of programming*

By Ken Kerschbaumer

**D**irecTV's Los Angeles Broadcast Center recently installed Columbine JDS' D-MAS 8000 multichannel automation system to handle automation demands of more than 500 DirecTV channels.

According to Joe French, vice president of Columbine JDS's DAL division, work on the system began in 1998 and has been a focus of the division's attention since then. "One of the major challenges was that what we had originally contracted for in terms of number of channels actually doubled," he explains. "And to continue to expand the requirements and meet the on-air date was a difficult task."

Five CJDS Los Angeles staffers are on-site full time, French says, and a program-management group and a development unit are dedicated to the project.

The system will control video servers from Pinnacle Systems and archiving systems from StorageTek and Avalon via a Pro-Bel routing system. French says working with video servers provides its own set of challenges. "When something goes wrong with a tape machine, you go over and kick it and can see what's wrong with it. The level of complexity with video servers is very high."

DirecTV operators typically control 30 to 40 channels of programming, depending on the number of interstitials a channel may have. An over-monitor display makes it simple for operators to tell if there's a problem with a channel. "It's a very heads-up automation system, where the operator doesn't have to look down to check schedules," French says.

The A8000 multichannel automation system is based on a "podless" architecture that allows any operator to control as many as 1,000 channels from any location. "That sort of virtual environment," French says, gives DirecTV unlimited flexibility in how to run and grow the system. ■



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# Up a 'Creek' with wireless devices

Columbia TriStar Interactive, AvantGo bring 'Dawson's Creek' site to mobile Internet

By Ken Kerschbaumer

It's probably only fitting to find *Dawson's Creek* in a streaming media venture. AvantGo, a mobile Internet service provider, and Columbia TriStar Interactive, will bring content from the *Dawson's Creek* Web site to handheld devices based on the Palm and Windows CE platforms, as well as Internet-enabled phones.

"We think *Dawson's Creek* is a show that can help drive adoption of this technology by teens," says Tim Chambers, Columbia TriStar director of technology and production. "The price point on a lot of these devices is dropping, and now that we're seeing the migration starting, we want content ready and waiting."

Chambers says that AvantGo's strength is in the Palm-size form factor but another advantage the company offers is that it can translate content into WAP for cellular phones and other devices.

"Our mantra is, you can design once, deliver to many," says Ann Culver, AvantGo director of partners and development. "In general, we're a way to extend any Web site in a mobile fashion."

Right now, Chambers expects most users to download the content onto their Palm devices through PC cradles, but he thinks the technology is evolving quickly enough that wireless access

will show gains in the next year.

"They'll use things like the Omni-Sky-type modem," he says, "to create a device that can be accessed and updated on the fly."

Culver adds that many users of handheld wireless devices are looking for ways to personalize them—beyond being a smaller version of their address book. "They're looking for ways to make the devices more worthwhile in their everyday life, and this content gives them an ability to do that."

It also gives broadcasters a new way to reach viewers. Culver says the service is free to content partners, with one caveat: If the content partner is monetizing the content, it shares the money with AvantGo.

"What this does is give broadcasters a way to let anyone access show information at all times," she adds. "We have, for example, *Soap City*, and it has

a huge following. It allows our users to read up on their soaps on the bus ride home, and they can get daily updates."

AvantGo takes advantage of HTML code, making it easy for content providers to get content ready for the wireless user. "They dedicate a part of the site to us so we know where to go to get the information," she says. "It's a simplified area of the site, but it pulls off the same backend systems as the other areas of the site. This allows for us to maintain any dynamic upgrades or updates to the content."

Chambers says that most of the content for the *Dawson's Creek* channel comes out of a database. "Not all of it is exclusive to AvantGo, so we have a database-generated dynamic publishing system that allows us to publish once to three or four different HTML formats," he said. "Each one is designed specifically for the form factor of the device it's on." ■

## Traveling portals

Excite Mobile offers customized Web info for cell users

By Ken Kerschbaumer

Now that portals for the Internet are old hat, Excite@Home this week will launch Excite Mobile, a portal for Web-enabled cellular phones. It is designed to provide a customized portfolio of news, weather and personal information, and to tap a nascent market. The Yankee Group research organization estimates that 30% of mobile phones shipped in the U.S. this year will have a browser and expects the number of mobile devices worldwide to hit 1 billion by 2003.

Users enter either by visiting [www.mobile.excite.com](http://www.mobile.excite.com) or through their phone browser. They can then log on to their personalized mobile portal and bookmark it. Location-based movie listings, stock quotes and travel directions are among the features.

"We've found a secondary value of the Internet is that it's always on, and that means users can integrate it into

their life if they don't have the barrier of dial-up," says Rob Wilen, senior director and group manager for wireless at Excite@Home. "So the mobile strategy takes that ability to integrate services to the next level."

The new service builds on the success of Excite Mobile for the Palm VII, one of the more popular downloadable applications for the Palm, according to Wilen: "All of that personalization carries over to mobile applications," he adds.

How soon should broadcasters and cable operators be thinking about multimedia delivery? "The delivery of multimedia is going to be predicated on faster speeds from the evolving wireless infrastructure, and we've seen some pretty impressive demonstrations of what is possible from companies like PacketVideo," Wilen says. "And my advice would be, if you want to play in this game, get in it sooner rather than later, because there is a learning curve." ■



AvantGo is bringing a version of the teen show's Web site to wireless devices.



**VIDEO SERVERS**

# About the Only Kind of Video Server We Won't Cover



On **May 22**, **Broadcasting & Cable** will serve up all the latest information on video servers. This report will provide everything you need to know on the newest technology and applications. Plus, we'll provide a rundown of some of the biggest players – and most promising upstarts – in the video server market.

This will be the industry's most comprehensive report on video servers, making it the ideal vehicle for reaching your market. Call your sales representative today, and serve up your message to the industry.

**ISSUE DATE: May 22, 2000**  
**AD CLOSE: Friday, May 12**  
**MATERIALS DUE: Tuesday, May 16**

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## DOT'S NEW MEDIA CAFE

By Ken Kerschbaumer

### CBS waits on the Net

The IPO community is waiting for CBS to spin off its CBS Internet Group, but CBS President Mel Karmazin says it will have to wait a bit longer.

During a conference call last Tuesday concerning CBS' first-quarter earnings, Karmazin said the key to any Internet spin-off is first finding a "very satisfactory business model. If I'm satisfied [with it], then I think I can convince you that it's a business model as well," he told the analysts. "It's high visibility, high priority, and we're working on it. But we just want to make sure the strategy is something other than sending it out to get a multiple of a dotcom."

The Internet Group segment incurred an EBITDA (earnings before interest, taxes, depreciation and amortization, minority interests and equity losses) loss, primarily non-cash, of \$33 million in the first quarter.



**CBS President Mel Karmazin wants to enter the Internet business slowly.**

The loss was largely attributable to its investment in iWon.com.

Jessica Reif-Cohen, a media analyst for Merrill Lynch Global Securities, believes that CBS' Internet moves to date have been solid. "They've been really smart about everything they do. They were the first and most aggressive in exchanging promotion for equity, but they've been careful, not too slow, and smart. You don't need an absolutely defined strategy at this time."

And first-quarter results for wholly owned subsidiary MarketWatch.com showed a 300% jump in revenue over the year-ago period and a 49% increase in Web traffic from the previous quarter.

The company, which publishes the CBS.MarketWatch.com Web site, said revenue rose to \$12.4 million for the quarter ended March 31, up from \$3.1 million in the year-ago period. First quarter 2000 saw a net loss of \$22.7 million, or \$1.62 per share, compared with \$6.1 million, or \$0.52 per share, in first quarter '99.

### Entertainment execs exit stage right

The impending departure of three top executives at Time Warner's Entertainment Web site (B&C, April 10) is impending no more. Jim Moloshok, Jim Banister and Jeff Weiner have left the company to pursue a new business venture, which will be



**Warner Bros.' Kevin Tsujihara will oversee day-to-day operations of Entertainmentom.**

announced shortly.

Kevin Tsujihara, Warner Bros. New Media executive vice president, will oversee day-to-day operations of Entertainmentom. Warner Bros. Chairman and CEO Barry Meyer and Tsujihara said in a joint statement, "In light of the pending AOL merger, which brings with it a seismic shift in Time Warner's digital strategy, we certainly understand their desire to move on."

### MTVi gets the Beat(nik)

The MTVi Group and Beatnik have signed a multiyear agreement calling for the supplier of audio technology to handle interactive audio for the MTVi network of Web sites, including MTV.com, VH1.com and SonicNet.com.

### Liberate licenses Font Fusion

Liberate will use Bitstream's Font Fusion,

font-rasterizing engine, in its Liberate TV Navigator client software. According to Liberate, the engine will improve the quality of typography, while freeing up memory on the set-top box for other uses.

### Digital Cyclone blows into town

Looking to offer visitors to your Web site more-personalized weather forecasts? Digital Cyclone ([www.digitalcyclone.com](http://www.digitalcyclone.com)) has launched its My-Cast personal weather forecasting service in 14 markets and expects to be in 64 cities by January. Belo Interactive has already signed up its 16 stations, five cable news channels and eight newspapers. Users get personal forecasts within a three-mile radius updated every three hours.



**Digital Cyclone's My-Cast brings personalized weather forecasts to broadcasters' Web sites.**

### Panasonic starts up IP facilities

Panasonic has opened the Kyushu Matsushita Electric Research Laboratory in San Diego to work on IP-related technologies and products.

It's the company's second such facility to open in a month, joining the Matsushita Communication R&D Center U.S. (which focuses on IP for the business environment) in Princeton, N.J. Another facility is expected to open in Silicon Valley.



Broadcasting & Cable  
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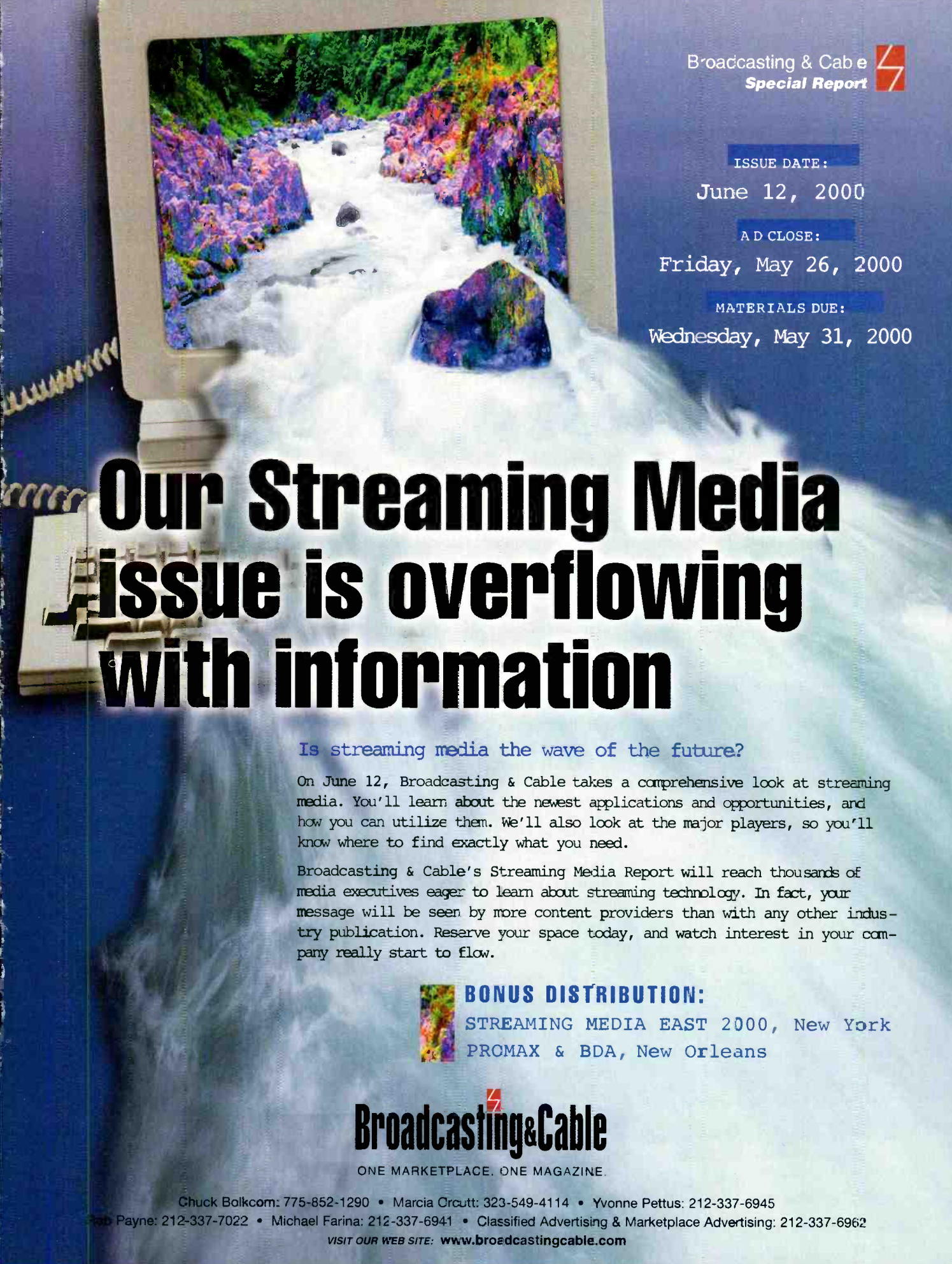
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# Our Streaming Media Issue is overflowing with information

## Is streaming media the wave of the future?

On June 12, Broadcasting & Cable takes a comprehensive look at streaming media. You'll learn about the newest applications and opportunities, and how you can utilize them. We'll also look at the major players, so you'll know where to find exactly what you need.

Broadcasting & Cable's Streaming Media Report will reach thousands of media executives eager to learn about streaming technology. In fact, your message will be seen by more content providers than with any other industry publication. Reserve your space today, and watch interest in your company really start to flow.



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# CHANGING HANDS

The week's tabulation of station sales

## TVS

### KDBC-TV El Paso, Texas

Price: \$30 million

Buyer: Pappas Telecasting Cos., Visalia, Calif. (Harry J. Pappas, president/owner); owns/is buying 17 other TVs, including kswt(tv) Yuma, Ariz. (see item, below); owns one AM and one FM

Seller: KDBC-TV LP, Columbus, Miss. (Frank Imes, president); no other broadcast interests

Facilities: Ch. 4, 100 kW visual, 10 kW aural, ant. 1,563 ft.

Affiliation: CBS

Broker: Communications Equity Associates

### KSPX(TV)

Sacramento/Stockton/Modesto, Calif.

Price: \$17.725 million

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); owns/is buying 55 other TVs; owns one AM and one FM

Seller: Ponce-Nicasio Broadcasting L.P., Sacramento (Ron V. Briggs, principal); no other broadcast interests

Facilities: Ch. 29, 5,000 kW visual, 500 kW aural, ant. 1,296 ft.

Affiliation: Pax TV

### KYPX(TV) Little Rock/Pine Bluff, Ark.

Price: \$7.5 million

Buyer: Equity Broadcasting Corp., Little Rock (Larry Morton, president); owns/is buying eight other TVs, four AMs and four FMs

Seller: Paxson Communications; is buying KSPX(TV) Sacramento/Stockton/Modesto, Calif. (see preceding item)

Facilities: Ch. 42, 5,000 kW visual, ant. 512 ft.

Affiliation: Pax TV

### WWTI(TV) Watertown, N.Y.

Price: \$6 million

Buyer: Ackerley Group Inc., Seattle (Barry A. Ackerley, chairman); owns/is buying 14 other TVs, two AMs and two FMs

Seller: Smith Television of Watertown L.P., Watertown (Smith Broadcasting Group Inc., 61% owner [Robert N. Smith, principal]). Smith Broadcasting owns five TVs and one AM. Robert Smith owns/has interest in 15 TVs

Facilities: Ch. 50, 1,000 kW visual, 100 kW aural, ant. 1,268 ft.

Affiliation: ABC/Fox

### KSWT(TV) Yuma, Ariz.

## PROPOSED STATION TRADES

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

### THIS WEEK

TV/Radio ■ \$0 ■ 0  
TVs ■ \$66,600,000 ■ 5  
Combos ■ \$487,654,000 ■ 8  
FMs ■ \$4,475,000 ■ 4  
AMs ■ \$32,710,000 ■ 6  
Total ■ \$591,439,000 ■ 23

### SO FAR IN 2000

TV/Radio ■ \$2,133,450 ■ 1  
TVs ■ \$626,080,139 ■ 22  
Combos ■ \$3,894,409,717 ■ 82  
FMs ■ \$520,917,768 ■ 110  
AMs ■ \$171,988,885 ■ 83  
Total ■ \$5,215,529,959 ■ 298

Price: \$5.375 million

Buyer: Pappas Telecasting; is buying KDBC-TV El Paso, Texas (see first item)

Seller: Eclipse Media, Tucson, Ariz. (Michele Dyer, president); no other broadcast interests

Facilities: Ch. 13, 316 kW visual, 31.6 kW aural, ant. 1,700 ft.

Affiliation: CBS

Broker: Kalil & Co.

## COMBOS

### 13 AMs, 19 FMs and one LMA

Price: \$475 million merger (includes \$109 million assumption of debt)

Buyer: Entravision Communications Corp., Santa Monica, Calif. (Walter A. Ulloa, chairman); owns/is buying 14 TVs and 10 radio stations

Seller: Z-Spanish Media Corp., Sacramento, Calif. (Amador Bustos, president; to be president of new Entravision); no other broadcast interests

**64.67% of WCHA(AM)-WIKZ(FM) Chambersburg, Pa./Hagerstown, Md.; and WCHA-FM Greencastle/Chambersburg, WGLU(FM) Johnstown, WQKK(FM) Ebensburg/Johnstown, WRSC(AM)-WQWK(FM) State College, WBLF(AM) Bellefonte/State College and WNCL(FM) Port Matilda/State College, Pa.**

Price: \$8.7 million

Buyer: Great Hill Equity Partners L.P., Boston (Christopher S. Gaffney, Stephen F. Gormley and John G.

Hayes, managing members); no other broadcast interests

Seller: J. Albert Dame, Mechanicsburg, Pa.; no other broadcast interests

Facilities: WCHA(AM): 800 kHz, 1 kW day, 196 W night; WIKZ(FM): 95.1 MHz, 50 kW, ant. 449 ft.; WCHA-FM: 94.3 MHz, 3.5 kW, ant. 430 ft.; WGLU: 92.1 MHz, 580 W, ant. 1,043 ft.; WQKK: 99.1 MHz, 50 kW, ant. 500 ft.; WRSC: 1390 kHz, 2 kW day, 1 kW night; WQWK: 97.1 MHz, 3 kW, ant. 403 ft.; WBLF: 970 kHz, 1 kW day, 61 W night; WNCL: 107.9 MHz, 350 W, ant. 469 ft.;

Formats: WCHA(AM): country; WIKZ(FM): AC; WCHA-FM: country; WGLU: CHR; WQKK: active rock; WRSC: news/talk; WQWK: rock/AOR; WBLF: country; WNCL: AC

### KVNA-AM-FM Flagstaff and KZGL(FM) Cottonwood/Flagstaff, Ariz.

Price: \$2 million

Buyer: Yavapai Broadcasting Corp., Cottonwood (W. Grant Hafley, owner). Hafley also owns two other AMs and seven other FMs, including KYBC(AM)-KVRD-FM

Cottonwood/Flagstaff

Seller: Regent Communications Inc., Covington, Ky. (Terry Jacobs, principal); owns/is buying 12 AMs and 28 FMs

Facilities: AM: 600 kHz, 5 kW day, 500 W night; KVNA-FM: 97.5 MHz, 100 kW, ant. 1,509 ft.; KZGL: 95.9 MHz, 9 kW, ant. 2,493 ft.

Formats: AM: sports; KVNA-FM: AC; KZGL: rock

### KLWT(AM)-KCLQ(FM) Lebanon/Branston, Mo.

Price: \$580,000

Buyer: Pearson Broadcasting of Lebanon Inc., Richmond, Va. (Max H. Pearson, owner). Pearson also owns one other AM and four other FMs

Seller: Lebanon Broadcasting and Leasing Ltd. Inc., Lebanon (Deborah Moore, president); no other broadcast interests

Facilities: AM: 1230 kHz, 1 kW; FM: 107.9 MHz, 50 kW, ant. 365 ft.

Formats: AM: adult standards; FM: country

### KRXK(AM) and KGTM(FM) Rexburg, Idaho

Price: \$495,000

Buyer: Pacific Empire Holdings Corp., Lewiston, Idaho (John Taylor, president); no other broadcast inter-

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ests  
**Seller:** Communicast Consultants Inc., Orem, Utah (Judith W. Grow, president); no other broadcast interests  
**Facilities:** AM: 1230 kHz, 1 kW; FM: 98.1 MHz, 3 kW, ant. 299 ft.  
**Formats:** AM: Spanish; FM: alternative

**KLVT-AM-FM Levelland, Texas**

**Price:** \$350,250  
**Buyer:** Paul R. Beane, Lubbock, Texas; no other broadcast interests  
**Seller:** James D. Peeler, Hereford, Texas; owns KNNK(FM) Hereford  
**Facilities:** AM: 1230 kHz, 1 kW; FM: 105.5 MHz, 6 kW, ant. 298 ft.  
**Formats:** Both gospel

**KDDD(AM)-KMRE(FM) Dumas, Texas**

**Price:** \$313,750  
**Buyer:** North River Investments Inc., Dumas (Joel Williamson, owner); no other broadcast interests  
**Seller:** Xtra Cattle Co. Inc., Dalhart, Texas (Phil Haaland, president); no other broadcast interests  
**Facilities:** AM: 800 kHz, 250 W day; FM: 95.3 MHz, 3 kW, ant. 260 ft.  
**Formats:** Both oldies

**KMHT(AM)-KZEY-FM Marshall, Texas**

**Price:** \$215,000  
**Buyer:** Community Broadcast Group Inc., Tyler, Texas (Jerry Russell, president); owns KZEY(AM) Tyler  
**Seller:** Wiley College, Marshall (Ronald L. Swain, president); no other broadcast interests. Note: Wiley College received the stations as a donation in 1993  
**Facilities:** AM: 1450 kHz, 1 kW; FM: 103.9 MHz, 3 kW, ant. 300 ft.  
**Formats:** Both urban contemporary

**FMS**

**WIHN(FM) Normal/Bloomington and WSNI(FM) Colfax/Normal/Bloomington, Ill.**

**Price:** \$3.125 million  
**Buyer:** Radio Partners Inc., Bristol, R.I. (Mike Schwartz, principal); owns one AM and seven other FMs  
**Seller:** Kelly Communications, Peoria, Ill. (Bob Kelly, principal); owns one AM and three FMs  
**Facilities:** WIHN: 96.7 MHz, 6 kW, ant. 410 ft.; WSNI: 92.9 MHz, 6 kW, ant. 328 ant.  
**Formats:** WIHN: rock; WSNI: lite AC  
**Brokers:** Mahlman Co., Satterfield & Perry (both buyer)

**KBFL(FM) Buffalo, Mo.**

**Price:** \$550,000  
**Buyer:** Meyer-Baldrige Inc., Spring-

field, Mo. (Kenneth E. Meyer, president). Meyer owns KTXR(FM) and KWTO-AM-FM Springfield  
**Seller:** KBFL Radio Inc., Sulphur Springs, Texas (Galen O. Gilbert, owner). Gilbert owns two AMs and five FMs  
**Facilities:** 99.9 MHz, 3.10 kW, ant. 476 ft.  
**Format:** Music of your life

**KHBT(FM) Humbolt, Iowa**

**Price:** \$500,000  
**Buyer:** Waitt Media Inc., Omaha, Neb. (Norman W. Waitt Jr., chairman/owner); owns five TVs, six AMs and 13 other FMs  
**Seller:** Signature Communications Inc., Adel, Iowa (Frank Hayer, principal); no other broadcast interests  
**Facilities:** 97.7 MHz, 5.8 kW, ant. 275 ft.  
**Format:** AC

**WXYQ(FM) Manistee, Mich.**

**Price:** \$300,000  
**Buyer:** Lake Michigan Broadcasting Inc., Ludington, Mich. (Roger K. Baerwolf, president); owns two AMs and two other FMs, including WMTE(AM) Manistee  
**Seller:** Crystal Clear Communications, Washington (Marc Rosseels, president); owns WBNZ(FM) Frankfort, Mich.  
**Facilities:** 101.5 MHz, 3 kW, ant. 115 ft.  
**Format:** Oldies

**AMS**

**KGXL(AM) Costa Mesa/Los Angeles, Calif.**

**Price:** \$30 million  
**Buyer:** Chagal Communications Inc., Santa Monica, Calif. (Jack Siegal, president); no other broadcast interests  
**Seller:** Mount Wilson FM Broadcasters Inc., Los Angeles (Saul Levine, president); owns KKGQ-FM Los Angeles, KJAZ(AM) Beverly Hills/Los Angeles, KNOB(AM) Costa Mesa/Los Angeles and KJQI(AM) San Rafael, Calif.  
**Facilities:** 1650 kHz, 10 kW day, 930 W night  
**Format:** Jazz (simulcasts KJAZ)

**WDNC(AM) Durham/Raleigh/Chapel Hill, N.C.**

**Price:** \$1.2 million  
**Buyer:** WCHL-WDNC Inc., Raleigh (Donald W. Curtis, president); owns WCHL(AM) Chapel Hill/Raleigh/Durham, N.C. Curtis owns/has interest in eight other AMs and seven FMs, including WBBB(FM),

WCLY(AM), WDTF(AM), WPTF(AM)-WQDR(FM) and WWND(FM) Raleigh/Durham/Chapel Hill  
**Seller:** Durham Herald Co. Inc., Durham (David Hughey, president); no other broadcast interests  
**Facilities:** 620 kHz, 5 kW day, 1 kW night  
**Format:** News/talk

**KAFY(AM) and construction permit for KZPM(AM) Bakersfield, Calif.**

**Price:** \$825,000  
**Buyer:** Golden Pegasus Financial Services Inc., Hughson, Calif. (Nelson Gomez, president); no other broadcast interests  
**Seller:** Amancio V. Suarez Sr., Miami; no other broadcast interests  
**Facilities:** KAFY: 970 kHz, 1 kW day, 5 kW night; KZPM: 1100 kHz, 5 kW day, 1 kW night  
**Format:** KAFY: Spanish

**WMBA(AM) Ambridge, Pa.**

**Price:** \$325,000  
**Buyer:** Iorio Broadcasting Inc., Beaver Falls, Pa. (Frank Iorio Jr., president); owns WBVP(AM) Beaver Falls  
**Seller:** Donn Communications Inc., Ambridge (Donn R. Wuycik, president); no other broadcast interests  
**Facilities:** 1460 kHz, 500 W  
**Format:** Talk

**WJBY(AM) Gadsden, Ala.**

**Price:** \$250,000 (for stock)  
**Buyer:** Donnie H. Thomas, Oneonta, Ala.; no other broadcast interests  
**Seller:** Hinton Mitchem, Gadsden; no other broadcast interests  
**Facilities:** 930 kHz, 5 kW day, 500 W night  
**Format:** Religion

**KHOL(AM) Beulah, N.D.**

**Price:** \$110,000  
**Buyer:** Two Guys Broadcasting Inc., Bismarck, N.D. (Richard Knaup, president); owns KHND(AM) Harvey, N.D.  
**Seller:** Mercer Broadcasting Inc., Beulah (Alice Bolinske, president); no other broadcast interests  
**Facilities:** 1410 kHz, 1 kW day, 180 W night  
**Format:** C&W

**AMPLIFICATION**

Snowden Associates brokered the \$1.2 million sale of WMIW-FM North Myrtle Beach, S.C., by Covenant Educational Fellowship Inc. to Educational Media Foundation (B&C, April 17).

—Compiled by Alisa Holmes

# DATEBOOK

## MAJOR MEETINGS

**May 22—George Foster Peabody Awards**, 59th annual presentation, luncheon, Waldorf-Astoria, New York. Reception 11:30 a.m., program 12:30 p.m. Contact: Dr. Barry Sherman (706) 542-3787

**June 4-7—SCTE Annual Engineering Conference and Cable-Tec Expo 2000**. Las Vegas Convention Center, Las Vegas. Contact: Marci Dodd (610) 362-6888.

**July 16-19—Cable & Telecommunications Association for Marketing Summit**. Hynes Convention Center, Boston. Contact: Seth Morrison (703) 837-6546.

**Sept. 13-16—Radio-Television News Directors Association**. International Conference and Exhibition. Convention Center, Minneapolis. Contact: Rick Osmanski (202) 467-5200.

**Sept. 20-23—National Association of Broadcasters Radio Show**. Moscone Center, San Francisco. Contact: Gene Sanders(202) 429-4194.

**Nov. 28-Dec.-1—California Cable Television Association** Western Show. Los Angeles Convention Center, Los Angeles. Contact: Paul Fadelli (510) 428-2225.

**Jan. 22-25, 2001—National Association of TV Program Executives** 37th annual Conference and Exhibition. Las Vegas. Contact: Lana Westermeier (310) 453-4440

**April 21-26, 2001—National Association of Broadcasters Annual Convention**. Las Vegas. Contact: Kathleen L. Muller (202) 775-3527.

## THIS WEEK

**May 1—International Radio & Television Society Foundation** Internet Issues 2000: A discussion with Sen. Ron Wyden. Newseum/NY, New York. Contact: John Kienker (212) 867-6650, ext. 303.

**May 1-3—Association of National Advertisers Seminars**. Hyatt Regency Woodfield, Chicago. Contact: (212) 697-5950.

**May 2—American Women in Radio & Television Women in Sports**. The Yale Club in Manhattan. Contact: Rosemarie Sharpe (212) 481-3038.

**May 3—Connecticut Foundation for Open Government** Walter Cronkite Award to be given to PBS' Jim Lehrer. New Haven Lawn Club, 193 Whitney Ave., New Haven, Conn. Contact: Michael Collins (203) 281-8984.

**May 3-6—National Translator Association** Technical Conference and Convention. Reston Hotel Convention Center, Medford, Ore. Contact: Judy Young (541) 779-6500.

**May 4—Women in Cable & Communications, Atlanta Chapter** Leadership Luncheon. GCATT, 250 14th St., Atlanta. Contact: Tina Fine (404) 269-6603.

**May 4—International Radio & Television Society Foundation Awards Luncheon**. The Waldorf-Astoria, New York. Contact: Marilyn Ellis (212) 867-6650, ext. 306.

**May 7-9—Pennsylvania Association of Broadcasters** 60th annual convention. Hotel Hershey, Hershey, Pa. Contact: Richard Wyckoff (717) 534-2504.

**May 7-10—Cable 2000**, 49th annual **National Cable Television Association** Convention and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: Bobbie Boyd (202) 775-3669.

**May 7-11—CMP Media Inc.** 3D Conference & Expo. Santa Clara Convention Center, 5001 Great America Parkway, Santa Clara, Calif. Contact: Kathleen Sachs (415) 278-5343.

## ALSO IN MAY

**May 8-10—eMarketWorld @d:tech**. San Francisco. San Francisco Hilton & Towers, San Francisco. Contact: Lee Hall (800) 535-1812.

**May 10—Quinnipiac College** Fred Friendly First Amendment Award presentation. Metropolitan Club, New York City. Contact: Lou Adler (203) 288-5251.

**May 13—Television News Center**. Reporter Training. Ventana Productions, 1825 K Street, NW, Washington. Contact: Herb Brubaker (301) 340-6160.

**May 13-17—American Center for Children and Media Summit 2000**. Toronto. Contact: Joe Pereira (416) 515-0466.

**May 15-17—DBS Digest** 7th annual Denver DBS Summit. Denver Hilton/Tech Center, Denver. Contact: Jay Rogers (719) 586-9761.

**May 17-18—CES Business Solutions 2000**. Hyatt Regency Hotel, Los Angeles. Contact: Lisa Fasold (703) 907-7600.

**May 17-20—Broadcast Cable Financial Management Association** 40th Annual Conference. Sheraton Harbor Island, San Diego. Contact: Mary Teister (847) 296-0200.

**May 19-24—National Association of Black**

**Owned Broadcasters** annual spring conference. Renaissance Grand Beach Resort, St. Thomas, U.S. Virgin Islands. Contact: Petreinnah Acosta-Pelle (212) 370-5483.

**May 22—George Foster Peabody Awards**, 59th annual presentation and luncheon, Waldorf-Astoria, New York. Contact: Dr. Barry Sherman (706) 542-3787.

**May 27—Television News Center Anchor Training**. 1510 H Street, NW, Washington. Contact: Herb Brubaker (301) 340-6160.

## JUNE

**June 1—Entertainment Development Corp. of Las Vegas** Plug into Entertainment 2000. MGM Grand Hotel & Casino, Las Vegas. Contact: Trudi Ashworth (702) 368-2890.

**June 1-4—Foundation World Television Forum Montreux** World TV Forum. Montreux, Switzerland. Contact: George Waters 011-353-1-668-0058 (Ireland).

**June 3-6—CAB 7th annual Local Sales Management Conference**, Denver. Contact: Nancy Lagos (212) 508-1229.

**June 4-7—SCTE Annual Engineering Conference and Cable-Tec Expo 2000**. Las Vegas Convention Center, Las Vegas. Contact: Marci Dodd (610) 362-6888.

**June 5-6—NJBA/MDCD Mid-Atlantic States Expo**. Caesars Hotel and Casino, Atlantic City, N.J. Contact: Phil Roberts (888) 6522-3663. (extra digit on phone number correct)

**June 5-8—SCTE Cable-Tec Expo 2000**. Las Vegas Convention Center, Las Vegas. Contact: Marci Dodd (610) 363-6888, ext. 217.

**June 6-8—eMarketWorld @d:tech**. Hamburg. The Kempinski, Hamburg, Germany. Contact: Lee Hall (800) 535-1812.

**June 9-11—Radio and Television News Directors Foundation and Pew Center Workshop** Civic Journalism 2000 Elections Workshop. Union Station Hotel, Nashville, Tenn. Contact: Avni Patel (202) 467-5215.

**June 14-17—Promax/BDA** annual conference. Ernest N. Morial Convention Center, New Orleans. Contact: (310) 788-7600.

**June 16-17—Nevada Broadcasters Association** Golf and Tennis Tournament and Awards Luncheon, annual Hall of Fame dinner-dance, Desert Inn Country Club, Las Vegas. Contact: Bob Fisher (702) 794-4994.

**June 16-18—RTNDF TV Producers Workshop** for Women and Minority News Professionals. Syracuse University, Syracuse, N.Y. Contact: Michelle Thibodeau Loesch (202) 467-5206.

**June 18-21—Cable Telecommunications Association of Md., Del., and D.C.** Annual Conference. Sheraton Fontainebleau Hotel, Ocean City, Md. Contact: Wayne O'Dell (410) 266-9111.

**June 19-22—New York State Broadcasters Association** 39th annual Executive Conference. Sagamore Resort Hotel, Lake George, N.Y. Contact: Mary Anne Jacon (518) 456-8888.

**June 21-23—International Association of Broadcasting (AIR/IAB)** General Assembly. Madrid, Spain. Contact: Dr. Hector Oscar Amegual 5982-488129 (Montevideo, Uruguay).

**June 23-24—Radio and Television News Direc-**

**tors Foundation** Newsroom Decision-Making Workshop. Marriott Country Club Plaza, Kansas City, Mo. Contact: Mercedes Cooper (202) 467-5252.

**June 25-27—SkyLight Satellite Network** Inspo 2000 conference. Northwestern College, St. Paul, Minn. Contact: Dale Davis (651) 631-5032.

**June 27-28—University of Nevada, Las Vegas and Television News Center** World Journalism Conference. Tropicana Hotel and Resorts, Las Vegas. Contact: Herb Brubaker (301) 340-6160 or Chris Schearer (702) 895-3598.

**June 28—International Festival of Arts and Ideas of New Haven** The Commercial Closet. New Haven Gay and Lesbian Community Center, 50 Fitch Street, New Haven, Conn. Contact: Michael Collins (203) 281-8984.

**June 28-30—eMediatainmentWorld Los Angeles** Convergence Marketplace for Media and Entertainment Internet Content and Technology. Westin Bonaventure Hotel, Los Angeles. Contact: Rebecca Williams (800) 535-1812, ext. 181.

## JULY

**July 16-19—CTAM Summit**. Hynes Convention Center, Boston. Contact: Seth Morrison (703) 837-6546.

**July 23-25—North Carolina Association of Broadcasters** Annual Convention. Holiday Inn Sunspree, Wrightsville Beach, N.C. Contact: JoAnn Davis (919) 821-7300.

**July 31-Aug. 2—National Cable Television Cooperative's** 16th Annual Members' Meeting. Doubletree Hotel, Newport, R.I. Contact: Caprice Caster (913) 599-5900 ext. 305.

## AUGUST

**Aug. 7-8—Association of National Advertisers** Seminar. Rye Town Hilton, Rye Brook, N.Y. Contact: (212) 697-5950.

**Aug. 11-12—Radio and Television News Directors Foundation** Newsroom Decision-Making Workshop. Denver. Contact: Mercedes Cooper (202) 467-5252.

**Aug. 15-16—Access Conferences International** Interactive TV launches USA. Windows on the World, New York City. Contact: Johana Karmano +44(0) 7840 2700.

**Aug. 17-18—Access Conferences International** Virtual Studios and Virtual Production. Windows on the World, New York City. Contact: Johana Karmano +44(0) 7840 2700.

**Aug. 26-29—American Women in Radio & Television Association** 2000 AWRT Annual Convention. Regal Biltmore Hotel, Los Angeles. Contact: (703) 506-3290.

## SEPTEMBER

**Sept. 8-12—IBC** 2000 International Broadcasting Convention. Amsterdam, Netherlands. IBC office: Aldwych House, 81 Aldwych, London WC2B 4EL, U.K. Contacts: Robin Lince, Gina Christison, Jarlath O'Connell 44-20-7611-7500.

—Compiled by Beatrice Williams-Rude  
(bwilliams@cahners.com)

# Law's loss, MTV's gain

**J**umping off the track of ascent at a major Park Avenue law firm to try to break into the television business may not seem like a smart move for a young lawyer. But it was clearly the right one for Van Toffler.

Ignore the fact that leaving Kaye, Scholer, Fierman, Hays and Handler eventually led Toffler to become the No. 2 executive at MTV. The fact is Toffler was not very good at law. "I was the worst lawyer they ever had," he says. "There was no aspect of practicing law I was good at: attention to detail, working with other lawyers, working with the documents."

He's where he belongs today. As general manager of MTV, Toffler is responsible for managing the bulk of the day-to-day operations of the network, everything but programming. That includes marketing, licensing, merchandising, interactive services, the start-up MTV 2 network, interactive services and general financial functions of the operation.

Although the network's key department—programming—reports directly to MTV President Judy McGrath, Toffler assists on overall programming strategy and budgets.

That leaves him largely overshadowed by two high-profile executives, McGrath and Executive Vice President of Programming Brian Graden. But Toffler shares the credit for helping boost MTV out of the ratings-and-buzz slump it hit three years ago.

"Right now, he's sort of the forgotten guy," says one MTV insider. "Judy's the boss and gets boss-like credit. Brian's been putting on shows and hits 'em out of the park. Van's the guy in the middle. He's the reason the cogs move."

McGrath plucked him out of a job overseeing most of MTV's ancillary ventures. In 1997, Toffler was executive vice president of programming enterprises.

She says she wanted Toffler for the newly created general manager spot in part to ensure that Graden could focus entirely on fixing the network's programming, which had faded. She sees Toffler not only as strong on the business side but also as a creative and effective manager.

"I never thought of Van as the ancillary guy or the lawyer guy," McGrath says. "He's always been the music guy, the heart-and-soul guy, the people guy."

Toffler started out at MTV's parent



*"The single reason I became a lawyer was I had no discernible music talent."*

## Van Toffler

**General manager, MTV; b. Staten Island, N.Y.; Dec. 5, 1958; B.A., economics, George Washington University, 1980; J.D., University of Pennsylvania, 1983; associate Kaye, Scholer, Fierman, Hays and Handler, 1984-87; counsel, Nickelodeon, 1987-90; vice president, business development and management, MTV, 1990-92; senior vice president, program enterprises, 1992-94; executive vice president, program enterprises, and president, MTV Productions, 1994-97; current position since 1997; m. Cheryl Brahen, July 12, 1987; two children, Matthew, 9, Rachel, 3**

group, MTV Networks. Despite working with such interesting Kaye, Scholer clients as Michael Jackson and Elvis Presley's estate, it took only 2½ years there for Toffler to burn out. Born on Staten Island, N.Y., to a father who owned a small woman's clothing manufacturer, he wasn't leaving New York. So he sent letters to every New York music and TV company he could think of, finally getting a response from then-MTV Networks General Counsel Judith McHale.

She hired him, then promptly left for Discovery Communications. He worked mostly on Nickelodeon for a year before focusing solely on MTV.

That married Toffler with another of his frustrations: "The single reason I became a lawyer was I had no discernible music talent. I played guitar, played piano, had no talent."

But he was obsessed with music. "He's a smart guy, complete music lover and freak," says Doug Herzog, the former Fox Entertainment and Comedy Central president who was once in charge of programming for MTV. "He's very passionate about the product."

His first posts at MTV put him in charge of licensing the MTV name, programs and characters for toys, dolls and MTV's push into the theaters, MTV Productions. It also put him in charge of cutting deals with labels and artists to arrange for performances on *MTV Unplugged*, a live performance showcase that spawned giant albums for singers like Eric Clapton and Rod Stewart. MTV insiders also credit Toffler for MTV's early push onto the Internet, an expensive proposition that some resisted.

When he became general manager, MTV's Nielsen ratings had slumped from 0.6 to 0.4. Graden, McGrath and Toffler overhauled the programming, launching 23 shows in a year, several of which have galvanized the network: *Total Request Live*, *Celebrity Death Match* and quirky *The Tom Greene Show*. The network has now logged 12 consecutive quarters of ratings growth to a 0.8.

Toffler still sees programming gaps. The network needs to revive live performance somehow, add a late-night program and push more into scripted shows, of which soap opera *Undressed* has been a moderately successful stab. "We need to keep taking risks," he says.

—John M. Higgins

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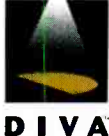
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## BROADCAST TV

**Derek M. Dalton**, general sales manager, KWGN-TV Denver, named VP/GM.



Hinton

**Deborah A. Hinton**, senior VP, administration, operations and VP, finance and administration, KCET (TV), Los Angeles, named executive VP, business development, and CFO.

Appointments at ABC, Los Angeles: **Craig Martinelli**, director, media relations and broadcast publicity, named VP, photography and new media; **Ray Slay**, director, photography, Walt Disney Television, Touchstone Television and Walt Disney Television Animation, named executive director, photography and new media.



Spellerberg

**Ray Spellerberg**, account executive, WDIO-TV Duluth, Minn., named GM, KQDS-TV, there.

**Sherri Brennen**, VP/management development, broadcast development, Belo Corp., Dallas,

named VP/recruiting and training.

**Julio B. Aponte Jr.**, VP/GM, general sales manager, Radio Unica Network, San Francisco, joins EMMIS Argentina as president, Buenos Aires.

## PROGRAMMING

**Bryan Mullen**, account executive and online brand manager, Cartoon Network, New York, named VP/director, The Disney Kids Network, there.



Schwartz

**Barry Schwartz**, senior VP, Kaleidoscope Sports and Entertainment, New York, joins Fox Channels Group, as senior VP, integrated sales and marketing, there.

**Toby Graff**, special

assistant to the assistant secretary for public affairs, U.S. Department of Health and Human Services, Washington, named director, corporate communications, Lifetime Television, New York.

**Nancy Derwin**, attorney-at-law, Los Angeles, named VP, business affairs and legal, Paramount Digital Entertainment, Hollywood, Calif.



Storin

**Bob Storin**, VP, marketing and promotion, America's Voice Television Network, Washington, named director, special events, affiliate sales and marketing, Discovery Network, Bethesda, Md.

**Dick Soule**, VP, sales, MTV Network Asia, New York, joins Columbia TriStar Television, as senior VP, international TV ad sales, New York.

**Javier Avitia**, senior attorney, domestic television division, Paramount Pictures, Hollywood, Calif., named VP, business affairs, international television division.



Werbe

**Susan Werbe**, director, historical programming, The History Channel, New York, named VP, historical programming.

**Tracy Lawrence**, VP/GM, boyzChannel and girlzChannel, Fox Family Channel,

Los Angeles, named senior VP/GM, Fox Family Channel.



Chen

**Jiande Chen**, VP, corporate affairs, Allied Signal Investment Co., Beijing, named VP/GM, Sony Pictures Entertainment China Inc., there.

**Jim Walley**, VP, information technology, Comedy Central, New York, named VP, chief technology officer,

enterprises and new media.

**Julie Kantrowitz**, senior VP, Warner Bros. Domestic Television Distribution, Burbank, Calif., named executive VP, media sales.

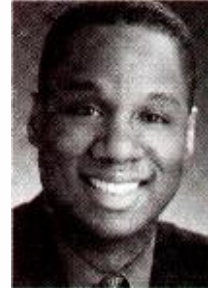
**Jesus Torres**, VP, operations, Sony Entertainment Television Channel in Latin America, Caracas, Venezuela, named GM.

**Marie-Laure Marchand**, director, international television, Nelvana Ltd., Paris, appointed director, international marketing, additionally.

**LeAnne Gayner**, principal, AmeriWest Systems Inc., San Francisco, joins Artisan Entertainment, Los Angeles, as senior VP, marketing.

## JOURNALISM

**Darrian Chapman**, weekend morning sports anchor and reporter, WRC-TV Washington, joins WMAQ-TV Chicago as weekend anchor and reporter.



Chapman

**Jim Rogal**, executive producer WQED(TV) Pittsburgh, named news manager,

Fox Sports Net, there.

**Monica DiClerico**, reporter, Staten Island Cable, New York, named reporter, New York 1 News, there.

## RADIO



Williams

**Robert L. Williams**, market manager, AMFM, Hartford, Conn., named market executive VP, Philadelphia.

**Alex Gomez**, director, promotions, Foot Locker Worldwide, New York, named VP,

marketing, One-On-One Sports Network, Chicago.

ADVERTISING/MARKETING/  
PUBLIC RELATIONS

Appointments at Daniels & Associates, Denver: **Mark Mullen**, VP, inter-



national group, named senior VP; **Bryan Sorge**, VP, international group, named senior VP; **Melissa Hubbard**, VP, general counsel, named senior VP; **Bill Fowler**, CFO, named senior VP.

**Megan Blaser**, media buyer, Spotplus, Dallas, joins Ward Communications, there, as media buyer.

**Dave Nichols**, senior VP, creative director, Cadmus Direct Marketing Inc, Charlotte, N.C., joins Sullivan Advertising Inc., Cincinnati, as VP/creative director.

**Ericka Witnauer**, executive VP, management director, Saatchi & Saatchi, New York, joins Statistical Research Inc., Westfield, N.J., as VP, marketing.

**Jim Killoran**, owner, Killoran Co., La Crosse, Wis., joins Ovation Marketing as director, business development, there.

**Robert D. Weiss**, director, investment banking division, Paine Webber, New York, named VP, CEA Capital Advisors, Tampa, Fla.

## TECHNOLOGY

Appointments at Millennium Digital Media, St. Louis: **Peter Kavanaugh**, president, COO, WestNet Communications Corp., Dallas, named senior VP, operations, Internet services; **Gilbert Nichols**, VP, operations, named senior VP.

**Jimmy Lee**, radio producer, DDB Worldwide, New York, joins Josell Communications Inc., as producer, there.

**D. Dino Virella**, marketing manager, Latin American sales, Digidesign, Miami, joins ScheduAll, there, as director, sales and marketing.

Appointments at Vela, Salt Lake City: **Bill Robertson**, VP, strategic planning, broadcast division, named VP, technology, marketing and planning; **Carl Gardner**, VP, strategic marketing, named VP/GM systems and broadcast products.

**Tracy Bathurst**, engineering manager, Gentner Communications Corp., Salt Lake City, named VP, technology.

**Andreas Combuechen**, executive creative director, Frankfurt Balkind Partners, New York, joins @tmosphere Interactive as creative director, there.

## B&C's Los Angeles, N.Y. staffs grow



Susanne Ault

Susanne Ault has joined BROADCASTING & CABLE as a staff reporter, based at the magazine's Los Angeles bureau.

Nancy Catmull has joined the magazine as an editorial assistant in New York, where the magazine is based.

Ault, who previously reported on a wide range of subjects for *Variety*, will concentrate on syndication and Internet-related topics in Los Angeles. Ault's phone number is (323) 965-5361. Her e-mail address is sault@cahners.com.

Before *Variety*, Ault was a desk assistant for ABC's NewsOne and a news intern for KABC-TV Los Angeles. She graduated summa cum laude from UCLA.

Catmull joins the magazine from WNBC-TV, where she was an intern for "Today in New York." Previously, she was an account executive for clothing designer Louis Feraud. Later this month, Catmull receives her master's degree in journalism from Columbia University.

At the magazine, she is responsible for Fates & Fortunes, preparing the daily Cableday and other duties. Catmull's phone number is (212) 337-7141. Her e-mail address is ncatmull@cahners.com.

## INTERNET

**Susan Scott**, VP, business development, Fox Channel, New York, joins The FeedRoom.com, as VP, sales, there.

**Richard P. Ramirez**, broadcast and multichannel business consultant, RPR Media Consultants, Montclair, N.J., named president and CEO, traffic.com, Camp Hill, Pa.

**Thea Iberall, Ph.D.**, managing director, Entertainment Technology Center, School of Cinema-Television, University of Southern California, Los Angeles, named chief scientist/VP, engineering, United Internet Technologies, there.

**Spence Bovee**, VP, business development, Wavo Corp., Los Angeles, named VP, broadband and convergence, Playboy.com, there.

**Louis Broome**, broadcast and Web producer, KCTS-TV Seattle, joins Honkworm International, there, as creative director.

## ASSOCIATIONS/LAW FIRMS

**Brad Deutsch**, ex-FCC special assistant, Washington, joins Hogan & Hartson as associate, there.

**Vivian L. Hanson**, senior counsel, Home Box Office, New York, joins Morrison and Foerster L.L.P., there, as of counsel in the technology transactions group.

**Tania Mennes**, director, sales and marketing, Cablevision, Alexandria, Va., named VP/marketing.

## OBITUARY

**Eugene Katz**, former chairman of Katz Media Group, and grandson of founder Emmanuel Katz, died March 28, at the age of 93. Katz entered the family business, a media and sales marketing firm, in 1929 and, despite the difficulties during the Depression,



Katz

expanded the company's newspaper business into radio markets. By 1940, the company had acquired 40 radio stations. In 1952, he was appointed to the position of president and took over as chairman after his father, George Katz, died in 1970. Eugene Katz is credited with the smooth transition of the family-owned Katz Media Group into an employee-owned company. He retired in 1972 but devoted himself to volunteer work at Planned Parenthood of New York, where he ultimately became chair of the international committee, president and chair of the board of directors, and honorary board member. He is survived by his wife, Zeborah Schachtel; his children, Barbara Eisold, Daniel and John; seven grandchildren; and five great grandchildren.

—Compiled by Nancy Catmull

## OPEN MIKE

### Philbin offspring mounts the barricades for dad

I've watched the ebb and flow of my father's career with varying degrees of pride, fascination, skepticism and—for reasons too numerous to mention here but especially appropriate in this case—a sense of humor.

Just when I thought the rabbit hole that is being the son of Regis Philbin couldn't get any weirder, Alice discovers, as James Brown put it, "Papa's got a Brand New Bag."

Reege, the man who with such loving clumsiness struggled with the safety pins, so called, to change my diapers, now "represents everything that is wrong with television," according to Adam Werbach, creator of, and spokesman for, the generally angry online game and Web site SMASHREGIS.COM.

Just when I thought [my father had] peaked, hearing of his newest achievement, I point-and-clicked my way to the Web site only to discover that Werbach is but another ambitious, enterprising young man who apparently doesn't mind cashing in on his personification of evil to promote himself and his fiefdom of interests. These include his other Web site, thingreenline.com; his own commercial media entity, Act Now Productions; and the environmental "new" program he hosts, and his company produces, *The Thin Green Line*, airing on cable television's Outdoor Life Network.

For, you see, SMASHREGIS.COM has less to do with Regis Philbin and the new ABC game show, *Who Wants to Be a Millionaire?*, than it does with Adam Werbach's political agenda.

Frequently seen among the hipster-punditocracy on ABC's other hit game show, *Politically Incorrect*, Werbach, 27, simply wants what he knows is best for everybody.

In order to better our lives, this graduate of the prestigious and strange Brown University, shrewdly understands that media access is

essential not only to exporting his message but to his quest for political power.

Werbach's no stranger to political power. At age 23, according to his Web-posted biography, he was elected national president of the Sierra Club, sort of the environmental movement's answer to the National Rifle Association. He's authored a book about how to annoy people, called *Act Now, Apologize Later*; and his articles are featured in numerous publications. In fact, his very name was an "answer-in-the-form-of-a-question, please, idiot," on *Jeopardy*.

Werbach even ran for mayor of San Francisco!

But don't dare to think that Werbach has put forth such a Herculean effort to enhance his own popularity, prosperity or political power.

According to a *San Francisco Examiner* article, also available at thingreenline.com, Werbach established the SMASHREGIS Web site with the aim of "crushing bad ideology in the media."

Ever read *Animal Farm*?

Werbach told the *Examiner* he's "trying to lead a takeover [presumably, of the media] for people who actually believe in something." Verbiage like this usually translates into "people who believe like Adam Werbach." "Media can be a tool for democracy," he declared.

Well, every single person in this democracy who freely chooses to watch *Who Wants to Be a Millionaire?* flunks Werbach's socio-economic sobriety test; "America is drunk with it's [sic] new wealth," he complains in his online column.

By watching *Who Wants to Be a Millionaire?*, Werbach continues, "We're acting as if more money will create more happiness." Oh, by the way, should you not be skillful enough to win a SMASHREGIS T-shirt by playing the SMASHREGIS.COM game, you can purchase one, with money, in medium, large and extra-large sizes for \$15 a pop. Another \$20 gets one for baby! Start 'em young, eh, Adam? Of course, the

take from selling these material things is used only to maintain the Web site.

"It's the dawn of the new millennium, and it would seem that America could find something better to talk about than the bleach-toothed Regis Philbin and his quest to give away ABC's prize money." There may, in fact, be better things to talk about. But luckily for Adam, Regis Philbin and that good-for-nothing-game show is what people are talking about.

Perhaps, if we watched what he recommends, we would be better off. Adam shares that he "grew up watching ... *The A-Team*." Why, even he laughed "every time Mr. Furley thought Jack was gay on *Three's Company*."

Television is "not being used to connect us to the wonderful diversity of life ... to share our unique cultural traditions." What's he talking about? I can see back-to-back episodes of *Cops* on Court TV every weeknight!

Imparting a lesson, Werbach refers to the Muppets' creator, the late Jim Henson, who said, "Television is basically teaching you, whether you want it to or not." What troubles Adam is that *Millionaire* is not educating us according to Adam's approved "ideology."

*Who Wants to Be a Millionaire?* is just a game show, not a social indicator. Lighten up, man. Did your girlfriend hide the damned remote again?

In fact, Adam, many of those blessed with a whole lot of cash are known to give some of it to groups like the Sierra Club!

For emphasis, he reminds us of a great, important quote by legendary broadcast journalist Edward R. Murrow: "Television in the main is being used to distract, delude, amuse and insulate us."

Is *The Simpsons* on yet?

—Daniel Philbin,  
Washington, D.C.

Philbin is an editorial assistant at the Fox News Channel.

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TELEVISION

**MANAGEMENT CAREERS**

**EXECUTIVE DIRECTOR** The Telecommunications Board of Northern Kentucky is accepting resumes for the Executive Director position. Position requires knowledge of telecommunications, cable television, video production, and government relations. Strong management and administrative skills are needed. Requisites: A college degree in communications, public administration, or a business related field, five years experience in management capacity or a combination. Job entails monitoring TV franchises, communicating with 19 local governments and managing a community programming center. For a full job description, visit our website @ <http://home.fuse.net/TBNK/> Salary range: \$40,000 - \$48,000. Submit resumes to: The Telecommunications Board of Northern Kentucky, David Hatter, Chairman, 3414 Decoursey Avenue, Covington KY 41015. Resumes by: May 31, 2000.

**GENERAL MANAGER KSMQ**, Austin, MN KSMQ-TV is seeking an innovative leader with management experience and knowledge of public television. Responsibilities include the administration and coordination of all aspects of the programming, production, operations, and development activities of the station. Additional responsibilities include budget management, providing leadership and direction for all marketing activities, develop and approve all grant applications related to KSMQ-TV, supervise and implement public affairs efforts at state and federal levels, including licensing, digital television conversion, and annual funding requirements. A Bachelors Degree in Business Administration/Management, Communications, Marketing or related field. Minimum of five years experience in broadcast management is required. Excellent writing, speaking, organizational skills, and ability to work well with others required. This position will ensure that all functions are accomplished in accordance with the goals of Austin Public School District #492. Salary range is \$58,000-\$63,000. Submit letter of application by May 12th to: Julie Jensen, Dept. of Human Resources, Austin Public Schools, 202 4th Avenue NE, Austin, MN 55912.

**GEN. SALES MGR.** TV & Internet - Houston, TX. Our Client, well funded by recognized broadcast co's is looking for a current TV AE/LSM/GSM. You must be based in Houston and know local advertisers and agencies. Unique position includes solid base, excellent bonus, stock options. Please contact: Shari Sambursky, Phone: 212-338-0808 Ext. 4, Fax: 212-338-0632. E-mail: [dbimedia@mindspring.com](mailto:dbimedia@mindspring.com) DBI Executive Search, Lee Rudnick, President.

**SALES CAREERS**

**ACCOUNT EXECUTIVE** Fastest growing independent station in L.A. is looking to hire an Account Executive. Candidate should have a minimum of six months experience in Television Sales, possess a College Degree, a working knowledge of Microsoft and an aggressive attitude. Candidate should possess Nielsen and Scarborough skills along with related Research materials. Additional qualifications include the ability to generate new business from qualified leads and service an active agency list. Those interested call Human Resources at (949) 442-9800 for an application. KDOC-TV is an EEO.

**SALES CAREERS**

**EXECUTIVE ASSISTANT/SALES ADMINISTRATOR** Fox Sports Net/FX is currently seeking an experienced Executive Assistant. Individual will be the administrative and secretarial support to the VP of Sales Admin. which includes making travel arrangements, generating expense reports, answering phones, writing and typing memos and letters, faxing, filing, and updating departmental organizational charts, budgets, and phone lists. Candidate will also assist the Director of Training with materials and scheduling. In addition, the selected candidate will assist the Sales Admin. Department by entering orders, filing, and comparing contracts to orders; executing project work for the VP of Sales Admin.; researching and analyzing sales pricing and planning structures; and assisting in devising sales procedures for sales assistants. Requires 2-5 years' experience as an administrative or executive assistant; excellent communication, follow up and organizational skills; the ability to be a team player; and proficiency in Word, Excel and PowerPoint. Bachelor's degree preferred. Television experience a plus. We offer competitive salaries and excellent benefits. For immediate consideration, please submit your resume and salary history to: Fox Channels Group, Human Resources Dept., Code: RM/EA, 1440 S. Sepulveda Blvd., Ste. 353, Los Angeles, CA 90025; fax to: (310) 444-8490; or email: [jobs@foxsports.net](mailto:jobs@foxsports.net) No phone calls, please. EOE. FOX SPORTS NET

**GENERAL SALES MANAGER** Established independent television station in top 50 Southeast market. Looking for experienced General Sales Manager. Must be an energetic and positive leader who can take the opportunities we have created and make them grow. Excellent company benefits, with a great staff. Reply to Box 01669 E.O.E.

**GENERAL SALES MANAGER** Portland, Oregon. Are you a sales executive who can lead your team as well as manage them? Are you experienced enough to know how it works, but creative enough to make it better? Do you see change as an opportunity? Fisher Broadcasting's top-rated ABC affiliate in Portland, Oregon, KATU, is looking for a sales professional who can lead our revenue generation team to even greater success. Position is responsible for total station revenues and sales department expenses. Minimum of 2 years GSM experience required. You will work with a dedicated group of fellow managers and have an excellent opportunity to grow and advance within the organization. Plus, you'll enjoy all the benefits of living in the Great Northwest! Send resume and cover letter to Rolonda Stoudamire, KATU, 2153 NE Sandy Blvd., Portland, OR 97232. Equal Opportunity Employer.

**SALES CONSULTANTS and MARKETERS** Southeastern CBS affiliate in top 30 market wants to build the finest television sales department anywhere. We need talented and innovative sales consultants and marketers to help us fulfill our vision of the ideal television sales department. If you would like to participate in helping to create the perfect sales department dedicated to serving our customers of today and tomorrow then we would love to hear from you. A leader and an equal opportunity employer. Reply to Box 01670 EOE.

**LOCAL SALES MANAGER** WXII-TV, Hearst Argyle, the highly-rated NBC affiliate in beautiful Winston-Salem, NC (#47 DMA) seeks a dynamic LSM to lead a talented staff of 9 AE's. Requires a positive attitude, good organization, and a "get-it-done" work approach. Metered market experience and knowledge of Enterprise, TVScan, Scarborough, CMR, STAR, and PowerPoint a plus. An excellent environment, a strong station, Western North Carolina's picturesque atmosphere and an outstanding broadcast company make this opportunity one of the best. Contact Glenn Haygood, GSM at [gghaygood@hearth.com](mailto:gghaygood@hearth.com) or fax 336/722-7685.

**TV SALES PROFESSIONALS** If you're looking to sell a dominant line-up and a successful news product, we have just the opportunity for you. KSTU Fox 13, a Fox O&O in Salt Lake City, is looking for an experienced ACCOUNT EXECUTIVE to handle a thriving client list and meet sales objectives. Full benefits package available. This is an ideal chance to join a successful station located in the home of the 2002 Winter Olympics. Please send resume to KSTU Fox 13 Human Resources, 5020 W. Amelia Earhart Drive, Salt Lake City, UT 84116 or FAX: (801) 536-1315. Equal Opportunity Employer.

**TECHNICAL CAREERS**

**Explore Our World!**

Discovery Channel, Miami Television Center, in partnership with Randstad North America, is seeking a qualified Assistant Engineering Manager.

**Assistant Engineering Manager**

This position requires hands-on maintenance, as well as employee supervision and training. The Systems Engineering Staff is responsible for the maintenance and support of all master control and post-production suites, as well as core equipment. We are looking for a self-motivated team player with a minimum of 5 years' television/broadcasting experience, and significant experience in a digital environment. Minimum 3 years' supervisory/management experience is required. Excellent communications skills, both written and oral, SBE certification and/or general license, and knowledge of Spanish or Portuguese is a plus.

Please send your resume to: Bobby R. Owens, Randstad Human Resources, 6505 Blue Lagoon Drive, Miami, FL 33126; FAX: (305) 507-1583; e-mail: [Bobby\\_Owens@discovery.com](mailto:Bobby_Owens@discovery.com)



EQUAL OPPORTUNITY EMPLOYER

TECHNICAL CAREERS

USA Cable, a division of USA Networks, offers the following exciting opportunities for proven professionals to join our cutting-edge Information Technology Group. Working for USA Cable, you'll enjoy an energized, fast-paced environment where your ideas will thrive.

**SENIOR SYSTEMS ENGINEER**

This position offers challenging responsibilities including maintaining MS Exchange IMC & NT servers. Will participate in server and storage architecture evaluations. Minimum 3 years solid MS Exchange and NT server exp required.

**NETWORK ENGINEER**

The selected candidate will be responsible for monitoring and troubleshooting data communication network, performing traffic and performance analysis patterns, and coordinating modification to network structure. Additionally, you will maintain documentation on all network attached equipment and data links. Minimum 2 years of experience and technical skills including router, switches, (preferably Cisco) HUBS, network sniffer, HP Openview, RAS, TCP/IP, AMCP/WINS are required.

**PROJECT MANAGER**

Primary responsibilities include managing development and support team for large-scale client server software package. Project Management disciplines require preparing assessment analysis, project planning and cost control. Required disciplines include: Oracle 7.x and 8.x, MS Sequel, VB, HP UNIX, NT 4.0, MS Office 97 & MS Project. Data modeling skills a plus.

**JUNIOR DBA**

Diversified responsibilities include the administration of in-house and package software database applications. Will perform upgrades and service packs, assist in design of client workstation software, assist in database training and performance. Required disciplines include: Oracle version 7.x & 8.x, SQL, HP UNIX, Scripting, Crystal Reports, TCP/IP, NT Server.

**SENIOR P/A WEB APPLICATIONS DEVELOPER**

The qualified individual will act as a technical resource to the Internet/Intranet development staff. Responsibilities include researching/evaluating new development tools and software, and performing systems analysis studies with end-users to gather requirements for development tasks and projects. Will also troubleshoot, document, and maintain existing base of web applications. Required disciplines include: Java 2 (JDK 1.2.2), Jave Server Pages, Java Servlets/Client Server Methodologies, Oracle, JDBC, HTML, DHTML.

We offer competitive salaries and benefit packages. For immediate consideration please send/fax e-mail your resume & salary requirements, stating position desired, to: USA Networks, HR Dept-IT, 1230 Avenue of the Americas, New York, NY 10020; E-mail: itpositions@usanetworks.com; Fax: 212-413-6524 (NO PHONE CALLS PLEASE). An EOE, M/F/D/V.



**SENIOR SOFTWARE ENGINEER, PROTOCOLS** Duties: Will serve as an individual contributor, advisor, and project leader in the evaluation and development of platforms to deliver new multimedia communications services over cable systems. Will participate in the definition and execution of projects in support of employer's PacketCable initiative. Responsibilities include conceptual development, planning, implementation, documentation, analysis of results, and dissemination of conclusions. Functions include: Providing technical support for on-going PacketCable specification and compliance efforts by participating in the specification of PacketCable system interfaces for the provisioning, delivery, management, and back office support of interactive multimedia services; Developing innovative prototype or proof-of-concept applications not otherwise available for demonstration or testing activities, as needed. Participating in computer industry bodies monitoring technologies, proposals, and issues of interest to the cable industry. Will evaluate relevance of discussions of PacketCable networks and represent the cable industry on issues affecting PacketCable systems as necessary; acting, as directed by the Director of PacketCable as staff liaison to employer's subcommittees, task forces, or working groups dedicated to the performance and evolution of multimedia services provided on cable's evolving digital broadband interactive network; and, participating in the evaluation, summary and analysis of responses to employer's Request for Proposals and follow on activities. Requirements: M.S. in computer science, telecommunications or electrical engineering; must have academic or industrial experience of at least one year utilizing cable system protocols and simulation tools including Global System for Mobile Communications Protocol (GSM), Resource Reservation Protocol (RSVP), Media Gateway Control Protocol (MGCP), Signaling System 7 (SS7), MATLAB (an engineering package used in mathematical and engineering design applications), and Signal Processing Workstation (SPW). Salary is \$76,000 to 85,000 per year; 40 hour work week; 8:00 am to 5:00pm. Work location is in the Denver metropolitan area. Interested applicants should send a resume to the Colorado Department of Labor and Employment, Employment Programs, Tower 2, Suite 400, 1515 Arapahoe Street, Denver Colorado 80202-2117. Please refer to job order number CO4654986. Interested applicants must have proof of legal authority to work permanently in the United States.



weather.com

The Weather Channel is looking for a motivated and reliable individual to join our team as a **BROADCAST SYSTEMS ENGINEER**. You will maintain and repair analog and digital video and audio systems, including routers, switchers, automation systems, VTR's, cameras, and related broadcast technology. Candidate must also have ability and desire to develop skills in UNIX, Windows NT, and networking systems. 4 years experience as a maintenance engineer, with television broadcast related systems and equipment is required. If you want to be a part of our team, send your resume today! Email your resume to Jobs@weather.com or fax to 770/226-2959. \*Please reference "Engineer-BC" in response.

The Weather Channel, 300 Interstate North Parkway, Atlanta, GA 30339

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11/98

## TECHNICAL CAREERS

## FOX CHANNELS GROUP

**FOX Channels Group**, a major producer of sports entertainment products, is currently seeking an experienced Director of Engineering.

**DIRECTOR OF ENGINEERING**

Individual will direct and oversee engineering assignments within a wide range of technical disciplines to design, develop, maintain, and integrate electronic subsystems and components, software systems, signal distribution subsystems, and other components required in the operation of the company's Los Angeles Technical Operations facility; will perform, at various professional levels, in one or more technical disciplines including software engineering, hardware engineering, systems architecture, systems engineering, systems integration, and testing; direct the Engineering staff involved in the installation maintenance, testing, and repair of all broadcast equipment and systems. Will also establish and maintain standards for Technical quality within the facility; coordinate with all clients, Net engineering, and Houston Operations concerning all engineering needs and requirements; prepare and maintain department operational budget including forecasting and maintenance of operational budgets, and Capital budgets; prioritize, plan, and direct all facility engineering projects. Individual will also plan and direct all technology needs as developed by Operations and oversee project development; plan and develop new technology for use in broadcast systems to meet ever-changing needs; work with General Manager and staff to develop Capital plans utilizing future technology.

Requires Bachelor's Degree in Electrical Engineering (BSEE) or the equivalent from a four-year college or technical school, or 4+ years' experience and/or training or the equivalent combination of education and experience; in-depth knowledge of engineering principles, design and development techniques and specialization in one or more of the following technical disciplines: software engineering, hardware engineering, systems architecture, systems engineering, systems integration, and test engineering; developed analytical and research skills and the ability to coordinate technical projects with other engineering organizations and outside vendors; the ability to work with engineering as well as non-engineering people with ease, especially in highly charged production environments. Candidate must also have a solid background in Budget preparation, especially relating to operating budgets, forecasts, and the preparation of Capital budgets.

We offer competitive salaries and excellent benefits. For immediate consideration, please submit your resume and salary history to: **Fox Channels Group, Human Resources Dept., Code: JK/DE, 1440 S. Sepulveda Blvd., Ste. 353, Los Angeles, CA 90025; fax to: (310) 444-8490. NO PHONE CALLS, PLEASE.** We are an Equal Opportunity Employer.

**ENGINEERS**

**Turner Broadcasting System** has career opportunities for experienced television engineers. These career positions demand an extensive background in equipment maintenance, digital video and audio, and knowledge of computer systems and networks. Please mail or fax your resume and cover letter to:

Jim Brown  
Assistant Vice President of Engineering Services  
Turner Broadcasting System, Inc.  
One CNN Center  
P.O. Box 105366  
Atlanta, GA 30348-5366

Fax: 404-827-1835 • Phone: 404-827-1638  
TBS is an equal opportunity employer



THE WORLD'S NEWS LEADER

YOUR MAY FAX YOUR AD  
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**TELEVISION - TECHNICAL DIRECTOR** Candidate must be able to efficiently perform switching duties for fast-paced newscasts and special programs. Candidate must be familiar with operation of Grass Valley 3000-3 Switcher, Abekas Deveous, Pinnacle DVE & Still Store, Chyron Infnit and Sony 370 studio cameras. Must be able to perform under pressure and meet deadlines. Creativity and communication skills required. Must be able to do some directing. Prefer a minimum of three years experience in a major market as a Technical Director doing newscasts. Degree in Communications or related field desired. Qualified applicants must be motivated, creative and able to meet strict deadlines. Please send resume and cover letters to: Jeff Jeandheur, Production Manager, KPRC-TV, PO Box 2222, Houston, Texas 77252.

**BROADCAST ENGINEER** for new serial digital Broadcast Center. USA Broadcasting is looking for experienced Broadcast Engineers for our expanding Ontario California Multi-Channel Master Control center. Candidates should possess knowledge with: Media Pool, Louth, Saturn Switchers, and DVC Pro. Teamwork and dedication is a plus. USA Broadcasting, a USA company, is the eighth largest television broadcast group in the nation, owning 13 UHF Television stations. Please reply with resume and salary history to: USA Broadcasting/Station Works, 3833 Ebony St., Ontario, CA 91761. Fax: 909-605-7301. Or via email: Stationworks@usabroadcasting.com

**TELEVISION/MAINTENANCE TECHNICIAN** WPHL-TV has an immediate opening for a Television Maintenance Technician. Applicant must be able to perform all maintenance on ENG equipment including Beta VTR's and cameras. Qualifications include 3 years experience in electronic news equipment repairs and SBE certification or Technical school degree. UHF Transmitter and Microwave experience a plus! Resumes/FAX to: Michael P. Hort, Engineering Manager, Dept. #008, 5001 Wynnefield Ave., Philadelphia PA 19131 - EOE - No phone calls please - Fax: 215-878-3737.

**MAINTENANCE ENGINEER** WWOR UPN9 is looking for a maintenance engineer. Candidates must have a minimum 2-years of appropriate education, plus 3-5 years of maintenance experience at a major market television station. Experience should include a solid background in digital electronics and proficiency in component level maintenance of audio/video distribution systems, switchers, studio and engineer cameras, and videotape equipment. Additional maintenance experience with server system, non-linear editing, computerized master control, and Linux/Unix operating environment is highly desirable. FCC general license or SBE Certification preferred. Please submit resume to WWOR-TV UPN9, 9 Broadcast Plaza, Secaucus, NJ 07096 Attn: Human Resources.

**VP/ENGINEERING** Channel 5 Public Broadcasting in beautiful Reno/Tahoe is looking for engineering leader. Combines senior management with hands-on engineering installation and maintenance. We're on a fast track for DTV and need a skilled engineer excited about adapting to changing technologies. Competitive salary, excellent benefits, and unbeatable quality of life in the high Sierra. Details at www.knpb.org or call 775-784-4555. Channel 5 is an EOE employer.

## FINANCE &amp; ACCOUNTING CAREERS

## TELEVISION CONTROLLER

KTVK, Phoenix's #1 news station, along with WB61 and azfamily.com is looking for a Broadcast Controller to join our management team in America's 18th largest and fastest growing television market. The Controller is responsible for financial planning of the Company, ensures adequacy of internal controls, compliance with policies and procedures, and manages the following areas: accounting; financial reporting, analysis and forecasting; accounts payable and receivable; general ledger; payroll and human resources.

A Bachelor's degree in accounting and a minimum of 5 years' experience in a related position, preferably in the media industry, as well as, a thorough understanding of financial theory and accounting principles is required. Candidate must have excellent communication and leadership skills. Knowledge of PeopleSoft and broadcasting traffic systems is beneficial. Prior accounting and supervisory experiences are mandatory.

**KTVK will offer the successful candidate a highly competitive compensation package including bonus opportunity and comprehensive benefits. For immediate consideration, e-mail your resume and salary requirements to: moates@belo.com or fax to: M. Oates at 214-977-6603.**

**KTVK is a member of the Belo Television Group. For more information about KTVK and Belo, please visit our website at <http://www.belo.com>**

BELO




Equal Opportunity Employer

## NEWS CAREERS

**FOX PHILADELPHIA, WTXF-TV** has three great producer openings: **EXECUTIVE PRODUCER** (Morning programs): Oversee 3 hrs information/entertainment/news broadcast. Content goes beyond news of the day. 4 yrs. producing experience on shows where throwing out the run down is a must. **10 PM SHOW PRODUCER**: One-hour news of the day along with late breaking news. 3 yrs. of line producing experience. **INVESTIGATIVE PRODUCER**: 3 yrs. of special projects or investigating producing necessary to join unit with a second producer, dedicated reporter and photographer. For consideration, applicants should forward resume and non-returnable tape to: FOX Philadelphia, Human Resource Dept - BC, 330 Market Street, Philadelphia, PA 19106. Fax: 215-413-3832. Please state the job title and Broadcasting & Cable in your cover letter. For up to date job listings visit [www.foxphiladelphia.com](http://www.foxphiladelphia.com) EOE/M/F/D/V WTXF is an Equal Opportunity Employer. No phone calls please.

**NEWS PHOTOJOURNALIST/TRUCK OPERATOR** Richmond's No. 1 news operation seeks microwave truck operator. Send cover letter, resume and non-returnable VHS demo tape to Willie Redd, Chief Photographer, NBC12, 5710 Midlothian Turnpike, Richmond, VA 23225. EOE M/F/D.

 Accepting resumes for Experienced Producers. To produce music programming live and taped. Send resume: Black Entertainment TV, 1899 9th Street NE, Washington, D.C. Attn: Tia Butler

**WEEKEND ANCHOR** KFSN-TV, an ABC/Disney owned station in Fresno, CA, is looking for a Weekend Anchor/Reporter. Must have a minimum of 2-years of commercial television anchoring experience. Duties include story writing, copy editing and anchoring weekend newscasts, along with internet news updates. We need someone who can focus on taking command of the anchor desk on weekends and break interesting, relevant enterprise stories as a reporter during the week. You should have a bachelor's degree (Journalism preferred) great story telling and live shot skills and a winning attitude. Bilingual skills are a plus. Send your tape and resume to: KFSN-TV, Personnel Dept., Dept. BC, 1777 G Street, Fresno, CA 93706. Women and minorities are encouraged to apply.

**NEWS PRODUCER** An award-winning news department is looking for a news producer. This is a full-time position that requires good writing skills and news judgement. If you have experience, send us a letter, resume and non-returnable tape to Veronica Bilbo, EEO Officer, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

**NEWS VIDEOTAPE EDITOR** WPXI-TV has an immediate opening for a full-time videotape editor. Applicants should have at least 3 years experience with video tape editing for prime time newscasts. Playback experience a must as well as operating live truck/ENG equipment. Send tape and resume to Linda Cooper, Chief Editor, 11 television Hill, Pgh., PA 15214. No Phone Calls. EOE.

**NEWSWRITER/PRODUCER TRAINEE** WTVB-TV, Raleigh-Durham, North Carolina seeks qualified applicants for its Minority Management Training Program. The purpose of the program is to seek out individuals who have demonstrated, through previous work experience, that they have the aptitude, the knowledge and the ambition to be a television news producer. Candidate should have the potential and the interest in assuming a management position in a television news department. The trainee is supervised by news producing, research, assignment desk work, story and event planning and newswriting. College degree in broadcast or print journalism and a minimum of 2 years prior experience in the broadcast industry required. This is a 12-month program. Send resume to: Monica Barnes, Community Affairs Director, WTVB-TV, PO Box 2009, Durham, NC 27702. No phone calls please. EOE.

**PRODUCER DIRECTOR** WCBD-TV, Media General Broadcast Group. [www.mgbg.com](http://www.mgbg.com) WCBD-TV Charleston SC, NBC affiliate seeks a Producer/Director for our fast paced 6 and 11pm newscasts. Candidates must be able to work well under pressure, meet deadlines and deal effectively with crew. Must be able to direct error free fast paced graphic intense newscast. Leadership and motivational skills are a must. Experience as a news director is required. Send resume to HR Dept. 210 W. Coleman Blvd. Mt Pleasant, SC 29464. EOE M/F Drug Screen.

**PRODUCER** KFDX-TV is seeking a Producer. Responsibilities include writing and content of regular scheduled newscast. College degree preferred. Send cover letter and resume to: Scott Coppenbarger, News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX-TV is an Equal Opportunity Employer.

**CAMP REPORTER** KFDX-TV is seeking a Temporary Cowboys Camp Reporter. Responsibilities include extended coverage of Dallas Cowboys Training Camp. Commitment is approximately 4-5 weeks. Send cover letter, resume and non-returnable VHS tape to: Scott Coppenbarger, News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX-TV is an Equal Opportunity Employer.

**WEATHERCASTER/REPORTER** needed for ABC26 WGNO-TV Tribune Broadcasting in New Orleans. Anchor weekend weather/report weekdays. Minimum 2 years on-air TV experience required. Weather requirements include conversational, easy to understand style with excellent graphic presentation. Reporting requirements include superior writing, storytelling and live skills. Send non-returnable VHS and resume/cover letter to Keith Cibulski, WGNO-TV, 2 Canal St. - Ste. 2800, New Orleans, LA, 70130; fax (504) 581-2182; email: [KCibulski@tribune.com](mailto:KCibulski@tribune.com) EOE

**REPORTER** Washington, D.C.'s only 24-hour source for local news, is seeking a Reporter who thrives in a dynamic and heavy news environment. Visit our "Jobs" link at [www.newschannel8.net](http://www.newschannel8.net) for detailed information. Please send a cover letter, resume, and non-returnable VHS or Beta tape to: Director of Human Resources, NEWSCHANNEL 8, 7600-D Boston Blvd., Springfield, VA 22153 or fax to 703-912-5436. No telephone calls, please. EOE.

## NEWS CAREERS

**REPORTER and ANCHOR/REPORTER** Looking for only the best! ABC affiliate in sunny Florida seeks another strong general assignment reporter. Live skills a plus! We also need an Anchor-Reporter with street savvy and on-set class. Send Tapes and resumes to: Steve Rollison, News Director, ABC NEWSCHANNEL 27, WTXL-TV, 7927 Thomasville Road, Tallahassee, FL 32312. EOE. No phone calls, please!

**REPORTER/PRODUCER** KVIE, Channel 6 public television station seeks a creative on-air reporter/producer for two high profile weekly series. Ability to work flexible hours and travel throughout California. Four or more years as a TV news or feature reporter required. If you approach your work with a sense of curiosity about people, places, and things, send a cover letter, resume, and non-returnable VHS to: Human Resources, KVIE, Inc., PO Box 6, Sacramento, CA 95812. Refer to our website at [www.kvie.org](http://www.kvie.org) for complete listing of duties. Open until filled. AA/EEO/M/W/D/V.

**REPORTER** Self-starter with strong writing skills and compelling on-air delivery. Must deal well with live breaking news. Videotape editing and computer skills required, with at least one year of commercial TV news experience. Send resume and tape to News Director, WTVC, PO Box 60028, Chattanooga, TN 37406-0028. Equal Opportunity Employer.

**REPORTER** Richmond's No. 1 news operation is looking for a creative and aggressive reporter. Successful candidate will have 2 years reporting experience and be proficient in both research and Live reporting. Send resume and non-returnable VHS demo tape to Nancy Kent, News Director, NBC12, P.O. Box 12, Richmond, VA 23218. No calls. EOE M/F/D.

**DIRECTOR** KDLT-TV (NBC) is searching for a Director for the 6:00pm and 10:00pm newscasts. Prefer candidate with 2-3 years experience. Must be computer friendly and possess good editing skills. Creativity a must! Director recruits and oversees production crew. Send resume and tape to: KDLT-TV, Jeff Nelson, News Director, 3600 S. Westport Avenue, Sioux Falls, SD 57106. F/M, EOE.

**ASSOCIATE DIRECTOR/STAGE MANAGER** WWOR-TV UPN9 has an immediate opening for an Associate Director/Stage Manager. Candidate must have 3-5 years major market experience as an Associate Director/Stage Manager along with control room experience in a news environment. Directing experience is preferred, master control operations is a plus. Must be able to work a rotating schedule and weekends. Please send tape and resume to: Liz Rivera-Diaz, Human Resources Supervisor, WWOR-TV UPN9, 9 Broadcast Plaza, Secaucus, NJ 07096. EOE M/F/V/D.

**SPECIAL PROJECTS PHOTOGRAPHER** WTVD-TV, an ABC owned station is looking for a creative, experienced photographer for our special projects unit. The ideal candidate is a visual storyteller with strong editing skills. This position works with our consumer, health, and features reporters as well as covering general assignment stories. Live truck experience a plus. Rush tape/resume to: Bob Hitchcock, News Operations Manager, WTVD, 411 Liberty Street, Durham, NC 27701. EOE.

**ASSOCIATE PRODUCER** KTRK-TV has an opening in the News Department for a newscast Associate Producer. Applicants should have experience in broadcast journalism and news writing, as well as a good understanding of television production techniques. Candidates should understand news feeds, and should have the ability to research and write stories independently, using wire services, assignment desk notes, reporter notes, and other material. A desire to produce newscasts or special programming is preferred. Candidates should also be computer literate, and be familiar with the Internet, or have a strong desire to learn. Interested applicants should send a resume, references, cover letter and recent writing samples to: Clay Kirby, Executive Producer, KTRK-TV, 3330 Bissonnet Street, Houston, TX 77005. No telephone calls, please. Equal Opportunity Employer.

**KFMB-TV CHANNEL 8 NEWS NEWSCAST DIRECTOR** KFMB TV in San Diego, California is looking for a strong Newscast Director with comparable market experience. Must possess all the skills needed to direct a fast paced, often changing, heavy live shot laden Newscast involving a full complement of studio and field talent. Must understand technical OPS so as to effectively deal with in-house crews. Effective interaction with producers and crew essential. Must be willing to work nights and weekends. Shifts include multiple shows. Qualifications include clear and concise communication and a quick decision-making. Must be able to adjust to last second changes, working without scripts while dealing with a fast paced, 4-studio cam and multiple ground/air ENG newscast. Send resume to KFMB Stations, Human Resources, 7677 Engineer Road, San Diego, CA 92111 or email [psanchez@kfmb.com](mailto:psanchez@kfmb.com) or fax (858) 278-3741 EOE.

**TV WEEKEND REPORTER** WAVY News 10 is looking for A Part Time Weekend Reporter. Applicants must have at least one year experience as a television reporter and a college degree. No phone calls. Please send tape and resume to Jim Turpin, News Director, WAVY-TV, 300 Wavy St., Portsmouth, VA 23704 EOE.

## PUBLIC RELATIONS CAREERS



Discovery Networks seeks trade & business media relations manager w/ at least 5-6 years experience to develop and implement publicity strategy for Discovery Networks, U.S. Write releases, develop story ideas & manage publicity initiatives for trade shows, ad sales, affiliate sales, research and digital networks. Organize press events, prepare senior company execs for interviews, pitch business & programming overview stories. Manage staff & agencies. No phone calls. Send resume to:

**Katherine Urban**  
Director, Communications  
Discovery Networks  
7700 Wisconsin Avenue  
Bethesda, MD 20814 or  
Fax to: 301-771-4053

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## RESEARCH CAREERS

## Director of Daytime and Children's Research

New York

The Research Department of the **ABC Television Network** is seeking an individual to oversee TV ratings research for daytime and children's programming. This will include compiling, analyzing, and forecasting TV ratings information. You will also act as a liaison to Sales, Programming, Public Relations, and Marketing; as well as outside media community.

Candidates must have a minimum of 7+ years' experience in network or local ratings research, strong analytical & communication skills, and the ability to work independently. Computer skills (particularly knowledge of Excel, Word & PowerPoint) are essential. College degree preferred.

For immediate consideration, please send resume (which must indicate salary history) to:

**ABC, Inc.**  
Employee Relations Dept. SS/DRR  
77 West 66th Street  
New York, NY 10023

We are an equal opportunity employer m/f/d/v.



**RESEARCH CAREERS**

**RESEARCH MANAGER** KSTW-UPN 11, a Paramount O&O, seeks a Research Manager. Responsibilities include analyzing audience delivery, providing estimates, creating custom research projects, working with sales department in training on research tools and agency/client presentations. Will use all available research/marketing tools to effectively position KSTW in market. Knowledge of TVScan, Scarborough, Nielsen broadcast ratings, shares and estimating procedures required. Proficiency with MS Word, Excel and PowerPoint necessary. Send resume to HR, KSTW, 2320 So. 19th, Tacoma WA 98405. EOE.

**PRODUCER CAREERS**

**COORDINATING PRODUCER (LIVE TELEVISION)**

PGA TOUR has an opportunity for a Coordinating Producer (Live Television). This position oversees early-round production of PGA TOUR events. Duties include overseeing roll-out/integration of the PGA TOUR ShotLink Scoring System; pre-production planning for the 2001 SENIOR PGA TOUR television package; and handling the on-site needs of International Television, PGA TOUR Radio, and pga.com. Also manages remote production budget.

Requires a Bachelor's degree in Communications (or related field) and 8-10 years in television sports production and/or programming. Familiarity with live remote sports production essential. Prior experience in live television golf production a must. Excellent communication and interpersonal skills also required. Management experience preferred. Strong interest or experience in new technology/new media highly desirable. Extensive travel required.

We offer a great benefits and compensation package. For consideration, please send your resume to: **PGA TOUR, Inc., Attn: HR-CP, 100 PGA TOUR Blvd., Ponte Vedra, FL 32082.** No phone calls, please.

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

EOE, M/F/D/V



**VIDEO LIBRARY MANAGER CAREERS**

**VIDEO LIBRARY MANAGER** National TV syndicator seeks New York City based hands-on manager for extensive in-house video tape library operation position. Will be responsible for: hiring, training and supervising video tape researchers and transcriber staff; supervising archive licensing representative in the areas of marketing and licensing of footage; maintaining the library database; recommending upgrades and coordinating show production requirements with video library resources. Ideal candidate should have proven supervisory experience in a similar TV or cable production environment. Good communications skills a must. EOE. Competitive salary and attractive benefits. For immediate consideration, please e-mail your resume & salary history to: [KWLIB@KINGWORLD.COM](mailto:KWLIB@KINGWORLD.COM) or Fax (212) 586-8012.

**PRODUCTION CAREERS**

**DIRECTOR/ASSOCIATE DIRECTOR** WISH-TV has opportunities available for Director/Associate Director. Applicants must have a college degree and a minimum of 3 years experience directing news. Operational knowledge of GV4000 Switcher and Krystal a plus! Reply to: Production Manager, WISH-TV, 1950 N. Meridian Street, Indianapolis, IN 46202. No phone calls please! WISH-TV is an equal opportunity employer. (EOEMF)

**CREATIVE SERVICES CAREERS**

**PRODUCTION CAREERS**

**CABLE TV PRODUCER** C-NET, Centre County's Government and Education Access Channel, is looking for a daytime staff producer, a full-time professional position responsible for program production. Duties include assisting with recruitment, supervision, and training of production volunteers, and producing programs. Qualifications: Bachelor's or Associate's Degree in Broadcast Production or related field, the ability to lift and transport Video and Audio equipment, and a valid driver's license. Starting salary: \$18,000 - 20,000 depending on qualifications, plus excellent benefits package. Application Deadline: May 19, 2000. Send cover letter, resume, and VHS or SVHS demo tape to: C-NET, 123 South Burrowes Street, Suite #304, State College, PA 16801. EOE

**BROADCAST TECHNICIAN** The KTRK-TV Production Department is looking for a full-time Broadcast Technician. This person should have experience in all aspects of television production, be a self-motivator and work well with others. Job requires flexible hours including weekends and holidays. Send resumes to: Rick Herring, Senior Director, KTRK-TV, 3310 Bissonnet, Houston, TX 77005, Fax (713) 663-8723. No phone calls, please. Equal Opportunity Employer M/F/V/D.



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You'll enjoy the compensation and resources you'd expect of a leader. For immediate consideration, send your resume to: CNBC Employee Relations, T.T., 2200 Fletcher Ave., Ft. Lee, NJ 07024. Fax: 201-346-2338. No phone calls please. CNBC is an equal opportunity employer M/F/D/V

For more information on CNBC and its programming, visit the network's internet site at [WWW.CNBC.COM](http://WWW.CNBC.COM)

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**CREATIVE SERVICES CAREERS**

**CREATIVE SERVICES** Quantel Editbox/HAL Editor. KUTV, Salt Lake City - a CBS O&O, is searching for an editor/artist experienced with Editbox and/or HAL to join its award-winning Creative Services Team. If you like variety and want to work and play in the beautiful Mountain West, this is your chance to shine in a positive, creative environment, working on high-end commercials, promos and graphics. Call John Greene @ (801) 973-3001, or send a resume and non-returnable videotape to: John Greene, Creative Services Director, KUTV/CBS, 2185 South 3600 West in Salt Lake City, UT 84119.

**RADIO****MANAGEMENT CAREERS**

**MANAGER OF RADIO SALES** SmartRoute Systems is one of the nation's leading firms providing real-time traffic information to radio, TV, Internet and Wireless businesses across the country. SmartRoute Systems is in search of an individual responsible for the aggressive sale of its "SmarTraveler" traffic service to radio stations and group owners nationally. The position requires 60% travel and face to face selling and negotiations with local radio operators, regional management and group owners. A thorough working knowledge of the radio industry is required with at least 5 years of direct sales experience, excellent negotiating and closing skills, knowledge of Microsoft Office and ACT is a plus. Interested candidates should submit their resume, cover letter and salary requirements to Human Resources at: SmartRoute Systems, Inc., 141 Portland Street, Cambridge, MA 02139, Fax (617)494-9973, or e-mail: Jobs@smartroute.com.

**PROJECT MANAGEMENT CAREERS**

**PROJECT MANAGER** National Public Radio, manager of the Public Radio Satellite System, seeks an experienced project manager for an earth terminal refurbishment project. Candidates must have experience managing national projects. Experience in earth station construction highly desirable. Send cover letter indicating job #1028 and resume to: National Public Radio Human Resources Dept. 635 Massachusetts Ave., NW Washington, DC 20001, fax to 202-414-3047, or email "employment@npr.org". NPR is an Equal Opportunity Employer.

**SALES CAREERS**

**SELLING STATION MANAGER** needed for Florence, S.C. radio station. Ideal climate, one hour from Myrtle Beach. Rapidly growing business center. Ideal for someone with good sales skills, aspiring to work in sales/station management. Phone Tom Gentry, 9-5, Mon-Fri, (704) 596-1240. Send resume to PO Box 18614, Charlotte, N.C., 28218, att: Tom Gentry.

**NEWS CAREERS****Senior National Editor, National Desk**

Supervises the overall operation of the National Desk and all staff members assigned to the National Desk and Washington Bureau; manages assignments; provides editorial guidance to staff members; coordinates coverage of news stories and features with NPR news programs and the Foreign, Cultural, and Science Desks; supervises preparation of air material; responsible for editorial integrity and quality of air product. Bachelor's degree or equivalent experience required. Ten years journalism experience required. Experience should include work on investigative stories, feature reports, and coverage of breaking news, managerial experience supervising editors and producers, and experience maintaining high journalistic standards under deadline pressure. Strong editorial skills and judgment; significant skills for planning and scheduling in a union environment; and a demonstrated understanding of effective management principles required. Must have considerable knowledge of national affairs and regional politics and issues. Experience with public radio news programming preferred. Job Code #B&C195.

**Midwest Editor, National Desk**

Edits program materials submitted by reporters and other contributors; initiates, plans and produces program materials for broadcast; and works closely with the regional Bureau Chief to make assignments to station, freelance, and staff reporters in the region. Bachelor's degree or equivalent experience required. Six years journalistic experience required. Thorough knowledge of news and feature reporting techniques; and considerable skill in both news and feature editing required. Demonstrated ability to organize and disseminate information and to coordinate daily news coverage; and knowledge of regional issues and politics preferred. Broadcast writing, audio production, and management experience preferred. Job Code #B&C266.

**Editor, National Desk**

Specializes in coverage of education and poverty, but takes on other areas as assigned. Assists Supervising Senior Editor in the preparation of air material and assignments made to reporters; suggests ideas for interviews and reports on education and poverty issues; edits program materials submitted by reporters and other contributors; solicits education and poverty stories from station reporters; initiates, plans, and produces program materials for broadcast; and fills-in for regional editors and Supervising Senior Editor and supervises staff, as assigned. Bachelor's degree or equivalent experience required. Ten years' journalism experience; familiarity with welfare reform, education, and related issues; demonstrated understanding of sound management and supervisory principles; and ability to direct coverage of special topics required. Experience editing for a daily news organization under deadline pressure; and broadcast experience preferred. Job Code #B&C851.

**Senior Editor, Morning Edition**

Note: This is a temporary, 18-month, part-time, 20 hours per week position. Provides editorial planning for Morning Edition; supervises preparation of air material to ensure the editorial integrity and quality of that material; and edits freelancers and producers as assigned. Bachelor's degree or equivalent combination of education and experience required. Ten years journalism experience, with at least five years at the national level; strong editing and writing skills; and ability to effectively work with a diverse group of individuals. Experience in broadcast journalism preferred. Job Code #B&C1018.

**Editor/Producer, Science Desk**

Note: This is a part-time, 30 hour per week position. Responsible for editorial planning and coordination of coverage on the Science Desk; supervises assignments and provides editorial guidance to staff and freelance reporters; supervises preparation of air material to ensure editorial integrity and quality of material; serves as a producer for Science Desk stories; and monitors programming and provides critiques. Bachelor's degree or equivalent, related experience required. Six years experience as a news editor or reporter covering national news stories; knowledge of the basic principles of the health sciences; considerable skill in both news and feature editing; and thorough understanding of the principles of effective audio production required. Experience working in and/or knowledge of public radio and the public radio system preferred. Job Code #B&C1030.

**Editor, Foreign Desk**

Assists in program and coverage planning of the foreign news report, with focus on Middle East and North Africa; makes assignments and provides editorial guidance to reporters and production staff; initiates, plans and produces program materials for broadcast; supervises preparation of air material and is responsible for editorial integrity and quality of on-air product. Monitors programming and provides critiques. Bachelor's degree and/or equivalent work experience required. Seven years' journalistic experience with at least two years' experience reporting or editing foreign affairs required. Daily news experience, expertise in Middle East and North African issues and politics preferred. Experience living and working abroad preferred. Thorough knowledge of broadcast writing and audio production preferred. Job Code #B&C1039.

Send/fax cover letter & resume identifying position by number and title

National Public Radio  
Human Resources Department  
635 Massachusetts Avenue, N.W.  
Washington, D.C. 20001  
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Working in a fast-paced, operationally intensive environment, you will be responsible for advising senior management on technical/operational issues, and leading a large, cross-functional team comprised of operations, engineering, tech support, IT and finance professionals. You'll also oversee operating budgets and capital projects, market excess production and distribution capacity, and manage sales and costs to achieve financial goals.

To qualify, you must have a degree in Engineering (or related field), a minimum of 10 years' engineering management experience, and in-depth knowledge of satellite transmission and Internet technologies. Strong analytical, presentation, and project management skills; as well as the ability to communicate technical information to non-experts are essential.

We offer a competitive salary and benefits package. For confidential consideration, please forward resume (indicating salary history) to: **Human Resources Department, ABC Radio Networks, 13725 Montfort Drive, Dallas, TX 75240. e-mail: sbarta@abc.com**

**Vice President  
Broadcasting  
Technology  
New York City**



**ALLIED FIELDS**

**DIRECTOR CAREERS**

**DISTRICT DIRECTOR WLRN** Educational Services, Miami-Dade County Public Schools. Qualifications: Master's degree in Accounting, Management, Business Administration, Education or related field with work experience equivalent to a Master's degree. Minimum of five (5) years experience in management, business or school site administration. Extensive knowledge of budgetary systems and personnel administration as demonstrated by education, training and job related experience. Ability to communicate effectively in both oral and written form. Ability to interface with management at all levels. Salary: \$72,690 Liberal Benefits, Lateral deadline: April 25, 2000, Deadline to apply: May 5, 2000. Incomplete applications will not be processed. Submit letter of application (include title of the position of interest), resume, copy of transcript or diploma, and two letters of reference written within this calendar year to: Ms. Carolina F. Naveiras, Executive Director, Management Selection, 1500 Biscayne Boulevard, Suite 144, Miami, Florida 33132. Please call (305) 995-7085, May 9, 2000, after 3:00pm for screening results. A veteran of active military service during World War II, Korean conflict, Vietnam Era or Persian Gulf War or the spouse of a veteran killed or disabled by such service should include a copy of DD 214 Form or similar statement of service. Drug screening and fingerprinting are required prior to employment. An Equal Opportunity Employer.

**PRODUCTION CAREERS**

**COORDINATOR/VIDEO LABORATORIES P&A-3** Broadcast & Cinematic Arts. Twelve month position begins August 2000. Manages daily operations of student video facilities, including oversight of production/promotion processes for cable and future streamed programming. Will be responsible for the development of a sports broadcasting unit and occasional instruction of video classes. Required qualifications include Master's degree in related field; knowledge of analogue and digital studio and field production; ability to communicate effectively; and demonstrated positive interpersonal skills. Desired qualifications include significant professional experience. Send letter of application, resume, and three letters of recommendation by May 15 to Dr. Peter Orlik, Broadcast & Cinematic Arts, Central Michigan University, 344 Moore Hall, Mt. Pleasant, MI 48859. CMU provides a flexible benefit package, an excellent retirement program, and tuition waiver for employee and family. CMU, an AA/EO institution, is strongly and actively committed to increasing diversity within its community (see [www.cmich.edu/aaao.html](http://www.cmich.edu/aaao.html))

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**TECHNICAL CAREERS**

**DIRECTOR OF ENGINEERING** The State of Wisconsin Educational Communications Board, the licensee of five public television and 18 public radio stations, has an immediate opening for a Director of Engineering/Chief Engineer. This position is responsible for the planning, development, and ongoing management of statewide delivery engineering for the Wisconsin Public Radio and Television networks. The Director Engineering has overall responsibility for coordinating the work of 44 Engineering/Operations professionals in the Engineering Division. Successful applicants will have education, training, credentials and experience demonstrating the capacity to provide leadership to a strong engineering team. The individual will be responsible for planning and implementing the digital transition for the state radio and television networks, including replacement of head end facilities and the broadcast network interconnect. A successful candidate will have 7+ years of experience in complex project management, broadcast technology and supervision of staff. Must be thoroughly familiar with digital broadcast technology and transmission systems, from Master Control through antenna. Attractive and competitive salary commensurate with qualifications and experience. Excellent benefit package. Headquarters location: Madison, WI. Send detailed resume and salary history in confidence to: Personnel - Director of Engineering Search, The Wisconsin Public Broadcasting Center, 3319 West Beltline Highway, Madison, WI 53713. Include a letter describing how your experience will contribute to the Wisconsin state radio and television network conversion to digital broadcasting. Candidate consideration begins immediately and position remains open until filled. An Equal Opportunity Employer.

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## FACULTY CAREERS



## KNIGHT CHAIR in POLITICAL REPORTING

The S.I. Newhouse School of Public Communications at Syracuse University is seeking to fill The Knight Chair in Political

Reporting. This is a full-time, tenured position at the rank of Full Professor. The Chair is supported by a generous grant from the John S. and James L. Knight Foundation.

The school is seeking a veteran and/or broadcast reporter who has significant experience covering all aspects of the campaign, election, and governance processes at the national, state or local level. National experience is preferred, but journalists who have received national recognition for state or local coverage are encouraged to apply.

The Knight Chair will teach political reporting, media-government relations, and such other courses as will help prepare the next generation of political reporters. To bring attention to new thinking in this area, The Knight Chair will convene conferences and symposia, build bridges to the Maxwell School of Citizenship and Public Affairs at Syracuse University, and disseminate original work. One focus of the teaching and scholarship should be the impact of the Internet on the political process.

In addition to salary and benefits, the position provides clerical assistance and funds for travel, conferences, publications, computer hardware and software, and other technology.

Candidates should send a letter of intent, a professional resume, representative examples of their best work, and the names and addresses of three references to: **David M. Rubin, Dean, S.I. Newhouse School of Public Communications, Syracuse University, 215 University Place, Syracuse, NY 13244-2100.**

Applications will be considered on a rolling basis until the position is filled. The School seeks to fill the Chair following the 2000 Presidential election, either by January 2001 or August 2001. A baccalaureate degree is required, a master's degree is preferred.

The Newhouse School at Syracuse University is regarded as one of the nation's leading professional schools of mass communication in a liberal arts setting, with 1,700 undergraduates, 150 master's students, 15 doctoral students, and a faculty of 57. The city of Syracuse supports a symphony orchestra, an opera company, a repertory theater, minor league baseball and hockey, and a Division One athletics program. It is a half-day's drive to New York City, Philadelphia, Boston and Toronto. For more information about Syracuse University and the Newhouse School please visit the following websites: [www.syr.edu](http://www.syr.edu) or [newhouse.syr.edu](http://newhouse.syr.edu)

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## Kenny lives!

After worrying that it would lose Matt Stone and Trey Parker to the lure of big bucks, Comedy Central has snared the creators of its biggest hit, *South Park*. Expected to be announced Monday, the deal includes new episodes for three more years plus a commitment to air another series.

According to industry executives, Comedy Central beat out more-lucrative proposals from NBC's in-house production unit, The WB and Michael Ovitz's start-up ATG Group.

The network described the agreement only as a "multimillion-dollar" deal, but President Larry Divney said it sweetened some back-end elements of the old package: The pair gets an increased slice of *South Park* merchandising and a piece of any domestic syndication revenues. "Where we won was the creative environment," he said. "Would NBC studios or whatever let them do what they wanted?"

Creative freedom is not limited to having 6-year-olds swear. After the raid on the home of Elián González' Miami relatives, the production team hurriedly inserted scenes—including Janet Reno dressed as the Easter Bunny accompanying troops to seize Romanian child quintuplet acrobats—in last Wednesday's episode.

Parker, Stone and their agent and lawyer did not return calls for comment.

—John M. Higgins



'South Park' creators Trey Parker (l) and Matt Stone spurned NBC and Mike Ovitz to reup with Comedy Central.

**ESPN notified cable operators of the 20% rate increase built into its last round of carriage deals.** The increase puts ESPN's monthly subscriber fee at \$1.20 up from the \$1 rate most affiliates are paying. Cable operators typically spit nails at ESPN's rate rake, saying the network went overboard on its \$4.8 billion bid to snag the NFL. They also know that if they pull ESPN, sports fans across the country will take up pitchforks and torches to get it reinstated. An ESPN spokesman said that minute amounts to about 60-65 cents per sub per month for operators. The new rate goes into effect August 1.

**Fox TV Stations Chairman and CEO Mitch Stern last week hand-**

**ed off the day-to-day chores at the 22 Fox owned-and-operated TV stations.** Taking over there will be Thomas Herwitz, who had been executive vice president at Fox TV Stations. He was named president of station operations. As for Stern, "I want to spend more time at Twentieth Television on program development. The goal is to really make Twentieth a big player in first-run syndication and programming. I think, in the next two years, Twentieth Television will be in the same league with the Paramounts, Columbia TriStars and King Worlds." Stern also promoted Jim Burke to president of sales at both the Fox TV stations and Fox's 11 regional cable sports networks.

**The FCC wants to delay**

**until September the auction of spectrum now used by ch. 60-69,** according to a letter from FCC Chairman William Kennard to key members of Congress. The auctions were scheduled for June 7 and 14, but Kennard has "serious concerns about the compressed timing for these auctions." Congress has required the FCC to auction the spectrum in the 700 MHz band by Sept. 30 so it can include the estimated \$2.6 billion in receipts in the fiscal 2000 budget. The FCC plans to sell the spectrum to potential providers of fixed and mobile wireless broadband services, who would buy the spectrum now but not be able to use it until the broadcasters currently using the spectrum move off of it (see related story, page 20).

The FCC is encouraging broadcasters to work with the new providers to vacate the spectrum as soon as possible.

**James Womack has been tapped as executive vice president, a newly created post, at CNN Newsource.** He will oversee all operational and editorial activities at the company, which serves up syndicated info to 600 affiliates across North America. Based in Atlanta, Womack will report to CNN Newsource Executive Vice President Eason Jordan and will work closely with the outlet's sales president Susan Grant. "Jack is one of the key architects of CNN Newsource and one of the driving forces behind its success," said Jordan. Most recently, Womack served as executive vice president of CNN Headline News.

**Ed Goren has been promoted to president of Fox Sports. He had been executive producer since Fox sports came into being, with the network's acquisition of an NFL package in 1994.** Before that, he was longtime senior producer of CBS' NFL coverage and, at various times, oversaw production on most of the key sports covered by CBS. Goren succeeds David Hill, who last summer was named chairman and CEO of Fox Sports Television Group. He'll continue to report to Hill and, along with Hill, will continue to executive-produce all Fox Sports programs.

**The Television Bureau of Advertising has appointed Abby Auerbach a senior vice president.** She will join the association in June

after 17 years at Ogilvy & Mather. Her responsibilities will include marketing, media analysis, strategic planning and customer relations. She will also head efforts to speed electronic communications among stations, rep firms and ad agencies. TVB made electronic billing a priority at its board meeting in Las Vegas last month.

**John Kamp is striking out on his own.** After 11 years as lead lobbyist for the American Association

of Advertising Agencies in Washington, he's leaving to establish his own consulting practice. Kamp says he expects to represent clients on Internet privacy and pharmaceutical advertising, two areas he worked on for the AAAA.

**After receiving a binder of merger reviews pending before the FCC, Senate Antitrust Subcommittee Chairman Mike DeWine (R-Ohio) and ranking member Herb Kohl (D-Wis.) are**

**working to pass legislation that would require the FCC to complete most reviews within three months.** "Senators DeWine and Kohl are determined to find floor time for this in the next few months," said a subcommittee staffer. "This is the kind of bill that can move quickly." A similar House bill, sponsored by Rep. Chip Pickering (R-Miss.), awaits a vote by the telecommunications subcommittee.

**A Dallas anchor has**

**filed suit in a Texas court charging several leading media-ethics experts with violating journalism standards by fabricating facts to fit an ethics scenario.**

KXAS-TV Fort Worth anchor Mike Snyder says the Society for Professional Journalists, Poynter Institute and experts Jay Black, Bob Steele and Ralph Barney misstated in a 1999 book, *Doing Ethics in Journalism*, Snyder's involvement with the election campaign of now-Texas Governor George W. Bush. Although Snyder acknowledges that he introduced Dick Armev at a political picnic in 1994, contrary to the book's account, he did not make appearances on behalf of Bush's campaign and did not defend any such actions. The defendants have apologized and have offered to publish a correction, but their attorney told Dallas-area newspapers the errors were immaterial, noting that Snyder was criticized at the time for his involvement in the picnic and disciplined by the station. But Snyder told BROADCASTING & CABLE that much of what appeared in the book had no basis in fact or published reports anywhere and that he was never contacted for confirmation. "These guys are not cub reporters," he said. "They are the popes of journalism" and violated the standards they actively advocate. Settlement talks are scheduled, according to Snyder, who says any settlement would have to include an admission of fabrication.

## NBC signs 'ER,' but for millions less

NBC's drama *ER* will remain open through 2003-04.

In an effort to secure its long-term Thursday-night success, NBC gave the Warner Bros. drama a three-year renewal that will keep the medical series on the air through its 10th season.

Prime time television's most expensive drama will take a pay cut starting in fall 2001, from \$13 million per episode to \$8 million to \$9 million per episode under the new contract, sources say. It will remain the most expensive drama on network television, though. The current contract runs through May 2001.

Some in Hollywood say the *ER* renewal may be a goodwill gesture by NBC, which is trying to woo Warner Bros. with a renewal of the studio's other top series *Friends*. The contract for the Thursday-night sitcom ends after the current season, and negotiations for another year are expected to go down to the wire. NBC and Warner Bros. executives had no comment.

*ER*, currently in its sixth season, will likely receive an NBC guarantee to remain in its Thursday 10 p.m. time slot, sources say. The deal is not cast-contingent, so NBC will be forced to keep *ER* going even if some of the show's top stars bow out early. Cast members Noah Wyle, Anthony Edwards and Eriq La Salle are under contract through the 2001-02 season.

The drama has been network TV's highest-rated prime time drama since its arrival in 1994, but it has shown some erosion this season. *ER* is off 1.2 million viewers from last year at this time (25.4 million vs. 24.2 million), but remains the top show on television in the key adults 18-49 demographic, averaging an 11.6 rating/31 share season-to-date, according to Nielsen Media Research. —Joe Schlosser



*'ER' will stay on NBC at least through 2003-04. Ratings have dipped this year.*

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## Somebody call a spectrum cop

It's déjà vu all over again, all over again. First there were the battling multipath interference studies of 8-VSB reception, then there were the battling interference studies over low-power FM's effect on existing service. Now there is the fight between terrestrial broadcaster Northpoint and DBS companies EchoStar and DirecTV, which may come down to battling interference studies.

Northpoint, which started out as a local-into-local service, has expanded its worldview and now plans to offer a service analogous to DBS or cable, with local channels, a host of programming services and Internet access. The rub: It wants to operate in the DBS band. Enter fierce competitors DirecTV and EchoStar, suddenly made allies by the threat. The key, for us, is the nature of that threat. As we said of the low-power FM debate, to the degree the incumbents are simply trying to protect their turf from competition, they must fight alone. But in a world where sharp pictures and great sound are keys to being competitive, interference is a serious concern. The FCC is obligated to make an independent determination of how well founded that concern is.

Incumbent operators should not be protected from competition, but they must be protected from interference.

## A private matter

Here's something new for broadcasters and their Washington representatives to worry about: online privacy. As TV and radio stations move onto the Web, they are collecting personal information on the thousands who visit their sites.

As any marketer will tell you, such data has value. Stations can use it themselves or sell it to others. But as the broadcasters' databases grow, so does public concern about how information acquired from Web surfing is being used and disseminated. That concern has already translated into congressional hearings and regulatory legislation. Although Congress has passed a law protecting children's online privacy, it seems to be willing to wait and see if efforts at self-regulation prove sufficient to protect adults. All it takes, however, is a few sensational headlines about privacy abuse to kick the lawmakers into high gear.

Not long ago, broadcasters could have napped through this debate. But most are now dotcoms or will be. They may not want to engage in the politics, but they ought to avoid becoming one of those sensational headlines.

At the NAB convention, National Telecommunications and Information Administration head Greg Rohde told broadcasters that his quick Web survey turned up more than 1,000 station-owned sites collecting personal information for "loyal listener clubs" with no apparent privacy policy. "It seems to make good business sense for anyone doing business on the Web to adopt and implement a full privacy policy that is easy to understand," he noted. "It seems to me that visitors should know what data is being collected and for what purpose."

Good advice. What broadcasters don't need to be told is that failure at self-regulation can quickly lead to government regulation.

## Content rules!

Affiliates may be losing exclusivity on network programming, but the networks aren't about to lose their grip on it. NBC has locked up *Law & Order* for an almost unheard-of five more years and has given multiyear commitments to spin-off *Special Victims Unit* and *ER*, the last with no guarantee the cast will remain intact. Why the long-term commitments? Delivery mechanisms are multiplying, and competition for content is getting fierce.

Affiliates should be: 1) Glad the network locked up some marquee programs; 2) Forewarned by the recent Pax TV and NBCx announcements that they can no longer expect exclusivity, despite the turnaround on Tom Brokaw; and 3) Forearmed with plans to boost their own exclusive local content.

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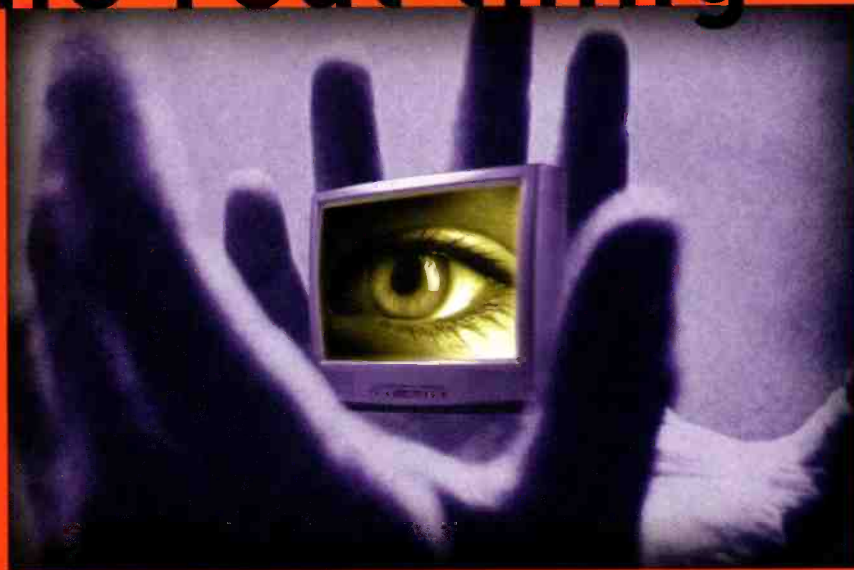
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