

BROADCASTING CABLE

JANUARY 1, 2001

www.broadcastingcable.com

DILLER'S CHASING RAINBOW

What's behind USA mogul's aggressive bid for Dolans' non-sports networks?

» PAGE 5

NEVER TOO EARLY TO REGULATE

FCC ponders interactive TV rules for cable, satellite

» PAGE 6

UNSINKABLE SUSAN NESS

Clinton extends her FCC stay, but for how long?

» PAGE 20

NOW, CBS 'MUST SEIZE' THURSDAYS

Pits 'Survivor' against 'Friends' in bid for NBC's franchise night

» PAGE 11

PLAN AHEAD

B&C's 2001 calendar makes it easy to plot your year, from NATPE to cable's Western Show

» INSERT



*****3-DIGIT 591
 @0075184 AUG01 REG# 235
 JOHN C JOHNSON
 KTVO-TV
 265 WATERTON WAY
 BILLINGS, MT 59102-7755

The media world as the new millennium really begins » PAGE 22

OVER 72% SOLD DOUGH 2004!

SAN DIEGO
INDIANAPOLIS
HARTFORD/N. HAVEN
CHARLOTTE
RALEIGH/DURHAM
KANSAS CITY
NASHVILLE
CINCINNATI
MILWAUKEE
COLUMBUS, OH
GREENVILLE/SPART.
SALT LAKE CITY
SAN ANTONIO
GRAND RAPIDS
BIRMINGHAM
NORFOLK
NEW ORLEANS
WEST PALM BEACH
BUFFALO
OKLAHOMA CITY
HARRISBURG
GREENSBORO/W. SALEM
LOUISVILLE

KGTV-TV
WTHR-TV
WFSB-TV
WSOC-TV
WTVD-TV
KMBC-TV
WSMV-TV
WCPO-TV
WISN-TV
WBNS-TV
WYFF-TV
KTVX-TV
KSAT-TV
WWMT-TV
WBMA-TV
WVEC-TV
WWL-TV
WPTV-TV
WIVB-TV
KOCO-TV
WGAL-TV
WFMY-TV
WHAS-TV

ALBUQUERQUE
JACKSONVILLE
FRESNO/VISALIA
LITTLE ROCK
AUSTIN
TULSA
FLINT
TOLEDO
ROANOKE/LYNCHBURG
GREEN BAY
DES MOINES
SPOKANE
PORTLAND, ME
BURLINGTON/PLATTS.
LANSING
FT. SMITH
SALINAS/MONTEREY
BOISE
WHEELING/STEUBEN.
BANGOR
TWIN FALLS

KOAT-TV
WJXT-TV
KFSN-TV
KATV-TV
KVUE-TV
KOTV-TV
WNEM-TV
WTOL-TV
WSET-TV
WFRV-TV
KCCI-TV
KREM-TV
WGME-TV
WPTZ-TV
WLAJ-TV
KHBS-TV
KSBW-TV
KTVB-TV
WTOV-TV
WLBZ-TV
KTFT-TV

PRODUCED BY
HARPO
PRODUCTIONS, INC.


DISTRIBUTION AND
MEDIA SALES BY
KINGWORLD

©2001 King World. All Rights Reserved.



Now On THRO

NEW YORK	WABC-TV
LOS ANGELES	KABC-TV
CHICAGO	WLS-TV
PHILADELPHIA	WPVI-TV
SAN FRANCISCO	KGO-TV
BOSTON	WCVB-TV
DALLAS/Ft. WORTH	WFAA-TV
WASHINGTON, DC	WJLA-TV
DETROIT	WXYZ-TV
ATLANTA	WSB-TV
HOUSTON	KHOU-TV
SEATTLE	KING-TV
MINNEAPOLIS	WCCO-TV
CLEVELAND	WEWS-TV
MIAMI	WFOR-TV
PHOENIX	KTVK-TV
DENVER	KMGH-TV
SACRAMENTO	KCRA-TV
PITTSBURGH	WTAE-TV
ORLANDO	WFTV-TV
ST. LOUIS	KSDK-TV
PORTLAND, OR	KGW-TV
BALTIMORE	WBAL-TV



WE'RE
CELEBRATING
THE NEW YEAR!

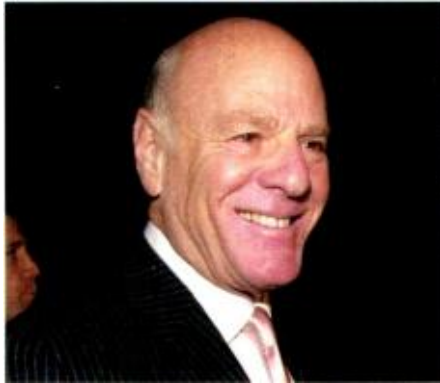
Top of the Week January 1, 2001

BARRY'S RAINBOW Diller is emerging as likely new owner of AMC. » 5

FCC TACKLES ITV In wake of AOL Time Warner deal, FCC mulls rules for interactive TV on cable, satellite » 6

FAMILY VALUE Saban wants Murdoch to buy him out of Fox Family, but they can't agree on how much it's worth. » 10

SURVIVOR OF THE FITTEST CBS will pit *Survivor II* against NBC's *Friends*, while rival networks roll out their latest reality hopefuls. » 11



USA's Barry Diller is now chasing Rainbow.



Temptation Island: Fox's reality

RECESS FOR NESS Clinton makes good on his promise to extend her FCC stay. » 11

OVEREXTENDED OVERBUILDER RCN is scaling back in face of financial problems. » 20

ANOTHER HANG UP For AT&T, Y2K was a year to forget. As December ended, the FCC chatted it, and Armstrong cut the dividend. » 21

Programming

Luck must change After *Howie* and *Dr. Laura*, CBS stations think they're due for an afternoon syndication winner. » 34

USA still No. 1 But like other entertainment cable nets, viewership is slipping. » 35

Getting antsy Two-fifths of TV news producers say there must be a better way. » 37

Business

Joining the club Time Warner concedes that the softening advertising market is depressing its earnings too. » 42

Advertising

Together again VNU's \$2.3 billion buy of ACNielsen reunites the consumer-research firm with Nielsen Media Research. » 45

Washington

FCC squabble Kids advocates and programmers argue over children's TV requirements for digital broadcasters. » 46

LPFM Lite Yes, there will be low-power FM, but less than Kennard would have liked. » 47

Interactive Media

Direct response Net Talk Interactive looks to CueCat to hook viewers up to ads » 48

Technology

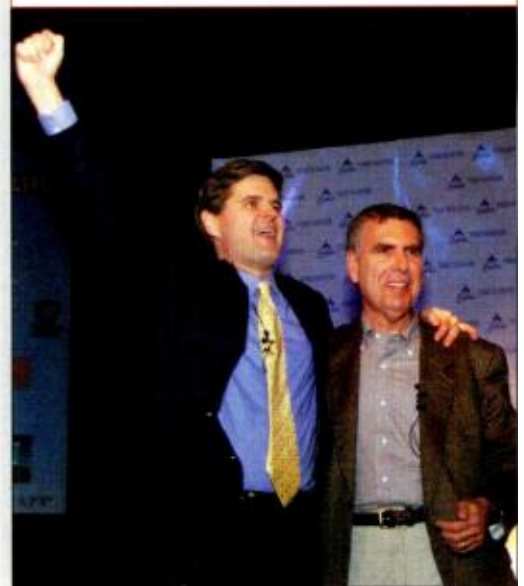
More HDTV teed up CBS to broadcast Sony Open golf tournament in high def. » 52

Patent fight ACTV claims Disney is using its technology for Internet-TV services. » 52

COVER STORY

01/01/01: WHERE THINGS STAND NOW

Millennium madness? AOL's Steve Case and Time Warner's Gerald Levin lead our survey of people and mergers to watch. » 22



Bednarski's Column	32
B&C Eye	4
Broadcast Ratings	40
Cable Ratings	39
Changing Hands	43
Classifieds	62
Common Ground	50
Datebook	55
Editorials	70
Facetime	56
Fates & Fortunes	57
Fifth Estater	59
Financial Wrap-Up	21
Station Break	38
Syndication Ratings	41
Two Cents	69



Pat Bullard will host Pearson's Card Sharks.

PROGRAMMING

And Dice, too

Pearson Television North America, the distributors of *Baywatch Hawaii*, will have a lot to talk about at NATPE later this month.

The company is bringing back the classic game show *Card Sharks* with Pat Bullard. In addition, it will offer two action hours, *Colosseum* with Andrew Dice Clay and *Lean Angle* with former soap star Antonio Sabato Jr. In *Colosseum*, Dice Clay plays a fight promoter who goes back in time and ends up arranging gladiator matches. *Lean Angle* features Sabato as a motorcycle racer who is forced to rear his slain brother's children.

BC EYE

DIGITAL TV

HDTV Blue

ABC will air *NYPD Blue* in high definition when it returns to the schedule this month, sources say. For ABC, it's a step forward on that front after a step back earlier this season when it stopped broadcasting *Monday Night Football* in high def after Panasonic backed out as the sponsor. That left the network with just a handful of movies and a few episodes of *The Wonderful World of Disney* in high def. *Blue* will be the network's first regularly scheduled drama in HDTV.



WINDJAMMING

But does it have a glowing wake?

Sportvision's latest project may be a car-tracking system for Nascar coverage. But Sportvision Chief Technology Officer Stan Honey is currently focused on a slightly bigger racecourse. Honey, a world-class sailor, was due to embark from Barcelona on New Year's Eve in *The Race*, an around-the-world yacht race. The lead inventor of the glowing hockey puck and the virtual first-down line has taken a leave of absence to navigate the 120-foot pre-race favorite *Playstation*.

WOOD, IF HE COULD

Pat Wood may be joining the FCC after all. The Texas Public Utility Commission chairman was once thought a candidate to run the agency, but his chances dimmed after it became apparent Commissioner Michael Powell would get first crack. Then Wood appeared to be a candidate to head the Federal Energy Regulatory Commission, but his prospects there also dimmed as another incumbent Republican, FERC Commissioner Curt Herbert, became front runner.

Although Wood, who has close ties to incoming-President Bush, is said to be angling to run some other agency, he is also leading the list to take the seat that will open when current FCC Chairman

William Kennard leaves at the end of the Clinton administration. Said seat will go Republican.

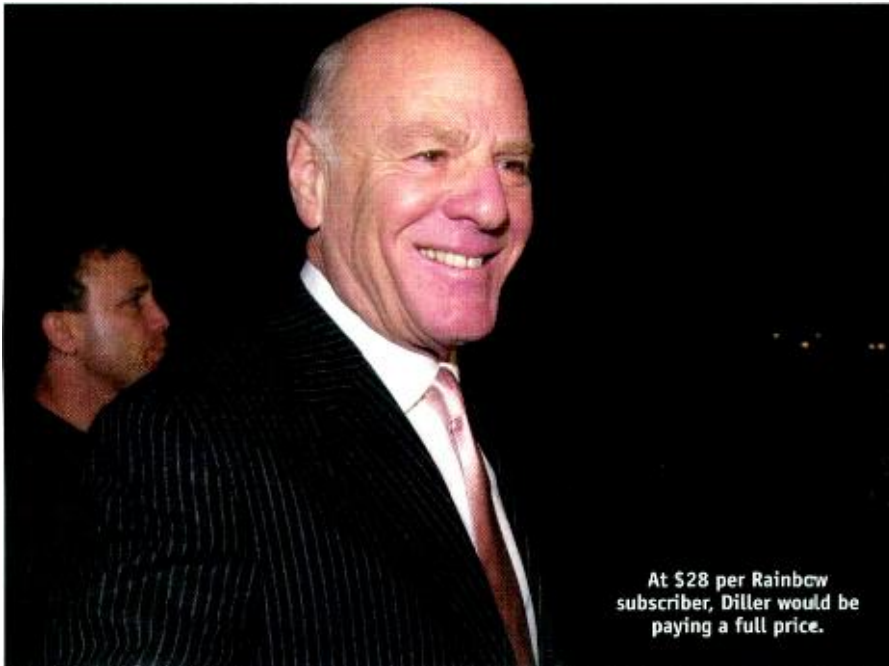
Prospects are also surfacing for chief of the National Telecommunications and Information Administration. They include Paul Misener, Amazon.com lobbyist; former aide to FCC Commissioner Harold Furchtgott-Roth, and former Intel lobbyist. Also in the mix is current NTIA chief Greg Rhode, a Democrat who could provide a smooth transition for the Bush team and get it points for inclusion. An even more surprising name being dropped is former Senate Commerce Committee Chairman Larry Pressler, who lost his reelection bid in 1998.

WILEYWORLD

Clients of Wiley, Rein & Fielding, the powerhouse law firm run by former FCC Chairman Richard Wiley, have never had trouble gaining access to telcom policymakers. But a Bush administration will almost certainly give them even more opportunity to bend the ears of administration officials. Wiley is advising the Bush team on telcom picks. What's more, Wiley acolytes are also playing key roles in the transition team. For instance, former Wiley, Rein attorney Kevin Martin, who has spent the past two years as the Bush campaign's deputy general counsel, is coordinating telcom appointments. And NTIA candidate Paul Misener twice worked at Wiley, Rein.

Diller under the Rainbow

Bid for \$4.2 billion could give the USA Networks mogul a much larger cable palette



At \$28 per Rainbow subscriber, Diller would be paying a full price.

By John M. Higgins

After years of courting Cablevision Systems Corp. Chairman Chuck Dolan, Barry Diller may start 2001 with a prize: ownership of Rainbow Media's entertainment networks.

Industry executives said that Diller's USA Networks Inc. is in the final stages of negotiations for Rainbow, offering \$4.2 billion for the operation, or an average of \$28 per subscriber. Though the companies have generally concurred on price, they are still working out what blend of cash, USA stock and assumed debt USA Networks will cough up.

That's tenuous territory in any deal, but especially so with Dolan, who is widely regarded as a difficult negotiator who often bumps up his asking price in the midst of negotiations. "With Chuck it's always 50-50 until he actually cashes the check," said one cable executive familiar with the talks. The

executives also said that another bidder pushed to the sidelines may reappear.

A deal would significantly enlarge Diller's cable network portfolio, giving him control over American Movie Classics and its women-targeted spin-off, WE (which until recently was called Romance Classics); plus artsy channel Bravo and movie net Independent Film Channel.

Although none of those make an obvious fit with Diller's USA Network, Sci-Fi Channel and Home Shopping Network, Diller has sought to buy parts of Rainbow for more than two years.

Diller contends that arts programming has been neglected or executed poorly and that he can carve a niche. Frustrated in buying Bravo, Diller last year acquired startup digital cable network Trio from the Canadian Broadcasting Co. and a partner. He had been planning to use that channel as a pop-entertainment platform.

Spokesmen for Rainbow and USA would not comment on Diller's offer.

Other suitors for the networks include Viacom, Comcast and MGM, but all were on the sidelines last week, the executives said.

"That's a big number," said an executive of one media company that had studied Rainbow. At \$4.2 billion, USA would be paying a huge 24-26 times estimated running-rate cash flow.

USA could handle the price. Its \$1.3 billion sale of its TV stations to Univision last month should give USA Networks \$900 million or so after taxes. The company is debt-free and could readily handle at least another \$3 billion against its existing operations, plus borrow against Rainbow.

Dolan and his son, Cablevision President James Dolan, put Rainbow on the auction block after BET Holdings scored a \$2.9 billion takeover deal from Viacom. The Dolans have for five years been planning to simply create a tracking stock around Rainbow and were scheduled to finalize that deal in November. But watching BET get 22 times cash flow prompted the Dolans to test the waters for a sale. ■

A Rainbow's hues

Network	Launched	Subscribers (in millions)
AMC	1984	67.0
Bravo	1980	40.1
IFC	1994	11.5
WE	1997	19.4

Source: BROADCASTING & CABLE Research

IN BRIEF

COMCAST-DISNEY DEAL

Comcast late last week reached a multiyear retransmission agreement with Disney, according to a Comcast executive. After laboring under contract extensions for two days shy of a year, Disney granted retransmission of its owned-and-operated ABC station signals in exchange for carriage of Toon Disney, SoapNet, and Disney Channel.

The Comcast executive said Disney acquiesced to more limited carriage for SoapNet and Toon Disney and a lower license fee for Disney Channel than it was originally demanding. Comcast, in turn, agreed to widely distribute Disney Channel as a basic network, one of the sticking points that caused Time Warner to cut off Disney-owned ABC signals in major cities last May.

Time Warner ended up paying 70 cents per subscriber for the Disney Channel instead of getting a premium fee split. Out of about 70 million Disney Channel households, only some 500,000 remain premium.

PAPPAS BUILDING TV STATION NEAR L.A.

Harry J. Pappas says he is ready to build KIDN-TV Avalon, Calif., which will plant his new Azteca America in the nation's largest Hispanic market: nearby Los Angeles. He has received FCC approval for an analog station; approval was previously for digital only. Azteca America also is buying stations, including WSAH-TV Bridgeport, Conn./New York and KUSK-TV Prescott/Phoenix, Ariz. So far between them, Pappas and Azteca America network own, are buying, or plan to build TV stations in five more of Nielsen's top 10 Hispanic markets.

FCC tackles interactive

Wants to know if FTC's AOL-TV rules should be the standard

By Bill McConnell and Paige Albinak

Interactive television is more idea than reality, but the hazy future of two-way TV isn't stopping regulators from trying to prevent cable operators from one day dominating the business.

The FCC plans to launch a rulemaking in the next few weeks that would prevent cable systems from interfering with interactive TV services of unaffiliated programmers.

Although few people have access to the service today, believers say ITV eventually will revolutionize television by letting viewers have on-screen Internet access, weather reports, sports scores and news stories at the click of a remote. Many expect marketers to flock to the service too, because TV shows and advertisements can be embedded with links for merchandising tie-ins and product purchasing.

The agency's effort to craft an industrywide proposal comes three weeks after the Federal Trade Commission included interactive-TV restrictions among a set of sweeping conditions needed for its approval of the America Online-Time Warner merger. The FCC rulemaking also confirms the cable industry's biggest fear regarding that merger: that the merger conditions, particularly interactive TV and open access for Internet service providers, will become models that all cable companies will eventually have to follow.

The FTC order forbids AOL-Time Warner from interfering with interactive triggers or content carried by non-affiliated Internet providers or programmers.

The FCC will ask for input on whether that restriction should apply to all multi-channel carriers. There must still be two rounds of public comment on the proposal, but ITV rules could be in place within the

year. The FCC, incidentally, is also conducting its own review of the AOL-Time Warner deal and is expected to rule in early January. The FCC's conditions, however, are expected to include only opening up AOL's instant-messaging service.

It's unclear, however, whether the Republican-led commission that will be in place after George W. Bush's inauguration will follow through with a proposal drafted by current Democratic Chairman William Kennard.

Sources say the proposal being drafted under Kennard's team also may consider broader interactive-TV restrictions, such as whether cable companies should be barred from favoring their content by

It's unclear whether a Republican-led FCC will follow through with a proposal drafted by Democratic Chairman William Kennard.

caching it on local servers across the country or transmitting it at higher data rates than unaffiliated services. By making their own content easier to access than competitors, cable companies can give their business an unfair boost, cable's critics say.

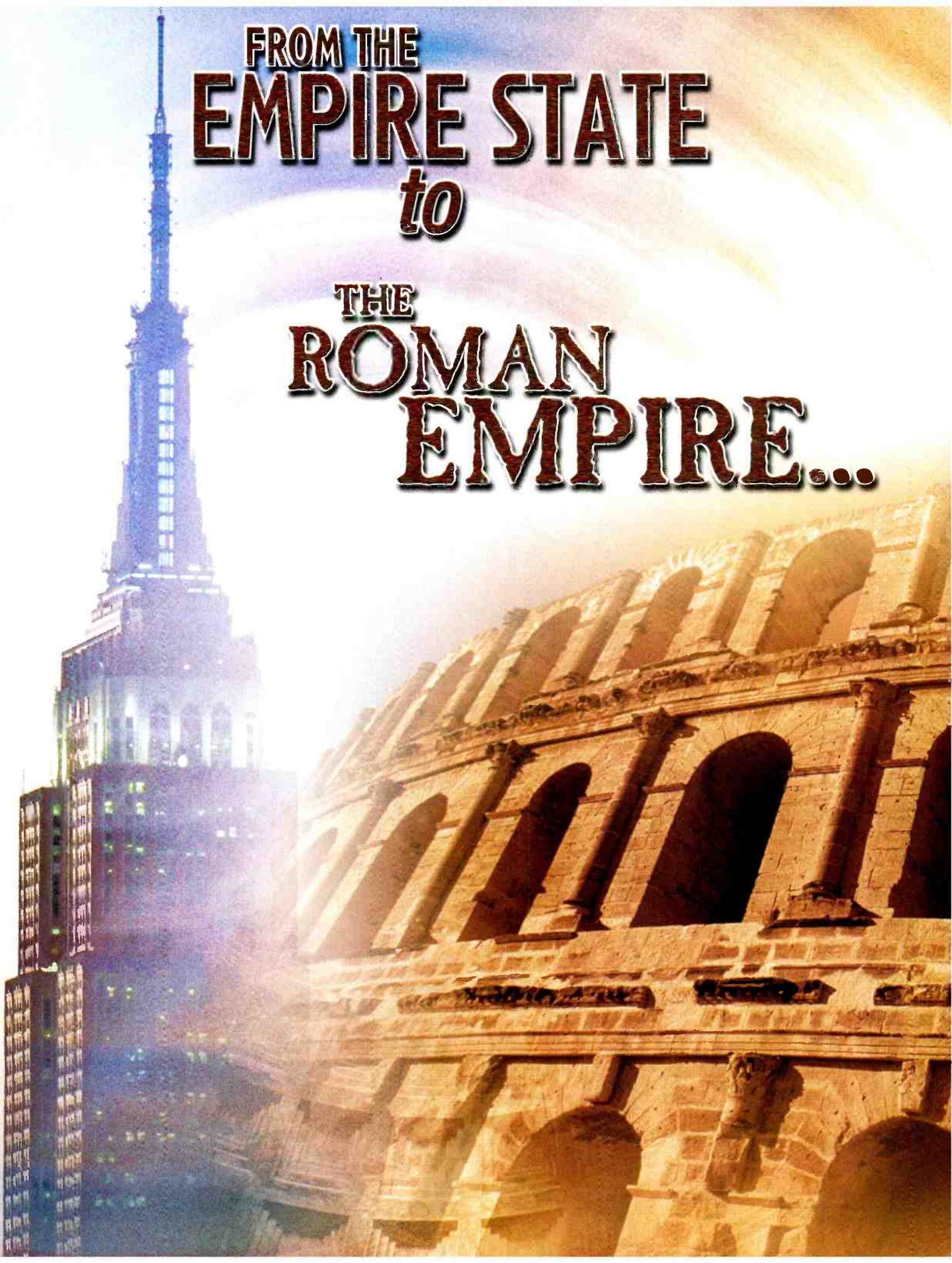
"ITV is taking on the architectural dimension of traditional cable television, that is to say tightly controlled and homogenous," says Jeffrey Chester, executive director of the Center for Media Education.

Cable industry officials argue that the FCC's effort is premature. "The FCC has to be careful about moving too rapidly to regulate an industry before it really exists and interactive TV falls into that category," says David Beckwith, spokesman for the National Cable Television Association. "They also have to be careful to make sure their actions respond to real problems and are not simply a response to companies seeking an advantage in the marketplace."

Beckwith's complaint was a thinly veiled jab at Disney, which lobbied hard for the AOL-Time Warner ITV conditions. ■

FROM THE
EMPIRE STATE
to

THE
ROMAN
EMPIRE...



COLOS



Starring Andrew Dice Clay

SSSEUM

He's Back in Time.

Now, It's Standing Room Only in
The Greatest Arena

The World Has Ever Known.

If He Can Make It There, He Can Make It Anywhere!

New York: (212) 541-2800 Los Angeles: (310) 255-4700

Chicago: (312) 444-2063 Nashville: (615) 354-1782

Produced & Distributed by:



www.pearsonstv.com

IN BRIEF

VIACOM FILES TO SELL \$5B IN SECURITIES

Viacom filed a prospectus last week with the SEC to sell up to \$5 billion worth of securities. Known as a shelf registration, the company said the securities, a variety of stocks and bonds, would be used to pay down previous financing, as well as for general corporate purposes and capital expenditures. Wall Street sources said the filing was routine but that it could signal the company's interest in future acquisitions.

WCCO PRE-EMPTS 6 PM NEWS FOR RELIGION

CBS-owned WCCO-TV Minneapolis pre-empted its half-hour 6 p.m. newscast Dec. 26—along with *Wheel of Fortune*—in order to run a paid religious special, *Who Is This Jesus*, produced by Coral Ridge Ministries. The ministry purchased time on stations on several networks nationwide, including a lucrative group buy for the CBS group, most of which apparently ran the special the day after Christmas in the access hour, with more airings planned for Dec. 30 and 31. Wcco General manager Jan McDaniel said she was unaware of any consternation within the station staff.

'MNF' KICKS ABC UP TO NO. 1 IN NIELSENS

Boosted by a strong *Monday Night Football* game and *Who Wants to Be a Millionaire?*, ABC won the week of Dec. 18-24 in adults 18-49 and in total viewers. ABC averaged 11.8 million viewers and a 4.2 rating/13 share in adults 18-49, said Nielsen Media Research. ABC beat CBS (9.6 million) in total viewers by 23% and beat Fox (3.4/10) and NBC (3.4/10) by 24% in adults 18-49.

Saban: A \$6B dream

By Steve McClellan

Is Fox Family Worldwide worth \$6 billion? Probably not, but that's the price Haim Saban was throwing around even before negotiations began between him and Fox Broadcasting to buy him out.

Saban, chairman and chief executive officer of Fox Family, last month exercised his right, known as a put option, to require News Corp.'s Fox to buy out his 49.5% stake in Fox Family. Terms require News Corp. to pay cash.

News Corp. was notified Dec. 21 of Saban's decision, but had hoped to talk him out of it. Saban already agreed to extend once.

Rupert Murdoch's News Corp. already has one big acquisition to digest—Chris-Craft, for \$5.4 billion. And it's considering a far bigger one: DirecTV parent Hughes Electronics, expected to go for more than \$40 billion.

Now Saban and Fox have to come to terms

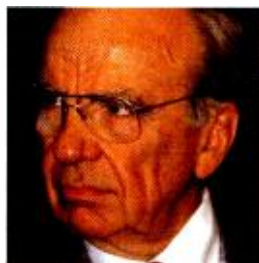
on a price for Fox Family. Saban believes Fox Family Worldwide is worth \$6 billion. After \$2 billion in debt is subtracted, Saban's stake would be about \$2 billion. According to the terms of their agreement, both sides have hired investment bankers to come up with formal valuations of the company.

Saban has hired Morgan Stanley; News Corp. has hired Bear Stearns. They have until Jan. 31 to come up with valuations. If the numbers are within 10% of each other, the average of the two will be taken. If not, another banker will be hired to come up with a third valuation.

Fox sources weren't offering estimates last week on what they

think the value of Fox Family is, but one insider said it wouldn't be a great surprise if a third banker, or even fourth, is eventually called in.

Sources say Fox is looking for a new partner. Currently, Saban and Fox own 49.5% of Fox Family, while Allen & Co. owns 1%. ■



Rupert Murdoch's Fox Family in buyout battle.

CTTD makes its picks

By Susanne Ault

After floating trial balloons, Columbia TriStar Television Distribution's NATPE plans are firming up: It's bringing a reality strip and a game show to the first-run syndication marketplace for fall 2001.

Shipmates, described as *Blind Date* goes sailing on a Carnival Cruise line, and Donny Osmond-hosted *Pyramid*, a \$100,000 version of the classic \$25,000 *Pyramid* format will be peddled at NATPE, sources say.

CTTD also will be searching for a cable buyer of its current weekly syndicated brawl-fest *Battledome*—likely candidates are TNN and TBS, looking for companions for their respective World Wrestling Federation and World Championship Wrestling franchises.

The half-hour *Shipmates*, executive produced by veteran reality team Bob Young and

John Tomlin (*Inside Edition*, *American Journal*), will follow the romantic escapades of ten singles sent on a cruise for a three-day first date. Carnival will pony up promotional money. The show is positioned primarily as a late-night effort, and is along the lines of Fox network's upcoming *Temptation Island*.

"It just has the successful elements of a good TV show—romance and conflict," says a source familiar with the project.

In CTTD's half-hour *Pyramid*, Donny Osmond (of canceled talk show *Donny & Marie*) gets a second chance in syndication. CTTD is also trying to sell a \$1 million network version of *Pyramid*, also to star Osmond. As for the syndicated *Pyramid*, it will have a new look but keep \$25,000 *Pyramid's* premise of two contestants competing against each other, pairing up with celebrity partners. ■

Reality's new wave

'Survivor II' to Thursdays, and three other nets slot Jan. debuts

By Joe Schlosser

Reality marches on. This month, four new weekly reality series will get going, including the follow-up to this summer's CBS phenomenon *Survivor*. ABC will be the first out the gate, Tuesday, Jan. 9, with *The Mole*, a weekly series that follows ten people through four countries in search of a saboteur among them.

A day later at Fox, the first of a potential slew of weekly reality projects debuts with a sexy *Temptation Island*. Four unmarried, but "committed" couples are plopped on an island with 30 single men and women and tempted to cheat on their mate. The WB, which had resisted the reality craze, gets into the act on Jan. 12 with *Pop Stars*—a female version of last season's ABC series *Making The Band*. Five "real" teen-age girls form a pop band; the series follows them all the way through their first concert.

The big piece is *Survivor: The Australian Outback*, which gets under way after the Super Bowl on Jan. 28, and then, somewhat surprisingly, plays every week on Thursdays against NBC's *Friends*. The second installment of the most-watched summer series in TV history will follow a new group of 16 contestants, in 13 episodes.

"I think we all learned a lesson with the game show craze last year—that it's not always easy to imitate something that's successful," says CBS Senior Vice President Kelly Kahl. "And over the next few weeks there are a number of imitations coming out that are like *Survivor* in some form. As they say, imitation is the sincerest form of flattery. We'll find out how they do and we do."

The original *Survivor* ran on Wednesday nights last summer and some rival network executives believed the follow-up would wind up there too. CBS chose to fix its struggling Thursday



One of these adventurers is an impostor, and ABC's *The Mole* is about finding out who.

nights instead.

"It's not really about trying to tear down *Friends*. It's really an attempt to improve our own performance," says Kahl. "We have had a decent season so far, but right now Thursday night is really just dragging us down."

Kahl says CBS programming mavens will meet early this month to decide the rest of CBS' Thursday night lineup. But it appears the network is considering moving freshman hit drama *C.S.I.* from Fridays to Thursdays and also launch its new David Milch (*NYPD Blue*) drama *Big*

Apple behind *Survivor*.

Meanwhile ABC is hoping *The Mole* can do for it what *Survivor* did for CBS. The nine-week series, based on a Belgian-format, features 10 players who need to find out who the "mole" is among them. At the end of each episode, the group is given a quiz on the mole's identity; the player with the least information is ousted. The last person standing can win up to \$1 million.

"In all of these other reality shows, it's a popularity contest and you are watching to see who wins," says Scott Stone, executive producer for Stone Stanley Entertainment. "The winner in *The Mole* is almost secondary to the who-done-it."

Stone Stanley Entertainment is also behind The WB's *Pop Stars*, a half-hour weekly series airing for 13 weeks, and culminating in a live concert.

Fox is hoping to use *Temptation Island*, which is produced by Rocket Science Laboratories, as a Wednesday night "bridge" between the middle of January and the start of March. By then, Fox will be able to launch at least one new comedy—*The Tick* and *The College Experience* are being readied. Also waiting on the Fox reality deck are *Love Cruise* and *Boot Camp*. ■

RCN takes step back

Despite overbuilder's drastic paring, losses accelerate

By John M. Higgins

RCN Corp. may be sharply curtailing its plans to overbuild cable operators and telcos, but that's far from the end of the company's problems.

The aggressive overbuilder of cable and telephone companies is in the midst of a dramatic retrenchment, paring is plans to jump into new markets to curtail capital spending and conserve precious cash. The Princeton, N.J.-based company will stop skipping around the country

looking for new markets and will focus on areas already under construction, including New York, Boston, Washington, Philadelphia, San Francisco and Chicago.

That means capital spending will run \$700 million-\$775 million, half of what the company had been predicting. That also means that instead of passing 3 million homes at the end of next year, RCN will only pass 1.8 million. Instead of passing 8 million homes in 2009, RCN plans



Pete's funny, intense, quirky, a little neurotic (okay, okay)

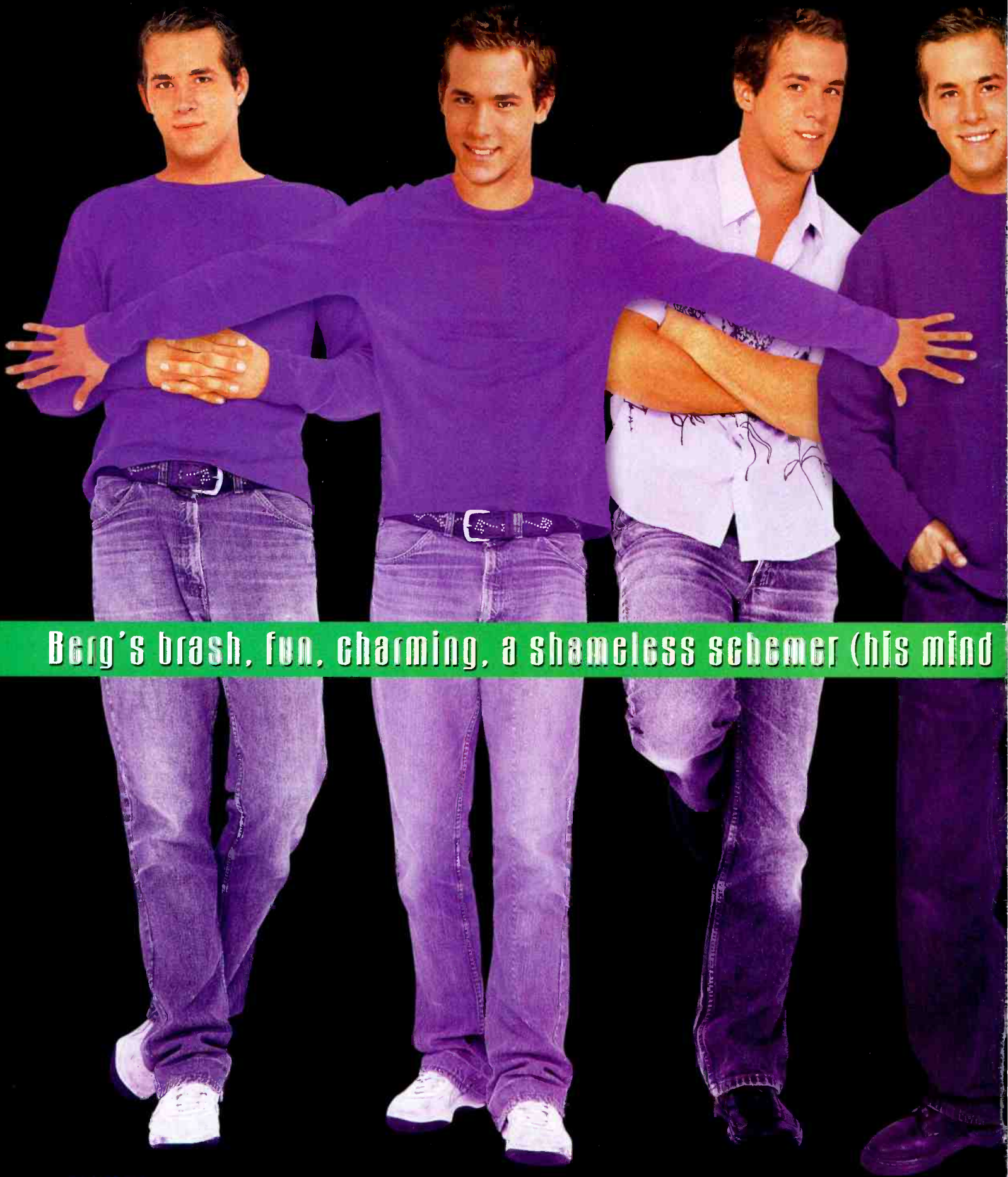




very neurotic) and... going into syndication. Get Him!

two guys | and a girl





Berg's brash, fun, charming, a shameless schemer (his mind)





is a danger zone) and... going into syndication. Get Him!

two guys | and a girl





Sharon's smart, feisty, witty, incredibly beautiful (she's got the cutest





dimples... (but we digress) and... going into syndication. Get Her!

two guys | and a girl





Sexy, hilarious, charming, feisty, shameless and kinda...



naughty (in a neurotic, brash and beautiful sorta way!)

AVAILABLE FALL 2001

two guys | and a girl



only to pass 4 million.

Because RCN raised equity and debt aggressively when the capital markets loved telecom startups, RCN has lots of cash. Chairman David McCourt said that at the end of next year he will have about \$500 million in cash and bank lines for another \$500 million. "2001 is all about controlled growth," McCourt said. "We're in a position of leadership because of our balance sheet."

But rather than rallying behind RCN's restraint, investors are alarmed over numbers McCourt isn't touting. Despite chopping its expansion plans roughly in half, RCN's operating losses are accelerating rather than shrinking. Before the cutback, analysts were expecting RCN's negative cash flow to

'2001 is all about controlled growth.'

—David McCourt

total \$200 million-\$250 million. McCourt now says operating losses should surge to \$350 million.

This is all bad news, said Merrill Lynch media bond analyst Oren Cohen. "They don't seem to have control over their expenses," Cohen said. "As you scale back and attack your more mature markets, your cash flow losses should go down not up."

At the same time, there will be far fewer potential customers to support the company's debt load. Even if the company is a successful in securing subscribers, its \$2.4 billion in debt will come to

\$5,000 per subscriber. That's more than double the debt load of the most scarily leveraged cable operator, Adelphia Communications. At a towering 10 times cash flow, Adelphia's \$10.7 billion in debt comes to \$1,900 per subscriber.

Even if cable system values hold up, RCN has very little margin for error. The best conventional cable systems, the ones with proven cash flows and local monopolies, sold for \$5,500 per subscriber at the very top of the market. There's no assurance that even a successful overbuilder's systems would sell for that much.

So investors have hammered the company's stock down 50% to \$6.25 since news of the cutbacks broke. Some RCN bonds are trading at about 50 cents on the dollar and yielding interest rates of 20%-plus. ■

Ness gets the nod

FCC commissioner's term extended with recess appointment

By Paige Albiniaik

The White House granted FCC Commissioner Susan Ness an early Christmas present: her long-awaited recess appointment.

"I am honored that President Clinton has appointed me to serve a recess term at the FCC," said Ness.

How long Ness will get to continue remains to be seen. Recess appointments are temporary assignments permitted only when Congress is not in session. Intended to prevent critical government posts from going vacant, presidents often use them to fill a wide-variety of pending nominations that Congress ignores or refuses to consider. A recess appointee may keep a post for up to a year or until a permanent successor is confirmed.

So, as soon as George W. Bush is inaugurated, he could send the Senate a recommendation for her replacement, said Mark Buse, senior counsel for the Senate Commerce Committee, through which

all FCC nominations must pass.

But it's unlikely the new administration will get around to filling the post very quickly. And, if her lobbying skills continue unabated, she may persuade the Bush Administration to let her stay on for another five-year-term as one of the FCC's two Democratic commissioners.

Observers say that's a long-shot, but it wouldn't be the first time Ness has defied conventional wisdom.

In fact, many lobbyists had written her political obituary after the Senate ignored her July 1999 nomination to a second full term and as the White House remained silent during the waning days of the session about Clinton's promise to give her a recess appointment if Congress failed to act.

As for Ness' prospects to another full term, going against her is the long-standing opposition of Senate Commerce Committee Chairman John McCain (R-Ariz.), who says FCC commissioners shouldn't get second terms. She also may have turned off many



Democrat Susan Ness could serve through 2001, unless George Bush steps in.

on the Hill by her behind-the-scenes, but aggressive lobbying effort to keep her job. Finally, she no longer has a powerful political patron, now that first lady Hillary Clinton is leaving the White House for a freshman Senate post.

But Ness also has important things going for her as well. She's worked hard at the job and is well regarded for her knowledge of telecommunications issues, and she can be an effective leader. Most notably she worked out a compromise between the warring industries over digital-TV standards. Also, Hillary Clinton, the Senator-elect, is a good to have in your corner. ■

FINANCIAL WRAP-UP

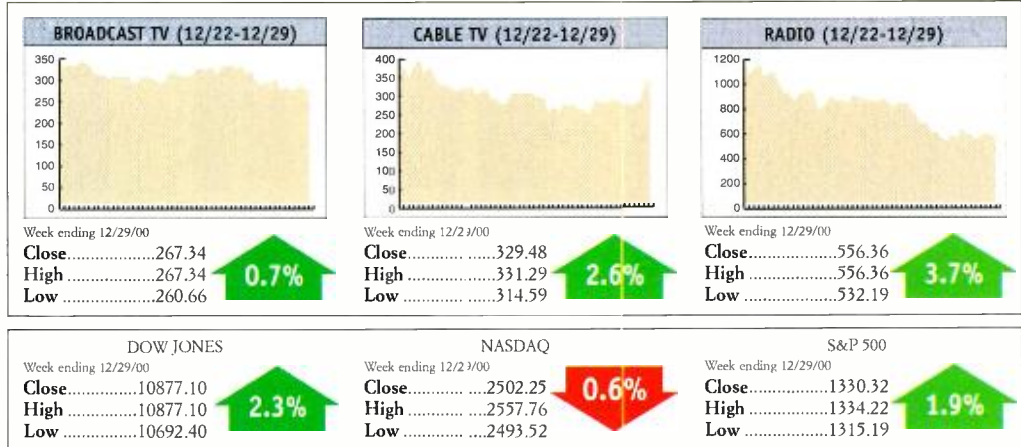
Week of December 24 - 29

WINNERS

	12/29	% change
Liberty Satellite	\$3.25	52.94
Mediacom Comm	\$17.00	38.78
Adelphia Comm	\$50.44	18.85
Motorola	\$20.50	17.14
Entercom Comm	\$30.44	16.25

LOSERS

	12/29	% change
Classic Comm	\$1.75	(28.21)
Playboy	\$9.69	(10.92)
Time Warner	\$51.55	(10.35)
Young Bcst.	\$31.69	(8.65)
Granite Bcst.	\$1.00	(5.88)



More bad news for AT&T

Grim financial forecast leads to slashing dividend 83%

By John M. Higgins

It was all coal-filled stockings at AT&T over the holidays as the company and its shareholders were buffeted by repeated rounds of bad news, including yet another gloomy financial forecast, a rebuke from the FCC and a 83% reduction in the sacred dividend.

The telephone company revised its expectations for the fourth quarter ended Dec. 31, saying that revenue growth would only total 2.5%-3%, down from the company's already-meager expectation of 4%-5% growth. For now the problem is not at the company's cable unit, where cash flow has been sinking for two years but revenues growth is expected to total 11% for the quarter.

AT&T got rapped by the FCC over its failure to fully comply with the consent decree that permitted the telco to buy MediaOne Group in September. To comply with limits on ownership of cable systems, AT&T had to divest either its 26% stake in Time Warner Entertainment or AT&T tracking stock subsidiary Liberty Media Corp., which holds a stake in TWE parent Time Warner Inc. AT&T has said

it plans to spin off Liberty, but only if it gets a favorable tax ruling.

The FCC countered that it wanted a firm decision and ordered AT&T to sell the TWE stake, which could prompt a fire sale that would depress the price.

The more immediate snag is at the

company's business-services unit, where revenue is pretty much flat for the quarter, worse than expected. Too bad. The business services unit was supposed to be a growth center offsetting revenue weakness in the hotly competitive, deteriorating consumer long-distance sector. ■

Nets beat drug rap

By Elizabeth A. Rathbun

While cautioning the networks to be more careful, the FCC has declined to sanction them for failing to disclose federally encouraged antidrug messages in scripts.

Sanctions were requested by the National Organization for the Reform of Marijuana Laws (NORML), which contended that agreements between the White House's Office of National Drug Control Policy and the Big Four networks and The WB constituted unpublicized compensation.

Cries of government censorship arose when the agreements were disclosed last January. Two years earlier—in a congressionally required practice that the FCC says

is still ongoing—the networks started donating matching PSA time for every ad bought by the federal drug office. But the networks were also granted PSA credit for shows that carried antidrug messages. That freed them to sell time that otherwise would have gone for PSAs.

"While the networks actually received consideration for the broadcast" of antidrug messages—thus requiring sponsorship identification—it's hard to come down hard in this case because, the FCC said, it cannot be determined if the networks were paid or promised compensation at the time a show with an antidrug message first aired.

But when it comes to reruns, the FCC warned, "sponsorship identification is required." ■

WHERE

By the BROADCASTING & CABLE staff

In times like these, Paul Harvey once reminded us, "it helps to recall there have always been times like these."

Of course, Harvey said that before it took five weeks for Americans to find out who the new president would be. He said it before CBS and NBC essentially bought themselves second broadcast networks, or one radio group owned more than 1,000 stations. He said it before professional wrestling was the pivotal content that pointed toward one network's rejuvenation and another another's hasty remodeling.

Today, BROADCASTING & CABLE takes a look at some of the issues that shaped 2000 and whose impact will continue into the new millennium that really begins, apropos the digital age, on 01/01/01.

■ BUSINESS

Consolidation nation: The CBS-Viacom melding (\$36 billion) became a done deal in 2000. Then Viacom took on UPN and BET, and NBC got together with Pax.

In radio, the \$23.8 billion Clear Channel/AMFM deal gave Clear Channel more than a thousand radio stations. To put that into perspective, it was considered a major deregulatory victory in the mid-1980s when the radio station limit was raised to 14.

AT&T-Media One (\$69 billion) continued to run the government gauntlet in a dispute over which assets it would have to divest to get under the 30% cap on cable subs. AOL-Time Warner (\$180 billion, give or take a B), meanwhile, finally got the OK from the Federal Trade Commission, contingent on opening its wires to Internet competitors. It still has yet to pass FCC muster, but that approval is expected any time.

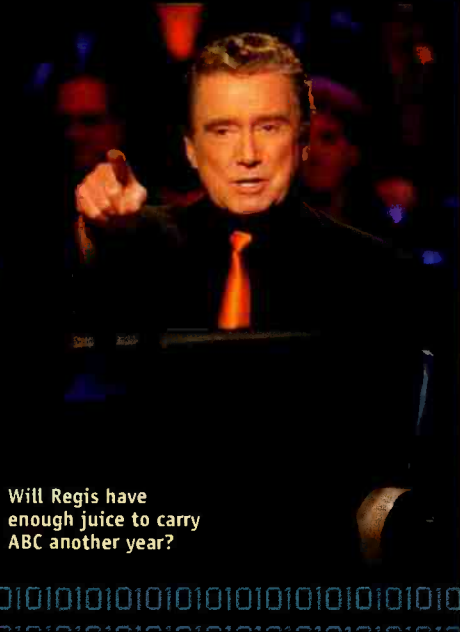
After the FCC in August 1999 relaxed

its ownership rules to allow TV duopolies, everybody expected coupling up would be rampant. But only about 10 companies took advantage of the duopoly opportunity last year, chief among them Univision Communications, which created duopolies in five cities at once by buying Barry Diller's USA Networks stations for \$1.1 billion, and the ever-busy News Corp., which in August paid \$5.3 billion for Chris-Craft Industries, landing itself duopolies in four major markets.

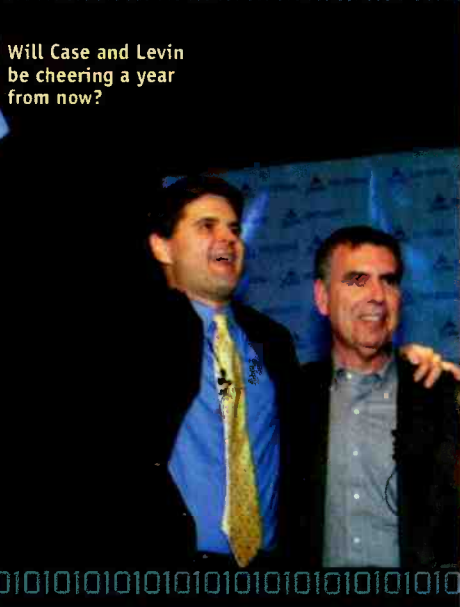
Bottom line: The big got even bigger, but now it's tougher for mega-giants to find new conquests.

The couch potato clique: Keeping it in-house took on a new meaning this year in the network TV game. CBS' prime time lineup in fall 2000 featured 16 shows produced by CBS News, CBS Productions, Viacom or Paramount Television.

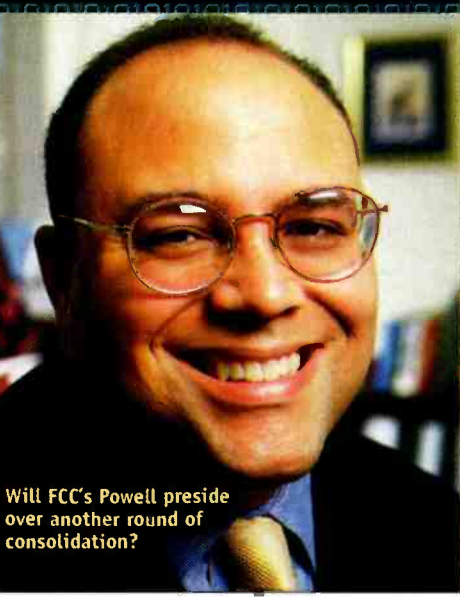
CBS now airs Nickelodeon children's programming on Saturday morning,



Will Regis have enough juice to carry ABC another year?



Will Case and Levin be cheering a year from now?



Will FCC's Powell preside over another round of consolidation?

MTV is producing CBS Sports' Super Bowl halftime show and UPN is airing reruns of MTV's *Celebrity Deathmatch* in prime time.

NBC's miniseries now run on Pax and so do some NBC local news broadcasts, while *Mysterious Ways* is making its way back from Pax, where it sort of had spring training, to NBC.

Across the way at ABC, Buena Vista, Touchstone or Disney had a hand in 13 of the shows/films on the *Millionaire* network's opening-day lineup. Fox's 20th Century Fox studio or co-owned Regency TV studio produced 14 of the 20 shows on the network's original fall lineup. And The WB had seven shows on its not-so-full-plate from co-owned Warner Bros.

Bottom line: Even when they make their

THINGS

own, the networks can't always create a hit. At this rate, feisty independent producer Carsey Werner has plenty of upside.

All who say 'Nay': That would be many broadcast and cable network and industry ad professionals, who saw ad sales turning south right in the fourth quarter but kept saying the first quarter would look better. Maybe yes, maybe no. ABC reported advertisers weren't picking up first-quarter options as briskly as anticipated, but at CBS, buoyed by the Super Bowl and *Survivor II* in January, business is "better today than ever before," crowed Mel Karmazin at a conference last month, while he literally begged for a recession so critics could see how well his and other networks would perform.

Bottom line: Analysts see a sluggish ad

economy. We'd advise Mel to be careful what he wishes for.

A cold wind blows on Wall Street: The collapse of the stock and bond markets clouds all sorts of players. News Corp. is begging players like Microsoft and Liberty for financial support to mount a bid for DirecTV parent Hughes Electronics. A few small cable operators, like Classic Communications, are in financial peril. Cable overbuilders can't raise enough money to build out all their franchises.

The choppy markets will make it tough for companies on the auction block. Sellers always focus on the price they would have fetched at the market's peak. So Hughes parent General Motors sees the \$40 billion valuation the market

offered last summer and Murdoch's potential partners see the \$25 billion market capitalization today.

But even buyers with a long-term view may not be able to finance acceptable bids. Few companies will be willing to use their depressed stock as currency in a deal. And even if the debt markets weren't so stingy, good luck borrowing enough to pay the 17-21 times cash flow a

Rainbow Media will demand when even aggressive lenders won't want you running more than 8 times cash flow.

Bottom line: And good luck to Haim Saban getting enough investment bankers to support his vision of a \$2 billion payday for half the equity in Fox Family Channel.

How will Steve Case impress us?: The America Online chairman has made bold proclamations about his pending takeover of Time Warner, and how it will first generate tremendous financial benefits and then transform both television and the Internet. But, suddenly, revenue prospects are souring for both the old new-media and the new old-media sides of the combined companies. Selling Teen People subscriptions to chat room junkies is swell for a start, but investors and regulators will want to see meatier initiatives.

Despite the regulatory grind that has drawn out the deal's federal review for a year, AOL is widely expected to complete the deal this month. Lord knows, Case won't back out. Without the shelter of Time Warner, AOL stock is likely to follow its 50% drop to the full 90% suffered by even well-heeled Internet giants like Yahoo! and Amazon.

Bottom line: In the unlikely event they do break up, Time Warner is likely to turn around and become a buyer, not a seller.

■ JOURNALISM

We still didn't hear Clarence Thomas: It seemed like familiar ground: TV cameras inside a courtroom where an NFL star is on trial for murder. But unlike the sensa-

STAND



RENEWING FOR

BAYW

MORE PASSION. MOR

Renewed on
CHRIS CRAFT STATIONS
for 2000-2001!

A 3RD SEASON!

BAYWATCH
HAWAII!

THE EDGE. MORE EXTREME.



New York (212) 541-2800
Los Angeles (310) 255-4700
Chicago (312) 444-2063
Nashville (615) 354-1782

Produced & Distributed by



www.baywatch.com
www.pearson.tv.com

tional murder trial of Hall of Famer O.J. Simpson, the televised trial of Carolina Panther Rae Carruth has not set back the cause of cameras in the court.

The good reviews for that trial coverage as well as the considerable attention paid the myriad election proceedings in the camera-friendly state of Florida could have made 2000 a significant comeback year for televising trials. But the U.S. Supreme Court demonstrated traditional antipathy to both modern technology and the public's interest in a landmark case when twice it rejected the entreaties of news organizations seeking to televise the election arguments live to the nation that would have to live by its outcome. The high court's compromise? Quick-release audiotape.

The bottom line: Experts are cheered the high court opened the door a little, but no one is predicting the justices are ready for television yet.

We project a buck being passed: After the election night mess in which all of the news networks predicted Florida for Gore (and that's just for starters), the Voter News Service, funded by all the networks to help call races, is being re-evaluated. Fox News and NBC said they'll exit VNS unless they get good explanations for the snafus. The above networks and ABC also pledged not to "call" a state in the future until all of that state's polls had closed.

Bottom line: The VNS consortium is cheaper than each network staffing a full blown election analysis operation. They'll find a way to fix it.

Live at 11! Angels dancing on the head of a pin!:

Does a station have the right to use without permission exclusive video from a competitor, obtained either

by over-the-air taping or by a news service feed? Are sponsored featured segments ethical? And how far should a news organization go to cooperate with police during a hostage crisis before compromising practice standards? (Not to mention: Should a journalist host a weekly talk show featuring the inmates of Big Brother? CBS' Julie Chen did, to much criticism. And what about altering the background in a news shot to digitally replace a competitor's logo with your own (as CBS did to ring in the new year on Times Square)?

Led by the Radio-Television News Directors Association, news practitioners struggled to keep up in balancing what can be done—in a world driven by technology, consolidation and conglomeration—with what should be done. RTNDA brought two of three tiers of a comprehensive ethics-code rewrite to its annual conference in Minneapolis in September, and continues to work on the practice-oriented third tier.

Bottom line: No document can make ethical issues go away, or provide all the answers.

Operation Tailwind (continued):

In late August, CNN's domestic chief Rick Kaplan, was shown the door as the cable network was reorganized. Kaplan was imported from ABC in 1997 to spruce up the place (and the ratings) but his new *NewsStand* debuted with the controversial (and ultimately retracted) "Operation Tailwind" saga. CNN's journalism probably did improve, but Kaplan's stock didn't (and he wasn't helped by CNN's



TV's burning question: Is Rosie coming back?

inevitable slide as Fox News and MSNBC ate into what was once a cable news monopoly). But his ouster seemed to have as much to do with the AOL Time Warner merger as anything else. Eason Jordan, the new chief news executive, is part of a four-person leadership structure.

Bottom line: You'll see more changes made at CNN, particularly as competitors steal their buzz.

PROGRAMMING

The next big thing? How about dead air?

High-profile 2000 shows like *Dr. Laura* and Cybill Shepherd's *Men Are From Mars, Women Are From Venus* tanked. Plus, a glut of new court shows spread attention spans thin, which hurt the performances of such veteran syndicated shows as *Judge Judy* (her November sweeps 6.8 average was 11% below her marks for the comparable period last year), *People's Court* (1.9, down 24%) and *Judge Mills Lane* (1.7, down 26%). Overall, most syndicated shows continue to lose ground with audiences—in the case of *Dr. Laura*, she got more pickets than viewers because of her extreme ideas about homosexuality. (Most notably, CBS shoved her daytime talk show back to 2 a.m., not a good sign.) These days, it's a godsend to just be able to grab a 2.0 household rating.

Bottom line: Wheel of Fortune and Jeopardy continue to run circles around everybody else.

Rosie roulette: The funny thing about Rosie O'Donnell's well-hyped hints that she's ending her talk show in 2002 is that not many seem to care (maybe because she's threatened so often before). This season, Rosie's ratings are faltering—at last count, she was in seventh-place among all talkers, below her hit status when she



Dr. Laura generated more controversy than viewership.

debuted. O'Donnell recently hopped aboard *McCall's* magazine as an editorial director, and signed up to temporarily star in Broadway's *Suessical*. She seemed serious when she talked to Katie Couric about leaving to spend more quality time with her kids. That's the same reason she took the job. Rosie distributor Warner Bros. declined to comment on contract negotiations.

Bottom line: We ought to know by NATPE.

Women of the world! Fragment!: For the year 2000, Lifetime not only was the most popular women's cable network, it was playing with the um, big boys as cable's fourth most-popular network overall. No wonder then, that Rainbow's Romance Classics is remaking itself into WE: Women's Entertainment. "Martha Stewart will not be on this network," vowed Kate McEnroe, president of AMC Networks. (True. Cindy Crawford is on that network.) Then there was Geraldine Laybourne's Oxygen, still breathing though with only 12 million subscribers, and seemingly that many catty press clippings. Earlier in December, it got \$100 million in new financing—and laid off 10% of its staff and whacked its Internet operations.

Bottom line: May the best women's network win.

Si habla Espanol: Barry Diller, television-deal making's perpetual bridesmaid, sold his USA television station group to Univision for \$1.1 billion, giving the dominant Hispanic broadcaster duopolies in major markets including New York, Chicago, Los Angeles, Miami, Dallas and Houston. Meanwhile, Harry Pappas plans his own jointly owned venture Azteca America, and there's always Telemundo, struggling for a toehold.

Bottom line: Demographic trends

suggest all these players might be right where they ought to be. Television is living la vida local.

The strike plot thickens: Springtime in Hollywood is usually reserved for production of pilots and new development at the major broadcast networks and stu-

dios. But this spring, the TV biz will be in high gear producing shows for the 2001-2002 season in an effort to get programming in before a pair of potentially crippling strikes by the Writer's Guild and Screen Actors Guild.

The people who write and act on Hollywood's major TV series want a bigger piece of the syndication pie, among other things—and the networks/studios, which are facing new economic times say they can't afford to give up their Golden Syndication Goose.

Bottom line: If the unions don't settle, the hard reality for networks (and viewers) is even more reality television

CLIP 'N' SAVE	
IN	OUT
Chapter 11s	VC's
Powell	Kennard
Product placement	Public interest
Odyssey	Oxygen
Business plans	Stock options
Bill O'Reilly	Larry King
Two sources	Voter News Service
Megamedia	Joel Klein
Amos Hostetter	Dan Somers
8-VSB	COFDM
Bartlett	Clinton
Ananda	Rosie
<i>Temptation Island</i>	<i>Survivor</i>
Univision	Indies
Dating shows	Judge shows
Lynne Cheney	Tipper Gore
VOD	PVR
Satellite radio	Web radio
TV-newspaper combos	Duopolies
EPGs	IP telephony
XFL	NBA
Centralcasting	Stand-alone stations
Niche networks	TNT/TBS/USA/TNN
HDTV	Datacasting
Sen. Lieberman	VP Lieberman
Digital cable	DBS
Copyright is king	Content is king
Larry David	Michael Richards
Reverse compensation	Compensation
Hiring freezes	New media initiatives
Lachlan	Haim
The new	The old

NEW MEDIA

Knock, knock. Who's there? The competition: The issue of whether and how cable operators should be required to open their high-speed networks to competing Internet service providers is being played out on several fronts. Access advocates are looking at the conditions imposed on Time Warner-AOL (one competitor now, two soon after) as a model for the future, while the NCTA says marketplace forces will remake that model for each new and different deal.

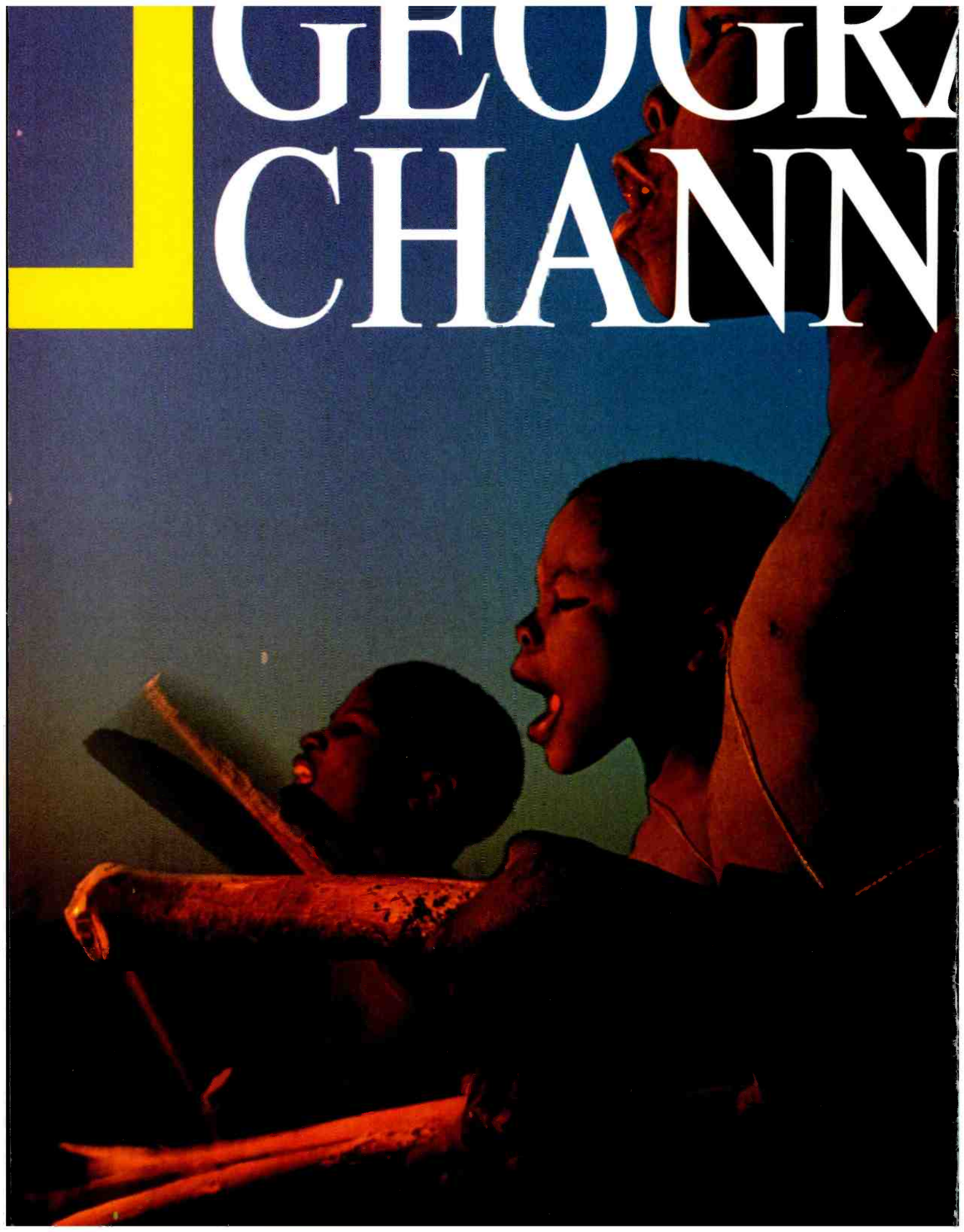
On the local front, NCTA says at least 23 states have either tabled or rejected requests for "forced access." The FCC has been reluctant to step into what it sees as a developing market.

Bottom line: The Time Warner-AOL deal, at least, will provide a blueprint.

"If you buy this hype, press now":

Interactive TV has been more brag than fact. The fact may finally be catching up. At the Western Cable Show in Los Angeles last month, the exhibit floor was filled with people with interactive TV "solutions."

L GEOGRAPHY CHANNEL



APPHIC EL

CHANNEL LAUNCH *January 2001*



*It's the brand that is renowned
the world over for adventure and exploration.*

And now the National Geographic Channel brings it to spectacular life, every day.
With the breathtaking imagery and compelling storytelling you've come to expect.
But with movement. And sound. And a whole new dimension.

**Let your customers experience the wonder of the world...
from the most trusted tour guide in the universe.**

Contact your Fox Cable Networks representative at 310.444.8521 to be a part of the adventure.



The Federal Trade Commission is concerned enough about the issue that it put special conditions—mandating the free flow of interactive TV—on AOL's purchase of Time Warner. Now the FCC plans to come out with a proceeding, sometime this month, to examine whether the entire cable industry should be required to keep interactive TV applications open.

The cable industry says it's too soon to apply regulations because the market doesn't even exist yet, but the government obviously thinks it needs to get a head start.

Bottom line: The Clinton administration obviously was concerned about the power of monopolies. If Republican past is prologue, a Bush administration will be less so.

What the dotcom gods giveth: The dotcom gods taketh away. Last December, Time magazine named Amazon founder Jeff Bezos "Man Of The Year." Both Bezos and Amazon's glorious rise were built despite losses of roughly \$140 million a year. But one year later more than 175 dotcoms have dotgone and 36,000 dotcommers have been pink slipped. Streaming media took its share of victims: DEN, Pseudo, StreamSearch, Microcast, iCast. And 2001 isn't promising to be much kinder as plenty of video streamers switch from entertainment-based models to business-to-business sites perfect for that next company conference call.

Bottom line: Life will continue for those who don't have to worry about finding additional financing before real revenue kicks in. But money is drying up in the technology sector.

Twinkle, twinkle little bird,

when, oh when, will you be heard?: The two major satellite radio players, Sirius and XM, promise to be available to car-buying consumers by August. Sirius is well on its way after launching the last of its three satellites this past Nov. 30. XM plans to launch the first of two satellites next Monday (Jan. 8) and will unveil a new line of radios and specific service/launch plans this Friday (Jan. 5) at the Consumer Electronics Show in Las Vegas. Both companies plan to deliver up to 100 channels (some commercial-free or commercial-lite) for \$9.95 per month.

While the marketing hype is flying, investors have cooled to satellite radio's prospects. Since Jan. 1, 2000, XM's and Sirius's stock prices have dropped 61.1% and 35%, respectively.

Bottom line: Maybe, finally, competition will make conventional radio better?

■ DIVERSITY

Black and mostly white TV: Last year, NAACP President Kweisi Mfume and an alliance of Latino, Asian and native Americans got NBC, ABC, CBS and Fox to sign unprecedented diversity agreements and three of the four networks hired "diversity" executives at a VP level or higher. Once the fall TV season rolled around, the Big Four's prime time lineups looked better but not radically. They pleaded for more time.

While some feasted at the table of TV and radio deregulation last year, minority broadcasters were



Inauguration Day may be packing day for Kennard.

largely left out again. One big exception was the Clear Channel spin-offs necessitated by that company's merger with AMFM. Minority owned Radio One, Blue Chip, Inner City and Rodriguez Communications all picked up stations, with Radio One buying a whopping \$1.37 billion's worth.

An August 1998 survey that showed that while African Americans constituted 12% of the nation's population, they owned just 1.7% of its 11,524 TV and radio stations. A new study is due soon.

Bottom line: For the first time, minorities seem to be keeping the heat on.

■ LAW, POLITICS & REGULATION

Cleaning house: The FCC got new digs two years ago. Look for it to change on the inside as well in 2001, converting the old heirarchy of bureaus and divisions according to service into a structure that reflects a more fluid and less stratified digital age.

Perhaps that will help speed up the merger-review process, which came under fire this year. Commissioner Susan Ness is still around for now, thanks to a recess appointment courtesy of the White House. But that still leaves three potential openings (and four if Bush bumps Ness): Bill Kennard—who would have to take a cut in rank to commissioner to stay on; the quixotic Harold Furchtgott-Roth, and the by-all-accounts FCC-weary Gloria Tristani. Most likely Michael Powell becomes interim chairman and then chairman.

Bottom line: If we're right, look for a "less is more" regulatory philosophy from a moderate Michael Powell.

Here's digital mud in your eye: A few sets;



Hugh Panero, XM Radio's chief, awaits the launch of one of its satellites next Monday.

some stations; a handful of programs. But so far, it's still the videophone of the 90s and now, the 21st century. Why? The transmission standards battle between COFDM (Europe uses it and it's portable) and 8-VSB (the FCC-approved standard) deadened momentum.

Datacasting services are feeling a ripple-effect delay, as well as facing their own challenges from the broadcast networks.

A number of DTV transmission tests are being wrapped up, with the results expected to show a passing—if just—grade for 8-VSB. Meanwhile, the FCC is trying to figure out what if any new public interest obligations should go along with the new digital services. Public advocates want all kinds of things, from more kids programs to free airtime for politicians.

Also slowing the transition: Scarcity. Cable systems still can't carry broadcasters' DTV signals and the networks still produce only a smidgeon of HDTV (mostly high-profile sports).

Bottom line: *The NAB-MSTV side-by-side transmission test results are due Jan. 25. We predict 8-VSB by a digital nose.*

We can't hear you: A year ago this month, the FCC approved a new class of low-power FMs that Chairman William Kennard pushed as a way to diversify broadcast voices. Established broadcasters raised red flags over interference. Friendly legislators saw the signals.

In its budget bill, the last legislation of the lame duck session last month, Congress passed an NAB-backed provision that dramatically reduces the number of those stations by increasing the channel separation between the new low powers and existing full-power outlets (although it does provide for a limited nine-month test of more



Tauzin is expected to head the full Commerce Committee—and keep reporters busy.

closely spaced stations). In signing the bill, President Clinton criticized the LPFM restrictions.

Bottom line: *Expect a few new voices, but not enough to please Kennard or honk off the NAB.*

How much is the frequency, Kenneth?:

Having "given" broadcasters some \$70 billion worth of spectrum, the government is determined to make some money from wireless corporations for blocks of spectrum currently on the block. The commission has twice postponed the auction of spectrum now used by TV channels 60-69. The government is trying to build a case for the cost of moving broadcasters off the band, to make sure that cost is figured into the bids.

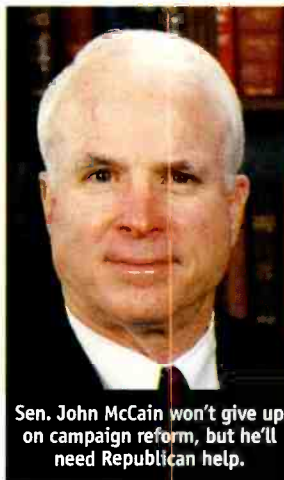
As an incentive to 60-69 broadcasters to clear the band early (before 2006), the commission is allowing them to negotiate buyouts and keep the money. Bud Paxson is hoping to make billions from his UHF's.

Bottom line: *The 60-69 auction is scheduled for March 6.*

This chad is your chad, this chad is my chad: If Al Gore had won the White House, we'd be writing that broadcasters had better polish their armor and sharpen their swords, because a battle over free airtime for politicians was brewing, big-time.

He didn't, and we're not writing anything of the sort.

George W. Bush is going to be the man at 1600 Pennsylvania. Even so, given the tenor of the times, some kind of campaign finance reform is likely to pass Congress. The House has passed reforms before and



Sen. John McCain won't give up on campaign reform, but he'll need Republican help.

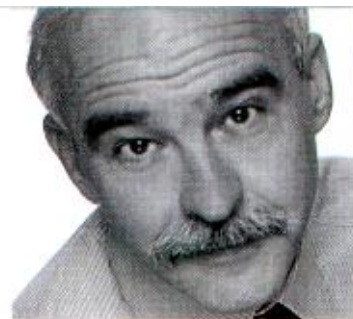
Sens. John McCain (R-Ariz.) and Russ Feingold (D-Wis.) have vowed to bring them back as soon as Congress is in session. Advocates like Alliance for Better Campaigns' Paul Taylor and American Enterprise Institute's Norm Ornstein will keep pushing for change, but their tough job is to convince Republicans.

Bottom line: *With George W. at the helm, broadcasters can expect to keep charging politicians for ad time.*

A House (and Senate) divided: The 107th Congress returns effectively intact, although the margins of power have been narrowed. The two big questions: Will Rep. Billy Tauzin (R-La.) be chairman of the House Commerce Committee, and how will things get done in the Senate, which is split 50-50? Although no one wants to predict the record whether Tauzin or Rep. Mike Oxley (R-Ohio) will top Commerce, Washington observers expect House Speaker Dennis Hastert (R-Ill.) to give Commerce to Tauzin and another powerful post to Oxley (the House Banking Committee, for example, with the added plum of the finance subcommittee, which sources say might be moved from Commerce to Banking to appease Oxley.)

In the Senate, Democratic Leader Tom Daschle and former chief Senate fundraiser Robert Torricelli (D-N.J.) say they believe Democrats should get a lot of say this session. Republicans are balking and have VP-elect Dick Cheney to give them a one-vote advantage. Getting anything but the least-controversial legislation through the Senate is going to be tricky.

Bottom line: *Tauzin takes Commerce and, if it's possible, we write even more about the loquacious Lousianan. The Senate becomes a partisan stalemate.*



A screed against greed

If 'bigger is better,' the issue becomes 'better for whom?'

In August, when Fox bought the 10 Chris-Craft stations for \$5.4 billion, the deal gave Fox duopolies in New York, Los Angeles, Phoenix and Salt Lake City. Fox's Mitch Stern exclaimed how now, "You *have* to deal with us" in those markets, and later in the same story, he pointed out how running two stations in one market can be done with 5% to 15% fewer people.

Of course, in New York and Los Angeles, you're not dealing with small broadcasters. The biggest ones have stations there, so being bigger still is a good thing.

Yet, when we ran that story, it occurred to me that what some segments of our readership find good news or savvy economics, another set finds depressing and just somehow wrong. Stern pointed out that Chris Craft stations, before the sale, had profit margins of about 30%. After some of those stations become part of duopolies, he said, their profit margins should just about double.

Owners, investors and the guys with sharp suits must be

ecstatic to see an FCC that increasingly allows media giants to get bigger and bigger. But there are plenty more worthy pencil pushers and middle-level executives who, I'd bet, are likely candidates to be the manpower extras who won't make the duopoly cut.

Big broadcasters like to argue that consolidation creates synergies that give them the means to spend money on things like programming that really matter to their viewers, listeners and customers. Maybe that's true. If one radio chain now owns over 1,000 stations, why, they must be really pouring money back into exciting new formats, brilliant per-

sonalities and penetrating local programs.

Surely, you've noticed how much better radio has become since it was essentially deregulated. It's a regular renaissance all around the dial. Likewise, local children's shows and hard-hitting documentaries dot television schedules from Bangor to Bakersfield.

I'm kidding.

We shouldn't be anxious to have the government impose rules on broadcasters, but it would be interesting if the FCC asked certain questions to broadcasters, then published the answers, and let the interested public administer the punishment.

For example:

■ Besides news or sports-

related programs, did your television/radio station produce *any* special programming last year that was at least a half-hour long?

■ Did you increase the number of news programs in the last year?

■ If yes, how many full-time employees did you add?

■ How much extra advertising has your new news program brought in?

■ Since forming a duopoly, entering into an LMA, or taking ownership of multiple radio outlets in your city, how much have advertising rates risen?

■ Why?

■ In what ways would you say your station better serves its community than it did prior to the duopoly/LMA?

Of course, most other businesses don't have to answer questions like that. But as long as the government gives broadcasters their spectrum, the feds have the power to influence who gets to ride the rides. The FCC has the right to at least require a full accounting of what its license holders are doing with the precious property.

I've written mild screeds against media greed before and predictably, I get respons-

es from television executives angry that I've taken a bite out of the hand that feeds me (and them). The truth is, criticism from relatively friendly corners makes media better because the industry is so quick to label its critics as hayseeds, religious reactionaries or cultural lugsnuts.

For example, it might have taken broadcasters years to discover television news had it not been that the FCC pushed stations into that kind of community service early on.

Now news is the money spot. Sometimes, dogooders have a good idea..

The public has now had years to become foggy about the concept

of public-interest requirements and no one should fear, particularly with the incoming president, that television or radio stations will be severely tested again.

But it wouldn't be horrible if, every time some broadcasting executive extols the value of *local* broadcasting that there were some proof it isn't just a lot of talk. ■

After stations become part of duopolies, their profit margins just about double.

Bednarski can be reached at pbednarski@cabnrs.com or at 212-337=6965.



FOX FAMILY
ORIGINAL
MOVIE
EVENT

GERARD
DEPARDIEU

VIRGINIE
LEDOYEN

JOHN
MALKOVICH

Les Misérables

The highest quality...
the biggest stars...
in Victor Hugo's
epic tale of faith, hope
and the triumph
of the human spirit.

Sunday
January 7th, 7PM ET/PT

 family)

Sponsored by
CHRYSLER

TM & © 2009 Fox S/NV/FE All Rights Reserved.

Programming



The station group may turn to Paramount's 'Caroline', a talk show featuring Caroline Rhea.

CBS looks for help

With NATPE looming large, network's stations need some afternoon syndication winners to boost local news

By Susanne Ault

Slowly but surely, fall 2001's syndicated offerings are landing on stations' lineups, with not a moment to spare: NATPE is right around the corner.

Several ABC O&O's are in business with *Iyanla*. NBC, Gannett and Hearst-Argyle have hooked up with *The Other Half*.

But all is quiet on the CBS station front. And among the major groups this is one that *really* needs a new hit program. True, the Fox O&O's haven't acquired fresh syndicated series either. But its main content generator, Twentieth Television, has delivered back-to-back successes in *Divorce Court* and 2000's *Power of Attorney*.

As for CBS, it has struggled with a

series of low-rated daytime show—*Howie Mandel*, *Dr. Joy Browne* and now *Dr. Laura*. Positioned as lead-ins to the CBS O&O's local newscasts (programming that typically generates the biggest revenues for stations), CBS had faith in all of them. It proved misplaced.

"Right now in access with *Entertainment Tonight* and *Hollywood Squares* in the majority of our markets, we feel good. It provides a very good lead-in to our network programming," says John Moczulski, CBS Television Stations' programming chief. "Now if we can just get that same kind of launchpad leading into our newscasts."

The KCBS-TV ratings of 'Judy' are 'certainly up from where we were a year ago.'

—John Moczulski, CBS

KCBS-TV Los Angeles has fattened its afternoon viewing base with this season's acquisition of *Judge Judy* from the city's independent KCAL. *Judge Judy's* typical 3.0 household rating—according to Nielsen Media Research—at 4 p.m. "is certainly up from where we were a year ago (with locally produced newscast *Women to Women*). "The trick," says Moczulski, "is to now get our audience to sample what we have at 3 p.m."

For the afternoon in other markets, Moczulski confirms that he is considering Paramount's *Caroline*, a new talk show featuring comedienne Caroline Rhea, even though that studio was the source of two of its recent flops, *Dr. Laura* and *Howie Mandel*. "Our relationship is not strained," insists Moczulski.

Indeed, it will be hard for CBS to ignore *Caroline*, since Paramount has the same corporate parent, Viacom. For the same reason, CBS will also likely consider *Ananda*, which is being shopped by another Viacom syndicator, King World. But *Ananda* has already nabbed spots on many top-market Tribune-owned stations.

Even with the pressures that come with being part of a vertically integrated operation, CBS "is in the business of putting good shows on the air, regardless of where they come from," Moczulski maintains.

CBS should make its final decisions, which potentially include picking up a new weekend action hour, before NATPE, the industry's syndicated programming marketplace in Las Vegas later this month.

But before making room for new shows, Moczulski says he first has to get a good read on the performances of his current syndicated series.

Eyeball derby 2000

In cable, USA wins by losing; broadcast holds firm

By Deborah D. McAdams

Less than a month ago, King World's *Curtis Court* was moved into the afternoon daypart on CBS stations in Chicago and Los Angeles, to fill *Dr. Laura's* place when she was shifted to 2 a.m.

"We made the move with *Dr. Laura* fairly late in the season, so it's hard to get a good snapshot of what [*Curtis Court*] can do," explains Moczulski.

And in the long view, Moczulski muses, maybe things weren't so bad. The Olympics, baseball play-offs and extended presidential election affected CBS' fall programming strategies. MSNBC, Fox News and CNN lured afternoon broadcast viewers and "threw everyone off in early fringe. It didn't just happen with *Dr. Laura*—the whole season gets an asterisk because no one's getting watched," he claims.

Nonetheless, CBS truly needs help in the afternoons.

On WBBM-TV Chicago, airing back-to-back at 2:30 p.m. and 3 p.m., *Curtis Court* averaged a 1.1 rating/3 share for the period Nov. 13-30. That's a 45% fall-off from the time period's year-ago 2.0/6 marks with *Martha Stewart* and *Joy Browne*.

As for KCBS-TV Los Angeles, *Curtis Court* (double-run at 3 p.m. and 3:30 p.m.) posted a 0.9/2, 59% below what *Price Is Right* (2.2/7) achieved in the same time last year.

Yet Janeen Bjork, a former Millenium sales and marketing executive turned independent TV programming consultant, agrees with Moczulski that current shows' fates won't be decided for a while.

"Instant hits, since 1986, are limited to *Oprah*, *Arsenio* and *Rosie*. We once disparaged anything that didn't hold both lead-in and time-period numbers as it debuted," says Bjork, noting a 90% failure rate for syndicated shows on all stations.

"But we've found that we had to be more forgiving or risk losing" a potential winner. ■

More people watched more TV more of the time last year, but fewer migrated from broadcast networks into cable. Television analysts say basic cable prime time viewership will show a 4% ratings increase over 1999, while viewership for the six major broadcast networks will be up about 1%.

In past years, the collective big broadcast networks showed decreasing Nielsen numbers, but they fought back last year with Regis Philbin at the helm of *Who Wants to Be a Millionaire?* and the summer debut of *Survivor*, thus cutting into

cable's overall growth.

Out of 41 basic cable networks measured by Nielsen Media Research, 28 were flat or down compared to last year, and only three of the top-10 rated cable networks posted prime time gains for 2000, according to preliminary numbers (year-to-Dec. 17). Cartoon, Lifetime and Discovery grew, while USA, TBS, Nickelodeon, TNT and ESPN fell and A&E and MTV remained flat.

Even so, USA Network will retain the No. 1 spot in basic cable prime with a 2.1, down 13% from a 2.4 last year in the same 51-week period. The drop was no

News bruises entertainment nets

Cable ratings*, prime time (8-11 p.m.), 2000 vs. 1999

NETWORK	2000	1999	% chg.	Homes (000)1999
USA NETWORK	2.1	2.4	-13%	1622
TBS	1.9	2.0	-5%	1485
CARTOON	1.8	1.6	13%	1124
LIFETIME TELEVISION	1.7	1.6	6%	1319
NICK-AT-NITE	1.7	1.9	-11%	1319
TNT	1.7	2.0	-15%	1300
A&E NETWORK	1.4	1.4	0%	1090
ESPN	1.4	1.6	-16%	1089
DISCOVERY CHANNEL	1.2	1.1	9%	932
MTV	0.9	0.9	0%	668
TLC	0.9	0.9	0%	652
AMC	0.9	NA	NA	633
HISTORY CHANNEL	0.9	0.8	13%	580
SCI-FI CHANNEL	0.9	0.8	13%	556
CNN	0.8	0.8	0%	610
TNN	0.8	0.8	0%	593
FOX FAMILY CHANNEL	0.8	0.9	-11%	590
COMEDY CENTRAL	0.7	0.7	0%	434
FX	0.7	0.7	0%	365
TV LAND	0.7	0.8	-13%	349
FOX NEWS CHANNEL	0.7	0.5	40%	338
WGN CABLE	0.7	0.9	-22%	320
HGTV	0.6	0.7	-14%	404
COURT TV	0.6	0.4	50%	270

*A network's cable rating is based on the homes it reaches; it is the percentage of those homes that tune in.
Source: Nielsen Media Research

IN BRIEF

SAG SAYS MINORITY ROLES INCREASED

The Screen Actors Guild released statistics last week that showed an increase in acting roles for both African American and Latino performers in 1999. Through employment records for 1999, SAG showed that 21% of the 49,662 roles cast for TV and film were for actors of color—up from 19% the year before. African Americans were cast in 14.1% of the roles in 1999, compared to 13.4% in 1998. Latino performing roles, according to SAG, reached their highest percentage ever in 1999—4.4%. In 1998, Latino's constituted only 3.5% of all roles.

ABC'S BEST NUMBERS

With another strong performance by *Who Wants to Be a Millionaire?*, ABC posted its strongest Tuesday night ratings since the start of the season. On Dec. 19, *Millionaire* scored its best delivery for the night all season (excluding the *Celebrity* version) with 21.5 million viewers and a 5.6 rating/15 share in adults 18-49, according to Nielsen Media Research. *Dharma & Greg* (15 million viewers and a 6.2/15 in adults 18-49) and *The Geena Davis Show* (12.8 million viewers and a 5.7/14 in adults 18-49) had their best results since their respective premiere episodes this season.

ONLY ONE SCHEINDLIN

Judge Judy will be the only Scheindlin on TV next season. Judge Jerry Scheindlin, who has presided over Warner Bros. Domestic TV's remake of *The People's Court* for two seasons, is stepping down. Scheindlin will be replaced by 39-year-old Judge Marilyn Milian of Miami, beginning next March.

surprise, since USA lost the huge WWF ratings in September when the wrestling franchise was moved onto the Viacom nets. USA will court more women and adults 25-54 now that the boy-heavy WWF is gone, said Ray Giacobelli, vice president of research for USA Networks. Women 25-54 are up 25% for USA's original movies, and adults 25-54 are up 12% in the weeknight block of *Walker, Texas Ranger*; *JAG*; and *Nash Bridges*.

TBS was No. 2 in prime, with a 1.9, down 5% from last year; and its sister net, TNT, fell 15% from a 2.0 to a 1.7 in prime. The decline of the two Turner titans along with USA had researchers predicting the demise of the general-entertainment cable network.

"People say it's all over for the big networks, but that's not necessarily true," said Bob Sieber, vice president of audience development at Turner. "The competitive structure is more complex, but that just means the big networks have to work harder at branding themselves. General entertainment networks have a great record over time."

Sieber said the Turner problems aren't related to the decline of general-entertainment networks, but specific phenomena. News-free TBS suffered most in the fourth quarter as people followed the election crises. At TNT, the story is soft numbers for wrestling and basketball. Ratings for World Championship Wrestling have withered in the last two years, and NBA games on cable didn't get the big numbers they did in 1998. Expect changes at TNT in 2001, Sieber said. Sources inside Turner say the WCW will soon be yanked from TNT, where it doesn't always fit in with shows like *David Copperfield*.

Cartoon Network took up the slack for its other Turner siblings. Cartoon landed at No. 3 for the 51-week period with a 1.8, up 13% from the No. 5 slot last year. With kid viewership (2-11) up 5% last year, Nickelodeon handily won total day with a 1.5, but the network goes to sitcoms in

prime, while Cartoon keeps doing cartoons.

Nick-at-Nite, Nick's prime time identity, was down 11%, from a 1.9 to a 1.7 in a three-way tie for No. 4 with TNT and Lifetime.

Lifetime showed a 6% improvement over last year on the strength of *Any Day Now* and *Strong Medicine*, the two highest-rated original dramas in basic cable. Lifetime's movies were also up 17% from last year, said Tim Brooks, Lifetime senior vice president of research.

ESPN and A&E tied for No. 7, both with a 1.4—flat for A&E and down 16% for ESPN. Artie Bulgren, vice president of research for ESPN, said the proliferation of unmetered national and regional sports nets is cutting into ESPN's overall audience, so like a lot of the larger cable nets, it will focus more on a target demo: men 18-34.

Bulgren said men 18-34 are up 6% in prime over last year, and 8% in total day.

"In light of everything that's being offered in TV today for young men, sports is the only thing out there," Bulgren said. He added that the final week of the year could actually bump ESPN up for its 2000 total, because of back-to-back college bowl game coverage.

Discovery at No. 9 was up 9% with 1.2 on the power of *Walking with Dinosaurs* and *Raising the Mammoth*, two of the highest-rated non-sports related shows for the year.

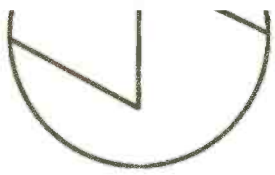
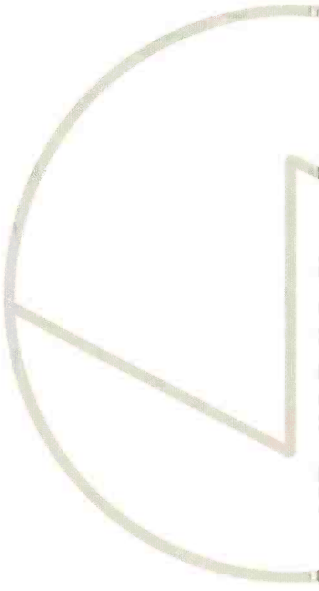
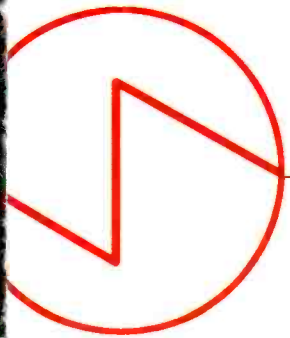
Prime time was also picked up by *The Prosecutors*, a new Discovery series launched in the fourth quarter that has improved the Monday, 10 p.m. time slot by 20%, said Steve McGowan, senior vice president of research. "That might be another reason *Monday Night Football* is down," he joked.

Rounding out the top 10, MTV posted a 0.9, same as last year. The Learning Channel, American Movie Classics, History Channel and Sci Fi also posted 0.9s in prime for the period, a 13% climb for History and Sci Fi.

In terms of growth, Court TV was once again the big winner, with a 50% leap. ■



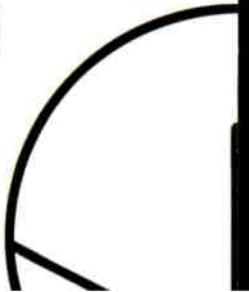
The Powerpuff Girls' helped propel Cartoon Network to its best year ever.



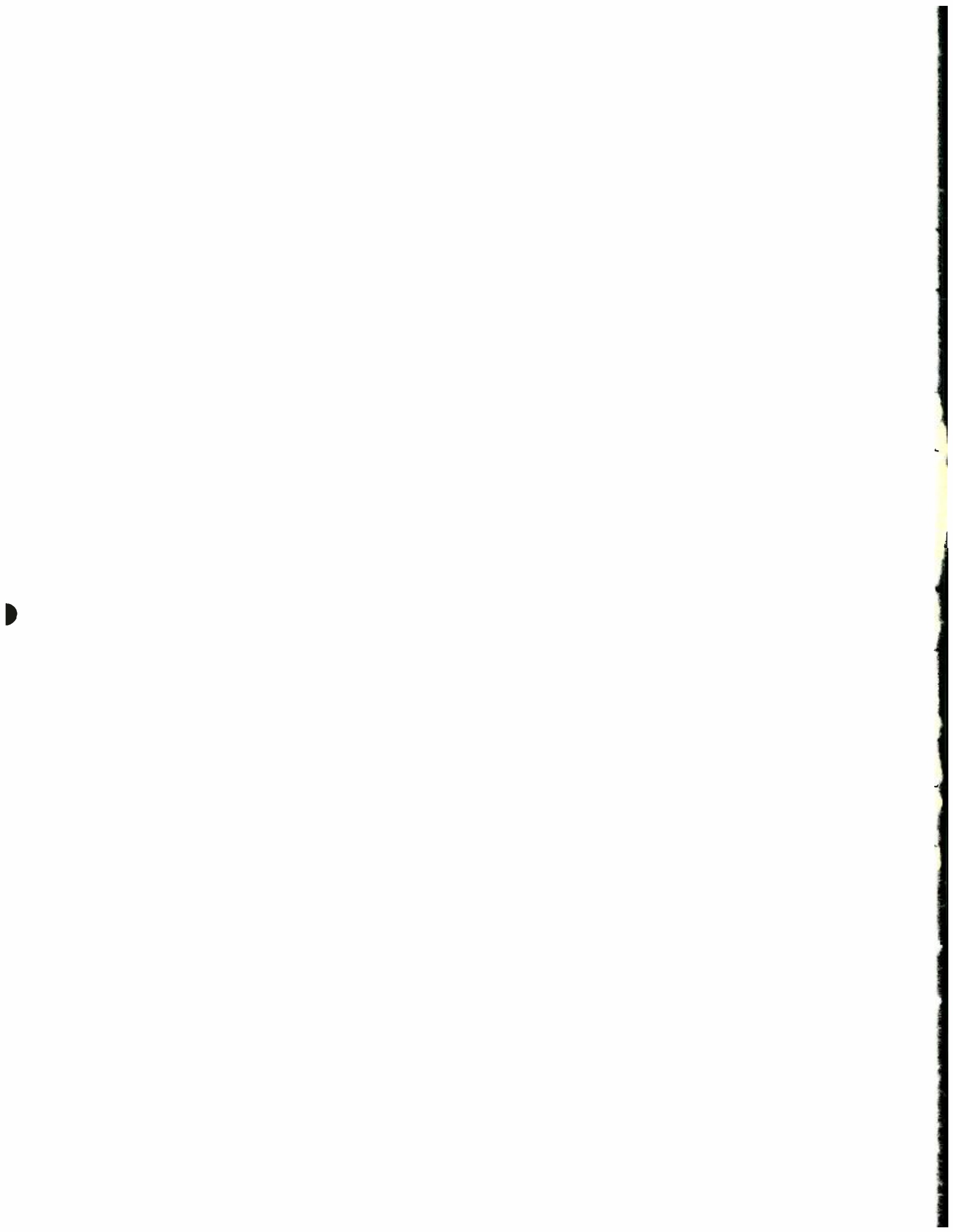
BROADCASTING **CABLE**

INDUSTRY EVENT CALENDAR

2001



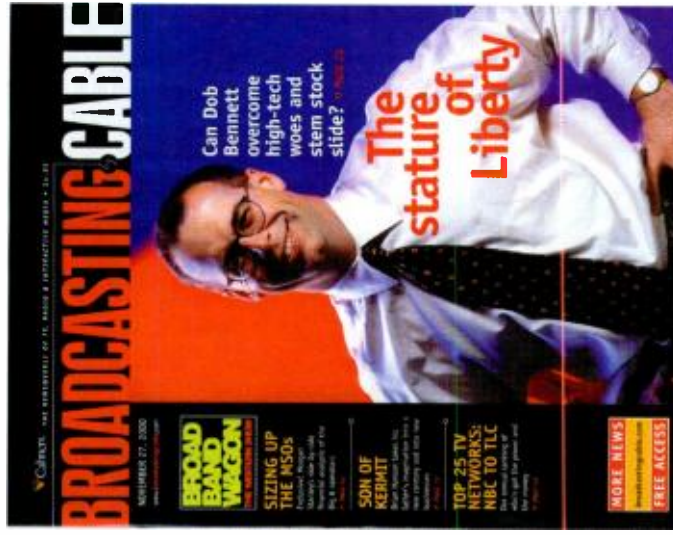
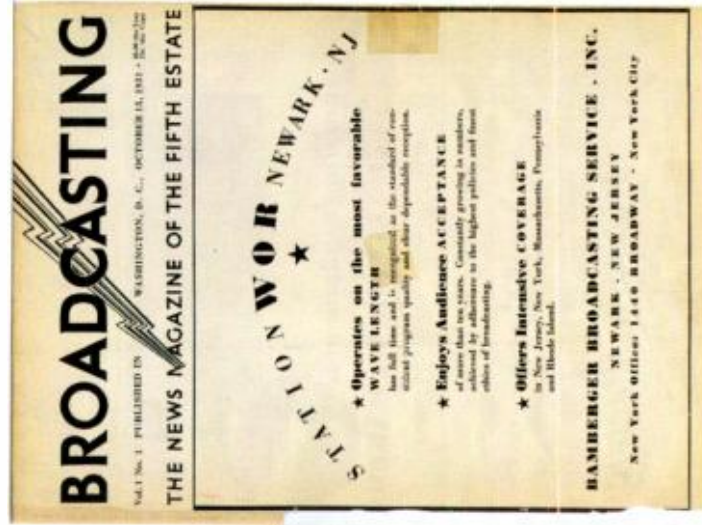
WWW.BROADCASTINGCABLE.COM
WWW.TVINSITE.COM



In celebration of our, *70th year*, Broadcasting & Cable...

... is proud to present this customized, information-packed Industry Event Calendar. Highlighting the major industry trade events for 2001, it's full of important broadcast, cable, radio, satellite and new media trade shows as well as other events and seminars that impact the industry. In addition, we have included Broadcasting & Cable's 2001 editorial calendar featuring our Special Reports. This calendar is a token of our ongoing commitment to all sectors of the television industry, designed to help our readers navigate the media landscape in the year ahead. We eagerly anticipate a year filled with news of deals, mergers, programming, technology and beyond and look forward to delivering this information daily on our web site, weekly through our magazine, and monthly via our calendar.

Wishing you success and prosperity in 2001.



Winning's As Easy As 1, 2, 3...



Renewing
**3rd
Season!**

Hosted by
Louie Anderson



Renewing
**2nd
Season!**

Hosted by
John O'Hurley



Launching
**Fall
2001!**

Hosted by
Pat Bullard

**Come Visit Us At
NATPE Booth #6146**

New York (212) 541-2800
Los Angeles (310) 255-4700
Chicago (312) 444-2063
Nashville (615) 354-1780

Produced & Distributed by



The Game Show People
www.pearsontv.com

JANUARY 2001

2001

BROADCASTING CABLE

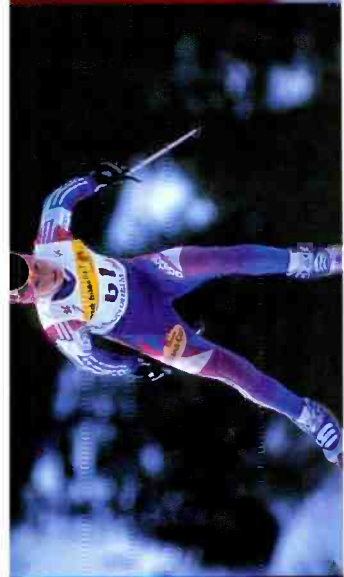
WEEKLY SPECIALS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
	SCTE New Orleans, 1/8-1/10					CEA Las Vegas, 1/6-1/9
14	15	16	17	18	19	20
			WICT Leadership Conference San Antonio, 1/17-1/19	TCA Tour Pasadena CA, 1/18-1/21		
21	22	23	24	25	26	27
	NATPE Las Vegas, 1/22-1/25 ALT Las Vegas, 1/22					
28	29	30	31			
CTAM Research Bar Harbour FL, 1/28-1/31		DBS 2001 The Carmel Group Los Angeles, 1/30-1/31				

ISSUE DATE: 1/8
NATPE
Buyers Guide.

ISSUE DATE: 1/15
Pre-NATPE
New Media Players

ISSUE DATE: 1/22
NATPE - Syndication
Strategies for the Top
25 Station Groups
ISSUE DATE: 1/23, 24, 25
NATPE Daily #1
NATPE Daily #2
NATPE Daily #3



COUNTDOWN



TO



SALT LAKE

The Complete Olympics.

FEBRUARY 2002 • SALT LAKE



NBCOLYMPICS.COM

2001 FEBRUARY 2001

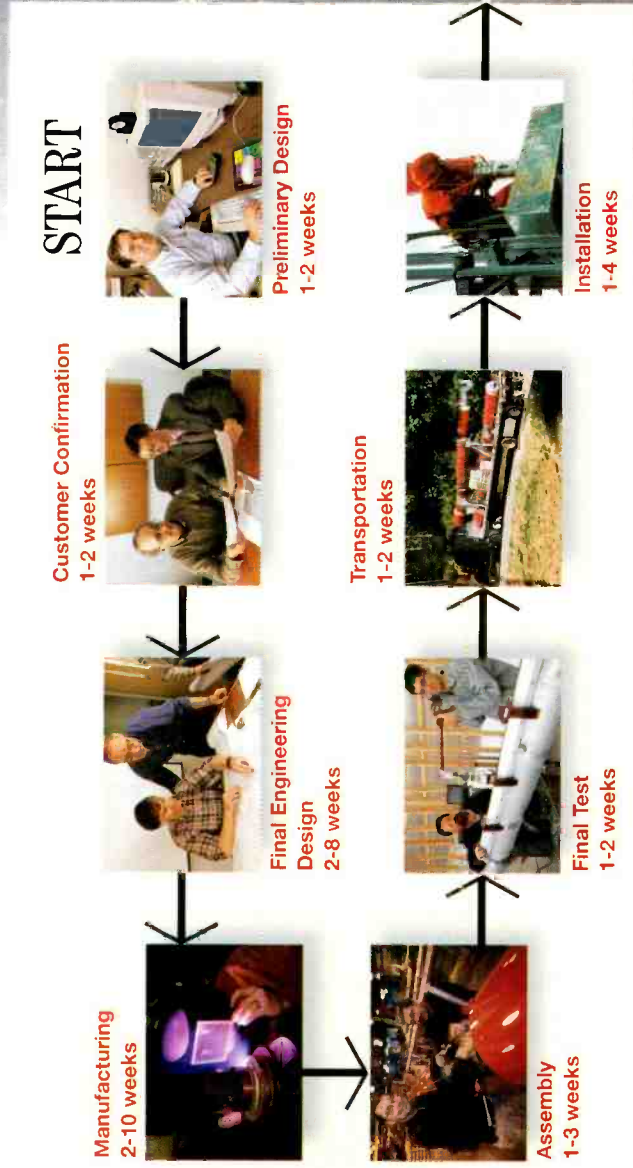
BROADCASTING CABLE WEEKLY SPECIALS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
		CAB New York, 2/6		RAB 2001 Dallas TX, 2/1-2/4		
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			
	Broadcasters' Foundation Golden Mike Awards New York, 2/26		Country Radio Broadcasters Nashville, 2/28-3/3 Texas Cable San Antonio, 2/28-3/2 AAAA Media New Orleans, 2/28-3/2			

ISSUE DATE: 2/19
Media Mergers

ISSUE DATE: 2/26
Media Buying & Planning
NAB Sellers Guide:
TV Networks

Time waits for no man... neither does the FCC.



207.665.4555 • www.dielectric.com

Dielectric
COMMUNICATIONS

Engineering Excellence Since 1942

14 months to go! Let's get started!

2001 MARCH 2001

BROADCASTING CABLE WEEKLY SPECIALS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

ISSUE DATE: 3/5
Kids and Teens

ISSUE DATE: 3/19
Digital Networks
TV & the Internet, Part I
NAB Web Guide

ISSUE DATE: 3/26
NAB Sellers Guide #2:
Major Station Groups

NY/NATAS &
Cahners TV
Group
Television
Internet 2001
New York, 3/22

IRTS
Gold Medal
Awards Dinner
New York, 3/21
CTAM Digital
& PPV
New Orleans, 3/21-3/23

CTIA Wireless
Las Vegas, 3/20-3/22

Satellite 2001
Washington DC,
3/28-3/30

Eastern Show
Atlanta, 3/26-3/28

NATIONAL GEOGRAPHIC CHANNEL

CHANNEL LAUNCH *January 2001*



Contact your Fox Cable Networks representative at 310.444.8521 to be a part of the adventure.



NATIONAL GEOGRAPHIC CHANNEL and the Yellow Border Design are trademarks of National Geographic Society; used with permission. A Business Enterprise of Fox and National Geographic Television.

2001 APRIL 2001

BROADCASTING CABLE WEEKLY SPECIALS

ISSUE DATE: 4/2
Baseball Rights

ISSUE DATE: 4/9
Road NAB 1
(New Media)

ISSUE DATE: 4/16
Road NAB 2

ISSUE DATE: 4/23
NAB
Top 25 Station Groups
ISSUE DATE: 4/25
NAB Mid-week Issue

ISSUE DATE: 4/29
TV Advertising
Upfront

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Association of America's Public TV Stations Washington DC, 4/1-4/3	2	3 Salomon Smith Barney/ Broadcasting & Cable 11th Annual Big Picture New York, 4/3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18 AAAA Management Conference Naples FL, 4/18-4/21	19	20	21 NAB 2001 Las Vegas, 4/21-4/26
22 CTPAA Wash. DC, 4/22-4/25	23 TVB Annual Marketing Conference Las Vegas, 4/23-4/24	24	25 Broadcasters' Foundation American Broadcast Pioneer Awards Las Vegas, 4/25	26	27	28
29	30					



“ We learn something new by it
get away from it all by it
explore our world by it
live by it ”

**Because people live by it,
you grow by it.**

**A unique, new primetime show
from the most valued brand
in television.***

With its magazine-style format,
Atmospheres is the kind of show that
does more than entertain.
It connects with a whole new audience.
So you connect with new local
advertisers.

Atmospheres,sm
Wednesdays 8-9pm ET/PT.



weather.com

live by it

*Source: Myers Media Economics; 1999 Myers Media Brand Tracker.

2001 MAY 2001

BROADCASTING CABLE WEEKLY SPECIALS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8 SCTE Cable Tec Orlando, 5/8-5/11	9 SCTE Annual Expo Orlando, 5/9-5/12 IRTS Foundation Awards Luncheon New York, 5/9	10 Cable Positive 5th Annual Benefit Dinner New York, 5/10	11	12
13	14	15	16 NPR Seattle, 5/16-5/19 Convergence 2001 The Carmel Group San Francisco, 5/16-5/17	17 CAB Local Sales Orlando, 5/17-5/19	18 Daytime Emmy Awards New York, 5/18	19
20	21	22	23	24	25	26
BCFM Toronto, 5/20-5/22	Peabody Awards New York, 5/21					
27	28	29	30	31		

ISSUE DATE: 5/14
Original Cable
Programming

ISSUE DATE: 5/21
Peabody Awards
Video Servers

ISSUE DATE: 5/28
Broadcast
Fall Season

CIRQUE DU SOLEIL

Only one like it.
Only one place to find it.

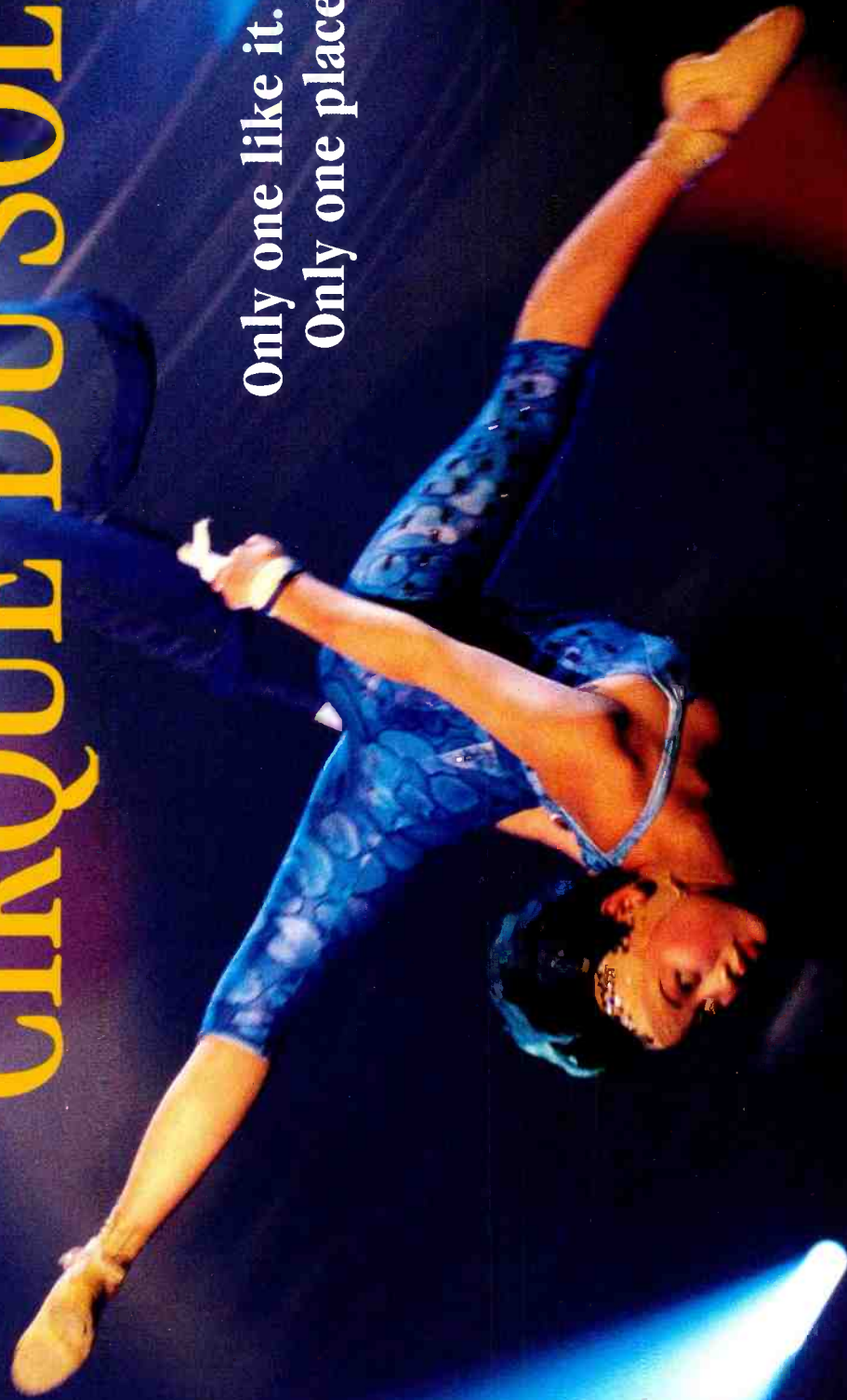


Photo: Al Seb. Costume: François Barbeau
Not your everyday... every day on Bravo and the Not your everyday... every day on Bravo logo
are service marks of Bravo Company. ©2003 Bravo Company. All rights reserved.



Bravo - the official network of Cirque du Soleil.

2001 JUNE 2001

BROADCASTING CABLE

WEEKLY SPECIALS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
Super Comm Atlanta, 6/3-6/7						
10	11	12	13	14	15	16
NCTA Chicago, 6/10-6/13	NAB Service to America Summit Washington DC, 6/11		WICT 20th Annual Accolades Breakfast Chicago, 6/13			
17	18	19	20	21	22	23
			Streaming Media West Long Beach, 6/20-6/22 PROMAX BDA Miami, 6/20-6/23			
24	25	26	27	28	29	30
Wireless Cable Boston, 6/24-6/27		WICT 20th Annual National Management Conference San Diego, 6/26-6/29				

ISSUE DATE: 6/4
Pre-NCTA/
Top 25 MSO's

ISSUE DATE: 6/11
NCTA Show
ISSUE DATE: 6/12
NCTA Daily #1
ISSUE DATE: 6/13
NCTA Daily #2

ISSUE DATE: 6/18
Streaming Media

TV RECEPTION.



OLN
ADVENTURE TV
WWW.OLNTV.COM

Cable's Exclusive Source for Live Tour de France Coverage.

2001 JULY 2001

BROADCASTING CABLE
WEEKLY SPECIALS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
	New England Cable Newport RI, 7/16-7/19	24	25	26	27	28
22	23					
CTAM San Francisco, 7/22-7/25						
29	30	31				

ISSUE DATE: 7/9
Interactive TV

ISSUE DATE: 7/23
CTAM Television
Research

ISSUE DATE: 7/30
Satellite



The time has come to think outside the tube.

iNews continues to make news. Faster, bigger, better, louder, further. In the news, if you're not moving ahead, you're a target. And today you're competing with webcasters as well as traditional broadcasters. To compete, you need the best of all worlds: the resources of the world's largest provider of news automation solutions; accumulated wisdom that dates back to the pioneering days of news automation; and the ability and willingness to look ahead, to push the frontiers of news technology, to see beyond print and broadcast to new, Rich Media.

All of this is reflected in our name, iNews. i, as in information. I, as in interactive. I, as in Internet. I, as in "I need it now!" We have an ongoing commitment to giving you the best, most flexible and robust tools available. Today, that means an open platform, interoperability, standards-based architecture, and easy repurposing of content for web deployment.

Your viewers are moving beyond the tube. Don't let them get away from you. Call us in the US at 1-800-2/4-8686, or in Europe at +44 1256 814300.

Come see the latest tools for making news at RTNDA and IBC.

 **iNEWS**[™]
MAKING NEWS

2001 AUGUST 2001

BROADCASTING CABLE

WEEKLY SPECIALS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
				SBCA Nashville, 8/2-8/4		
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

ISSUE DATE: 8/13
News Services

ISSUE DATE: 8/20
Digital Transmission

ISSUE DATE: 8/27
Top 25
Media Groups

evolve



©2000 Avid Technology, Inc. All Rights Reserved. Avid is a registered trademark of Avid Technology, Inc. Photo courtesy of Virtual-Effects. All rights reserved.

web | video | film | audio | animation | effects | workgroups

Avid®

2001 SEPTEMBER 2001

BROADCASTING CABLE

WEEKLY SPECIALS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
			NAB Radio 2001 New Orleans, 9/5-9/7			
9	10	11	12	13	14	15
		PCS 2001 Los Angeles, 9/11-9/14	RTNDA 2001 Nashville, 9/12-9/15		IBC 2001 Amsterdam, 9/14-9/18	
16	17	18	19	20	21	22
Emmy Awards Los Angeles, 9/16		Mid-America Cable Kansas City, 9/18-9/19				
23	24	25	26	27	28	29
30						

ISSUE DATE: 3/3
Syndication
Fall Season

ISSUE DATE: 3/10
RTNDA Show
TV News Technology
Weather Systems

ISSUE DATE: 3/17
Top 25 Radio Groups
NAB Radio Show

PROUD

THE FUTURE ISN'T ONLY IN YOUR HANDS

IT'S INSIDE YOUR CAMERA

In an industry so full of changes, what's inside your camera may well be the one certainty. Film. At the same time, we realize the world is not standing still. And neither are you. Our imaging technologies will always evolve because you evolve. Your ideas fuel the future. And we're all about giving you what you want. What you need. And then some. So you can help keep the world turning. And our hearts racing.

Make an informed choice when selecting your origination medium.
Visit www.kodak.com/go/story for the whole story.

there's more to the story™



OCTOBER 2001

2001

BROADCASTING CABLE WEEKLY SPECIALS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10 Association of National Advertisers Naples, FL 10/10-10/14	11	12	13
14	15	16	17	18	19	20
21	22	23 East Coast Cable Baltimore MD, 10/23-10/25	24	25	26	27
28	29	30	31			

ISSUE DATE: 10/8
TV & the Internet
Part II

ISSUE DATE: 10/15
Station Automation

ISSUE DATE: 10/22
Music Television



COUNTDOWN



TO



SALT LAKE

The Complete Olympics.

FEBRUARY 2002 • SALT LAKE



NBCOLYMPICS.COM

NOVEMBER

2001

2001

BROADCASTING CABLE

WEEKLY SPECIALS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
		CTAM Leadership Conference Tysons Corner VA, 11/6	CTAM Broadband Tysons Corner VA, 11/7-11/8	WICT DC Gala (Benefit) Washington DC, 11/8		
11	12	13	14	15	16	17
	Hall of Fame New York NY, 11/12					
18	19	20	21	22	23	24
25	26	27	28	29	30	
		Western Show Anaheim, 11/27-11/30	Ad Council Annual Dinner New York, 11/28			

ISSUE DATE: 11/5
Media Finance
B&C Hall of Fame

ISSUE DATE: 11/12
Asset Management

ISSUE DATE: 11/19
Local Cable
Advertising/
Pre-Western Show

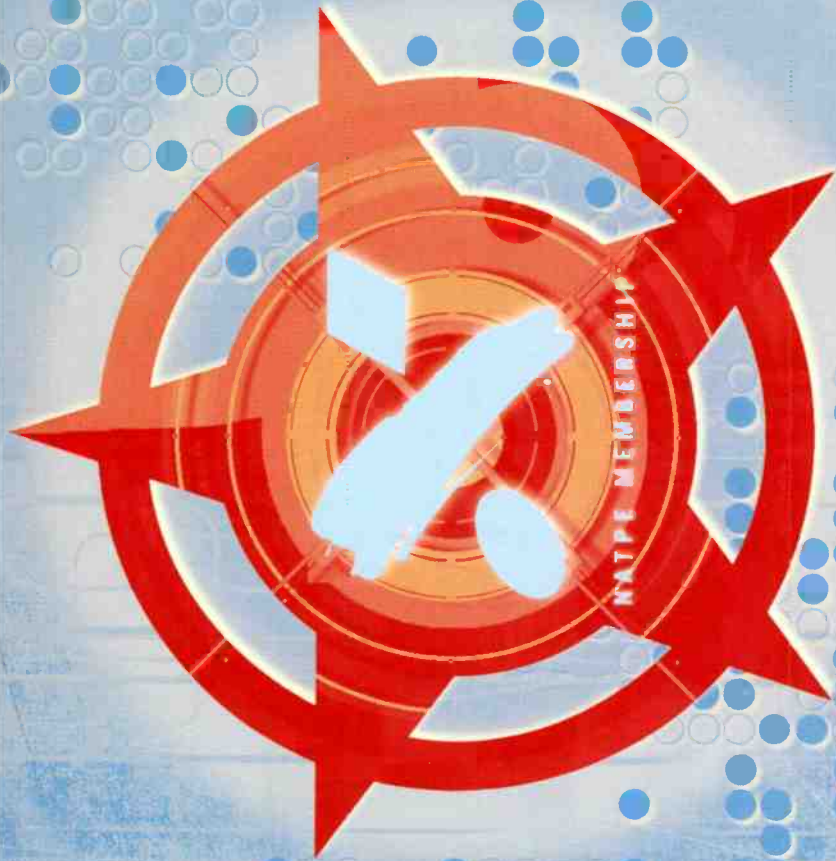
ISSUE DATE: 11/26
Western Show - Top 25
TV Networks
ISSUE DATE: 11/29
Western Show Daily Issue #1
ISSUE DATE: 11/30
Western Show Daily Issue #2

NATPE: The Alliance of Media Content Professionals

At the core of NATPE's mission is a commitment to furthering the success of the television industry and its converging with new media and technology. And that means offering the wealth of our resources and experience to every content creator and distributor, no matter the media.

Become a member and take advantage of all that we offer. Utilize our publications. Visit our Web site. Be a part of our year-round seminars and presentations.

***Above all, don't miss the next annual NATPE Conference and Exhibition,
January 21-24, 2002 in Las Vegas!***



NATPE: THE ALLIANCE OF MEDIA CONTENT PROFESSIONALS
2425 OLYMPIC BOULEVARD, SUITE 600E • SANTA MONICA, CALIFORNIA 90404
Phone: 310-453-4440 • Fax: 310-453-5258 • Internet: www.natpe.org



2001

DECEMBER

2001

BROADCASTING CABLE
WEEKLY SPECIALS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

ISSUE DATE: 12/10
Streaming Media

ISSUE DATE: 12/17
Television Commerce

Streaming
Media East
NYC, 12/11-12/13

BROADCASTING CABLE

THE NEWSWEEKLY FOR TV, RADIO AND INTERACTIVE MEDIA

WWW.BROADCASTINGCABLE.COM

Producers not staying

Study: 40% of newcomers don't plan to remain in the field

By Dan Trigoboff

There is more bad news for TV stations and news directors trying to overcome the shortage of producers. A survey of hundreds of local producers showed that more than 40% of producers do not plan to stay in the business—even though more than three-quarters of the 300-plus respondents to the ProducerSolution.com survey say they did plan to make it a lifelong career when they entered the business.

And while compensation remains an issue—62% say they don't believe they are adequately compensated—ProducerSolution.com, a headhunting firm, says the 327-producer survey and its own interviews show that quality-of-life issues loom large.

News executives say producers have been in short supply for most of the past decade due to growth in the number of hours stations devote to news, more networks and stations doing news, competition for candidates from national and cable news networks and network TV magazine shows, and an ever-smaller pool of producer candidates (B&C, March 27). More recently, TV has had to compete for media-savvy producers with Internet news services.

Educators say that when students consider broadcast journalism as a career, they seldom think beyond a job that puts them in front of

the camera, and that schools need to encourage and train producers who, because of the shortage, often find a faster track to bigger markets and upper management than those on-air.

Recognizing the problem, several station groups—A.H. Belo, Hearst, Gannett and Nexstar among them—have been building their own “farm systems” or working with universities to promote and train students for producing jobs.

Considering their planned exit from the business, a surprising two-thirds of survey respondents say they are pleased with their current positions, and nearly as many say they believe their work is appreciated. Respondents list, in descending order, money, location, creative freedom, job title, future opportunities, market size, work schedule, working conditions and station resources as factors in choosing their next job.

“When I got into this business [in the early 1980s], we lived to work. This generation works to live,” says Scott James, co-founder of ProducerSolution.com.

“I always question studies,” says veteran Hearst-Argyle newsman Fred Young, who was just elevated to senior vice president for news. “But I’ll accept their findings. Producers are an issue in our business today. We talk more about producer issues than any single problem.” ■

ProducerSolution.com
says that quality-of-life issues have grown in importance.

IN BRIEF

FOX GETS 'SOUND OF MUSIC' RIGHTS FOR \$4M

The Sound of Music is staying within the Fox family. Fox Broadcasting Co. outbid rival networks to obtain the rights to the classic film from co-owned studio 20th Century Fox. Insiders say it paid close to \$4 million for the rights. The network can now air it five times over the next five years.

VIACOM'S SYNERGY

Another example of Viacom synergy: Clay-animated series *Celebrity Deathmatch*, a long-running MTV hit, is coming to UPN in January. The co-owned network is putting *Deathmatch* into its Friday night lineup on Jan. 12, airing MTV repeats of it right after new clay-animated series *Gary & Mike*.

CNBC SHOW FOR THE TICKER CHALLENGED

CNBC added a show designed for first-time investors. *New Investor Week*, at noon, is anchored by Bill Griffeth. Like the regular cable news nets, CNBC benefited from the drawn-out election coverage, rising 25% in total day, from a 0.3 average in the third quarter to a 0.4 in 4Q '00, says Nielsen.

broadcastingcable
.COM

Get with the programs.

StationBreak

BY DAN TRIGOB OFF

WCAREY MOTORS TO DETROIT'S WXYZ-TV

Bill Carey, former news director at WCBS-TV New York, has joined Scripps Howard's WXYZ-TV Detroit as news director. Carey had left the New York station to work at Internet news site Zatsso, but that company closed recently. Before WCBS-TV, Carey was managing editor at CBS-owned WBBM-TV Chicago. "Bill brings with him proven news leadership skills and experience, a winning attitude and sound journalistic decision making," said Grace Gilchrist, station vice president and general manager. He replaces Al Upchurch, who left the job suddenly, citing job-related stress and a too-heavy workload.

Carey said he enjoyed his foray into personal newscasts delivered via the Internet, but that the company ran into financial problems. He is now happy to be with Scripps, "a progressive company that embraces new technology and new media," Carey said. "I have the opportunity to work at the flagship station and still keep a hand in new media. [At Zatsso] if we had launched two

years ago, people would have thrown money at us. If we launched two years from now, we probably would have been successful. That's where the future is. But timing is everything."

ASHEVILLE REPORTER KILLED IN CRASH

WLOS-TV Asheville, N.C. anchor Mimi Paige was killed Dec. 15 when a tractor-trailer crashed into the rear-end of her stalled car on a North Carolina highway. The impact that killed the popular 35-year-old anchor sent the truck that hit her car down an embankment, but the driver was not seriously injured. Police charged the truck driver in the accident, noting that some impairment such as alcohol or fatigue was suggested by the absence of skid-marks. Paige was buried in Shreveport, La., where her family lives and where she'd worked at KSLA-TV and KTAL-TV. Her sister, Marsanne Golsby, is press secretary to Louisiana Governor Mike Foster.

There was some initial confusion about Paige's identity. Police originally told station staff covering the accident

scene, concerned that Paige was late for work and that the victim's car resembled hers, that the dead woman was not Mimi Paige. Police were unaware, however, that Paige's real name was Mary Alice Golsby.

STALKER TAKES NEW THREATENING TWIST

The stalking of a TV personality seems to have taken a new turn. A Utica, N.Y., anchor may be facing not a man who follows her moves, but one who anticipates and—by slamming her—tries to prevent them. Hundreds of snail mailed and e-mailed messages have apparently gone out "warning" TV stations, newspapers, police and Mothers Against Drunk Driving against allowing WKTU weekend anchor Heather Kovar to be employed in their community. Kovar and colleagues believe the campaign was launched by someone she met at a broadcast industry conference, who later pursued her unsuccessfully with flowers and gifts. The messages contend—unfairly and inaccurately, colleagues say—that Kovar is irresponsible and reckless.

Kovar was arrested in 1999 and pleaded guilty to driving while impaired following drinks with friends. But the messages claim there was a repeat incident, and providing a supposed news account. Kovar's news director, Vic Veters—who says he's heard from many who've received messages—says there was no such incident, that the news story is a phony and that "this young woman has the makings of a major lawsuit." While anchors' careers have been ruined by arrests, Veters noted, the station did not fire Kovar and "she dusted herself off, and moved on. She made a serious mistake [in 1999] but it is patently unfair to write lies about her."

TEXAS NEWS STEP

KXAS-TV Fort Worth will launch a mid-morning newscast Tuesday, the only 10 a.m. newscast in the market. President and General Manager Steve Doerr—a former news director—says that expanding local news is a major part of the station's overall strategy. "We think local news is a terrific alternative to other programming out there," he said. "We'll go on right after *Today*, one of the strongest franchises in television. It would be crazy not to capitalize on that."

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



Web attack probe at WRNN

An attorney representing Kingston, N.Y.-based WRNN(TV) has been given the opportunity by a Connecticut court to begin investigating who is behind a Web site, available on Yahoo's Geocities Web community, that attacks the station. Stamford lawyer Tim Ronan has been allowed to begin legal discovery in an early phase of what could be a defamation lawsuit against the Web site's hosts.

CableWatch

DECEMBER 18-24 *Cable programing ratings according to Nielsen Media Research*

C A B L E ' S T O P 4 0

Following are the top-40 basic cable programs ranked by ratings. Cable rating is coverage area rating within each basic cable network's universe. U.S. rating is of 100.6 million households. Cable share is the program's percentage of cable households using television. Sources: Neilsen Media Research, Turner Entertainment.

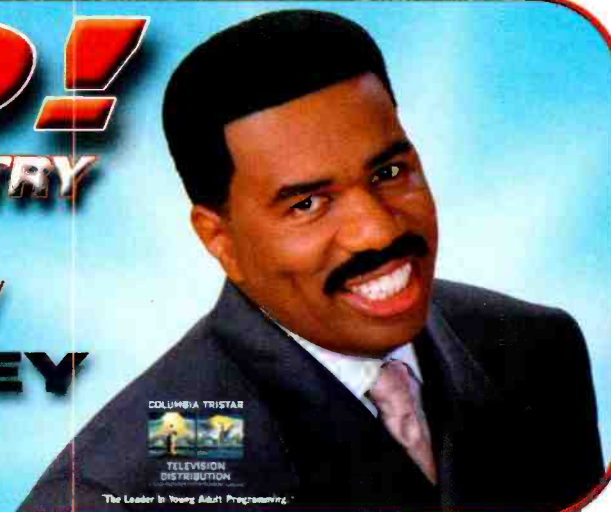
Rank	Program	Network	Day	Time	Duration	Ratings		HHs (000)	Cable Share
						Cable	U.S.		
1	NFL/Bills/Seahawks	ESPN	Sat	8:28P	172	5.1	4.0	4065	9.4
1	WWF Entertainment	TNN	Mon	10:00P	68	5.1	4.0	4034	7.9
3	WWF Entertainment	TNN	Mon	9:00P	60	4.4	3.4	3437	6.1
4	Rugrats	NICK	Sat	9:30A	30	3.4	2.7	2665	9.4
4	South Park	CMDY	Wed	10:00P	30	3.4	2.3	2302	5.2
6	Hey Arnold	NICK	Mon	5:30P	30	3.2	2.5	2523	6.4
7	Rocket Power	NICK	Mon	5:00P	30	3.1	2.4	2454	6.7
7	Rugrats	NICK	Sun	9:00A	30	3.1	2.4	2452	9.6
9	Rugrats	NICK	Mon	4:30P	30	3.0	2.4	2412	7.4
9	Spongebob	NICK	Sat	10:00P	30	3.0	2.3	2367	8.0
9	Rocket Power	NICK	Tue	5:30P	30	3.0	2.3	2348	6.0
9	Dragon Ball Z	TOON	Wed	5:00P	30	3.0	2.1	2061	6.8
9	Dragon Ball Z	TOON	Tue	5:00P	30	3.0	2.0	2034	6.5
14	Hey Arnold	NICK	Tue	7:00P	30	2.9	2.3	2337	4.8
14	Rugrats	NICK	Sat	9:00A	30	2.9	2.3	2315	8.8
14	Spongebob	NICK	Sat	10:30A	30	2.9	2.3	2295	7.9
14	Catdog	NICK	Sat	11:30A	30	2.9	2.3	2274	7.7
14	ragon Ball Z	TOON	Thu	5:00P	30	2.9	2.0	1985	6.5
19	Hey Arnold	NICK	Wed	5:30P	30	2.8	2.2	2260	6.0
19	Rugrats	NICK	Mon	3:30P	30	2.8	2.2	2240	8.0
19	Rocket Power	NICK	Wed	5:00P	30	2.8	2.2	2223	6.3
19	Rugrats	NICK	Tue	7:30P	30	2.8	2.2	2210	4.4
19	Rugrats	NICK	Mon	4:00P	30	2.8	2.2	2206	7.5
19	Rugrats	NICK	Sun	9:30A	30	2.8	2.2	2196	8.3
19	Catdog	NICK	Sat	11:00A	30	2.8	2.2	2188	7.7
19	Dragon Ball Z	TOON	Mon	5:00P	30	2.8	1.9	1889	6.0
27	m/Sister Act	TBS	Fri	8:06P	140	2.7	2.8	2172	4.7
27	Wild Thornberrys	NICK	Tue	6:30P	30	2.7	2.1	2126	4.6
27	Angry Beavers	NICK	Sat	12:00P	30	2.7	2.1	2122	7.2
27	Hey Arnold	NICK	Thu	3:30P	30	2.7	2.1	2114	7.2
31	Rocket Power	NICK	Tue	3:30P	30	2.6	2.0	2097	7.3
31	Hey Arnold	NICK	Thu	4:30P	30	2.6	2.0	2085	6.4
31	Rugrats	NICK	Fri	7:30P	30	2.6	2.0	2068	4.9
31	Angry Beavers	NICK	Sat	12:30P	30	2.6	2.0	2042	6.8
31	Hey Arnold	NICK	Mon	7:00P	30	2.6	2.0	2039	4.2
31	Rocket Power	NICK	Tue	5:00P	30	2.6	2.0	2035	5.6
37	Hey Arnold	NICK	Thu	4:00P	30	2.5	2.0	2013	6.5
37	WCW Monday Nitro Live!	TNT	Mon	8:00P	60	2.5	2.0	1997	3.7
37	Rocket Power	NICK	Tue	4:30P	30	2.5	2.0	1985	6.1
37	Wild Thornberrys	NICK	Wed	4:00P	30	2.5	2.0	1981	6.7
37	Rocket Power	NICK	Tue	4:00P	30	2.5	2.0	1981	6.5
37	Rugrats	NICK	Thu	5:30P	30	2.5	2.0	1975	5.2
37	Spongebob	NICK	Sun	10:00P	30	2.5	2.0	1973	7.3

SOLD!

IN OVER 50% OF THE COUNTRY
FOR FALL 2001!

- Nominated for **7** NAACP Image Awards!
- Picked Up for the 2001-02 Season on the WB!

The
**Steve
HARVEY
Show**



Prime Time Ratings

COMPILED BY KENNETH RAY

DEC. 18-24 Broadcast network prime time ratings according to Nielsen Media Research

Week 12	abc 12.4/20	CBS 9.6/15	NBC 6.2/9	FOX 5.3/8	PAX TV 1.2/2	UPN 2.1/3	WB 4.0/6
8:00	24. 20/20 Downtown 8.0/13	15. King of Queens 9.4/15	70. Titans 4.2/6	62. Boston Public 5.0/8	119. Miracle Pets 1.0/1	93. Moesha 2.1/3	61. 7th Heaven 5.1/8
8:30		17. Yes, Dear 9.1/14				93. The Parkers 2.1/3	
9:00	1. NFL Monday Night Football—St. Louis Rams vs. Tampa Bay Buccaneers 15.2/26	4. Ev Lvs Raymd 13.2/19	41. Dateline NBC 6.3/9	54. Ally McBeal 5.5/8	116. Touched by an Angel 1.1/2	91. The Hughleys 2.2/3	84. Roswell 2.9/4
9:30		9. Becker 11.7/17				95. Girlfriends 2.0/3	
10:00		32. Family Law 7.2/12	23. Third Watch 8.1/13		108. Diagnosis Murder 1.4/2		
10:30							
8:00	2. Who Wants to Be a Millionaire? 14.5/23	26. JAG 7.6/12	74. Mich Richards 4.0/6	29. That '70s Show 7.3/12	119. Mysterious Ways 1.0/2	101. UPN's Movie Tuesday—Safe House 1.6/2	81. Buffy the Vampire Slayer 3.2/5
8:30			66. 3rd Rock fr/Sun 4.6/7	41. Titus 6.3/10			
9:00	11. Dharma & Greg 9.9/15	13. 60 Minutes II 9.8/15	29. Frasier 7.3/11	63. Dark Angel 4.9/8	116. Touched by an Angel 1.1/2		82. Angel 3.0/5
9:30	22. Geena Davis 8.3/13		48. DAG 6.0/9				
10:00	38. Once and Again 6.6/11	7. Judging Amy 12.2/20	36. Dateline NBC 6.7/11		111. Diagnosis Murder 1.3/2		
10:30							
8:00	3. Who Wants to Be a Millionaire? 13.4/22	63. Bette 4.9/8	24. Ed 8.0/13	67. Fox Movie Special—How to Marry a Billionaire 4.5/7	129. Bonanza 1.4/2	101. 7 Days 1.6/3	82. Dawson's Creek 3.0/5
8:30							
9:00	16. Drew Carey 9.3/14	46. CBS Wednesday Movie—The Bodyguard 6.2/10	8. The West Wing 12.1/19		105. Touched by an Angel 1.5/2	91. Star Trek: Voyager 2.2/3	87. Gilmore Girls 2.6/4
9:30	26. Spin City 7.6/12						
10:00	54. Gideon's Crossing 5.5/9		5. Law & Order 12.6/21		101. Diagnosis Murder 1.6/3		
10:30							
8:00	60. Whose Line Is It 5.2/9	58. A Home for the Holidays 5.3/9	14. Friends 9.7/16	39. Fox Thursday Night Movie—Home Alone 2 6.4/10	112. It's a Miracle 1.2/2	67. WWF Smackdown! 4.5/7	89. Gilmore Girls 2.4/4
8:30	41. Whose Line 6.3/10		32. Weber Show 7.2/12		112. Diagnosis Murder 1.2/2		90. Charmed 2.3/4
9:00	6. Who Wants to Be a Millionaire? 12.3/19	67. City of Angels 4.5/7	20. Will & Grace 8.7/14				
9:30			21. Just Shoot Me 8.5/13				
10:00	17. Primetime 9.1/15	50. 48 Hours 5.9/10	17. ER 9.1/16		112. Touched by an Angel 1.1/2		
10:30							
8:00	76. Two Guys a Girl 3.9/7	57. The Fugitive 5.4/10	34. Providence 7.1/13	39. Fox Movie Special—Home Alone 3 6.4/12	123. Encounters With the Unexplained 0.7/1	112. Freedom 1.2/2	95. Sabrina/Witch 2.0/4
8:30	74. Two Guys a Girl 4.0/7				122. Touched by an Angel 0.9/2		99. Nikki 1.7/3
9:00	72. Norm 4.1/7	11. C.S.I. 9.9/17	48. Dateline NBC 6.0/11			123. Level 9 0.8/1	99. Popular 1.7/3
9:30	77. Madigan Men 3.8/6						
10:00	46. Hype With John Stossel 6.2/11	35. Nash Bridges 6.9/12	28. Law & Order: Special Victims Unit 7.5/14		119. Diagnosis Murder 1.0/2		
10:30							
8:00		77. The Story of Santa Claus 3.8/7		53. Cops 5.7/11	125. Miracle Pets 0.7/1		
8:30				41. Cops 6.3/12			
9:00	54. ABC Saturday Night Movie—Mr. Holland's Opus 5.5/11	79. The Nuttiest Nutcracker 3.6/7	70. NBC Saturday Night Movies—Little Women 4.2/8	84. Holiday Music Spectacular 2.9/6	123. Twice in a Lifetime 0.8/2		
9:30					128. Mysterious Ways 0.6/1		
10:00		58. The District 5.3/10					
10:30							
7:00		4.7/11	2.2/5	5.1/12	0.5/1		1.5/4
7:30	86. Wonderful World of Disney—'Twas the Night Before Christmas 2.8/7	50. 60 Minutes 5.9/15	97. NBC Movie of the Week—Alice in Wonderland 1.8/5	29. NFL Postgame 7.3/19	130. Uncovered: The Truth About Jesus 0.3/1		105. Jamie Foxx 1.5/4
8:00		50. Touched by an Angel 5.9/15		65. King of the Hill 4.8/12			108. The PJs 1.4/4
8:30				72. Fox Movie Special—Miracle on 34th Street 4.1/10	129. It's a Miracle 0.4/1		97. Steve Harvey 1.8/5
9:00	36. Who Wants to Be a Millionaire? 6.7/15		87. NBC Sunday Night Movie—Bean 2.6/6		125. Pax Big Event—Diagnosis Murder: Vanishing Act 0.7/1		101. Hype 1.6/4
9:30		80. CBS Sunday Movie—Mrs. Santa Claus 3.5/8					105. Nikki 1.5/3
10:00	41. The Practice 6.3/14						112. Grosse Pointe 1.2/2
10:30							
AVERAGES	7.8/14	6.6/12	6.2/11	5.4/10	1.0/2	2.2/4	2.5/4
5-T-D	8.8/14	8.4/14	8.5/14	6.5/10	0.9/1	2.7/4	2.8/4

KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE
 • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED
 • TV UNIVERSE ESTIMATED AT 102.2 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 1,022,000 TV HOMES
 • YELLOW TINT IS WINNER OF TIME SLOT • (NR)—NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN
 • *PREMIERE • PROGRAMS LESS THAN 15 MINUTES IN LENGTH NOT SHOWN • S-T-D = SEASON TO DATE
 • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH

SyndicationWatch

DECEMBER 4-10 *Syndicated programming ratings according to Nielsen Media Research*

TOP 20 SHOWS

Rank/Program	HH AA	HH GAA
1. Wheel of Fortune	10.6	10.6
2. Jeopardy	8.4	8.4
3. Judge Judy	6.3	8.9
4. Friends	6.2	7.0
5. Entertainment Tonight	6.0	6.1
5. Oprah Winfrey Show	6.0	.1
7. Seinfeld	5.2	5.2
8. Wheel of Fortune (wknd)	5.1	5.1
9. Frasier	4.7	5.1
10. Andromeda	4.1	4.3
11. X-Files	4.0	4.3
12. Live With Regis	3.8	3.8
13. Hollywood Squares	3.7	3.7
14. Drew Carey	3.6	4.0
15. Friends (wknd)	3.5	4.0
15. 3rd Rock From the Sun	3.5	3.
15. Jerry Springer	3.5	3.7
15. Seinfeld (wknd)	3.5	3.5
19. Judge Joe Brown	3.4	4.4
19. Spin City	3.4	3.
19. Xena	3.4	3.6
22. Divorce Court	3.2	.
22. ER	3.2	3.6
24. Entertainment Tonight (wknd)	3.1	3.
24. Montel Williams	3.1	3.2
24. Stargate-SG1	3.1	3.

TOP COURT-RELATED SHOWS

	HH AA	HH GAA
1. Judge Judy	6.3	8.9
2. Judge Joe Brown	3.4	4.4
3. Divorce Court	3.2	4.2
4. Power of Attorney	2.4	3.0
5. Arrest & Trial	2.3	2.5

According to Nielsen Media Research Syndication Service Ranking Report Dec. 4-12, 2000

HH/AA = Average Audience Rating (households)

HH/GAA = Gross Aggregate Average

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

N/A = not available

Losing out to the real thing

In an unwelcome irony for syndicators, the week the Florida Supreme Court grabbed everyone's attention with its election-recount order was also the week when several court shows racked up record viewing lows.

For the period ended Dec. 10, five out of the six veteran court shows were down from the prior week and tracking below the comparable period in '99, according to Nielsen Media Research.

Also, four posted season lows: leader *Judge Judy* (6.3, down 9% from the previous week), *Judge Joe Brown* (3.4, down 11%), *People's Court* (1.7, down 6%) and *Judge Mills Lane* (1.5, down 12%). Two scored their worst-ever marks: *People's Court* (down 29% from the comparable year-ago period) and *Mills Lane* (off 32% from 1999).

But one rookie court-related show, *Arrest & Trial*, won its case with viewers, jumping 5% from the prior period to a 2.3, its best-ever showing. It was the only freshman strip to pop a season high. "In contrast to the [judge-steered] court shows that largely run the same thing day in and day out, [*Arrest & Trial*] tries to re-create a cinematic experience," explains Rob Port, the show's executive producer.

With the show's mix of crime re-enactments and interviews with actual police officers involved in solving court cases, *Arrest & Trial* "offers something no one else is offering," he adds. "In five words or less, we've got quality, content, drama and excitement all in one."

Other bright spots in syndication were veteran *Divorce Court* (3.2, up 3%) and top rookie strip *Power of Attorney* (2.4, up 9%). Freshman off-net sitcom *Spin City* (3.4, up 6%) grabbed its best yet. *Montel* (3.1, up 7%) gained the most ground among talkers. And weekly series *V.I.P.* jumped 16% to a season-high 2.9.

Cable news networks, airing non-stop coverage of Florida's judicial action, are bearing most of the blame for wooing away syndication viewers.—*Susanne Ault*



Bucking the trend, rookie 'Arrest & Trial' logged its best-ever showing.

Divorce Court Surges while most veterans decline

The Court Leader

20th TELEVISION

% Change vs. 1999
Source: NIS - October, 2000-01 PTD (vs. 10/7/99)
vs. 1999-00 PTD (vs. 10/1/99) Based on WFS-04 GAAs

Show	% Change vs. 1999
Judge Brown	+8%
Judge Mathis	+7%
Judge Judy	Flat
People's Court	-29%
Judge Mills Lane	-31%

Time Warner takes a hit

Company is not immune to softening ad market, says 4Q earnings will be lower than expected

By Steve McClellan

In early October, Time Warner's stock was trading at \$91.25, after peaking earlier in the year at almost \$105. Investors were beginning to worry about the advertising economy, which affects important units within the company, including its cable networks, cable systems and the WB network.

About the same time, News Corp.'s and Fox Entertainment Group's stock started to come down, too, on the same concerns. News Chairman Rupert Murdoch acknowledged that TV advertising had hit a soft spot and that the near-term prospects "for us and our competitors looks a little uncertain."

Time Warner head Gerald Levin and AOL chief Steve Case disagreed with that assessment, vehemently denying any weakness in their advertising-driven businesses. Levin said such a notion was "spurious. ... That's not even an issue for us" during a teleconference with analysts to review third-quarter results. "AOL-Time Warner advertising will be the fastest-growing part of the company." His comments gave Time Warner's stock a nice upward push, some \$3-plus per share.

Turns out: Murdoch was right, and Levin was wrong, a fact that Time Warner acknowledged last week, albeit in a comment deeply hidden in a press release on the restructuring of the Road Runner high-speed Internet service provider. Time Warner is assuming operating control of the service and upping its ownership stake to just over 91%.



In October, Time Warner Chairman Gerald Levin called reports of weakness in the advertising market "spurious."

The press release said fourth-quarter earnings will be lower than expected because of "recent softness in cable network advertising revenues."

Wall Street wasn't pleased and hammered Time Warner with a 24% drop in its stock price over three days after the company issued a revised fourth-quarter outlook statement. From Dec. 18 to Dec. 20, the stock plunged from \$72.72 to \$55.50.

The company also cited lower-than-expected music sales and the poor box-office performance of recent theatrical release *Little Nicky* as contributing factors.

Media analysts quickly revised earnings estimates downward for the company for both the fourth

quarter and next year.

Jessica Reif, top entertainment analyst at Merrill Lynch, cut fourth-quarter pre-tax-earnings growth estimates for the company almost by half, from 14% to 8%, or by about \$100 million, to \$1.95 billion. She also lowered her 2001 earnings estimate for the company by \$230 million, to \$7.5 billion.

Reif estimates that Time Warner's cable networks are "performing at the lower end of industry growth, for a number of reasons." Among them: declining ratings at CNN, due largely to ratings momentum at Fox News and, secondarily, at MSNBC.

In addition, Reif cites the performance of World Championship Wrestling, which lost roughly \$80 million for the Turner cable networks in 2000. She predicts that Turner will either cancel or sell WCW soon.

Meanwhile, on Dec. 20, Time Warner and AOL executives reiterated previous statements that they intend to close their merger by "early January" at the latest.

Reif maintains her long-term buy rating on Time Warner but cautions that the merged entity faces "tough comparisons" in first half 2001, given the exceptionally strong ad market that existed a year ago, coupled with uncertainty in the current ad marketplace.

As for the Road Runner restructuring, Time Warner will buy out AT&T's direct interest in the ISP; AT&T will retain a very small indirect interest through its acquisition of Media One, which holds a 25% stake in Time Warner Entertainment, the Time Warner division under which Time Warner Cable is organized. Microsoft and Compaq are also selling their combined 20% stake in Road Runner (Time Warner will pay a total of \$570 million to buy them out) while Advance/Newhouse will retain a small (8.8%) stake in the service. Road Runner will be managed by Time Warner Cable, which announced that Jeffrey King is replacing William Gordon as president of the service.

The restructuring was the option that AT&T chose to meet the regulatory conditions of its acquisition of Media One. ■

**TW's stock price
plunged 24% over
three days in
December.**

Changing Hands

Combos

KDOM-AM-FM Windom (near Sioux Falls, S.D.) Minn.

Price: \$1.25 million

Buyer: Results Radio Inc., Winona, Minn. (Jerry Papenfuss, president); owns two other AMs and three other FM's, all in Minnesota. Papenfuss owns three AMs and three FM's, also in Minnesota

Seller: Windom Radio Inc., Windom (Rich Bieber, principal); no other broadcast interests

Facilities: AM: 1580 kHz, 1 kW day, 2 W night; FM: 94.3 MHz, 5.7 kW, 335 ft.

Formats: Both country

Broker: Johnson Communication Properties Inc.

WETZ-AM-FM and construction permit for WNMF(FM) New Martinsville, W.Va.

Price: \$380,000

Buyer: Dailey Corp., Ripley, W.Va. (Calvin E. Dailey Jr., owner); owns WCEF(FM) Ripley

Seller: Nelson Hachem, New Martinsville; no other broadcast interests

Facilities: WETZ(AM): 1330 kHz, 1 kW day, 60 W night; WETZ-FM: 103.9 MHz, 3 kW, ant. 298 ft.; WNMF: 99.5 MHz, 6 kW, ant. 300 ft.

Formats: AM: gospel; FM: AC

Broker: Ray H. Rosenblum

KSET(AM)-KLOI(FM) (formerly KKAS-KWDX) Silsbee, Texas

Price: \$175,000

Buyer: Dave Collier Communication Broadcasting Inc., Silsbee (David D. Collier Sr., owner); no other broadcast interests

Seller: Proctor-Williams Inc., San Antonio (Gerald R. Proctor, president); no other broadcast interests

Facilities: AM: 1300 kHz, 500 W day; FM: 101.7 MHz, 3 kW, ant. 200 ft.

Formats: Both country

FMs

Construction permit for KBIL(FM) Grand Isle, La./Florence, S.C.

Price: \$3.5 million

Buyer: JP Broadcasting LLC, Chicago (Bruce Buzil and Christopher F. Devine, principals). Buzil and Devine own/are buying 75 other FM's and 36 AM's, including KOTB(FM) Evanston, Wyo. (see next item)

Seller: KBIL LLC, Mount Pleasant, S.C. (James C. Fort, Andrew J. Guest, William J. Pennington III and Edward F. Seeger, each

Station Trades

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

THIS WEEK

TV/Radio	□ \$0	□ 0
TVs	□ \$0	□ 0
Combos	□ \$1,805,000	□ 3
FM's	□ \$6,899,925	□ 9
AM's	□ \$2,472,000	□ 11
Total	□ \$11,177,425	□ 23

SO FAR IN 2000

TV/Radio	□ \$2,133,450	□ 1
TVs	□ \$1,276,146,089	□ 35
Combos	□ \$3,698,273,085	□ 111
FM's	□ \$1,649,905,217	□ 192
AM's	□ \$402,081,385	□ 133
Total	□ \$7,028,539,226	□ 472

25% members). KBIL's principals also have interests in two AMs and six FM's

Facilities: 104.5 MHz, 6 kW, ant. 213 ft.

KOTB(FM) Evanston, Wyo.

Price: \$1.65 million

Buyers: Bruce Buzil and Christopher F. Devine (see preceding item)

Seller: Rocky Mountain Radio Network, Evanston (David B. Smith and Jim Carroll, co-owners); own KEVA(AM) Evanston
Facilities: 106.1 MHz, 110 W, ant. 1,523 ft.

Format: Country

Broker: Media Services Group Inc.

WNSX(FM) (formerly WAKN) Winter Harbor/Bar Harbor/Bangor, Maine

Price: \$1.1 million

Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, chairman; Randy Michaels, chairman, Clear Channel Radio); owns/is buying 18 TV's and about 1,120 radios, including the following Bangor-area FM's: WLKE Bar Harbor, WBFB Belfast/Brewer, WKSQ Ellsworth/Brewer, WVOM Howland, WGUY Dexter/Newport and WBYA Searsport, and WRKD(AM)-WMCM(FM) Rockland/Portland/parts of Bangor

Seller: Bridge Broadcast Corp., Bar Harbor (Scott Hogg, principal); owns WMDI(FM) Bar Harbor

Facilities: 97.7 MHz, 50 kW, ant. 489 ft.

Format: Classic rock

Broker: George Silverman & Associates (seller)

Construction permit for KSNA(FM) Laramie, Wyo.

Price: \$200,000

Buyer: Athomic Broadcasting Inc., Cheyenne, Wyo. (Victor A. Michael Jr., president/owner). Michael also owns/has interest in one AM and six other FM's, including KLDI(AM)-KRQU(FM) Laramie

Seller: Pacific Broadcasting of Wyoming Inc., Washington (P. Stephen Bunyard, president); no other broadcast interests

Facilities: 104.5 MHz, 3 kW, ant. 951 ft.

Broker: McCoy Broadcast Brokerage Inc. **KIXC-FM Quanah, Texas**

Price: \$145,000

Buyer: KIXC-FM LLC, Houston (Patrick William Johnson, 51% member); no other broadcast interests

Seller: Glen A. Ingram, Quanah; no other broadcast interests. Note: Ingram had planned to sell kixc-fm for \$155,000 (Changing Hands, July 12, 1999)

Facilities: 100.9 MHz, 3 kW, ant. 192 ft.

Format: Country

KXXQ(FM) (formerly KQEO) Grants/Gallup, N.M.

Price: \$110,000

Buyer: KXXQ Radio Partners LLC, Walla Walla, Wash. (Thomas D. Hodgins, 24% managing member). Hodgins owns 50% of KMJY-FM Newport and KUJ-AM-FM Walla Walla, Wash., and construction permit to build KDEP(FM) Depoe Bay, Ore.

Seller: Against the Wind Broadcasting Inc., Laramie, Wyo. (Randy J. Timothy, president/51% owner); no other broadcast interests. Note: Company recently bought KXXQ for \$50,000 (Changing Hands, Sept. 11)

Facilities: 100.7 MHz, 1.7 kW, ant. 194 ft.

Format: AC

Construction permit for KRBH(FM) Hondo (near San Antonio), Texas

Price: \$74,925

Buyer: Hondo RadioWorks Business Inc., San Antonio (John W. Barger, president/owner). Barger also owns KVWG(AM)-KITE-FM Pearsall/San Antonio and KAMG(AM)-KBIC(FM), KPEG(FM), KPLV(FM) and KRNX(FM) (formerly KVWG-FM) in nearby Victoria, Texas. Note: If buyer defaults on deal, seller gets \$19,925

Seller: Five Points Broadcasting Inc., St. Louis (James G. Withers, president); no other broadcast interests

Changing Hands

Facilities: 98.5 MHz, 3 kW, ant. 272 ft.
KSPY(FM) (to be KHWG) Quincy, Calif.

Price: \$70,000 cash

Buyer: Keily Miller, Reno, Nev.; no other broadcast interests

Seller: Ukiah Broadcasting Corp., Stockton, Calif. (Keith Bussman, president); owns KDAC(AM) Fort Bragg, KUKI-AM-FM Ukiah and KLLK(AM) Willits, all Calif. Note: Ukiah acquired KSPY in 1997 for \$30,000

Facilities: 100.3 MHz, 900 W, ant. -1, 125 ft.

Format: News/talk

Construction permit for WMHU(FM) Cooperstown, Pa.

Price: \$50,000

Buyer: Fox Allegheny Inc., North East, Pa. (John A. Bulmer, president/owner). Bulmer is acquiring WDOE(AM) Dunkirk and WBKX(FM) Fredonia/Dunkirk, N.Y.

Seller: Cooperstown Radio Inc., Austingburg, Ohio (Richard D. Rowley, principal); no other broadcast interests

Facilities: 107.7 MHz, 6 kW, ant. 300 ft.

AMs

WRBP Warren (near Youngstown), Ohio

Price: \$675,000

Buyer: Salem Communications Corp., Camarillo, Calif. (Stuart W. Epperson, chairman/30% owner; Edward G. Atsinger III, president); owns/is buying 74 other radio stations, including nearby WHLO(AM) Akron and WHK-FM Canton, Ohio

Seller: Star Communications Inc., Solon, Ohio (Arthur Greenberg, principal); no other broadcast interests. Note: Star was to sell station for \$800,000 (Changing Hands, July 31, 2000)

Facilities: 1440 kHz, 5 kW

Format: Sports

WELX Callahan/Jacksonville, Fla.

Price: \$450,000 (less than 75% of appraised value; minority distress sale; includes five-year noncompete agreement)

Buyer: P&B Communications Ltd., Bowling Green, Ohio (Jeffrey S. Smith, 25% managing member; Destiny Communications Corp., 75% member [Robert E. Pitts, president/51% owner]). Pitts also has interest in WDMN(AM) Toledo and WXQQ(FM) Wauseon, Ohio

Seller: Circle Broadcasting of America Inc., Coral Springs, Fla. (Nestor C. Miranda, president/55% owner); no other broadcast interests. Note: Miranda is appealing a felony conviction.

Facilities: 1160 kHz, 5 kW day, 250 W night

Format: Spanish

WHRD Huntington, W.Va.

Price: \$200,000

Buyer: Concord Media Group Inc., Odessa, Fla. (Mark W. Jorgenson, president/owner); owns/is buying seven FMs and seven other AMs. Jorgenson also is buying/has interest in five more AMs and two more FMs

Seller: Simmons Broadcasting Group, Cornelius, N.C. (Lee Simmons, president); owns WGZO(FM) Parris Island, S.C.

Facilities: 1470 kHz, 5 kW day

Format: Sports

KLBO Monahans, Texas

Price: \$175,000

Buyer: Sandhills Communication Inc., Odessa, Texas (Rick Anderson, owner); no other broadcast interests

Seller: Harold and Patricia Callaway (spouses), Monahans; no other broadcast interests

Facilities: 1330 kHz, 5 kW day, 1 kW night

Format: News/talk

WIQR Prattville, Ala.

Price: \$167,000

Buyer: Star Power Communications Corp., Prattville (Greg Meadows, president); no other broadcast interests

Seller: American Trust Corp., Birmingham, Ala. (Earl F. Hilliard, president); no other broadcast interests

Facilities: 1410 kHz, 5 kW day, 1 kW night

Format: News/talk

WSGI Springfield, Tenn.

Price: \$155,000

Buyer: Lightning Broadcasting LLC, Hot Springs Village, Ark. (Neil W. and Jo A. Peterson, owners/spouses); no other broadcast interests

Seller: F&M Enterprises Inc., Brentwood, Tenn. (Fred Harron, president); no other broadcast interests

Facilities: 1100 kHz, 1 kW day

Format: Country

WLNR Kinston, N.C.

Price: \$151,000

Buyer: Pioneer Broadcasting Inc., Kinston (Todd Bartley, owner). Bartley also has interest in WYLI(AM) Marietta, Ohio

Seller: Conner Media Inc., Statesville, N.C. (Ronald Benfield, president); owns WEGG(AM)-WBSY(FM) Rose Hill, N.C., and 51% of WSTK(AM) Jacksonville, N.C.; is building WBHU(FM) Bayboro, N.C. Note: Conner Media had planned to sell WLNR for \$250,000 (Changing Hands, July 26, 1999)

Facilities: 1230 kHz, 1 kW

Format: Adult standards

WMCJ Moncks Corner, S.C.

Price: \$150,000

Buyer: Kirkman Broadcasting Inc., Charleston, S.C. (Guilford M. Kirkland Jr., president); owns WQSC(AM) and WQNT(AM) in nearby Charleston

Seller: Berkeley Broadcasting Corp., Moncks Corner (Clary K. Butler, principal); no other broadcast interests

Facilities: 950 kHz, 500 W day, 135 W night

Format: Gospel

KCMC Texarkana, Texas

Price: \$149,500

Buyer: Ark-La-Tex LLC, Texarkana (Harold L. Sudbury Jr., 50.1% managing member; Sunbelt Media Inc, 49.9% member [Linda D. Cate, vice president/owner]); owns 11 FMs and seven other AMs; has LMA with KTFS(AM)-KFYX(FM) Texarkana; has CP to build radio in Nashville, Ark.

Seller: Camden News Publishing Inc., Little Rock, Ark. (Walter E. Hussman Jr., principal); owns KTAL-FM Texarkana/Shreveport, La.

Facilities: 740 kHz, 1 kW

Format: Sports

WETT Ocean City, Md.

Price: \$100,000

Buyer: Radio Broadcast Communications, Rockville, Md. (William B. Parris III, president); no other broadcast interests

Seller: Michael A. Gureckis, Germantown, Md.; no other broadcast interests

Facilities: 1590 kHz, 1 kW day, 500 W night

Format: News/talk

WALQ Wilson, N.C.

Price: \$100,000

Buyer: Kingdom Expansion Corp., Wilson (M.K. Smith, director); no other broadcast interests

Seller: Taylor Group Inc., Lihue, Hawaii (James A. Taylor, president); no other broadcast interests

Facilities: 1420 kHz, 1 kW day, 500 W night

Format: Christian

Amplifications

The \$900,000 sale of WHPO(FM) Hoopston, Ill., to Market Street Broadcasting LLC was brokered by Buysellradio online (Changing Hands, Dec. 11, 2000).

Media Ventures Partners represented buyer ABC Radio Inc. in the \$5 million purchase of WHOO(AM) Orlando, Fla. (Changing Hands, Dec. 18, 2000).

—Compiled by Alisa Holmes and Elizabeth A. Rathbun

Keeping tabs on consumers

Nielsen Media Research, ACNielsen headed for reunification under VNU umbrella

By Steve McClellan

Here's what's on NBC research president Alan Wurtzel's wish list: "I'd love to be able to know if the person who watches CNBC at the office during the day goes home and logs on to CNBC.com at night and then watches *Will & Grace*. You can't get that kind of information today, you have to infer it, and it's very difficult."

But perhaps the most important question that media marketers and buyers alike want answered: Does that person go out the next day and buy any of the products he or she saw advertised on those media platforms the night before?

For years, U.S. media executives have yearned for a so-called "single-source" provider of consumer research and marketing data that could answer such questions. Two weeks ago, hopes were raised that such a provider might be stepping up to the plate: the Netherlands-based VNU.

In a deal inked Dec. 18, VNU bought ACNielsen for \$2.3 billion, reuniting the consumer-research company with its once and future co-owned TV-audience-measurement company, Nielsen Media Research. VNU purchased Nielsen Media Research in 1999 for \$2.7 billion.

The purchase reflects VNU's determination to become a premiere purveyor of consumer research and information for marketers worldwide, company executives told analysts two weeks ago when the ACNielsen acquisition was signed.

Structurally, ACNielsen and Nielsen Media Research are expected to remain separate co-owned entities under VNU. But company executives say they expect that the two companies will initiate a series of joint projects.

ACNielsen is best known for tracking the buying habits of consumers. VNU Chief Financial Officer Frans Cremers told analysts that, with the addition of ACNielsen, VNU possesses "must-have information for consumer-products companies." Indeed, the company is being almost totally refocused on business-to-business services. It's looking at the possible divestiture of a consumer-magazine division (which has European franchise rights to such titles as *Playboy* and *Cosmopolitan*) and an educational-publishing unit. "We intend to be a one-stop worldwide marketing support" and ser-

vices company, Cremers notes.

David Poltrack, executive vice president of research at CBS, believes VNU's reuniting of the two Nielsen companies puts it in the best position to develop a research package that links product purchases with TV viewing habits. "If you monitor product sales and TV viewing, you should be able to measure the impact of advertising campaigns," he says. "It's not an easy thing to do but, if anyone should be able to do it," it's the two Niensens.

Dun & Bradstreet at one time owned both companies before spinning them off into separate publicly traded entities. VNU is paying \$36.75 per share for ACNielsen, which amounted to a 49% premium over its closing stock price on Dec. 15, the last business day before the deal was sealed.

ACNielsen is also a force in monitoring the box-office receipts for theatrical films in the U.S. That business meshes nicely with VNU's NRG subsidiary, a dominant player in the test-marketing of films and their promotional trailers. (Indeed, that subsidiary came under fire a few months ago for helping film studios test the appeal of R-rated films to children, a tactic that didn't go over well on Capitol Hill.)

In addition to an array of marketing data, VNU also publishes phone directories and trade publications (including *Ad Week*, *The Hollywood Reporter* and *Billboard*).

ACNielsen also has TV-ratings services in a slew of markets outside the U.S. Nielsen Media Research is big in Internet-usage measurement with its controlling interest in NetRatings and also owns Monitor Plus, which tracks where advertisers buy TV spots. ■

A Nielsen family history

1923

Arthur C. Nielsen starts the A.C. Nielsen Co. as product-testing concern.

1936

Nielsen launches its broadcast-measurement service with radio ratings.

1942

Launches first national ratings service (still radio) using an electronic meter to record listening.

1950

Launches TV ratings.

1984

Company acquired by Dun & Bradstreet.

1987

Launches the "peplemeter" to track TV viewing.

1996

Nielsen's product-research (ACNielsen) and TV-ratings companies (Nielsen Media Research) split into separate companies.

1999

VNU buys Nielsen Media Research.

2000

VNU agrees to buy ACNielsen.

Washington



Fighting over the children

Kids' advocates, programmers at odds over digital TV rules

By Bill McConnell

Kids TV advocates and children's programmers are split over proposed new obligations that the FCC is considering for TV stations and cable systems.

At issue are several proposals the FCC is considering aimed at increasing the amount of kids TV available as broadcasters begin multicasting and as TV networks begin offering interactive links, including ones that may be aimed at marketing products to children.

Sesame Workshop, which produces *Sesame Street* and is eyeing the digital transition as a source of new program-

ming outlets and new marketing revenue, not surprisingly supports the increase in kids-TV obligations, but opposes the Center for Media Education's proposed restrictions on interactive marketing.

Instead, Sesame workshop wants "mixed" use Internet sites okayed as long as they are not "primarily intended" for e-commerce, do not provide a direct hot link from the TV screen to the e-commerce section and offer a substantial amount of "bona fide" program-related content. "Links to mixed-use Web sites that sell products associated with the program in which the links appear

should be encouraged rather than prohibited," the workshop said.

CME is backing FCC suggestions that would cap the number of times children's shows can be pre-empted for sports and news events and still count toward the 3-hour weekly quota of kids' analog programming. For digital programming, pre-emptions eventually should be eliminated, the group maintained.

CME also wants the FCC to increase the amount of kids programming required when stations and cable networks multicast. Broadcasters could meet the added obligations by increasing the actual number of children's shows, funding local public-TV kids shows or providing datacasting services to local schools. Networks also should add V-Chip codes to commercials to limit kids' exposure to "age-inappropriate promotions," CME noted.

Industry officials, by contrast, urged regulators not to increase their children's TV obligations. In addition to opposing the suggestions above, they also are fighting a proposal that would count program promotions against advertising limits during children's programming. The 1990 Children's Television Act "implicitly understood that some measure of commercial advertising was a fundamental underpinning of much of the children's television provided over cable and broadcast television," wrote the National Cable Television Association. Some broadcasters said stations would be dissuaded from adding news or public affairs channels if their kids-programming quotas were to rise.

The National Association of Broadcasters is opposing a proposal, which would be applied to DTV in general, that would require stations to post their entire public file on the Internet, including children's programming reports and letters from the public received over the last three years. ■

Congress reins in LPFM

Although disappointed, the FCC moves forward with scaled-back low-power radio service

By Bill McConnell

The FCC is moving ahead with its new low-power FM service, which was pared down thanks to lobbying by the National Association of Broadcasters.

On Dec. 21 the FCC declared 255 applicants in 21 states and territories eligible for LPFM licenses allowing 100-watt stations with a signals radius of roughly 3 miles.

The eligible applicants include such varied entities as Rhode Island's Newport Musical Arts Association, Jackson Ski Community Radio in New Bartlett, N.H. and Mount Vernon Missionary Baptist Church in Noxapater, Miss.

FCC is still reviewing applications in states where more than one group has asked for a license in a particular signal area.

It's too early to say how many of the eligible applications actually will win licenses, because outside parties have until Jan. 22 to ask the FCC to deny individual permits. Close to one-third of eligible full-power radio applicants generally must fend off petitions to deny their licenses but the number of challenges expected for these LPFM grants is impossible to predict because this is the inauguration of the service. FCC officials say they will be watching closely over the next few weeks to see if the NAB's active lobbying against LPFM carries over into widespread opposition to specific low-power licensees.

The restrictions on low-power, part of a giant spending bill passed by Congress Dec. 15, blocked the FCC's plan to reduce interference safeguards. The agency wanted to relax the standards in order to create more stations in large markets already filled with full-power radio stations.

The law bars the FCC from dropping a long-standing requirement that stations keep at least two open channels between them. Congress did, however, agree to let the FCC drop that separation requirement



The president signed the bill grudgingly: "I am deeply disappointed that Congress chose to restrict the voice of our nation's churches, schools and community groups."

in nine test markets. After reporting on its results, the FCC could ask Congress to drop the restriction nationwide. The restriction will drastically reduce the number of LPFM licenses in large cities. The law also bars anyone who has operated an illegal "pirate" radio station from receiving a license. Previously, the ban would have applied only to pirates whose equipment was seized by the federal government for refusing to leave the airwaves after receiving an FCC warning.

The congressional restrictions were a blow to FCC Chairman William Kennard, who pushed to create the service as a countermeasure to the increasing consolidation of commercial stations by nonprofit organizations a chance to control a small portion of the airwaves. "We will see more and more applications," Kennard said. "These new LPFM stations will not create any harmful interference problem for existing radio services."

President Clinton, who grudgingly signed the restrictions into law in order to enact the larger spending deal, echoed

Kennard's disappointment. "I am deeply disappointed that Congress chose to restrict the voice of our nation's churches, schools, civic organizations and community groups."

According to an FCC survey of 20 cities with populations greater than 500,000, the number of markets eligible for a 100-watt low-power station drops from 11 to two and the total number of stations from 67 to nine. In 20 surveyed cities with populations between 200,000 and 500,000, the number of stations drops from 155 to 35. Among cities with 50,000 to 200,000, the number falls from 106 to 27.

The NAB praised Congress for reining in the service. "The compromise allows LPFM to go forward while minimizing interference for millions of radio listeners," said NAB President Eddie Fritts.

Public-advocacy groups counter that loosening old interference restrictions would not have created signal conflicts for today's improved receivers. Said Cheryl Leanza, of the Media Access

Project, "Unfortunately, broadcaster-driven politics have trumped the public interest."

Thanks to the new rules, the NAB and FCC last week asked the federal appeals court in Washington to remand a court challenge to the agency so the original LPFM rules can be

brought into compliance with the new law. The FCC also asked the court to dismiss pirate broadcasters' challenge to the restrictions.

Between Jan. 16 and Jan. 22, the FCC will be accepting applications for stations in Samoa, Colorado, Delaware, Hawaii, Idaho, Missouri, New York, Ohio, South Carolina, South Dakota and Wisconsin. ■

'The compromise allows LPFM to go forward while minimizing interference for millions of radio listeners.'

—Eddie Fritts, NAB president

Interactive Media

NTi walks the interactive walk

Digital Convergence technology makes it easier for the program's viewers to surf the Web

By Ken Kerschbaumer

NTi has built up an audience via a program broadcast on television, radio and the Internet, and this year it will appear at NATPE, looking to broaden that audience even further with the help of Digital Convergence and its CueCat and CRQ technology.

With the help of Digital Convergence, which is also a sponsor of the program, NTi viewers, listeners and surfers are now able to kick back and surf the Web without having to touch a keyboard. The CueCat device, a pen-size hand-held bar-code scanner connected to a computer that allows users to scan bar codes and access Web sites, has taken its share of criticism as gadget gurus consider its usefulness.

But the CRQ connection could be more attractive. Connecting the TV to the computer via a "convergence cable" enables Web-site information to be sent via audio signals (or cues) from the TV set to the computer. The computer then takes the viewer

directly to related Web sites and Internet content. As related Web content is referred to in the broadcast, the computer can immediately respond and take the viewer to the content.

"The hook is the automation that the technology offers, and it's a fantastic answer to the complexity of having to look up URLs and type them in," says Laura Lewis, NTi executive producer and host. "We can also hit a broader demographic with pages designed for children or senior citizens, and that is what's fun about this."



Laura Lewis considers use of CueCat and CRQ a continuation of the program's mandate to educate on new technologies.

NTi began as a radio talk show in Dallas five years ago, broadcasting from the same studio in which Audionet was founded (Audionet later became Broadcast.com, which today is part of Yahoo). Lewis notes that it was one of the first programs to be "triple-cast" over television, radio and the Internet.

"We already have a lot of interactivity with surveys and online questionnaires, and we really just gave people what they wanted and tried to stay on the cutting



CueCat is a mouse-like bar-code scanner that hooks up to the computer and automatically records Web addresses.

edge of what technology was coming out," she says. "We really had our ear to the ground."

Brad Smith, Net Talk Interactive managing director, says the television version of the program can be seen on 18 Belo stations as well as The WB affiliates. "The show has been totally reformatted since its early-late-night talk format," he adds. "It's now more like *Entertainment Tonight's* format."

Smith believes that the CRQ technology will make it much easier for viewers to surf along at home. "When people first started watching the show, they were surfing along with the computer and had to log on to what the talent was talking about," he says. "But, with the CRQ technology, we can do the surfing for them."

Alec Gerster, Chairman, MediaCom/Grey Advertising

"WITH SPOT ON, WE WILL BE ABLE TO TELEVISION ADVERTISING WAS DELI AND IMPROVE OUR CLIENTS' PERFOR

Not only the over-the-air broadcasts but also the content streamed through the NTi Web site can be CRQ-enabled. "If you're watching the show on your computer," Smith explains, "the video stream will bring up the Web sites mentioned in the program."

He also says the CueCat could fit into the plans as well. "I think everyone will find a different use for the devices. For a TV show, the Cat would be more of a contest device, with swipe-and-win game pieces. Everyone on the Cat side is going to find different purposes for it."

For Lewis, implementation of the

Not only the over-the-air broadcasts but also the content streamed through the NTi Web site can be CRQ-enabled.

Digital Convergence products is a continuation of the show's mission to educate viewers and listeners about the latest in computer-related technology. "When we first started out, people didn't even know what 'www' was. We still

play the role of educator and entertainer, dishing out the info so it can be easily disseminated and not intimidating."

And the real killer app? In the next few months, Digital Convergence will introduce a wireless version of its system, something that will make it that much easier for viewers to get interactive without being intimidated. ■

Mediacom gets Excited@Home

Mediacom has tapped Excite@Home to take over its broadband customers who were previously served by the ISP Channel, an ISP that is ceasing operations. According to Excite@Home, it will pick up 12,000 high-speed data customers in the deal.

"Mediacom is a great MSO and a great partner," says Dan Donnelly, vice president for affiliate operations for @Home Solutions. "The deal is really a result of the fallout of ISP Channel more or less going out of business on Jan. 31."

Donnelly says that all of the Mediacom systems are on DOCSIS so it will be a transparent switch to customers. @Home will lay in its

own circuits and, on date of transition, point them over to @Home's network. There also may be similar opportunities ahead for Excite@Home, particularly if an ISP has a business model similar to that of the ISP Channel.

"Anybody who has a similar model to what ISP Channel has is going to have a difficult challenge sustaining potential for profitability," adds Donnelly. "They came out of the shoot with a full turnkey model where the majority of expenses were on their books while the revenue was split down the middle, and you can't do that and stay in this business. You need some sort of scalability to the business."

—Ken Kerschbaumer

TV NEWS SITE	
NOVEMBER 2000	
RANKED BY UNIQUE VISITORS PER MONTH	
Sites	(000)
MSNBC.COM	12,325
CNN.COM	12,075
ABC NEWS*	5,970
FOXNEWS.COM	3,580
CNNFN.COM*	1,679
CNBC.COM	1,219
BLOOMBERG.COM	869
WEBFN.COM	—
CBSNEWS.COM	—

Source: Media Metrix

CABLE TELEVISION SITES	
NOVEMBER 2000	
RANKED BY UNIQUE VISITORS PER MONTH	
Sites	(000)
NBCI*	14,494
MSNBC.COM	12,325
CNN.COM	12,075
WEATHER.COM	8,369
ESPN*	6,541
CBS.COM SITES*	4,131
DISCOVERY.COM	4,015
ABC*	3,663
FOXNEWS.COM	3,580
EONLINE.COM	3,366
MTV.COM	2,721
PBS.ORG	2,580
CARTOONNETWORK.COM	2,129
FOODTV.COM	1,753
CNBC.COM	1,219
FOX.COM SITES*	1,138
VH1.COM	1,057
HGTV.COM	748
SCIFI.COM	718
HISTORYCHANNEL.COM	680
COMEDYCENTRAL.COM	652
COUNTRY.COM	372
THEWB.COM	326
AAANDE.COM	289
TVLAND.COM	238
COURTTV.COM	208

Source: Media Metrix

—Statistically insignificant traffic.
 * Represents an aggregation of commonly owned/branded domain names.
 A unique visitor is a person with a unique Web address entering a Web site for the first time each day.
 Sample Size: More than 60,000 individuals throughout the U.S. participate in the Media Metrix sample.

KNOW EXACTLY WHAT
 VERED, REACT TO IT
 MANCE."

Call 877-9-SpotOn
 or visit www.spoton.tv.



How interactive is TV?

From its very definition there is uncertainty about medium

As the year turns, interactive TV is not a mass medium yet. Tracy Swedlow isn't surprised. As president of San Francisco interactive television consultancy InteractiveTV Today, she has been tracking the less than robust development of interactive television for the American Film Institute. Obviously, AFI has a huge interest in the future of opportunities for content creators in the visual realm.

"Interactive television" means different things to different people. Swedlow defines it largely in terms of "the use of technologies to simultaneously broadcast [the signal] and data to a video screen." She feels that there needs to be some relationship between the broadcast signal and additional functionality or information that is being delivered.

Swedlow doesn't define interactivity in the way some would position it today. "Watching and then going to a PC and e-mailing [Oxygen Media talk-show host] Candice Bergen is not interactive

TV," she says. "Web applications to support shows are early behaviors that content programmers are exploring, but that is not interactive."

It's not a matter of different platforms for her; it is just that one means of communication does not organically flow from another.

Swedlow is totally correct on that count, as well as in her diagnosis of interactive TV's slow adoption curve, acceptance problems, and what needs to be done to fix them. (She posts, and frequently updates, a white paper about her views on interactive television's opportunities and challenges at <http://www.itvt.com/etvwhitepaper.html>.)

Right now, she sees an adoption-curve red flag in the recent lawsuit that interactive television developer ACTV has filed against Disney. It alleges that Disney is infringing on ACTV's intellectual property with the Enhanced TV online programming it distributes via the Web during broadcasts of ABC's *Monday Night Football* and *Who Wants to Be a Millionaire?* and ESPN's *Sunday Night Football*.

As we have reported, ACTV thinks its patents cover the synchronization of online content with broadcast TV programming, a technology it currently markets under the HyperTV brand name, and that Disney is infringing by producing certain

content elements such as graphics, statistics and viewer polls for the football games and quiz show.

To paraphrase Swedlow, when legal uncertainties erupt, people with money to spend for content and enabling technology freak.

Add to that the toboggan ride of technology stocks. She points out that many technolo-

mechanisms to seek that [interactive] content out, but it is definitely a cautious time."

In cautious economic and legal times, it's only natural to be risk-averse, and look for interactive content applications that provide the promise of quick revenue. Enter what Swedlow and others call T-commerce," or the selling of goods through an interactive television application. So, online, you can buy a T-shirt with a program's logo on it. Swedlow's not impressed.

Instead, she says, "In terms of compelling content, there has to be original programming, which encourages a community of people with a common interest to talk with each other."

Right now, "It is not clear how commerce will mix with the programming," she says.

"Also, what are the complex rules? How will the technology work? What will the rights be? What about royalty structures for T-commerce, or for overlapping original applications? When a program comes over your TV set, your TV set manufacturer doesn't own that content, but what will happen when that content comes through an AOLTV box?" ■

Russell Shaw's column about Internet and interactive issues appears regularly. He can be reached at russellshaw@delphi.com.



Swedlow has more to say about interactive TV at itvt.com/etvwhitepaper.html

gy companies that could push the interactive ball forward have suffered a severe slump in market values, and now must cut R&D to cover paychecks. This depressed technology market doesn't exactly fill venture capitalists, who could kick-start interactive content provider companies, with confidence.

"Because of the downturn in the economy, we're in a real moment of disconnect," says Swedlow, with a combination of frankness and wisdom. "Some companies are aggressively developing funding

save the date
save the date
save the date
save the date
save the date
save the date
save the date
save the date
save the date
save the date

11TH ANNUAL



APRIL 3, 2001

The Changing Media Landscape

GRAND HYATT HOTEL, NEW YORK CITY

You won't want to miss this! All the top movers and shakers at one conference sharing their ideas, strategies, and future plans in the media industry—mark your calendar now!

<http://www.thebigpic.com>

SALOMON SMITH BARNEY

A member of citigroup

BROADCASTING CABLE

PART OF  **Cahners**
TELEVISION GROUP

CBS tees up HDTV

The Sony Open means five straight weekends of hi-def sports

By Glen Dickson

After collaborating on CBS' high-definition broadcast of *The Masters* last April, CBS and Sony are teaming up again for more HDTV golf. CBS has struck a deal to use Sony HDCAM gear to produce the PGA Tour's Sony Open in HDTV Jan. 20-21.

Broadcasting the golf tournament in HDTV that weekend, CBS ensures five consecutive weekends of HDTV sports: besides the Sony Open, the National Football League AFC wild-card game Dec. 31, 2000; the AFC divisional playoffs, Jan. 6-7; AFC Championship, Jan. 14; and Super Bowl XXXV, Jan. 28.

Thomson Consumer Electronics is underwriting CBS' hi-def NFL coverage, but the agreement between Sony and CBS for the Sony Open is not a subsidy deal, says Sony Broadcast President Ed Grebow: "We're helping them, but we don't think of this as a sponsorship."

What made the deal attractive, says Grebow, was both Sony's existing corporate sponsorship of the Hawaii-based tournament and CBS' willingness to use one set of Sony HDTV production gear to produce both HDTV and NTSC coverage. Although Sony's HDTV cameras have

been capable of producing simultaneous 16:9, 1080i and 4:3, 480i outputs for several years (a technique used by MSG Network for its HDTV and NTSC coverage of New York-area sports), the Sony Open will be the first time CBS has used a single production crew to generate both HDTV and NTSC feeds. CBS' previous HDTV coverage of NFL games, NCAA basketball and *The Masters* were done as dual productions with separate announce



CBS will use Sony HDCAM gear for its coverage of the Sony Open.

teams, cameras and control trucks, so as not to disturb the 4:3 analog production.

"Single production of sports broadcasts reduces costs while making possible complete HDTV coverage of sports programming," says Terry Ewert, executive producer of CBS Sports. ■

ACTV sues Mouse

Interactive-programming developer charges patent infringement

By Glen Dickson

In what might be called an interactive version of David vs. Goliath, ACTV has filed a patent-infringement lawsuit against The Walt Disney Co. and subsidiaries ABC and ESPN.

New York-based ACTV, which has developed technology for interactive programming applications and individualized advertising, alleges that Disney is infringing on ACTV's intellectual property with the Enhanced TV online programming it dis-

tributes, via the Internet, during broadcasts of ABC's *Monday Night Football* and *Who Wants to Be a Millionaire?* and ESPN's *Sunday Night Football*.

ACTV believes its patents cover the synchronization of online content with broadcast TV programming, a technology it currently markets under the HyperTV brand name and has licensed to TBS, TV Land and The Box Music Network. It maintains that Disney is infringing its patents by producing online statistics,

onscreen | onair | online

creative moves come from within...

graphics, games and viewer polls relating to its football coverage and popular *Millionaire* game show.

"We view the Disney litigation as a step we must take to protect our patents and support our licensing program," said ACTV chief intellectual-property officer Scott Doyle in a statement.

ACTV's move was not altogether unexpected. The company, which counts Liberty Digital, Motorola and OpenTV as investors, has developed an extensive patent portfolio and just last month received two patents in the UK relating to its "One To One TV" individualized-advertising technology. ACTV executives hinted in the past that the company would defend its intellectual property in due course, and in late November, Doyle, a partner with international law firm Dorsey & Whitney, was hired.

For its part, Disney denies any wrongdoing in its Enhanced TV applications, which are run out of ABC Radio headquarters on Manhattan's West Side. Although aimed at PC users, the content is produced and distributed very much like a live TV application. For NFL coverage, a staff of 12 in New York interfaces with engineers at Disney Imagineering in San Diego and a production truck at the game site assembles highlight packages, compiles stats and uses commercial breaks to conduct live polls and ask trivia questions.

"We unconditionally deny that our Enhanced TV technology infringes on anyone's patents," says Walt Disney Internet Group spokesman Eric Handler. "Our in-house technical staff developed its own

unique technology."

According to Jonathan Leess, senior vice president and general manager of ABC Enhanced Television, the MNF Internet coverage draws 100,000 to 150,000 users during each 3.5 hour broadcast, with the average user spending about 40 minutes online. *Millionaire* draws 75,000 to 100,000 users for each hour-long

program, with an average duration of 35 minutes online. *Millionaire's* online game itself has 12,000 to 15,000 simultaneous users every night, Leess adds.

Disney is forging ahead with its Enhanced TV plans. On Jan. 3, ABC will produce an Enhanced TV telecast of the 2001 FedEx Orange Bowl that can be accessed on ESPN.com. ■

Sportvision gets cash

Motorola invests in and will team up with the company

By Glen Dickson

Sportvision, the New York-based sports-technology firm that provides virtual first-down lines for ABC, ESPN and Fox, has raised \$25.5 million in its third financing round.

Lead investor in the latest round is Motorola, which is a major sports sponsor in addition to its manufacturing interests in cable set-top boxes and wireless communications, two areas that Sportvision has targeted with its interactive-sports technology. The companies have agreed to work together on such applications, and Motorola will hold a seat on Sportvision's board of directors.

"We all look forward to the day when viewers at home or on the go will share the same excitement of a sports event as if they

were in the stadium seats, with an added array of customized multimedia features," says Warren Holtsberg, corporate vice president and director of Motorola Ventures.

Other new Sportvision investors include AIG Global Sports and Entertainment Fund (which includes money from Interpublic and General Motors) and ACTV, which in July agreed to work with Sportvision to develop convergence applications for sports programming and expand on ACTV's HyperTV "two-box" system (see related story, opposite page).

"ACTV's investment in Sportsvision is a strategic move, as we are committed to building out sports-media technologies, providing fans with an enhanced viewing experience," says ACTV President David Reese. ■



Sportvision's technology would allow viewers to customize their NASCAR coverage by highlighting their favorite drivers.

Powerful, production proven, forward thinking.

Lead your local market today and tomorrow with Discreet's advanced broadcast solutions. Discreet™ delivers powerful effects, 3D, real-time graphics, virtual studio, and workgroup editing tools to help build your station's brand and gain a wider audience. And with improved workflow and productivity, artists and editors can create compelling content once, and use it in virtually any medium, from film to HDTV to the web. Make your move to Discreet. It could be the start of a beautiful relationship.

Visit www.discreet.com or call 1.800.869.3504

but a great partner never hurts

discreet™

CuttingEdge

BY GLEN DICKSON



KCAL(TV) Los Angeles is using Angenieux lenses with its BetaCams.

KCAL FOCUSES ON ANGENIEUX

Young Broadcasting's KCAL Los Angeles has purchased 14 HR Series lenses from Angenieux for use with its Sony BetaCam SX ENG cameras. The 15x8.3 HR ENG lenses feature precision-crafted glass with electron-beam coatings to ensure clarity and have a zoom range of F8.3mm to F125mm that can be extended to F16.6 to F250 with a standard 2X extender. The Angenieux lenses are fully compatible with 2/3-inch digital 16:9 format camera and have a 0.8x converter option for shooting in the 4:3 aspect ratio.

NXTWAVE INTRODUCES NEW 8-VSB CHIP

Chip maker NxtWave Communications, Langhorne, Pa., has developed its second-generation 8-VSB demodulator chip for use in digital television receivers. New algorithms improve the NXT2002's multipath performance over NxtWave's previ-

ous 8-VSB demodulator, according to President and CEO Matt Miller. The NXT2002 can handle zero dB echoes, he says: two signals of equal strength interfering with each other. The chip, which will also demodulate 64- and 256-QAM digital cable signals, includes an onboard microcontroller that can operate all the chip's functions without relying on outside processing power. "We've added a lot of features to make it more tuner- and product-ready, as building a digital television set is already a very complicated engineering process," says Miller. The NXT2002 will begin beta sampling in February and should be in production around March. It will sell for \$20 in volumes of 10,000. NxtWave has also introduced a COFDM chip for the worldwide DTV market, the NXT6000, which will sell for about \$15 in volumes of 10,000. Miller, a staunch proponent of 8-VSB during the U.S.'s ongoing debate over the

VSB and COFDM modulation schemes, is happy that the issue seems to have been settled in 8-VSB's favor: "The correct number of standards in any market is one."

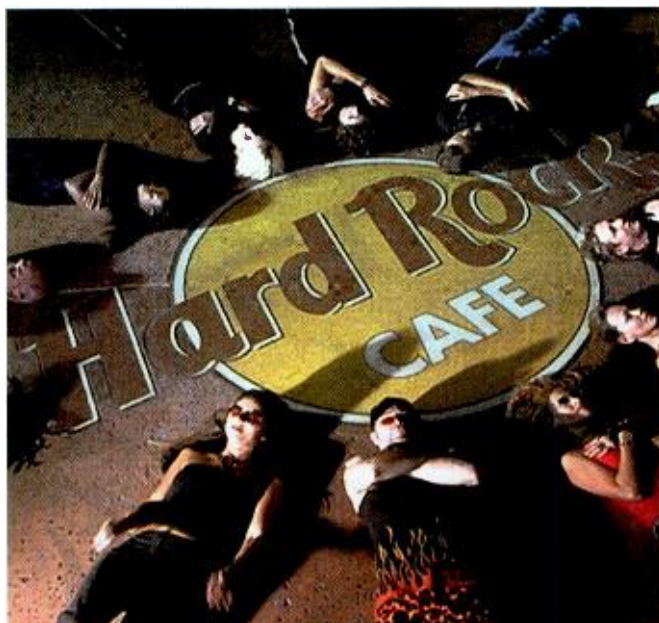
NEW TRAFFIC ON WEATHER CHANNEL

The Weather Channel (TWC), Atlanta, has upgraded its traffic system to the VCI STARS II+ system. Replacing the DOS-based VCI system TWC has been using since 1993, it will be integrated with the network's existing Louth Automation system. It will offer faster operations than the previous system and should allow the 24-hour cable network to take advantage of more-efficient electronic invoicing. "With VCI's STARS II+ system, we can create a log with over 600 elements in under three hours," says Traffic Manager Tammy

Tabbs. "We can work multiple logs simultaneously, quickly drag a spot from one break to another, and even change items without exiting the log. It's incredibly fast." The new systems also allows TWC to send Adobe Acrobat invoices via e-mail.

BVI JAMS ON HARD ROCK SPOTS

Miami post-production house Broadcast Video Inc. has completed creative editorial on a series of commercials for Hard Rock Cafe International. The spots, produced by Planet Films and Fry Hammond Barr Advertising, Orlando, were transferred in BVI's new multiresolution Sony FVS Vialta telecine suite with da Vinci 2K Color Corrector. They were then offline edited on an Avid Media Composer and finished on an Avid/DS system before the final tape-to-tape transfer.



BVI, Miami, handled post-production for Hard Rock Cafe ads.

Datebook

This Week

Jan. 6-9 *CEA International CES: Your Source for Workstyle and Lifestyle Technology.* Las Vegas Convention Center, Las Vegas. Contact: Jeff Joseph (703) 907-7664.

January

Jan. 8-10 *SCTE Conference on Emerging Technologies.* New Orleans Hilton Riverside Hotel, New Orleans. Contact: Alex Springer (800) 542-5040, ext. 232.

Jan. 11 *Chicago Streaming Media Alliance Meet the Chicago Streaming Media Industry.* The Chicago Cultural Society Building, 78 E. Washington St., Chicago. Contact: Kristi Pfluger (312) 222-6691.

Jan. 11-14 *National Educational Telecommunications Association* The NETA Conference. Hyatt Regency, Savannah, Ga. Contact: Beth Helberg (803) 799-5517.

Jan. 18-19 *E.J. Krause International Sport Summit/Sport Summit Interactive 2001.* Marriott Marquis Hotel, New York. Contact: Chyrlil Dorcas (212) 714-1280, ext. 337.

Jan. 22 *Association of Local Television Stations* ALTV Convention. Las Vegas Hilton, Las Vegas. Contact: Angela Giroux (202) 887-1970.

Jan. 22-24 *National Cable Television Cooperative* Winter Educational Conference. Dallas. Contact: Caprice Caster (913) 599-5900, ext. 305.

Jan. 22-25 *NATPE* 37th annual Conference and Exhibition. Las Vegas. Contact: Lana Westermeier (310) 453-4440.

Jan. 23 *IRTS Foundation* Q&A Seminar: Integrated Marketing. NBC, Conference rooms A & B, New York City. Contact: Michelle Marsala (212) 867-6650, ext. 303.

Jan. 27 *Television News Center* Advanced Anchor Training. Washington. Contact: Herb Brubaker (301) 340-6160.

Jan. 28-31 *CTAM* Research Conference: Enabling Broadband's Future. The

Major Meetings

Jan. 6-9 *CEMA International CES.* Las Vegas Convention Center, Las Vegas. Contact: Jeff Joseph (703) 907-7664.

Jan. 22-25 *National Association of TV Program Executives* 37th annual Conference and Exhibition. Las Vegas. Contact: Lana Westermeier (310) 453-4440

April 21-26 *National Association of Broadcasters*-Annual Convention. Las Vegas Convention Center and Sands Expo Center, Las Vegas. Contact: Kathleen L. Muller (202) 775-3527. *TVB* Annual Marketing conference, **April 23-24.** Contact: Janice Garjian (212) 486-1111.

June 10-13 *National Cable Television Association* Annual Convention. McCormick Place, Chicago. Contact: Bobbie Boyd (202) 775-3669.

Sept. 5-7 *National Association of Broadcasters* Radio Show. Ernest Morial Convention Center, New Orleans. Contact: Gene Sanders (202) 429-4194.

Sept. 12-15 *Radio-Television News Directors Association* International Conference and Exhibition. Nashville. Contact: Rick Osmani (202) 467-5200.

Nov. 5 *BROADCASTING & CABLE.* 12th Annual BROADCASTING & CABLE Hall of Fame. New York Marriott Marquis, New York. Contact: Steve Labunski (212) 337-7158.

Nov. 27-30 *California Cable Television Association* Western Show. Anaheim Convention Center, Anaheim, Calif. Contact: Paul Fadelli (510) 428-2225.

Sheraton Bal Harbour Hotel, Bal Harbour, Fla. Contact: Barbara Gural (703) 837-6540.

Jan. 30-31 *The Carmel Group* DBS 2001: The Five Burning Questions. The Sheraton Hotel at LAX, Los Angeles. Contact: Natalie McChesney (831) 643-2222.

February

Feb. 1-3 *Eckstein, Summers & Co.* The Television Industry's Annual Conference on New Business Development. The Naples Beach Hotel & Golf Club, Naples, Fla. Contact: Roland J. Eckstein (732) 530-1996.

Feb. 1-4 *Radio Advertising Bureau* RAB2001. The Adams Mark Hotel, Dallas. Contact: Renee Cassis (212) 681-7222.

Feb. 3-4 *Television News Center* Reporter Training. 1333 H Street, NW, Washington. Contact: Herb Brubaker (301) 340-6160.

Feb. 6 *CAB* Cable Advertising

Conference. New York Marriott Marquis, New York. Contact: Joleen Martin (212) 508-1214.

Feb. 8-10 *CAB* Cable Sales Management School. Orlando Airport Marriott, Orlando, Fla. Contact: Nancy Lagos (212) 508-1229.

Feb. 10-13 *National Religious Broadcasters* 58th Annual Convention & Exposition. Wyndham Anatole Hotel, Dallas. Contact: Karl Stoll (703) 330-7000, ext. 517.

Feb. 19-22 *Monte Carlo Festival* Monte Carlo TV Market. Monte Carlo Grand Hotel, Monaco. Contact: (201) 869-4022.

Feb. 21-23 *BCCA* Credit Conference. Omni Houston, Houston. Contact: Mary Teister (847) 296-0200.

Feb. 21-25 *IRTS Foundation* Faculty/Industry Seminar. Marriott East Side, New York City. Contact: Michelle Marsala (212) 867-6650, ext. 303.

Feb. 23 *IRTS Foundation* Newsmaker Luncheon. Waldorf-Astoria, New York City. Contact: (212) 867-6650, ext. 303.

A TV EXEC IS HONORED BY A REIGNING QUEEN

Jana Bennett, The Learning Channel's GM, was at Buckingham Palace last month where she received the prestigious Order of the British Empire, an award established by King George V in 1917. None other than Queen Elizabeth II bestowed the award upon Bennett for her contributions to science in the media world.

Bennett, who worked for the BBC before joining TLC, is responsible for bringing *Walking with Dinosaurs* to Discovery where it was a huge hit, and for the engineering science competition and cult hit *Junkyard Wars* on TLC. She wasn't expecting the phone call from across the drink: "I thought I was being contacted about my lost passport," she laughed.

THE SKATER PITCHES

In an attempt to raise awareness of the upcoming U.S. and World Figure Skating Championships, ABC Sports has enlisted champion figure skater, **Michelle Kwan** for three humorous commercial spots. The ads, produced by Crossroads Televisions, feature Kwan choosing from among bizarre and offbeat costumes, routines and music, in preparation for her competitions.



Mucha ado

ABC has reached to the highest echelons of New York state politics for a new head spinmeister—**Zenia Mucha**, 43, a key adviser to **Gov. George Pataki**. And according to press reports, she is one tough (and highly influential) cookie. "She barks. She bites," led a *New York Times* profile in the wake of her departure, which was disclosed on Dec. 18. Calls to Mucha to determine which is worse, her bark or bite, weren't returned by deadline.

Mucha joins ABC as senior vice president, communications for the ABC broadcast group and the ABC television network, replacing Patricia Matson, a 22-year ABC veteran, who will remain with the company in an advisory role for at least two years. Mucha will be based in Los Angeles.

Although frequently adversarial, Mucha told *The Times* she's fond of television—it taught her how to speak English after she emigrated from Poland at the age of 9.



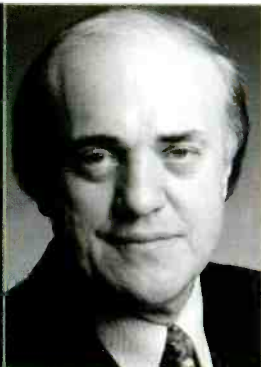
Robards' TV Legacy

Though known for his stage and screen performances, Jason Robards—who died last week at the age of 78—left a television legacy that went back more than 40 years.

After doing live television in the 1950s, Robards adapted two of his acclaimed stage performances, in Eugene O'Neill's *The Iceman Cometh* and *A Moon for the Misbegotten*, for public television in 1960 and 1973 respectively. He also portrayed Abraham Lincoln in *Abe Lincoln in Illinois* for the Hallmark Hall of Fame, gave an Emmy-winning performance in *Inherit the Wind*, was a grumpy widower in *The House Without a Christmas Tree* and its sequel, *The Easter Promise*. In 1983 he starred in the controversial post-nuclear holocaust TV movie, *The Day After*.

Robard's most recent TV performance was March 1999 in CBS' *Going Home*.

BACKSTORY



CNN spent much of 2000 promoting its 20th birthday, but in terms of becoming a grown-up news player, many would say that day came 10 years ago—on Jan. 16, 1991—when its live coverage of the U.S. bombing of Iraq became one of TV's most unforgettable events. From a hotel room in Baghdad, as bombs rained on the city, CNN's Bernard Shaw, Peter Arnett (left) and John Holliman described the harrowing details; other news networks lost their telephone connections, but CNN,

with the approval of the Iraqi government, gave the world its only live account.

Later Richard Cheney, then the defense secretary, called CNN's 16 1/2 hours of coverage "the best reporting I've seen on what transpired." But even less partisan observers were impressed. On the night of the attack, NBC eventually picked up CNN's feed. Said Tom Brokaw, "CNN used to be called 'the little network that could.'" Then he added, "It's no longer a little network."

F A T E S & F O R T U N E S

Cable

Jeffrey Hirsch, assistant to the president, Time Warner Cable, New York, named VP and GM, Time Warner Cable, Orangeburg, S.C.

Chris Tice, senior VP, Sony Online Entertainment, New York, appointed VP, eMedia products, Cablevision, Bethpage, N.Y.

Broadcasting

Appointments at ABC News: **Su-Lin Cheng Nichols**, director, media relations, Washington, promoted to executive director; **Todd Polkes**, assistant director, public relations, *Time* magazine, New York, joins as director, media relations, New York; **Alyssa Ziegler**, press aide, Bill Bradley for President, joins as publicist, *20/20* and *PrimeTime Thursday*, New York.

Harry Isaacs, VP, labor relations, Paramount Pictures, Los Angeles, joins, CBS Television, Los Angeles, as senior VP, industrial relations

Patrick McGinley, director of sales, WFOR-TV, Miami joins

as VP and GM, KEYE-TV, Austin, Texas.

Ingrid Nelson, director of sales marketing, WKYC-TV Cleveland, appointed station manager, KNAZ-TV, Flagstaff, Arizona.

Beatrice Myers, consultant, CNBC, Secaucus, N.J., appointed executive producer, Bloomberg Television, North American channel, New York.

Programming

Nicole Browning, executive VP, affiliate sales and marketing, MTV Networks, New York, named president of that area.

Clark Morehouse, VP, sales, Microcast, New York joins Tribune Entertainment, New York, as senior VP, advertiser sales.

Jane Cruz, VP, human resources, Universal Television and Networks Group, Universal City, Calif., promoted to senior VP of that function.

Steve Hellmuth, senior VP and GM, Major League Baseball Productions, New York, joins NBA

Entertainment, Secaucus, N.J., as senior VP, operations and technology.

George Krug, director, network operations, Lifetime Television, New York, named VP, network operations.

Appointments at Discovery Networks: **Justin Albert**, CEO, executive producer, Transatlantic Café, London and Washington, joins as VP, production and executive producer, Bethesda, Md.;

Annie Howell, director, communications, Discovery Health Channel, promoted to VP, communications, Discovery Networks, Los Angeles; **Christine Alvarez**, senior manager, business development, promoted to director, licensed promotions, Los Angeles.

Appointments at Bravo Networks, Bethpage, NY: **Barbara Shornick**, director, advertising, History Channel, promoted to VP, consumer marketing; **Theresa Britto**, senior manager, marketing, named director, national advertising sales marketing; **Bill Brennan**, manager,

Rogers & Cowan, New York, joins as area manager; **Anne Halsey**, affiliate marketing specialist, A&E Television Networks, New York, joins as consumer marketing manager; **Kristen Homoly**, administrator, consumer marketing, promoted to supervisor, national advertising sales marketing.

Marlene Zakovich, director, publicity, Fox Kids & Fox Family daytime, promoted to VP, corporate communications and publicity, Fox Family Channel & Fox Kids Network.

Appointments at STARZ!, Englewood, Colo.: **Ellen Mednick**, managing producer, promoted to director, on-air promotion; **Nancy Silverstone**, director, program acquisitions, promoted to executive director.

Appointments at New England Cable News, Boston: **Iris Adler**, executive editor, named executive editor, Indepth Programming; **Tom Melville**, executive producer, promoted to assistant news director.



Jeffery Hirsch



Chris Tice



Clark Morehouse



Nancy Silverstone

F A T E S & F O R T U N E S

Journalism

Jonathan Gorchow, VP and executive producer, original programming, Comcast Network, Philadelphia, promoted to VP and GM, CN8.

Robert Winston, director of sales, AMFM Inc., Los Angeles, joins Metro Networks/Shadow Broadcast Services, Los Angeles, as VP and GM.

Arthur Fennell, anchor, WCAU-TV Philadelphia, joins CN8, Philadelphia, as anchor.

Appointments at WGNO New Orleans: **Dawn Ostrom**, reporter, promoted to weekend anchor; **Curt Sprang**, reporter, promoted to weekend anchor.

Tina Simpkin, meteorologist, KOLR/KDEB-TV Springfield, Mo., joins WDAF-TV Kansas City, Mo., as meteorologist.

Karen Jordan, news anchor, WRGT-TV Dayton, Ohio, joins WPHL-TV Philadelphia, as news reporter and anchor.

Radio

Anthony Koehler, MIS manager, AMFM Austin, Texas,

joins Clear Channel Radio, Fort Myers, Fla., as MIS manager.

Advertising/Marketing/PR

David Bradkin Criscitelli, VP, sales, Interep's ABC Radio, Los Angeles, named VP, market manager, Washington.

Bobbi Lee, regional marketing manager, Turner Network Sales, Atlanta, named account director, western division, San Francisco.

Internet

Appointments at eMadison: **Steven Eisenberg**, director, national sales, Sinclair Broadcast Group, joins as VP, director of agency relations, New York; **Russell White**, executive VP, Seltel, New York, joins as regional VP, director of sales, television, Columbus, Ohio; **Brian Duffy**, VP and GM, KPXD Arlington, Texas, joins as regional VP, director of sales, television, Dallas.

-Compiled by P. Llanor Alleyne
palleyn@cabners.com

Obituaries

Randolph A. Hearst, president of the William Randolph Hearst Foundation and director of the Hearst Foundation, died Dec. 18 at age 85.

He had been director and chief executive of Hearst Publishing and Hearst Consolidated Publications, having begun in journalism on *The Atlanta Georgian* in 1939. He worked at the *San Francisco Call-Bulletin* and the *San Francisco Examiner*. He is credited with extending his family's media empire into television, with interests in A&E, Lifetime and Hearst-Argyll.

He is survived by his third wife, Veronica, five daughters, and four grandchildren.

Thomas George Yohe, co-creator of ABC's *Schoolhouse Rock*, died of pancreatic cancer on Dec. 20. He was 63.

At McCaffrey & McCall advertising agency in the early '70s, he and his colleague, George Newell came up with the concept for *Schoolhouse Rock*, animated three-minute educational ditties that were put among ABC's Saturday morning cartoons. Forty segments were created and ran from '73 to '85.

He is survived by his wife, Diane, two sons, two daughters, two stepsons and four grandchildren.

Barney McNulty, pioneer of the use of cue cards on television, died on Dec. 18 of a heart attack. He was 77.

He got his start in 1949 when comedian Ed Wynn fell ill and asked him to write out his entire routine on cards. It was the beginning of a television institution, with his company, Ad-Libs, writing cue cards for the day-time drama, *Days of Our Lives*. Milton Berle, Lucille Ball and Bob Hope were among those he serviced. Hope said, "He was my right hand, my ad libs." He is survived by his wife, Jill.

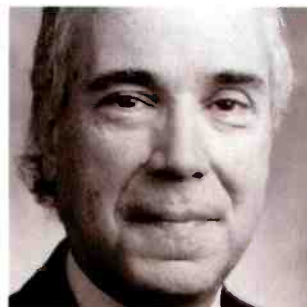
Bill LeMonds, GM for WHPN-TV Janesville, Wis., died at his home on Dec. 10. He was 60.

His career began in 1960 at WITI Milwaukee, where he rose to local sales manager before becoming GM of WCGV-TV Milwaukee. He went on to several other television stations, including WDJT-TV Milwaukee.

He is survived by his wife, Diane, eight children and six grandchildren.—*Beatrice Williams-Rude & P. Llanor Alleyne*



Jonathan Gorchow



Steve Eisenberg

T H E F I F T H E S T A T E R

Juggling CBS' DTV future

Westinghouse veteran Ross wears many technology hats

As CBS' top East Coast engineer, Bob Ross is an accomplished juggler. In addition to running CBS' operations and engineering, he interfaces with the network's sports, news, studio and station divisions. Ross is responsible for keeping CBS' analog network on air everyday and for directing the network's conversion to DTV.

"One of my many jobs is to make sure everybody knows what everybody is doing," he says.

Ross, a self-professed "technology nut," was only 10 when he first tried to take his father's television apart. That early enthusiasm for gadgets led to a 28-year broadcast career spanning jobs at the station, group and network level.

Looking for a career in television or radio, he studied industrial electronics at Southern Maine Technical College and took a part-time job fixing televisions at a local Sears repair shop. There he met Ernie Hartt, a studio supervisor at WCSH-TV in Portland, who would

give him his first broadcast job.

"I loved it," Ross says of that job. "When you went to work in the morning, you didn't know what you were going to be doing that day. If there was a big news story going on, our emphasis would shift. That's what always made it exciting."

Ross was recommended for a field job with then-broadcast-equipment giant RCA, traveling to stations nationwide to install and test film telecines, studio cameras and quad videotape machines. Flying 300,000 miles in three years, he gained a wealth of experience (including working the 1976 Winter and Summer Olympics) and hundreds of broadcast contacts.

"I credit my current position on being lucky enough to have

worked for RCA," says Ross. "I had more experience packed into those three years than I ever could have gotten in 10 years [anywhere else]."

Ross, who lived in Maine while working for Philadelphia-based RCA, also met his wife during his RCA tenure. That led him to look for a less mobile position, and he took a job at WBZ-TV, the Group W station and NBC affiliate in Boston. After five years, he moved on to WJZ-TV Baltimore, where he assembled Group W's first combined operations and engineering unit. In 1990, he moved to KYW-TV Philadelphia to set up a similar system there.

Ross rose to vice president of engineering for Group W's five-station group in 1994 and



Photo: J.P. Filo

Robert John Ross
vice president, east coast operations, CBS Corp.

B. May 10, 1952; associate degree, industrial electronics, Southern Maine Technical College, 1972; operations engineer, Cablevision, 1972-73; operations engineer, WCSH-TV Portland, Me., 1973-74; field engineer, RCA Service Co., 1974-77; various station and corporate engineering positions with Westinghouse Broadcasting, 1977-95; VP, operations and engineering, CBS Owned Television Stations, 1995-98; VP, operations and engineering, News Production Systems, CBS, 1998; current position since September 1998; m. Elizabeth Scavolo, May 27, 1977; children: Olivia (14), Joseph (10).

became vice president of operations and engineering for CBS Stations after the Westinghouse/CBS merger in 1995. One of his biggest accomplishments was developing a pro-

prietary automation system used at all 19 CBS stations.

Ross got involved in DTV-standards setting at Group W and expanded that work at CBS Television Stations by overseeing DTV-tower upgrades and choosing HDTV transmission gear. In spring 1998, he was promoted to a network job as vice president of operations and engineering for CBS' News Production Systems, taking responsibility for supporting CBS News' videotape operations, hard-news center operations, traffic, graphics, studio operations and project engineering. He also kept up his DTV-conversion work with the station group.

Ross was rewarded for his versatility by being promoted to his current spot in September 1998. He has overseen conversion of CBS' production and distribution to digital technology—a process that would have happened even without DTV, he says—as well as the launch of HDTV broadcasts.

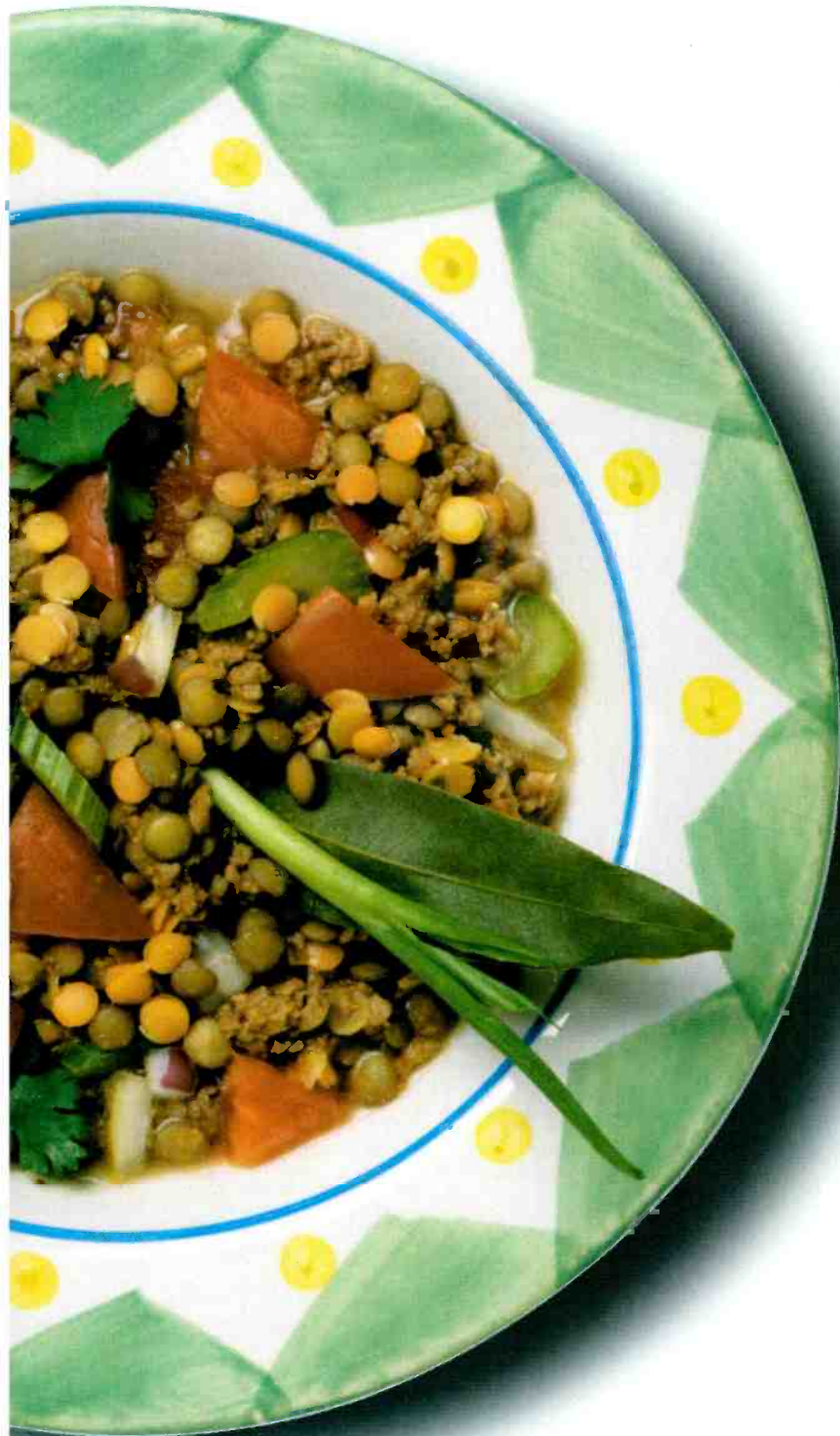
"I'm one of the luckiest people in the world," he says. "I started in the business after color television was pretty well established, so I missed that revolution. But now we're on the edge of a complete conversion to digital, both from a production standpoint and from the distribution standpoint to the home. It's a huge revolution in broadcasting, and I'm lucky enough to be right in the middle."

—Glen Dickson

We cover NATPE

What's on the menu for NATPE? The best way to find out is to have unlimited consumption of *Broadcasting & Cable*.

As the most delectable source for NATPE news, no other publication serves detailed analysis of every show event. From the latest programming news to in-depth feature stories, we'll serve you the most complete and balanced coverage that best suits your taste



ISSUE	ISSUE DATE
PRE- PRE- NATPE <i>NATPE Buyers Guide</i>	Mon., Jan. 8, 2001
PRE-NATPE <i>Guide to New Media Players</i>	Mon., Jan. 15, 2001
NATPE <i>Syndication Strategies for the Top 25 Station Groups</i>	Mon., Jan. 22, 2001
NATPE DAILY #1	Tues., Jan. 23, 2001
NATPE DAILY #2	Wed., Jan. 24, 2001
NATPE DAILY #3	Thurs., Jan. 25, 2001

from soup to nuts

With our NATPE Shopping Guide, 4-color tabloid sized Pre-NATPE, show and daily issues, you get countless opportunities to reach top industry leaders and decision makers. Call your *Broadcasting & Cable* representative today to reserve space and become the main course at this year's convention.



SPACE CLOSING DATE**MATERIALS DUE**

Fri., Dec. 29, 2000

Tues., Jan. 2, 2001

Fri., Jan. 5, 2001

Tues., Jan. 9, 2001

Fri., Jan. 12, 2001

Tues., Jan. 16, 2001

Fri., Jan. 12, 2001

Tues., Jan. 16, 2001

Fri., Jan. 12, 2001

Tues., Jan. 16, 2001

Fri., Jan. 12, 2001

Tues., Jan. 16, 2001

BROADCASTING  **CABLE**

Chuck Bolcom: 775-852-1290 • Marcia Orcutt: 323-549-4114 • Yvonne Pettus: 212-337-6945
Rob Payne: 212-337-7022 • Michael Farina: 212-337-6941 • Classified Advertising & Marketplace Advertising: 866-258-1075

VISIT OUR WEB SITE: www.broadcastingcable.com

BROADCASTING CABLE

HOW TO ADVERTISE IN THE CLASSIFIEDS

Classified/Help Wanted Rates:

BASIC LINE ad - \$3.00 per word net (20 word minimum),
BOXED DISPLAY classified ad - \$254 per column inch
gross w/ art.

*Please note: Cable advertisers receive rate of \$173 per
column inch gross w/ art.*

Column inch is equivalent to 2³/₁₆" wide X 1" deep.

1 column width = 2³/₁₆"

2 column width = 4⁵/₁₆"

3 column width = 7¹/₁₆"

BLIND BOX - \$35 extra charge, will forward replies.

Situations Wanted Rates:

BASIC LINE ad - \$1.60 per word (20 word minimum);

Professional Cards Page Rates:

13X contract = \$122 per issue,

26X contract = \$117 per issue,

or 51X contract = \$85 per issue.

Size = 1¹⁰/₁₆" wide X 1" deep

*Coming soon.....
Advertise your print ad online.*

**Visit our website
www.broadcastingcable.com**

We have a new issue every Monday!

Deadlines:

SPACE AND MATERIALS DUE: Tuesday by 5:00 pm EST
prior to the following Monday's issue date.

Payment: You may pay with a credit card, or we can bill
you per issue.

For more information

Kristin Parker (Account Executive)
kbparker@cahners.com

Neil Andrews (Account Executive)
nandrews@cahners.com

Phone: **617-558-4532** or **617-558-4481**

Fax: **617-630-3955**

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 indicate your preferences:

Industry Category:

Television Radio

Allied Fields Interactive
Media

Job Category:

Sales Management

Marketing Technical

News Programming

Production Research

Finance &
Accounting Other

Online:

1 Week

2 Weeks

Please attach a type written copy of your ad to this order form and fax to:

Broadcasting & Cable, 275 Washington St., 4th Flr., Newton, MA 02458 Attention: Kristin Parker or Neil Andrews

Fax Number: 617-630-3955 • kbparker@cahners.com • nandrews@cahners.com

Classifieds

Television

MANAGEMENT CAREERS

FINANCIAL MANAGER /CONTROLLER

KUSI-TV, a top, nationally recognized, independent television station is looking for a key management person. Candidate must have accounting background, CPA or equivalent, plus experience in the business side of a television station. Great station, great people in America's finest city.

You may fax your resume with a cover letter to:

858-505-5050

or send to:

**KUSI-TV, Attn: HR,
4575 Viewridge Ave.,
San Diego, CA 92123**

Candidates wishing more information may call the Human Resource Manager at:
858-505-5193

All inquiries are confidential.



KUSI Television is an equal opportunity employer.

General Manager/ General Sales Manager

Manager/General Sales Manager, KEYC Fox 9, El Centro, California-Yuma, Arizona.

Great opportunity in the sunny Southwest for a sales-driven manager. Resume, references to: Bob Allen, Executive VP, Gulf-California Broadcast Co., 42-650 Melanie Place, Palm Desert, CA 92211. E.O.E.

DIRECTOR CAREERS

ASSOCIATE DIRECTOR

WTVD-TV has an immediate opening for an Associate Director. The successful applicant will direct/technical newscasts as well as perform other production assistant duties. GVG 300, Kaleidoscope and Chyron INFINITI! Experience a plus. Send resume and non-returnable tape Beta or VHS copy of recent newscast with director cues audio track to: Jeffrey Hester, Production Manager, WTVD-TV, PO Box 2009, Durham, NC 27702. No telephone calls. Internal candidates are being considered. Equal Opportunity Employer.

**Broadcasting & Cable Classifieds
GETS RESULTS!**

EXECUTIVE CAREERS

EXECUTIVE PRODUCER

CBS 2 Chicago is looking for two executive producers to join its management team.

10PM Executive Producer

The successful candidate will be a current news executive with prior newsroom management experience in a top 25 market. You must be results-oriented, innovative and demonstrate leadership. We are looking for a "craftsperson" who can take the news of the day and shape it into an interesting and compelling television broadcast.

Early Morning Executive Producer

The successful candidate should have prior experience in morning TV news in a medium to major market. We are looking for a dynamic executive producer or current producer to lead a straight-forward morning news program with a touch of personality. You should be high-energy, results-oriented, innovative and a great "leader".

All candidates must have a background in producing newscasts, a strong command of journalistic principles and contemporary production skills.

Please send your resume and aircheck to:

Craig Hume
News Director
WBBM-TV
630 N. McClurg Ct.
Chicago, IL 60611

E-mail resumes (text in body of message, no attachments) to: crhume@cbs.com

CBS 2 Chicago is an equal opportunity employer.



FINANCIAL CAREERS

BUSINESS MANAGER

WTNH-TV and WBNE-TV has an immediate opening for the position of Business Manager.

Responsibilities include all station accounting activities, supervision of the accounting staff, forecasting, managing the station's budgeting process, and the preparation of the monthly financial reports including account analysis. This position will also review and control accounts payable, accounts receivables, credit collections and cash forecasting. In addition, the Business Manager will be responsible for station Human Resource functions including salary and benefit administration. **Qualifications:** This individual must have a four year degree in accounting, a minimum of three to five years in financial management with a strong preference to broadcast management experience. This position requires excellent organization and communication skills, plus computer skills are a must. For immediate and confidential consideration, please send your resume and cover letter with salary requirements to: controller@lintv.com. LIN Television Corporation is an equal opportunity employer.

VIDEO CONSULTING

ANCHORS AND REPORTERS

Is your New Year's resolution to refine your image? Get objective, comprehensive, criticism of your air check or demo tape from Morton Media and Marketing, A Broadcast Consulting Agency
www.MortonMandM.com
740-568-9304

PRODUCER CAREERS

NEWS PRODUCER

Network O & O in Top Ten midwest market is looking for a Top Gun newscast producer. If you can handle multiple live shots and fast-breaking news while crafting a newscast packed with viewer-relevant content, we want to hear from you. You have to be a graphics whiz, have excellent news and tease writing skills, and be a team leader with a positive attitude. No beginners. Reply to: Broadcasting & Cable, Box 101, 275 Washington St., Newton, MA 02458



techTV

PRODUCER

TechTV, the first cable television network devoted to computing, the Internet and technology has a new opening for a TV Graphics Producer in our News division. This is a unique opportunity to work with an outstanding team, using state of the art technology.

The Graphics Producer will manage all graphics needs for a daily live News television broadcast. The Producer will be the technical and design point of contact for incoming and outgoing News graphics requests. This position is responsible for the direction, scheduling and production of graphics from concept to completion. Must be able to communicate artistic and technical issues to all levels of management, producers, editors, engineers, studio crews, and artists.

Experienced Required:

- Minimum 2 years experience as a Graphics Designer, Producer, or Manager for News or other television production.
- Experience in the management of projects and resources essential.
- Technical experience in both graphics production and television broadcasting.
- Ability to define technical and design concepts.
- Experience in Live TV very helpful.
- Ability to work in both PC and Macintosh environments.
- Knowledge of Mac based graphics tools, including AfterEffects and Photoshop.
- Needs to work under tight deadlines in a production department with other experienced Artists and Producers.

To apply for this position, please send your resume, cover letter, and salary requirements to: sara_hatter@techcorp.com

CAPTION SERVICES

Digital Captioning
and Subtitling
800-822-3566
CAPTIONMAX

Classifieds

Television

NEWS CAREERS

NEWS DIRECTOR

Channel 7/WKBW-TV is looking for an experienced leader for its number-one rated News team. The successful individual must be able to innovate and motivate and take the News Department to the next level in a very competitive market. Responsibilities include all aspects of News operations from overseeing the daily gathering, reporting and presentation of News to hiring and training, long range development, strategic planning, and budgeting. A minimum of three years news management experience is required. Applications will be accepted until February 1, 2001. No phone calls please. Send resume to: Bill Ransom, Pres. & GM, Channel 7/WKBW-TV 7 Broadcast Plaza Buffalo NY 14202. EOE

Assistant News Director

Must have great news judgment and fantastic people skills. Must be a true leader. Must shine with breaking news, enterprise stories, creativity, communication and organizational skills. Excellent writing and production skills needed. Send tape, resume and news philosophy to: Steven D. Hammel, Vice President, News, WJLA-TV 3007 Tilden Ave., NW, Washington, DC 20008.

News Director

Seeking News Director, or Assistant News Director ready to move up to run an aggressive news department. The candidate must be creative, highly motivated, possess sound editorial judgement, solid journalism, good communication skills, organization and the ability to lead. Please submit resume to:
Broadcasting & Cable, 275 Washington Street, Newton MA 02458 Attn: Box 0104
email : News_Director2000@go.com
This employer is an Affirmative Action/
Equal Opportunity Employer

PHOTOJOURNALIST / EDITOR

FOX51 News at Ten in Portland, Maine seeks creative Photojournalist / Editor who enjoys editing own work. Will shoot photo essays and have story ideas. Must take quality video and have the basic elements to show and tell an interesting and informative story. Ability to produce top quality product under deadline pressures. Flexible for nights, weekends and holidays. Must have clean driving record and ability to carry all required gear. NPPA courses a plus. Microwave live truck operation, will train. Prior experience in commercial TV newsroom handling similar responsibilities. Send T&R to Personnel Job PHTG1, WPXT-TV, 4 Ledgewood Drive, Westbrook, ME 04092. EOE, Background check and Drug Free Workplace.

METEOROLOGIST:

KDLH NEWSCHANNEL 3 in beautiful Duluth, Minnesota is looking for a full time meteorologist / reporter. Primary responsibilities: anchoring the weather on the weekend and backing up our Chief Meteorologist. Reporting at least 2 days a week also required. Degree in meteorology a necessity. Send VHS resume tape to:
News Director, KDLH, 425 W. Superior Street, Duluth, MN 55802.
KDLH is an EEO Employer.

SALES CAREERS

4 NEW TV SERIES: VP SALES

High profile, expanding independent production/distribution company has the need for additional V.P. to handle its 4 ALL NEW TV SERIES to be introduced at NATPE, each 22 episodes. Company is a leader in US theatrical with year 2000 rentals over 35 million. V.P. selected will be responsible for sales/clearances to TV and Cable Networks in US and Canada. Candidate "must" possess extensive knowledge of marketplace and "substantial" relationships in broadcast/and or cable sales, as he/she will be selling all 4 series. A minimum of 3 years experience is required. Immediate response is requested. Fax resume to Human Resources: 703-354-5344.

SALES ACCOUNT EXECUTIVE

WB32, Acme Television of Oregon in Portland, seeks to hire an entry-level salesperson and / or experienced salesperson for Portland's fastest growing TV station. Must possess great enthusiasm, energy and creativity. The ability to develop new business is essential. Self starters who work well in a team environment are desired. Recent college graduates are encouraged to apply for entry level position. A minimum four year college degree and four years broadcast sales experience required for senior position. Send resume or submit an application to Local Sales Manager, KWBP-TV, 10255 SW Arctic Drive, Beaverton, Oregon 97005. Position applications can be obtained at the offices during normal business hours. Resumes may be faxed to (503)-626-3576.
KWBP is an equal opportunity employer.

GENERAL SALES MANAGER

One of America's leading television stations, WNEP-TV 16 has a leadership opportunity for a General Sales Manager. We're part of a progressive and aggressive broadcast group owned by The New York Times Company. We have the highest-rated local newscast in America, and need a GSM to lead our expert staff of account executives in strong negotiating and communicating. WNEP has new media ventures in the works and are looking for the right person to grow with our station and broadcast group. If you would like to join our team, send resume to: Debra Drechin, Executive Administrative Assistant, WNEP-TV, 16 Montage Mountain Road, Moosic, PA 18507 or e-mail to Debbie.drechin@wnep.com

General Sales Manager

WSAW-TV, the CBS affiliate in Wausau, WI, is seeking an energetic General Sales Manager to lead our Sales Department to the next level. This position will be responsible for handling all National business, as well as oversee two local sales managers. We are looking for a person with a passion for winning and a desire to lead. If you're ready for a challenging position with a top rated station, send your letter of introduction and resume to Human Resources, WSAW - TV, 1114 Grand Avenue, Wausau, WI 54403. E.O.E

CREATIVE CAREERS

GRAPHIC ARTIST

Requires proficiency in PhotoShop 4.0 and 5.0 and Windows-based broadcast applications. Attention to detail and accuracy a must. Video background a plus. Send resume and tape to Executive Producer, WTVC, P O Box 60028, Chattanooga, TN 37406-0028. Please include referral source. Equal Opportunity Employer.

GENERAL SALES

Manager/Corporate Executive Officer.

Rapidly growing, regional communications tower company seeking dynamic, take-charge division sales manager/corporate operating officer. Substantial sales and management experience required with proven results. Executive compensation package with option and incentive opportunities. Broadcasting background desirable. If you're a "goal-oriented, high energy leader," please send your resume to Pegasus Tower, P.O. Box 233; Richlands, VA 24641. EOE.

ACCOUNT EXECUTIVE

Are you an exceptional account executive who is not receiving the recognition or compensation you deserve? WBTV, a powerful CBS affiliate in Charlotte, NC is seeking an experienced and innovative television sales professional. We are dedicated to serving the needs of our clients and establishing long term partnerships. If you can conceptualize and sell marketing solutions to key decision-makers, skillfully maximize agency relationships, and take advantage of new business opportunities, we have an exciting and very lucrative position in the fastest growing, most vibrant market in the southeast. For consideration forward resume to: hired@jpc.com or fax 704-374-3726. Jefferson-pilot Communications Company is an equal opportunity employer.

MISCELLANEOUS CAREERS

CBS-58 in Milwaukee has the following positions available:

Maintenance Engineer: Perform maintenance for morning television broadcast. Knowledge of computer, LAN, and Internet a plus. ENG truck operator, RF experience a plus. Associates degree in electronics, 2 years of broadcast maintenance experience and an FCC License or SBE Certification required.

Morning News Producer: Candidate must be experienced line producer who has vision, strong writing and organizational skills, can exhibit sound news judgment, be able to research and gather information, and be highly creative.

Tech Crew: Positions are available for our morning news team. Positions include audio operator, editor, and floor director/camera operator. Prior television experience a plus.

Weekend Meteorologist/Reporter: Candidate must be able to prepare and present our weekend weather segments. Will also be responsible for reporting approximately three days a week. Knowledge of SRI a plus. AMS Seal preferred. Rush non-returnable tape. NO PHONE CALLS PLEASE. Send resume to: Director of Human Resources, WDJT-TV (CBS-58), 809 S. 60th Street, Milwaukee, WI 53214 EOE

PROGRAM DEVELOPMENT

NY Talent Agency specializing in reality television seeks motivated self-starter with experience in TV program development/packaging to coordinate development efforts. Salary commensurate with experience. Fax resume to (212) 757-6411.

Classifieds

Television

TECHNICAL CAREERS

MAINTENANCE TECHNICIAN & MASTER CONTROL TECHNICIAN

WXII, the Winston-Salem, NC Hearst-Argyle NBC affiliate has openings for a Maintenance Technician and a Master Control Technician. Maintenance Technician duties include installation and maintenance of broadcast equipment and support to our news department. Master Control Tech. duties include program playback, Satellite recording and commercial dubbing. 3-5 years broadcast experience required. Qualified candidates please send resumes to: WXII - Human Resources, P.O. Box 11847, Winston-Salem, NC 27116.

STUDIO MAINTENANCE ENGINEER

WESH-TV, Orlando's NBC affiliate and Hearst-Argyle television station, is seeking a Studio Maintenance Engineer. Successful applicant will be a self-starter and team player in a fast paced news station environment. Job responsibilities include installation, repair and maintenance of professional broadcast equipment to the component level. Extensive knowledge of digital video, switchers, CG's, video servers and Sony Betacam equipment necessary. Computer skills are desired. Qualifications include experience in broadcast television, FCC General Class License or SBE Certification along with Associates degree or equivalent. Send resume to Richard Monn, Chief Engineer, WESH-TV, P.O. Box 547697, Orlando, Florida 32854.

E-mail: richard.monm@wesh.com. An Equal Opportunity Employer.

TELEVISION ENGINEERING

We are a leader in the design and construction of many of the most prestigious broadcast television facilities in the nation. The explosion in electronic media and the digital revolution has dramatically impacted our growth opportunities. As a result, we are seeking a number of highly-motivated people to help us grow. Opportunities exist for Senior Project Managers, Engineers, Applications/Proposal Engineer, Support Specialists, Computer System/Network Engineers with video experience, Installation Personnel and Supervisors for permanent or freelance positions. If you have experience in television engineering or a related discipline and would like to join a dynamic company, we would like to hear from you. Please send your resume and a letter describing your career interests to: Employment Manager, A.F. Associates, Inc. 100 Stonehurst Court, Northvale, NJ 07647. Fax: 201-784-8637 or e-mail: hr@afassoc.com (No attachments please). No phone calls please. We are an Equal Opportunity Employer

MAINTENANCE ENGINEER

WHNS-TV FOX 21, Greenville, S. C. has the following position open: Maintenance Engineer - Perform repair, maintenance and installation of broadcasting electronic equipment. Min 2 yrs maintaining electronic equipment, preferably in a TV broadcasting station. Knowledge of VTR 1" Beta, News ENG equipment (DVCPPro). Transmitter knowledge a plus. College/technical degree preferred.

Send resume to Jerry Garvin-Chief Engineer, WHNS-TV FOX21, 21 Interstate Court, Greenville, S. C. 29615 or fax (864)297-0728 or email to jgarvin@fox21.com.

WHNS-TV is an EOE employer.

Website: FOX21.com FOX21Jobs

DIRECTOR OF ENGINEERING

A.F. Associates, one of the worlds leading systems integration and engineering firms, is seeking a motivated professional to join our team and help us manage considerable growth opportunities.

This new position will be responsible for the ongoing development and day-to-day management of AFA's design engineering team, including recruiting new staff, allocation of engineering resources, and design supervision and review.

As an integral member of the company's leadership team, you will be a key player in strategic decision-making, and work closely with high-level contacts of some of the industry's leading organizations, including broadcast and cable networks, new media companies, broadcast stations, and technology innovators.

A minimum of ten years of engineering experience is required, including significant involvement with advanced digital technologies; you will have a proven track record of management and personnel development skills; be an energetic "self starter" who thrives in a fast-paced environment; and have exceptional communication and intra-personal skills. BS/EE preferred.

This position is located in AFA's headquarters, in Bergen County, New Jersey. Comprehensive benefits include 401(k) plan, medical/dental PPO plan; life and disability insurance.

We are an Equal Opportunity Employer.

Send resume to:

HR Manager, A.F. Associates, Inc.

100 Stonehurst Court, Northvale, New Jersey 07647

Email: HR@afassoc.com Fax: 201-750-3046

No phone calls please.



BROADCAST TECHNICIAN, KVCR-TV:

Under general supervision: Operates television transmitters, master control switches and ancillary equipment used in the broadcast of television programs; performs related duties as required. Requirements: Six (6) months experience in the operation of television broadcasting equipment, such as station transmitters, master control switcher, video recorders and associated equipment. Possession of or ability to obtain a valid General Class Radio Telephone Operator's License. Salary Range: \$33,936 to \$41,258 with excellent fringe benefits. Completed official applications must be received in the Department of Human Resources no later than Friday, January 12, 2001. To receive your application packet contact: Department of Human Resources, KVCR-TV/San Bernardino Community College District, 441 West Eight Street, San Bernardino, CA 92410-1007, 909/884-2533. An equal opportunity employer.

JUNIOR VIDEO ENGINEER: (FULL TIME)

The Hayden Planetarium in NYC is seeking an entry-level video engineer to support a growing HD & 3D graphics production facility associated with the Digital Dome Theater. The candidate will assist the senior video engineers & production staff. Knowledge of PC, Mac, Basic Unix and AutoCad is a plus. Hands on experience with wiring, systems integration and use of basic test equipment is required. Additional responsibilities are bench repairs, parts and supplies inventory. Should have good mechanical skills. Must be willing to learn Sky Theater automation systems and emergency procedures. Fax Resume to Director of Engineering @ (212) 496-3555

LEGAL CAREERS

ATTORNEY/BUSINESS AFFAIRS

NY Talent Agency seeks junior attorney with experience in television broadcast contract review and business affairs.

Fax resume to (212) 757-6411.

DIRECTOR OF ENGINEERING

Top 10 northeast UHF TV station ready to go digital. Looking for experienced professional to oversee all aspects of technical operations including installation, operation, repair and maintenance of studio, production, post-production and master control equipment, satellite and transmitter. Manage IS needs. Oversee station relocation and digital conversion. Min. 10 years as chief engineer at TV station or comparable. Resume/cover letter by 1/5/01 to: WYBE Public TV, 8200 Ridge Avenue Philadelphia, PA 19128 Attn: GM, 215-483-6908 fax: WYBE.org WYBE is an equal opportunity employer.

KQED MAINTENANCE ENGINEER (TRANSMITTER/RF)

TV Maintenance Engineer-Transmitter / RF is responsible for routine installation, maintenance and repair of NTSC analog and DTV Transmitters and broadcast chain. This position will maintain and repair TV Transmission equipment to ensure maximum quality and reliability of KQED's service to the community. Send cover ltr & resume to: KQED, HR Dept., 2601 Mariposa St., San Francisco, CA 94110; fax 415/553-2183; email hr@KQED.org. Visit www.kqed.org. EOE

TV MAINTENANCE ENGINEERING SUPERVISOR

TV Maintenance Engineering Supervisor is responsible for coordination of the mtc staff in the routine installation, maintenance and repair of analog and digital TV Broadcast and Production equipment. This position will work with the Engineering Facilities Manager and other Engineering supervisors to ensure maximum quality and reliability of KQED's service to the community. Send cover ltr & resume to: KQED, HR Dept., 2601 Mariposa St., San Francisco, CA 94110; fax 415/553-2183; email hr@KQED.org. Visit www.kqed.org. EOE

CALL KRISTIN PARKER
AT 617-558-4532 OR
NEIL ANDREWS AT 617-558-4481
FOR INFORMATION ON ADVERTISING.

Classifieds

Radio

SITUATIONS WANTED

CONSULTANT

Broadcast Executive with 37 years of experience now available as Consultant! Skills include ownership of station for twenty years, Sales, Marketing, Promotion, News and on air talent expertise. Let this Professional Broadcaster help your station prosper. Fees reasonable. Email inquiries to: www.camp1260@msn.com

MANAGEMENT CAREERS

SALES MANAGER

Sales Manager needed for WNFK, Perry Florida. WNFK has been on the air 1 year next month, and is the only FM station in it's market. Taylor County is now ready for the next step...Salessss!!!!!! If you are ready for Management, and have the experience to make it happen, I want to talk with you....Call Uncle Bob, 904-755-4102 or fax resume to 904-758-8885.

FOR SALE STATIONS

STATION FOR SALE

Major St. Louis Sports Radio Station
FOR SALE.

For information, call direct
or leave message at (313) 477-9022.

MUST SELL!

2001 Radio Opportunities

- Virginia Top 100 Market-Two FM's
Heritage 5kw FT AM - \$6.7 Million
- Virginia - Beautiful College City
AM / FM - 25kw FM - \$1.5 Million
- Shenandoah Valley - AM / FM
25kw FM / Full-time AM - \$3.0 Million
- Carolinas AM / FM - Single Market \$900,000
- Carolinas Coastal - 25kw FM - \$1.5 Million
- NC Coast - 6kw FM - Serves Major City \$600,000
- Mississippi - 6kw FM - Excellent Track Record
\$750,000 - Single Market
- Carolinas Cluster - Two Class C FM's - 25kw FM
3kw FM (Possible Upgrade to 25kw) Top 100 Mkt.
\$10.00 Million.

SNOWDEN

Associates

ZOPH POTTS

TOM SNOWDEN

252-940-1680

AM/FM/RADIO - TV FOR SALE

New England, Fullpower, Net. affiliate,
Top 50 market, cash flow.....\$25.0M
GA, UPN, Affiliate, Fullpower.....\$5.9M
NY, LPTV stations, UPN Net. affiliate(s),
priced to sell.....\$1.2M - \$5.0M
Florida Panhandle: Class A FM, Cash flow\$600K
Upstate NY, 4X FM, 1X AM,
Gross cash flow over \$1.7M\$6.5M-Firm

Email Haddenws@aol.com or visit us online at:

www.Haddenonline.com

HADDEN & ASSOC.

(Office) 407-699-6069 (FAX) 407-699-1444

Allied Fields

FOR SALE EQUIPMENT

BEAT THE BUDGET.

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.carpelvideo.com

Academic

FACULTY CAREERS

Broadcast Faculty Position

College of Journalism and Mass Communications
University of South Carolina.

Applications are currently being accepted for a tenure-track assistant professor position available in August 2001. Full job announcement can be found at www.jour.sc.edu.

USC is an equal opportunity employer and specifically encourages applications from women and minorities.

Miscellaneous

PUBLIC NOTICES

NOTICE OF PUBLIC SALE

NOTICE IS HEREBY GIVEN that: Pursuant to Florida §679.504, on February 7, 2001 at 10:00 o'clock a.m., a public sale with be held for the purpose of partially (or possibly fully) satisfying the claim of Jericho State Capital Corp. of Florida, a secured party (the "Secured Party").

The name and address of the debtor (the "Debtor") is: Southern Nights Entertainment Corp., whose last known address is 13254 Heather Ridge Loop, Fort Myers, Florida 33912. The Debtor also maintains an office address at 1706-D Capital Circle, NE, Suite 6, Tallahassee, Florida 32308.

The sale will be held at the offices of Foley & Lardner, 106 E. College Avenue, Suite 900, Highpoint Center, Tallahassee, Florida 32301. The terms of the sale will be cash or certified check, payable at the conclusion of the sale.

The Secured Party reserves the right to credit bid up to the amount of its claim.

The assets being sold are described as follows: All of the Debtor's right, title and interest in and to the licenses, permits and assets of the low power television station WVUP-LP, Tallahassee, Florida.

PLEASE TAKE FURTHER NOTICE that the successful Buyer must apply to and receive the consent of the Federal Communications Commission before the sale can be consummated. The sale is conditioned on and subject to such consent.

Inquiries regarding the above, and requests for a copy of any of the Licenses, and list of the available equipment may be directed to Ned R. Nashban, Esquire, Quarles & Brady LLP, 1900 Glades Road, Suite 355, Boca Raton, Florida 33431, (561) 368-5400, (561) 368-1996 Fax, and will be provided to the extent available.

TARGET THE AUDIENCE YOU NEED TO REACH

with

BROADCASTING CABLE CLASSIFIEDS

In this aggressive market, it is imperative that your advertising dollars target your specific audience.

This is where Broadcasting & Cable can work for you.

**REACH OVER
36,000
PROFESSIONALS
AT:**

- Commercial TV Stations
- TV Markets & Networks
- Local News Stations
- Cable Networks

For more information on advertising, contact:

Kristin Parker at 617-558-4532

kbparker@cahners.com

Neil Andrews at 617-558-4481

nandrews@cahners.com

Fax: 617-630-3955

Classifieds

Professional Cards & Services

du Treil, Consulting
Lundin & Rackley, Inc. Engineers
Sarasota, Florida
941.329.6000 WWW.DLR.COM
Member AFCCE

CARL T. JONES
CORPORATION
CONSULTING ENGINEERS
7901 Yarnwood Court
Springfield, Virginia 22153
(703) 569-7704 fax (703) 569-6417
MEMBER AFCCE www.ctjc.com

LOHNES AND CULVER
CONSULTING ENGINEERS
8309 Cherry Lane
Laurel, MD 20707 4830
(301) 776-4488
locul@locul.com
Since 1944 Member AFCCE

COHEN, DIPPILL AND EVERIST, P.C.
CONSULTING ENGINEERS
Domestic and International Communications
Since 1937
1300 "L" STREET, N.W., Suite 1100
WASHINGTON, DC 20006
PHONE: (202) 898-0111 FAX: (202) 898-0895
E-MAIL: cdepc@att.net
Member AFCCE

John F.X. Browne & Associates

A Professional Corporation
Member AFCCE
BROADCAST/TELECOMMUNICATIONS
Bloomfield Hills, MI Washington, DC
248.642.6226 (TEL) 202.293.2020
248.642.6027 (FAX) 202.293.2021
www.jfxb.com

HAMMETT & EDISON, INC.

CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128
HE 707/996-5200
202/396-5200
www.h-e.com

Advertise in the Professional Cards and Services Section
and get the results you need!
Call 617-558-4532 or 617-558-4481 for more information.

TOWER/ANTENNA CONSULTANTS

CARL E. SMITH

CONSULTING ENGINEERS
AM FM TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the broadcast industry
for over 60 years"
Box 807 Bath, Ohio 44210
(330) 659-4440



Denny & Associates, PC
Consulting Engineers
PH 202-452-5630
FX 202-452-5620
Member AFCCE eminfo@denny.com

NATIONWIDE TOWER COMPANY

ERECTOR • DISMANTLES • ANTENNA • RELAMP
ULTRASOUND • STRUCTURAL ANALYSIS • PAINT
INSPECTIONS • REGUY • ENGINEERING
P.O. BOX 1828 HENDERSON, KY 42418-1828
PHONE (270) 888-8000 FAX (270) 888-8600
E-MAIL: hjohnston@nationwidetower.com
24 HOUR EMERGENCY SERVICE AVAILABLE

• Turnkey Systems • Towers • Antennas
• Transmitters: Analog/Digital

LeBLANC Broadcast Inc.

Ray Carnovale President
Tel: (303) 665-5016 Fax: 665-8805

Munn-Reese, Inc.

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

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

Shoalbred Engineers, Inc.

Structural Consultants
Towers and Antenna Structures
Robert A. Shoalbred, P.E.
1040 Morrison Drive
Charleston, S.C. 29403 • (843) 577-4681



UNIVERSAL POWER, Inc.

Manufacturer of
Self-Supporting Towers,
Guyed Towers and Accessories

P.O. Box 276 • Henderson, Kentucky 42418-0276
Tel: 270-533-8151 • 270-533-1479
www.universaltower.com

HATFIELD & DAWSON

Consulting Engineers
9500 Greenwood Ave., N.
Seattle, Washington 98103
(206) 783-9151
Facsimile (206) 789-9834
MEMBER AFCCE

Cavell, Mertz & Davis, Inc.

Engineering, Technology
& Management Solutions
10300 Eaton Place, Suite 200
Fairfax, VA 22030
(703) 591-0110 • (202) 332-0110
Fax (703) 591-0115
www.cmdconsulting.com
www.DTVinfo.com



Solve Your Advertising Puzzle

with
Broadcasting & Cable's
Classified Ads and
Professional Cards & Services

Call Classified Sales
617-558-4532 or
617-558-4481



WALLACE ASSOCIATES

Dennis Wallace
SPECIALIZING
IN DIGITAL TELEVISION

101 West Ohio St.
20th Floor
Indianapolis, IN
46204
(317) 684-6754
wallacedtv@aol.com

Abe Rosenberg abe@newswriting.com

Newswriting.com

Training • Seminars • Tools

14000 Tanti Way #P36 • Marina Del Rey, CA 90292 • (310) 822-8393

ADVERTISE THE EASY WAY WITH
YOUR BUSINESS CARD!
CALL 617-558-4532 OR 617-558-4481

Voices T W O C E N T S

"I was probably the only reporter at the Post who had ever lived in public housing."

—Gwen Ifill, of *Washington Week in Review* and the *NewsHour with Jim Lehrer*, speaking of her time at the *Washington Post*, as quoted by Robert Margolis, Salon.com.

"I could have stayed at Today and been safe and comfortable. I could have become a lifer. It certainly would have been the easier thing to do. But I've always taken risks in my life."

—Jeff Zucker, former executive producer of NBC's *Today*, who has replaced Garth Ancier as president of NBC Entertainment, as told to the *Philadelphia Inquirer*.

"Maybe he accidentally stabbed himself while punching chads on some extra Florida butterfly ballots with Bill Daley."

—Phil Rosenthal, *Chicago Sun-Times*, imagining President Bill Clinton as a guest on NBC's *ER*.

"Amnesia would clearly be Fox's best explanation for this apparent contradiction, though it's hard to rule out hypocrisy, another condition that's not uncommon in network boardrooms."

—Brian Lowry of the Los Angeles Times, *marveling that*

"Curb Your Enthusiasm takes the nastiness, neuroses and pettiness of Seinfeld to new levels of absurdity, demonstrating how little it takes these days for seemingly normal people to blow up and melt down."

—Joyce Millman, Salon.com. HBO's *Curb Your Enthusiasm* ranked no. 3 on her "Best TV of the year" list.



Fox will be presenting more low-brow reality TV in the coming season, even after it vowed to reach higher in the wake of the Who Wants to Marry a Millionaire? fiasco.

"Even if Oxygen reached 50 million homes tomorrow, it's doubtful it would lure many viewers. Oxygen's shows, when you finally get to see them, are pretty dull and in some cases painful to watch."

—From the Jan. 8 edition of *Fortune*, and one in a recent

series of news stories and commentaries criticizing the new cable network.

"And when you return from the store, aggravated at the state of the modern service industry, the herd instincts of your fellow citizens, and the way none of the streetlights on the planet seem to be in sync, what better way to relax than in front of the television? Well, in truth, on a day like this, there are many better ways. On a day like this, television critics

doing highlights columns have to vamp for a couple of paragraphs to obscure the fact that, to use the vernacular, there just ain't much on, not even a football game."

—Steve Johnson, Chicago Tribune television critic, writing "highlights" for the day after Christmas

"This is a loss only if you think getting rid of psoriasis is a loss."

—Howard Rosenberg, the *Los Angeles Times* on the departure of Kathie Lee Gifford from ABC's *Live with Regis*. He considered it one of the highest television points of the year.

"We may have another trophy-show first: first jailbird to win an award for best acting in a drama series."

—Lisa de Moraes, the *Washington Post*, on Robert Downey's Golden Globe nomination for his recurring role on Fox's *Ally McBeal*.

"I can't tell you how many people tell me they never would have watched the show if they hadn't seen it on an airplane. It's a captive audience. But I'm sure some people see it and want to jump."

—Kevin James, star of *King of Queens*, talking to *TV Guide* about in-flight showings of his CBS sitcom.

Broadcasting & Cable (ISSN 0007-2028) (USPS 0066-0000) (GST #123397457) is published weekly, except at year's end when two issues are combined, by Cahners Business Information, 245 W. 17th St., New York, NY 10011. Broadcasting & Cable copyright 2000 by Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630. All rights reserved. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post IPM Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster, please send address changes to: Broadcasting & Cable, P.O. Box 15157, North Hollywood, CA 91615-5157. Rates for non-qualified subscriptions, including all issues: USA \$149, Canada \$219 (includes GST), Foreign Air \$350, Foreign Surface \$199. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 U.S., \$10 foreign. Please address all subscription mail to: Broadcasting & Cable, P.O. Box 15157, North Hollywood, CA 91615-5157. Microfilm of Broadcasting & Cable is available from University Microfilms, 300 North Zeeb Rd., Ann Arbor, MI 48106 (800-521-0600). Cahners Business Information does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

Broadcasting & Cable was founded in 1931 as *Broadcasting: The News Magazine of the Fifth Estate*. It now incorporates *Broadcasting-Television*, introduced in 1945; *Television*, acquired in 1961; *Cablecasting*, introduced in 1972; *Broadcasting/Cable*, introduced in 1989; and *Telemedia Week*. It was named *Broadcasting & Cable* in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. Reg. U.S. Patent Office.

The Fifth Estate TELEVISION Broadcasting

Editorials

COMMITTED TO THE FIRST AMENDMENT

The commissioner you know

Last August, our Capitol Hill reporter Paige Albiniak broke the story that President Clinton was prepared to extend Susan Ness' tenure at the FCC with a recess appointment, circumventing the normal Senate confirmation process. As the weeks, then months, went by we grew a little nervous about the veracity of the story. But just before the holidays, Clinton came through for his old Renaissance weekend chum.

Now, the question is, "Will she stay?" The appointment is only good for a year, or until the Bush administration replaces her. To win the new, five-year term she covets, she will not only have to persuade the Bush people to overlook the faithful clamoring for jobs, but also win enough Senate support to overcome the opposition of Sen. John McCain, who wants her out of there. So you would have to say odds are long on her reappointment, even though she suddenly has an ally in the Senate: Hillary Clinton.

But putting the handicapping aside for a moment, *should* she be reappointed? We say yes, but with some hesitancy because she belongs to the school that still believes broadcasters owe the public something in the form of government-mandated services.

But on the whole, we think she would make a good choice for one of the two FCC seats that will be reserved for Democrats. She doesn't push the public-interest issue. In fact, she proved a moderating influence on Hundt and Kennard, two Democratic chairmen who did. She is a former media banker who can calculate the real-world impact of FCC actions. She has earned the trust of the broadcasting and cable lobbies, even though she doesn't always take their side. She has a knack for picking good staffers who follow her lead in working hard to weigh all points of view. And her reappointment would insure some continuity at the commission, which is likely to see the departure this year of three other members.

If Bush is serious about putting some real Democrats in his administration, he should give Ness the same serious consideration she gives FCC petitioners.

Free for all

If there were ever a cue for a digital age, it would be the date 01-01-01. But not everybody is ready to take the stage. Take broadcasters. Standing in their way is the unsettled question of a transmission standard, equipment compatibility issues, protection of content and securing space on cable and satellite systems. Other than that, how was the play Mrs. Lincoln?

While all those issues must be addressed, we think arguably the most important, and perhaps the hardest to resolve, is program exclusivity/copy protection. It's why Hollywood has been so hard-line about controlling rights to its products, and why local TV stations continue to fight for program exclusivity.

In a world where digital copies are only a click away from millions, how do you preserve the exclusivity that is the underpinning of the competitive broadcast model? Or, more frighteningly, *can* you? Why pay for the exclusive rights to a big-ticket sitcom in your market if pirates can distribute it virtually day-and-date anywhere on the Internet for free. Adding to the problem is that the Web culture has grown up seeing security measures as an Everest to be scaled. It is a cowboy (and cowgirl) culture that is paradoxically both outside the establishment and a major force in the corporate culture. As such, it is not one to protect traditional models.

We hate to spoil the party, but we won't be ready to break out the millennium champagne until there is a system in place to protect the product.

BROADCASTING CABLE

www.broadcastingcable.com

William McGorry/Group Vice President/212-463-6543
Lawrence Oliver/Group Publisher/212-463-6544
Donald V. West/Group Editor in Chief/202-463-3701
Harry A. Jessell/Editor/212-337-6964
Denise O'Connor/Associate Publisher/212-337-6961

EDITORIAL/NEW YORK

Harry A. Jessell/Editor/212-337-6964
P.J. Bednarski/Executive Editor/212-337-6965
Stephen McClellan/Deputy Editor/212-337-7023
John M. Higgins/Deputy Editor/212-337-7024
Susan Qualtrough/Managing Editor/212-463-6432
Vette Porter/Assistant Managing Editor/212-337-7148
Glen Dickson/Associate Editor/212-337-6952
Richard Tedesco/Associate Editor/212-337-7025
Ken Kerschbaumer/Associate Editor/212-337-7011
Beatrice Williams-Rude/Copy Editor/212-337-7140
P. Llanor Alleyne/Editorial Assistant/212-337-7141
Beth Shapouri/Editorial Intern/212-337-7147

DESIGN/NEW YORK

Todd J. Gast/Art Director/212-337-7017
Miguel Romero/Assistant Art Director/212-337-7144

EDITORIAL/WASHINGTON

Donald V. West/Group Editor in Chief/202-463-3701
John S. Eggerton/Deputy Editor/202-463-3712
Dan Trigoboff/Senior Editor/301-260-0923
Elizabeth A. Rathbun/Associate Editor/202-463-3709
Paige Albiniak/Assistant Editor/202-463-3708
Bill McConnell/Assistant Editor/202-463-3706
Deborah McAdams/Staff Writer/202-463-3725
Kim McAvoy/Contributing Editor/540-341-4234
Kira Greene/Contributing Editor/703-524-7793
Rick Higgs/Systems Manager/202-463-3718
Alisa Holmes/Web Production Manager/202-463-3703
Doris Kelly/Office Manager/202-463-3711

EDITORIAL/LOS ANGELES

Joe Schlosser/Bureau Chief/323-549-4111
Susanne M. Ault/Staff Writer/323-965-5361

ADVERTISING/NEW YORK

Denise O'Connor/Associate Publisher/212-337-6961
Yvonne Pettus/Senior Account Executive/212-337-6945
Michael Farina/Account Executive/212-337-6941
Rob Payne/Account Executive/212-337-7022
Tamika Brown/Sales Coordinator/212-337-6940
Dana Levitt/Marketing Services Director/212-463-6546
Georgina Sculco/Art Dir., Creative Services/212-337-7154

ADVERTISING/LOS ANGELES

Marcia Orcutt/Advertising Director, Syndication/323-549-4114
Eric Low/Sales Coordinator/323-549-4113
Chuck Bolkom/Director of Technology Advertising
775-852-1290; Fax 775-852-1291; email: chuckbolk@aol.com

ADVERTISING/ASIA

Yukari Media Inc./Masayuki Harihara
81-66956-1125; Fax 81-66956-5015

CLASSIFIED ADVERTISING/NEWTON, MASS

Kristin Parker/Account Executive/866-258-1075
Neil Andrews/Account Executive/866-258-1075
275 Washington St., Newton, Mass. 02458; Fax 617-630-3955

EVENTS

Steve Labunski/Director, Special Events/212-337-7158
Sandy Friedman/Special Events Coordinator/212-463-6740

PRODUCTION/NEW YORK

Luis Mendes/Production Manager/212-463-6524
Farrah Aponte/Production Assistant/212-463-6571

CIRCULATION/NEW YORK

John LaMarca/Circulation Manager/212-337-7080

SUBSCRIPTIONS/DELIVERY

BROADCASTING & CABLE: 800-554-5729
Online Customer Service: www.pubservice.com
BROADCASTING & CABLE YEARBOOK: 800-521-8110
CALENDAR: 800-563-9056, TV FAX: 800-554-5729

OFFICES

New York: 245 W. 17th St., 10011 / 212-645-0067;
Edit Fax: 212-337-7028 or 212-463-6610; Ad Fax: 212-337 6948
Washington: 1627 K Street NW, 20006
202-463-3711; Edit Fax: 202-463-3742
Los Angeles: 5700 Wilshire Blvd., Suite 120, 90036
323-549-4100; Edit Fax: 323-937-4240; Ad Fax: 323-937-5272



CAHNERS BUSINESS INFORMATION

Marc Teren/Chief Executive Officer

Tad Smith/President, Media Division

Dan Hart/Vice President, Finance

Sol Taishoff/Founder and Editor (1904-1982)

BROADCASTING CABLE

your one stop shop for...

From syndicator profiles to new media exposure, the best and broadest coverage of this year's NATPE conference can be found in BROADCASTING & CABLE'S special pre-NATPE issue. As the most informative source for NATPE news, no other publication provides such detailed analysis of what's ahead.

Wanna know who's coming? What they'll be talking about? What to expect? The answers lie in this issue. We'll update you on the past year's ever-changing media landscape, and what's ahead on the Information Highway. You'll find in-depth profiles of the major syndicators, along with updates on the continuing convergence between cable and new media. This year's NATPE conference is sure to be the most exciting to date, and this issue will give you what you need to know so you can stay "in the know."

BROADCASTING & CABLE'S pre-NATPE issue will reach thousands of industry decision-makers including key executives in the Broadcast, Cable, Satellite, DBS, Network, Advertising Agency, International, and New Media segments. Reserve your space and reach over 36,000 industry leaders with your message on what excitement you'll be providing at this year's NATPE conference.

NATPE COVERAGE

BROADCASTING  CABLE

Chuck Bollmann: 772-852-1250 • Marcia Orutt: 323-549-4114 • Yvonne Pettus: 212-337-6945
Rob Payne: 212-337-7322 • Michael Farina: 212-337-6941 • Classified Advertising & Marketplace Advertising: 866-2E8-1075

VISIT OUR WEB SITE: www.broadcastingcable.com

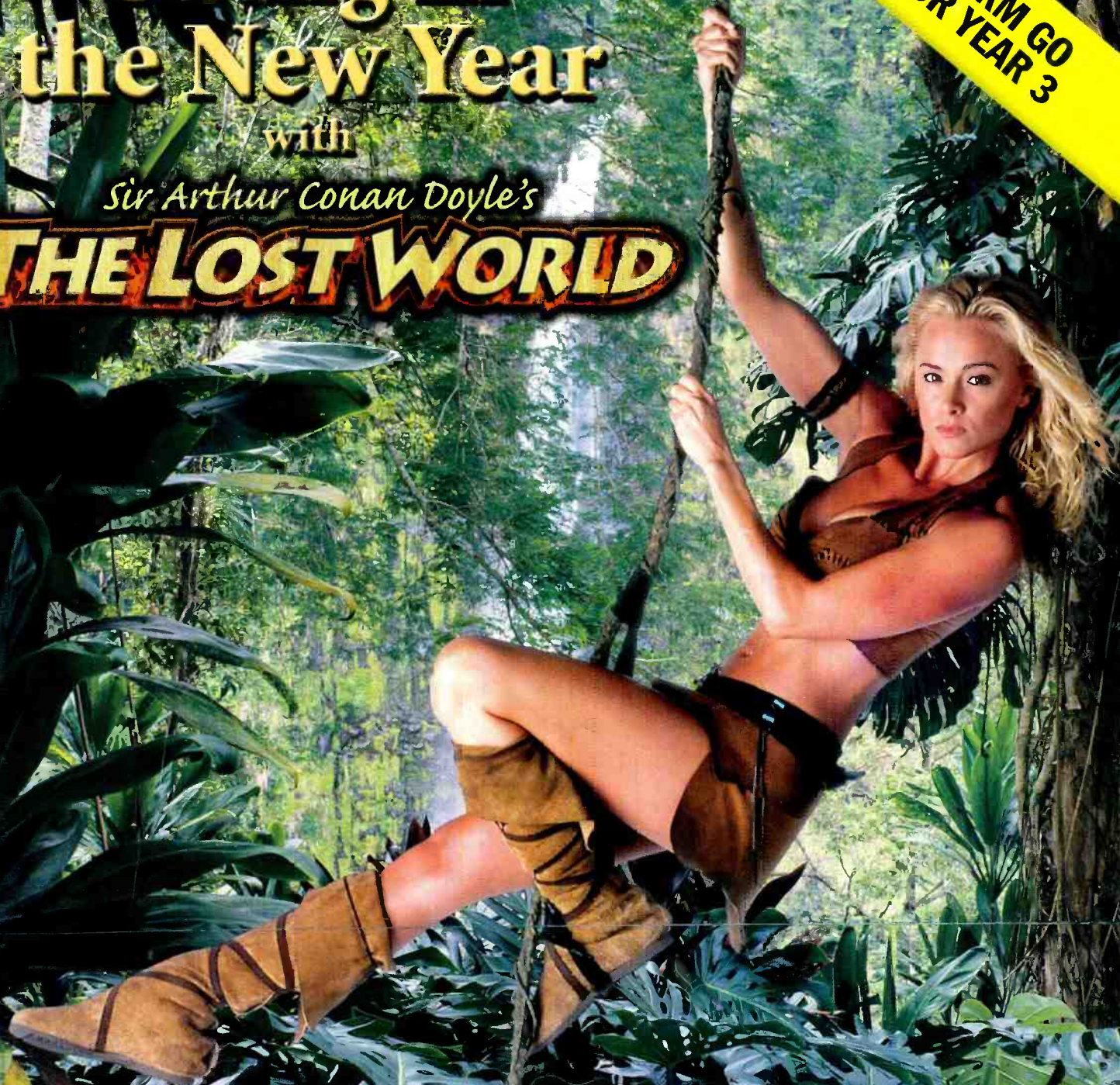
Swing in the New Year

with

Sir Arthur Conan Doyle's

THE LOST WORLD

A FIRM GO
FOR YEAR 3



TRIBUNE
ENTERTAINMENT
ADVERTISER SALES



NEW LINE TELEVISION

A TIME WARNER COMPANY

An Action Adventure Network Presentation of A Coote-Hayes and Telescene Film Group Production in Association with St. Clare Entertainment.