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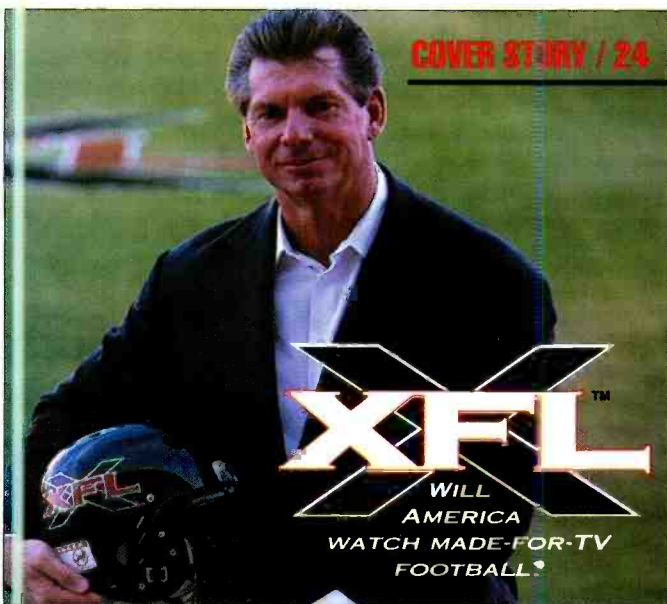
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# AOL/TW gets mega-scrutiny

*But FCC still unlikely to impose open-access requirements on merged companies*



Chairman Bill Kennard, flanked here by Commissioners Susan Ness and Harold Furchtgott-Roth, pledged inquiry into the need for industrywide open-access rules.

By Bill McConnell

Anyone attending the FCC's packed-house grilling of the principals in the proposed AOL Time Warner merger last week could be forgiven for assuming that agency Chairman William Kennard and his colleagues are weighing opening the companies' broadband network to rival Internet providers as the price for approving the merger.

After all, the highly charged debate over forcing AOL Time Warner and other cable companies to open their networks to other companies was topic No. 1 during the 16-witness, five-hour session July 27.

But even as Kennard acknowledged the public's captivation with the issue by giving a good-natured cheer to the tiny band of demonstrators protesting his current hands-off policy, the commissioners made it clear the agency won't rule soon on the divisive issue, which would saddle the Internet with an unprecedented level of government oversight.

"I can't imagine that we will have enough of a record to set rules that

would effectively apply to the entire cable industry," Commissioner Michael Powell said during a break in the hearing.

"One of the frustrations I have with this debate is there is no baseline definition of open access," Kennard said when the proceeding resumed. "Is it more than open connection? Does it also get into issues like speed and pricing" of rival providers' data transmissions? He also reiterated a pledge to launch a separate inquiry this fall into the need for industrywide open-access rules.

Despite the FCC's reluctance to abandon its hands-off policy toward open access, agency officials and critics of the deal say serious consideration is being given to narrowly tailored conditions aimed at quelling fears that the \$183 billion merger would give the new company a stranglehold over the cable and Internet businesses.

Those conditions could include:

- Forcing AOL to sell its \$1.5 billion stake in DirecTV to prevent Time Warner from interfering with a multi-channel competitor.
- Barring AOL Time Warner from having interlocking relationships with

other mega-carriers, such as AT&T.

- Binding AOL Time Warner to promise not to require cable companies to carry AOL services as a condition of access to Time Warner programming.
- Forbidding AOL Time Warner to transmit its content at higher speeds than other rival offerings.

"The expectation is that major cable companies will exchange benefits with each other while others are excluded," said Commissioner Susan Ness.

Though AOL Chairman Steve Case and Time Warner chief Gerald Levin insisted these conditions are unwarranted, their critics argued that both companies have a history of hard-nosed tactics and regulators have reason to be skeptical of the "trust us" appeal.

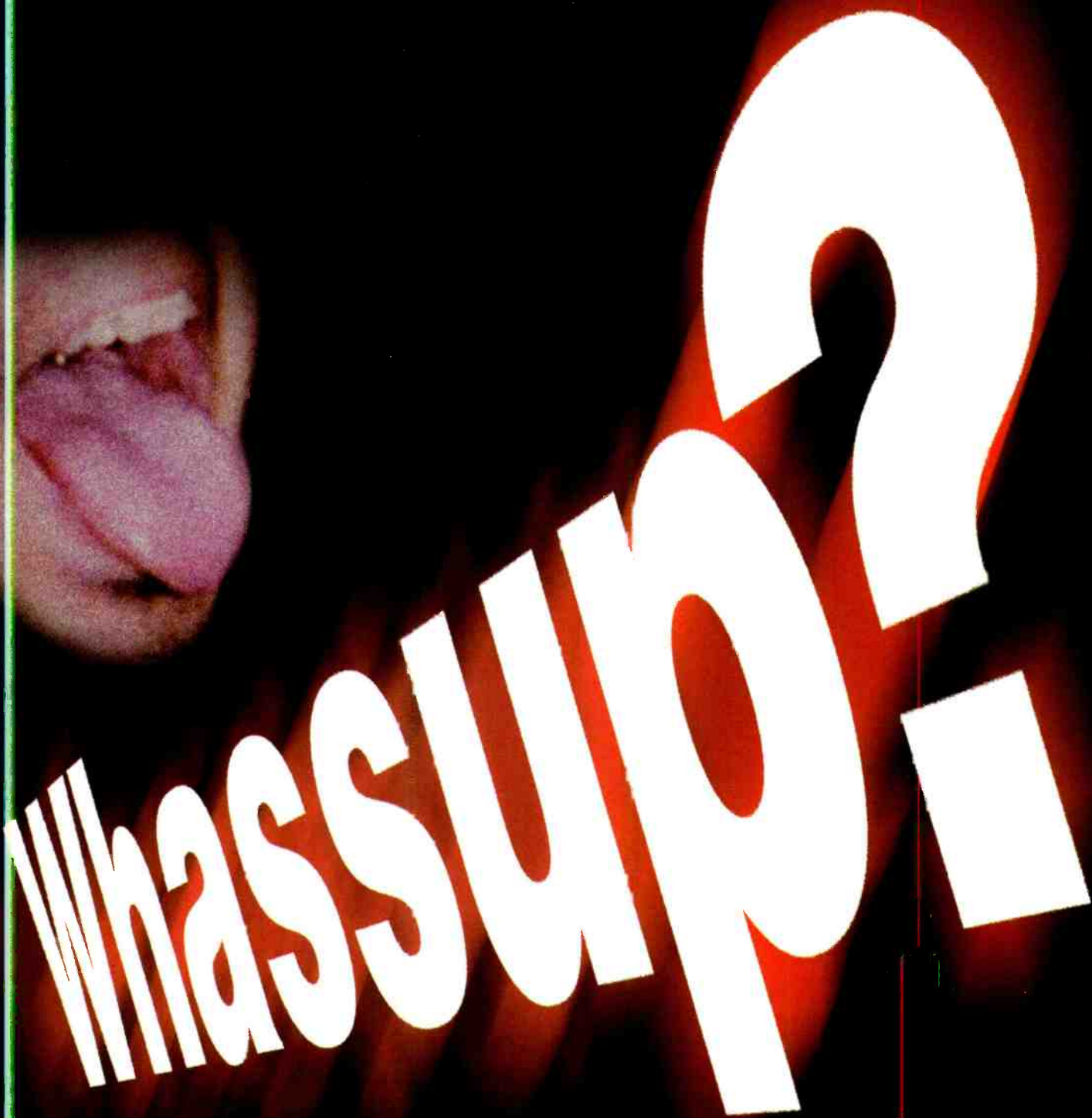
Besides the tight coalition of consumer groups opposing the deal, critics include giant corporations such as Walt Disney, NBC, Bell South and SBC as well as the National Association of Broadcasters. Last week, USA chairman Barry Diller seemed to join the chorus by calling the concentration of distribution facilities that would be created by the merger "scarifying," although he has not formally opposed the deal. (Staying out of the fray is Viacom, which is reluctant to enter so soon after acquiring CBS, and News Corp, where officials say they don't predict discriminatory treatment by AOL Time Warner.)

"Both AOL and Time Warner have demonstrated their propensity to abuse their bottlenecks and market strength to limit and skew consumer choice and to inhibit competition," said Walt Disney government relations chief Preston Padden.

Padden repeatedly charged that AOL is trying to expand its "walled garden" to keep its customers from using rival services, most recently by preventing users of its instant messaging program from receiving missives created with rival software.

He then ascribed a litany of transgressions to Time Warner, including Disney's retransmission consent dispute over carriage of seven ABC stations in May, the cable operator's reluctance to carry competing local





massup?

# JERRY

This May, Jerry Springer improves o



**JERRY**  
Springer  
show®

MARKET	STATION AFF	TIME	% INCREASE	LEAD-IN PROGRAM
New York	WPIX/W	9:00AM	+50%	Maury
Los Angeles	KCAL/I	11:00PM	+100%	Local News
Chicago	WFLD/F	9:00AM	+30%	Fox-Morning
Chicago	WFLD/F	11:00AM	+25%	Divorce Court
Philadelphia	WCAU/N	2:00PM	+108%	Passions
San Francisco	KTVU/F	11:00AM	+525%	Ainsley Harriott
San Francisco	KICU/I	12:00M	+300%	Local News
Boston	WLVI/W	10:00AM	+71%	Jenny Jones
Dallas	KDFI/I	9:00PM	+50%	National Enquirer
Washington DC	WDCA/U	12:00N	+200%	Real TV
Detroit	WDIV/N	10:00AM	+15%	Sally Jessy Raphael
Atlanta	WAGA/F	11:00PM	+38%	Fox 5 News
Houston	KPRC/N	3:00PM	+69%	Maury
Seattle	KTWB/W	10:00AM	+500%	Ricki Lake
Tampa	WTVT/F	2:00PM	+38%	Jenny Jones
Minneapolis	KMWB/W	10:00PM	+400%	Grace Under Fire
Cleveland	WJW/F	3:00PM	+6%	Rosie O'Donnell
Miami	WPLG/A	9:00AM	+160%	Good Morn America
Phoenix	KTVK/I	2:00PM	+25%	Sally Jessy Raphael
Pittsburgh	WCWB/W	5:00PM	+700%	Kids WB
Pittsburgh	WPGH/F	11:00AM	+100%	Sally Jessy Raphael
St. Louis	KSDK/N	11:30PM	+33%	Tonight Show
Orlando	WKCF/W	5:00PM	+36%	Ricki Lake
Orlando	WKCF/W	1:00PM	+33%	Ricki Lake
Portland, OR	KWBP/W	12:00N	+67%	Unhappily Ever After
Portland, OR	KWBP/W	11:00PM	+20%	Blind Date
Baltimore	WBAL/N	3:00PM	+217%	Passions
Indianapolis	WTTV+/W	10:00AM	+89%	Ricki Lake
Indianapolis	WTTV+/W	5:00PM	+250%	Kids WB
Hartford	WTIC/F	12:00N	+150%	Jenny Jones
Hartford	WTIC/F	10:00AM	+1100%	Judge Mills Lane
Charlotte	WCCB/F	11:00AM	+91%	Forgive Or Forget
Charlotte	WCCB/F	12:00M	+56%	Simpsons
Raleigh-Durham	WKFT/I	11:00PM	+67%	Matlock
Raleigh-Durham	WKFT/I	6:00PM	+120%	Sally Jessy Raphael
Nashville	WNAB/W	10:30PM	+200%	Blind Date
Nashville	WNAB/W	1:00PM	+400%	Queen Latifah
Cincinnati	WLWT/N	11:00AM	+375%	Donny & Marie
Milwaukee	WITI/F	3:00PM	+62%	Rosie O'Donnell
Columbus	WTTE/F	9:00AM	+2400%	Wacky-T Avery
Greenville-Sprt	WLOS/A	11:00AM	+40%	Sally Jessy Raphael
San Antonio	KSAT/A	3:00PM	+23%	General Hospital
Grand Rapids	WWMT/C	9:00AM	+120%	The Early Show
Birmingham	WABM/U	3:00PM	+29%	Jenny Jones
Birmingham	WABM/U	12:00M	+30%	Judge Mathis
Memphis	WLMT+/U	12:00N	+700%	Dr. Joy Browne
New Orleans	WGNO/A	4:00PM	+240%	Judge Joe Brown
New Orleans	WNOL/W	12:00M	+39%	Queen Latifah
Norfolk	WGNT/U	4:00PM	+83%	The Nanny
Oklahoma City	KOCB/W	12:00N	+300%	Dr. Joy Browne



# IS UP!

in his lead-in across the country!

## JERRY'S A18-49 Share Percent Increase vs. Lead-In

MARKET	STATION AFF	TIME	% INCREASE	LEAD-IN PROGRAM	MARKET	STATION AFF	TIME	% INCREASE	LEAD-IN PROGRAM
Oklahoma City	KOKH/F	5:00PM	+1000%	Digimon	Florence	WFXB/F	11:00AM	+1400%	Sally Jessy Raphael
Harrisburg	WLYH/U	6:00PM	+100%	Ricki Lake	Florence	WFXB/F	11:00PM	+350%	Frasier
Greensboro	WXLV/A	5:00PM	+64%	Sally Jessy Raphael	Montgomery	WAKA/C	3:00PM	+63%	Guiding Light
Louisville	WDRB/F	9:00AM	+52%	Fox In The Morning	Ft. Smith	KPBI/F	11:00AM	+INF	National Enquirer
Louisville	WFTE/U	5:00PM	+67%	Martin	Macon	WMGT/N	5:00PM	+144%	Queen Latifah
Albuquerque	KASY/U	2:00PM	+INF	Roseanne Show	Eugene	KLSR/F	11:00PM	+14%	Star Trek: Voyager
Albuquerque	KASY/U	11:00PM	+400%	Real TV	Lafayette, LA	KADN/F	10:00PM	+50%	Mad About You
Jacksonville	WJXX/A	9:00AM	+350%	Good Morn America	Yakima	KCYU+/F	11:00AM	+100%	Forgive Or Forget
Jacksonville	WJXX/A	12:30AM	+114%	Politically Incorrect	Columbus, GA	WXTX/F	12:00N	+117%	People's Court
Las Vegas	KVWB/W	5:00PM	+20%	Kids WB	Corpus Christi	KDFI/F	10:00PM	+INF	National Enquirer
Fresno	KAIL/U	1:00PM	+150%	Queen Latifah	Bakersfield	KUVI/U	4:00PM	+38%	Sister Sister
Albany	WXXA/F	12:00N	+50%	Maury	Monroe	KARD/F	11:00AM	+INF	Ainsley Harriott
Albany	WXXA/F	11:30AM	+50%	Cheers	Rockford	WQRF/F	12:00N	+50%	Ricki Lake
Dayton	WDTN/A	9:00AM	+50%	Good Morn America	Beaumont	KBTU/N	10:00AM	+150%	Later Today
Little Rock	KLRT/F	12:00N	+43%	Queen Latifah	Beaumont	KBTU/N	12:30AM	+320%	Conan O'Brien
Charleston	WVAH/F	12:00M	+433%	Divorce Court	Terre Haute	WBAK/F	11:00PM	+200%	National Enquirer
Charleston	WVAH/F	5:00PM	+700%	Fox Kids	Erie, PA	WFXP/F	11:00AM	+33%	Judge Mills Lane
Richmond	WRIC/A	5:00PM	+100%	Rosie O'Donnell	Sioux City	KMEG/C	12:30AM	+INF	Craig Kilborn
Austin	KTBC/F	12:30AM	+33%	Mad About You	Lubbock	KUPT+/U	12:00N	+400%	Forgive Or Forget
Austin	KTBC/F	10:00AM	+100%	Donny & Marie	Joplin	KSNF/N	12:30AM	+250%	Conan O'Brien
Mobile	WEAR/A	9:00AM	+17%	Good Morn America	Bluefield	WVSX/F	11:00AM	+300%	Leeza
Mobile	WFGX/W	10:00PM	+100%	National Enquirer	Albany, GA	WFXL/F	11:00PM	+100%	Local News
Knoxville	WBXX/W	11:00AM	+25%	Sally Jessy Raphael	Odessa-Midland	KPEJ/F	10:00PM	+300%	The Nanny
Flint	WSMH/F	1:00AM	+600%	Caroline In The City	Wilmington, NC	WSFX/F	11:00PM	+83%	Newsradio
Roanoke	WFXR+/F	12:30AM	+183%	National Enquirer	Anchorage	KYES/U	11:00PM	+140%	Cops
Honolulu	KHON+/F	11:30PM	+43%	Jeopardy	Panama City	WPGX/F	11:00PM	+100%	Divorce Court
Shreveport	KMSS/F	11:00PM	+67%	Drew Carey	Biloxi-Gulfport	WXXV/F	5:00PM	+180%	Sally Jessy Raphael
Syracuse	WNYS/U	5:00PM	+100%	Ricki Lake	Biloxi-Gulfport	WXXV/F	10:00PM	+100%	Fox 25 News
Rochester	WUHF/F	10:00AM	+300%	Judge Mills Lane	Albirene	KIDZ/F	11:00PM	+267%	Cops
Huntsville	WZDX/F	9:00AM	+38%	Queen Latifah	Gainesville	WOGX/F	12:00N	+100%	Dr. Joy Browne
Huntsville	WZDX/F	10:00PM	+43%	Judge Judy	Utica	WPNY/U	4:00PM	+33%	Montel Williams
Champaign	WRSP+/F	12:00N	+175%	Divorce Court	Utica	WPNY/U	11:00PM	+400%	Cops
Chattanooga	WDSI/F	9:00AM	+750%	Martha Stewart	Billings	KHMT/F	12:00N	+200%	Ricki Lake
Columbia, SC	WLTX/C	9:00AM	+440%	The Early Show	Elmira	WYDC/F	11:00AM	+20%	Ricki Lake
South Bend	WSJV/F	12:00M	+325%	Newsradio	Dothan	WDFX/F	9:00AM	+INF	Screen Gems
Jackson, MS	WDBD/F	1:00AM	+475%	The Nanny	Dothan	WDFX/F	11:00PM	+300%	National Enquirer
Tri-Cities	WEMT/F	11:00PM	+400%	Caroline In The City	Yuma	KSWT/C	2:00PM	+40%	As The World Turns
Tri-Cities	WEMT/F	11:00AM	+600%	Judge Mills Lane	Alexandria	WNTZ/F	10:00PM	+200%	Home Improvement
Waco	KWKT+/F	10:00PM	+38%	Martin	Greenwood	WABG/A	11:30PM	+150%	Politically Incorrect
Waco	KWKT+/F	12:00N	+67%	Queen Latifah	Jackson, TN	WMTU/U	12:00N	+INF	Dr. Joy Browne
Johnstown	WWCP/F	12:00M	+250%	Cheers	Grand Junction	KFQX/F	1:00PM	+27%	Sally Jessy Raphael
El Paso	KKWB/W	10:30PM	+100%	National Enquirer	Butte	KCTZ/F	12:00M	+120%	Unhappily Ever After
Baton Rouge	WVLA/N	3:00PM	+75%	Jenny Jones	Laredo	XHFT/F	12:00N	+33%	People's Court
Evansville	WTVW/F	10:30PM	+25%	Andy Griffith	San Angelo	KIDY+/F	11:00PM	+300%	Cops
Harlingen	XHFX/F	12:00N	+50%	People's Court	Cheyenne	KLWY/F	5:00PM	+INF	Fox Kids
Ft. Wayne	WFFT/F	10:00PM	+120%	Cheers	Ottumwa	KYOU/F	10:30PM	+75%	Cops
Charleston, SC	WCBD/N	3:00PM	+280%	Sally Jessy Raphael	Casper	KWYF/F	5:00PM	+1100%	Fox Kids
Tallahassee	WTLH+/F	10:00AM	+600%	People's Court	Bend	KFXO/F	12:00N	+60%	People's Court
Peoria	WYZZ/F	11:00AM	+14%	Ricki Lake	Lima	WOHL/F	11:00PM	+250%	National Enquirer
Sioux Falls	KELO+/C	1:30AM	+47%	Access Hollywood	Fairbanks	KFXF/F	1:00AM	+1200%	Extra

Source: NSI/SNAP, May '00 (1/2 hr. lead-in). + includes satellite stations.



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news channels and its decision to strip electronic program guide signals from the transmission of local broadcasters.

Time Warner and AOL officials were indignant.

"I actually think our company has been a model," Case said, noting that AOL's instant messaging is free to anybody who wants to download it.

But Commissioner Powell said he is skeptical that promises of good behavior would be enough to ensure that AOL Time Warner won't discriminate against rival content. "I think it's very, very important for the companies in proving their case to show why there is an economic reason to pursue open models and to not leverage content," he said.

Levin countered that AOL Time Warner would be the big loser if it pursued the tactics his critics are predicting. "If you're not providing the content and convenience the consumer wants, the consumer will go elsewhere."

Few are seriously predicting that the FCC or Federal Trade Commission will block the merger. That's because the companies don't have overlapping businesses that would lead to the horizontal type of concentration that most troubles regulators.

Yes, their merger would create massive vertical leverage by marrying huge positions in cable and Internet distribution with Time Warner's stable of movies, music and TV programming, but it's not as if there would be no significant rivals.

As for the more narrowly tailored conditions, even their ultimate fate is unclear. For starters, commissioners voiced deep misgivings about trying to settle what could be viewed as simple business disputes. Kennard, for example, worried aloud that Disney might drop its opposition to the deal if Time Warner cuts the company an exclusive deal on interactive services.

"We don't like to have our processes here used as leverage in a business dispute," he stressed.

Although AOL's instant messaging dispute received tough questioning, too, the commission seems unclear whether it has any authority to step in. Instead, AOL's rivals may be left to plead their case for interoperable software standards to the FTC, which has more power to establish trade practices. "When you have a stand-alone product there are often proprietary tools ... I'm not sure that's a problem with the merger," Powell said.



**AOL Chairman Steve Case (l) and Time Warner Chairman Jerry Levin defended the merger. Levin said the new company would have incentive to offer content of others: 'If you're not providing the content and convenience the consumer wants, the consumer will go elsewhere.'**

But by scrutinizing open access and instant messaging in public, the FCC may be prodding the companies to change their ways without regulations.

Levin said he aims to offer multiple Internet providers over his company's cable broadband network by the end of the year. The main stumbling block is

an exclusive contract with Road Runner (of which Time Warner is part owner) that lasts until December 2001. Levin said he hopes to use the Justice Department's order to AT&T to divest its Road Runner stake as an excuse to restructure his own deal. "I'm quite confident that we can make [multiple ISPs] happen faster than anyone else in the industry," he said.

As for instant messaging, AOL Interactive President Barry Schuler said the company will make its interoperable software available but it may take a year or more.

The scrutiny of regulators deserves much of the credit for both companies' willingness to compromise, said technology analyst Esther Dyson. "The government should let the merger go forward but raise concerns and say, 'This what we're going to be watching for,'" she

said. "AOL is doing the right thing, but it is hardly voluntary."

The bully pulpit, rather than rules, may be the government's most potent weapon in the Internet age, added Yale economist Barry Nalebuff. "Getting people to talk is a good substitute for regulation." ■

## Now playing: Mickey vs. the giant



**Disney's Preston Padden sent Washington power brokers a video last week that imagined a future AOL laden with Time Warner-related brands and features.**

ment attach to approval of the AOL-Time Warner deal.

Included in the package is the opening screen of a faux electronic program guide projecting what Disney content might look like in AOL-Time Warner's broadband world: Disney content marginalized and overwhelmed by AOL ads, logos and links and restricted to the Internet's slowest traffic lanes.

—Paige Albinia



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# Another talk show on trial?

Questions loom about the role of 'Springer' in the Campbell-Panitz murder case

By Susanne Ault

**A**fter learning last week that Florida police were investigating an alleged murder—which occurred just hours after the suspects and victim appeared in a *Jerry Springer* episode together—most people's gut reaction was to think *Jenny Jones*.

But not so fast!

The attorney who successfully represented the family of murdered *Jenny Jones* guest Scott Amedure and won a \$25 million wrongful-death judgment last year against *Jenny Jones*' distributor, Telepictures, doesn't see similarities.

"No, no, there are real differences," said lawyer Geoffrey Fieger during an interview with Geraldo Rivera on Tuesday's CNBC program *Rivera Live*.

"There's just a coincidence that [the two wanted in connection with the murder and the victim] happened to have appeared on the show. Apparently, this family has a long history of marital acrimony, divorce, threats of violence. To say the show precipitated [the crime] in a court of law, I don't think that would fly."

*Jerry Springer* staffers have stuck to a prepared statement.

"This is a terrible tragedy," a *Springer* representative said. "The Sarasota County sheriff's department has contacted us, and we are cooperating with its investigation. We have been asked not to comment further."

As the case in Florida stands, Sarasota County police have suspect Ralf Panitz in custody for the killing of his ex-wife, Nancy Campbell-Panitz. In May, the two participated in the taping of a *Jerry Springer* episode titled "Secret Mistresses Confronted."

Also in custody is Panitz's new wife, Eleanor (also a featured guest on the show). She had been sought as a witness to the scene.

That episode, which aired last Monday, the same day Campbell-Panitz's body was found, featured Panitz surprising his ex with the declaration that he had recently remarried. A sticky love triangle unfolded as Panitz and his new wife complained that Campbell-



Suspect Eleanor Panitz (above) on 'Jerry Springer'; convicted murderer Jonathan Schmitz, from the 'Jenny Jones' show.



Panitz was stalking them and needed to be stopped.

Campbell-Panitz originally thought that her ex-husband wanted to use *Jerry Springer* as a way for the two to reconcile. During the course of the hour, Panitz did admit to having had sex with Campbell-Panitz the day before the show was taped.

Or as Panitz explained during the episode, "I do love Eleanor very deeply. I have feelings for Nancy, but Nancy destroyed me. Nancy is very nice sometimes, but then she changes into Mrs. Jekyll. I cannot deal with it anymore."

But Fieger considers a restraining order, coupled with an eviction notice leveled against Panitz and his new wife, to be more telling.

On Monday, the day the episode in question aired, Campbell-Panitz had asked for a restraining order against her ex-husband. She had also had Eleanor served with an eviction notice ordering her to leave the home to which all three reportedly had rights. It was in this disputed home that the murder allegedly took place.

To Fieger, those two court actions alone provide plenty of motive.

From a transcript taken from that Sarasota County Judicial Center hearing Monday, Campbell-Panitz said of her ex-husband: "He's extremely violent. [On July 10], he chased me with a knife and made threats about taking my life, ending my life, and the way he was going to torture me."

The fact that the *Jerry Springer* episode in question aired the same day both court orders were served was a coincidence rather than an incitement for Panitz to commit a crime, said Fieger.

"In order to win this case, you're going to have to prove to a jury, in their mind, that if this show hadn't occurred, he wouldn't have killed her. You'll never be able to do that. It's called proximate cause," Fieger explained.

One nagging question: How did these troubled three wind up on *Jerry Springer*?

Considering the flak *Jenny Jones* caught (and in a more recent example, Fox's missteps on *Who Wants to Marry a Multi-Millionaire?*), one might ask why the *Jerry Springer* staff wasn't more careful.

Yet, as a general rule, to minimize liability charges, potential *Jerry Springer* guests are given a list of all possible surprises that could be awaiting them.

Also a factor distinguishing Panitz from Jonathan Schmitz (the *Jenny Jones* guest convicted of second-degree murder for killing Amedure) is that Panitz was the one doing the surprising.

In contrast, lawyers argued that Schmitz was far from being in control, that the 1995 *Jenny Jones* show enraged him by unfairly ambushing him. Schmitz's shock proved to a jury that *Jenny Jones* producers (currently appealing the \$25 million ruling against them) were guilty of negligence.

The shock wasn't on Panitz's part in this situation.

This is also *Jerry Springer* we're talking about. "In this case, no one was surprised here. I mean, the [show's format] was not a mystery," said former prosecutor and *Rivera* guest Mickey Sherman. "They didn't think they were going to go on *20/20*." ■





# Don't cry for Bo Argentino

By Susanne Ault

**W**ith consolidation of the TV business cranked up of late, a few executives are probably nervous about keeping their jobs.

For Bo Argentino, the president of Columbia TriStar, he was promoted last week to senior vice president of Columbia TriStar's advertising sales.

"I'm sure it's regrettable over there, that they are going through this consolidation, but it's been expected."

As for events that rivals Paramount and King World (now sister companies within newly merged Viacom and CBS), she said, "I'm sure it's regrettable over there, that they are going through this consolidation, but it's been expected."

Argentino gets high marks.

President Steve Mosko said:

"Her strategic planning and leadership abilities coupled with her diversified background will be a tremendous value to our company's future endeavors."

Argentino, based in New York, will oversee all ad-supported sales for such new first-run CTTD series as court entry *Judge Hatchett*; Cybill Shepherd-hosted *Men Are From Mars, Women Are From Venus*; and Gena Lee Nolin-starrer *Sheena*. She also supervises sales on all Game Show Network programming and DirecTV content.

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Prior to joining Columbia TriStar in 1994, Argentino served as an account executive at NBC Television and worked several years in the media-buying division within Grey Advertising. ■

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*Live*, airing on WABC-TV New York, racked up a 7.7 rating/24 share on Monday, 7.3/21 Tuesday and 7.6/21 Wednesday. In contrast, *Oprah* posted in that same city a 6.7/17 Monday, 4.6/12 Tuesday and 6.4/14 Wednesday.

It was more of the same on KABC-TV Los Angeles, with *Live* grabbing a 7.1/22 Monday, 5.7/17 Tuesday and 7.4/21 Wednesday. *Oprah* brought in a 6.7/18 Monday, 5.5/14 Tuesday and 7.0/18 Wednesday.

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With Regis Philbin's *Millionaire*-mounting popularity, the world does seem fascinated by who will be deemed fit to be his next partner. *Live* producers have been mum on their favorites, but 20-plus names have been floated—everyone from Cindy Crawford to KTTV(TV) Los Angeles anchor Jillian Barberie to *Ally McBeal* co-star Jane Krakowski.

Summing up the situation, Komesar said, "Kathie ain't coming back no more. The audience is looking at the people that have come on [the show], and they're saying, 'Is she the one, is she the one?'" I like our chances to do pretty strong ratings. ■

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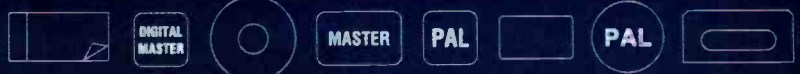
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# Don't cry for Bo Argentino

By Susanne Ault

**W**ith consolidation of the TV business cranked up of late, a few executives are probably nervous about keeping their jobs.

However, for Bo Argentino, the pressure is off. She was promoted last week to executive vice president of Columbia TriStar Advertiser Sales.

"Generally, when you're in the sales group, that's the most protected division of any company because you are bringing in the revenue," said Argentino, formerly CTAS' senior VP.

As for events at rivals Paramount and King World (now sister companies within newly merged Viacom and CBS), she said, "I'm sure it's regrettable over there, that they are going through this consolidation, but it's been expected."

Argentino gets high marks.



**Argentino: [T]he sales group is the most protected division ... because you are bringing in the revenue.'**

CTTD President Steve Mosko said: "Her strategic planning and leadership abilities coupled with her diversified background will be a tremendous value to our company's future endeavors."

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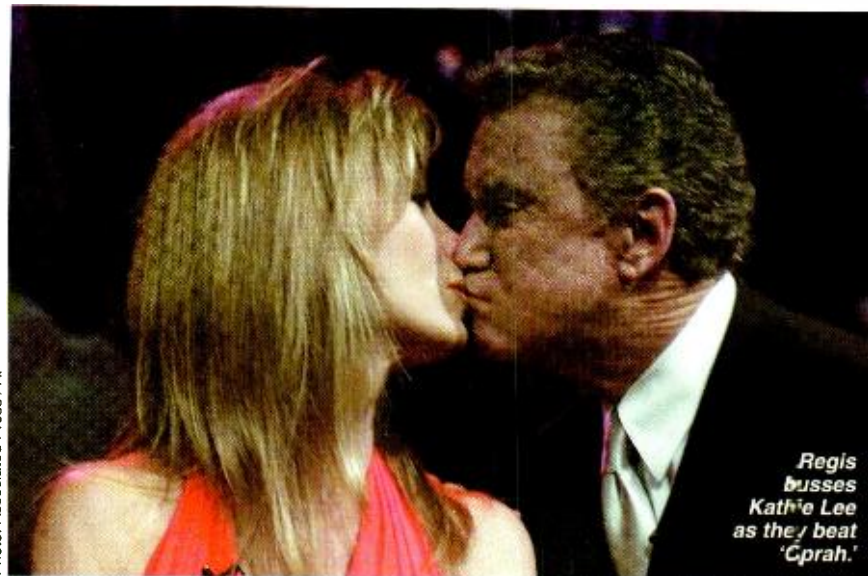


PHOTO: ASSOCIATED PRESS / AP

## The long goodbye leads to ratings hike

*Kathie Lee's last hurrah draws high numbers for Buena Vista chat fest*

By Susanne Ault

**I**f only Kathie Lee could leave every week. The last lap of her co-starring run on Buena Vista's syndicated chat series *Live with Regis and Kathie Lee* was tracking to wrap Friday with "outrageously large numbers," said Lloyd Komesar, the studio's senior vice president for strategic research.

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To compare, during the most recent ratings period (week ended July 16)

*Live* snagged a 3.6 among national households, whereas *Oprah* earned a 5.8. Likewise, for Wednesday's averaged metered markets, *Live* (6.1/20) edged out *Oprah* (6.0/15).

"We thought there would be a bump, no question," said Komesar. "Nonetheless, it's really nice to see people rallying to the show—all this in the dead of summer."

The marks for *Live* are more impressive, considering that it airs during morning hours vs. *Oprah*'s wider-watched afternoon daypart.

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"I've looked at the ratings when we've had some substitute hosts, and we've seen some good numbers," he noted.

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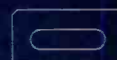


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# Violent media, violent kids?

Health groups say yes; Congress takes the cue, renews call for code of conduct

By Paige Albiniak

**V**iolent entertainment encourages kids to be violent, according to four major public health groups.

"[The effects of violent media] are measurable and long lasting," said the American Medical Association, the American Academy of Pediatrics, the American Psychological Association and the American Academy of Child & Adolescent Psychiatry last week in a joint statement. "Moreover, prolonged viewing of media violence can lead to emotional desensitization toward violence in real life."

The groups say there is a "causal connection" between children's behavior and violent TV shows, videogames, movies and music.

But they also pointed out that many other factors—including family breakdown, peer influences, and easy availability of guns and other deadly weapons—contribute to the problem.

The groups did not advocate any remedies, but Sen. Sam Brownback (R-Kans.)—joined by Sens. Robert Byrd (D-W.Va.) and Kent Conrad (D-N.D.), and Reps. Tim Roemer (D-Ind.) and Tom Coburn (R-Okla.)—renewed the call for the entertainment industry to voluntarily adopt a "code of conduct" that would guide programming decisions.

"The cigarette industry was cool to discussing the public-health impact of smoking, but it has become clear that this is a public-health concern," Brownback said. "We intend to put the same pressure on the entertainment industry."

But Brownback is hesitant to go so far as to advocate passing a law that

would require entertainment companies to create such a code, and it is questionable whether such legislation would survive constitutional scrutiny.

The entertainment industry has stayed largely quiet on this issue since June 1997, when broadcasters, cable companies and film studios hammered out a compromise with advocacy groups to add content-based ratings to TV programs. But the media-violence issue received renewed scrutiny following the Columbine shootings.

Last week, a spokesman for the National Cable Television Association said most programmers already use

content-based TV ratings to inform parents about programs. NCTA also promotes initiatives that help families watch TV more critically, he said. The Motion Picture Association of America chose not to comment and the National Association of Broadcasters did not return phone calls by deadline.

Meanwhile, FCC Commissioner Gloria Tristani called on the "entertainment industry and, particularly, the broadcasting industry to stop violating the minds of our children," adding, "I will be asking the FCC chairman to hold a hearing on television violence and the public interest obligations of broadcasters." ■

## The Wright move

NBC's president named vice chairman of parent GE; some Wall Streeters dismiss Welch-succession possibility

By Steve McClellan

**T**hough NBC President Robert C. Wright was named vice chairman of NBC parent General Electric's board of directors last week, some Wall Street analysts say the elevation does not put him among the contenders to replace chairman and CEO John F. Welch, who is retiring in April 2001.

Wright, 57, was also named a GE executive officer and member of GE's corporate executive office. He'll continue to serve as president and CEO of NBC.

The appointment raises eyebrows because it comes at a time of transition for GE, due to Welch's imminent departure. Three executives have been identified as the top contenders to replace him: Jeffrey Immelt (medical systems); James McNerney (aircraft engines) and Bob Nardelli (power systems).

GE declined comment on the succession issue. But a spokeswoman did say Wright's appointment signals that he will be "one of the forces helping to shape the future of the new GE."

A buoyant Wright told BROADCASTING & CABLE last week that his appointment "is a good recognition of

NBC and its success, and it's certainly great for me and hopefully great for GE. But I am keeping my day job."

As to exactly what his new duties will entail, aside from guiding NBC, Wright replied: "We have to let a little bit of time go by. They didn't give me a list.

"We're obviously going through a transition with the chairman so there's going to be a lot of things going on in the next six months, and I'll try to pitch in wherever I can be of value."

Wright becomes the second of two vice chairmen at GE, the other being Dennis Dammerman, CEO of GE Capital.

Commenting on the appointment, GE chairman Welch said, "Bob's a visionary with a great strategic mind, and he's a strong business leader. ... His insights over a long GE career have been invaluable and [he] will be a key force in guiding the company's future growth."

Wright has worked at GE most of his career, the past 14 as head of NBC, where at the start he was considered to be a fish out of water, particularly given that he was replacing television veteran Grant Tinker.

Since then, he has turned NBC into a multifaceted powerhouse. ■

### Consequences of exposure to violence\*

#### Children may:

- Grow to see violence as an effective way to resolve conflicts
- Become desensitized to real-life violence
- Mistrust others because they fear violence
- Become more violent adults

\*According to the American Medical Association, the American Academy of Pediatrics, the American Psychological Association and the American Academy of Child & Adolescent Psychiatry



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Week of July 21-28

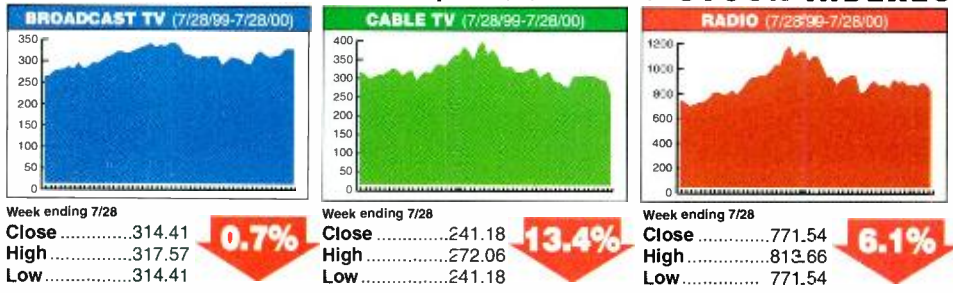
## WINNERS

	14/28	% change
Classic Comm.....	\$5.52	10.31
Belo Corp.....	\$18.94	7.07
Infinity Bcst.....	\$35.56	2.89
Gray Comm.....	\$10.50	2.44
Spanish Bcst.....	\$11.00	2.33

## LOSERS

	14/28	% change
Valuevision.....	\$14.56	(27.19)
NTL Inc.....	\$43.94	(21.89)
Telewest Comm.....	\$28.06	(21.78)
Insight Comm.....	\$12.50	(20.64)
Sprint Corp.....	\$34.88	(19.71)

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# Rival telco socks Cox

*MSO's stock price drops sharply as cash flow falls short of projections*

By John M. Higgins

**P**ressure from a telco's overbuild in a key market trimmed Cox Communications Inc.'s cash flow and had investors hammering the company's stock Friday.

For the second quarter ended June, Cox posted a 7% increase in cash flow, to \$337 million, about three percentage points less than investors had expected. Certainly the shortfall was small, about \$9 million. But investors have been hanging on Cox's promises for months that cash-flow growth for the year would reach 11% to 13%. They're now saying that 11% is most likely. Investors hate a loss of momentum. With two quarters of just 7% growth on the books, Cox executives will have to post 15% growth during the next two quarters to hit even the lower end of the range.

Part of the problem was a \$3 million error in its San Diego cable-telephone operation. Cox mistakenly sent the unlisted phone numbers of 11,500 of its customers to PacBell's telephone-book unit.

But more important, Qwest's new US West unit is making surprising inroads into Cox's Phoenix system, overbuilding the company with VDSL telephone lines that allow high-speed data and video.

Cox Chairman James Robbins watched his stock slide 19%, to \$35.50, by midday Friday. Promising greater cost controls, he said, "We don't want to be in this situation again where \$3 million [causes] a \$3 billion decline in the market value of the company."

But the competitive problem was larger (two points of the three-point shortfall). US West has been offering free installation and up to three months of free service primarily in areas where Cox hasn't finished upgrading its own plant and, hence, has weaker service.

The company is intensifying marketing throughout its operations.

Cox's decline dragged down other MSOs: Adelphia Communications Corp. dropped 11%; Comcast Corp. 9%; and Charter Communications Inc. 7%. ■

## CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

### DALLAS

#### Habla ingles?

Billionaire investor Thomas O. Hicks has been operating KXTX-TV Dallas under an agreement that programming will be broadcast only in English. The stipulation was required by station owner Christian Broadcasting Network Inc., run by televangelist Pat Robertson.

The agreement came to light in FCC contracts that outline how Hicks is buying KXTX-TV from CBN for \$1 million, only to turn it over immediately to Pappas Telecasting Cos. for \$85.55 million (Changing Hands, July 24). Pappas must operate the station in English at least until the end of the year, but doesn't have to after May 31, 2001, according to a source familiar with the sale.

Besides broadcasting in English, Hicks was required to give airtime from 8 to 9 a.m. each weekday to programming from CBN, which produces Robertson's *The 700 Club*.

Robertson founded the Christian Coalition, which endorses the position that English should be the official language of the U.S.

Hicks has been operating KXTX-TV under an LMA since 1994. Hicks had hoped to build a sports network around his ownership of baseball's Texas Rangers and hockey's Dallas Stars.

### NEW YORK

#### XFL-wary sports shows

If the NBC-WWF football league joint venture XFL does take off as planned next year, will sports-news shows treat it as a legitimate league and report the results of its games? ESPN is taking a wait-and-see attitude, says a spokesman.

The cable sports channel has reported XFL events as they've developed, including the formation of the league and the hiring of Dick Butkus to coach its Chicago franchise. But as to reporting its weekly results when the games begin,

that will depend.

"If fan interest is high and the quality of the football is professional, we'll continue to cover it," says the spokesman. "But if the fans lose interest and it turns out to be more like wrestling than football, we probably won't cover it."

CNN/SI is treating the league as a breaking news story. It was the first to report last week that the XFL will hire former Dallas Cowboy Drew Pearson as general manager of its New York franchise (no comment from the XFL).

Fox SportsNet has covered XFL developments from the start, and sources there say the plan is to cover the league week in and week out once play begins.

"If it turns out to be a circus, we'll stop," the source says, "but if it's what they say it is, we'll cover it."

#### Star no-show

Twinkle, twinkle investment star, how we wonder where you are. Isn't it important to make a good impression your first day on the job? Not on Wall Street, where Gregg Seibert simply didn't show up.

Morgan Stanley Dean Witter seemed to have scored a major coup by luring star media-investment banker Seibert away from Merrill Lynch & Co. Morgan Stanley's media group is already powerful in media, but hiring Seibert, head of Merrill's media group, with his ties to News Corp., Liberty Media and Cablevision Systems, would clearly be a big score.

But after the hire was announced on Tuesday and Seibert was expected to head uptown to Morgan's office, he didn't show, and didn't appear Wednesday either. Merrill's putting on a big press to keep him. By Thursday, Seibert had retreated to Nantucket.

"He's trying to think about stuff," said one Morgan executive. "We worked him over, and he accepted, but he's not here."

Stay tuned.





House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) tries to sort through rival DTV camps' dueling demonstrations.

er factor is the lack of copy-protection standards, without which Hollywood is unwilling to provide movies.

Although Tauzin and Bliley seemed to be ignoring key elements of the DTV statute, their aides say the lawmakers' real motivation is not to strip TV owners of enticing new business but to ensure that broadcasters don't lose sight of the DTV law's initial purpose: bringing HDTV to the U.S.

Particularly troubling, they say, are suspicions that broadcasters are more concerned about launching datacasting services than delivering HDTV and other digital programming, a fear fanned by ABC's decision to drop HDTV from *Monday Night Football*.

Congress approved 6 MHz for each station with the understanding that that's what would be needed to deliver HDTV, Tauzin said, and "it would be a very big mistake if broadcasters kept it from the American public."

Without widespread HDTV, Tauzin said, Congress will reconsider its 1997 decision to give every TV station a digital channel at no charge.

Despite the harsh words, broadcast groups now gearing up to pool their excess spectrum for datacasting say they will avoid congressional ire by both offering substantial amounts of HDTV and letting stations retain control of spectrum devoted to datacasting.

"The broadcasters in our groups are not giving up control of the spectrum or leasing it to anybody," said Michael Lambert, head of iBlast, a partnership of Tribune, Gannett, Cox and other large station groups. "What we're doing is providing a network service to our stations in the same way that NBC provides a network service to its affiliates."

In fact, broadcasters and FCC officials said they were surprised by the lawmakers' angry tone, given that iBlast and

# Congress disses datacasting

Tells broadcasters they had better concentrate on HDTV first—or else

By Bill McConnell

**W**hen it comes to digital TV, broadcasters shouldn't bank on the law that permits them to offer datacasting and other additional services. At least, that seems to be the message from top GOP lawmakers.

Sure, the 1997 law giving TV stations a second channel to launch DTV allows them to earn extra revenue from ancillary services such as datacasting, in addition to high-definition and other digital programming. But key lawmakers last week appeared shocked to find the industry actually moving ahead with these new ventures.

"What is not part of the deal will be for broadcasters to lease or sell off part of that spectrum," House Telecommunications Subcommittee Chairman Billy Tauzin warned broadcasters at a hearing on DTV's problems.

With the DTV rollout plagued by questions about indoor reception, lack of programming and cable interoperability,

Congress will be in no mood to sit by if the industry neglects its core over-the-air business, added Commerce Committee Chairman Thomas Bliley (R-Va.).

"You asked that Congress provide you with an opportunity to offer HDTV," Bliley said in a written statement. "We did that. Now some of you are getting cold feet." He suggested that broadcasters be required to buy their non-HDTV spectrum at prices comparable to what they could earn at auction.

It would be unfair for broadcasters to use part of the digital spectrum they obtained for free to compete with wireless communications that paid billions for theirs, he said.

In the wake of the broadcaster bashing, the lawmakers also ignored several factors that TV stations say contribute to the dearth of digital programming, namely the lack of interoperability with cable TV—which prevents the 70% of Americans who get their TV via the local cable system from watching the 130 DTV stations now on the air. Another



CEA's Gary Shapiro (r) frowns in disagreement as Sinclair's Mark Hyman declares DTV buyers will see nothing but a blank, 'blue screen of death' unless the digital transmission standard is reworked.

rival group Broadcasters' Digital Cooperative have met with Tauzin to discuss their plans and thought him receptive.

What's more, Congress explicitly gave broadcasters authority to offer ancillary services.

Finally, broadcasters are already obligated to pay for that right. The FCC in 1998 ordered stations to turn over 5% of any revenue earned from pay services such as datacasting.

A spokesman for Tauzin acknowledged that iBlast is probably on safe ground with Capitol Hill, but said congressional leaders don't want TV owners to be lured from free over-the-air television. "I don't think anyone in the broadcast world knows how much spectrum it will take to do HDTV."

Most broadcasters say they have a pretty good idea that a substantial amount of spectrum will remain, even if stations offer top-quality 1080i. A standard 6 MHz channel allows a data flow of 19.39 Mb/s, but high-end HDTV needs only 12 to 14 Mb/s (except live sports). That means 5 to 7 Mb/s is available for datacasting.

But the lawmakers' bashing of broadcasters didn't stop with datacasting. Bliley also blasted many of the stations now operating on analog ch. 60-69, whose spectrum is scheduled to be auctioned in September to mobile-communications companies.

Many likely bidders—telco powerhouses like Nextel, Qwest, Verizon and SBC—have complained they have no way of telling how much the spectrum is worth, because broadcasters are trying to negotiate high-priced buyouts to vacate the channels by the 2006 deadline. "This is pure nonsense," Bliley said. "The wireless industry should not be held at the mercy of a broadcaster unwilling to exit the band."

But Congress gave stations the right to keep their current analog channels until the DTV transition is complete, which will be well past the 2006 deadline.

Realizing this, the FCC has encouraged private buyout deals. Potential bidders have complained of the prices allegedly being demanded and have asked for a delay in the auction until the FCC issues spectrum-clearing rules this fall. Tauzin and Rep. Cliff Stearns (R-Fla.) have echoed those calls. FCC officials say their main goal is to get spectrum located on the 700 MHz band into new hands as soon as possible, regardless of how much broadcasters earn or how little the government gets. —Glen Dickson contributed to this story

## DTV tests lack 'clarity'

*Hill gets an eyeful but still isn't sure which way to go*

By Bill McConnell

**H**ouse lawmakers went to a lot of trouble last week to get a handle on the debate over the DTV transmission standard.

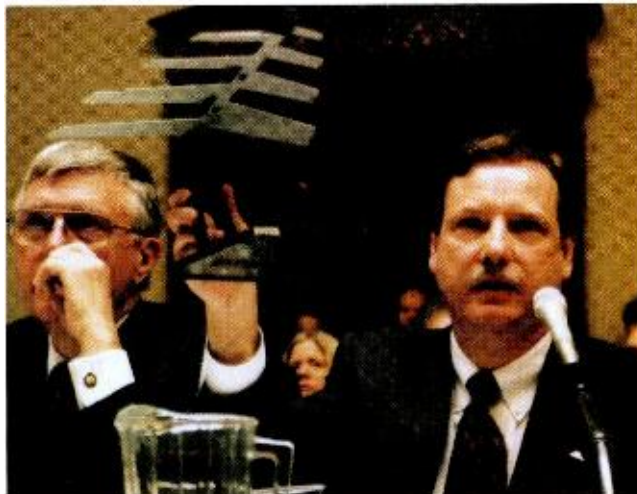
But anyone hoping to get a grip on the issue through dueling demonstrations of rival technologies conducted during a House Telecommunications Subcommittee hearing ended up grasping at the air.

Despite hooking up three big-screen monitors and watching broadcasts of the Washington area's four DTV stations, lawmakers ended the day unable to tell who has the upper hand in the fight between proponents of the current 8-VSB modulation standard, picked by the Advance Television Systems Committee, and the COFDM standard favored by Sinclair Broadcast and allies including NBC.

"We need some clarity on this point," Subcommittee Chairman Billy Tauzin said after watching the inconclusive demos. "We've got this blame game going on."

In Sinclair's demo, a simple bow-tie antenna placed on the witness table picked up an experimental broadcast of a COFDM-supported signal but couldn't maintain an acceptable picture of 8-VSB stations. But before anybody could put a nail in ATSC's coffin, a set-top antenna placed in a hearing room window by 8-VSB supporters Zenith, NxtWave Communication and the Consumer Electronics Association worked perfectly through repeated channel changes. (As a testament to the risks of live demos, the 8-VSB supporters were slightly embarrassed to stumble across a PBS program on insect reproduction and a Sally Jesse Raphael episode on boot camps for troubled teens.)

Tauzin prodded the 8-VSB camp into reluctantly admitting that their test might have failed if their antenna had



**Richard Lewis, Zenith senior VP for technology, says the current 8-VSB technology will work just fine for indoor reception using this set-top antenna.**

been placed on the witness table.

"I'm trying to find out among you dueling engineers who's more credible," he said.

Glaringly absent from the witnesses were the major networks that have taken sides in the debate: NBC and CBS.

NBC did, however, pen a letter to Tauzin citing "real-world" tests indicating 8-VSB's problems with indoor reception. But CBS countered that effort by submitting results of its Philadelphia field test showing that 8-VSB works just fine indoors.

As for the FCC, which is conducting its own tests of 8-VSB receivers, there is no wavering in its support for 8-VSB. Noting that the National Association of Broadcasters and the Association for Maximum Service Television are conducting their own transmission tests, FCC Chief Engineer Dale Hatfield worried that some in the industry are exploring COFDM because of its advantages for mobile services rather than any worries about TV reception. "This raises fundamental issues regarding the intent of Congress and the commission's rules providing broadcasters with a free second channel for DTV operations," he said.

Hatfield also echoed FCC Chairman William Kennard's warning that no transmission changes will be permitted if it causes changes in channel allotments or increases interference. ■

Photo: Amber Bursalk





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## WASHINGTON WATCH

By Paige Albiniak, Bill McConnell and Elizabeth A. Rathbun

### Clinton role never compromised FCC, according to Hundt

Former FCC Chairman Reed Hundt surprised many Washington insiders with his book's frank admission of the agency's cozy relationship with the Clinton administration during his tenure. But Hundt last week said his efforts to adhere to the White House agenda never damaged the FCC's role as an independent agency.

"Independence should be from Congress as well as from the administration," Hundt said. "An independent agency follows the law, not letters of particular congressmen or a call from the White House. We were very scrupulous when it came to the law. We won virtually all court challenges to our policies, which is how you test that."

Hundt said he wrote *You Say You Want a Revolution* to highlight Vice President Al Gore's role in develop-

ing government telcom policy and to help Silicon Valley understand why Washington is important and how the town works.

As for another book, he has already penned a draft of a fictionalized account of 1960s New Haven, Conn., and his high school days with Gore and college days with George W. Bush, but hasn't decided whether to submit it to a publisher.

### Fox: Government must help protect copyrighted content

Congress must intervene to protect copyrighted content on the Internet, says News Corp./Fox Entertainment President Peter Chernin. He and "others in the industry" are working on proposals for the new president and Congress that would ensure that "the broadband Internet is not a copyright-free zone," Chernin said last week during a luncheon address at the nonprofit, nonparti-

san Center for National Policy in Washington.

Among Chernin's suggestions: Beef up the Digital Millennium Copyright Act. The act is 2 years old, "a century ... in Internet time," he said. Since then, Web sites have sprung up to offer "unauthorized copies of copyrighted music to millions, [and] DivX and Scour.com are now trying to do the same with movies." Unless those sites are stopped, "companies won't make content available in digital form because there won't be an economic incentive to do so." That will hurt not only artists, but also companies and consumers, he said.

Content creators also must be allowed to safeguard their offerings with digital labels such as News Corp. is developing—and it must be illegal to remove or alter those labels, he said. In fact, Chernin said, copyrighted protection devices should be built into all computers. Meanwhile, ISPs should block Web sites "that infringe on the rights of copyright holders."

Along with Disney, Time Warner and the Motion Picture Association of America, Fox is party to a recently filed lawsuit against Scour.com.

### GAO says cable's its own best competitor

With its new ability to offer local TV signals, the direct broadcast satellite industry is poised to become "a more important competitor to cable in the coming years," reports the General Accounting Office.

Under orders from Sens. Patrick Leahy (D-Vt.), Russell Feingold (D-Wis.), Herb Kohl (D-Wis.) and Mike DeWine (R-Ohio), the agency completed a study on whether DBS has become a competitor to cable. But GAO used numbers from 1998, which is the last year for which the FCC had cable-rate data.

GAO found that increased DBS penetration correlated with higher cable rates but also with increased programming choices. "The greater number of channels may contribute to the higher prices in these areas," GAO wrote.

GAO also reported that a second cable operator provides more effective price competition than DBS to an incumbent cable company and that rates of cable operators owned by large, national cable companies were higher than those of smaller, independent operators.

### Pitts to MP3.com

It didn't take former Disney lobbyist Billy Pitts long to re-enter the world of the working.

Pitts has re-emerged—about one month after leaving Disney—as head of MP3.com's Washington office. The job is a big change for Pitts, who will go from representing the media establishment to lobbying for an Internet underdog.

MP3.com is a Web site that, like Napster and Gnutella, allows Internet users to share music. The company has managed to work out licensing arrangements with BMG Entertainment and Warner Music Group, and says it is close to finalizing deals with Universal Music Group, EMI and Sony Music, but it still has several lawsuits to resolve.



Radio One Chairman Cathy Hughes receives the fourth annual Everett C. Parker Award from Clear Channel Chairman Lowry Mays July 20. The award is offered by the Minority Media Telecommunications Council for achievement in media diversity.



VOL. #1

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# MEDIAMAN

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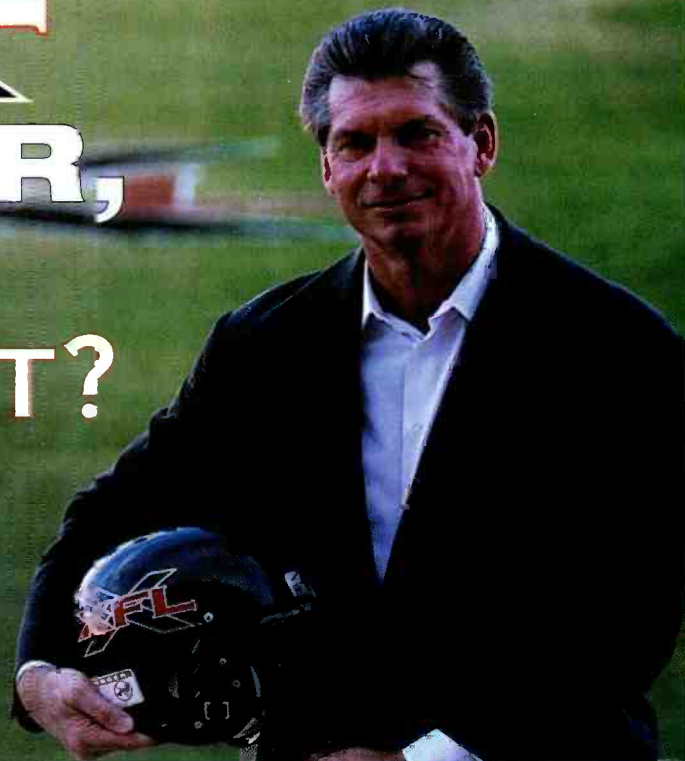




# XFL™

## ROUGHER, BUT A SMASH HIT?

NBC and WWF's  
audacious  
league targets  
the macho demo  
with a brazen  
brand of football



*Nobody ever accuses WWF founder Vince McMahon (above, and below on scoreboard) of shyness, and his new XFL, a joint venture with NBC, carries his reputation for taking sports to outrageous lengths. Already, the XFL has stadium deals in six of its eight markets, including facilities at Sam Boyd Stadium in Las Vegas.*



Ever look back wistfully to the days when an NFL defensive lineman could wind up and give his opponent a vicious bone-jarring slap right upside his big knotty head, knocking him senseless?

Well, wish no more. The head slap is coming back to football next January via the XFL, the upstart, made-for-television football league being jointly developed by NBC and World Wrestling Federation Entertainment Inc. This concession to offensive linemen: They still get to wear helmets.

As the NFL has gotten gentler over the years, some think it has also become staid and a little boring. That's the hook the XFL is trying to exploit as it positions itself as a rougher, sassier and more exciting brand of football. In a phrase—and a phrase that XFL executives never tire of saying—it's "smash-mouth football."

BY STEVE MCCLELLAN



That's not the only thing that will get smashed. The league is also doing away with the "in the grasp" rule that protects the quarterback from extra bumps and bruises (if not concussions) once a defensive player grabs hold of him. In the XFL, as long as the quarterback keeps struggling for yardage, the defense has the right "to bury him," as Dick Butkus, newly named head coach for the XFL Chicago franchise, puts it.

Although the plan isn't finalized yet, NBC is considering coverage of two games each Saturday night, one beginning at 8 p.m. on the East Coast, followed by a West Coast contest three hours later. In addition, UPN will carry a Sunday-night game. And soon, BROADCASTING & CABLE has learned, the league will announce that Viacom's revamped TNN (future home of the WWF itself) will carry a weekly Sunday-afternoon game.

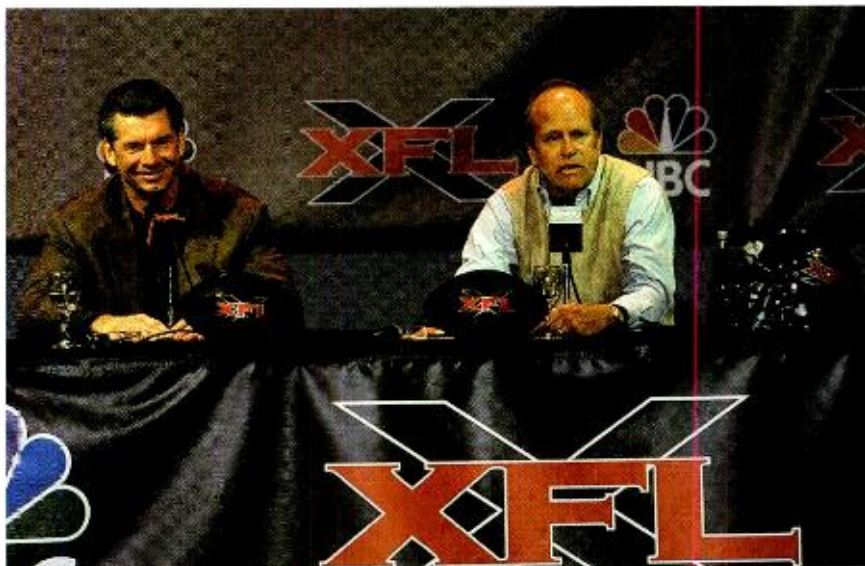
The XFL has told advertisers it expects to average a 5.5 household rating for NBC Saturday-night games, with about 2.7 million men 18-49 tuning in. The Sunday-night UPN telecast should average about a 3.0 rating, with a little more than 1.2 million men 18-49 watching. The Sunday-afternoon game on TNN should do a 2.5 rating, with about 1.3 million men 18 to 49.

Agency sources said the XFL was shopping sponsorships in the range of \$2 million and up. Those sources estimate that a single 30-second spot in NBC's Saturday night game might cost between \$17,000 and \$20,000, if the games reach the ratings targets.

The league partners have committed close to \$100 million in startup costs, and both NBC and WWF are putting heavy emphasis on first kickoff Feb. 3, six days after the NFL's Super Bowl. (In addition to its 50% share of the start-up costs, NBC has acquired 2.3 million shares, or 3%, of publicly traded WWF Entertainment Inc. for \$30 million.)

The XFL will control and sell all the inventory in the games, WWF's new President Basil DeVito says. That way, he explains, NBC and UPN and TNN won't be sending conflicting messages about the league to advertisers. DeVito promises the XFL will announce several advertising and licensing deals soon.

Ad agency sources say the XFL has sold sponsorships for the beer, auto, candy and soft-drink categories but won't identify the sponsors. As for pricing, agency execs say the league will likely get rates more akin to cable (a cost-per-thousand-viewers rate in



After losing rights to the NFL, NBC considered teaming with Turner Broadcasting to start its own football league. Instead, NBC Sports chief Dick Ebersol (right, above) joined with McMahon to start the XFL. It's up to WWF's new President Basil DeVito (photo left) to sell it to viewers and advertisers.



we're paying close attention," says Tim Spengler, head of national broadcast buying for Initiative Media, Los Angeles. "Who knows what will become of it long-term, but, for a young-male demo, it's probably worth taking a shot."

And as a player, it might be all right if you can take a hit. The XFL has several ways it intends to rough up the game. For example:

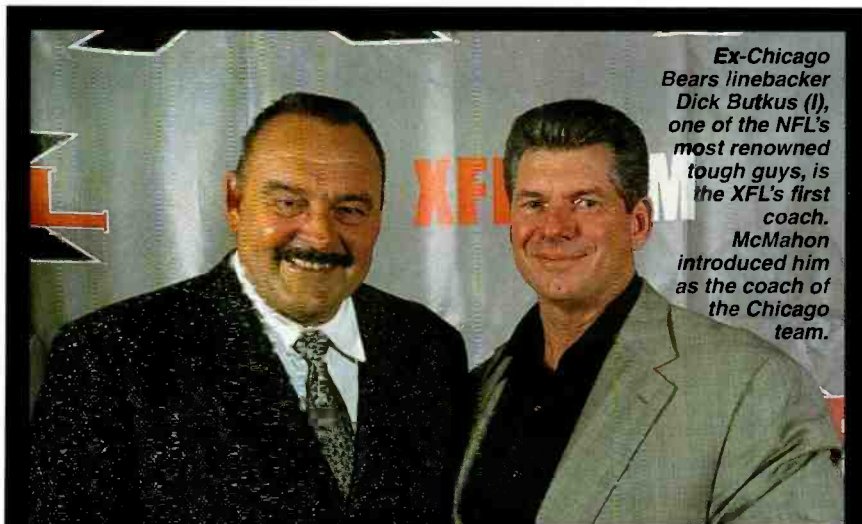
- There won't be a point-after-touchdown kick. Teams will have to run or pass the ball for an extra point.
- Forward motion by the offensive backfield will be allowed before the ball snap.
- The bump-and-run returns, allowing defenders to give offensive receivers a good pop at the line of scrimmage. The current NFL rule bars defensive contact with receivers until 5 yards past the line of scrimmage.
- There are no fair catches. On punt returns, the ball will be in play until someone takes possession and gets tackled.
- Sorry, no touchbacks on the kickoff. The kickoff starts from deeper in the kicking team's territory than in the NFL, but, even if the ball reaches the end zone, the receiving team will have to attempt to run it back.
- A shorter period of time is allotted to initiate a play.
- A player needs only one foot in bounds for a legal pass reception.
- Now there will be spontaneous play-

the \$6 to \$8 range) than to the NFL (with an average \$15 CPM).

So will it make it where many leagues have failed before? Schulman/Advanswers National Media Buyer Tom Decabia says, "It's not a bad product to put at that time of year for the male audience. They should find out within a month or so whether the true sports fan accepts or rejects it."

NBC and Turner considered a football league venture two years ago but couldn't make the numbers work. When CBS lost the NFL in 1994, it too considered a startup league, says media consultant Neal Pilson, then president of CBS Sports. "When I looked at it for CBS, we didn't feel there was a public demand for the product," he notes. "I'm sure NBC and WWF have reached a different conclusion five years later."

For the most part, agency executives remain open-minded about the new league. "It's something [to which]



**Ex-Chicago Bears** linebacker Dick Butkus (l), one of the NFL's most renowned tough guys, is the XFL's first coach. McMahon introduced him as the coach of the Chicago team.

## BUTKUS' STAR APPEAL

For Dick Butkus, becoming head coach of a pro-football team in Chicago is a dream come true—except that his dream team was the National Football League's Bears, the team for which he starred as middle linebacker in the 1960s and '70s. Not the XFL's yet-unborn Windy City franchise.

"I'm pretty excited about" the XFL job, says Butkus, who has just the traits the new league wants: a bad-to-the-bone reputation during his playing days and a large-than-life personality.

Butkus was the first head coach the XFL tapped for any of its eight proposed football teams. The others are to be named shortly.

It's Butkus' first coaching assignment. But, in a case of life imitating art, he played a coach on TV—in the NBC Saturday-morning series *Hang Time*. *Hang Time* was in production for two seasons, and Butkus says he wished it had lasted longer. "It's going to [off-network] syndication, which is really good for the producer but not so good for the actors."

Butkus also appeared on *Blue Thunder*, an hour-long crime show; *Hal Nelson*, a lighthearted crime show with Joe Fesci; *My Two Dads*, in which he had a running part playing the owner of a diner; as well as being the referee of *Star Games*.

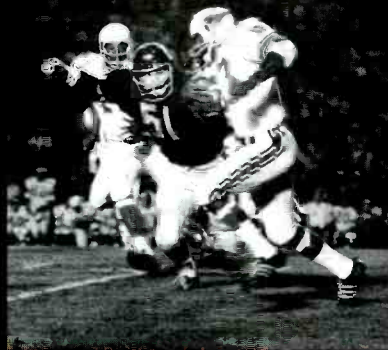
Many TV viewers may remember him better from his appearances in a series of Miller Lite spots ("Tastes Great/Less Filling"). And football fans

may recall his two years in the CBS broadcast booth as part of the *NFL Today* in the early 1980s. He also spent 10 years as a local radio commentator on Bears games.

Butkus locks at the new assignment as "sort of finishing the last phase of my football career." And he scoffs at those who criticize his lack of coaching experience. He's got a plan and philosophy, which he says he has run by "some of my NFL buddies, who said I was right on." He's now engaged in picking assistants, which, he says, is half the battle.

It's definitely crunch time, he notes. The team basically has to be created from scratch in the next five months. "I think we'll get it done."

So, some 28 years after retiring from the game, Butkus is happy to finally get his shot at coaching. "I'm just trying to do my thing, and if it doesn't work or we don't win, fine. But I'm going to go after it." —S.McC.



Butkus has never lost his reputation as a hard-nosed football player, legendary for his days as a standout player for the Monsters of the Midway.

er "celebrations," currently banned by the NFL but permitted by the XFL (as long as they don't delay the game).

The league will have an unprecedented amount of TV and radio coverage at launch. It's likely that all four weekly contests will receive national TV exposure from the start.

On the radio side, local teams are starting to shop around local-rights packages, and there may be a national radio game of the week as well, says DeVito.

Although the XFL will clearly be a more violent brand of football, officials say they don't intend to let the games degenerate into the brawls that figure so prominently in the National Hockey League. "It has not been contemplated to allow unrestrained fighting" on the field, says an XFL spokesman. The same penalties that apply in the NFL would apply to the XFL, up to and including ejection, he maintains.

But XFLers have built-in financial incentives to win every week: They'll be paid thousands of dollars less when they lose. During the 10-game regular season, each winning team in each game will split a \$100,000 bonus pool. Losers get no bonus.

For the championship game, the winning team splits a \$1 million bonus pool, while the losers get nothing. Thus, over the course of the season, players have the opportunity to more than double their take-home pay in bonuses.

League officials say the average player base salary will be \$45,000, far less than the NFL but more than any other football league. (Arena Football players make about \$25,000 per season; Canadian Football League players, about \$31,000.)

Meanwhile, the league is establishing franchises in eight cities: New York; Los Angeles; Chicago; San Jose, Calif.; Orlando, Fla.; Memphis, Tenn.; Birmingham, Ala.; and Las Vegas. Chicago is furthest along; just last week, it named NFL Hall of Famer Butkus head coach, the XFL's first.

The league has stadium deals in six of its eight markets and is in discussions in New York with the operators of the New Jersey Meadowlands Stadium, home of the New York Giants, and Sam Boyd Stadium in Las Vegas.

DeVito has little experience on the business side of football outside of a brief NFL internship during his college days. But he does have a sports-marketing background and the backing of WWF founder Vince McMahon, for



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*The Arena Football League has achieved longevity but is still no ratings winner.*

## WANNABE CONTENDERS

The McMahon family and NBC aren't exactly going where no one has gone before with the XFL. Long before WWF Chairman Vince McMahon conceived of an early-spring league that would play the sort of tough, gritty football he remembered seeing as a kid, there was an Arena Football League, a World Football League, a Canadian Football League, the World League of American Football and the United States Football League.

Football is rife with alternative spring leagues, but none of them has ever approached the prominence of the National Football League, certainly in television ratings.

Now in its 14th year, Arena Football is probably the most enduring of the alternative football franchises, but it was around for nearly a decade before getting semi-regular coverage on ESPN and its cable sibling, ESPN2. Arena games on ESPN pulled in around an average 0.5 rating/381,000 households last year; NFL games, in comparison, regularly drew 6 and 7 ratings with up to 7 million households.

Arena games on ESPN2 pulled in less than half the audience that those on ESPN attracted. This year, TNN carried Arena Football for the first time, having coaxed the regular-season games away from ESPN in the hopes of filling a hole left by the loss of highly rated NASCAR races.

Ratings thus far suggest it has a way to go. On average, the 16 regular-season games did a 0.3/250,000 households, culminating in a 0.6/461,000 for the final regular-season match between Albany, N.Y., and Orlando, Fla., on Sunday, July 23. Play-off games will be split between TNN, ESPN and ESPN2, with the championship game in August going to ABC.

Ratings are a bit better for the games of the World Football League, aka NFL Europe, but only a few of those games end up on television. When Fox started carrying just the championship game in 1996, it pulled in a 1.7—about 1.5 million households at the time. For the past two years, Fox has added three regular-season games, which averaged a 1.1 rating with around 1.1 million households. The just completed World Bowl did a 1.3 rating with about 1.3 million households.

Television ratings for the Canadian League's championship game, the Grey Cup, were unavailable, as were ratings for the now defunct USFL and the WLAF, but ratings analyst Brad Adgate of Horizon Media says none of those franchises scored impressive numbers.

Says one sports executive about alternative football leagues: "I'm a Bears' fan, but when the season's over, it's over. I'm looking for other stuff. Chicago has had three other franchises, and they all failed. Who is going to go to Soldier Field in Chicago in February on a Saturday night?"

—Deborah D. McAdams

whom he has worked for 12 years.

Others in the XFL front office are doing much of the day-to-day crafting of the league. Vice President, Football Operations, Mike Keller, a former player with the Dallas Cowboys, has held executive positions with the NFL, the defunct USFL and the World League of American Football. Vice President, Administration, Billy Hicks is a founding partner in the WLAF and one-time president and general manager of the Dallas Burn, a Major League Soccer franchise.

On the player front, the league has received more than 10,000 applications through its Web site, according to Keller.

Most of the 800 to 900 players who will be put under contract will come from the Arena Football League, Canadian Football League, World League and players who have been cut from the NFL, says Keller. In October, the eight teams will each draft 70 players who will go to training camp. Player trades and waivers and additional drafting will go on until the first game.

The XFL also thinks it can create a more intense viewing experience for the home audience by having more cameras and microphones in more places in and around its games than are currently allowed in NFL coverage.

Coaches will be wired for sound and tracked by cameras throughout the game—including the half-time locker-room session. Much of the sideline banter will also be taped. But none of it will scripted, a spokesman insists. "We're just telling the coaches to be themselves but, if they see a cameraman following them, not to slug him, because it will be our cameraman."

With three national TV outlets carrying its games, the XFL is rich in promotional vehicles. NBC aired a promo with McMahon during its coverage of the Major League Baseball All-Star Game and plans to air a "significant number" of XFL promos during the second week of the Olympics, DeVito says.

"Having these resources certainly helps make a marketing opportunity just about everywhere we turn," DeVito says.

But Tom McGovern, director of sports media for OMD, New York, isn't so sure. "I think the closer it stays to real football the greater their challenge will be," he says. "Vince McMahon's success has always been pushing the envelope. People aren't craving more football."

The WWF and NBC, of course, are making a \$100 million bet that just the opposite is true. ■



# Reality rules again at TCA

*CBS still seeks fountain of youth; UPN drops the 'U'; The WB uses sitcoms to attract more males*

By Susanne Ault

**R**eality again dominated the discussions at the network portion of the Television Critics Association tour in Pasadena, but it meant something different to CBS, The WB and UPN.

CBS predicted its summer reality series (*Survivor* and *Big Brother*) will drive the adult 18-49 demo to CBS' fall slate of programming, although the critics wondered whether that would come at the expense of its older viewers.

For UPN, the reality was Paramount's now sole ownership of the network, which prompted it to drop the U from its name (from original partner Chris-Craft/United) and rechristen itself The Paramount Network.

Meanwhile, The WB was looking to counter the reality trend with programming that emphasizes comedies—its strategy to win back a chunk of its core audience, women 18-34, that defected from its dramas this season for the likes of other offerings, among them *Survivor* and *Big Brother*.

First to bat with critics was CBS Television President and CEO Leslie Moonves. "Thanks to *Survivor* and *Big Brother*," he told them, "CBS' median prime time age [it is the oldest-skewing of the networks] has gone down three years." He cited *The Early Show*, up 29% among women 18-49, and *The Late Show*, up 17% among adults 18-49.

But Moonves and CBS Entertainment President Nancy Tellem had to counter several critics' forecasts that CBS would eventually alienate its core older audience with younger-skewing fare.

"This 600-pound gorilla called *Survivor* coming off the bench in January [thanks to CBS' presenting the sequel, *Survivor II: The Australian Outback*, immediately following *Super Bowl XXXV*] could help us immensely," Moonves said. "Do I envision a schedule with four hours of reality on it? No, I don't. I think our bread and butter is



'Survivor' Executive Producer Mark Burnett (third from right) and is, and castaways (from left) B.B., Gretchen, Sonja, Ramona and Joel talk to reporters at TCA. Burnett noted that the sequel, 'Survivor II,' is on track for a January debut.

Photo: John Filo / CBS



UPN Chief Operating Officer Adam Ware, crowed about the network's ratings windfall with 'WWF Smackdown!', which has boosted its targeted demo of young men by 111%.

Photo: Kevin Winter / ImageDirect

still the *Judging Amys* and *Jags* and *60 Minutes* of the world."

Moonves said that he was first in line for the reality formats picked up by rival networks. But he turned the offers down, saying, among other things, that "the Ben Affleck [and Matt Damon's *The Runner*] project still had a lot of question marks."

When queried about the possibility of CBS' fall shows turning off its *Survivor*-snagged young adults, Moonves, quoting TV writer Bill Carter, responded, "There's no reason why *Everybody*

*Loves Raymond* has a median age of 49 and *Frasier* has a median age of 41. [NBC's] *Frasier* has older actors, it's older-themed. That's why we use *Survivor*. It's that CBS' [potential] audience has not been exposed to our kinds of shows."

And to parry questions about the debatable fun factor of watching six nights a week of *Big Brother*, Moonves joked, "You know, Bill Clinton has already called me about a couple people on *Big Brother*." Then Moonves turned serious. "Sure, a second coming of *Big Brother* this spring is possible," he said. He noted that *Big Brother* has boosted CBS' performances in those time periods by 89% over the network's regular-season numbers.

Moonves took issue with the suggestion that Julie Chen (of CBS' *The Early Show*) blurred the lines between entertainment and legitimate news by her participation on *Big Brother* telecasts. "How about when Matt Lauer [of NBC's *The Today Show*] got his hair cut on the set of *Friends*, was that news? Morning shows shouldn't be held to the same hard line as the Brokaws or Jennings," he said.

In other CBS news  
 ■ *Survivor* Executive Producer Mark Burnett told TV critics the sequel is on track. In just two weeks, 6,200 *Survivor*

If hopefuls have sent in their applications.

■ CBS is preparing a proper send-off for the first *Survivor*. Moonves said the show's two-hour finale Aug. 23 will be followed by a live hour broadcast of a town-hall meeting starring all 16 islanders.

■ CBS parent Viacom's VH1 and MTV will each host a Bette Midler week just prior to the debut of her CBS comedy. TV Land will run a marathon of classic series *The Fugitive* to hype the fall premiere of CBS' remake.

■ *Roseanne* alum Sarah Gilbert has been added to the cast of a new CBS comedy starring former *Cybill* star Christine Baranski.

**'I would just use 'P,' but ...'**

Dean Valentine, UPN's president and CEO, was asked to defend the name change. "Paramount has always been at the center of UPN," said one critic, "so why adopt a new name?"

"It made sense for our name to reflect" our sole parentage, said Valentine. "UPN had always felt like [the name] was awkward ... and our affiliates thought there was tremendous equity in the Paramount name."

The re-branded Paramount Network ("I would say just use 'P' but that would be awkward," added Valentine) will take effect Jan. 1.

But Valentine had more to talk about than a new name. Joined by UPN Entertainment President Tom Nunan and

The WB's Jamie Kellner and Susanne Daniels are adding sitcoms to attract more male viewers.



Photo: The WB / Byron Cohen

Chief Operating Officer Adam Ware, he trumpeted the network's ratings windfall with *WWF Smackdown!*, which has helped boost UPN 111% over last year in its target demo, men 18-34.

"Last year, there was a great level of doubt in the business about whether or not we could turn around. But a year later, we're out of the hospital. For the first time, all our rating trend levels are up," said Ware.

While the WWF controls the lion's share of *Smackdown's* ad dollars, UPN still posted 47% higher revenues this season. And "one-third of all our advertisers are new," added Ware. They include AT&T, Chrysler, Intel and Sprint.

Looking ahead, UPN has locked up *Smackdown* for four more seasons. And in two weeks, UPN will dip into its owner's hefty resources by running fall prime time campaign spots on Viacom-owned, proven teen-grabber MTV.

As for tapping into the resources of co-owned CBS à la Pax TV and NBC, Valentine said, "Although we'd love to take *Survivor* re-runs, it won't be a general strategy to re-purpose CBS shows. It tends to decrease [the value of CBS' content] and is probably not a good idea for our affiliates."

On the subject of decreasing CBS' value, Valentine said he doubted that UPN's winter debut of its extreme football league, the XFL (a joint venture with NBC), would have a negative impact on CBS' football coverage, saying, "I think there really can be both. We begin when they're over."

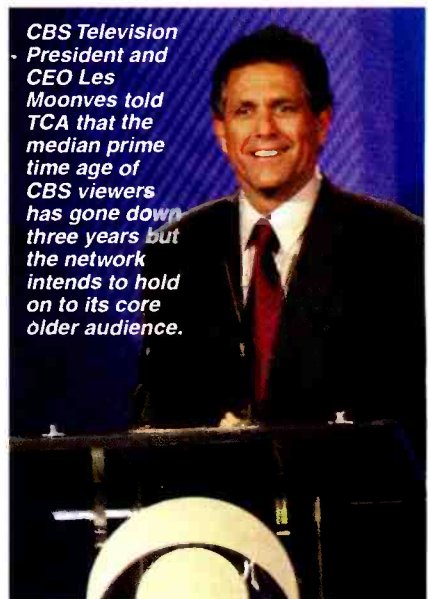
In other UPN news:  
 ■ The network adds a new affiliate in San Antonio on Aug. 3. Belo-owned KBEJ-TV will boost UPN's national distribution to 87%.

■ UPN is staggering the fall launches of its new series. Debuting first will be the newly acquired ABC comedy, *The Hughleys* on Sept. 4. Ensemble comedy *Girlfriends* will debut Sept. 11, followed by Monday-night movies Oct. 3. The last season of *Voyager* will take off Oct. 4, and freshman action series *Freedom* and *Level 9* will premiere Oct. 27. Mid-season extreme football league, the XFL, will kick off Feb. 4.

**WB counters with sitcoms**

The WB CEO Jamie Kellner and Entertainment President Susanne Daniels defended their network's decision to push comedies for fall rather than pumping a slew of reality shows into its lineup.

Considering The WB's 20% ratings drop in total households last season,



CBS Television President and CEO Les Moonves told TCA that the median prime time age of CBS viewers has gone down three years but the network intends to hold on to its core older audience.

Photo: John Filo/CBS

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the duo had some explaining to do. Both largely blamed the loss of key distribution outlet superstation WGN-TV for The WB's pains.

But Kellner acknowledged that "[shows like *Millionaire*] have cut into us as they've cut into everybody else. But they're not getting anywhere near the [young adult] shares they got before. Generally, reality formats haven't appealed to younger people."

That said, Kellner broke the news that the expected date for the network to break even has been pushed back one year to the 2001-02 season, but added that "we did exceed our expectations in terms of advertising in the upfront market."

In explaining why the network is concentrating on comedies, not reality, Kellner said, "The reason we're developing comedy is as a way to differentiate ourselves."

Daniels talked about comedy's ability to increase The WB's attractiveness to men. "You know, typically men watch more comedy than they watch drama [a current WB content fixture]. So ultimately, this is going to have the effect of bringing more men to the network."

But The WB has not eschewed the reality format entirely. Mid-season pick-up *Popstars* follows the lives of singing hopefuls and is based on a current ratings hit in Australia. And currently in development is a Henry Winkler-produced reality project, which chronicles the lives of fledgling reporters.

In other WB news:

■ Kellner (who will report directly to AOL President and Chief Operating Officer Bob Pittman when the merger of AOL and Time Warner is completed) is on the lookout for joint AOL-WB interactive programming. "I definitely see us doing things with AOL to communicate with viewers before and after programming," he said.

■ The Kids' WB!'s next incarnation of hit *Pokémon* will be titled *Pokémon: The Joto Journeys*. The new show will lead off a Saturday lineup of new children's animated series: *Jackie Chan Adventures*, based on Chan's signature karate high jinks; *X-Men Evolution*, a new spin on the comic-book series; and *Static Shock*, about an African-American superhero.

■ The WB has signed MTV's Bill Belamy and Montreal Comedy Festival comics Mike Young and Danny Bhoy to develop new comedy vehicles.

■ *Punky Brewster* star Soleil Moon Frye has been added to the cast of *Sabrina, the Teenage Witch*. ■

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## TOP 20 SHOWS

Rank	Program	HH AA	HH GAA
1	Wheel of Fortune	9.2	9.2
2	Jeopardy	7.6	7.6
3	Judge Judy	6.9	9.6
4	Oprah Winfrey Show	5.8	5.9
5	Entertainment Tonight	5.7	5.6
6	Friends	5.6	6.5
7	Seinfeld	5.1	5.1
8	Wheel of Fortune (wknd)	5.0	5.0
9	Frasier	4.9	5.6
10	Jerry Springer	4.1	4.5
11	Maurly	3.9	4.1
12	Judge Joe Brown	3.8	4.9
13	Entertainment Tonight (wknd)	3.8	3.8
14	Hollywood Squares	3.8	3.8
15	ER	3.7	4.2
16	Drew Carey	3.6	4.1
17	Xena	3.6	3.7
18	Regis and Kathie Lee	3.6	3.6
19	Seinfeld (wknd)	3.6	3.6
20	X-Files	3.5	3.7

## TOP NEWS MAGAZINES

Rank	Program	HH AA	HH GAA
1	Entertainment Tonight	5.7	5.6
2	Entertainment Tonight (wknd)	3.8	3.8
3	Extra	3.2	3.2
4	Inside Edition	2.8	2.8
5	Extra (wknd)	2.6	2.6

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

HH/AA= Average Audience Rating (households)

HH/GAA= Gross Aggregate Average

One Nielsen rating= 1,008,000 households,  
which represents 1% of the 100.8 million TV  
Households in the United States.

N/A= Not available

## Mags go from ratings rags to riches



The 'Inside Edition' coverage of the one-year anniversary of JFK Jr.'s death helped push the syndicated magazine's ratings up 22% for the week.

Bolstered by recent hot news topics, including the one-year anniversary of John F. Kennedy Jr.'s death and escalating *Survivor* suspense with each new island cast-off, four of the five syndicated magazines posted double-digit ratings gains during the most recent tabulations.

For the week ended July 16, both *Inside Edition* (2.8) and *Access Hollywood* (2.3) rebounded from all-time lows posted previously, soaring 22% and 35%, respectively, according to

Nielsen Media Research. During that time, King World's *Inside Edition* ran the segment "Real Survivor"—detailing a true story, which occurred several years ago, about three young people stranded on a deserted Canadian island for a month.

"The whole sell of that show, bouncing off *Survivor*, was that you can now meet people who really went through a life-or-death experience," said *Inside Edition* Executive Producer Charles Lachman.

Marc Rosenwieg, King World's East Coast senior VP of programming and production, added, "[Using reality] as a way to get people into the tent to show them what else you have, they may like what they see and start coming back. That's certainly worthwhile."

It also didn't hurt to escape the July 4 holiday, which generated a widespread slump among the majority of syndicated series. Others rebounding from worst-ever showings during the traditionally weak TV viewing period were off-net series *Friends* (up 14% to a 5.6) and *Seinfeld* (up 16% to a 5.1) and *Oprah* (up 16% to a 5.8).

Also on the upswing in the magazine arena was the perennial leader, *Entertainment Tonight*, which jumped 16% to a 5.7—its highest mark in seven weeks. *ET*'s closest competitor, *Extra*, surged 10% to a 3.2. Rookie *National Enquirer* was up 6% to a 1.8.

—Susanne Ault

## Kyw's Grand Old coverage

Reporting of GOP convention in Philadelphia is déjà vu

By John Eggerton

**K**YW-TV Philadelphia will be at the Republican convention in Philadelphia this week, anchoring its 5, 6 and 11 p.m. news from a skybox at the convention center. The vantage above a GOP convention floor will be a familiar one: The station also covered the GOP convention in Philadelphia over a half century ago.

While the first national televised convention coverage came in the form of a 1948 pool feed, the 1940 GOP convention that nominated Wendell Willkie was covered by both Philco's

experimental station W3XE (the forerunner of KYW-TV), with an assist from the Mutual Broadcasting System, and by NBC.

The station provided more than 60 hours of convention coverage to "about 150 homes," the station now estimates, most of them belonging to Philco engineers and executives. Monitors were also set up in the convention hall and at Philadelphia's Union League Club.

NBC fed its coverage—30¼ hours according to NBC—via coaxial cable to W2XBS (now WNBC-TV) atop the Empire State Building, and from there it was relayed upstate to GE TV facilities



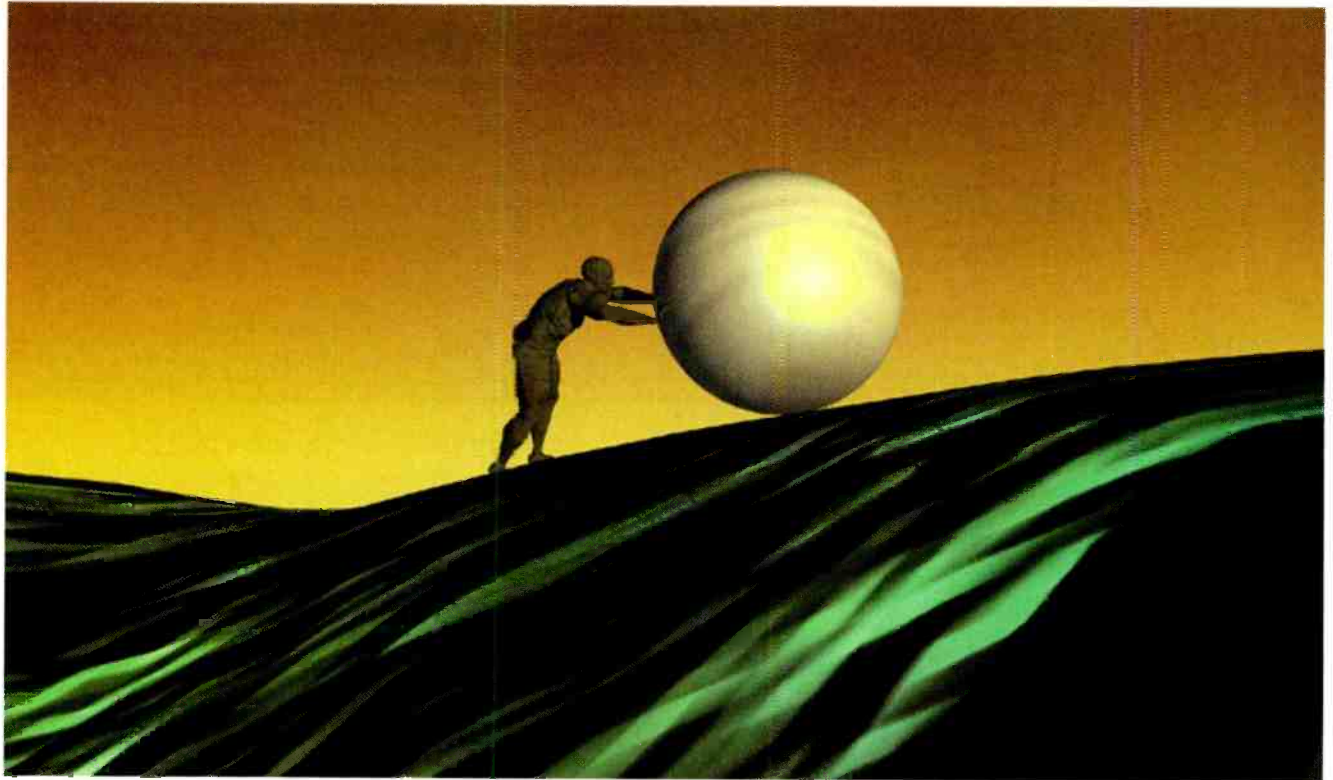
A TV camera's eye view of the 1940 GOP convention, courtesy of experimental station W3XE (now KYW-TV).

in the Albany area (B&C, July 1, 1940).

According to BROADCASTING & CABLE's reporting at the time, "convention goers showed great interest in [being] televised," particularly in viewing themselves on the monitors in the hall. Some things never change. ■



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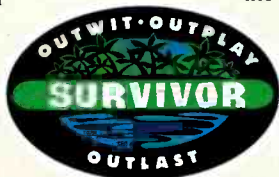
## GET WITH THE PROGRAM

By Susanne Ault

### Survivor makes it four in a row

CBS' *Survivor* was the No. 1 show for the fourth straight week in households, viewers and key adult 18-49 demos, but *Survivor*'s strength wasn't enough for CBS to win the week ended July 25 in any of those races, according to Nielsen Media Research.

ABC edged out its rivals to take the household,



viewers and adult 18-49 trophies. Propelled by time-slot wins by *Millionaire* on Tuesday, Thursday and Sunday nights, ABC took the adult 18-49 crown with a 3.6 rating/11 share.

Last week's winner, NBC (3.2/10), came in second in the demo, followed by CBS (3.0/10). Fox was third with a 2.8/09.

In total viewers, ABC was tops with a 10.0. Runners-up were CBS (8.89),

NBC (8.11) and Fox (6.19). In households, ABC boasted a 6.8/12, followed by CBS (6.3/12), NBC (5.8/11) and Fox (4.2/08).

### Fox, USA share 'In Search Of'

Fox has ordered six episodes of a revamped version of syndicated docu-drama series *In Search Of*. To be produced by Studios USA and steered by *Blair Witch Project* team Haxan Films, the show will air on both Fox and the USA Network in a

shared broadcast window.

*In Search Of* will reenact supernatural tales. But the new version will incorporate the flair present in *The Blair Witch Project*.

This is the first time Fox has partnered with a cable network on a series. *In Search Of* will air first on Fox, and a week later run on USA.

Haxan Films already works under the 20th Fox shingle, but Studios USA needed to be brought on board because it owns the rights to the original *In Search Of*, which was hosted by Leonard Nimoy.

The second incarnation of *In Search Of*—no host has been assigned—could hit as soon as this fall. The Endeavor agency brokered the deal.

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**JULY 17-23**

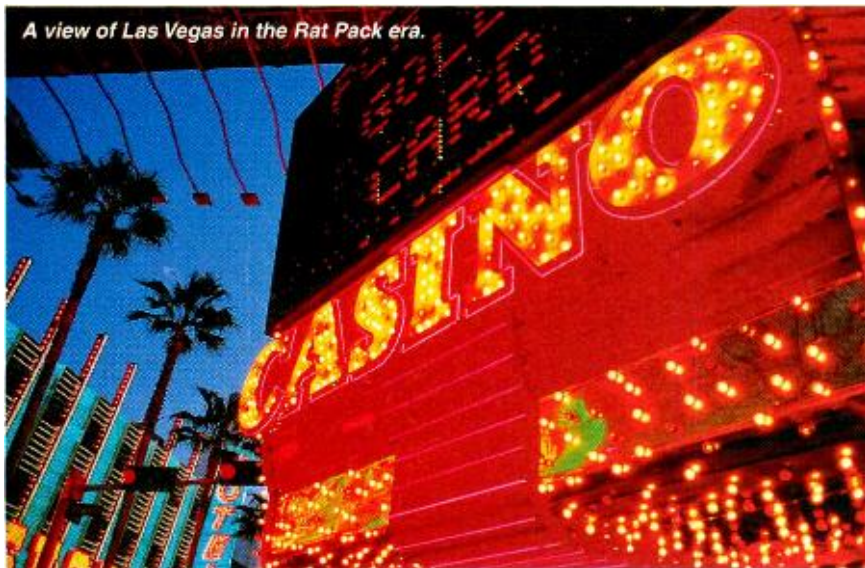
Broadcast network prime time ratings according to Nielsen Media Research



**PEOPLE'S CHOICE**

Posting its highest numbers ever, CBS' 'Survivor' extended its stay in the No. 1 slot to five consecutive weeks with a 15.9/29.

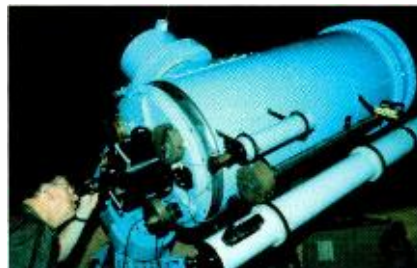
Week 44	abc	CBS	NBC	FOX	UPIN	WB	
	4.9/9	6.2/11	7.1/12	3.5/6	2.2/4	1.9/3	
MONDAY	8:00		22. Big Brother 6.7/13	14. Dateline NBC 7.7/14	82. Opposite Sex* 3.9/7	96. Moesha 2.1/4	94. 7th Heaven 2.2/4
	8:30	52. ABC Monday Night Movie—Dying to Be Perfect 4.7/8	46. King of Queens 5.3/9			93. The Parkers 2.4/4	
	9:00		15. Ev Lvs Raymnd 7.6/13	19. Law & Order 7.3/12	86. Ally McBeal 3.4/6	94. Grown-Ups 2.2/4	106. Roswell 1.6/3
	9:30		21. Becker 7.2/12			97. Malcolm & Eddie 2.0/3	
10:00	61. Once and Again 4.5/8	49. Family Law 5.2/9	26. Third Watch 6.3/11				
10:30							
TUESDAY	8:00	9.0/16	39. Big Brother 5.6/10	52. Will & Grace 5.1/10	71. That '70s Show 4.1/8	123. Shasta 1.0/2	101. Buffy the Vampire Slayer 1.8/3
	8:30	3. Who Wants to Be a Millionaire? 13.9/25	92. Love & Money 3.0/5	29. Will & Grace 6.2/11	82. Titus 3.6/6	126. Dilbert 0.9/2	
	9:00	9. Dharma & Greg 8.2/14		18. Will & Grace 7.4/13	82. Family Guy 3.6/6		
	9:30	37. Two Guys, A Girl 5.7/10	35. CBS Tuesday Movie—Mario Puzo's The Last Don, Part 2 5.9/10	9. Will & Grace 8.2/14	89. The PJs 3.2/5	118. I Dare You! 1.2/2	100. Angel 1.9/3
	10:00	31. NYPD Blue 6.1/11		9. Will & Grace 8.2/14			
10:30			13. Will & Grace 7.8/14				
WEDNESDAY	8:00	6.1/11	9.5/17	7.0/12	4.0/7	1.7/3	1.5/3
	8:30	80. Two Guys, A Girl 3.8/7	1. Survivor 15.9/29	29. Dateline NBC 6.2/11	86. King of the Hill 3.4/6	110. 7 Days 1.4/3	110. Dawson's Creek 1.4/2
	8:30	88. Norm 3.3/6			91. Family Guy 3.1/5		
	9:00	34. Drew Carey 6.0/11		19. West Wing 7.3/13	58. Guinness World Records 4.7/8	97. Star Trek: Voyager 2.0/4	102. Young Americans 1.7/3
	9:30	44. Spin City 5.4/9	26. CBS Tuesday Movie—Mario Puzo's The Last Don, Part 3 6.3/11	15. Law & Order 7.6/13			
10:00	7. 20/20 8.9/15						
10:30							
THURSDAY	8:00	9.1/16	5.7/10	6.2/11	4.7/8	4.4/8	1.7/3
	8:30	66. Whose Line Is It 4.3/8	12. Big Brother 7.9/15	25. Friends 6.4/13			115. Popular 1.3/3
	8:30	49. Whose Line Is It 5.2/10		46. 3rd Rock fr/Sun 5.3/10	58. Fox Thursday Night Movie—Powder 4.7/8	62. WWF Smackdown! 4.4/8	
	9:00	4. Who Wants to Be a Millionaire? 13.8/24	89. City of Angels 3.2/6	23. Will & Grace 6.5/11			97. Charmed 2.0/3
	9:30	8. 20/20 Downtown 8.8/16	31. 48 Hours 6.1/11	31. Just Shoot Me 6.1/10			
10:00			23. ER 6.5/12				
10:30							
FRIDAY	8:00	4.9/10	5.4/11	5.1/10	3.9/8	1.2/3	1.3/3
	8:30	67. Sabrina/Witch 4.2/9	40. Big Brother 5.5/12	67. Providence 4.2/9	75. Beyond Belief: Fact or Fiction? 4.0/9	121. The Strip 1.1/2	108. Jamie Foxx 1.5/3
	8:30	62. Boy Meets World 4.4/9	58. Candid Camera 4.7/10				110. For Your Love 1.4/3
	9:00	71. Making the Band 4.1/8	37. JAG 5.7/11	49. Dateline NBC 5.2/10	80. The JonBenet Ramsey Story 3.8/8	110. Secret Agent Man 1.4/3	121. Young Americans 1.1/2
	9:30	67. Making the Band 4.2/8					
10:00	26. 20/20 6.3/12	40. Nash Bridges 5.5/11	36. Law & Order: Special Victims Unit 5.8/11				
10:30							
SATURDAY	8:00	4.3/9	4.8/10	4.0/8	5.0/11	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	
	8:30	62. ABC Saturday Night Movie—Ice 4.4/9	75. Big Brother 4.0/9	71. NBC Saturday Night Movies—Fluke 4.1/9	71. Cops 4.1/9		
	9:00				56. Cops 4.9/11		
	9:30	67. Out of Control: Nature 4.2/9	52. Walker, Texas Ranger 5.1/10	75. The Pretender 4.0/8	40. AMW: America Fights Back 5.5/11		
	10:00						
10:30							
SUNDAY	7:00	8.4/15	6.8/12	4.7/9	4.4/8	1.5/3	
	7:30	56. Wonderful World of Disney—Larger Than Life 4.9/10	6. 60 Minutes 9.1/19	55. Olympic Trials: Track and Field 5.0/10	85. Futurama 3.5/7	108. 7th Heaven Beginnings 1.5/3	
	8:00				78. King of the Hill 3.9/8	118. Steve Harvey 1.2/2	
	8:30		17. Touched by an Angel 7.5/14		40. The Simpsons 5.5/10	115. For Your Love 1.3/2	
	8:30				46. Malcolm/Middle 5.3/9	102. Jamie Foxx 1.7/3	
	9:00	2. Who Wants to Be a Millionaire? 14.1/23	44. CBS Sunday Movie—Night Sins, Part 1 5.4/9	62. NBC Sunday Night Movie—Devil in a Blue Dress 4.4/8	78. The X-Files 3.9/7	102. For Your Love 1.7/3	
	9:30						
	10:00	5. The Practice 9.5/17					
10:30							
WEEK AVG	6.8/12	6.3/12	5.8/11	4.2/8	2.1/4	1.6/3	
S-T-D AVG	8.8/15	8.2/14	8.2/14	5.6/9	2.6/4	2.4/4	



A view of Las Vegas in the Rat Pack era.



Travel Channel takes on an entirely new destination with 'UFOs: Down to Earth,' a show that examines the myths surrounding such quirky tourist attractions as Roswell, N.M.



## Trips to the other side

*Travel Channel puts aliens and ghosts on its itinerary*

By Deborah D. McAdams

**T**ravel Channel is taking on a decidedly door-creaking, other-worldly tone. Where once all the programs seemed to feature intrepid voyagers demonstrating their derring-do by eating fried lizard in some Third World village, there are now ghosties, ghoulies and other spooky things.

Take *UFOs: Down to Earth*, a three-part series blocked across prime time on a recent Sunday night. At one point, a scientist is shown re-creating the dissection of one of the infamous Roswell, N.M., "aliens." On *Travel Channel Secrets* the previous night, the network's cameras roamed the halls of Alcatraz with a psychic, who at one point in the tour reported feeling very cold and hostile. On other nights, *Places of Mystery* featured a haunted bed-and-breakfast and showcased the Salem witchcraft legend. Also, the mystery of the Shroud of Turin was recounted.

"I'll tell you how all of those things fit," says Steve Cheskin, new senior vice president and general manager of the Travel Channel. "When you go there, you want to know about the history of the place."

But a guy dissecting an alien?

"Let's say we're developing a show like that," he answers. "Say Roswell would be a place where people would go.

We'd tell about the town but also the story that makes Roswell a tourist destination."

Cheskin acknowledges that Travel's foray into the paranormal is a huge departure from the travelogue shows of yore. Those programs were predicated on the belief that travelers would watch Travel Channel. They don't, he notes.

"This is not for people who travel a lot but for people watching television. People who spend a lot of time traveling don't spend a lot of time watching TV. We want to reach and entertain armchair travelers," he explains. "I've been at Discovery 15 years, six of those at TLC. I learned about what works in ratings. The word 'mystery' is a good word; 'secrets' is a good word. [They imply] that you're going to deliver something they didn't know before."

Cash flow and ratings imply that the channel needs to deliver something it hasn't before. Though one of the fastest-growing networks in terms of distribution, more than doubling in the past five years, Travel Channel has never generated positive cash flow, according to Paul Kagan Associates. Prime time ratings have hovered around 0.3 for the past three quarters, and *Lonely Planets*, the travelogue show previously stripped across the week at 8 p.m., has been slowly eroding, averaging a 0.2 rating/88,000 households last quarter. *UFOs*, on the other hand,

pulled in a 0.6/271,000 on July 23.

However, as with all programming repositionings, Travel risks losing some of its diehard fans. Fox Family and TNN are still trying to reclaim viewers they lost in similar moves. The tone of viewer feedback on Travel's own Web site is less than enthusiastic.

"I am so upset at the programming lineup that I have seen lately on Travel Channel," wrote one viewer. "I tune in to learn about exciting, exotic travel destinations. I have a remote, for God's sake, and I know what channel is the History Channel."

Wrote another: "I recently saw the *Shroud of Turin* on the Travel Channel. What does this have to do with traveling?"

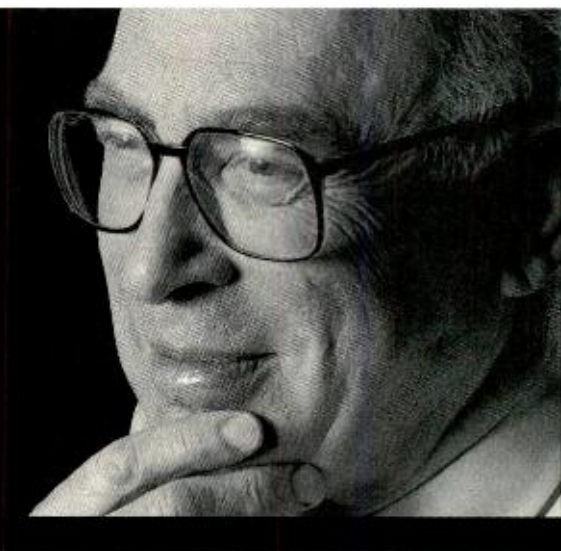
Despite the recent infestation of things unknown, Travel is not going full tilt into *Twilight Zone* territory, Cheskin says. "We will not have a predominance of ghosts, but there will be a mix."

For example, less mystic *Travel Channel Secrets* will feature Harrods Department Store in London; Universal Studios in Orlando, Fla.; and the Las Vegas of the Rat Pack era. But once more redefining "travel," in the fourth quarter, the network will offer a *World's Best* series featuring the top 10 of everything from roller coasters to romantic getaways to weather furies.

Then, in early 2001, Patty Hearst will talk about her life as an heiress as she hosts a tour of the family castle. ■



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## **Tony Ley**

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# Dish firms rushing to deliver interactivity

*DirecTV, EchoStar are sure they can compete with cable in providing two-way broadband services to consumers*

By Paige Albiniak

**W**hen satellite TV executives finally looked up after spending years fighting for the right to offer local TV signals, they saw cable companies in the process of spending billions of dollars to upgrade their systems to offer broadband Internet services.

So satellite was stuck playing catch-up.

Not any more, they say. In the race to bring broadband services to consumers, it will just be a question of who can get the technology out first and at the lowest price.

Not only are satellite TV executives convinced that they can compete with cable on their broadband services, but EchoStar CEO Charlie Ergen said earlier this month, at the Satellite Broadcasting and Communications Association's show in Las Vegas, that he expects EchoStar's data offerings to outpace the company's video services within five years.

As if to prove such projections, satellite TV companies introduced so many interactive TV and two-way broadband products in Las Vegas it was hard to keep them straight.

DirecTV, whose global chairman is Eddy Hartenstein, is leveraging several of its partnerships—particularly AOL's \$1.5 billion investment in DirecTV parent company Hughes

Network Systems—  
to

**DirecTV is banking on UltimateTV and other services; EchoStar is pushing DishPlayer.**

introduce four advanced consumer-targeted services: Ultimate TV, with partner Microsoft; AOLTV; DirecTV with TiVo; and DirecTV Interactive, powered by Wink.

Ultimate TV is DirecTV's answer to EchoStar's DishPlayer. Both are based on Microsoft's WebTV product. Ultimate TV allows users to watch two shows at once, one full-screen and the other in a small window. It also offers digital video recording of live TV with instant playback, rewinding and fast forward, with 30 hours of program storage. Ultimate TV also hooks up DirecTV customers to the Internet and allows them to play along with popular game shows.

AOLTV is similar to Ultimate TV, but it brings consumers AOL's service over DirecTV's system. Consumers will have to switch out their existing DirecTV set-top box for a new one. AOL's content is downloaded to users via DirecTV's satellites, while users' connections to the Internet will be over phone lines.

DirecTV with TiVo allows users to record up to 30 hours of video, create personal TV channels and time-shift programming. Users also can record live television, pausing, fast-forwarding and rewinding shows. DirecTV has worked with Philips to manufacture a set-top box that combines the two services and a hard drive. TiVo's monthly service costs \$9.95 for DirecTV customers, or \$199 for a lifetime membership.

DirecTV Interactive brings additional information to regular programming, such as pop-up weather forecasts and local news and sports. It also provides interactive electronic-commerce services, so users can get more information about items they see advertised or buy them. EchoStar offers a similar product through its partnership with OpenTV.

DirecTV also still offers DirecPC, the first computer service to be delivered via satellite. But DirecPC is not a broadband service, because customers

dial in to access it and its return path is through a telephone line.

EchoStar already offers the popular DishPlayer.

It teams with Microsoft to offer a WebTV-like product that allows users to watch TV, connect to the Internet and check e-mail simultaneously. That product also connects users to a telephone line if they want to send e-mail or upload information.



**EchoStar's Ergen sees his firm's data offerings outpacing its video services within five years.**

In addition, EchoStar has partnered with Israeli satellite TV company Gilat Satellite Networks and Microsoft to roll out Gilat-to-Home—to be renamed later—a two-way broadband service that should start beta tests this fall. Customers will be able to get Gilat's

broadband service bundled with video services from EchoStar-certified dealers, or they can get Gilat-to-Home alone through Radio Shack and other retailers.

If Dish Network subscribers choose



**DirecTV's Hartenstein is using partnerships to introduce advanced consumer services.**

to subscribe to Gilat-to-Home as well, they will need to change their dish and then run two cables between their dish and their computer to bring data in and out. The advantage of a service such as Gilat-to-Home, satellite executives say, is that its return path will be

broadband and the service will be continuously accessible. Plus, satellite covers the entire country without laying any terrestrial fiber, so rural and less populated areas will be served as soon as Gilat flips the switch.

Coming soon, though not as soon as Gilat-to-Home, are new services iSKY, with French partner Arianespace, and Hughes Electronics' SpaceWay. Both enterprises will need to launch new satellites before they can start offering services, so they aren't expected to be available until late 2001. ■



# Sats pitch 'most carry'

Ask FCC not to put "excessive demands" on capacity in new satellite must-carry rules set to take effect in 2002

By Paige Albinak

Satellite TV companies are taking a page from cable's book in asking the FCC not to implement strict must-carry obligations when they take effect in 2002. But those companies are also using their own manual to make the case.

Satellite carriers point out that they are a national service, with satellites that cover the entire country. Unlike cable operators, which serve local markets, once a satellite carrier picks up a local station, it commits an entire channel covering the whole country.

All this will change somewhat once DirecTV and EchoStar launch so-called "spot beam" satellites, which will be able to cover individual markets. But even then, the companies say, their capacity will be limited. Satellite carriers want the FCC to relax how it defines a "local market" because all spot beams won't be able to precisely duplicate markets according to that definition.

Satellite carriers also argue that too-stringent must-carry rules will limit their ability to provide broadband services, "another area in which the commission has espoused the goal of encouraging competition from different delivery platforms," writes DirecTV.

Satellite TV companies have provided their own suggestions for must-carry rules to the FCC, many of which are drawn directly from cable's arguments.

Satellite companies "believe that the Commission will best serve Congress' intent if it adopts rules that do not burden satellite carriers with excessive demands on capacity in order to satisfy the must-carry obligation," DirecTV writes.

"We are proposing 'most carry,'" said DirecTV head Eddy Hartenstein at the Satellite Broadcasting and Communications Association's annual convention in Las Vegas earlier this month. "We will carry those stations with the most appeal that aren't duplicated by a national feed."

If the FCC agreed to that, satellite carriers would not have to carry low-rated TV stations, such as local home shopping channels or religious broadcasters. They also could leave off duplicative non-commercial, low-power, translator

or satellite TV stations. DirecTV recommends that 4% of its capacity be dedicated to carrying noncommercial stations, while EchoStar suggests 2%.

"Of course, mandatory carriage of non-commercial stations under the must-carry rules should count toward satellite carriers' public-interest obligation," EchoStar writes. The FCC mandates that DBS companies dedicate 4% of their capacity to public-interest programming.

Like cable operators, satellite carriers do not want to be required to carry both broadcasters' analog and digital signals during the transition to digital television. Satellite TV companies say the expense and capacity drain would "far exceed any possible benefit" for consumers.

Also, in its filing, EchoStar "reserves its right to seek judicial evaluation of the facial constitutionality of any provision of [the satellite TV reform law]," fueling

speculation that EchoStar may challenge the new must-carry rules in court.

Just as in their fight to require cable operators to carry both their analog and digital signals during the transition to digital TV, broadcasters oppose any change to must-carry rules that would leave any local TV station without a right to be carried.

In addition, the National Association of Broadcasters is asking the FCC for:

- Carriage of all local stations on contiguous channels: "Satellite carriers must place all local stations in a particular market on a sequential series of channels, and may not isolate 'carry one, carry all' stations in a satellite Siberia removed from the other local stations."

- Nondiscrimination in pricing and technical quality.

- Equal treatment in program guides and navigational devices.

- No requirement that viewers purchase additional equipment.

NAB also asked the FCC to delay until 2001 its decision on whether satellite broadcasters have to carry digital signals.

Finally, the National Cable Television Association continued to ask for parity in regulations faced by cable and satellite. ■

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# DBS, Northpoint battle on

*Satellite TV companies say study shows interference; Northpoint says flat-panel antenna could be solution*

By Paige Albiniaik

The satellite TV industry and Northpoint Technology volleyed last week over whether Northpoint's proposal to deliver a ground-based service over satellite spectrum will interfere with existing direct broadcast satellite (DBS) services.

Northpoint is trying to persuade the

FCC to grant it licenses that would allow it to share with DBS providers the spectrum between 12.2 and 12.7 GHz. Northpoint won't seriously interfere with incumbent providers, according to its executives, and the new service will provide competition to cable by offering multichannel video, local TV and broadband Internet to households, including remote rural areas.

The industry—mainly composed of DirecTV, EchoStar Communications and their umbrella trade organization, the Satellite Broadcasting and Communications Association (SBCA)—last week released test results they say prove Northpoint would interfere unacceptably with their established services.

"There will be no compromise if there is interference," said SBCA President Chuck Hewitt.

DirecTV and EchoStar teamed with research firm ComSearch to run tests using a Northpoint-like transmitter the companies built at a shared cost of \$1 million. The findings show that, if Northpoint is up and running, customers face increased likelihood of service outages, the companies say.

Northpoint rebutted by saying any interference would be minimal and confined to a small area for short periods of time. If Northpoint did interfere with DBS services—"and I'm not saying it does," said Northpoint President Sophia Collier—the company plans to distribute flat-panel antennas, made by Front Royal, Va.-based Fortel Technologies Inc., which they say would mitigate interference.

Finally, Collier and Northpoint Executive Vice President Toni Cook Bush said the company has filed for access to the DBS spectrum under "secondary" status, which gives the FCC the right to pull the plug on Northpoint if too many DBS consumers complain about service losses.

SBCA and the satellite TV companies called flat-panel antennas outdated technology that will make no difference in stemming interference.

"Flat-panel antennas are not new. The DBS industry has tested and rejected them because they deliver lower performance at higher cost," said Hewitt.

Ed Petruzzelli, director of radio-frequency technology at EchoStar, said his company has never found a flat-panel technology that works to its satisfaction. Even if EchoStar had, it would take months to test such an antenna thoroughly and make it available to consumers.

"Both DirecTV and EchoStar have been looking for suitable flat-panel antennas for many years," Petruzzelli said. "But we've never found one." ■



## CABLE'S TOP 25

### PEOPLE'S CHOICE

*Alec Baldwin starred in TNT's 'Nuremberg,' a two-part drama that recounted the WWII war-crimes trials. 'Nuremberg Pt. 2' took the No. 3 spot with a 5.3 rating/8.6 share.*

Following are the top 25 basic cable programs for the week of July 10-16, 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	68	6.6	5.2	5152	11.1
2	WWF Entertainment	USA	Mon	9:00P	60	5.8	4.5	4514	9.0
3	m/ 'Nuremberg Pt. 2'	TNT	Mon	8:00P	120	5.3	4.2	4144	8.6
4	NASCAR/Pennsylvania 500	TBS	Sun	1:05P	266	4.2	3.4	3360	10.8
5	m/ 'In a Child's Name, Part II'	LIF	Sun	6:00P	120	3.8	2.9	2869	7.7
6	Rugrats	NICK	Mon	3:30P	30	3.6	2.8	2779	10.5
7	Rugrats	NICK	Mon	3:00P	30	3.5	2.7	2708	10.5
7	m/ 'In a Child's Name, Part I'	LIF	Sun	4:00P	120	3.5	2.7	2669	8.3
9	Real World IX	MTV	Tue	10:00P	30	3.4	2.6	2561	5.6
10	Rugrats	NICK	Mon	2:30P	30	3.3	2.6	2567	10.0
10	m/ 'Empty Cradle'	LIF	Sun	2:00P	120	3.3	2.5	2495	8.3
12	Rugrats	NICK	Sat	9:30A	30	3.1	2.4	2423	10.7
12	Rugrats	NICK	Mon	4:00P	30	3.1	2.4	2375	9.0
12	Dexters Laboratory	TOON	Fri	9:30P	30	3.1	2.0	1951	5.7
15	MLB/Mets/Braves	ESPN	Sun	8:00P	190	3.0	2.4	2354	5.1
16	Spongebob	NICK	Sat	10:30A	30	2.9	2.3	2281	9.2
16	Rocket Power	NICK	Tue	3:30P	30	2.9	2.3	2251	8.7
16	Rugrats	NICK	Mon	4:30P	30	2.9	2.2	2223	8.1
19	m/ 'Nuremberg Pt. 2'	TNT	Mon	10:00P	120	2.8	2.2	2209	5.3
19	Spongebob	NICK	Sat	10:00A	30	2.8	2.2	2193	9.3
19	m/ 'The Wrong Woman'	LIF	Tue	9:00P	120	2.8	2.2	2168	4.7
19	Rugrats	NICK	Sun	9:30A	30	2.8	2.2	2167	8.8
19	Cartoon Cartoon	TOON	Fri	9:00P	30	2.8	1.8	1773	5.4
24	WCW Monday Nitro Live!	TNT	Tue	9:00P	64	2.7	2.1	2112	4.4
24	WCW Thunder	TBS	Wed	10:00P	66	2.7	2.1	2110	4.5
24	Walker, Texas Ranger	USA	Thu	8:00P	60	2.7	2.1	2105	4.9
24	Rocket Power	NICK	Tue	4:30P	30	2.7	2.1	2092	7.4
24	Rugrats	NICK	Mon	7:30P	30	2.7	2.1	2088	5.1
24	WWF Sunday Night Heat	USA	Sun	7:00P	60	2.7	2.1	2075	5.1
24	Catdog	NICK	Sat	11:00A	30	2.7	2.1	2075	8.4
24	Spongebob	NICK	Sun	10:00A	30	2.7	2.1	2071	7.9
24	Rugrats	NICK	Mon	2:00P	30	2.7	2.1	2069	8.2
24	Spongebob	NICK	Sun	10:30A	30	2.7	2.1	2060	7.6



# AT&T cable remains rocky, numbers lag

*Wall Street worried by company's steep losses, growth slowdown, but CFO sees MediaOne putting it on track*

By John M. Higgins

**D**espite progress in rolling out new products, AT&T Corp.'s cable division is displaying some unexpected cracks as heavy spending continues to drag the unit down.

In addition to another significant drop in cash flow at its core systems, AT&T Broadband's sales of digital and modem customers took a slight but unexpected pause during the second quarter ended June 30. The unit sold fewer subscriptions during those three months than they had in the quarter that ended in March. Basic subscriber growth was negligible.

Certainly, Wall Street expected AT&T Broadband's results to be dampened by heavy spending to roll out digital cable, high-speed data and telephone services. But steep losses combined with a slowdown in growth is increasing anxiety over the company. AT&T Chairman C. Michael Armstrong may have to change some minds as he and AT&T Broadband Chief Dan Somers build their digital future.

"They're certainly spending a lot for each new customer," said Bear Stearns & Co. media analyst Ray Katz, who monitors AT&T Broadband but does not formally cover AT&T Corp. Another analyst was more blunt: "Their numbers were terrible."

AT&T Broadband CFO Michael Huseby minimized the snags, saying that, between its existing operations and the newly acquired MediaOne Group operations, the company is on track to hit its major targets of the year. For example, AT&T Broadband's existing systems added almost 100,000 telephone subscribers during the quarter, and the pace is accelerating to approach the unit's goal of 400,000 to 500,000 by year-end.

"We have annual targets, but we made no secret that the bulk of the target was going to be hit in third and fourth quarters," Huseby said.

He said the cash flow decline was

also expected "because of the ramping of the new services."

Excluding the MediaOne systems AT&T owned for just a week of the second quarter, AT&T Broadband's revenues increased 10% to \$1.5 billion, a tick up from the 8% growth the unit had generated during the first quarter.

However, the cable unit's cash flow took another sharp dive, falling 14% to \$376 million.

During the second quarter of 1999, AT&T's cash flow dropped 28%. So even after adjusting for system acquisitions and sales, AT&T's cable cash flow now stands down a third from where the systems were under Telecommunications Inc.

Looking only at the company's core video cash flow, AT&T Broadband showed some growth, about 7%. But that was more than wiped out by spending on new products.

Certainly, there was growth in new-product subscribers. The company added 152,000 digital-video customers during the quarter, hitting 2 million customers and putting AT&T Broadband's penetration at a substantial 18% of basic homes after just two years sales.

However, the connect rate was less than expected and less than the 188,000 digital subscribers added during the first quarter.

The same goes for high-speed data customers.

The company connected 71,000 new subscribers during the second quarter, hitting 365,000 units. That growth rate is much lower than the 91,000 new units sold in the first quarter and even the 78,000 units connected during the fourth quarter of 1999.

Huseby explained that even though digital and data are relatively new products, there is some seasonality in growth.

During April, southern markets suffer from snowbirds heading back to their homes in the north. In May, college students disconnect as they return



**A Concorde jet crash killed 113.**



**The president ended peace talks ...**



**and Bush picked his would-be VP.**

## Breaking news, all around

Last Tuesday was a helluva news week, so to speak. A Concorde jet crashed into a suburban Paris hotel, President Clinton ended the Mideast peace talks without agreement, and George W. Bush, the presumptive Republican nominee for president, picked Dick Cheney as his vice presidential running mate.

But as a ratings grabber on cable, the events attracted only a modest crowd. For the total day, CNN had a 0.6 Nielsen household rating in its universe, or 470,000 households; double its ratings on its average day in June; MSNBC had a 0.3 or 184,000 households, and Fox had a 0.3, or 149,000 households, both just slightly ahead of average daytime viewership in June.

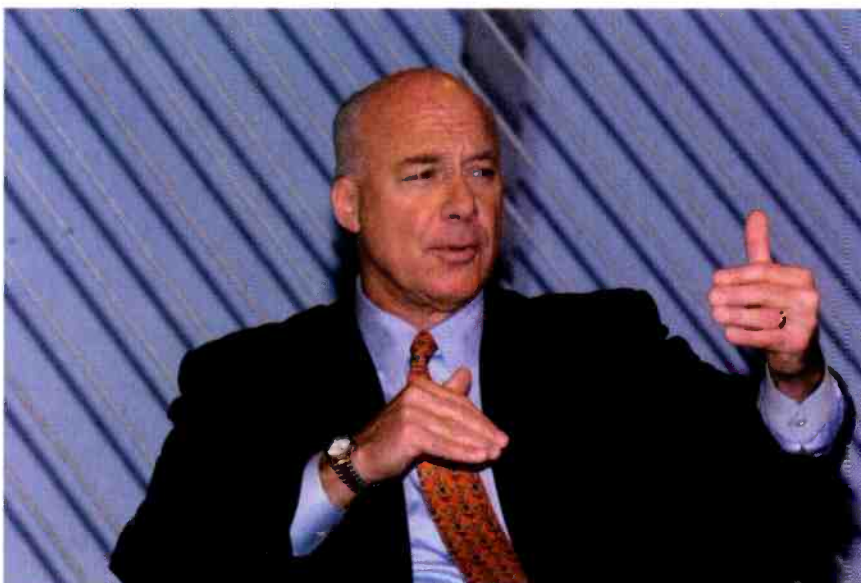
home for the summer. That particularly affects high-speed Internet units.

"Digital video will increase," Huesby said. "We need to pick it up in the third and fourth quarters."

But investors willing to accept declining cash flow from new-product spending want to be rewarded with strong momentum, and they're starting to revise their outlook for AT&T even further downward than they have over the past few months.

Morgan Stanley Dean Witter media analyst Richard Bilotti said that he was surprised that digital- and data-connect rates decreased even as new-product losses rose from \$108 million during the first quarter to \$128 million.

"Startup losses will continue to increase through 2000 into 2001," Bilotti said. "This would indicate slow overall cash flow growth over the next four to six quarters." ■



AT&T Chairman C. Michael Armstrong (above) may have to change some minds as he and AT&T Broadband Chief Dan Somers build their digital future.



## 'Strong Medicine' gets strong rating

Among three new cable series that debuted Sunday night, Lifetime kicked tail with its new drama from producer Whoopi Goldberg. *Strong Medicine* debuted Sunday night at 9 p.m. with a 2.3 household rating and 1.7 million households, the largest audience yet among new original cable series premieres so far this summer.

The two other premieres—back-to-back black comedies from USA—pulled in smaller numbers the first time out. *The War Next Door*, at 9 p.m., did a 1.6 rating, followed by *Manhattan AZ* at 9:30 p.m., which got a 1.2.

Lifetime's Sunday night was boosted as well by season premieres of *Any Day Now* and *Beyond Chance*. *Any Day Now*, the

drama about two racially different but philosophically aligned women, pulled in a 2.3, a 10% increase over last year's season premiere. *Beyond Chance*, the show that puts woo-woo music behind uncanny coincidences, garnered a 1.9 household rating, a 46% increase over last season's series premiere.

## Wayanses to host MTV Video Awards

The *Scary Movie* Wayans brothers will host the 17th annual MTV Video Music Awards in September.

Marlon and Shawn Wayans take the mantle from Chris Rock, who hosted the event last year from New York's Metropolitan Opera House. Rock, a regular on HBO but evidently not an opera fan, cracked that he was probably the first African

American to stand on the stage of the Met, where the color barrier was broken nearly 50 years earlier.

This year's awards show will originate live from Radio City Music Hall in New York City on Thursday, Sept. 7 at 8 p.m. (live ET/tape delayed PT).

Nominees were announced at MTV's New York studios last week. Among them, the controversial rapper Eminem was nominated for Video of the Year for *The Real Slim Shady*.

Salli Frattini and Dave Sirulnick will return as executive producers, and Alex Coletti will return as producer.

## VH1 and A&E receive Emmy honor

VH1's *Save the Music* program and A&E's *Biography* project for schools

have won the 2000 Governor's Award from the Academy of Television Arts & Sciences.

VH1's *Save the Music* provides instruments for schools and supports music-education programs. A&E's *Biography* project extends the program franchise into classrooms.

The award will be presented at the Creative Arts Awards ceremony on Saturday, Aug. 26, at the Pasadena Civic Auditorium.

## Williams leaving WICT at year's end

Pamela Williams, executive director of Women in Cable & Telecommunications and the WICT Foundation, will be leaving her post, effective Dec. 31, 2000, to become a principal in a Chicago-based association-management company.

Williams has held the position at WICT since April 1991, and was instrumental in opening the organization's headquarters in 1994.





## A brief history of news services...



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**2000 A.D.**

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# Comcast makes PVR push

*MSO launches commercial services with TiVo, ReplayTV*

By Glen Dickson

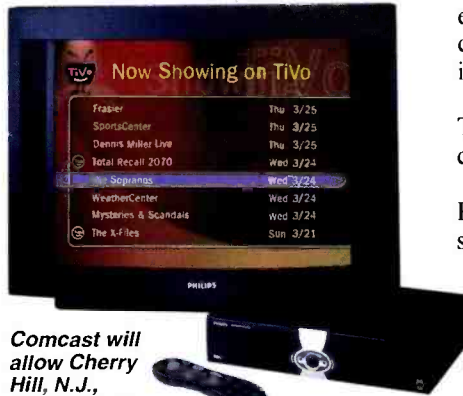
Just a week after Time Warner Cable announced that it would test ReplayTV's personal video recorder (PVR) technology in Los Angeles, Comcast Cable unveiled plans to launch PVR-based services from both TiVo and ReplayTV in New Jersey.

Comcast, which invested in TiVo in July 1999, is teaming with the San Jose, Calif.-based company for a limited commercial launch of the TiVo "Personal TV Service" to 40,000 subscribers in Cherry Hill, N.J. Starting Aug. 1, subscribers will be able to lease a TiVo personal video recorder with 30-hour storage capability and receive the TiVo service by paying a monthly fee to Comcast, which will install the PVR.

The fee will probably be \$18.95 a month and will be split between TiVo and Comcast, according to TiVo Director of Business Development Edward Lichty.

At retail, a 30-hour TiVo box sells for \$399; the TiVo service costs \$9.95 a month. Lichty says that TiVo will front the costs of the TiVo boxes, manufactured by Philips, for the Comcast launch. He sees the deal as an important step toward integrating the TiVo service into cable set-tops.

"I think, in the long term, being in the set-top is the direction we want to head," says Lichty. "This is a good way to initiate a co-marketing relationship with an MSO, and it provides another pricing option that's complementary to the retail model. It extends TiVo's pic-



**Comcast will allow Cherry Hill, N.J., subscribers to lease 30-hour TiVo PVRs.**

ing strategy to cover everything."

The TiVo boxes supplied by Comcast will be configured for subscribers' channel lineups, Lichty says. But TiVo doesn't plan to create any special features within its electronic program guide to promote Comcast

services, such as pay-per-view movies, and viewers will have a choice of using either the TiVo or Comcast EPG. The companies will jointly market the service to existing Comcast subscribers.

The Comcast deal is the first time TiVo has rolled out its service with a cable or DBS provider.

Comcast will use ReplayTV to offer PVR functionality to 220,000 subscribers in Burlington County, N.J. As part of a market trial that begins in August, Comcast customers will be able to lease a ReplayTV box, which starts at \$499 for 20 hours of storage, for \$11.95 a month. The price includes the free ReplayTV service and free installation by Comcast.

Comcast will use the PVR trials to gauge how the TiVo and ReplayTV devices affect subscribers' viewing habits, as well as to discover how long installations take and what impact the services have on call volume at the MSO's customer service centers. ■

## GeoVideo gets first link

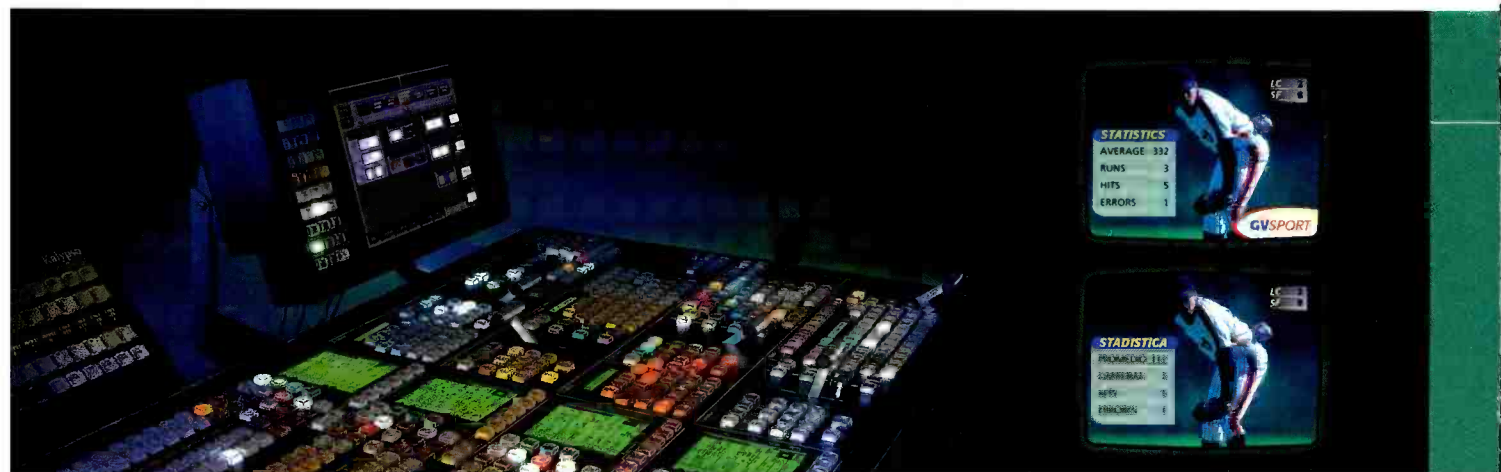
*Public television stations KCET, WNET join fiber forces*

By Glen Dickson

Lucent Technologies venture GeoVideo Networks has created its first fiber-optic path across the U.S., linking noncommercial stations KCET(TV) Los Angeles and WNET(TV) New York with an asynchronous transfer mode-based (ATM) connection that

can support up to HDTV-quality video.

Both KCET(TV) and WNET(TV) are members of the CSRG Digital LLC, a consortium of 27 public television stations that has agreed to work with GeoVideo to market its service and work as local hubs to the fiber-optic network. They plan to market GeoVideo's 4,980-mile bidirectional





link to production companies, post houses, news organizations and anyone else interested in a high-quality, cross-country video link. The CSRG stations, which will also tout the use of their production studios as part of the GeoVideo service, will split the proceeds with GeoVideo.

KCET(TV), for example, has two sound stages, which it frequently rents to production companies. Says President and CEO Al Jerome, "We really do have a full-service hub, and we know how to take care of clients." KCET(TV) hopes to test the GeoVideo link with prospective clients over the next few months.

GeoVideo hopes to add service hubs at WTTW(TV) Chicago, KERA-TV Dallas



*'Public television stations clearly have to look for new sources of revenue,' says KCET CEO Al Jerome, whose station is working with GeoVideo.*

Pfaff, and will be able to support IP-

and WHYY-TV Philadelphia later this year. An international hub in London is scheduled for first quarter 2001.

The backbone of the GeoVideo network is being provided by MetroMedia Fiber Networks. The ATM link is currently running at 45 to 100 Mb/s, says GeoVideo spokesman Chris

based transport in the near future. The service also includes an Internet-based browser that allows GeoVideo users to access video from the desktop.

Equipment comprising the GeoVideo network includes ATM core switches, IP routers and switches, and HDTV encoders and decoders from Lucent; ATM edge switches from Marconi; HDTV video routers from Sony; video servers from Sencore; HDTV video routers and audio switches from Leitch; and automation controllers from AMX.

The GeoVideo link has already been used successfully to transport HDTV video, says WNET(TV) Chief Engineer Eric Spiegel. WNET(TV) currently has GeoVideo's rack of equipment set up in an A/B edit room at WNET(TV), he adds. ■



By Glen Dickson

## NBC surrounds Sydney with Dolby

Dolby Laboratories is supplying NBC with Dolby Surround sound equipment and technology support for its coverage of the Olympic Games in Sydney, Australia, this fall.

NBC, which currently broadcasts top-rated shows like *Frasier* and *Law & Order* in Dolby Surround, will broadcast major Olympic events such as the opening and closing ceremonies, gymnastics,

swimming and track and field in Dolby Surround, allowing viewers with Dolby Pro Logic systems to enjoy theater-like audio. NBC will also use Dolby Surround for promos produced on-site in Sydney.

Equipment includes 13 SEU4 Dolby Surround encoders for translating four-channel material into the two-channel Dolby Surround format; 10 SDU4 Dolby Surround decoders for translating two-channel material back into four-channel mode;

and five Dolby 430 noise-suppression systems.

## ATSC Ok's data broadcast standard

As expected, the Advanced Television Systems Committee has approved a new standard for data broadcasting within the DTV spectrum.

The so-called "S13" standard, named after the specialist group within the ATSC's Technology Group on Distribution (T3) that drafted it, established specific data struc-

tures and protocols for inserting data into 19.39 Mb/s DTV streams.

The standard has been out for ballot to the general ATSC membership since May, when it was approved by the T3 group (B&C, May 15).

## Harris posts big 4Q

Harris Corp., parent company of broadcast transmitter, encoder and automation supplier Harris Broadcast, has reported double-digit growth in sales, orders and earnings for fiscal fourth quarter 2000.

Pro forma sales grew 16% to \$501 million, while orders rose 20%. Pro forma net income was \$24 million from \$7.2 million.

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# WebFN spins Web first

*Online content to make move to over-the-air next month*

By Ken Kerschbaumer

**B**ridge Information Systems has spent years building its reputation and resources covering financial news, and now it's looking to leverage that reputation and experience at WebFN.com, a financial news and information site it has started as a joint venture with Chicago-based Weigel Broadcasting.

At the present time, the venture can be found only on the Internet (at [www.webfn.com](http://www.webfn.com)), but next month, Weigel will look to change that when it begins to broadcast WebFN's content over the air to Chicago TV viewers.

"Our competitors have a broadcast product that they're bringing over to the Internet, but we believe there's some logic to starting with the Internet first," says CEO Bob Reichblum. "And while we expect to have some television and satellite distribution at some point, we wanted to start with the Internet first because we thought it provided a unique opportunity."

From an editorial standpoint, WebFN will offer reports from Bridge's 600 reporters around the world, as well as related charts, graphs and other text-based information to complement reports from the field. For those not familiar with Bridge, the New York City-based company has 5,000 employees worldwide and claims more than 250,000 users in 65 countries. The company is one of the largest providers of financial-information services, delivering market data, news and other information.

When it comes to financial news presence on television, Bloomberg News and CNBC lead the charge, but a Bridge spokesperson says the decision to create WebFN hopefully will allow the company to find a new audience.

"We're excited to be part of a worldwide financial news and information station on the Web that is available to our customers but also to a wider audience who derive value from financial



*Hosts David Jennings (l) and Gary Salem initially will broadcast content from the financial-news site to Chicago TV viewers via WCIU-TV and WFB-TV.*

market information," he says.

anchors will be located in a studio at the site's headquarters in one of Weigel Broadcasting's buildings in Chicago, and the company is completing installation of a managed, private video network that will bring in video reports from 100 bureaus around the world. It currently offers eight hours of news a day, but plans call eventually for "fol-

***"We believe there's some logic to starting with the Internet first."***

***—Bob Reichblum, CEO, WebFN***

low-the-sun," 24-hour coverage of financial markets around the world. Currently, 45 employees work on the Web site in Chicago.

Two Weigel-owned Chicago television stations will broadcast WebFN's daily content by the end of August: WCIU-TV and WFB-TV, the latter a low-power station that will go by the call letters WEFB-TV. According to Reichblum, WebFN will also offer a syndicated 30- or 60-minute program to broadcast stations by the end of the year and should have a DBS deal in place by then. He expects those talks to heat up once WebFN is comfort-

able that the automation technology that will help reconfigure the Internet content for TV broadcast works and once distributors have a chance to actually experience WebFN.

One unique aspect of WebFN is the site's ViewCaster media player, a proprietary streaming player that allows the user to access charts and graphs related to the topic being discussed. This feature also provides a unique business-model opportunity because the company expects to syndicate its ViewCaster

media player to other financial Web sites on the Internet.

"We provide an unbiased news source for financial information, and other financial sites can put our ViewCaster on their site in return for payment and marketing," says Reichblum. "Also, they can personalize the content for their site. For example, when WebFN.com runs a commercial, they can run their own commercials or other content."

Though acknowledging that WebFN.com isn't alone in the market, Reichblum considers its global reach and Internet-based approach to be a real selling point. "At our core," he says, "we wanted to make sure that we're an Internet-streaming, broadband-delivered Web site."

On the technical side, WebFN partnered with Microsoft (as the exclusive provider of financial news to the Windows Media site); Enron Broadband Services (WebFN's streaming-media platform, providing hosting and delivery services); and Savvis Communications (providing global IP network capabilities).

WebFN.com also takes advantage of the Internet for its managed private network. All the video from bureaus is sent via the Internet, eliminating the need for satellites. "The video is sent in what we call V-bricks," Reichblum explains, "allowing us to call on any newsroom when we need to without having to worry about satellite time." ■



## DOT'S NEW MEDIA CAFE

By Ken Kerschbaum

### They did the Flash

Macromedia Flash 5 will be shipping in September, the new version intended to allow designers and developers to create next-generation Web applications more easily, according to Macromedia.

One of the new features is ActionScript, a complete JavaScript-like language for creating interactivity, and support for XML data interchange. A new Bezier pen tool is also available, complementing the product's drawing tools and enabling traditional illustrators accustomed to technical drawing tools to easily work within the authoring environment.

### Beasties go bananas

Intertainer and Grand Royal have formed a partnership to produce Web-based original content in support of the Rhyme & Reason tour, featuring the Beastie Boys and Rage Against the Machine. *Bananas 2000*, a 12-part, daily series will offer an insider's look at the tour.

Each 10-minute episode will be available at Intertainer.com, BeastieBoys.com or GrandRoyal.com.

### More dash for .TV

An additional 100 TV broadcasters have registered their .tv (www.tv) domain names with .TV Corp., bringing the total number of registered broadcast names to more than 150.

"The .tv domain continues to be embraced at an amazing rate by people



*Intertainer is working with the Beastie Boys on an insider's look at the band's current tour.*

and companies from around the globe," says CEO Lou Kerner. "The broadcast industry is just one great example of entities' and individuals' building the new wave of online identities utilizing the .tv domain."

### Akamai profits up

Akamai Technologies reported \$18.1 million in revenue for the second quarter ended June 30, a 51.2% increase from the previous quarter.

Normalized net loss for second quarter 2000, before equity-related non-cash compensation charges and amortization of intangible assets, totaled \$43.4 million, or 50 cents per share; that's less than the 57-cent-per-share normalized net loss that research firm First Call had predicted for the quarter, but more than the net loss of \$24.2 million, or 32 cents per share, logged in the first quarter.

Net loss attributable to common stockholders for second quarter 2000 and first quarter 2000 was, respectively, \$243.2 million and \$35.4 million, or \$2.78 per share and 47 cents per share.

### Virage income jumps

Virage, which recently went public, reported total revenues of \$1.9 million for its fiscal first quarter ended June 30, up from \$800,000 for the same quarter last year.

Loss from operations, excluding the effect of non-cash, stock-based charges, was \$6.5 million, or 48 cents per share (based on 13.5 million weighted-average shares outstanding).

For the first quarter of the previous year, the comparable loss from operations was \$2.2 million.

### Zatso signs on Chris Craft/United

Zatso, which offers a personal video newscast for visitors to its Web site (www.zatso.com) or those of its partner stations, has signed a deal with Chris-Craft/United Television Station Group.

The deal adds news from San Antonio; Los Angeles; Minneapolis; New York; Portland, Ore.; and Salt Lake City to the 36 cities already included in the Zatso Personal Newscast service. Chris-Craft stations in Baltimore; Orlando, Fla.; Phoenix; and San Francisco that do not currently offer an Internet newscast will be able to do so.

### StarCD service helps inform listeners

StarCD, a new service that will allow radio listeners to get song information and even purchase albums over the Internet, tele-

phone and wireless devices, is in a test at 523 radio stations in the top-33 markets.

StarCD's service is available now from the stations, and the Web site (www.starcd.com) offers the ability to purchase CDs, listen to samples and get more album information.

The company says that soon it will also offer a telephone service that will allow consumers to identify music they just heard on a local radio station by dialing the asterisk key and then 23 on their wireless phone or by entering a local telephone number on any phone and then entering the station's frequency.

Star CD's telephone service is currently available in Philadelphia by dialing (610) 222-SONG; in the San Francisco area, (408) 222-SONG; and in Seattle, (206) 222-SONG.

### WorldGate adds more cable systems

Adelphia Communications, Comcast Cable Communications, Cox Communications and Charter Communications have invested a combined \$24.5 million in WorldGate Communications and have agreed to deploy the company's Internet service.

WorldGate also announced formation of a separate joint venture with the four MSOs. Called TVGateway, it will license WorldGate's patented Channel HyperLinking and Ultra-Thin Client technology, which can provide the back-office infrastructure support necessary to implement interactive advertising and programming for the MSO's digital set-top boxes.

# Satellites: The next generation

By Peter J. Brown

**L**ike most of the U.S. economy, the forecast for the fixed-satellite market is looking good: steady growth ahead over the next two years. At least those are the findings of the "2000 North American Transponder Survey," released this May by New York City-based Salomon Smith Barney.

According to the report, by 2001, the number of transponders in operation over North America will total 1,766, up from 1,170 transponders on 36 satellites today. What is driving that growth is increased demand for satellites, as well as the need to replace obsolete satellites with new and better technology.

Today, Greenwich, Conn.-based PanAmSat Corp., and Princeton, N.J.-based GE Americom control 80% of the North American satellite market, while two other companies, Loral Skynet, based in Bedminster, N.J., and Telesat Canada, based in Gloucester, Ontario, account for the bulk of the remaining 20%. Since the beginning of last year, more than 10 new satellites have been launched, according to the survey, adding more than 430 transponders, while three satellites with 86 transponders have been either retired or

re-designated as backups.

On a global basis, PanAmSat, soon-to-be privatized Intelsat, Loral, GE Americom and France-based Eutelsat—the five largest satellite operators—control approximately 106 of the world's 224 satellites and account for roughly 2,689 transponders out of a global supply of more than 5,700 transponders, according to the report. Each satellite represents a total capacity of approximately 2 Gb/s, based on 48 transponders at 45 Mb/s per transponder.

With the launch of PanAmSat's Galaxy XI late last year, the door is now open for a new generation of satellites with far more than 48 transponders. Galaxy XI is the first of the new HS-702 series satellites, and it carries 64 transponders. Another HS-702, Telesat Canada's Anik F1, will be launched in the next two months, and it will be equipped with 84 transponders. By virtue of the pending completion of its acquisition of Hughes Space and Communications Co., Boeing will become the supplier of HS-702s in the future.

PanAmSat has no further North American satellite launches scheduled for this year, according to David Berman, who is leaving his position as PanAmSat's senior vice president for

the North American region on Aug. 1. In mid July, Galaxy XI was sliding into its permanent orbital slot at 91 degrees west, where it replaces Galaxy VII.

"The North American market looks terrific, thanks to a combination of strong projected growth and the upcoming changes in a new generation of spacecraft," Berman says.

PanAmSat now has a trio of satellites occupying its primary cable neighborhood, where, Berman says, C-band utilization already exceeds 90%. Galaxy XR is at 123 degrees west; Galaxy V is at 125 degrees, where it is completely booked up and scheduled for replacement in 2005; and Galaxy IX is at 127 degrees. Berman describes this arrangement as packing a powerful punch with multiple-feed cable programmers in particular as they plan their next moves in distribution architecture.

"What everyone is preparing for is the generational change in the years 2003 to 2006, and, as a result, things are up for grabs at the moment," Berman says. "We see net gains for our side. Our degree of market penetration to date, and our placement of three spacecraft in a span of just 4 degrees is quite rare in the orbital arc."

GE Americom is adding three more



# The forecast is for more launches with more transponders

South Mountain Earth Station site, near Somis, Calif., is GE Americom's gateway to the Pacific Rim.

Lockheed Martin-built satellites in the North American market this year, GE-7, GE-8 and GE-6.

"There is a higher demand for Ku-band capacity at the moment, and less Ku-band inventory is available," says John Nelsen, GE Americom's vice president for global market development, because Ku-band allows for the transmission of higher-frequency traffic to less expensive receive sites. "We do not see this trend shifting."

Nelsen notes that GE Americom has been quite successful creating cable neighborhoods with both its C3 and C4 satellites—scheduled for replacement in 2003 and 2004—as well as with GE-1 and GE-4. While the new "open skies" policy in the U.S., which was initiated on March 1 as part of the World Trade Organization agreement, opens the U.S. market to foreign competitors such as Telesat Canada, Eutelsat and Satmex, the limited availability of orbital slots will not allow for any sort of space-based gold rush.

"The U.S. fixed-satellite-services market, in particular, is a very mature market. Some new entrants may appear here in an effort to extend their network operations, but their presence will be very limited," Nelsen adds.

Joan Brynes, vice president of sales and marketing at Loral Skynet, notes that, with the recent addition of four satellites to its fleet, Loral Skynet is going through, "a bit of a surge lately." She reports that the supply of Ku-band capacity is tight today and prices are now \$150,000 to \$200,000 per month. Prices are beginning to creep back up after having softened two years ago. Bear in mind that these prices are ballpark dollar amounts subject to variation based on neighborhood and status, among other factors. C-band pricing remains relatively stable.

"The anchor-tenant model has dominated the broadcast syndication and cable programming distribution markets, although it has not quite taken hold in the Internet and data markets. However, as cable modems proliferate, this model cannot be overlooked as more multimedia content begins flowing via satellite to cable headends,"

Brynes says. The only way that the anchor-tenant model could work for the Internet would be if there were a dominant Internet-content service, but it's too early to tell whether a dominant service will emerge.

Neighborhoods are not that important to broadcasters as they distribute programming via satellite to their affiliates, according to Ron Gnidziejko, NBC's director of distribution technologies. NBC's strategy with respect to the sup-

ply and demand side of satellite capacity has been to lean heavily in the direction of accessing satellites in inclined orbit, which are offered by satellite operators at much less expensive rates.

A satellite flies in an inclined orbit when its operator allows it, in the final phases of its lifetime, to drift in a very predictable fashion, rather than remaining locked in place in a fixed orbital location. Less fuel is required to do so.

"The cost differentials are significant when you compare an inclined-orbit option vs. a satellite on station. The cost of the additional ground-segment requirement pays for itself in a relatively short span of time," says Gnidziejko, who adds that this approach is an uncertain arrangement upon which satellite launches and launch delays exert enormous influence. Satellite operators are generally given FCC authority for six-month periods to fly satellites in inclined orbit.

Not only has Telesat Canada presold its entire 32-transponder Ku-band payload on the new Anik F1 satellite to Star Choice, a Canadian DTH (direct-to-home) service, but the Ku-band payload on Anik F2, which is scheduled to go up in 2002, is already completely sold as well. Telesat sees a huge opportunity in both North and South America for Anik F1's C-band capacity.

"The satellites are larger today, more complex, and the satellite manufactur-



HBO's Zitter: 'If you're buying ... when a satellite operator wants you, you have leverage.'



PanAmSat's Galaxy XI, which was launched late last year, is one of the new generation of satellites: an HS 702 model spacecraft with 24 C-band and 40 Ku-band transponders.

ers are constructing them 35% faster," says Bob Zitter, senior vice president of technology operations at HBO Time Warner Entertainment (TWE) in New York City. "We have been meeting with all of our potential satellite suppliers to make sure that the reliability we have enjoyed thus far continues, and the satellite industry has been quite responsive with respect to our concerns."

Zitter says that the pricing for the next generation of satellites remains relatively uncertain for the capacity that programmers will require for the next generation. Regardless, timing is critical.

"If you are buying at a time when a satellite operator wants you, then you have leverage. We have gotten good deals, and we had to accept some bad deals when our timing was not ideal," Zitter explains.

Broadcasters are not shy when it comes to using satellite capacity.

"We use all three mainstream satellite service providers, and they are very competitive, which is good for us," says Andrew G. Setos, Fox Television's senior vice president for broadcast opera-

tions and engineering in Los Angeles. "There is a good balance between supply and demand. It is neither a buyer's market nor a seller's market."

Setos says that Fox has an enormous appetite for North American satellite capacity, with approximately 24 transponders in constant use. Whenever capacity is lost or gained in very big chunks, it makes it quite difficult for everyone involved. "I am always negotiating. Satellites have finite lives," says Setos.

Dick Tauber, CNN's vice president for satellites and circuits in Atlanta, notes that C-band and Ku-band prices continue to rise. "That channel for distribution, or backhaul, is half the price it used to be but is half a transponder,

too. It is great for new players who could not afford the cost of entering the analog market in the past."

He adds that CNN continues to find ways to achieve greater cost-savings by tapping into new digital technology. For example, CNN backhauls out of London, which at one time was via single channel per carrier (SCPC), are now sent via multiple channel per carrier (MCPC).

"We now put them through as MCPC using a Divicom encoder, a Tandberg multiplexer and a Raydine modulator. This allows us to add one 8-Mb/s channel to the feed," Tauber says. "Multipoint distribution comes down to reaching the biggest audience in the most economical fashion possible. Satellite is still the best way to go." ■

## Wall Street bullish on satellite

With PanAmSat Corp. recently reporting that long-term transponder-leasing revenues jumped to \$129.6 million for second quarter 2000, compared with \$6 million last year, the three major satellite operators—the so-called fixed-satellite services (FSS) providers—in the U.S. market appear to be on a roll. Besides PanAmSat, they include Loral Skynet and GE Americom, both based in New Jersey.

PanAmSat's total second-quarter revenues soared to \$322.25 million, up from \$200.38 million in the same quarter a year ago, while quarterly earnings reached \$59.23 million, almost double the \$30.57 million reported in 1999.

"The health of the FSS industry has improved dramatically in the last six months," says Marc E. Nabi, first vice president and managing director of Merrill Lynch, who adds that PanAmSat has an existing sales backlog of \$6 billion.

GE Americom does not report its numbers, but Nabi says the company is making impressive strides in assembling a global constellation. Asia has been bouncing back from its economic doldrums of the mid 1990s, and with its rebound has come a surge in demand for satellite capacity.

"There was a lot of excess capacity before, and that is now getting filled," Nabi says. "At the same time, utilization rates are steadily increasing as well, and a growing list of customers is seeking immediate access."

Loral's situation is a bit more uncertain. Loral's core satellite-manufacturing and -services businesses are in good shape. Ongoing investor concerns about the health of Globalstar, a partnership backed by Loral, have pushed Globalstar's stock price down considerably in recent months. One positive note is that, in mid-July, Globalstar's shares traded above \$10 per share for the first time this summer.

As far as the DBS sector is concerned, Bob Berzins, managing director at Lehman Brothers high yield, also notes that both DirecTV and EchoStar are benefiting enormously from the rollout of local-in-local programming. Berzins says that, while the initial response from subscribers may have caught everyone off guard—both companies report that 50% to 60% of all new subscribers are requesting these services—it is now accepted as "a big factor."

"There is a lot of energy there," Berzins says, "and I do not see this as a short-lived phenomenon. This is something that builds upon itself."

The shift in mood for the future prospects of satellite operators is not the only satellite-related change detectable on Wall Street these days. Two of Wall Street's top satellite-industry watchers have altered their career paths in significant ways lately. Tom Watts is no longer a member of the satellite squad at Merrill Lynch and is now focusing instead on the Internet. Vijay Jayant has departed Bear Stearns in order to pursue all things satellite at Morgan Stanley Dean Witter.

—P.B.



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The National Digital Television Center in Denver serves as iNDemand's uplink site.



# Satellite vs. fiber

By Peter J. Brown

**M**uch has been said about the massive deployment of fiber-optic cable throughout North America. One would think that high anxiety would be the order of the day for satellite operators. Well, that's not the case—at least not yet.

"Economics do not change overnight. Even as we approach the upcoming satellite-replacement cycle in 2003 to 2006, I would be surprised if satellite-based multipoint distribution did not make sense," says Senior Vice President Jim Chiddix, chief technical officer of Time Warner Cable. "Besides, by that time, most of the major cable programmers will be locked in to new multi-year satellite contracts."

Chiddix stresses that, even with the new and more sophisticated cable architectures that have emerged in recent years, featuring a mix of super-headends and server-intensive distributed headends, the role of satellite

*For the near future, the TV industry will continue to look to the skies*

technology has become even more vital to the cable industry. Chiddix says that satellite is well-suited for video-on-demand (VOD) servers in headends nationwide.

An excellent example of the point Chiddix makes in terms of satellite-based distribution of programming involves a request for proposal (RFP), which New York City-based pay-per-view service provider iNDemand circulated earlier this year to two dozen companies. According to Rob Jacobson, iNDemand's senior vice president for distribution and product development, the search is on for someone to supply a hybrid VOD/satellite distribution platform.

"We see the VOD platform as being quite different from our PPV services. It creates huge efficiencies for us,

while it allows us to provide broad and diverse offerings. It also will help us to amortize our encoding costs, while we continue to mine new areas of PPV," says Jacobson.

iNDemand has eight transponders that reach 1,800 headends around the country. The National Digital Television Center (NDTC) in Denver serves as iNDemand's uplink.

"A headend can receive up to 70 channels of our digital PPV content. Satellite gives us enormous range and flexibility," says Jacobson.

"You have this major investment in a satellite infrastructure and this huge bed of resources built around satellite distribution, which nobody is prepared to abandon. Some dynamic change has to occur to make it worth the cost to move to a terrestrial network," says Dick Tauber, CNN's vice president for satellites and circuits in Atlanta.

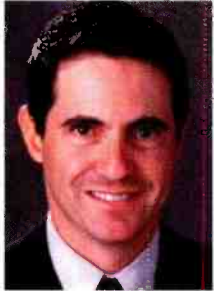
"Every time I get ready to buy satellite capacity, I compare the cost of fiber. While fiber is becoming more attractive, we cannot do the job that HBO requires only with fiber today,"



says Bob Zitter, senior vice president of technology operations at HBO Time Warner Entertainment.

Zitter says that, despite the fact that cable operators are continuing to tie their headends together with fiber at a brisk pace, local fiber connections remain too expensive, and, in many instances, adequate local fiber facilities simply do not exist.

Broadcasters face a similar set of circumstances. "Inter-city bandwidth is



**INDemand's Rob Jacobson is seeking a hybrid VOD/satellite distribution platform.**

prolific. It is becoming a commodity," says Andrew G. Setos, Fox Television's senior vice president for broadcast operations and engineering in Los Angeles, who adds that making a fiber connection over the last mile remains a significant obstacle. "Terrestrial systems are beginning to show promise that they might be practical, but they are not there yet. Inbound is virtually all on the ground. This year, we are passing 50,000 TV hours inbound." Setos predicts that, three to five years out, "the economics on the ground will change dramatically for the better."



**Setos: 'Terrestrial systems are beginning to show promise ... but they are not there yet.'**

when you look out at the top 200 markets," says Larry Thaler, NBC's director of distribution projects. "And in the smaller markets in particular, no fiber solution appears imminent."

Thaler says that fiber is fine for sporting-event backhauls and digital transfers between facilities. Ron Gnidziejko, NBC's director of distribution technologies, points out that NBC is using a mix of 45-Mb/s satellite and fiber hops from Intelsat and AT&T for its upcoming Olympics coverage in Australia. However, as file transfers are becoming

more routine, some may be misinformed about the trend.

"Fiber is not more data-intensive than satellite, and you can achieve significant savings in complexity if you just use the file-transfer process, regardless of the medium in question," Thaler says. "Among other things, using file transfers eliminates the need for people to be present at both ends of the transmission."

Along with Atlanta-based Video Net-

works Inc., NBC Newschannel in Charlotte, N.C., is routinely flowing a half-transponder's worth of data as files out to its affiliates.

And what about all the consolidation taking place in the cable industry?

"While the emergence of hybrid fiber-satellite networks constitutes an evolutionary shift," says Chiddix, "the consolidation of headends has been going on for years, and it has had no real impact on the satellite side whatsoever." ■

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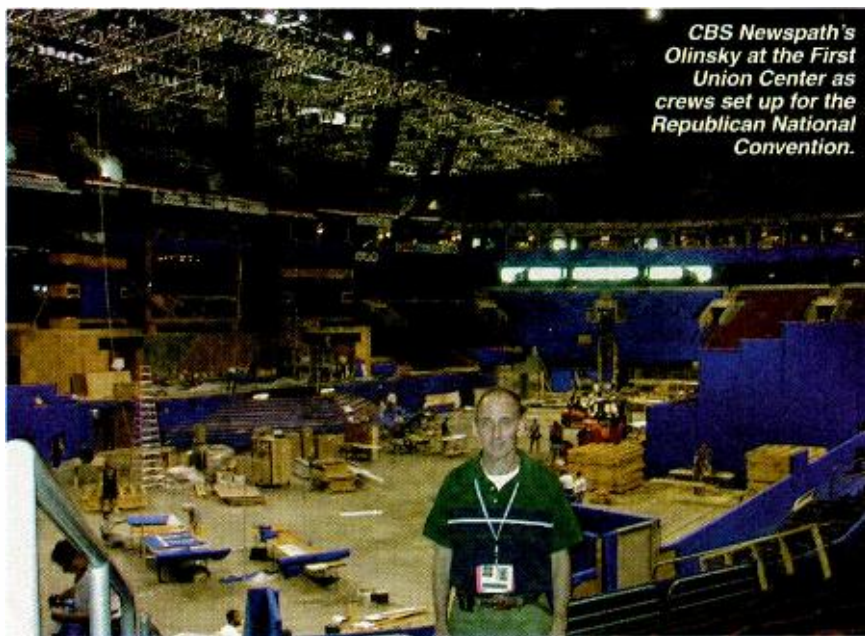


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### THE NETWORK GUARDIANS



CBS Newspath's Olinsky at the First Union Center as crews set up for the Republican National Convention.

# The digital convention

*CBS Newspath introduces its new MCPC platform for the GOP's Philly party*

By Peter J. Brown

At this year's Republican National Convention in Philadelphia, CBS Newspath began testing its affiliate news service, according to Executive Director of Affiliate Services Mel Olinsky, who oversees the network. As the news organization that has been pushing the envelope of digital satellite newsgathering (DSNG), Newspath has added a whole new twist to its political convention coverage.

For the first time, CBS Newspath will be using its new multichannel-per-carrier (MCPC) platform instead of a single-channel-per-carrier (SCPC) platform. This will allow for the broadcast of 15 separate feeds to its O&Os and affiliates using a single transponder on Loral SkyNet's Telsat 6 satellite.

With SCPC, says Olinsky, a single carrier is transmitted with one video/audio signal from an uplink. Thus, it is

possible to have as many as 10 trucks in various locations around the country sharing one transponder. In MCPC mode, however, one carrier is transmitted, which can contain as many as 15 channels of video/audio, although it must originate from the same location.

"That is the one drawback to using an MCPC platform. Everything has to originate out of one location," he says, although it does not pose a problem for convention coverage.

An SNG truck from CBS O&O KTVT-TV Dallas, equipped with both primary and backup 300-watt amps from MCL, will serve as the uplink vehicle in Philadelphia and, two weeks later, at the Democratic National Convention in Los Angeles.

"We are feeding 70-MHz IF [intermediate frequency] to the upconverter and the HPA [high-powered amplifier] and bypassing everything else in the truck," Olinsky explains.

Not only does the switch from a sin-

gle-channel-per-carrier satellite transmission to an MCPC solution reduce costs because the number of channels on a transponder can be doubled, but it also eases the top-of-the-hour-scheduling logjam that frequently occurs with special-event coverage such as a political convention.

"We do four-minute windows," he says. "With this new MCPC platform, we can easily stack up the live feeds to 30 different stations in the first eight minutes at the top of the hour."

A Codico E-1100, a DVB encoder that supports 4:2:0 MP (main profile) at ML (main level) from Israel-based Tadiran Scopus Ltd., lies at the heart of this MCPC platform, along with a Codico RTM-3600 multiplexer/remultiplexer. The Codico IRD-2520 receivers are deployed at CBS Newspath receive sites. The data rate will range between 3.5 Mb/s and 6 Mb/s, depending on the nature of the coverage. Olinsky notes that 4:2:0 simply uses a lot less overhead when data rates under 7 Mb/s are employed.

"Our full-time news feed—24/7—has been all digital for exactly one year," he says. "We provided Ku-band satellite dishes and IRDs [integrated receiver descramblers] for every CBS affiliate for this project. And so all CBS affiliates are now capable of receiving DSNG."

Approximately half of CBS Newspath's affiliate fleet of 90 trucks are digital, and all 12 regional offices are equipped with digital fixed uplinks. An additional network of 85 fixed uplinks will be upgraded to digital soon.

"We are currently using a data rate of 7 Mb/s, but we will be decreasing that in September to allow 10 SCPC channels in a 54-MHz transponder," Olinsky says. "We have been testing this scheme at one of our affiliates in Texas, and the performance has been excellent."

CBS Newspath no longer uses a fiber feed to the Group W uplink facility in Stamford, Conn. Instead, direct Ku-band access to both Telstar 6 and GE-5 is available from a rooftop uplink facility at CBS headquarters in New York. CBS Newspath uses two transponders on Telstar 6 and one on GE-5.

"One and a half of the transponders on T6 are digital all the time," Olinsky says, "and the rest varies depending on demand. At full capacity or in an all-digital mode, we will be able to accommodate 30 digital carriers on our own capacity." ■



# CHANGING HANDS

The week's tabulation of station sales

## TVS

### WPME(TV) Lewiston/Portland, Maine

Price: \$2 million

Buyer: KB Prime Media LLC, Glacwyne, Pa. (Guyon W. Turner, president/20% owner); owns three other TVs  
 Seller: New England Television Inc., Biddeford, Maine (Wilson Hickman, president); no other broadcast interests

Facilities: Ch. 35, 1,100 kW visual, 110 kW aural, ant. 840 ft.

Affiliation: UPN (to be renamed Paramount Network)

## COMBOS

**WDAK(AM), WGSY(FM), WMLF(AM) and WPNX(AM)-WVRK(FM) Columbus, Ga., WSTH-FM Alexander City, Ala./Columbus, WAGH(FM) Fort Mitchell, Ala./Columbus and WBFA(FM) Smiths, Ala./Columbus; WGBF-AM-FM, WTRI-FM and WYIG-FM, Evansville, Ind.; KGLO(AM)-KIAI(FM) Mason City, KCHA-AM-FM Charles City/Mason City, KLKK(FM) Clear Lake/Mason City, KCZE(FM) New Hampton/Mason City and KWMM(FM) Osage/Mason City, Iowa, and KYSM-AM-FM Mankato, KXLP(FM) New Ulm/Mankato, KNUJ(AM) New Ulm, KNSG(FM) Springfield/New Ulm, KWEB(AM)-KRCH(FM) Rochester, KNFX(AM) Austin/Rochester, KMFJX-FM Lake City/Rochester, KMFJ(AM) Wabasha/Rochester and KNUF(FM) Mankato/New Ulm/St. Peter, all Minn.**

Price: About \$57 million

Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, chairman); owns/is buying 19 TV stations and 887 other radio stations, including 13 stations in three markets (see next item)

Seller: Cumulus Media Inc., Atlanta (Lewis W. Dickey Jr., president); owns/is buying 91 AMs and 217 FMs, including WKQB(FM) Southern Pines/Fayetteville, N.C. (see first FM item, below)

Facilities: WDAK: 540 kHz, 5 kW day, 500 W night; WGSY: 100.1 MHz, 6 kW, ant. 328 ft.; WMLF: 1270 kHz, 5 kW; WPNX: 1460 kHz, 5 kW day, 1 kW night; WVRK: 102.9 MHz, 100 kW, ant. 1,521 ft.; WSTH-FM: 106.1 MHz, 100 kW, ant. 981 ft.; WAGH: 98.3 MHz, 6 kW, ant. 328 ft.; WBFA: 101.3 MHz, 6 kW, ant. 328 ft.; WGBH(AM): 1280 kHz, 5 kW day, 1 kW night; WGBH-FM: 103.1 MHz, 6 kW, ant. 460 ft.; WTRI-FM: 94.9 MHz, 50 kW, ant. 425 ft.; WYNG-FM:

## 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 ■ \$2,000,000 ■ 1  
 Combos ■ \$114,000,000 ■ 2  
 FMs ■ \$17,020,000 ■ 7  
 AMs ■ \$8,000,000 ■ 5  
 Total ■ \$141,020,000 ■ 15

### SO FAR IN 2000

TV/Radio ■ \$2,133,450 ■ 1  
 TVs ■ \$1,637,452,139 ■ 39  
 Combos ■ \$7,568,253,267 ■ 137  
 FMs ■ \$1,043,875,098 ■ 176  
 AMs ■ \$271,947,915 ■ 126  
 Total ■ \$10,523,661,869 ■ 479

105.3 MHz, 50 kW, ant. 480 ft.; KGLO: 1300 kHz, 5 kW; KIAI: 93.9 MHz, 100 kW, ant. 790 ft.; KRCH: 101.7 MHz, 39.1 kW, ant. 554 ft.; KCHA(AM): 1580 kHz, 500 W day, 10 W night; KCHA-FM: 95.9 MHz, 3 kW, ant. 300 ft.; KLKK: 103.1 MHz, 6 kW, ant. 300 ft.; KCZE: 95.1 MHz, 5.5 kW, ant. 328 ft.; KWMM: 98.7 MHz, 6 kW, ant. 154 ft.; KYSM(AM): 1230 kHz, 1 kW; KYSM-FM: 103.5 MHz, 81 kW, ant. 530 ft.; KXLP: 93.1 MHz, 100 kW, ant. 489 ft.; KNUJ: 860 kHz, 1 kW; KNSG: 94.7 MHz, 50 kW, ant. 472 ft.; KWEB: 1270 kHz, 5 kW day, 1 kW night; KRCH: 101.7 MHz, 39.1 kW, ant. 554 ft.; KNFX: 970 kHz, 5 kW day, 500 W night; KMFJX-FM: 102.5 MHz, 9.4 kW, ant. 528 ft.; KMFJ(AM): 1190 kHz, 1 kW day; KNUF: not available

Formats: WDAK: sports talk; WGSY: AC; WMLF: Unforgettable Stardust; WPNX: Southern gospel; WVRK: AOR; WSTH-FM: big band; WAGH: urban AC; WBFA: CHR; WGBH(AM): news/talk; WGBH-FM: rock; WTRI-FM: classic rock; WYNG-FM: modern country; KGLO: MOR; KIAI: country; KRCH: classic rock; KCHA(AM): info/talk; KCHA-FM: AC; KLKK: AC/oldies; KCZE, KWMM: AC; KYSM(AM): music of the '40s, '50s & '60s; KYSM-FM: hot country; KXLP: classic rock 'n' roll; KNUJ: news/farm/C&W; KNSG: country; KWEB: sports/talk; KRCH: classic rock; KNFX: talk; KMFJX-FM: country; KMFJ(AM): C&W; KNUF: not available

**KGMY(AM)-KGBX-FM and KXUS(FM) Springfield, KGMY-FM Aurora/Springfield and KTOZ-FM Pleasant Hope/Springfield, Mo., and KBBA(AM), KGMM(AM)-KEAN-FM, KEYJ-FM,**

**KHYS(FM) (formerly KORF-FM), KULL(FM) Abilene, KKYS(FM) Bryan/College Station and KAGG(FM) Madisonville/Bryan/College Station, Texas**

Price: \$57 million

Buyer: Clear Channel (see preceding item)

Seller: Sunburst Media Corp., Dallas (John M. Borders, president); owns/has interest in eight AMs and 18 FMs

Facilities: KGMY(AM): 1400 kHz, 1 kW; KGBX-FM: 105.9 MHz, 38 kW, ant. 558 ft.; KGMY-FM: 100.5 MHz, 33 kW, ant. 600 ft.; KTOZ-FM: 95.5 MHz, 50 kW, ant. 497 ft.; KXUS: 97.3 MHz, 100 kW, ant. 479 ft.; KBBA: 1470 kHz, 5 kW day, 1 kW night; KGMM: 1280 kHz, 500 W day, 226 W night; KEAN-FM: 105.1 MHz, 100 kW, ant. 810 ft.; KEYJ-FM: 107.9 MHz, 100 kW, ant. 670 ft.; KHYS: 100.7 MHz, 100 kW, ant. 1,260 ft.; KULL: 92.5 MHz, 50 kW, ant. 492 ft.; KKYS: 104.7 MHz, 50 kW, ant. 350 ft.; KAGG: 96.1 MHz, 50 kW, ant. 500 ft.

Formats: KGMY(AM): oldies; KGBX-FM: AC; KGMY-FM: country; KTOZ-FM: modern AC; KXUS: classic rock; KBBA: regional Mexican; KGMM: Hispanic; KEAN-FM: country; KEYJ-FM: classic rock; KHYS: hot AC; KULL: oldies; KKYS: hot AC; KAGG: country

Broker: Salomon Smith Barney (seller)

## FMS

**WKQB(FM) Southern Pines/Fayetteville, N.C.**

Price: \$6.15 million

Buyer: Cumulus Media; owns/is buying WFNC(AM)-WQSM(FM) Fayetteville, WRCQ(FM) Dunn/Fayetteville and WFNC-FM Lumberton/Fayetteville, N.C.; is selling 30 stations in five markets (see first Combo item, above)

Seller: Muirfield Broadcasting Inc., Southern Pines (Walker Morris, president); owns WIOZ(AM) Pinehurst/Southern Pines/Fayetteville, N.C. Morris also is president of Meridian Communications LLC, which owns WIOZ-FM Southern Pines/Fayetteville

Facilities: 106.9 MHz, 50 kW, ant. 594 ft.

Format: Classic rock

Broker: Media Services Group Inc. (seller)

**WPVQ(FM) Turners Falls/Whately/Amherst, Mass./Brattleboro, Vt.**

Price: \$2.925 million

Buyer: Vox Media Corp., Newton, Mass. (Bruce G. Danziger, president/60% owner); owns/is buying 10

AMs and 18 other FMs

**Seller:** Cardwell Broadcasting Inc., Whately (Glen W. Cardinal, president); no other broadcast interests  
**Facilities:** 93.9 MHz, 3 kW, ant. 328 ft.  
**Format:** Country

**WBAZ(FM) Southold/Long Island and WBSQ(FM)**

**Bridgemanpton/Southold/Long Island, N.Y.**

**Price:** \$2.75 million

**Buyer:** Back Bay Broadcasters Inc., Pawtucket, R.I. (Peter H. Ottmar, chairman/CEO/54.4% owner; General Electric Capital Corp., 33%-plus owner); owns/is buying one AM and 11 other FMs, including WEHM(FM) East Hampton/Long Island and WBEA(FM) Montauk/Long Island, N.Y. GECC has interest in 13 TVs, including WNBC(TV) New York

**Seller:** MAK Communications LLC, Southold (Malcolm A. Kahn, president); no other broadcast interests

**Facilities:** WBSQ: 102.5 MHz, 4.8 kW, ant. 367 ft.; WBAZ: 101.7 MHz, 5.5 kW, ant. 341 ft.

**Formats:** WBSQ: "brite" AC; WBAZ: light AC

**Broker:** Media Services Group Inc.

(buyer); Blackburn & Co. (seller)

**KJLS(FM) Hays, KKQY(FM) Hill City/Hays, KFIX(FM) Plainville/Hays and construction permit for KBGL(FM) Larned (near Great Bend), Kan.**

**Price:** \$2.5 million

**Buyer:** Eagle Radio Inc., Hays (Gary Shorman, president); owns eight AMs and 10 other FMs, including KAYS(AM)-KHAZ(FM) Hays

**Seller:** Radio Inc., Hays (Rick Kuehl, president); no other broadcast interests

**Facilities:** KJLS: 103.3 MHz, 100 kW, ant. 994 ft.; KKQY: 101.9 MHz, 97 kW, ant. 101.9 ft.; KFIX: 96.9 MHz, 10.5 kW, ant. 876 ft.; KBGL: 106.9 MHz, 100 kW, ant. 486 ft.

**Format:** KJLS: AC; KKQY: country; KFIX: classic rock

**Broker:** Patrick Communications

**75% of KDB(FM) Santa Barbara, Calif.**

**Price:** \$2.25 million (for stock)

**Buyers:** Michael Towbes and David H. Anderson, each 25% owners; Arent H. Schuyler Jr. and Jean K. Schuyler, each 12.5% owners, Santa Barbara; no other broadcast interests

**Sellers:** Robertson C. Scott Jr., 59.74% owner; Harvey Pool, 15.26%

owner, Santa Barbara. Scott will retain 25% ownership of KDB  
**Facilities:** 93.7 MHz, 12.5 kW, ant. 870 ft.

**Format:** Classical

**Construction permit for KLSN(FM) Santa Cruz, Calif.**

**Price:** \$295,000

**Buyer:** Educational Media Foundation, Sacramento, Calif. (K. Richard Jenkins, president); owns/is buying two AMs and 21 other FMs, including 11 in California

**Seller:** Coast Public Radio Inc., Westport, Mass. (Frederic J. Phaneuf, principal); no other broadcast interests

**Facilities:** 90.7 MHz, 316 W, ant. 364 ft.  
**Format:** To be noncommercial/educational

**Construction permit for KRSI(FM) Garapan, Saipan**

**Price:** \$150,000

**Buyer:** Sorensen Pacific Broadcasting Inc., Agana, Guam (spouses Rex W. and Kathleen Sorenson, principals); owns one AM and three other FMs, including KPXP(FM) Garapan

**Seller:** Radio Saipan International Corp., Garapan (Clayton Duvall, pres-

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ident); no other broadcast interests  
**Facilities:** 97.9 MHz, 4.5 kW, ant. 1,519 ft.  
**Format:** Classic rock

**AMS**

**KCBQ(AM) San Diego**

**Price:** \$5 million  
**Buyer:** Salem Communications Corp., Camarillo, Calif. (Edward G. Atsinger III, president); owns/is buying 47 AMs and 22 FMs, including KPRZ(AM) San Marcos-Poway/San Diego, Calif.  
**Seller:** Concord Media Group Inc., Odessa, Fla. (Mark W. Jorgenson, president/owner); owns/is buying two other AMs and three FMs. Jorgenson also owns KCBQ(AM) San Diego and 20% of two Florida AMs  
**Facilities:** 1170 kHz, 50 kW day, 1.5 kW night  
**Format:** Talk

**WHOF(AM) Leesburg, Fla. (reaches parts of Orlando)**

**Price:** \$1.05 million  
**Buyer:** Senior Broadcasting Corp., The Villages, Fla. (Jennifer L. Parr, president); no other broadcast interests  
**Seller:** Walker Heart of Florida Broadcasting Inc., Wildwood, Fla.

**BY THE NUMBERS**

**BROADCAST STATIONS**

Service	Total
Commercial AM	4,783
Commercial FM	5,766
Educational FM	2,066
<b>Total Radio</b>	<b>12,615</b>
VHF LPTV	565
UHF LPTV	1,629
<b>Total LPTV</b>	<b>2,194</b>
FM translators & boosters	3,237
VHF translators	2,163
UHF translators	2,750
<b>Total Translators</b>	<b>8,150</b>
Commercial VHF TV	561
Commercial UHF TV	682
Educational VHF TV	125
Educational UHF TV	248
<b>Total TV</b>	<b>1,616</b>

**CABLE**

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

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

(Keith Walker, principal). Walker is president of Walker Information and Educational Institute, which owns WWKO(FM) Belleview, Fla.  
**Facilities:** 640 kHz, 830 W day, 980 W night  
**Format:** Religious talk

**WKEW(AM) Greensboro/Winston-Salem, N.C.**

**Price:** \$800,000  
**Buyer:** Truth Broadcasting Corp., Winston-Salem, N.C. (Stuart W. Epperson, president); owns/is buying WCOG(AM), WTCB(AM) and WWBG(AM) Greensboro/Winston-Salem and WXII(AM) Kernersville/Greensboro/ Winston-Salem, N.C., and WLKY(AM) Louisville, Ky. Epperson is chairman of Salem Communications, which is buying KCBQ(AM) San Diego (see item, above). Salem owns Greensboro-based Internet company OnePlace LLC  
**Seller:** HSR Communications LLC, Greensboro (Steve Hutchinson, principal); no other broadcast interests  
**Facilities:** 1400 kHz, 1 kW  
**Format:** News/talk

**WRBP(AM) Warren (near Youngstown), Ohio**

**Price:** \$800,000

**Buyer:** Valley Broadcasting Inc., Youngstown (spouses Rena S. Ott, 51% owner; Daniel Ott, 49% owner). Daniel Ott owns WASN(AM) Youngstown  
**Seller:** Star Communications Inc., Solon, Ohio (Art Greenberg, principal); no other broadcast interests  
**Facilities:** 1440 kHz, 5 kW  
**Format:** Sports

**WASA(AM) Havre de Grace/Towson, Md.**

**Price:** \$350,000  
**Buyer:** People's Broadcast Network, Stamford, Conn. (Otto Miller, president); no other broadcast interests  
**Seller:** M-10 Broadcasting, Lutherville, Md. (Nick Mangiones, president); owns WWLG(AM) Baltimore. Mangiones owns WCBM(AM) Baltimore.  
**Facilities:** 1330kHz, 5 kW day, 500 W night  
**Format:** Big band  
**Broker:** Norman Fischer & Assoc.

**Amplification**

American Media Services LLC brokered the \$18 million sale of KEMM(FM) Commerce/Dallas/Fort Worth, Texas, to ABC Inc. (Changing Hands, July 17).

—Compiled by Alisa Holmes

**WAITT RADIO, INC.**

has entered into a  
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with

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Omaha, Nebraska

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



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# DATEBOOK

MAJOR MEETINGS

**Sept. 10**—*The Academy of Television Arts and Sciences* 52nd Annual Emmy Awards (prime time) to be telecast on ABC. Shrine Auditorium, Los Angeles. Contact: (818) 754-2800.

**Sept. 13-16**—*Radio-Television News Directors Association*. International Conference and Exhibition. Convention Center, Minneapolis. Contact: Rick Osmani (202) 467-5200.

**Sept. 20-23**—*National Association of Broadcasters* Radio Show. Moscone Center, San Francisco. Contact: Gene Sanders (202) 429-4194.

**Nov. 13**—*BROADCASTING & CABLE* 10th Annual Hall of Fame. New York Marriott Marquis, New York. Contact: Steve Labunski (212) 337-7158.

**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 Television 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.

**May 8-11, 2001**—*SCTE Cable-Tec Expo 2001*. Orange County Convention Center, Orlando, Fla. Contact: Lori Bower (610) 363-6888, ext. 233.

**May 21, 2001**—*George Foster Peabody Awards*, 60th annual presentation, luncheon. Waldorf-Astoria, New York. Reception 11:30 a.m., program 12:30 p.m. Contact: Tom Hoover (706) 542-3787.

## THIS WEEK

**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.

**Aug. 1**—*National Association of Broadcasters* Broadcast Research Initiative Seminar. NAB headquarters, 1771 N Street NW, Washington. Contact: David Gunzerath (202) 429-5381.

**Aug. 3**—*Family Friendly Programming Forum* Family Program Awards. The Beverly Hilton, Los Angeles. Contact: Meghan Keenan (212) 697-5950.

**Aug. 6-11**—*The Poynter Institute* Producing TV Newscasts Seminar. 801 Third Street South, St. Petersburg, Fla. Contact: Fanua Borodzicz (727) 821-9494.

**Aug. 6-11**—*The Poynter Institute* Anchors as Newsroom Leaders. 801 Third Street South, St. Petersburg, Fla. Contact: Jeannie Nissenbaum (727) 821-9494.

## ALSO IN AUGUST

**Aug. 7-9**—*Association of National Advertisers* Seminar. Rye Town Hilton, Rye Brook, N.Y. Contact: (212) 697-5950.

**Aug. 9**—*HRTS* Newsmaker Luncheon: Kids' Day. Regent Beverly Wilshire Hotel. Beverly Hills, Calif. Contact: Gene Herd (818) 789-1182.

**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: Johanna Karmano +44(0) 7840 2700.

**Aug. 15-20**—*The Poynter Institute* Advanced TV & Radio Power Reporting for Reporters & Photojournalists Seminar. 801 Third Street South, St. Petersburg, Fla. Contact: Fanua Borodzicz (727) 821-9494.

**Aug. 16-18**—*Nebraska Broadcasters Association* 67th Annual Convention. Embassy Suites, Lincoln, Neb. Contact: Dick Palmquist (402) 778-5178.

**Aug. 16-18**—*Texas Association of Broadcasters* 47th Annual Convention and Trade Show. Hyatt Regency Riverbank and San Antonio Convention Center, San Antonio. Contact: Beth Bobbitt (512) 322-9944.

**Aug. 17-18**—*Access Conferences International* Virtual Studios and Virtual Production. Windows on the World, New York City. Contact: Johanna Karmano +44(0) 7840 2700.

**Aug. 19**—*Television News Center* Anchor Training. 1510 H Street NW, Washington. Contact: Herb Brubaker (301) 340-6160.

**Aug. 20-25**—*The Poynter Institute* TV & Radio Power Reporting for Reporters and Photojournalists Seminar. 801 Third Street South, St. Petersburg, Fla. Contact: Jeannie Nissenbaum (727) 821-9494.

**Aug. 26-29**—*American Women in Radio & Television* Regional Baltimore Hotel, Los Angeles. Contact: (703) 506-3290.

## SEPTEMBER

**Sept. 7-8**—*GAIT* 2000 Television & Internet Festival. Hollywood Roosevelt Hotel, Hollywood, Calif. Contact: Dawn Tittiger (818) 501-0700.

**Sept. 8-12**—*IBC* 2000 International Broadcasting Convention. Amsterdam, The Netherlands. IBC office: Aldwych House, 81 Aldwych, London WC2B 4EL, UK. Contacts: Robin Lince, Gina Christlson, Jarlath O'Connell 44-20-7611-7500.

**Sept. 9**—*Television News Center* Reporter Training with Herb Brubaker and Lou Davis. 1333 H Street NW, Washington. Contact: Herb Brubaker (301) 340-6160.

**Sept. 10**—*The Academy of Television Arts and Sciences* 52nd Annual Emmy Awards (prime time) to be telecast on ABC. Shrine Auditorium, Los Angeles. Contact: (818) 754-2800.

**Sept. 13-16**—*Radio-Television News Directors Association* International Conference and Exhibition. Convention Center, Minneapolis. Contact: Rick Osmani (202) 467-5200.

**Sept. 17-19**—*NAMIC* Urban Markets Conference: Digital Divide or Digital Dividend? Millennium Broadway Hotel, New York City. Contact: Michael Stiver/Lorelei Events (312) 751-9689.

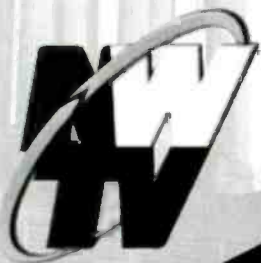
**Sept. 18-20**—*Association of National Advertisers* Seminar. Ritz-Carlton, Phoenix. Contact: (212) 697-5950.

**Sept. 19**—*PricewaterhouseCoopers* The 2000 Global Entertainment, Media & Communications Summit. Marriott Marquis, New York. Contact: Deborah Scruby (212) 259-2413.

**Sept. 20**—*New York Chapter of Women in Cable & Telecommunications* Annual Executive Women's Luncheon. The Supper Club, 240 W. 47 Street, New York. Contact: Lorraine Hack-Newman (212) 854-0335.

—Compiled by Beatrice Williams-Rude  
(bwilliams@cahners.com)

# Another Great D.C. Attraction



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# CONUS 15<sup>th</sup> COMMUNICATIONS™ ANNIVERSARY SALUTE

**PUBLICATION DATE:**

August 28, 2000

**AD CLOSE:**

Friday, August 11

**MATERIALS DUE:**

Monday, August 14

## Celebrate 15 Years of CONUS With a *Broadcasting & Cable Bonus*

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# Leading the way to diversity

**C**onsolidation has shut the country's radio major markets to all but the biggest companies. Few entrepreneurs can afford to buy TV stations as prices have risen through the roof.

For minority broadcasters, the ownership pinch is doubly felt: They face exclusion not only because of TV and radio consolidation but also because of the color of their skin. The broadcasting business has long been dominated by an old-boy network, as Jim Winston puts it.

But "I've seen us get through bad times before," he says. "We've weathered a lot of storms. ... It's a question of whether we do well or whether we do better."

As executive director and general counsel for the National Association of Black Owned Broadcasters Inc. (NABOB) since 1982, Winston has had to be an optimist, notes David E. Honig, executive director of the Minority Media & Telecommunications Council. "Anybody who isn't doesn't last long in a job like that."

NABOB's goals, now as at the group's formation in 1976, are to increase station ownership by African-Americans and to fight discrimination in advertising placement.

Politics are key to what NABOB seeks. It was politics that in 1995 killed the most effective tool for minority broadcast ownership—the FCC's minority media tax-certificate program—although Winston acknowledges that there had been some abuses. NABOB hopes for a congressional revival of the tax-certificate program, one with protections against abuse.

NABOB's strengths come from its members: 180 radio and 20 TV stations. According to the organization, those black-owned stations represent 1.7% of the nation's current 10,549 radio stations and 1.6% of the 1,243 TVs (numbers that are in sync with those compiled by the National Telecommunications and Information Administration).

Winston also points out that there are only two publicly traded broadcasters that are African-American controlled: Radio One Inc. and TV group Granite Broadcasting Corp.

Winston has a good feel for the problems broadcasters face, partly as a result of his trying to get into the business himself. In 1980, he left his FCC job as a legal assistant to then-Commissioner Robert E. Lee to start a low-power TV network. The



*"White, black, yellow, red—[all] are being squeezed out of the business."*

## James Leonard Winston

**Executive director/general counsel, National Association of Black Owned Broadcasters Inc./partner, Rubin, Winston, Diercks, Harris & Cooke LLP, Washington; b. Aug. 24, 1947, Pittsburgh; B.S., electrical engineering, University of Pennsylvania, 1969; J.D., Harvard Law School, 1972; attorney, Roxbury Multiservice Center, Boston, 1972-73; attorney, LeBoeuf, Lamb, Leiby and Macrae, New York and Washington, 1973-76; associate counsel, Western Union Telegraph Co., Washington, 1977-78; legal assistant, FCC Commissioner Robert E. Lee, Washington, 1978-80; attorney, Wolf, Block, Schorr and Solis-Cohen, Washington, 1980-81; current positions since 1982 (NABOB) and 1981 (law firm); separated; children: Zahra, 23; Adrienne, 16.**

plan "never materialized," he says, blaming the FCC for reasons that have nothing to do with his being black. He also blames the commission for NABOB's—and others'—troubles after the disastrous "C-block" PCS auction of 1996.

Minority broadcasting isn't Winston's only concern. He also practices telecommunications law as a partner in Washington law firm Rubin, Winston, Diercks, Harris & Cooke LLP. How does he split his time between NABOB and the firm? "They each take 100%," he laughs. "It gets pretty crazy."

Winston's dedication to both derives from his parents' work ethic. His quest to effect social change likewise stems from his family background and also from his college days in the 1960s. "What I'm keenly aware of," he says, "is that I benefited from the civil rights struggle."

Whereas his dad never finished high school, he went to college. The younger Winston entered the University of Pennsylvania the year the school threw open its doors to more blacks than had ever been enrolled there. Winston became a protest leader. "It made the educational experience a whole lot more than textbooks," he recalls.

But it was his father who made the earliest—and perhaps deepest—impact. Winston *père* worked as a laborer for then-Westinghouse Electric Co. in Pittsburgh. After 41 years, which included training white men who were then promoted over him, he was rewarded with a tie tack.

"Those are the kinds of experiences you don't forget," Winston says quietly.

After graduating from Penn with a major in electrical engineering, Winston decided law school would be the best place to hone his leadership skills. He graduated from Harvard Law in 1972, to his parent's enormous pride.

He now finds that "the part of me that started out being an electrical engineer enjoys the technological changes in this industry."

The biggest issue all broadcasters face now, however, has nothing to do with the rapidly changing pace of technology. It's "the size of the companies," Winston says. "White, black, yellow, red—[all] are being squeezed out of the business." Now, more than ever, "money talks, and I think the public interest has suffered as a result."

—Elizabeth A. Rathbun





**BROADCASTING & CABLE**

# MUST SEE DTV

## SPECIAL REPORT DIGITAL TRANSMISSION

On August 21, **Broadcasting & Cable** will feature its annual report on digital transmission. With comprehensive coverage of the latest technology, new transmission standards and insight on the best ways to get your digital transmitters up and running, this will be mandatory reading for every television executive.

By providing the industry's most dedicated look at digital transmission, **Broadcasting & Cable** will ensure a high readership among station executives who are rushing to beat their digital deadlines. In addition, you'll reach more prospective buyers with **Broadcasting & Cable** than with any other industry publication.

Reserve your space in **Broadcasting & Cable's Digital Transmission Report**, and send your audience a clear message about your products.

ISSUE DATE  
**August 21, 2000**

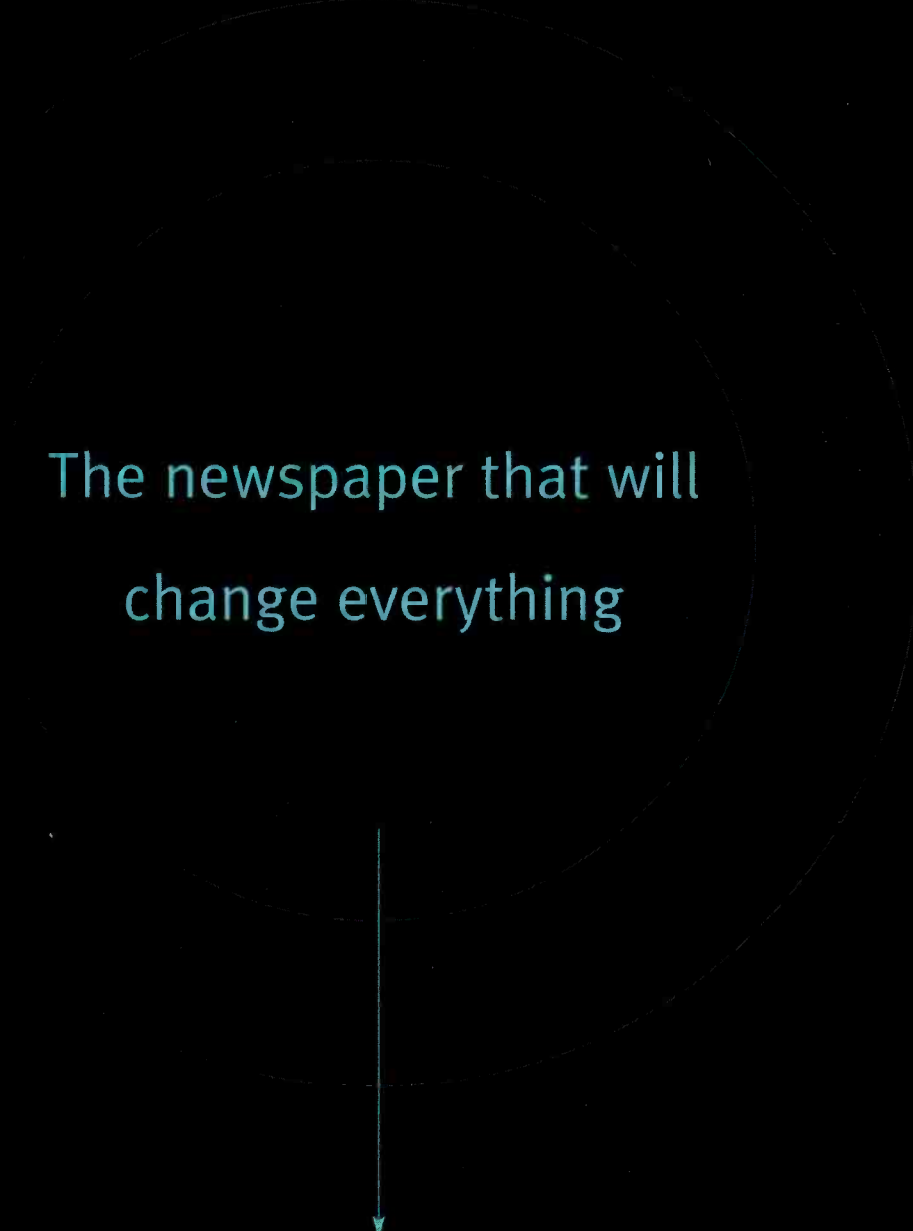
AD CLOSE:  
**Friday, August 11**

MATERIALS DUE:  
**Wednesday, August 16**

# Broadcasting & Cable

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The image features two concentric circles on a black background. The inner circle is smaller than the outer one. A thin, light-colored arrow points vertically downwards from the bottom center of the inner circle towards the text below.

The newspaper that will  
change everything

Announcing **Broadband Week**



# Broadband<sup>week</sup>

NETWORKS, APPLICATIONS & CONTENT

## Streaming Sells Products

*Rent it. Lease it on it. Put it to work. Retailers and their streaming video make a content flow out the door.*



## DSL and Cable Modems: Will Both Survive?

**T**hink back to the gasoline price wars of yesterday and you might get an idea of what's happening when providers of digital subscriber lines go head-to-head with cable TV operators to capture broadband service customers.

Instead of free dishes, they're giving out free modems and free installations. They're waiving activation fees and bundling in out-rate ISP access. All with a realization that grabbing subscribers will be a costly battle, regardless of who wins.

"It's a dog fight," says Teresa Taylor, vice president of product marketing for U.S. West Interactive Networking, which spearheads the Baby Bell's DSL initiatives. "It seems to be about price, which is a concern."

*continued on page 44*



## Wireless Video Plans Aboard

Streaming video and audio are making believers out of both pure e-tailers and clicks-and-mortar store chains that are using the technology to enhance their sales and marketing strategies.

From product demonstrations and showcases to broadband advertising, streaming media are helping move product more effectively than the static alternatives of static text, images and banner ads. Coming up: mention of advertising itself via streaming programming, once bandwidth is available widely enough to make such a tool practical.

Increasing availability of broadband connectivity in the home and workplace has driven retailers and advertisers to take advantage of streaming tools from Real Networks, Microsoft, Apple and other partners and to transform the Internet buying experience into something more akin to the Holy Grail of interactive television.

By being able to present smooth, full-motion video instead of jerky clips,

*continued on page 30*

## Studios Form Teams To Make Broadband Play

By being able to present smooth, full-motion video instead of jerky clips,

*continued on page 46*



## This September, the broadband community will finally have a place to call home

The place is **Broadband Week**. With industry-spanning readership. A unique perspective. And editorial coverage that reflects the speed and breadth of the business it covers.

As broadband changes communications as we know it, **Broadband Week** will redefine what it means to cover broadband. A single-source for everything you need to know about broadband networks, applications and content to lead your company into this dynamic, change-filled era.

**Broadband Week** will be platform and audience neutral. It will cover incumbents and upstarts, wired and wireless, cable, LMDS and satellite—all with the same vigor and objectivity. Simply put, it will be about broadband: what it's used for, how it's used, and the technical, business and regulatory happenings that shape this emerging industry.

**Broadband Week** will serve a highly refined audience of broadband service providers—including public network providers, ISPs and ASPs. Plus decision-makers instrumental in making broadband a reality at site development and hosting companies, software developers, content companies, portal operators, enterprise networks, and more.

The September premier issue will feature next generation broadband wireless deployments, the cable vs. DSL marketing wars, and getting into the content and applications market. Upcoming issues will address interactive broadband satellite platforms, streaming media, security and privacy, the prospects for home-based networks and a reality check on what to expect in 2001.

**Be among the first to receive Broadband Week! Sign up for your free subscription at [www.broadbandweek.com](http://www.broadbandweek.com).**

**Advertisers:** to learn more about the unique marketing opportunities available in Broadband Week, contact

Paul Audino, Associate Publisher, at 212-337-7111 or email to: [paudino@cahners.com](mailto:paudino@cahners.com).

**Advertising reservations for the premier issue close August 16, so act now!**

Check out the new **Broadband Week**. 100% broadband • 100% of the time

## BROADCAST TV

Appointments at NBC, New York: **Sari Greenberg**, senior corporate and transactions counsel, named VP, corporate and transactions law; **Elizabeth Newell**, senior corporate and transactions counsel, named VP, corporate and transactions law.

Appointments at CBSNews, New York: **Harold Leibowitz**, director of business affairs in talent negotiations, named director, business affairs; **Chris Andaya**, associate director, business affairs, named director, business affairs.

**Christopher Gerondale**, research and marketing department, DreamWorks SKG, Los Angeles, named VP, research, Paramount Television Group, Hollywood, Calif.

**Carole A. Smith**, VP, daytime and children's research, ABC, New York, joins Univision, New York, as VP, network research.

**Michael J. McCarthy**, executive VP, Belo Corp., Dallas, named senior executive VP.

Appointments at Paxson Communications Corp., West Palm Beach, Fla.: **Seth Grossman**, CFO and treasurer, named executive VP and chief strategic officer; **Tom Severson**, VP and chief accounting officer, Sinclair Broadcast Group Inc., Baltimore, named senior VP and CFO.

Appointments at Journal Broadcast Group, Milwaukee: **Sandra Graver**, regional controller, named VP, controller, television; **Bill Lutzen**, VP, financial management, Journal Communications, named VP.

**Henry E. Price**, VP and GM, WBBM-TV Chicago, named president and GM, wxii-TV Winston-Salem (including Greensboro area), N.C.

**Steven Solding**, owner Solding Communications, Baltimore, joins Equity Broadcasting Corp., Little Rock, Ark., as COO.

**Jim Arnold**, VP/GM, KAMR-TV, Amarillo, Texas, joins KOLD-TV, Tucson, Ariz. as VP/GM.

Appointments at WTVZ (TV) Norfolk, Va.: **Linda A. Cataldo-Deady**, executive research analyst, The Family Channel, Virginia Beach, Va., as account executive; **C. Michael Austin**, sales and leas-

ing consultant, First Team Auto Mall, Chesapeake, Va., joins as account executive.

Appointments at WNYW(TV) New York: **Nicholas Gardner**, national sales manager, named local sales manager; **Karen Brownstein**, account executive WPXN-TV New York, joins as account executive; **Robert Schu**, VP, director, sales, Katz Media Group, New York, joins as local account executive; **Brian Nyemchek**, account executive, named national sales manager.

## PROGRAMMING

**Dennis Patton**, senior VP, strategic planning and business development, Rainbow Programming Holdings, Woodbury, N.Y., joins National Geographic Channel, Washington, as executive VP, marketing and new media.



Karmin

Appointments at Comedy Central, New York: **Karyn Karmin**, director of traffic, named VP, sales operation; **Genise Jackson**, associate counsel, legal and business affairs, named senior counsel.

Appointments at CNN, Atlanta: **Joe A. Diament**, VP, sales, Atlanta, named senior VP; **Lucy Spiegel**, senior executive producer, Washington, named VP.



Stewart

**Deborah Stewart**, director, programming operation, Discovery Digital Networks, Bethesda, Md., named VP, programming.

Appointments at Showtime Networks Inc., New York: **Peter Keramidas**, senior

VP, programming, named senior VP, programming and new-media content, New York and Los Angeles; **Marica Chacona**, director, program scheduling, named VP, program scheduling.

**Stuart Rosenstein**, director, Nickelodeon Reaction, New York, named VP, Nickelodeon Theatricals, New York.

**Robert J. Evanko**, president and co-founder, NewMedium Communications, Dallas, joins Fox Cable Networks, Dallas, as regional VP, Southwest region.

**Connie Valvano**, director, special events, Fox Family Worldwide, Virginia Beach, Va., named VP, special events.

**Clifford Ejikeme**, director, financial planning and analysis, Viacom Inc., New York, named VP, financial planning, Lifetime Television, New York.

**Lisa Richardson**, director, trade marketing, Cartoon Network, Atlanta, named VP, marketing, Turner Network Sales, Atlanta.



Heath

**LaVada Heath**, local sales manager, KTTV Los Angeles, named VP and general sales manager of Fox Sports Net West/West 2, Los Angeles.

**Paul Capelli**, senior public relations manager,

Amazon.com, Seattle, joins CNBC as VP, public relations, Fort Lee, N.J.

**Patrick Parish**, manager, Southwestern sales, Warner Bros. Domestic Distribution, Dallas, joins Telepictures Distribution, Dallas as director Southwestern sales.

**Jason Brown**, media headquarters assistant, NHL Atlanta Thrashers, Atlanta, joins Fox Sports Net South, Atlanta as public relations assistant.

## JOURNALISM

**Barbara Pinto**, chief reporter, WFSB (TV) Hartford, Conn., joins CNBC, Fort Lee, N.J. as reporter for *The Wall Street Journal Report*.



Davlantes

**Anna Davlantes**, anchor and reporter, KRIV(TV) Houston, joins WMAQ-TV Chicago, as anchor, reporter.

**Terilyn Joe**, anchor, KGO-TV, San Francisco, joins KNTV-TV San Jose (San Francis-





# TOP 25 MEDIA GROUPS

**O**r August 28, *Broadcasting & Cable* will feature its exclusive overview of the 25 largest media groups

By ranking only companies with significant TV and radio holdings in the U.S., *Broadcasting & Cable* has assembled the only industry-specific review of its kind. Making this one of our most popular issues – and a “must read” report for everyone in the industry.

As the industry’s highest-circulating magazine, your message in *Broadcasting & Cable* is sure to make a big impression. Contact your sales representative and reserve your space today.



**ISSUE DATE:**

**August 28, 2000**

**CLOSING DATE:**

**Friday, August 18**

**MATERIALS DUE:**

**Tuesday, August 22**

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co), as anchor.

**Diana Sullivan**, anchor, Northwest Cable News Channel, Seattle, joins KPHO-TV Phoenix as anchor and reporter.

**RADIO**

**Marv Nyren**, VP/GM, KKFR(FM) Glendale, Ariz. (Phoenix area), additionally named VP/GM, KKLTV (FM) Phoenix.

Appointments at AMFM Inc., Chicago area: **Erik Hellum**, regional sales VP, western region becomes senior VP, sales; **Cheryl Esken**, sales director, Chicago market, named senior VP, market development; **Jean McGinnis**, local sales manager WLIT-FM Chicago, named director, group sales, Chicago station group; **Marv Dyson**, VP/GM, WGCI-AM/FM, becomes GM, WVAZ (FM), additionally; **Carmen Lewis**, business manager, WGCI-FM named market controller, Chicago station group; **Greg Davis**, chief engineer, WUBT (FM) Chicago, named chief engineer, Chicago market; **Sharon Williams**, research director, WLIT-FM, named market research director.

**Dr. Mircho Davidov**, VP, Hughes Network Systems, San Diego, joins Sirius Satellite Radio, New York.

**Mark Clark**, local sales manager, WFBQ (FM), WRZX(FM), WNDE(AM) Indianapolis, appointed general sales manager, WALK(FM/AM) Patchogue, N.Y.

**CABLE**



*Murphy*

**Tom Murphy**, regional engineer, southeastern region, Charter Communications, Simpsonville, S.C., named VP, technical operation, Gulf Coast region, Birmingham, Ala.

Appointments at Adelphia, Coudersport, Pa.: **Daniel Bemis**, national director, Primestar, Dayton, Ohio, joins as VP, call center operations; **D. Gail Cagle**, VP, organization, training and development, Budget Group Inc., Denver, joins as VP, training and development; **Mike Brady**, partner in charge of risk management, Deloitte & Touche, Pittsburgh, joins as VP, financial operations and budgeting; **Herbert Shirey**, Lieutenant Colonel, U.S. Air Force, Colorado

Springs, Colo., joins as VP, high-speed-data operations.



*Hoffman*

**Suzanne Q. Hoffman**, director, human resources, Comcast Cable Communications, Baltimore, named regional director, human resources, Maryland-Delaware.

**Mark Sonnenberg**, executive VP, entertainment, iNDemand, New York, named executive VP, content & marketing, Intertainer, Culver City, Calif.

**ADVERTISING/MARKETING/PUBLIC RELATIONS**

Appointments at Bates USA West, Irvine, Calif.: **Mike Hall**, senior writer, Bozell/FCB, Costa Mesa, Calif., joins as associate creative director, copy; **Shawn Wood**, senior copywriter, Ogilvy & Mather, Dallas, joins as senior writer; **Manuel Reyes**, creative director/production manager, HIJK Ltd., Carlsbad, Calif., joins as studio manager.

**Roger Delaney**, media manager, Meridian Media, Los Angeles, joins The Frederiksen Group, Los Angeles, as senior media planner and buyer.

**Michael Grant**, account executive, Empire team, Continental Television Sales, New York, named sales manager, there.

**TECHNOLOGY**

**Terrence Montgomery**, major account executive, Global Crossing, Los Angeles, joins GeoVideo Networks, Los Angeles, as business development director for digital cinema.

**Steve Sterling**, VP, development and marketing, Automatic Productions, New York, joins Eagle Vision Inc., New York, as president.

**INTERNET**

**Christine Miller**, executive VP, Magazine Publishers of America, New York, joins Discovery.com, Bethesda, Md., as executive VP and chief marketing officer.

Appointments at Millennium Digital Media, St. Louis: **Raymond C. Schulz**, VP, network services, GLA International, O'Fallon, Mo., joins as senior VP and CTO; **David T. Har-**

**wood**, area GM, AT&T Broadband, Quincy, Ill., joins as VP and GM, central region, Charlotte, Mich.; **Michael C. Wider**, consultant, Web-Works, Creve Coeur, Mo., joins as manager, finance.

**ASSOCIATIONS/LAW FIRMS**

Appointments at Stein Rogan & Partners, New York: **Arthur Beckman**, senior copywriter, named creative supervisor; **Fred Palumbo**, senior copywriter, named creative supervisor.

Appointments at Conrad Shadlen Corp., New York: **Gregg Willinger**, attorney, named executive VP; **Kenneth Slotnick**, attorney, named VP.

**OBITUARIES**

**Robert McFarland**, a former NBC News executive, died Tuesday, July 25, at his home in Austin, Texas, of lymphoma. He was 62.

McFarland started his career with NBC News in 1966 as a reporter in Cleveland and quickly became broadcast producer. He moved to Washington in 1969 to work on the *Huntley-Brinkley Report* as domestic producer. Four years later, he moved across the Atlantic to serve as London bureau chief in 1973 in what NBC called a "hectic assignment directing NBC News coverage of radical terrorism in Europe and the Middle East."

Reuven Frank, former president of NBC News, recalled that McFarland "liked being where news was and he handled it very well." After his stint as London bureau chief, McFarland returned stateside in 1977 to serve as senior broadcast news producer of *NBC Nightly News* in Washington. In 1982, he was appointed vice president and Washington bureau chief. His career with NBC took him to New York in 1990, where, as a senior executive, he undertook planning duties in the front office until his retirement in 1994.

Tim Russert was scheduled to pay tribute to McFarland Sunday on NBC's *Meet the Press*. "Our viewers should know the kind of person who spent 28 years of his life toiling for NBC News," said Russert, who in a recent letter to McFarland praised him as "always a true professional and a gentleman."

McFarland is survived by his mother, Fay McFarland; his wife, Elizabeth; and three children.

—Compiled by Nancy Catmull  
212/337-7141ncatmull@cahners.com



**TELEVISION**

**MANAGEMENT CAREERS**

**BROADCAST BUSINESS MANAGER** Want to get in on the fast track and join the broadcast group of the future? Network TV affiliate in Mississippi's capital city is seeking a Broadcast Business Manager. Must possess 3 yrs. Accounting & HR experience, media industry preferred. Excellent PC and organizational skills a must. Responsible for budgeting, acct. receivables, EEOC policies, corporate policies & procedures, HR, payroll, and evaluating financial statements. Similar experience in a rapidly growing, fast paced professional environment a plus. Forward resumes to Pegasus Communication-HR, 225 City line Ave, Suite 200, Bala Cynwyd, PA 19004. Code: BM-MS. EOE/Drug Screen.

**FUTURES MANAGER WFLD/FOX-CHICAGO**  
Description: Candidate will work in coordination with the assignment desk, reporters and producers to keep track of story developments. Oversee futures and big story coverage for the News Department. Coordinate planning for big event coverage such as elections, etc. Will also oversee daily news input into Station Website. Requirements: Candidate must have 3-5 years major market news experience. Degree in Journalism or related field required. Forward cover letter and resume to: Marge Curtis-Director, Human Resources, WFLD/FOX-32, 205 N. Michigan Ave, Chicago, IL 60601. EOE/M/F/D/V.

**STATION MANAGER WILL-TV** Experienced manager for strong VHF station in Central Illinois, part of an AM-FM-TV group. Supportive teamwork environment. New broadcast facility. University environment; numerous amenities. Salary not less than \$75,000 plus very generous benefits package. Apply by September 15 for full consideration. Write, call, or email for a full application package and further information: Ms. Marge Moluf, WILL-AM-FM-TV, Campbell Hall for Public Telecommunication, 300 North Goodwin Avenue, Urbana, IL 61801. Email: mmoluf@uiuc.edu. The University of Illinois is an AA/EEO employer.

**BENEFITS MANAGER - SOUTHEAST MEDIA GROUP** Diversifying, expanding media group needs aggressive manager to oversee the administrative, implementation, and record keeping for all company benefit plans. Five years experience in benefits management/supervision required. Resume and salary requirements to Nancy Smith, Cosmos Broadcasting Corp., P.O. Box 19023, Greenville, SC 29602-9023 (e-mail: nsmith@libertycorp.com). No phone calls. EOE.

**MANAGER, RESEARCH** Studios USA has an exciting opportunity in their NYC office for a high-caliber individual who is ready for the challenge & rewards of working in a fast-paced department. We need someone who can develop effective presentations, analyze trends both nationally & locally, & who will work closely with both station & advertiser sales. The successful candidate will have a bachelor's degree; 3-5 years industry experience; excellent math & computer skills; a strong writing ability; & a proficiency in research industry software. Please fax resume & salary requirements to (310) 360-2517 or send via e-mail in Word format to hr@studiosusa.com.

**President/CEO  
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Wonderful opportunity for a dynamic, visionary leader at American Public Television (APT), a major source of programs for the nation's public television stations.

The ideal candidate will position APT for ongoing success by overseeing existing programming services; strategic planning, budgeting and corporate communications; board and customer relations, sales, distribution and entrepreneurial initiatives; and all financial and operational management of organization with 30 full-time staff and \$10 million-plus budget. Entrepreneurial, leadership, management, communication skills required; public television experience preferred.

Competitive salary, generous benefits package. Cover letter and resume to: Search Committee, American Public Television, 120 Boylston St., Boston, MA 02116.

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**DIRECTOR OF MULTICAST AND BROADBAND SERVICES** Responsible for the planning and management of the daily and ongoing functions of the Department and staff to ensure the successful integration of televised and electronically-distributed elements into all facets of MPT's broadcasting and programming operations. Position reports to Sr. VP/COO. Requires: BA degree in related field; five years mgmt. exp. in a broadcasting operations environment that included responsibilities in the following areas: daily program and operating log preparation, traffic, satellite feeds, continuity, coordination with master control. (two years must have included the performance of supervisory responsibilities); excellent database management computer skills. Salary: To Mid-850's. Send resume and cover letter, with position title clearly indicated, no later than August 31, 2000 to: Human Resources Department, Maryland Public Television, 11767 Owings Mills, MD 21117. Fax: 410-581-4382. MPT. This is bigger than television. EEO employer.

**GENERAL MANAGER CBS Affiliate, Fresno, California.** AK TV Group, the television segment of The Ackerley Group, is looking for the right leader to Grow, Protect & Enjoy our CBS affiliate in Fresno, California. If you have prior GM, GSM or News Director experience and you believe that the success of local television depends upon a commitment to super-serve sales, deliver a quality product and be a vital part of the local community, then we want to hear from you. We are a group of progressive broadcasters - 18 stations nationwide, 8 in California - innovating a regional clustering strategy utilizing the latest in digital fiber connectivity and news production technology. We value the contribution each of our employees is making toward our goals of news and information leadership, superior customer service, sales success and community involvement. If your vision for the future of local television sounds like a good fit with ours, we want to hear from you. Please send us a letter summarizing your vision, along with your track record of success, your resume, and your salary history in confidence to: The Ackerley Group, attn. HR, 1301 Fifth Avenue, Suite 4000, Seattle, WA 98101. It is the policy of the Ackerley Group and its members to provide equal employment opportunities without regard to race, color, gender, age, creed, religion, marital status, national origin, ancestry, sexual orientation, veteran status, disability, or other basis protected under applicable local, state, or federal law.

**EAST COAST NEWS ORGANIZATION** has openings for various Operations Managers for its NY division. Candidates should have strong commitment to quality news product and the ability to manage and provide direction for a team of technical news professionals. Duties include managing budgets, planning and coordinating schedules, supervising between 20 and 200 technicians and staff, and advance planning for breaking news. Requirements for the senior most position are 5-10 years news operations management experience, extraordinary motivation, communication and organizational skills and the ability to negotiate and spearhead problem resolution. Collective bargaining experience desirable. Excellent benefit and salary packages. To apply, fax or email your resume and salary history to Human Resources (202) 408-8891, or nickc@newsworldtv.com.

**SALES CAREERS**

**ACCOUNT EXECUTIVE - TV SALES WBTV, the CBS affiliate in Charlotte, NC** is seeking an experienced, talented and innovative television sales person. We are dedicated to serving the needs of our clients by establishing long term partnerships. If you can conceptualize and provide marketing solutions in addition to being highly skilled in calling on agencies, then we have an exciting and lucrative opportunity. Come join great station in a vibrant and growing market. Send resume to: Human Resources, WBTV, One Julian Price Place, Charlotte, NC 28208. Jefferson-Pilot Communications Company is an equal opportunity employer.

## SALES CAREERS

**ACCOUNT EXECUTIVE (00-72)** K-EYE TV has an opening for a Local Account Executive. Prefer minimum of 2 years successful sales experience in both direct selling/new business development, as well as strong agency negotiations. Requires good PC skills and working knowledge of Nielsen ratings. TV Scan, CMR and local market research, a plus. Prefer college degree or commensurate experience in a related field. Send resume to: Andy Fagen, Local Sales Manager, 10700 Metric Blvd, Austin, TX 78758. Email: ahfagen@keye.com. No phone calls, please

**NATIONAL SALES MANAGER** KENS-TV in San Antonio, Texas, CBS affiliate and subsidiary of Belo Corporation is seeking a top performing sales person, with excellent negotiation skills and knowledge of rep. sales strategies and planning. Two years experience in national sales preferred. Must have creative skills in total station marketing and a proven track record. Demanding job/excellent benefits. Interested applicants should send resume to the attention of Personnel Director (reference position #2000-030-09) at P.O. Box TV5, San Antonio, Texas 78299. We are an Equal Opportunity Employer.

**SALES EXECUTIVE** Full service satellite communications company is expanding its international and domestic sales force. Seeking qualified applicants for Sales Executive positions in Latin America, Europe and the United States. All positions are responsible for selling space segment and transmission services to programmers with a strong emphasis on business development. Candidates must be self-starters, possess strong presentation, organization and communications skills and be able to think strategically and creatively. The ideal candidates will have 5+ years sales experience and extensive contacts in their specific region. Bi-lingual a must for the international positions. Please send your resume and cover letter to Box 01697 EOE.

**GENERAL SALES MANAGER** ABC 33/40 in Birmingham, the 39th market, is looking for a highly motivated professional to lead Alabama's Best Sales and Marketing Team. Birmingham is a great place to live and ABC 33/40 is a great place to work. Essential duties include overseeing all Sales Department staff members and departmental functions and goals, including budget preparation, contract compliance, and inventory control. The General Sales Manager provides leadership for the National Sales, Local Sales, Traffic, and Commercial Production Departments through their managers. Send cover letter and resume to: Jean Watkins, Director of Human Resources, ABC 33/40, P.O. Box 360039, Birmingham, AL 35236. Equal Opportunity Employer. No phone calls please.

**ACCOUNT EXECUTIVE** WPVI-TV is seeking an experienced sales person to join our local sales staff. Position requires 3-5 years of media sales experience, preferably in TV, and the ability to work with advertising agency media departments, and corporate marketing personnel. Candidates must demonstrate a thorough knowledge of media, an innovative and successful track record in marketing/new business development, and solid computer skills. Mail or fax resume (no calls) to James Aronow, Sales Manager, WPVI-TV, 4100 City Ave., Suite 400, Philadelphia, Pa 19131. Fax 215-581-4515; email james.aronow@abc.com. EOE.

**ACCOUNT EXECUTIVES** WFAA-TV, Dallas, Tex. Top rated ABC affiliate and Belo flagship, is building the sales department of the future. The success of our new sales re-structure has resulted in the need for additional Account Executives. Applicants should have 1-2 years television and proven ability to develop new business. Please send resumes to: WFAA-TV, Attn: Human Resources, 606 Young Street, Dallas, Texas 75202. Visit our website: www.wfaa.com. WFAA-TV is an equal opportunity employer. WFAA-TV Co., a Belo subsidiary.

**GENERAL SALES MANAGER** South Texas' top rated ABC station is searching for an exceptional General Sales Manager to lead our staff of 9. Inventory control and pricing, presentation skills (Power Point), motivation and stability are all necessary skills. We've got a new state-of-the-art facility and a great place to live year round. Please send resume to Human Resources, KIII-TV, P.O. Box 6669, Corpus Christi, Texas 78466. EOE.

**SALES ACCOUNT EXECUTIVE** Needed: Full-time/part-time salespeople for Cleveland Television Network/Ch 47. Cleveland's multicultural cable channel. Salary: Incentive plus commission. Full benefits package. Experience: Minimum 2 years at broadcast station or cable television channel, media distribution facility or comparable sales entity. Job Description: Primarily responsible for day-to-day sales of commercial spots, billboards, sponsorships, the Internet, and other sales-related materials. Expectations include the generation of sales revenues, maintaining accounts plus servicing existing and prospective clients. Needs to display creativity and timeliness with regard to sales projections as assigned by the General Manager. Please send cover letter with resume and three business references by August 11, 2000, to: Cleveland Television Network, Attention: Human resources, 5230 st. Clair Ave., Cleveland, OH 44103-1310. Cleveland Television Network is an equal opportunity employer. H/V M/F.

**SALES ACCOUNT EXECUTIVE** WTVD-TV has an immediate opportunity to join the #1 sales team in the Raleigh-Durham market. We are seeking account executives with 2-5 years experience in television or radio. Applicants should possess excellent negotiating skills, the ability to make new business presentations and the creativity to meet the changing demands of our business. Computer proficiency and experience in utilizing various sources of resource material helpful. Please forward your resume to Dirk Ohley, WTVD-TV, 411 Liberty Street, NC 27701 BC. We are an EOE employer.

**ACCOUNT EXECUTIVE** WPVI-TV is seeking an AE to specialize in business development and marketing sales. Responsibilities include selling advertising on WPVI-TV and wpvi.com. Candidates should be aggressive, smart, motivated and eager to succeed in a dynamic sales environment. A college degree and solid computer skills are required. Marketing and/or sales experience is preferred, and media sales experience is a plus. Mail, fax or email resume (no calls) to James Aronow, Sales Manager, WPVI-TV Suite 400, 4100 City Ave., Philadelphia, PA 19131 FAX 215-581-4515; email James.aronow@abc.com EOE.

**LOCAL ACCOUNT EXECUTIVE** The nation's #1 WB affiliate year after year is looking for a sales professional who wants to represent the best. We have the best programming, the best facilities, and the best work environment to offer the right candidate. Broadcast television experience required including sharp negotiating skills, new business development, and computer literacy using MS Office, TV Scan, AdTelligence, and Enterprise. Do you have what it takes to be the best? Mail your resume to: WKCF, 31 Skyline Drive, Lake Mary, FL 32746. Attn: LSM or email your resume to: sorkin@wb18.com. ERMIS Communications is an equal opportunity employer.

**SALES ACCOUNT EXECUTIVE** Immediate opportunity to join the Number (#1) sales team in the Raleigh-Durham market. WTVD-TV, an ABC owned and operated station is seeking a television or radio account executive with 2-5 years experience and the desire to be part of a winning team. Applicants should possess excellent negotiating skills, the ability to make new business presentations and the creativity to meet the ever changing demands of our business. Computer proficiency and experience in utilizing various sources for research material helpful. This is an opportunity to join a great sales team, a great television station and a great company that all represent a great career opportunity. Please forward your resume to: Dirk Ohley, WTVD-TV, 411 Liberty Street, Durham, NC 27701BC. We are an EOE employer.

**NATIONAL SALES MANAGER** Looking for a growth opportunity in a top 10 market? Are you dynamic, self-motivated, organized and have top communication skills? WDWB/WB20 TV in Detroit has an immediate opening for a National Sales Manager. Must have a solid track record of improving market share, creative selling and developing sales strategies. Working knowledge of assisting in the managing of inventory, and the ability to maintain and build strong relationships with National sales representatives sales offices across the country. We are looking for a team player with a desire to lead, train and motivate. Travel required. Please submit resume and cover letter, no phone calls. WDWB-TV-N.S.M., Human Resources Dept. 27777 Franklin Rd. #1220, Southfield, MI 48034. WDWB, Granite Broadcasting Is An Equal Opportunity Employer.

**VP REGIONAL SALES, CABLE PRODUCTS** Tribune Media Services is seeking an experienced and motivated sales professional to sell cable products and services for utilization in print and electronic media. Individual is responsible for sales of all television information products targeting cable operators and direct broadcast satellite markets in order to increase market share and revenue. Qualifications include excellent sales, communication, administrative and computer skills as well as the ability to budget efficiently and solve problems. A minimum of four years cable sales experience with increased levels of professional responsibilities and sales territory management required. A degree in Marketing, Liberal Arts or general business is strongly preferred. Experience with interactive sales is desired. Competitive compensation, excellent benefits and incentive programs as well as growth opportunity and quality of life are just a few of the perks we're offering. Interested parties should submit resume and salary history to jpicks@tribune.com.



**SALES CAREERS**

**NATIONAL SALES ASSISTANT** WTVD-TV, Raleigh-Durham, NC. Excellent opportunity to join a dynamic sales and traffic team and work for an ABC owned and operated station. Applicants should be extremely computer proficient. The person who fills this position will work closely with our National Sales Offices and must have exceptional telephone skills. Outstanding organizational skills and attention to detail are a must. College degree, 1 to 2 years of television/traffic experience and a good record preferred. Send resume to: Chris Nesbitt, General Sales Manager, 411 Liberty Street, Durham, NC 27701BC. NO PHONE CALLS. EOE.

**SALES MARKETING MANAGER** WJLA-TV/ABC7, a division of Allbritton Communications is searching for a dynamic Sales Marketing Manager. The major focus will be to develop and manage the sale of special projects from traditional, non-traditional and cause related sources. To establish and direct a web sales force. You will work closely with the Sales Management Team in all aspects of sales and help establish direction and goals for the department. A minimum of three years of television experience is preferred. Please send resume to Human Resources Department, WJLA-TV 3007 Tilden Street, NW, Washington, DC 20008; or fax to 202-364-1943. EOE. No phone calls please.

**LOCAL ACCOUNT EXECUTIVE** Univision owned and operated New York station is looking for a dynamic and aggressive Account Executive. Think marketing and get creative and you will be extremely successful with the fastest growing segment in advertising... Spanish Language Television. Responsible for all aspects of handling local accounts including, utilizing marketing tools and preparing and presenting presentations. Must have full command of the Nielson Ratings as well as verbal, written and organizational skills. Full knowledge of IBM compatible computers, MS Office 97 (Word, PowerPoint, Excel) and Donovan. Looking for persons with 2-8 years experience and a four-year college degree. Bilingual Spanish a plus. Apply in person at Univision 41/WXTV, 605 Third Avenue (between 39th and 40th St.) 12th floor, New York, NY 10158; or by phone at 212-455-5420. EOE.

**ACCOUNT EXECUTIVE** WQTV, UPN46, Murray State University. Position to begin August 2000. **QUALIFICATIONS:** Bachelor's degree in broadcasting, advertising, marketing or related field with previous electronic media sales experience. Must have superb interpersonal skills, as this is a client-contact position. Must be computer literate, organized, a self-starter who can take initiative, take direction well, be able to handle multiple tasks, and be results-oriented. **RESPONSIBILITIES:** Will service existing WQTV advertisers and work closely with the Station Manager, Production Director and Marketing Director to create new advertising and marketing opportunities. Other duties include but are not limited to preparing sales packages and presenting them to advertisers in the purchase area, making weekly sales projections, keeping abreast of station activities, news and events affecting the purchase area, performing evaluations of potential clients/advertisers needs and customizing specific advertising plans, meeting sales goals and projections. **APPLICATION DEADLINE:** July 31, 2000. **TO APPLY:** Submit cover letter and resume to Stan Marinoff, Search Committee Chair, WQTV, 805 Fine Arts Building, Murray State University, Murray, KY 42071-3342. Women and minorities are encouraged to apply. Equal education and employment opportunity, M/F/D, AA employer.

**TECHNICAL CAREERS**

**BROADCAST ENGINEER** Duties include maintenance of two TV transmitters and interconnecting microwave system. FCC General Radiotelephone License required. Salary Commensurate with experience. Contact: Duhamel Broadcasting Enterprises; Attention: Director of Engineering; P.O. Box 1760; Rapid City, SD 57709-1760; Phone 605-342-2000, ext. 600.

**CHIEF ENGINEER WMC-TV** Memphis TN, a Raycom Media Station and the #1 TV station in the Mid-south is seeking a Chief Engineer. Candidate must have a minimum of ten years of medium market broadcast experience in a News intensive environment. Microwave, transmitter, building and information systems planning and management knowledge essential. Broadcast operations and capital budget experience is also necessary. Prefer a minimum of a two-year technical school education with a preference for an ASEE or BSEE. Reporting to the General Manager, this departmental management position has the responsibility and authority over all studio operations, technical maintenance, building facilities, information systems. Send resume to Human Resources, 1960 Union Avenue, Memphis, TN 38104. Drug Screening Required. Equal Opportunity Employer.

**CHIEF ENGINEER** Channel 7/WKBW-TV, leading ABC affiliate in Buffalo, NY is looking for a Chief Engineer to direct the total engineering function of the television station in accordance with government rules and regulations, corporate policies, labor contracts and good engineering practice in a manner that enhances inter-departmental cooperation, technical excellence, and station profitability. Knowledge of analog and digital technology required. Must have college degree with five years broadcast engineering experience, and two years supervisory experience in either RF or maintenance and techniques of FCC compliance. Send letter and resume to: WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. ATTN: Human Resources. No phone calls please. EOE.

**CAREER OPPORTUNITIES** Systems Engineer - Digital Servers and Networking. We are a leader in design and construction of many of the most prestigious broadcast television facilities in the nation. The explosion in electronic media and the digital revolution has dramatically impacted our growth opportunities. As a result, we are looking for a highly motivated systems engineer to join our team as a specialist in leading-edge technology. The successful candidate will have a minimum of three years experience with digital video servers, storage solutions, networking schemes, video compression technologies and computer system support at the broadcast-quality level. You will have a comprehensive knowledge of various competitive products in the marketplace, and have designed and implemented server-based systems for broadcast facilities. In this position, you will be a key member of AFA's technology and engineering team, working closely with many of the most respected computer and networking manufacturers, to develop system solutions which leverage the latest in technology for the industry's most sophisticated customers. Please send your resume to: Employment Manager, AF Associates, Inc, Northvale, New Jersey 07647. Fax: 201-784-8637. No Phone Calls Please. We are an Equal Opportunity Employer.

**STUDIO MAINTENANCE ENGINEER** Must be able to perform the following duties: install and maintain studio transmission equipment including video switchers, audio consoles, DVE, CG, SS, cameras, and robotics. Familiarity with automation systems and master control environment. Should possess a general computer/networking background. Must be able to work on a rotating shift schedule. Candidate should have an engineering degree or equivalent technical training. SBE/FCC certification a plus. If you want to be a part of the exciting transition to HDTV in the most exciting city in the world, please send your resume and cover letter to: Kurl Hanson, Chief Engineer, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls of faxes please. We are an equal opportunity employer.

**CHIEF PHOTOJOURNALIST** Looking for someone to be a part of our management team. Ideal candidate would be an accomplished photojournalist interested in motivating others. We have the toys...chopper, satellite truck, DVC pro, number one ratings...just need the right person. Please send resume and non-returnable tape to Personnel Administrator-150, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No Phone Calls. EOE.

**MASTER CONTROL OPERATOR** Washington, D.C. TV station seeks operator experienced in all phases of master control operations including switching air, videotape operation/editing, satellite uplinking and downlinking, as well as transmitter operation. Computer literate. Operator will be involved in upcoming design/build of digital facilities as well as remote studios. Please send resume and cover letter to Human Resources, WNVN/WNVT, 8101A Lee Highway, Falls Church, VA 22042 or fax 703-849-9796. EOE.

**SYSTEMS ENGINEER - CHRISTIAN TELEVISION NETWORK** formerly TV38 has an immediate opening for a SYSTEMS ENGINEER. Responsible to see that all components of a system function in harmony to deliver the most sophisticated signal for recording, feed to satellite or transmitter or for monitoring. Works closely w/ maintenance, production, editing, and satellite engineering. Experience required. Send resume: Human Resources, 38 S. Peoria St., Chicago, IL 60607. Fax: 312-433-3839.

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## TECHNICAL CAREERS

**BROADCAST SYSTEMS ENGINEER - 2 openings!**

Will maintain and repair analog, digital, video and audio systems; including routers, switchers, automation systems, VTR's, cameras, and related broadcast technology. Must have ability and desire to develop skills in UNIX, Windows NT, and networking systems. Required: 4 years experience as Broadcast Maintenance Engineer, with TV broadcast related systems and equipment.

**BROADCAST PROJECT ENGINEER**

Must have previous TV broadcast engineering training and background. We need a project team leader who can consult, design, execute, and manage multiple projects. Candidates must have skills in design, integration, and documentation of TV production & broadcast systems as well as computer proficiency. Project management skills preferred. Required: Bachelor's in Engineering or 7 years TV broadcast experience; analog, digital, video, audio, and control systems.

**Come join our team! Send your resume today to: [Jobs@weather.com](mailto:Jobs@weather.com), or fax to 770-226-2959. \*Reference "Engineer BC" in response.**

## NEWS CAREERS

**WEEKDAY ANCHOR** for our 5:30, 6 & 11 p.m. newscasts. We're looking for an authoritative journalist who leads by example, and is not afraid to go after the big stories. This requires professional integrity and confidence and the energy, intelligence and enthusiasm to overcome obstacles and break stories. Ability to blend into a team and be a collaborator and co-creator are key attributes. The willingness to make public appearances and build contacts and connections in the community are also important to us. We're a CBS affiliate in the 38th television market. Send resume, tape and summary of news philosophy to: Margie Candela, Human Resources, WWMT-TV, 590 West Maple Street, Kalamazoo, MI 49008 - a Freedom Communications station.

**PRODUCERS** WNCN, the NBC O&O in Raleigh, NC is looking for imaginative, take-charge producers who can assume leadership roles on main newscasts. Successful candidates must demonstrate solid editorial judgment; write clear, active, focused scripts; generate ideas; use contemporary and compelling production techniques; and desire advancement. 3-5 years producing experience in middle to large market preferred. Send tape and resume to NBC-17, 1205 Front Street, Raleigh, NC 27609. EOE. No phone calls.

**TV NEWS REPORTER/WRITER** University of Missouri seeks TV news reporter with news writing skills and good on-camera presence. We produce agricultural, science, health, and good consumer stories for statewide and national distribution. Requires an appropriate college degree, occasional travel, and a commitment to excellence. Three years full-time experience required. NO CALLS. AA/EOE. Send resume, 3 references, non-returnable tape, and letter describing your role in each piece on the tape to: Frank Fillo, 9 Clark Hall, University of Missouri, Columbia, MO 65211.

**WRITER/PRODUCER WWOR-TV UPN9** is looking for a seasoned Writer/Producer eager to flex their creative muscle in the nation's top market. You'll have the opportunity to promote an award winning newscasts, first-run programs, sports and network shows. Hands on experience with Media 100 or off-line editing a plus! If you have minimum of 3 years experience as an On-Air Promotion Writer/Producer handling news and entertainment, send us your reel. Please send your resume and non-returnable beta or VHS tape to: WWOR-TV UPN9, HR Department, 9 Broadcast Plaza, Secaucus, New Jersey 07096. EOE/M/F/D/V.

**EXECUTIVE PRODUCER** WHIO-TV, DAYTON, OHIO. WHIO-TV is looking for an experienced Executive Producer to be a hands-on leader in the daily execution of our newscasts. The ideal candidate must be an aggressive, take-charge leader with excellent writing skills, sound news judgement and proven supervisory experience. Should also have a college degree in an appropriate field, five years experience, have excellent communication skills, be a team player, and have a sincere desire to be the best. Send resumes to: Julie Weindel/News Director, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420. No phone calls will be accepted.

## NEWS CAREERS

**ASSIGNMENT EDITOR** WTVD-TV, Raleigh-Durham, North Carolina seeks an assignment editor. The successful candidate will lead our aggressive team of reporters and photographers to produce the market's most relevant newscasts. Candidate must understand electronic newsgathering technology; have a demonstrated record of strong newsjudgment; and have excellent organizational skills. Knowledge about the viewing area is a big plus. At NewsChannel 11 ABC, we put a premium on positively relentless, decisive people who work well together. A Bachelor's degree in journalism, Communications, or a related field is preferred but not required. Send your resume to: Rob Elmore, News Director, WTVD-TV, P.O. Box 2009, Durham, NC 27702 BC. No phone calls please. EOE.

**NEWSCAST DIRECTOR** WTOL-TV is seeking an energetic leader to join our award-winning directing staff. We are the dominant station in a Great Lakes Market with all the toys (helicopter, digital sat truck, digital editing/playback, etc.). Our parent company is one of America's fastest growing groups. Come grow with us! Candidates should have a degree in television or related field and a minimum of 2 years directing fast-paced newscasts. Experience working with a TD preferred. Other skills such as digital editing, graphics, web master, or computer network skills would be a plus. Tell us what you can do for our team! Send non-returnable tape with director track along with resume/cover letter including salary requirements to Personnel Administrator-149, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. EOE.

**NEWS DIRECTOR** KJCT-TV, the ABC affiliate in beautiful Western Colorado, is seeking a News Director. Qualified candidates must have at least 2 years newsroom management experience. We need a leader who can effectively recruit, hire, train, mentor, and critique our #1 news crew. Strong communication and organizational skills are a must. KJCT is a state-of-the-art facility and Grand Junction offers a great lifestyle. EEO. Send cover letter, news philosophy, resume and salary requirements to EEO Officer, 8 Foresight Circle, Grand Junction, CO 81505.

**NEWS DIRECTOR** Top 50 ABC affiliate seeks a news director that is experienced, innovative and involved. Motivated staff is looking for a proven leader that can grow station ratings as well as our position in the community. Qualified applicant should have at least two years of experience as a news director and extensive general news experience with a passionate interest in news. If you wake up thinking about news, send your resume to... Paula J. Fischbach, Human Resources Department, ABC6/WLNE-TV, 10 Orms Street, Providence, RI 02904. ABC6/WLNE-TV is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

**REPORTER** WHIO-TV, DAYTON, OHIO. Dominate Cox station is looking for an aggressive general assignment reporter. The team at WHIO-TV is relentless, and we need someone who can keep up with the pace. Must be able to enterprise and show exceptional live ability and strong writing experience. Two to three years experience and a college degree is required. Send resume, tape and references to Julie Weindel, News Director, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420. No phone calls will be accepted and tapes will not be returned.

**REPORTER** WNCN, the NBC owned station in Raleigh, NC is looking for a reporter who breaks stories, generates ideas, and works sources. The successful candidate must also be a compelling storyteller and possess a strong live presence. 3-5 years in a medium to large market required. Send tape and resume to NBC-17, 1205 Front St., Raleigh, NC 27609. EOE. No phone calls.

**POST PRODUCTION EDITOR:** WYFF-TV, a top 35 Hearst-Argyle NBC affiliate, is seeking an experienced and motivated editor. A successful applicant will possess the technical and creative skills to support a staff of Producers in our Beta and 1" Ace edit suite. Applicant must have great client skills and be proactive in our future transition to non-linear editing. Send resume and tape to Danny Rose, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE.



**NEWS CAREERS**

**9PM NEWS PRODUCER** Monday through Friday, prime-time producing opportunity. We do six hours of news each day. Our 9:00PM Newscast is our newscast of record, and requires a creative journalist. You'll work with a full staff - Anchors, 3 Reporters/Photographers, Desk, Evening EP. Previous experience and college degree required. VHS tape and resume to: Bill Kiefer, Assistant News Director, WLUK-TV, 787 Lombardi Avenue, Green Bay, WI 54304. EOE.

**DIRECTOR** Go West! KKCO NBC affiliate in Grand Junction CO has an immediate opening for a weekend technical news director. Full time position including benefits. Candidate must have solid TV production knowledge, excellent managerial and interpersonal skills.

**NEWS ANCHOR MEDIA GENERAL'S NBC STATION WCBD-TV2** in beautiful Charleston, SC is looking for a strong New Anchor. Top Candidates must have excellent investigative Background and skills. "Readers" need not apply. EOE M/F Drug Screen. Send tape, resume, references and salary requirements to: Human Resources, WCBD-TV, 210 W. Coleman Blvd. Mt. Pleasant, SC 29464.

**TELEVISION NEWS/SPORTS VIDEOGRAPHER** Immediate Opening. Ideal candidate must be a visual storyteller with a thorough knowledge/background in television videography. Live ENG experience a plus. Must be a team player. One year's experience a plus but will consider a top-notch

**CREATIVE SERVICES CAREERS**

**ASSISTANT DIRECTOR OF CREATIVE SERVICES** The #1 station in the Los Angeles market needs a smart and seasoned promotion professional for the number two position in the department. ABC7 is looking for a dynamic leader who will oversee on-air promotion, supervise a fantastic staff, and produce cutting-edge spots in a short amount of time. Experience in news promotion writing and producing is a must, excellent people skills required and prior management experience at a TV station is preferred. If you would like to join our award-winning Creative Services team as we get set to move into our state-of-the-art facility, please send a non-returnable videotape with your resume to: ABC7 Los Angeles, Attn: Kimberly Castillo, Dept. ADOS/BC 4151 Prospect Ave., Los Angeles, CA 90008. Call us at KABC-TV. Equal Opportunity

**RECTOR** Want to get the broadcast group of affiliate in Mississippi's creative energetic team command attention. External skills a must. Reimplementing market-riptide writing, production in editing. Experience community events a and/or non-returnable Department, P.O. Box 89. No phone calls.

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applicant will be responsible for producing electronic graphics for promotions, commercial production and nightly newscasts. Strong design skills and the ability to work under pressure required. Experience with broadcast quality-video, paint programs, 2D and 3D animation and character generators preferred. Send resume, cover letter and tape to: WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202 ATTN: Human Resources-No phone calls please. EOE.

**PRODUCTION CAREERS**

**PRODUCER/WRITER** Music Documentary Series - Seeking enthusiastic and talented producer/writer for critically acclaimed documentary series. Minimum five years of documentary and/or news producing experience necessary. Must have strong writing skills (with emphasis on storytelling), extensive interviewing and field producing skills, and familiarity with all aspects of post-production. Please send resume and reels to Reply to Box 01689 Equal Opportunity Employer.

**PROMOTION PRODUCER KNSD TV, NBC O&O** and #1 station in San Diego seeks highly creative team player with excellent writing and producing skills, who can transform graphics, music and new technology into innovative and award winning promotions. Avid and Stratosphere experience preferred, and the ability to multi-task and be creative under tight deadlines. Will work with our award winning team to conceptualize, write and produce a variety of on-air promotions. Send resume and tape to: Human Resources, KNSD, 8330 Engineer Road, San Diego, CA 92111. EOE.

missions of departmental work for awards and maintaining & update production files. Reqs include: College Degree or equiv exp. Must have 3 years TV news, documentary or video production experience (working with documentaries, producers and vendors/suppliers) and knowledge of program-making process including: writing, editing, video and story-building skills. Proficiency in Word & Excel. Should have strong interest in news and current events. Ability to work in a high pressured environment with multiple deadlines and multiple tasks. Forward your resume with salary requirements to: A&E Television Networks, Attn: Human Resources/Dept. CDP, 235 East 45th Street, New York, NY 10017. email: recruiter3@aetn.com. fax: (212) 907-9402. NO PHONE CALLS PLEASE. EOE.

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**NEWS CAREERS**

**9PM NEWS PRODUCER** Monday through Friday, prime-time producing opportunity. We do six hours of news each day. Our 9:00PM Newscast is our newscast of record, and requires a creative journalist. You'll work with a full staff - Anchors, 3 Reporters/Photographers, Desk, Evening EP. Previous experience and college degree required. VHS tape and resume to: Bill Kiefer, Assistant News Director, WLUK-TV, 787 Lombardi Avenue, Green Bay, WI 54304. EOE.

**DIRECTOR** Go West! KKCO NBC affiliate in Grand Junction CO has an immediate opening for a weekend technical news director. Full time position including benefits. Candidate must have solid TV production knowledge, excellent managerial and interpersonal skills and a strong graphic design sense. Experience with Adobe Photoshop, Illustrator and After Effects preferred. Rush resume, tape and references to: William Varecha, KKCO, 2325 Interstate Avenue, Grand Junction, CO 81505. 970-243-1111 phone 970-243-1770 fax.

**BET NEWS** (Black Entertainment Television) is seeking to hire reporters, writers, segment producers, producers and bookers on a contractual basis with a minimum of 3 to 5 years experience in major market television news. Please send resumes and tapes to: BET News, 1900 W Place N.E. Washington, D.C. 20018. No phone calls please.

**METEOROLOGIST** The number one network affiliate in the southeast is seeking a full-time meteorologist to join our award winning storm team. Candidate should love the challenge of severe and tropical weather and be able to bring the message home in a clear and personable manner. Knowledgeable of the WSI weather producer, live doppler radar and the internet preferred. Degree required, AMS seal preferred with 2 years on-air experience. Applicants should send resume to: Box 01701 EOE.

**GRAPHICS CAREERS**

**GRAPHIC DESIGNER** WKBW-TV has an opening for a Television Graphics Designer. The successful applicant will be responsible for producing electronic graphics for promotions, commercial production and nightly newscasts. Strong design skills and the ability to work under pressure required. Experience with broadcast quality-video, paint programs, 2D and 3D animation and character generators preferred. Send resume, cover letter and tape to: WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202 ATTN: Human Resources-No phone calls please. EOE.

**PRODUCTION CAREERS**

**PRODUCER/WRITER** Music Documentary Series - Seeking enthusiastic and talented producer/writer for critically acclaimed documentary series. Minimum five years of documentary and/or news producing experience necessary. Must have strong writing skills (with emphasis on storytelling), extensive interviewing and field producing skills, and familiarity with all aspects of post-production. Please send resume and reels to Reply to Box 01689 Equal Opportunity Employer.

**NEWS ANCHOR MEDIA GENERAL'S NBC STATION** WCB-TV2 in beautiful Charleston, SC is looking for a strong New Anchor. Top Candidates must have excellent investigative Background and skills. "Readers" need not apply. EOE M/F Drug Screen. Send tape, resume, references and salary requirements to: Human Resources, WCB-TV, 210 W. Coleman Blvd. Mt. Pleasant, SC 29464.

**TELEVISION NEWS/SPORTS VIDEOGRAPHER** Immediate Opening. Ideal candidate must be a visual storyteller with a thorough knowledge/background in television videography Live ENG experience a plus. Must be a team player. One year's experience a plus but will consider a top-notch recent college graduate with appropriate background/internships. Send videotape of recent work, resume, and references to: WANE-TV, Rick Moll, News Director, 2915 W. State Blvd., Fort Wayne, IN 46808.

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Under a controversial plan, **Los Angeles police would control a local station's helicopter and provide pool aerial coverage of the no-fly-zone around the Staples convention center during the Democratic National Convention.** If approved, the police would use a KMEX-TV chopper, and control what video would be sent out (though a *Los Angeles Times* story says the police would not stop unflattering images of police from being shown). KCBS-TV News Director Roger Bell says the proposal "fosters the notion that the media and the police are one and the same. We are not. We have to be independent and we have to be on nobody's side." Tribune-owned KTLA-TV has agreed to the idea, claiming it's the only way to get pictures from within the no-fly zone.

**Just when it seemed CBS' summer reality series 'Survivor' could not get any bigger, it did.** The show scored its best numbers in all demographics and was viewed by a record 27.2 million viewers on Wednesday, July 26, according to Nielsen Media Research. *Survivor* also scored an 11.9 rating/36 share in adults 18-49, 12.8/26 in adults 25-54 and 11.8/38 in adults 18-34—all record highs for the show, according to Nielsen. *Survivor's* big night also carried over into CBS' other summer reality series *Big Brother*, which aired at 9 p.m. ET/PT on Wednesday. *Big Brother* scored its highest ratings since premiering on July 5, averaging 16.9 million viewers and an 8.0/22 in adults 18-49.

ABC shook up its news

magazine division last week, appointing **Victor Neufeld, long-time executive producer of the '20/20' magazine franchise, senior executive producer of the ABC News magazines.** Three new executive producers will have day-to-day responsibility for the magazines: *Downtown* (airing Mondays), *Prime Time Thursday* and *20/20* (airing Fridays). David Sloan will helm *20/20*. He has produced John Stossel's ABC News Specials. The two other executive producers are to be named shortly. One rumored possibility for the investigative-oriented *Prime Time Thursday*:

David Doss, who recently ended a five-year run producing *NBC Nightly News*. Doss couldn't be reached by deadline for comment, although ABC insiders strongly downplayed the rumor. Neufeld will continue to report to ABC News Vice President Phyllis McGrady.

The U.S. Court of Appeals for the D.C. Circuit last week told the **FCC to make a decision by Sept. 29 on rules that require broadcasters to provide equal time for individuals and candidates to respond to personal attacks or political editorials.** The NAB and Radio-Television News Directors Association have been petitioning for years to persuade the FCC to drop the rules, which came into being as part of the so-called "Fairness Doctrine." The FCC dropped that doctrine in 1987 but maintained the rules on personal attacks and political editorials. The court told the associations that, if the FCC doesn't act by the end of September, they are free to ask the court for "whatever action they

## Cable nets converge on Philly fest



**Josh Peck, 13, will be covering the convention for Nickelodeon.**

Cable is all over the Republicans gathered in the City of Brotherly Love for the GOP convention this week, and not just news nets. Even Nickelodeon is getting into the game with kid-star-cum-correspondent Josh Peck, 13-year-old star of Nick film *Snow Day*. Peck is conveying live coverage from the convention throughout the day to Nick, pressing the candidates for their plans on gun control, school safety, diversity, and other

grown-up issues that kids actually care about. MTV is taking up the mantle for early 20-somethings, returning with the hip but savvy coverage of *Choose or Lose*. (Recently, *CoL* reporter Erica Terry compiled a compare-and-contrast interview with candidate-in-waiting Vice President Al Gore and Minnesota Gov. Jesse Ventura.)

Comedy Central is covering the goings-on as no one else can, with heavyweights like former VP Bob Dole and ex-Labor Secretary Robert Reich joining Jon Stewart to identify the true issues affecting Americans, such as how Gov. George W. Bush pronounces "Putin." Even E! Entertainment TV is sending in big garment guns Joan and Melissa Rivers to humiliate the candidates about their ensembles.

All other unturned stones are being moved aside by C-SPAN, CNN, MSNBC, Fox News Channel, several regional cable news networks and the broadcast nets. As if that's not enough, DirecTV has dedicated a channel to round-the-clock convention coverage.

—Deborah D. McAdams

deem appropriate." NAB and RTDNA had filed a petition with the court on July 5 reminding it once again that the FCC has ignored their repeated requests to take action on the rules.

NBC Chief Financial Officer **Mark Begor has taken on the added role of president, business development and interactive media, for the network.** Marty Yud-

kovitz, president, NBC Digital Media, will continue in that capacity, reporting to Begor. Both executives remain on NBC's President's Council.

**Analysis firms ASI Entertainment and Nielsen Media Research have partnered with personal television supplier TiVo to study the effects new media technologies will have on the TV and advertis-**

**ing industries.** The project, entitled "National In-Home TV Lab" will look at a representative sample of 1,500 U.S. homes, which TiVo will supply with its TV recording devices. Currently, advertisers fear that such devices (also supplied by ReplayTV) would allow viewers to watch their favorite shows without commercials. Nielsen, ASI and TiVo are aiming to offer alternative ways for advertisers to get their message across to viewers. "By working closely with Nielsen and ASI to provide the television industry with accurate audience data in this new 'time-shifted' universe of personal TV, TiVo will help programmers and advertisers speak more effectively to their audiences," said Stacy Jolna, TiVo's chief programming officer and vice president of media partnerships.

**Univision has pledged almost \$19 million for the right to build a television station just west of Austin, Texas.**

The Spanish-language network bested 10 other bidders, including Post-Newsweek, Pappas Telecasting and Pegasus, in a federal government auction. The auction ends a roughly 15-year search for an owner to operate channel 52 in Blanco, Texas, that began after the FCC disqualified three applicants in the mid 1980s.

**NCTA and BMI have agreed to music licensing fees for programs airing on local cable,**

including origination channels, public access channels and local ad inserts. The agreement covers the period from Jan. 1, 1997, through Dec. 31, 2004. The two organizations still must negotiate licensing fees for cable networks.

**NBC's premiere of 'Mysterious Ways,' the 'X-Files'-meets-'Touched by an Angel' drama won its 8 p.m. Monday time slot in the adults 18-49 demo with a 4.4 rating/14 share.**

Beating out 8 p.m. competitors CBS' Big Brother and ABC's movie Double Platinum, the show was first in adults 25-54 (5.3/16) and total viewers (12 million). Mysterious Ways, which heads to the Pax network next month, helped NBC fatten its Monday adults 18-49 audience (3.9/12) by 50%, compared with the same night last season.

**The earth-shoe-and-Gucci odd couple of the '90s will be passed around between the Fox cable networks beginning in fall 2005, after a three-year broadcast syndication run.**

*Dharma & Greg*, the four-year-old ABC hit, will be available to FX and Fox Family Channel. *D&G* is the latest in a series of Fox cable acquisitions filtering down from its sister production house, Twentieth TV. The others include *NYPD Blue* and *The X-Files*, already stripped on FX; and *Buffy the Vampire Slayer*, *The Practice* and *Ally McBeal* for upcoming seasons.

## Entravision facing lawsuit with IPO on horizon

Univision partner owner Entravision Communications Corp. is facing not just one but two lawsuits—as well as Justice Department inquiries—as it prepares to go public. Univision rival Telemundo Network Group LLC last week filed suit against Entravision alleging fraud and breach of contract over Entravision's March 16 purchase of Tijuana, Mexico-based xHAS(TV), a Telemundo affiliate serving San Diego. (The charges, filed at the 11th Judicial Circuit Court in Miami, are similar to those in a still pending lawsuit filed in March by entrepreneur Barbara Laurence.) Six days after closing on the deal, xHAS seller Television de California told Telemundo that it had not made a final decision about whether to sell the station at all, the lawsuit says. Telemundo says it had "right of first refusal" on the station and had clearly communicated its intention to buy xHAS for \$30.25 million. Neither Entravision officials nor the company's attorney returned telephone calls seeking comment. However, in a document filed last Tuesday with the Securities & Exchange Commission, Entravision said it will "vigorously defend [itself] against these claims."

The documents also outline plans for Entravision's initial public offering, scheduled for Wednesday, Aug. 2. Entravision wants to raise about \$600 million by selling 46 million shares of stock at \$13 to \$15 per share. After the offering, Univision will own about 26% of Entravision. The filing also discloses that the Justice Department may "disapprove" of Entravision's previously undisclosed plans to buy about 1,200 billboards in New York City from Viacom Inc.'s Infinity Broadcasting Corp. Justice is "reviewing the terms of our acquisition of such assets in order to approve us as a buyer," says Entravision, which already owns nearly 5,000 outdoor faces in New York and one of the city's two Spanish-language daily newspapers.

Also on the antitrust front, Entravision reports that, in mid June, Justice asked for more information about the company's plans to buy radio stations in Sacramento, San Jose and Monterey/Salinas/Santa Cruz, Calif. Both Entravision and Z-Spanish Media Corp., which it is buying, have stations in those markets. Entravision says it has put Z-Spanish's stations into trust to gain Justice approval of that \$475 million merger.

—Liz Rathbun

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

## First things first

FCC Chairman Bill Kennard came close last week to saying something definitive about the digital-television dilemma. In letters to the NAB and MSTV, he urged broadcasters to get on with development of that spectrum, pursuant to the FCC and Congress's intent at the outset: to create a new—but still free-to-the-public—medium for advanced television, including HDTV. He feels that effort is being sidetracked by the debate over 8-VSB and COFDM and broadcasters' ambitions to change the game to mobile, and he clearly doesn't want to reopen a digital Pandora's box that might take years to close.

Neither do we. But with respect, Mr. Chairman, that's only part of the problem. The larger part is that, four years after broadcast of the first DTV signal, there are only 50,000 sets out there that might receive it. That's not just because of a problem with multipath. It's also because the vested interests have outweighed the public interest in getting to an interoperable set that will serve all. The cable TV industry and Hollywood and retailers have been pitted against the consumer electronics industry as one complication after another was added to the mix. Copy protection is the highest hurdle, as programming interests now seek to impose locks that will open only to their keys.

If free broadcasting is to survive—much less flourish—in the digital world, there must be an abundance of low-cost, interoperable digital sets filled to the brim with compelling programming. The first won't happen if the FCC doesn't do something about it—and soon, as this page has counseled from the DTV start. The second won't happen unless broadcasters start paying more attention to programming their DTV franchise.

Meanwhile, the broadband digital media are going like a house afire.

Lack of FCC resolve in bringing the competing industries together has cost the public three years of digital progress. The COFDM diversion has cost another. For free, over-the-air digital broadcasters, there aren't many more to lose.

## Ultimatum

The U.S. Court of Appeals in Washington has done what time, the weight of evidence and repeated petitions by the RTNDA and NAB were unable to do: force a decision on the fate of the personal-attack and political-editorializing rules. The FCC must either get rid of them, justify why they still exist when the fairness doctrine that undergirded them was held unconstitutional over a decade ago, or, by doing neither, turn the decision over to the court. Delay is no longer an option.

This will be the fifth time in the past three years that the FCC has been told by a court to justify the rules. It has failed to do so, deadlocked along party lines and with the chairman recused because he once argued against the rules when he was at the NAB. But this time, the court has given the FCC a deadline. It has until Sept. 29 to act. Of course, the FCC could stay its course of doing nothing. In that event, after deadline, the court will step in. It will more than likely vacate the rules.

Having decided in 1987 that the fairness doctrine is unconstitutional, the commission has no justification for retaining these rules. So, realistically, either Susan Ness or Gloria Tristani joins the real world and breaks the deadlock, or the FCC throws up its hands once again, which will be the equivalent of a pocket veto. Either way, come October, the personal-attack and political-editorializing rules should be history. About time.

## WHAT DO YOU THINK?

We invite your comments on our editorials and other matters affecting the TV, radio and Internet businesses. You may submit a letter to the editor by mail (Harry A. Jessell, Editor, BROADCASTING & CABLE, 245 West 17th Street, New York, N.Y., 10011); by e-mail (jessell@cahners.com); or by fax (212-337-7028). Your letter may be edited for clarity and length and may appear on our Web site (broadcastingcable.com).

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