If you’re an MSO or cable operator, come to NCTA 2000 Booth 1077. We’ll show you what’s new in Cable TV. We’ll show you television that’s exciting and interactive. Television that’s an experience. Television that’s designed to attract new subscribers and make your existing subscribers want to pay more.

Whether you’re looking for Cable TV or IP/Broadband solutions, NDS delivers. We can help you bring video and rich multimedia with streaming video to TVs and PCs. Open solutions and applications that work on all existing middleware platforms.

And you’ll be in good company, because, around the world, our name has become synonymous with successful digital broadcasting. That’s why major cable operators worldwide like Cablevision, Metra, Innova, Sky New Zealand, Foxtel and many more depend on our solutions.

Here are just a few we’ll be showing:

### Interactive TV Solutions

**Value@TV**

**Sports Interactive Application**

Sport as your customers have never seen it before. Multiple camera angles and statistics on demand make the big game an even bigger experience.

**Home shopping**

Buying made easy. This service does everything, including finding and displaying a choice of gifts, then shipping them—just by using the remote control.

**Entertainment portals**

Specially designed to help your customers choose music, movies and their favorite programs.

**Enhanced viewing**

Created to enhance your profits by letting you sell videos and books during programs.

**EPGs**

Available in a variety of languages, this portal helps you sell programs, ideas and services.

### Conditional Access

**Open VideoGuard**

Offers more choice: Internet on TV. Pay Per View. Toning and Season Tickets are all made easy with Open VideoGuard. Faster set-top box integration reduces costs and increases functionality. Used by more than 15 million subscribers.

### Xtended TV™

**Xtv**

Designed to put time on your side and generate profits 24 hours a day. XTV is the Xtended memory from NDS that’s inside the set-top box. Owned by the television operator, it includes all the features subscribers demand, plus the extra revenues you want.

### TV Smiles

With TV Smiles, viewers ring the nearest photo shop to their couch. Subscribers can save time and money using their remote control. TV Smiles lets you see and choose pictures to print and copy using your set-top box and TV set. TV Smiles even send photos to friends and family who can see the images on their own TV set. It’s easier than going to the local photo shop—faster than choosing pictures over the Internet. With this click of your remote control—the order is on its way—delivered to the subscriber in a couple of days.

### NDS Powered Implementation of Microsoft TV.

Make television more exciting for your subscribers and more profitable for cable operators. NDS powered implementation of Microsoft TV is the middleware solution that adds interactivity, intelligence and opportunity to every set-top box. Already, in use in more than 1.5 million set-top boxes, this advanced solution gives cable operators plenty of opportunity to offer interactive services that subscribers will be pleased to pay for. It’s the Internet ready solution now for TVs worldwide.

Of course, we’ve just given you a quick preview of things to come. Visit our booth and see for yourself exactly how NDS is changing TV and PCs for ever. And why we’re making staying in the new going out.

### Visit us at:

**NCTA 2000, booth 1077,**

Ernest N. Morial Convention center

New Orleans
Find out
at NCTA
Booth 1077

Visit Booth 1077 at NCTA for your chance to win a Zenith DVD player.
We’ve made staying in, the new going out.
Viach-CBS OK'd  Companies eye TV, radio stations for divestiture as Justice approves merger. / 4

Fall sked preview  What's in development as the six major broadcast networks prepare for upfronts. / 6

Kids ads  Upfront brings more than $750 million to children's market; WB and Cartoon Network gain market share. / 10

Secret niche  USA's Barry Diller is making noises about buying a "small cable network" to fill an unnamed market. / 14

Drawing fire  A variety of companies—from a utility to content providers—work to limit AOL-Time Warner merger. / 18

Strange bedfellows  Rivals DirecTV and EchoStar team up to fight threat to DBS spectrum. / 20

For more late-breaking news, see "In Brief" on pages 108-109

Images of Elián  TV networks were not allowed to catch the inside story at the Miami house. / 68

From 'Playboy' to 'Baywatch'  Joining the cast of the syndication favorite, Playmate Brande Roderick hopes to emulate alumni's success. / 72

Monster effort  Sci-Fi plans $146 million outlay in schedule overhaul; USA budgets $400 million search for hits. / 62

Calling in their loans  Banks tell Missouri MSO Galaxy Telecom to find a buyer by May 31. / 64

Consumer FireWire  New technology gives digital copy protection to personal video recorders. / 80

Direct control  Columbine JDS system automates more than 500 DirecTV channels. / 80

'Dawson's' to go  AvantGo brings content from the teen hit's Web site to wireless devices. / 84
Short strokes for CBS-Viacom

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

By Bill McConnell

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

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

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

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

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

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

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

Combined, the companies have 35 stations and 41% coverage of U.S. TV households. By selling stations in the smallest markets, the company would have to get rid of 10 TV stations, but company officials said they might decide to divest a smaller number of TV outlets in larger markets.

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

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

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

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

Other syndicators now under its wing include Worldvision and Spelling. Paramount’s stable includes everything from Judge Judy to off-network sales of series like Frasier.
8.0 Our biggest stars delivered our biggest numbers:

“An utterly convincing and ambitious three hour special... with eye-popping technical wizardry... a 'you are there' time travelogue back to a lost and ferocious world.”

TV Guide

“A future TV classic was born.”

Newsday

“WWD is Steven Spielberg’s Jurassic Park to the 10th power.”

Associated Press

“Computer animation, cutting-edge animationics and endless scientific research combine to produce a striking window to the time when dinosaurs roamed the Earth.”

Entertainment Weekly

WALKING WITH DINOSAURS

On April 16, 36 million people tuned in to WALKING WITH DINOSAURS, making it the most-watched documentary in cable television history.

Special thanks to everyone who helped make it a huge success, including our sponsors:

Discovery Channel

discovery.com

© 2002 Discovery Channel
For nets, it's gut-check time

By Joe Schlosser

Network executives are wearing out their Guccis traipsing from studio to studio this month, making their best guesses on their prime time lineups for fall. It's crunch time: By the end of this week, more than half of the 110 drama or comedy pilots will have been viewed by top network brass.

ABC, NBC, CBS, Fox, UPN and The WB are looking, all told, at 59 comedy pilots, 51 dramas and more than a dozen reality show pilots. Given
that whatever they choose, 80% will fail, at least they can be applauded for helping the economy. The pilot price tag exceeds $200 million.

What will viewers and advertisers get for that kind of dough? We'll learn soon. Between now and May 15-19, each of the networks will have presented advertisers with their planned schedules for the 2000-2001 season, and Madison Avenue will bet, with billions of dollars, on who has the hits.

Still, just days away from those final schedules, a handful of serious question marks looms: Can NBC win back its Friends for another season? Can Fox bring back The X-Files with some semblance of the original cast? Will UPN grab Fox's Family Guy and ABC's The Hughleys? And does any competing network have a final answer for ABC and Regis Philbin?

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

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

MAY 1, 2000 / BROADCASTING & CABLE
Our Quality Shows...

PROVIDENCE

Original Series
Hosted by Danny Glover

Les Misérables

Original Mini-Series
Starring Gérard Depardieu
John Malkovich
and Virginie Ledoyen

COURAGE

Original Series
Hosted by Danny Glover

The Best Original and Contemporary Primetime Family Entertainment

© 2000 Fox Family Properties, Inc. FOX FAMILY and the FAMILY CHANNEL names and logos are the respective trademarks of Fox and L.E.E. Early Edition © 2000, Tri Star Television, Inc., CBS Worldwide Inc. All other logos and characters are owned by their respective rights holders. All Rights Reserved.
Kids upfront is sorta flat

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

By Steve McClellan

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

The syndication upfront also broke, with prices for the top-tier shows, such as Oprah Winfrey and Entertainment Tonight, commanding rate hikes estimated to be in the 15% to 18% range.

Executives said the overall syndication market should be up between 5% and 8%, to about $2.5 billion.

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

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

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

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

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

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

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

“Disney, WB and Cartoon are the growth areas,” said John Lazarus, senior vice president, national broadcast, TN Media. He predicted Nickelodeon would “definitely” lose some share in the upfront. “I think they’ve gone from something like 65% to 51% of the kids [rating points]. They are not what they were.”

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

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

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

He’s got full ABC plate

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

By Steve McClellan

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

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

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

Instead, he’ll assume day-to-day operating responsibility of the network, with key division heads reporting to him.

“That will give me a chance to jump in and really get to know the teams,” he notes.

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

In the past, Callahan had also been head of the network’s radio group.
Amazing things happen when you have the right people in the right place at the right time. Seconds after the shutter snapped on this picture, AP broadcast reporter Tony Winton had a bulletin on AP's broadcast newswire and was live on the air on AP's radio networks.

Winton's reporting told America's television and radio news rooms what was happening — including AP's exclusive report on what occurred inside the house, provided by AP photographer Alan Diaz, the only journalist in the room to witness the scene.

APTN captured key video of the unfolding drama, providing step-by-step live coverage to a worldwide audience from Havana to Miami to Washington.

It is times like this that your audience counts on you for reliable, fast and accurate coverage for both your on air and online products. This is just another example of how you can count on AP for the inside story.

Text, audio, video, photos and graphics. Any content, Any media, Any time.
Comedy tonight, on NBC’s site

NBCx Web outlet aims recycled laughs at Generation Y

By Joe Schlosser

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

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

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

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

Will affiliates cry foul? Alan Frank, president of Post Newsweek Stations and chairman of the NBC affiliate board, said he wasn’t familiar with the NBCx plan. “We’ve been dealing with a number of these things,” he said. But generally, affiliates object to the network’s repurposing its material to other mediums. “It depends on the circumstances.”

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

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

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

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

Cumulus’ auditor jumps ship

By Elizabeth A. Rathbun

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

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

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

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

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

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

"Nowhere to run to, nowhere to hide..."

Music changes everything

And no one offers you the range and quality of music that we do.

BMI operates as a non-profit-making organization of songwriters, composers and music publishers that licenses songs for public performance.
Barry’s on the prowl again

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

By Deborah D. McAdams

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

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

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

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

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

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

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

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

Diller and SAH were close to a deal in mid-February, but Diller’s bid for 51% of SAH fell apart at the last minute. SAH is now reluctant to negotiate from a weakened position, a source familiar with the companies said. SAH’s stock has been declining since Broadcasting & Cable broke the news of the Diller/SAH near-deal (Feb. 21), and it hit a 52-week low of $9 per share on April 17. SAH was trading last Friday at 6.125 per share.

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

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

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

By Steve McClellan

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

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

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

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

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

Last week’s development came after talks with Frank and executives at Belo, Gannett and Hearst-Argyle, all of whom have agreed to continue JSA talks over the next few months.
This July, Turner Classic Movies takes your customers down the yellow brick road without stopping for a commercial break.

Make sure television's first annual commercial-free airing of *The Wizard of Oz* is part of your acquisition and retention efforts this summer.

It's exclusive programming like this, along with over 350 movies TCM presents every month, that reinforce the value of cable. For more information on bringing this landmark event to your customers call your Turner Regional Marketing Manager at (404) 827-2250, or on the West Coast, (415) 975-5000.

**Monday, July 3**  
8:00pm ET  
11:00pm ET Encore
CLOSED CIRCUIT
BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

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

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

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

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

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

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

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

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

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

NEW YORK

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

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

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

WASHINGTON

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

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

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

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

Retrans-deal brinkmanship

Sans consent pacts, ABC offers extensions

By Steve McClellan

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

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

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

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

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

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

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

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

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

ABC dismissed the proposal as a thinly veiled attempt by the MSO to get past the approval process for the AOL-Time Warner merger before picking up the retransmission talks again.
What more could today’s family want from a network? We astonish adults, captivate kids and enrich everyone with outstanding family fare. Programming that includes "The Collector" from the Hallmark Hall of Fame Library, The Muppet Show hosted by Brian Henson, critically acclaimed movies, original series like Donna’s Day and heartwarming series like Avonlea.

Odyssey is the new force in entertainment that doesn’t just bring families together. ... we bring them closer. So, for entertainment that has more of the magical, mystical and spiritual content families want, and want to watch together, come to Odyssey.
AOL-TW: The fire below

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

By Bill McConnell

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

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

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

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

But behind the scenes, major content providers such as Disney are pressing the FCC and Federal Trade Commission officials to prevent AOL-Time Warner from getting its foot in the door of cable and broadband services that the company would have undue power to dictate which content is readily accessible to consumers and to set industry prices.

Consumers Union and other public advocacy groups say they are privately being urged by the content makers to fight for conditions that would at least restrain the growing giant.

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

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

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

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

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

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

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

Merger critics are demanding the following conditions:

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

AOL officials dismiss suggestions that AOL-Time Warner poses a threat to consumers and deserves any conditions.
You just drove through Hurricane Eunice because the video store said The Matrix was guaranteed to be there.

It wasn't.

Control yourself.

Say hello to instant gratification. With Intertainer, your customers can play whatever movie, show, music video or concert they want—whenever they want it. They can pause, rewind, fast forward and replay Hollywood's hottest movies and never have to return them! We've even got shopping so they can buy a new CD while they're at it. Want your bundle to make a bundle? Say hello to Intertainer. Contact Tim Krass 310.202.2900 or check us out at www.intertainer.com

Movies, music, TV, concerts and shopping whenever you want.
**DBS battles Northpoint**

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

By Paige Albinak

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

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

Northpoint is pushing the FCC hard for licenses that would permit it to offer terrestrial wireless services on the 12.2-12.7 GHz band that DBS uses. When Northpoint first came on the scene about two years ago, it was pitching a service that would have provided local TV signals by delivering them terrestrially to customers over the DBS spectrum band. But it has expanded that offering to also include some 90 cable networks and two-way broadband Internet services, says Northpoint President Sophia Collier.

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

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

“Both the engineering analyses and public policy dictate that the Commission should deny Northpoint’s petition.”

Northpoint’s real motivation for trying to become a secondary user of the DBS spectrum, the companies say, is gaining free access to the spectrum. If Northpoint were to try to operate its service in one of the spectrum bands allocated to wireless cable service—which is what Northpoint essentially is, according to DBS executives—it would have to purchase that spectrum in an FCC auction.

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

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

DBS providers also don’t understand why the FCC would even consider a service that might interfere with an incumbent provider. But in Northpoint’s case, DBS providers say the FCC has moved to approve its license request with uncharacteristic speed. The FCC had no official comment on the proceeding, but the commission traditionally has been interested in technological alternatives to cable. Northpoint also wins political points for promising to bring local TV stations and high-speed data to rural and unserved areas, although the DBS companies say it’s going to be harder than Northpoint claims to roll those services out nationwide.

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

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

**60-69 or fight**

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

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

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

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

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

With the total cost of obtaining the spectrum uncertain, one company expected to be a major player in the auction is asking for a one-month delay. On April 21 Verizon Wireless asked the FCC to postpone the auction until July 12. Agency officials would not comment on chances for a delay.

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

> (All from the comfort of your couch.)

John Edward: Believe in the afterlife? You will after watching SCI FI's new original talk show. Premieres in July. Sunday-Thursday at 11pm ET.

Farscape: What TV Guide calls "the best science fiction series of the year." Fridays at 9pm ET.

Invisible Man: A classic update for the 21st century. He's the best new character you WON'T see on TV. Disappearing in June. Fridays at 9pm ET.

Frank Herbert's Dune: SCI FI's grand epic miniseries features Academy Award-winning William Hurt. Sun, December 3rd - Tues, December 5th at 9pm ET.

Four of this year's new SCI FI ORIGINALS.

Now reaching 60 million households. And that's just here on Earth. Are we reaching your households? Eastern region 212-413-5150, Central region 312-644-5413, Western region 310-201-2300
Clinton: ‘Digital divide’ growing

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

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

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

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

Anti-drug efforts aiming at girls

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

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

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

Sixteen-year fight for station may end

Hispanic broadcaster En travision would pay $18 million under a tentative deal to end a 16-year battle for WHCT-TV Hartford, Conn. En travision is a late arrival to a dispute about WHCT-TV’s license, waged by Astrol ine Communications and Shurberg Broadcasting.

The FCC originally granted Astrol ine the right to buy the station from Faith Center Inc. in 1984 under a now-defunct policy that let owners threatened with a license revocation sell to minorities at 75% of their value.

Shurberg appealed the decision, arguing that Astrol ine did not qualify for minority status. Years of litigation followed. The legal tussle eventually bankrupted Astrol ine.

A year ago, an FCC administrative law judge approved Astrol ine’s application and the company’s new plan to turn over the permit to Two If By Sea Broadcasting (TIBS). Shurberg then questioned the qualifications of TIBS, and the dispute was slated for another round of hearings.

In stepped En travision with an offer to give Shurberg $7.48 million, TIBS $9.52 million and Astrol ine $1 million.

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

High-power diversity

Two prominent African-Americans will take key roles at upcoming NAB events. General Colin Powell will deliver the keynote speech at the NAB Radio Show in San Francisco Sept. 21, and NAACP President Kweisi Mfume will address broadcasters this June in Washington at their second annual Service to America Summit honoring broadcasters’ public service contributions. Powell retired from government in 1992 and has since served as chairman of America’s Promise/The Alliance for Youth, a national organization aimed at improving the lives of young people.

Free Net time for politicians

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

The campaign will bring to the Internet everything from “electronic access to the presidential campaigns to additional election information, to behind-the-scenes places, as well as an opportunity for the public to voice their opinions and ideas,” according to the Markle Foundation, which organized a similar effort in 1998. Participating sites will use “Web White & Blue” to augment their TV coverage, including features such as streaming video of candidate’s responses to debate questions.
THE REWARDS
VH1 SAVE THE MUSIC AND OUR AFFILIATES HAVE put Thousands of CHILDREN'S DREAMS at their FINGERTIPS.

THE AWARDS
THE 59TH ANNUAL PEABODY AWARD: PUBLIC AFFAIRS.
The CTPAA BEACON AWARD 2000: COMMUNITY RELATIONS.

VH1 Save The Music shares these honors of excellence with our affiliate partners.

Music Education = Brain Power
The more things change in the ranks of cable, the more they remain (somewhat) the same

The Big Three

The world of cable is getting ever smaller. The huge pace of acquisitions over the past two years has dramatically shifted BROADCASTING & CABLE's annual ranking of the 25 largest MSOs. Players with decades of history in the business have exited, not only shattering the clubby makeup of the industry, but dramatically changing its character.

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

Continued on page 38

By John M. Higgins

<table>
<thead>
<tr>
<th>MSO</th>
<th>Total subs</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT&amp;T Broadband</td>
<td>16,400,000</td>
</tr>
<tr>
<td>Time Warner</td>
<td>12,700,000</td>
</tr>
<tr>
<td>Charter</td>
<td>6,133,000</td>
</tr>
<tr>
<td>Cox</td>
<td>6,100,000</td>
</tr>
<tr>
<td>Comcast</td>
<td>5,719,800</td>
</tr>
<tr>
<td>Adelphia/Cablevision</td>
<td>4,990,092</td>
</tr>
<tr>
<td>CableOne</td>
<td>3,115,370</td>
</tr>
<tr>
<td>Insight</td>
<td>1,435,000</td>
</tr>
<tr>
<td>MediaCom</td>
<td>747,000</td>
</tr>
<tr>
<td>Cable One</td>
<td>741,000</td>
</tr>
<tr>
<td>Classic</td>
<td>413,000</td>
</tr>
<tr>
<td>Service Electric</td>
<td>294,000</td>
</tr>
<tr>
<td>RCN Corp.</td>
<td>292,204</td>
</tr>
<tr>
<td>Ameritech</td>
<td>280,000</td>
</tr>
<tr>
<td>Tele-Media</td>
<td>265,919</td>
</tr>
<tr>
<td>Norcland</td>
<td>263,615</td>
</tr>
<tr>
<td>Midcontinent</td>
<td>215,371</td>
</tr>
<tr>
<td>Armstrong</td>
<td>204,950</td>
</tr>
<tr>
<td>Susquehanna</td>
<td>183,543</td>
</tr>
<tr>
<td>Millenium</td>
<td>173,000</td>
</tr>
<tr>
<td>Blue Ridge</td>
<td>167,000</td>
</tr>
<tr>
<td>Buckeye</td>
<td>161,520</td>
</tr>
<tr>
<td>U.S. Cable</td>
<td>143,129</td>
</tr>
<tr>
<td>Galaxy</td>
<td>125,861</td>
</tr>
<tr>
<td>GS Comm.</td>
<td>113,219</td>
</tr>
</tbody>
</table>
**Headlines**

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

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

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

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

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

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

**Charter Deal**
Oct. 1, 1999: In three-way trade, AT&T and Charter complete $2.4 billion deal for InterMedia Partners. Deal calls for Charter to exchange 400,000 subs in four states for 140,000 subs in three states, plus cash to InterMedia.
00homes

THANKS
For Recognizing the Power of our Audience

celebrating twenty years

Where Black Star Power Shines
TOP 25 CABLE OPERATORS

HEADLINES

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

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

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

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

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

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

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

VOD TESTS SCHEDULED

WHERE THE SUBS ARE...

Time Warner

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

Homes passed: 20,700,000
Basic subscribers: 12,700,000
Basic penetration: 61.3%
Digital-ready homes: 12,513,000
Digital subs: 613,000
Digital penetration: 4.9%
High-speed Internet-ready homes: 9,555,000
High-speed Internet subs: 447,000
Internet penetration: 4.7%

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

Time Warner Cable
290 Harbor Drive
Stamford, Conn. 06902
(203) 328-0600
www.timewarner.com
From the network that brought you the Emmy Award-winner for Outstanding Miniseries, *Horatio Hornblower*, and three-time Golden Globe nominee, *Dash & Lilly*, comes a new season that brings even more outstanding original movies, including *Longitude*, *Spenser: Thin Air*, *The Great Gatsby*, and new *Horatio Hornblower* movies.

- A&E Network ranks among the Top Ten Television Brands of the 1990s in overall quality.*
- A&E Network is #1 in mentions among "Five Favorite Channels Carried by System".**

Mira Sorvino in *The Great Gatsby*

*Source: Total Research Corporation (EquiTrend, Surveys 1990-1999)*
**Source: 1999 November Beta Research, Cable Subscriber Study Evaluation of Major Cable Networks. A&E was tied for #1 among viewers of network.*
WHERE THE SUBS ARE...

Charter Communications
12444 Powerscourt Drive
Suite 100
St. Louis, Mo. 63131
(314) 965-0555
www.charter.com

Top executive: Jerry Kent, president
Ownership: publicly traded; Vulcan Ventures owns controlling interest
Homes passed: 9,858,000
Basic subscribers: 6,138,000
Basic penetration: 62.3%
Digital-ready homes: 4,675,000
Digital subs: 155,000
Digital penetration: 3.3%
High-speed Internet-ready homes: 3,468,000
High-speed Internet subs: 66,000
Internet penetration: 1.9%

Major clusters: Los Angeles; Dallas-Fort Worth; St. Louis; Southeast region (including Atlanta); North Central region (Minnesota and Wisconsin); Gulf Coast region (New Orleans, Gulfport, Miss., and Mobile, Ala.); Michigan; and Mid-Atlantic and Northwest regions
Want to start up The Natural Food Channel?

Cable2 Neighborhood and DigitalC™ will give you a menu of options.

You can still join the fastest growing satellite home for cable programmers, the Cable2 Neighborhood. It’s the hottest, most sought-after, reliable and technologically sophisticated neighborhood, with GE-1 and GE-4 satellites providing cable channels access to over 48,000,000 households.

And now, Cable2 programmers can benefit from DigitalC, an end-to-end solution providing satellite distribution of Multiple Channel Per Carrier (MCPC) compressed, digital cable programming services. DigitalC offers cable programmers customized solutions with many valuable service features including fully protected capacity, 24x7 customer support and systems monitoring. It’s seamless, cost-effective, and turnkey. It allows you to enhance and expand your programming options.

For the past 25 years, GE Americom has been a pioneer in satellite technology. Cable2 and DigitalC are just two examples of our commitment to offering the cable industry the opportunity to grow and profit from our expertise.

Call us today at 1-877-GE-CABLE (432-2253) or e-mail us at ge.cable@gecapital.com and see why Cable2 is the address for you.
EXCITE ALTERNATIVE
March 29: Gets option (with Comcast Corp.) to sell stake in Excite@Home Corp. for up to $3 billion. AT&T owns 56% of the Internet-access provider. Cox (8.4% owner) and Comcast agree to carry Excite on their cable lines through 2006. On Dec. 16, 1999, Cox said it would develop DTV services with Excite.

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

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

2000 LEAGUE
Feb. 15: Kicks off plans for women's soccer league with Time Warner and Comcast. Cable legend Amos Hostetler invests about $37 million.

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

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

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

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

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

Top executive: James Robbins, president and CEO
Ownership: publicly traded; controlled by Cox Enterprises Inc., Barbara Cox Anthony and Anne Cox Chambers
Homes passed: 9,500,000
Basic subscribers: 6,100,000
Basic penetration: 64% penetration
Digital-ready homes: 5,200,000
Digital subs: 450,000
Digital penetration: 8.7%
High-speed Internet-ready homes: 5,000,000
High-speed Internet subs: 260,000
Internet penetration: 5.2%
Major clusters: San Diego-Orange County, Calif.; Phoenix; Las Vegas; New Orleans; Hampton Roads and Fairfax County, Va.; Providence, R.I. and Oklahoma City
Are you leveraging the full power of the ESPN brand?

Use the power of ESPN to sell cable modems and digital cable.

ESPN provides the best sports programming on cable. Now, we also provide you with something else—creative opportunities to help you sell cable modems and digital cable through brand extensions like ESPN.com and ESPN The Magazine. Grow your new business platforms and generate incremental revenue by leveraging the power of the ESPN brand. It's easy and it works. Let us help you put the power of the ESPN brand to work for you.
TOP 25 CABLE OPERATORS

HEADLINES

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

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

KEEPING UP WITH JONES

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

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

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

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

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

MEDIAONE BID SHELVED
May 6, 1999: Accepts $1.5 billion fee after deciding not to try to top AT&T’s $62.5 billion offer for MediaOne.

Where the subs are...

Comcast

Top executive: Brian Roberts, president
Ownership: publicly traded; controlled by the Roberts family
Homes passed: 9,522,000
Basic subscribers: 5,719,800
Basic penetration: 60.1%
Digital-ready homes: 4,636,500
Digital subs: 515,000
Digital penetration: 11.1%
High-speed Internet-ready homes: 3,259,400
High-speed Internet subs: 141,900
Internet penetration: 4.4%
Major clusters: Philadelphia-Wilmington, Del.; northern and southern New Jersey; Boston; Detroit; and Baltimore-Washington, D.C., suburbs

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

5
Our time has come.

Far fetched? Not really. Because the wired world is no longer defined by the boundaries of Silicon Valley. Nor is it the exclusive domain of techies. The fact is, it exists wherever people are using technology to change their lives. It's the human story of technology that defines our times. We're ZDTV, the on-air and online network dedicated exclusively to the digital lifestyle. From industry news to product reviews, tech stocks to tech support, ZDTV has something for everyone.

ZDTV. The network of the wired world.
MISSION:
Operation DBS Virus

AGENT:
Broadband Betty

OBJECTIVE:
Target, establish, and deliver superior options for broadband entertainment.

SOLUTION:
ICTV - The force behind Broadband TV

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

ICTV turns viewers into users and users into buyers.

Discover Broadband Betty and more information about ICTV digital broadband solutions at www.ictv.com/betty or call (800) 926-8398.

Experience ICTV at NCTA 2000 booth #1067.
Continued from page 24

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

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

These recent entrants regard cable almost as an afterthought.

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

A little number crunching reveals some interesting results.

For example, the MSOs that are most...
The Interactive Broadcast Platform For The New Millennium.

No one delivers Web content, streaming media and applications like Akamai. Our unique EdgeAdvantage™ platform integrates streaming media with a world of dynamic content, personalization and customization, enabling an interactive broadband media experience for Akamaized eBusinesses.

Akamai's powerful, high-performance broadcast delivery network opens doors to a new world of broadband and high speed Internet access, changing the media and entertainment industries forever. The wave of the future is brought to you by Akamai today.
aggressive in deploying digital cable aren’t necessarily the best at actually selling it to customers. When it comes to that portion of its systems that are ready for digital cable, Comcast’s 85% level lags behind AT&T, Time Warner and Cox. But Comcast ranks second when it comes to selling digital, 9% of basic customers, about 2 points more than Cox and double Time Warner.

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

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

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

Cablevision CEO James Dolan contends
95% Original Television.

Join us for a drink at Trio's Velvet Lounge and win fabulous prizes every hour!
Enter to win camcorders, digital cameras, books and videos of Trio's most popular dramas, documentaries and films.

VISIT US AT NCTA BOOTH 49D1 HALL E
Main Office (212) 808-1875  South East (770) 645-8595  Western (312) 477-7177
FINIVIE

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

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

While Cox has been the most aggressive about prepping systems to deliver high-speed Internet service, tiny GS Communications isn't far behind, reporting that 80% of its basic homes are Internet ready compared to 82% for Cox. Susquehanna comes in fourth with 71%, just behind third-ranked Time Warner cable. Even AT&T, which boasts the most about Internet services, has only readied 37% of its subscribers for high-speed data. That's just above Service Electric's 35.7%.

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

Seven members of our 1999 list have disappeared into larger MSOs or are about to:
Only one video-on-demand system has it.

[star quality]

The SeaChange ITV System.
With its patented MediaCluster architecture, the ITV System offers stellar performance, economical scalability, and the highest reliability in the industry. As operators worldwide have discovered, this powerful design gives you outstanding quality, without risking the integrity of your video content.

For VOD and other 'on-demand' opportunities, the ITV System is designed for real-life applications. Sophisticated software ensures smooth operation. MediaCluster provides reliable economy. There's a reason SeaChange is the indisputable world leader in digital media systems for television. Audition us for a supporting role in your operation.
Falcon Cable, Jones Intercable, Bresnan Communications, Prime Cable, Multimedia, Fanch Communications, Garden State Cable.

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

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

Looking at the chances of larger operators such as Cablevision Systems, Adelphia or Classic Communications trying to sell out in...
What your enhanced TV initiative needs is a good dose of reality.

Anything less than real-world success is tough to swallow.

RespondTV has a potent blend of proven vision and real-world success. We offer operators, programmers and advertisers the most comprehensive enhanced TV infrastructure and services available: from hosting, serving and reporting to off-the-shelf applications. Find out how some of the most challenging enhanced TV initiatives are being deployed with RespondTV. There—you’re probably feeling better already.

Visit us at NCTA booth 4571 Hall E, or online at www.respondtv.com or call us at 415-522-5260.
SELL THIS LITTLE NUMBER.

JUST MAKE SURE THIS LITTLE NUMBER GOES WITH IT.

order number
05029
INSTANT PURCHASE CONFIRMATIONS, TRACKING NUMBERS AND ON-SCREEN ORDER STATUS. ONLY WITH COMMERCE.TV.

If you've run the numbers, then you already know that interactive TV shopping—or t-commerce™—is an enormous opportunity. But only if viewers are confident that it will work properly and meet their expectations.

Commerce.TV gives them that confidence, with the only complete t-commerce solution designed to provide thorough, accurate purchase information in real time.

Every transaction includes an instant on-screen confirmation, along with a unique order number. So consumers know immediately that their orders have been received correctly. And our easy-to-use order status screen lets buyers check the status of purchases whenever they want, or even cancel them simply by using their remote controls.

Driven by our unique Commerce Control Network™ (CCN), orders flash from button to fulfillment in real time, 24 hours a day, seven days a week. Our CCN is an open, distributed database network, and it's the only system built to process the enormous traffic volumes generated by the broad reach of TV.

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

There's only one more number you need to know: 1-800-992-6424. Or visit www.littlenumber.com for a personal demonstration, and to receive our free guide, "Waiting for t-commerce: How to know when the real thing comes along.”

commerce.tv
www.littlenumber.com

SEE US AT NCTA, NEW ORLEANS, MAY 8-10, HALL F, BOOTH #5555.
the next two or three years, it's easy to see Service Electric moving up even further.

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

The data were gathered primarily from the companies themselves and the ranking was determined by the number of basic subscribers. In the case of uncooperative companies, we rely on securities and other regulatory filings or estimates by analysts and industry executives—sometimes, former employees of the company. In a few instances, no reliable estimates were available. Those items are marked NA.

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

In 1805, Lewis and Clark camped here before crossing the untamed Bitterroot Mountains.

In 2000, this land was rescued from developers at the last minute.

The History Channel’s Emmy Award-winning effort dedicated to protecting America’s legacy for future generations through action and education. To order your Save Our History kit, contact your regional sales representative.
Luring subscribers to DBS

DirecTV, DISH expand services to take customers from cable

By Edmond M. Rosenthal

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

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

Ferguson reports that DirecTV has grown from 4.7 million subscribers in March ‘99 to 8.3 million in March this year. The 1999 figure does not include the acquisition of Primestar, which accounts for 745,000 converted subscribers and some 1 million still unconverted. She notes that 405,000 new subs were added in the first quarter this year, a 33% increase over subs added in the year-ago quarter.

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

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

Ferguson agrees with Wall Street analysts’ estimates that the total DBS market will reach 30 million to 35 million: “That’s nearly double what they thought when we first rolled out.”

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

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

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

Most of the planned DBS services require additional set-top boxes or new combined receivers and are expected to be in place by the end of the year.
if you’re looking at the web any other way, you’re not getting the whole picture.

Other web broadcasters talk about the future of interactive webcasting. Webcasts.com delivers it today; creating a live, interactive experience that converges streaming media with graphics, text, hyperlinks, e-commerce and more—all within one interface. And only webcasts.com handles the entire process—planning, production, integration, delivery, hosting and reporting—providing the highest quality results for you and your audience. Come see for yourself.

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

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

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

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

Those pesky Republicans.

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

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

When we started in 1998, we had 170,000 subscribers.
Do The Math!

How much revenue are you losing?

The Hot Network spends up to 44% of network interstitial time selling products like phone sex that generate zero revenue for you and send your viewers elsewhere.

You only get 56%.

TeN and Pleasure devote 100% of network interstitial time promoting the programming and services that add revenue and keep your viewers coming back.

You get 100%.

Better Split
+ Better Programming

Better Revenue For You!

888.728.9993

The best aphrodisiac is better revenue. The second best is oysters. Come visit our Oyster Bar at NCTA booth #5629 Monday, May 8, 4-6pm.
When we finish 2000, we’ll be at 1.5 million. That’s pretty close to tenfold.

It’s a huge increase. How do you manage that?
We add people, good people. We had a good core management team, who you remember was focused not only on our domestic operations, but also on Insight UK out of this office. So we had the gray matter here, and, when we decided to grow the company again, we had a corporate office, a senior management team, prepared to run a much bigger asset.

Instead of buying in 1998, why didn’t you join all the other companies that were rushing out the door?
It’s certainly a thought that crossed our minds. But I think this industry has so much potential over the next handful of years, there’s still even more money to be made than if we had sold as prices were soaring.

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

You’ve been particularly aggressive in rolling out new services, especially for a company your size. You are bullish on video-on-demand. With your Source Media investment, you are bullish on the interactive services. What do you see?
I think, first of all, if we are not doing those things, we’re just handing the satellite guys our customers. We made the decision that we were going to focus on launching new services over a technology platform that would leapfrog the competitors’ platforms. And the [General Instrument] DCT-2000 box was the right enabling technology to do lots of stuff.

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

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

How many digital converters do you figure you will have deployed by the end of the year?
Digital converters? Probably 150,000.

What do you have now, do you know?
57,000.

Start with VOD. The technology works, but is the lift in sales really that much better than using lots of channels for near-video-on-demand?
It’s one of the sexiest products we have to offer, and will have to offer, for years. And we don’t have any idea how much impact that business is going to have on our industry yet, because there hasn’t been a full deployment. Hollywood is still holding product back for a long period of time between video store release and pay-per-view release. But we also know that, once we have VOD out there in enough markets, that window will be shortened.

What kind of results are you getting?
Buy rates have increased about 75% over NVOD.

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

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

We bought Rockford from Cablevision and proceeded to lose 2,000 customers in two years, just like that. I remember, the first summer we owned it, the local management team was getting very nervous because they were losing subscribers, and I went out there for a meeting one night and said, “Listen, we have consciously chosen a strategy to not be aggressive in retaining customers right now, because we’d be retaining them for the wrong reason—by lowering prices.”

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

Their parents used TV to escape their world.

What will they use it for?

At Wink, we’ve made the promise of interactive TV a reality. Which explains why America’s top four broadcast networks are delivering Wink-enhanced content to their lucky viewers. Plus the top cable networks. From sports to stocks, from cars to coupons, Wink delivers it all. Right now. So although we can’t predict the future of television, we can tell you that Wink will be enhancing it.
months, we increased by 3% in six months. Now, I don’t think that’ll be recurring. I think we are winning customers back.

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

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

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

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

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

Why are you the only guy in cable that really seems to believe in this stuff?
I don’t think I am. Very few operators have moved as fast as we have into the multifaceted interactive digital world that we’ve moved into, but I think that more and more of them are going to be there later this year and next year.

Skip DBS for the moment, and let’s talk about some of the wired competition. How scary is it?
Competition is competition in every form that it takes. I don’t think we were any less subject to competition in Rockford when we were losing customers to satellite dishes than we are to competition by losing customers to another wireline operator.

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

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

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

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

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

Now certified on both Motorola and Scientific Atlanta platforms.

TIER 1 THERE'S A LOT GOING ON IN MY TOWN™

Now you can offer your subscribers a one-step-at-a-time path into interactive TV. Start them with My Town — and give them access to local sports and news, local shopping information and more. This tier provides built-in cable promos for Video-on-Demand, telephony and other revenue-generating cable services. And it includes WorldGate™ patented Channel HyperLinking™ capability to give them their first taste of an interactive TV experience.

TIER 2 KEEP CONNECTED WITH MY FRIENDS™

Put your subscribers in touch — with My Friends. This tier gives your subscribers the Internet experiences they’ve heard about most: e-mail and chat. They can also send electronic greetings, play games on the TV and manage the family calendar from the comfort of their living room. And it includes all the services of the My Town tier.

TIER 3 WELCOME TO MY WORLD™

The Web is waiting in My World. This tier has everything — all the features of the other tiers plus full access to the Internet: search capabilities, surfing, directories and more. It’s the total interactive TV experience — and it’s full of services to drive healthy revenue for you.

215-354-5100  www.wgate.com
selling these services, which we’re going to be doing very aggressively. We’re not going to be waiting around.

Going into the future of our business, looking at all the places I’d want to move from the present starting gate to the future, I would want to be exactly where I am today as the incumbent. I wouldn’t want to be the RBOC. I wouldn’t want to be the satellite guy. I wouldn’t want to be the new guy building a cable system. We also have a base of operations with cash flow. So this is the place I’d rather start from.

How about telephony? How much do you expect to deploy?
One hundred percent of this company will be telephony-enabled and offering service in the next 18 months.

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

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

How much will they be managing your network?
Well, the lines are very clear. Basically, we own the headend to the subscriber, and they own the headend back to the backbone or oversee it. We’re going to have the relationship with the subscribers. We’re going to market it; we’re going to build it.

You handle customer service and billing, etc.?
It’s so important to this whole strategy: one phone call and one bill. Once we start diluting that, we dilute our ability to really compete.

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

When your exclusivity goes, how do you envision a deal going with AOL or Mindspring, Earthlink or some other ISP that wants to go in and offer this service?
Well, we’d like to provide their service on a similar basis to the way we provide content in the video platform, in the data platform.

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

You don’t hand off the customer relationship ever?
No, we don’t.

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

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

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

That’s the last piece of this pie that hasn’t been fully con-
BUILD IT
AND THEY
WILL COME.
HECK, WE’LL BUILD IT
FOR YOU.

Put your content to work on the world’s first personal newscast. Contact Craig Marrs at (415) 934-2902. Visit us at www.zatso.com.
Verted to a competitive industry—the local phone business.

Right, and that’s the one where you’re the intruder? That’s right. It’s also the biggest piece.

What worries you from the regulatory front? Digital must-carry is obviously the hot issue. Well, that is an important issue. It makes the analog argument look minor in the overall scheme of things, for us to be compelled to deliver bandwidth to people who are going to use it to compete against our other services is something that, to me, sounds like a Fifth Amendment issue, frankly.

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

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

Your margins don’t seem to be going down very dramatically in light of the ever increasing programming costs. We’re making it up in other ways. We are increasing revenue per subscriber by offering new services that customers volunteer to purchase from us. Let me give you the story in Columbus, all right? If you look at the digital customers, they’re paying us an average of $26 a month over what they were paying us before. Currently, in all the areas that digital is available, we are now at 21% penetration in six months or less.

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

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

If you look at 20% penetration in six months, we expect it to be there in a year. I think we’re beginning to think more like 30% a year now.

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

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

What is a workable license fee for your average digital network? It depends on the content and the importance of the network to the digital tier.

Is 20 cents a sub the answer? It could be. It depends on the product. Ten cents. Five cents. It depends on the product. We certainly recognize that, to get analog carriage, a lot of people are throwing big bucks around up front for our support. And we don’t have that kind of support by putting it up on digital, at least not to the same extent. There are a number of programmers who have come in recent weeks and months, who have looked for the happy medium: maybe they get some analog carriage in places where we might have a little less pressure to go digital, in return for giving us a decent digital deal in other systems.

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

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

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

Somehow I think MTV throws better parties than Jerrold did. They probably do. But you become a cable operator when you own cable systems, whatever your motivation.

So does that change the industry? Of course it changes the industry. The industry is always changing. It should change. If it doesn’t change, it’ll die.
Win A Trip To The TOP OF THE WORLD with NEWSWORLD INTERNATIONAL

Visit us at NCTA 2000, booth 4901 at Hall E and play 'Test Your Best on Mount Everest'.
Plus go online to chat with expedition leader Byron Smith.

Newsworld International keeps you in touch with the world 24 hours a day with 30 minutes of world headlines, sports, weather, business and entertainment every hour. NWI is backed by the award winning Canadian Broadcasting Corporation and its worldwide bureaus. Only NWI offers world newscasts in both English and in the original language.

And now, Newsworld International is proud to be the first and only network to broadcast live daily coverage of the Mount Everest 2000 climb. As part of this historic event, NWI wants to take you and a friend to the top of Mount Everest in Nepal. To enter the contest, just visit us at booth 4901 at Hall E.

For world news that is credible, unbiased and direct from the source. Call and launch Newsworld International today.

Main Office (212) 808-4875 • South East (770) 645-8595 • Western (310) 477-7177
Beefed up and tweaked

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

By Deborah D. McAdams

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

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

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

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

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

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

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

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

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

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

Three previously announced pilots may produce offspring: the “Spy vs. Spy”-like Kill, Kill, Kill; a puppet-populated show called Road Hogs; and Manhattan, Arizona, a fish-out-of-water drama formerly known as Brown Parcels of Land.
25 years old.
Loves classic movies and westerns.
 Watches 9.5 hours of sports a week.
 Cheated on 3rd grade math test.

Want to know what all this really means?

Unless you know how to use it, research is useless. That’s where Strategic Media Research can help. Because you get a lot more than just reams of data from us. You get actionable, customized solutions that will help you succeed. To find true meaning, call 312.726.8300 or visit us online at www.strategiomediaresearch.com.
Galaxy hurtling into fire sale

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

By John M. Higgins

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

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

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

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

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

Still, auditors from Deloitte Touche were nervous enough to declare in a securities filing that “the Partnership’s inability to meet its cash-flow needs and to comply with certain debt covenants raises substantial doubt about its ability to continue as a going concern.”

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

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

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

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

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

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

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

Tiernan digital encoders were key parts of the first DSNG systems, essential elements in the first 4:2:2 SDTV systems, and the heart of the first HDTV broadcasting systems. Today, as we enter a new era in broadcasting, Tiernan brings you a broad range of digital TV solutions, including datacasting, HD/SD simulcast, and multi-channel operation for the delivery of digital media. Tiernan can take you wherever you want to go, however you want to get there.
‘Action’ resurrected
FX Networks picks up controversial comedy for its cable viewers

By Joe Schlosser

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

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

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

Fox bleeped foul language spoken by actors in the show, which earned it some notoriety but ultimately not many viewers. FX says it won’t restore the salty language for the basic cable showings.

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

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

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

PGA tour walks over to CNBC

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

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

Parties were mum on the fee but said it’s an increase over the previous package. ESPN has carried the senior tour since 1984, a tour spokesman said.

Dobbs, Turner just saying hello

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

Cox reports low quarterly growth

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

The company has said it expects to exceed 11% growth for the full year. Cable revenue increased 8%, in part because pay-per-view boxing events were lackluster this year. But overhead costs jumped 17% because of the high cost of rolling out high-speed data, telephone and digital cable services, plus digesting last year’s takeover of TCA Cable. Both cable and data revenues more than doubled, but each was less than 5% of the company’s $779.9 million in sales.

Cable Positive gets new chief

Cable AIDS charity Cable Positive has tapped a health-care and public-affairs veteran as its new chief. Steve Villano was named executive director, replacing Molly McAuliffe, who left the group in February. Villano was most recently vice president of corporate affairs for Episcopal Health Services and has served as a consultant on communications and marketing issues to Cornell University, Downstate Medical Center and Long Island Cares.
M ost revolutions are won with weaponry, armies, even bloodshed. We’re using interactive game shows, on-demand replays, and a really cool way to order pizza.

Funny, but dead serious. OpenTV, the worldwide leader in software that enables digital interactive television, is deployed in over 6 million digital set-top boxes – more than any other interactive TV platform. Major advertisers are buzzing. We’ve been chosen by 25 television network operators, including digital cable, satellite, and terrestrial. And, hundreds of content developers are using OpenTV authoring tools to create compelling interactive TV applications like sports, e-commerce, VOD, advertising, and more. Yes, the interactive revolution is being won without an army. But with over 6 million viewers worldwide, it seems like we’re building one.

www.opentv.com

©2000 OpenTV, Inc. OpenTV and the OpenTV logo are trademarks of OpenTV, Inc., in the United States of America and other countries. All trademarks are the property of their respective owners.
By Dan Trigoboff

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

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

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

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

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

CNN correspondent Brian Cabell, also at the scene, commented: “That’s just the way it goes. TV is just a more difficult way to get the story across; there’s cable to deal with and much heavier equipment. But the still photo is remarkable. Journalism is well served by the photo. It would have been better served had we had a [TV] camera person stationed inside.”

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

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

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

And Bloomberg means more viewers—in every daypart. Worldwide.

Only Bloomberg delivers a 24-hour money channel the way you want it—with real-time financial data and breaking news that wins subscribers and maximizes profits!

Put the Bloomberg money machine to work for you!

Call Bloomberg Media Distribution at 212-318-2201.

Visit us at NCTA Booth 2565
Come preview our interactive product and register to win a PALM V
made quite courageously by Justice, not to interfere with camera equipment.”

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

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

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

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

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

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

“The INS and the police ran over the mikes we had set up at the podium we set up in the middle of the street for press conferences,” Rosado continued. “It had been blocked off by barricades. When they pulled out, I yelled, ‘Ass-hole, you’re running over our mikes.’ I was pissed, I couldn’t see.”

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

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

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

All the networks, led by CNN, Fox and MSNBC, reported the raid within half an hour. Dan Rather, who went on the air just before 7 a.m., was the only one of the Big Three broadcast network anchors on the air Saturday morning. Rather had gotten an interview with Elián’s father, Juan Miguel Gonzáles, which had been shown on 60 Minutes the previous Sunday.

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

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

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

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

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

WPLG(TV) News Director Bill Pohovey said he thought the local reporting was generally balanced.
Tough spring for ‘Springer’

The high times at The Jerry Springer Show are no longer, at least if recent ratings are any indication. The Studios USA talk show hit its lowest weekly national rating since 1997 in the most recent syndication ratings. Springer averaged a 3.7 national rating for the week of April 10-16, according to Nielsen Media Research. The show was down 7% from the previous week and is off 45% from last year at this time.

What a difference a year and a stand on principle can make (Studios USA cut back on the fighting, even though it was drawing crowds around the TV set). A year ago, the show was the highest-rated talk show, with a 6.7 rating. Oprah is now back on top, averaging a 6.2 in the latest weekly report. Asked last week whether pressure to tone down his show’s content hurt the ratings, Springer told a Hollywood luncheon crowd, “For a few months, we were No. 1, and now we’re No. 2. Big deal.”

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

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

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

—Joe Schlosser

Ratings for ‘The Jerry Springer Show’ are off 45% from this time last year.
Next big thing?

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

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

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

Now, about those swim-suits: Playboy material or not even close?
Actually, I really liked them. [For the new Hawaii episodes] they designed a new one, which just made it even better. They are higher in the waist, which is good because the higher it is, the thinner your waist looks, so it’s actually more flattering now. And they’re yellow, which I like better than the red, because yellow makes you look more tan.

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

Is a cameo by Hef in the cards?
No one has said anything, but that’s a really good idea. It would be a lot of fun and give me a chance to actually see him more.

Do you think you’ll follow in the footsteps of successful Baywatch alums, such as Pamela Lee Anderson and Gena Lee Nolin?
I’m hoping after my career on Baywatch to hopefully do feature films. So it will be a little bit different, but I definitely want to pursue films.

Who are your acting role models?
Julia Roberts is the one that I most admire, because I feel like we would be in the same category as far as what we’d be cast in. And she does a lot of comedy, and I love that.

Cook gets the hook

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

By Susanne Ault

It’s bon voyage for British import The Ainsley Harriott Show. Buena Vista TV has pulled the cooking/talk hybrid from next season’s production slate.

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

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

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

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

While Harriott was the first official casualty among the frosh syndicated efforts, the show performed on par with other first-time talkers Dr. Joy Browne and The Martin Short Show.
Leverage the power of your station’s brand on computer screens. PIN has created the newest technology for reaching computer users at home or at work.

Not only can you reach computer users but you can DRIVE THEM BACK to your core media product. This is NOT a web site! It’s a TWO-WAY computer-based system that keeps your logo and brand in front of users while you deliver local content and lead them back to your station.

Automatically deliver local/breaking news, severe weather alerts, current conditions, school closings and more. While your viewers are online at home or the office, PIN can deliver your local, branded content. We’ve designed our technology around your need to DRIVE VIEWERS BACK to your core product.

You have 24/7 access to our program to update news, weather or business info “on the fly”. You can deliver the lead headlines and draw online computer users to your station.

Create a new source of revenue by selling “SPOTS” on the PIN. Sell and program these spots in the same way you sell on-air advertising!

THE MEDIAVERGENCE GROUP

Mark Toney
Senior Vice President
mtoney@mediavergence.com
(972) 747-8272

Smart Team ALERT NETWORK
TORNADO WARNING
THUNDERSTORM WARNING
FLOOD WARNING

Ferguson Dodge
Downtown

Curly's B-B-Q
301-211-1200

US Cellular

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

CBS builds a house
CBS is going to tape its summer reality series Big Brother from a house it’s building at its own Studio City, Calif., production facilities. Ten contestants will remain sequestered in the specially equipped house for three months in hopes of winning big bucks. A CBS spokesman said the CBS Center Studios’ locale allows for easier technical support and for necessary security on the 24-hour production site. CBS executives have not set an air date for the show, but sources say the series will debut in mid-summer.

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

Old hat for ABC
ABC keeps on rolling. The network won its 17th straight week in total viewers and ninth straight week among adults 18-49. For the week ended April 23, ABC averaged a network-best 12.2 million viewers and a 4.5 rating/13 share in adults 18-49, according to Nielsen Media Research. Who Wants to Be a Millionaire? and the return of 20/20 Downtown helped ABC secure the weekly ratings win. Millionaire finished as the No. 1-rated program of the week in adults 18-49 on Sunday (April 23). Its Tuesday and Thursday outings finished second and fifth, respectively, for the week. NBC finished the 31st week of the 1999-2000 season in second place in adults 18-49 with a 3.9 average. Fox was third with a 3.6 rating in adults 18-49, followed by CBS at a 3.2. In total viewers, CBS was second with a 10.7 million-viewer average, NBC averaged 10.2 million, and Fox was at 7.5 million. UPN again led The WB in both adults 18-49 and total viewers.

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

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

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

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

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

State police spokesman Capt. Chris Ricks said, “We have not apologized, nor do we intend to. We feel our officer acted properly and in no way injured, harmed or assaulted reporters. He merely escorted them off the tarmac after the governor indicated they would not get out of his way. I don’t think the governor has contradicted anything I’ve said.” Ricks added that Sgt. Elbert Marshall, the officer in question, had a reputation for being very easy-going. “He did not manhandle anyone.”

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

Labor woes redux?

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

The unreal McCoy?

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

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

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

Discrimination suit

WLWT(TV) news anchor Norma Rashid has sued her station, claiming that age, gender and disability discrimination led to her termination in March. Rashid, who had been with the station since 1983 and once co-anchored with Jerry Springer, says that the station wanted to replace her with a younger woman and that she was treated differently from men at the station. She said the station asked her to agree to cancel her contract and announce that she was leaving voluntarily. She also claimed that the station would not accommodate her heart condition by allowing naps and a lighter workload.

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

Andrews returns, behind the lens

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

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

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

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

All news is local. Contact Dan Trigoboff at (301) 260-0923, e-mail dirig@erols.com, or fax (202) 463-3742.
THE EXECUTION OF YOUR TRADE SHALL BE MORE IMPORTANT THAN MAKING FUNNY COMMERCIALS.

GIVEN THE COMMERCIALS MANY ONLINE BROKERS ARE RUNNING, YOU MIGHT THINK THAT TRADING IS SOME SORT OF HUMOROUS ACTIVITY. IF, HOWEVER, YOU'RE AMONG THOSE WHO ARE SERIOUS ABOUT THEIR MONEY, YOU SHOULD BE TRADING WITH THE POWER OF PROFESSIONAL TRADING TOOLS. SERIOUS TOOLS THAT DATEK ONLINE NOT ONLY PROVIDES, BUT ACTUALLY CREATED. TAKE DATEK'S STREAMER. IT GIVES YOU FREE, STREAMING STOCK QUOTES AND MARKET DATA THAT CONTINUOUSLY SELF-UPDATE WITHOUT RELOADING.* SO YOU CAN MONITOR THE MARKET THE WAY THE PROFESSIONALS DO. OH, AND DID YOU HEAR THE ONE ABOUT THE GUY WHO GOT A QUOTE ONLINE ONLY TO LEARN IT WAS 20 MINUTES OLD? NOT FUNNY.

DATEK ONLINE
THE RULES ARE CHANGING.
WWW.DATEK.COM
1-877-88-DATEK

*Streaming stock quotes for professional users. Market data for trading and trade entry only may be delayed in certain circumstances. Price news may vary from the price quoted on the display at time entry.

System response and access times may vary due to market conditions, system performance and other factors. See our website for additional information. ©2000 Datek Online. Member NASD/SIPC.
# People's Choice

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

## April 17-23

Broadcast network prime time ratings according to Nielsen Media Research

<table>
<thead>
<tr>
<th>Week</th>
<th>6/2/10</th>
<th>8.7/14</th>
<th>9.8/14</th>
<th>7.2/11</th>
<th>2.2/3</th>
<th>3.0/5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>58. ABC Monday Night Movie-Trapped in a Purple Haze</td>
<td>25. King of Queens</td>
<td>16. Dateline NBC</td>
<td>64. That '70s Show</td>
<td>97. Moesha</td>
<td>99. 7th Heaven</td>
</tr>
<tr>
<td>8:30</td>
<td>1. Who Wants to Be a Millionaire?</td>
<td>45. JAG</td>
<td>73. 3rd Rock fr/Sun</td>
<td>73. That '70s Show</td>
<td>91. The Practice</td>
<td>95. Roswell</td>
</tr>
<tr>
<td><strong>Tuesday</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>9. 20/20 Downton Downtown</td>
<td>58. Chicago Hope</td>
<td>37. Will &amp; Grace</td>
<td>33. West Wing</td>
<td>84. Party of Five</td>
<td>90. Star Trek: Voyager</td>
</tr>
<tr>
<td>9:30</td>
<td>45. 48 Hours</td>
<td>45. 48 Hours</td>
<td>8. ER</td>
<td>45. 48 Hours</td>
<td>8. ER</td>
<td>90. Charmed</td>
</tr>
<tr>
<td>10:30</td>
<td>64. The Hughleys</td>
<td>78. Cosby</td>
<td>44. Providence</td>
<td>73. Beverly Hills, 90210</td>
<td>99. 7 Days</td>
<td>110. Dawson's Creek</td>
</tr>
<tr>
<td>11:00</td>
<td>73. Sabrina/Witch</td>
<td>67. Now and Again</td>
<td>29. Dateline NBC</td>
<td>73. Beverly Hills, 90210</td>
<td>99. 7 Days</td>
<td>110. Dawson's Creek</td>
</tr>
<tr>
<td><strong>Wednesday</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>9.5/10</td>
<td>5.3/10</td>
<td>7.3/14</td>
<td>5.2/10</td>
<td>1.9/4</td>
<td>1.9/4</td>
</tr>
<tr>
<td><strong>Thursday</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>91. ABC Saturday Night Movie—Star Trek: First Contact</td>
<td>49. Afternoon Edition</td>
<td>82. The Others</td>
<td>83. Cops</td>
<td>110. Jamie Foxx</td>
<td>113. Jamie Foxx</td>
</tr>
<tr>
<td><strong>Friday</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Saturday</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>7:00</td>
<td>7:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td>7:00</td>
<td>7:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>7:00</td>
<td>7:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sunday</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td>7:30</td>
<td>7:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>4. The Practice</td>
<td>38. CBS Sunday Movie—Michael</td>
<td>54. NBC Sunday Night Movie—In and Out</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week Avg</strong></td>
<td>8.1/14</td>
<td>7.4/13</td>
<td>7.3/13</td>
<td>5.9/10</td>
<td>2.7/5</td>
<td>2.3/4</td>
</tr>
<tr>
<td><strong>5-10 PM</strong></td>
<td>9.3/15</td>
<td>8.6/14</td>
<td>8.5/14</td>
<td>6.0/10</td>
<td>2.7/4</td>
<td>2.6/4</td>
</tr>
</tbody>
</table>
News is made in an instant.

Producing the story should be just as fast.

Chances are, you’ve heard that digital technology can help produce news faster and easier. With an SGI Media Server, the evolution to digital can happen just as fast. Our new video server distributes media as data for browsing and sharing content over standard data networks, allowing you to leverage your existing infrastructure for repurposing content. Plus, our multi-format, resolution-independent solution delivers simultaneous input, serving, and play-out of video, eliminating the need for independent devices. These advantages—as well as 24x7 service and support—help make your transition to digital quick and easy. To learn more about SGI Media Commerce solutions, go to www.sgi.com/go/broadband/ or call 1-800-800-7441.

The new SGI Media Server
Up to 16 video channels • Video file transfers • Multi-format video I/O support

© 2000 Silicon Graphics, Inc. All rights reserved. Silicon Graphics is a registered trademark, and SGI, the SGI logo, SGI Media Server and SGI Media Commerce are trademarks, of Silicon Graphics, Inc.
FireWired up for PVRs

New technology will provide digital copy protection

By Glen Dickson

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

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

The only obstacle to QuickView’s commercial rollout is the ongoing debate over digital content protection between Hollywood studios and consumer electronics manufacturers, says Dr. Paul Liao, chief technology officer for Panasonic. The most likely content protection, he says, is SC, or the Digital Transmission Content Protection standard, which is supported by Matsushita, Sony, Intel, Hitachi and Toshiba.

Besides providing robust copy protection, using 1394 in the drive also permits a simplified, more cost-effective architecture, according to Bentley Nelson, Quantum’s manager of strategic and technical marketing. “The subsystem is capable of recording, storing and playing back multiple video programs without a host,” he explains.

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

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

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

Out with the bad triggers

Software gives broadcasters control of enhanced content

By Glen Dickson

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

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

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

By Glen Dickson

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Raycom served by Leitch

Station group Raycom Media, which has selected Leitch Technology as its supplier of broadcast video servers (B&C, March 13), has already begun standardizing its stations on the Leitch VR server platform. Three of Raycom’s 36 stations are using the Leitch servers, including CBS affiliate WOIO-TV Cleveland, which has a 10-channel VR-420 package with 50-GB drives. The station is also using a number of Leitch 6800 series cards to handle analog-to-digital signal conversion.

A SeaChange for TV Guide on VOD

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

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

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

Bell Atlantic bows transport services

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

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

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

Fox compresses with Tandberg

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

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

Columbine JDS system will control more than 500 channels of programming

By Ken Kerschbaumer

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

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

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

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

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

The A8000 multichannel automation system is based on a “podless” architecture that allows any operator to control as many as 1,000 channels from any location. “That sort of virtual environment,” French says, gives DirecTV unlimited flexibility in how to run and grow the system.
Up a ‘Creek’ with wireless devices

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

By Ken Kerschbaumer

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

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

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

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

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

“They’ll use things like the OmniSky-type modem,” he says, “to create a device that can be accessed and updated on the fly.”

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

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

“What this does is give broadcasters a way to let anyone access show information at all times,” she adds. “We have, for example, Soap City, and it has a huge following. It allows our users to read up on their soaps on the bus ride home, and they can get daily updates.”

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

Chambers says that most of the content for the Dawson’s Creek channel comes out of a database. “Not all of it is exclusive to AvantGo, so we have a database-generated dynamic publishing system that allows us to publish once to three or four different HTML formats,” he said.

“Each one is designed specifically for the form factor of the device it’s on.”

Traveling portals

Excite Mobile offers customized Web info for cell users

By Ken Kerschbaumer

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

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

“We’ve found a secondary value of the Internet is that it’s always on, and that means users can integrate it into their life if they don’t have the barrier of dial-up,” says Rob Wilen, senior director and group manager for wireless at Excite@Home. “So the mobile strategy takes that ability to integrate services to the next level.”

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

How soon should broadcasters and cable operators be thinking about multimedia delivery? “The delivery of multimedia is going to be predicated on faster speeds from the evolving wireless infrastructure, and we've seen some pretty impressive demonstrations of what is possible from companies like PacketVideo," Wilen says. “And my advice would be, if you want to play in this game, get in it sooner rather than later, because there is a learning curve.”
About the Only Kind of Video Server We Won’t Cover

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

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

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

BONUS DISTRIBUTION: Real 2000, Real Networks, San Jose
CBS waits on the Net

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

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

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

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

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

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

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

Entertaindom execs exit stage right

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

Kevin Tsujihara, Warner Bros. New Media executive vice president, will oversee day-to-day operations of Entertaindom.

Warner Bros. Chairman and CEO Barry Meyer and Tsujihara said in a joint statement, “In light of the pending AOL merger, which brings with it a seismic shift in Time Warner’s digital strategy, we certainly understand their desire to move on.”

MTVi gets the Beat(nik)

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

Liberate licenses Font Fusion

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

Digital Cyclone blows into town

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

Panasonic starts up IP facilities

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

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

Is streaming media the wave of the future?

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

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

BONUS DISTRIBUTION:
STREAMING MEDIA EAST 2000, New York
PROMAX & BDA, New Orleans
**PROPOSED STATION TRADES**

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

### THIS WEEK

<table>
<thead>
<tr>
<th>TV/Radio</th>
<th>$0</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>TVs</td>
<td>$66,600,000</td>
<td>8</td>
</tr>
<tr>
<td>Combos</td>
<td>$487,654,000</td>
<td>8</td>
</tr>
<tr>
<td>FMs</td>
<td>$4,475,000</td>
<td>6</td>
</tr>
<tr>
<td>AMs</td>
<td>$32,710,000</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>$591,439,000</td>
<td>23</td>
</tr>
</tbody>
</table>

### SO FAR IN 2000

<table>
<thead>
<tr>
<th>TV/Radio</th>
<th>$2,133,450</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>TVs</td>
<td>$626,080,139</td>
<td>22</td>
</tr>
<tr>
<td>Combos</td>
<td>$3,894,409,717</td>
<td>82</td>
</tr>
<tr>
<td>FMs</td>
<td>$520,917,768</td>
<td>110</td>
</tr>
<tr>
<td>AMs</td>
<td>$171,968,885</td>
<td>83</td>
</tr>
<tr>
<td>Total</td>
<td>$5,215,529,959</td>
<td>298</td>
</tr>
</tbody>
</table>

Hayes, managing members; no other broadcast interests.

**Sellers:**
- J. Albert Dane, Mechanicsburg, Pa.; no other broadcast interests
- Facilities: WCDA(AM): 800 kHz, 1 kW day, 196 W night; WIKZ(FM): 95.1 MHz, 50 kW, ant. 449 ft.; WCDA-FM: 94.3 MHz, 3.5 kW, ant. 430 ft.; WGLU: 92.1 MHz, 580 W, ant. 1,043 ft.; WQKK: 99.1 MHz, 50 kW, ant. 500 ft.; WRSO: 1390 kHz, 2 kW day, 1 kW night; WORK: 97.1 MHz, 3 kW, ant. 403 ft.; WBLF: 970 kHz, 1 kW day, 61 W night; WNCL: 107.9 MHz, 350 W, ant. 469 ft.;
- Formats: WCDA(AM): country; WIKZ(FM): AC; WCDA-FM: country; WGLU: CHR; WQKK: active rock; WRSO: news/talk; WORK: rock/AOR; WBLF: country; WNCL: AC

**Brokers:**
- Regent Communications Inc., Covington, Ky. (Terry Jacob, president); owns/is buying 12 AMs and 28 FMs
- Facilities: AM: 600 kHz, 5 kW day; 500 W night; KVNA-FM: 97.5 MHz, 100 kW, ant. 1,509 ft.; KZGL: 95.9 MHz, 9 kW, ant. 2,493 ft.;
- Formats: AM: sports; KVNA-FM: AC; KZGL: rock

**KLWAM(AM)-KCLQ(FM) Lebanon/Branson, Mo.**
- Price: $580,000
- Seller: Lebanon Broadcasting and Leasing Ltd., Inc., Lebanon (Deborah Moore, president); no other broadcast interests
- Facilities: AM: 1230 kHz, 1 kW; FM: 107.9 MHz, 50 kW, ant. 365 ft.;
- Formats: AM: adult standards; FM: country

**KRXK(AM) and KGTM(FM) Rexburg, Idaho**
- Price: $495,000
- Buyer: Pacific Empire Holdings Corp., Lewiston, Idaho (John Taylor, president); no other broadcast inter-
 Reserve Your Table Now!

Service To America Summit 2000

June 12, 2000, Ronald Reagan Building, Washington, DC

A day to recognize and encourage outstanding efforts by broadcasters and their community partners.

2000 Service to America Leadership Award Recipients

JIMMY AND ROSALYNN CARTER
Former President and First Lady

Presented by the NAB Education Foundation and Bonneville International Corporation

Platinum sponsor: Broadcasting & Cable

To reserve a table or for more information on the day’s activities and the Service To America Awards Program visit www.nabef.org or call 202/775-2559.
CHANGING HANDS

est
Seller: Communicate Consultants
Inc., Orem, Utah (Judith W. Grow,
resident); no other broadcast inter-
ests
Facilities: AM: 1230 kHz, 1 kW; FM:
98.1 MHz, 3 kW, ant. 299 ft.
Formats: AM: Spanish; FM: alterna-
tive

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

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

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

FMS

WHIN(AM) Normal/Bloomington and
WSNI(AM) Colfax/Normal/Bloom-
ton, Ill.
Price: $3.125 million
Buyer: Radio Partners Inc., Bristol,
R.I. (Mike Schwartz, principal); owns
one AM and seven other FMs
Seller: Kelly Communications, Peoria,
Ill. (Bob Kelly, principal); owns one AM
and three FMs
Facilities: WHIN: 96.7 MHz, 6 kW, ant.
410 ft.; WSNI: 2.9 MHz, 6 kW, ant.
328 ant.
Formats: WHIN: ROCK; WSNI: lite AC
Brokers: Mahiman Co., Satterfield &
Perry (both buyer)

KBFJ(AM) Buffalo, Mo.
Price: $550,000
Buyer: Meyer-Baldridge Inc., Spring-
field, Mo. (Kenneth E. Meyer, presi-
dent). Meyer owns KTXR(FM) and
KWTQ-AM-FM Springfield
Seller: KBFL Radio Inc., Sulphur
Springs, Texas (Galen O. Gilbert,
owner). Gilbert owns two AMs and
five FMs
Facilities: 99.9 MHz, 3.10 kW, ant.
476 ft.
Format: Music of your life

KHB(AM) Humbolt, Iowa
Price: $500,000
Buyer: W.Ait Media Inc., Omaha,
Neb. (Norman W. Waity Jr., chair-
man/owner); owns five TVS, six AMs
and 13 other FMs
Seller: Signature Communications
Inc., Adel, Iowa (Frank Hayer,
principal); no other broadcast inter-
ests
Facilities: 97.7 MHz, 5.8 kW, ant.
275 ft.
Format: AC

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

AMS

KXGL(AM) Costa Mesa/Los Angeles,
Calif.
Price: $30 million
Buyer: Chagal Communications Inc.,
Santa Monica, Calif. (Jack Siegal,
president); no other broadcast inter-
ests
Seller: Mount Wilson FM Broad-
casters Inc., Los Angeles (Saul
Levine, president); owns KGGO-FM
Los Angeles, KJAZ(AM) Beverly
Hills/Los Angeles, KNOR(AM) Costa
Mesa/Los Angeles and KJQL(AM)
San Rafael, Calif.
Facilities: 1650 kHz, 10 kW day, 930
W night
Format: Jazz (simulcasts KJAZ)

WDNC(AM) Durham/Raleigh/Chapel
Hill, N.C.
Price: $1.2 million
Buyer: WCHL-WDNC Inc., Raleigh
(Donald W. Curtis, president); owns
WCHL(AM) Chapel
Hill/Raleigh/Durham, N.C. Curtis
owns/has interest in eight other AMs
and seven FMs, including WCHL(FM),
WQLY(AM), WDTF(AM), WPTF(AM)-
WQDR(AM) and WWNO(AM)
Raleigh/Durham/Chapel Hill
Seller: Durham Herald Co. Inc.,
Durham (David Hughey, president);
no other broadcast interests
Facilities: 620 kHz, 5 kW day, 1 kW
night
Format: News/talk

KAFY(AM) and construction permit for
KZPM(AM) Bakersfield, Calif.
Price: $825,000
Buyer: Golden Pegasus Financial
Services Inc., Hughson, Calif. (Nel-
son Gomez, president); no other
broadcast interests
Seller: Amancio V. Suarez Sr.,
Miami; no other broadcast interests
Facilities: KAFY: 970 kHz, 1 kW day,
5 kW night; KZPM: 1100 kHz, 5 kW
day, 1 kW night
Format: KAFY: Spanish

WMBI(AM) Ambridge, Pa.
Price: $325,000
Buyer: Iorio Broadcasting Inc.,
Beaver Falls, Pa. (Frank Iorio Jr.,
president); owns WQVP(AM) Beaver
Falls
Seller: Donn Communications Inc.,
Ambridge (Donn R. Wycik, presi-
dent); no other broadcast interests
Facilities: 1460 kHz, 500 W
Format: Talk

WJBY(AM) Gadsden, Ala.
Price: $250,000 (for stock)
Buyer: Donnie H. Thomas, Oneonta,
Ala.; no other broadcast interests
Seller: Hinton Mitchem, Gadsden; no
other broadcast interests
Facilities: 930 kHz, 5 kW day, 500 W
night
Format: Religion

KHOL(AM) Beulah, N.D.
Price: $110,000
Buyer: Two Guys Broadcasting Inc.,
Bismarck, N.D. (Richard Knaup,
president); owns KHND(AM) Harvey,
N.D.
Seller: Mercer Broadcasting Inc.,
Beulah (Alice Bolinske, president);
no other broadcast interests
Facilities: 1410 kHz, 1 kW day, 180
W night
Format: C&W

AMPLIFICATION

Snowden Associates brokered the
$1.2 million sale of WMIV-FM North
Myrtle Beach, S.C., to Covenant
Educational Fellowship Inc. to Edu-
cational Media Foundation (B&C,
April 17).

—Compiled by Alisa Holmes
May 22—George Foster Peabody Awards, 59th annual presentation, luncheon, Waldorf-Astoria, New York. Reception 11:30 a.m., program 12:30 p.m. Contact: Dr. Barry Sherman (706) 542-3787


July 18-19—Cable & Telecommunications Association for Marketing Summit, Hynes Convention Center, Boston. Contact: Seth Morrison (703) 637-6546.


May 3—Connecticut Foundation for Open Government Walter Cronkite Award to be given to PBS' Jim Lehrer. New Haven Lawn Club, 193 Whitney Ave., New Haven, Conn. Contact: Michael Collins (203) 281-8984.

May 6-36—National Translator Association Technical Conference and Convention, Boston Hotel Convention Center, Medford, Ore. Contact: Judy Young (541) 773-6500.

May 4—Women in Cable & Communications, Atlanta Chapter Leadership Luncheon. GCATT, 280 14th St., Atlanta. Contact: Tina Fine (404) 269-6603.


May 7-9—Pennsylvania Association of Broadcasters 60th annual convention. Hotel Hershey, Hershey, Pa. Contact: Richard Wyckoff (717) 534-2504.

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

May 7-11—CMP Media Inc. 3rd Conference & Expo. Santa Clara Convention Center, 5001 Great America Parkway, Santa Clara, Calif. Contact: Kathleen Sachs (415) 278-5343.


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

May 1, 2000 / BROADCASTING & CABLE
Jumping off the track of ascent at a major Park Avenue law firm to try to break into the television business may not seem like a smart move for a young lawyer. But it was clearly the right one for Van Toffler.

Ignore the fact that leaving Kaye, Scholer, Fierman, Hays and Handler eventually led Toffler to become the No. 2 executive at MTV. The fact is Toffler was not very good at law. "I was the worst lawyer they ever had," he says. "There was no aspect of practicing law I was good at: attention to detail, working with other lawyers, working with the documents."

He's where he belongs today. As general manager of MTV, Toffler is responsible for managing the bulk of the day-to-day operations of the network, everything but programming. That includes marketing, licensing, merchandising, interactive services, the start-up MTV 2 network, interactive services and general financial functions of the operation.

Although the network's key department—programming—reports directly to MTV President Judy McGrath, Toffler assists on overall programming strategy and budgets.

That leaves him largely overshadowed by two high-profile executives, McGrath and Executive Vice President of Programming Brian Graden. But Toffler shares the credit for helping boost MTV out of the ratings-and-buzz slump it hit three years ago.

"Right now, he's sort of the forgotten guy," says one MTV insider. "Judy's the boss and gets boss-like credit. Brian's been putting on shows and hitting 'em out of the park. Van's the guy in the middle. He's the reason the cogs move."

McGrath plucked him out of a job overseeing most of MTV's ancillary ventures. In 1997, Toffler was executive vice president of programming enterprises.

She says she wanted Toffler for the newly created general manager spot in part to ensure that Graden could focus entirely on fixing the network's programming, which had faded. She sees Toffler not only as strong on the business side but also as a creative and effective manager.

"I never thought of Van as the ancillary guy or the lawyer guy," McGrath says. "He's always been the music guy, the heart-and-soul guy, the people guy."

Toffler started out at MTV's parent group, MTV Networks. Despite working with such interesting Kaye, Scholer clients as Michael Jackson and Elvis Presley's estate, it took only 2½ years there for Toffler to burn out. Born on Staten Island, N.Y., to a father who owned a small woman's clothing manufacturer, he wasn't leaving New York. So he sent letters to every New York music and TV company he could think of, finally getting a response from then-MTV Networks General Counsel Judith McHale.

She hired him, then promptly left for Discovery Communications. He worked mostly on Nickelodeon for a year before focusing solely on MTV.

That married Toffler with another of his frustrations: "The single reason I became a lawyer was I had no discernible music talent. I played guitar, played piano, had no talent."

But he was obsessed with music. "He's a smart guy, complete music lover and freak," says Doug Herzog, the former Fox Entertainment and Comedy Central president who was once in charge of programming for MTV. "He's very passionate about the product."

His first posts at MTV put him in charge of licensing the MTV name, programs and characters for toys, dolls and MTV's push into the theaters, MTV Productions. It also put him in charge of cutting deals with labels and artists to arrange for performances on MTV Unplugged, a live performance showcase that spawned giant albums for singers like Eric Clapton and Rod Stewart. MTV insiders also credit Toffler for MTV's early push onto the Internet, an expensive proposition that some resisted.

When he became general manager, MTV's Nielsen ratings had slumped from 0.6 to 0.4. Graden, McGrath and Toffler overhauled the programming, launching 23 shows in a year, several of which have galvanized the network: Total Request Live, Celebrity Death Match and quirky The Tom Greene Show. The network has now logged 12 consecutive quarters of ratings growth to a 0.8.

Toffler still sees programming gaps. The network needs to revive live performance somehow, add a late-night program and push more into scripted shows, of which soap opera Undressed has been a moderately successful stab. "We need to keep taking risks," he says.

—John M. Higgins
WISH YOU WERE HERE!

New Orleans is lots of fun.
Good food and good times.
But whenever we're in our
guest room, we keep the TV
tuned to The Cable Channel.
Top cable execs, analysts
and journalists look at key
issues and trends in the biz.
It's really swell!

Love, Harold & Gertie

THE CABLE CHANNEL

Video coverage of the cable business since 1987.
First, and still the best.

Watch it in your hotel room at Cable 2000
and in streaming video at www.cablechannel.com

See it by satellite. A completely new show every day.

Tues-Wed-Thurs, May 9-10-11 • 2:30-3:45 PM ET / 11:30 AM-12:45 PM PT • GE4, Transponder C12

Now produced in association with

Cahners TELEVISION GROUP

They'll all be there on the cable channel!
BROADCAST TV

Derek M. Dalton, general sales manager, kwgn-tv Denver, named VP/GM.

Deborah A. Hinton, senior VP, administration, operations and VP, finance and administration, KCET (TV), Los Angeles, named executive VP, business development, and CFO.

Appointments at ABC, Los Angeles: Craig Martineelli, director, media relations and broadcast publicity, named VP, photography and new media; Ray Slay, director, photography, Walt Disney Television, Touchstone Television and Walt Disney Television Animation, named executive director, photography and new media.


PROGRAMMING

Bryan Mullen, account executive and online brand manager, Cartoon Network, New York, named VP/director, The Disney Kids Network, there.

Barry Schwartz, senior VP, Kaleidoscope Sports and Entertainment, New York, joins Fox Channels Group, as senior VP, integrated sales and marketing, there.


Nancy Derwin, attorney-at-law, Los Angeles, named VP, business affairs and legal, Paramount Digital Entertainment, Hollywood, Calif.

Bob Storin, VP, marketing and promotion, America's Voice Television Network, Washington, named director, special events, affiliate sales and marketing, Discovery Network, Bethesda, Md.

Dick Soule, VP, sales, MTV Network Asia, New York, joins Columbia Tri-Star Television, as senior VP, international TV ad sales, New York.

Javier Avitia, senior attorney, domestic television division, Paramount Pictures, Hollywood, Calif., named VP, business affairs, international television division.

Susan Werbe, director, historical programming, The History Channel, New York, named VP, historical programming.

Tracy Lawrence, VP/GM, boyzChannel and girlzChannel, Fox Family Channel, Los Angeles, named senior VP/GM, Fox Family Channel.


Jim Walley, VP, information technology, Comedy Central, New York, named VP, chief technology officer, enterprises and new media.


Jesus Torres, VP, operations, Sony Entertainment Television Channel in Latin America, Caracas, Venezuela, named GM.

Marie-Laure Marchand, director, international television, Nelvana Ltd., Paris, appointed director, international marketing, additionally.

LeAnne Gayner, principal, AmeriWest Systems Inc., San Francisco, joins Artisan Entertainment, Los Angeles, as senior VP, marketing.

JOURNALISM

Darrian Chapman, weekend morning sports anchor and reporter, WRC-TV Washington, joins WMAQ-TV Chicago as weekend anchor and reporter.

Jim Rogal, executive producer WDQX-TV Pittsburgh, named news manager, Fox Sports Net, there.

Monica DiClerico, reporter, Staten Island Cable, New York, named reporter, New York 1 News, there.

RADIO

Robert L. Williams, market manager, AMFM, Hartford, Conn., named market executive VP, Philadelphia.

Alex Gomez, director, promotions, Foot Locker Worldwide, New York, named VP, marketing, One-On-One Sports Network, Chicago.

ADVERTISING/MARKETING/PUBLIC RELATIONS

Appointments at Daniels & Associates, Denver: Mark Mullen, VP, inter-
national group, named senior VP; Bryan Sorge, VP, international group, named senior VP; Melissa Hubbard, VP, general counsel, named senior VP; Bill Fowler, CFO, named senior VP.

Megan Blaser, media buyer, Spotplus, Dallas, joins Ward Communications, there, as media buyer.

Dave Nichols, senior VP, creative director, Cadmus Direct Marketing Inc, Charlotte, N.C., joins Sullivan Advertising Inc., Cincinnati, as VP/creative director.


Jim Killoran, owner, Killoran Co., La Crosse, Wis., joins Ovation Marketing as director, business development, there.

Robert D. Weiss, director, investment banking division, Paine Webber, New York, named VP, CEA Capital Advisors, Tampa, Fla.

**TECHNOLOGY**

Appointments at Millennium Digital Media, St. Louis: Peter Kavanagh, president, COO, WestNet Communications Corp., Dallas, named senior VP, operations, Internet services; Gilbert Nichols, VP, operations, named senior VP.

Jimmy Lee, radio producer, DDB Worldwide, New York, joins Josell Communications Inc., as producer, there.

D. Dino Virella, marketing manager, Latin American sales, Digidesign, Miami, joins SchedulAll, there, as director, sales and marketing.

Appointments at Vela, Salt Lake City: Bill Robertson, VP, strategic planning, broadcast division, named VP, technology, marketing and planning; Carl Gardner, VP, strategic marketing, named VP/GM systems and broadcast products.

Tracy Bathurst, engineering manager, Gentner Communications Corp., Salt Lake City, named VP, technology.

Andreas Combuechen, executive creative director, Frankfurt Balkind Partners, New York, joins @mosphere Interactive as creative director, there.

---

**INTERNET**

Susan Scott, VP, business development, Fox Channel, New York, joins The FeedRoom.com, as VP, sales, there.


Thea Iberall, Ph.D., managing director, Entertainment Technology Center, School of Cinema-Television, University of Southern California, Los Angeles, named chief scientist/VP, engineering, United Internet Technologies, there.

Spence Bovee, VP, business development, Wavo Corp., Los Angeles, named VP, broadband and convergence, Playboy.com, there.

Louis Broome, broadcast and Web producer, KCTS-TV Seattle, joins Honkworm International, there, as creative director.

---

**ASSOCIATIONS/LAW FIRMS**

Brad Deutsch, ex-FCC special assistant, Washington, joins Hogan & Hartson as associate, there.

Vivian L. Hanson, senior counsel, Home Box Office, New York, joins Morrison and Foerster L.L.P., there, as counsel in the technology transactions group.

Tania Mennes, director, sales and marketing, Cablevision, Alexandria, Va., named VP/marketing.

---

**OBITUARY**

Eugene Katz, former chairman of Katz Media Group, and grandson of founder Emmanuel Katz, died March 28, at the age of 93. Katz entered the family business, a media and sales marketing firm, in 1929 and, despite the difficulties during the Depression, expanded the company’s newspaper business into radio markets. By 1940, the company had acquired 40 radio stations. In 1952, he was appointed to the position of president and took over as chairman after his father, George Katz, died in 1970. Eugene Katz is credited with the smooth transition of the family-owned Katz Media Group into an employee-owned company. He retired in 1972 but devoted himself to volunteer work at Planned Parenthood of New York, where he ultimately became chair of the international committee, president and chair of the board of directors, and honorary board member. He is survived by his wife, Zeborah Schachtel; his children, Barbara Eisold, Daniel and John; seven grandchildren; and five great grandchildren.

—Compiled by Nancy Catmull

---

**B&C’s Los Angeles, N.Y. staffs grow**

Susanne Ault has joined BROADCASTING & CABLE as a staff reporter, based at the magazine’s Los Angeles bureau.

Nancy Catmull has joined the magazine as an editorial assistant in New York, where the magazine is based.

Ault, who previously reported on a wide range of subjects for Variety, will concentrate on syndication and Internet-related topics in Los Angeles. Ault’s phone number is (323) 965-5361. Her e-mail address is sault@cahners.com.

Before Variety, Ault was a desk assistant for ABC’s NewsOne and a news intern for KABC-TV Los Angeles. She graduated summa cum laude from UCLA.

Catmull joins the magazine from WNBC-TV, where she was an intern for “Today in New York.” Previously, she was an account executive for clothing designer Louis Feraud. Later this month, Catmull receives her master’s degree in journalism from Columbia University.

At the magazine, she is responsible for Fates & Fortunes, preparing the daily Cableday and other duties. Catmull’s phone number is (212) 337-7141. Her e-mail address is ncamatmull@cahners.com.
Philbin offspring mounts the barricades for dad
I’ve watched the ebb and flow of my father’s career with varying degrees of pride, fascination, skepticism and—for reasons too numerous to mention here but especially appropriate in this case—a sense of humor.

Just when I thought the rabbit hole that is being the son of Regis Philbin couldn’t get any weirder, Alice discovers, as James Brown put it, “Papa’s got a Brand New Bag.”

Rege, the man who with such loving clumsiness struggled with the safety pins, so called, to change my diapers, now “represents everything that is wrong with television,” according to Adam Werbach, creator of, and spokesman for, the generally angry online game and Web site SMASHREGIS.COM.

Just when I thought [my father had] peaked, hearing of his newest achievement, I point-and-clicked my way to the Web site only to discover that Werbach is but another ambitious, enterprising young man who apparently doesn’t mind cashing in on his personification of evil to promote himself and his fiefdom of interests. These include his other Web site, thingreenline.com; his own commercial media entity, Act Now Productions; and the environmental “new” program he hosts, and his company produces, The Thin Green Line, airing on cable television’s Outdoor Life Network.

For, you see, SMASHREGIS.COM has less to do with Regis Philbin and the new ABC game show, Who Wants to Be a Millionaire?, than it does with Adam Werbach’s political agenda.

Frequently seen among the hipster-punditocracy on ABC’s other hit game show, Politically Incorrect, Werbach, 27, simply wants what he knows is best for everybody.

In order to better our lives, this graduate of the prestigious and strange Brown University, shrewdly understands that media access is essential not only to exporting his message but to his quest for political power.

Werbach’s no stranger to political power. At age 23, according to his Web-posted biography, he was elected national president of the Sierra Club, sort of the environmental movement’s answer to the National Rifle Association. He’s authored a book about how to annoy people, called Act Now, Apologize Later; and his articles are featured in numerous publications. In fact, his very name was an "answer-in-the-form-of-a-question, please, idiot," on Jeopardy.

Werbach even ran for mayor of San Francisco!

But don’t dare to think that Werbach has put forth such a Herculean effort to enhance his own popularity, prosperity or political power.

According to a San Francisco Examiner article, also available at thingreenline.com, Werbach established the SMASHREGIS Web site with the aim of “crushing bad ideology in the media.”

Ever read Animal Farm?

Werbach told the Examiner he’s “trying to lead a takeover [presumably, of the media] for people who actually believe in something.” Verbiage like this usually translates into “people who believe like Adam Werbach.” “Media can be a tool for democracy,” he declared.

Well, every single person in this democracy who freely chooses to watch Who Wants to Be a Millionaire? flunks Werbach’s socio-economic sobriety test; “America is drunk with it’s [sic] new wealth,” he complains in his online column.

By watching Who Wants to Be a Millionaire?, Werbach continues, “We’re acting as if more money will create more happiness.” Oh, by the way, should you not be skillful enough to win a SMASHREGIS T-shirt by playing the SMASHREGIS.COM game, you can purchase one, with money, in medium, large and extra-large sizes for $15 a pop. Another $20 gets one for baby! Start ‘em young, eh, Adam? Of course, the take from selling these material things is used only to maintain the Web site.

“It’s the dawn of the new millennium, and it would seem that America could find something better to talk about than the bleach-toothed Regis Philbin and his quest to give away ABC’s prize money.” There may, in fact, be better things to talk about. But luckily for Adam, Regis Philbin and that good-for-nothing-game show is what people are talking about.

Perhaps, if we watched what he recommends, we would be better off. Adam shares that he “grew up watching ... The A-Team.” Why, even he laughed “every time Mr. Furley thought Jack was gay on Three’s Company.”

Television is “not being used to connect us to the wonderful diversity of life ... to share our unique cultural traditions.” What’s he talking about? I can see back-to-back episodes of Cops on Court TV every weeknight!

Imparting a lesson, Werbach refers to the Muppets’ creator, the late Jim Henson, who said, “Television is basically teaching you, whether you want it to or not.” What troubles Adam is that Millionaire is not educating us according to Adam’s approved “ideology.”

Who Wants to Be a Millionaire? is just a game show, not a social indicator. Lighten up, man. Did your girlfriend hide the damned remote again?

In fact, Adam, many of those blessed with a whole lot of cash are known to give some of it to groups like the Sierra Club!

For emphasis, he reminds us of a great, important quote by legendary broadcast journalist Edward R. Murrow: “Television in the main is being used to distract, delude, amuse and insulate us.”

Is The Simpsons on yet?

—Daniel Philbin,
Washington, D.C.

Philbin is an editorial assistant at the Fox News Channel.
SALES CAREERS

EXECUTIVE ASSISTANT/SALES ADMINISTRATOR Fox Sports Net/FX is currently seeking an experienced Executive Assistant. In this position you will provide secretarial support to the VP of Sales Admin which includes making travel arrangements, generating expense reports, answering phones, writing and typing memos and letters, filing, and updating departmental organizational charts, budgets, and phone lists. Candidate will also assist the Director of Training with materials and scheduling. In addition, the selected candidate will assist the Sales Admin. Department by entering orders, filing, and comparing contracts to orders; executing project work for the VP of Sales Admin.; researching and analyzing sales pricing and planning structures; and assisting in devising sales procedures for sales assistants. Requires 2-5 years experience as an administrative or executive assistant; excellent communication, follow up and organizational skills; the ability to be a team player; and proficiency in Word, Excel, and PowerPoint. Bachelor’s degree preferred. Television experience a plus. We offer competitive salaries and excellent benefits. For immediate consideration, please submit your resume and salary history to: Fox Channels Group, Human Resources Dept., Code: RMEA, 1440 S. Sepulveda Blvd., Ste. 353, Los Angeles, CA 90025; fax to: (310) 444-8490; or email: jobs@foxsports.net No phone calls, please. EOE. FOX SPORTS NET

LOCAL SALES MANAGER WXII-TV, Hearst Argyle, the highly-rated NBC affiliate in beautiful Winston-Salem, NC (#4 in DMA) seeks a dynamic LSM to lead a talented staff of 9 AE’s. Requires a positive attitude, good organization, and a “get-it-done” work approach. Metered market experience and knowledge of Enterprise, TVScan, Scarborough, CMR, STAR, and PowerPoint a plus. An excellent environment, a strong station, Western North Carolina’s picturesque atmosphere and an outstanding broadcast company make this opportunity one of the best. Contact: Glenn Haygood, GSM at ghaygood@hearst.com or fax 336/722-7685.

TV SALES PROFESSIONALS If you’re looking to sell a dominant line-up and a successful news product, we have just the opportunity for you. KSTU Fox 13, a Fox O&O in Salt Lake City, is looking for an experienced ACCOUNT EXECUTIVE to handle a thriving client list and meet sales objectives. Full benefits package available. This is an ideal chance to join a successful station located in the home of the 2002 Winter Olympics. Please send resume to KSTU Fox 13 Human Resources, 5020 W. Amelia Earhart Drive, Salt Lake City, UT 84116 or FAX: (801) 536-1315. Equal Opportunity Employer.

TECHNICAL CAREERS

Discover Your World!

Assistant Engineering Manager

This position requires hands-on maintenance, as well as employee supervision and training. The Systems Engineering Staff is responsible for the maintenance and support of all master control and production suites, as well as core equipment. We are looking for a self-motivated team player with a minimum of 5 years’ television/broadcasting experience, and significant experience in a digital environment. Minimum 3 years’ supervisory/management experience is required. Excellent communications skills, both written and oral, SBE certification and/or general license, and knowledge of Spanish or Portuguese is a plus.

Please send your resume to: Bobby R. Owens, Randstad Human Resources, 6505 Blue Lagoon Drive, Miami, FL 33126; FAX: (305) 507-1583; email: Bobby_Owens@discovery.com

EQUAL OPPORTUNITY EMPLOYER

MAY 1, 2000 / BROADCASTING & CABLE

97
SENIOR SYSTEMS ENGINEER

This position offers challenging responsibilities including maintaining MS Exchange IMC & NT servers. Will participate in server and storage architecture evaluations. Minimum 3 years solid MS Exchange and NT server exp required.

NETWORK ENGINEER

The selected candidate will be responsible for monitoring and troubleshooting data communication network, performing traffic and performance analysis patterns, and coordinating modification to network structure. Additionally, you will maintain documentation on all network attached equipment and data links. Minimum 2 years of experience and technical skills including router, switches, (preferably Cisco) HUBS, network sniffer, HP Openview, RAS, TCP/IP, AMCP/WINS are required.

PROJECT MANAGER

Primary responsibilities include managing development and support team for large-scale client server software package. Project Management disciplines require preparing assessment analysis, project planning and cost control. Required disciplines include: Oracle 7.x and 8.x, MS Sequel, VB, HP UNIX, NT 4.0, MS Office 97 & MS Project. Data modeling skills a plus.

JUNIOR DBA

Diversified responsibilities include the administration of in-house and package software database applications. Will perform upgrades and service packs, assist in design of client workstation software, assist in database training and performance. Required disciplines include: Oracle version 7.x & 8.x, SQL, HP UNIX, Scripting, Crystal Reports, TCP/IP, NT Server.

SENIOR P/A WEB APPLICATIONS DEVELOPER

The qualified individual will act as a technical resource to the Internet/Intranet development staff. Responsibilities include researching/evaluating new development tools and software, and performing systems analysis studies with end-users to gather requirements for development tasks and projects. Will also troubleshoot, document, and maintain existing base of web applications. Required disciplines include: Java 2 (JDK 1.2.2), Jave Server Pages, Java Servlets/Client Server Methodologies, Oracle, JDBC, HTML, DHTML.

We offer competitive salaries and benefit packages. For immediate consideration please send/fax e-mail your resume & salary requirements, stating position desired, to: USA Networks, HR Dept., 1230 Avenue of the Americas, New York, NY 10020; E-mail: ltpositions@usanetworks.com; Fax: 212-413-6524 (NO PHONE CALLS PLEASE). An EOE, M/F/D/V.

SENIOR SOFTWARE ENGINEER, PROTOCOLS Duties: Will serve as an individual contributor, advisor, and project leader in the evaluation and development of platforms to deliver new multimedia communications services over cable systems. Will participate in the definition and execution of projects in support of employer's PacketCable initiative. Responsibilities include conceptual development, planning, implementation, documentation, analysis of results, and dissemination of conclusions. Functions include: Providing technical support for on-going PacketCable specification and compliance efforts by participating in the specification of PacketCable system interfaces for the provisioning, delivery, management, and back office support of interactive multimedia services; Developing innovative prototype or proof-of-concept applications not otherwise available for demonstration or testing activities, as needed. Participating in computer industry bodies monitoring technologies, proposals, and issues of interest to the cable industry. Will evaluate relevance of discussions of PacketCable networks and represent the cable industry on issues affecting PacketCable systems as necessary; acting, as directed by the Director of PacketCable as staff liaison to employer's subcommittees, task forces, or working groups dedicated to the performance and evolution of multimedia services provided on cable's evolving digital broadband interactive network; and, participating in the evaluation, summary and analysis of responses to employer's Request for Proposals and follow on activities. Requirements: M.S. in computer science, telecommunications or electrical engineering; must have academic or industrial experience of at least one year utilizing cable system protocols and simulations tools including Global System for Mobile Communications Protocol (GSM), Resource Reservation Protocol (RSVP), Media Gateway Control Protocol (MGCP), Signaling System 7 (SS7), MATLAB (an engineering package used in mathematical and engineering design applications), and Signal Processing Workstation (SPW). Salary is $76,000 to 85,000 per year; 40 hour work week; 8:00 am to 5:00pm. Work location is in the Denver metropolitan area. Interested applicants should send a resume to the Colorado Department of Labor and Employment, Employment Programs, Tower 2, Suite 400, 1515 Arapahoe Street, Denver Colorado 80202-2117. Please refer to job order number CO6549886. Interested applicants must have proof of legal authority to work permanently in the United States.

USA Cable, a division of USA Networks, offers the following exciting opportunities for proven professionals to join our cutting-edge Information Technology Group. Working for USA Cable, you’ll enjoy an energized, fast-paced environment where your ideas will thrive.

The Weather Channel is looking for a motivated and reliable individual to join our team as a BROADCAST SYSTEMS ENGINEER. You will maintain and repair analog and digital video and audio systems, including routers, switchers, automation systems, VTR’s, cameras, and related broadcast technology. Candidate must also have ability and desire to develop skills in UNIX, Windows NT, and networking systems. 4 years experience as a maintenance engineer, with television broadcast related systems and equipment is required. If you want to be a part of our team, send your resume today! Email your resume to jobs@weather.com or fax to 770/226-2959. *Please reference "Engineer-BC" in response.

The Weather Channel, 300 Interstate North Parkway, Atlanta, GA 30339

WE PLACE ENGINEERS

Employer Paid Fees.
20 Years personalized & confidential service.
All USA States & Canada

MAIL & FAX:
KEYSTONE INT'L, INC.
Dime Bank, 49 S. Main St., Pittston, PA 18640 USA
Phone (570) 655-7143 • Fax (570) 654-5765
website: keystoneint.com
We respond to all Employee & Employer Inquiries
ALAN CORNSH / MARK KELLY
TELEVISION - TECHNICAL DIRECTOR Candidate must be able to efficiently perform switching duties for fast-paced newscasts and special programs. Candidate must be familiar with operation of Grass Valley 3000-3 Switcher, Abeckas Deveuos, Pinnacle DVE & Still Store, Chyron Inflint and Sony 370 studio cameras. Must be able to perform under pressure and meet deadlines. Creativity and communication skills required. Must be able to do some directing. Prefer a minimum of three years experience in a major market as a Technical Director doing newscasts. Degree in Communications or related field desired. Qualified applicants must be motivated, creative and able to meet strict deadlines. Please send resume and cover letters to: Jeff Jeanheur, Production Manager, KPRC-TV, PO Box 2222, Houston, Texas 77252.

BROADCAST ENGINEER for new serial digital Broadcast Center. USA Broadcasting is looking for experienced Broadcast Engineers for our expanding Ontario California Multi-Channel Master Control center. Candidates should possess knowledge with: Media Pool, Louth, Saturn Switchers, and DVC Pro. Teamwork and dedication is a plus. USA Broadcasting, a USA company, is the eighth largest television broadcast group in the nation, owning 13 UHF Television stations. Please reply with resume and salary history to: USA Broadcasting/Station Works, 3833 Ebony St., Ontario, CA 91761. Fax: 909-605-7301. Or via email: Stationworks@usabroadcasting.com

TELEVISION/MAINTENANCE TECHNICIAN WPHL-TV has an immediate opening for a Television Maintenance Technician. Applicant must be able to perform all maintenance on ENG equipment including Beta VTR's and cameras. Qualifications include 3 years experience in electronic news equipment repairs and SBE certification or Technical School degree. UHF Transmitter and Microwave experience a plus! Resumes/FAX to: Michael P. Hort, Engineering Manager, Dept. #008, 5001 Wynnefield Ave., Philadelphia PA 19131 - EOE - No phone calls please - Fax: 215-878-3737.

MAINTENANCE ENGINEER WWOR UPN9 is looking for a maintenance engineer. Candidates must have a minimum 2-years of appropriate education, plus 3-5 years of maintenance experience at a major market television station. Experience should include a solid background in digital electronics and proficiency in component level maintenance of audio/video distribution systems, switches, studio and engineer cameras, and videotape equipment. Additional maintenance experience with server system, non-linear editing, computerized master control, and Linux/Unix operating environment is highly desirable. FCC general license or SBE Certification preferred. Please submit resume to WWOR-TV UPN9, 9 Broadcast Plaza, Secaucus, NJ 07096 Attn: Human Resources.

VP/ENGINEERING Channel 5 Public Broadcasting in beautiful Reno/Tahoe is looking for an engineering leader. Combines senior management with hands-on engineering installation and maintenance. We’re on a fast track for DTV and need a skilled engineer excited about adapting to changing technologies. Competitive salary, excellent benefits, and unbeatable quality of life in the high Sierra. Details at www.ktpb.org or call 775-784-4555. Channel 5 is an EOE employer.

TELEVISION - TECHNICAL DIRECTOR Candidate must be able to efficiently perform switching duties for fast-paced newscasts and special programs. Candidate must be familiar with operation of Grass Valley 3000-3 Switcher, Abeckas Deveuos, Pinnacle DVE & Still Store, Chyron Inflint and Sony 370 studio cameras. Must be able to perform under pressure and meet deadlines. Creativity and communication skills required. Must be able to do some directing. Prefer a minimum of three years experience in a major market as a Technical Director doing newscasts. Degree in Communications or related field desired. Qualified applicants must be motivated, creative and able to meet strict deadlines. Please send resume and cover letters to: Jeff Jeanheur, Production Manager, KPRC-TV, PO Box 2222, Houston, Texas 77252.

BROADCAST ENGINEER for new serial digital Broadcast Center. USA Broadcasting is looking for experienced Broadcast Engineers for our expanding Ontario California Multi-Channel Master Control center. Candidates should possess knowledge with: Media Pool, Louth, Saturn Switchers, and DVC Pro. Teamwork and dedication is a plus. USA Broadcasting, a USA company, is the eighth largest television broadcast group in the nation, owning 13 UHF Television stations. Please reply with resume and salary history to: USA Broadcasting/Station Works, 3833 Ebony St., Ontario, CA 91761. Fax: 909-605-7301. Or via email: Stationworks@usabroadcasting.com

TELEVISION/MAINTENANCE TECHNICIAN WPHL-TV has an immediate opening for a Television Maintenance Technician. Applicant must be able to perform all maintenance on ENG equipment including Beta VTR's and cameras. Qualifications include 3 years experience in electronic news equipment repairs and SBE certification or Technical School degree. UHF Transmitter and Microwave experience a plus! Resumes/FAX to: Michael P. Hort, Engineering Manager, Dept. #008, 5001 Wynnefield Ave., Philadelphia PA 19131 - EOE - No phone calls please - Fax: 215-878-3737.

MAINTENANCE ENGINEER WWOR UPN9 is looking for a maintenance engineer. Candidates must have a minimum 2-years of appropriate education, plus 3-5 years of maintenance experience at a major market television station. Experience should include a solid background in digital electronics and proficiency in component level maintenance of audio/video distribution systems, switches, studio and engineer cameras, and videotape equipment. Additional maintenance experience with server system, non-linear editing, computerized master control, and Linux/Unix operating environment is highly desirable. FCC general license or SBE Certification preferred. Please submit resume to WWOR-TV UPN9, 9 Broadcast Plaza, Secaucus, NJ 07096 Attn: Human Resources.

VP/ENGINEERING Channel 5 Public Broadcasting in beautiful Reno/Tahoe is looking for an engineering leader. Combines senior management with hands-on engineering installation and maintenance. We’re on a fast track for DTV and need a skilled engineer excited about adapting to changing technologies. Competitive salary, excellent benefits, and unbeatable quality of life in the high Sierra. Details at www.ktpb.org or call 775-784-4555. Channel 5 is an EOE employer.
TELEVISION CONTROLLER

KTVK, Phoenix’s #1 news station, along with WB61 and azfamily.com, is looking for a Broadcast Controller to join our management team in America’s 18th largest and fastest growing television market. The Controller is responsible for financial planning of the Company, ensures adequacy of internal controls, compliance with policies and procedures, and manages the following areas: accounting, financial reporting, analysis and forecasting; accounts payable and receivable; general ledger; payroll and human resources.

A Bachelor’s degree in accounting and a minimum of 5 years’ experience in a related position, preferably in the media industry, as well as, a thorough understanding of financial theory and accounting principles is required. Candidate must have excellent communication and leadership skills. Knowledge of PeopleSoft and broadcasting traffic systems is beneficial. Prior accounting and supervisory experiences are mandatory.

KTVK will offer the successful candidate a highly competitive compensation package including bonus opportunity and comprehensive benefits. For immediate consideration, e-mail your resume and salary requirements to: moates@belo.com or fax to: M. Oates at 214-977-6603.

KTVK is a member of the Belo Television Group. For more information about KTVK and Belo, please visit our website at http://www.belo.com

Equal Opportunity Employer

FOX NEWS CAREERS

FOXBPHILADELPHIA, WTXF-TV has three great producer openings: EXECUTIVE PRODUCER (Morning programs): Oversees 3 hrs information/entertainment/news broadcast. Content goes beyond news of the day. 4 yrs. producing experience on shows where throwing out the run down is a must. 10 PM SHOW PRODUCER: One-hour news of the day along with late breaking news. 3 yrs. of line producing experience. INVESTIGATIVE PRODUCER: 3 yrs. of special projects or investigating producing necessary to join unit with a second producer, dedicated reporter and photographer. For consideration, applicants should forward resume and non-returnable tape to: FOX Philadelphia, Human Resources Dept - BC, 330 Market Street, Philadelphia, PA 19106. Fax: 215-413-3832. Please state the job title and Broadcasting & Cable in your cover letter. For up to date job listings visit www.foxphiladelphia.com EOE/M/F/D/V WTXF is an Equal Opportunity Employer. No phone calls please.

NEWS PHOTOJOURNALIST/TRUCK OPERATOR Richmond’s No. 1 news operation seeks microwave truck operator. Send cover letter, resume and non-returnable VHS demo tape to: Willie Redd, Chief Photographer, NBC12, 5710 Midlothian Turnpike, Richmond, VA 23225. EOE M/F/D/V.

PRODUCER/DIRECTOR WCBD-TV, Media General Broadcast Group. www.mgbg.com WCBD-SC Charleston SC, NBC affiliate seeks a Producer/Director for 6 and 11pm newscasts. Candidates must be able to work well under pressure, meet deadlines and deal effectively with crew. Must be able to direct error free fast paced graphic intensive newscast. Leadership and motivational skills are a must. Experience as a news director is required. Send resume to HR Dept. 210 W. Coleman Blvd. Mt Pleasant, SC 29464. EOE M/F Drug Screen.

NEWSPRODUCER PRODUCER TRAINEE WTVD- TV, Raleigh-Durham, North Carolina seeks qualified applicants for its Minority Management Training Program. The purpose of the program is to seek out individuals who have demonstrated, through previous work experience, that they have the aptitude, the knowledge and the ambition to be a television news producer. Candidate should have the potential and the interest in assuming a management position in a television news department. The trainee is supervised by news producing, research, assignment desk work, story and event planning and newswriting. College degree in broadcast or print journalism and a minimum of 2 years prior experience in the broadcast industry required. This is a 12-month program. Send resume to: Monica Barnes, Community Affairs Director, WTVD-TV, PO Box 2009, Durham, NC 27702. No phone calls please. EOE.

PRODUCER WCBDBTV, Media General Broadcast Group. www.mgbg.com WCBDBTV Asheville, NC seeks a Producer/Director for 6 and 11pm newscasts. Candidates must be able to work well under pressure, meet deadlines and deal effectively with crew. Must be able to direct error free fast paced graphic intensive newscast. Leadership and motivational skills are a must. Experience as a news director is required. Send resume to HR Dept. 210 W. Coleman Blvd. Mt Pleasant, SC 29464. EOE M/F Drug Screen.

NEWSPRODUCER PRODUCER TRAINEE WTVD- TV, Raleigh-Durham, North Carolina seeks qualified applicants for its Minority Management Training Program. The purpose of the program is to seek out individuals who have demonstrated, through previous work experience, that they have the aptitude, the knowledge and the ambition to be a television news producer. Candidate should have the potential and the interest in assuming a management position in a television news department. The trainee is supervised by news producing, research, assignment desk work, story and event planning and newswriting. College degree in broadcast or print journalism and a minimum of 2 years prior experience in the broadcast industry required. This is a 12-month program. Send resume to: Monica Barnes, Community Affairs Director, WTVD-TV, PO Box 2009, Durham, NC 27702. No phone calls please. EOE.
ASSOCIATE PRODUCER KTRK-TV has an opening in the News Department for a newscast Associate Producer. Applicants should have experience in broadcast journalism and news writing, as well as a good understanding of television production techniques. Candidates should understand news feeds, and should have the ability to research and write stories independently, using wire services, assignment desk notes, reporter notes, and other material. A desire to produce newscasts or special programming is preferred. Candidates should also be computer literate, and be familiar with the Internet, or have a strong desire to learn. Interested applicants should send a resume, references, cover letter and recent writing samples to: Clay Kirby, Executive Producer, KTRK-TV, 3330 Bissonnet Street, Houston, TX 77005. No telephone calls, please. Equal Opportunity Employer.

KFMB-TV CHANNEL 8 NEWS NEWSCAST DIRECTOR KFMB TV in San Diego, California, is looking for a strong Newscast Director with comparable market experience. Must possess all the skills needed to direct a fast paced, often changing, heavy live shot laden newscast involving a full complement of studio and field talent. Must understand technical OPS so as to effectively deal with in-house crews. Effective interaction with producers and crew essential. Must be willing to work nights and weekends. Shifts include multiple shows. Qualifications include clear and concise communication and a quick decision-making. Must be able to adjust to last second changes working without scripts while dealing with a fast paced, 4-studio cam and multiple ground/air ENG newscast. Send resume to KFMB Stations, Human Resources, 7577 Engineer Road, San Diego, CA 92111 or email psanchez@kfmb.com or fax (858) 278-3741 EOE.

ASSOCIATE DIRECTOR/STAGE MANAGER WWOR-TV UPN9 has an immediate opening for an Associate Director/Stage Manager. Candidate must have 3-5 years major market experience as an Associate Director/Stage Manager along with control room experience in a news environment. Directing experience is preferred, master control operations is a plus. Must be able to work a rotating schedule and weekends. Please send tape and resume to: Liz Rivera-Diaz, Human Resources Supervisor, WWOR-TV UPN9, 9 Broadcast Plaza, Secaucus, NJ 07096. EOE M/F/V/D.

SPECIAL PROJECTS PHOTOGRAPHER WTVD-TV, an ABC owned station is looking for a creative, experienced photographer for our special projects unit. The ideal candidate is a visual storyteller with strong editing skills. This position works with our consumer, health, and features reporters as well as covering general assignment stories. Live truck experience a plus. Rush tape/resume to: Bob Hitchcock, News Operations Manager, WTVD, 411 Liberty Street, Durham, NC 27701 EOE.
RESEARCH CAREERS

RESEARCH MANAGER KSTW-UPN 11, a Paramount O&O, seeks a Research Manager. Responsibilities include analyzing audience delivery, providing estimates, creating custom research projects, working with sales department in training on research tools and agency/client presentations. Will use all available research marketing tools to effectively position KSTW in market. Knowledge of TVScan, Scarborough, Nielsen broadcast ratings, shares and estimating procedures required. Proficiency with presentations.

VIDEO LIBRARY MANAGER CAREERS

VIDEO LIBRARY MANAGER National TV syndicator seeks New York City based hands-on manager for extensive in-house video tape library operation position. Will be responsible for: hiring, training and supervising video tape researchers and transcriber staff; supervising archive licensing representative in the areas of marketing and licensing of footage; maintaining the library database; recommending upgrades and coordinating show production requirements with video library resources. Ideal candidate should have proven supervisory experience in a similar TV or cable production environment. Good communications skills a must. EOE. Competitive salary and attractive benefits. For immediate consideration, please e-mail your resume & salary history to: KWLB@KINGWORLD.COM or Fax (212) 586-8012.

PRODUCTION CAREERS

PRODUCER CAREERS

COORDINATING PRODUCER (LIVE TELEVISION)

PGA TOUR has an opportunity for a Coordinating Producer (Live Television). This position oversees early-round production of PGA TOUR events. Duties include overseeing roll-out/integration of the PGA TOUR ShotLink Scoring System; pre-production planning for the 2001 SENIOR PGA TOUR television package; and handling the on-site needs of International Television, PGA TOUR Radio, and pgatour.com. Also manages remote production budget.

Requires a Bachelor's degree in Communications (or related field) and 8-10 years in television sports production and or programming. Familiarity with live remote sports production essential. Prior experience in live television golf production a must. Excellent communication and interpersonal skills also required. Management experience preferred. Strong interest or experience in new technology/new media highly desirable. Extensive travel required.

We offer a great benefits and compensation package. For consideration, please send your resume to: PGA TOUR, Inc., Attn: HR-CP, 100 PGA TOUR Blvd., Ponte Vedra, FL 32082. No phone calls, please.

www.pgatour.com
EOE, M/F/D/V

CREATIVE SERVICES CAREERS

WE HAVE A FULL SPECTRUM OF OPPORTUNITIES FOR ARTISTS

WHO KNOW PAINTBOX OR HAL

Reaching 70 million homes in the United States, CNBC is a joint service of NBC and Dow Jones and the world leader in live business news. This success has created an exciting opportunity in our Fort Lee, NJ studios to use Quantel Paintbox and Hal equipment to create graphics for on-air broadcasts.

Working with internal clients and graphic associates, you'll create a large volume of fast paced graphics for programs. These will include shoulder boxes, full screens, graphs and storyboards for animations.

You must have 1-4+ years' experience working in a graphics, technology and or a news department, be proficient in Paintbox &/or Hal, work extremely well under pressure and be able to handle numerous requests at once.

You'll enjoy the compensation and resources you'd expect of a leader. For immediate consideration, send your resume to: CNBC Employee Relations, T.T., 2200 Fletcher Ave., Ft. Lee, NJ 07024. Fax: 201-346-2338. No phone calls please. CNBC is an equal opportunity employer M/F/D/V

For more information on CNBC and its programming, visit the network's internet site at
WWW.CNBC.COM

Call Brent to Place an Ad 212-337-6962
**CREATIVE SERVICES CAREERS**

**CREATIVE SERVICES** Quantel Editbox/HAL Editor. KUTV, Salt Lake City - a CBS O&O, is searching for an editor/artist experienced with Editbox and/or HAL to join its award-winning Creative Services Team. If you like variety and want to work and play in the beautiful Mountain West, this is your chance to shine in a positive, creative environment, working on high-end commercials, promos and graphics. Call John Greene West; this want to work and play Editor. KUTV, Salt Lake City CREATIVE SERVICES Quantel Editbox/HAL is 414-3047, or email "employment@spt.org

**MANAGEMENT CAREERS**

**MANAGER OF RADIO SALES** SmartRoute Systems is one of the nation’s leading firms providing real-time traffic information to radio, TV, Internet and Wireless businesses across the country. SmartRoute Systems is in search of an individual responsible for the aggressive sale of its “SmartTraveler” traffic service to radio stations and group owners nationally. The position requires 60% travel and face to face selling and negotiations with local radio operators, regional management and group owners. A thorough working knowledge of the radio industry is required with at least 5 years of direct sales experience, excellent negotiating and closing skills, knowledge of Microsoft Office and ACT is a plus. Interested candidates should submit their resume, cover letter and salary requirements to Human Resources at: SmartRoute Systems, Inc., 141 Portland Street, Cambridge, MA 02138, Fax (617) 494-9973, or e-mail: Jobs@smartroute.com.

**PROJECT MANAGEMENT CAREERS**

**PROJECT MANAGER** National Public Radio, manager of the Public Radio Satellite System, seeks an experienced project manager for an earth terminal refurbishment project. Candidates must have experience managing national projects. Experience in earth station construction highly desirable. Send cover letter indicating job #1013 and resume to: National Public Radio Human Resources Dept. 635 Massachusetts Ave., NW Washington, DC 20001, fax to 202-414-3047, or email “employment@npr.org”. NPR is an Equal Opportunity Employer.

**SALES CAREERS**

**SELLING STATION MANAGER** needed for Florence, S.C. radio station. Idea climate, one hour drive from Myrtle Beach, SC. Rapidly growing business center. Ideal for someone with good sales skills, aspiring to work in sales/station management. Phone Tom Gentry, 9-5, Mon-Fri, (704) 596-1214, Send resume to PO Box 18614, Charlotte, N.C., 28218, att: Tom Gentry.

**NEWSPR**

**Senior National Editor, National Desk**

Supervises the overall operation of the National Desk and all staff members assigned to the National Desk and Washington Bureau, manages assignments; provides editorial guidance to staff members, coordinates coverage of news stories and features with NPR news programs and the National Desk; supervises preparation of air material; responsible for editorial integrity and quality of air product. Bachelor’s degree or equivalent experience required. Ten years journalism experience required. Experience should include work on investigative stories, feature reports and coverage of breaking news, national, international and regional events, and experience managing high journalistic standards under deadline pressure. Strong editorial skills and judgment, significant skills for planning and scheduling in a union environment, and a demonstrated understanding of effective management principles required. Must have considerable knowledge of national affairs and regional politics and issues. Experience with public radio news programming preferred. Job Code #B&C195.

**Midwest Editor, National Desk**

Edits program materials submitted by reporters and other contributors; initiates, plans and produces program materials for broadcast; and works closely with the Regional Bureau Chief to make assignments to station, freelance, and staff reporters in the region. Bachelor’s degree or equivalent experience required. Six years journalism experience required. Supervising Senior Editor, National Desk and supervises staff, as assigned. Bachelor’s degree or equivalent experience required. Ten years journalism experience, familiarity with welfare reform, education, and related issues; demonstrated understanding of management and supervisory principles, and ability to direct coverage of special topics required. Experience editing for a daily news organization under deadline pressure, and broadcast experience preferred. Job Code #B&C255.

**Editor, National Desk**

Specializes in coverage of education and poverty, but takes on other areas as assigned. Assists Supervising Senior Editor in the preparation of air material and assignments made to reporters, suggests ideas for interviews and reports on education and poverty issues; edits program materials submitted by reporters and other contributors; solicits education and poverty stories from station reporters, initites, plans, and produces program materials for broadcast, and fills in for regional editors and Supervising Senior Editor and supervises staff, as assigned. Bachelor’s degree or equivalent experience required. Ten years journalism experience, with at least five years at the national level, strong editing and writing skills, and ability to effectively work with a diverse group of individuals. Experience in broadcast journalism preferred. Job Code #B&C1010.

**Editor/Producer, Science Desk**

Note: This is a temporary, 18-month, part-time, 20 hours per week position. Supervises preparation of air material to ensure the editorial integrity and quality of that material, and edits freelance producers as assigned. Bachelor’s degree or equivalent experience required. Six years journalism experience, with at least five years at the national level; strong editing and writing skills, and ability to effectively work with a diverse group of individuals. Experience in broadcast journalism preferred. Job Code #B&C1050.

**Editor, Foreign Desk**

Assists in program and coverage planning of the foreign news report, with focus on Middle East and North Africa; makes assignments and provides editorial guidance to staff and freelance reporters, supervises preparation of air material to ensure editorial integrity and quality of material; serves as a producer for Science Desk stories; and monitors programming and provides critiques. Bachelor’s degree or equivalent related experience required. Six years journalism experience as a news editor or reporter covering national news stories, knowledge of the basic principles of the health sciences; considerable skill in both news and feature editing, and thorough understanding of the principles of effective audio production required. Experience working in and/or knowledge of public radio and the public radio system preferred. Job Code #B&C1039.

**Send blind box responses to:**

**BOX_____

**BROADCASTING & CABLE**

245 W. 17TH ST., 7TH FL.

NEW YORK, NY 10011

**For more career information, visit our web site at:** WWW.NPR.ORG

**send blind box responses to:**

**BOX_____

**BROADCASTING & CABLE**

245 W. 17TH ST., 7TH FL.

NEW YORK, NY 10011

**For more career information, visit our web site at:** WWW.NPR.ORG
ABC RADIO NETWORKS has a challenging opportunity available for an experienced engineering professional in NYC. Acting as the network’s "Chief Technical Officer" you will direct the technical production and distribution of all ABC Radio Networks programs. Working in a fast-paced, operationally intensive environment, you will be responsible for advising senior management on technical/operational issues, and leading a large, cross-functional team comprised of operations, engineering, tech support, IT and finance professionals. You'll also oversee operating budgets and capital projects, market excess production and distribution capacity, and manage sales and costs to achieve financial goals.

To qualify, you must have a degree in Engineering (or related field), a minimum of 10 years' engineering management experience, and in-depth knowledge of satellite transmission and Internet technologies. Strong analytical, presentation, and project management skills; as well as the ability to communicate technical information to non-experts are essential.

We offer a competitive salary and benefits package. For confidential consideration, please forward resume (indicating salary history) to: Human Resources Department, ABC Radio Networks, 13725 Montfort Drive, Dallas, TX 75240. e-mail: sbarta@abc.com

---

**DIRECTOR OF ENGINEERING** The State of Wisconsin Educational Communications Board, the licensee of five public television and 18 public radio stations, has an immediate opening for a Director of Engineering/Chief Engineer. This position is responsible for the planning, development, and ongoing management of statewide delivery engineering for the Wisconsin Public Radio and Television networks. The Director Engineering has overall responsibility for coordinating the work of 44 Engineering/Operations professionals in the Engineering Division. Successful applicants will have education, training, credentials and experience demonstrating the capacity to provide leadership to a strong engineering team. The individual will be responsible for planning and implementing the digital transition for the state radio and television networks, including replacement of head ends facilities and the broadcast network interconnect. A successful candidate will have 7+ years of experience in complex project management, broadcast technology and supervision of staff. Must be thoroughly familiar with digital broadcast technology and transmission systems, from Master Control through antenna. Attractive and competitive salary commensurate with qualifications and experience. Excellent benefit package. Head-quarters location: Madison, WI. Send detailed resume and salary history in confidence to: Personnel - Director of Engineering Search, The Wisconsin Public Broadcasting Center, 3319 West Beltline Highway, Madison, WI 53713. Include a letter describing how your experience will contribute to the Wisconsin state radio and television network conversion to digital broadcasting. Candidate consideration begins immediately and position remains open until filled. An Equal Opportunity Employer.

---

**COORDINATOR/VIDEO LABORATORIES P&A** 3 Broadcast & Cinematic Arts. Twelve month position begins August 2000. Manages daily operations of student video facilities, including oversight of production/promotion processes for cable and future streamed programming. Will be responsible for the development of a sports broadcasting unit and occasional instruction of video classes. Required qualifications include Master's degree in related field; knowledge of analogue and digital studio and field production; ability to communicate effectively; and demonstrated positive interpersonal skills. Desired qualifications include significant professional experience. Send letter of application, resume, and three letters of recommendation by May 15 to Dr. Peter Orlik, Broadcast & Cinematic Arts, Central Michigan University, 344 Moore Hall, Mt. Pleasant, MI 48859. CMU provides a flexible benefit package, an excellent retirement program, and tuition waiver for employee and family. CMU, an AA/EO institution, is strongly and actively committed to increasing diversity within its community (see www.cmich.edu/aeao.html)

---

**DIRECTOR CAREERS**

**DISTRICT DIRECTOR** WLRN Educational Services, Miami-Dade County Public Schools. Qualifications: Master's degree in Accounting, Management, Business Administration, Education or related field with work experience equivalent to a Master's degree. Minimum of five (5) years experience in management, business or school site administration. Extensive knowledge of budgetary systems and personnel administration as demonstrated by education, training and job related experience. Ability to communicate effectively in both oral and written form. Ability to interface with management at all levels. Salary: $72,690 Liberal Benefits, Lateral deadline: April 25, 2000, Deadline to apply: May 5, 2000. Incomplete applications will not be processed. Submit letter of application (include title of the position of interest), resume, copy of transcript or diploma, and two letters of reference written within this calendar year to: Ms. Carolina F. Naveiras, Executive Director, Management Selection, 1500 Biscayne Boulevard, Suite 144, Miami, Florida 33132. Please call (305) 995-7085, May 9, 2000, after 3:00pm for screening results. A veteran of active military service during World War II, Korean conflict, Vietnam Era or Persian Gulf War or the spouse of a veteran killed or disabled by such service should include a copy of DD 214 Form or similar statement of service. Drug screening and fingerprinting are required prior to employment. An Equal Opportunity Employer.

---

**PRODUCTION CAREERS**

**COORDINATOR/VIDEO LABORATORIES P&A** 3 Broadcast & Cinematic Arts. Twelve month position begins August 2000. Manages daily operations of student video facilities, including oversight of production/promotion processes for cable and future streamed programming. Will be responsible for the development of a sports broadcasting unit and occasional instruction of video classes. Required qualifications include Master's degree in related field; knowledge of analogue and digital studio and field production; ability to communicate effectively; and demonstrated positive interpersonal skills. Desired qualifications include significant professional experience. Send letter of application, resume, and three letters of recommendation by May 15 to Dr. Peter Orlik, Broadcast & Cinematic Arts, Central Michigan University, 344 Moore Hall, Mt. Pleasant, MI 48859. CMU provides a flexible benefit package, an excellent retirement program, and tuition waiver for employee and family. CMU, an AA/EO institution, is strongly and actively committed to increasing diversity within its community (see www.cmich.edu/aeao.html)

---

**FOR SALE EQUIPMENT**

**ACT SAVE NOW.**

For dubs, demos, auditions and work tapes our recycled tapes are perfect. And half the cost of new. All formats, fully guaranteed—to order.

(800)238-4300

We now transfer video to true DVD
www.carpevideo.com

---

**MEDIA COLLECTION DREAM TEAM**

**CCR**

Attorney (former broadcast/cable ad sales manager NBC-TV, Katz, PETRY, Lifetime) and staff handle the USA's top media firm's collection accounts offering:

1. Unmatched knowledge of media business.
2. Twelve years of unequaled/documentable recovery rates.
3. Customized reporting.
5. Accounts Receivable Outsourcing.
6. References Available.

When sending your ad-sales collection claims to CCR, please include your rate card and a list of availas. Because after we "sell" your over-due clients on the wisdom of paying the balance, we'll include a new order in the deal (if you like).

Contact: CCE

George Stella 1025 Old Country Road Suite 303S Westbury, NY 11590 Tel: 516-997-2000 • 212-756-0851 • Fax: 516-997-2071 E-Mail: CCRCollectAOL.com
KNIGHT CHAIR in POLITICAL REPORTING

The S.I. Newhouse School of Public Communications at Syracuse University is seeking to fill the Knight Chair in Political Reporting. This is a full-time, tenured position at the rank of Full Professor. The Chair is supported by a generous grant from the John S. and James L. Knight Foundation.

The school is seeking a veteran and/or broadcast reporter who has significant experience covering all aspects of the campaign, election, and governance processes at the national, state or local level. National experience is preferred, but journalists who have received national recognition for state or local coverage are encouraged to apply.

The Knight Chair will teach political reporting, media-government relations, and such other courses as will help prepare the next generation of political reporters. To bring attention to new thinking in this area, The Knight Chair will convene conferences and symposia, build bridges to the Maxwell School of Citizenship and Public Affairs at Syracuse University, and disseminate original work. One focus of the teaching and scholarship should be the impact of the Internet on the political process.

In addition to salary and benefits, the position provides clerical assistance and funds for travel, conferences, publications, computer hardware and software, and other technology.

Candidates should send a letter of intent, a professional resume, representative examples of their best work, and the names and addresses of three references to: David M. Rubin, Dean, S.I. Newhouse School of Public Communications, Syracuse University, 215 University Place, Syracuse, NY 13244-2100.

Applications will be considered on a rolling basis until the position is filled. The School seeks to fill the Chair following the 2000 Presidential election, either by January 2001 or August 2001. A baccalaureate degree is required, a master’s degree is preferred.

The Newhouse School at Syracuse University is regarded as one of the nation’s leading professional schools of mass communication in a liberal arts setting, with 1,700 undergraduates, 150 master’s students, 15 doctoral students, and a faculty of 57. The city of Syracuse supports a symphony orchestra, an opera company, a repertory theater, minor league baseball and hockey, and a Division One athletics program. It is a half-day’s drive to New York City, Philadelphia, Boston and Toronto. For more information about Syracuse University and the Newhouse School please visit the following websites: www.syr.edu or newhouse.syr.edu

Syracuse University is an equal opportunity employer and encourages applications from women and minorities.
SALES CAREERS

AD SALES STAR WANTED!
PRN, Pics Retail Networks is seeking an account executive for its NY office. This position will handle all sales activity to various East Coast entertainment clients. Our successful candidate will have sales experience within the entertainment/new media industry and will possess excellent communication/negotiation skills. If you fit the bill and are looking to work within a fast growing company with a solid history and incredible potential, send your resume to 310-264-7201. Attn: Human Resources. For company information, visit our website: www.pm.com

Classified/Help Wanted Rates:
BASIC LINE ad - $2.75 per word net (20 word minimum),
BOXED DISPLAY classified ad - $240 per column inch gross w/ art.
Please note: Cable advertisers receive rate of $163 per column inch gross w/ art.
Column inch is equivalent to 21 1/2" wide X 1" deep.
(1 column width = 21 1/2", 2 column width = 43", 3 column width = 64 1/2")
BLIND BOX - $40 extra charge, will forward replies.

ONLINE BONUS:
Maximize your print ad! For an extra $50.00 flat charge, we will post your ad on our website for 7 days. Get exposure before the print issue comes out. Our web site is updated hourly. www.broadcastingcable.com

Situation Wanted Rates:
BASIC LINE ad - $1.50 per word (20 word minimum),
BOXED DISPLAY ad - $163 per column inch gross w/ art.

Professional Cards Page Rates:
13X contract = $115 per issue, 26X contract = $110 per issue, or 51X contract = $80 per issue.
Size = 1½" wide X 1" deep

We have a new issue every Monday!

Deadlines: SPACE: Tuesday 4:30 pm EST prior to the following Monday's issue. MATERIALS DUE: Wednesday prior to the following Monday's issue.

Payment: You may pay with a credit card, or we can bill you per issue. For more information please call Brent Newmoyer: 212-337-6962 bnewmoyer@cahners.com
Yuki Atsumi: 212-337-6960 yatsumi@cahners.com
Fax: 212-206-8327

ORDER BLANK

☐ Check Enclosed ☐ Please Bill me

CREDIT CARD PAYMENT: ☐ American Express ☐ Visa ☐ Mastercard

Cardmember Name:

Credit Card Number:

Card Number Expires:

Name

Company

Address

City State Zip

Telephone Fax

E-mail

Please attach a type written copy of your ad to this order form and mail or fax to: Broadcasting & Cable Fax Number: 212-206-8327
245 West 17th Street yatsumi@cahners.com
New York, NY 10011 bnewmoyer@cahners.com
Attention: Yuki Atsumi
or Brent Newmoyer

Please indicate your preferences:
Industry Category: ☐ Television ☐ Radio ☐ New Media/Internet
☐ Allied Fields

Job Category: ☐ Sales ☐ Management ☐ Technical
☐ Marketing ☐ Programming ☐ Research
☐ News ☐ Other ☐ Production
☐ Finance & Accounting

Online: ☐ 1 Week ☐ 2 Weeks

106 BROADCASTING & CABLE / MAY 1, 2000
After worrying that it would lose Matt Stone and Trey Parker to the lure of big bucks, Comedy Central has snared the creators of its biggest hit, *South Park*. Expected to be announced Monday, the deal includes new episodes for three more years plus a commitment to air another series.

According to industry executives, Comedy Central beat out more-lucrative proposals from NBC's in-house production unit, The WB and Michael Ovitz's start-up ATG Group.

The network described the agreement only as a " multimillion-dollar" deal, but President Larry Divney said it sweetened some back-end elements of the old package: The pair gets an increased slice of *South Park* merchandising and a piece of any domestic syndication revenues. "Where we won was the creative environment," he said. "Would NBC studios or whatever let them do what they wanted?"

Creative freedom is not limited to having 6-year-olds swear. After the raid on the home of Elián González' Miami relatives, the production team hurriedly inserted scenes— including Janet Reno dressed as the Easter Bunny accompanying troops to seize Romanian child quintuplet acrobats—in last Wednesday's episode.

Parker, Stone and their agent and lawyer did not return calls for comment.

—John M. Higgins

ESPN notified cable operators of the 20% rate increase built into its last round of carriage deals. The increase puts ESPN's monthly subscriber fee at $1.20 up from the $1 rate most affiliates are paying. Cable operators typically spit nails at ESPN's rate ratch, saying the network went overboard on its $4.8 billion bid to snag the NFL. They also know that if they pull ESPN, sports fans across the country will take up pitchforks and torches to get it reinstated. An ESPN spokesman said that minute amounts to about 60-65 cents per sub per month for operators. The new rate goes into effect August 1.

Fox TV Stations Chairman and CEO Mitch Stern last week hand-ed off the day-to-day chores at the 22 Fox owned-and-operated TV stations, taking over there will be Thomas Hertwitz, who had been executive vice president at Fox TV Stations. He was named president of station operations. As for Stern, "I want to spend more time at Twentieth Television on program development. The goal is to really make Twentieth a big player in first-run syndication and programming. I think, in the next two years, Twentieth Television will be in the same league with the Paramounts, Columbia TriStars and King Worlds." Stern also promoted Jim Burke to president of sales at both the Fox TV stations and Fox's 11 regional cable sports networks.

The FCC wants to delay until September the auction of spectrum now used by ch. 60-69, according to a letter from FCC Chairman William Kennard to key members of Congress. The auctions were scheduled for June 7 and 14, but Kennard has "serious concerns about the compressed timing for these auctions." Congress has required the FCC to auction the spectrum in the 700 MHz band by Sept. 30 so it can include the estimated $2.6 billion in receipts in the fiscal 2000 budget. The FCC plans to sell the spectrum to potential providers of fixed and mobile wireless broadband services, who would buy the spectrum now but not be able to use it until the broadcasters currently using the spectrum move off of it (see related story, page 20).

The FCC is encouraging broadcasters to work with the new providers to vacate the spectrum as soon as possible.

James Womack has been tapped as executive vice president, a newly created post, at CNN Newsource. He will oversee all operational and editorial activities at the company, which serves up syndicated info to 600 affiliates across North America. Based in Atlanta, Womack will report to CNN Newsource Executive Vice President Eason Jordan and will work closely with the outlet's sales president Susan Grant. "Jack is one of the key architects of CNN Newsource and one of the driving forces behind its success," said Jordan. Most recently, Womack served as executive vice president of CNN Headline News.

Ed Goren has been promoted to president of Fox Sports. He had been executive producer since Fox sports came into being, with the network's acquisition of an NFL package in 1994. Before that, he was longtime senior producer of CBS' NFL coverage and, at various times, oversaw production on most of the key sports covered by CBS. Goren succeeds David Hill, who last summer was named chairman and CEO of Fox Sports Television Group. He'll continue to report to Hill and, along with Hill, will continue to executive-produce all Fox Sports programs.

The Television Bureau of Advertising has appointed Abby Auerbach a senior vice president. She will join the association in June.
John Kamp is striking out on his own. After 11 years as lead lobbyist for the American Association of Advertising Agencies in Washington, he's leaving to establish his own consulting practice. Kamp says he expects to represent clients on Internet privacy and pharmaceutical advertising, two areas he worked on for the AAAAA.

After receiving a binder of merger reviews pending before the FCC, Senate Antitrust Subcommittee Chairman Mike DeWine (R-Ohio) and ranking member Herb Kohl (D-Wis.) are working to pass legislation that would require the FCC to complete most reviews within three months. "Senators DeWine and Kohl are determined to find floor time for this in the next few months," said a subcommittee staffer. "This is the kind of bill that can move quickly." A similar House bill, sponsored by Rep. Chip Pickering (R-Miss.), awaits a vote by the telecommunications subcommittee.

A Dallas anchor has filed suit in a Texas court charging several leading media-ethics experts with violating journalism standards by fabricating facts to fit an ethics scenario. Kxas-tv Fort Worth anchor Mike Snyder says the Society for Professional Journalists, Poynter Institute and experts Jay Black, Bob Steele and Ralph Barney mistated in a 1999 book, Doing Ethics in Journalism, Snyder's involvement with the election campaign of now-Texas Governor George W. Bush. Although Snyder acknowledges that he introduced Dick Armey at a political picnic in 1994, contrary to the book's account, he did not make appearances on behalf of Bush's campaign and did not defend any such actions. The defendants have apologized and have offered to publish a correction, but their attorney told Dallas-area newspapers the errors were immaterial, noting that Snyder was criticized at the time for his involvement in the picnic and disciplined by the station. But Snyder told Broadcasting & Cable that much of what appeared in the book had no basis in fact or published reports anywhere and that he was never contacted for confirmation.

"These guys are not court reporters," he said. "They are the popes of journalism" and violated the standards they actively advocate. Settlement talks are scheduled, according to Snyder, who says any settlement would have to include an admission of fabrication.

In brief
Somebody call a spectrum cop

It’s déjà vu all over again, all over again. First there were the battling multipath interference studies of 8-VSB reception, then there were the battling interference studies over low-power FM’s effect on existing service. Now there is the fight between terrestrial broadcaster Northpoint and DBS companies EchoStar and DirecTV, which may come down to battling interference studies.

Northpoint, which started out as a local-into-local service, has expanded its worldview and now plans to offer a service analogous to DBS or cable, with local channels, a host of programming services and Internet access. The rub: It wants to operate in the DBS band. Enter fierce competitors DirecTV and EchoStar, suddenly made allies by the threat. The key, for us, is the nature of that threat. As we said of the low-power FM debate, to the degree the incumbents are simply trying to protect their turf from competition, they must fight alone. But in a world where sharp pictures and great sound are keys to being competitive, interference is a serious concern. The FCC is obligated to make an independent determination of how well founded that concern is.

Incumbent operators should not be protected from competition, but they must be protected from interference.

A private matter

Here’s something new for broadcasters and their Washington representatives to worry about: online privacy. As TV and radio stations move onto the Web, they are collecting personal information on the thousands who visit their sites.

As any marketer will tell you, such data has value. Stations can use it themselves or sell it to others. But as the broadcasters’ databases grow, so does public concern about how information acquired from Web surfing is being used and disseminated. That concern has already translated into congressional hearings and regulatory legislation. Although Congress has passed a law protecting children’s online privacy, it seems to be willing to wait and see if efforts at self-regulation prove sufficient to protect adults. All it takes, however, is a few sensational headlines about privacy abuse to kick the lawmakers into high gear.

Not long ago, broadcasters could have napped through this debate. But most are now dotcoms or will be. They may not want to engage in the politics, but they ought to avoid becoming one of those sensational headlines.

At the NAB convention, National Telecommunications and Information Administration head Greg Rohde told broadcasters that his quick Web survey turned up more than 1,000 station-owned sites collecting personal information for “loyal listener clubs” with no apparent privacy policy. “It seems to make good business sense for anyone doing business on the Web to adopt and implement a full privacy policy that is easy to understand,” he noted. “It seems to me that visitors should know what data is being collected and for what purpose.”

Good advice. What broadcasters don’t need to be told is that failure at self-regulation can quickly lead to government regulation.

Content rules!

Affiliates may be losing exclusivity on network programming, but the networks aren’t about to lose their grip on it. NBC has locked up Law & Order for an almost unheard-of five more years and has given multiyear commitments to spin-off Special Victims Unit and ER, the last with no guarantee the cast will remain intact. Why the long-term commitments? Delivery mechanisms are multiplying, and competition for content is getting fierce.

Affiliates should be: 1) Glad the network locked up some marquee programs; 2) Forewarned by the recent Pax TV and NBCx announcements that they can no longer expect exclusivity, despite the turnaround on Tom Brokaw; and 3) Forearmed with plans to boost their own exclusive local content.
$8.1 BILLION.
MORE MONEY THAN THE TOP 100 FOUNDATIONS GAVE AWAY LAST YEAR COMBINED.

That’s the value of community services generated by local radio and television broadcasters in a single year alone.

America’s local broadcasters are helping communities care for the homeless, feed the hungry and fight problems like family violence, drug and alcohol abuse. We not only guide communities through natural disasters, we run on-air campaigns to aid their victims. And, of course, we air literally millions of public service announcements year round.

AMERICA’S LOCAL BROADCASTERS ALWAYS ON. ALWAYS THERE WHEN YOU NEED US.

www.nab.org
You've got to experience the real thing.

Others talk about Interactive TV. Only Canal+ Technologies truly delivers. Our open standards-based solution enables what you want, when you want it. Enhanced TV. The Internet. Personalized programming & services on demand.

The stuff to stimulate all your senses.

We've done it for more than 6 million viewers worldwide.

Come experience what we can do for you.

MAKING SENSE OUT OF INTERACTIVE TELEVISION

Please come see us in Booth #5363 at NCTA