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Mother-son team takes Radio One to No. 16 in revenue

Chairwoman Catherine Hughes and President-CEO Alfred Liggins

Special Report
Top 25 Radio Groups

Reinventing ABC sans Tarses

Harbert lands at NBC Studios

Growing pains plague CNNfn

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TOP OF THE WEEK / 4
BROADCASTING / 38
CABLE / 42
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INTERNET / 50

“When we began to research HDTV, Sony was the only company with full soup to nuts capabilities.”

- Dave Shaw, Madison Square Garden Networks



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TOP OF THE WEEK / 4

TNT's dramatic turn Two new series with ensemble casts target 25-54 demographic. / **6**

CBS, Viacom focus on stations Sources: Paramount groups, Eye net's cable networks may both be in play. / **8**

AT&T faces uphill FCC fight Agency seen unlikely to loosen cable-ownership rules, but may delay vote. / **7**

HDTV rolling at CBS, ABC TV set manufacturers sponsor HD programming for networks' new season. / **10**

Youth movement at NCTA David Krone, NCTA's new executive VP, may only be 32, but he's getting high marks. / **12**

For more late-breaking news, see "In Brief" on pages 68-69



Reinventing ABC Tarses quits; other workers get ax, orders to move to Burbank. / **4**

BROADCASTING / 38

Harbert heads NBC Studios Says own network's programming takes priority, but will sell to others where appropriate. / **38**

Public prizes NATAS presents Emmys for community service. / **39**

CABLE / 42

No gain, just pain at CNNfn After distribution obstacles and staff defections, Turner net seeks digital answer. / **42**

DBS in a fix about service Growth at DirecTV and EchoStar causes problems for existing and potential customers. / **43**

TECHNOLOGY / 47

Lucent gets IBOC backing Parent spins off in-band on-channel radio company after 'multimillion' dollar investment. / **47**

Running a-fowl of towers Noted ornithologist says communications towers are killing off our feathered friends. / **48**

INTERNET / 50

Olympics: Intimate and immediate Live, from Sydney, it's the summer games (and diaries) on NBC—and on the PC. / **50**

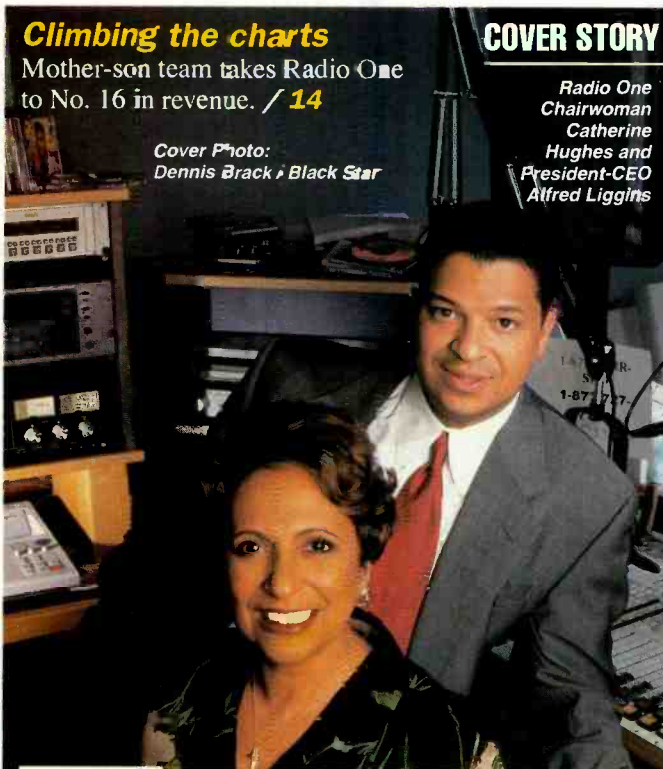
Climbing the charts

Mother-son team takes Radio One to No. 16 in revenue. / **14**

Cover Photo: Dennis Brack / Black Star

COVER STORY

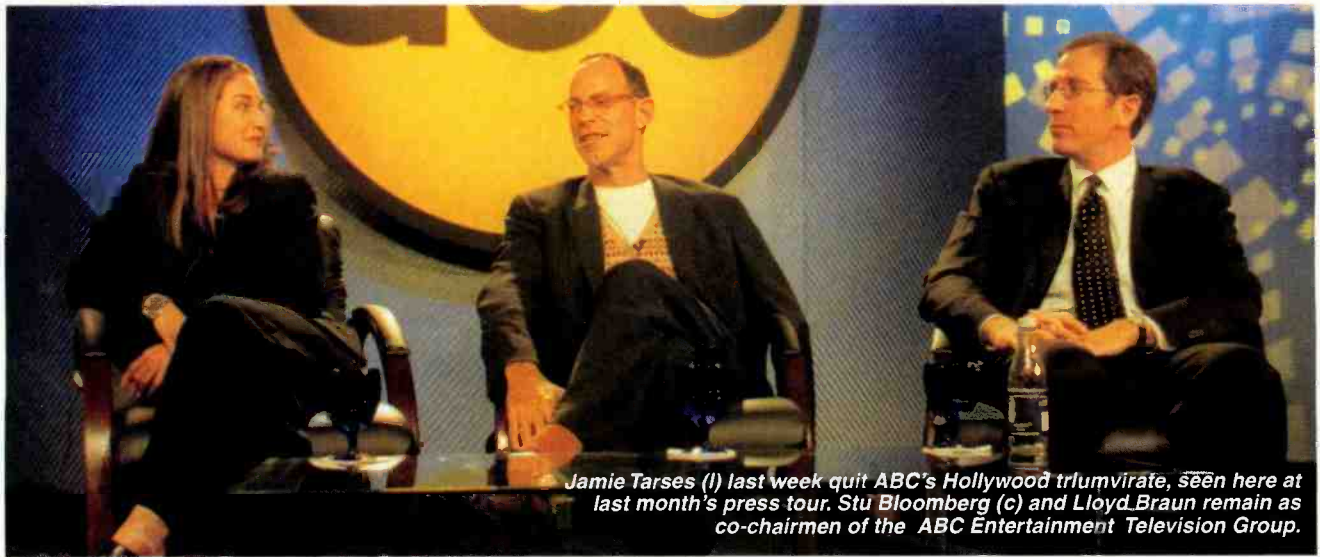
Radio One
Chairwoman
Catherine
Hughes and
President-CEO
Alfred Liggins



Special Report
Top 25 Radio Groups

The NAB radio show Booming sales and nearly a decade of outstanding revenue growth have led many to label this radio's 'Golden Age,' and as broadcasters gather for the NAB Radio Show in Orlando, they'll be looking for ways to keep the good times rolling. / **14**

Changing Hands.....60	Editorials.....70	Get w/the Program.....40
Classifieds.....51	Fates & Fortunes.....64	Hooked Up.....46
Cutting Edge.....48	Fine Print.....36	In Brief.....68
Datebook.....62	Fifth Estater.....63	Nielsen Ratings.....41, 44



Jamie Tarses (l) last week quit ABC's Hollywood trlumvirate, seen here at last month's press tour. Stu Bloomberg (c) and Lloyd Braun remain as co-chairmen of the ABC Entertainment Television Group.

Reinventing ABC

Tarses quits; other employees get pink slips, orders to move to Burbank

By Joe Schlosser

Disney's TV divisions are not exactly the happiest places on earth right now.

The planned consolidation of ABC and Disney's Buena Vista Television studios hit a few bumps last week, as ABC Entertainment President Jamie Tarses resigned, three dozen executives were given pink slips and close to another 200 New York-based ABC employees were confronted with moving to Los Angeles or losing their jobs.

The 200 New York employees have to make their decision by tomorrow. Sources say the majority have already decided against uprooting their families and will remain on the East Coast. About 40 executives in all, including ABC Television President Pat Fili-Krushel and ABC Group Chairman Robert Iger, will make the move to the network's new Burbank headquarters.

Disney executives say the consolidation of its TV units is taking place to cut costs and focus more on getting Disney-backed programs on the network.

The biggest blow to the plan came late Thursday afternoon, as Tarses told ABC brass that she had had enough. In 1996, Tarses, at age 32, became the youngest person and first female to hold an entertainment president's title

at a Big Three network. But it's been a rough three years, with the network under increasing pressure to improved its prime time performance.

Tarses had only been in the president's position for a year when ABC executives decided to bring in network veteran Stu Bloomberg over her as the chairman of ABC Entertainment. Under the announced restructuring, Tarses' position remained intact, but she was given a second boss in Lloyd Braun, the former top executive at Buena Vista Television. In the new order, Bloomberg and Braun are co-chairmen of the ABC Entertainment Television Group.

Although she worked well with Bloomberg, sources say, she balked at also having to report to Braun, with whom she wasn't getting along.

Iger went to Los Angeles early last week to talk to Tarses, an ABC source says. "He [Iger] told her ABC is committed to the structure and she had to decide whether she wanted to try and make it work. It was not an ultimatum; it was a conversation."

Newsweek's Web site on Monday reported that Tarses was out. But Iger promptly denied it. So when the announcement came Thursday, most were surprised.

ABC is not expected to replace Tars-

es, but to shift her responsibilities to Bloomberg. "She is a very talented, creative executive and she is a loss," Fili-Krushel says. "But we are committed to this structure and we needed to move forward, and she chose not to be a part of that."

Executives at other networks came to Tarses' defense. "It had to have been a frustrating situation for her," said a rival network head. "She came over to ABC to run programming, and now there are two co-chairmen above her that run the studio and the network. It was just a very awkward situation for her."

As news of Tarses' resignation came down last Thursday, between 30 and 40 ABC and Buena Vista Television executives were being advised that their positions no longer existed. The cuts hit business affairs, programming, casting, publicity and a few other divisions.

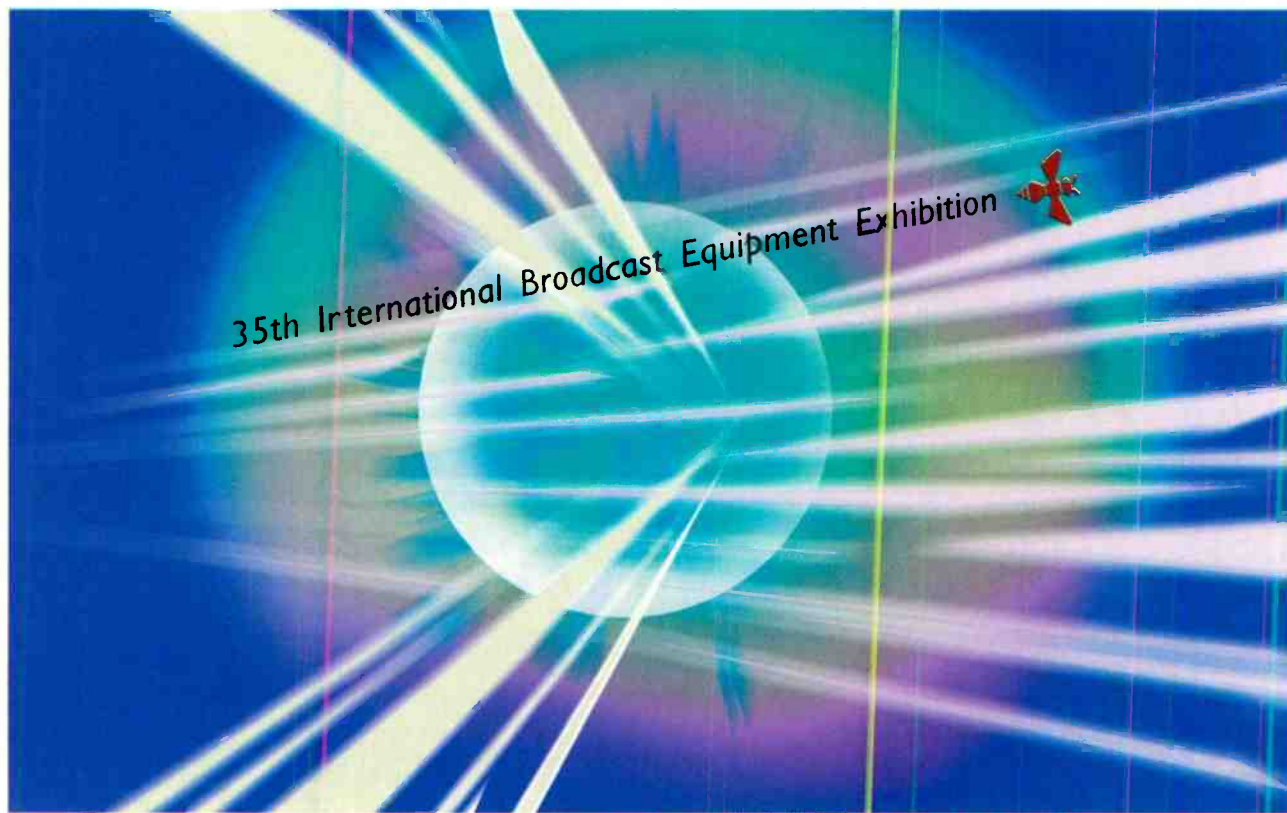
The original number of layoffs was expected to be in the hundreds, but ABC executives say scores of employees were transferred to other vacancies within Disney and the lack of movement out of New York opened up other opportunities.

The layoffs included two top programmers: Stephen Tao, vice president of drama development, and Donna Rosenstein, senior vice president of talent and casting at the network. ■

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TNT's dramatic turn

Two new series with ensemble casts target 25-54 demo

By Joe Schlosser

TNT is getting into the one-hour drama business.

In unveiling the network's first original drama development slate last week, Brad Siegel, TNT's president, said the cable channel is looking to launch two new, original one-hour dramas next year. He said TNT will likely have up to 20 dramas in active development each year.

The cable channel ordered its first pilot last week from sister company Warner Bros. Television, a Wall Street-based series called *Bull*. TNT also has close to a dozen other dramas in development, and executives say they will likely choose a few more series to be piloted in coming months.

"I think the market is in a state of flux right now," Siegel says. "It's a good time to get in, and nothing can really help define a network as a signature series can."

Going for original dramatic series contrasts with TNT's track record as a highly rated cable network that relies on a diet of sports, movies and action-oriented specials. Siegel says the network is aiming its



A legal drama based on the life of famed Harvard Law School professor Alan Dershowitz is being developed.

new dramas at adults in the 25-54 age demographic and all of the original series will likely air in 10 p.m. time slots. TNT executives say the goal is to have two or three original dramas on the network per season and not go beyond that.

The dramas will air "at least" twice a week and

possibly more, Siegel says. But don't look for any comedy development at TNT; network executives say they are not interested in that business "at all."

Robert DeBitetto, the executive vice president of TNT Originals, says the cable network will not only be ordering series from Time Warner-owned studios—but everyone in Hollywood.

"We have six projects in development already from studios and producers outside of the Time Warner fold," he said.

"Vertical integration is everywhere, and clearly TNT is a part of Time Warner, but the No. 1 priority for us is that the best shows from everywhere, inside and outside Time Warner, get on the air."

Included in TNT's current development slate are a number of potential series from top Hollywood writers and producers, including Nicholas Pileggi (*Goodfellas*, *Casino*) and Michael Herbert (*Law & Order*, *Michael Hayes*).

A number of projects are also in the works with Time Warner-owned New Line Television, including *Breaking News*, a series set in a CNN-like news setting. And a legal drama based on the life of famed Harvard Law School professor Alan Dershowitz is being developed by TNT executives. Elon Dershowitz (Alan's son) and Debra Joy Levine (*Dawson's Creek*) are set to work as co-executive producers on the series, *The Best Defense*.

A previously announced series with Oliver Stone and Warner Bros. Television, *Witchblade*, is also still in development, and producer Jerry Bruckheimer (*Armageddon*) is talking to TNT about a police series entitled *Decoy*.

Julie Weitz, TNT's executive VP of original programming, says, "We are going to be very selective. The shows won't be centered around any one star; they will all be ensemble casts. We want to make the idea people, our writers and show-runners, the stars." ■

Carlin exiting WB for Net world

Exec VP and General Sales Manager Greenblatt seen succeeding syndication veteran

By Joe Schlosser

After 19 years, Warner Bros. syndication executive Scott Carlin is leaving the studio to give the Internet industry a shot.

"It's an opportunity to help build a company that will hopefully be quite extraordinary," says Carlin.

Carlin has been executive vice president of Warner Bros. Domestic Television Distribution and Telepictures Distribution divisions since 1995. He oversaw syndication sales of such Warner Bros. series as *Friends* and *The Rosie O'Donnell Show*. Dan Greenblatt, currently the executive vice president and general sales manager at Warner Bros. Domestic Television Distribution, is the likely candidate to take on Carlin's duties, sources say. Warner Bros.



Carlin: 'I really considered Warner Bros. my home, and they provided everything that I could have ever wanted and more.'

executives had no comment.

As for where Carlin is headed, the Connecticut native would not give details on his future employer, saying only that he will be based in New York City and that it will involve the Internet, broadcasting and advertising fields.

"A few opportunities have come across my path over the last few years but this was one that just seemed to strike all of the right chords, and

the timing was just absolutely perfect," says Carlin. "It will meld together a lot of the disciplines that I have and some of the new areas that are emerging out there."

As for leaving Warner Bros., he says it was one of the toughest decisions of his life. "I really considered Warner Bros. my home, and they provided everything that I could have ever wanted and more," he says. "Working with [WBTD President] Dick Robertson has been a pleasure, and I could have worked with him for another 19 years. I'm going to miss everyone at Warner Bros. very much, but I won't be too far away."

Carlin first started at Warner Bros. in 1980 in the studio's New York City sales office. Prior to working for the studio, Carlin worked for Frank Magid Associates, a research company. ■

AT&T faces uphill FCC fight

Agency seen unlikely to loosen cable-ownership rules, but may delay vote

By Bill McConnell

AT&T Corp. is likely to win a delay on the FCC vote next month on new cable ownership rules, but the company faces stiff resistance in convincing regulators to relax limits on audience reach.

AT&T stands a good chance of winning a reprieve from the pivotal Sept. 15 vote because commissioners and key staffers are still returning from summer vacations. The company also can legitimately complain that it has had little opportunity to make its case for changes. But AT&T faces long odds against ultimately winning its battle for less restrictive rules. The commissioners have been hostile to the idea of loosening ownership attribution rules. Last month, the panel refused to weaken broadcast attribution rules—even as it relaxed other long-standing ownership restrictions.

Unless the FCC relaxes its criteria for counting an MSO's investments in other cable systems, AT&T won't meet the proposed limits. FCC staffers, apparently taking their direction from the commissioners themselves, have rejected any loosening of the "attribution" rules.

Under ownership limits proposed by the FCC's Cable Services Bureau, AT&T's proposed merger with MediaOne would be seriously jeopardized unless the company divests some major investments, perhaps its stake in Time Warner Entertainment or Cablevision Systems.

The cable bureau's plan would provide AT&T only limited relief, say industry sources familiar with the staff proposal. If the agency's five commissioners approve the recommendations, cable companies would be permitted to extend their reach somewhat beyond today's cap. Currently, FCC rules limit multiple system operators to 30% of all U.S. homes passed by cable.

Under the new proposal, the cap would remain at 30% but the market pool would be deepened by basing it on a company's share of all multichannel subscribers, such as satellite customers. That move in itself, after accounting for AT&T's announced divestitures, would reduce the company's market share

from 47% to 41%, according to the company's regulatory filing.

Even though a vote on the general industry rules is expected in October, FCC staffers emphasize that a final decision on the AT&T/MediaOne merger itself is still far away. In an Aug. 11 letter, the cable bureau asked the two companies to answer more than 20 questions examining AT&T's post-merger ability to control industry programming, set-top box software and rollout of broadband Internet services.

Specifically, the cable bureau asked AT&T and MediaOne to lay out the resulting company's entire organizational structure in a corporate tree chart. Special emphasis was also placed on AT&T's dealings with Liberty Media, its quasi-independent programming subsidiary. AT&T must also spell out all relationships with Microsoft, including purchase agreements with the software giant. (This would include AT&T's contract to install Windows CE in as many as 10 million set-top boxes in return for a \$5 billion investment from Microsoft.) AT&T and MediaOne must also describe their relationships with Internet providers Excite@Home, Roadrunner and AT&T Worldnet.

On another front, a phalanx of consumer, minority and telecommunications opponents have also voiced eagerness to derail the merger. Among them: Internet service providers, who want open access to AT&T's pipes post-merger, and consumer groups seeking to prevent the company from becoming so powerful that it can raise subscriber prices at will or control industry programming.

"If this merger is consummated," wrote SBC Communications, "AT&T and its affiliates would have a dominant presence in a staggering number of services and products."

Another merger foe, GTE, contended that AT&T's strategy of restricting its broadband customers to its in-house Internet Service Provider—something GTE's telephone competitors are forbidden from doing—will corner the market before competitors "have a chance to lace up their shoes."

The Telecommunications Advocacy Project asked that the merger be denied based on the group's evidence that MediaOne has "redlined" low-income markets by denying or slowing the rollout of broadband services. "The results of the investigation are shocking," TAP officials complained. ■

West becomes group editor in chief

To enhance operations of the Broadcasting & Cable Publications Group, Donald V. West, now editor at large, has been named group editor in chief, a newly created position. He will report to William McGorry, group vice president.

West is the senior journalist in the B&C group, having joined BROADCASTING in 1953. He rose through the ranks to succeed the founder and editor, Sol Taishoff, upon his death in 1982, and was in turn succeeded by Harry A. Jessell in 1997. West then became the senior editor at the group level.

In his new post, he will have oversight of all domestic B&C publications, including the weekly BROADCASTING & CABLE, the monthly *Digital Television*, the daily *TVFax* and *CableDay* and the annual *Broadcasting Yearbook*, along with their electronic complements. Editorial responsibility for each publication will remain with its editor, including Jessell at BROADCASTING & CABLE and Ken Kerschbaumer at *Digital Television*.

West began his print journalism career on newspapers in New Mexico and Texas. He ventured onto the broadcasting side in radio and, in the 1960s, was assistant to Frank Stanton, then president of CBS Inc.



West joined 'B&C' forerunner 'Broadcasting' in 1953.

CBS, Viacom focus on stations

Sources: Paramount TV group, Eye net's cable networks may both be in play

By John M. Higgins

Viacom Inc. and CBS Corp.'s talks to work a deal in the wake of new TV station ownership rules are narrowly focused, with CBS looking to buy all or parts of Viacom's Paramount Stations Group.

That's how industry and Wall Street executives familiar with the discussions described the latest phase in the TV industry's massive duopoly dance. The talks come in the wake of relaxed broadcast ownership rules, which have freed broadcasters to own more than one TV station in a single market.

The discussions raise big questions about what a CBS deal, or some other sale of TV stations would mean for UPN, Viacom's 50%-owned broadcast network. The startup, owned in partnership with station owner Chris Craft, has been swamped by losses pegged by one analyst at totaling \$180 million this year, with few immediate signs of a turnaround.

UPN was designed to juice the two companies' independent TV stations as well as serve as a handy outlet for programming produced by Viacom's Paramount Television production unit. The network's biggest fall season hope is a weekly World Wrestling Federation match, but securities filings show that WWF keeps much of the ad revenue for the time slot.

But CBS is barred from buying UPN, and analysts believe that Viacom's financial enthusiasm could wane if it sells all or some of its TV stations. Neither Viacom nor CBS would comment on the talks.

Executives familiar with the discussion said the talks began shortly after the FCC agreed to amend the rules three weeks ago, but no terms or even the deal's framework have gelled. CBS is particularly interested in markets where the two companies already overlap, but has talked about buying the entire division or just parts of it. "It could end up

CBS market watch

Viacom and CBS' station portfolios overlap in five markets. But CBS couldn't readily acquire many of Viacom's other stations without hitting FCC ownership caps.

Rank	Market	CBS	Viacom	Both
1	New York	✓		
2	Los Angeles	✓		
3	Chicago	✓		
4	Philadelphia			✓
5	San Francisco	✓		
6	Boston			✓
8	Washington	✓		
9	Detroit			✓
10	Atlanta		✓	
11	Houston		✓	
12	Seattle		✓	
13	Tampa		✓	
15	Minneapolis	✓		
16	Miami			✓
18	Denver	✓		
19	Pittsburgh			✓
20	Sacramento		✓	
24	Baltimore	✓		
25	Indianapolis		✓	
34	Columbus		✓	
36	Salt Lake City	✓		
40	Norfolk		✓	
41	New Orleans		✓	
45	Oklahoma City		✓	
44	W. Palm Beach		✓*	
50	Providence		✓*	
69	Green Bay	✓		

*Out-of-market LMA stations.

Source: BROADCASTING & CABLE

just one station," said an executive at one of the companies.

Also under discussion is how CBS would pay for the stations, with cash or by swapping assets. One source said that Viacom has expressed interest in CBS' cable networks—TNN and CMT: Country Music Television—to fold in with its MTV Networks unit.

But the rapidly growing cash flow would give CBS' cable operation a far higher price than Viacom's whole station group, whose financial performance has been erratic. One money manager estimated that Viacom's stations are worth around \$2 billion, while CBS's cable unit is worth about \$4 billion.

"A deal makes a lot of sense," said Alan Gould, media analyst for New

York-based Gerard, Klauer Mattison. "For Viacom to be considered even more of a cable programming play would be appreciated by the street."

In the past, Viacom Chairman Sumner Redstone has toyed with the idea of taking over CBS as a stronger outlet for Paramount Television's strong roster of TV series. But one company executive last week emphasized that whatever desire Redstone had has waned. "Sumner has no interest in buying CBS," the executive said. "He's said that publicly, so that's not happening."

The companies have a fair amount of overlap in some major markets. Of Paramount's 17 stations, five are in markets where CBS already has stations—Philadelphia (the fourth-largest U.S. market), Boston (6), Detroit (9), Miami (16) and Pittsburgh (19). Viacom also has local marketing agreements for stations in two additional markets in that mix, Providence, R.I., near Boston; and West Palm Beach, Fla.

CBS would face significant problems acquiring Viacom's entire portfolio. CBS already owns stations reaching 32% of U.S. households, just 3% under the 35% FCC cap that the commission has decided not to relax.

Viacom's stations—as defined by FCC rules counting its 16 UHF outlets as just a half-station—reach 13.6% of households.

Subtracting stations in markets where the two companies overlap, Viacom's stations serve 8.9% of all households. That would boost CBS to 41%, six percentage points too much and forcing CBS to shed some stations.

The Viacom/CBS talks are just one of many deal discussions spurred by the recent duopoly ruling. Paxson Communications Inc. is deep in talks with NBC, which has secured an exclusive negotiating period to keep other bidders from jumping in. Young Broadcasting isn't quite as forward as Paxson, but has essentially put a "for sale" sign up on its Los Angeles station. ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

Like minds

It's hard to make politicians follow orders, just ask the National Association of Broadcasters. Last week Reps. Michael Oxley (R-Ohio), and Cliff Stearns (R-Fla.), members of the House Telecommunications Subcommittee, sent a letter to FCC Chairman William Kennard opposing his plan for low-power FM radio. The letter was nearly a word-for-word copy of a model letter the NAB drafted for its members to send to lawmakers—despite a clear admonishment printed on the sample letter that it “should not be used verbatim.” The lead paragraphs of the two letters are identical except for changing “I” to “we.” In the second paragraph, the NAB model letter suggests a congressman or congresswoman should cite the group's recent interference study indicating that low-power radio would hurt existing broadcasters and tell the FCC that “I understand the results of their research are compelling.” Here's Oxley and Stearns' take: “We have reviewed those filings, and we find their results compelling.”

An Oxley press officer acknowledged that the NAB sample was the basis for the Aug. 25 letter, but noted that Oxley penned his own note opposing low-power FM in April, adding, “There are only so many ways you can say it.” Stearns' office did not return calls.

BUENOS AIRES

ATSC a go in Argentina

Digital Video Broadcasting (DVB), the organization that promotes the European digital TV standard, appears to have stretched the truth when it announced in late July that Argentina was reconsidering its adoption of the U.S.'s Advanced Television Systems Committee (ATSC) standard [BROADCASTING & CABLE, Aug. 2] for digital terrestrial TV (DTTV) and would conduct new comparison tests of the

DVB and ATSC systems. According to incensed ATSC executives, Argentina hasn't changed its mind and instead declined a formal request from DVB and the European Commission to reconsider the European standard.

According to Miguel Pesado, engineering manager for Argentina's Communications National Commission, Argentina isn't reviewing its comparison of the ATSC and DVB standards and will instead be testing the ATSC system over the next three years to make digital channel assignments. Pesado also cited a letter of apology he got from DVB Chairman Theo Peek admitting DVB's press release “may not accurately reflect your comments or Argentina's position.”

DENVER

Price of success

Pit EchoStar Chairman Charlie Ergen against some of the savviest corporate giants—Rupert Murdoch, for instance—and Ergen comes out a winner. But Ergen now faces a potentially tougher opponent: his own attorneys. After Murdoch pulled out of the embryonic Sky DBS deal and a 50-50 partnership with Ergen, Ergen used a \$5 billion breach-of-contract suit and a team of lawyers to get Murdoch to the table. To avoid litigation, Murdoch swapped roughly \$2 billion in assets and other considerations for approximately \$1.25 billion worth of nonvoting EchoStar shares. Ergen got 28 frequencies at 110 degrees west longitude, two DBS birds, a satellite operations center in Gilbert, Ariz., and various licenses and rights. Murdoch, meanwhile, saw his share total drop from about 30 million to about 12 million as EchoStar share prices shot up. Turns out EchoStar's attorneys, including the Chicago firm Bartlett Beck, were working on a contingency basis and are entitled to a percentage of the net recovery. The lawyers contend their chunk should be \$80 million-\$100 million, which EchoStar considers way over the top.

In a snit in Conn.

By Price Colman

Southern New England Telephone got a little more than it wanted from a recent ruling by Connecticut regulators—and now it wants regulators to take some of the ruling back.

In April, SNET asked regulators' permission to halt construction of the \$4.5 billion hybrid fiber-coaxial cable (HFC) network it was building to offer telephone and cable TV service. The reason: According to SNET, the HFC network commonly used by the cable industry was too expensive and technically impractical for phone service.

That's a reversal of the argument SNET used in 1996 to obtain an unprecedented statewide cable franchise in Connecticut. SNET—which already provided phone service over a traditional copper network—contended that HFC was the best method for providing both telephone and cable service and promised to offer cable to nearly all the state by the end of 2003.

But after its 1998 acquisition by Texas-based SBC Communications, SNET determined that HFC was impractical for telephone service and earlier this year, asked the Connecticut Department of Public Utilities Control for permission to halt construction of the HFC network.

Last week, the Connecticut agency agreed. But a seemingly incongruous provision required SNET to continue building the most expensive portion of the network—the underground plant that supplies service to businesses and multiple-dwelling units. Putting HFC in the ground costs roughly \$250,000 per mile vs. \$10,000-\$20,000 per mile for stringing it on poles.

SNET won't say specifically if it intends to appeal, but it's clearly leaving that door open. “We will be locking at all our options regarding this portion of the decision,” says Trip Williams, president of SNET's cable operations.

Nor did the DPUC ruling sit well with Connecticut Attorney General Richard Blumenthal, who terms it “a sad day for consumers who need and deserve true [cable] competition.” ■

HDTV rolling at CBS, ABC

TV set manufacturers sponsor HD programming for networks' new season

By Glen Dickson

CBS unveiled last week its prime time schedule of HDTV programming for the 1999-2000 season, which is being underwritten by Mitsubishi Electronics.

ABC, meanwhile, is ready to roll with its 720-line progressive broadcasts of *Monday Night Football*, which are sponsored by Panasonic and begin on Sept. 13 with a game between the Miami Dolphins and the Denver Broncos.

Mitsubishi and Panasonic hope the availability of the HDTV programming will spur sales of their HDTV sets.

Starting Sept. 20, CBS will air 12 hours of 1080-line interlace HDTV programming per week under the Mitsubishi deal. The lineup includes 15 prime time series. New series premiering in HDTV will be *Ladies Man*, *Family Law*, *Judging Amy*, *Work With Me* and *Love or Money*.

In exchange for Mitsubishi's sponsorship, CBS will display an on-air banner—simulcast in HDTV and analog NTSC—that will explain Mitsubishi's role. Mitsubishi is also underwriting CBS' HD broadcast of the semifinals and finals of the U.S. Open Tennis Championship, Sept. 10-12.



With support from Mitsubishi and Samsung, CBS will be airing up to 16 hours per week of HDTV programming this fall, including the new drama 'Judging Amy.'

CBS has struck a similar deal with Samsung Electronics to underwrite the broadcast of up to four hours per week of HDTV movies, including the *CBS Sunday Movie* and *CBS Wednesday Movie*.

Panasonic's contribution to the ABC HD broadcast of *MNF* comes in the form of a 720p mobile production truck. Panasonic completed the truck eight days ahead of schedule, giving ABC a chance to do an off-line test of the truck

this Monday night in Oakland, Calif., for the last preseason *MNF* game between the Oakland Raiders and San Francisco 49ers.

"We challenged them to get the truck done a week ahead of schedule," says Ken Michel, ABC vice president of network engineering.

"We felt we needed a dry run to integrate our analog truck with the digital truck." ■

Grass Valley broadens Profile

Grass Valley Group, the new company formed by the spin-off of Tektronix's Video and Networking Division, is introducing a video server aimed at both traditional broadcast applications and new video delivery methods like the Internet.

The next-generation Profile XP Media Platform represents a complete redesign of the popular Profile server, says Ray Boldock, Grass Valley's director of product development. "The industry is embracing more delivery mediums than what you can do today with an RF transmitter," says Boldock. "That's led to some conclusions about the architecture of a video server."

For example, he says, instead of playing a spot to air, Pro-

file XP users may want to transport an MPEG-2 file at faster-than-real time over a high-speed network connection or output an ATSC-compliant 19.4 Mb/s transport stream for network distribution. Or they may want to repurpose content for Internet distribution, which is why the Profile XP has a connection to work with Web servers that operate at lower data rates, and includes ContentShare software.

In addition to a more flexible architecture, the Profile XP has increased bandwidth. The unit provides up to 600 megabits per second of bandwidth and can handle up to four high-definition channels.

The Profile XP will sell for 30% less than current Profile models, primarily due to lower-cost RAID storage. A six-channel XP system can be configured for \$105,000, compared to \$150,000 for a Profile PDR324 today.

The Profile XP standard definition model begins shipping in November and starts at \$55,000 for four channels. The high-definition model will be available in first quarter 2000 and will start at \$75,000 for three channels.



FINANCIAL WRAP-UP

Week of August 23-27

WINNERS

	8/27 midday	% change
Unapix	\$3.00	9.09
Hispanic Bdctg	\$76.13	8.94
Rogers	\$18.06	8.21
Viacom	\$44.00	7.63
Big City Radio	\$4.13	6.44

LOSERS

	8/27 midday	% change
Telewest	\$38.38	(10.08)
News Corp.	\$29.56	(8.05)
USA Networks	\$43.13	(7.95)
ValueVision	\$25.00	(7.52)
Time Warner	\$62.00	(6.76)

BROADCASTING & CABLE / BLOOMBERG STOCK INDEXES



Week ending 8/27
Close 267.13
High 270.21
Low 264.49

0.3%



Week ending 8/27
Close 294.11
High 297.61
Low 293.76

0.4%



Week ending 8/27
Close 684.75
High 692.11
Low 682.03

0.1%

DOW JONES

Week ending 8/27
Close 11090.00
High 11326.00
Low 11090.00

0.1%

NASDAQ

Week ending 8/27
Close 2758.90
High 2805.60
Low 2648.33

4.2%

S&P 500

Week ending 8/27
Close 1348.27
High 1381.79
Low 1336.61

0.9%

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Cable & Wireless USA, Inc.

We acted as financial advisor to Prodigy Communications Corporation in this transaction.

July 1999

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Youth movement at NCTA

David Krone, NCTA's new executive VP may only be 32, but he's getting high marks

By Paige Albiniak

The appointment of David Krone to the number-two slot at NCTA is just one more reminder that in Washington, experience is everything.

"In this town, it ain't the years, it's the mileage," says Torie Clarke, president of political communications firm Bozell Eskew and NCTA's former senior vice president of communications.

Krone certainly has traveled a long way in a short time.

Head of TCI's Washington office since 1997, Krone became well-known and well-respected as TCI's top man on Capitol Hill. He then transferred that experience to the field, where he logged many miles going to communities to gather support for AT&T's purchase of TCI. Out of 969 franchises with the authority to vote on transfers, only Portland, Ore.—and surrounding Multnomah County—and Broward County, Fla., have challenged AT&T's request that it not be required to open up its broadband networks to competitors.

"Given the experience he's had, I don't think he's young at all," says Bert Carp, who formerly held the position of second-in-command at NCTA and now works for the cable industry as an attorney at the Washington law firm of Williams and Jensen.

"He's clearly very young," says Jon Liebowitz, minority counsel for the Senate antitrust subcommittee. "But all of us who know him are confident that he will do a great job."

"David has proved his mettle—he's been through the wars," says Steve Effros, formerly president of cable trade association CATA. "He has represented what everyone considers to be one of the toughest companies to represent and done it with good grace."

It's his success with challenging ventures, his quick and visible rise through an enormous company and the fact that he's impressed his elders among Washington's cable statesmen and women that has the cable industry pleased with Krone's selection as new NCTA President Robert Sachs' right-hand man.

"I want the person who is in that role to be someone with whom I can often be interchangeable," Sachs says. "If I'm

Krone signed on with TCI (now AT&T) in 1992.



involved in one activity, I want people to go just as comfortably to David."

"Either one of us can substitute for the other," Krone says. "Robert can't be in a million places at once."

Krone will start at NCTA on Oct. 1, giving Robert Sachs about three weeks to get things set up before bringing Krone officially on board.

Cable insiders, while acknowledging Krone's youth, agree that he is bright and competent. They also say Sachs' reserved personality and Krone's outgoing one should complement each other well.

"Krone is one of those people who has an understanding both of how the legislative process works and how the cable business runs," Carp says. "There are relatively few people who understand both of these things well enough to put them together in a high-caliber way, and he's one of them."

"David already is a key player for cable," says Carol Melton, senior vice president for Viacom and head of its Washington office. "He's well-respected and well-liked within the industry and in Washington. We're very happy with the choice."

Krone started at TCI in 1992 after then-Senior Vice President Robert Thomson met him lobbying the local cable franchise in Morganton, N.C. Working for Southern Strategies Inc., in Raleigh, N.C., Krone was trying to persuade Morganton to keep its TCI system instead of installing a municipal cable operator. Krone lost the Morganton fight, but won a permanent job at TCI and moved to Denver.

He came to Washington in 1994, after being persuaded by Thomson, who had had several candidates turn down the position, Krone said. He became head of that office in 1997.

If there's criticism of Krone, it is regarding his lack of work in other relevant areas: He has never been a Capitol Hill staffer and he has little management experience, but that seems to make no difference to cable industry execs.

"I am comfortable with David because I am comfortable with Robert," says Cox lobbyist Alexander Netchvolodoff. "The man at the top is entitled to put together his team."

Krone has worked on political campaigns, however, including House Majority Leader Richard Gephardt's (D-Mo.) presidential run. Krone graduated from Pennsylvania State University in 1989 with a degree in political science.

Sachs, and those who know him, talk a lot about the concept of team, and that's how Washington insiders expect the new NCTA to run. Sachs will head the organization, while Krone likely will be out in front on Capitol Hill, the venue with which he is most familiar.

Sachs will have strong support from experienced NCTA insiders Pam Turner, senior vice president of government relations, and Dan Brenner, senior vice president of legal and regulatory affairs. Turner and Brenner both will report to Sachs.

NCTA Senior Vice President Barbara York, who runs the NCTA's conferences, has taken over many of the administrative tasks left behind by former NCTA Executive Vice President June Travis, who has been working at the association over the summer to help smooth the transition.

Krone gives much of the credit for his success to AT&T Broadband and Internet Services President Leo Hindery. "When Bob Thomson left [TCI] in the middle of 1997, I figured that I was going to move on, too; that Leo would name a new person," Krone says. "But Leo said, 'No, you are the guy.' He showed a lot of confidence in me, and off to the races we went. That gave me all the confidence in the world. It was invaluable, and I would have never succeeded without it." ■



WASHINGTON WATCH

By Bill McConnell and Paige Albinak

NCTA stands firm on must-carry rules

Regulators should not throw out past must-carry decisions just because they are switching to a new formula for determining cable markets, says the National Cable Television Association. Last week NCTA asked the FCC to reject two broadcasters' requests to revisit decisions that exempted cable companies from carrying their signals even though the cable companies served communities located in the station's Arbitron "area of dominant influence." Costa de Oro Television and WEYS Television Corp. asked the FCC to reconsider decisions that excluded them from cable carriage in certain communities located in their ADI now that the agency is using Nielsen's formula to determine market boundaries instead. "What public interest would be served by nullifying that determination?" NCTA asked in a filing with the FCC.

Newspapers slam crossownership ban

The Newspaper Association of America last week filed an "emergency petition" with the FCC urging regulators to lift the ban on in-market newspaper-broadcast crossownership.

The ban must be lifted as soon as possible, NAA officials say, because new FCC rules allowing TV duopolies and radio/TV combos will create a buy-

ing spree that will soon dry up the number of available stations. "Newspapers' sole role in these imminent transactions would be to report on them from the sidelines," NAA said. The FCC is expected to consider possible changes to the newspaper restrictions by the end of the year, but that is "scant consolation" to publishers locked out of the "broadcast land rush," NAA said. It is illogical to preserve newspaper ownership restrictions following new rules approved Aug. 5 that allow TV owners to operate up to two TV and six radio outlets in a market, they said. But public advocacy groups stridently oppose lifting the rule. "Newspapers elect mayors, governors and presidents all the time," said Media Access Project President Andrew Schwartzman. "Combinations with TV stations are no less a threat to democracy than they have been in the past."

NAB, public radio hit NHL proposal

Opponents are taking shots at the National Hockey League's goal of offering very low-power radio broadcasts for indoor-sport attendees. The National Association of Broadcasters complains that the NHL's tests do not prove the system will be free of interference with full-power radio stations. Also, a similar product to the one being proposed can be

implemented without bogging down the FCC staff with a wholly new service because individuals are already able to broadcast at low levels, the NAB said. What's more, full-power AM and FM could reach indoor sports attendees using carrier current, boosters or other technology. Also opposing the plan on interference grounds is National Public Radio. In addition, Gregory Deieso, whose competing proposal would also permit low-power broadcasts for outdoor events, wants the FCC to say no. "The NHL proposal is limiting and does not represent the interests of the general public but rather those of one particular sports league," he told the FCC. Major League Baseball took a different route, however, by asking the FCC to approve the NHL plan and make outdoor arenas eligible as well.

Keeping America safe for public TV

FCC commissioners are being asked to overrule agency staffers who gave the green light to Western New York Public Broadcasting's plan to sell the weaker of its two Buffalo stations. The Coalition for Noncommercial Media said the decision was too important to be left in the hands of the Mass Media Bureau. The ruling "raised a profound question of national policy, calling directly into question the commission's commitment to public broadcast-

ing." Similar sell-offs could happen in at least 14 other cities that have two public TV stations, the coalition warned. Under the FCC's July 23 rulings, WNYPB will be allowed to sell WNEQ-TV, even though the outlet operates on a channel reserved for public TV. Staffers agreed to move the noncommercial reservation from WNEQ-TV's ch. 23 to ch. 17, on which WNYPB operates sister-station WNED-TV. The switch will allow WNEQ-TV's sale to Sinclair Broadcasting, with the proceeds used to fund WNED-TV's conversion to digital transmissions. Besides offering a stronger signal, WNED-TV offers more programming and has the larger audience.

Court upholds pirate radio conviction

The U.S. Court of Appeals in Atlanta has upheld the 1998 conviction of a Florida man on 14 counts of illegal broadcasting. Arthur Kobres was fined \$7,500 and sentenced to six months of home detention and 36 months of probation for operating "Lutz Community Radio" and "Warm 94" on the FM dial from November 1995 until he was arrested in September 1997. Kobres, who had been warned repeatedly by FCC officials to stop broadcasting, argued that his conviction should be overturned because it was premised on "unenforceable FCC forms and regulations." Kobres' broadcasts, transmitted from an 80-foot tower in his backyard, came to regulators' attention after Lutz, Fla., residents complained that his signal interfered with WWRM-FM Tampa and WTSP-TV St. Petersburg, both Florida.

THE NAB RADIO SHOW

With total ad sales exceeding \$15 billion for 1998 and nearly a decade of uninterrupted revenue growth, this might well be called radio's "Golden Age." As broadcasters gather in Orlando, Fla., this week for the NAB Radio convention, they will be looking for ways to sustain the good times in the new millennium. That means learning about opportunities like the Internet and digital technology and threats like low-power radio. While the NAB won't say how many will attend this year's convention, in all likelihood it will exceed last year's head count of more than 6,800. This year, there will be a record number of exhibitors—more than 220 so far—spread out over 59,200 net square feet in the Orange County Convention Center, nearly 12,000 more than last year's convention space in Seattle.

19 *Radio with personality*

Personalities like Rush Limbaugh and Dr. Laura have made syndicated shows popular in all size markets; plus, how one syndicator went national by going to the Internet.

26 *B&C/BIA Top 25 Radio Groups*

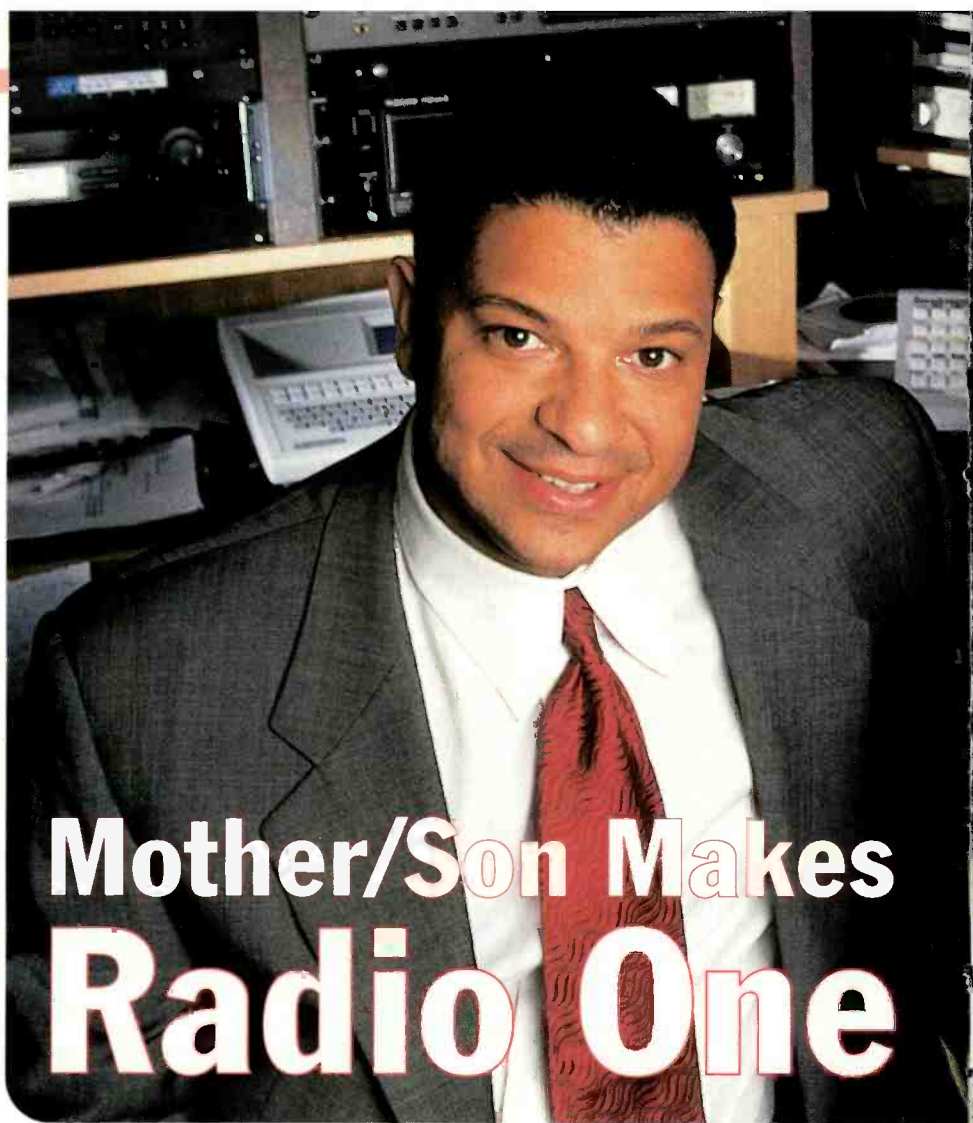
They now control 2,023 AM and FM stations, 19% of all commercial outlets. Like last year, AMFM tops the list. But Radio One made the biggest leap, going from No. 21 to No. 16.

33 *All news, all the time*

Though UPI just left the radio news service business after 41 years, there are more than enough players in this hotly competitive market.

36 *Reading radio*

A history of sports broadcasting in New York reaches across the country and the years. Plus, the radio voice of New York's Westchester County.



Mother/Son Makes Radio One

Targeting African Americans, newly public radio group has amassed 26 stations, market value of nearly \$1 billion

The president leans over and kisses the chairwoman's neck. She lifts her chin and accepts the gesture with a smile. Not an accepted practice in the workplace these days.

But here at Radio One Inc., the leaders are more than familiar. They're family. President Alfred C. Liggins III is the son of Chairwoman Catherine L. Hughes, who groomed her only child to take over the company she started in 1979.

Fast growing and aggressive, the radio group now owns or operates 26 radio stations in nine markets and is valued at about \$924 million. And this year, it makes the biggest leap on BROADCASTING & CABLE/BIA's Top 25 Radio Groups, moving to No. 16 from No. 21 last year (see page 26).

The company, based just outside Washington in Lanham, Md., went public May 6 with what analysts consider an extremely successful offering. The

stock, originally priced at \$24 per share, closed last Wednesday at \$42.63.

Hughes' corporation 'rocks the boat'

Radio One, controlled by Hughes and Liggins, has grown by breaking some of the rules that govern today's Wall Street pet—the increasingly consolidated radio industry.

For example, Radio One is not concerned with amassing a huge national audience like the nation's largest radio group, AMFM Inc. Instead, the company targets the burgeoning African-American market—one station at a time. Nor is Radio One particularly interested in owning as many stations as it can in every market. In fact, Radio One has just one or two FMs in eight markets where, under FCC rules, it could own up to five. "We're a spoiler to what the consolidation concept is," Chief Financial Officer

to the air themselves to save money. Still, the station came close to financial collapse. "We could not attract sponsors [because they] felt blacks did not want information. It took a while for the audience to realize that information really is power," Hughes told the *Ethnic NewsWatch*.

In her days as a talk-show host, Hughes was a firebrand in Washington's black community. Politicians picked her show to make major pronouncements. She led the criticism against then-Mayor Marion Barry's imprisonment on drug charges and organized a much-publicized protest against the *Washington Post Magazine* for featuring a black rapper accused of murder on its first cover. She refused a grant—Maryland's first to a minority-owned company—to protest the General Assembly's plans to expel a black state senator accused of ethics violations. And she faced charges of anti-Semitism and prejudice against whites and Hispanics.

Since leaving the air several years ago, Hughes' political rhetoric has cooled. "We all realized that as a public company, everything we did and said was going to be scrutinized," Royster says. And "maybe there's not the same sort of firebrand mentality [now that] there was. ... Things are improving [in the black community] and we played a role in helping people view things a little differently."

Hughes' first attempt at expansion was difficult. In 1986, she tried to form a "community corporation" to buy WKYS(FM) Washington from NBC, which was seeking a minority buyer. She was able to raise only about \$500,000 and the station got away.

The following year, she was more successful, buying WMMJ(FM) Washington for \$7.5 million. In 1990 she dropped her bid to buy WWIN-AM-FM Baltimore for \$6.4 million and lost her \$200,000 deposit. She ended up acquiring the combo in September 1991. Hughes had kept an eye on WKYS, the FM that eluded her in 1986, and in 1994, she bought it for \$34 million.

In 1992, Hughes opposed an FCC ruling that lifted the local ownership cap from two to four stations in a market, arguing that it would force out African-American owners. Yet she was quick to take advantage of the new rules, buying WERQ-AM-FM Baltimore a year later for \$9.5 million and becoming the first broadcaster with four stations in a market.



President-CEO Alfred Liggins and Chairwoman Catherine Hughes

Scott R. Royster says.

With that—and cash flow that is the envy of most of the industry—"they've made a big splash" on Wall Street, says James M. Marsh, an analyst with Prudential Securities Inc. who co-managed Radio One's initial public offering. "For being a recently public company, they're a lot more savvy than a lot of other companies we take public. ... These guys know how to operate stations at peak performance."

While Hughes is Radio One's pioneer, Liggins, 34, runs the company day to day. Described as "an incredibly driven guy" by IPO co-manager Harry J. DeMott of CS First Boston, Liggins makes the station deals, oversees operations and maintains the corporate culture that his mother established—that is, Radio One's audience and employees are also family.

Hughes, 52, retired as Radio One's operating chief in 1995, the year Liggins earned his MBA from the Wharton School at the University of Pennsylvania.

Hughes learned the radio trade most-

ly at WHUR-FM Washington, Howard University's station, in the 1970s. She started in sales and rose to general manager. By 1979, she was ready to strike out on her own. With her then-husband, Dewey Hughes, she raised money from friends and associates and purchased WOL(AM) Washington for just under \$1 million. She got the stations at a discount under a now-defunct FCC policy that allowed broadcasters who were in hot water to sell their stations to minorities at below-market prices (the FCC had been investigating WOL's prior owner on payola charges).

"It was her reputation and her contacts for the most part" that attracted the funding, says Ofield Dukes, one of those early investors who runs his own public relations firm in Washington. He says he sold his Radio One interest about eight years ago, but after Radio One went public, got a call from Hughes thanking him for his early support.

After taking over WOL, the Hugheses changed the format from soul music and public affairs to talk. And they took

At a glance

Radio One Inc.
5900 Princess Garden
Lanham, MD 20706
301-306-1111

Executives

Chairwoman: Catherine Hughes
President-CEO: Alfred Liggins
Executive VP-CFO: Scott Royster
COO: Mary Catherine Sneed

Financial

Est. 1998 Rev: \$97.2 million
Nasdaq: ROIA

Holdings

Radio stations: 18 FMs, 8 AMs

Market	Market rank*
Philadelphia	5/7
WPHI(FM)	
Detroit	6/4
WDTJ(FM)	
WDMK FM	
WCHB(AM)	
WJZZ(AM)	
Boston	8/22
WCAV(FM)	
Washington	9/3
WMMJ(FM)	
WOL(AM)	
WYCB(AM)	
WKYS(FM)	
Atlanta	12/6
WHAT FM	
WAMJ FM	
St. Louis	19/14
WFUN FM	
Baltimore	20/9
WERQ-FM	
WOLB(AM)	
WWIN-AM-FM	
Cleveland	24/7
WERE(AM)	
WENZ(FM)	
Richmond, Va.	57/18
WDYL(FM)	
WKJS FM	
WCDX(FM)	
WSOJ(FM)	
WGCV(AM)	
WPLZ-FM	
WJRV FM	

*First number is Arbitron market rank, total population; second is Arbitron market rank, black population, 12+



Cathy Hughes founded the company in 1979 and turned over day-to-day operations to her son, Alfred Liggins, four years ago. Radio One went public this year.

Hughes also was upset by the Telecommunications Act of 1996, which removed the national ownership caps on radio and further liberalized the local ones. The deregulation led to some companies owning hundreds of stations. "I still have reservations concerning a handful of individuals being responsible for what everyone in the country is able to hear," Hughes says. "I'm also concerned about the elimination of positions. It's so hard, particularly for African Americans and women, to get opportunities from the broadcast community."

But she realized, Radio One "had no choice": It either had to play the game or get out.

Playing the game

Liggins has led the charge. Under his guidance, Radio One has purchased 18 stations in the past 20 months. Asked if that pace will continue, Liggins says, "We don't have a mandate that says we're going to go out and have 100 stations in two years. It's a mistake to make short-term decisions at the expense of long-term growth.... It just matters where the cash flow is going and how fast."

Literally raised in the industry, Liggins "really does sleep, eat, breathe this business all the time," Royster says. His mother steeped him in radio from the beginning. "Wherever she went, Al was with her," early investor Dukes recalls.

Liggins also has inherited his mother's work ethic. That is, "being a student, learning as much as you can, working very, very hard and being determined to reach a level of excellence," Dukes says.

His mother instilled in him "my abil-

ity to achieve pretty much anything I set my mind to," Liggins says. She also nurtured his entrepreneurial spirit, he says. While "I thought about being in the record business right after high school, my mother convinced me that if you're going to work your butt off, it's probably better to work for yourself."

Liggins went to work as a salesman for WOL in 1985.

Radio One has always pursued a strategy of buying underperforming stations—usually in the nation's top 30 African-American markets—and flipping them (if warranted) to an urban format, Liggins says. Underperformers allow for quick ratings and advertising gains, which in turn have meant an increased stock trading value of about 20 times estimated 1999 cash flow.

Radio One's cash flow growth is better than any other publicly traded radio firm except Entercom Communications Corp., which is slightly ahead, Liggins says. "And typically, investors reward you in terms of your stock price based on your cash-flow growth rate."

Although some say Radio One stock is now overvalued, "the question is, [is] the growth rate going to be bigger here than at other companies?" DeMott says. His answer is yes, as long as "you manage the growth and maintain the focus."

And "there is no reason you can't find opportunities to grow earnings 20[%] to 30% a year," Royster says. With just 26 stations, compared with the hundreds owned by other companies, "as far as we're concerned, we're really just starting." Radio One's acquisitions will continue to be disciplined, Royster says. While Liggins "loves to negotiate... Alfred will never do a deal just to do a deal."

And Radio One will stick with the

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New York, NY	WLIB-AM	Inner City Broadcasting
Los Angeles, CA	KJLH-FM	Taxi Productions
Chicago, IL	WGCI-AM	AMFM
San Francisco, CA	KDIA-AM	Bay Bridge Comm.
Boston, MA	WILD-AM	Nash Comm.
Washington, DC	WCL-AM	Radio One
Houston, TX	KMJQ-FM	Clear Channel
Tampa-St. Pete-Sarasota, FL	WFXB-AM	Metropolitan Radio
Miami-Ft. Lauderdale, FL	WMBM-AM	New Birth Broadcast
Phoenix, AZ	KNJK-FM	Syncom Radio
Baltimore, MD	WOLB-AM	Radio One
Hartford-New Haven, CT	WNEZ-AM	Mega Com
Columbus, OH	WKMG-FM	Blue Chip Broadcast
Jacksonville-Brunswick, OH	WZAZ-AM	Jacor
Jacksonville-Brunswick, OH	WSOL-FM	Jacor
Dayton, OH	WRNB-FM	Hawes-Saunders
Flint-Saginaw-Bay City, MI	WOWE-FM	Schumpert
Rochester, NY	WDKX-FM	Monroe County Broadcasting
Chattanooga, TN	WLOV-FM	Cumulus
West-Temple-Bryan, TX	KJ/JM-FM	Marshall Media Group
Baton Rouge, LA	KQXL-FM	Citadel
Charleston, SC	W/MGL-FM	Citadel
Charleston, SC	WXTC-AM	Citadel
Charleston, SC	WWWZ-FM	Citadel
Columbus-Tupelo, MS	WACR-FM	T&W Communications, Inc.
Raleigh-Durham, NC	WFXK/WFXC-FM	Clear Channel
Raleigh-Durham, NC	WNNL/WDUR-AM	Clear Channel

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- Top business stories
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- Anchored by popular urban newscaster Jacque Jowers

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African-American community and variations on the urban formats. "It's our personal cultural heritage," Liggins says. "It's the format and the community we started out serving. It's the one we're comfortable serving. And we think we need to do it. And we think we can do it better than most people."

Urban's big upside

"We're essentially the only large company out there focused" on urban, Liggins says. "The advantage is we're a first mover...and, hopefully, we'll be out there for a while."

Radio One is the country's largest pure-play urban group, according to an August Interep analysis of spring Arbitron numbers. The urban leader is AMFM Inc., which controls 34% of urban listening in Arbitron's top 25 markets (excluding Puerto Rico). But AMFM stations offer a variety of formats, including AC and CHR, where it also is the leader. Radio One, largely concentrated on the urban black audience, has 14.8% of urban listeners, followed by Clear Channel with 9.5% and Inner City with 7.1%. However, the research does not cover other black-aimed formats, including gospel and religious stations, of which Radio One currently has five.

Meanwhile, urban radio reaches 80% of all blacks, Interep says—more than the next five formats combined. Urban music, also known as R&B, is most popular among black women 18 and older, according to Arbitron analysis of spring 1998 ratings (the most recent available). Black women comprise 54% of urban listeners, while black men make up 46%. More than 70% of urban listeners are ages 18-34, Arbitron says. Urban AC, also known as R&B adult and R&B oldies, also skews young and female, with 58% of the audience black women and 75% ages 25-54. And the most listeners for smooth jazz, which includes jazz and new age, are black baby boomers, Arbitron says.

Also, as an Interep report pointed out last month, black family income rose more than 300% between 1970-95, and 44% of black families earn \$40,000 or more per year. This year, black buying power is expected to increase to 8.2% of



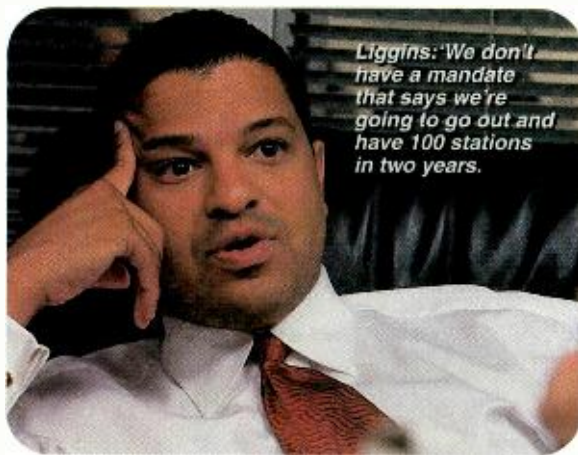
Hughes: "You can't run anything, but particularly a company this size, with two people trying to make the decisions."

the national total, to \$532.7 billion, up from 7.4% in 1990. As the African-American population is growing at more than twice the rate of the white population, "There's the opportunity for tremendous upside" in the African-American demographic, Royster says.

Despite the statistics, Radio One has to convince advertisers of the value of the African-American market. Liggins doesn't resent that: "Every urban radio station in America has had to go through this," he says. "It's been that way for years. However; it's absolutely getting better," but only because of the emphasis placed on the issue by FCC Commissioner William E. Kennard.

Likewise, the progress being made in advancing minority ownership by broadcasters and in Congress hinges on Kennard's presence, Liggins feels. "Before Bill, there wasn't a big push for it," Liggins says. "When he goes, I think things will go back to where they were."

But Liggins opposes Kennard's plan to create a new class of low-power radio stations to give minorities and women a shot at station ownership. "It will hurt



Liggins: "We don't have a mandate that says we're going to go out and have 100 stations in two years."

terrestrial broadcasters of which we're one, so I'm not a fan," Liggins says. Besides, "there is enough diversity and enough voices out there."

Liggins has little interest in making acquisitions outside radio. Though he has expressed interest in television in the past, he now says that "given the state of the industry right now and prices, it's not something we're pursuing." Radio One is developing an Internet strategy that probably will include a partner. As for billboards, the company has a minority interest in a Baltimore-based billboard company

and is looking to the future via a programming deal with would-be satellite-to-car radio provider XM Satellite Radio Inc. "It's the next opportunity out there," he says.

Family first

Liggins' kiss on his mother's neck—an apology for a personal comment earlier that day—illustrates the close relationship that helps keep them working well together.

"We've had knock-down, drag-out screaming matches. [But] it never was so bad that we were fractured at our foundation. And we were still mother and son, and we were still a team. And so we cool off and we work it out," Liggins says. "The business is not so important to either one of us that we're going to ruin our personal relationship over it."

The mother-son relationship is "very complementary," Royster observes. "Ultimately, they're focused on the same end goal—building shareholder value."

Hughes, who now devotes much of her time to community relations and her Music One record label, confesses to pride and pain in turning over the reins of Radio One to her son. "The hardest part was we had to come to a resolution of a division of power and authority. You can't run anything, but particularly a company this size, with two people trying to make the decisions."

Still, she says with a laugh, "it's very hard for a parent, who changes the child's diaper, to then at a certain point, turn over their whole station and destiny and their career to that youngster."

"The best part has been that not only has Alfred turned out to be a highly competent manager, but he's embraced my dream." ■



Radio's making waves

Syndicated shows ride radio's success—or is it really the other way around?

By John Merli

Forget what the history books say about the "Golden Age of Radio." If you're a typical syndicator, that Golden Age may well be 1999. While many industry observers don't seem to be quite sure whether this decade's record revenue growth has syndicated programs largely to thank for radio's overall gains—or if syndicators have simply been riding the wave of 80-plus months of industrywide successes—no one is complaining. For its part, radio syndication is alive and well in a world of consolidations and is finding a welcoming home nestled beside local programming in all size markets.

Radio revenues overall have climbed steadily through much of this decade—in 1998 local sales totaled \$11.92 billion, national sales were \$2.77 billion and network sales were \$720 million, according to the Radio Advertising Bureau (RAB). And as the industry approaches the new millennium, there

appear to be as many syndicated services for stations as there are number of years in a millennium. The massive growth in radio groups in recent years has helped strengthen an already robust and increasingly competitive syndication market. What other media can boast offering both Newt Gingrich and Vanna White from the same source, as does *Premiere*?

"In most cases, syndication is better and stronger than ever," says Mitchell Scholar, director of national radio for ad buyer Horizon Media. He buys time on syndicated shows for more than half a dozen major advertisers. The enormous success of radio in the past few years "has given everyone the motivation to clean up their acts, to tighten their affiliate lists," he says. He credits consolidations with helping bring major broadcast companies into the syndication arena.

Scholar adds that today syndication lists—affiliate stations—are closer to what the syndicators say they are. "It's

rarer these days for a syndicated show to claim the number-one market, for example, when they really mean they have some small outlet somewhere out on Long Island."

Scholar, who purchases both spot and national ads, is bullish on what consolidations have created for advertisers.

"*Premiere* [Chancellor] amazes me. They police themselves [on maintaining bona fide] affiliate lists. And with AMFM's network of owned-and-operated stations, it brings us a lot of regularity, consistency and integrity we can count on."

The RAB, which reported a 12% gain in industry sales during the first half of this year, says syndicated programming deserves a big share of the credit for the industry's impressive growth through most of this decade. "There is no doubt that syndication has played a major role by providing compelling programming for listeners, which contributes to the success of many stations nationwide," says RAB

Radio syndication stars (clockwise from top left): Vanna White, 'Radio Wheel of Fortune'; Dr. Laura Schlessinger; Rush Limbaugh; United Station's Chairman Dick Clark; Dr. Dean Edell; Casey Kasem (c) of 'American Top 40' flanked by Bob Kevoian (l) and Tom Griswold of the 'Bob & Tom Show'; Howard Stern; and Lorianne Crook with Charlie Chase of 'Crook and Chase.'



Some television personalities have a following on radio: Martha Stewart's 'Ask Martha.'

chief Gary Fries. He notes the increase in syndicated offerings in recent years, particularly in the talk format.

"The popularity of the high-profile [talk] personalities who host these shows has enhanced radio's visibility to national advertisers and brought radio's

ability to target a specific audience to their attention. For stations that want to carry a national program, a syndicated show can boost local sales as well."

In fact, the talk format continues to reign supreme in syndication, thanks to the powerful, if somewhat static, ratings routinely captured by household names such as Paul Harvey, Rush Limbaugh, Dr. Laura Schlessinger and Howard Stern. According to Arbitron, shares for talk have fluctuated mostly upward from

15.4 in 1993 to 16.8 last fall. The 1998 numbers represent the highest national shares that talk radio has enjoyed in the past six years, with the exception of fall '95 (16.9). While some overall talk ratings do climb noticeably during major news events, syndicated talkers appear to be holding onto high audience numbers year-round. Despite the dramatic increase in Internet activity, which reportedly has cut into television usage, the Internet hasn't noticeably hurt listening and has helped radio's ad sales' bottom line. Many new heavy radio advertisers are Internet-dependent, and didn't even exist a few years ago.

While reliable numbers for national syndication are hard to come by, a run-down of the top nationally syndicated shows over the past year indicates that three of the top four slots are occupied by talk-formatted personalities. This apparently unique Top 25 survey (courtesy of Horizon Media's Scholar) has ABC's longtime king of the hill Paul Harvey capturing an 18+ AQH rating of 2.3, followed by talkers Limbaugh (1.9), Stern (1.7), and Dr. Laura (1.3). In total audience figures, ABC boasts a



Westwood One's 'Top 10 with David Letterman' is among the top national radio offerings, says Horizon Media.

Harvey tune-in of more than 19 million, while Premiere says Limbaugh remains the number-one talker (technically, Harvey is a commentator) with around 18 million listeners. Premiere's other powerhouse talker, Dr. Laura, is still widely

viewed as a rising star, despite her already high national ranking.

Although Dr. Laura routinely tells her listeners that size does not count, AMFM Inc. is the largest radio company as measured by a combination of station count, listeners and revenue. Large companies do not traditionally separate their syndication profits from their myriad operations, but AMFM recently announced record revenues and operating cash flow for the first

www.broadcastingcable.com

The screenshot shows the homepage of Broadcasting & Cable Online. At the top, it says "A Division of Entertainment Marketplace". Below that, there are several sections: "Click for today's HEADLINES", "BREAKING NEWS", "TOP OF THE NEWS" (with a sub-headline about the NBA All-Star game), "CENTURY UP" (with a sub-headline about Century Communications Corp.), "Click Here For All Headlines", "TODAY'S JOB BANK" (with a "Select a Job" dropdown and "Submit" button), and "STOCK WATCH" (with a sub-headline "Get the latest stock information"). On the left side, there is a "SEARCH" bar, "TODAY'S UPDATE", and a list of links: "Online Daily", "Classifieds", "Station Sales", "People", "Policy Briefing", "Industry Calendar", "SUBSCRIBE", and "THIS WEEK'S MAGAZINE". At the bottom of the screenshot, there is a "COVER STORY" section with a photo of a man and the text "Can the Big...".

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half of 1999. The company is composed of AMFM Radio Group (465 outlets in 105 markets, 66 million base listeners), including syndicator AMFM Radio Networks and Chancellor Marketing, as well as AMFM New Media Group, which includes Katz Media and AMFM Internet. Its radio networks arm offers *American Top 40 with Casey Kasem* and *The Bob & Tom Morning Show*, among many other nationally syndicated services. Including a recently completed mega-merger with Capstar Broadcasting, its radio division

reports net revenues are up 13.1%, and its radio cash flow is up 18.1% in 1999 from the first half of last year.

Marty Raab, vice president for marketing at AMFM Radio Networks, says industry consolidations provide “the support of a station group for a network or syndicated program, bringing a great deal of attention to and interest in the product. That, in some ways, brings in even more outside stations that recognize that the product is extremely viable and complementary,” he adds. According to Raab, consolidation has also

brought a “premium value to network and syndication support from advertisers. Better clearances contribute to the overall health, longevity and further investment in the programming.”

“In more than 30 years in this business,” says United Stations Radio Networks President-CEO Nick Verbtsky, “I’ve never seen anything as good as today’s [syndication market]. Advertiser appetite is strong because they know syndicated radio does things efficiently. And we serve a need for stations—we produce things that they could never afford to do for themselves locally.” Verbtsky says stations are always looking to retain their weekday audiences on weekends, which explains why so many of his and other syndicators’ offerings are weekend-only programs, especially with Verbtsky’s longtime partner Dick Clark as United Stations’ most highly visible personality.

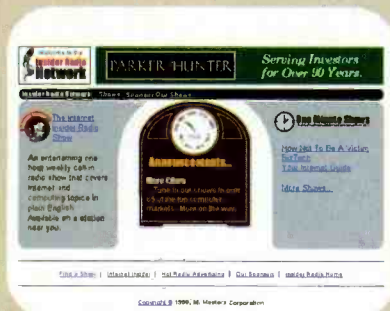
Apart from a wide range of music-format shows, United Stations’ Andy Denemark, senior vice president for programming cites its comedy and AccuWeather services as prime examples of a central source serving the needs of stations on the local level.

Weather data and comedy bits are often localized for stations—a “streaming” process to stations which will become more efficient when digital audio broadcasting (DAB) takes hold in a few years, says Denemark. And what has changed most in recent years that affects his syndication business? “The widespread use of e-mail!” Denemark says, only half-jokingly. “Now we get to hear directly from listeners through our affiliates’ Web sites in large numbers. It’s a good gauge of what we’re doing right, and wrong.”

Despite the frenetic pace of group growth and restructuring in recent years, for the most part, stations and program directors make decisions based on what will work for them, says Jones Radio Networks Vice President-GM Phil Barry. “That hasn’t changed at all since I was a PD taking calls from syndicators.” Yet Barry says that group-owned stations, which have an obligation to run their company’s network inventory, have reduced the available inventory for other network or syndicated programming in some situations.

Jones, the parent company of major sales force MediaAmerica, provides about a hundred programs and services to more than 4,000 outlets—including 24-hour formatting for 1,200 stations. Barry contends that the state of syndica-

Going online on-air



'Internet Insider with David Radin' debuted nationally this month with an impressive list of 14 affiliates.

Chicago, WJFK(FM) Washington, and WBAP(FM) Dallas.

Host David Radin is the sole owner of InsiderRadio, and oversees all marketing and promotional activities. This is his first foray into national syndication. The call-in show utilizes an ambitious dedicated Web site (www.insider-radio.com) to enhance the program's appeal and depth, allowing listeners outside of terrestrial coverage areas to hear the broadcast online, live or taped. But Radin says his Web site is careful to point listeners to local affiliates' on-air signals first (to hear local spots), and encourages online listening via the affiliates themselves if listeners are out of signal regions. About half of Radin's early affiliates provide their own local Web site audio streaming, although the five CBS affiliates do not, as a matter of corporate policy.










"Listeners will not respond to either geekiness or pomposity," Radin maintains. "We aim to help people with both at-home and business [applications] with their online activities. And we give them some of the 'secrets' of how to simplify their Internet experiences, like why e-mail doesn't always work the right way."

Fed on an ABC satellite, the weekly 60-minute program airs live at 11 a.m. EDT on Saturdays, offering eight minutes of local avails and nine national minutes. Its first two national advertisers are software company Beatnik, and a major Internet portal, Lycos. Apart from major radio DMAs, Radin's show also aims for the top "computer markets" in the country. It now airs in 14 of the top 15 computer areas of the U.S. as designated by Internet magazine, *InfoWorld*. Radin's show also includes occasional guests, such as Kevin Coleman, chief strategist for Netscape.

"We've been doing this show for quite a while in Pittsburgh, so we knew what we were doing when we went into syndication," Radin says. "When we began five years ago, no one was sure yet whether the Internet would even take off!" Radin suggests that local stations would be smart to let an Internet presence complement their on-air programming—as many have done—and not resist its potential benefits.

—John Merli

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tion is healthier than at any point in the past, in terms of available programming. "The common thread running through the growth curve is the investment in major personalities to drive clearances of these shows. The trend is clearly to more personality-intensive programming, rather than just plain brown-wrapper content. With so much available to stations, personalities clearly differentiate the product," he says.

Several syndication programmers also credit recent new-entry advertisers for helping spur both syndicated and overall industry growth in the past few years. Namely, new-tech companies that rely heavily on e-commerce for their success, the "dot.coms" of the world: www.amazon.com, www.barnesandnoble.com, www.priceline.com,



USRN president-CEO Nick Verbitsky: 'Advertiser appetite is strong because they know syndicated radio does things efficiently.'

such as GEICO, too, are credited by some syndicators and sales agents for stimulating new or renewed interest within the entire insurance industry in radio syndication's ability to target specific demographic groups in sizable numbers.

While many syndicated programs never gain access to enough key affiliates in enough top markets to legitimately be called successful or "national," few successful programs have ever been overnight hits. For example, while AMFM's effort to establish a new music format with its "Jammin' Oldies" appears to be floundering (B&C, July 16, '99), AMFM Radio Group chief James de Castro cautions that patience is required. While syndicators instinctively try to buy more time, so to speak, on shows that are slow to get started, it can take years for many syndicated programs to build advertiser-attractive affiliate lists.

The long-running program from AMFM, "The Bob & Tom Morning

Show"—recipient of three NAB Marconi and seven Billboard Monitor Awards—just picked up its 90th station in August (WOCT(FM) Baltimore). While the show's station list has nearly doubled in the past year, the politically incorrect duo has paid its dues. They've been in syndication for nearly five years and have been a team for nearly 17 years—and they are hosting this year's Marconi Awards Show.

Clear Channel's 12 year-old subsidiary, Premiere Radio Networks—home of Limbaugh, Dr. Laura, paranormal-obsessed overnighter Art Bell, and weekend newcomer Naomi Judd—describes itself as a "melting pot of managers and individuals who were successful entrepreneurs who have come under one roof." Premiere chief



Premiere chief Craig Kitchin: 'We've aggregated 11 companies into one entity over six years—six companies in the past two years alone.'

Kraig Kitchin says his people recognize the fact that in the changing world of consolidation, there is so much more we can do together than we could have done on our own. "We've aggregated 11 companies into one entity over six years—six companies in the past two years alone," he says. (Incidentally, of nearly 400 staffers nationwide, 80 Premiere employees work from home.) Going into this year's NAB Radio show, Kitchin's company provides about 60 syndicated services to more than 7,000 stations, with a concerted effort to fulfill the local needs of the most traditionally lucrative daypart in radio—morning drive.

In United Stations' case, Verbitsky and Dick Clark in 1994 resurrected the "United Stations" name, which had been mothballed as a result of an earlier merger between Unistar and Westwood One. Five years later, USRN now employs more than 40 full-time staffers and offers more than 25 program services. Two of its bigger acquisitions came in 1997 when it purchased the rights to the live country venue "The Road," and the contemporary Christian program, "Right Turn Radio." One of its most-touted additions to syndication so far in 1999 is the "House of Blues Radio Hour."

The synergy between traditional networks and syndication in recent years has helped blur the line between true "networks" and major non-network "syndicators."

So what's the difference? None, according to some programmers.

"When a Limbaugh or someone else has hundreds and hundreds of outlets to work with, that's very much a network," regardless of its source, Verbist-sky notes. Whatever it's called, no one is complaining.

So where does that leave syndication?

"Certainly one of the wild cards is the impact of the Internet on our business," says Jones Radio's Barry, "both in terms of new ad revenue streams and distribution of content." Apart from new ad sales



Jones Radio VP-GM Phil Barry: 'Certainly one of the wild cards is the impact of the Internet on our business, both in terms of new ad revenue streams and distribution of content.'

to online services seeking greater public awareness, syndicators and stations are becoming increasingly conscious of the impact of online media as direct competition, judging from most of their respective Web sites. Though none of the syndicator sites for this report apparently allows Web users to listen to direct live feeds of their favorite personalities—which would mean bypassing local station signals and, thus, their advertising spots—the success of emerging "mega-sites" like www.broadcast.com will be a factor in the future. These sites allow Internet users anywhere to listen to a growing list of out-of-market stations, already changing the way a small, but growing, number of consumers listens to radio today.

Also on the horizon, literally, new satellite digital radio services where subscribers will pull in national "signals" from space using wafer-sized antennae, will affect syndicated programming in a couple of years. Such direct-feed satellite services may help syndicators distribute their programming more efficiently, but at the same time, the NAB maintains that it will squarely challenge the key component of terrestrial radio in the U.S.—localism. Stay tuned. ■

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9:15 AM	KEYNOTE ADDRESS				
10:15 AM	CABLE SUPERPANEL Decker Anstrom Leo Hindery Lee Masters Judith McHale	12:00 PM	LUNCHEON Sam Donaldson & Cokie Roberts - <i>Featured Speakers</i>		

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Top 25 Radio Groups

1. AMFM Inc. (No. 1 last year)
2. Infinity Broadcasting Corp. (2)
3. Clear Channel Communications Inc. (3)
4. ABC Radio Inc. (4)
5. Entercom Communications Corp. (6)
6. Cox Radio Inc. (5)
7. Hispanic Broadcasting Corp. (7)
8. Cumulus Media Inc. (9)
9. Citadel Communications Corp. (12)
10. Susquehanna Radio Corp. (10)
11. Emmis Communications Corp. (8)
12. Bonneville International Corp. (13)
13. Jefferson-Pilot Communications (15)
14. Greater Media Inc. (14)
15. Spanish Broadcasting System (17)
16. Radio One Inc. (21)
17. Beasley Broadcast Group (16)
18. Saga Communications Inc. (18)
19. Journal Broadcast Group Inc. (19)
20. Tribune Broadcasting Co. (20)
21. Sandusky Radio (23)
22. Hearst-Argyle Television (not on list last year)
23. Dick Broadcasting Co. (22)
24. BP Holdings LP (not on list last year)
25. Buckley Broadcasting Co. (24)

Source: BIA Research as of Aug. 17

Radio Control

Top 25 claim 19% of stations

Sinclair, Entercom exit list; Hearst-Argyle, BP Holdings join

By Elizabeth A. Rathbun

Radio's 25 biggest money-makers control 19.26% of the nation's commercial radio stations, up slightly from the 18.68% claimed by last year's Top 25 Radio Groups (BROADCASTING & CABLE, Oct. 12, 1998).

According to an analysis of data provided by BIA Research, the nation's Top 25 Radio Groups based on estimated 1998 revenue, listed here and over the following six pages, together have 2,023 stations. The FCC's latest tally shows a total of 10,504 commercial AMs and FMs in the U.S.

Meanwhile, the Top 25 Radio Groups' revenue total grew just 2.7%, to \$7.6 billion, compared with the \$7.4 billion of last year's top 25.

Again this year, AMFM Inc. tops the list. The former Chancellor Media Corp. saw nearly \$1.9 billion in revenue generated by its 460 radio stations. And again, Infinity Broadcasting Corp.—once part of CBS Corp.—is No. 2, with about \$1.7 billion in revenue from its 163 stations.

Making the biggest jump on the list is urban-format specialist Radio One Inc., which went to No. 16 from

No. 21 last year on revenue growth of more than 77%, to \$97.3 million. Citadel Communications Corp.'s revenue rose 16.8%, to \$164.7 million, giving it the No. 9 spot, up three from last year. Emmis Communications Corp. fell three slots to No. 11 on a radio revenue decline of 8.3%, to \$158.4 million.

Off the list this year is Sinclair Broadcast Group, which sold most of its radio stations to Entercom Communications Corp. [B&C, Aug. 2]. That deal boosts Entercom to No. 5 from No. 6 last year, with a 61% revenue gain. New to this year's list are Hearst-Argyle Television Inc. (debuting at No. 22) and Broadcasting Partners Holdings LP (No. 24).

Station holdings are arranged in descending order according to Arbitron market size (with the market rank in parentheses). An unranked market is designated "NR," for "not ranked." A group's holdings include stations that it operates under an LMA or other agreements. Excluded are stations that it owns but does not operate, therefore receiving little or no revenue. Such cases are rare and do not affect a group's overall revenue, BIA says.

1

AMFM

(Hicks, Muse, Tate & Furst Inc., principal investor)

\$1,856,745,000

460 stations

1845 Woodall Rodgers Freeway, Suite 1300, Dallas, Texas 75201 (214) 922-8700
Thomas O. Hicks, chairman
James E. de Castro, co-vice chairman/president, Radio and Outdoor Group



de Castro

New York (1): 5 FMs
Los Angeles (2): 4 FMs, 1 AM
Chicago (3): 5 FMs, 1 AM
San Francisco (4): 5 FMs, 2 AMs
Philadelphia (5): 5 FMs, 1 AM
Detroit (6): 5 FMs, 2 AMs
Dallas/Ft. Worth (7): 5 FMs, 1 AM
Boston (8): 2 FMs, 1 AM
Washington (9): 5 FMs, 3 AMs
Houston (10): 5 FMs, 3 AMs
Miami/Ft. Laud. (11): 1 FM, 1 AM
Atlanta (12): 1 FM
Puerto Rico (13): 7 FMs
Phoenix (15): 5 FMs, 3 AMs
San Diego (16): 2 FMs
Nassau/Suffolk, N.Y. (17): 1 FM, 1 AM
Minneapolis/St. Paul (18): 5 FMs, 2 AMs

Pittsburgh (21): 5 FMs, 1 AM
Denver (23): 5 FMs, 1 AM
Cleveland (24): 4 FMs, 3 AMs
Cincinnati (26): 2 FMs, 2 AMs
Sacramento (28): 2 FMs, 2 AMs
Riverside/San Bernardino, Calif. (29): 1 FM, 1 AM
Milwaukee (31): 1 FM, 1 AM
Providence, R.I. (33): 2 FMs, 1 AM
Charlotte, N.C. (37): 3 FMs
Indianapolis (38): 2 FMs, 1 AM
Orlando (39): 4 FMs
Greensboro/Winston-Salem, N.C. (42): 2 FMs, 1 AM
Nashville (44): 4 FMs, 1 AM
Hartford, Conn. (45): 4 FMs, 1 AM
Raleigh/Durham (48): 4 FMs
Austin (49): 3 FMs, 1 AM
Jacksonville, Fla. (52): 4 FMs, 2 AMs
Birmingham, Ala. (56): 3 FMs, 1 AM
Richmond, Va. (57): 4 FMs, 1 AM
Greenville/Spartanburg, S.C. (58): 3 FMs, 1 AM
Albany, N.Y. (59): 3 FMs, 2 AMs
Honolulu (60): 4 FMs, 3 AMs
Tucson (61): 2 FMs, 2 AMs
Fresno, Calif. (65): 6 FMs, 2 AMs
Grand Rapids (66): 3 FMs, 1 AM
Allentown, Pa. (67): 1 FM, 1 AM
Omaha (72): 3 FMs, 1 AM
Wilmington, Del. (75): 2 FMs, 2 AMs
Harrisburg, Pa. (76): 3 FMs, 1 AM
Springfield, Mass. (80): 2 FMs, 1 AM
Baton Rouge (82): 3 FMs, 3 AMs
Stockton, Calif. (85): 1 FM, 1 AM
Spokane, Wash. (88): 3 FMs, 2 AMs

Columbia, S.C. (89): 4 FMs, 2 AMs
Wichita (90): 4 FMs
Des Moines (91): 2 FMs, 1 AM
Colorado Springs (94): 2 FMs
Melbourne, Fla. (96): 3 FMs, 2 AMs
New Haven, Conn. (101): 2 FMs, 1 AM
Roanoke, Va. (105): 8 FMs, 3 AMs
Visalia, Calif. (109): 1 AM
Worcester, Mass. (112): 1 FM, 1 AM
Huntsville, Ala. (115): 4 FMs, 2 AMs
Portsmouth, N.H. (117): 4 FMs, 3 AMs
Ft. Pierce/Stuart, Fla. (118):
 5 FMs, 1 AM
Jackson, Miss. (119): 4 FMs, 1 AM
Madison, Wis. (120): 4 FMs, 2 AMs
Pensacola, Fla. (121): 2 FMs
Modesto, Calif. (122): 2 FMs, 1 AM
Corpus Christi (128): 4 FMs, 2 AMs
Shreveport, La. (129): 2 FMs, 1 AM
Beaumont, Tex. (130): 3 FMs, 1 AM
Biloxi/Gulfport, Miss. (137): 2 FMs
Stamford, Conn. (138): 2 FMs, 2 AMs
Tyler, Tex. (140): 4 FMs, 1 AM
Montgomery, Ala. (141): 3 FMs
Huntington, W.Va. (143): 4 FMs, 4 AMs
Killeen/Temple, Tex. (149): 2 FMs
Savannah (153): 4 FMs, 2 AMs
Fayetteville, Ark. (156): 4 FMs
Ft. Smith, Ark. (170): 3 FMs, 1 AM
Anchorage, Alaska (171): 4 FMs, 2 AM
Lincoln, Neb. (172): 4 FMs
Lubbock, Tex. (175): 4 FMs, 2 AMs
Odessa, Tex. (176): 3 FMs

Asheville, N.C. (179): 1 FM, 1 AM
Manchester, N.H. (185): 1 FM, 1 AM
Amarillo, Tex. (188): 3 FMs, 1 AM
Waco, Tex. (191): 4 FMs, 1 AM
Springfield, Ill. (194): 2 FMs, 1 AM
Frederick, Md. (200): 1 FM, 1 AM
Cedar Rapids, Iowa (201): 3 FMs
Alexandria, La. (202): 3 FMs, 1 AM
Ft. Walton Beach, Fla. (203): 1 FM
Richland/Kennebec, Wash. (207): 2 FMs
Tuscaloosa, Ala. (214): 3 FMs, 1 AM
Winchester, Va. (219): 2 FMs, 1 AM
Wheeling, W.Va. (221): 5 FMs, 2 AMs
Burlington, Vt. (224): 3 FMs, 1 AM
Battle Creek, Mich. (236): 2 FMs, 2 AMs
Bryan/College Station, Tex. (239): 1 FM, 1 AM
Texarkana, Tex./Ark. (243): 3 FMs, 1 AM
Lawton, Okla. (253): 2 FMs
Jackson, Tenn. (264): 3 FMs, 1 AM
Aztec, N.M. (NR): 1 AM
Bloomfield, N.M. (NR): 1 FM
Bloomington, Tex. (NR): 1 FM
Diboll, Tex. (NR): 1 FM
Fairbanks, Alaska (NR): 3 FM, 1 AM
Farmington, N.M. (NR): 2 FMs
Gadsden, Ala. (NR): 1 AM
Glencoe, Ala. (NR): 1 FM
Lufkin, Tex. (NR): 1 FM
Nacogdoches, Tex. (NR): 1 FM, 1 AM
Ogallala, Neb (NR): 2 FMs, 1 AM
Statesville, N.C. (NR): 1 FM, 1 AM
Victoria, Tex. (NR): 1 FM
Yuma, Ariz. (NR): 2 FMs, 1 AM

UNCOMMON INTERVIEWS & CONTROVERSIAL CONVERSATIONS.



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THE JUDY JARVIS SHOW

10 am - 3 pm ET

SAT COM C-5 TRANSPONDER 23\ SEDAT CHANNEL 25

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WINSTAR AFFILIATE SALES: (212) 681-1947

WWW.JUDYJARVISSHOW.COM

2

Infinity Broadcasting

(controlled by CBS)
\$1,667,550,000
163 stations

40 W. 57th St., New York, N.Y. 10019
(212) 314-9200
Mel Karmazin,
chairman
Daniel R. Mason,
president



Mason

- New York (1): 3 FMs, 3 AMs
- Los Angeles (2): 5 FMs, 3 AMs
- Chicago (3): 5 FMs, 3 AMs
- San Francisco (4): 4 FMs, 3 AMs
- Philadelphia (5): 2 FMs, 3 AMs
- Detroit (6): 4 FMs, 2 AMs
- Dallas/Ft. Worth (7): 5 FMs, 3 AMs
- Boston (8): 4 FMs, 1 AM
- Washington (9): 4 FMs, 1 AM
- Houston (10): 2 FMs, 2 AMs
- Atlanta, Ga. (12): 2 FMs, 1 AM
- Seattle (14): 4 FMs, 1 AM
- Minneapolis/St. Paul (18): 2 FMs, 2 AMs
- St. Louis (19): 2 FMs, 1 AM
- Baltimore (20): 4 FMs, 3 AMs
- Pittsburgh (21): 3 FMs, 1 AM
- Tampa/St. Petersburg (22): 5 FMs, 1 AM
- Cleveland (24): 1 FM
- Portland, Ore. (25): 5 FMs, 1 AM
- Cincinnati (26): 3 FMs
- San Jose, Calif. (27): 2 FMs
- Sacramento (28): 5 FMs, 2 AMs
- Riverside/San Bernardino, Calif. (29): 2 FMs
- Kansas City, Mo. (30): 4 FMs
- Columbus, Ohio (34): 3 FMs
- Charlotte, N.C. (37): 5 FMs, 2 AMs
- Las Vegas (40): 4 FMs, 2 AMs
- Buffalo, N.Y. (43): 4 FMs, 1 AM
- Hartford, Conn. (45): 3 FMs, 1 AM
- Austin (49): 3 FMs, 1 AM
- Rochester, N.Y. (50): 4 FMs
- West Palm Beach, Fla. (51): 2 FMs
- Fresno, Calif. (65): 5 FMs, 2 AMs
- Monterey/Salinas, Calif. (77): 1 FM
- Palm Springs, Calif. (154): 1 FM

- Houston (10): 5 FMs, 3 AMs
- Miami/Ft. Laud. (11): 5 FMs, 2 AMs
- Atlanta (12): 4 FMs, 2 AMs
- Phoenix (15): 4 FMs
- San Diego (16): 7 FMs, 4 AMs (includes 2 FMs, 1 AM in Mexico)
- St. Louis (19): 5 FMs, 1 AM
- Baltimore (20): 2 FMs, 1 AM
- Tampa/St. Petersburg (22): 6 FMs, 3 AMs
- Denver (23): 5 FMs, 3 AMs
- Cleveland (24): 5 FMs, 1 AM
- Portland, Ore. (25): 2 FMs, 2 AMs
- Cincinnati (26): 4 FMs, 4 AMs
- San Jose, Calif. (27): 3 FMs
- Riverside/San Bernardino, Calif. (29): 2 AMs
- Milwaukee (31): 3 FMs, 1 AM
- San Antonio (32): 4 FMs, 3 AMs
- Providence, R.I. (33): 2 FMs
- Columbus, Ohio (34): 3 FMs, 2 AMs
- Salt Lake City (35): 4 FMs, 3 AMs
- Norfolk/Va. Beach, Va. (36): 4 FMs
- Orlando (39): 4 FMs, 2 AMs
- Las Vegas (40): 4 FMs
- New Orleans (41): 5 FMs, 2 AMs
- Greensboro/Winston-Salem/High Point, N.C. (42): 2 FMs, 2 AMs
- Memphis (46): 5 FMs, 3 AMs
- Raleigh/Durham (48): 4 FMs, 1 AM
- Austin (49): 3 FMs, 1 AM
- Rochester, N.Y. (50): 5 FMs, 2 AMs
- West Palm Beach, Fla. (51): 4 FMs, 3 AMs
- Jacksonville, Fla. (52): 6 FMs, 3 AMs
- Louisville (53): 5 FMs, 3 AMs
- Oklahoma City (54): 4 FMs, 3 AMs
- Dayton (55): 6 FMs, 2 AMs
- Richmond, Va. (57): 3 FMs, 3 AMs
- Greenville/Spartanburg, S.C. (58): 3 FMs, 1 AM
- Albany, N.Y. (59): 5 FMs, 2 AMs
- Tulsa (63): 4 FMs, 2 AMs
- Grand Rapids (66): 4 FMs, 2 AMs
- Allentown, Pa. (67): 1 FM, 1 AM
- El Paso (70): 3 FMs, 2 AMs
- Albuquerque (71): 5 FMs
- Syracuse, N.Y. (73): 3 FMs, 2 AMs
- Ft. Myers/Naples, Fla. (74): 6 FMs, 2 AMs
- Harrisburg, Pa. (76): 3 FMs, 3 AMs
- Monterey/Salinas, Calif. (77): 4 FMs, 2 AMs
- Toledo (78): 4 FMs, 2 AMs
- Sarasota, Fla. (79): 3 FMs, 2 AMs
- Springfield, Mass. (80): 1 FM, 2 AMs
- Little Rock (83): 5 FMs
- Mobile, Ala. (86): 4 FMs, 2 AMs
- Columbia, S.C. (89): 3 FMs, 1 AM
- Des Moines, Iowa (91): 4 FMs, 2 AMs
- Daytona Beach (92): 1 FM
- Youngstown, Ohio (93): 3 FMs, 2 AMs
- New Haven, Conn. (101): 1 FM, 2 AMs
- Charleston, S.C. (104): 4 FMs, 1 AM
- Lexington (107): 5 FMs, 2 AMs
- Lancaster, Pa. (111): 1 FM, 1 AM
- Ft. Pierce/Stuart, Fla. (118): 1 AM
- Jackson, Miss. (119): 4 FMs, 3 AMs
- Pensacola, Fla. (121): 1 FM
- Boise (126): 4 FMs, 2 AMs
- Shreveport, La. (129): 3 FMs, 2 AMs
- Reading, Pa. (131): 1 FM, 1 AM
- Ft. Collins/Greeley, Colo. (133): 2 FMs, 2 AMs

- Utica/Rome, N.Y. (150): 3 FMs, 3 AMs
- Tallahassee, Fla. (163): 4 FMs, 1 AM
- San Luis Obispo, Calif. (167): 1 AM
- Johnstown, Pa. (168): 1 FM, 1 AM
- Santa Barbara, Calif. (186): 4 FMs, 3 AMs
- Cedar Rapids, Iowa (201): 2 FMs, 2 AMs
- Medford/Ashland, Ore. (206): 4 FMs, 1 AM
- Charlottesville, Va. (223): 3 FMs
- Lima, Ohio (225): 3 FMs, 1 AM
- Panama City, Fla. (228): 5 FMs, 1 AM
- Williamsport, Pa. (248): 2 FMs, 2 AMs
- Ithaca, N.Y. (258): 1 FM
- Cookeville, Tenn. (260): 2 FMs, 2 AMs
- Bismarck, N.D. (262): 1 FM, 1 AM
- Cheyenne, Wyo. (267): 4 FMs, 1 AM
- Casper, Wyo. (270): 4 FMs, 2 AMs
- Albany, Ore. (NR): 1 FM, 1 AM
- Barnwell, S.C. (NR): 1 AM
- Burlington, Iowa (NR): 1 FM, 1 AM
- Canyon Country, Calif. (NR): 1 AM
- Centralia, Wash. (NR): 1 FM, 1 AM
- Chillicothe, Ohio (NR): 1 FM, 2 AMs
- Chubbuck, Idaho (NR): 1 FM
- Clyde, Ohio (NR): 1 FM
- Corvallis, Ore. (NR): 2 FMs, 2 AMs
- Crossville, Tenn. (NR): 1 FM, 2 AMs
- Defiance, Ohio (NR): 1 FM
- Ellwood City, Pa. (NR): 1 FM
- Ft. Dodge, Iowa (NR): 1 FM, 1 AM
- Ft. Madison, Iowa (NR): 1 FM, 1 AM
- Helen, Ga. (NR): 1 FM
- Hogansville, Ga. (NR): 1 FM, 1 AM
- Idaho Falls (NR): 1 FM, 1 AM
- Key West, Fla. (NR): 3 FMs, 1 AM
- Lancaster, Calif. (NR): 1 AM
- Marathon, Fla. (NR): 1 FM
- Marion, Ohio (NR): 2 FMs, 1 AM
- Mojave, Calif. (NR): 1 FM
- New Castle, Pa. (NR): 2 AMs
- Ottawa, Ohio (NR): 1 FM
- Plantation Key, Fla. (NR): 2 FMs
- Pocatello, Idaho (NR): 1 FM, 1 AM
- Sandusky, Ohio (NR): 1 FM, 1 AM
- Sparta, Tenn. (NR): 1 FM, 1 AM
- Thousand Oaks, Calif. (NR): 1 AM
- Tiffin, Ohio (NR): 1 FM, 1 AM
- Twin Falls, Idaho (NR): 2 FMs, 1 AM
- Washington Court House, Ohio (NR): 1 FM, 1 AM
- Yermo, Calif. (NR): 1 FM

3

Clear Channel
\$1,223,161,000
484 stations

200 Concord Plaza,
Suite 600, San Antonio,
Texas 78216
(210) 822-2828
L. Lowry Mays,
chairman
Randy Michaels,
president, radio
Los Angeles (2): 4 FMs, 2 AMs
San Francisco (4): 2 FMs
Dallas/Ft. Worth (7): 2 FMs

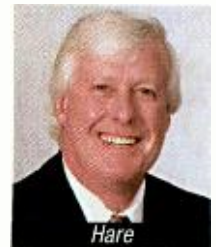


Michaels

4

ABC Radio
(subsidiary of Walt Disney Co.)
\$355,650,000
43 stations

13725 Montfort
Drive, Dallas, Texas
75240
(972) 991-9200
Steven Bornstein,
president, ABC Inc.
John Hare, presi-
dent, ABC Radio



Hare

New York (1): 1 FM, 1 AM
Los Angeles (2): 1 FM, 2 AMs
Chicago (3): 1 FM, 4 AMs
San Francisco (4): 3 AMs
Detroit (6): 2 FMs, 1 AM
Dallas/Ft. Worth (7): 2 FMs, 2 AMs
Washington (9): 2 FMs, 1 AM
Houston (10): 1 AM
Miami/Ft. Laud. (11): 1 AM
Atlanta (12): 2 FMs, 1 AM
Seattle (14): 1 AM
Phoenix (15): 1 AM
Minneapolis/St. Paul (18): 5 FMs, 1 AM
St. Louis (19): 1 AM

Pittsburgh (21): 1 AM
Tampa/St. Petersburg (22): 1 AM
Denver (23): 2 AMs
Cleveland (24): 1 AM
Commerce, Tex. (NR): 1 FM

5 Entercom Comm.

\$311,800,000
85 stations

401 City Ave., Suite
 409, Bala Cynwyd,
 Pa. 19004
 (610) 660-5610
 Joseph M. Field,
 chairman
 David Field, president



David Field

Boston (8): 2 FMs, 2 AMs
Seattle (14): 6 FMs, 3 AMs
Portland, Ore. (25): 4 FMs, 3 AMs
Sacramento (28): 4 FMs, 1 AM
Kansas City (30): 7 FMs, 5 AMs
Milwaukee (31): 2 FMs, 1 AM
Norfolk/Va. Beach, Va. (36): 4 FMs
New Orleans (41): 4 FMs, 2 AMs
Greensboro/Winston-Salem/High Point, N.C. (42): 3 FMs, 1 AM
Buffalo, N.Y. (43): 2 FMs, 4 AMs
Memphis (46): 2 FMs, 1 AM
Rochester, N.Y. (50): 3 FMs, 1 AM
Greenville/Spartanburg, S.C. (58): 2 FMs
Wilkes Barre/Scranton, Pa. (64): 6 FMs, 3 AMs
Gainesville, Fla. (87): 2 FMs
Worcester, Mass. (112): 1 AM
Castle Rock, Wash. (NR): 1 FM
Longview, Wash. (NR): 1 FM, 2 AMs

6 Cox Radio

\$284,550,000

58 stations
 1400 Lake Hearn
 Drive NE, Atlanta,
 Ga. 30319
 (404) 843-5000
 Nicholas D. Trigony,



Neil

chairman
 Robert F. Neil, president
Los Angeles (2): 3 FMs, 1 AM
Miami/Ft. Laud. (11): 2 FMs
Atlanta (12): 2 FMs, 2 AMs
Nassau/Suffolk, N.Y. (17): 3 FMs
Tampa/St. Petersburg (22): 6 FMs, 1 AM
San Antonio (32): 5 FMs, 3 AMs
Orlando (39): 5 FMs, 2 AMs
Louisville (53): 4 FMs
Dayton (55): 3 FMs, 1 AM
Birmingham, Ala. (56): 5 FMs, 2 AMs
Tulsa (63): 4 FMs, 2 AMs
Bridgeport, Conn. (108): 1 FM
Athens, Ga. (NR; to be Atlanta): 1 FM

7 Hispanic Broadcasting

(formerly Heffel; 28% owned by Clear Channel)

\$187,125,000
42 stations

3102 Oak Lawn
 Ave., Suite 215,
 Dallas, Texas 75219
 (214) 525-7700
 McHenry T. Tichenor
 Jr., president
 David D. Lykes, chief
 operating officer



Tichenor

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 FINV
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New York (1): 1 FM, 1 AM
 Los Angeles (2): 2 FMs, 1 AM
 Chicago (2): 1 FM, 2 AMs
 San Francisco (4): 2 FMs
 Dallas/Ft. Worth (7): 3 FMs, 2 AMs
 Houston (10): 4 FMs, 2 AMs
 Miami/Ft. Laud. (11): 2 FMs, 2 AMs
 Phoenix (15): 2 FMs
 San Diego (16): 2 FMs
 San Antonio (32): 2 FMs, 2 AMs
 Las Vegas (40): 1 FM, 1 AM
 McAllen/Brownsville, Tex. (62): 2 FMs, 1 AM
 El Paso (70): 1 FM, 2 AMs
 Gainesville, Tex. (NR): 1 FM

8 Cumulus Media
\$175,285,000
248 stations

111 E. Kilbourn Ave.,
 Suite 2700, Milwaukee,
 Wis. 53202
 (414) 615-2800
 Richard W. Weening
 Jr., chairman
 Lewis W. Dickey Jr.,
 vice chairman



Dickey

McAllen/Brownsville, Tex. (62): 2 FMs
 Toledo (78): 7 FMs, 2 AMs
 Greenville/New Bern, N.C. (81): 2 FMs
 Mobile, Ala. (86): 3 FMs, 2 AMs
 Chattanooga, Tenn. (102): 4 FMs, 1 AM
 Lexington, Ky. (107): 4 FMs, 1 AM
 Augusta, Ga. (110): 5 FMs, 2 AMs
 Pensacola, Fla. (121): 1 FM, 1 AM
 Beaumont, Tex. (130): 3 FMs, 2 AMs
 Appleton/Oshkosh, Wis. (135): 2 FMs, 2 AMs
 Montgomery, Ala. (141): 4 FMs, 3 AMs
 Ann Arbor, Mich. (145): 2 FMs, 2 AMs
 Salisbury/Ocean City, Md. (152): 6 FMs, 2 AMs
 Savannah (153): 5 FMs, 2 AMs
 Fayetteville, Ark. (156): 4 FMs, 2 AMs
 Tallahassee, Fla. (163): 4 FMs, 1 AM
 Columbus, Ga. (169): 5 FMs, 3 AMs
 Ft. Smith, Ark. (170): 3 FMs
 Myrtle Beach, S.C. (173): 5 FMs, 1 AM
 Kalamazoo, Mich. (174): 2 FMs, 1 AM
 Odessa, Tex. (176): 4 FMs, 2 AMs
 Wilmington, N.C. (177): 2 FMs, 1 AM
 Tupelo, Miss. (178): 5 FMs, 2 AMs
 Topeka (180): 4 FMs, 2 AMs
 Green Bay (183): 3 FMs
 Amarillo, Tex. (188): 4 FMs, 2 AMs
 Florence, S.C. (198): 7 FMs, 3 AMs
 Lake Charles, La. (205): 3 FMs, 1 AM
 Laurel/Hattiesburg, Miss. (209): 5 FMs, 2 AMs
 Marlon/Carbondale, Ill. (212): 4 FMs, 2 AMs
 Dubuque, Iowa (220): 4 FMs, 1 AM
 Abilene, Tex. (227): 4 FMs
 Eau Claire, Wis. (232): 4 FMs, 2 AMs
 Wichita Falls, Tex. (237): 4 FMs
 Augusta, Me. (246): 6 FMs, 2 AMs
 Albany, Ga. (247): 5 FMs, 2 AMs
 Grand Junction, Colo. (249): 4 FMs, 2 AMs
 Bismarck, N.D. (260): 4 FMs, 2 AMs

Bangor, Me. (261): 4 FMs, 1 AM
 Albert Lea, Minn. (NR): 1 FM
 Austin, Minn. (NR): 1 AM
 Brooksville, Miss. (NR): 1 FM
 Charles City, Iowa (NR): 1 FM, 1 AM
 Clear Lake, Iowa (NR): 1 FM
 Columbus, Miss. (NR): 1 FM, 1 AM
 Faribault, Minn. (NR): 1 FM, 1 AM
 Lake City, Minn. (NR): 1 FM
 Mankato, Minn. (NR): 1 FM, 1 AM
 Mason, Iowa (NR): 1 FM, 1 AM
 Muscle Shoals, Ala. (NR): 1 FM, 1 AM
 New Hampton, Iowa (NR): 1 FM
 New Ulm, Minn. (NR): 1 FM, 1 AM
 Osage, Iowa (NR): 1 FM
 Owatonna, Minn. (NR): 1 FM, 1 AM
 Rochester, Minn. (NR): 1 FM, 1 AM
 Russellville, Ala. (NR): 3 FMs
 Starkville, Miss. (NR): 1 FM, 2 AMs
 Wabasha, Minn. (NR): 1 AM
 Waseca, Minn. (NR): 1 FM, 1 AM
 Washington, Ga. (NR): 1 FM, 1 AM

9 Citadel Comm.
\$164,710,000
118 stations

7201 W. Lake Mead
 Blvd., Suite 400, Las
 Vegas, Nev. 89128
 (702) 804-5200
 Lawrence R. Wilson,
 chairman/president
 D. Robert Proffitt,
 chief operating officer



Proffitt

Providence, R.I. (93): 4 FMs, 2 AMs
 Salt Lake City (35): 4 FMs, 2 AMs
 Wilkes-Barre/Scranton, Pa. (64): 7 FMs, 5 AMs
 Allentown, Pa. (67): 2 FMs
 Albuquerque (71): 5 FMs, 3 AMs
 Harrisburg, Pa. (76): 3 FMs, 1 AM
 Baton Rouge (82): 4 FMs, 2 AMs
 Little Rock (83): 7 FMs, 3 AMs
 Spokane, Wash. (88): 4 FMs, 3 AMs
 Colorado Springs (94): 3 FMs, 2 AMs
 Lafayette, La. (98): 2 FMs, 2 AMs
 York, Pa. (103): 1 AM
 Charleston, S.C. (104): 5 FMs, 3 AMs
 Portsmouth, N.H. (117): 3 FMs
 Modesto, Calif. (122): 4 FMs, 1 AM
 Saginaw, Mich. (124): 5 FMs, 1 AM
 Boise (126): 4 FMs, 1 AM
 Reno, Nev. (127): 4 FMs, 1 AM
 Portland, Me. (160): 6 FMs
 Binghamton, N.Y. (166): 3 FMs, 2 AMs
 Berlin, N.H. (NR): 1 FM
 Kokomo, Ind. (NR): 1 FM
 New Castle, Ind. (NR): 1 FM, 1 AM

10 Susquehanna Radio
\$162,600,000
26 stations

140 E. Market St., York, Pa.



Kennedy

17401
 (717) 852-2132
 Louis J. Appell
 Jr., chairman
 David Kennedy,
 president

San Francisco
 (4): 2 FMs, 2 AMs

Dallas/Ft. Worth (7): 3 FMs, 3 AMs
 Houston (10): 1 FM
 Atlanta (12): 1 FM
 Cincinnati (26): 2 FMs
 San Jose, Calif. (27): 1 FM
 Indianapolis (38): 3 FMs
 York, Pa. (103): 1 FM, 1 AM
 Albemarle, N.C. (NR): 1 FM
 Anniston, Ala. (NR): 1 FM, 1 AM
 Greenville, Tex. (NR): 1 FM, 1 AM
 Sherman, Tex. (NR): 1 AM

11 Emmis Comm.
\$158,450,000
16 stations

40 Monument Circle,
 Suite 700, Indi-
 anapolis, Ind. 46204
 (317) 266-0100
 Jeffrey H. Smulyan,
 chairman
 Doyle L. Rose, presi-
 dent, Radio Division



Rose

New York (1): 3 FMs
 Los Angeles (2): 1 FM
 Chicago (3): 1 FM
 St. Louis (19): 3 FMs
 Indianapolis (38): 3 FMs, 2 AMs
 Terre Haute, Ind. (190): 2 FMs, 1 AM

12 Bonneville Inter.
 (Church of Jesus Christ of
 Latter-day Saints, owner)
\$127,200,000

15 stations

Box 1160, Broadcast
 House, Salt Lake
 City, Utah 84110
 (801) 575-7500
 Bruce T. Reese,
 president
 Robert A. Johnson,
 chief operating offi-
 cer/executive vice president



Johnson

Los Angeles (2): 1 FM
 Chicago (3): 3 FMs
 San Francisco (4): 3 FMs, 1 AM
 Washington (9): 3 FMs, 1 AM
 Salt Lake City (35): 1 AM
 Frederick, Md. (200): 1 FM, 1 AM

To
 2
 Re
 Gro

13**Jefferson-Pilot**
\$112,050,000
17 stations

100 N. Greene
St., Greensboro,
N.C. 27420
(336) 691-3000
David A.
Stonecipher,
president, Jef-
ferson-Pilot
Theresa M. Stone,

*Stone*

president, Jefferson-Pilot Communications
Miami/Ft. Laud. (11): 2 FMs, 1 AM
Atlanta (12): 1 FM, 1 AM
San Diego (16): 3 FMs, 1 AM
Denver (23): 3 FMs, 2 AMs
Charlotte, N.C. (37): 2 FMs, 1 AM

14**Greater Media**
\$109,050,000
14 stations

Two Kennedy Blvd.,
East Brunswick, N.J.
08816
(732) 247-6161
Frank Kabela, chairman
Peter Smyth, COO
New York (1): 1 FM, 1 AM
Philadelphia (5): 3 FMs,
1 AM

*Smyth*

Detroit (6): 3 FMs
Boston (8): 5 FMs

15**Spanish Broadcasting**
\$99,050,000
15 stations

3191 Coral Way,
Miami, Fla. 33145
(305) 441-6901
Pablo Raul Alarcon
Sr., chairman
Raul Alarcon Jr.,
president

*Alarcon Jr.*

New York (1): 2 FMs
Los Angeles (2): 1 FM
Chicago (3): 1 FM
Miami/Ft. Laud. (11): 5 FMs
Puerto Rico (13): 5 FMs
San Antonio, Tex. (32): 1 FM

16**Radio One**
\$97,200,000
26 stations

5900 Princess Garden Parkway,
Lanham, Md. 20706 (301) 306-1111
Catherine L. Hughes, Chairwoman
Alfred C. Liggins III, President

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Radio Store****\$5,000,000**

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Broadcasting
Corp.**

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**Straus Media
Group****\$5,600,008**Radio Station Acquisition
Financing**Broadcasting
Partners****\$26,000,000**Radio Group Acquisition
Financing

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helped them turn up the volume.

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SUMMIT
BANK

Top 25 Radio Groups

Philadelphia (5): 1 FM
Detroit (6): 2 FMs, 2 AMs
Boston (8): 1 FM
Washington (9): 2 FMs, 2 AMs
Atlanta (12): 2 FMs
St. Louis (19): 1 FM
Baltimore (20): 2 FMs, 2 AMs
Cleveland (24): 1 FM, 1 AM
Richmond (57): 6 FMs, 1 AM



Liggins

Carl Gardner, president, radio



Gardner

Milwaukee (31): 1 FM, 1 AM
Tucson (61): 3 FMs, 1 AM
Tulsa (63): 2 FMs, 1 AM
Knoxville, Tenn. (69): 3 FMs, 1 AM
Omaha (72): 5 FMs, 3 AMs
Wichita (90): 5 FMs, 1 AM
Boise (126): 3 FMs, 2 AMs
Springfield, Mo. (146): 2 FMs, 1 AM
Ontario, Ore. (NR): 1 FM, 1 AM

23 Dick Broadcasting

\$43,580,000
14 stations

4711 Old Kingston Pike, Knoxville, Tenn. 37919 (423) 588-6511
 Allen Dick, president
 David Henderlight, controller

Greensboro/Winston-Salem, N.C. (42): 2 FMs
Nashville (44): 2 FMs
Birmingham, Ala. (56): 3 FMs, 2 AMs
Knoxville, Tenn. (69): 4 FMs, 1 AM



Dick

24 BP Holdings

(V&S Communications Partners II LP, principal investor)

\$41,000,000
34 stations

11 E. 44th St., Suite 500, New York, N.Y. 10017 (212) 697-0925
 Lee S. Simonson, chairman
Buffalo, N.Y. (43): 3 FMs, 1 AM
Syracuse, N.Y. (73): 3 FMs, 1 AM
Atlantic City/Cape May, N.J. (136): 3 FMs, 1 AM
Tyler, Tex. (140): 1 FM, 4 AMs
New London, Conn. (164): 1 FM, 1 AM
New Bedford/Fall River, Mass. (165): 1 FM, 1 AM
Monroe, La. (233): 3 FMs
Augusta/Waterfield, Me. (249): 2 FMs, 2 AMs
Ithaca, N.Y. (258): 1 FM, 1 AM
Dennysville, Me. (NR): 1 FM
Presque Isle, Me. (NR): 3 FMs

25 Buckley Broadcasting

\$39,750,000
17 stations

166 W. Putnam Ave., Greenwich, Conn. 06830 (203) 661-4307
 Richard Buckley Jr., president
 Joseph Bilotta, executive vice president

New York (1): 1 AM
Hartford, Conn. (45): 1 FM, 2 AMs
Syracuse, N.Y. (73): 1 FM, 1 AM
Monterey/Salinas, Calif. (77): 1 FM, 1 AM
Bakersfield, Calif. (84): 2 FMs, 1 AM
New Haven, Conn. (101): 1 AM
Visalia, Calif. (109): 2 FMs
Waterbury, Conn. (181): 1 AM
Merced, Calif. (195): 2 FMs

17 Beasley Broadcast

\$87,500,000
28 stations

3033 Riviera Dr., Suite 200, Naples, Fla. 34103 (941) 263-5000
 George G. Beasley, president
 Bruce Beasley, president, Radio Group



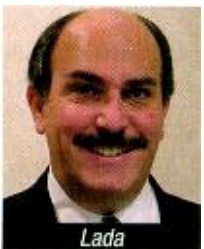
Bruce Beasley

Philadelphia (5): 2 FMs, 2 AMs
Miami/Ft. Laud. (11): 2 FMs, 1 AM
Ft. Myers, Fla. (74): 4 FMs, 1 AM
Greenville/New Bern, N.C. (81): 5 FMs, 1 AM
Augusta, Ga. (110): 3 FMs, 1 AM
Fayetteville, N.C. (125): 4 FMs, 2 AMs

18 Saga Comm.

\$77,825,000
42 stations

73 Kercheval Ave., Grosse Pointe Farms, Mich. 48236 (313) 886-7070
 Edward K. Christian, chairman/president
 Warren Lada, vice president, operations



Lada

Milwaukee (31): 4 FMs, 1 AM
Columbus, Ohio (34): 1 FM, 1 AM
Norfolk/Va. Beach, Va. (36): 2 FMs, 1 AM
Springfield, Mass. (80): 1 FM, 1 AM
Des Moines, Iowa (91): 4 FMs, 2 AMs
Portland, Me. (160): 3 FMs, 3 AMs
Manchester, N.H. (185): 2 FMs, 1 AM
Springfield, Ill. (194): 4 FMs, 2 AMs
Champaign, Ill. (204): 2 FMs
Sioux City, Iowa (245): 1 FM, 1 AM
Bellingham, Wash. (NR): 2 FMs, 3 AMs

19 Journal Broadcast

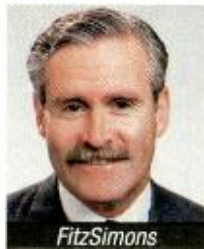
\$65,500,000
37 stations

720 E. Capitol Dr., Milwaukee, Wis. 53212 (414) 332-9611
 Douglas G. Kiel, president, Journal Communications Inc.

20 Tribune Broadcasting

\$53,650,000
4 stations

435 N. Michigan Ave., Chicago, Ill. 60611 (312) 222-3333
 John W. Madigan, president, Tribune Co.
 Dennis FitzSimons, president, Tribune Broadcasting
Chicago (3): 1 AM
Denver (23): 2 FMs, 1 AM



FitzSimons

21 Sandusky Radio

\$46,850,000
10 stations

1020 Union St., San Francisco, Calif. 94133 (415) 771-5709
 David Rau, chairman
 Norman Rau, president
Seattle (14): 3 FMs, 2 AMs
Phoenix (15): 3 FMs, 2 AMs



Norman Rau

22 Hearst-Argyle

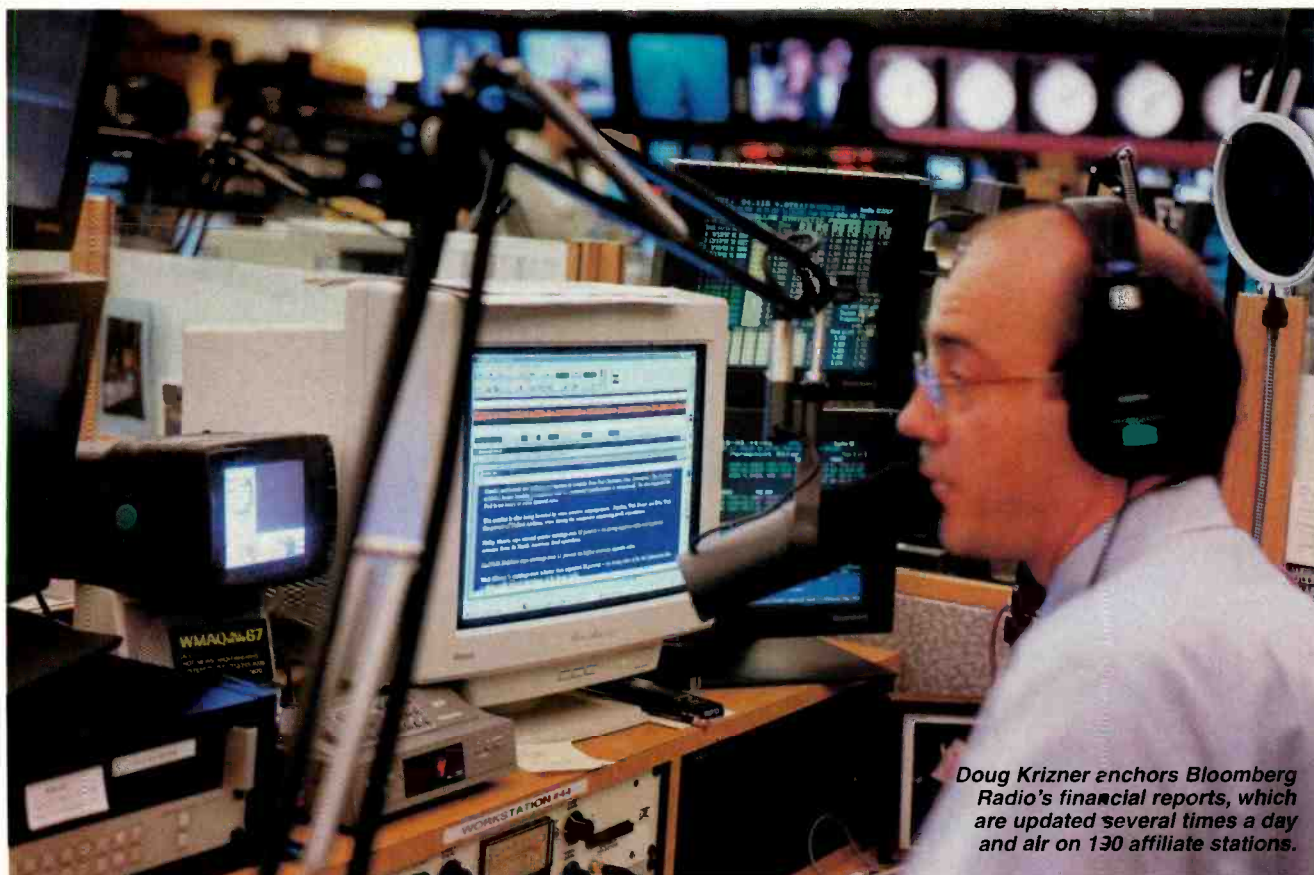
\$44,475,000
7 stations

888 7th Ave., New York, N.Y. 10019 (212) 887-6800
 Bob Marbut, chairman
 David J. Barrett, president
 Anthony J. Vinciguerra, COO



Barrett

Phoenix (15): 1 FM, 2 AMs
Baltimore (20): 1 FM, 1 AM (both managed for Hearst Corp.)
Greensboro/Winston-Salem, N.C. (42): 1 AM
Louisville (53): 1 AM



Doug Krizner anchors Bloomberg Radio's financial reports, which are updated several times a day and air on 130 affiliate stations.

Names sell radio news

Well-known monikers, strong brands help market services; business category heats up

By Kira Greene

From AP to ESPN, radio news services are discovering that brand names sell. Radio stations say they want a trusted news product and a recognizable name, because that's what delivers listeners.

One of the oldest names in news is Associated Press, the 151-year-old news service. In some instances, the name 'AP' gives the news organization the edge in getting scoops.

"It's a tremendous difference that people never see," says Brad Kalbfeld, deputy director and managing editor of AP Broadcast Services. AP's radio news service feeds audio and text to nearly 4,000 stations.

Another well-known name in news is CNN. The network has matured into "a phenomenal brand that a lot of stations can't live without," says Peter Kosann, senior vice president, director of affiliate sales, for Westwood One.

The radio syndicator and network provides station access to CNN Radio News; CBS Radio News; CBS MarketWatch, an Internet-delivered service; NBC Radio Network, and Fox News Radio. "Westwood One's strategy is to affiliate with the best brands in the news business," says Kosann. "Radio stations want well-branded, reliable, credible news." In June, Westwood One bought the nation's largest provider of traffic reporting services, Metro Networks, for \$1 billion. It already owned Shadow Traffic.

"I see the power of branding," says CNN Radio General Manager Robert Garcia. "CNN is a powerful brand name. ABC is a powerful brand name. CBS is a powerful brand name. That's what stations want to bring to their local signature. We're heading for a situation where a lot of people want to connect to the top news brands in the country," says Garcia, whose network has 1,684 radio affiliates.

CBS, which has roughly 600 affiliates in its radio network and is in the Westwood family, is "clearly our heritage product. It probably has the most extensive set of radio journalists in the business," Kosann says. CBS News Vice President for Radio Harvey Nagler agrees. He says CBS' news resources include "the largest group of all-news radio stations, which have the largest number of reporters, so that when anything happens anywhere in the country, immediately we've got substantial news stations that we can call on."

ABC's radio service, which goes out to 3,200 affiliates, has spent many years building its reputation. "It's a responsibility we take very seriously," says Chris Berry, general manager of radio operations for ABC News.

Compared to established news services, Bloomberg and ESPN are the new kids on the block. Both have built solid reputations in their niches and compete



Westwood One President and CEO Joel Hollander, with Dan Rather (c) and Charles Osgood (l). Westwood syndicates CBS Radio News' shows.

aggressively in newsgathering and for radio station affiliates.

"We need to be a franchise of the station," says Dennis Green of Bloomberg, which has 190 affiliates. "The 'Bloomberg Business News' name is something radio sales people go out and sell to brokerage firms and banks."

"There is a certain brand characteristic to the ESPN name, and we try to be consistent with that throughout all platforms," says ESPN spokesman M.C. Antil, whose radio network has 650 station affiliates. "We have found that the brand name has had a halo effect as we've entered different businesses. People expect a certain quality of reporting. Stations have an understanding of the strength of ESPN's brand name in the consumer marketplace."

Metro Networks is known for traffic reporting, but the service, formed in 1978, is making a name for itself covering all news. Metro provides "pro-

duced products," in which local anchors and reporters deliver the actual newscast, sportscast, business reports or weather, customized for various formats. The service also offers Metro Source, an information system the company calls the "successor" to the traditional wire service. Metro Networks says it has 750 subscribers for its radio news products, excluding traffic.

Fox is a relative newcomer to the radio news business, having launched Fox Radio News late last year. "It skews a little younger and has more of an edge to it," says Westwood's Kosann. The service's customers include FM stations doing more news than in the past and AM stations looking for a younger audience. So far, Fox Radio News has 75 radio affiliates.

But branding isn't the only thing stations look for in a news service. WLW(AM) Cincinnati News Director Jeff Henderson says, "I go for quality. I look for the best network." For John Butler of KMOX(AM) St. Louis, the key is survivability. "I want a news service that's been in existence for a number of years."

The news edge

Large news organizations can't rely on name recognition alone to grow their business. Competition spawns new products and keeps the pressure on to provide accurate, timely and relevant news. "We compete with everybody, and I think that's healthy," says CBS' Nagler. "No matter how good you are, you always need to improve. You can't be satisfied with just doing a good job in this day and age because of all the media out there."

UPI exits radio news

UPI, which launched a wire-service radio network in 1958, is out of the broadcast news business. Earlier this month, the struggling news service sold its radio and TV contracts to AP for an undisclosed amount.

The 91-year-old news organization says it is repositioning itself as a supplier of Internet-delivered news. UPI plans to use the resources from the sale of its broadcast division for those products.

"The world does not need another traditional wire service. A billion people—one-sixth of all humanity—will be on the Internet by 2005. UPI will be there as well," said UPI President Arnaud de Borchgrave.

Some 400 station affiliates, the majority of which are in radio, began receiving AP wires and network feeds on Thursday, Aug. 19. AP views the deal as "an opportunity to strengthen our coverage of state news and expand our customer base," says John Jones, AP spokesman. "We're trying to make the transition as seamless as possible."

As part of that effort, AP has set up a command center to answer questions and solve problems for UPI customers. The toll-free number is (877) 987-4227.

—Kira Greene



Veteran AP radio news reporter Tony Winton in the field covering Hurricane George in the Florida Keys last September.

This year, CBS introduced a new daily report on the Y2K computer bug as part of its programming. *Eye on Y2K* is a 45-second feature reported by CBS News correspondents that contains no network inventory. Also new is the *CBS News Weekend Roundup*, a 48-minute weekly program that provides an in-depth perspective on events of the week.

"Clearly, breaking news is our bread and butter. When a story happens anywhere in the world, we have to be able to respond quickly," says ABC's Berry. "Since we don't have to set up cameras and microwave links, we can take our listeners to the story wherever it's happening. The telephone—and in many cases, the cellular telephone—has become the world's longest microphone cord."

To stay competitive, AP has a slew of new Internet-delivered products to meet the news needs of radio stations. "We've answered the call to make our products more accessible and more flexible, but we have not diminished the quality and reliability," says AP spokesman John Jones.

Introduced in January, AP's PrimeCuts and SoundBank are two databases of audio soundbites. PrimeCuts features material up to 72 hours old. After that, the material moves into SoundBank, which offers soundbites 72 hours and older, and goes back eight decades. Says Jones: "Nobody has an archive of soundbites comparable to ours. We're digitizing decades of AP sound daily."

Business news is hot

In the world of news services, Bloomberg means business. Dennis Green, who manages domestic West Coast syndication for the service, says the programming is hot because of 401Ks, IRAs, cyber-trading and stations wanting business news that's consumer-oriented. "They don't want it to

be too hard on the numbers," says Green. "Our reporters have been given a directive from management that they need to be more conversational."

Bloomberg has several new offerings this year, including the Bloomberg Urban Report, which features the Amalgamated Index, a stock index of publicly traded African-American owned and operated companies, and Negocios Bloomberg, a Spanish-language business report.

With 800 reporters in 70 bureaus worldwide, Bloomberg has the market covered, but not cornered. The category is popular and there are plenty of players, including the Wall Street Journal Radio Network, Dow Jones Radio Network, CNBC Business Radio and Business News Network. In addition, CBS offers stations *MarketWatch*, an Internet-delivered service, and ABC distributes *Business Week* financial reports, a joint venture with *Business Week* magazine. AP also offers plenty of business news.

ABC's Berry points out, "The people listening to a business report are listening with both ears. They hear everything that is being said. Obviously, they hear the commercial message also."

Local news comes on strong

National news services compete among themselves, but they say that competition also comes from the local level as well. "There's more and more local news, and there's less emphasis on the big networks," says CNN's Garcia. "People aren't married to the great network newscast anymore, but they still would love to hear from a CNN correspondent. Any radio station in America would love to have five minutes talking with [CNN correspondent] Wolf Blitzer," he says. "The key is to offer product that stations can't produce themselves." Nagler of CBS agrees that big network news names are popular with stations. "The response is absolutely huge when somebody of the magnitude of Dan Rather does a one-on-one interview."

But ABC's Berry has a different view. "We in the network news business can never compete effectively in that arena. But that's not necessarily our mission. When it comes to breaking news on a large scale," he says, "that's our role and what we do better than anyone else."

One reason for the growing presence of local news may be the consolidation of radio ownership. Major station groups such as Clear Channel have developed regional news operations, which, says



Atlanta-based CNN Radio business anchor Pat St. Claire handles the morning-drive news broadcast.

one source, are essentially competitors.

ABC's Berry says consolidation has "dramatically changed the way everyone in radio does business. [It] has led to fewer network outlets, fewer networks and a more competitive atmosphere."

But News Director Henderson disagrees: "I think [consolidation] is a plus for the networks. We can turn around and feed them news. ABC has somebody they can look to when they need something covered in Ohio." His station, WLW(AM), is owned by Clear Channel and produces news for four co-owned stations in the Cincinnati area.

AP's Kalbfeld also sees an upside to consolidation. "Radio stations and clusters have become very efficient businesses. They watch every penny because they're publicly held companies and the value of their stock is affected, in part, by their reputation. They're looking for services that provide a lot for a relatively small amount of money and that can protect them from copyright violations and libel trouble. They're looking for people like us who can bring integrity, efficiency and flexibility to the table."

The public has increasingly more sources for news, but radio has a built-in advantage. "You can take it anywhere," ABC's Berry points out. "You can get whatever information or entertainment you want on it. Everybody has one and it's relatively inexpensive. It serves a lot of purposes that neither TV nor cable nor the Internet can."

"Radio news is stronger than it ever has been," says CBS's Nagler. "With the competitive nature of our business, which is not only radio but TV, cable and the Internet," he says it's up to news services to ensure that they're on top of the needs of consumers. "We can't ever lose sight of the fact that we're in the customer-service business." ■

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A collection of recent books of interest to the Fifth Estate

By Mark K. Miller

Sports on New York Radio: A Play-by-Play History

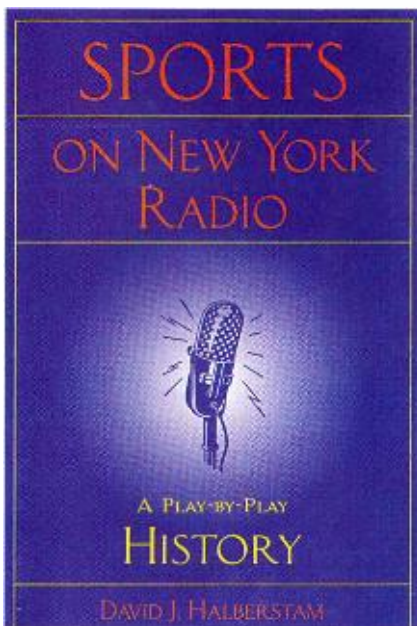
By David J. Halberstam

Masters Press, \$24.95 hardcover

The title of this very comprehensive volume is misleading. At first glance, the emphasis on New York and radio might seem to limit its interest—excluding readers outside the Big Apple and those who are more familiar with sports on television. A quick flip through the pages should banish both of these assumptions. For while the cast of characters all spent time behind microphones in the five boroughs, many are household names in the rest of the country, either through their work on the networks (most of which were based in New York) or because they moved on to stations (including TV) and teams across the United States.

The book is arranged by sport, beginning with the earliest radio coverage, that of boxing. It may come as quite a surprise just how popular this sport was in the 1920s and how important it was in popularizing the new medium of radio. In 1921, David Sarnoff of the Radio Corp. of America approved a plan by Major J. Andrew White to spend \$1,500 on a live transmission of the heavy-weight title bout between champion Jack Dempsey and Georges Carpenter, the French champ. Halberstam recounts some of the logistical problems involved in this first broadcast:

“To begin with, much of the public didn’t have receivers, RCA didn’t have a license to transmit nor the equipment with which to do so and it didn’t have the permission to run the fight. Tex Rickard, Madison Square Garden’s promoter, was in charge of the fight. White convinced him that since 91,000 seats had already been sold and in view of the fact that all of the nation and Europe were hungry for the fight, radio coverage would satiate public thirst. He then sold the Lackawanna Railroad on the idea of using one of its radio towers and the Navy on borrowing one of its transmitters. Next was the major issue of receivers which



the general public didn’t own yet. So the energetic White convinced theater mogul Marcus Loew and other operators to place receivers in their facilities. Between the receivers the public had and the theater deals in many cities, much of eastern America could get the fight. RCA also petitioned and received approval for a one-day license to transmit. The call letters assigned were WJY.”

The saga continues: “To gain public support, White took part of the proceeds from ticket revenue at the theaters and earmarked it for two charities, the Navy Club and the American Committee for Devastated France. (This was just after World War I.) This way there was public sentiment in support of the project.

“White and the engineering people overcame all the bureaucratic red tape and he was ready to broadcast the fight. One other problem, White had never described a fight. How would he do blow-by-blow? He had participated in some amateur boxing as a youngster, so he prepared for the broadcast by ‘shadowboxing in front of a mirror and singing out each move,’ as he would say later. ‘It soon became apparent to me

that no one could accurately describe every blow, so I adopted the scheme of collecting punches which is still in use.’

“The experiment was such a smashing success and showcased radio in such a glittering and indispensable light that it resulted in a proliferation of radio stations and in spiraling consumption of radio receivers. New York’s first station was WJZ, now WABC (770). It started broadcasting in October 1921. WEAJ, now WFAN (660), and WOR, still retaining its original call letters, and other facilities began broadcasting in 1922.”

Well-known boxing voices included Graham McNamee, Clem McCarthy (also a popular horse racing announcer), Sam Taub, Don Dunphy, Les Keiter and Howard Cosell (his broadcasting career began in 1953 on WABC[AM] New York).

Following boxing chronologically and in public interest was college football. Again, it’s hard to fathom how great a hold this sport had on the American public in the early days of radio. Halberstam sets the scene: “It was the fall of 1922. On October 29 the front sports page of the *New York Times* painted a dominating picture of college football’s grip on the New York sports landscape. Each of the eight columns across and down the familiar *Times* format contained a story of college football. In fact, the *Times* had 16 separate stories this particular Sunday on the front of its sports page.”

Among the college football careers chronicled are those of McNamee (NBC), Bill Munday (NBC), Bill Slater (NBC, Mutual), Ted Husing (CBS) and Bill Stern (NBC). One of the more fascinating aspects of the early days of radio was that the rights to sporting events were not exclusive as they are today. You had two, three and sometimes four networks carrying the same important games, and the competition that inevitably resulted made for some great stories. One of the many incidents Halberstam relates took place in the 1930s. CBS and NBC were both going to air the Army-Illinois football game. NBC’s Bill Stern arrived in Champaign, Ill., first. “The NBC and CBS booths were side by side on the top of a triple-deck stadium. The cables and transmission lines ran along a narrow ledge. Stern took a pair of pliers from his engineer’s bag and crawled precariously on the narrow ledge. Remember that Stern

was lame. This was dangerous.

"He then snipped what he thought were [Ted] Husing's lines. These guys weren't kidding. There had to be some real hatred. Stern would say that he sat in his booth 'waiting with satanic delight.' Both networks were to go on the air at the same appointed time. Airtime comes and there's no cue for Stern to start. Meanwhile, Stern hears Husing opening his broadcast. In a panic, Stern turns to his infuriated engineer who starts hollering at him, 'You genius, you cut our lines.'"

To many people, radio and sports mean baseball. And the names of many of the announcers who called the action

on the diamonds of New York are almost as familiar as those of the Hall of Famers the Yankees, Dodgers, Giants and Mets produced: Grantland Rice, Graham McNamee, Mel Allen, Russ Hodges, Curt Gowdy, Phil Rizzuto, Joe Garagiola, Frank Messer, John Sterling, Red Barber, Connie Desmond, Vin Scully, Ernie Harwell, Bob Murphy, Lindsey Nelson and Ralph Kiner among others.

The fierce rivalry between the New York teams, coupled with the fact that one or more of them often ended up in the World Series, created extraordinary interest in broadcasts, culminating in the World Series. In 1933, six New York

stations carried the World Series, all taking feeds from CBS or NBC. And the strength of the teams and fan interest continued. Between 1947 and 1958, only one World Series (1948) did not feature a New York team. And seven of those contests were "Subway Series," with both teams from New York.

Much has changed over the years, and this book chronicles all aspects, including the growth of commercials and the evolving roles played by sponsors, team owners, networks and the commissioner of Major League Baseball. There are also chapters on each of the New York baseball teams and the World Series. ■

Airwaves

By William O'Shaughnessy

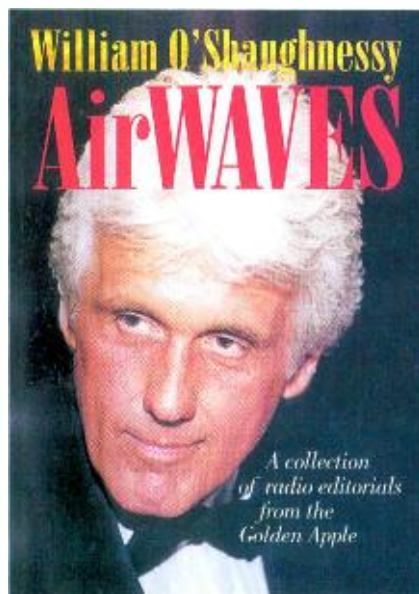
Fordham University Press,
\$25 hardcover

Let's clear the air right at the start. BROADCASTING & CABLE is an FOBO (friend of Bill O'Shaughnessy) and he is an FOB&C. The president of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., shares with this magazine a love of broadcasting and a commitment to fighting for First Amendment rights for radio and television (with the corresponding responsibilities that such rights entail). He pursues these goals along with other passions, both on and off the air.

This collection of radio editorials, essays and remembrances reflects those passions. The pieces are about many things, but a common theme of O'Shaughnessy's book—as of his life—is people. The personalities he writes about range from politicians such as Nelson Rockefeller and Mario Cuomo, to broadcasters such as William B. Williams and John Van Buren Sullivan, to figures high and low in his community of Westchester (the second part of the book is entitled "Great Souls and Colorful Characters").

But there is more here than just personality profiles; there are strong opinions on issues that affect the United States as well as his community: the First Amendment, broadcasting and the press and the assassinations of Martin Luther King Jr., Yitzhak Rabin and George Lincoln Rockwell.

And then there is the music—the band-leaders and saloon singers, piano players



and disk jockeys that created magic over the airwaves. In his 1985 piece on William B. Williams, the legendary WNEW(AM) New York host of the *Make Believe Ballroom*, he writes: "He is a teacher as well as a performer or entertainer, having taught us about Johnny Mercer and Lee Wiley

and Matt Dennis and Ted Straeter. He is to radio what Jimmy Cannon was to sports writing. He is the Mother Lode.

"You can also expect him to rage, as he always has, against injustice and unfairness and about the times we are cruel and brutal and mean to one another. He was there on the radio talking about Martin Luther King long before his martyrdom, and William B. even went down to Selma, Alabama, in 1963 to walk with a Black man along a dusty country road into the history of this country. And he talked about the indignities we heaped on Black artists long before it became fashionable to care."

The sad thing about reading this book is realizing how unusual it is to compile this many editorials and for a radio station to editorialize, period. The radio industry could take a cue from Bill O: this is what localism really means and forgetting it—or rejecting it—lessens the country as well as broadcasting. ■

Mark K. Miller, the former managing editor of BROADCASTING & CABLE, was with the magazine for more than 20 years. He is now managing editor of BROADCASTING & CABLE'S Digital Television. Based in Washington, he can be reached at mrkmiller@aol.com.

Kansas Radio Assets I, LLC

has agreed to acquire

KOEZ-FM, Newton (Wichita), KS

from

KJGR, Inc.

Ron Swanson, VP (570) 563-0900 and Al Perry, Chr (303) 239-6670,
initiated the transaction and assisted in the negotiations.


Media Brokers Appraisers Consultants

Harbert heads NBC Studios

Says own network's programming takes priority, but will sell to others where appropriate

By Joe Schlosser

Add Ted Harbert to the new NBC executive mix.

Harbert, once chairman of ABC Entertainment, signed on last week as the new president of NBC Studios. Harbert joins NBC West Coast President Scott Sassa and NBC Entertainment President Garth Ancier, both of whom were also added to the network's upper echelons in the past year.

Harbert becomes the first-ever NBC Studios president, a job that had been divided among several NBC top executives, including Dave Bartis, former head of prime time series, who left last week to head a new production division at 3 Arts Entertainment.



Harbert: 'This is one of those great situations where I am coming into an operation that is not broken and it doesn't need a whole lot of fixing.'

Harbert, who'd been courted by a number of major Hollywood studios, including Columbia TriStar Television, says he couldn't pass up an opportunity to work at NBC with Ancier and Sassa. Harbert, a producer at DreamWorks for the last two years, takes over a studio that produced two successful series for NBC last season—in drama, *Providence* and in comedy, *Will & Grace*.

"They really have had success of late, especially within the last year," notes the 44-year-old Harbert. "This is one of those great situations where I am coming into an operation that is not broken and it

doesn't need a whole lot of fixing. What it does need is more shows like *Will & Grace* and *Providence* coming out of it and shows that provide NBC with real hits."

NBC Studios has a writing staff studded with some of Hollywood's brightest TV names, a stable that is valued at more than \$75 million. The in-house division not only produces sitcoms and dramas for the network, but oversees the production of *The Tonight Show with Jay Leno*, *Late Night with Conan O'Brien*, *Saturday Night Live* and the two NBC/Spelling Entertainment daytime soaps, *Pas-sions* and *Sunset Beach*. NBC Studios is also producing *Cold Feet* (with Granada Entertainment) and *The Mike O'Malley Show* for NBC for the upcoming season.

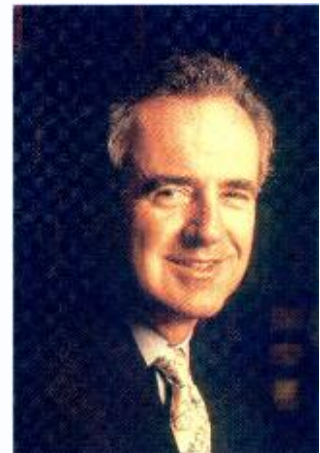
Increasingly networks are looking to keep their shows in the family by producing more and more in-house. Harbert says the studio's first mission is to provide programming for NBC,

Haimovitz, Biondi back NewsNet

TV and Internet content provider NewsNet Central has added some Hollywood muscle to its growing list of investors. Jules Haimovitz, the new president of MGM Networks, and Frank Biondi Jr., the former chairman and CEO of Universal Studios, are backing San Francisco-based NewsNet Central—a media content company that produces and distributes original programming for both the Internet and local TV stations. Biondi has been named to the company's board of directors.

NewsNet Central, which is headed by President and CEO Allan Horlick, combines branded news features for local stations with follow-up information and direction to various Internet sites, including individual station's Web sites. The company currently produces 20 news features a week for stations—five financial-related stories, five travel-oriented pieces, five health packages and five technology news stories. NewsNet Central executives say both Biondi and Haimovitz have made private investments in the company, but wouldn't disclose the amounts. NewsNet Central has also received funding and has partnered with a number of major Internet companies. Financial stories come from Intuit's Quicken.com financial news Web site; travel pieces are produced in conjunction with executives at Internet company Preview Travel; medical reports are in conjunction with Health-

Central.com and technology stories are in association with CNET. After each piece runs on a local newscast, viewers are directed to the Web sites of the participating Internet companies and TV stations. "Why wouldn't a local station want to be the No. 1 brand on the Internet and the No. 1 brand on the broadcast side?" Horlick asks. "What we are able to provide to our station partners, in terms of programming features and Internet reports, increases their abilities to generate additional advertising revenues and further develop their brand identities." Horlick says NewsNet Central will likely be adding new Internet partners in the upcoming year, possibly including a sports Web site partner.



Biondi, former chairman and CEO of Universal Studios, has invested in NewsNet and will sit on its board

—Joe Schlosser

but he adds that NBC Studios will look to sell programming to all of the broadcast networks. "My job is to bring shows to NBC, but the real truth is that when you spend tens and tens of millions of dollars on writer deals, all of those ideas and all of those writers won't fit on NBC, so you are almost forced to get stuff on the other networks," Harbert explains. "And it

Public prizes

NATAS presents Emmys for community service

By John Eggerton

Emmy awards for community service programming and public service announcements were handed out in New York last week by the National Academy of Television Arts & Sciences. The three awards in three categories went to a commercial station and two noncommercial entities.

NBC affiliate WCNC-TV Charlotte, N.C., won in the National Public Service Announcement category for its campaign against child abuse; Mississippi Educational Television, Jackson, Miss., won the best Local Public Service Announcement Emmy for "Tick Tock Minutes," educational music videos for pre-schoolers; and noncommercial WNET-TV New York won best Community Service Emmy for *Moyers on Addiction: Close to Home*, "featuring Bill Moyers' battle with his son's drug addiction."

The award winners, who were selected by a panel of "civic leaders and community service professionals," were picked from a total of 23 finalists. "This year's entries are of unprecedented quality," said NATAS President John Cannon in naming those honored, "and are a genuine example of how seriously American television stations are concerned about the betterment of the communities they serve."

The awards were presented at a black-tie dinner Aug. 25 at the Marriott Marquis hotel in New York. ■

is true that if there are ideas that writers have that are not appropriate for NBC, we will take them elsewhere. This is an independent unit that lets us do that."

In 1977, Harbert joined ABC as a feature-film coordinator and after 15 years of working his way up the network ranks, was named chairman and president of ABC in 1993. Harbert remained at ABC until 1997, when Jamie Tarses took over the entertainment reins and Harbert left to produce series for DreamWorks.

So how have things changed at the network level since he was at ABC? "A lot," says Harbert, adding, "I think I look at the network business in a very different light than I did even two years ago. Not just because of the challenges that face us to remain a viable economic and financial entity, but we have to find a way to get programs on the air that people will watch. Not that that's any different than it used to be, but I just think it's harder now. You have to be more clever and craftier in everything you do." ■

McCormick Fellows Lead the Way

Each year 10 media executives receive Robert R. McCormick Tribune Fellowships, joining a braintrust of leaders concerned about diversity and the future of the news business.

The fellowship is open to news media executives who have 10 years of experience in the business and are assistant managing editors or higher at a newspaper or the equivalent at a broadcast station. Fellowship packages cover tuition and all travel-related expenses to one of four outstanding executive educational programs.

The McCormick Tribune Foundation is partnering with the Newspaper Association of America Foundation, New Directions for News, NMC Northwestern University Media Management Center, the National Association of Broadcasters and the Maynard Institute for Journalism Education in delivering this program.

The next application deadline is October 1, 1999. For more information, contact Mary Arnold Hemlinger, NAA Foundation, 1921 Gallows Road, Suite 600, Vienna, VA 22182. Phone (703) 902-1729, Fax (703) 902-1735. E-mail arnom@naa.org, Web site www.naa.org/foundation

John Garcia

Executive Producer, *WNBC*,
New York City

CAREER TRACK

Interactive media specialist, veteran newspaper reporter, author and former NYU professor of digital journalism.

JOB DESCRIPTION

Supervises all of NBC's flagship stations' Web sites and Internet projects including Newschannel4.com and the local MSNBC affiliate. He spearheads WNBC's pioneering Internet News Department.

WORDS OF PRAISE FROM HIS BOSS

Paula Walker Madison, VP and news director, WNBC New York: "In the past year, John's vision, versatility and managerial skills have made Newschannel4.com #1 of all the NBC-owned and operated stations—no small feat."

JOHN GARCIA ON THE McCORMICK FELLOWSHIP

"There is always a need to inquire, improve and involve yourself in conversations that are important to the profession. Too often, we fail to develop the intellectual energy needed to keep the profession fresh. The McCormick Fellowship will help my growth as a journalist."





GET WITH THE PROGRAM

By Joe Schlosser

UPN on a roll

The season debut of *Mo'isha* and the premiere of *Grown Ups* brought UPN some good ratings news for the beginning of its season last week. *Grown Ups*, which stars Jaleel White (*Family Matters*), debuted with a 4.9 rating/8 share in the overnight numbers compiled by Nielsen Media Research. The sitcom out-delivered UPN's average in the Monday 8:30 p.m. time period from last year by 96 percent in rating and 100 percent in share. *Mo'isha* started its fifth season with a 4.4/7 in the overnight ratings, the network's

strongest showing in the time period since February.

Montel has MS

Talk show host Montel Williams said last week that he has been diagnosed with multiple sclerosis. Williams' condition is said to be a "mild" case and he is planning to go ahead with his talk show this season. Paramount Domestic Television's *The Montel Williams Show* is set to enter its ninth season in syndication this fall. Williams says he plans on being a spokesman for the fight against MS and has set up a charitable association in conjunction with the

new MS center at The Brigham and Women's Hospital in Boston.

Emmy hosts named

David Hyde Pierce and Jenna Elfman will host the upcoming 51st Annual Primetime Emmy Awards. Pierce has already won two Emmys for his role on the NBC sitcom *Frasier*, and he's nominated again this year for the sixth time. Elfman, the co-star of ABC sitcom *Dharma and Greg*, is nominated for the second time. The Emmys will air Sunday, Sept. 12, at 8 p.m. on Fox. The Academy of Television Arts and Sciences

also announced Tuesday that the 51st Annual Creative Arts Emmy Awards will be broadcast Sept. 9 and 10 on HBO Plus.

'Cleopatra' casts

Renaissance Pictures and Studios USA executives have cast the three female lead characters on the upcoming half-hour action series *Cleopatra 2525*. Gina Torres (*Hercules: The Legendary Journeys*), Victoria Pratt (*Xena: Warrior Princess*) and Jennifer Sky (*General Hospital*) have all signed to star in the syndicated series. The futuristic series will be paired with another half-hour action show from Renaissance Pictures *Jack of All Trades* in the weekly Back 2 Back Action hour in January.

Promax adds two

Andrew C. Miles II has been named director of sales and marketing at Promax & BDA, and Kris Crenwegle is the new director of communications for the trade association. Miles was formerly a senior account manager at *Daily Variety*, while Crenwegle was the publications manager for the NBA's Houston Rockets.

WB switches shows

The WB has changed its planned Friday night lineup, moving animated sitcom *Mission Hill* to 8 p.m. and *The Steve Harvey Show* to 9 p.m. *Mission Hill* was originally scheduled to air at 9 p.m. and *The Steve Harvey Show* at 8 p.m. during the upcoming season. *Mission Hill*, the animated series from former executive producers of *The Simpsons* Bill Oakley and Josh Weinstein, will debut on Tuesday, Sept. 21, and then move into its regular time slot on Friday, Oct. 8. *The Steve Harvey Show* will have its season premiere on Friday, Sept. 24.

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FCC Commissioner

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FCC Commissioner

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AUGUST 16-22

Broadcast network prime time ratings according to Nielsen Media Research



PEOPLE'S CHOICE

ABC's nightly airings of 'Who Wants to Be a Millionaire?' pulled high ratings, averaging an 8.1/15 and finishing in the top ten on four nights.

Week 48	abc	CBS	NBC	FOX	UPIN	WB
	6.9/12	6.4/11	5.8/10	5.1/9	2.0/3	2.4/4
MONDAY	8:00 75. Drew Carey 4.6/9	41. King of Queens 5.9/11	84. Suddenly Susan 4.1/8	75. That '70s Show 4.6/9	11E. Moesha 1.9/4	96. 7th Heaven 3.1/6
	8:30 24. Who/Millionaire 7.2/13	65. Thanks 4.9/9	84. Veronica's Closet 4.1/7	65. That '70s Show 4.9/9	11C. Moesha 2.0/4	
	9:00 22. ABC Monday Night Movie—The Langoliers, Part 2 7.3/12	9. Ev Lvs Raymd 8.2/14	44. Law & Order 5.8/9	54. Ally McBeal 5.5/9	110. Between Brothers 2.0/3	118. Movie Stars 1.9/3
	9:30	14. Becker 7.7/13			110. Malcolm & Eddie 2.0/3	123. Kate Joplin 1.5/2
	10:00		41. 48 Hours 5.9/10	14. Dateline NBC 7.7/13		
	5.4/10	6.4/12	7.3/13	4.8/9	2.0/4	1.8/3
TUESDAY	8:00 37. Spin City 6.1/12	39. Martial Law 6.0/11	58. Just Shoot Me 5.2/10	71. Guinness World Records 4.8/9	110. Moesha 2.0/4	110. Buffy the Vampire Slayer 2.0/4
	8:30 14. Who/Millionaire 7.7/14		58. 3rd Rock fr/Sun 5.2/9		110. Clueless 2.0/4	
	9:00 39. Dharma & Greg 6.0/11	14. 60 Minutes II 7.7/13	34. Will & Grace 6.3/11	73. Fox Files 4.7/8	118. Malcolm & Eddie 1.9/3	104. Felicity 1.6/3
	9:30 82. Sports Night 4.2/7		13. Will & Grace 7.8/13		110. Between Brothers 2.0/3	
	10:00 80. NYPD Blue 4.3/8	48. JAG 5.6/10	1. Dateline NBC 9.6/17			
	7.3/13	6.7/12	6.9/12	5.8/10	1.7/3	2.2/4
WEDNESDAY	8:00 34. Two Guys, A Girl 6.3/12	65. Martial Law 4.9/9	24. Dateline NBC 7.2/14	44. Fox Summer Movie Special—The Frighteners 5.8/10	123. 7 Days 1.5/3	110. Dawson's Creek 2.0/4
	8:30 10. Who/Millionaire 8.0/14				113. Star Trek: Voyager 1.9/3	104. Charmed 2.3/4
	9:00 27. Drew Carey 6.9/12	19. CBS Wednesday Movie—Gone in the Night, Part 2 7.5/13	34. World's Most Amazing Videos 6.3/11			
	9:30 32. Two Guys, A Girl 6.4/11		26. Law & Order 7.1/13			
	10:00 10. 20/20 8.0/14					
	6.2/11	6.5/12	7.6/14	3.6/7	1.3/2	2.3/4
THURSDAY	8:00 58. Whose Line Is It 5.2/10	58. Martial Law 5.2/10	14. Friends 7.7/15	80. World's Wildest Police Videos 4.3/8	124. Teen Files: Drinking 1.4/3	104. Wayans Bros 2.3/5
	8:30 6. Who/Millionaire 8.6/16		37. Jesse 6.1/11		104. Jamie Foxx 2.3/4	
	9:00 29. David Blaine: Magic Man 6.8/12	29. Diagnosis Murder 6.8/12	10. Frasier 8.0/14	98. The Family Guy 2.9/5	126. Teen Files: Smoking 1.2/2	103. Steve Harvey 2.4/4
	9:30		3. Frasier 8.8/15	96. The PJs 3.1/5		107. For Your Love 2.2/4
	10:00 65. Nightline in Primetime: Brave New World 4.9/9	20. 48 Hours 7.4/13	20. ER 7.4/13			
	6.0/12	4.4/9	6.1/12	3.1/6	2.5/5	
FRIDAY	8:00 27. Home Imprvmt 6.9/15	90. Martial Law 3.8/8	78. Providence 4.4/9	92. World's Funniest! 3.7/8	1C2. Source Hip-Hop Awards 2.5/5	
	8:30 5. Who/Millionaire 8.7/17					
	9:00 46. Sabrina/Witch 5.7/11	88. Kids/Darndest 4.0/8	31. Dateline NBC 6.5/12	101. Mad TV Primetime 2.5/5		
	9:30 71. Boy Meets Wrld 4.8/9	84. Candid Camera 4.1/8				
	10:00 65. 20/20 4.9/10	56. Nash Bridges 5.4/10	22. Dateline NBC 7.3/14			
	4.3/9	4.8/10	4.9/10	4.8/10	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	
SATURDAY	8:00 82. Am Fun Hm Vid 4.2/9	94. Early Edition 3.6/8	65. NBC Saturday Night Movie—The Bridges of Madison County 4.9/10	92. Cops 3.7/8		
	8:30 41. Who/Millionaire 5.9/12			77. Cops 4.5/9		
	9:00 89. ABC Saturday Night Movie—Black Sheep 3.9/8	62. Martial Law 5.0/10		54. AMW: America Fights Back 5.5/11		
	10:00	46. Walker, Texas Ranger 5.7/11				
	10:30					
	6.3/11	8.4/15	4.6/8	4.0/7	1.9/3	
SUNDAY	7:00 73. Wonderful World of Disney—The Amazing Panda Adventure 4.7/9	3. 60 Minutes 8.8/18	84. Dateline NBC 4.1/8	98. World's Funniest! 2.9/6	125. Rescue 77 1.4/3	
	7:30			95. King of the Hill 3.3/6	122. Sister, Sister 1.6/3	
	8:00	7. Touched by an Angel 8.3/15	78. You Asked for It 4.4/8	57. The Simpsons 5.3/10	107. Smart Guy 2.2/4	
	8:30			62. Futurama 5.0/9	100. Steve Harvey 2.6/4	
	9:00 2. Who Wants to Be a Millionaire 9.4/15	7. CBS Sunday Movie—To Sir, With Love II 8.3/14	62. NBC Sunday Night Movie—Terminal Velocity 5.0/8	97. The X-Files 3.8/6	107. Unhap Ever After 2.2/4	
9:30						
10:00 32. The Practice 6.4/11						
10:30						
WEEK AVG	6.1/11	6.3/12	6.1/11	4.4/8	1.9/3	2.1/4
STD AVG	7.5/13	8.4/14	8.2/14	6.3/11	1.9/3	3.0/5

No gain, just pain at CNNfn

After distribution obstacles and staff defections, Turner net seeks digital answer

By Deborah D. McAdams

Whoever replaces Lou Dobbs as head of CNNfn faces a daunting task. With only 12 million households and its best programs simulcast on CNN, its behemoth sibling at Turner Broadcasting System, CNNfn appears far from becoming a major basic player. Add to that the defection of some high-profile talent and rival CNBC's 70-million-household lock on cable business news.

Those things considered, CNNfn's future appears to be relegated to digital carriage, network officials concede.

"We're looking at digital, and we're patient, and we're long-term players, and we're going to be there when that capacity opens up," said Steve Korn, CNN News Group vice chairman and chief operating officer.

While business news has become more popular with viewers and advertisers alike, CNNfn's growth has been stunted since its December 1995 launch. Korn attributed CNNfn's distribution problems to limited analog shelf space. Cable operators, however, say Turner never pushed the network or even offered launch fees to get it on their systems.

By contrast, Fox News Channel, launched nearly a year after CNNfn, already has 41 million subscribers—largely due to paying \$12 per sub launch fees.

Turner insiders also suggested that former CNNfn President Lou Dobbs' departure in June could further hamstring new distribution deals for the network.

"It's always a dangerous game to market around a personality, and CNNfn was always built around Dobbs," the Turner insider said. "How can they expect to get distribution for it without that personality?"

Korn countered that Dobbs was an employee, not a franchise. A search for CNNfn's next president continues, he said, declining to reveal potential candidates. Insiders, however, have confirmed that Paul Steiger, managing editor of *The Wall Street Journal*, is being considered.



CNBC has emerged as the dominant cable business news network. Here, Ron Insana and Sue Herera anchor 'Business Center' from the New York Stock Exchange.

Korn also characterized the exit of more than a dozen CNNfn staffers since June as normal turnover, and he doesn't see a problem with CNN mining CNNfn for business news. Beginning in September, CNN will add 3.5 hours of business news to its daytime schedule. All of the programs will be simulcast on CNNfn and CNN.

CNN remains general news, he said, while CNNfn remains fodder for the hardcore business-news crowd. Yet it's that very target audience that limits cable operator interest in a second business news network, a spokesman for a top 10 MSO said last week.

The cable business news audience is small—typically in the 300,000-500,000 range, according to Nielsen Media Research data. Even factoring in the argument that Nielsen figures don't reflect the niche's significant out-of-home viewership, the audience remains too small to justify more than one business-news channel on a basic tier, cable operators contend.

"There was already one business channel out there," he said. "Companies just saw other needs out there. People agree CNBC still does the niche very ably. So CNNfn came along and cable operators thought 'What's the need?'"

Nevertheless, he said CNNfn will be

on his digital tier next year after that service is launched.

The MSO assessment of the demand for business news is strictly quantitative—how many viewers are going to watch this and will it drive penetration? Cable operators generally know that they are going to get the same basic rates from subscribers—regardless of household incomes.

On the programming side, business news is a different story because the demographic, though small, is financially mighty. It's also an attractive category for advertisers, according to media buyers and network executives. Ultimately, it's not just eyeballs, but to whom they belong that makes business news a desirable niche for programmers.

CNBC sought to document the value of that demographic with an October 1998 survey of *The Wall Street Journal* subscribers to see how they viewed the network.

About two-thirds of respondents reported having household incomes of \$100,000 or more, compared to just 9.4% of the general population. Their median net worth was just under \$1 million, and the median value of their investment portfolios was \$575,000. More than 60% reported watching CNBC, the survey found.

Granted, *Journal* subscribers were bound to be a wealthier demographic, a CNBC spokeswoman said, but they were just the type of people who would decline to be measured by Nielsen.

"These are people who live in gated communities," said Bill Bolster, president of CNBC. "They're not going to let somebody come in and wire their homes for any reason."

The value of CNBC's audience is also reflected in the network's growing cash-flow stream. Company sources say the network is in line to clear \$200 million this year and \$300 million in 2000—a 50% increase. Meanwhile, the value of general news is flatter if CNN cash-flow projections are any indication. Paul Kagan Associates estimates CNN is in line to clear \$309.6 million in 2000—only 12% more than the \$276.1 million anticipated in 1999.

Insiders at CNN said tapping into the cash-fertile business-news demo is one

reason CNN wanted a piece of CNNfn's programming territory.

"By turning a hunk of CNN time into business programming, it automatically makes revenue," a Turner insider said.

Bringing in business programming is also a matter of pride, or at least strategy, in the ratings war, he said. "Every once in a while in the last few weeks, CNBC has beaten CNN. They saw business news as their salvation."

So, while business-news executives collect evidence that ratings don't accurately reflect their audience numbers, network representatives are waging behind-the-scenes guerrilla warfare on whose numbers are best.

Fox News Channel, whose business news franchise is Neil Cavuto, dispatches a blizzard of faxes when the network triumphs over CNN somewhere in the ratings. The latest lob from CNBC is that ratings for CNN's flagship business show *Moneyline* are down 41% since

Dobbs' departure in June. All the numbers are true, depending on the spin.

Fox News wins regularly in terms of percentage growth of its audience, probably because it has the fastest growth in distribution. *Moneyline* numbers have dropped since last year, but CNN sources cite the breaking-news phenomenon. Overall ratings spike when news breaks and settle again when its over, he said. *Moneyline* consistently draws an average of about 390,000 viewers during a breaking-news period, and about 290,000 viewers during quieter times.

In addition to looking for a cash injection, Turner sources say CNN is trying to neutralize the ratings cliff effect of breaking news by adding more ratings-stable business news—a strategy some network executives question.

"CNN is breaking news. Why dilute it?" a CNN executive asked. "CNNfn is who should be competing with CNBC." ■

DBS in a fix about service

Growth at DirecTV, EchoStar causes problems for existing and potential customers

By Price Colman

Just as satellite companies join the top ranks of multichannel video providers, they're confronting a painful side effect of growth: more business than they're equipped to handle.

Industry problems with customer service are angering existing customers and alienating untold numbers of would-be subscribers. It's an odd incongruity for the 5-year-old direct broadcast satellite industry, which has scored strongly with consumers by exploiting cable's perceived weakness in dealing with customers.

In recent weeks, for example, DBS industry leader DirecTV left thousands of callers in telephone limbo as customer-service representatives were inundated with queries from prospective subscribers and existing customers alike.

"We've been experiencing unprecedented call volume," acknowledges DirecTV spokesman Bob Marsocci. "It has been an extremely busy time for us. There's no secret about that."

Marsocci refused to discuss specifics, but sources familiar with the situation say Convergys, DirecTV's customer-service contractor, handled more than 400,000 calls a day from late

July through mid-August.

Part of the problem can be traced to DirecTV's growth. In the five years since its 1994 launch, DirecTV has ballooned to 5.4 million subscribers, and growth for 1999's first half is 48% higher than for the comparable period in 1998.

But rapid growth wasn't the only culprit in overwhelming DirecTV's 3,400 customer-service reps. Several other factors also exacerbated the situation, company officials say. Earlier this year, DirecTV completed acquisitions of two other DBS providers, USSB and Primestar.

With the consummation of the Primestar acquisition in April,

DirecTV launched an intense campaign to convert Primestar's roughly 2 million subscribers to DirecTV's more-expansive slate of channels. Then with the USSB acquisition in May, DirecTV changed its programming lineup and required former USSB customers to sign up with DirecTV for new programming packages.

Finally, DirecTV and EchoStar were required by court order to cut off out-of-market broadcast network signals to customers living in areas where they could at least theoretically use off-air antennas to receive local signals from their network affiliates.

All those factors intersected in late

The CSR corps

Company	Subscribers	Customer Service Reps	Inhouse/ Outsourced	Annual Churn
DirectTV	7.4 million*	3,400	Outsourced	18%**
EchoStar/ Dish Net.	2.7 million	3,000	Inhouse	15%

*Includes medium-power Primestar subscribers

**For high-power service only

Source: company data

July, triggering busy signals, phone delays, long hold times and the dreaded "call back later" message.

"Even though I'm understanding, I found myself, as a consumer, pissed off at this company that I'd grown to expect a high level of service from," says one disgruntled DirecTV customer in Denver, adding that he was forced to call back several times to change his service package.

In an effort to patch leaks in its customer-service network, DirecTV designated a channel through which customers could use their remote controls to change program packages. Further, the company plans to hire 400 new customer service reps next month. More hires are also set for October and November, a company spokesman says.

Rival EchoStar has fared better but still has bruises. Since Oct. 1, EchoStar's Dish Network has had heady growth, adding 100,000-plus customers monthly. In contrast to DirecTV's caller backlogs, Dish's problems have stemmed more from trying to



DirecTV's customer service center in Boise, Idaho, has 1,100 employees.

handle calls from existing customers, rather than signing up new ones.

EchoStar spokeswoman Judianne Atencio declined to discuss specifics, but she acknowledged "some delays" in processing customer requests. "That's what we're working on right now."

To address the problem, EchoStar is building a fourth customer-service center, to be located in El Paso, Texas, and officials say a fifth, for an as-yet unnamed location, is on the drawing board.

Calls to Dish have increased markedly in the past year as the company alters and adds programming packages, says Soraya Cartwright, senior vice president of sales, customer service and human resources at EchoStar.

And with the launch of a fifth satellite and additional services, including high-speed data later this year, more people and more training will be necessary, she says.

As to DBS operators, their main fear is that botched customer relations will prompt more customers to drop service, an industry anathema known as churn.

"Is it going to ruin DBS today? No," says Michael S. Alpert of the Washington-based DBS consulting firm Alpert & Associates. "But if it's not fixed, DBS could end up in the same position as cable, with disaffected customers looking for alternatives."

During 1999's first half, DirecTV saw annual churn increase to 18% from about 15%. At Dish Network, the number has stayed at about 15% annually, though the company's financial statement shows it spent nearly 79% more — \$25 million — for customer-service functions in 1999's second quarter than in the comparable period last year.

DirecTV officials say it's premature to link first-half churn with customer-service issues. Meanwhile, the industry's primary trade organization, the Satellite Broadcasting and Communications Association, is addressing the issue head-on.

After developing a training program called BEST—Building Excellence in Satellite Television—targeting dealer education two years ago, the SBCA and its members are putting together some voluntary customer-service guidelines.

"Customer service is an area where the satellite industry has chosen to distinguish itself," says SBCA spokeswoman Jennifer Buckley.

On Wall Street, the snafus haven't turned believers into doomsayers. "The worry here is that [customer-service glitches] create more churn," says Rob Kaimowitz of ING Barings Furman Selz. "I just don't believe that's going to happen."

Still, there's a sense that with competition increasing, the margin of acceptable error is narrowing, one analyst suggests.

"They have to fix it or they're going to open a hole big enough to drive a cable truck through," says Steve Blum of Tellus Venture Associates, a Monterey, Calif.-consulting firm.



CABLE'S TOP 25

PEOPLE'S CHOICE

'You Know My Name,' a TNT original movie starring Sam Elliot as a sheriff who lives by the codes of the Old West, was last week's highest rated movie. It ranked No. 2 with a 6.4 rating.

Following are the top 25 basic cable programs for the week of August 16-22, 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	69	6.8	5.2	5191	11.2
2	Movie: 'You Know My Name'	TNT	Sun	8:00P	120	6.4	4.9	4868	10.2
2	WWF Sports Entertainment	USA	Mon	9:00P	60	6.4	4.9	4847	9.9
4	NASCAR/Pepsi 400	ESPN	Sun	12:30P	186	5.3	4	4017	13.9
5	Movie: 'Au Pair'	FAM	Sun	8:00P	120	5	3.7	3699	7.9
6	Movie: 'Price Of A Broken...'	LIF	Mon	9:00P	120	4.4	3.3	3234	6.9
7	NFLX/Seahawks/49ers	ESPN	Thu	8:15P	185	4.2	3.2	3190	7.4
7	WWF Sunday Night Heat	USA	Sun	7:00P	60	4.2	3.2	3185	7.9
9	NFLX/Cowboys/Patriots	ESPN	Sat	8:15P	193	3.8	2.9	2910	7.5
9	WCW Monday Nitro Live!	TNT	Mon	7:00P	60	3.8	2.9	2873	6.5
11	Movie: 'Mrs. Doubtfire'	FAM	Sun	8:15P	150	3.7	2.7	2732	7.4
12	Movie: 'Seduced By Mad...'	LIF	Sun	8:00P	120	3.4	2.5	2490	8.3
13	Movie: 'Price Of A Broken...'	LIF	Sun	5:30P	120	3.3	2.5	2462	7.5
14	WCW Monday Nitro Live!	TNT	Mon	2:00P	66	3.2	2.4	2417	5.2
15	Rugrats	NICK	Mon	4:30P	30	3.1	2.3	2325	8.5
16	Franklin	NICK	Mon	10:30A	30	3	2.3	2252	11.3
16	Rugrats	NICK	Mon	4:00P	30	3	2.2	2226	8.9
16	Real World VIII	MTV	Tue	10:00P	30	3	2.2	2184	5
19	WCW Monday Nitro Live!	TNT	Mon	9:00P	60	2.9	2.2	2194	4.5
19	Spongebob	NICK	Sat	10:00A	30	2.9	2.2	2165	9.6
19	History of Sex	HIST	Mon	10:00P	60	2.9	1.7	1704	4.7
22	Rugrats	NICK	Sat	9:30A	30	2.8	2.1	2125	9.8
22	Rugrats	NICK	Mon	3:00P	30	2.8	2.1	2083	8.9
22	Movie: 'Honor Thy Mother'	LIF	Sat	4:00P	120	2.8	2.1	2078	7.5
22	Rugrats	NICK	Mon	3:30P	30	2.8	2.1	2074	8.5



ORIGINAL CABLE PROGRAMMING

These days it pays to be original. From epic movies to new series, cable is spending large sums on original programming. And the payoff is huge. Not only are audiences and advertisers booming, the profits have been immense.

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

Your message in Broadcasting & Cable will reach every television executive who creates, buys and sells cable programming. Call your representative today to reserve space and show off your originality.

ISSUE DATE:

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By Nolan Marchand

Midcontinent Media, AT&T in cable deal

AT&T Broadband & Internet Services and Midcontinent Media Inc. announced a definitive agreement to create an equally owned partnership encompassing more than 200,000 cable customers in the West and North Central regions. Midcontinent will manage the partnership under the Midcontinent Communications name. The partnership combines 132,000 customers in Midcontinent's wholly owned systems in North and South Dakota, Nebraska, Minnesota and Montana with 81,500 customers in AT&T BIS's wholly owned systems in North and South Dakota and its one system in Minnesota. The partnership also includes the companies' 50-50 holdings in the Sioux Falls Cable TV partnership formed in 1972.

Smelling the coffee: Hindery's new bid

Leo Hindery has found something to do with his idle money. The AT&T Broadband & Internet Services president has emerged as one of the bidders for coffee-table book publisher Chronicle Books. The book company is a unit of Chronicle Publishing, a newspaper and broadcasting company that is selling most of its assets. Hindery knows the unit well—he was CFO of Chronicle Publishing before starting his own company, Intermedia Partners, in 1988. Hindery said the bid, first reported

by the *San Jose Mercury News*, would be a passive investment. He likes the book unit and its output. "This is a nice, ethical company," he said. Hindery added that the bid has nothing to do with his job or future at AT&T, which has been the subject of much speculation in recent months. He characterized it as a side investment. "I don't know why my personal investments are so interesting to everybody," he said. "I own stock in IBM, too."

Two CNN veterans pen network's history

Two former CNN colleagues are writing a book about the network with the cooperation of top CNN officials. Peter Arnett, the CNN correspondent who left amid the fallout over a retracted story, and Ed Turner, one of CNN's founders and a former executive VP, are collaborating on a history of the network. Ted Turner, founder of the Turner network empire that includes CNN, and CNN Chairman Tom Johnson have agreed to be interviewed for the book. Ed Turner, who is not related to Ted, left the network in 1998. He's now the president of the Forum Network, a public affairs network set to debut in November in the Washington area. Arnett left CNN earlier this year in the aftermath of a 1998 report that the U.S. Army used nerve gas against defectors in Vietnam. Arnett anchored the story, which was later retracted

by the network. He now works at ForeignTV.com, a Web site specializing in international news. Both Arnett and Ed Turner will relate their own personal experiences at CNN, but don't expect a mudslinging exposé, said Ed Turner. "There are some wonderful stories to be told about CNN's glory days, and there are some major changes that CNN helped [propel] in the way television does news, in the treatment of breaking news and talk that comes out of it," Ed Turner said. "I'm not interested in this contemporary stuff, because it wasn't a part of the making of CNN." Ed Turner hopes to have the book out by next year, if all goes according to plan. "We don't have a publisher yet, so all this is kind of chatter," he said.

Uveiling Hef: USA puts playboy on film

Production concluded in Los Angeles this week on the USA Original Movie *Hefner: Unauthorized*, starring Randall Batinkoff (*As Good As It Gets*) as eternal playboy Hugh Hefner and Natasha Gregson Wagner (*Two Girls and A Guy*) is featured as Bobbie Arstein, Hefner's personal assistant and confidante who provides the movie's narrative voice and insight. The movie is scheduled to air in December and is executive produced by Ben Myron and produced by Leanne Moore.

Stargazing at MTV Video Music Awards

The stars continue to line up for the 16th annual MTV Video Music Awards. Teen pop princess Britney Spears and Detroit-bred rapper Eminem have joined the list of perform-

ers that already includes Lauryn Hill, Ricky Martin, Nine Inch Nails, TLC and The Backstreet Boys. Meanwhile, Madonna, Susan Sarandon, Jennifer Lopez, Jay Mohr, Mira Sorvino, Janeane Garofalo and Pamela Anderson Lee are among the just-added presenters. The 1999 MTV Video Music Awards will broadcast live from the Metropolitan Opera House at New York's Lincoln Center on Thursday, Sept. 9 at 8 p.m.

'Au Pair' cleans up for the Fox Family

Fox Family Channel had the largest audience for a single program in the network's 22-year history last Sunday night. The two-hour premiere of *Au Pair*, the tale of a powerful executive who hires a recent MBA graduate to take care of his children, generated a 5.0 cable rating with a peak audience of 7.2 million people and an overall average of 3.7 million watching during the 8 p.m. time slot. *Au Pair* cleaned up in the time slot across cable as well, generating the highest rating across all cable networks and beating out both CBS and The WB in adults 18 to 34 and women 18 to 34. The telecast generated a 2.5/1.15 million in adults 18 to 34; and a 3.0/695,000 among women 18 to 34. *Au Pair* was the fourth in a series of Fox Family Channel original movies generating record audiences for the network over the last four months, including *Michael Jordan: An American Hero* in April; *Billboard Dad* in June; and *Don't Look Behind You* in July. "It's the most significant ratings story this channel has ever had," a spokesman said.

Lucent gets IBOC backing

Parent spins off in-band on-channel radio company after 'multimillion' dollar investment

By Karen Anderson

Lucent Digital Radio is ready to go it alone.

Pequot Capital Management, an equity investment firm in Westport, Conn., last week announced it is backing the digital radio pioneer, permitting it to break away from parent Lucent Technologies Inc.

It's not a total break. Lucent Technologies will have a majority stake in the new company, Lucent Digital Radio Inc., and two seats on its five-member board. Pequot will have two seats; LDR President Suren Pai, the remaining one.

The companies declined to give specifics, saying only that it was a "multimillion dollar" deal.

"Broadcasters have been waiting for a real, working IBOC system for years, and I can tell you that Lucent Digital Radio has this problem solved," says Pequot's Gerry Poch.

IBOC—that is, in-band on-channel—digital radio will allow AM and FM broadcasters to transmit digital audio programming to IBOC receivers on their current dial positions without interfering with the current analog signals.

And Lucent isn't alone in the IBOC arena. Its technology is vying with that of two other companies, Digital Radio Express (DRE) and USA Digital Radio (USADR), to become the U.S. IBOC standard.

All three have petitioned the FCC to begin a standard-setting proceeding, but the agency has yet to do so. "No one has defined what the selection process will be," says DRE President Norman Miller.

USADR will begin testing its IBOC system in 12 markets starting next month. It's backed by several broadcasting companies, including CBS, Gannett, Chancellor Media Corp., Sinclair Broadcast Group, Clear Channel, Radio One, Cox Communications and Cumulus Media.

Lucent has avoided broadcasting industry backing. "Clearly we don't want to put ourselves in a position where inviting investment from one or more broadcasters could put us in a conflict of interest," Pai says. "We are in a very



LDR President Suren Pai thinks Lucent's technology will win the IBOC race.

unbiased position to serve the broadcast industry. ...The standard isn't about who's going to be using the technology, it's about the technology itself."

Lucent is banking on its technological know-how and experience to help it win the standards battle. It claims its systems will deliver the highest quality signal at a price that broadcasters can afford. Depending on a radio station's current equipment, it will cost \$50,000 to \$200,000 to upgrade for digital broadcast with Lucent's equipment, Pai says. The equipment should be available in 12 to 18 months, pending regulatory decisions.

"Part of what we're trying to do is create an end-to-end solution," Pai says. Creating such a system can only be accomplished through partnerships with "key leaders in different market spaces and product spaces," he says.

In that vein, LDR has announced

partnerships with several radio equipment manufacturers. With Moseley Associates, it will jointly test studio-to-transmitter links. LDR is also testing its system with several audio processors, including Orban and Cutting Edge, to ensure that the processing and audio coding functions are compatible.

LDR just completed testing of its system with noncommercial WBJB(FM) Lincroft, N.J. "We are very happy to note that it has performed to our expectations," says Pai. This fall, LDR will begin testing a new version of its IBOC system at WPST(FM) Princeton, N.J. The refined system includes a new type of audio coding that allows extended coverage of the signal and makes it equivalent to the broadcaster's analog signal. It also emulates the gradual degradation characteristics of the analog signal.

Lucent is working with consumer electronics manufacturers to develop IBOC receivers that will also be able to receive a station's analog signal. If all goes well, they should be available in 2001 or 2002, a company spokesman says.

An NAB spokesman declined to comment on the standards battle. "We love digital radio," he says. "It's the future." ■

SGI appoints new CEO

Less than one month after announcing that it is restructuring to focus more on servers and less on low-end workstations and that it will cut 1,000 to 1,500 jobs, graphics and server supplier SGI has appointed Robert Bishop chairman and chief executive officer. He succeeds Richard Belluzzo, who resigned last week and, according to reports in the *Wall Street Journal* and the *New York Times*, is expected to join Microsoft and lead its Internet efforts.

Bishop, who joined SGI in 1986 and helped build its international division, takes over at a volatile time. Less than 18 months after announcing it would build Windows NT-based graphics workstations, the company is trying to spin off its Windows NT business. SGI has also formed a separate business unit for its Cray line of supercomputers and is looking for a buyer.

Bishop, who has been an SGI board member since 1993, says he fully supports the strategy. "We are positioning to be a major player in broadband Internet applications as they emerge," he says.

The company remains committed to developing high-end graphics systems for television and film production.

—Karen Anderson

Running a-fowl of towers

Noted ornithologist says communications towers are killing off our feathered friends

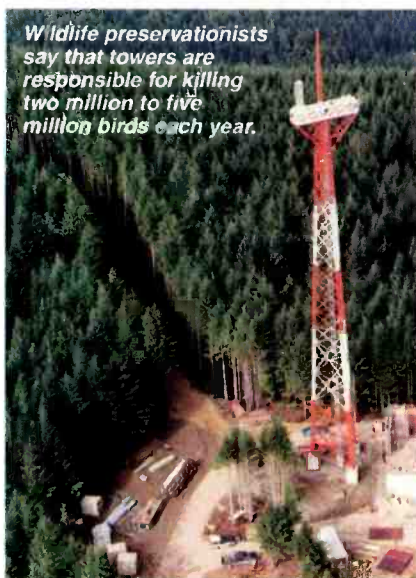
By Karen Anderson

Here's another item broadcasters can add to the list of obstacles to the DTV tower build-out—birds.

As if broadcasters don't have enough to deal with—opposition by community groups and problems with local zoning and the Federal Aviation Administration. Now, wildlife preservationists are saying that tall towers like those being built for DTV are posing a threat to the North American bird population, and something has to be done.

Two to five million birds each year are killed as a result of tower collisions, in part because they are attracted to the flashing red lights on the towers, says ornithologist Bill Evans.

Earlier this month, Evans co-chaired a workshop with the U.S. Fish and Wildlife Service that explored bird fatalities. He says he wants to alert broadcasters and the FAA to the problem before it spawns legal or regulatory action. "What we want to do is to proceed with ... the most balance as possible with regard to the impacts on



Wildlife preservationists say that towers are responsible for killing two million to five million birds each year.

nature," he says.

Birds are attracted to red flashing lights, so broadcasters could solve the problem by replacing red lights with white ones, ornithological experts say. White lights also would save broadcasters from having to paint their towers.

(FAA rules require that they paint towers red and white, if they use red lights.) But broadcasters contend that if they switch to white lights, residents will complain that the lights are too bright.

Dave Wilson, manager of technology regulatory issues, National Association of Broadcasters, says he is not concerned about regulatory action. It's just "one more thing for people to fuss about," he says.

Evans is heading the New York State Towerkill Survey, a study on bird fatalities and tall towers. Evans has asked 170 upstate New York TV stations to allow volunteers to survey their tower sites for bird carcasses. So far he has gotten more than 50 years and just one nay.

Bob White, staff engineer at Syracuse ABC affiliate WIXT(TV), which is participating in the survey, is not concerned that bird fatalities will ruffle enough feathers to deter DTV towers build-out. "It will be overshadowed by many [other] tower concerns that people have," he says. Plus, he adds, "there are many, many more live birds up here than there are dead ones." ■

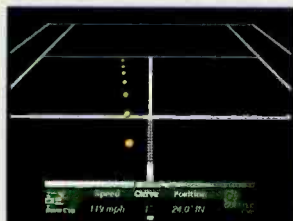


CUTTING EDGE

By Karen Anderson

Fox shows tennis with a pro view

Fox Sports will be giving tennis fans a more in-depth view of the semifinal and final matches of the Hamlet Cup in Commack, N.Y.,



Fox Sports is giving Hamlet Cup viewers a closer look with TennisProView.

this week. Fox is using QuesTec Imaging's enhanced replay system for play-by-play analysis. QuesTec's TennisProView instantly captures, quantifies and displays the speed, path and location of serves. The Deer Park, N.Y.-based manufacturer of the graphics technology is working with Fox to produce the segments.

WITI-TV installing new audio console

As part of a facility overhaul, Milwaukee Fox affil-

iate WITI-TV purchased a 48-input broadcast television console from AMS Neve. The station expects to install the console in its new audio control room, which should be completed next month. It plans to use it for five news programs as well as news production and other local programming. WITI Chief Engineer John Baich says the station is "taking the old facility and bringing it into the existing world." In addition to the audio console, the station purchased a Grass Valley master control switcher, which is on site, "sitting in a crate and waiting to go," he says. The station plans to "make the big jump" and replace its analog routing switcher with a new digital 601

model in the next 18-24 months, he adds.

Vibrint integrates for compatibility

Vibrint Technologies is making sure its news editing system is compatible with most newsroom automation systems. Last week, Vibrint announced integration of its NewsEdit nonlinear news editing system with Avstar Systems Newsroom Computer System and AP Electronic News Production System. Integration of the products allows broadcasters to view rundowns, read scripts and edit video all on a single PC. NewsEdit also will support file transfer with the Grass Valley Group (formerly Tektronix) PDR300 MPEG video server.



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Olympics: Intimate and immediate

Live, from Sydney, it's the summer games (and diaries) on NBC—and on the PC

By Richard Tedesco

As quickly as sprinter Michael Johnson can cover 200 meters, U.S. viewers can play back his effort on their PCs.

That's part of NBC Sports' vision of comprehensively covering the Olympics online (www.nbcolympics.com). About 440 hours of broadcast and cable TV coverage from next year's summer games in Sydney, Australia, will be available for high-speed Web streaming. Other components of NBC's online strategy include putting diaries from Olympians on the Web and supplementing TV coverage of popular events, such as boxing and women's basketball and soccer, with additional online coverage.

"Our [Internet] guys can show whatever they want once we're off the air," says Dick Ebersol, NBC Sports chairman.

Cyberspace could offer additional enticement for advertisers to buy com-



Sprinter Michael Johnson is in focus with other U.S. athletes online.

bined TV/Internet packages. That may eventually support the Olympics bottom line for NBC, which paid \$3.55 billion for rights to five Olympics through 2008.

For 2000, NBC plans to use the Net for what Ebersole called an "up-close-and-personal treatment" of U.S. Olympians. In Sydney, he said, the emphasis will be on U.S. athletes who

participate in a site area dubbed "Athlete's Voice," where NBC will stream audio of participants describing their Olympics experiences. "This is for true devotees of the Olympics," Ebersol says.

More than two dozen U.S. athletes have already committed to writing diaries as part of the online coverage. At an NBC Sports press conference last week, U.S. Olympics gymnast champion Dominique Moceanu sounded particularly excited at the prospect of sharing her experience online: "Everybody out there wants to know what you're feeling and this is one way to do it."

Exclusive online video access could be a big draw, with the NBC site able to stream more broadband video than the six minutes of daily Olympics coverage non-NBC TV stations are permitted to carry.

NBC Sports is partnering with Quokka Sports, an online producer of sporting events, to cover the Sydney games. With exclusive access to stream highlights and athlete interviews on NBC's Web site, Quokka Sports CEO Alan Ramadan expects a "mass niche audience" of 15 million PC users will respond.

San Francisco-based Quokka has firmly established its reputation as a premier online sports programmer with its wall-to-wall coverage of the 1997-98 transoceanic Whitbread Yacht Race.

To promote the site, NBC plans to air seven to 10 plugs nightly from Sydney and once or twice hourly on cable during all dayparts. Between 165 and 175 hours of the Sydney Olympiad will be carried on the NBC broadcast network, with about 270 hours on CNBC and MSNBC, according to Ebersol.

As for Web advertising, NBC and Quokka expect to attract NBC's primary Olympics advertisers, including General Motors, Coca-Cola, Budweiser, AT&T, IBM and McDonald's, with online category-exclusivity reserved for on-air sponsors, an NBC official said.

NBC expects to hit \$675 million to \$680 million in ad commitments for the Sydney games by mid-September, according to Ebersol, on the way to a target of approximately \$850 million. ■

Disney plays toymart

Hollywood's mighty mouse is taking online toy sales seriously.

The 60% stake that Disney's Buena Vista Internet Group took in toymart.com last week bonds it to a popular online educational toy seller, opening broader access to Disney products beyond brick-and-mortar outlets. "They're grabbing more wallet share from consumers," says Connie Ardito, an associate with Cambridge, Mass.-based Forrester Research.

Disney paid \$20 million in cash and \$25 million in advertising, according to Forrester. Disney and toymart executives declined to comment on the striking price.

"Disney's play with toymart is to secure its place in the family space online," says Chuck Davis, president of e-commerce at Buena Vista Internet Group.

Disney isn't shifting away from traditional retail outlets and doesn't plan to push any products exclusively on toymart.com.

Both companies perceived a strong crossover in audience, according to David Lord, toymart.com CEO, who plans to integrate toymart.com's platform and Disney's Family.com site

Forrester believes Disney's \$45 million deal for toymart.com particularly eases access for Disney products for an estimated 20 million parents who are Disney consumers disposed to buy educational toys.

The deal comes as Disney undergoes a restructuring. It is selling its Fairchild Publications unit to Condé Nast for a reported \$650 million, and is soliciting possible suitors for its pro sports franchises, hockey's Anaheim Mighty Ducks and baseball's Anaheim Angels.

Disney recently consolidated its Internet assets, assuming full ownership of Go Network partner Infoseek, and is planning to take a 72% stake in a Go.com tracking stock awaiting issue.

—Richard Tedesco

RADIO

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Please send your resume to: ABC7 Los Angeles, Attn: Kimberly Castillo, Dept. MAE/BC, 4151 Prospect Avenue, Los Angeles, CA 90027. No phone calls please. Equal Opportunity Employer.



Sales Account Executive: WBRZ-TV, Baton Rouge is seeking creative and self-motivated Account Executives with a minimum of 2 years television advertising sales experience. Come work with a family owned company that is considered to be the best in the business. Preferred candidates should be proficient in Bias Salesline, TvScan, and Marshall Marketing software. Great company benefits. Drug free and no smoking facility. Send resume to Jamie Politz, Director of Human Resources, WBRZ-TV, PO Box 2906, Baton Rouge, LA 70821 or fax to 225-336-2246 or e-mail to jamie@wbrz.com EOE

Account Executive: South Florida NBC O&O is seeking an experienced, dynamic Account Executive with TV sales experience. Must be strong in new business development well as handling agencies. Knowledge of NSI, Donovan, Scarborough and media watch required. Send resume to WTVJ-NBC6, Attn: Employee Relations, 316 N. Miami Ave., Miami FL 33128. We are an Equal Opportunity Employer.

Account Executive: KNVA-TV, the WB affiliate in Austin, TX has an immediate opening for 2 aggressive highly motivated local account executives. Must be a high achiever with outstanding communication and presentation skills. The ability to develop significant new business is a must. Preferred applicants will have 2-3 years TV sales experience and computer proficiency. Familiarity with VCI/Salesdesk, TvScan, and Marshall Marketing a plus. EOE. Please, no phone calls. Send resumes to: Local Sales Manager, KNVA-TV, PO Box 490, Austin, Texas 78767.

HELP WANTED SALES

National Sales Manager WVTM Birmingham, Alabama Immediate opening for NBC O&O in the 39th DMA. Responsible for all communications with the NBC's National Sales Organization. 3 years minimum television broadcast sales experience, computer literacy (Excel, Powerpoint, Scarborough, Enterprise Traffic System, Donovan/Tap Scan), "outside-of-the-box" thinking in regards to problem-solving, strong analytical capabilities and organizational skills, and the ability to be aggressive and smart at the same time! College degree preferred. Send resumes with cover letter to: WVTM-TV, Attn: Human Resources, 1732 Valley View Drive, Birmingham, AL 35209

Local Sales Manager: FOX23 WXXA-TV, a Clear Channel Television Station in beautiful Upstate NY, is looking for a highly motivated sales pro to lead our talented local staff. Qualified candidates will possess a minimum of 3 years television sales experience, plus the ability to lead, train and motivate daily. We are focused on new business development, NTR and synergy with our 7 local radio stations. FOX background a plus. If you have what it takes to grow with us, send resume and cover letter to: GSM, WXXA-TV FOX23, 28 Corporate Circle, Albany, NY 12203. EOE.

General Sales Manager: WTVR-TV, a Raycom Media station, in Richmond, VA has an immediate opening for a General Sales Manager. Candidates should have a minimum of 7 years of sales experience and 3 years of television sales management experience. Looking for a great motivator, with a proven track record of success to oversee all aspects of sales, including internet. Please send resume to: Mark Pimentel, VP & GM, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. WTVR-TV is an EOE M/F. Pre-employment drug screening required. No phone calls please.

General Sales Manager: KTVA-TV, CBS for Anchorage, Alaska is looking for a creative leader for its sales team. Responsibilities include overseeing all sales efforts, hiring, training and maximizing revenue from inventory. Must have excellent communication and presentation skills, along with the ability to motivate others. Send resume to: Station Manager, KTVA-TV, 1007 W. 32nd Ave., Anchorage, AK, 99503.

National Sales Manager: WBFS-TV UPN Miami seeks experienced and creative management of national sales through national television rep. firm. Position includes extensive travel to rep offices in New York, Atlanta, and Los Angeles, as well as, maintained visibility in other rep offices. The successful candidate will maintain client relationships in local market of national clients. A minimum three years in station or rep firm experience required. Candidate must be able to foster and promote teamwork. Candidate should have demonstrate skills in creative selling techniques and successfully attain and maintain close client relationships. Working knowledge of Scarborough, TV Scan, CMR, Sale Line, Windups and BIAS a plus. Dept. NSA 202 WBFS-TV UPN 33 16550 NW 52 Ave. Miami, FL 33014. EEO

HELP WANTED SALES

General Sales Manager: New FOX start-up in Wisconsin offers an outstanding opportunity to build your own sales team. Prior management experience and ability to assemble and lead an aggressive sales team. If you are a dynamic, goal oriented leader, rush resume, salary history to WFXS, P.O. Box 6190, Wausau, WI 54402. EOE.

HELP WANTED MARKETING

Univision Communications Inc.

The leading Spanish Language Broadcasting Co. has two openings in our National Spot Sales Marketing & Research Department. You will contribute by working with our advertising sales staff & senior management to develop sales & marketing strategies to build revenue and market share across a variety of advertising categories. Candidates must possess strong analytical, interpersonal & communications skills with demonstrated ability to use quantitative and qualitative information to create sales and marketing plans. **Marketing Manager:** As a marketing consultant to our sales team, ideal member must have 7 years experience in marketing, adsales or strategic planning research. Responsibilities include: Keeping abreast of competitive and industry trends, analyzing new revenue and product opportunities, addressing business and operational issues into appropriate marketing and planning projects. You must possess strong presentation skills with an ability to manage multiple projects and a staff in deadline driven environment. Position reports to the VP Marketing & Research.

Sr. Marketing Research Associate: Ideal candidate must have 4-6 years experience in media (broadcast, cable or agency). Must have a basic working knowledge of Nielson ratings. Hands on experience working with syndicated research such as Simmons, CMR, & MarketQuest/Compass. Command of PowerPoint and Excel, along with strong writing and presentation skills. Responsibilities include: researching, writing and producing marketing presentations to support Spot Sales & New Business Development. Opportunity to thrive by creating winning presentations. Must meet strict deadlines in a fast paced environment. We offer a competitive salary & excellent benefit package along with an environment committed to challenges and growth. For consideration, please fax your resume and salary requirements to (212) 455-5224. EOE

Marketing Director: Newschannel 10 is searching for a Marketing Director who will be responsible for the creation and coordination of the station's marketing plan. This person will create and implement effective methods of communication that build station image/brand, news and entertainment product interest and loyalty, while reaching ratings/shares goals. A four year college degree in Communications or related field is essential. Must be well organized and have a minimum of 3 years experience in television promotion and strong management skills. Must be personable and able to communicate with and get along with all types of people. Ability to work under pressure and meet tight deadlines a must. Must be visually and aurally creative. Must be well versed in all phases of television, radio, outdoor and print production. Newschannel 10 is an equal opportunity employer. Pre-employment drug screening required. Please send resumes to Human Resources, Newschannel 10, PO Box 10, Roanoke, VA 24022-0010.

HELP WANTED TECHNICAL

AT&T BIS NATIONAL DIGITAL TELEVISION CENTER

The National Digital Television Center located at the base of the Rocky Mountains has multiple openings for Master Control Operators to switch national cable television networks.

The NDTC in Denver, the home of Encore Networks, Animal Planet, BBC America, Viewers Choice Pay-Per-View and Discovery Digital Networks, is hiring for the following positions: Master Control Operators, and Tape Operators, in a multi-channel master control environment. Candidates should have current experience in a broadcast/videotape operations environment, these are not production positions. Competitive salary and great benefits. Interviews will be required of all potential applicants. A drug test and criminal background check will be required of all successful applicants. Non-smoking environment. Send your resume with salary requirements to: National Digital TV Center, Office #121, 4100 E. Dry Creek Rd. Littleton, CO 80122. You may fax your resume to (303) 486-3891, Room #121. Applications accepted until 9/13/99.

EOE

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

The Disney Channel is seeking a Maintenance Engineer to maintain, install, calibrate and repair to a component level all broadcast equipment in our multi-network origination facility. This individual should be experienced in the operation and maintenance of the following equipment: Digital Betacam, D2, 1", 3/4" & 1/2" VTRs, BTS routing, production, on-air switchers, robotic playback systems and disk-based video servers. Experience with serial digital video and AES/EBU digital audio is preferred. Must be DOS and Windows literate and have the ability to work evening, night and weekend shifts. To apply for this position, please fax resumes to: (818) 846-8281, Attn: J. Evans. EOE.

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

HELP WANTED TECHNICAL

Temporary Studio Engineer: WABC-TV is looking for a chyron infinit operator with news audio operator experience. Position requires experience as an infinit operator and audio operator in a live production environment, preferably in a large market news operation. Experience as a master control/production technical director, robotic, and live camera operator and/or lighting direction engineer helpful. A thorough knowledge of TV studio operations and standards required. Completion of accredited college or technical school desirable. Please send resume and tape to: Bill Kirkpatrick, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Assistant Chief Engineer: WTVR-TV, a Raycom Media station, in Richmond, VA is seeking an experienced Asst. Chief Engineer. Candidates should possess solid skills in Broadcast TV maintenance including VHF & UHF transmitters, VTRs and switchers. Ability to troubleshoot problems to the component level a must as well as the ability to read electronic schematics. Candidates should have a solid understanding of digital technology and concepts. Must be PC literate with understanding of Windows 95, 98, and NT, and have good communication and organizational skills. Please send resume to: Matt Hefernan, Director of Operations and Technology, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. WTVR-TV is an EOE M/F. Pre-employment drug screening required. No phone calls please.

Chief Engineer: Needed for Telemundo Affil., RF Exp. essential, Townsend Xmtr. Must be prepared to lead station through digital transition. Send Resume to Gen. Manager, KFWD-TV, 3000 W. Story Rd., Irving, TX 75038. An EEOE.

HELP WANTED NEWS

Wanted: Director for Top O&O. Direct live, fast-paced newscasts and other station programs. Minimum three years' experience. Creative. Leader. High energy. Please forward resume and cover letter to: Dana McDaniel, Assistant News Director, WJBK/FOX 2, PO Box 2000, Southfield, Michigan 48037-2000. EOE/MF/DV.

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

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

HELP WANTED NEWS

SBG

SINCLAIR BROADCAST GROUP

SINCLAIR BROADCAST GROUP TV stations cover over 25.9% of the U.S. and it's top ten radio division operates in 10 separate markets. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair.

- **Baltimore - WBFF (FOX) / WNUV (WB) News Producer**
 Baltimore's award-winning news operations is searching for a newscast producer. Candidates should be strong writers with slick production skills. A minimum of two years producing experience is preferred. Send a tape, resume and news philosophy. Box #365
- **Baltimore - WBFF (FOX) / WNUV (WB) Reporter**
 Baltimore's most awarded news operation is looking for a General Assignment Reporter. Candidates must be strong writers with the ability to use pictures and sound to tell compelling stories. Strong live reporting is a plus. Send a tape, resume and news philosophy. Box #366
- **Dayton, OH - WKEF (NBC) / WRGT (FOX) Associate Producer**
 Seeking a candidate to write for 6:00 p.m., 10:00 p.m. and 11:00 p.m. newscast and also serve as backup producer. Responsibilities include writing stories, directing editing of video taped stories, logging of video feeds; answering newsroom phones, assisting in monitoring scanners for possible stories and may occasionally do interviews. A minimum of one-year writing and/or producing experience required. Experience producing shows preferred. Send resume. Box #367
- **Nashville - WZTV (FOX) / WUXP (UPN) Account Executives**
 Immediate openings for experienced Account Executives. A college degree in broadcasting, marketing, or a related field and at least 3 years in television sales experience preferred. We are looking for aggressive self-starters who know how to work agencies as well as develop new business. This is an excellent opportunity to work in the 30th market and get on board with great stations that are growing each year! The ideal candidate will possess excellent communication and relationship-building skills, be a team player, and have a winning attitude. Please send resume. Box #368
- **Nashville - WZTV (Fox) / WUPN (UPN) Web Master**
 Live in Music City and work for two growing television stations as Web Master. We are looking for a team player who is proactive and able to coordinate needs and activities on the local level as well as with corporate staff. The ideal candidate should have at least 2 years experience actually maintaining and designing web pages using one or more of the following: HTML, JAVA, Perl, CGI Script and SQL. Must also be experienced with URL's, Browsers, FTP and E-mail. Send resume. Box #369
- **Nashville - WZTV (Fox) / WUXP (UPN) Research Director**
 Seeking a full-time Research Director. Must have experience in Sales Marketing including collecting and analyzing data, preparing written and graphic presentations and coordinating special marketing projects. Position requires extensive knowledge of computer techniques and methodology. Bachelors degree in Marketing or Public Relations preferred, or equivalent experience. Send resume. Box #370
- **Nashville - WZTV (FOX) / WUXP (UPN) Master Control Operator**
 Fox 17 and UPN Nashville has an immediate opening for the position of Master Control Operator. Primary responsibilities include switching on-air programming as logged. Transferring programming and commercials. Monitoring stations technical performance within FCC specifications. This position required familiarity with videotape equipment, personal computer as well as video and audio measurement techniques. Send resume. Box #371
- **Portland, ME WGME (CBS) Promotion Manager**
 WGME 13 seeks a goal-oriented Promotion Manager for one of the more beautiful areas in the country. The successful candidate will be one who can communicate the vision, turn the vision into a plan, and the plan into action. Must possess superior writing, organizational, and "influencing" skills. Ability to manage "multi-tasks", and create compelling images, words, and graphics that drive news ratings and enhance community image. Send cover letter, tape and resume. Box #372

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

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 and a DRUG-FREE WORKPLACE

HELP WANTED NEWS

State Capitol Reporter: Need experienced broadcast journalist to live in Richmond and run full-time bureau covering state government & politics. No beginners. Prior experience covering General Assembly preferred. **Assistant News Director/Assignment Manager:** Need seasoned newsroom leader with strong writing and management skills to guide young reporters in aggressive weekday coverage from story selection through final product oversight. Substantial news experience required. No phone calls, faxes or e-mail. Send a letter explaining why you are the best candidate along with a resume and a non-returnable VHS videotape to: News Director, WVIR-TV, 503 E. Market Street, Charlottesville, VA 22902 EOE.

Photojournalist: Looking for a person who excels in telling stories with pictures and sound to join our award-winning photojournalist team. Sat truck, helicopter, digital editing. Most of our "grads" have advanced to top 30 markets, some top 10. Non-returnable tape and resume to Personnel Administrator-127, WTOL-TV, PO Box 1111, Toledo, Ohio 43699-1111. No phone calls. EOE

Newscast Producer: Top 50 ABC affiliate, market leader, with strong commitment to news, seeks producer with 3-5 years of news producing experience. Must be a self starter with excellent writing and organizational skills and have innovative approaches to producing the news. Must exercise good news judgement and have the ability to adapt quickly to changes during live broadcasts. Strong pre-production skills are necessary and candidate will have to contribute daily to news story ideas. College degree preferred. Send tape, resume and cover letter explaining news philosophy to: Cindy Vaughan, HR #923, WHAS11, 520 W. Chestnut St., Louisville, KY 40202

Executive Producer: Rochester's News Leader is looking for an Executive Producer with great journalistic skills and a flair for production. Candidates must have the ability to lead a veteran award-winning staff. Minimum 3-5 years newscast producing or equivalent required. Send resume and VHS tape to Human Resources, WOKR-TV, PO Box 20555, Rochester, NY 14602-0555. EEO.

Executive Producer We are looking for an energetic manager with a creative mind, good editorial sense and a passion for news. The right candidate has several years show-producing and management experience, and still likes getting his/her hands dirty. Send resume (no calls/faxes) to Carla Carpenter, News Director, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131 EOE

Northern Michigan's News leader, WWTV/WWUP, 9 & 10 News is looking for two student interns to work this Fall. Students will work in the news room. Fall interns can work up to 20 hours a week and are paid minimum wage. To be an intern you must earn credit from your institution. Send resume to Kevin Dunaway, Assistant News Director, P.O. Box 627, Cadillac, MI 49601.

If you have energy, creativity, A desire to work for the number one spanish language television station in the U.S., You are fluent in English and Spanish and you have experience in television, we are looking for news anchors, news producers, weather anchor, and assignment editor. Apply in person at 9405 NW 41 ST., Miami, FL.

HELP WANTED PRODUCER

Producer KGW, a Belo station, has an immediate opening for an individual to work as a producer. Responsibilities will include producing and writing for weekend Sports Show, Sports Specials and work as Associate Producer. Candidate will be filling in for News Producers as required. Position requires excellent writing skills, solid news judgement, good organizational skills, ability to work under constant time pressure deadlines, creative, and strong computer skills. Previous news experience and applicable college degree. Interested individuals should send their resume, tape and references to: Human Resources, KGW, 1501 SW Jefferson St, Portland, OR 97001. EOE. Drug Testing. No phone calls please.

HELP WANTED PROMOTION

Promotion Writer/Producer

ABC7 Los Angeles has an outstanding opportunity for an experienced and dedicated Promotion Writer/Producer. This key position requires a talented pro with experience in topical news promotion, station image, and sales promotion. You must be a strong writer, an imaginative producer, visually creative with a great graphic sense and have excellent editing skills. If you can handle lots of pressure and tight deadlines, we have a great job!

Please send your resume and a non-returnable videotape to: ABC7 Los Angeles, Attn: Kimberly Castillo, Dept. PVP/BC, 4151 Prospect Avenue, Los Angeles, CA 90027. No phone calls please. Equal Opportunity Employer.



Promotion Director: WBFX-TV is looking for a hands-on Promotion Director who can create exciting on-air promos, effective promotion campaigns, and local media buys. Responsible for all weekly schedules and program changes being sent to newspapers and TV magazines. Must be a team player and work well with other departments. Minimum of three years experience required. Send resume and salary requirements to Jack Moffitt, General Manager, WBFX-TV, 622-G Guilford College Rd., Greensboro, NC 27409, or fax resume to (336) 547-8144. An EEOC Employer.

Writer/Producer, Marketing And Promotion 24-hour local cable news station is looking for exceptionally creative writer/producer for promotion department. Qualified candidate must be college graduate with degree in Journalism, Broadcasting or related subject. The candidate must be a proficient editor on the Stratosphere edit system and work independently under tight deadlines. This position is hands-on and will edit and produce bulk of station promotional spots. Graphics, design experience and excellent writing skills a must. No beginners, please. To apply, please send cover letter, resume, and recent non-returnable tape to Director, Human Resources, Newschannel 8, 7600 D Boston Blvd., Springfield, VA 22153 or fax to (703) 912-5436. No telephone calls please.

HELP WANTED PROMOTION

Promotion Director: New FOX start-up in Wisconsin offers the chance of a lifetime. Launch a new major affiliate. Must be a strong writer, creative thinker and well organized. DVC Pro and Avid. Send resume, clips and 1/2" reel to WFXS, P.O. Box 6190, Wausau, WI 54402. EOE.

Promotion Manager for KFMB-TV, Channel 8, San Diego. You're a big creative talent in promotion...and you've had a ton of interface with the news department. In fact, you know both areas like the back of your hand. You're a first rate producer with a track record to prove it. You're the best writer around, with the ability to take it all on and get it done fast-from print, to radio and of course TV! And yes, you know your way around AVID. You've had some experience as a supervisor, and you've handled critical assignments and confidential materials. The fine points of promotional strategy and positioning are second nature. You're driven to be the best and ready to take on your first management opportunity, yet still keep your hands on the creative work you do best. You want to work with a terrific team of producers and designers. --And you want to work in a paradise-that would be San Diego! Think you can make the cut? Hours 10a-7p, and possibly night shifts during ratings. Rush resume, tape and references to Judy Vance, Director of Creative Services and Programming, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111 EOE

Manager, Network Ad Sales Promotion: Responsible for working with the network sales div. to create & implement added value programs which secure and increase advertising revenue. Will also coordinate the production & placement of network billboards and bumpers. *Regional Promotions Manager:* Will work directly with stations in their region to pitch and implement turnkey sales promotions at local & regional level. Will maintain corp. standards of integrity (how and where PAX is seen), insure quality control, consistency and focus. Specific duties include: 1. Local promotions - Coordinate and implement turnkey sales promotions as provided by nat'l promotions dept. Will include ideas focused on specific product & advertiser categories, holiday promotions, sales incentives and show specific promotion. 2. Implement network promotion/events in the region. 3. Develop local and regional ad sales promotion based on specific client requests. 4. Manage local sponsorships (i.e. PAX participation at local fair, parade or PAX sponsorship of a community soccer tournament) Both positions require strong computer skills, including Word, Excel, PowerPoint, good oral & written skills along with sales presentation exp. Competitive salary & benefits. Submit resume w/ salary/history req. along with position desired to: Paxson Communications Corporation, 601 Clearwater Pk. Rd., West Palm Beach, FL 33401. Fax: 561-655-7343. E-mail: employment@pax.net EOE

HELP WANTED TRAFFIC

Traffic Manager: Entravision San Diego has an immediate opening for an experienced Traffic Manager. Prefer minimum three years experience in traffic with some supervisory experience. Responsibilities include all aspects of the Traffic Department. Requires computer literacy in Microsoft products as well as excellent communication/customer service skills. Experience with Marketron a +. Entravision is an equal opportunity employer. Fax resume to: Station Manager (858)715-2985.

HELP WANTED TRAFFIC

Sales/Traffic Manager WFTX-TV / FOX 4 in Fort Myers, Florida is looking for a Broadcast TV Traffic Manager. Columbine experience essential. We want a team player with 3-5 years experience in commercial broadcast traffic, who possesses good analytical instincts and excellent leadership skills. Attention to detail and multi-tasking a must. Responsibilities include preparation and review of commercial logs; program formatting; inventory management and supervision of support staff. Qualified individuals send resume and cover letter to: FOX 4, Ron Brown, GSM, 621 S.W. Pine Island Road, Cape Coral, FL 33991. Emmis Communications is an equal opportunity employer.

HELP WANTED FINANCIAL & ACCOUNTING

Business Manager - WMC-TV, Memphis, TN WMC-TV, NBC affiliate and a Raycom Media station, seeks an accounting professional with strong leadership and organizational skills for the position of Business Manager. Responsibilities include financial statement preparation, GL, AR, AP, payroll, budgeting, forecasting, credit/collections, HR and benefits. Qualified candidates must have a college degree, CPA pref'd, with a minimum of five years experience in a similar accounting and decision making position. Experience with Excel and AS400 applications desired. Qualified applicants send resume to Bill Applegate, VP/GM. 1960 Union Avenue, Memphis, TN 38104, or e-mail resume to bapplegate@raycommedia.com EOE M/F/D.

HELP WANTED CREATIVE SERVICES

Graphic Artist

ABC7 Los Angeles is seeking a Graphic Artist to join our expanding design team. The successful candidate will be very creative and must know their way around a newsroom. Expertise with Quantel Paintbox and HAL is required. MAC experience with Adobe-After Effects and Photoshop is a plus.

Please send resume and a non-returnable videotape to: ABC7 Los Angeles, Attn: Kimberly Castillo, Dept. GA/BC, 4151 Prospect Avenue, Los Angeles, CA 90027. No phone calls please. Equal Opportunity Employer.



**FOR SUBSCRIPTIONS
Call - 800-554-5729**

HELP WANTED CREATIVE SERVICES

Chyron Operator: Can you spell like Webster and play the Inifinit like a piano? We need you to take our staff to the next level! You should know and be able to train Chyron with the best of them. Experience with Chyron Video clips helpful. Lead staff of operators and develop look for our newscasts. Salary negotiable. Please send resume to W. Harbeson, News Operations Manager - WPLG/TV 10 - 3900 Biscayne Blvd, Miami FL 33137. EOE. M/F/V/D

SITUATIONS WANTED PRODUCER

Situation Wanted: Producer/Correspondent, with 10 years television industry experience, seeks position covering the northeast region for home improvement, craft or hobby program. Call (973)674-0678.

SITUATIONS WANTED RESEARCH

Experienced Researcher: Seeking documentary/series work. Full time or freelance. Writing, editing and photo research experience. Credits include PBS interview series (Wynton Marsalis; Michael Flatley; Sen. Daniel Patrick Moynihan et al.), and A&E profiles (Pres. George Bush; Lauren Bacall et al.). E-mail: researchmaven@hotmail.com.

TV RESUME TAPES

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

CABLE

HELP WANTED TECHNICAL

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

HELP WANTED SALES

Sales and sales management candidates needed for over 150 positions in 30 states. Research, Marketing, Traffic & Billing, Technical positions also available nationwide. Apply at www.birschbachmedia.com. Free service to candidates. Confidential. Fax resume to 303-368-9675 or email to jbirsch@birschbachmedia.com. birschbach media sales recruitment.

HELP WANTED EDITOR

Editor: Local Cable Advertising Sales Department located in the Los Angeles area is seeking an editor for commercial production projects. Responsibilities will include all post-production editing, graphic development and special effects development. Must have working knowledge of production operations and procedures, experience in operation and use of Media 100 and/or Avid Media Composer digital non-linear editing systems. Requires a two-year degree in television production or related job experience. A minimum of three years proven work experience in TV production with a minimum of two years editing experience required. Please fax or send resume to: 714-430-5532, Attn: RR, Time Warner Communications, 959 South Coast Drive, Suite 300, Costa Mesa, CA 92626, EOE/M/F/DV

HELP WANTED PRODUCTION

DIRECTOR, POST PRODUCTION Jersey City, NJ

Join USA Networks, a highly acclaimed broadcast entertainment organization, featuring the successful USA Network and the Sci-Fi Channel. We are currently seeking an accomplished professional to assume an important managerial role at our Broadcast Center in Jersey City, NJ.

The successful candidate will oversee our state-of-the-art post production facility, and supervise Edit, Graphic, Audio & Music Composition Depts. Additionally you will oversee post production schedules and maintain budgets.

To qualify, you must possess a minimum of 7 years experience in Post Production and knowledge of related technical equipment. Prior supervisory experience and strong management and interpersonal skills are also required.

USA Networks offers a competitive salary and benefits package. Please send/fax your resume with salary requirements (only resumes with salary requirements will be considered) to: USA NETWORKS, HR Dept. PP, 1230 Avenue of the Americas, New York, NY 10020. Fax#: 212-413-6524. An EOE M/F.



USA NETWORKS®

HELP WANTED LIBRARIAN

COMEDY CENTRAL, the only "All Comedy" network has an excellent opportunity for a freelance Tape Librarian to support our staff. Comedy offers an exciting and challenging work environment that emphasizes creativity, diversity, hard work and an entrepreneurial spirit. We seek a detail oriented and highly organized individual to coordinate all activities for our videotape library. This will entail filing daily duplication requests both in and out of house, maintaining, recycling and disposing of tape stock for all departments, maintaining 9th floor edit suite, and executing all off-air record requests. You will also be responsible for all show elements, which include delivering, cataloging, trafficking materials and maintaining storage records, in addition to providing customer service and vacation relief when necessary.

To qualify, you must possess the ability to work in an entrepreneurial environment with diverse groups of people. Librarian experience and/or production experience would be a plus. A BA/BS is preferred. Please forward resume and salary requirement **Attn: Human Resources Dept.**

**COMEDY
CENTRAL**
HR Department
1775 Broadway
NY, NY 10019
Fax: (212) 767-4257
(No Phone Calls Please)

Equal Opportunity Employer



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www.broadcastingcable.com

HELP WANTED PUBLIC RELATIONS

Manager of Media and Community Relations:

Direct and coordinate media and community relation functions and programs in the central NJ area. Position is based in Piscataway, NJ. Serve as liaison and initiate relationships with consumer, trade, print, radio and broadcast media. Assist NJ area director to develop and issue press releases, statements and other media relations materials. Leverage community support by facilitating and fostering contacts and relationships between company functional groups and community and business organizations. Assist in charitable contributions, events, tablings, journal ads and partnerships.

5 years exp in media and community relations activities with a Bachelor's degree. Experience dealing with news media, nonprofit organizations and educators. Excellent writing and interpersonal skills. Public speaking experience. Cablevision offers an excellent benefits package including medical, dental, life, 401k and free cable (in service area). Resumes with cover letter and salary requirements to:

**Human Resources
Cablevision
40 Pine Street
Tinton Falls, NJ 07753
Fax 732-922-0360
monjobs@cablevision.com**

CABLEVISION

Equal Opportunity Employer

CREATIVE SERVICES

Creative Services Supervisor: Local Cable Advertising Sales Department located in the Los Angeles area is seeking a Creative Services Supervisor to supervise production department personnel and oversee daily Creative Services operations. Requires a Bachelor's degree in video production or related field and/or a minimum of 5 years equivalent work experience in TV production required. Previous supervisory experience preferred. Requires excellent verbal, written and interpersonal communication skills, basic production engineering skills, and the ability to use an Avid Media Composer and/or a Media 100 non-linear editing system. Must have working knowledge of business procedures including all aspects of commercial production. Please fax or send resume to: Attn: RR, Time Warner Communications, 959 South Coast Drive, Suite 300, Costa Mesa, CA 92626. EOE/M/F/D/V

Send Blind Box responses to:
Box
BROADCASTING & CABLE
245 W. 17th St.
7th Fl.
New York, NY 10011

ALLIED FIELDS

HELP WANTED MANAGEMENT

Philips Digital Video Systems, winner of nine Emmy Awards, is the leader in professional video products for broadcast and post-production facilities. At Philips DVS we are looking for people who can lead the establishment of new global standards and partner with others. We are looking for people who can make things better!

We are currently seeking the following positions for our Los Angeles-based National Sales Headquarters:

Director of Service

This position is responsible for directing the management and coordination of all service activities within the North American NSO organization. This includes areas such as field service, product or customer support, training, parts sales, service administration, overall processes and policies, and problem resolution. Also includes business and market development to realize both improved and new revenue opportunities through the sales of service products.

Bachelor's degree in EE, CS, Mathematics or Business, and eight years related experience in managing a nationwide or global service organization in a business-to-business setting required. Must have a good understanding of the customer support and service environment in a high-tech environment. Experience in the professional and/or broadcast television business is a plus. Must be able and willing to travel extensively.

Regional Manager, Service

This position is responsible for managing and coordinating service activities within a defined region for the North American National Sales organization, with responsibility for managing approx. 15 employees. This includes activities such as field service, product or customer support, local service administration and coordination, and problem escalation/resolution.

Bachelor's degree in EE or six years related experience required. Experience managing a field service organization in the professional and/or broadcast television business and a good understanding of the customer support and service environment are required. Must be able and willing to travel extensively.

Product Specialist, Cameras

The role of the Product Specialist for the camera group is to be the front line source of sales support for the NSO by demonstrating Philips Camera Product at customer sales and various trade shows and presenting Philips technology to various groups. Also works closely with the marketing groups of the various lines of business. Must be able and willing to travel extensively.

Bachelor's degree (B. A.) in related field from a four-year college or university; or two to four years related experience and/or training required. An equivalent combination of education and experience is acceptable. Experience in the broadcast television business is a plus.

Employees at Philips DVS are rewarded with excellent compensation and benefits, and worldwide advancement opportunities. Contact us today!



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Call Brent 212-337-6962

HELP WANTED PRODUCERS

Nebraska Educational Telecommunications NET is a multi-faceted organization governed by the State of Nebraska, the Nebraska Educational Telecommunications Commission, and the University of Nebraska. This unique and highly successful partnership offers a full spectrum of services - including public television, radio, satellite and audio, video and multimedia production. NET serves the telecommunications needs of the citizens of Nebraska as well as those beyond the state's borders. NET seeks qualified and talented professionals for the following positions: *Executive Producer, News & Public Affairs* Develops and oversees news and public affairs programs/projects including daily legislative coverage, a weekly, one-hour statewide news program, weekly talk shows featuring news makers and other issue-oriented program topics. Bachelor's with major in journalism, broadcasting, or related field plus three years television broadcast production experience required. Master's preferred. Understanding of broadcast journalism principles essential. Strong interpersonal skills necessary. Budgeting and supervisory experience strongly preferred. *Executive Producer, General Television Production* Develops and oversees programs/projects for television production in a variety of subject areas, often focusing on cultural or humanities-related subjects including musical performances or historical documentaries. Bachelor's with major in journalism, mass communications, film, liberal arts or related field plus three years television broadcast production or relevant experience required. Master's preferred. Strong interpersonal skills necessary. Budgeting and supervisory experience strongly preferred. Production experience involving cultural or humanities-related content preferred. Submit cover letter and resume to Personnel Coordinator, PO Box 83111, Lincoln, NE 68501. Review of resumes will begin September 20. Position will remain open until a suitable candidate is found.

HELP WANTED FACULTY

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

TAKE A LOOK:
www.broadcastingcable.com

HELP WANTED TECHNICAL

Engineer-In-Charge for KU satellite/production truck. Responsibilities include operation and maintenance of vehicle. Minimum 5 years broadcast experience. FCC general class license required. Travel required. Competitive compensation package with excellent benefits. Fax resumes to: Human Resources-HRNY 212-586-0823.

EDUCATION SERVICES



Need Help With Your Demo Tape?

The Long Beach Unified School District is looking for aspiring sports broadcasters. Our advanced broadcasting class is producing 50 football, basketball and baseball games this year. You can be a part of the team.

What does it cost?
Only a \$25 lab fee each semester.

Get the sports broadcasting experience you need.

(562) 997-8000, ext. 7198

Long Beach Unified School District
Long Beach, California
ed.sports@lbusd.k12.ca.us

WANTED TO BUY EQUIPMENT

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

EMPLOYMENT SERVICES

TV News Reporters, Anchors, Producers & Weathercasters: You deserve the best chance to achieve your goals. Contact Tony Windsor at *NEWSDirections* (423) 843-0547, v/m at (800) NEWSDIR or on the web at www.news-directions.com.

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SMART TAPES.

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

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Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

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UHF TRANSMITTER AND ANTENNA FOR SALE

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

Contact: Richard Large 619-505-5150

For Sale Harris UHF Exciter: On Channel 33, Visual 10 Watts, Aural 3 Watts. 18 years old, good working condition. All Books. Contact Matt Kyle, 219-422-7474 Ext 242.

FOR SALE STATIONS

Mobile/Pensacola 2X LPTV, priced to sell	... \$500K
S. Florida C2 50kw resort market, cash flow	... \$1.3M
Southeast 5X LPTV Network, seller motivated	... \$4.0M
Miami Market, LPTV, Network, cash flow	... \$3.5M
Jacksonville AM, fulltime, cash flow, great signal	... \$925K
Fl. Pierce/Stuart/Vero AM fulltime, new equip	... \$950K
AL/FL/GA 2X AM & 2 FM Group	... \$1.9M
FL (Jax Market) C3, positive cash flow	... \$2.7M
AM/FM St. Louis market, seller motivated	... \$595K
AM/FM N. Fla. small market, great assets	... \$595K

HADDEN & ASSOC.
(O) 407-365-7832 (FAX) 407-366-8801

Central Florida: Fulltime AM near major tourist attractions; Community oriented AMs, Florida Gulf Coast and Central Texas. Mayo Communications, 813-971-2061.

MISCELLANEOUS

Warehouse Manager: Looking for experienced manager familiar with cable electronics. Good salary plus benefits. Located in Boston area. Call Jeff @ 781-297-3000.

INTERNET

SERVICES

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



ATTENTION READERS:
Looking for a job? Why not place a "Situations Wanted" ad? Call Brent 212-337-6962 for details

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call 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.



Broadcasting & Cable

Order Blank (Fax or Mail)

CLASSIFIED RATES

Display rate: Display ads are **\$218** per column inch. Greater frequency rates are available in units of 1 inch or larger.

Non-Display rates: Non-Display classified rates (text only) are **\$2.50** per word with a minimum charge of **\$50** per advertisement. Situations Wanted rates are **\$1.35** per word with a minimum charge of **\$27** per advertisement.

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

Blind Boxes: Add **\$35.00** per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category: Line ad Display
Online: 1 Week 2 Weeks

Ad Copy: _____

Date(s) of insertion: _____

Amount enclosed: _____

Name: _____

Company: _____

Phone: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Signature: _____

Payment:

Check Visa MasterCard Amex

Credit Card #: _____

Name on Card: _____

Exp. Date: _____ Phone: _____

Clip and Fax or Mail this form to:

B & C

245 W. 17 Street ▲ NYC 10011 • Attention: Yuki Atsumi or Brent Newmoyer

FAX NUMBER: 212-206-8327

yatsumi@cahners.com

bnewmoyer@cahners.com

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 Member AFCCE

John F.X. Browne & Associates
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 248.642.6027 (FAX) 202.293.2021
 www.jfxb.com

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 San Francisco, California 94128
 707/996-5200
 202/396-5200
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 (330) 659-4440

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 PH 202-452-5630
 FX 202-452-5620
 Member AFCCE eminfo@denny.com

Munn-Reese, Inc.
 Broadcast Engineering Consultants
 P.O. Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

Mullaney Engineering, Inc.
 Consulting Telecommunications Engineers
 9049 Shady Grove Court
 Gaithersburg, MD 20877
 301-921-0115
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HATFIELD & DAWSON
 Consulting Engineers
 9500 Greenwood Ave., N.
 Seattle, Washington 98103
 (206) 783-9151
 Facsimile (206) 789-9834
MEMBER AFCCE

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 Registered Professional Engineers
 911 Edward Street
 Henry, Illinois 61537
 (309) 364-3903
 Fax (309) 364-3775

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 gemini@csnet.net

**YOUR CARD HERE
 CALL:
 (212) 337-6962**

CHANGING HANDS

The week's tabulation of station sales

COMBOS

WWLS(AM) Moore/Oklahoma City, KCYI(FM) (formerly KTNT-FM) Edmond/Oklahoma City and KATT-FM, KYIS(FM) and KNTL(FM) Oklahoma City, all Okla.

Price: \$60 million

Buyer: Citadel Communications Corp., Las Vegas (Lawrence R. Wilson, chairman); owns/is buying 36 AMs and 88 FMs

Seller: Caribou Communications Co., Oklahoma City (J. Kent Nichols, principal); no other broadcast interests

Facilities: WWLS: 640 KHz, 5 KW day 1 KW night; KCYI: 97.9 MHz, 6 KW, ant 315 ft.; KATT-FM: 100.5 MHz, 97 KW, ant. 1,191 ft.; KYIS: 98.9 MHz, 100 KW, ant. 1,099 ft.; KNTL: 104.9 MHz, 6 KW, ant. 328 ft.

Format: WWLS: sports; KCYI: contemporary jazz; KATT-FM: AOR; KYIS: hot AC; KNTL: sports

Broker: Kalil & Co.

KGMZ(AM) (formerly KULA(AM))-FM Aiea/Honolulu, KRTR-FM Kailua/Honolulu and KXME(FM) Kaneohe/Honolu-

PROPOSED STATION TRADES

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

THIS WEEK

TVs ■ \$0 ■ 0
 Combos ■ \$80,780,000 ■ 4
 FMs ■ \$0 ■ 0
 AMs ■ \$0 ■ 0
 Total ■ \$80,780,000 ■ 4

SO FAR IN 1999

TVs ■ \$2,490,369,005 ■ 52
 Combos ■ \$1,891,042,386 ■ 123
 FMs ■ \$1,020,728,189 ■ 182
 AMs ■ \$144,006,189 ■ 136
 Total ■ \$5,546,145,769 ■ 493

lu, all Hawaii

Price: \$16.375 million

Buyer: Cox Broadcasting Inc., Atlanta (Nicholas D. Trigony, president; Robert F. Neil, Cox Radio Inc. president); owns/is buying 11 TVs, 14 AMs and 47 FMs

Seller: New Planet Radio, New York

(Scott Fey, president); owns KPTY(FM) Gilbert/Phoenix

Facilities: KGMZ(AM): 1460 KHz, 5 KW day and 5 KW night; KGMZ-FM: 107.9 MHz, 100 KW, ant. 1,965 ft.; KRTR-FM: 96.3 MHz, 75 KW, ant. 2,116 ft.; KXME: 104.3 MHz, 74 KW, ant. 2,116 ft.

Format: KGMZ(AM): oldies; KGMZ-FM: oldies; KRTR-FM: AC; KXME: top 40

Broker: Kalil & Co.

KALE(AM)-KIOK(FM) and KTCR(AM)-KEGX(FM) all

Richland/Kennewick/Pasco, Wash.

Price: \$4 million

Buyer: New Northwest Broadcasters Inc., Bellevue, Wash. (Michael O'Shea, CEO; Ivan Braiker, president); owns 15 AMs and 26 FMs (has LMA with KNLT(FM) and KUJ-FM Walla Walla/Richland/Kennewick/Pasco, Wash.)

Seller: AMFM Inc. Dallas (R. Steven Hicks, CEO; James de Castro, vice chairman/president of AMFM Radio); owns 128 AMs and 333 FMs including KNLT(FM) and KUJ-FM Walla Walla/Richland/Kennewick/Pasco

Facilities: KALE: 960 KHz, 5 KW day, 1 KW night; KIOK: 94.9 MHz, 100 KW, ant. 1,250 ft.; KTCR: 1340 KHz, 1 KW; KEGX: 106.5 MHz, 100 KW, ant. 1,082 ft.

Format: KALE: nostalgia; KIOK: country; KTCR: news/talk; KEGX: classic rock

Broker: Media Venture Partners

KOZQ(AM)-KFBD(FM) Waynesville, Mo.

Price: \$405,000

Buyer: Fidelity Broadcasting Inc., Sullivan, Mo. (John T. Davis, president); owns KTUI-AM-FM Sullivan

Seller: B-D Inc., Waynesville (Richard Triggs, president); no other broadcast interests

Facilities: AM: 1270 KHz, 500 W day; FM: 97.9 MHz, 3 KW, ant. 259 ft.

Format: AM: news/talk; FM: classic rock

—Compiled by Alisa Holmes

Gammon Media Brokers, L.L.C.

Cable • Newspaper • Radio • Television

CLOSED!

KLTY-FM

Dallas, TX

\$63,500,000

**From the Shareholders of Delaware Radio, Inc.
 Marcos Rodriguez, Principal
 To Sunburst Media**

Gammon Media Brokers represented the selling shareholders.

James A. Gammon
 Chairman

Suite 308, 5600 Wisconsin Ave
 Chevy Chase, MD 20815
 703-761-5020
 Facsimile 703-761-5022

Christopher D. Miller
 President

2951 Four Wheel Drive
 Lawrence, KS 66047
 785-749-7303
 Facsimile 785-749-3377

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Plug Into **TELEVISION NEWS TECHNOLOGY**

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

ISSUE DATE: September 27, 1999

CLOSING DATE: September 17, 1999

BONUS DISTRIBUTION AT RTNDA

Broadcasting & Cable

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Robert Payne: 212-337-7322 • Yvonne Pettus: 212-337-5945 • Classified Advertising & Marketplace Advertising: 212.337.7073

DATEBOOK

MAJOR MEETINGS

Aug. 31-Sept. 3—National Association of Broadcasters Radio Show. Orange County Convention Center, Orlando, Fla. Contact: (202) 429-5419.

Sept. 27—Interface XIII. Ronald Reagan International Trade Center, Washington. Contact: Steve Labunski (212) 337-7158.

Sept. 29-Oct. 2—Radio-Television News Directors Association Conference and Exhibition. Charlotte Convention Center, Charlotte, N. C. Contact: Rick Osmanski (202) 467-5200.

Oct. 12-14—Mid-America Cable Telecommunications Association Mid-America Show. Overland Park International Trade Center, Overland Park, Kan. Contact: Patty O'Connor, (785) 841-9241.

Oct. 26-28—1999 Eastern Show, Cable Conference and Exhibition presented by the **Southern Cable Telecommunications Association.** Orange County Convention Center, Orlando, Fla. Contact: Patti Hall (404) 255-1608.

Nov. 8—9th annual Broadcasting & Cable Hall of Fame

Reception and Program. New York Marriott Marquis Hotel, New York. Contact: Steve Labunski (212) 337-7158.

Nov. 19-20—Society of Motion Picture and Television Engineers 41st Technical Conference and Exhibition. Jacob Javits Convention Center, New York. Contact: (914) 761-1100.

Dec. 14-17—The Western Show Conference and Exhibition presented by the **California Cable Television Association.** Los Angeles Convention Center. Contact: (510) 428-2225.

Jan. 24-29, 2000—36th annual National Association of Television Programming Executives Conference and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: (310) 453-4440.

April 10-13, 2000—National Association of Broadcasters Annual Convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

May 7-10, 2000—Cable 2000, 49th annual National Cable Television Association Convention and Exhibition. Ernest N. Morial Convention Center, New Orleans. Contact: Bobbie Boyd (202) 775-3669.

THIS WEEK

Aug. 30-Sept. 1—ICM Conferences The Future of Cable. Omni Interloken Resort, Denver. Contact: Paul Ferreria (416) 955-0375.

Aug. 31—National Association of Broadcasters Radio Show Career Fair. Orange County Convention Center, Orlando, Fla. Contact: Karen Hunter (202) 429-5498.

Aug. 31-Sept. 3—National Association of Broadcasters Radio Show. Orange County Convention Center, Orlando, Fla. Contact: (202) 429-5419.

SEPTEMBER

Sept. 8-10—Women in Cable and Telecommunications Executive Development Seminar. Hilton Hotel, Lovelan, Colo. Contact: Pamela Williams (312) 634-2330.

Sept. 9—Television Bureau of Advertising 1999 Annual Forecasting Conference. Time Life Building, New York. Contact: (212) 486-1111.

Sept. 9-12—Michigan Association of Broadcasters Annual Conference. Mackinac Island Hotel, Mackinac Island, Mich. Contact: Mike Steger (517) 484-7444.

Sept. 10-14—International Broadcasting Convention Annual Conference. Savoy House, Amsterdam, Netherlands. Contact: Hilary Robinson 44-171-240-3839.

Sept. 13—National Lesbian and Gay Journalists Association Student Scholarship Reception. ABC Main Building, New York. Contact: Michael Collins (203) 281-8984.

Sept. 13-14—National Association of Minorities in Communications 13th Annual Urban Markets Conference. The Millennium Broadway, New York. Contact: Michael Stiver (212) 838-2660, ext. 21.

Sept. 14-17—National Association of Black Owned Broadcasters 23rd Annual Fall Broadcast Management Conference. Loews L'Enfant Plaza Hotel, Washington. Contact: (202) 463-8970.

Sept. 16—SkyFORUMXII, direct-to-home satellite TV business symposium presented by the **Satellite Broadcasting and Communications Association** The Marriott Marquis Hotel, New York. Contact: Carrie Cole (703) 549-6990.

Sept. 16-19—National Lesbian and Gay Journalists Association 8th Annual Convention. Sheraton Hotel, Atlanta. Contact: (202) 588-9888.

Sept. 16-18—Tennessee Association of Broadcasters 52nd Annual Convention. Holiday Inn Choo-Choo, Chattanooga, Tenn. Contact: Jill Green (615) 399-3791.

Sept. 20-Oct. 2—Radio-Television News Directors Association International Conference and Exhibition. Charlotte Convention Center, Charlotte, N. C. Contact: Carolyn Wilkins (202) 429-5366.

Sept. 22—HRTS Newsmaker Luncheon Net-

work Entertainment Presidents. Century Plaza Hotel, Los Angeles. Contact: (818) 789-1182.

Sept. 22-24—Institute of Electrical and Electronics Engineers 49th Annual Broadcast Symposium. The Hilton Washington Embassy Row Hotel, Washington. Contact: David Layer (202) 429-5339.

Sept. 25—Television News Center Reporter Training. Ventana Productions, Washington. Contact: Herb Brubaker (301) 340-6160.

Sept. 25-27—National Association of Broadcasters TV Hundred Plus Conference. Marriott Hotel, Nashville. Contact: Carolyn Wilkins (202) 429-3191.

Sept. 26-28—National Religious Broadcasters Eastern Regional Conference. Sandy Cove Bible Conference Center, Baltimore. Contact: Bill Blount (401) 737-0700.

Sept. 28—The Carmel Group Convergence '99: The Five Burning Questions. The Westin Hotel, Santa Clara, Calif. Contact: (831) 645-1055.

Sept. 29-Oct. 2—Radio-Television News Directors Association International Conference and Exhibition. Charlotte Convention Center, Charlotte, N.C. Contact: Rick Osmanski (202) 467-5200.

Sept. 30—PricewaterhouseCoopers 1999 Global Convergence Summit. The Marriott Marquis Hotel, New York. Contact: Deborah Scruby (212) 259-4250.

Sept. 30-Oct. 1—Iowa Public Television Iowa DTV Symposium 1999. West Des Moines Marriott, West Des Moines, Iowa. Contact: Marcia Wych (515) 242-4139.

Sept. 30-Oct. 2—National Religious Broadcasters Southeastern Regional Convention. Stone Mountain Inn, Stone Mountain, Ga. Contact: Regina McGraw (404) 728-6727.

OCTOBER

Oct. 2—AP TV-Radio Association Seminar on Industry Issues and Tape Critiques. San Jose Wyndham Hotel, San Jose, Calif. Contact: Rachel Ambrose (213) 626-1200.

Oct. 2-4—Radio and Television News Directors Foundation News Management Training Seminar for Women and Minority News Professionals. Charlotte Convention Center, Charlotte, N. C. Contact: Michelle Loesch (202) 467-5206.

Oct. 3-5—National Religious Broadcasters Western Regional Convention. Antlers Adam's Mark Hotel, Colorado Springs, Colo. Contact: Gary Curtis (818) 779-8400.

Oct. 3-6—Video Transport Services Annual Conference. Hilton Universal City and Towers, Los Angeles. Contact: Sunny Despain (212) 465-6780.

Oct. 4-6—Southern Cable Telecommunications Association Eastern Show. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall (404) 255-1608.

Oct. 4-7—National Association of Broadcasters Satellite Uplink Operators Training Seminar. NAB Executive Conference Center, Washington. Contact: Courtenay Brown (202) 429-5341.

Oct. 5-13—Telecom '99 8th world telecommunications exposition and forum. PALEXPO, Geneva, Switzerland. Contact: +41 22 730 5111.

Oct. 8-10—Colorado Broadcasters Association 50th Anniversary Convention. Omni Interlocken Resort, Broomfield, Colo. Contact: (303) 892-0500.

Oct. 12-14—Atlantic Cable Show East Coast Cable '99. Waterfront Convention Center, Baltimore. Contact: (609) 848-1000.

Oct. 12-14—Atlantic Cable Show East Coast Cable '99. Waterfront Convention Center, Baltimore. Contact: (609) 848-1000.

Oct. 13—Advertising Club of New York Luncheon for Leo Hindery. The Waldorf Astoria Hotel, New York. Contact: Anne Slepecky (212) 533-8080.

Oct. 14-16—National Religious Broadcasters Midwestern Regional Conference. Lied Conference Center, Nebraska City, Neb. Contact: Martin Jones (402) 464-6440.

Oct. 18—Broadcasters' Foundation Fall Classic Golf Tournament. Manhattan Woods Golf Club, West Nyack, N.Y. Contact: Gordon Hastings (203) 862-8577.

Oct. 19-20—Society of Broadcast Engineers National Meeting and Broadcasters Clinic. Marriott West, Madison, Wisc. Contact: John Poray (317) 253-1640.

Oct. 20-23—National Broadcast Association for Community Affairs 25th Annual Convention. Hyatt Regency Minneapolis, Minneapolis, Minn. Contact: (407) 653-8709.

Oct. 24-26—National Association of Broadcasters European Radio Conference. Sheraton Hotel, Brussels, Belgium. Contact: Mark Rebholz (202) 429-3191.

Oct. 26-28—1999 Eastern Show, Cable Conference and Exhibition presented by the **Southern Cable Telecommunications Association.** Orange County Convention Center, Orlando, Fla. Contact: Patti Hall (404) 255-1608.

Oct. 28—HRTS Newsmaker Luncheon Jupiter Communications. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

NOVEMBER

Nov. 8—9th annual Broadcasting and Cable Hall of Fame Reception and Program. New York Marriott Marquis Hotel, New York. Contact: Steve Labunski (212) 337-7158.

—Compiled by Nolan Marchand
(nmarchand@cahners.com)

Spanning beyond Spanish

It's rare that your first job sets you on your career path and you pick up a spouse in the process. But such is the case for Al Alonso, president and CEO of Mega Broadcasting, the fifth largest Spanish-language broadcasting company in the U.S.

Alonso got his start in broadcasting hosting a teen call-in program for North Bergen Cable in New Jersey in the mid-1980s, a time of few public-access shows for children. The show, featuring high school contests and games such as "dial-a-date," became a local cult hit on weekends.

"The *Al Alonso Call-In Show* was basically just a screen on the air that I labeled 'radio for TV,'" laughs Alonso. "We used all sorts of weird camera angles so that my face was never shown. Well, my wife used to listen to the show all the time, and one day when I was doing a personal appearance at a roller rink, we met. We were married a few years later and we've been together ever since. You could say the business enabled me to find a wife."

Alonso found more than that. He also found a deep and abiding passion for radio. Alonso's first job in radio was working as a brokered programmer. He bought a number of hours on a weekly basis on an FM station in New York. Not only did he have to produce his program, he had to recruit advertisers to pay for air time.

"In that sense, it was more of an advertising position," says Alonso, "but it gave me a tremendous amount of experience. I learned every facet of the business. I had to learn copy writing, do the on-air, select the music, and sell ads. I learned really by trial and error. At one time I felt the show was doing really well, but I was on at 2 in the morning, so I didn't have the greatest audience share. But it did give me a lot of time to learn the business."

Alonso's next move was as a disc jockey at KMAP(AM) in Minneapolis/St. Paul and he worked himself up to program director. "I realized that I wasn't the greatest on-air guy in the world and finding a programming director job in a good market is tough, so that's when I started *Radio and Musica*, a print magazine covering Spanish-language radio and music."

It was during *Radio and Musica's* annual convention in 1992 that things really changed. He met Raul Alarcon, president of The Spanish Broadcasting System. After discussions about the problems Alarcon was having in the Los Angeles



"You can't put into practice any longer things that you were doing five or six years ago. It's difficult to maintain ... success without adapting."

Alfredo Alonso

President and CEO, Mega Communications Inc., Silver Spring, Md.; b. Oct. 13, 1960, Havana; B.A., communications, Farleigh Dickinson University, Madison, N.J.; disc jockey, KMAP(AM), 1984-1987; program director, KMAP, St. Paul/Minneapolis, 1987-1990; publisher and president *Radio and Musica*, 1990-present; vice president and general manager, Spanish Broadcasting System, 1993-1996; president, Mega Broadcasting, 1996-1998; present position since 1998; m. Eugenia Velazquez, June 11, 1983; children: Adam, 15; Amanda, 12.

market, Alonso was hired as a consultant to help him turn around the stations.

"I helped Raul in formatting KLAX-FM Long Beach, choosing on-air talent and music, the general manager, and it just took off."

The work he did at KLAX-FM proved to be a transforming experience for Alonso. Alarcon called Alonso in 1994 to ask if he knew anyone interested in a general manager position for WSKQ-FM New York. Alonso decided that he was the man for the job, inheriting a station that was 20th in the market.

In just two years, Alonso says, he tripled the station's billings.

Yet there was the nagging desire to do more.

After three years with SBS, Alonso hit the entrepreneurial trail—even though he knew he was making the plunge fairly late in the game, given that radio-industry consolidation was in high gear.

"But we did it," says Alonso. "We purchased our first station in Philadelphia and six months later in Hartford [Conn.]. And after two and a half years up and running, we've grown the group to about 17 stations."

Alonso credits much of his success to his ability to learn as he goes. "The radio business has changed to such a large degree, so you can't put into practice any longer things that you were doing five or six years ago. It's difficult to maintain a level of consistency or success without adapting."

The future looks bright for both Mega and Alonso. He continues to work to grow the company and continues to build station clusters. He also wants to better serve his markets—in other words have Spanish as the language spoken on the stations and not just the format.

He is also looking to capture a wider demographic and become more attractive to the various nationalities that constitute the Hispanic community. In the short term he'd like to add five markets and 12-15 stations within the next year, he notes.

"I feel like I'm living a dream today," enthuses Alonso. "I've always wanted to be in this business and I've been offered the opportunity to manage stations, to program, to be on the air. But now I get to touch on all of those areas. We've hired 150 people now at the company. And I'm proud that this company can help support 150 families. I'd really like for that number to increase. It's a tremendous responsibility that I feel." —Nolan Marchand

BROADCAST TV



Mazur

Mary Mazur, VP, programming, scheduling and acquisitions, KCET-TV Los Angeles, named senior VP, programming and production.

Randy Dickey, senior producer, KDFW-TV Dallas, joins KTWB(TV)

Seattle as on-air manager.

PROGRAMMING

Rosemarie Truglio, director, research, *Sesame Street*, Children's Television Workshop, New York, named VP, research.

Jason Sikes, CEO, Olson/Sikes Productions, Los Angeles, joins GRB Entertainment, which produces and distributes nonfiction programming, Los Angeles, as VP, development.

JOURNALISM

Shepard Smith, anchor, *Fox News Now*, Fox News Channel, New York, named anchor, *The Fox Report*.



Hiland

Susan Hiland, anchor/reporter, WTNH-TV New Haven, Conn., joins WDAF-TV Kansas City, Mo., as co-anchor.

Appointments, ABCNews.com, New York: **Beau Brendler**, managing editor, named

director, editorial; **Steve Jones**, director, news and entertainment programming, ABC News Radio, New York, named director.

Jeanne Schroeder, sales promotions and marketing manager, WTTE-TV Columbus, Ohio, named Webmaster.

RADIO

Frank Aguilar, account director, Castor Advertising Corp., New York, joins Radio Unica there as general sales manager.

Appointments, WAMU-FM Washington:

Manuel Serrano, corporate marketing associate, named director, corporate marketing; **Bheesham Sethi**, director, development, Jewish Social Service Agency, Rockville, Md., joins as director, individual giving.

CABLE

Carole Robinson, senior VP, communications, MTV Networks, Santa Monica, Calif., named executive VP.

Aviva Bergman, senior VP, business affairs, International Creative Management, Los Angeles, joins Lifetime Television there as senior VP, business affairs, West Coast.

Kim Martin, senior VP, affiliate sales, Discovery Networks, Bethesda, Md., joins AMC Networks, Bethpage, N.Y., as executive VP, distribution and affiliate marketing.



Rone

David Rone, VP, business development, corporate alliances, Walt Disney Co., Burbank, Calif., joins Fox Sports Networks, Los Angeles, as senior VP, regional network development.

Appointments, Shop At Home Inc., Nashville, Tenn.: **Wayne Lambert**, VP, information technology, named executive VP and chief information officer. He will be succeeded by **Eric Greaser**, director, information technology.

Appointments, Fox News Channel, New York: **Dianne Brandi**, senior counsel, named VP, legal affairs; **Mark Kranz**, director, finance, named VP.

Paula Kaplan, VP, talent relations, West Coast Talent Relations Dept., Nickelodeon, Santa Monica, Calif., named VP, talent.



Porges

James Porges, director, brand management, Cartoon Network, Atlanta, named VP, off-channel commerce.

Appointments, The WB 100+ Station Group, Burbank, Calif.:

Russell H. Myerson, senior VP, named executive VP and general manager; **Jim Kizer**, senior VP and chief operating officer, WorldNow Online, Salt Lake City, joins The WB 100+ Station Group, Burbank, Calif., as VP, affiliate sales.

ADVERTISING/MARKETING/
PUBLIC RELATIONS

Dawn M. Leffler, human resources manager, Classified Ventures, Chicago, joins BBDO Chicago there in same capacity.

Michelle Shore, free-lance writer/producer, UPN, Los Angeles, joins RPMC there as account director.

Susan King, assistant art director, Keller Crescent Co., Evansville, Ind., named graphics manager.

TECHNOLOGY

Oswaldo "Oz" Leon, senior VP, product development and chief technology officer, MPOWER Solutions, Englewood, Colo., joins Jones Cyber Solutions there as VP, product development.

Carol Sorricks, VP, marketing, Centigram Communications Corp., San Francisco, joins SoftNet Systems there as general manager, Intellicom, an Internet access satellite subsidiary.

David Kantor, senior VP, AMFM Inc., and president, AMFM Radio Networks, New York, named to board of directors of DG Systems, San Francisco.

John Comparin, senior VP, human resources, Alltel Corp., Little Rock, Ark., joins Global Crossing, which builds and operates a global IP-based fiber-optic network, Los Angeles, in same capacity.

Neal Edwards, engineer, ABC, New York, joins Lifetime Studios there as studio engineer.

Donna Horn, director, cable marketing, WGBH The Caption Center, New York, joins CaptionMax there as VP, business development.

Blaine Harris, chairman, C-3D Digital, Salt Lake City, announced his retirement. He has been with the company since 1991.

INTERNET

Jeff Morris, senior VP, new media and

WHO

broadcasts it, televises it, owns it, sold it, manages it, plans to go on the air, works there, joined there, changed formats, does their advertising, does their programming, sells or syndicates their programming, sells them equipment, and a whole lot more?

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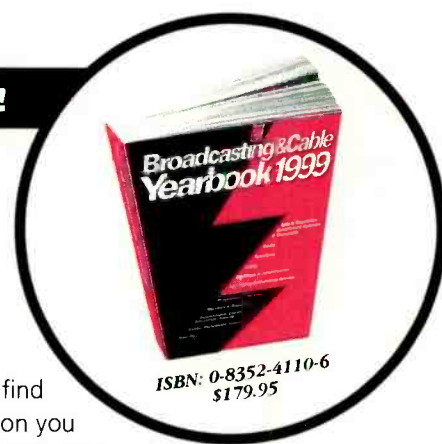
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technology, Showtime Networks Inc., New York, joins Yack!, a guide to Internet events and chats, New York, as chief executive officer.

Dana Hayes, VP, corporate sales, Turner Broadcasting Sales, Chicago, joins Tribune Interactive there as VP, sales and marketing.



Changnon

Pola Changnon, producer, Cartoon Network Online, Atlanta, named executive producer.

June Herold, producer, My Discovery, Search and Guide areas, Discovery Online Network, Bethesda, Md., named director, content programming.

ALLIED FIELDS

William Riker, VP, operations and engineering, National Cable Center Television Center and Museum, Denver, elected president, board of directors.

DEATHS

Alvin Saltzman, 54, chief engineer, WPXN-TV New York, died July 2. Saltzman, a New Jersey native, began his broadcasting career at WJLU-TV Newark, N.J. He also worked at WPIX-TV and WHSE-TV New York and KNWS-TV Houston. In 1994, he joined Paxson Communications as chief engineer of WPXA-TV Atlanta. Saltzman moved to WPXN-TV when Paxson purchased the station two years ago. A graduate of the RCA Institute TV Studio School, Saltzman later served as an instructor there. He is survived by his wife, Susan; five children; and one grandchild.

Harold Shaw, 74, veteran children's TV host and announcer and better known by a legion of Washington-area baby boomers as *Ranger Hal*, died Aug. 18 of cancer. Shaw hosted the *Ranger Hal* show on WTOP-TV Washington (now WUSA-TV) from 1957 to 1970, where his mix of cartoons, characters (including Oswald Rabbit) and life lessons about nature and conservation drew a large and loyal following (including at least one BROADCASTING & CABLE editor). After service in World War II and some acting work, Shaw began his broadcasting career as an NBC page, took announcing classes and landed a job

at WABI-TV Bangor, Maine. He joined WRC-TV Washington in 1956, moving to WTOP-TV the next year, where he was briefly on the Pick Temple children's show before launching his own series. After *Ranger Hal* left the air, Shaw stayed on with the station in the ad sales department. He retired in 1977 following an aneurysm, but would occasionally don his *Ranger* regalia for public appearances. Survivors include his wife, Joan; two sons; a daughter; and one stepson.

Fred Thrower, 89, a longtime manager of WPIX-TV New York, died Aug. 16 of natural causes. Born in 1910, Thrower witnessed and contributed to the birth of television during his 46 years in the industry. In 1942, he was general sales manager of ABC—the youngest major executive at any network. Nine

years later, he joined CBS Television as VP of sales. He joined WPIX in 1953 and served as its general manager for the next 20 years, retiring as chairman of the board. Thrower's many innovations at WPIX include the Christmas Eve "Yule Log" telecast, the station's award-winning editorials and the impact of his single slide reading "shame" that appeared on the screen for several hours after the death of Robert Kennedy. Thrower served during World War II as a navy lieutenant on special assignment to the United States Army. He is survived by his son, F. Mitchell Thrower III, and daughter, Wendy Thrower Vigers. He was preceded in death by his daughter Stacy.

—Compiled by Mara Reinstein
mreinstein@cahners.com

OPEN MIKE

How to solve diversity problem? Look to FCC

EDITOR: The NAACP's claims of unfair discrimination on the part of television networks create a unique opportunity for the communications industry as a whole. In response to the negative attention brought on by the NAACP's recent criticisms, some television networks are seeking to make adjustments to "diversify" their programming lineups. However, by taking a "quick-fix" approach, broadcasters are overlooking an excellent opportunity to create diversity of programming and of ownership—through supporting the Commission's proposed Low Power FM service.

The NAB is strongly opposed to the Commission's proposal to create hundreds if not thousands of new FM radio stations throughout the U.S. Even some black and noncommercial broadcasters, traditional supporters of such equal opportunity initiatives, have argued against the proposed Low Power FM service. To these broadcasters, diversity spells competition, which in their lingo, is a bad word.

Recognizing the potential divisiveness of this issue, Metro Detroit Broadcasting Corp. has stepped forward with a plan that represents a win-win scenario for many broad-

casters. This company, which operates a radio and television station in Detroit, has proposed that the Commission permit small broadcasters (i.e., those with ownership interests in two or fewer licenses) to own and operate low-power FM stations.

Metro Detroit Broadcasting's proposals are predicated upon the Commission's adequately addressing any "real" interference issues. These recommendations also take into consideration that single- or dual-station owners comprise a significant portion of the broadcasting community.

Such broadcasters are desperately seeking opportunities to expand in order to remain viable. By including small broadcasters within the potential pool of applicants, the FCC can increase the prospects of LPFM succeeding.

As we approach the dawn of a new millennium, let's usher in a new era of diversity and competition in the communications industry. The Commission's Low Power FM proceeding is a golden opportunity for the industry to take meaningful steps to bring about "real" diversity, both in front and behind the microphone (and the screen). —*Talib I. Karim, outside counsel to Metro Detroit Broadcasting Corp. and principal, Karim & Judd, P.L.L.C., Washington.*



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The National Rural Telecommunications Cooperative last week sued DirecTV a second time, claiming that the direct broadcast satellite provider refused to turn over millions of dollars in fees that DirecTV owes the organization. NRTC says DirecTV should share with NRTC—whose members

comprise 22% of DirecTV's business, according to NRTC—the financial benefits from distribution contracts DirecTV has with programmers. Those benefits include profits DirecTV makes from price discounts, volume price breaks, ad allowances and revenues, cost savings for shared use of satellite equipment and facilities, and channel

launch fees, which NRTC says are payments or credits that programming services pay DirecTV for carriage. NRTC filed the case in a federal district court in Los Angeles, where it filed its first breach of contract suit against DirecTV in June. In that suit, NRTC alleged that DirecTV violated an exclusive distribution agreement with NRTC by directly sell-

ing to NRTC's rural subscribers premium channels DirecTV acquired rights to when it purchased satellite TV provider USSB.

A Michigan jury on Thursday convicted Jonathan Schmitz, 29, of murder for the second time.

Schmitz was found guilty of killing Scott Amedure, 32, after Amedure revealed on *The Jenny Jones Show* that he had a crush on Schmitz. Schmitz will be sentenced on Sept. 14. In 1996, a jury convicted Schmitz of murder and a judge sentenced him to up to 50 years in prison, but the verdict was overturned on grounds that there were errors in jury selection. A civil court last April ordered the producers of *Jenny Jones* to pay Amedure's family \$25 million.

The National Cable Television Association plans a festival of digital cable programming for October, says

Josie Martin, a NCTA spokeswoman. The association sent cable programmers a prospectus, but has not yet confirmed dates or programming for five planned screenings. NCTA will invite members of Congress and their staffs, FCC commissioners and their staffs, local city, county and state cable officials, cable lobbyists and Washington reporters and editors. The event is intended to "showcase digital cable programming for the Washington community," Martin said.

The syndicated talk shows got a case of the summer blues during the week of Aug. 9.

A number of the top nationally syndicated talk shows hit season lows that week, including genre-leader *Oprah*, which tied its all-time weekly low. Winfrey's

AT&T sub deal puts Fox ahead in health race

Fox's The Health Network has reached a distribution agreement with AT&T BIS that will add nearly 10 million subscribers to the network's universe. Lindsay Gardner, executive vice president of affiliate sales and distribution for Fox Channel Group, said negotiations concluded Wednesday night for a 10-year carriage deal with the MSO for "roughly two-thirds" of its subscribers. The Health Network will be placed on the expanded basic tier, Gardner said.

Part of the deal was an extension of AT&T BIS' typically two- to three-year regional sports deals with Fox. Industry sources say Fox is offering around \$4 for launch fees and asking around 5 cents per sub for license fees, although AT&T's price may be less with a volume discount. The subs will be added within the next five years, Gardner said. The Fox property, an incarnation of combining Fox's Fit TV with the former America's Health Network, launched mid-July.

A Fox spokesman said only a fraction of the deal with AT&T overlaps with previous carriage of AHN and Fit TV—about 150,000 digital subscribers.

Without the AT&T deal, The Health Network reaches 17.5 million subscribers. Gardner also indicated that a pending deal with a top-5 MSO will be closed within a few weeks.

Meanwhile, no new carriage announcements have emerged for Discovery Health, which was launched two weeks after The Health Network. A spokeswoman for AT&T said the MSO's deal with Fox did not preclude Discovery Health from any distribution deals. "We haven't ruled out analog or digital. We're very pleased with Discovery Health service and we think they are part of a 'growing genre.'"

Discovery executives were not available to comment at press time.

—Deborah D. McAdams

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talker dropped 5% from the previous week to a 5.4 national rating, according to Nielsen Media Research. Winfrey's lowest weekly rating ever was set during the week of July 4, 1994. Continuing that downward trend was controversial talker *Jerry Springer*, which dropped another 6%, to a season-low 4.9 rating. It was Springer's lowest national number since the first week of November 1997. Only two shows failed to decline during the week: *Ricki Lake* and *Montel Williams*.

Martha Rountree, 87, co-creator and first moderator of the NBC News program 'Meet the Press' died Aug. 23. Rountree suffered from Alzheimer's disease. In addition to originating and co-producing *Meet the Press*, she was the only woman moderator in the show's 52-year history. She also produced several

other shows, including *Keep Posted*, *Washington Exclusive* and *Capitol Close Up*. She and Lawrence Spivak introduced *Meet the Press* in 1945 as a radio show; two years later, the program aired on television for the first time. Rountree went on the lecture circuit in 1953 when she sold her share of the show to Spivak after a coin toss. Rountree's husband, Oliver M. Presbrey, died in 1988. She is survived by two daughters; three grandchildren; a brother and a sister.

UPN ended its first week of the new season on the same note it started with...higher ratings. The premiere of the network's new weekly wrestling series *WWF Smackdown!* delivered a 6.2 rating/10 share in the overnight ratings, according to Nielsen Media Research. *WWF* action improved UPN's Thursday night aver-

age by 100% in both rating and in share (6.2/10 vs. 3.1/5). In two markets, *WWF Smackdown!* ranked No. 1 in its time period: WBFS-TV Miami (8.3/13) and WLMT-TV Memphis (10.3/15).

In an unprecedented move, Warner Bros. International Television Distribution has signed a reported \$300 million, multiyear TV output deal with German distributor Kinowelt Medien AG. The deal provides the non-Pay TV rights to Warner Bros.' 1996, 1997, 1998 and 1999 theatricals and all television, telefilms and miniseries from the 1999-2000 through 2001-2002 seasons.

Microsoft Corp. and Thomson Multimedia have created a Thomson subsidiary dubbed TAK to develop interactive TV services for the European TV market. The two companies have invested \$13

million in the unit, with Thomson holding a 70% stake and Microsoft holding the remaining 30%. Introduction of interactive services developed by the venture are planned in France during the second quarter of 2000.

Corrections: In the news services special report in the Aug. 16 issue of BROADCASTING & CABLE it was incorrectly reported that KJRH(TV) Tulsa, Okla., had stopped using Conus this year. The station dropped CNN Newsource and is not a Conus client.

Also in the same special report, the correct telephone number for AccuWeather news service is (814) 235-8600.

In the story "Nielsen sells for \$2.7B" (Aug. 23 issue), Scarborough Research was mischaracterized. Scarborough is a partnership between VNU and The Arbitron Company.

Disney sorry about 'offensive' radio promo

The Walt Disney Co. last Tuesday apologized for an "inappropriate and unacceptable" promotion on KLOS(FM) Los Angeles, owned by Disney subsidiary ABC Inc.

The syndicated *Mark & Brian* morning team, based at KLOS, last August gave away dark plastic gardening tools to listeners and advertisers. The tools were called "black hoes," a double entendre for black whores. The promotion stopped after five or six weeks when a black woman employee complained, ABC spokeswoman Jenny Rider said.

In a statement, ABC President Steven M. Bornstein said "the promotion could be viewed as offensive and derogatory" and "we sincerely apologize to our employees and anyone else for any offense that has been taken." An apology was offered at the time of the incident, and KLOS employees were put through diversity training, an ABC source said. In addition, "the person who was most directly involved is no longer with the

company" and other employees involved were disciplined. Whether that includes show hosts Mark Thompson and Brian Phelps was not available.

The Los Angeles chapter of the Congress of Racial Equality said Bornstein's apology was "too little too late" and called for a boycott of Disney products, according to published reports. CORE officials could not be reached for comment last Friday.

Meanwhile, ABC feels "there is no basis to the claims and the station intends to vigorously defend itself" against a lawsuit filed Aug. 6 by KLOS Traffic Manager Judy Goodwin, Rider said. Goodwin, who is black, says she was harassed after complaining about the promotion. Her suit alleges that the station planned the promotion "with the conscious aim of providing racially offensive, sexually charged entertainment for its primary white male audience and clients." There were no public comments about the promotion at the time it ran.

—Elizabeth A. Rathbun

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Press parity

Good newspaper publishers make good broadcasters. That may not be a certainty, but based on our nearly 70 years of media watching, it's a good bet. Bound by long journalistic traditions, companies like Tribune, Belo, Cox, and the New York Times seem to pay more attention to their public responsibilities than those without ink-stained histories. They are less likely to cut corners in news and public affairs on the way to the bottom line. Many are broadcasting pioneers. They embraced radio early on and, in some cases, broadcast and cable TV in their turns.

So it's ironic that federal regulators choose to discriminate against these broadcasters, denying them for the past quarter century the opportunity to own TV or radio stations in the same place they publish daily papers. In a single market, a company may now own eight radio stations, two TV stations or a TV station and seven radio stations—unless that company happens to also own a newspaper. Then, it is banned from the electronic side of the business.

With its correct decision on Aug. 5 to relax the TV duopoly rules, the FCC triggered what will be another round of TV consolidation. The big TV broadcast groups will be buying second stations in many of their markets. Unfortunately, the newspaper companies will be left out of much of the bidding — and with it a chance at the future — because of the antiquated rule.

The Newspaper Association of America last week asked the FCC to lift the crossownership ban so newspapers can get back in the game and enjoy the economies that come from owning multiple outlets in a market.

We see little threat to public discourse or the Republic from removing the ban. But if the FCC does, it should say so and promptly reject the petition. That way, the NAA can take its case to court and force the FCC to explain how, in

light of the First Amendment, a newspaper and VHF TV station are so different that the former may not own any radio or TV stations in its market, while the latter may own another TV and seven radios. We like the NAA's chances in court. Let's just hope the ruling comes before the game's over.

Hi boys and girls

Washington area baby boomers treated the news of the death of Harold Shaw (local kids show host Ranger Hal) as though they had lost a friend and a treasured link to childhood. He was both. In the early days, there were local kids show hosts like Ranger Hal and Sherriff John (Los Angeles) and Gene London (Philadelphia) and _____ (fill in your own blank) in countless cities: TV pioneers hold on boomers' collective consciousnesses illustrates the power TV can have over young minds and hearts. Some of those shows were little more than wraparounds for cheap—now classically camp—animation, but others also conveyed gentle life lessons or highlighted kids' community service (like carnivals to raise money for muscular dystrophy research). In either case, it was that real, live human in their town talking to them that made them connect with a young audience.

Following the news of Shaw's death, a Web site devoted to Washington TV drew comments from saddened surfers, including this: "He helped those of us city kids learn and value nature and build close friendships. He instilled in us a kindness, and gentleness, which is in very short supply with many of today's children's programs." We suppose this editorial is part tribute to those pioneers and part suggestion that broadcasters were onto something with local kids shows. If localism is broadcasters' trump card in the high stakes TV future, more local children's shows could be one way of building viewer loyalty. Just a suggestion from the peanut gallery.

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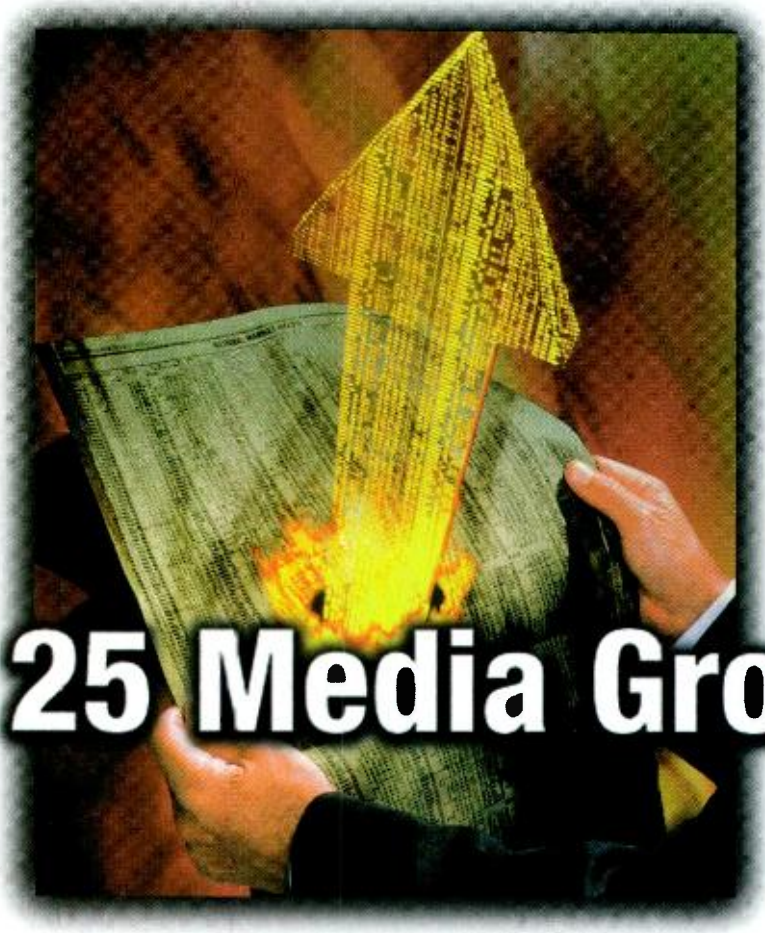
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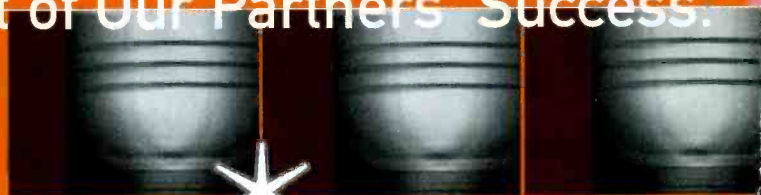
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