

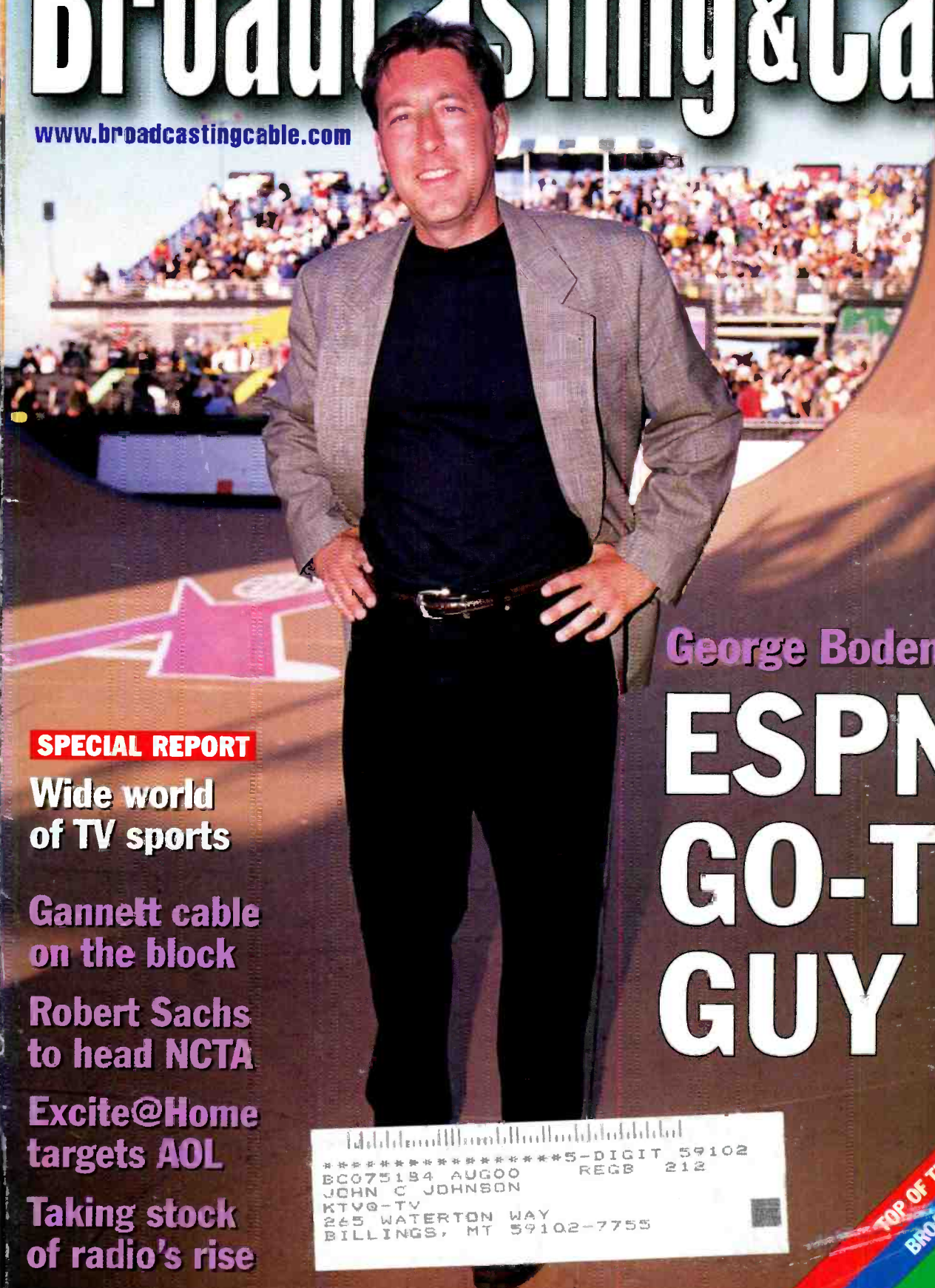
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# Broadcasting & Cable

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George Bodenheimer

## ESPN'S GO-TO GUY

### SPECIAL REPORT

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of TV sports

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on the block

Robert Sachs  
to head NCTA

Excite@Home  
targets AOL

Taking stock  
of radio's rise

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*July 20, 1969 - Sea of Tranquility*



One man took a small step and made a giant leap.

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## TOP OF THE WEEK / 6

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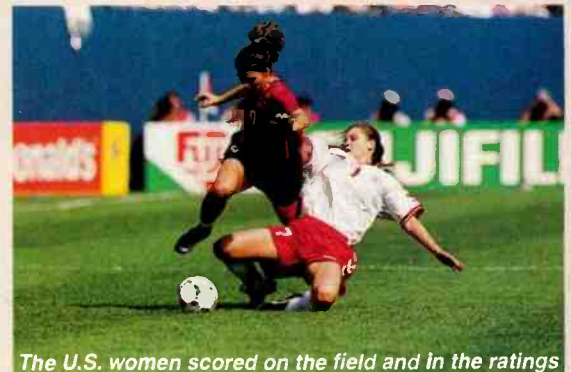
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The U.S. women scored on the field and in the ratings

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### SPECIAL REPORT



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Insight's Willner

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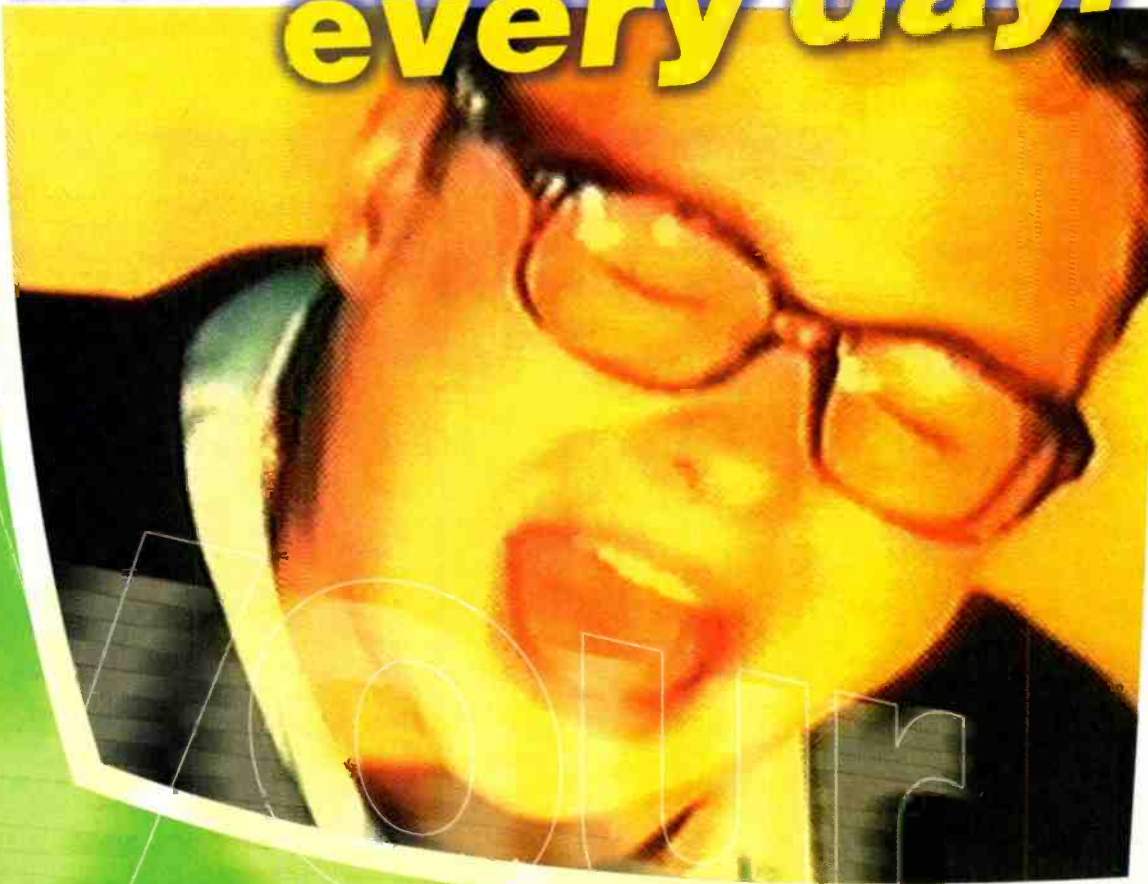
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# Gannett exiting cable

*Puts half-million subs on auction block; Cox, Comcast, Adelphia said to be bidders*

By John M. Higgins

**G**annett Corp. has put its cable systems up for sale and is expected to fetch a price so high that it will completely pay for the publisher's four-year-old takeover of Multimedia Corp., but leave Gannett with Multimedia's TV stations and newspapers.

Industry executives said that Gannett is in negotiations with three cable operators to sell its Multimedia Cablevision Inc., a 515,000-subscriber operation the company picked up as part of its \$2.3 billion acquisition of Multimedia in 1995.

Investment bankers and cable executives tracking the deal said that in this frenzied market for cable properties, the deal could approach \$5,000 per subscriber, or about \$2.5 billion, even though the systems aren't in the most lucrative states: Kansas, Oklahoma and North Carolina.

Multimedia's portfolio includes five television stations, two radio stations, 10 daily newspapers, 49 weekly papers and a talk-show syndication unit.

Gannett valued the Multimedia systems at around \$900 million at the time of the takeover. But the Wichita, Kan.-

## Multimedia Cablevision

	1998	chg from 1997
Revenue	\$232 million	+11%
Operating income	\$56 million	+17%
Operating cash flow	\$106 million	+9%
Subscribers	515,506	
Homes passed	835,471	
Basic penetration	62%	
Digital subscribers	80,068	

Source: Company reports

based unit has soared in value as outsiders like Microsoft Corp. co-founder Paul Allen and AT&T Corp. have galvanized confidence that revenue will explode from sales of new products like digital cable, high-speed Internet and telephone service.

"They'll be getting Multimedia's stations and the papers for free," said one investment banker.

"Gannett is obviously a small player in the cable business," said Peter Appert, publishing analyst for Deutsche Banc Alex Brown. "And at \$5,000 per sub, they're not buying."

Buyers eyeing the properties include

the usual suspects that have competed in every sizable cable auction in recent months: Cox Communications Corp., Comcast Corp. and Adelphia Communications Corp. All three have been hungry for acquisitions, but the systems fit best with Cox, which has a major cluster in Oklahoma.

Wall Street executives familiar with the bidding said that The Washington Post Co. has also proposed combining Multimedia Cablevision with its mostly rural CableOne system unit.

Notably absent from the contest is Charter Communications Inc., which has been on a tremendous shopping spree costing nearly \$20 billion over the past 18 months. Now that it has secured deals for systems serving more than 6 million subscribers, Charter chairman Jerry Kent is growing hesitant about buying systems that don't fit his other clusters. Also, Wall Street executives said Charter plans to file to go public in August and doesn't want too many pending deals floating around.

Gannett, Charter and Comcast would not comment on the sale. Adelphia and CableOne executives could not be reached.

If the Multimedia Cable sale

## Consolidation: Everyone can play

As cable's consolidation juggernaut keeps rolling, it's increasingly pulling medium-sized and small-market systems into its vortex.

Like Gannett's Multimedia Cablevision (above), Sikeston, Mo.-based Galaxy Cablevision, which has about 159,000 subscribers, is actively seeking buyers, according to sources in the cable and investment banking communities.

Galaxy, which has been on the block for about six weeks, is close to announcing a deal, according to people familiar with the situation.

The Washington Post Co.'s CableOne division, which has about 650,000 customers, may also be on the market, if it is unable to significantly expand.

In addition, Classic Cable may be on the cusp. Earlier this year, Austin, Texas-based Classic agreed to

acquire Tyler, Texas-based Buford for about \$300 million. Now, speculation is swirling that the Classic-Buford combination will offer itself for sale or pursue an initial public offering. "I think their preference is to go public, but I think they would consider anything," says one investment banker.

Smaller markets offer big potential for operators such as Classic and Watertown, N.Y.-based Mediacom that are buying up systems in those markets, says Tom MacCroy, managing director, cable television, Communications Equity Associates.

"The potential is enormous for someone to come in and collect a large number of subscribers at attractive cash flow multiples in these markets," he says. "I believe that the Internet revenues from these smaller towns will be substantial."

—Price Colman

comes anywhere close to the expected price levels, it will be a huge score for Gannett. Chairman John Curley will have shed Multimedia assets he never particularly cared about while holding on to the 10 daily newspapers and 10 TV stations that are part of Gannett's core business. The pub-

lisher of *USA Today* owns 82 newspapers and 10 TV stations.

Multimedia came with all sorts of other businesses, from *Jerry Springer* and *Sally Jessy Raphael* talk shows to an alarm-monitoring company. The syndication unit was shed quickly, sold to Seagram Corp.'s Universal Televi-

sion division for \$50 million in 1996. The security unit went to a competitor for \$230 million in 1998. Federal restrictions on crossownership of broadcast and newspaper properties in the same market prompted Gannett to swap one Multimedia station for a Hearst-Argyle station. ■

# Stars align for women's soccer

*World Cup generates some of highest ratings ever, but interest in sport expected to cool*

By Deborah D. McAdams

**T**he explosive popularity surrounding the 1999 Women's World Cup will not catapult the sport to television predominance, media buyers agree.

"This year's Women's World Cup doesn't necessarily portend a trend, although it's a great boost," said Tim Spengler, senior vice president-general manager of Western Initiative Media Worldwide, a media-buying firm in Los Angeles. "This is popular at the moment because the [U.S.] women's team is good, and Americans like to win."

This year's series has generated some of the highest ratings ever for soccer on television. The July 4 U.S.-Brazil semifinal, leading up to last Saturday's Rose Bowl championship, drew a 3.78 rating, the highest in the sport's history on ESPN, and on a national holiday, no less.

Overall, the seven 1999 Women's World Cup matches televised by ESPN scored an average rating of 1.45 with 1.1 million households, a fourfold improvement over

viewership of the 1995 series in which the U.S. placed third.

Spengler said the 1999 series fared so well in part because it had two of the three elements that excite spectators and motivate viewers to tune in: "It's in the U.S. and we're winning."

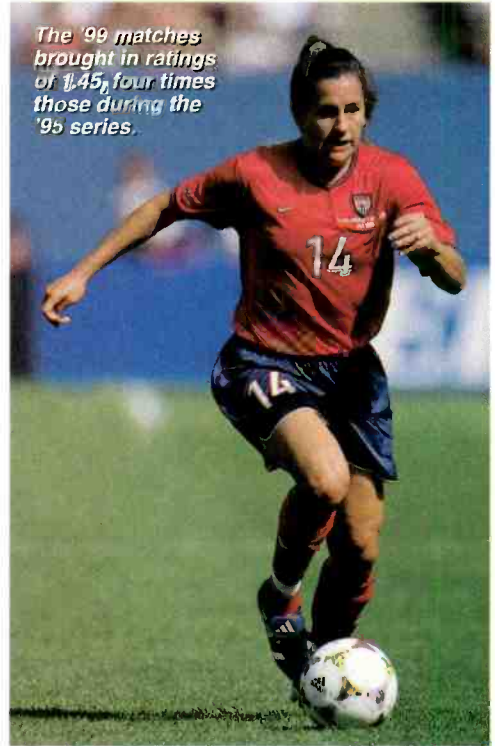
However, Americans tend to like high-scoring sports, which soccer typically is not, Spengler said. "I don't necessarily think it's a ratings trend."

Media buyer Peter Chrisanthopoulos, president of broadcast and programming, USA, for Ogilvy & Mather Worldwide, agreed with Spengler. "It's seen as a significant event, but the thing is, the World Cup comes every four years so it's not something that people can capitalize on in the next nine months. That's the drawback. It's great for now, but it's going to lose some momentum."

Even if this year's Women's World Cup isn't a watershed for women's sports, it did generate the interest of an advertiser heretofore uninitiated in women's sports. Insurance giant Allstate came on board at the behest of Starcom Worldwide, a media-buying firm in Chicago. Wally Hayward, vice president-director of sports marketing for Starcom, said Allstate had never sponsored a major sporting event. "We had a feeling it was going to be big.

We knew as long as the U.S. continued to win and was in it, it would continue to grow," he said. Allstate's package included TV spots before and after events (no ads air during the games), as well as field perimeter

*The '99 matches brought in ratings of 1.45, four times those during the '95 series.*

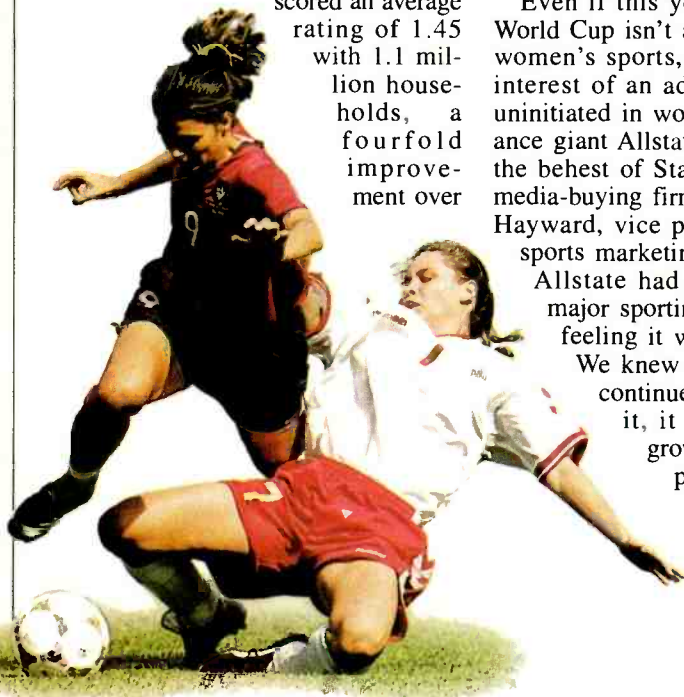


board-signage, rights to the team and FIFA logos, and an on-screen graphic clock-wrap.

Pricing was virgin territory, Hayward said. Since World Cup was never played here, there was nothing on which to base rates, he said. "We just looked at soccer overall."

Soccer overall didn't begin to indicate how the stars would align for World Cup '99, however. "We knew, based on history, this was going to be on the front page in the U.S.," Hayward said.

But like Spengler and Chrisanthopoulos, Hayward expects soccer fever to cool. "However, I do believe there is life in the U.S. for women's soccer after this is over," he said. "Will there be major league soccer? I don't believe that is the next step. That diminishes the talent pool." ■



# NCTA opts for cable guy

*Taps former Continental executive Robert Sachs to succeed Anstrom as president*

By Paige Albiniaak

Referring an industry insider over a Washington insider, cable operators have picked former Continental Cablevision Inc. executive Robert Sachs to head the National Cable Television Association, industry executives and lobbyists last week confirmed.

Sachs, a former top public and legal affairs executive, will succeed Decker Anstrom, who is leaving Aug. 1 to become president of The Weather Channel. The NCTA is expected to make the official announcement today (July 12).

NCTA's top slot is one of the best paid association jobs in Washington. Anstrom earned \$822,000 in 1997, according to NCTA's IRS filing for the year. The filing for 1998 is not yet available.

Sachs declined to comment.

The selection process created two schools of thought among NCTA members. Some MSOs, notably AT&T Corp., preferred a seasoned or high-profile political operative with strong, instant access inside the Beltway, such as a former congressman or senator, or a senior Hill staffer. Others favored a cable executive or lobbyist more intimately familiar with cable issues who could more readily manage the increasingly disparate agendas among major MSOs.

"Do you want someone with good Washington currency who needed to learn cable or someone who knew cable intimately but needed to refresh his Washington contacts?" asked one senior MSO executive. "We need somebody who really understands the business when we talk about security systems in set-top boxes and open access."

Included on the final short list with Sachs were former Reps. Tom Tauke (R-Iowa) and Dennis Eckert (D-Ohio), as well as lobbyist Mike Boland, who served as chief counsel and floor assistant for Sen. Trent Lott (R-Miss.) when he was House Republican Whip.

Sources say Tauke, now senior vice president of government affairs for Bell Atlantic, withdrew from the process less than a month ago because positions he had been advocating for the phone company on broadband Internet access were directly in opposition with

positions the NCTA has been taking. "It would be difficult for someone like Tom to go up on Capitol Hill and take positions that he was opposing in writing a month ago," one source said.

Sources say NCTA's search committee never was too enthusiastic about hiring a politician considering the uncertain outcome of the next election. Sachs always was a front-runner, sources said. It was mostly a matter of convincing him to leave his established and comfortable life in Boston for a tough job in Washington.

Sachs arrives at NCTA as it faces some

during the Carter Administration.

From NTIA, Sachs moved to Boston to join Continental Cablevision, which was co-founded by Amos Hostetter. Sachs then spent 18 years with the company, helping it keep pace with the industry's rapid growth.

At Continental, Sachs was responsible for relations with cities plus lobbying efforts in Washington. He designed the first "social contract" with the FCC. That contract settled some 400 rate cases in exchange for Continental's promise to spend \$1.7 billion to upgrade cable systems and provide free Internet access to schools. Sachs also worked with the NCTA to create its "Cable in the Classroom" program, which provides free wiring, connection and education programming to schools.

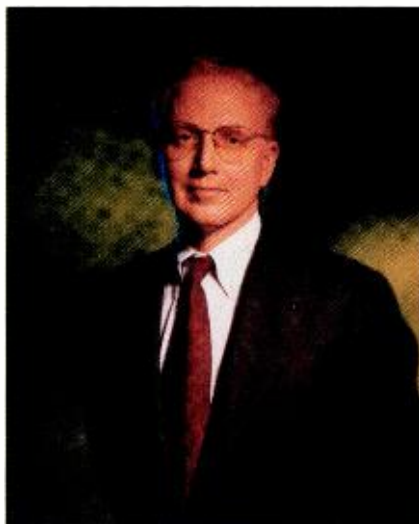
Along with Hostetter and a wave of other Continental executives, Sachs left MediaOne when Chairman Chuck Lillis abruptly decided to relocate the unit to Denver after promising it would remain in Boston. Sachs formed his own policy consulting firm, Continental Consulting Group, in January 1998, operating out of Continental's old headquarters in Boston. But associates said he doesn't find consulting sufficiently energizing.

Sachs has remained active within the cable industry, recently helping CATA merge with the NCTA. He also worked as an NCTA consultant and is "very good friends" with Anstrom, sources say.

Sachs gets rave reviews from cable industry insiders, who say he's the closest the NCTA could get to Anstrom without keeping Anstrom himself.

"You want to find somebody that is a nice, good person and they found that," says David Krone, who represents AT&T Broadband and Internet Services in Washington. (Industry executives speculate that Krone is being considered to fill NCTA's vacant No. 2 slot. Krone had no comment.)

Hostetter would not discuss Sachs appointment, but praised his former head of government affairs. "This is probably the smartest guy in the 10,000 people who worked for Continental. When he gets engaged on an issue he doesn't let go." ■



*Sachs was chosen for his expertise as a cable industry insider over others with stronger political ties.*

huge structural issues. It's built for an industry with two or three dozen sizable players. But rapid consolidation means that cable will be dominated by 8-10 members plus a handful of programmers.

Sachs scored big when Continental was acquired by what is now MediaOne Group Inc. in 1996, becoming one of the many multimillionaires the sale created among long-time Continental employees.

Sachs, 50, is not known for having strong political ties, although he worked on Capitol Hill in the 1970s, first for Sen. Charles Goodell (R-N.Y.) and then for Rep. Tim Wirth (D-Colo.). Later, he worked at the National Telecommunications and Information Administration under Henry Geller

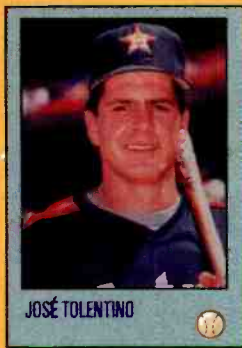


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# Disney closes TV ranks

*Hollywood abuzz as news of merger of Disney-ABC TV production divisions breaks*

By Joe Schlosser

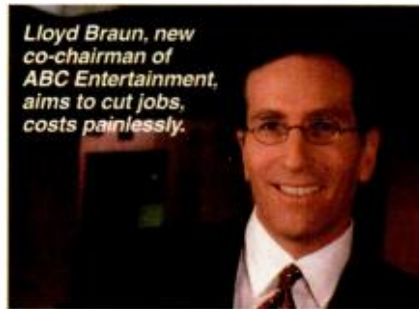
**I**s Disney/ABC ahead of the game or is it making a Dumbo-sized mistake?

That was the question some Hollywood executives were asking last week when the news broke that ABC's prime time development division and Disney's TV production arm, Buena Vista Television Productions (BVTP), were being merged into the newly created ABC Entertainment Television Group.

Lloyd Braun, formerly chairman of BVTP, and Stu Bloomberg, formerly chairman of ABC Entertainment, will run the new division as co-chairmen, reporting to ABC Television Network President Pat Fili-Krushel. Jamie Tarses continues as president of ABC Entertainment.

Some TV producers and network executives called the consolidation "short sighted," while others said ABC is probably just the first network to make such a move.

"Long term, I think some consolidation makes sense," said one high-ranking network executive. "But this certainly seems like an extreme way to do it. They are basically taking a some-



Lloyd Braun, new co-chairman of ABC Entertainment, aims to cut jobs, costs painlessly.

what independent production studio and bringing it in-house.

"Are they going to have six layers of interference in everything they develop—are they are going to have a mandate from above that all comedies must be Disney or ABC product?" the network executive asked. "That sounds pretty dangerous to me. ... I think it's going to make it really hard for other studios to think seriously about selling to them."

The unprecedented move will not only cut costs, but jobs, ABC executives say.

"There are two goals in consolidating these efforts," said Fili-Krushel. "One is to produce creative results that will [get] more Disney product on the ABC Television Network. The second

is that it allows us to achieve some economies of scale."

Braun, who was brought in to run Disney's TV division last March, is not saying how many positions will be cut. "Without question, there are a lot of redundancies that can be eliminated. ... Our hope is that through attrition and having people do other things within the company, we will be able to do this in as painless a way as possible," he noted.

Disney's Touchstone and Imagine Television divisions, formerly under BVTP, are producing 13 network series for the 1999-2000 season, including at three other networks: CBS, The WB and Fox.

But that will likely change. "I don't think we have the expectation that we are going to continue to supply the other networks at the level we have developed for them either this past year or in prior years," Braun noted. "Clearly the goal here is to direct ... the studio's development to ABC. But the reality of that is, we are working with creative talent and creative talent is not always going to have a concept, idea or script that fits the needs for ABC ... and in those instances we intend to sell the product to other networks." ■

## Trouble at Telenoticias

*Disconnected phones, late paychecks hit operations, morale*

By Dan Trigoboff

**C**BS Telenoticias, the Spanish- and Portuguese-language programming service partly owned by CBS and controlled by Mexico-based Grupo Medcom, is suffering from cash flow difficulties affecting both operations and morale.

Phones in CBS Telenoticias' Washington office have been disconnected, cutting access to wire services and the Internet; sources said, and service cut-offs have been threatened at its New York bureau. In addition, sources tell BROADCASTING & CABLE that paychecks are coming late in Miami. Companywide, travel and other reporting expenses have been cut, employees

have been laid off, expense reimbursements have been delayed—sometimes totaling thousands of dollars and risking an employee's own credit rating—and in some cases have gone unpaid.

One memo obtained by BROADCASTING & CABLE, from CBS Telenoticias President Manuel Abud explains and apologizes to employees for a repeated delay in issuing paychecks. The memo says of problems with a wire transfer: "As I already told you, I HAVE NO DOUBT THAT THE FUNDS WERE SENT AND THAT THEY WILL BE RECEIVED [emphasis theirs]."

The company acknowledged financial problems, but did not address specific instances. A statement in response to inquiries said that "CBS Telenoticias is

experiencing some financial difficulties which we are addressing at the moment. Both partners are aware of this and both partners are working on a strategic direction and funding in order to solidify the future of CBS Telenoticias."

CBS began its round-the-clock network for Latin American markets in 1994, and later added a Portuguese-language service targeting Brazil. Late last year, the network sold 70% to create what was termed a joint venture with Medcom. Current and former employees trace their problems to CBS' diminished role. The company recently entered a deal with Bloomberg L.P. for a half-hour Spanish business report, co-hosted by reporters from both Bloomberg and CBS Telenoticias, and is pursuing other strategic alliances.

Some departed employees of the broadcasting and cable programming service said they are planning or considering lawsuits for money they claim they are owed. ■



# WHAT CEOs WATCH WHEN THEY'RE NOT ACTUALLY ON THE PROGRAM.



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# Excite@Home targets AOL

*Offers to pay for AOL content in homes that switch to high-speed cable access*

By Price Colman

**F**acing aggressive goals for adding high-speed Internet subscribers, AT&T is pulling out the stops with a promotion targeting America Online customers.

The offer: Sign up for the high-speed TCI@Home service, and AT&T for a limited time will pay the monthly \$9.95 "bring your own access" fee AOL charges for its content. Cox Communications is running a similar promotion for Cox@Home. TCI@Home and Cox@Home are the market faces of AT&T-controlled parent Excite@Home.

The promotions, a nod to the popularity of AOL, offer features such as e-mail "buddy lists," instant messaging, and chat rooms, and avoid pushing AOL users into an either-or corner by stressing the advantages of broadband vs. dial-up access to AOL and the Internet.

"AT&T and Cox are selling @Home's speed advantage," says Janco Partners analyst Ted Henderson.

The promotions, which come as the battle for high-speed data customers is intensifying, clearly will boost customer acquisition costs for the two operators. They'll also have to achieve a delicate balance between demand and supply or many potential customers may be alienated by lengthy wait-times for installation, analysts say.

Conversely, if AT&T-controlled Excite@Home doesn't capture big market share now, when competition is still relatively scarce, it could well lose out to tele-



**Some of AOL's 17 million subscribers opt to access the Internet through independent providers.**

phone, wireless or satellite companies.

"AOL has already achieved critical mass in the narrowband space," says John Corcoran, analyst with Stephens Inc. "They've already won. [Excite@Home] is keenly aware they need to be the first player in broadband to achieve that critical mass. Why? It's an open question as to how a consumer connects. Will you call the cable operator or will you call the regional Bell company? You have to be the player that gets that phone call."

Cox, which launched its promotion in June, offers to pay the AOL fee for three months. AT&T's cable arm, AT&T Broadband & Internet Services, launched its promotion July 1 and is offering to pay the fee through December. The AT&T offer also includes free installation—typically a \$150 charge—and one free month of service.

## Canada pushes open access

Canada is giving Internet providers what they haven't been able to get in the lower 48, open access to cable systems' high-speed data networks.

Canadian Radio-TV & Telecommunications Commission ordered cable operators to set tariffs within 60 days that would allow outside Internet providers to offer service over cable systems. The move advances a policy that has been in place for three years, but never implemented.

The policy is essentially what America Online and other Internet and telephone companies seek in the U.S. Virtually all cable operators have their own Internet service, mostly either Excite@Home or Roadrunner.

According to the CRTC, the wholesale rate to other Internet providers must be based only on the incremental costs of offering Internet service, not the cost of rebuilding the underlying cable system. The CRTC ruled that operators are already recovering the cost of system rebuilds through basic cable rates.

— John M. Higgins

Despite the animosity between the cable industry and AOL, the two recently launched promotions aren't blatantly pushing AOL subscribers to switch. But the underlying message—why drive a Yugo when you can have a Ferrari—is clear throughout the promotional material.

Cox's [www.coxrevolution.com](http://www.coxrevolution.com) Web site, for instance, offers detailed instructions on how to convert from AOL to Cox@Home, complete with an 800 number to call to cancel AOL.

Barely a week into the promotion, "the phones have started to ring," says Ann Ivancie, director of Internet marketing operations for AT&T BIS. AT&T is taking a shotgun approach with a 30-second spot on TCI cable systems, a 60-second radio spot, print ads running in local papers, two waves of direct mail and an online banner ad.

The promotions, characterized in some quarters as bounty programs, come as AT&T is in the midst of a nasty fight with AOL and others over open access. AOL, US West, MindSpring and other members of the OpenNet consortium want regulators to require cable operators to open part of their networks to competing Internet service providers (ISPs). AT&T and the cable industry in general counter they're exempt from such a requirement under the 1996 Telecom Act and that such a requirement would chill investment in broadband networks.

"We were a little frustrated that AOL arguments in Washington make it sound like you can't use AOL and a cable modem," says Joe Rooney, vice president of marketing for Cox's Orange County, Calif., operations. "We thought, why not market exactly toward that? That's a way to show we can offer a win-win just as well if not better than the phone companies."

Amid the friction, however, AT&T and AOL are staying in touch. AT&T BIS President-CEO Leo Hindery and AOL President-COO Robert Pittman have an amicable relationship and talked as recently as last week, one source says. Both executives are said to be interested in a business solution to the access issue, while AOL Chairman Steve Case favors legislation. ■

**18 Broadcast Formats**

	Vertical Pixels	Horizontal Pixels	Aspect Ratio	Frame Rate	Scanline
1.	1080	1920	16:9	23.97/24.0Hz	Progressive
2.	1080	1920	16:9	29.97/30.0Hz	Progressive
3.	1080	1920	16:9	28.07/30.0Hz	Interlace
4.	720	1280	16:9	23.97/24.0Hz	Progressive
5.	720	1280	16:9	29.97/30.0Hz	Progressive
6.	720	1280	16:9	58.94/60.0Hz	Progressive
7.	480	704/720	4:3	23.97/24.0Hz	Progressive
8.	480	704/720	4:3	29.97/30.0Hz	Progressive
9.	480	704/720	4:3	28.07/30.0Hz	Progressive
10.	480	704/720	16:9	29.97/30.0Hz	Progressive
11.	480	704/720	4:3	58.94/60.0Hz	Progressive
12.	480	704/720	16:9	58.94/60.0Hz	Progressive
13.	480	704/720	4:3	29.97/30.0Hz	Interlace
14.	480	704/720	16:9	29.97/30.0Hz	Interlace
15.	480	640	4:3	23.97/24.0Hz	Progressive
16.	480	640	4:3	29.97/30.0Hz	Progressive
17.	480	640	4:3	30.0/30.0Hz	Progressive
18.	480	640	4:3	29.97/30.0Hz	Progressive



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# Radio rolls on Wall Street

Strong revenue growth in second quarter generates some Dow-topping performances

By Elizabeth A. Rathbun

**W**hile TV revenue tumbles, radio continues to fly high. Ad sales are soaring, helping fuel stock prices, which are outperforming Wall Street indicators.

In addition to beating a surging Dow Jones Industrial Average and the Standard & Poor's 500, some radio companies are topping analysts' estimates. First Call Corp. calculates that radio companies are expected to report second-quarter results well over those posted in the same period a year ago, and even better than those from the first quarter of this year (see chart).

The radio sector has "dramatically outperformed other media stocks for the last three years—and I mean dramatically," says James M. Marsh, an analyst with Prudential Securities Inc. That should continue in the second quarter of this year as "all of the companies we're looking at are pretty darn strong." When reported, the companies' actual results are likely to drive up stock prices even more, he says. Results may start trickling out next week.

Clear Channel Communications Inc. has spent the year outperforming both the Dow and the S&P. In March, Cox Radio Inc. started topping both most of the time, as did pure-play radio compa-

## Rating radio results

Wall Street estimates for companies' second-quarter earnings per share generally show improvements over last year's 2Q results and even stronger results than in the first quarter of this year. Actual 2Q numbers should start trickling out next week.

Company	2Q '99 estimate*	Actual 2Q '98	Actual 1Q '99
Cox Radio	\$.27	\$.22	\$.13
Hispanic Broadcasting	.17	.16	.07
Infinity Broadcasting	.11	.10	.06
Clear Channel	.08	.11	-.05
Radio One	-.01	NA	-.27
Citadel Communications	-.14	-1.58	-.36
Cumulus Media	-.41	-.18	-.74
Chancellor Media	-.25	-.50	-.77

\*As of last Wednesday (June 7)

Source: First Call Corp.

ny Citadel Communications Corp. Chancellor Media Corp.'s stock price has risen above the S&P since about mid-April. That's also when Hispanic (formerly Heftel) Broadcasting Corp. started ticking above both indexes, outpacing them since about mid-May and reaching a 52-week high of \$78.875 per share last Thursday. Meanwhile, newly public Radio One Inc. topped out at \$46.50 June 30.

"Most of the drivers [of radio growth] are still just pounding along," says James B. Boyle, an analyst with First Union Capital.

Key to radio's growing strength is con-

solidation allowed by the Telecommunications Act of 1996, Marsh says. With up to eight stations in a market rather than two, "you can really protect your franchises today a lot better than you could five years ago," he says.

Because megagroups such as Clear Channel and Chancellor now can sell advertising across many stations in many markets, national advertising is performing "dramatically better than expected.... On the local side, things seem to be strong as well," Marsh says.

Indeed, the Radio Advertising Bureau last Thursday reported radio's 81st consecutive month of local and national revenue gains (for the month of May). Combined spending grew 12% over last May, the same

growth rate for all of 1988. Year to date, radio revenue likewise has grown 12%, "lay[ing] the foundation for an outstanding 1999 that surpasses earlier predictions," RAB President Gary Fries said in a news release.

That contrasts with the TV industry, which expected a flat second quarter but more recently predicted a 4% revenue drop (B&C, June 28).

As audiences have declined for the broadcast networks and other media such as newspapers, radio has maintained its "ability to deliver a solid audience," says William Meyers, an analyst with BancBoston Robertson Stephens. "At the same time, radio listening is fairly stable. It's a much better buy."

Radio also has an advantage in that it faces little "out of home" advertising competition, except by outdoor firms, which several radio companies control anyway, according to Boyle.

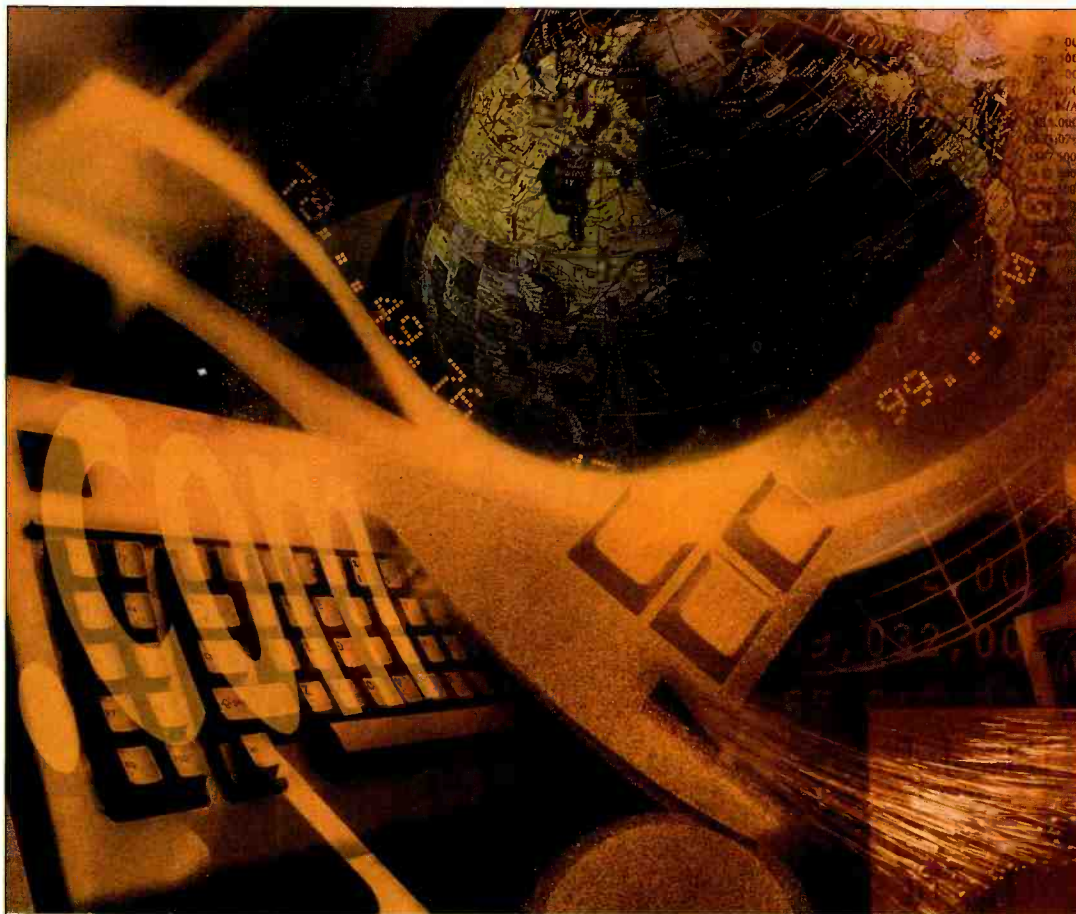
And radio has benefited from a brand-new category of advertising: new media, or "dot.com" advertising. "New media's become a very solid driver—a real solid growth engine for the industry," Meyers says. The category was nonexistent a year ago and now is looking to be radio's fifth-largest buyer, he adds. ■

## Top-ranked NBC posts profit

Earnings at NBC were up 15% in the second quarter, to \$544 million, owner General Electric Co. reported last Thursday. Meanwhile, revenue at the TV network rose 9% when compared with the same period a year ago, to nearly \$1.8 billion. For the first six months of the year, NBC's profit was up 13%, to \$878 million, while revenue grew 3%, to nearly \$3 billion.

GE noted that NBC was No. 1 in key adult demographics for its fourth consecutive season during 1998-'99, and all five top-rated shows in the current season are on the network. In May, NBC merged several interactive properties with XOOM.com to form a new public company called NBC Internet. That merger brought NBC's online reach to 98 million households, GE said.

—Elizabeth A. Rathbun



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# Cable may miss date

By Bill McConnell

Less than a month after the FCC reaffirmed its demand that cable operators separate the security and channel-surfing functions of "hybrid" set-top boxes, the industry is warning that it will miss the government's July 2000 deadline.

The National Cable Television Association said last week that there are too many technological hurdles to clear before the analog portion of the boxes can meet the requirements. Hybrid boxes are capable of decoding both analog and digital signals.

The FCC insists that all digital-capable boxes meet the separation requirement as part of an effort to create a retail market for the boxes. The commission hopes that competition among equipment makers will spur the development of new on-screen program guides and other services. The separation requirement, jealously defended by the Consumer Equipment Manufacturers Association, allows cable operators to maintain their hold on proprietary security technology for descrambling pay-per-view services while making universal the standards for decoding conventional programming.

At NCTA's request, the FCC in May exempted analog-only boxes from the separation requirement but refused to exempt hybrid and digital boxes on the grounds that cable customers wouldn't bother to search for retail alternatives. "If hybrid devices were included in the deferral, it is more likely that subscribers would lack incentives to look to the marketplace," the FCC said in its May 13 decision.

Despite the industry's warnings, there may be room for compromise, say sources familiar with the dispute. For instance, the FCC could require that cable operators separate the security "pod" on only the digital portion of hybrid set-top boxes while allowing the analog portion to remain combined.

But NCTA attorney Neal Goldberg is skeptical that the FCC will take that route. "Under our reading of the law, cable operators have to make available an analog security pod," he said. ■

## CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

### WASHINGTON

#### Tighten up

The FCC is likely to tighten up the policy on local radio/TV crossownership at its Aug. 5 meeting, even as it changes the rules to officially allow such combinations. The new plan would permit TV/radio crossownership, but would limit a TV station owner to no more than six radio outlets in that market.

Though crossownership is now technically banned, the current, liberal waiver policy allows a TV station owner to have up to eight radio stations in that market. The agency is also expected to recommend that existing in-market local marketing agreements be allowed to continue, but would prohibit new deals.

LMAs allow stations to circumvent the ban on TV duopolies. That ban would be eased somewhat by allowing an owner to hold two stations in a market, but only when one is financially troubled. FCC staffers are still working out new attribution rules for minority investments such as limited partnerships, debt, and passive investments.

Another controversial item once included in the proceeding—whether to lift the ban on newspaper/radio crossownership—is not expected to be decided in the August meeting, but instead tackled later as part of the FCC's biennial review of other broadcast rules.

#### CC for PCs

As the White House was expressing fears that the poor are increasingly left behind in the personal computer revolution, FCC staffers last week were putting the final touches on a plan to prevent the "digital divide" from engulfing the handicapped as well. The commission at its monthly meeting Thursday is expected to propose that personal computers capable of receiving digital TV signals be capable of providing closed-captioning. The FCC is likely to ask for input on such details as whether computers sold without

monitors should be subject to the captioning requirement. The plan is likely to provoke complaints from the computer industry, which argues that most add-on TV receiver cards already contain closed-captioning circuitry and that a government mandate would be an unnecessary burden.

#### La. Cajun cooking

Rep. Billy Tauzin (R-La.) never ceases to surprise. Not only is he head of the House Telecommunications Subcommittee, a fighter for tax reform and an avid sportsman, he also is the soon-to-be published author of a Cajun cookbook, together with his cousin and his cousin's wife. The cookbook, which will be self-published, is just in time for the second annual World Acadian Congress in Louisiana this August, where thousands of French-speaking Americans, Canadians and Europeans will gather.

### SUN VALLEY

#### Netting some face time

The annual Allen & Co. conference in Sun Valley, Idaho, last week may have been *the* place to be, but tagging along with President Clinton still ranks high, too. America Online executives covered both bases as Chairman-CEO Steve Case and President-COO Bob Pittman hit the Allen dealmaker fest and George Vradenburg, senior vice president-global and strategic policy, accompanied Clinton on his tour of Los Angeles' Watts district. Any face time between Vradenburg and the President likely included discussion of AOL's desire to gain access to the cable industry's high-speed broadband pipe. No word on whether the Case-Pittman team schmoozed with AT&T boss C. Michael Armstrong on the same issue, but given the high-profile friction between AT&T and AOL over open access, any signs of Sun Valley détente would have been duly noted.





## WASHINGTON WATCH

By Paige Albiniak and Bill McConnell

### NAB backs 'bigger guys,' says Hedlund

The Association of Local Television Stations opposes several parts of the legislative deal to which the National Association of Broadcasters and DirecTV agreed last week, says Jim Hedlund, ALTV President.

The association specifically opposes provisions that would allow the FCC to determine rules covering carriage of all local stations in markets served by satellite companies. ALTV is concerned that the FCC will not require direct broadcast satellite companies to carry all local TV signals in a market, thereby excluding some broadcasters. ALTV also says that both network non-duplication and syndicated exclusivity rules need to apply to superstations carried by satellite carriers. The NAB/DirecTV agreement says that only network non-duplication rules would apply to the six superstations that are also affiliates of emerging networks WB and UPN. Satellite broadcasters would be able to carry these superstations into any market, as long as they blacked out any duplicate network programming. They would not have to black out duplicate syndicated programming, however, and that could interfere with some WB and UPN affiliates' exclusive syndicated programming contracts.

"Satellite subscribers a mile and a half from the

transmitter in a market can receive the same syndicated programming that the local station paid a great deal of money to get the local rights for. That cuts into their business," Hedlund says. "I think that the NAB's big station members have sold out the smaller guys."

### PBS knocks Noggin

Airing Nickelodeon's for-profit educational channel should not count toward satellite broadcasters' public interest obligations, PBS asserted. "Such a windfall would open the floodgates for for-profit companies," PBS said last week in comments filed with the FCC. "The DBS set-aside was never intended to insure the benefit of for-profit entities or private shareholders." Declaring the channel, named Noggin, eligible for the set-aside would violate a two-part test the FCC devised to allow for-profit companies to qualify: one, their channel must be educational and two, organized for a noncommercial purpose. Furthermore, although Nickelodeon and its partner, the Children's Television Workshop, have agreed not to air commercials on Noggin, nothing prevents them from changing that policy in the future, PBS warned.

### FCC knocks pluggin'

Although members of Congress complain that it's easy to forget that public broadcasting is a non-commercial service, given the frequent acknowledgment of corporate spon-

sors, the FCC still forbids public broadcasters from airing commercials. The commission has fined noncommercial KMTC(FM) in Russellville, Ark., \$2,500 as a not-so-subtle reminder. In 1997, KMTC crossed the line roughly 830 times between what's allowed—simple sponsor identification—and what's forbidden—inducements to buy, rent or sell. One troublesome spot urged listeners to shop at Firearms Limited, which knows "good ammunition can make the difference in a successful hunting trip."

### Lathen beefs up staff

FCC Cable Services Bureau Chief Deborah Lathen, who joined the commission last summer, has rounded out her staff. Adonis Hoffman, formerly the International Bureau's senior counsel for development policy, has taken the deputy cable chief's job, a slot that has been open since last summer. Before joining the FCC in 1998, he was a fellow at the World Policy Institute and a director of international law at the Carnegie Endowment for International Peace. Quyen Truong has been named associate bureau chief for competition, broadband and Internet issues. Her purview will include oversight of mergers and acquisitions, cable ownership rules and the development of FCC policy regarding the convergence of cable, telephone, and wireless industries. Previously Truong was the Com-

mon Carrier Bureau's lead attorney in the review of the Bell Atlantic-GTE and SBC-Ameritech mergers. In other moves, Ruth Dancy has become assistant bureau chief for administration, while Cable Bureau media relations director Morgan Broman is leaving the office to join the FCC's general public affairs office. He will be replaced July 12 by Michelle Russo, who joins the commission from Carma International.

### TV teaches consequences

Kids who see real kids facing tough consequences for bad decisions are less likely to behave violently, according to results of a study released last week in Washington by the University of California at Santa Barbara, Court TV, AT&T and Time Warner. Working with Court TV, UCSB compiled clips of court cases involving teens and showed those clips to kids in randomly selected California classrooms. Students did assignments based on the clips, including writing essays and participating in class discussions. UCSB then evaluated changes in the students' attitudes toward risky actions and their consequences by pre- and post-testing them, as well as testing students who had not participated. UCSB academics said the results were telling. "The curriculum decreased middle school kids' teasing, swearing and getting into fights with other kids," said Barbara Wilson, Ph.D., at UCSB. The program, called "Choices and Consequences," has been offered by Court TV to 10,000 schools nationwide, although the network does not know how many schools have picked it up.



# SPORTS SPECIAL REPORT

**23 OutFOXing the competition**—In less than five years, the Fox Sports Networks are proving to be worthy foes for more established sports networks; plus, a profile of FSN President Jeff Shell.

**26 The big game**—Despite dwindling ratings, advertisers still believe the NFL is the best bang for the buck.



**27 Sports scorecard**—An overview of major sports rights, plus one of the fastest growing TV sports—NASCAR.



**32 Letting the air out of the basketball**—The strike-shortened, post-Jordan season saw a significant decline in ratings for the NBA Finals; what lies ahead?

**33 Sports for dummies**—Virtual insertion and sports analysis technology provide the kind of play-by-play, pitch-by-pitch analysis that make the game easy to understand.

**34 X-Games graphics**—Freestyle motocross and big-air snowboarding require X-tra special effects; plus, CBS debuts its virtual ad-insertion in tennis broadcast.



**35 The NFL: Up close and personal**—HDTV brings the game into viewers' living rooms.

Photo: Tom Sobolik / Black Star

## George Bodenheimer

# ESPN'S GO-TO GUY

*The sports television business can get as rough as the games they cover. And just as players' salaries and fights between owners and coaches can overshadow action on the field, it's the off-screen battles that generate the most heat at the TV networks. Right now, ESPN President George Bodenheimer is in several of those fights. After teaming with sister broadcast network ABC to push the NFL TV rights to \$4 billion per year, he faces cable operators angry over 20% rate hikes. Advertisers are grumpy that they're paying higher prices while sports viewership sags. And baseball has gone to court to terminate ESPN's rights deal.*

*But Bodenheimer can take great solace that he's the star pitcher in The Walt Disney Co.'s financial lineup. ESPN's portfolio of sports properties throw off more cash than all the broadcast networks combined. In addition to ESPN, he's overseeing clear success at ESPN2, a growing portfolio of other cable nets, a print magazine and a leading sports Internet site. Bodenheimer sat down with BROADCASTING & CABLE Deputy Editor John M. Higgins to talk about the problems and explain the strategies as the network goes into its 20th year in business. An edited transcript follows.*



**Across cable and broadcast networks the ratings are slipping for just about all the major sports. Basketball is down, baseball is down, football is down. But all the nets keep trying to raise ad rates to offset the soaring cost of TV rights. At what point does the music stop and advertisers make good on their threat to stop paying more for less?**

There are a couple of points. Number one, since ESPN2 was launched in 1993, we've grown our household viewership by over 47%. At ESPN itself, ratings are holding steady. But you add in what we're doing with ESPN2, we're showing growth. So if you're going to hitch your fate to a one-horse cart, you might have difficulty.

Number two, advertisers will pay for increased effectiveness, and effectiveness in the future isn't going to just be how many eyeballs you deliver. We've got our four television networks, ESPN, ESPN 2, ESPN Classic and ESPN News. We have ESPN.com. We have ESPN magazine, and we have ESPN Radio. Our future is really brand ubiquity. And our intention is that whatever sports are watched, listened, read or computered with, ESPN is going to be there.

That's a powerful marketing field for us to harness for

advertisers. If we do that successfully, there'll be less emphasis on household ratings delivery of any one given sport and more how does ESPN help me, Mr. Advertiser, communicate to sports fans, if that's my demo target.

**Still, do advertisers at some point make good on their annual threat to revolt?**

Advertisers make threats to revolt daily. That's why you have to work hard at showing them how you have a better mousetrap and have ideas for how to sell their product. If we can move product for advertisers, our business will continue to prosper. I view it as simple as that.

**So the screaming doesn't turn into action?**

It hasn't to date. That doesn't mean we don't lose advertisers and gain advertisers in any given year. It's a fluid situation. We have people that weren't with us a year or two ago. They're our top 10 advertisers.

**What kind of advertiser?**

Telecommunications and financial services are probably the two biggest new entrants that I would cite. They go with the staples of car manufacturing, restaurants, apparel, beer. We've lost an account or two that felt as though their specific flight and needs and their demo targets changed. They left us because they were unhappy with the direction we were going in. And I'm hard pressed to cite a specific example. If you add more than you lose, you're ahead.

**You're among cable operators' most hated guys. You've taken rates up**

**about 20% two years in a row. Operators contend you're escalating an already expensive network at a time when they don't have the same flexibility to increase their retail prices.**

I understand we're at the top of the rate card in terms of sub fees. Any discussion of our wholesale rate has to be put in context. We put more on the screen than any other ad-supported cable network out there. Our cost of putting ESPN on the air is six times that of the average cable network.

But we also produce more value for the cable operator than anybody else, whether it be perceived value by the consumer or local advertising revenue. We're the leaders in both categories. ESPN is a large part of driving the cable industry's \$30 billion in annual revenues.

So I feel that we charge a very fair value for what we produce, which is profit for the cable operator. It's a mutual relationship where they expect us to deliver and we do.

**You haven't hinged license fees to the cost of rights for certain professional sports?**

No. Our contracts are based on the total value we provide the



**SPORTS**  
SPECIAL REPORT

affiliates. They're not hinged to any one sport. In fact, I believe that the value of ESPN is broader and bigger than any one sports contract. Just like advertisers, the mix of sports that we televise has varied over the years. We televise about 65 different sports a year. That's what we derive our strength from, not from any one individual rights agreement. Having said that, our NFL deal has done a lot to drive value for us.

Twenty of the top 25 programs on cable last year were NFL programs. NFL is also a big driver of local ad sales revenue, and ESPN is the biggest driver, accounting for 20%-plus of operators' ad revenue. It's a \$2 billion business. ESPN is driving \$400 million of local ad revenue to the operator. But they've got to work for that revenue. And that only partly offsets the license fee.

If you look at NFL last year, when we acquired the full cable package, we argued that it was a better investment for the cable industry to have the whole season consolidated into one network because of the promotion, and viewers would know where to go. After one year, our theory is borne out. NFL ratings increased by 8% on ESPN last year

**Operators' also contend Disney allocated more of the expense for football rights onto ESPN to take pressure off ABC, which makes ABC look better. ESPN doesn't suffer because ESPN already is extraordinarily profitable. But that ends up on the backs of cable operators.**

There are times when the economy of scale plays to everybody's advantage. Getting into our internal accounting beyond that, I wouldn't be interested.

**What is the challenge from the Fox Sports regional networks? How much better a job are they doing, and are they imposing any increasing threat to you?**

Everyone is experiencing more competition, the whole environment is changing so quickly. The competition comes from people you didn't even know existed yesterday, particularly the Internet. The source of our success, which has been the diversity of our programming, the quality we put into it, the ESPN culture, has been unaffected by the regional sports network business.

**Okay, they came in and Fox's Chase Carey proclaimed that they were going to galvanize their regional sports operation into a challenger for ESPN by marshaling all the local ratings points and selling that on a national basis. That hasn't worked?**

I see minimal impact sitting here today. Realistically, the



only thing that has been added is in sports news and information. The games of the local teams have been televised for 20 years. There is also sports news competition from CNN/SI. The sports news and information is a franchise position for ESPN and it is getting competitive.

**Are you cannibalizing yourself with all the networks you've started?**

No. I mean ESPN2 is a monster. The only thing that ESPN2 suffers from is its comparison to ESPN, which is the leader in sports. After ESPN, it's the most viewed sports network in the United States.

**Do you have a play for the next round of retransmission consent deals with broadcasters? Or is ABC going to use all the rights to launch the soap opera channel?**

We're looking at it corporately. And we will be announcing what we are doing shortly.

**Does that mean ESPN does have a play?**

The Walt Disney company, the ABC Inc. company, have an asset on this retransmission consent, and we're analyzing ways to be smart about deploying it. The answer is we haven't determined as a company where we're going.

**If that were the case, would that be a disappointment, not to be able to take advantage of the ABC stations' retransmission consent leverage?**

No. Whatever makes the most sense for all of the Disney company I would support that 100%.

**You got burned in your ESPN West regional sports net in Los Angeles. Are you sick of that game or will you take a shot in New York where Yankees and (New Jersey) Nets rights may become available as a package?**

We're talking to a number of markets. We've never said we're not interested in regional sports. We've always said we're interested in regional sports in a way that makes economic sense. Just throwing money after it, to get into a market, doesn't seem like the right thing for us to do. As for New York, any time rights for more than one team comes up, you have a viable opportunity.

**You're in court with Major League Baseball. Are you going to have baseball games next season?**

We have a contract that provides that for us, and we're hoping to be able to fulfill that. Frankly, I'd rather be spending our time on how we could market the game of baseball to its



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fans vs. preparing for a lawsuit. We feel like we've been a hell of a partner for Major League Baseball, and we hope to continue to be.

**Isn't it simply a matter of shifting some of the games back, but not all of them?**

This whole issue has been sparked by three baseball games. We'll do over 500 hours of baseball programming this year, and we count the games, plus *Baseball Tonight*. This is over approximately nine hours. You be the judge.

**You're pumping out loads of cash to Disney. You're putting out \$650 million in cash flow on revenues of around \$1.3 billion, right?**

Don't forget what it takes to put ESPN itself on the screen. It takes six times the average of what your average cable network puts on the air.

**The last time I looked, your margins were still in the high 40s, when a lot of other networks are in the 30s.**

We're not apologizing for running a successful business. We deliver.

**What are the sports that aren't really major sports now that you have your eye on that you're most hopeful toward developing?**

No better example than the X Games, which just wrapped up. The whole extreme movement is a powerful movement in this country. It's a lifestyle, it's a culture. It's not just about a couple of kids skateboarding in town hall, waiting to get chased off by the police. It's a movement. And we're on the front edge of that, and there's another example where imitation is the sincerest form of flattery. You have other networks starting similar enterprises following ESPN's lead.

**What other sports have potential?**

I think you take women's sports—the women's World Cup, the WNBA, and the NCAA Women's Final Four. There's real growth there. It's exciting sports. Interesting point: When we televise women's sports, our gender ratio of viewers doesn't really change. It remains about 70% male, 30% female, regardless of whether we're watching a men's athletic contest or a women's athletic contest.

**What is the pressure of the Internet on your programming? Ignore the ESPN site for the moment. Is there a threat to ESPN, and what is it?**

Sure. The Internet is a video and audio service, currently delivered over a different monitor into your home. That's all



changing quickly, as you know. That's why we're working very hard to develop ESPN.com, and have it be the best it can be for sports on the Web.

To be in the television business today and not be paying awfully close attention to what's being delivered over the Internet misses the boat in a big way.

**The real threat is primarily to your news programming, isn't it?**

You're going to have opportunity to stream video down the road with these high-speed connections that over time are going to make the video look pretty good.

**So it's the whole business?**

That's where I was going with that. It's the whole business. I don't think you can have your blinders on saying, gee, this portion of my business is at risk. You better be thinking about how it impacts your whole business, and we are.

**At what point is the Internet going to show signs of real financial promise?**

I think it's showing signs of real financial progress today. We have a model based on advertising, subscription areas, and e-commerce that don't put all of our eggs in one basket, and all three of them are growing and will continue to grow.

**Are you going to have a digital cable play?**

We've got ESPN News in there. ESPN Classic is available digitally, although we're working hard to generate analog, and as we've said many times before, we're looking at new networks. At the moment, four domestic networks plus dot com feels like the right number, but I can't say tomorrow that we won't increase it.

**What other network ideas are there?**

We've said before, we're looking at an outdoors channel. Perhaps motor sports. Any other genres that are proven to be popular segments in today's world potentially could be niche channels.

**ESPN is celebrating its 20th anniversary this year and you've been with the network almost from the start, since 1981. What are your reflections on that?**

We have a special company here. The culture is very special. It's success-oriented. Passion for sports, can-do attitude. It's very young and preserving that is a major goal of mine as we become more successful and are considered more mainstream. Lose that edge, it's bad news for this company. ■

# Fox's sporting chance

*News Corp.'s five-year plan—to compete with ESPN—is right on schedule*

By Joe Schlosser

In 1995, top Fox executives Chase Carey and David Hill drew up a business plan for a regional cable sports channel that would someday rival—and possibly surpass—the success of ESPN.

Several months later, Fox parent company News Corp. and cable power Liberty Media teamed up to form Fox Sports Net (originally Fox/Liberty Networks), a national cable sports network that combined seven regional sports networks.

After acquiring several more regional cable networks and affiliating with a handful of others, Fox Sports Net today reaches 68 million homes via 22 regional sports networks. Fox Sports Net consists of 12 owned-and-operated networks and

serves as the cable home to 70 of the 76 National Basketball Association, National Hockey League and Major League Baseball franchises. Impressive considering it's been less than five years since that original business plan.

News Corp. has since bought out Liberty Media's stake in the venture and has added a number of top national sports programs, including the nightly *Fox Sports News* to go head-to-head with ESPN's heralded *Sports Center* highlight show.

Although the band of regional networks has not caught ESPN in the national ratings race, it has definitely made a dent in the Disney-owned cable network's armor and it is continuing to grow. After a year and a half of what seemed like nonstop expansion, Fox

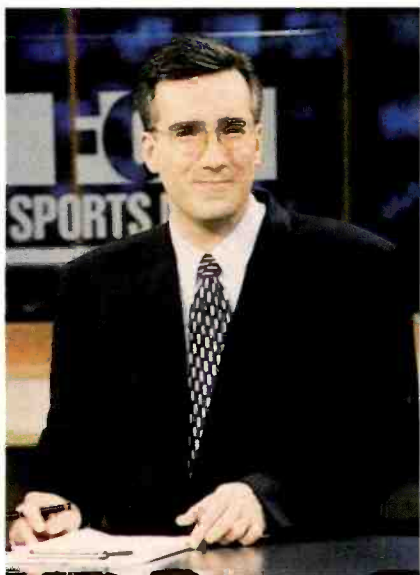
Sports Net executives are just starting to trim the fat and fine-tune their service.

Over the next 12 months, according to new Fox Sports Networks president Jeff Shell, each one of the 22 regional networks will add a nightly, local sports-news program that will go hand-in-hand with *Fox Sports News*. And this fall, Fox Sports Net is also adding a one-hour Sunday morning NFL pregame show that leads into Fox Broadcasting's regular NFL pregame show with Terry Bradshaw and the gang. The regional-national network is also adding more sports to its lineup—such as PGA golf and professional women's tennis.

Shell, who last month was named to his new position of overseeing all of Fox's cable sports programming, distribution and advertising sales, says local

*Over the next 12 months Fox Sports Net will air nightly local sports news in 22 regions along with 'Fox Sports News.'*





After stints at ESPN and MSNBC, Keith Olbermann is now star anchor of 'Fox Sports News.'

sports news will be a key part of Fox Sports Net's future.

"We haven't firmed up the plans and we haven't firmed up the structure for it yet, but I've got the team (Fox Sports Net executives) pretty focused on figuring a way to do this," Shell says of the local news idea. "We've always believed that given the clutter on the live events front, viewers will gravitate to the local game versus the national game. We believe that is true for news as well."

The network's Seattle-based regional network already has a nightly, local news program, called *Fox Sports Northwest Tonight*, which Shell says is being used as the template for the rest of the country. A couple of other regional networks have started to produce local fare, including the new *Fox Sports Chicago*. Shell says the planned local sports news program will likely be a "seamless" part of the national *Fox Sports News* program and could be anywhere from 15 minutes to 30 minutes in length. It will likely air after a local or national game telecast ends and somewhere in the middle of *Fox Sports News*.

"Say the Lakers game ends in Los Angeles. Viewers will go into *Fox Sports News* right away," Shell says. "Then they will roll into local news for 15 to 30 minutes and back into *Fox Sports News*. On nights when there is a local game, it will probably work as a wrap-up show with some other local notes and highlights."

On Sept. 12, Fox Sports Net will unveil its new *NFL This Morning* program. The one-hour NFL pregame

show is designed to go head-to-head with ESPN's popular Sunday morning NFL programming and lead viewers directly into the Fox broadcast network's pregame show. Former ESPN and new *Fox Sports News* anchor Chris Myers has been named the host of *NFL This Morning* and many of the broadcast network's pregame team will participate in the cable show. The show will air Sundays at 11 a.m. ET.

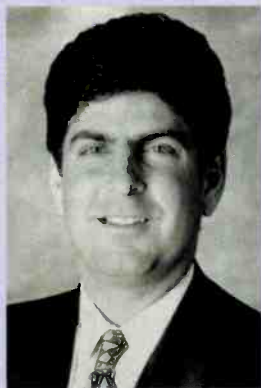
"Because of Fox's commitment to the NFL and the way in which we use talent and share resources with the [broadcast] network, we are going to be able to draw upon a lot of different options for this show," says Arthur Smith, Fox Sports Net's executive vice president of production, programming and news. "We will have live pregame reports from the stadiums from reporters who are specifically

working on *NFL This Morning* and we will also have reports from some of our talent from our other shows."

As for getting more national sports rights for the 22 regionals, Shell says not to expect Fox executives to be forking over millions of dollars anytime soon for national rights to the NBA, NHL or any other top-dollar sports. Fox Sports Net, which currently carries a Thursday night MLB game nationally and several other national sports, including college football, is looking to stay regional, he notes.

"I think this model does not work well with big expensive national rights deals," Shell continues. "We have a few, including the Major League Baseball night, that work very well and others that fill some holes where we don't have regional product, but I think big national rights are now secondary to us." ■

## He's batting 1.000



Jeff Shell leads Fox Sports Net to the majors.

Just a few years out of Harvard Business School and after a quick stint at Disney, Jeff Shell found himself in a meeting with top Fox Sports executives in 1995 that literally changed his life.

The meeting, which included Fox Sports Television Group Chairman David Hill and Fox Entertainment Group COO Chase Carey, was to discuss plans for a new regional cable sports network. That network, Shell says, was to combine the nation's top regional cable sports channels under one banner and provide both local and national sports programming.

"I was there to do the business plan under Chase and David's direction and I raised my hand during the meeting and said this is the best television idea I have ever heard of," says Shell, the new president of Fox Sports Networks. "And

quickly after that I was made the first employee of Fox/Liberty Networks back at the end of 1995."

That original business plan has blossomed into a 22-region cable sports network now known as Fox Sports Net, and Shell has grown with it. Last month, Shell was promoted to his new position, where the 34-year-old executive now oversees all of Fox's cable sports programming, distribution and advertising sales. His duties also include watching over Fox's investments in cable's Golf Channel, Outdoor Life and Speedvision networks.

Shell, who was formerly executive vice president and CFO, was instrumental in Fox's recent purchase of the Los Angeles Dodgers and new-found partnership with New York-based Rainbow Sports. Shell says the original plan for Fox Sports Net was ahead of its time and is still on track.

"We took this from really nothing, just kind of a plan on paper to tie a bunch of regional sports networks together, to a real business that is working," he says. "The strategy was right. We are making money and it is growing pretty significantly. So the plan now for all of us here is to keep it going and make it stronger."

—Joe Schlosser



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# The franchise player

*Despite lower ratings, the NFL is still TV sports' biggest advertising draw*

By Steve McClellan

In 1998, ABC, CBS, Fox and ESPN agreed to pay \$18 billion for the telecast rights to the National Football League over eight years. Ever since then, the most frequently asked question is, "Is it worth it?" The real answer at this point: It's too soon to tell.

The critical unknown, of course, is how long the booming TV advertising economy will last. The networks just emerged from their best upfront market ever, generating \$7 billion-plus in prime time advertising commitments.

The just-ended second quarter raised

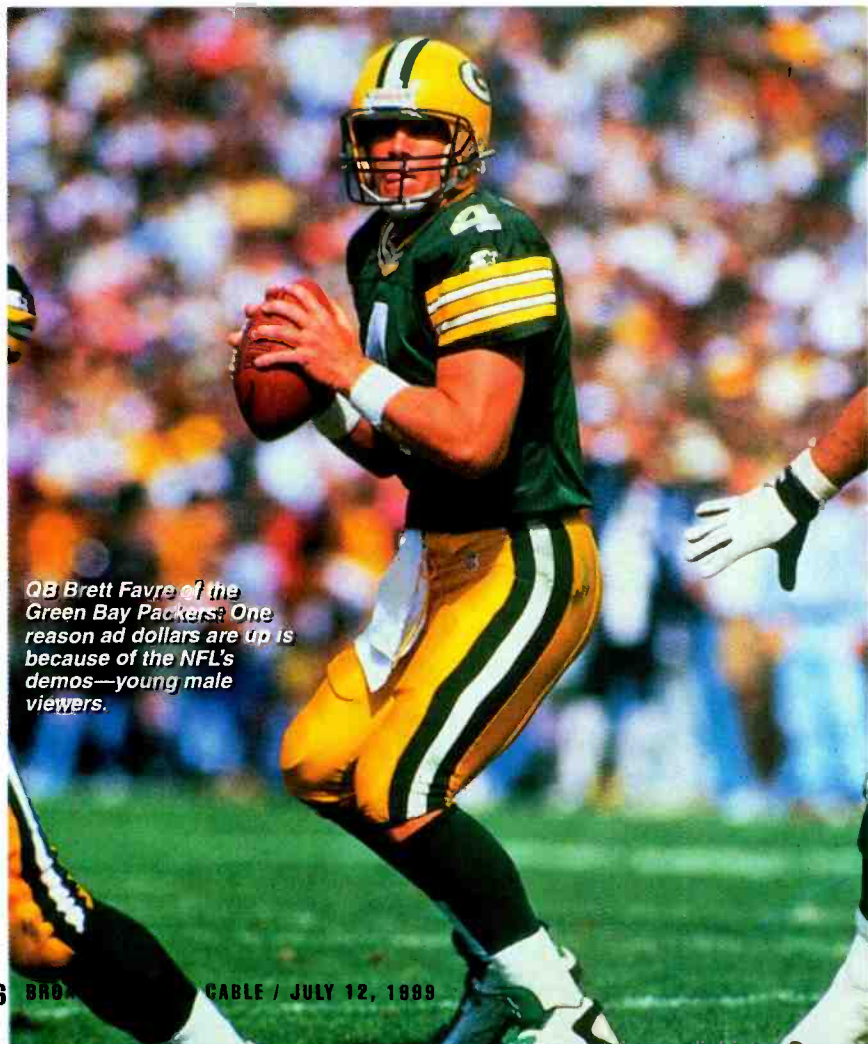
some concerns about the local station-advertising environment—which is a key element in all the broadcast networks' NFL economic models. CBS, for example, made its numbers last year—generating \$360 million in network NFL advertising and another \$100 million from its owned stations. If the ad economy goes into a slump, that could spell trouble for NFL rights holders.

Analysts also point out that the networks have some flexibility in how they account for NFL costs. "They can make a forecast on sales and allocate the rights accordingly over the eight years based on their sales projections,"

says one analyst. "In the early going, there's a fair amount of wiggle room. The day of reckoning is three or four years into the agreements." As a result, an industry source notes, "One soft year of advertising could generate massive write-downs on the NFL deals."

But a slump in the TV ad economy is not on the horizon. And despite the troubling second-quarter numbers for many local stations, the network scatter picture remains incredibly strong, with gains of 25%. Most industry observers are optimistic that the next 18 months will generate huge, possibly record, advertising levels for the industry.

So, with the second season under the latest NFL rights arrangements set to start soon, there are some positive signs that the NFL is a worthwhile invest-



QB Brett Favre of the Green Bay Packers: One reason ad dollars are up is because of the NFL's demos—young male viewers.

## What's it worth?

Last season major broadcast and cable networks forked over more than \$2 billion for TV rights, yet brought in only about \$1.4 billion in advertising.

Network	Annual NFL rights fee (millions)	Network NFL advertising (millions)
<b>CBS</b>	\$500	\$360
<b>FOX</b>	\$550	\$530*
<b>ABC</b>	\$550	\$450
<b>ESPN</b>	\$600	\$100
<b>Total</b>	<b>\$2,200</b>	<b>\$1,440</b>

\*Includes the Super Bowl

All three of the broadcast network rights holders, CBS, Fox and ABC, have commitments from their affiliates to help pay for the NFL. Each of those affiliate bodies has agreed to chip in approximately \$50 million annually for the next three years. In addition, the network-owned TV station groups each sell between \$75 million and \$100 million in NFL-related advertising each year. ESPN gets help from cable operators in the form of increased subscriber fees and a special surcharge for the NFL.

Sources: Competitive Media Reporting, network executives and media analysts.

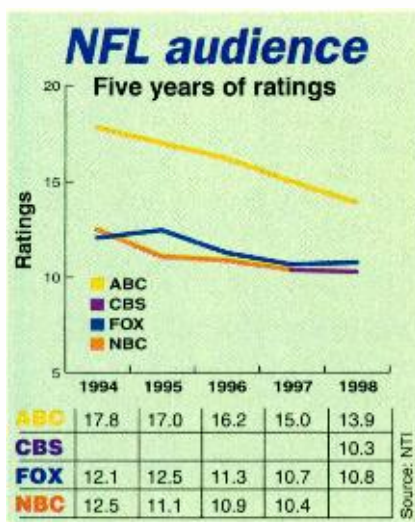
ment. In addition to the overall ad economy, the sports ad marketplace remains healthy. And the NFL in particular remains a must-buy for some categories that target men, including beer and cars.

Over the past five years, the ratings trend for the NFL is down (see chart). But in the slightly skewed world of media, that makes the remaining audience all the more valuable. It is still one of the few places to reach huge numbers of men with a single ad buy, executives explain.

All of the broadcast-network rights holders now have agreements in place with their affiliates to help pay for the NFL. Fox, CBS, and most recently ABC, all have commitments from stations to pay roughly \$50 million a year to help offset the cost of the NFL rights.

Meanwhile, the NFL market for the 1999 season is under way with fairly strong ad rate increases, say both sellers and buyers. Sellers say they're getting high single-digit to low double-digit increases. Buyers estimate that overall the market will probably be up 8%-9%. Some haven't ruled out a 10% gain overall. That's pretty good, coming on top of a year that also saw double-digit gains.

There's also the Super Bowl factor. Last year, Fox generated about \$130 million in game-related ad revenue, with



30-second ads placed during the game itself going for around \$1.7 million. This year, ABC has the Super Bowl, and the network has come out asking for \$2 million a spot during the game. Sources say ABC may generate close to \$200 million for all the programming tied to the contest on game day next January.

Last year, ABC generated about \$450 million for *Monday Night Football*. With the Super Bowl this year, the network will easily reap \$650 million, executives say.

But it won't be without a tough fight

for some of the regular season dollars that accrue to *MNF*. Sources say Fox and CBS are both raising questions to buyers about what they describe as the excessive premiums advertisers pay for *MNF*.

The Sunday games on CBS and Fox are priced between \$175,000 and \$200,000 for a 30-second spot. ABC has been getting between \$350,000 and \$360,000 per unit for *Monday Night Football*, compared to \$330,000 last year.

"We're saying the ratings difference doesn't warrant the huge premium they get," said one executive at a competing network. Both CBS and Fox were basically flat last year in the regular season, with an average 10.3 and a 10.8 household rating, respectively. ABC was down about 7% to an average 13.9 rating. "Sunday afternoon is a much better buy. Maybe ABC should be getting \$250,000 or \$275,000, but anything over \$300,000 is a premium that isn't worth it."

ABC has argued for years that it deserves a premium for delivering the hard-to-reach prime time male audience. But competitors also argue that much of the *MNF* game appears outside prime, because on the West Coast the games start at 6 p.m. this season (5 p.m. last season) and frequently end past midnight on the East Coast. ■

# Sports rights scorecard

Who pays what to bring the big games to the little screen

**F**ive years ago acquiring sports telecast rights simply meant paying contract fees, with networks negotiating a price to air professional league games. Today, however, there is a shift to more complicated deals that involve profit-and-risk-sharing, something that until recently was practically unheard of. While the big-four professional sports and most premiere events still enjoy mostly fee contracts, the cost of broadcast rights for sporting events—especially women's sports—are increasingly tied to sponsorships and advertising revenues. Pioneering many of these new contracts are cable networks such as ESPN, Lifetime and USA Networks.

What follows is a list of the most popular sports and who pays what to obtain broadcast rights.

## NATIONAL FOOTBALL LEAGUE

Sports' richest television contract (eight years at \$17.6 billion) netted a mixed bag for broadcasters during the past year. Both Fox's National Football Conference package and ESPN's *Sunday Night Football* enjoyed increased ratings for their annual \$550 million and \$600 million costs, respectively. Although CBS suffered a slight decline in audience, its \$500 million broadcast of the American Football Conference was instrumental in the network capturing its No. 1 rating during the 1998-99 season. ABC paid \$550 mil-



lion for a near double-digit decline in the ratings of its *Monday Night Football*.

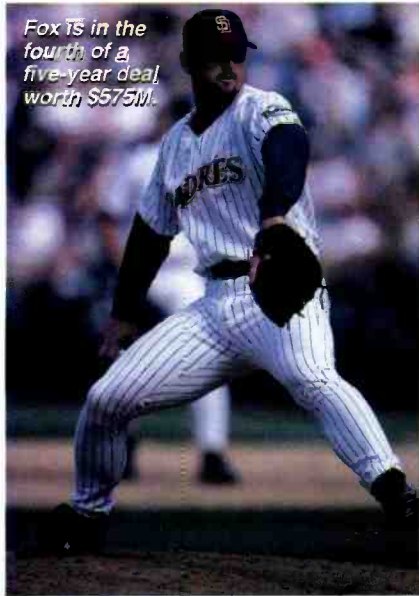
## MAJOR LEAGUE BASEBALL

Fox's domination of Major League Baseball continues as it enters the fourth



# SPORTS

## SPECIAL REPORT



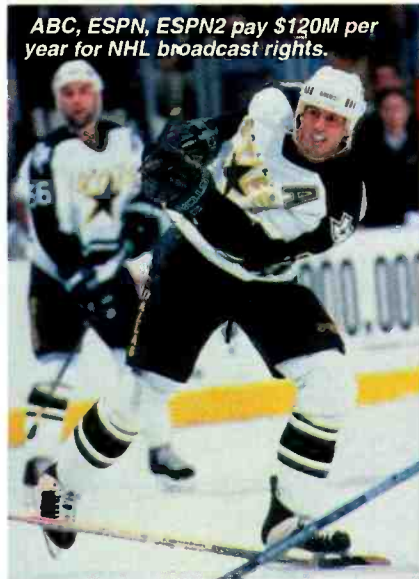
Fox is in the fourth of a five-year deal worth \$575M.

season of a \$575 million five-year contract. This year's package includes *The Game of the Week* broadcast and the National League Championship Series.

NBC begins the fourth year of its \$475 million, five-year contract. This year's \$95 million buys the World Series and the American League Championships.

The Fox Sports Networks, formerly a joint cable venture with Liberty Media Group, enters its third year of a four-year \$185 million contract. Of the total contract, \$46 million buys two weeknight prime time games during the regular season.

As for ESPN, its \$91 million per year contract with Major League Baseball, which includes regular season and playoff games, is in jeopardy. The



ABC, ESPN, ESPN2 pay \$120M per year for NHL broadcast rights.

southern region of the U.S. District Court is expected to decide if MLB can terminate its contract with ESPN this year based on the league's contention that the network violated its preemption clause. The offense: moving three Sunday night baseball games to ESPN 2—which reaches fewer cable homes—in order to air higher-rated NFL games on ESPN this fall.

### NATIONAL HOCKEY LEAGUE

ABC, ESPN and ESPN2 won exclusive broadcast rights to NHL games by pay-

ing \$120 million per year over the next five years. This staggering increase from Fox's \$45 million per year fee still has analysts scratching their heads, given the sport's declining ratings. For its share, ABC gets half a dozen regular season games, the All-Star Game, six playoff games and the Stanley Cup Finals. ESPN and ESPN2 will broadcast over 100 regular season games and up to 69 playoff games. In addition, pay-per-view revenues from NHL's *Center Ice* approached \$30 million from out-of-market fans last season.

## The Big Ticket

Networks Pay Scalper Prices For Sports Rights

Rights Fees (In millions)	Contract Year (year/total years)	Final Season of Contract
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### National Football League

<b>Fox</b>	\$4,400	2/8	2005-2006
<b>CBS</b>	\$4,000	2/8	2005-2006
<b>ABC</b>	\$4,400	2/8	2005-2006
<b>ESPN</b>	\$4,800	2/8	2005-2006
<b>Total</b>	<b>\$17,600</b>		

### National Basketball Association

<b>NBC</b>	\$1,750	2/4	2001-2002
<b>Turner</b>	\$890	2/4	2001-2002
<b>Total</b>	<b>\$2,640</b>		

### Major League Baseball

<b>Fox</b>	\$575	4/5	2000
<b>NBC</b>	\$475	4/5	2000
<b>ESPN</b>	\$455	4/5	2000
<b>FSN**</b>	\$185	3/4	2000
<b>Total</b>	<b>\$1,690</b>		

### National Hockey League

<b>Fox</b>	\$350	1/5*	2003-2004
<b>ABC</b>	\$250	1/5*	2003-2004
<b>Total</b>	<b>\$600</b>		

### NCAA College Football Championship

<b>ABC</b>	\$700	2/7	2004
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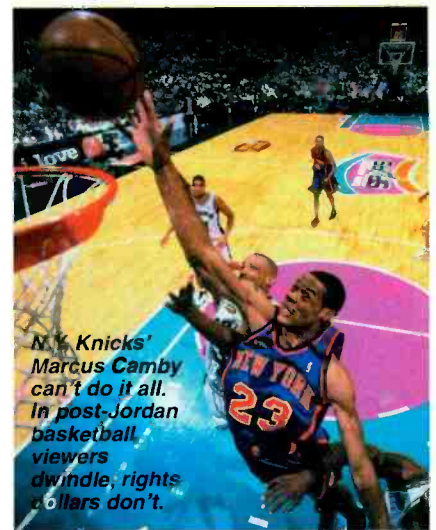
### NCAA College Basketball Tournament

<b>CBS</b>	\$1,725	5/8	2002
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### Olympics

<b>NBC</b>	\$715	Summer 2000
<b>NBC</b>	\$555	Winter 2002
<b>NBC</b>	\$793	Summer 2004
<b>NBC</b>	\$613	Winter 2006
<b>NBC</b>	\$894	Summer 2008

\* The first year of the NHL contract begins with the 1999-2000 season. \*\*FoxSportsNet



N.Y. Knicks' Marcus Camby can't do it all. In post-Jordan basketball, viewers dwindle, rights dollars don't.

### NATIONAL BASKETBALL ASSN.

In the post-Jordan era of declining ratings, the NBA's consolation prize is all the broadcasters' money they'll rake in, regardless of the number of viewers. Turner's exclusive weekday package on TBS and TNT totals nearly \$225 million. NBC's regular weekend deal and championship rights fees total \$437 million per year. And revenues from the NBA's pay-per-view "League Pass" generated nearly \$60 million. The networks can take solace in the fact that labor peace is now assured for the two remaining years of the NBA's four-year contract.

### WOMEN'S NATIONAL BASKETBALL ASSN.

This year, the third season for the WNBA, has Lifetime expanding its coverage to 14 Friday night games and at least two playoff games. NBC will air Saturday-afternoon games and championship rounds. ESPN's roster

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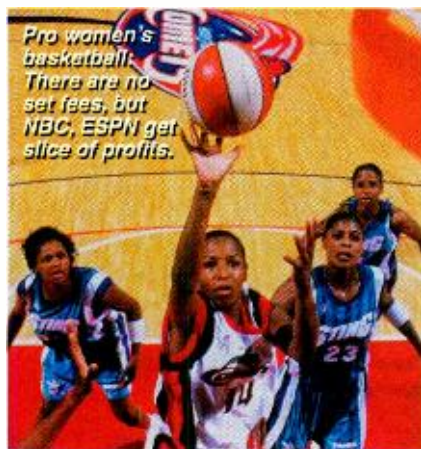


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## SPORTS SPECIAL REPORT



*Pro women's basketball: There are no set fees, but NBC, ESPN get slice of profits.*

includes nine regular games, the All-Star Game and five playoff contests. There are no set dollar fees paid, but the networks receive a percentage of the profits after the NBA gets its cut.

### FIGURE SKATING

This year ABC will pay \$12 million for the U.S. Figure Skating Championships, which it has broadcast since 1964. The current eight-year \$96 million contract runs through 2006. In addition, ABC, ESPN and Lifetime have inked a five-year deal, starting next year, with the International Skating Union to broadcast 20 other skating events including the World Speed Skating Championships and the union's Grand Prix series.

### WOMEN'S WORLD CUP

For the 1999 Women's World Cup, ABC and ESPN did not pay any rights fees for their coverage of women's soccer. Instead they plan to recoup production costs through advertising. The hope is that after staging the largest women's sporting event in the U.S., this tournament will lead to the formation of a women's professional soccer league.



*1999 Women's World Cup freebie: ABC, ESPN pay nothing to cover women's soccer.*

### AUTO RACING

**NASCAR:** Professional auto racing has

become fragmented with the sport currently in a state of flux. This year, ABC, CBS, ESPN, NBC, TBS and TNN are paying an estimated \$110 million to broadcast the Winston Cup series and the Busch series. Most of the networks' contracts expire within two years. By that time, NASCAR hopes to negotiate for most of the circuit races and with increased interest and ratings it hopes to triple existing fees. In the meantime, the two most popular races continue to go in different directions.

**INDIANAPOLIS 500:** ABC has renewed its contract with the Indianapolis Motor Speedway for another three years to broadcast the "granddaddy of auto racing events." Even as Indy's average ratings declined for the fifth consecutive year, ABC plans to increase its payment to more than \$15 million per year.

**DAYTONA 500:** As CBS' premier NASCAR event since 1979, the "Great American Race" continues to grow in popularity. Its current six-year contract expires in 2001. This year, that fee is \$12 million.



*CBS paid \$12M to show the Daytona 500.*

### GOLF

**PGA:** CBS' domination of PGA events will continue in its second year of a three-year deal. Among the 17 PGA tournaments it broadcasts are the Masters and the PGA Championship. NBC has the packaged rights through 2003 for the men's, women's and amateur U.S. Open Championship tournaments for \$13 million a year. The network also owns the rights to the Ryder Cup, while ABC has the British Open. Fox inked a new 10-tournament package with the PGA this spring. ESPN, USA Network and the Golf Channel broadcast early action of premier events and the remaining PGA tournaments. The total broadcast payment to the PGA this year exceeds \$100 million.



*Payne Stewart and CBS dominate the PGA.*

**LPGA:** The Ladies' tour earns a little less than \$2 million in contract fees from the broadcast of its tournaments. Most of its television revenue comes from selling ads and sponsorship fees. ABC, ESPN and ESPN2 telecast all or part of 15 LPGA tournaments. The Golf Channel telecasts another 11, while CBS broadcasts four and NBC and Lifetime each air one tourney.

**THE MASTERS:** The Augusta National Country Club has the strictest broadcast guidelines of all sporting events. It pre-approves sponsors, number of spots and the cost of ads in addition to receiving a \$2 million-\$3 million fee. In return, CBS receives the final round coverage and about a quarter of the profits. USA Network broadcasts qualifying and early rounds of this classic.

### OLYMPICS

NBC owns all Olympic broadcast rights through 2008. Upcoming summer games in Sydney next year will cost \$715 million and scandal-marred winter games in Salt Lake City in 2000 will cost \$555 million. Turin, Italy, is the newly announced site for the winter games in 2006. Cost: \$613 million.

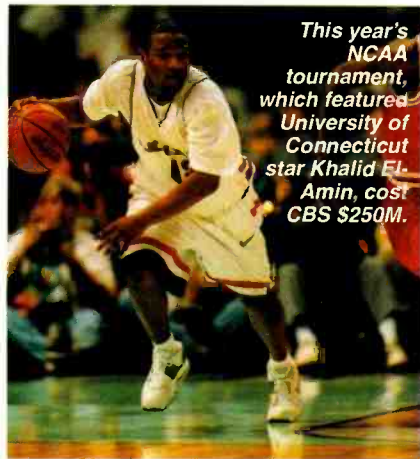
### COLLEGE FOOTBALL

**NCAA:** Fees and rights that ABC has for NCAA college football vary from conference to conference. Global and syndication rights as well as other athletic contests are folded into the \$15 million to \$20 million annual payment ABC makes for the Saturday afternoon broadcasts.

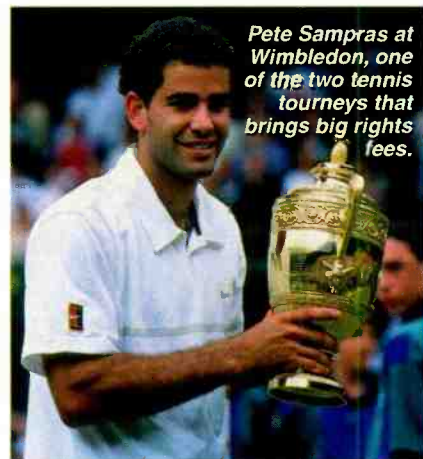
**NOTRE DAME:** NBC pays \$6 million to broadcast all home games for the only college-football team with a national contract. The second year of a seven-year, \$45 million deal has the network



## SPORTS SPECIAL REPORT



This year's NCAA tournament, which featured University of Connecticut star Khalid El-Amin, cost CBS \$250M.



Pete Sampras at Wimbledon, one of the two tennis tournaments that brings big rights fees.

concerned about whether the NCAA will penalize Notre Dame for financial infractions involving a dozen players.

**BOWL GAMES:** Leading up to college football's national championship game at the Sugar Bowl, ABC will broadcast the Rose Bowl, the Orange Bowl and the Fiesta Bowl. Last year, the telecasts suffered double-digit ratings declines, except for the championship game. The price tag for this extravaganza—in the second of a seven-year deal—is \$70 million.

### COLLEGE BASKETBALL

**NCAA TOURNAMENT:** More than half way through its landmark eight-year \$1.7 billion contract, CBS paid \$250 million this year to cover the most

exciting tournament in college sports. On the women's side, ESPN is in year three of its seven-year \$19 million contract and paid about \$3 million to broadcast the women's tourney.

### HORSE RACING

**TRIPLE CROWN:** ABC pays about \$8 million to broadcast the three jewels of horse racing's Triple Crown—the Kentucky Derby, the Preakness and the Belmont Stakes. Ratings are about half what they were 15 years ago. Three services launched this spring are trying to invigorate the dwindling fan base and aging demographic: the Television Games Network, a cable service backed by Fox and Liberty Media Corp., will broadcast local horseracing. The others are satellite services—The Racing Network, a stand-alone satellite service with \$12 million in private backing, and TrackPower, which is part of EchoStar and Loral Skynet.

### TENNIS

The U.S. Tennis Open and Wimbledon are the only professional tournaments that generate substantial rights fees. Nearly every other tournament has to buy TV time. NBC has the broadcast

rights to the French Open. And ESPN and ESPN2 have the telecast rights for the Australian Open.

**U.S. OPEN:** CBS begins the fourth season of its five-year \$33-million-per-year contract for semifinal and final action of this end-of-summer classic. USA Network presents early-round action.

**WIMBLEDON:** After covering this event for 25 years, HBO announced it will not renew its contract to cover the early rounds of Wimbledon, the sport's most prestigious tournament. Whoever acquires the rights could see the \$8 million fee HBO has paid double. NBC, whose \$18 million contract for the final week of action also expires this year, is expected to try to renew. ■

—Compiled by Rick Churchill

## Hot wheels

While mainstream sports command the lion's share of fans' viewing interests, NASCAR stock car races have roared into the forefront among niche sports that are finding a growing audience.

The three NASCAR Winston Cup races CBS has aired on weekends this season have hit a 6.6 rating, compared to the 6.3 they averaged last year, reaching more than 6.5 million households in 1999. That's comparable to some Major League Baseball weekend telecasts.

CBS estimates the Daytona 500 in February drew a 9.6 rating and an estimated 29.5 million viewers. And CBS telecasts of three NASCAR Anheuser-Busch races averaged 2.6, roughly comparable to the 2.5 they achieved last year.

"NASCAR is pretty hot right now. I see it staying hot," says Larry Novenstern, senior vice president and director of sports marketing services for BBD&O.

In fact, CBS outdistanced its overall NASCAR performance of last year with viewership for the Pepsi 400 Winston Cup race held on July 3. The race wasn't run last year due to widespread fires in Florida.



Meanwhile, The Nashville Network's NASCAR telecasts are gaining steadily in season-to-date ratings. TNN scored an average 4.7 rating for four Winston Cup NASCAR events it aired this year, compared to a 4.1 rating at this point in last year's 10-race season. The Rockingham 400 in February was the highest rated of its NASCAR events thus far, posting a 6.2 rating. This year TNN will air only nine races.

Another sign of the sport's popularity: This year marks the first time that NASCAR will negotiate a broadcast and cable deal for TV rights. Previously, the networks negotiated directly with the respective race track.

—Richard Tedesco



# NBC jammed on NBA finals

*Post-Jordan championship ratings take a nosedive*

By Richard Tedesco

**R**atings for the NBA playoff finals on NBC dropped this year with the suddenness of a Michael Jordan jump shot.

The absence of Jordan in the final series sent NBC's numbers tumbling 40% below last year's finals performance, which was an all-time ratings high for the NBA. This year, the San Antonio Spurs versus the New York Knicks played to a national average of 11.3 and a 21 share over the five-game series compared to an 18.7 rating and a 33 share average for last year's six-game finals, which was Jordan's swan-song series.

This year's final series was the lowest rated since 1981 when the Houston Rockets and Boston Celtics hit a 6.7 national average over six games. Executives at the NBA, NBC and ad agencies all expected the slump. NBC even modified guarantees on ratings for the '99 finals before they started. However, an NBA spokesman tried to shrug off the sinking numbers for the final series, saying, "We expected a huge drop-off," explaining the ratings dip by invoking the Jordan factor.

"The public didn't find any compelling story line. There weren't any players on either team who captured the imagination of the viewers," said Neal Pilson, president of Pilson Communications and former president of CBS Sports. And story lines have much less time to spark viewership if a seven-game series doesn't go at least six games, Pilson says.

The conventional wisdom is that the Spurs' Tim Duncan lacks the charisma to provide the ratings jolt of a Jordan. And the Knicks' street swagger has prompted some NBA fans to tune out. "West of the Hudson [River], the Knicks are not as lovable as the New York press and fans

feel," said John Rash, senior vice president and broadcast negotiations director for Campbell Methun Esty in Minneapolis. "Latrell Sprewell and LJ [Larry Johnson] don't play as well in Peoria."

NBC's regular season coverage included the lineup of regional telecasts, with prime games slotted for late Sunday afternoons. The final results didn't betray serious fan defections over the league's strike-marred season: a 4.3 average rating post-Jordan, compared to a 4.6 average rating last year. This season's average for all the playoff games on NBC, excluding the finals, was 6.5, a drop from last year's 7.1 average.

TBS and TNT's NBA playoff ratings hit 2.9 compared to 3.2 in '98, with the regular season scoring a 1.8, virtually the same as last season's 1.6.

Evidently the NBA fan base blew off the Spurs and Knicks at the opening tip-

off. An estimated 38 million viewers saw the Spurs-Knicks opener versus 53 million who saw the first tilt between the Bulls and Utah Jazz in '98. That was a 36% drop, to an 11.5 rating and a 21 share from an 18 rating and a 32 share.

The 9.6 rating for Game 2 came close to the 8.0 rating for the Houston Rockets-Knicks' second game in the '94 finals—when O.J. Simpson's drive on the LA freeway fraged its audience.

"These ratings are going to be with us and they're what we're going to base estimates on," says Larry Novenster, senior vice president and director of special marketing services for BBD&O. "I don't think there'll be anyone like Jordan to appear again."

But a stronger match-up between two major market teams could have produced stronger numbers even in the NBA's post-Jordan era, according to Novenster.

While he is surprised at the size of the ratings fall-off, Pilson says the NBA was putting up somewhat "artificial" ratings numbers with Jordan. "To find the levels that Michael Jordan achieved, you're going to have to find the next Michael Jordan."

But the NBA still delivers an undeniably attractive audience for advertisers, according to John Rash, even falling short of Bullish ratings: "If the NBA is priced appropriately, it is still a compelling showplace that brings difficult-to-reach male viewers." ■



*The shootout between the San Antonio Spurs and the New York Knicks was seen as one-sided, which may have hurt ratings (David Robinson of the Spurs in the foreground).*



# Helping spot the ball

*Virtual insertion and sports analysis technology simplify sports for viewers*

By Karen Anderson

**S**ports fans may have another reason, beside sky-high hot dog prices and long bathroom lines, to watch games at home. Using virtual insertion and sports analysis technology, companies like Princeton Video Image (PVI), Sportvision and QuesTec Imaging are helping broadcasters make it easier for viewers to understand the game. These sports visual-effects systems are used to paint electronic images on the football field that show how far a team needs to go for a first down or highlight the strike zone in baseball to show whether a pitch is a ball or a strike.

Football rights holders have been quick to adopt new virtual insertion technology as an "instructional tool" for the not-so-avid sports fan. Last season for *Sunday Night Football*, ESPN used Sportvision's 1st & Ten electronic first-down system, which paints a virtual line on the field for viewers. ABC then used the system for its broadcast of the 1999 Fiesta Bowl. And ABC Sports has just signed a two-year deal with Sportvision to use the system for its *Monday Night Football* broadcasts starting on Sept. 13 with the Denver Broncos vs. Miami Dolphins telecast. While the companies won't discuss the price of the 1st & Ten system, an industry source says that the Sportvision system will cost ABC about \$25,000 per game.

"[1<sup>st</sup> & Ten] is not just special effects you throw in—it has value on many different levels," says Sportvision Chief Operating Officer Jerry Gepner, who argues that it enhances viewers' understanding of the game. According to a study commissioned by Sportvision, the Harris Interactive research firm found a positive response by viewers to Sportvision's 1st & Ten. The poll said that 92% of the respondents said they would like to see the superimposed first-down lines used on all football telecasts. And 64%

said 1st & Ten increased their understanding of the game.

PVI offers its own version of the virtual first-down line based on its Live Video Insertion System (LVI-S). Fox and NFL International used PVI's LVI-S to insert an electronic first-down line into the telecast of this year's World Bowl '99 international football championship on June 27. It was the first time a company, Visa, paid for sponsorship of a first-down line. Fox also was the first to use PVI's new Virtual Red



Zone system. The new system highlights the red zone—the area between the 20-yard line and goal line—by placing red highlights on the field along the sidelines.

"I would love to see as much [virtual insertion technology] used as we can get," says Jeff Court, vice president of field operations for Fox Sports. While football has been quick to adopt virtual insertion technology, Court says, baseball is also gradually beginning to use such systems.

In a three-year deal estimated at between \$5 million and \$8 million, Fox Sports Net has decided to use QuesTec's real-time video and computer-based

tracking, scoring and virtual replay system for its Major League Baseball broadcasts. QuesTec hopes to have 14 or 15 MLB stadiums wired for the system by the All-Star break, says QuesTec founder and Acting GM Ed Plumacher, and 28 done by the end of the season.

QuesTec's system instantly displays a real-time, three-dimensional view of the pitches, including the speed, movement and location of the ball from its release point to the back of home plate. This 3D rendering of the pitches graphically illustrates the difference between a slider, curveball, forkball and fastball. In addition, any pitch from any inning can be recalled and displayed at any time during the game, or a number of pitches can be shown full-screen in any sequence, or as a split-screen-comparison.

"I think we are going to see a dramatic increase [in sports analysis tools] over the next three or four years," Court says. "As a result you're going to be able to do comparisons of athletes who, when you watch them on TV, you don't always get the sensation of the incredible coordination these guys have."

To give viewers an idea of the power in a pitcher's throw and a batter's swing, ESPN is using Sportvision's baseball analysis system, BatSpeed, for its *Sunday Night Baseball* broadcasts. BatSpeed is not a virtual system. It is a measurement tool based on seven radars that feed raw data into a software program that calculates the speed of the pitch and the speed of the batter's swing. ESPN displays a graphic box with players' statistics as well as the data generated by BatSpeed.

"It's intended to help the viewer, who often times has difficulty seeing whether the ball is a strike and [has difficulty] understanding when a ball looks like a strike or a ball—why it's called otherwise," says PVI President and CEO Dennis Wilkinson. "More often than not it will justify why an umpire has called a particular pitch the way he's called it." ■

# ESPN producers go to X-tremes

*Creating graphics for free-wheeling games*

By Karen Anderson

If you see a man jump from an airplane with a snowboard attached to his feet and a parachute on his back, chances are you've entered the extreme world of ESPN's *Summer X Games*.

This year's *Summer X Games* took place in San Francisco, June 25 to July 3, and were broadcast on ESPN, ESPN 2 and ABC Sports. The *Games* brought together 450 of the world's greatest athletes in alternative sports including stunt biking, street luge, and "freestyle moto X."

It also brought together nearly 400 of the world's greatest freelance graphic artists, producers and technical crew. "I have some of the most talented engineering and creative people that keep coming back to this project," says *X Games* Technical Director Don Colantonio. "It's a great opportunity for them to utilize some of the latest leading-edge tools, and it's a great opportunity for manufacturers to do product research."

The *X Games*' main event area and broadcast operations center, a 24,000-square-foot aluminum I-beam supported structure, was on the south edge of San Francisco's Pier 30 and 32 in the Embarcadero, a historic district. "We had no infrastructure here, so we had to bring everything in," Colantonio says.

The facility housed six nonlinear editing suites, five linear editing suites and two digital audio post suites.

The nonlinear editing suites consisted of an array of editing systems including a Softimage DS system, an Accom Stratosphere and a Sony ES-7 EditStation.

"We selected those systems based on the strength of the operators," Colantonio says. "We have looked at bringing all of one flavor in and then training the editors, but for this level of production, and the

stylized look of the shows, it was important to pick the systems that were compatible with the strengths of the operators."

Colantonio hopes to make some products regular tools of the *X Games*. For example, ESPN this year used two Avid Media Composer nonlinear editing systems with Avid's new Media Share software, which allows content sharing among Media Composers.

For the games, Quantel loaned ESPN a Paintbox animation system and a Hal video effects and compositing system, "which we don't even own in Bristol," Colantonio comments.

ESPN also is hoping to make video servers a regular part of *X Games* production. For the first time, ESPN used Tektronix Profile PDR-200s and



Santa Monica, Calif.-based design firm Fuel created graphics packages for ESPN's *X Games* using Quantel Hal effects and compositing system.

Sony's new MAV-555 digital disk recorders for post-production.

"[Using video servers] is going to change the way we do things," Colantonio says. "It's going to give us more creative power," he adds. "We're trying to implement them on a limited basis, get our people up to speed and, as we gain confidence in the system, we will start proliferating it to other edit rooms."

"Our producers have accepted the fact that this is the way that we're heading," he adds. "I expect on the *Winter X-Games* we will move into a server-based style of production servicing our entire plant." ■

## CBS tests virtual tennis ads

During its coverage of the Quality Challenge senior tennis circuit event in San Diego last month, CBS aired virtual signs created by Israeli high-tech firm SciDel Technologies. The broadcast marked the first time virtual signage technology has been used by a broadcast network for tennis coverage.



SciDel's Advanced Graphic Enhancement system, located remotely at the CBS Broadcast Center in New York, inserted virtual signs on the tennis court for advertisers such as Quality Inns, Aetna, Paine Webber and Cadillac. The computer-generated ads, which appeared in the area behind the

baseline, were sold by SciDel and event organizer Net Assets. CBS used the system on an experimental basis, and didn't sell any sponsorship placements, says CBS Sports Vice President of Operations Ken Aagaard.

"It really worked pretty well," says Aagaard. "They showed us that with relative ease they could hook up a system in the Broadcast Center."

It is now up to CBS' sales staff to decide whether to use the SciDel technology or other competing virtual insertion systems. It could have applications for CBS' coverage of NCAA basketball and football, which both allow signage. The NFL, which CBS also broadcasts, does not.

—By Glen Dickson

# HDTV tackles the NFL

*High-definition is more than just pretty pictures; it lets viewers feel the pain*

By Karen Anderson

**W**hen it comes to football, HDTV isn't just about delivering a prettier picture or a wider view of the field. It's about enhancing the viewers' experience by bringing them closer to the game. Fans will be able to see more of the bone-crushing action up-close next season when ABC produces and broadcasts all *Monday Night Football* games in HDTV.

In May, ABC and Panasonic entered a high-definition sponsorship agreement that this season will enable ABC to broadcast all *MNF* games and Super Bowl XXXIV in HDTV. Starting Sept. 13, ABC will begin broadcasting games in 720-line progressive, ABC's HDTV format of choice. The HDTV telecasts will be produced and transmitted independently of ABC's NTSC *MNF* broadcasts. To make the HDTV broadcasts possible, Panasonic is building a mobile production truck for ABC. The terms of the deal were not disclosed, but a source said the 720p mobile unit costs around \$10 million.

"This is obviously a very strategic move for Panasonic," says Warren Allgyer, president, Panasonic Broadcast & Television Systems. "We are in a partnership with a broadcaster in order to help our consumer division."

Equipment in the hi-def truck will include prototypes of Panasonic's native 720p camera—four studio-type cameras and two hand-held models. The truck will also house four Panasonic HD 2700 VTRs and a Pluto HyperSpace digital disk recorder with a Panasonic processor. The Pluto recorder will handle the playout of still stores.

ABC's *MNF* effort isn't the first foray into



**Marcus Allen (l) and Brent Jones, CBS sports commentators, were part of the network's HDTV NFL broadcast last year.**

high-definition football by a major network. Last year, CBS produced four HDTV NFL games that were broadcast on affiliate DTV stations and DirecTV. CBS used a National Mobile Television (NMT) high-definition production truck outfitted with Sony HDTV cameras, VTRs, switchers and effects systems.

On the widescreen standard-definition side, Fox has conducted football experiments with its DTV format of choice, 480p progressive. But the network is holding off scheduling any live 16:9 broadcasts this fall in either 480p or 720p.

CBS is planning to do at least four HDTV NFL broadcasts this season, says CBS Sports Executive Producer Terry Ewert. The network is also considering producing all games in HD and downconverting them for NTSC broadcasts. While downconverting the

HDTV images would allow CBS to produce all of its NFL games in both HD and NTSC with a single crew, there still are some technical issues to deal with, Ewert says.

Many experts say that graphics systems for HD are limited in choice and functionality. "In a year I suspect we'll see a lot more [graphics] hardware,"

says Fox Sports Vice President of Field Operations Jeff Court. "Speed is critical in delivery of live graphics."

Companies such as Pinnacle, Chyron, and SGI are working on faster graphics systems for HD with the feature sets sports producers are accustomed to in the NTSC world, notes Court.

SGI Marketing Manager for Broadcast Graphics Shawn Underwood says the company's resolution-independent Onyx, the manufacturer's most powerful workstation, can produce complex HDTV graphics in real-time with a simple upgrade in horsepower. In addition, SGI has just begun shipping an HDTV I/O card that allows the Onyx to output a digital HD signal. The entire hardware upgrade, including the I/O card, costs about \$50,000 to \$60,000.

Fox says it will continue evaluating equipment this year. The network is toying with the idea of doing one or two widescreen 480p NFL broadcasts. But Court believes it would be premature to set an NFL DTV broadcast schedule because Fox it is still working out the "practical mechanics."

"Anybody who thinks it's going to be a great ride—just perfect—would be disappointed," he says. "ABC is going to learn a great deal about how to handle HD on a live site, remote site—probably one of the more difficult things to do compared to a studio, where you have a lot of control." ■



**CBS plans to do at least four HDTV football broadcasts this season and is considering producing all its games in HD and downconverting them for NTSC.**

# Severino to head CBS O&Os

*Will be based in Los Angeles and report to Moonves rather than Karmazin*

By Joe Schlosser

**L**ongtime ABC executive John Severino has been tapped to be the new president of the CBS Television Stations division. Severino, who worked at ABC for more than 23 years, will oversee the network's 16 owned-and-operated TV stations.

Under his arrangement with CBS, Severino will also serve as the new general manager at troubled KCBS-TV Los Angeles. He will be based in Los Angeles and report to CBS Television President and CEO Leslie Moonves, marking a shift in the CBS executive structure.



*Severino: 'That's the beauty of the whole thing. The best time to take these things over is when they are at the bottom.'*

Severino's predecessor, Jonathan Klein, who stepped down last month, had been based in New York and reported to CBS Corp. President Mel Karmazin.

"We are very fortunate to have found a person of John's ability and experience for this crucial role," Moonves says. "First, he knows the market [Los Angeles] and probably knows more about the local station business than I ever will. And second, it made sense that the stations and network be more combined in the future, so having him here made it all the easier."

With increasing station profitability high on Karmazin's list, Severino's got the right track record. As president and general manager of KABC-TV Los Angeles in 1974-81 and again in 1985-88, Severino is credited with making it one of the most profitable stations in the country.

Severino, who was also president of ABC-TV from 1981 to 1986, acknowledges the uphill battle he faces in a number of major markets at CBS. KCBS-TV had been without a general manager since John Culliton departed

last year, and WCBS-TV New York lost its latest GM last month, when Steve Friedman left to head CBS' new national morning news program with Bryant Gumbel. Both KCBS-TV and WCBS-TV lag behind the other top network outlets in their markets in local news ratings and ad dollars.

Severino sees this as a challenge. "That's the beauty of the whole thing. The best time to take these things over is when they are at the bottom," Severino says. "You get an opportunity to shoot for the moon with them. It's not going to happen overnight, but we're

confident that it will [happen]."

Severino says his first order of business is finding someone to fill the vacant GM position at WCBS-TV and then to get acquainted with his new staff at the Los Angeles station.

Since leaving KABC-TV Los Angeles in 1988, Severino has been the president and CEO of regional sports channel Prime Sports Network in Los Angeles and most recently president and CEO of Central European Media Enterprises, helping to launch commercial TV stations in Central and Eastern Europe. ■

## Top Telemundo job to McNamara

Former Universal Television Enterprises head James McNamara is taking over at Telemundo with an eye toward increasing its fortunes in both programming and on Wall Street.

Last week, the Spanish-language network shook up its top executive ranks by bringing in McNamara and giving former Telemundo President Peter Tortorici an opportunity to start his own production company. McNamara says he will take the next couple of months to meet with his new staff, and says no other high-level executive changes are likely to occur in the near future.

McNamara, who is Telemundo's new president and CEO, ran Universal's domestic and international television divisions for two years—up until last June. McNamara says he is going to stick with the network's planned programming strategy for the fall and says there is "plenty of room" in the United States for two successful Spanish-language networks.

Last year, Sony Pictures Entertainment and Liberty Media took control of Telemundo, which trails rival Spanish broadcaster Univision by a wide margin in both ratings and ad dollars. Earlier this year, Telemundo executives unveiled plans for a nightly two-hour block of prime time telenovelas and a series of reality-based programs.

"We are going to stick with the fall schedule as it was announced at the May upfront," says McNamara. "A lot of soul, spirit and energy was put into producing this schedule and we are going to execute it."

McNamara, a native of the Republic of Panama, has extensive international TV experience, including several posts in the international division at New World before he was named the company's CEO. Jon Feltheimer, president of Columbia TriStar Television Group, the managing partner of Telemundo, says McNamara is the complete package, with Hollywood clout and a Spanish-speaking background.

"He is the perfect guy for the job, but at the end of the day, our success is going to be due to what we show the audience, minute by minute, hour by hour and day by day," Feltheimer says. "We need people here who can take control of our air, promote our air and make us competitive on a daily basis. He can do that."

As for Tortorici, Telemundo executives say he is starting his own independent production company, which will develop and produce shows for the Columbia TriStar Television Group and other studios.—Joe Schlosser



## GET WITH THE PROGRAM

By Joe Schlosser

### Fox staggers some fall rollouts

A number of new series set to launch this fall on Fox are going to be held back—a few weeks in some cases, several months in others—Fox executives say. The *Party of Five* spinoff, *Time of Your Life*, with Jennifer Love Hewitt, will likely debut in October, along with Chris Carter's new action series *Harsh Realm* and the hour series *Ryan Caulfield*. Teen drama *Manchester Prep* will likely debut in December, as will the comedy *Malcolm in the Middle*, according to Fox executives. *Malcolm in the Middle*, which is scheduled for Sunday at 7 p.m. this fall, will kick off after the NFL season is complete. Fox executives say there is "too much clutter" during the first few weeks of the fall season and that the new network shows will get more attention with staggered rollouts.

### Pair signs with Paramount

Paramount Network Television has signed a pair of top Hollywood writer-producers to long-term development deals. One is *China Beach* co-creator John Sacret Young. The other is Glenn Gordon Caron, the creator of *Moonlighting* and the new CBS/Paramount drama *Now and Again*. Young's deal is to create series and long-form programming, while Caron's pact is solely to develop TV series.

### ABC books 'Dinotopia'

ABC and Hallmark Entertainment are teaming up to produce a six-hour miniseries from the best-selling book series *Dinotopia*, James Gurney's tale of an island where "humans and dinosaurs live together in peace." It will air sometime in 2001, ABC executives say. The miniseries will be produced by Robert Halmi Sr. and son, Robert Halmi Jr.

### UPN dares to get Nash reality series

UPN has given a green

light to 13 episodes of another Bruce Nash reality series. The series, tentatively titled *I Dare You!*, will showcase over-the-top stunts. Nash already produces reality series for ABC, Fox and NBC. The series will likely be added to UPN's lineup as a mid-season replacement.

### CBS sports new look and new faces

CBS Sports will have a number of new pairings and faces in its NFL broadcast booths during the upcoming season, including the one-two combination of Verne

Lundquist and network newcomer Dan Dierdorf (formerly of ABC's *Monday Night Football*). Greg Gumbel will team up with Phil Simms as the network's top announcing team, while Lundquist and Dierdorf will handle the No. 2 assignment.

### Trying on 'Wings'

Eyemark Entertainment's two-year-old syndicated series *Pensacola: Wings of Gold* will have a new executive producer for the 1999-2000 season. David Balkan, who has produced a number of action series including *The Sentinel*, *The Raven* and *Hunter*, will call the shots for the series, now in its third season. Felicity Waterman (*La Femme Nikita*) and David Quane (*Pacific Blue*) have joined the cast of the hour weekly series.

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## STATION BREAK

By Dan Trigoboff

### Reporter loses job in North Carolina

Last week, "Station Break" reported that WCNC-TV Charlotte, N.C., reporter Beatrice Thompson had brought charges of race, age and gender discrimination against her station before the Equal Employment Opportunity Commission, and that her cause had been taken up by some local supporters. Thompson lost her job shortly after, drawing more protests and pickets outside the station, according to local newspapers. Thompson, a 44-year-old black female who had worked at the station for 11 years and in area television for more than 20, said the station had been trying to force her out with extensive negative feedback. Her attorney, Michael Sheely, said the firing smacks of retaliation, and added that charge to her complaint. The Belo-owned NBC affiliate did not return calls last week, but has maintained that charges of discrimination are unfounded.

### Dayton ghostbusters

For years, TV reception for WDTN(TV) at more than a third of Dayton, Ohio-area homes has been haunted by ghosts. "This is a problem that goes back five or six years," predating STC Broadcasting's ownership of the station, said General Manager David LaFrance.

The direct pickup interference affects homes reached by MediaOne Cable, where Dayton's ch. 2 is received on

MediaOne's ch. 2. Over the years, the station reports, complaints have numbered in the thousands.

The multiple-image problem might have been solved on a set-by-set basis through use of shielded cables and filtering devices, but that was impractical and not guaranteed. Instead, the station has reached an agreement with Cincinnati's ABC affiliate WCPO-TV and MediaOne for a new channel on the system. The Cincinnati station, which gets only a small percentage of its viewers from Dayton, will be dropped; WDTN will take over ch. 9 on MediaOne receivers, and QVC will take ch. 2. "This is the only foolproof solution," LaFrance said. The challenge for the station will be to get the word out, including on a crawl at the bottom of home shopping on ch. 2 saying Dayton's ABC affiliate has moved.

### Minority employment down in newsrooms

Numbers released by the Radio-Television News Directors Association last week showed a slight drop, from 20% to 19%, of minorities as a percentage of overall employment in the nation's TV newsrooms. The study was conducted for RTNDA by Ball State University. RTNDA, which presented the numbers at the Unity conference in Seattle last week, said it was too soon to tell if the elimination of the FCC's EEO mandates were a factor in the drop. The percentage of women news directors also dropped—from

23% to 20%—while the overall number of women in TV news rose to its highest percentage ever, 39%.

### TV role in DUI arrest questioned

A Florida man is hoping to use a recent Supreme Court decision to have his drunk driving charges thrown out. The ruling discourages police from taking reporters with them on warrant executions. Forty-one-year-old Michael Zamperini seeks dismissal of charges against him because his arrest over the Memorial Day weekend was filmed by WPEC(TV) West Palm Beach after a minor traffic accident.

Zamperini's attorney Richard Kibbey said police arrested his client at the scene when cameras showed up, even though he had passed an initial sobriety test. Passing such tests does not preclude DUI arrests.

Although the Supreme Court decision last month in cases involving alleged intrusions by the Washington Post and CNN appeared limited to recognizing privacy rights when served with search warrants or being

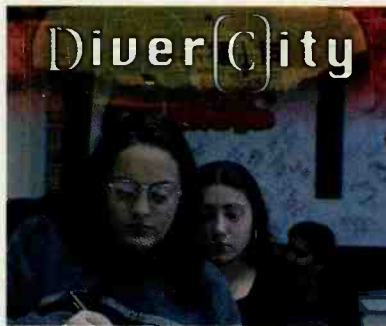
arrested in their homes, Kibbey said the court recognized people's right not to have their privacy violated in order to be used for entertainment purposes.

News director Jerry Ridling noted that the filming took place on public roadways, "but we could have anticipated something like this" after the Supreme Court's ruling.

### Wrestling with the truth

Local TV listings from more than 30 years ago have cast doubt on the alibi recently given by a former Ku Klux Klansman suspected in a 1963 church bombing in Birmingham, Ala., that killed four black girls. The suspect, Bobby Frank Cherry, has said he expressly made sure he was home at the time police believe the bombs were planted, because he always watched wrestling on Saturday nights. However, *The Jackson Clarion-Ledger* checked back and discovered no such show was on the air on Birmingham stations WBRC-TV and WAPI-TV at the time. Despite the discrepancy, Cherry maintains he was watching wrestling that night.

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



*international and multicultural programming. Station senior producer Debbie Mintz said the show "has helped [put] WNVN on the map among local broadcasters."*

*Falls Church, Va.-based WNVN(TV), an independent public station, won an Emmy for its 'Diver(C)ity' series, which explores multiculturalism in the Washington, D.C. area. The two-year-old 'World View' TV production is part of the station's overall effort to provide*

**JUNE 28-JULY 4**

Broadcast network prime time ratings according to Nielsen Media Research



**PEOPLE'S CHOICE**

Half of the top 10 slots in Week 41 were occupied by news magazines, with Wednesday's edition of '20/20' finishing first.

Week 41	abc	CBS	NBC	FOX	U/P/N	WB	
	8.3/15	7.2/13	5.0/9	4.8/8	1.4/2	2.9/5	
MONDAY	8:00	9. 20/20 7.7/14	31. Cosby 6.1/11	65. Suddenly Susan 4.2/8	60. That '70s Show 4.3/8	104. Dilbert 1.4/3	74. 7th Heaven 3.3/6
	8:30		33. King of Queens 6.0/11	70. Suddenly Susan 3.8/7	60. That '70s Show 4.3/8	109. Dilbert 1.1/2	
	9:00	2. ABC Monday Night Movie—The Stranger Beside Me 8.6/15	4. Ev Lvs Raymd 8.3/14	67. Mad About You 4.0/7	43. Ally McBeal 5.3/9	102. Redhanded 1.5/3	86. Rescue 77 2.5/4
	9:30		8. Becker 7.8/13	60. Mad About You 5.0/9		104. Redhanded 1.4/2	
	10:00		16. 48 Hours 7.4/13	21. Dateline NBC 6.8/12			
TUESDAY	8:00	5.8/11	7.4/14	6.1/11	4.2/8	1.9/4	1.9/4
	8:30	21. Home Imprvmt 6.8/14	13. JAG 7.5/15	54. 3rd Rock fr/Sun 4.6/9	67. Guinness World Records 4.0/8	90. Moesha 2.1/4	100. Felicity 1.7/3
	9:00	35. The Hughleys 5.9/11		55. NewsRadio 4.4/8		97. Clueless 1.8/3	
	9:30	25. Spin City 6.4/12	3. 60 Minutes II 8.5/15	47. Just Shoot Me 5.0/9	60. Fox Files 4.3/8	97. Malcolm & Eddie 1.8/3	93. Felicity 2.0/4
	10:00	43. NYPD Blue 5.3/10	25. JAG 6.4/11	30. Will & Grace 6.2/11		94. Between Brothrs 1.9/3	
WEDNESDAY	8:00	7.5/14	5.4/10	7.3/13	4.4/8	1.9/3	2.4/4
	8:30	31. Dharma & Greg 6.1/12	53. Shania Twain Winter Break 4.7/9	12. Dateline NBC 7.6/15	55. Fox Summer Movie Special—A Thin Line Between Love & Hate 4.4/8	101. 7 Days 1.6/3	89. Dawson's Creek 2.2/4
	9:00	35. Two Guys, A Girl 5.9/11		23. World's Most Amazing Videos 6.7/12		90. Star Trek: Voyager 2.1/4	84. Charmed 2.6/4
	9:30	18. Drew Carey 7.2/13	38. CBS Wednesday Movie—The Thorn Birds: The Missing Years, Part 2 5.7/10	13. Law & Order 7.5/13			
	10:00	18. Whose Line Is It 7.2/12					
THURSDAY	8:00	4.6/8	6.4/12	7.5/14	4.2/8	1.5/3	2.7/5
	8:30	76. 1999 Special Olympics 3.2/6	39. Promised Land 5.6/11	9. Friends 7.7/16	39. World's Wildest Police Videos 5.6/11	111. UPN Thursday Night Movie—Out There 1.0/2	90. Wayans Bros 2.5/5
	9:00	66. AFI Salute to Dustin Hoffman 4.1/7	33. Diagnosis Murder 6.0/11	28. Jesse 6.3/12	55. The Family Guy 4.4/8		84. Jamie Foxx 2.7/5
	9:30			6. Frasier 8.2/15	72. The PJs 3.7/6		80. Steve Harvey 2.7/5
	10:00	25. Vanished 6.4/12	16. 48 Hours 7.4/13	6. Will & Grace 8.2/15			82. For Your Love 2.8/5
FRIDAY	8:00	5.6/12	5.6/12	6.1/13	2.7/6	1.0/2	
	8:30	55. Two of a Kind 4.4/10	43. Kids/Darndest 5.3/12	35. Providence 5.9/13		104. Am Greatest Pets 1.4/3	
	9:00	55. Boy Meets Wrid 4.4/10	47. Candid Camera 5.0/11		82. Fox Movie Special—Darkman 3 2.7/6	109. Am Greatest Pets 1.1/2	
	9:30	46. Sabrina/Witch 5.2/11	47. Nash Bridges 5.0/11	28. NBC Movie of the Week—Remembrance 6.3/13		115. Love Boat: The Next Wave 0.8/2	
	10:00	51. Brother's Keepr 4.8/10	24. Nash Bridges 6.6/13				
SATURDAY	8:00	2.5/6	5.4/13	4.3/10	4.3/10	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 99.4 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 994,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY	
	8:30			74. The Pretender 3.3/8	60. Fox Movie Special—From Dusk 'til Dawn 4.3/10		
	9:00	86. ABC Saturday Night Movie—Bye Bye, Birdie 3.3/7	42. Pepsi 400 5.4/13	51. NBC Saturday Night Movie—Danielle Steel's Full Circle 4.3/9			
	9:30						
	10:00						
SUNDAY	7:00	3.4/9	5.8/15	3.2/8	2.4/6		1.3/3
	7:30	78. Wonderful World of Disney—Race the Sun 3.0/8	9. 60 Minutes 7.7/21	78. NBC Movie Special—Ace Ventura, Pet Detective 3.0/8	94. World's Funniest! 1.9/5		114. The Parent 'Hood 0.9/2
	8:00		41. Touched by an Angel 5.5/14		97. King of the Hill 1.8/5		111. The Parent 'Hood 1.0/3
	8:30				81. The Simpsons 2.8/8		104. Sister, Sister 1.4/4
	9:00	69. 20/20 3.9/10	50. CBS Sunday Movie—Blue Sky 4.9/12	73. NBC Sunday Night Movie—Ed McBain's 87th Precinct 3.5/9	76. The Simpsons 3.2/8		108. Smart Guy 1.3/3
10:00	70. The Practice 3.8/10			88. The X-Files 2.5/6		102. Zoe Dunc Jck Jn 1.5/4	
10:30						94. Unhap Ever After 1.9/5	
WEEK AVG	5.3/11	6.1/13	5.5/11	3.8/8	1.4/3	2.1/4	
STD AVG	7.8/13	8.7/15	8.6/15	6.6/11	1.9/3	3.1/5	

# Insight sets sail for Street

Tests waters for cable's first MSO IPO in 13 years; Charter, Mediacom could be next

By John Higgins

**C**able executives are carefully watching Insight Communications Inc., the industry's first test of the initial public offering market in years. They're hoping that a successful deal will allow other MSOs to follow Insight onto Wall Street.

New York-based Insight is looking to raise \$450 million or so in the coming days, selling 20.5 million shares to the public for \$21-\$23 each. That amounts to 38% of the company's equity and values all of Insight's holdings at around \$2 billion.

Insight President Michael Willner, on a two-week road show pitching investors around the country, wouldn't discuss the deal. Insight's structure is complicated, with four of five units only partly owned. Securities filings show that the company is trying to price the deal a bit below market. At the middle of the expected price range, the deal would value the company at around 15.5 times 1999 cash flow and about \$3,700 per subscriber. That's about a point less than 16.5-multiple stocks like Cox and Comcast have been fetching in the market lately. It's also less than the 17-20 times cash flow and \$4,000-\$5,000 per sub systems have been fetching in private transactions in recent weeks.

"This isn't priced like an Internet stock," said one money manager who's looked at the deal. "It's priced like a cable stock."

Most of the money will finance the cash portion of Insight's planned \$750 million play for a 50% stake in Intermedia Partners' remaining systems, a cluster that includes 425,000 subscribers in four cities including Louisville and Lexington, both in Kentucky. The Intermedia partnership's other backer, AT&T Corp., will hang on to its 50% stake.

Money managers who have attended the first leg of the road show say that Willner's script follows the industry line, which is that systems can open up a font of new revenues by selling digital cable, high-speed Internet and tele-



*Insight's Willner spent two weeks on the road pitching the deal. He declined to discuss its details. Willner holds 1.5 million shares of stock worth \$32.5 million.*

phone services. But Insight has two distinctive characteristics to back up that assertion. First, the company is relatively tightly clustered, largely in urban and suburban markets in just four states (Indiana, Kentucky, Ohio and Illinois). Second, the company is far along in rebuilding its systems, with systems serving 71% of its subscribers expected to be rebuilt by year-end.

The IPO is a significant event in the industry.

The last MSO to successfully complete a conventional IPO was Cablevision Systems Corp. in 1986. That doesn't include Cox Communications Inc., which went public in a convoluted 1995 reverse merger, acquiring Times Mirror Corp. in 1995. Falcon Cable Holdings LP scrapped a planned IPO in 1994 after new federal price regulations crushed other cable stocks.

If Insight succeeds, there are two

other companies in the wings. Industry executives say that Microsoft Corp. co-founder Paul Allen's Charter Communications Corp. has already selected investment bankers for an IPO and expects to register in August and complete the sale in October. Mediacom LLC is also hovering in the wings.

Both companies have been on an acquisition binge and could use the cash to lower debt levels and help finance system rebuilds. Perhaps more important, issuing stock will give Insight, Charter and Mediacom currency to use in stock swaps, letting them avoid ballooning debt loads and participate in auctions where sellers want a tax-free deal.

Unlike Internet entrepreneurs who race to the IPO market as quickly as possible, cable operators have tended to shy away from selling straight equity even during their periodic boom cycles. That's in part because cable's strong, recession-resistant cash flow gets operators fairly flexible access to banks and bond markets when they need capital.

Moguls like Liberty Media Corp. Chairman John Malone, previously CEO of Tele-Communications Inc., much preferred the way leverage amplifies returns on capital. Also, MSO executives say they don't like to

## Insight on Insight

Division	National	Columbus	Indiana	Kentucky	Indiana
Basic subs	86,846	86,620	336,252	425,445	114,262
Homes passed	149,399	172,975	495,605	657,361	159,644
Basic penetration	58.1%	50.1%	67.8%	64.7%	71.6%
Premium penetration	111.5%	98.7%	69.7%	82.7%	38.8%
Ownership	100.0%	75.0%	50.0%	50.0%	0.0%*
Location of systems	CA,GA,IL	OH	IN	KY	IN
Date of acquisition	Various	Aug.1998	Various	Pending	Pending

\*Systems managed for AT&T

Source: Company reports



give away too much of the upside in value to public investors.

Insight insiders have tight control over the company.

Chairman Sidney Knafel and Willner hold supervoting Class B shares, which carry 10 votes per share vs. one

vote per share for the Class As being sold to the public. Knafel, who founded Vision Cable, then sold it to Newhouse Broadcasting in 1981, owns 6.9 million Class B shares worth about \$151 million and controlling 49% of the shareholder votes.

Willner, who worked for Knafel at Vision and teamed with him to create Insight in 1985, owns 1.5 million shares worth \$32.5 million and carrying 11% of the shareholder votes. COO and CFO Kim Kelly owns 823,000 shares worth \$18 million. ■

# Cox adds half-million more

Swaps \$2.8 billion in AT&T stock for AT&T cable subs in South Central U.S.

By Price Colman

In its third megadeal this year, Cox Communications is acquiring nearly 500,000 cable customers from AT&T in a transaction worth about \$2.8 billion.

The deal goes a long way toward easing any inferiority complex Cox may have had about being left behind in the dynamic deal market. While most of the properties Cox is getting from AT&T are in rural markets, Cox plans to use fiber interconnects to turn its holdings in the South Central U.S. into a super-cluster.

In addition to bolstering Cox's clusters in the Louisiana-Arkansas-Oklahoma-Texas region, the transaction enables Cox to convert a passive investment in AT&T into revenue- and cash flow-generating operations.

Cox is swapping 50.3 million AT&T shares it owns for the AT&T systems. Cox acquired the AT&T shares when it sold its stake in @Home Corp. to AT&T.

The deal yields advantages for AT&T as well, although access to Cox's cable plant for IP phone service isn't among them.

"This allows [AT&T] to buy back shares and shed some cable subs, thus easing some of the regulatory concerns regarding attribution rules, which is what Washington probably wants them to do," said PaineWebber analyst Tom Eagan. "Both companies really made out on the deal."

For AT&T, the deal helps smooth the way for its acquisition of MediaOne. To gain the regulatory green light for that deal, AT&T has signaled its willingness to shed smaller, nonstrategic cable operations or operations it doesn't control.


The transaction with Cox is a textbook example for such deals. As part of its \$58 billion acquisition of Tele-Communications Inc. earlier this year,

AT&T obtained a 160,000-subscriber cable system in Tulsa, Okla., and a 156,000-subscriber system in Baton Rouge, La. The TCI buy also gave AT&T a 20% stake in a partnership with TCA Cable TV encompassing about 62,000 customers in Texas, Louisiana and New Mexico and a partnership with the Fisher family in Peak Cablevision, which has about 117,000 subscribers in Oklahoma, Arkansas,

Utah and Nevada.

AT&T was likely to spin off many of those operations over time; they are far removed from its key clusters. With its \$4 billion acquisition of TCA earlier this year, Cox became the obvious buyer for the AT&T systems. "TCA gave them a nice bridge to the AT&T subs," says Eagan. "Baton Rouge and Tulsa didn't make sense without TCA."

The string of deals brings Cox's sub-



## CABLE'S TOP 25

### PEOPLE'S CHOICE

*ESPN scored in its coverage of the USA's semifinal victory in the Women's World Cup. The winning stats: A 3.8 rating and a 10.3 share.*

Following are the top 25 basic cable programs for the week of June 28-July 4, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating	Cable	U.S.	HHs (000)	Cable Share
1	WWF Sports Entertainment	USA	Mon	10:00P	65	7.2	5.5	5456	12.0	
2	WWF Sports Entertainment	USA	Mon	9:00P	60	6.4	4.9	4865	10.4	
3	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	3.9	3.0	2986	6.9	
3	Real World VIII	MTV	Tue	10:00P	30	3.9	2.8	2757	6.5	
5	Women's World Cup Soccer	ESPN	Sun	4:30P	127	3.8	2.9	2879	10.3	
6	WCW Monday Nitro Live!	TNT	Mon	10:00P	57	3.6	2.8	2752	6.0	
7	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	3.2	2.4	2426	5.2	
8	WCW Thunder	TBS	Thu	9:08P	57	3.1	2.4	2404	5.5	
8	Happy Hour	USA	Mon	11:05P	61	3.1	2.3	2320	6.7	
10	Franklin	NICK	Mon	10:30A	30	3.0	2.3	2284	10.4	
11	M. Sendaks Little Bear	NICK	Mon	10:00A	30	2.9	2.2	2195	10.3	
11	Franklin	NICK	Thu	10:30A	30	2.9	2.2	2149	10.5	
13	M. Sendaks Little Bear	NICK	Thu	10:00A	30	2.8	2.1	2087	10.2	
14	M. Sendaks Little Bear	NICK	Mon	12:00P	30	2.7	2.0	2026	8.5	
14	WWF Sunday Night Heat	USA	Sun	7:00P	60	2.7	2.0	2013	6.9	
14	Blue's Clues	NICK	Mon	12:30P	30	2.7	2.0	2003	8.2	
17	Franklin	NICK	Tue	1:00P	30	2.6	2.0	1979	7.9	
17	Hey Arnold	NICK	Mon	8:00P	30	2.6	2.0	1970	4.7	
17	Franklin	NICK	Mon	1:00P	30	2.6	2.0	1958	7.8	
17	Gullah Gullah Island	NICK	Mon	11:00A	30	2.6	2.0	1951	8.7	
17	Franklin	NICK	Wed	10:30A	30	2.6	2.0	1950	9.6	
17	Rugrats	NICK	Mon	7:30P	30	2.6	1.9	1922	4.7	
17	Hey Arnold	NICK	Mon	8:30P	30	2.6	1.9	1916	4.3	
17	The Busy World R. Scarry	NICK	Mon	11:30A	30	2.6	1.9	1912	8.5	
17	Road Rules VIII	MTV	Mon	10:00P	30	2.6	1.8	1827	4.2	

scriber count to about 5.5 million, cementing the company's number-five ranking among cable operators. The TCA deal added 883,000 customers, the earlier \$1.4 billion acquisition of Media General's Fairfax, Va., system added 260,000 and the AT&T systems acquisition brings in 495,000. The

\$4,250-per subscriber price on the AT&T transaction is more in line with the \$4,100-per subscriber Cox is paying for the TCA operations than the whopping \$5,400-per sub it's paying for the Media General property.

There's some concern that the rural nature of the systems Cox is acquiring

from TCA and AT&T will make the company more vulnerable to competition from DBS providers. Those are typically "classic" systems—fewer channels and requiring more work for upgrades. "That may cause them to be more aggressive in launching digital," Eagan says. ■



## GE investment helps ValueVision grow

The planets shifted for home-shopping net ValueVision last week. In addition to pumping up its audience, the company received \$175 million in cash from its chief stockholder—General Electric.

Just hours after announcing a five-year carriage deal with EchoStar last Tuesday, the network sewed up a multi-year pact with DirecTV. Together, the satellite deals extend ValueVision's reach into 8 million additional homes.

The following day, NBC and GE Equity increased their stake in ValueVision to 39.9%, by exercising warrants and purchasing about \$175 million in stock. NBC and ValueVision first aligned last March in an effort aimed at beefing up e-commerce opportunities for the broadcast and cable network. At that time, NBC and GE Equity bought 19.9% of ValueVision for approximately \$44 million in the form of preferred stock and one seat on the ValueVision board.

The satellite carriage deals will put the 24-hour cable channel into 23 million homes, making it the third largest 24-hour shop-

ping network behind QVC and Home Shopping Network. In addition, ValueVision's programming, which covers everything from gold coins and computer equipment to home lighting, is made available to about 7 million subscribers through time block purchases. ValueVision also utilizes Internet e-commerce and direct sales. The publicly traded network reported net income of \$588,000 for the quarter ended April 30, 1999, compared to a net loss of \$964,000 for the same quarter one year ago. Net sales were \$53.1 million in the first quarter of fiscal 2000, compared to \$43.7 million a year earlier, according to ValueVision's quarterly Securities and Exchange filing. The increase was directly tied to a 52% gain in sales generated by the television network, from \$29.1 million last year to \$44.4 million for the first quarter this year.

## Mediacom adds ISP Channel

Mediacom tapped SoftNet's ISP Channel high-speed Internet services for nearly 1 million of its subscribers last week, making it the third largest independent high-speed Internet cable service behind

Excite@Home and RoadRunner. The agreement runs for 10 years with a minimum of five years guaranteed. The terms include a revenue-sharing arrangement plus a commitment by Mediacom to upgrade its cable system for two-way Internet service over a three-year period. In return, Mediacom will be issued 3.5 million shares of SoftNet common stock, making the MSO the ISPC's largest shareholder. Under the agreement, Mediacom Chairman and CEO Rocco Commisso will become a member of the SoftNet board of directors and executive committee.

## Kids watch more Cartoon Network

Cartoon Network pulled in 59% more kids in the first week of July compared to a year ago, the Turner-owned network reported. Kids flocked to the network's three-and-a-half hour block known as *Cartoon Cartoon Friday* on July 2, when the block did a 4.0 among kids 6 to 11. The rating was 135% increase for the time slot over last year. Within *Cartoon Cartoon Friday*, Cartoon Network's new series *I Am Weasel*, airing at 10 p.m., pulled in a 5.3 among 6-11s—the best

rating yet for the program. The second season premiere of *Johnny Bravo* at 9:30 p.m. also did a 5.3 in the same group. Overall, Cartoon Network averaged a 1.2 rating for total day for the week ending July 4, second only to Nickelodeon's 1.6.

## NCTA names new officers

The new leadership at the National Cable Television Association includes Cox Communications President and CEO James Robbins, chairman; Time Warner Cable Chairman and CEO Joseph Collins, vice chairman; Charter Communications Chairman Barry Babcock, secretary, and Insight Communications President Michael Willner, treasurer.

## Cable competitor adds homes

Ameritech New Media added Brecksville, Ohio, (outside Cleveland) to the list of more than 100 cable franchises. By unanimous vote last Tuesday night, the Brecksville City Council allowed Ameritech to compete for the 4,900 households there currently served solely by Cablevision. Ameritech's cable subsidiary has 14 franchises in the Cleveland area and is negotiating with about a dozen area cities and towns. Ameritech is a telecommunications company and the nation's largest cable competitor, with more than 200,000 subscribers in 95 communities.

# Rainbow: Moving on up

*Planned origination and uplinking facility will be equipped with Grass Valley routers*

By Karen Anderson

**W**hen Cablevision's Rainbow Network Communications began operating in the early 1980s, its 18,000 square-foot renovated telephone facility in Floral Park, N.Y. was more than adequate. And it wasn't much of a problem that its satellite uplink site was located about five miles away at Belmont Racetrack in Elmont.

But Rainbow has grown over the years. Today it originates multiple feeds for several networks, including Madison Square Garden Productions (MSG), American Movie Classics (AMC), and Bravo. Rainbow is "producing more programming per square inch that can be imagined," says John Nash, vice president of engineering at systems integrator Communications Engineering, Inc. (CEI).

With CEI's help, Rainbow is getting a new 70,000 square-foot home in Bethpage, N.Y.—a fully digital plant that will co-locate both origination and uplinking operations, while giving Rainbow more elbow room.

CEI, of Newington, Va., is developing the technological infrastructure for the new plant, which will be lodged in an old Grumman aircraft hangar. HLW, New York architectural firm, is handling the conversion.

Renovations are scheduled to begin next month and Rainbow expects the plant will be operational next January.

Rainbow will initially produce 16 channels of programming from the new plant, but Rainbow engineer John Barbieri says it is designed to be "future-proofed"—that is, big enough to accommodate new channels and the development of HDTV. "We can grow to anywhere from 32 up to 40 channels of origination," he says.

The ability to produce and transport HDTV signals is an important consideration for Rainbow, since it already handles some HDTV for Fox Sports New York.

"We're doing [HD] on a small scale right now," Barbieri says. "We're moving backhaul signals from the HD production truck at [the Mets'] Shea Stadi-



*An old aircraft hangar will be reborn as the fully digital home of Rainbow. The programming unit of Cablevision will be capable of originating up to 40 channels.*

um back to our facility here in Floral Park and processing it and sending it out to our cable affiliates. From all indications that's only going to grow."

Most of the infrastructure at the new plant will be capable of handling 360 Mb/s routing, and for HD, Rainbow has decided to go all the way. It will build islands of full-bandwidth 1.5 Gb/s routing so it will be able to transport uncompressed HD signals throughout the plant. "Our position here is to try to keep things as native as possible and as pristine as possible," Barbieri says.

Rainbow will use Tektronix Grass Valley routers with 128 input by 128 output routers that are capable of handling digital signals from 270 Mb/s to 1.5 Gb/s. "Their ability to process signals at that rate [1.5 Gb/s] was an important factor," Barbieri adds.

According to Tektronix, the equip-

ment purchase is valued at \$2.5 million and also includes 16 master control systems, six synchronous AES/EBU digital audio routers, and an assortment of digital systemization modular products.

Since Rainbow is migrating from an analog to a digital plant, it will have to purchase a great deal of new equipment, including monitors and test equipment. The few existing pieces of equipment it is considering bringing to the new plant include a Louth automation system and some video servers, which handle playout for commercials and interstitials.

Rainbow is currently shopping around for other "big-ticket items" such as VTRs and a digital tape format, Barbieri says. "We're still using tape for most of the programming," he adds. "We're going to take it slow as far as migration away from tape." ■

## Fisher Broadcasting picks Ampex

Fisher Broadcasting-owned ABC affiliates KOMO-TV Seattle and KATU(TV) Portland, Ore., have purchased Ampex Data Systems DST(R) 312 digital tape drive in the first step toward an automated server-based playout system. The Ampex DST 312 digital tape will work in conjunction with two Tektronix Profile video servers that will initially handle commercial playout. The DST 312 will hold archived commercial material and will serve as a backup and will free up space on the video servers.

# CBS focuses on hi-def

*Television City, pursuing goal, buys five Hitachi cameras, but still lacks master control suite*

By Karen Anderson

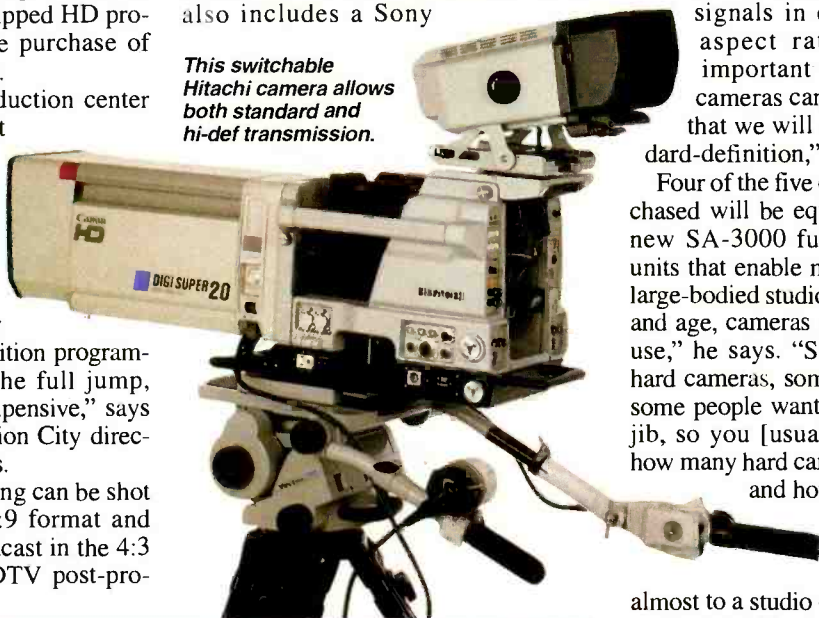
**C**BS Television City last week took another big step toward its goal of a fully equipped HD production facility with the purchase of five Hitachi HD cameras.

The Los Angeles production center still has a way to go. It does not have a HD master control suite. Until it does, it will master the HD programming using its Sony HDCAM and Panasonic D-5 tape machines. "This is a way of getting into high-definition programming without making the full jump, which is outrageously expensive," says Marc Hurd, CBS Television City director of technical operations.

All HDTV programming can be shot and mastered in the 16:9 format and cropped for NTSC broadcast in the 4:3 aspect ratio at CBS' HDTV post-pro-

duction suite. CBS uses a Snell & Wilcox downconverter for formatting. The HD edit suite, which has been operational since November 1998, also includes a Sony

*This switchable Hitachi camera allows both standard and hi-def transmission.*



production switcher, and a Sony HD digital multi-effects system.

CBS' new Hitachi cameras can output standard-definition and HD signals in either a 4:3 or 16:9 aspect ratio. "That is very important to us because these cameras can be used on the stage that we will also need to get standard-definition," Hurd says.

Four of the five cameras CBS has purchased will be equipped with Hitachi's new SA-3000 full studio adapters—units that enable mini-cameras to act as large-bodied studio cameras. "In this day and age, cameras are so diverse in their use," he says. "Some people want all hard cameras, some people want minis, some people want a camera to put on a jib, so you [usually] have to evaluate how many hard cameras you want to buy

and how many handheld you want to buy. This studio adapter kit makes it identical

almost to a studio camera."

Hurd could not say how much CBS spent on the Hitachi cameras. Hitachi's list price with the adapters is \$150,000 each.

At Television City, CBS produces programming for itself and others, including ABC, HBO and Warner Bros. ABC's *Politically Incorrect with Bill Maher* and CBS' game show *The Price Is Right* are produced at the facility. It has also been involved with numerous high-definition projects, including creating an HD master of *The Body Guard* for Warner Bros.

CBS expects to deliver most of its prime time series in high definition this fall, as well as some sporting events, including NFL games. None of CBS' prime time shows are produced at Television City. But, says Hurd, "we anticipate that with the introduction of our own network offering of all prime time series in high definition in the fall, there will be a greater demand [for others] to start producing other programming in high definition."

Although CBS has no customers lined up to use the new cameras yet, Hurd says, "we wouldn't get into it if we didn't think that we had a huge market out there to tap." ■

## American argues for Philly tower

Boston-based American Tower Corp. has wrapped up its testimony before the Philadelphia zoning board for a new tower that would support DTV antennas for the city's TV stations. "I think we presented a strong case that [our tower] would have no [adverse] effect on quality of life," says American Tower President Peter Starke, who hopes for a decision in August.

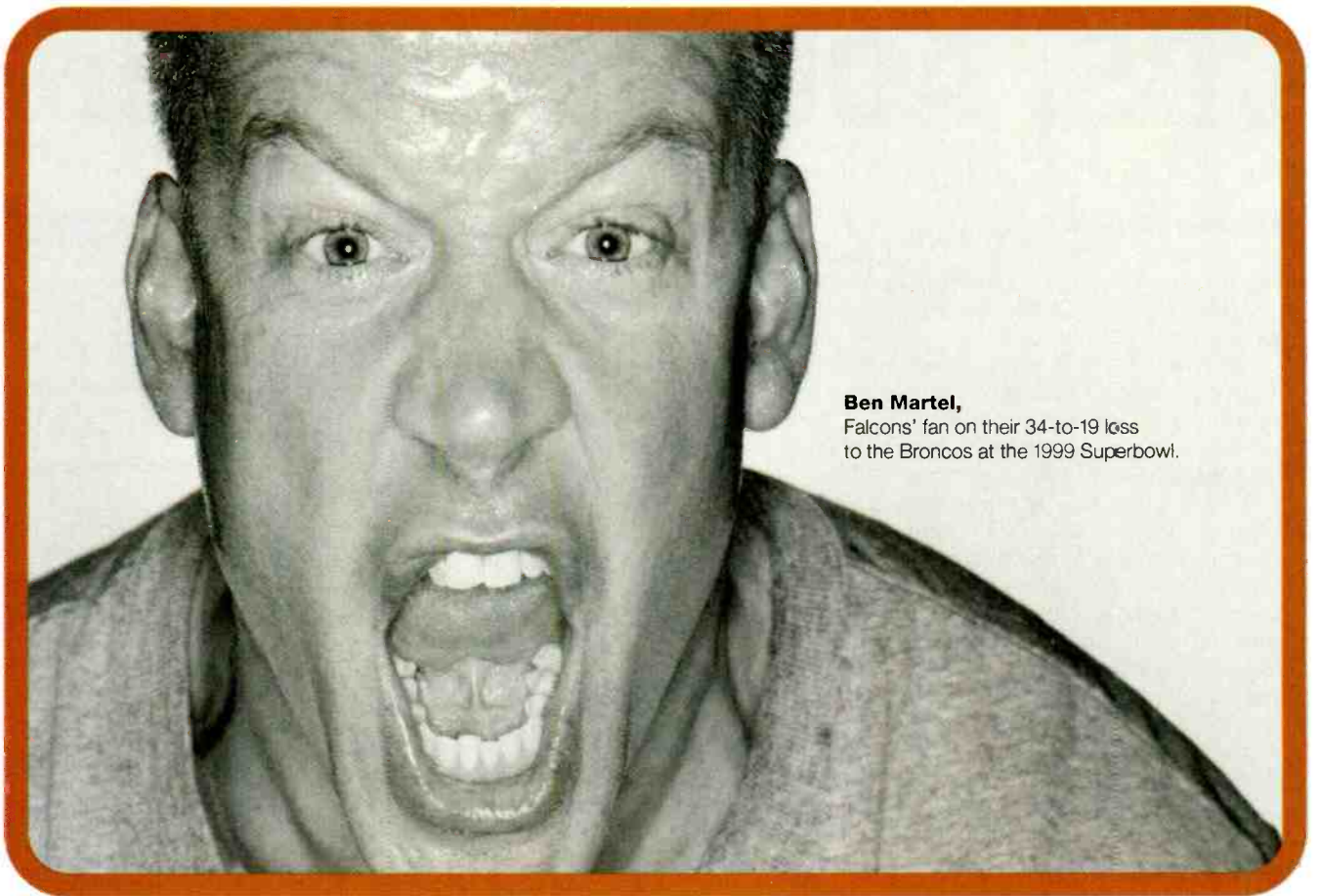
Philcom, of Cinnaminson, N.J., which has proposed an alternative tower, hopes to go before the board soon to make its case. Most residents seem to prefer Philcom's tower because it would be raised on an existing antenna farm, while American's would not. Rather, it would be erected near the Roxborough neighborhood.

What's more, the Philadelphia City Planning Commission recommended the Philcom plan earlier this year. And Philcom President Leonard Stevens says the company has signed a contract to provide antenna space to the city if the tower is approved.

Meanwhile, American has been rapidly expanding. It has acquired a 1,151-foot tower in Philadelphia from Beasley Family Towers of Naples, Fla., which supports antennas for UPN affiliate WPSG-TV and two radio stations. American also acquired from Beasley a 220-foot tower in Atlantic City and a 140-foot tower in Rock Hill, Pa.

In a deal worth approximately \$205 million, American will merge with Tampa, Fla.-based tower operator UNISite, Inc., giving American 600 additional towers. American has also agreed to purchase the assets of San Francisco-based Watson Communication Systems Inc. for approximately \$73 million in cash. The systems include 11 wireless and 10 broadcast towers in the San Francisco area and one teleport. In addition, it has completed a \$38.8 million merger with Vienna, Va.-based CommSite International.

—Karen Anderson



**Ben Martel,**  
Falcons' fan on their 34-to-19 loss  
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Not every viewer appreciates  
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# CBS, AOL play doctor

Online players aim to improve health with prestigious, popular medical links

By Richard Tedesco

**C**BS and America Online struck strategic deals to get just what spin doctors are ordering for a growing number of Web portal players.

CBS picked up a 35% stake in Medscape in a \$150 million deal that will produce a consumer health site, CBS.Medscape.com. CBS will spend that much in promoting the site and the Medscape doctors' site on its media properties over the next seven years. Medscape's site currently claims 1.1 million registered members.

AOL struck a deal with drkoop.com to tap information from the site, which is named after former Surgeon General C. Everett Koop. In addition, AOL is to receive \$89 million from drkoop.com over four years to sell ads on the site

and create an e-commerce business.

"It's AOL embracing a well-understood health brand," says Richard Doherty, analyst for the Seaford, N.Y.-based media consultant Envisioneering Group. In addition to lending his name to the site, Dr. Koop writes a column for it.

AOL and CBS join other portal players aiming to snag growing bands of Net surfers seeking medical tips, according to Doherty. "People look for community advice instead of paying for a clinic or an emergency room."

That includes baby boomers and older Web users who dovetail with CBS' prime demographic. Interest in health already pushes serious traffic to sites such as drkoop.com and the Mayo Clinic's HealthOasis, each drawing 1 million visitors monthly, and the National Institutes of Health site (www.nih.org), drawing 2 million visitors a month. Approximately 55% of health-site visitors are female.

That also explains the appeal for AOL, according to Peter Krasilovsky, analyst for media research company Kelsey Group in Princeton, N.J. He points out that 52% of AOL's users are female. "It is health [content] that really drives sticky usage," he says.

Discovery Communications hung out its shingle with Discoveryhealth.com earlier this month, and is launching its Discovery Health Channel in early August. "This is a dual media play," says John Ford, president of Discovery Health Media. Ford notes that Discovery's "TV brand equity" translates into much-needed credibility for a health-conscious audience.

Discovery.com, the company's principal Web site, which currently averages approximately 1.5 million visitors



Drkoop.com gives AOL some widely recognized medical credentials in a four-year development deal.

## Will TV Survive The Internet?

This timely book enables readers to peer into the future—at the likely effects of television and the Internet on each other and at the possibility of a convergence of the TV set, computer and telephone.

*The Internet Challenge To Television*  
\$29.95 cloth

Bruce M. Owen is president of Economists Incorporated.

Harvard University Press 800-448-2242  
www.hup.harvard.edu



monthly, links to Discoveryhealth.com. Discovery licenses content from Intellihealth, an online health information provider. Discovery Health Channel and the four other Discovery cable networks will also refer viewers to the site.

CNN has an alliance with AccentHealth.com. For its part, CNN promotes the site at the end of health stories it broadcasts. AccentHealth pays CNN for medical reports, which it incorporates into weekly, ad-supported hour programs and distributes by videodisks to 10,000 doctors' waiting rooms. Early next year, AccentHealth plans to deliver the programs via satellite.

"It's where there's a lot of money," says Thomas Hicks, AccentHealth COO. "Health is the next big issue."

And some observers see big online potential for doctors who have built followings over local radio and TV. "We expect you'll see many of these blossoming into franchises," says Doherty.

Irrespective of whether local broadcast markets spawn popular medical mavens, broadcast and cable networks are betting that health sites will prove a potent prescription for the well-balanced news and information portal. ■

## RADIO

### HELP WANTED MANAGEMENT

**General Manager, KHSU-FM Public Radio Station (Administrator II):** Responsible for the management of a public radio station licensed to Humboldt State University. The General Manager serves as the primary representative of the station and is the authorized authority to the Corporation for Public Broadcasting, California Public Radio and National Public Radio; is the station liaison to other University departments and acts as the primary contact for the community and other organizations. This includes community meetings, fund-raising activities, on-air programming and fund-raising, speaking engagements, guest lectures, station tours and media interviews. The General Manager supervises a team of mid-management personnel responsible for various station activities and community volunteers. Working with the Executive Director of University Advancement, the General Manager is responsible for the total fiscal administration of the radio station. Working with assigned University faculty members, the General Manager develops programs that benefit Humboldt's academic mission. Working with a Community Advisory Group, the General Manager develops relationships and community affairs plans that advance the station's public service mission. The General Manager participates in station development activities. This position covered by the California State University Management Personnel Plan. Qualifications: bachelor's degree (master's preferred); minimum of five years radio management experience, with a minimum of two years of public broadcasting management experience. Candidates should submit a letter of application and a detailed resume to: KHSU-FM General Manager Search Committee, c/o Human Resources, Humboldt University, Arcata, CA 95521-8299. Position will remain open until filled. Applications received by July 30, 1999 will be given first consideration.

**Help Wanted:** General Manager AM/FM station combo in Sierra foothills of N. California. 20 FT. Employees. Fax resume to: 530/477-6473. Attn: Scott.

### HELP WANTED NEWS

**Broadcasting:** Minnesota Public Radio has a 30-year history that has carried the public broadcasting industry in exciting new directions. This includes news and information, Classical 24 and MPR On-line. The Mission of Minnesota Public Radio is to enrich the mind and nourish the spirit through radio, related technology and services. We will enhance the lives and expand the perspectives of our audiences, and thereby assist them in strengthening their communities. And now you have an opportunity to become a part of this great history and exciting future. Associate Producer-Morning Edition job #239, Business Reporter job #227, Assistant Producer-Midday job #238. Please visit our website to learn more about these great opportunities at [www.mpr.org/job\\_postings/](http://www.mpr.org/job_postings/) or call our Jobline at 651-290-1395. Or send your resume, cover letter and nonreturnable tape to: Minnesota Public Radio, c/o MCG Human Resources (227); 444 Cedar Street, Suite 1900, St. Paul, MN 55101. AA/EEO Employer.

### HELP WANTED SALES

**Seeking sales manager** for small market stations..must be top biller..top references..motivator of sales people..community minded..send resume to Barry Medlin, PO Box 697, Crossett, Arkansas, 71635...EOE.

### LEASED PROGRAMMING

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

## TELEVISION

### HELP WANTED SALES

## Broadcasting & Cable International Group ADVERTISING SALES

Leading international television magazine group needs top sales person to sell advertising space across multiple titles. Successful candidate will have proven track record in sales and be an aggressive self-starter and closer. Experience in ad sales or the entertainment industry required. Knowledge of international TV industry a plus. We offer a competitive salary and benefits package.

Please send resume w/salary requirements to:

**Cahners Business Information  
HR Dept. - BCSLS  
245 West 17th Street  
New York, NY 10011**

**Sell The Peacock:** Are you a marketing professional ready to enter the booming 34th market? WCMH, NBC O&O, seeks the best sales professional not already on our team. Minimum of three years television sales experience. You must demonstrate a complete knowledge of negotiation skills and excel at new business development. We have the tools, outstanding support staff, plus vendor and marketing experts to facilitate your success. College degree required. Forward your letter of application and resume to Kendrick A. Lubker, Local Sales Manager, NBC4-WCMH, P.O. Box 4, Columbus, Ohio 43216. No phone calls. Drug screening. Equal Opportunity, Affirmative Action Employer.

**Local Sales Manager needed** for WGAL, NBC in the Harrisburg/Lancaster/Lebanon/York, PA. Market. Great station, Enterprise Traffic, Scarborough, TV Scan. Contact Bob Bee, GSM at (717) 393-5851. WGAL TV8 is an Equal Opportunity Employer. M/F/H.

### HELP WANTED SALES

## Broadcasting & Cable

We are a publication of Cahners Business Information, the largest business-to-business information provider in the United States, and we seek dynamic, energetic individuals who have the passion for sales and the talent to thrive in a fast paced environment.

### Account Executive/West Coast

You will be responsible for selling ad space to studios, syndicators and cable networks in the LA area. The ideal candidate for this senior level position should have knowledge of the television industry, as well as print, cable or syndication experience.

### Account Executive/East Coast

You will be responsible for selling advertising in the broadcasting equipment area on the East Coast. The ideal candidate should be a seasoned pro with a proven track record in ad sales for this senior level position. Knowledge of the television production equipment a plus.

### Sales Support

We have two terrific growth opportunities to support our sales department - one on the East Coast and one on the West Coast. The detail-oriented individuals should have knowledge of Word, Excel, PowerPoint and Act, as well as an ability to juggle multiple tasks.

We offer a competitive salary and comprehensive benefits package. Please submit your resume via e-mail: [hny-prx@cahners.com](mailto:hny-prx@cahners.com) or fax: (212) 463-6455. As an equal opportunity employer, Cahners provides a work environment free from all forms of discrimination. This commitment to a diverse workforce is the source of our strength.

**Regional Sales Agent:** Broadcasting's oldest promotion company, Community Club Awards, seeks aggressive sales agent for presentations to radio, television and cable executives. Draw against commission. Six figure potential. Independent contractor. No relocation required. Resume and picture to: Office Manager, CCA, PO Box 151, Westport, CT 06881.

**Local Sales Manager:** We are searching for a highly motivated LSM to lead our successful sales team. Candidate must possess strong team building and coaching skills. Successful candidate should also have the ability to motivate sales staff and direct local sales effort in agency, developmental and value added arena. Three to five years television sales experience required. College degree preferred. Please send cover letter and resume to Personnel Manager, WDBJ Television, Inc., PO Box 7, Roanoke, VA 24022. We are an Equal Opportunity Employer. We do not discriminate on the basis of race, religion, color, sex, age, national origin or disability. No phone calls.

**General Sales Manager:** WLTX-TV, the Gannett CBS affiliate in sunny Columbia, SC, is searching for a General Sales Manager to join our creative management team. Responsibilities include directing sales efforts, training and developing account executives, supervising revenue and expense budgets, and providing direction to local and national reps. Must have excellent communication, presentation, and organizational skills, thorough knowledge of television time sales, including pricing, inventory control, and significant sales management experience. Send resume to Rich O'Dell, 6027 Devine Street, Columbia, SC, 29209. No phone calls please. EOE.

**HELP WANTED SALES**

**Local Sales Manager:** One of the fastest growing top 30 markets in the southeast has an immediate opening for local sales manager. If you're a dynamic leader looking for growth opportunities with a group broadcaster, send us your information. We offer excellent benefits and compensation package. Reply to Box 01571. EOE.

**Director of National Sales Development (Broadcast Television):** Unusual opportunity to align with national sales representative firm and privately held broadcast group to promote value of stations to advertising clients. Based in New York City, this position requires working knowledge of New York advertising agencies, a minimum of 3-5 years in national spot sales (at representative or station level), and ability to work both independently and collaboratively. This senior level sales position requires extensive travel, demonstrated success at implementing innovative sales programs, and strong analytical and computer skills. For our part, we offer a unique opportunity to contribute, and the chance to be part of an entrepreneurial company committed to continued growth, as well as the growth of its employees. Excellent benefits and salary commensurate with experience. Please send resume with earnings history in strictest confidence to: Hubbard Broadcasting, Inc., Attention: Human Resources, Ref. Job #67-99, 3415 University Avenue, St Paul, MN 55114. Equal Opportunity Employer.

**Account Manager, WFAA-TV, Dallas, TX,** 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 an additional *Account Manager*. The position involves overseeing large agency negotiations and managing a team of 3 or 4 account executives. Applicants should have 2-3 years sales management experience and proven ability to manage the development of new business. Please send resumes to: WFAA-TV, Attn: Human Resources, 606 Young Street, Dallas, Texas 75202. Visit our website: [www.wfaa.com](http://www.wfaa.com) WFAA-TV is an equal opportunity employer. WFAA-TV Co., a Belo subsidiary.

**Account Executive:** WPTA-TV, in Fort Wayne, IN, seeks aggressive, highly motivated individual to solicit, sell and service local TV accounts. Ideal candidate will have a minimum one year experience in media sales and an excellent track record in new business development. Must possess strong verbal and written communications skills. Responsibilities include developing new business and expanding existing business. Please send resume to Kristine Putt, WPTA-TV, PO Box 2121, Fort Wayne, IN 46801.

**Fox 10 is seeking an exp. Maintenance Engineer/SNG Op.** The ideal candidate must have 2 years coll/tech. Deg., in electronics reg. Min. 5 yrs broadcast equipment maintenance exp. Req. Class B commercial DL req. Installation and maintenance of broadcast equipment incl. switchers, digital video effects, VTRs (BETACAM/CART and 1"), studio cameras, character generators, graphics equipment, and ENG/SNG units. Must drive/operate the SNG/ENG vehicles. OT, weekends, and holidays req. Local/nat. travel req. Know computer config. related to broadcast sys. Successful candidate will work with various departments to support all eng. functions. Must work in a fast paced environment on multiple projects. EOE/M/F/D/V. No phone calls please. Qualified applicants send resume and salary history to: Human Resources/KSAZ-TV, 511 W. Adams St., Phoenix, AZ 85003.

**HELP WANTED MARKETING**

**Marketing Manager:** Digitally-equipped NBC affiliate in Lexington, KY, seeks a creative, hands-on leader to conceptualize and execute all station promotional and marketing campaigns, both on-air and print. Position requires extensive, prior TV promotion experience, including the writing and producing of news topical and image spots. Work with station management and research consultants to develop overall station image and long-term marketing strategies. Immediate opening. T&R to Station Relations, WLEX-TV, PO Box 1457, Lexington, KY 40591. EOE. Women, African-Americans, and other minorities encouraged to apply.

**HELP WANTED TECHNICAL**

**Part Time Audio Operator (News & Production) (35 hours/week).** *Summary of position:* This position is responsible for operating television analog and digital audio boards and other equipment for both News and Production programs and other studio and remote productions. *Essential Duties & Responsibilities:* Operate live studio and remote audio equipment, assist with setup and teardown of studio and/or remote productions, maintain all battery operated audio equipment, feed back audio related problems to maintenance. *Essential skills, experience & education:* Experience with Macintosh and/or Windows95 computer operation required, minimum two-years professional experience as a television studio news audio operator, experience with a Sony MXP-744 audio console would be desirable. Mandatory membership in IBEW 48, physically able to operate studio camera equipment weighing 50 to 75 pounds, ability and willingness to work flexible shifts of all hours, weekends, holidays and overtime. Send resumes to: Business Dept., KPVT, Channel 12, 211 SE Caruthers, Portland, OR 97214.

**SNG Truck Operator:** Responsible for all remote satellite uplinks including driving the truck to location and operation of truck once on-site. Requires knowledge of satellite operations relating to television news broadcasts. Must have good driving skills and technical expertise in care and operation of SNG, microwave, and videotape. Must pass DOT physical, be able to lift 50 pounds, and work under stress of short deadlines. Send resume and salary requirements to John Creel, News Operations Coordinator, WTVC, PO Box 1150, Chattanooga, TN 37401. Equal Opportunity Employer.

**Maintenance Engineer:** 3 yrs. exp. in maintenance/repair of b'cast equipment, including but not limited to audio/video switchers, tape recorders, cameras, character generators, video servers, sat. receivers/controllers, t-mitters, micro. equip., etc. FCC License/SBE Cert. preferred. Self starter, work under pressure, think on feet! Flex. schedule (early am, eve, late night, w-ends), computer literacy, working knowledge of news station ops. Duties will expand to meet new tech/industry demands. Resume to Michael Tamme, WFTV, 490 E. South St., Orlando, FL 32801. EOE.

**HELP WANTED TECHNICAL**

**FOX 2/KTVI Vice President/Engineering Director:** Direct and manage the technical stability of the station. Manage and maintain operations of all technical equipment, including news, production, transmission facilities, and master control operations. Oversee the station's transition to digital TV. Understanding of digital technology is essential. Develop and implement current and long-range technical operation plans, and prepare departmental expense and capital budgets. Extensive working knowledge of all broadcast systems and knowledge of government regulations and industry standards required to ensure the station's technical compliance. Minimum 5 to 7 years engineering management experience in a television broadcast environment. Significant technical expertise in the planning, implementation, and maintenance of television station facilities, including RF facilities. Requires a strong leader with an ability to direct and motivate the technical staff. Must be a strong team player and be able to instill the concept of teamwork within department and work well with other departments. Requires a strong operational background to support a news operation that produces 6-1/2 hours of local news per day. Send resume to KTVI/FOX 2, Human Resources Director, 5915 Berthold Avenue, St. Louis, MO 63110. Equal Opportunity Employer.

**Assistant Chief Engineer:** For TV/AM/FM facility in metered market. Requires 5 years of experience in maintaining TV studio equipment, prefer including DVCPRO, Beta, M2, 3/4", and Ampex 1"; VGV switchers, Quantel and Chyron graphics, microwave trucks, cameras, etc. Supervisory experience necessary. VHF TV transmitter experience required. Recent radio engineering experience preferred including studio and transmitter equipment. Prefer some college. Salary negotiable based on experience. Must pass drug test. Minorities and women are encouraged to apply. Reply to Box 01574. EOE company.

**Chief Engineer, KETN - Kern Educational Telecommunications Network** is a unique and highly successful operation that offers a full spectrum of services including broadcast television (PBS CP), radio, satellite network and production. We are seeking a hands-on Chief Engineer to plan and supervise the operation, maintenance and repair of TV facilities, transmitters, microwave, satellite uplink, ITFS, etc. Experience with digital video systems and DTV a plus. Licenses or certificates: FCC Commercial General Class Radiotelephone Operator's or FCC Restricted Radiotelephone Operator's permit; SBE desirable. BS degree in electrical engineering, plus four years experience in broadcast engineering; or eight years experience in broadcast engineering. One year supervisory experience. Salary \$4848-\$5875 per month. Maximum entry level \$5337. Filing deadline 8/9/99. To request an application, contact Personnel Services, Kern County Supt. of Schools, 1300 17th St., Bakersfield, CA 93301; phone (661) 636-4747.EOE.

**SEND BLIND BOX RESPONSES TO:**

**BROADCASTING & CABLE**  
**Box \_\_\_\_\_,**  
**245 West 17th St. 7th Fl.**  
**New York, New York 10011**



## HELP WANTED TECHNICAL

**Assistant Chief Engineer - WDSI-TV FOX61** has an immediate opening for an experienced television engineer. The ideal candidate will be computer literate, associate-degreed in electronics or equivalent military training, and have the ability to help support a news environment, transmitter, translator, and all associated broadcast equipment. For confidential consideration, please send resume to WDSI-TV FOX61, Attention HR, 1101 E. Main Street, Chattanooga, TN 37408 or via email to [jferg@fox61tv.com](mailto:jferg@fox61tv.com) Closing date is July 22, 1999. WDSI is EOE and Drug-Free.

**Chief Engineer (Job #99-502):** WTHR, A Dispatch Broadcast Group Station has an immediate opening for a chief engineer. Responsibilities will include technical plant installation and maintenance, supervision of the maintenance and operations staff, management and execution of capital and other projects, FCC compliance and assisting with operating and capital planning budgets. The successful candidate will be an energetic and dynamic leader with a solid engineering, IT and technical management background in a fast-paced, news-heavy environment. Requirements include a BSEE or related degree, SBE or other professional certification and minimum of five years' experience as a medium to large market Chief Engineer or Assistant Chief. Applicants possessing these skills should send a cover letter indicating referral source and resume to the Department of Human Resources, Attn: Job No. 99-502, PO Box 1313, Indianapolis, IN 46206. Replies held in confidence. Qualified minorities and women are encouraged to apply. We are a drug-free and smoke-free environment. Equal Opportunity Employer.

## HELP WANTED NEWS

**What we want is off the cuff** (or off the wall), occasionally irreverent, frequently unpredictable, non-stop attention-getter. Can you believe this is an ad for someone to do weather? ACME Television is looking for an outstanding on-air personality who will double as primary TV station spokesperson in Rocky Mountain Top-50 market. Meteorologist preferred, not necessary. Computer literacy a must, sanity optional. EOE-women, minorities and Vietnam veterans encouraged to apply. Send resume, aircheck, and list of 5 favorite Pauly Shore movies to: ACME Weather c/o ACME Television, 10829 Olive Blvd. Suite 202, St. Louis, MO 63141.

**WREX-TV, the NBC affiliate in Rockford, Illinois,** is looking for a Sports Director. We need someone who is a strong leader, community oriented and thinks beyond the scores and highlights. Must be willing to shoot video. At least 2 years experience preferred. EOE. Send tape and resume to Maggie Hradecky, News Director, WREX-TV, PO Box 530, Rockford, IL 61105.

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

## HELP WANTED NEWS

**WXVT-TV Multiple News Positions Listings:** WXVT-TV in Greenville, Mississippi is in the process of a major news department expansion. We are now offering the following employment opportunities. *10 p.m. Anchor/Reporter, Weekend Anchor/Reporter, Morning Anchor/Reporter, 5 p.m. Producer, Bureau Reporter, and General Assignments Reporter(s).* We have new owners and their pockets run deep. You'll have all the toys, including DVC PRO, Live Capabilities, Excellent Working Environment, and Great Employee Benefits. Rush VHS tapes and resume to: News Openings, WXVT-TV, 3015 East Reed Road, Greenville, MS 38703. *No Phone Calls!* Equal Opportunity Employer.

**Sports Director/Anchor:** This is a M-F position at WSIL-TV in the 76th market. Minimum of 3 years broadcast experience with at least 2 years of daily anchoring experience required. Send non-returnable 3/4" or vhs tape to Don Brown, News Director, 1416 Country Aire Dr., Carterville, IL 62918. EOE. 618-985-2333.

**Reporter (Job #99-706):** WTHR, A Dispatch Broadcast Group station has an immediate opening for a reporter with strong writing, production and storytelling skills, as well as a creative approach to live shots, standups and news packaging. Must be a solid journalist great at breaking news and even better at diligently working a beat and bringing story ideas to the table daily. Other responsibilities will include providing line producer with appropriate scripting and graphics information, working with remote engineers and assignment editors to choose the best "live" locations and generating story/series ideas. Three to five years of on-air television reporting preferred. Bachelor's degree required. Applicants possessing these skills should send cover letter indicating referral source and resume along with a non-returnable tape to the Department of Human Resources, Attn: Job No. 99-706, PO Box 1313, Indianapolis, IN 46206. Replies held in confidence. Qualified minorities and women are encouraged to apply. We are a drug-free and smoke-free environment. Equal Opportunity Employer.

**Photographer/Editor:** Full time News Photographer/Editor wanted in growing competitive market. Must have experience in shooting/editing on DVC-PRO or Beta format's. Microwave Live Truck and Avid Newscutter experience a plus. Must be able to work quickly under multiple deadline pressure. Please send tape (Beta or DVC-PRO) and resume to Box 01573 by July 21, 1999. EOE.

**FOX 2/KTVI, Vice President/News Director:** Ability to lead with a strong team approach by communicating with and motivating a staff of news professionals. Must be able to work equally well with other managers and staff to implement news goals and to communicate these goals effectively. Individual must be a highly energized, proven news leader who can handle a challenge and adapt strong journalistic principles and creativity to 6-1/2 hours of local news daily. This individual must be able to develop and execute the news vision for the station. Must possess the ability to develop personnel and identify talent. College degree required and a minimum of 3-5 years prior News Director experience strongly preferred. Individual must be computer literate and adept at department budget procedures. Send resume to KTVI/FOX 2, Human Resources Director, 5915 Berthold Avenue, St. Louis, MO 63110. Equal Opportunity Employer.

## HELP WANTED NEWS

**News Anchor/Reporter** for KTVW, top Spanish language station. Candidate must have news reporting background and/or comparable degree. Must be able to perform in a "Live" setting and possess excellent translating and communication skills. Familiarity with editing equipment and techniques. Bilingual English/Spanish a must. Qualified candidates please send audition tape with resume to Univision, 3019 E. Southern Avenue, Phoenix, AZ 85040. EOE.

**Medical Producer:** Produce daily stories and sweeps pieces for medical reporter/anchor and our doctor. Two years experience producing TV medical reports. Tapes, resumes, references to: Matt Parcell, Ex. Prod., Special Projects, WFTV, 490 E. South St., Orlando, FL 32801. EOE.

**Fox affiliate is searching for an experienced anchor** for its primary newscast. Candidates need to be great communicators, versatile reporter, conversational writer and team player. Send resume, references and tape to: News Director, WSJV/FOX 28, PO Box 28, South Bend, IN 46624. No phone calls please. EOE.

**News Executive Producer:** WSOC-TV is looking for a creative leader who knows News and loves to win. We are a demanding number one shop with very high expectations...if you are an experienced Senior producer, or are already in the management ranks but looking to grow, then please contact us right away. In addition to directing editorial content of the shows, you'll be responsible for crews, copy editing, and high production values. You must be able to grasp "the big picture" as well as solve little problems quickly and efficiently. If you're interested send tape and resume to: Vicki Montet, News Director, WSOC-TV, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F.

**FOX 2/KTVI - Director/Videotape Editor:** Direct live local news shows, specials and other programming as assigned. Coordinate technical interface with news department and engineering to assure smooth airing of live programs. Assist producer with technical aspects of programs going on air and tape. Coordinate pre-production sessions with engineering, graphic arts, editors and producers. Edit news stories, records and logs incoming feeds. Ability to work under extreme pressure in a fast-paced environment. Must have at least 2 years experience in a news department of a commercial television station. Must be able to work all hours and shifts. Send resume to: KTVI/Fox 2, Human Resources Director, 5915 Berthold Avenue, St. Louis, MO 63110. Equal Opportunity Employer.

**News Director WTAJ-TV, the News leader in the Johnstown-Altoona market (#93),** has an immediate opening for the position of News Director. Candidates should have a Bachelors Degree in Journalism or related field with a minimum of three (3) years general television newsroom experience and three (3) to five (5) years television news supervisory or management experience. Prior News Director experience is preferred. A track record of skillful personnel recruitment and development, positive rating growth of morning, afternoon, and evening news blocks, and experience with news consulting services is desired. Substantial technical knowledge and experience with satellite and traditional ENG equipment a must. Send resume, cover letter, and salary history to General Manager, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16602; (814) 942-1010. EOE.

**HELP WANTED NEWS**

**Chief Photographer:** Needed for area's top news team. Requires solid news judgement plus excellent videography and editing skills. Will supervise seven staff photographers. Must have at least five years of TV news experience. Send resume and tape to Personnel, WTVC, P.O. Box 1150, Chattanooga, TN 37401. *Equal Opportunity Employer.*

**Central Florida News 13** is a dynamic local 24-hour cable news channel in Orlando, Florida. Here's your chance to join a cutting-edge team working in an advanced, digital newsroom in a top Florida market. We are looking for a News Anchor with 2+ years full-time anchoring experience. Responsible for preparing and delivering news content to viewers. Must be comfortable with pre-recorded and live formats. We offer the following: Medical, Dental, Life, Paid Vacation, Personal Leave, Sick Time, 24 Hour Exercise Facility, Credit Union, 401K Savings Plan and more. Send videotape and resume to: Central Florida News 13, Employment, 64 East Concord Street, Orlando, FL 32801. EOE/MF.

**CLTV News, Tribune Company's 24-hour** regional cable newschannel, has an immediate opening for a full time newscast producer. Basic responsibilities include writing of entire newscasts; working on story lineups and ideas; tracking developments of news coverage; timely communication with talent, directors, editors and production staff. Candidates must have at least three years proven experience in broadcast news as a producer or associate producer of entire newscasts. This position requires varying shifts and days per week. We offer excellent employee benefits at our state-of-the-art facility in suburban Chicago. Fax resume to 630-571-0489; or mail to HR Dept, CLTV News, 2000 York, Suite 114, Oak Brook, IL 60523.

**Bureau Reporter:** Experience required. WSOC-TV is looking for a multi-talented storyteller to run one of our bureaus. This person is responsible for making contacts and generating story ideas from this area of our market. This person should be able to shoot & edit as well as deliver on-camera. If you can do the job, please contact Robin Whitmeyer, Senior Executive Producer News and Special Projects, WSOC-TV, Dept. 95, 1901 N. Tryon Street, Charlotte, NC 28206. No phone calls please. EOE/MF.

**Assignment Editor:** WSOC-TV is looking for an aggressive and experienced assignment editor. We are Charlotte's news leader! We are Charlotte's news leader, and we need a leader in the newsroom. You must be organized, be able to manage daily crews and spot news, and plan future assignments. Newsroom computer systems experience a plus. Minimum experience 2 years. Send resume to: Robin Whitmeyer, Senior Executive Producer News & Special Projects, WSOC-TV, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. No phone calls please. EOE/MF.

**Anchor/Reporter:** WSOC-TV is looking for a weekend morning anchor who wants to grow with the number one station in Charlotte. We're looking for an energetic player who enjoys the street as much as the anchor desk. Previous full time anchoring experience. No beginners. Send tape and resume to: Vicki Montel, News Director, Dept. 95, WSOC-TV, 1901 N. Tryon Street, Charlotte, NC 28206. EOE/MF.

**HELP WANTED NEWS**

**Anchor/Reporter (Job #99-705):** WTHR-TV, A Dispatch Broadcast Group station has an immediate opening for an anchor/reporter who will serve as the station's most visible representative and as a broadcast journalist. The ideal candidate will be an accomplished reporter with strong on-air communication skills. Management commitment to the broadcast and to your growth as a anchor/reporter is a priority. No beginners. Requirements include a minimum of five years as a reporter and anchor, strong writing and reportorial skills, and excellent interpersonal communication skills. College degree required. Applicants possessing these skills should send cover letter indicating referral source and resume along with a non-returnable tape to the Department of Human Resources, Attn: Job No. 99-705, PO Box 1313, Indianapolis, IN 46206. Replies held in confidence. Qualified minorities and women are encouraged to apply. We are a drug-free and smoke-free environment. Equal Opportunity Employer.

**News Producer:** Fox affiliate in Northeast coastal community is looking for an experienced producer for a weekday one-hour ten o'clock newscast. Ideal candidate is an excellent writer with solid news judgement, a team player and shows leadership skills. Send a tape of two recent shows to Box 01575. Drug Free and EOE.

**HELP WANTED PROMOTION**

**Promotion Manager:** Coastal Carolina ABC affiliate is looking for someone with proven creative skills. Qualifications include extensive writing and production experience especially with news image and topical promos. Responsibilities also include overall station look, all outside media placement and creative, station projects and special events. Send resume and tape to: General Manager, WCTI, P.O. Box 12325, New Bern, NC 28561 or fax resume to: (252) 638-2575. E.O.E.

**News Promotion Writer/Producer/Editor:** CLTV News is looking for an experienced, self-motivated and highly creative on-air promo producer to add to our team. Part of Tribune Company, CLTV is an Emmy Award-winning news, sports, weather and information channel located in Oak Brook, Illinois. We are ChicagoLand's only 24 hour source for news and we're on the lookout for someone who can produce original, creative, high quality work. If you have strong team skills and the ability to craft compelling news image, non-news promos, radio spots and print ads, then you're the person we want to talk with! This position is responsible for writing, producing and editing promos in a fast-paced news environment. Strong writing skills are a must, as are linear and non-linear writing experience. Send your resume and non-returnable tape to CLTV News, 2000 York, Suite 114, Oak Brook, IL 60523, attention Human Resources.

**Assistant Promotion Director:** Exciting opportunity with Austin's top rated television station. Looking for a hands-on supervisor to write, produce, and oversee all aspects of station news image, topical, and series promotion. Experience in public service and media planning a plus. 1 to 2 years supervising and AVID experience preferred. Send resume and non-returnable tape by July 23, 1999 to: Box 01572 EOE. No phone calls please.

**HELP WANTED PRODUCTION**

**Two Production Managers** needed by leading Christian broadcasting Network. Able to do: live and tape, studio and remote, from pre to post production. Send resume and tape to: Tri-State Christian TV, Inc., PO Box 1010, Marion, IL 62959. An EEO employer.

**HELP WANTED FINANCIAL & ACCOUNTING**

**Major T.V. and Syndication Co.** seeks Director of Production Accounting with 5 years related-experience to supervise accounts payable and payroll departments. Knowledge of Peoplesoft, guild reporting and ADP payroll systems a plus. Excellent organizational and supervisory skills essential. Salary 80K plus. Fax resume and cover letter including salary history to (310) 826-4204.

**HELP WANTED CREATIVE SERVICES**

**TRIBUNE BROADCASTING**

KSWB 5/69, San Diego's Award Winning Warner Bros. affiliate, has a rare opportunity to live, work and be artistic in America's Finest City! We're seeking the following exceptional person to join our Creative Services team:

**Art Director:** Highly skilled individual with distinctive and compelling broadcast and print design sense is needed to help guide all aspects of station creative. We're updating our entire on-air presentation, adding news and expanding the WB-this is your chance to make an impact! Reporting to the director of creative services, you will shape the design of station's on-air presentation, news, promotion, outside media and website, working with a talented team of designers. Must be highly proficient with Adobe After Effects, PhotoShop, Illustrator, Electric Image, SGI, Maya and Quantel graphics systems. Creative vision, organization, a sense of urgency and a winning team attitude are essential, as is a college degree and 3-5 years recent broadcast television experience.

Are you ready for a once in a lifetime opportunity? Send resume and non-returnable VHS tape to: **Will Givens, Creative Services Director, KSWB 5/69, 7191 Engineer Rd., San Diego, CA 92111. Refer to Ad BCAD-07.** KSWB is a Tribune subsidiary and an equal opportunity employer. Women and minorities encouraged to apply. No beginners, telephone calls or emails please.

**HELP WANTED OPERATION**

**Air Operations Manager:** KJCT-TV, owned by Pikes Peak Broadcasting Co. and located in beautiful western Colorado, is seeking a hands-on, detail-oriented leader to train and motivate our operations department. Position is responsible for acquisition, storage, and broadcast of all material aired by station. Duties include hiring, training, and oversight of employees within department. Technical broadcast experience preferred. Send cover letter and resume to EEO Officer, 8 Foresight Circle, Grand Junction, CO 81505.

## HELP WANTED PROGRAMMING



WETA TV 26, "The Nation's Station, The Community's Voice," broadcasting in DC, MD and VA, is creating a dynamic national program production team to develop, finance, produce and deliver television and new media programming of compelling content and high production value for local and national audiences. Open positions include:

#### Programming Executive Director, Co-Production Development

We seek applicants who possess creativity, new media knowledge, an inventive attitude in pursuing production ideas with partners, superb relationship-building skills, and solid business acumen, coupled with a strong team-play spirit and substantial experience in television/cable/video/film programming, a track record of cost-efficient production, international contacts and financial management.

#### Production Controller

Serve as a project financial manager as part of a team working together to produce innovative, high quality programming for local and national audiences.

Visit our Website, <http://www.weta.org>, for complete job announcements and other employment opportunities.

Send a cover letter, salary requirements, and resume to: **Human Resources Department, WETA TV 26, 2775 South Quincy Street, Arlington, VA 22206, FAX: (703) 998-2034. E/D/M/F/V**

## HELP WANTED OPERATION

**Director of Commercial Operations:** WCSC-TV Traffic/Sales Department is seeking a Director of Commercial Operations. Candidates must possess current knowledge and experience in VCI computer software or a comparable equivalent. Advanced knowledge in Windows 95 is required with a heavy concentration in Excel. We are looking for a person who is a progressive forward thinker with good analytical instincts and excellent leadership skills to assist sales management in inventory control and pricing. In addition, individual should have a thorough knowledge of television station operations and have the ability to work on several projects simultaneously. Candidate should also have the skill to forecast future sales and revenue opportunities for the station. Responsibilities would include supervising the daily functions of the traffic department; software updates and program formats; inventory control and log format maintenance; daily and weekly notification of avails, makegoods, late runs and pre-empts and timely keying of national and local orders. Also pulling system sales reports for GM, GSM, LSM, and NSM continuity control and staff training. Send resume to WCSC-TV, Human Resources Director, 2126 Charlie Hall Blvd., Charleston, SC 29414. EOE. A division of Jefferson Pilot Communications. No phone calls please.

**TAKE A LOOK:**

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

## CABLE

## HELP WANTED TECHNICAL

## NETWORK MANAGEMENT CENTER COORDINATOR

At **Galaxy Latin America, LLC (GLA)**, we provide **DIRECTV™**, a direct-to-home satellite television service, to Latin America and the Caribbean. Millions of viewers depend on our quality options in Spanish, Portuguese, and English programming, from the United States, Europe, Latin America, and Asia. We currently seek a qualified candidate to join our Ft. Lauderdale office.

This position will be responsible for overseeing monitoring and troubleshooting activities; training technicians; writing manuals and procedures; reading and correcting all operation logs; preparing performance reports; developing Intranet document management; updating and maintaining operations databases; providing critical information relating to programming, serving as a point of contact between regional broadcast centers and GLA.

The qualified candidate will have 2-4 years satellite communications or TV broadcast operations experience with PC proficiency including experience in generating reports and graphics in MS Access, Excel and Word. Experience with web development software is highly desired. A Bachelor's degree in Telecommunications, Computer Science training or equivalent IT industry experience is highly desirable; Master's degree preferred. Must be bilingual in English/Spanish and be willing to work on a shift rotation that will include nights, weekends and holidays.

In return for your professional abilities, we offer an attractive compensation and benefits package. For immediate consideration, please send or fax a cover letter along with your resume and salary history to: **Galaxy Latin America, REQ# 99244, P.O. Box 24800, Ft. Lauderdale, FL 33307. Fax: (954) 958-3341. E-mail: [hr@directvglm.com](mailto:hr@directvglm.com)** No phone calls please. Equal Opportunity Employer.



## HELP WANTED DIRECTOR

## Director, Library Systems

A&E Television Networks is seeking an experienced professional for a newly created position overseeing all video library systems. Based in our Stamford operations facility, the individual will be responsible for upper level budget and process control, development of enhanced library procedures, and ability to meet the demands of a robust and dynamic environment. The qualified candidate will have 7-10 years experience conducting tape library traffic, edit session support, dubbing and conversion, and technical quality control. 5 years experience in tape tracking and archive management and 3-5 years experience in new technologies, close-captioning, and hybrid information integration is required, along with day-to-day management of a diverse staff spread throughout various facility locations in the tri-state area.

Please forward resume with SALARY REQUIREMENTS to:

**A&E Television Networks**  
Human Resources/DLS  
235 East 45th Street  
New York, NY 10017  
Fax: (212) 907-9402  
Email: [recruiter@aetn.com](mailto:recruiter@aetn.com)



No phone calls please. EOE

**News Director (Job #94-400):** Are you innovative? Are you inspiring? Can you nurture and lead? Are you a gifted journalist? Are you a good producer, writer and reporter? Do you challenge yourself to meet high ethical and moral standards? Are you a strong manager with news director experience? These are the attributes we're seeking in the next News Director of the Ohio News Network, the nation's first statewide cable news channel. We're two years old and expanding rapidly. We are determined to be the best regional news channel and we need the best. Qualified candidates should send resume to ONN, Human Resources, Job #94-400, 770 Twin Rivers Drive, Columbus, Ohio 43215. Equal Opportunity Employer. We are a Smoke and Drug Free Workplace.

**Maximum Exposure Low Cost!**

**When placing print ad, simply request to run on our website for an extra \$50/wk.**

HELP WANTED PROMOTION

Fox Sports Net

## ON-AIR PROMOTION PLACEMENT MANAGER

Fox Sports Net is seeking an On-Air Promotions Placement Manager to manage a department of 10 Promotion Supervisors and to oversee the placement of on-air promotion for a number of Regional Networks. Must be able to work in a fast-paced multi-channel cable environment. Previous experience in On-Air promotion planning and placement is essential.

Must be prepared to manage a group of sports enthusiasts in a sometimes hectic situation and be willing to relocate to Texas.

We offer a competitive salary and comprehensive benefits package, 401(k) plan and professional work environment. For immediate consideration, please send resume and salary history to: Fox Sports Net, Attn: DT/OAPM, 1440 Sepulveda Blvd., Ste. 118, Los Angeles, CA 90025; fax (310) 444-8490. NO PHONE CALLS PLEASE. Equal Opportunity Employer.



HELP WANTED ANALYST

## Discovery



DISCOVERY  
COMMUNICATIONS  
INCORPORATED

### Affiliate Sales & Marketing

### Discovery Networks, US Bethesda, MD

### Analyst — Network Development

Seeking a professional to compile and analyze cable industry trends; prepare updates on key changes; monitor and analyze cable system joint ventures and system swaps; prepare contract summaries that reflect economic terms, benchmarks, rates and carriage terms; and prepare sales proposals.

To qualify, you'll need a BS/BA, 5 years' business development experience, including 3 years in project management, excellent analytical and communications skills, and the ability to review and understand economic terms in legal documents. Proficiency in MS Office is a must. An MBA is a plus.

Please submit your resume and salary requirements to:  
Discovery Communications, Inc.

Job Code: ND/Analyst

Human Resources,  
7700 Wisconsin Ave.,  
Bethesda, MD 20814

NO PHONE CALLS. EOE.

HELP WANTED ANALYST



## SENIOR ANALYST Programming Research

We are Comedy Central, the only "All Comedy" network. We seek a detail-oriented professional for a challenging diverse career opportunity. Your responsibilities will include analyzing Nielsen ratings with regards to program scheduling and overall ratings performance/trends; coordinating both qualitative and quantitative research projects including research relevant to program scheduling, program development, consumer and trade marketing and new business development.

You must have a college degree, with a minimum of 2 to 3 years' related experience (preferably in television research) and excellent analytical, oral/written communication and computer (MS Word & Excel) skills. Please forward resume and salary requirement to:

**COMEDY CENTRAL**  
1775 Broadway  
New York, New York 10019  
Fax: (212) 767-4257  
(No Phone Calls Please)

Equal Opportunity Employer

HELP WANTED MANAGEMENT

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## INTERNET

### SERVICES

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



SEND BLIND BOX RESPONSES TO: BROADCASTING & CABLE  
Box \_\_\_\_\_, 245 West 17th St. 7th Fl. New York, New York 10011

## ALLIED FIELDS

## HELP WANTED INSTRUCTION

**The State University of New York** at New Paltz seeks applicants for a one year appointment to begin in late August in the area of electronic media production. Must be able to teach audio production, portable and studio video production, and electronic media writing. Ability to teach international media systems a plus. Important for candidate to have desktop video/digital audio skills. Master's degree required with professional experience. Ph.D. preferred. SUNY New Paltz is a four year college with over 7500 students, located in the beautiful mid-Hudson Valley, 75 miles north of New York City. Send letter of application, resume, and three references by July 19th to: Chair, Media Production Search Committee, Affirmative Action Office, HAB 301, SUNY New Paltz, 75 S. Manheim Blvd., New Paltz, NY 12561. AA/EOE/ADA.

**TV/Radio Production Instructor** needed for Palm Beach, Florida High School. Degree and/or 5 years professional experience necessary. Fax resume to (561) 775-7251.

**Faculty position available in Mass Communications.** 10 years of professional broadcast news experience and a master's degree, required. Excellent salary and fringe benefits. Applicants should send letter of application, vita and names of three professional references to: Ted White, Chair, Department of Mass Communications, Southern University, P.O. Box 9770, Baton Rouge, LA 70813. Fax: (225) 771-4943.

## HELP WANTED TECHNICAL

**The Newseum**, the world's only interactive museum of news, has created a mobile exhibit that will take some of the museum's most popular artifacts, videos and displays to locations all across the USA. We are seeking a Broadcast Engineer to work with the Senior Engineer on this traveling mobile pavilion, Newseum Newscapade. The successful candidate will have a minimum of three years experience in all facets of audio/video maintenance and operation with an emphasis on electro-mechanical skills. This individual will help in the setup, operation, and teardown of this multi-tractor/trailer portable display. The technical challenges are many in this state-of-the-art facility. The position requires maintaining a rigorous travel schedule and the ability to lift fifty pounds. More information on The Freedom Forum and the Newseum can be found at [www.freedomforum.org](http://www.freedomforum.org).

## HELP WANTED VIDEO

**Royal Caribbean International** is one of the world's most recognized cruise lines, presently operating twelve modern luxury cruise ships worldwide. We currently have the following challenging opportunity on board our ships in the Cruise Programs Department. **Video Programmer.** We're looking for Shooters who can edit and Editors who can shoot! Production/Animation/Talent with shooting and editing skills. Experience with Avid and Sony 2000 editing, Multicamera live switching, Graphic Computer skills desired. *Extensive travel required.* All candidates must be minimum 21 years of age. Royal Caribbean International offers competitive salaries and a generous benefits package. Send resume and VHS demo tape to: Royal Caribbean International, Re: Video Programmer Position, Attn: Brenda Benoit, 1050 Caribbean Way, Miami, FL 33132. E/O/E.

## HELP WANTED DEVELOPMENT

**Assistant Development Manager:** WGUV in Grand Rapids, Michigan seeks aggressive, service-oriented Assistant Development Manager. Applicant must possess strong fundraising experience. Demonstrated ability to create, develop and implement new and unique fundraising opportunities with on-air pledging and strong major gift strategies; experience working well with large volunteer staff; ability to assist in leading the department to new levels of success. Proven ability to optimize performance of all existing fundraising activities. Excellent organizational and communication skills. A college degree in relevant field preferred or appropriate combination of experience and education. Salary: \$30,000 - \$48,000. **Responsibilities:** This position is responsible for overseeing the annual auction, as well as raising private funds annually for WGUV's public television and radio stations by developing and implementing fundraising strategies for on-air pledging, direct mail, telemarketing, major gifts, planned giving, corporate and foundation requests, and special events. Responsibility to cultivate new revenue streams; increase the quality of the annual auction, and higher bid to retail ratios. Coordinate with Development Manager in raising development revenue for two PBS TV stations, two NPR FM stations, and two NPR AM stations and ancillary fundraising activities, and assist in managing department budgets and staff. *Electronic applications are encouraged.* Please send cover letter expressing your view on the financial partnership of public investment and private contributions in an increasingly competitive fund-raising environment, resume, salary history/requirement and 4 references to: Michael T. Walenta, General Manager, WGUV, 301 W. Fulton, Grand Rapids, MI 49054-6492. Please note how you became aware of this position. Email address: ZZZ8699@gvsu.edu Resumes must be in our office no later than August 13, 1999. EEO/AA.

## WANTED TO BUY EQUIPMENT

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

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## EMPLOYMENT SERVICES

## WSA

**Radio & TV Jobs in the Beautiful Northwest**  
On-air, sales, engineering, production, management. **Washington State Association of Broadcasters Job Bank.**

Phone: 360-705-0774 Fax: 360-705-0873

## FOR SALE STATIONS

**Colorado Combo:** Profitable 27kw. Class C FM and 1kw. AM in southwest corner. Only stns operating out of county. \$875,000, negotiable w/ terms. EXPLORER @ 561-776-8245 Fax: 561-776-8246.

## BROADCASTING &amp; CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Brent Newmoyer at (212) 337-6962 or Yuki Atsumi at (212)337-6960.

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

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.50 per word, \$50 weekly minimum. Situations Wanted: 1.35¢ per word, \$27 weekly minimum. Optional formats: Bold Type: \$2.90 per word, Screened Background: \$3.00, Expanded Type: \$3.70 Bold, Screened, Expanded Type: \$4.20 per word. All other classifications: \$2.50 per word, \$50 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$218 per inch. Situations Wanted: \$109 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

## Color Classified Rates

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

Online Rates: \$50 additional to cost of ad in magazine

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

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

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FAX: (941)329-6030  
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Coldwater, Michigan 49036  
Phone: 517-278-7339

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Gaithersburg, MD 20877  
301-921-0115  
Member AFCCCE

## HATFIELD & DAWSON

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# CHANGING HANDS

The week's tabulation of station sales

## TVS

### KTVK(TV) and LMA for KASW(TV) Phoenix

**Price:** \$315 million cash (includes 50% of Arizona News [cable] Channel; B&C, July 5)

**Buyer:** A.H. Belo Corp., Dallas (Robert W. Decherd, chairman); owns/is buying 22 TVs

**Seller:** MAC America Communications Inc., Phoenix (Delbert Lewis, president); no other broadcast interests

**Facilities:** KTVK: ch. 3, 100 kw, ant. 1,670 ft.; KASW: ch. 61, 2,510 kw, ant. 1,774 ft.

**Affiliations:** KTVK: independent; KASW: WB

### KHNL(TV) and LMA for KFVE(TV) Honolulu and KASA-TV Santa Fe/Albuquerque, N.M.

**Price:** \$88 million cash (B&C, July 5)

**Buyer:** Raycom Media Inc., Montgomery, Ala. (John Hayes, president); owns 34 TVs, one AM and one FM

**Seller:** Belo (see item, above)

**Facilities:** KHNL: ch. 13, 316 kw, ant. 20 ft.; KFVE: ch. 5, 95.5 kw, ant. 161 ft.; KASA-TV: ch. 2, 28.2 kw, ant. 1,968 ft.

**Affiliations:** KHNL: NBC; KFVE: UPN; KASA-TV: FOX

## COMBOS

### WLOB(AM) Portland and WLLB(AM)- WLOB-FM Rumford/Portland, Maine; WROL(AM) Boston and WACE(AM) Chicopee/Springfield, Mass., and WRIB(AM) Providence, R.I.

**Price:** \$20 million

**Buyer:** Catholic Family Radio, San Diego (John Lynch, chief executive); owns 10 other AMs

**Seller:** Carter Broadcasting Corp., Boston (Ken Carter, president); owns WCRN(AM) Worcester/Boston, Mass.

**Facilities:** WLOB(AM): 810 khz, 5 kw; WLLB: 790 khz, 1 kw day, 21 watts night; WLOB-FM: 96.3 mhz, 100 kw, ant. 1,440 ft.; WROL: 950 khz, 5 kw day, 90 w night; WACE: 730 khz, 5 kw day, 8 w night; WRIB: 1220 khz, 1 kw day, 166 w night;

**Formats:** WLOB(AM): religion/talk; WLLB: big band; WLOB-FM: divided/religion; WROL: talk/religion; WACE: religion; WRIB: religion/Spanish

### WBEC-AM-FM Pittsfield, Mass., and WZEC(FM) Hoosick Falls/Albany, N.Y.

**Price:** \$4.65 million

**Buyer:** Tele-Media Co. LLC, Bellefonte, Pa. (Ira Rosenblatt, president); owns WABY(AM)-WKLI(FM) Albany, WABY-FM Ravena/Albany and WKBE(FM)

## PROPOSED STATION TRADES

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

### THIS WEEK

TVs ■ \$403,000,000 ■ 2  
Combos ■ \$34,803,099 ■ 9  
FMs ■ \$69,150,000 ■ 7  
AMs ■ \$600,000 ■ 1  
Total ■ \$507,553,099 ■ 19

### SO FAR IN 1999

TVs ■ \$2,455,659,005 ■ 45  
Combos ■ \$889,377,435 ■ 90  
FMs ■ \$915,763,189 ■ 148  
AMs ■ \$123,124,689 ■ 107  
Total ■ \$4,383,924,318 ■ 390

Warrensburg/Schenectady, N.Y.

**Seller:** Artiaur Communications Inc., Newport, R.I. (Joseph V. Gallagher, president); owns WMVY(FM) Tisbury/Vineyard Haven, Mass.

**Facilities:** WBEC(AM): 1420 khz, 1 kw day; WBEC-FM: 105.5 mhz, 950 w, ant.

590 ft.; WZEC: 97.5 mhz, 450 w, ant. 1,115 ft.

**Formats:** WBEC(AM): talk/sports; WBEC-FM: CHR; WZEC: Christian

**Broker:** Media Services Group Inc.

### KASI(AM)-KCCQ(FM) Ames/Des Moines, Iowa

**Price:** \$4 million

**Buyer:** Clear Channel Communications Inc., San Antonio (L. Lowry Mays, chairman); owns/is buying 22 TVs, 157 other AMs and 284 other FMs, including KKDM(FM) Des Moines

**Seller:** Ames Broadcasting Co., Ames (Betty Baudler, president); no other broadcast interests

**Facilities:** AM: 1430 khz, 1 kw day, 32 w night; FM: 105.1 mhz, 25 kw, ant. 328 ft.

**Formats:** AM: oldies; FM: CHR

**Broker:** Jorgenson Broadcast Brokerage (buyer); Connelly Co. (seller)

### KGHL(AM)-KIDX(FM) Billings and KRSQ(FM) Laurel/Billings, Mont.

**Price:** \$3.55 million

**Buyer:** New Northwest Broadcasters II

## WAITT BROADCASTING

has acquired

## WDFX-TV

Dothan, Alabama

from

## WOODS TELEVISION COMPANY

for

## \$7,850,000

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



## Kalil & Co., Inc.

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

Inc., Bellevue, Wash. (Michael W. O'Shea, chairman; Ivan E. Braiker, president) owns/is buying two AMs and five FMs. O'Shea and Braiker also own New Northwest Broadcasters Inc., which owns two AMs and six FMs  
**Seller:** Marathon Media LLC, Chicago (Bruce Buzil, manager); owns 11 AMs and 24 FMs  
**Facilities:** KGHL: 790 khz, 5 kw; KIDX: 98.5 mhz, 85 kw, ant. 370 ft.; KRSQ: 101.7 mhz, 100 kw, ant. 420 ft.  
**Formats:** KGHL: classic country; KIDX: country; KRSQ: CHR  
**Broker:** Star Media

**30.6% of KAWW-AM-FM Heber Springs/Little Rock and KHTE(FM) Lonoke/Little Rock, Ark., and KLRA(AM)-KLEC(FM) (formerly KHUG(FM)) England, Ark./Branson, Mo.**  
**Price:** \$1.5 million  
**Buyer:** Henry G. Luken, Soddy-Daisy, Tenn.; no other broadcast interests  
**Seller:** Arkansas Media LLC, Little Rock (Larry Morton, principal). Morton is president of Equity Broadcasting Corp., which owns/is buying 13 TVs, six AMs and six FMs  
**Facilities:** KAWW(AM): 1370 khz, 1 kw day; KAWW-FM: 100.7 mhz, 50 kw, ant. 328 ft.; KHTE: 106.3 mhz, 50 kw, ant. 492 ft.; KLRA: 1530 khz, 250 w day; KLEC: 96.5 mhz, 3 kw, ant. 148 ft.  
**Formats:** KAWW-AM-FM: oldies; KHTE: CHR; KLRA-KLEC: contemporary country

**KWUF-AM-FM Pagosa Springs, Colo.**  
**Price:** \$680,000  
**Buyer:** Wolf Creek Broadcasting LLC, Pagosa Springs (William G. Spears Jr. president); no other broadcast interests  
**Seller:** Stubbs Broadcasting Co. Inc., Pagosa Springs (Donald S. Stubbs, president); no other broadcast interests  
**Facilities:** AM: 1400 khz, 1 kw; FM: 106.3 mhz, 3 kw, ant. 1,299 ft.  
**Formats:** AM: country; FM: oldies  
**Broker:** Explorer Communications Inc.

**KIFG-AM-FM Iowa Falls, Iowa**  
**Price:** \$320,000  
**Buyer:** Times Citizen Communications, Iowa Falls (Mark H. Hamilton, president); no other broadcast interests  
**Sellers:** John P. and Patricia Whitesell and James Starr, Iowa Falls; no other broadcast interests  
**Facilities:** AM: 1510 khz, 1 kw day, 500 w night; FM: 95.3 mhz, 6 kw, ant. 194 ft.  
**Formats:** Both AC/country

**KFLP(AM)-KFLM-FM Floydada, Texas**  
**Price:** \$103,000  
**Buyer:** Anthony L. Ricketts, Floydada; no other broadcast interests

**Sellers:** Spouses Robert L. and Charlene Alldredge, Floydada; no other broadcast interests  
**Facilities:** AM: 900 khz, 250 w day; FM: 95.3 mhz, 3 kw, ant. 240 ft.  
**Formats:** Both country  
**WGLH(AM)-WQLA-FM La Follette, Tenn.**  
**Price:** \$99  
**Buyer:** Clifford E. Jennings, La Follette; no other broadcast interests  
**Seller:** Ronald A. Scott, Knoxville, Tenn.; no other broadcast interests  
**Facilities:** AM: 960 khz, 1 kw day; FM: 104.9 mhz, 1.1 kw, ant. 499 ft.  
**Formats:** AM: Southern gospel; FM: C&W

**FMS**

**Frequency of KLTY(FM) Fort Worth/Dallas**  
**Price:** \$65 million  
**Buyer:** Hispanic (formerly Heftel) Broadcasting Corp., Dallas (McHenry T. Tichenor Jr., president); owns 16 AMs and 22 other FMs, including KDXX-FM Corsicana/Fort Worth/Dallas, KDXX(AM) Dallas/Fort Worth, KHCK(FM) Denton/Dallas/Fort Worth, KESS(AM) Fort Worth/Dallas, KDOS(FM) Gainesville/Dallas/Fort Worth and KDXT-FM Granbury/Dallas/Fort Worth. Note: Sunburst Media LP's attempt to buy station fell through (B&C, April 5)  
**Seller:** Metroplex Broadcasting, Irving, Texas (Marcos A. Rodriguez, president); owns KDMM-FM Highland Park/Dallas, Texas  
**Facilities:** 94.1 mhz, 100 kw, ant. 1,585 ft.  
**Format:** Contemporary Christian rock

**WBRU(FM) Providence, R.I.**  
**Price:** \$2 million  
**Buyer:** Capstar Broadcasting Corp., Austin, Texas (R. Steven Hicks, chairman/3.2% owner; Thomas O. Hicks, principal owner/chairman, Hicks, Muse, Tate & Furst Inc.); owns 91 AMs and 224 FMs including WHJJ(AM) and WHJY(FM) Providence and WSNE(FM) Taunton, Mass./Providence. Note: Capstar is being bought by Tom Hicks' Chancellor Broadcasting Corp.  
**Seller:** Brown Broadcasting Service Inc., Providence (Ron Klein, chairman); no other broadcast interests  
**Facilities:** 95.5 mhz, 20 kw, ant. 440 ft.  
**Format:** Alternative rock

**WSLD(FM) Whitewater, Wis.**  
**Price:** \$700,000  
**Buyer:** WPW Broadcasting Inc., Monmouth, Ill. (Wayne W. Whalen, owner); no other broadcast interests  
**Seller:** SLD Broadcasting Ltd., Elkhorn, Wis. (Benjamin D. Rosenthal, vice president); no other broad-

cast interests  
**Facilities:** 104.5 mhz, 6 kw, ant. 328 ft.  
**Format:** Country  
**WQVE(FM) Camilla/Atlanta, Ga.**  
**Price:** \$675,000  
**Buyer:** Cumulus Media Inc., Milwaukee (Richard W. Weening, chairman, Lew Dickey, vice chairman); owns/is buying 70 AMs and 156 other FMs  
**Seller:** Williams Communications Systems Inc., Atlanta (Earnest J. Davis III, general manager); no other broadcast interests  
**Facilities:** 105.5 mhz, 6 kw, ant. 300 ft.  
**Format:** Urban contemporary

**WLGX(FM) Carolina Beach/Wilmington, N.C.**  
**Price:** \$480,000  
**Buyer:** Ocean Broadcasting LLC, Wilmington (Carl V. Venters Jr., chairman); owns WAHH(AM) and WMFD(AM)-WRQR(FM) Wilmington  
**Seller:** Baker Broadcasting N.C. Inc., Isle of Palms, S.C. (Frank Baker, principal); owns WWBZ(FM) McClellanville/Isle of Palms/Charleston, S.C.  
**Facilities:** 106.7 mhz, 1.8 kw, ant. 253 ft.  
**Format:** AC  
**Broker:** Patrick Communications

**KIXC-FM Quanah, Texas**  
**Price:** \$155,000  
**Buyer:** Michael Augustus, La Marque, Texas; is selling construction permit for KGJF(FM) Markham, Texas (B&C, June 14)  
**Seller:** Glen A. Ingram, Quanah; no other broadcast interests  
**Facilities:** 100.9 mhz, 3 kw, ant. 192 ft.  
**Format:** Country

**Construction permit for KAOH(FM) Lompoc, Calif.**  
**Price:** \$140,000  
**Buyer:** Brian Costello, Guerneville, Calif.; no other broadcast interests  
**Seller:** Lompoc Minority Broadcasters Partnership, Bakersfield, Calif. (Richard Keating, principal); no other broadcast interests  
**Facilities:** 104.9 mhz, 330 w, ant. 1,000 ft.

**AMS**

**WRCW(AM) Canton, Ohio**  
**Price:** \$600,000  
**Buyer:** Otter Communications Ltd., Youngstown, Ohio (Daniel C. Ott Jr., president); owns WASN(AM) Youngstown, Ohio  
**Seller:** Arcey Broadcasting Inc., Canton (R.D. Colaner, president); no other broadcast interests  
**Facilities:** 1060 khz, 5 kw day  
**Format:** AC

— Compiled by Alisa Holmes



# Go Westwood, radio fan

**G**o ahead. Try to get Joel Hollander on the telephone. When you finally do, be prepared to be put on hold—numerous times. This is a busy man. Busy for the past eight months retooling Westwood One Inc., the nation's largest radio syndicator.

So far, Hollander's 11-hour days have paid off. Since he assumed the presidency last Nov. 1, the company's stock price has more than doubled, from \$18.375 on Nov. 3 to \$37.563 last Tuesday (The stock hit a 52-week high of \$37.688 on June 22).

"Westwood One was clearly in a rut," says radio broker Gary Stevens, who had worked with Hollander at WHN(AM) New York. Hollander has given Westwood One "a more level helm," Stevens adds. "He clearly has brought some order where there may have been less order."

When Hollander joined WHN as a salesman in 1985, "it was evident from the very beginning that he had a greater dimension than that [position]," Stevens continues. "He was a three-dimensional guy in a two-dimensional world."

Hollander's world assumed a whole new dimension when Jeffrey H. Smulyan of then-Emmis Broadcasting Corp. bought WHN and in 1987 converted it to the nation's first all-sports-talk radio station, WFAN. It was "a miserable failure at first," Hollander says. *The New York Times* even called the new format "too much of a bad thing."

"It was a struggle, but Joel always believed in it," Smulyan says. He credits Hollander's "absolutely tireless work" for taking WFAN from \$4 million in revenue to \$29 million that first year.

Appointed vice president/general manager by Mel Karmazin, who bought WFAN in 1991, Hollander went on to transform WFAN into the largest-grossing radio station, and it has reigned for five years.

While Hollander created a leader in WFAN, he is proudest of his charity work there. In 1993, after losing a daughter to Sudden Infant Death Syndrome, Hollander and his wife founded the CJ Foundation for SIDS. WFAN personality Don Imus—now syndicated by Westwood One—brought the cause to the airwaves.

The station's 24-hour telethons have raised \$8 million for SIDS research, says Hollander, who also is a board member of Tomorrow's Children's Fund and the CBS Foundation.



*"You can't sit on your laurels because the world will pass you by."*

## Joel Laurence Hollander

**President/Chief Executive Officer, Westwood One Inc., New York; b. Feb. 11, 1956, Bronx, N.Y.; B.A., Indiana State University, Terre Haute, Ind., 1978; account executive, WETO(AM) Deland, Fla., 1978; account executive, WMFJ(AM)-WQXC-FM Daytona Beach, Fla., 1978-80; account executive, WXLO-FM, New York, 1980; account executive, WBLS(FM), New York, 1980-81; account executive, WKTU(FM), New York, 1982-85; retail sales manager, WHN(AM)-WAPP-FM, New York, 1985-86; local sales manager, WRKS-FM, New York, 1986; general sales manager, WHN [became WFAN(AM)], New York, 1986-91; vice president/general manager, WFAN, New York, 1991-1998; current position since November 1998.**

Hollander and his wife have two children; he declines to disclose family members' names. While professing to be a workaholic, Hollander maintains that "You have to have a life outside of work."

According to Stevens, Hollander is "a rare guy in radio, who can balance his personal with his business interests."

Professionally, "the best thing in the world that happened to me is that Mel bought WFAN," Hollander says. He and Karmazin, who had first hired Hollander in 1982, have compatible styles: Both are direct and bottom-line oriented. "Mel likes results, period," Hollander says. Westwood One is 25% owned and technically managed by Karmazin's CBS Corp., though Karmazin leaves day-to-day operations to Hollander.

Karmazin was not available for comment.

Westwood, which tallies more than \$250 million in annual revenue, is best known for its radio personalities: Imus, Larry King, Charles Osgood, G. Gordon Liddy and Martha Stewart, among others. "You're really dealing with the masses of people across the country," he says, providing more than 5,000 stations with more than 150 news, sports, music, talk and entertainment programs as well as live events and 24-hour formats. Topics range "from one extreme to the next." For example, in just one day, Hollander was involved in renegotiating Westwood One's radio rights to NFL games, discussing its CNNRadio News and making plans for exclusive coverage of Woodstock '99. "I kind of thrive on that [diversity]."

Asked to list his accomplishments at Westwood One so far, Hollander says the biggest is last month's \$900 million stock deal for Metro Networks, the nation's largest traffic reporter. Metro is being combined with Westwood One's much smaller traffic operation, Shadow Broadcasting Services.

Westwood One is concentrating on creating quality programming, clearing new and existing shows with more stations, expanding sales and extending its brand, Hollander says. "You can't sit on your laurels because the world will pass you by."

As for Westwood One, give him five years to create "this gangbusters company [with] its one-hundred dollar stock," Hollander says. "Network radio's very hot."

—Elizabeth A. Rathbun

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## BROADCAST TV

**John Severino**, president and chief executive officer, Central European Media Enterprises, London, joins CBS Television Stations, Los Angeles, as president, and KCBS-TV there as general manager (see story, page 36).



Pastoor

**Sandra Pastoor**, VP, network distribution, UPN, Los Angeles, named senior VP, affiliate relations.

**Bob Franklin**, general manager, WCHS-TV and WVAH-TV Charleston-Huntington, W.V., joins

KNTV(TV) and KBWB-TV San Francisco, as president and general manager.

**Michael LaBonia**, acting general manager, WGNO-TV New Orleans, named VP/general manager.

**William Fanshawe**, general sales manager, WNUV-TV Baltimore, joins WBFF-TV there as general manager.

**Natalie Grant**, assistant program manager, WWOR-TV New York, joins WBZL(TV) Miami/Fort Lauderdale, Fla., as program manager.

**Jay Cascio**, director, programming, KING(TV) Seattle, named director, programming and creative services.

Appointments, KBSI(TV) Cape Girardeau, Mo.: **Johnny Faith**, national sales manager, named general sales manager. He will be succeeded by **Jennifer Chronister**, account executive.

**Robert Saylor III**, local sales manager, WGAL-TV Lancaster, Pa., joins WHTM-TV Harrisburg, Pa., as general sales manager.

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## PROGRAMMING

**Joan Sumner**, VP, investor relations, Time Warner, New York, named senior VP.

**Gareth Provan**, executive in charge, production, LMNO Productions, Los Angeles, named VP.

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## RADIO

**Jeff Spurgeon**, newscaster, WQXR(FM), New York, named midday host.

**Evan Weiner**, freelancer, New York,

joins Metro Source Radio Network, Scottsdale, Ariz., as commentator, *Business of Sports*.

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## CABLE



Redford

**Nancy Redford**, associate VP, programming and development, Fox Kids Network, Los Angeles, joins Fox Family Channel there in same capacity.

**Jennifer Sobel**, Six Sigma Blackbelt, finance, GE Medical Systems, Milwaukee, joins CNBC, Fort Lee, N.J., as director, financial planning and analysis.

**Susan Epstein Sosnay**, VP, Eastern sales, CNBC, Fort Lee, N.J., joins co-owned MSNBC, Secaucus, N.J., as VP, sales.

**David Merrill**, senior manager, enterprise risk services, Deloitte & Touche, Tulsa, Okla., joins TV Guide Networks there as VP, finance.

**Jon Landa**, senior account executive, ESPN, Bristol, Conn., named director, affiliate sales and marketing, Western region. He is based in Los Angeles.

Appointments, The Disney Channel, Burbank, Calif.: **Frank Scotello**, director, Central region, named executive director. He is based in Chicago. **John Najarian**, director, national accounts, Western region, named executive director.

**Dave Dickman**, VP, advertising sales, Turner International Asia Pacific Limited, Hong Kong, named senior VP.

**Julie Miron**, manager, affiliate sales, Jones Network Sales, Englewood, Colo., named director, affiliate database management.

Appointments, Odyssey Network, Los Angeles: **Julia Melnychuk**, national affiliate marketing manager, E! Entertainment Television Networks, Los Angeles, joins as director, affiliate marketing; **Scott Anderson**, director, acquisitions and programming, The Kermit Channel, Hallmark Entertainment Networks, Los Angeles, joins as director, acquisitions and programming.

**Dick Amell**, VP, engineering, national division, Time Warner, Atlanta, joins Englewood, Colo., division in same capacity.

Appointments, Cablevision, Bethpage, N.Y.: **Tom Pascucci**, VP, finance, cable operations, named VP, financial planning, video; **Martin Topper**, manager, financial planning, online and new media, named director; **Michael Nolan**, manager, financial planning, Westchester system, named director, financial planning, New York metro area video; **James Saunders**, director, financial planning, named director, financial planning, Ohio and Massachusetts video.

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## ADVERTISING/MARKETING/ PUBLIC RELATIONS

Appointments, BBDO Chicago, Chicago: **Alan Rose**, general manager, J. Walter Thompson-Hungary and region director, Kraft business, Budapest, Hungary, joins as senior VP, client service director; **R. Tim Baergen**, VP, associate creative director, Leo Burnett, Chicago, joins as VP, creative director; **Mary Beth Reed**, VP, associate creative director, Leo Burnett, Chicago, joins as VP, creative director; **Caren Spigland**, copywriter, Harris, Drury and Cohen, Fort Lauderdale, Fla., joins in same capacity; **Stephanie LeMar**, account executive, Euro RSCG Tatham, Chicago, joins in same capacity.

**John Upton**, senior VP, RPalma, Santa Monica, Calif., joins Bates USA West, Irvine, Calif., as executive VP, group account director.

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## TECHNOLOGY

**Terry Planell**, senior VP, broadcast group, Skyview Media Group, New York, joins GlobeCast America, Miami, as senior VP, sales. She will continue to be based in New York.

**Kathleen McCarthy**, manager, program merchandising and licensing, Lifetime Enterprises, New York, joins East Side Audio and Lower East Side there as general manager.

**Sue Osier**, director, manufacturing and quality, Harris Corp., Quincy, Ill., named executive in charge, broadcast communications operation. She will continue her current duties.

Appointments, CTS Corp. Board of Directors, Elkhart, Ind.: **William Kaska**, group VP, named executive VP; **Philip Semprevio**, group VP, CTS wireless components operations, named executive VP; **Jeannine Davis**, senior VP, general counsel and secretary, named

executive VP administration.

## DEATHS

**Richard Pack**, 83, former executive VP, programming, Group W and president, Group W Films, died July 1 of heart complications. Pack supervised the programming of all Westinghouse radio and television stations and was responsible for building the Westinghouse syn-

dication unit. He also created programs such as *The Steve Allen Show* and *The Mike Douglas Show*, and conceived and organized the all-news radio format—which Group W pioneered with WINS(AM) in New York. Pack's career began in 1938 at WNYC(AM). After more New York radio stints, he switched into television, serving as director of programming for the NBC O&O stations in

1952. Pack joined Group W as VP of programming in 1955. He was named senior VP, programming in 1965 and president of Group W Films in 1968. He retired from Group W in 1976 and started a television consulting business. He is survived by his wife, Laura; his son, Robert; and two grandchildren.

—Compiled by Mara Reinstein  
mreinstein@cahners.com

## OPEN MIKE

### Solutions lie within NAB's problems

EDITOR: The challenge for NAB is to remain relevant and not to disappear from the headlines or the debate. Our national association must remain as our sentinel on the Potomac to guard against government intrusion into programming and lobby to ensure the viability of local home-town broadcasting.

Fox's withdrawal is shortsighted. This is not alone a television issue. Anything which diminishes NAB represents some potential danger for all of us. I hope the other networks will not follow Fox off the reservation. NAB needs to do more on the great social issues of the day. We need more intellectual firepower—in-house. Something beyond our "good works" foundation. We have lost the support of the intellectuals, the liberals and the progressives in our society. They don't think TV or radio journalism takes itself seriously.

I envision an NAB which would pay close attention to First Amendment matters and also work on the lack of respect for our mission, our privilege as journalists by rewarding and promoting excellence in what we do. To be credible we should even put out and promulgate, from time to time, findings or pronouncements that are disinterested or even downright uncomfortable to broadcasters.

We can also do a better job of promoting the digital opportunities of broadcasting to Wall Street and the financial community. I'm suggesting that we gin up a legitimate, bona fide "think tank" and put it on the NAB premises.

Fox's decision was, as they have acknowledged, based on so-called bottom-line "corporate" reasons. But quite apart from the strategic, parochial interests of any network, NAB's real value is in its role as that sentinel and defender on First Amendment and free speech matters like government's growing interest in programming as a result of all the many problems currently buffeting society.

I feel badly for Eddie Fritts. I don't think this is fair to him. Eddie has worked very hard to accommodate all the competing and disparate views in the NAB big tent. And to provide a place at the table—a very prominent place—for Fox and the other networks.

To deal with all this we need the wisdom, the heft and the lineage of the networks. I hope we can work things out. And that cooler heads will prevail so that NAB's focus can remain on the great, timeless issues and that

ancient wisdom stored in ancient language known as the First Amendment. —William O'Shaughnessy, president, *Whitney Radio, Westchester, N.Y.*

EDITOR: As a member of the NAB Radio Board, I get a front row seat to the issues facing radio and a pretty good feel for the TV issues as well. As I was flying home this past week from my seventh NAB board meeting, I got to thinking about the friction between the networks and the affiliates and how the NAB is unfairly caught in the middle over the network ownership cap issue. It's always easy for someone without a horse in the race to offer opinions,

but for the life of me I can't figure out why all of the networks don't focus on the 99% of the issues that we all agree on and continue to be strong supporters of the our national association. For Fox to drop its membership over one issue is a sure sign that they don't appreciate the vital role the NAB plays in all of our futures.

I think one of the reasons why some of the networks don't place the importance on the NAB that they should is because the heads of the networks, themselves, don't fill the seat on the NAB board that is given to their network. I suppose it's because one of our two meetings a year is in Washington D.C. that they send one of their lobbyists to represent their network at the meeting. Bob Okun (NBC), Marty Franks (CBS) and Billy Pitts (ABC) are great, but unfortunately the network heads never get to see firsthand the vision, professionalism and passion that Eddie Fritts and his staff display at an NAB board meeting. In my nearly four years on the board, I have never seen the head of a TV network at our meetings. But I have seen the broadcasting heads of companies like Hearst, Clear Channel, Cox, Tribune, Benedek, Meredith, Spartan, Bonneville, Raycom, Cosmos, Granite, Fisher, Pulitzer and Lee. All of these group heads took the time to serve our national association and I'm sure they are even bigger supporters of the NAB after seeing it up close. With a membership as diverse as ours, there will always be issues when we have to agree to disagree. During these rapidly changing times, we all need to stand together and be a part of our national association. Network heads...the NAB Winter Board Meeting is in Palm Springs. Now who wouldn't want to go there in January?! —Mark Hedberg, *Hedberg Broadcasting, Mason City, Iowa.*



**Internet gossip columnist Matt Drudge is taking his show to the radio.**

ABC Radio has signed Drudge to host a weekend show that was scheduled to premiere July 11 from 10 p.m.-midnight ET. The Los Angeles-based show already is cleared on 25 stations, including all of ABC's AM talk stations. Those include WABC New York, KABC Los Angeles, WLS Chicago, KSFO San Francisco and WMAL Washington. According to a news release, a national radio talk show has never before debuted in so many top markets. Drudge has hosted a local Sunday-night program on WABC since last year, where it is No. 1 in its time period. He also has a Saturday show on cable's Fox News Channel. The *Washington Post* reported last Thursday that ABC News President David Westin delayed Drudge's signing for more than a week by arguing that Drudge, who broke the Monica Lewinsky story, is "reckless" and should not be affiliated with ABC. ABC Radio spokeswoman Michelle Bleiberg could not confirm

that report, but said, "Matt Drudge is considered an entertainment brand. He is not part of the news division."

**Citing widespread discrimination in radio advertising, Al Gore last week renewed his pledge to help ethnic stations get more revenue.**

"I will lead the fight for fundamental fairness," to eradicate discriminatory advertising practices, Gore said. "More than enough" examples exist, Gore told more than 4,000 journalists attending UNITY '99 in Seattle that "advertising discrimination has no place in the future." Earlier this year, Gore announced a federal initiative to end ad bias. He did not offer an update on the federal task force that's looking at options.

**Rep. Ed Markey (D-Mass.) plans to offer a resolution that would encourage the FCC to require cable operators to open their networks to competitors.**

A Markey staffer says the Telecommunications Act of 1996 defines broadband Internet access as a

telecommunications service and not as a cable service. Cable services are subject to local franchising authorities and franchising fees, while telecommunications services are not. But telecommunications services do have to open their networks to unaffiliated Internet service providers under the Act. "Broadband access to the cable system is a telephone service and therefore the FCC should make sure it is open," the staffer says. Markey is circulating a draft of his proposal. So far, no co-sponsors have signed on and the Clinton administration has not been consulted, the aide says.

**Armando Nuñez, Jr. has been named president of CBS Broadcast International.**

Nuñez, who was formerly president of Universal International Television, will head up CBS' international distribution, sales, marketing and related business ventures. He will be based in Los Angeles and report to CBS Enterprises President Ed Wilson.

**The divide between those who have home**

**access to computers and those who don't is growing,**

the National Telecommunications and Information Administration said last week. NTIA's report also showed that in 1998, nearly half of all Caucasians had a computer in their home while only 23.2% of African Americans and 25.5% of Hispanics did. "America's digital divide is fast becoming a 'racial ravine,'" said Larry Irving, assistant secretary of the Department of Commerce and head of NTIA. "It is now one of America's leading economic and civil rights issues and we have to take concrete steps to redress the gap between the information haves and have-nots." The report also showed that members of all races were more likely to have a home computer if their income was higher. Still, African Americans and Hispanics had much lower percentages of at-home computer penetration than Asian-Americans and Caucasians at similar income levels. The administration is proposing \$65 million in the federal budget to fund community technology centers, Irving said.

**The FCC is taking a look at the National Hockey League's**

**request to offer a sort-of closed circuit radio service directed only at game attendees.**

The proposed service, which could be applied only to indoor events, is similar to one floated last year that would allow organizers of both indoor and outdoor temporary events to broadcast low-wattage signals. The NHL's plan would allow teams to offer radio coverage inside an arena using signal levels between two and three watts. Comments on the

**Universal, PolyGram finalize merger**

Universal Television Worldwide has completed its integration of PolyGram Domestic Television and sources say more than half of the former PolyGram staff members are out of work. According to sources, only 25 of the 65 former PolyGram Domestic Television executives have been offered jobs at Universal. Former PolyGram Chief Operating Officer Deana Elwell and a few other top PolyGram executives also will not be joining the Universal team. Matt Cooperstein, senior vice president of distribution, is staying on, as is a majority of the former PolyGram sales staff. Ned Nalle, president of Universal Television Worldwide, would not comment on the number of former PolyGram executives offered work, but he did say, "In some cases there were just duplications and not enough work for two people and in some places positions were eliminated."

Universal has taken over responsibility for PolyGram syndicated shows *Motown Live*, *Total Recall 2070* and the upcoming series *Blind Date*. Universal executives say they have combined the two company's finance and legal departments and have changed the structure of the sales division. Nalle says Universal executives are currently working on a number of potential projects for syndication that could be taken out at next year's NATPE Conference.

—Joe Schlosser

NHL plan are due Aug. 9, replies Aug. 24. The NHL tested its system during four hockey games in June 1998. The separate event broadcasting plans are likely to be combined into one proceeding before the FCC issues any proposed rules, sources said.

**Paul Misener, chief of staff for FCC Commissioner Harold Furchtgott-Roth, is rejoining his former employer, the Washington law firm Wiley, Rein & Fielding.** Misener will become a partner in the firm's "cyberlaw" practice. Before joining the FCC, Misener was Intel's manager of telecommunications and computer technology policy and worked at Wiley, Rein in the early '90s. Misener takes his new job on Aug. 23. Kevin Martin, common carrier adviser to Furchtgott-Roth, will also be leaving the FCC to become deputy general counsel for the George W. Bush campaign.

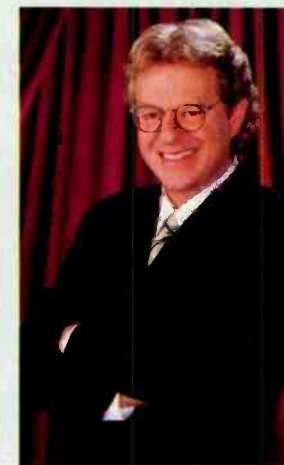
**Building owners will have less control over which telecommunications providers can serve their properties under a proposal the FCC issued last week.** The plan would require a building owner that allows one telecommunications company to serve a property to grant equal access to telecom competitors. The requirement, which is part of a larger proceeding aimed at preempting restrictions on wireless services, would go further than current rules prevent-

ing building owners from dictating which multichannel providers can place equipment on balconies and other areas under direct control of a tenant. Commissioners Susan Ness, Harold Furchtgott-Roth and Michael Powell warned that the plan might go too far by requiring owners to grant access to all providers to common areas and rooftops.

**The Ford Foundation has given the Association of America's Public Television Stations a \$375,000 grant to design business models that can be used to help public stations develop new digital services.** The money will go to seven public TV oper-

ations representing the three types of public license holders: community, university and state network stations. The recipients are Idaho Public Television; WPSX State College, Pa.; WTTW Chicago; KLRU Austin, Texas; Maryland Public Television; WTVP Peoria, Ill.; and KCET Los Angeles. The project's aim is to help the stations create digital services that viewers want, develop more community partnerships and locate funding sources to pay for the digital conversion.

**US West is offering a high-speed Internet package for \$37.90 per month after lowering its monthly DSL rate to \$19.95.** It offers USWest.net as an Internet



*Born in England, Springer is a popular star there.*

## Springer pulls a Leno in England

Jerry Springer will host a new weekly, late-night talk show in Great Britain for London-based network ITV. Sources say the show will be a lot like NBC's *The Tonight Show*, with celebrity interviews and sketch comedy bits. Springer, whose American-based talk show currently airs on both UK Living and ITV, was born in England and is one of the most popular stars there. Richard Dominick, the executive producer of *The Jerry Springer Show*, is also on board for the British project as a producer, along with English-based Carlton Television. Sources say Springer will tape up to five episodes of the show each time he goes to England, and it will not affect the production schedule for the daily U.S. talk show. The new show will either debut on ITV this fall or in January 2000.

Sources also say Springer will likely be getting a new U.S. syndication distributor in the next few weeks and that "it's just a matter of time" before Studios USA will sell the show. Springer and Studios USA executives are at odds over the amount of violence and profanity that can air in each episode. In late May, Studios USA executives banned fighting on the controversial talk show and have since received a handful of offers for the domestic and international syndication rights. Former Universal Television head Greg Meidel is said to be the leading contender for the show. Meidel, Springer and Studios USA had no comment.

—Joe Schlosser

Service Provider (ISP) for an additional \$17.95. The service, dubbed MegaBit Select, delivers Internet access to US West customers at 256 kbps. Initially, it's available in Portland, Ore., Seattle and Tacoma, Wash. following a spring trial in Seattle. Ultimately, US West plans to extend MegaBit Select through more than 40 cities by early next year.

**Barnesandnoble.com opened its own online CD stores last week as its initial move into the online music market.** The powerhouse online bookseller broke into Internet music with a 30% across-the-board break on CD titles as an initial draw.

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

## Watchdog or lapdog

We join Radio-Television News Directors Association President Barbara Cochran in opposing the Texas Department of Criminal Justice's attempt to become arbiter of what is and is not journalism.

That state wants to restrict death-row interviews to those it recognizes as journalists. Under its definition, nonjournalists include "broadcast programs syndicated by independent producers." The distinction will come as news to King World, the syndicator of *Inside Edition*. The news magazine has won a raft of journalism awards, including one from Sigma Delta Chi, which might have to change the rest of its name to the Society of Professional Non-journalists, if Texas has its way.

Cochran points out that allowing Texas, or any other state, to decide who is a journalist and, by extension, what news is, could evolve into some standard of "government-friendly" journalism.

At that point, watchdogs become lapdogs.

## Open the floodgates

PBS has weighed in against allowing Noggin, the planned 24-hour commercial-free, educational cable service, to qualify for satellite broadcasters' set-asides for educational, noncommercial fare. The reason: Noggin wants to make money as well as good programs. Noggin is half owned by Viacom and half by nonprofit Children's Television Workshop, which has given us the seminal educational children's show, *Sesame Street*. So including Noggin in the set-aside would encourage for-profits to team with nonprofits to provide quality commercial-free educational programming. And PBS says this is a bad thing? Allowing the Noggin

model, says PBS, "would open the floodgates for for-profit companies seeking to structure similar joint ventures." OK, we're still confused. So there would be a flood of partnerships in which for-profits' money and distribution savvy would be combined with nonprofits' educational expertise. Where is the "lose" in that scenario? We very much doubt that viewers will be less educated by a CTW show because it has Viacom's name on it. If the goal is to serve the public, who does or doesn't make money is immaterial. The set-aside rules allow for permitting for-profit/nonprofit partnerships on an ad hoc basis. We say give the nod to Noggin and hope for a flood.

## Look out, Ripken

Cable operators made a terrible strategic mistake when they decided to rely solely on George Bush's veto to save them from the 1992 Cable Act. Of course, Congress overrode the veto and imposed a set of harsh regulations that hobbled the industry for years. But since that time, the operators have been making the right calls in Washington. Their streak began with the appointment of Decker Anstrom to head the National Cable Television Association. And it continued over the past six years as the Anstrom-led lobby rebuilt the industry's relationships on Capitol Hill and at the FCC.

The operators keep the streak alive by choosing Robert Sachs to succeed Anstrom, who's jumping to The Weather Channel at the end of the month. Like Anstrom, Sachs packs more advocacy and consensus-building punch than first meets the eye. During 18 years at Continental Cablevision (now MediaOne), he collected many friends in Washington, within the industry and in the media. That network will serve him well as he shapes industry opinion and presents it to policymakers. With Sachs at the NCTA helm, there's no telling when the streak will end.

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9:00 AM	WELCOME		<b>Brian Roberts</b> <b>Tom Rogers</b> <b>Don West &amp;</b> <b>John Higgins -</b> <i>Moderators</i>	2:00 PM	BROADCASTING SUPERPANEL <b>Chase Carey</b> <b>Eddie Fritts</b> <b>Phil Guarascio</b> <b>Eddy Hartenstein</b> <b>Dick Robertson</b> <b>Don West &amp;</b> <b>Harry Jessell - Moderators</b>
9:15 AM	KEYNOTE ADDRESS				
10:15 AM	CABLE SUPERPANEL <b>Decker Anstrom</b> <b>Leo Hindery</b> <b>Lee Masters</b> <b>Judith McHale</b>	12:00 PM	LUNCHEON <b>Sam Donaldson &amp;</b> <b>Cokie Roberts -</b> <i>Featured Speakers</i>		

More faculty will be added soon!

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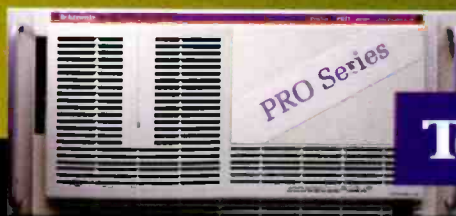
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