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AUGUST 27, 2001

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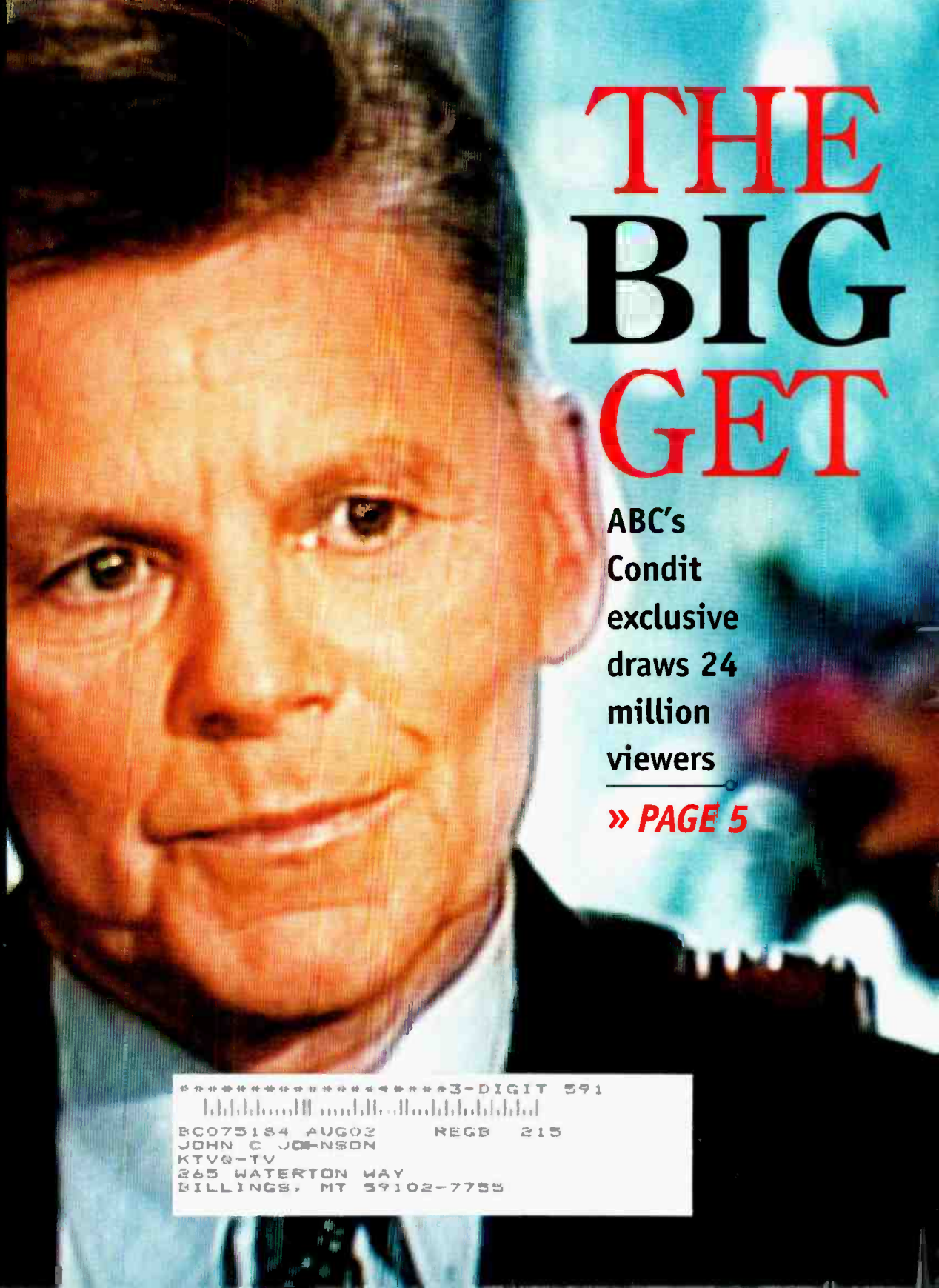
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Top of the Week August 27, 2001



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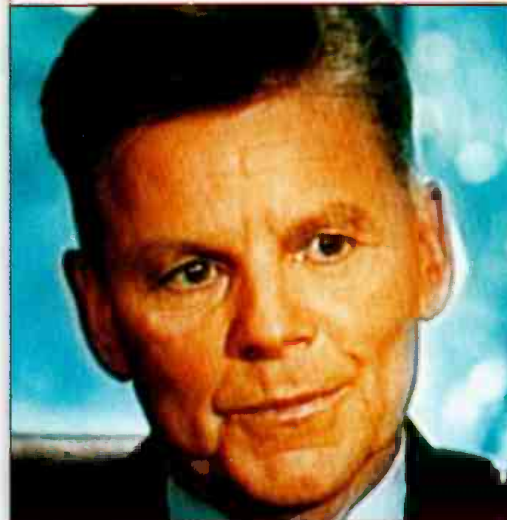
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SPECIAL REPORT

TOP 25 MEDIA COMPANIES

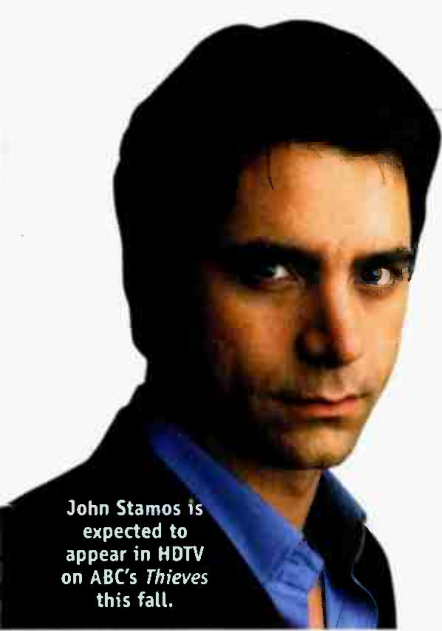
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John Stamos is expected to appear in HDTV on ABC's *Thieves* this fall.

DIGITAL TV

ABC's new fall lines

ABC is stepping up with some additional HDTV programming this fall.

ABC officials won't say how much, but affiliates have heard that the HD schedule will include at least three new dramas—*Alias*, *Philly* and *Thieves*—as well as Saturday-night movies. Last season, ABC's HD output was limited to *NYPD Blue* and occasional movies. How much the network broadcasts this season will depend on its success finding sponsors. In any event, by December, ABC DTV stations expect to be airing five to 10 hours of HD programming each week. NBC may also expand its HD schedule beyond the *Tonight Show* but first must finish upgrading its satellite distribution system. It's hoping to offer some Olympics coverage in HD if it can find a sponsor (see item, this page). CBS is the unchallenged HD leader. With the backing of Samsung and Mitsubishi, it's planning another big HD season: 26 hours per week, including college football for the first time. Fox isn't doing HD but hopes to offer some wide-screen programming this season.—M.G.

BCEYE

ADVERTISING SALES

Party time

The WB and 21 affiliates threw a back-lot party for more than 400 local advertisers flown to Los Angeles to hang out with WB stars. Participating affiliates kicked in \$300 per advertiser, in addition to paying their expenses. The WB supplied the back lot and the stars, including Nikki Cox (*Nikki*), Bob Saget (*Raising Dad*), Joshua Jackson (*Dawson's Creek*) and David Boreanaz (*Angel*). The party also included a fly-over by the Goodyear Blimp billboarding WB shows. "Instead of throwing a party for 60 advertisers in their home community, they'll find the top five or six advertisers and say, 'You've been a big supporter, we'd like you to come to L.A. [for] this big network party,'" says Ken Werner, The WB's EVP, network distribution. The party was co-hosted by KTLA-TV Los Angeles.—J.S.



David Boreanaz (at left in *Angel*) helped pitch The WB drama to advertisers in Los Angeles last week.



PROGRAMMING

Carrying torch for HDTV

NBC plans to shoot a small amount of HD video at several indoor events for its Winter Olympics coverage in Salt Lake City in February. But it is desperately seeking a sponsor to foot the bill for more. There's even talk of broadcasting some events live if the right deal is struck. A source at a major consumer electronics company told B&C it was approached with a proposal: Give/loan the network \$1 million in production equipment and pay \$1 million cash in exchange for a few on-air credits and the right to promote its gear in press releases and publicity events. The company respectfully declined, and, according to NBC (which would not confirm the dollar amounts), the search goes on.—M.G.

Dereg decisions

The FCC is on track to propose changes to the broadcast/newspaper crossownership restrictions and the cap on cable subs at its Sept. 13 meeting. Last week, the cable and mass media bureaus sent their recommendations to the commissioners' offices. FCC Chairman Michael Powell has insisted the commission not appear to prejudge the issues given the panel's Republican majority.

Consequently, the bureaus' proposals are little more than broad requests for public/industry comment on how to proceed. Still, neither item is assured of making the final agenda. August vacations may make commissioners reluctant to tackle high-profile issues quickly, and deregulation faces stronger opposition from the Senate's new Democratic leadership.—B.M.

A good 'Get,' but no 'Gotcha'

Chung interview with Condit is most-watched program of the summer

By Paige Albiniak

ABC News' Connie Chung last week proved why *The Get* is the Holy Grail of network news. Scandal, or the whiff of one in this case, is the television equivalent of a trashy summer beach novel. It was bestseller stuff last week.

Chung's half-hour live-to-tape interview with embattled Rep. Gary Condit (D-Calif.) garnered the network a 17.0 rating, 29 share and 23.6 million viewers, according to Nielsen Media Research's fast national. That made *Prime Time Thursday* easily the most-watched program of the summer, followed by the July 30 episode of NBC's *Fear Factor*, for which 15.4 million households tuned in.

(Those ratings also made the show the most-watched newsmagazine show since Barbara Walters interviewed Monica Lewinsky in March 1999. Walters, the acknowledged "Queen of *The Get*," scored a 33.8 rating/48 share with that piece.)

Chung's interview began with about 30 seconds of rapid-fire questions, ending with this one: "Did you kill Chandra Levy?" "I did not," responded the Congressman. After that, it was clear this session would be no chummy chat around the coffee table.

Ultimately, Chung told BROADCASTING & CABLE, she was "quite shocked that he didn't answer the question about his relationship with Chandra Levy."

Chung failed to get Condit to admit anything other than he and intern Levy were "very close," but she overwhelmingly succeeded with her real mission: proving herself as hard-nosed as any journalist and scoring astronomical ratings for the network.

"I think it will go right up there as one of the more difficult interviews I've ever done," she said, "and maybe the most difficult."

The whole spectacle must have been



Chung said she was "quite shocked that he didn't answer the question about his relationship with Chandra Levy."

tough to take for the 24-hour cable news outlets. It has been CNN, Fox News Channel and MSNBC that have gone wall-to-wall with the Condit/Levy story since May. As a reward for their efforts, they got to spend the week promoting Chung's interview somewhere else. CNN's Larry King tried to upstage Chung by running an interview with *Vanity Fair* reporter Judy Bachrach one hour before Chung's. She had interviewed Condit earlier in the week for the magazine's December issue.

ABC faced some criticism prior to the program for allowing two ground rules to be set: The interview would be limited to 30 minutes, and it would be unedited. In the end, though, neither ABC News brass nor critics thought the rules made any difference.

"It's not unusual to agree to a set time that's unedited," Chung said, although she thought the interview would have been easier if she could have had time to warm up

with Condit in front of the camera, as well as more time to explore a six-page list of questions she had prepared.

"She asked all the questions that should be asked," said Victor Neufeld, ABC News' senior executive producer of news magazines. "His responses were basically up to him."

"A 30-minute interview was enough," says CNN's Jeff Greenfield, whose show ran during

Chung's interview with the subtitle "We're Not Watching." "Nobody's crossed a Rubicon here. The dilemma of a live-to-tape interview is, you don't have time to both try to hammer evasiveness and try to cover other grounds. The problem with the interview was not Connie Chung. The problem was Gary Condit."

Chung's interview was the start of a week-long media blitz by Condit—with interviews and stories appearing last week in *Vanity Fair*, *People* and *Newsweek* and on a local Sacramento television station—but reviews of Condit's perfor-

mances suggest he would have been better off staying quiet.

"It reminded me so much of Bill Clinton's interview in August 1998, after he testified before the grand jury," said *Meet the Press* host Tim Russert Friday morning on NBC's *Today* show. "It took Bill Clinton a good year to finally come forward,

The ABC spectacle must have been tough to take for CNN, Fox News Channel and MSNBC, which have gone wall-to-wall with the Condit/Levy story since May.



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Whose news is it anyway?

It's kind of sad to watch an all-news net when all the news is happening on another network. Such was the fate last Thursday night of CNN, Fox News and MSNBC, which have feasted for months on the titillation surrounding the Gary Condit-Chandra Levy case, as they were forced to sit back and watch the main event elsewhere.

From 11 p.m. to midnight, Fox News' *O'Reilly Factor* got a cable-high 1.6 Nielsen rating, and Fox was tops among cable news networks with a 1.2 for the night.

Fox has spent the past few weeks lingering on the story and, last Thursday, went virtually all-Condit all the time. (At one point during a showbiz report, Tennille, of the '70s rock duo The Captain & Tennille, was asked what she thought of the congressman's

truthfulness.)

But as the night wore on, cable wore thin and perhaps the cable nets should have gone dark for the hour while Connie Chung struggled with an evasive Condit on ABC.

MSNBC did the next best thing, running an hour of *Headlines & Legends*, with Matt Lauer examining the tabloid talk topic of July, actor Robert Blake.

CNN's Jeff Greenfield cut in at 10:30 p.m. with an earnest "We're not watching" printed on the bottom of the screen. He proudly declared that "most people aren't watching and we'll tell you why."

CNN's 11 p.m. post-interview special resembled the kind of sleepy newscast that follows a presidential debate, limping out at the top of the hour with a focus group of Modesto, Calif., voters. Greenfield scolded his fellow jour-



nalists for rushing to spin the interview. CNN surrendered at 11:30, going to tape with *Moneyline*, while Fox News and MSNBC stayed live until 1 a.m.

"We know this was a very but-toned-up kind of interview," Greenfield said. "Anyone who was expecting a *Perry Mason* moment or an *Oprah* confession didn't get it, because he had a strategy."

Fox Newsies did what they do best: act indignant. After the first 15 minutes of the Chung interview, Paula Zahn hosted a

panel generally appalled at what Condit said even though, over on ABC, he hadn't quite finished saying it. "I thought it was just a horrible job on Gary Condit's part," said

David Bossie, apparently convinced that watching just half of a movie is enough.

Fox News followed at 11 p.m. with an hour of live Bill O'Reilly post-game featuring both Democratic and Republican strategists (an indication, O'Reilly signaled several times, of Fox News' "Fair and Balanced Coverage.")

O'Reilly reveled in slicing and dicing Condit. "He's a sociopath," he remarked.

—Allison Romano and John M. Higgins

acknowledge wrongdoing, pay a fine and put that issue to rest."

Condit also taped an interview last Thursday with Jodi Hernandez, a reporter at CBS affiliate KQVR(TV) Sacramento, whose newscast typically finishes third in the market. Tracy Ketchum, the managing news editor, said she believed the station was chosen for its "responsible and fair coverage" of the budding scandal; Hernandez, she said, may have been recommended by Condit's 33-year-old son, Chad.

"I felt it was very rehearsed," Hernandez told CBS's Bryant Gumbel the next morning. "We heard nothing new, and I felt it was the same old thing that we've heard from his people. We conducted our interview after the Chung interview, and he seemed to not have a lot of energy, was rehearsed, distant and cold."

Prior to the interview, ABC News President David Westin acknowledged that the story of Condit's relationship with missing intern Levy was "of some importance but not of preeminence. It's not the nation going to war, it's not a change of



'I felt it was very rehearsed,' said reporter Jodi Hernandez, who had a local interview with Condit.

power, it's not something we'll look back in history as a turning point. And that's how we've covered it."

Chung studied *The Get* while she was a fellow at the Shorenstein Center for Press, Politics and Public Policy at Harvard University in 1998 and, in a paper, explained how the process of getting the big interview is a "symbiotic world where it's hard to tell who is manipulating whom: the

media or the newsmakers. And it is radically changing the way journalists and news organizations carry out their mission."

She dismissed rumors that she had won the interview because of a friendship with Condit publicist Marina Ein or because her husband, Maury Povitch, knows Condit lawyer Abbe Lowell. "My husband competes with me; he doesn't help me get interviews," she laughed.

"I just worked it," she said, giving credit to her producer Santana Leuci, who helped her write letters, make phone calls and hold meetings.

Chung started seeking the interview a few days after the story broke last May and found out she had gotten it on August 20, her 55th birthday. A member of Condit's camp called her and said, "Happy birthday. I have a present for you." Chung said she doesn't know exactly why Condit wanted to do the interview with her but she went after it in a persistent but "low-key" way. ■

—Additional reporting by John M. Higgins, Allison Romano, Susanne Auli, Ken Kerschbaumer and Richard Tedesco



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Can AT&T stay Excited?

As Internet provider tanks, Armstrong faces angry consumers, MSOs

By John M. Higgins

Anxious to avoid antagonizing customers, AT&T is likely to step in with enough cash to keep ailing high-speed Internet service Excite@Home running, but not for very long.

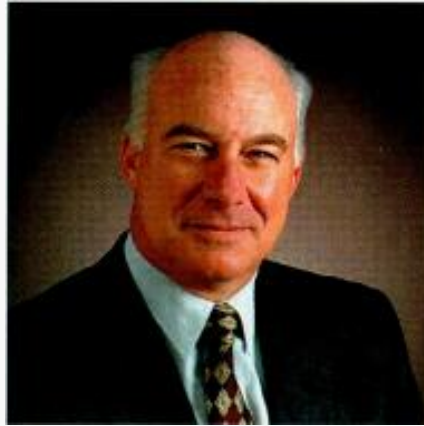
That's the assessment of Wall Street and media and Internet executives as the Excite@Home financial crisis escalates. AT&T is seen as taking the lead because it has the most invested in the company. Chairman Mike Armstrong has spent a total of \$5.5 billion on AT&T's 23% stake in Excite@Home, stock that fell to just 47 cents per share last week. That's generally seen as unlikely to rise, particularly if Excite@Home slides into bankruptcy protection.

More important, though, Armstrong has a million high-speed Internet subscribers with e-mail and Web pages tied up in Excite@Home's Web servers. If Excite@Home shuts down, they'll be at least as hostile toward AT&T Broadband as they are toward the Internet company. The cable systems that AT&T acquired from Media-One Group use AOL Time Warner's Road Runner.

Although cable operators install the service, Excite@Home handles a lot of other customer-service issues that cable operators lack the infrastructure to replace.

"It seems to me that AT&T's going to have to keep it alive and administer an orderly transition," said one media analyst.

An AT&T spokeswoman said only that "we will continue to serve customers and our customers can rest assured that they will receive uninterrupted service now and in the future."



Beleaguered Chairman Mike Armstrong has become a real big spender.

Cox and Comcast have almost as many subscribers relying on Excite@Home, and any MSO that bought systems from AT&T lately has "legacy" customers as well. But they're not likely to be as committed at AT&T. "I have a piece of paper that says, as long as @Home is provisioning one AT&T customer, they have to provision ours," said an executive with one Excite@Home affiliate.

"We'll do what it takes to be supportive,

but AT&T won't let it go under."

Right now, Excite@Home operations burn about \$42 million in cash monthly, excluding restructuring costs from recent firings. The company has about \$100 million in cash and more than \$747 million in debt.

The company's auditors warned last week that the high-speed Internet company could be headed for bankruptcy court. Excite@Home revealed in an SEC filing that accounting firm Ernst & Young has pulled its previously clean opinion of the company's financial situation, saying financial decay raises "substantial doubt about the company's ability to continue as a going concern."

Those are deadly words in accounting-speak and come just after Excite@Home moved to dump Ernst & Young, with PricewaterhouseCoopers taking over by September. Controlling shareholder AT&T Corp. shows no signs of stepping in to prevent a collapse and is expected by analysts to jump in after any Chapter 11 filing.

Excite@Home's financial position is no secret, with warning flags flying last spring as Chairman George Bell was squeezed out. Internet ad spending has plunged. Internet portal Excite, acquired to be the salvation of the capital-intensive @Home, has become a real dog, and ad revenues dropped 64%. ■

WWF's cash-flow smackdown

By John M. Higgins

The economy is delivering World Wrestling Federation Entertainment a brutal hit, pile-driving revenues and earnings for the first fiscal quarter.

WWF said that, for the three months ended July, total revenues dropped 11%, to \$90.7 million, while operating cash flow plunged 70%, to \$7.1 million. During the quarter, the company suffered from a ratings slide following a shift from USA Network to TNN and has been caught up in the advertising slump. The cash-flow slide doesn't include expenses of the disastrous XFL joint venture with NBC, which was shut down after the final game in April.

CEO Linda McMahon called the quarter "a challenging one." Television advertising revenues decreased 17%, to \$19.5 million, largely due to lower sales on its *Sunday Night Heat* show on MTV. TV-rights revenues doubled. Event revenues dropped 20%, to \$14.9 million, while attendance fell 22%, from 611,500 last year to 415,100. Total pay-per-view revenues declined 12%, although PPV buys were up.

On a positive note, McMahon said the company has held on in the upfront ad market, selling about 60% of its inventory with CPMs down just 3%. "We have not been forced to effect some of the deep price cutting effected by other networks." ■

Hallmark gets serious

Relaunched cable net pays \$11 per sub for DirecTV carriage

By Allison Romano

Paying one of cable's richest per-sub fees to upgrade its DirecTV carriage, the Hallmark Channel signaled to MSOs that it has more to offer than just family-friendly programming.

Hallmark is shelling out about \$11 per subscriber to add about 7 million DirecTV subs, and the relaunched net is on the prowl for more carriage deals.

"I don't think anyone in the industry has seen that before," one cable insider remarked of the launch fee.

It's far more than the usual \$5 per subscriber fee, and MSOs are interested.

"The deal makes them much more attractive to cable operators and to national advertisers," said one cable executive whose system only partially carries the former Odyssey network. "They need to get distribution before they can sell ad space, and major advertisers don't want a network with a few million subs."

Hallmark's parent company Crown Media Holdings Inc. agreed last week to give DirecTV 5.4 million shares, worth about \$80 million, in exchange for upgrading the net from DirecTV's Family Pack, where it had 750,000 subs, to the more popular Total Choice package. The upgrade will take place in September. The deal gives DirecTV a 4.7% stake in Crown Media.

It's the first time that the Hallmark Channel has exchanged equity for subs, but it might not be the last. Crown Media President and CEO David Evans says the net would consider a similar exchange with a cable operator: "A stock deal is attractive because it lessens the cash drain."

The former Odyssey network, which shed most of its religious programming and relaunched as Hallmark on Aug. 5, still



The Neverending Story is typical Hallmark fare.

needs widespread carriage on Cablevision, Comcast and Cox, systems on which it has little or no distribution.

Lehman Brothers analyst Stuart Linde says the deal helps Hallmark get closer to the important 40 million-subscriber threshold. "If you're an independent network, it becomes more difficult to roll out more subs. The independents have zero leverage, while the MSOs are getting bigger," he notes.

As competition between digital cable and DBS heats up, Hallmark's pres-

ence on DirecTV may push more operators to carry the channel.

"Hallmark is buying competitive leverage," says Kagan World Media analyst Larry Gerbrandt. "Being on DirecTV puts pressure on the operators."

A Hallmark executive says the deal could pay handsomely for the channel if Rupert Murdoch's News Corp. succeeds in acquiring DirecTV from its parent Hughes Electronics. "If News Corp. acquires [DirecTV], they will throw money at this thing," the executive says. "This is going to be a helluva deal in one year, 18 months, because that 7 million will double."

The Hallmark-DirecTV pact also includes provisions for potential pay-per-view offerings of Hallmark programming. ■

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IN BRIEF

MORE WESTERN NO-SHOWS

Another wave of cable networks have canceled plans to exhibit at the Western Show in November. Missing in action will be Lifetime Television; Oxygen; Scripps Networks' Food TV, HGTV and DIY; and Game Show Network. They join MTV Networks, Home Box Office, Showtime, Starz! and Playboy, which notified the California Cable Association earlier that they won't exhibit. To keep revenues up, the CCTA has set a new \$14,000 non-exhibitor fee. If they don't pay it, networks won't get promotion opportunities such as sponsoring parties, promos in hotel rooms and, of course, hotel-room assignments close to the Anaheim Convention Center.

DEBT WORRIES SLAM ADELPHIA TELCO

Shares in Adelphia Communications' telephone unit Adelphia Business Solutions dropped as much as 36% after Moody's Investors Service raised more concerns about the telco's financial conditions. Adelphia Business said last week it needed to raise \$500 million to fund out its plans. Despite plans for a new package of loans, Moody's said, "It is reasonable to assume that the CLEC company is either out of money at present or will be shortly." The company may be turning even more to the cable operation for cash, but that unit is already heavily leveraged.

CORRECTION

A July 23 "Changing Hands" item on the sale of KHQT(FM) Las Cruces, N.M., and KKVS(FM) Truth or Consequences/Las Cruces, misreported the price. It was \$1,650,000.

What is real, really?

Complaints of rigging raise the specter of applying FCC rules to reality shows

By Joe Schlosser and Bill McConnell

With reality shows facing more and more questions of authenticity, last week's complaint to the FCC by a contestant on UPN's *Manhunt* could prompt the agency to place those shows under the same federal rules that govern TV game shows.

At the same time, a number of top network reality executives are questioning what constitutes "rigging" a reality show and what are simply "beauty" shots added to improve a show's on-air appearance.

Jacqueline Kelly, a contestant on Paramount-produced *Manhunt*, complained to the FCC that corporate officials had rigged the competition, basing many of her allegations on statements by co-executive producer Bob Jaffe.

Jaffe had alleged that Paramount Network Television President Gary Hart and Paramount TV Group Chairman Kerry McCluggage urged him to intervene to help another female contestant reach the final rounds in a bid to boost ratings.

Network officials have admitted adding scripted scenes shot in a Los Angeles park (*Manhunt* was originally taped in Hawaii) but deny rigging the outcome. Jaffe stepped down when he refused to shoot the added scenes, which were intended to create the impression of personal disputes among the 13 contestants.

Manhunt is the second Viacom-controlled reality show to face allegations of manipula-

tion. Stacey Stillwell, a contestant on CBS's *Survivor*, claims network bosses arranged her eviction from the show. Her lawsuit is pending in California Superior Court.

So far, the FCC hasn't said that "reality" programs are bound by the game-show rules created in the wake of the 1950s quiz-program scandals. But penalties for rigging game shows range from fines to revocation of station licenses, and the FCC's eventual ruling could affect the entire game-show genre.

Some FCC officials predict that they will simply decide whether *Manhunt* itself is bound by the anti-rigging laws and that the decision won't necessarily have sweeping implications.

Jeff Gaspin, executive vice president of alternative series at NBC, says he has approved shots that have

been added after the fact to some of the network's reality series, such as *Fear Factor*. "It hasn't happened a lot, maybe two or three times. I've only done it when I've been told that there wasn't a wide shot of a helicopter landing or something like that and that we can substitute a generic shot that doesn't affect the outcome of a show in any way."

Adding "beauty" shots doesn't change anything, Gaspin maintains, adding that editing a show down from hundreds of hours of video is a form of manipulation anyhow.

"We all have to sort of establish our own rules," he says. "One of the things that you do to cover yourself is to put a disclaimer on there. You need to be fair to the audience, and you need to tell them whatever you have done. And it shouldn't necessarily be in fine print that you can't read." ■

NBC's Jeff Gaspin points out that editing a show down from hundreds of hours of video is a form of manipulation.

MANHUNT

UPN officials have acknowledged adding scripted scenes to *Manhunt* but deny fixing the outcome.

UNPRECEDENTED AIRPLAY SHARE GROWTH

Week of August 4, 2001

% of Billboard Charts Written or
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THE WEEK THAT WAS

DON'T MOCK US

A coalition of network affiliates seeking FCC help in ending what it says are abuses by the Big Four nets, told the commission last week that its opponents are misstating and exaggerating NASA's claims in hopes of making them appear ridiculous. The real issue, the **Network Affiliated Stations Alliance** said, is local control and diversity of programming. "The networks do not want to apply existing law, but to change it," NASA asserted.

MAKING MOVES

Spanish broadcaster **Univision Communications** has boosted network President **Ray Rodriguez**, adding COO to his title and putting cable's **Galavision**, startup broadcast network **Telefuturo** and **Univision Sports** under him. ... **ABC Entertainment Television Group** co-Chairman **Lloyd Braun** has renewed his contract with the network with a new five-year deal to stay alongside **Stu Bloomberg**, who re-upped last month. ...

FCC Commissioner **Michael Copps** has named **Susanna Zwerling** permanent adviser for media and consumer protection. **Jordan Goldstein** is now senior legal adviser. Both had been serving in interim capacities. ...

Country Music Television has tapped music-programming veteran **Brian Phillips** to be the Viacom Inc. network's

new senior vice president and general manager. Phillips most recently was **Susquehanna Broadcasting's** director of FM programming in Atlanta and Dallas and, in 2000, was named *Billboard's* "Major Market Programmer of the Year." ...

The Cartoon Network has found a successor for longtime GM **Betty Cohen**, who resigned earlier this summer. **Jim Samples**, who most recently headed Cartoon's online operation, is taking over as executive vice president and GM and will report to Turner Entertainment President **Brad Siegel**. Samples is charged with Cartoon's U.S. and international operations, as well as sister net **Boomerang**.

THE UNIVERSE EXPANDS!

There are 3.3 million more TV households this year than last, according to the latest TV-universe figures from **Nielsen Media Research**. It is the largest growth spurt in TV households since TV's early boom years in the 1950s, according to the ratings service. The 2001-02 TV household universe figure is 105,055,000, which means that each rating point will now be worth 1,055,000 TV households. The new measurement takes effect the broadcast week of Aug. 27-Sept. 2. Nielsen cited use of new data from the 2000 census for what

it calls the "atypically large" increase over last year's 102.2 million households.

THE NETWORKZ

NBC made it 18 straight weeks as the top-rated network in adults 18-49, even without *Fear Factor*. NBC averaged a 2.8 rating in adults 18-49 for the week of Aug. 13-19, according to Nielsen Media Research. **ABC** won the week in total viewers with a 7.8 million-viewer average. ... **CBS**, the network with the oldest demographics, will use the seven-month old computer-generated **Baby Bob** as its newest spokesman. **Baby Bob** rose to fame as the chatty spokesman for **Free-Internet.com** and will star in his own series on **CBS** later this year. ...

Michael Ovitz's financially troubled studio, **Artists Television Group (ATG)**, won't be able to deliver its reality show, *Lost in the U.S.A.*, to **The WB** for fall. In its place, at least for



Seven-month-old **Baby Bob** will officially speak for **CBS**.

the first third of the season, the network will slate off-TBS repeats of **Columbia TriStar Television Distribution's** *Ripley's Believe It or Not*, perhaps the first time an original cable program has been "repurposed" for a broadcast network. **ATG** is also scheduled to deliver **Ellen DeGeneres's** new sitcom to **CBS** for the fall. Word from **CBS** is that the show is still a go, although sources say **CBS Productions** will likely take over production. ...

CNN is dumping *Ahead of the Curve*, its early-morning business-news show, in favor of a more consumer-oriented program, *CNN Money Morning*, which begins Sept. 10 and will air on both **CNN** and **CNNfn**. ...

Nobody's happier about the return of the football season than the folks at **ESPN**, where the **NFL** preseason has finally let them put some numbers of their own up on the board. After dropping out of the top-10 cable Niensens for parts of the summer, languishing at a lowly 0.8, the sports network scored a 1.7 thanks to two **NFL** games in prime, one of which achieved a 4.4. Of course, selling ads in those games is a more difficult proposition. ...

Lifetime continued its hold on the top slot in prime with a 2.2, and **Nickelodeon** and **Cartoon Network** tied for the No. 2 place with a 1.8. **ESPN** and **TBS** tied for fourth.



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Emmys' parents to remarry?

East and West Coast TV academies to talk after a 25-year separation

By Joe Schlosser

Spurred by new leadership and financial considerations, the Los Angeles-based Academy of Television Arts and Sciences and the New York-based National Academy of Television Arts and Sciences may be on their way to ending a 25-year-old separation.

A full-scale merger of NATAS and ATAS may be a way off, but the new heads of the two academies have started a discussion and will be meeting for the first time this week in Los Angeles.

The discussions come just two months

after the death of longtime NATAS President John Cannon, who headed the East Coast branch from 1976 until last June and was considered a major factor in keeping the two sides separate for so long.

The break-up came in 1976 after Hollywood TV producers and writers argued that only members working in their part of the industry should vote on the prime time Emmys, not East Coast members who were distant.

ATAS Chairman Meryl Marshall-Daniels's four-year run is up this October, and members just elected TV producer/writer Bryce Zabel to take her

place. Marshall-Daniels, a longtime academy member who didn't see eye-to-eye with NATAS' Cannon, recently made efforts to bring the two factions together again.

The meeting also occurs as both sides prepare to open discussions with the Big Four broadcast networks on new TV packages for both the daytime and prime time Emmys.

When the two divisions split, NATAS took control of the daytime awards, along with the sports, documentary and news Emmys.

But ATAS got the prime time awards, the most valuable of all the TV awards.

Sources say the prime time Emmys bring in more than \$20 million each year in license fees and advertising revenue, while the daytime Emmys garner about \$7 million. Sports, news and documentary awards are no longer televised.

Both academies are said to be looking for richer contracts from the Big Four networks; some believe a unified academy could attract more money.

Stanley Hubbard, the acting chairman of NATAS is searching for Cannon's replacement, but he's traveling to Los Angeles this week and is scheduled to meet with Zabel and ATAS President Jim Chabin.

He downplays the significance of the Los Angeles meeting but agrees that it could be a start of better things to come. Hubbard says that the separation is "illogical."

"Separated parents aren't always the best thing for a child, and I'm not sure that two organizations are always the best thing in the long run for the Emmy."

Zabel says, "We don't have an agenda other than to get to know each other. I don't feel bolted to the past in any case because I wasn't here when the so-called divorce happened and, for me, this is not personal." ■

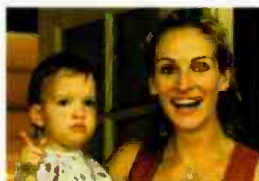
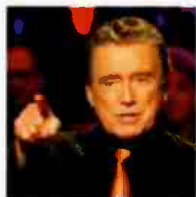


ATAS' Marshall-Daniels has reached out to NATAS.

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Top 25

media companies

	Revenue (billion)
1 AOL Time Warner	\$36.2
2 Walt Disney	\$25.4
3 Vivendi Universal	\$24.3
4 Viacom	\$20.0
5 News Corp.	\$13.8
6 AT&T Broadband	\$9.6
7 Sony	\$9.0
8 Comcast	\$8.2
9 NBC	\$6.7
10 Gannett	\$6.2
11 Clear Channel	\$5.3
12 Cox Enterprises	\$5.3
13 Hughes	\$5.2
14 Tribune	\$4.9
15 USA Networks	\$4.7
16 McGraw-Hill	\$4.3
17 Cablevision	\$4.1
18 Hearst	\$4.1*
19 Charter	\$3.6
20 New York Times	\$3.4
21 Adelphia	\$2.9
22 Bloomberg	\$2.5*
23 Washington Post	\$2.4
24 EchoStar	\$2.3
25 E.W. Scripps	\$1.7

*estimated

What a difference a dog market makes. In the past 12 months, not a single member of BROADCASTING & CABLE'S Top 25 Media Groups disappeared. Blame it on the bears, because a bear market can freeze the deal market.

Most giant deals are paid for in stock, not cash, and when the bulls are running, stock prices hover close to private-market values, so buyers are happy to issue shares at high prices for a takeover. But the market slump immediately devalues the currency, without trimming the sellers' expectations. Buyers hesitate at issuing millions more shares and diluting existing shareholders too much. The result is stasis among the big companies.

The following list includes only those companies with significant U.S. broadcasting, cable or satellite TV holdings, either production or distribution. That excludes such companies as Germany's Bertelsmann because its U.S. interests are primarily in music. On the other hand, it includes big U.S. media companies like Bloomberg and McGraw-Hill, whose TV holdings are relatively small. The companies are ranked by 2000 media revenues, which include TV, radio, film, music, print and Internet properties.



1. AOL TIME WARNER



Gerald Levin

Dulles, Va./New York (NYSE: AOL; TWX)

Fiscal year ended:

Dec. 31, 2000

Rank last year: 1

Stephen M. Case, chairman; Gerald

Levin, CEO

Revenues: \$36.2 billion

Operating cash flow: \$8.4 billion

Operating income: -\$228 million

52-week high: \$62.70

52-week low: \$31.50

Forget buying AT&T Broadband. AOL's challenge is to make its takeover of Time Warner work. For all the talk of synergy, there was precious little overlap between the two companies. Chairman Steve Case and CEO Jerry Levin have to squeeze efficiencies out, and selling *Entertainment Weekly* subscriptions via AOL online isn't enough to impress. Skepticism is growing over their promised \$40 billion in 2001 revenues and \$11 billion in cash flow.

2. WALT DISNEY



Michael Eisner

Burbank, Calif.
(NYSE: DIS)
Fiscal year ended:
Sept. 30, 2000
Rank last year: 2
Michael Eisner,
chairman and CEO

Revenue: \$25.4 billion
Operating cash flow: \$6.4 billion
Operating income: \$3.2 billion
52-week high: \$41.93
52-week low: \$25.67

Who Wants to Be a Millionaire? was Disney's big TV phenomenon in fiscal year 2000. Some analysts believe that the quiz show accounted for close to 25% of ABC-TV's prime time during the year. Since then, the show has slipped in the key demographics, but it still continues to make a significant contribution to ABC's prime time revenues. Meanwhile, just last month, the company made its largest media acquisition since buying ABC five years ago: It agreed to purchase Fox Family Worldwide for \$5.3 billion.

3. VIVENDI UNIVERSAL

Paris; Montreal
Fiscal year ended: June 30, 2001
Rank last year: 3

Jean-Marie Messier, chairman/CEO; Edgar Bronfman Jr., vice chairman
Revenue: \$24.3 billion
Operating cash flow: \$3.3 billion
Operating income: \$417 million
52-week high: \$80.94
52-week low: \$50.50

Vivendi Universal is targeting a 10% annual

increase in media and communications revenues from 2000 to 2001. Hit movies *Gladiator* and *Erin Brockovich* helped, as did the company's USA Network, which averaged a 3.5 rating for its original movies in 2000. Other cable happenings included Home Shopping Network sales' growing 16% in the fourth quarter.

4. VIACOM

New York (NYSE: VIA)
Fiscal year ended: Dec. 31, 2000
Rank last year: 4
Sumner Redstone, chairman/CEO; Mel Karmazin, president/COO
Revenue: \$20 billion
Operating cash flow: \$3.5 billion
Operating income: \$1.3 billion
52-week high: \$69.93
52-week low: \$37.90

2000 was a really big year for Viacom. It bought CBS and agreed to buy BET, the black cable network. The BET acquisition closed earlier this year. The company also took its publicly traded radio/outdoor subsidiary, Infinity Broadcasting, in-house. Infinity continued to aggressively buy radio stations, including a bunch from Clear Channel in a \$1.4 billion deal. CBS-TV won the network household prime time ratings race and is these days succeeding at efforts to attract younger viewers to the network, but it has a way to go.

5. NEWS CORP.



Rupert Murdoch

Sydney, Australia
(NYSE: NWS)
Fiscal year ended:
June 30, 2001
Rank last year: 6
Rupert Murdoch,
chairman/CEO

Revenue: \$13.8 billion
Operating cash flow: \$2.1 billion
Operating income: \$1.7 billion
52-week high: \$48.81
52-week low: \$24.55

So strapped for cash that Chairman Rupert Murdoch committed the unheard-of act of selling a fully distributed cable network, Fox Family Channel. That's because he's

marshaling resources to take over DirecTV. If he gets it, other networks worry that News Corp. will use the 11 million-subscriber base to favor its channels at the expense of theirs.

6. AT&T BROADBAND

Englewood, Colo. (NYSE: T; LMG.A; LMG.B)
Fiscal year ended: Dec. 31, 2000
Rank last year: 7
C. Michael Armstrong, chairman; Daniel E. Somers, president/CEO, AT&T Broadband; John Malone, chairman, Liberty Media
Revenues: \$9.6 billion
Operating cash flow: \$2.4 billion
Operating income: -\$1.8 billion
52-week high: \$32.93
52-week low: \$16.50
AT&T Broadband isn't likely to be around for next year's list. Comcast is gunning for the company, and AT&T Chairman Mike Armstrong is trying to dig up some other buyers or perhaps backers to help him go it alone. Whoever runs it has to figure out how to raise the cable unit's woeful cash-flow margins.

7. SONY

Tokyo (NYSE: SNE)
Fiscal year ended: March 31, 2001
Rank last year: 5
Nobuyuki Idei, chairman and CEO
Revenue: \$9 billion
Operating cash flow: Unavailable
Operating income: Unavailable
52-week high: \$116.30
52-week low: \$46.25

One of the big changes at Sony was the sale of its 50% stake in the Game Show Network to Liberty Digital for \$275 million in cash and stock. Sony had 34 television programs on-air in 2000, including *Family Law*, *The King of Queens* and *Strong Medicine*.

8. COMCAST



Brian Roberts

Philadelphia (Nasdaq: CMCSK; CMCSA)
Fiscal year ended:
Dec. 31, 2000
Rank last year: 8
Ralph Roberts,
chairman; Brian

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Roberts, president

Revenue: \$8.2 billion

Operating cash flow: \$2.5 billion

Operating income: -\$161 million

52-week high: \$45.31

52-week low: \$33.38

If Comcast succeeds in its fight for AT&T Broadband, Comcast will have to succeed in improving that telco's terrible cash flow. If not, the company is in pretty good shape, with debt low and both shopping channel QVC and its cable systems showing strong growth lately.

9. NBC

New York (NYSE: GE)

Fiscal year ended: Dec. 31, 2000

Rank last year: 11

Jack Welch, chairman/CEO, GE; Bob Wright, president/CEO, NBC

Revenue: \$6.8 billion

Operating cash flow: N/A

Operating income: \$1.9 billion

52-week high: \$60.50

52-week low: \$36.42

NBC rode the economic and advertising boom of the 1990s to record revenues and profits. Last year, the NBC Television Network had higher revenue—\$4.8 billion—and bigger profits—\$770 million—than any other broadcast network. This spring, the network once again led the pack in upfront prime time ad sales with \$2 billion. However, like other media companies, its Internet strategy foundered. In addition, Jack Welch is retiring, and, whenever CEOs change, other things do, too.

10. GANNETT

Arlington, Va. (NYSE: GCI)

Fiscal year ended: Dec. 26, 2000

Rank last year: 12

John J. Curley, chairman; Douglas H. McCorkindale, president/CEO

Revenue: \$6.2 billion

Operating cash flow: \$2.2 billion

Operating income: \$1.8 billion

52-week high: \$70.02

52-week low: \$48.37

Gannett made \$4.8 billion in acquisitions in

2000, mostly on the publishing side of its business, which accounts for more than 85% of the corporation's revenue base. The company did acquire one TV station last year—WJXX(TV) Jacksonville, Fla.—which gives it a duopoly in that market, the 53rd. Gannett is now the eighth-ranked TV-group owner, with 22 stations covering approximately 17.5% of the U.S. The company also sold its cable division last year for \$2.7 billion.

11. CLEAR CHANNEL

San Antonio (NYSE: CCU)

Fiscal year ended: Dec. 31, 2000

Rank last year: 13

L. Lowry Mays, chairman

Revenue: \$5.3 billion

Operating cash flow: \$1.7 billion

Operating income: \$304 million

52-week high: \$85.81

52-week low: \$43.87

2000 was a big acquisition year for Clear Channel, capped by the \$19.4 billion purchase of group radio operator AM/FM Inc. Clear Channel also acquired SFX Entertainment (since renamed Clear Channel Entertainment) last year for \$4.4 billion. Radio accounted for \$2.4 billion of 2000 revenues, and outdoor accounted for \$1.7 billion.

12. COX ENTERPRISES



James C. Kennedy

Atlanta

(privately held)

Fiscal year ended:

Dec. 31, 2000

Rank last year: 10

James C. Kennedy, chairman

Revenue: \$5.5 billion

Operating cash flow: Not available

Operating income: Not available

Cox has taken a breather from its periodic acquisition binges. Aside from the stumbling AT&T, it is the only other MSO investing heavily in marketing cable telephone services. Other major operators don't see the returns. Will Cox's multibillion investment prove the likes of Comcast and Cablevision wrong?

13. HUGHES

El Segundo, Calif. (NYSE: GMH)

Fiscal year ended: Dec. 31, 2000

Rank last year: 16

Eddie Hartenstein, chairman/CEO

Revenue: \$5.2 billion

Operating cash flow: -\$24 million

Operating income: -\$289 million

52-week high: \$38

52-week low: \$17.50

Whoever winds up buying DirecTV is going to have to deal with the same problems parent companies Hughes Electronics and General Motors are trying to escape. Marketing costs are surging, churn is running up uncomfortably, and satellite costs are looming. After five years of slumber, cable operators' deployment of digital cable is pinching DirecTV.

14. TRIBUNE

Chicago (NYSE: TRB)

Fiscal year ended: Dec. 31, 2000

Rank last year: 9

John W. Madigan, chairman, president/CEO

Revenue: \$4.9 billion

Operating cash flow: \$1.4 billion

Operating income: \$1.0 billion

52-week high: \$46.50

52-week low: \$34.37

Tribune acquired two TV stations in 2000, WNOL(TV) New Orleans and WATL-TV Atlanta for \$107 million. About 30%, or \$1.5 billion, of Tribune's 2000 revenue was derived from its broadcasting and entertainment segment. The 13% growth in those revenues was attributed in part to the acquisition of the two TV stations and also in the improved performance of The WB Network, in which Tribune has a 25% stake.

15. USA NETWORKS



Barry Diller

New York

(NASDAQ: USAI)

Fiscal year ended:

Dec. 31, 2000

Rank last year: 18

Barry Diller, chairman/CEO

Revenue: \$4.7 billion

Operating cash flow: \$796 million



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Operating income: \$151 million

52-week high: \$28.44

52-week low: \$16.18

Despite his recent marriage, Chairman Barry Diller always seems to be the bridesmaid and never the bride. Diller abandoned his broadcast-TV ambitions, selling his stations so Univision could start a new network. He has refocused his efforts on—gasp—buying more Internet companies. Brags about having the only profitable Internet group, one fueled by fee-generating sites like Ticketmaster, instead of sites dependent on evaporating online advertising.

16. MCGRAW-HILL

New York (NYSE: MHP)

Fiscal year ended: Dec. 31, 2000

Rank last year: 14

Harold W. "Terry" McGraw III, chairman, president/CEO

Revenue: \$4.3 billion

Operating cash flow: \$1.2 billion

Operating income: \$820.2 million

52-week high: \$70.87

52-week low: \$52

Revenue at McGraw-Hill rose 7.2% to \$4.3 billion, an all-time high for the company. The company's four TV stations (KMGH-TV Denver, KGTV(TV) San Diego, KERO-TV Bakersfield, Calif., and WRTV(TV) Indianapolis, all ABC affiliates) showed a 10.6% growth in revenues in 2000 to \$127.8 million. Those 2000 numbers, however, were

buoyed by the Super Bowl and the political season. They'll be challenged to do the same this year.

17. CABLEVISION



James Dolan

Woodbury, N.Y.

(ASE: CVC)

Fiscal year ended:

Dec. 31, 2000

Rank last year: 15

James Dolan, CEO

Revenue: \$4.1 billion

Operating cash flow: \$942 million

Operating income: \$33 million

52-week high: \$91.50

52-week low: \$46.25

After lagging other operators in digital cable, Cablevision is preparing to take a huge plunge, putting expensive digital converters into 50% of its 2.8 million cable homes by 2003, whether they order new products or not. The Dolan family is convinced that, once the box is in the home, it can sell enough new VOD and interactive services to cover the \$350-per-home bet.

18. HEARST

New York (privately held)

Fiscal year ended: Dec. 31, 2000

Rank last year: 17

Frank A. Bennack Jr., president/CEO

Revenue: \$4.1 billion (estimate)

Operating cash flow: Not available

Operating income: Not available

Hearst-Argyle television stations (27 in all, covering 17.5% of U.S. households) contributed roughly \$747 million to Hearst's bottom line, a gain of 13.5% over 1999.

The remaining \$3.4 billion was made up of revenues from the group's publishing units as well as cable-television networks. Cable-network ownership includes 50% of Lifetime, 20% of ESPN and 37.5% of A&E Television Networks.

19. CHARTER

St. Louis (NYSE: CHTR)

Fiscal year ended: Dec. 31, 2000

Rank last year: 20

Paul Allen, chairman, CEO; Jerry Kent, president

Revenue: \$3.6 billion

Operating cash flow: \$1.7 billion

Operating income: -\$971 million

52-week high: \$24.48

52-week low: \$14

One of the few bright spots in Microsoft co-founder Paul Allen's corpse-laden investment portfolio. Fortunately, it's also his largest one. Charter declined to participate in the AT&T Broadband auction, with President Jerry Kent figuring that he had enough work—and debt—from two dozen or so system acquisitions in the past two years.

20. NEW YORK TIMES

New York (NYSE: NYT)

Fiscal year ended: Dec. 26, 2000

Rank last year: 19

Arthur Sulzberger Jr., chairman; Russell T. Lewis, president/CEO

Revenue: \$3.48 billion

Operating cash flow: \$673 million

Operating income: \$635 million

52-week high: \$47.98

52-week low: \$32.62

More than 90% of the New York Times revenues in 2000 came from its publishing operations. The company's broadcast group contributed 5% to the top line. The broadcast group consists of eight network-affiliated TV stations in markets 40 to 118 and two New York radio stations.

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21. ADELPHIA

John Rigas

Coudersport, Pa.

(NYSE: ADLAC)

Fiscal year ended:

Dec. 31, 2000

Rank last year: 22

John Rigas, chairman

Revenue: \$2.9 billion**Operating cash flow:** \$1.1 billion**Operating income:** \$216 million**52-week high:** \$52.25**52-week low:** \$23.50

Adelphia has long been near the top of every deal-maker's list of most likely MSOs to sell out, but the Rigas family keeps proving them wrong. The company's huge debt load, which for years has run at nine times cash flow, continues to be a big cloud. So is cash-hungry telephone affiliate Adelphia Business Solutions, which investors fear will require a bailout.

22. BLOOMBERG

New York (privately held)

Fiscal year ended: Dec. 31, 2000**Rank last year:** 23

Michael R. Bloomberg, president, CEO and founder

Revenue: \$2.5 billion (estimated)**Operating cash flow:** Not available**Operating income:** Not available

Estimates put Bloomberg's revenues up about 25% in 2000, with U.S. distribution doubling to more than 11 million. Distribution deals on Time Warner digital cable systems open the door to 12.6 million new subscribers.

23. WASHINGTON POST

Washington (NYSE: WPO)

Fiscal year ended: Jan. 2, 2000**Rank last year:** 21

Donald E. Graham, chairman/CEO

Revenue: \$2.4 billion**Operating cash flow:** \$520 million**Operating income:** \$339 million**52-week high:** \$651.50**52-week low:** \$496.06

One of the most conservative and least acquisitive of the major media companies, Washington Post Co. is also supremely vulnerable to a recession. But the death of

matriarch Katharine Graham at Herb Allen's summer camp is not expected to trigger the kind of shakeup that might occur at other family-controlled companies.

24. ECHOSTAR

Littleton, Colo. (NASDAQ:DISH)

Fiscal year ended: Dec. 31, 2000**Rank last year:** 25

Charles W. Ergen, president/CEO

Revenue: \$2.3 billion**Operating cash flow:** -\$187 million**Operating income:** -\$424 million**52-week high:** \$56.43**52-week low:** \$20.50

Chairman Charlie Ergen's struggle to steal DirecTV away from Rupert Murdoch seems an unlikely quest. But win or lose, he'll have to deal with the DBS business' slowing growth, surging marketing costs, competition from digital cable. Less competition from DirecTV would certainly help, of course.

25. E.W. SCRIPPS

Cincinnati (NYSE: SSP)

Fiscal year ended: Dec. 31, 2000**Rank last year:** 24

Ken Lowe, president/CEO

Revenue: \$1.72 billion**Operating cash flow:** \$464 million**Operating income:** \$345 million**52-week high:** \$71.70**52-week low:** \$47.43

The cable networks are Scripps' fastest-growing business segment; its revenues rose 37% last year, to almost \$314 million. Three existing networks—Home & Garden, Food Network and Do It Yourself—will be joined by a fourth, Fine Living, set to launch in the fourth quarter. Scripps has 10 TV stations, including nine network affiliates, six of which are affiliated with ABC. The stations generated \$343 million in revenue last year.

—Compiled by John M. Higgins,

Steve McClellan and Ken Kerschbaumer

Time Warner Cable goes 24/7 with ENPS.

Starting with NY1, the premier all news cable channel in the nation's top market, Time Warner Cable is the newest group owner to revolutionize its news production process with ENPS. A news production system like no other, ENPS gives you the technology to run your newsrooms, while providing real time access to the world's richest multi-media content from the Associated Press. Designed by news professionals for news professionals. ENPS – it's all about control. Visit enps.com.



Programming

Reeling in reality

Shipmates may tell if genre will go swimmingly in syndication

By Susanne Ault

Reality TV is all the rage with broadcast and cable networks. Syndication may be next, and today's national debut of Columbia TriStar's daytime strip, *Shipmates*, could indicate whether the genre will sink or swim in local markets.

Recent development deals include *Rita*, a spin on HBO's *Taxicab Confessions* at Fox Studios; a self-explanatory tell-all called *The TV Hairdresser* at Columbia TriStar; and a beefed-up *Blind Date* called *Matchmaker Mansion* from Warner Bros.

Yet, before distributors can dive into something like *Shipmates*, they have to make sure they won't drown in the financing. Syndicators produce strips for \$250,000 to \$350,000 for a week's worth of shows. For network television, those reality shows cost \$500,000 to \$1 million for a single episode.

"The interest has always been there," says David Goldberg, U.S. chief at Endemol Entertainment, which makes CBS's *Big Brother*. "The biggest obstacle syndicators have had to overcome is the economics."

He says syndicators "were chomping at the bit to do *Big Diet*," about contestants' trying to lose weight for cash, but Twentieth Television and others "looked at what it would cost to do it on a strip basis, and it was just too prohibitive." Twentieth is shelving *Big Diet*, though it's in the works at ABC, and Tribune Entertainment is benching Endemol's *All You Need Is Love*.

Production elements of NBC's stunt-heavy *Fear Factor* are "pretty daunting," admits Tribune's syndication chief, Dick Askin, noting that "if you're too cheap in your production values, no one is going to watch it."

Still, the ratings-challenged syndication



Lorenzo Pearson and Tiffani Webb are tubmates on Columbia TriStar's *Shipmates*, debuting today.

arena could use a *Survivor*.

"We need a new format, for crying out loud!" says Stacy Lynn Koerner, senior vice president at advertiser-rep firm Initiative Media, pointing out that advertiser interest in strips is dismal.

So producers are finding partners to share the cost. Columbia TriStar hooked up with Carnival Cruise Line to offset promotion and production costs on *Shipmates*. Warner Bros.' *ElimiDate* is sharing key production people with The WB's *ElimiDate Deluxe*.

"*Shipmates* will thrill; it will look like a network show," promises Steve Mosko, Columbia TriStar's chief.

Stations may be willing to pay sizable license fees for what they see as alternatives to older-skewing network soap operas.

CBS "had such amazing success bringing in younger demographics in prime time with *Survivor* and *Big Brother*," says Rozanne Englehart, programming head at KCBS-TV Los Angeles, which will air *Shipmates* at 3

p.m. "Why can't we do that in daytime?"

Among other projects on tap:

■ Paramount Domestic Television and Jonathan Goodson Productions will distribute reality series based on formats already turned into series in Europe by Scandinavia's Strix Television (responsible for the precursor to CBS's *Survivor*). Strix is said to be producing *The Bar*, in which contestants try to operate a neighborhood tavern for prizes, at very low cost.

■ Other Strix formats include *The Harem*, in which women boss a

group of men, and *The Farm*, with modern folks having to milk cows and use outhouses. In *Trading Places*, two families temporarily switch lives.

Harem is targeted for network, and *The Bar* is likely to head either to cable or to a major station group for a limited run in syndication next summer. Paramount is also exploring daily versions on cable with a weekend network run.

Paramount programming head Greg Meidel believes that syndicators need to be "more flexible" in distribution and says, "I think it's unfair to think that, just because you see it in syndication, it's not going to be as good as what you're seeing on the network."

■ Buena Vista and Paramount are working on reality versions of

ER, titled *Real Medical* and *Doctors*, respectively.

■ Small Pie Town Productions, behind TLC's *A Baby Story* and Home & Garden TV's *Designing for the Sexes*, is said to be courting syndicators with reality projects. ■

I think it's unfair to think that, just because you see it in syndication, it's not going to be as good as what you're seeing on the network.'

—Greg Meidel, Paramount

SyndicationWatch

AUG. 6-12 *Syndicated programming ratings according to Nielsen Media Research*

TOP 20 SHOWS

Rank	Program	HH AA	HH GAA
1	Wheel of Fortune	8.2	8.2
2	Jeopardy	7.2	7.2
3	Oprah	5.6	5.7
4	Judge Judy	5.5	7.6
4	Entertainment Tonight	5.5	5.6
6	Seinfeld (wknd)	5.3	6.1
7	Friends	4.9	5.8
8	Frasier	4.5	5.0
9	Seinfeld	4.4	4.4
9	Wheel of Fortune (wknd)	4.4	4.4
11	Jerry Springer	3.8	3.9
11	Live With Regis and Kelly	3.8	3.6
13	Judge Joe Brown	3.3	4.4
13	The X-Files	3.3	3.7
13	Maury	3.3	3.4
16	3rd Rock From the Sun	3.1	3.4
16	Entertainment Tonight (wknd)	3.1	3.2
16	Extra	3.1	3.2
16	Hollywood Squares	3.1	3.1
20	Drew Carey	2.9	3.2

TOP COURT SHOWS

Rank	Program	HH AA	HH GAA
1	Judge Judy	5.5	7.8
2	Judge Joe Brown	3.3	4.4
3	Divorce Court	2.7	3.5
4	Power of Attorney	1.9	2.3
5	Judge Hatchett	1.8	2.1

According to Nielsen Media Research Syndication Service Ranking Report Aug. 6-12, 2001

HH/AA = Average Audience Rating (households)

HH/GAA = Gross Aggregate Average

One Nielsen Rating = 1,055,000 households, which represents 1% of the 105.5 million TV Households in the United States

NA = Not Available

Can a psychic connect in daytime?

It may be hard to describe a talk show on which a medium seriously attempts to conjure up the thoughts of dead family members for relatives. But that's the point, says *Crossing Over With John Edward* Executive Producer Paul Shavelson. "This isn't derivative of anything we've seen" in daytime.

The talk arena does seem ripe for something new like Sci Channel's *Crossing Over*, which debuts in syndication today. For the week ended Aug. 12, many talk series' Nielsen household ratings were down by double digits from last year: *Oprah* at 5.6, was off 10%; *Maury* 3.3, down 13%; *Ricki* 2.4, down 11%; *Jenny Jones* 2.2, down 19%; *Sally* 2.2, down 29%; and *Rosie* 2.1, down 13%.



Sci Fi viewers may buy into the premise, but will daytime folks?

Yes, says Studios USA domestic syndication chief Steve Rosenberg, opining that you don't have to believe in the supernatural to believe in the show. It's not necessarily about the psychic elements, he says, "It's about the emotional connection" Edward provides in his readings "that everybody can understand and relate to."

To increase that connection, *Crossing Over* is doing more updates on guests, revealing what happened after Edward disclosed his news to them.

In addition, the core audience for *Crossing Over* on Sci Fi is women 25-54, the biggest demographic group in daytime syndication.

As for comparisons with infomercial psychic Miss Cleo, against whom fraud charges have been filed, Shavelson says, "John is a best-selling author" of such books as *One Last Time: A Psychic Medium Speaks to Those We Have Loved and Lost*. "John is different from a 1-900 phone line."

To further distinguish Edward, Studios USA has encouraged stations not to place any psychic-oriented advertising within the show and is not buying such spots for the show on a national basis.

—Susanne Ault

NEW SEASON DEBUTS TODAY!

POWER ATTORNEY

Judge Mabious Ephriam

HIGHEST RATED NEW FIRST RUN STRIP 1999-2000

THE NEW COURT LEADER

20th ANNIVERSARY

Judge Lynn Toler

HIGHEST RATED NEW FIRST RUN STRIP 2000-2001

DIVORCE COURT

Source: NIS, Rating Explorer, 8/20/99-9/2/00 and 5/4/00-5/12/01, GAA HH RU

Cable's summer yield

Total viewership is up, albeit barely, from broadcast's 2000 summer of Survivor

By Allison Romano

Though failing to make the dramatic inroads against broadcast nets that cable executives had predicted, cable's vigorous promotion has produced some growth this summer.

Total cable viewership has increased slightly from summer 2000, when cable nets faced stiff competition from CBS's *Survivor* and ABC's *Who Wants to Be a Millionaire?*. So far this summer, cable is averaging a 28.6 rating, two points higher than last summer's average 26.6 rating, according to media buying firm Initiative Media. This summer's

highest ratings came in July, when several big movies and specials like Nickelodeon's *Rugrats* 10th-anniversary special (July 21, 7.2 rating) and Discovery's *When Dinosaurs Roamed America* (July 15, 3.6 rating) boosted cable to a 29.4 average rating.

Several nets scored single-night successes with original movies. As broadcast nets have moved away from expensive made-for-TV movies, nine networks filled the void with their own originals this summer. Lifetime's *Dangerous Child* (July 16, 5.2 rating), TBS's *The Triangle* (Aug. 12, 4.9 rating) and

Animal Planet's *The Retrievers* (July 30, 1.8 rating) were among the best performers, particularly in comparison with those networks' usual ratings.

As broadcast nets moved away from made-for-TV movies, nine networks filled the void with their own originals.

Original drama series thrived on three networks. HBO triumphed with its new hit *Six Feet Under*, logging an 11.1 rating among subscribers, and TNT's fantasy drama series *Witchblade* averaged a 2.3 rating, good enough to earn a second run next summer. Lifetime's Sunday-night original-drama block helped the women's net retain the lead in prime time ratings all summer. ■

H O W T H E Y F A R E D

A sampling of cable's summer 2001 offerings

H I T S



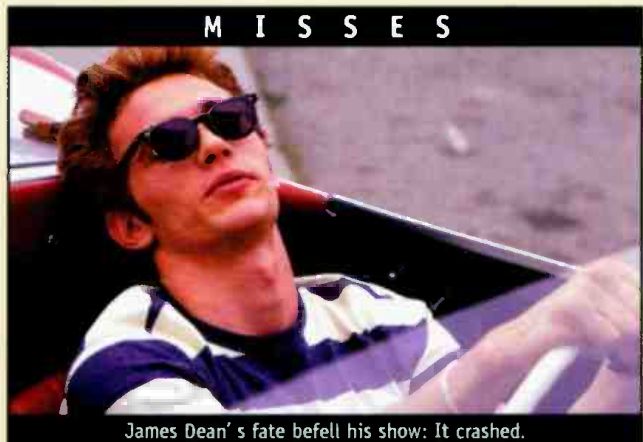
Primetime Glick, with Rob Lowe (r), provided popular parody.

Rugrats: All Grown Up (Nickelodeon) 7.2 rating
The *Rugrats* 10th-anniversary special was cable's highest-rated show this summer and helped Nick to a rare second-place finish in prime time for July.

Mists of Avalon (TNT) 4.8 overall rating
This two-part epic on the women of Camelot had star power (Angelica Huston, Julianna Margulies and Joan Allen) and Hollywood production quality. Part One on July 15th scored a 5.6 rating

Primetime Glick (Comedy Central) 1.2 rating
Martin Short's mock late-night talk show is Comedy's second-highest-rated show after *South Park*. The show performed well enough to earn a second season.

M I S S E S



James Dean's fate befell his show: It crashed.

MTV 20th Anniversary: Live and Almost Legal (MTV) 1.6 rating
MTV's birthday party was hardly a bash. The music net invested a lot more promoting June's *MTV Movie Awards*, which earned a 5.6 rating.

Cannonball Run (USA) 1.6 rating (avg. over five nights)
USA Network's reality miniseries didn't capture audiences, although network execs say it resonated with younger viewers.

James Dean (TNT) 2.8 rating
TNT execs say they never expected the show to be a smash hit, but, after putting heavy marketing muscle behind the original, they admit the soft ratings were a disappointment.

Source: Turner Entertainment Research analysis of Nielsen Media Research numbers

Focus Kansas City

THE MARKET

DMA Rank	31
Population	2,153,000
TV homes	836,000
Income per capita	\$18,333
TV revenue rank	31
TV revenue	\$172,800,000

COMMERCIAL TV STATIONS

Rank*	Ch.	Affil.	Owner
1	KMBC-TV	9 ABC	Hearst-Argyle
2	KCTV(TV)	5 CBS	Meredith
3	WDAF-TV	4 Fox	Fox TV.
4	KSHB-TV	41 NBC	Scripps
5	KSMO-TV	62 WB	Scripps
6	KCWE-TV	29 UPN	TV 29 Inc.

* May 2001, total households, 6 a.m.-2 a.m., Sun.-Sat.

CABLE/DBS

Cable Subscribers (HH)	543,400
Penetration	65%
ADS Subscribers**	150,480
ADS Penetration	18%
DBS carriage of local TV	No

** Alternative Delivery Systems, includes DBS and other non-cable services, according to Nielsen Media Research

WHAT'S NO. 1

Syndicated show	Rating/Share***
<i>Wheel of Fortune</i> (KMBC-TV)	11/20
Network show	
<i>ER</i> (KSHB-TV)	18/26
6 p.m. newscast	
KMBC-TV	9/18
10 p.m. newscast	
KMBC-TV	13/21

*** May 2001, total households

Sources: Nielsen Media Research, BIA Research



A lively 2000 political market in Kansas City, Mo., makes this year's ad business particularly lackluster in comparison.

A recipe for robustness

Like the BBQ it's famous for, Kansas City, Mo., has the right ingredients—of a robust TV market. The top three stations are typically neck-and-neck in ratings races, big-time advertisers GM and Sprint are located here, and short rush hours allow for more after-work TV viewing.

But, as in many markets, a slow ad business is hindering Kansas City's achieving its potential.

One problem is "that we had such an excellent year last year," says Wayne Godsey, vice president and GM of both Hearst-Argyle's KMBC-TV and the group's LMA UPN station KCWE-TV.

Last fall, he points out, Kansas City stations were flush with money from several political campaigns, including the senatorial race between John Ashcroft and eventual winner Jean Carnahan, who was controversially named the Democratic candidate after her husband died in a plane crash just before the election. "Last year," says Godsey, "there were a number of hotly contested, well-funded political campaigns that aren't there this year."

The market is committed to local programming, with Fox O&O WDAF-TV alone producing 49 hours a week in news. And each of the four network affiliates does four hours of morning news.

So it's "frustrating" that, when "we've loaded our guns with some great stuff, we can't capitalize" on it, says Godsey, who recently purchased high-profile *Dr. Phil* for 2002. "The marketplace isn't supporting it."

However, WDAF-TV vice president and GM Stan Knott notes Kansas City has other things going for it, too. The Chamber of Commerce reports more miles of controlled-access highway per person here than in any other city, which makes for "very good driving" and more time for TV.

Plus, there's still a lot of shift work in Kansas City. With workers concentrated in the medical and automotive industries, which run three eight-hour shifts around the clock, "there's always someone getting off work. That seems to help viewership." —Susanne Ault

Cincy Women Love JUDGE HATCHETT!

On WXIX at 10am, JUDGE HATCHETT is #1 Among All Key Women!

Rank	Program	Station	W18-34	W18-49	W25-54
#1	JUDGE HATCHETT	WXIX	2.3(#1)	1.7(#1)	2.4(#1)
#2	Family Feud/To Tell Truth	WKRC	1.3	1.5	1.6
#3	Montel Williams	WLWT	1.4	1.4	1.6
#4	Jeopardy/Curtis Court	WCPO	0.7	0.9	1.2
#5	Jenny Jones	WSTR	0.5	0.5	0.2

Source: NSI, WRAP Sweeps, Cincinnati, July '01, M-F 10-11am, Ranked by W18-49.
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JUDGE HATCHETT

www.judgehatchett.com

Changing Hands

TVs

WENY-TV Elmira, N.Y.

Price: \$10.2 million

Buyer: Mercury Capital Partners LP, Amherst, N.Y. (Charles W. Banta, president/limited partner); owns 81.2% of Millennium Radio Group LLC, which owns/is buying seven FMs and four AMs, all New Jersey

Seller: Lilly Broadcasting Holdings LLC, Natick, Mass. (Kevin T. Lilly, 35% manager). Kevin Lilly has interest in six other TVs, including WBNG-TV Binghamton, N.Y.

Facilities: Ch. 36, 468 kW visual, 85.4 kW aural, ant. 840 ft.

Affiliation: ABC

WASV-TV Asheville, N.C.

Price: \$4.5 million

Buyer: Media General Communications Inc., Richmond, Va. (J. Stewart Bryan, chairman; James Zimmerman, president, Broadcast Group); owns 25 other TVs, including WSPA-TV Spartanburg, S.C./Asheville and WNEG-TV Toccoa, Ga./Greenville, S.C./Asheville. Notes: Media General had LMA with and option to buy WASV-TV dated March 22, 1999; it will have to sell one TV in Asheville to meet FCC ownership caps

Seller: Pappas Telecasting Cos., Visalia, Calif. (Harry J. Pappas, president/owner); owns 18 other TVs and KMPH-FM Hanford/Fresno, Calif.;

has CPs or has filed for CPs to build 16 more TVs. Harry Pappas owns Azteca

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	\$14,700,000 □ 2
Combos	\$2,970,000 □ 1
FMs	\$35,800,000 □ 1
AMs	\$0 □ 0
Total	\$53,470,000 □ 4
SO FAR IN 2001	
TV/Radio	\$200,000,000 □ 1
TVs	\$574,053,114 □ 25
Combos	\$2,787,806,572 □ 65
FMs	\$420,327,555 □ 124
AMs	\$123,982,311 □ 87
Total	\$4,106,169,552 □ 302

America Inc., which is buying eight other TVs

Facilities: Ch. 62, 5,000 kW visual, 250 kW aural, ant. 1,823 ft.

Affiliation: UPN

Combos

KRUS(AM)- KXKZ(FM) and KNBB(FM) Ruston (between Monroe and Shreveport), La.

Price: \$2.97 million

Buyer: Communications Capital Managers LLC, East Lansing, Mich.

(Michael H. Osterle, managing member). Osterle and other members of CCM own four other AMs. Osterle also is a manager of Southern Broadcast Group LLC, which is buying four AMs and five FMs

Seller: Ruston Broadcasting Co. Inc., Ruston (Dan Hollingsworth, president); no other broadcast interests

Facilities: KRUS: 1490 kHz, 1 kW; KXKZ: 107.5 MHz, 100 kW, ant. 1,066 ft.; KNBB: 99.3 MHz, 15.5 kW, ant. 328 ft.

Formats: KRUS: blues, gospel; KXKZ: country; KNBB: hot AC

Broker: Gordon Rice Associates

FMs

KJUN(FM) Tillamook/to be Scappoose/Portland, Ore.

Price: \$35.8 million cash

Buyer: Salem Communications Corp., Camarillo, Calif. (Stuart W. Epperson, chairman/30.3% owner; Edward G. Atsinger III, president; Edward G. Atsinger III Trust, 44% owner); owns/is buying 80 other radios, including KDPQ(FM) Portland

Seller: Thunderegg Wireless LLC, Bellevue, Wash. (Lance Anderson, manager); owns KCBA(TV) Salinas, Calif., and three other FMs

Facilities: 104.1 MHz, 6.5 kW, ant. - 197 ft.

Format: Oldies

Broker: Gary Stevens Inc. (seller)

—Compiled by Elizabeth A. Rathbun

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Interactive Media

If you can't join 'em...

Excite@Home urges cable ops be cautious in rolling out multiple ISP services

By **Bill McConnell**

Struggling cable ISP Excite@Home says it wants to generate new business by supplying services to competing ISPs, but, behind the scenes, the company is working to slow the rollout of those competitors.

The company, which last week fired its auditor, Ernst & Young, after the firm raised doubts about Excite@Home's viability, told the FCC that cable operators should take a cautious approach to rolling out multiple ISP services, according to reports from agency staffers about an Aug. 16 briefing they received from Excite@Home officials.

Company officials told members of the agency's cable, engineering and policy offices that they believe that cable carriage of multiple ISPs may be hampered as system operators expand the service beyond small trials to the entire subscriber base of a cable franchise, according to staffers attending the meeting.

"We need to do things in prudent fashion rather than turning to new platform

overnight," said Michael Wendling, network architect for Excite@Home.

Competitors and company critics dismissed Excite@Home's concerns about "scalability," saying that either the company's technology is behind the curve or it is hoping to persuade the cable industry to stick to its longstanding argument that multiple-ISP carriage poses serious technological challenges.

Wendling countered that his company, at 3.7 million subscribers the largest cable ISP, has amassed more operation knowledge about the business than any other company. Among the significant issues identified: To better demarcate functions served by cable operators and ISPs, many MSOs say they want to switch from today's destination-based routing system to one based on customers' addresses. The change could pose unforeseen challenges, he said.

As exclusive contracts between cable systems and cable-focused ISPs such as Excite@Home expire, major MSOs are moving to take over some of the high-

speed data-service functions themselves, while leaving others to the various ISPs they offer on their platform. Already, Charter Communications has offered to acquire parts of High Speed Access Corp., the cable-focused ISP serving its subscribers. Cox and Comcast are considering similar moves, according to sources.

Ragan Wilkinson, vice president of AP Engine's Broadband Business unit, said the new cable strategy will offer opportunities for companies that supply behind-the-scenes services to cable systems. AP Engines provides technology to Time Warner, which is attempting to add multiple ISPs to its cable systems and participated in the recently completed trial for 50,000 cable Internet subscribers for Time Warner's system in Columbus, Ohio.

AP Engines has proposed revisions to DOCSIS, the cable industry's data-transport standard, that will enhance interfaces between cable operators and their Internet back-office providers.

Wilkinson says there's no reason that scaling up to serve an entire MSO should be a problem. "We can make it so crossing business boundaries is invisible to the consumer," he said.

As a prelude to competing with Excite

The cable industry and Excite don't really support true open access,

—Jeff Chester, Center for Digital Democracy



@Home when it loses its exclusive contract to serve AT&T Broadband systems next June, Wilkinson hopes to join AT&T's next multi-ISP trial in Massachusetts later this year. He has also had discussions with Comcast, another major client for Excite@Home.

Critics of the cable industry see Excite@Home caution as a continuation of cable's

longstanding reluctance to offer a broad choice of ISPs. "The cable industry and Excite don't really support true open access," said Jeff Chester, executive director of the Center for Digital Democracy. "What the industry is doing is, in their terms, 'managed access'—providing a tiny handful of self-selected ISPs access to the network." ■

HITS gets Liberated

Initial interactive content will include news and info, program guide, and games

By Michael Grotticelli

Hoping to jump-start lagging interest in interactive television in the U.S., Liberate Technologies and AT&T's Headend In The Sky (HITS) satellite service have signed a multi-year agreement for delivery of ITV services to 140 U.S. cable operators by year-end.

Under terms of the deal, LiberateTV PlatformCompact software will run on 6 million Motorola DCT-2000 digital set-top boxes served by HITS and will be available system-wide in November. Work has begun on final technical integration into the HITS satellite broadcast center in Littleton, Colo.

The companies plan an upgrade next year to enable video-on-demand, interactive advertising and e-commerce.

Initial interactive content will include news and information services, an electronic program guide, and interactive games that don't require a two-way infrastructure or additional billing systems. The companies plan to offer two-way software upgrades next year, using the cable systems' backchannel infrastructure, to enable

video-on-demand, interactive advertising and e-commerce.

Liberate recently completed a trial in Cheyenne, Wyo., with 50 AT&T Broadband cable customers, according to Charles Tritschler, vice president of marketing for Liberate. Further

agreements with AT&T Broadband, which has experimented with Liberate and Microsoft's Ultimate TV software on the Motorola DCT-5000 advanced set-top box, could be in the works, he says. ■

WebWatch CABLE AND NETWORK SITES

July 2001
Ranked by number of unique visitors
Source: Jupiter Media Metrix

Site	Unique visitors (000)	Chg.
1 MSNBC.COM	11,487	1%
2 NBCI*	10,975	-8%
3 CNN.COM	9,474	-2%
4 WEATHER.COM	9,140	-14%
5 ESPN*	6,276	0%
6 CBS.COM SITES*	5,051	55%
7 EONLINE.COM	4,835	41%
8 DISCOVERY.COM	3,711	4%
9 CARTOONNETWORK.COM	3,564	15%
10 MTV.COM	3,468	-1%
11 ABC*	3,018	14%
12 PBS.ORG	2,610	8%
13 FOODTV.COM	1,956	-7%
14 VH1.COM	1,702	57%
15 FOXNEWS.COM	1,614	22%
Cable/Network Universe	44,143	7%

NEWS SITES

Site	Unique visitors (000)	Chg.
1 MSNBC.COM	11,487	1%
2 CNN.COM	9,474	-2%
3 ABC NEWS*	3,748	7%
4 CNNFN.COM*	2,276	2%
5 FOXNEWS.COM	1,614	22%
6 BLOOMBERG.COM	883	11%
7 CNBC.COM	817	-15%
8 WEBFN.COM	—	NA
Total Digital Media	94,392	

Unique visitors: The number of total users who visited the reported Web site or online property at least once in the given month. All unique visitors are unduplicated (counted only once).

* Represents an aggregation of commonly owned/branded domain names.

Chg.: Change from previous month.
—Statistically insignificant traffic.

Note: Sites categorized by BROADCASTING & CABLE.

NA: Comparison with previous month not available.

NC: No change from previous month.

Sample size: More than 60,000 individuals nationwide

Play Hollywood Showdown on



and screen test your entertainment knowledge.



Technology

Riding out the downturn

Manufacturers of TV production gear downsize, cut prices, seek new markets and businesses

By Michael Grotticelli

Avid Technology laid off 140 people this month, Accom cut 28 jobs in May, and Pinnacle Systems trimmed 25 in June.

The cutbacks are symptoms of a sharp downturn in the TV production-equipment market. With the TV advertising slump, manufacturers of cameras, switchers, graphics and other production gear are seeing fewer orders from production houses and TV networks and stations.

Although some executives are "cautiously optimistic" that business will pick up early next year, the manufacturers are weathering the storm by downsizing, reducing prices, offering better financing, and seeking new revenue in foreign markets, systems integration and long-term maintenance contracts.

Pinnacle's broadcast business is "off substantially from last year, and it is still declining," says President Mark Sanders.

"If you go back to the last time we had a serious recession, in 1982, technology seemed to be immune," he notes. "This time, the technology industry is bringing the economy down—mostly due to Internet-related businesses."

How bad is it?



Panasonic Broadcast & Television Systems' Frank Defina says, "VTRs and cameras have been slower than anticipated."

Avid, for the six months ended June 30, posted a loss of \$25.3 million on revenue of \$227.6 million.

The company's broadcast division, however, is doing better than others, says CFO Paul Milberry. "We've had slight growth [in broadcast systems] year over year."

Chyron Corp. reported a net loss of \$13.5 million for the second quarter, ended June 30, compared with a net loss of \$1.9 million for the same period in 2000. Revenue was down nearly \$3 million from the year before, to \$13.2 million, with \$5.1 million from the graphics division and \$8.1 million from signal distribution and automation products.

For the quarter that ended June 30, Pinnacle Systems reported a pro forma loss of \$7 million on revenue of \$50 million.

"If advertising goes down, broadcasters pull the plug on those areas where they have control—essentially, capital-equipment spending," says Pinnacle's Sanders. "That's what we're seeing now."

"Even last year, when the business was going great, a significant portion of the companies in the broadcast space were losing money," he says. "Now, with the economy slowing, it's really serious."

Larger companies like Grass Valley Group, Panasonic, Sony and Tektronix do not reveal exact financial numbers on their TV production divisions, making it hard to judge how much business is off. Yet they acknowledge that they are going through some tough times.

Grass Valley Group President and CEO Tim Thorsteinson says senior management has accepted a 10% pay cut until October. But, while business is soft in the U.S., he says, it is still fairly brisk in Europe and Asia.

"We're seeing most of our activity around our new products [Zodiac switcher and Vibrant newsroom systems]," he says. "Since our business bottomed out at

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STRAVINSKY, WRAPPED IN
14-GAUGE STEEL.



'If advertising goes down, broadcasters pull the plug on those areas where they have control—essentially, capital-equipment spending.'

—Mark Sanders, Pinnacle Systems

the end of last year, it's been up sequentially 10% each of the last two quarters, thanks to overseas business."

Panasonic Broadcast and Television Systems is "suffering as a result of the economy, just like all of our competitors," says President Frank DeFina, "and there's nothing we can do to change the economy. VTRs and cameras have been slower than anticipated."

Sony Professional Co. President Ed Grebow says that, while some parts of his business are soft, others, such as systems integration, have been "slightly ahead of last year."

According to Grebow, small-format digital cameras, such as the company's professional DV and DVCAM, are up, while sales of the larger formats, like Beta-cam SX, are down. VTRs are also sub-

stantially down, reflecting the industry's overall move to server and disk-based components. But plasma-screen monitors are doing well.

"In total, we hope to get even with last year," Grebow says. "We're a couple of points behind right now, but I think people know we'll be around after this downturn to support their products."

Another business sector recording gains

for the company this year is maintenance service contracts, according to Grebow. "Both large and small broadcasters, which increasingly have fewer engineers in house, want us to maintain their equipment," he says.

All of the companies interviewed say they're not counting on any significant improvement in the overall market conditions until early next year. ■



Sony Professional Co.'s Ed Grebow: While some parts of the business are soft, others, such as systems integration, have been "slightly ahead of last year."

Cable feels the pain

Is demand for digital cable slowing, or are the channels overstuffed with equipment? That's the big question as equipment vendors see sales slowing.

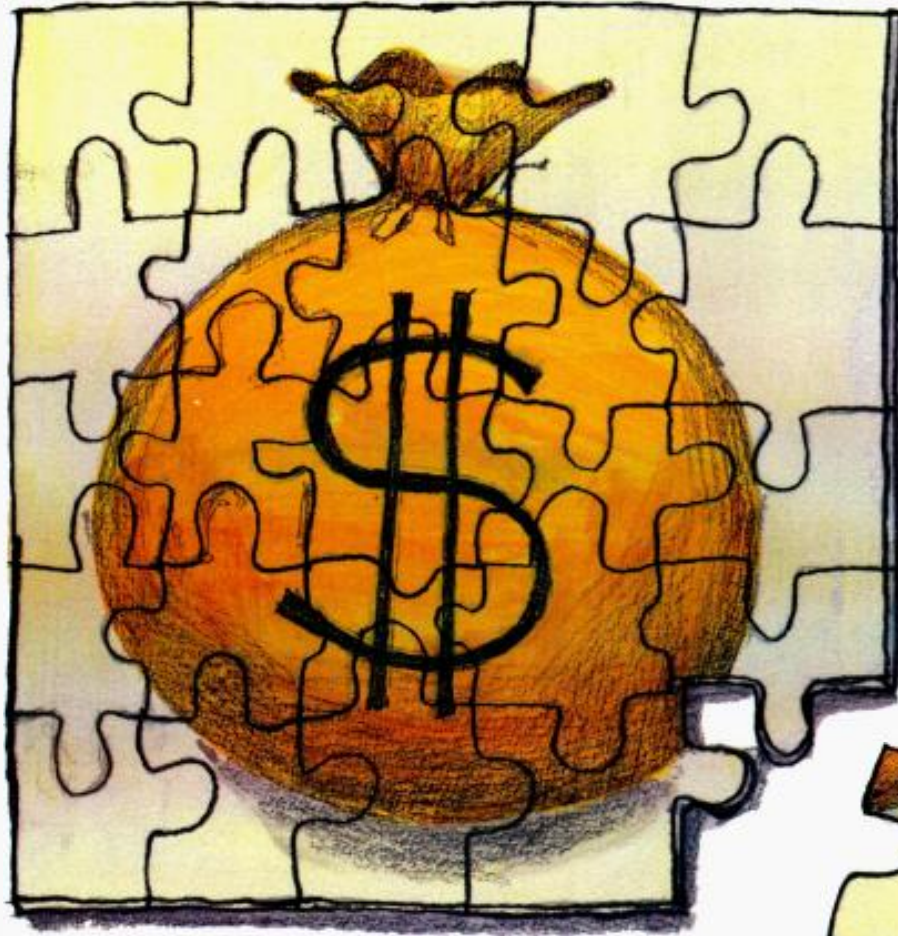
Scientific-Atlanta's stock has been hammered since it withdrew projections to investors that it would sell 4.8 million digital set-tops in the next 12 months. CFO Wallace Haislip withdrew his original forecasts of continued growth in fiscal 2002 after orders for set-top boxes slowed significantly in the fiscal fourth quarter. MSOs Time Warner Cable, Charter Communications Inc. and Adelphia Communications Corp. said they will not be ordering new shipments because the number of new digital subscribers declined from the first quarter to the second.

Morgan Stanley analyst Gary Lieberman now estimates the company will sell just 3.6 million units—about 500,000 of those overseas. "A declining economy may adversely affect consumer purchases of new digital services and, thus, purchases of our digital products by the MSOs," Haislip noted. But some investors wonder whether S-A overloaded MSOs' warehouses to make its fiscal fourth quarter—ended June—look strong.

MSO orders have slowed at Motorola's networks sector as well, according to investor correspondence from division President Edward Breen. Third-quarter sales are expected to drop from the second quarter. Motorola has shipped over 16.5 million boxes total.—M.G.



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Dutch commercial banks wanted to create a "borderless" investment bank. But lately, the company is considering refocusing more on more pedestrian retail banking operations.

Barclays Capital

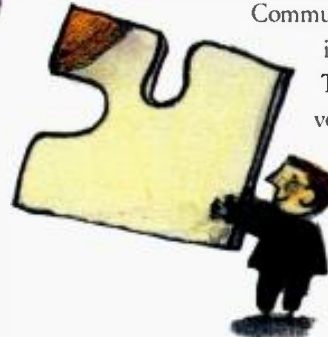
101 California St., Ste. 1800
 San Francisco, CA 94111
 Phone: 415-765-4700
 Fax: 415-765-4760
 www.barcap.com

Contacts: Andrew Wynn, Craig Lewis, John Webb

Recent deals:

- Syndication agent for Nexstar Finance, \$275M senior secured facilities.
- Managing agent for Clear Channel Communications, \$1.5B revolving credit facility.

The skinny: Division of venerable British bank well-known for drawing on worldwide pools of money on behalf of clients. In the U.S., sought out primarily to place debt.



FINANCE GUIDE

Media makers

MONITORING INVESTMENT BANKERS

By John M. Higgins

Even the smartest, richest, most powerful media moguls need help. Like Comcast, they need help launching an attack. Or like AT&T, they need help defending themselves. Or like News Corp.'s long stalking of DirecTV, they need to beg for money. That's where investment bankers come in. Whether big Wall Street players or smaller specialty shops, they know who might invest, who might lend or who might buy it all. This directory lists the key players, chosen because they've done big media deals lately or they've been media boutiques over many years.

ABN AMRO

55 East 52 St.
 New York, NY 10022
 Phone: 212-409-1000
 Fax: 212-409-6167
 www.abnamro.com

Contacts: Ivan Lustig, Gerald Cromack,

Stuart Katz

Recent deals:

- Co-manager for Cox Communications on \$926M 2 tranche convertible offering.
- Financial adviser to Endemol Entertainment Holding N.V. on \$5.3B sale to Telefonica S.A.

The skinny: The combination of two

Bear Stearns & Co.

245 Park Ave.
 New York, NY 10167
 Phone: 212-272-2000
 Fax: 212-272-8296
 www.bearstearns.com

Contact: Richard M. Osler

Recent deals:

- Adviser to News Corp. on pending \$5.3B sale of Fox Family Worldwide to Disney.
- Adviser to Cablevision Systems on \$1.8B sale of Cablevision of Boston to AT&T.

The skinny: One of the biggest hitters in media finance. Strong in junk bonds, merger advice, equity sales.

BMO Nesbitt Burns

3 Times Square, 29th Floor
 New York, NY 10036

**CHALLENGING MARKET
INTEGRATED CAPITAL SOLUTIONS**



\$150,000,000	\$75,000,000
Series C Preferred Stock Investor	Senior Credit Facility Lead Arranger & Administrative Agent

July 2000

March 2001



\$55,000,000	\$150,000,000
Series A Redeemable Participating Preferred Stock Investor	Senior Credit Facility Lead Arranger & Administrative Agent

December 2000

March 2001



\$69,000,000	\$120,000,000
Series A Redeemable Preferred Stock Investor	Senior Credit Facility Syndication Agent

February 2001

February 2001



\$48,500,000	\$22,500,000
Redeemable Preferred Stock Investor	Senior Credit Facility Lead Arranger & Administrative Agent

March 2001

March 2001

BMO Nesbitt Burns provides a full range of integrated financing services for the media and communications industry including senior bank financing, high yield, mezzanine debt, and private equity. Challenging times bring real opportunities, and BMO Nesbitt Burns will enable you to capitalize on them.

BMO Nesbitt Burns Investment Banking Group. Innovative Thinking. Integrated Solutions.SM



Phone: 212-758-6300

Fax: 212-605-1648

Contacts: Robert Nolan, Bruce Eatroff, Yvonne Bos

Recent deals:

- Underwrote a \$150M senior secured credit facility for ICBC B'cast Holdings.
- Underwrote a \$22.5M senior credit facility to Smith Broadcasting Group.

The skinny: Unit of Bank of Montreal, one of the longtime Canadian lenders to cable. Assists in bond sales and loan syndications.

CIBC World Markets Corp.

425 Lexington Ave.
New York, NY 10017

Phone: 212-856-4000

Fax: 212-885-4901

www.cibcwm.com

Contacts: William Lisecky, Brian Gonick, Reid Murray

Recent deals:

- Exclusive financial adviser to PNE Media in regard to the company's sale of assets for \$142.8M.
- Administrative agent, sole lead arranger and bookrunner in Adams Outdoor's \$265M credit facility.

The skinny: Unit of Canadian Imperial Bank, a major lender to cable and broadcast station groups in years when it wasn't fashionable. World Markets primarily places debt.

Communications Equity Assoc. LLC

101 E. Kennedy Blvd., Ste. 3300
Tampa, FL 33602

Phone: 813-226-8844

Fax: 813-225-1513

www.ceaworldwide.com

Contacts: Stephan Goetz, Michael Garstin, Thomas J. MacCrory

Recent deals:

- Represented Liberty Livewire Corp. when it acquired Group W Network Services from Viacom.
- Financial adviser to EON Communications, a startup broadband communications company, and arranged \$383M of financing.

The skinny: Boutique media specialist,

branched out early into international deals.

Daniels & Associates

711 Fifth Ave.

New York, NY 10019

Phone: 800-443-8508

Fax: 212-863-4859

www.Danielsonline.com

Contacts: David Tolliver, Robert Whyte, Peter Markham

Recent deals:

- Has handled virtually all AT&T Broadband's system sales and swaps.
 - Represented Council Tree Hispanic Broadcasters in the acquisition of certain equity rights from Telemundo Communications Group Inc. for \$181M.
- The skinny:** Player in the early cable days. These days, does almost as much business in cellular as in cable. Handles some small financings but is best-known for sales of groups of cable and phone properties.

Deutsche Banc Alex. Brown

One South St., Baltimore, MD 21202

Phone: 410-895-4341

Fax: 410-895-2454

www.db.com

Contacts: Jeff Amling, Christian Thun-Hohnstein

Recent deals:

- Joint adviser to SES for pending acquisition of GE Americom.
 - Adviser, Clear Channel for \$324M equity offering for sale of Lamar Advertising
- The skinny:** Full service, armed with the lending clout of its German banking parent. Stronger in TV and radio.

First Union Securities

301 South College St., 4th Floor
Charlotte, NC 28288-0735

Phone: 704-715-6000

Fax: 704-715-1997

http://business.firstunion.com

Contacts: Bruce Levy, Jim Wood

Recent deals:

- Co-manager for Nexstar Broadcasting Group's \$160M senior subordinated notes.

- Arranger and administrative agent for Quincy Newspapers in \$180M senior credit facility to finance the acquisition of five TV stations from Shockley Comm.
- The skinny:** Regional commercial bank that has grown with a strong bond unit.

Frank Boyle & Co., LLC

2001 W. Main St., Ste. 280

Stamford, CT 06902

Phone: 203-969-2020

Fax: 203-316-0800

Contact: Frank Boyle

Recent deals:

- Broker of \$1.95M asset sale of WEBK-FM Rutland, Vt., from Killington Broadcasting Ltd. to Pamal Broadcasting Ltd.
- Broker of \$1.35M stock sale of WWWT-AM/WCVR-FM Barre/Randolf, Vt., from Stokes Communications to Excalibur Media Holdings.
- Broker of \$5.35M stock sale of WRNJ-FM Allentown, Pa., from Radio New Jersey to Big City Radio.

The skinny: Longtime broadcast broker.

Goldman, Sachs & Co.

85 Broad St.

New York, NY 10004

Phone: 212-902-1000

www.gs.com

Contacts: Joe Ravitch, Mitch Scherzer, Ted Niedermayer

Recent deals:

- Advised Disney on its acquisition of Fox Family Worldwide.
 - Advised Cinven Group on \$1.6B sale of IPC Group PLC to AOL Time Warner.
- The skinny:** One of the biggest players in any industry.

Kalil & Co.

3444 N. Country Club, Ste.
200, Tucson, AZ 85716

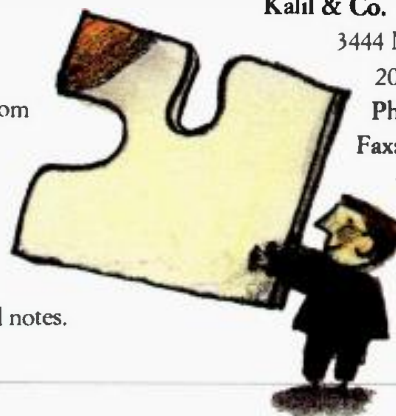
Phone: 520-795-1050

Fax: 520-322-0584

www.kalilco.com

Contacts: Frank Kalil, Fred Kalil, Kelly Callan

Recent deals:



**EMMIS
COMMUNICATIONS
CORPORATION**

\$1,400,000,000
Senior Credit Facilities

Co-Lead Arranger

**INNER CITY
BROADCAST HOLDINGS**

\$120,000,000
Senior Credit Facilities

Syndication Agent

**INNER CITY MEDIA
CORPORATION**

\$25,000,000

Private Equity Investor

**TRANSWESTERN
PUBLISHING
COMPANY, LLC**

\$75,000,000
Senior Subordinated Notes

Joint Books

**TRANSWESTERN
PUBLISHING
COMPANY, LLC**

\$15,000,000

Private Equity Investor

**TRANSWESTERN
PUBLISHING
COMPANY, LLC**

\$300,000,000
Senior Credit Facilities

Co-Lead Arranger &
Syndication Agent

**MEDIACOM
COMMUNICATIONS
CORPORATION**

\$450,000,000
Follow-On Equity Offering

Co-Manager

**MEDIACOM
COMMUNICATIONS
CORPORATION**

\$380,000,000
Initial Public Offering

Co-Manager

**ADELPHIA
COMMUNICATIONS
CORPORATION**

\$500,000,000
Convertible Preferred

Co-Manager

**PRINCETON VIDEO
IMAGE, INC.**

\$17,500,000
Equity Investment

Advisor & Placement Agent

COTTER GROUP

has been acquired by
SFX/Clear Channel
Communications

Sellside Advisor

**QUINCY
NEWSPAPERS, INC.**

\$180,000,000
Senior Credit Facilities

Sole Arranger

**THE FLORIDA
OUTDOOR DIVISION
OF THE ACKERLEY
GROUP, INC.**

has been acquired by
Clear Channel
Communications

Sellside Advisor

CSC HOLDINGS, INC.
Parent of Cablevision Systems Corporation

\$1,000,000,000
Senior Notes

Co-Manager

**GOCOM
COMMUNICATIONS**

\$28,653,000

Private Equity Investor

**GOCOM
COMMUNICATIONS**

\$90,000,000
Senior Credit Facilities

Arranger &
Administrative Agent

**NEXSTAR
BROADCASTING GROUP**

\$160,000,000
Senior Subordinated Notes

Co-Manager

**NEXSTAR
BROADCASTING GROUP**

\$275,000,000
Senior Credit Facilities

Documentation Agent

**CHARTER
COMMUNICATIONS**

\$300,000,000
Senior Discount Notes

Co-Manager

**SINCLAIR
BROADCAST GROUP**

\$1,100,000,000
Senior Credit Facilities

Documentation Agent

**MORRIS
MULTIMEDIA**

\$85,000,000
Senior Credit Facilities

Arranger &
Administrative Agent

**PAXTON MEDIA
GROUP, INC.**

\$325,000,000
Senior Credit Facilities

Syndication Agent

**BLOOMINGTON
BROADCASTING
CORPORATION**

has been acquired by
Citadel Communications
Corporation

Sellside Advisor

**YOUNG
BROADCASTING**

\$800,000,000
Senior Credit Facilities

Co-Book Runner &
Syndication Agent

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■ Shockley Communications to Quincy Newspapers for \$171M.
■ Citadel Broadcasting to Millennium Broadcasting for \$19.4M.
The skinny: Station broker.

Lazard Frères

30 Rockefeller Plaza
New York, NY 10020
Phone: 212-632-6000

Fax: 212-332-5381

www.lazard.com

Contacts: Marcus Agius, Robert Hougie, Peter Shawn

Recent deals:

■ Advised Vivendi SA on \$57.5B purchase of Seagram Co. and Canal Plus SA.

■ Advised Terra Networks SA on its acquisition of Lycos Inc. for \$12.6B.

The skinny: Top-tier advisers on mergers. Loss of biggest media specialist, Steve Rattner, hasn't slowed its media business.

Lehman Brothers

3 World Financial Center
New York, NY 10285

Phone: (212) 526-7000

Fax: (212) 526-4924

www.lehman.com

Contacts: Jack Langer, Alan Mnuchin

Recent deals:

■ Ran joint books for Reed Elsevier (owner of B&C) on \$1.5B high-grade bonds.

■ Joint lead manager for the Walt Disney Co. on \$1.5B high-grade bonds.

The skinny: Thought to be near death a few years ago, Lehman bounced back.

Known for bonds, mergers, derivatives.

Merrill Lynch & Co.

4 World Financial Center, 29th floor
New York, NY 10281

Phone: (212) 449-7007

www.ml.com

Contacts: Gregg Seibert, Louis Zachary, Teresa Miles, Robert Wigley

Recent deals:

■ Financial adviser to Comcast on potential merger with AT&T Broadband (pending).

■ Financial adviser to GM on potential sale of GM Hughes (pending).

The skinny: Huge in all areas, including mergers, equity, junk bonds and conventional corporate bonds. Beefed up team last year by poaching CSFB bankers.

Morgan Stanley

1585 Broadway
New York, NY 10036

Phone: 212-761-4000

Fax: 212-761-0260

www.morganstanley.com

Contacts: Bea Cassou, Paul J. Taubman, Andrew Tisdale

Recent deals:

■ Financial adviser to Time Warner in AOL merger with Time Warner.

■ Adviser to Viacom in merger with CBS.

The skinny: Among largest, dominant in mergers, IPOs and junk bonds.

Quadrangle Group LLC

375 Park Ave., New York, NY 10152

Phone: 212-418-1700

Fax: 212-418-1701

www.quadranglegroup.com

Contacts: Peter R. Ezersky, Steven Rattner, Joshua L. Steiner

Recent deals:

■ Assisting Comcast in \$60B offer to merge with ATT Broadband (pending).

■ Assisted New York Times in sale of *Golf Digest* to Advance Publications.

The skinny: Started by ex-Lazard Frères media hitters Steven Rattner and Peter R. Ezersky, primarily a private equity fund, investing in deals. Also collecting fees giving merger advice, notably in longtime client Comcast's chase after AT&T Broadband.

Richard A. Foreman Associates

330 Emery Dr. East
Stamford, CT 06902

Phone: 203-327-2800

Fax: 203-967-9393

Contact: Dick Foreman

Recent deals:

■ Represented seller in sale of 18-station GoodStar radio group to Waitt Media for undisclosed price.

■ Represented seller in sale of nine-station Cumulus Media group to Clear Channel for approximately \$7M.

The skinny: Longtime station broker.

Salomon Smith Barney

388 Greenwich St.
New York, NY 10013

Phone: 212-816-6000

Fax: 212-816-5708

www.ssmb.com

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BRIAN E. COBB

COBBCORP,LLC

202-478-3737

briancobb@cobbcorp.tv

Brokerage...Appraisals...Consulting...Merchant Banking

Contacts: Christina Mohr, Daniel Richards, Fehmi Zeko

Recent deals:

■ Adviser to Mediacom in \$2.2B acquisition and \$2.3B financing of selected AT&T Broadband's cable systems.

■ Adviser to AOL in AOL's \$183B merger with Time Warner.

The skinny: Another powerhouse, handling the biggest deals and drawing on the capital base of fellow Citigroup subsidiaries, insurance group Travellers and commercial lender Citibank.

SG Cowen Securities Corp.

One Financial Sq.
New York, NY 10005

Phone: 212-495-6545

Fax: 212-269-9774

www.sgcowen.com

Contact: Edward Hatch

Recent deals:

■ Co-manager, \$1B Blockbuster IPO

■ Co-manager, \$3B Infinity B'casting IPO

The skinny: A division of French commercial bank Société Générale, Cowen has long been a specialist in healthcare and technology, scoring big in the Internet boom. Parent company's capital base helps.

UBS Warburg LLC

299 Park Ave.

New York, NY 10171

Phone: 212-821-3000

Fax: 212-821-3285

www.ubswarburg.com

Contacts: David Walker, 212-713-8502;

Denise Kazmier, 212-713-3090

Recent deals:

■ Co-advised Cinven when AOL Time Warner agreed to acquire IPC Group Ltd., for approximately \$1.6B.

■ Sole lead for EchoStar, raising \$1B via a sole-led convertible bond offering.

The skinny: The Union Bank of Switzerland is an amalgam of several recent Wall Street houses. Snagged Morgan Stanley star banker Jeff Sine.

Veronis Suhler

350 Park Ave.

New York, NY 10022

Phone: 212-935-4990

Fax: 212-381-8168

www.veronissuhler.com

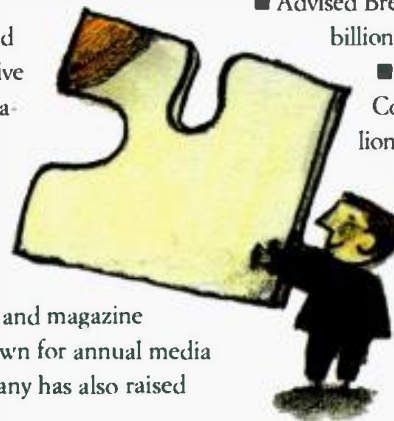
Contacts: James P. Rutherford, Jeffrey T. Stevenson

Recent deals:

■ Initiator, financial adviser and negotiator for Fast Company Media Group LLC in sale to G+J USA.

■ Initiator, financial adviser, negotiator and exclusive representative of VS&A Communications Partners III LP in acquisition of Phillips Business Information.

The skinny: The longtime newspaper and magazine specialist is well-known for annual media forecasts. The company has also raised



the biggest media-specific private equity fund.

Waller Capital Corp.

30 Rockefeller Plaza, Ste. 4350

New York, NY 10112

Phone: 212-632-3600

Fax: 212-632-3607

www.wallercc.com

Contacts: John Waller III

■ Advised Bresnan Communications \$3.1 billion sale to Charter.

■ Advised GS Communications on \$725 million cable system sale to Adelphia Communications

The skinny: A specialist in cable systems, has branched into small telecom mergers and raised two private equity funds.

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Executive VP &
Managing Director

mgarstin@ceaworldwide.com

Marti Frucci

Managing Director

mfrucci@ceaworldwide.com

Holly Newman

Vice President

hnewman@ceaworldwide.com



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People

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

Broadcast TV

Rachael Amara, human resources manager, WPHL-TV Philadelphia, named director, human resources and community affairs.

Programming

Glenn Williamson, senior production executive, DreamWorks, Los Angeles, joins USA Films, Beverly Hills, Calif., as president, production.

Mike Hale, senior VP, marketing and business development, Starz Encore Group, Englewood, Colo., promoted to executive VP/chief market-officer.

Appointments at TVN Entertainment, Burbank, Calif.: **Dom Stasi**, senior VP, technology and product development, promoted to CTO;

Steve Heckler, senior VP/CIO, Sony Pictures Entertainment, Culver City, Calif., joins as executive VP/CIO; **Glenn Kopelson**,

VP, business development, News Corp., Los Angeles, joins as VP, business development and strategic planning; **Brian Ricco**, senior director,

event programming, In Demand, New York, joins as VP, event programming;

Lourie Carr Zak, controller, eToys, Los Angeles, joins as VP/corporate controller.

Stacey Luchs, executive, PMK Public Relations, Los Angeles, named executive director, media relations and publicity, David E. Kelley Productions, Los Angeles.

Appointments at Viacom Plus: **Marc Weinhouse**, advertising director, *Rolling Stone* magazine, New York, joins as VP, sales, Eastern region, New York; **Linda Perry**, marketing director, KCBS-TV Los Angeles, joins as VP, sales, Western region, Los Angeles.

Appointments at Diplomatic: **Steven Lewis**, executive VP, AntEye.com, Los Angeles, joins as VP, production; **Andrew Siegal**, producer, MTV, New York, joins as VP, production, New York.

Appointments at Pie Town Productions, Los Angeles: **Scott Templeton**, co-executive producer, promoted to executive producer; **Greg Spring**, director,

Obituary

Bob Williams, longtime TV columnist for the *New York Post*, died Monday, Aug. 20, at 86. The cause was cancer of the mouth.

He was with the *Post* for 32 years and was thrice nominated for the Pulitzer Prize. In 1955, he wrote about the complex psychological problems of many of TV's top comedians and then concentrated on entertainment, becoming the *Post*'s TV columnist in 1957, a position he held for 21 years. Besides writing the column, he broke many stories, frequently stories of front-page importance, and covered the congressional hearings on various aspects of TV—from sex and violence to payola.

He was a major factor in the success of *60 Minutes*, which, in its early days, was shifted from time slot to time slot. Whenever the day was changed, Williams would herald the new spot in his column, drawing viewers' attention to the program's whereabouts.

He was included in *Variety*'s list of the 10 top TV columnists in the U.S.

—Beatrice Williams-Rude*

*The author is the former wife of Bob Williams.

programming and development, King World Productions, Los Angeles, joins as executive and consulting producer.

Advertising/Marketing/PR

Lucy St. George, executive VP/managing director, direct-response division, Initiative Media North America, Los Angeles, named executive VP,

Inter/Media Advertising, Encino, Calif.

Journalism

Tom Sides, news director, KTVX(TV) Salt Lake City, joins KWGN-TV Denver, in same capacity.

—P. Llanor Alleyne
palleyne@cahners.com
212-337-7141



Mike Hale



Stacey Luchs



Tom Sides



Lucy St. George

Happy 10th Anniversary



THE LEARNING CHANNEL

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Launched by Discovery Networks in October 1991, The Learning Channel has evolved to become one of the most respected and recognized organizations in the industry. Mastering its niche in the market, The Learning Channel is renowned for its extraordinary reality shows and original programming, which has captured the attention of over 79 million subscribers to date.

Please join *Broadcasting & Cable* as we commemorate The Learning Channel's 10th anniversary with a very special supplement. Distributed with the October 1st issue, this tribute will be seen by industry leaders in every corner of the market.

Take this opportunity to both congratulate The Learning Channel on their vast accomplishments *and* educate your colleagues on your company's latest ventures. Reserve your space today.

Issue Date: October 1, 2001

Ad Close: September 14, 2001

Materials Due: September 20, 2001

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

Everybody loves Phil

And Rosenthal is content at the top-rated, Emmy-winning sitcom

Until he created CBS's *Everybody Loves Raymond*, Phil Rosenthal suffered through a host of miserable jobs, from falling asleep while a guard at New York's Metropolitan Museum of Art to working on several of what he calls "shitcoms."

Today, *Raymond* is a top-rated sitcom and has a third consecutive Emmy nomination for Best Comedy Series. Next month, King World will introduce the show in syndication, a move typically signaling that a series has made it into TV's big leagues.

And, besides having earned the affection of TV viewers and studio executives, Rosenthal has won over former President Bill Clinton, who last year asked the producer to direct his White House farewell video.

So how do you go from rejection—ideas for series starring British actor Peter O'Toole, Robert Mitchum and Joan Rivers fizzled—to affection?

People will eventually come around and accept you if you make sure you love what you do, Rosenthal maintains, recalling advice given to him by *The Mary Tyler Moore Show* producer Ed Weinberger: "Do the show you want to do because, in the end, they are going to cancel you anyway." That's a great philosophy of life.

When Rosenthal was pitching *Raymond* to CBS for the 1996-97 TV season, he had legitimate credits as a supervising producer on Fox's *Down the Shore* for three years and later on ABC's *Coach* for three years, but people tried to persuade him to significantly change the project.

His premise for *Raymond* did make good sense. Rather than copy the current hit *Seinfeld*—"the only bad thing you can say about *Seinfeld* is all the TV shows that tried to imitate it"—Rosenthal would "do the complete opposite."

"It wouldn't be a show about nothing. I wanted it to matter," he explains.

"Instead of 'Oh yeah, I hate it when I lose my car in the parking lot,'" he says. "I wanted people to come away and say 'That is how I feel about my father!' and 'That is how I feel about my wife!'"

Yet, when he outlined his series as a "classic, old-fashioned, traditional type of sitcom," an executive replied, "Those are all words we



Phil Rosenthal
Creator/executive producer,
Everybody Loves Raymond

B. Jan. 27, 1960; B.A., fine arts, Hofstra University; executive story editor, *When You're Smiling*, 1990-91; executive story editor, *Baby Talk*, 1990-91; supervising producer, *Down the Shore*, 1990-93; supervising producer, *Coach*, 1993-96; current position since 1996; m., Monica, 1990; children: Ben (7), Lily (4)

should be staying away from."

However, "it all worked out—obviously!" Rosenthal laughs.

He could have left *Raymond* several seasons ago—most series creators jump to their next project after the show's first year—but he has wanted to stay on, ensuring *Raymond* a smooth off-net rollout.

"When we started, I said I'm doing this show for CBS,

but, in the back of my mind, I said it's for Nick at Nite. Years and years from now, I hope the show holds up."

Unlike most executive producers, who generally assign others to arrange a show's repeats, Rosenthal has "personally" edited every single *Raymond* episode for syndication. He's determined to have *Raymond* reach out to about half of the current CBS audience—those who didn't become addicted viewers of the show during its first two seasons.

Following his heart, doing only what he loves, is why he agreed to collaborate with Clinton on his comic video short. Predicting that the former president would have a lot more time to do laundry, among other chores, once he left office "was crazy. But it was a hell of a lot of fun," recalls Rosenthal, who was matched up with Clinton via a high school friend who is a former White House speechwriter.

The project, which continues to air on the Web site Atomfilms.com was so much of a blast, in fact, that Rosenthal hopes to use Clinton, who was "scarily good," for an upcoming TV series, in which he'd help people overcome such hardships as poverty.

Bottom line, however, Rosenthal is content at *Raymond*. "Why should I be in such a rush to leave something that's wonderful?" ■

—Susanne Ault



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Classifieds

Television

TECHNICAL CAREERS

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USA Cable offers a competitive salary and benefits package. Please send/fax your resume with salary requirements (only resumes with salary requirements will be considered) to: SW, USA Cable, 1230 Avenue of Americas, 18th Floor, New York, NY 10020. Fax: (212) 413-6524.

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MAINTENANCE ENGINEER

Excellent opportunity for a person with a strong background in computers and networks. WREG-TV in Memphis, the flagship station of the New York Times Broadcast Group is looking for an experienced television engineer with an Associate degree (or equivalent) in electronics, 3 years television station experience, and knowledge of digital television. SBE or Novell certification a plus. Females and minorities encouraged to apply. Send resume to Director of Engineering, WREG-TV, 803 Channel 3 Drive, Memphis, TN 38103. Jim.anhalt@wreg.com EOE

DIRECTOR OF BROADCAST OPERATIONS & ENGINEERING

KTNV News13, a Journal Broadcast company, is seeking a Director of Broadcast Operations & Engineering. Candidate should be able to provide a high level of competency in all areas of television's technical and operational positions.

Preferred five years or more experience as an Engineering Manager, Assistant Chief Engineer or Chief Engineer in a network affiliated television station with a local and/or network news environment.

Send resume to:

Mr. Randy Oswald, KTNV - News13
3355 S. Valley View Blvd., Las Vegas, NV 89102
Equal Opportunity Employer

NEWSCAREERS

WEATHER ANCHOR

Rapidly growing, small market, dominant, Network affiliated Southwest station seeks M-F Weather Anchor. Experience preferred. Submit non-returnable resume tape to: Box 827, Broadcasting & Cable, 275 Washington Street, 4th fl., Newton, MA 02458, attn: N. Andrews. This employer is an Affirmative Action / Equal Opportunity Employer.

REPORTER

KXLY is looking for a creative reporter who wants to move to the next level. Must be a creative storyteller, self starter with strong writing skills. Previous live reporting experience a must. Degree in Journalism, Communications or equivalent required. Valid driver's license required. Rush tape and resume to: EEO Coordinator, KXLY Broadcast Center, 500 W.Boone Ave., Spokane, WA 99201 by September 7, 2001. Specify this position and your referral source. EEO.

ASSIGNMENT DESK MANAGER

Join the fastest-growing news station in Spokane. Supervisory position with day-to-day mgt. of aggressive, fast-paced assignment desk. Responsibilities include planning future events, coordinating live shots, and staff scheduling. Excellent communication and organization skills a must! Previous TV news desk experience required; Journalism or equivalent degree preferred. Excellent opportunity for the right person! Send resume and qualifications to: Human Resources, KXLY 500 W. Boone Ave, Spokane WA. 99201 by 8/30/01. Visit www.KXLY.com for more information.

WEATHERCASTER

The KTRK -TV is looking for a Weathercaster. Applicants should be familiar with weather computer systems including WSI Weather Producer, Doppler Radar with Vipir, Baron Storm Tracker and other modern weather tools. Candidates must have a good knowledge of weather forecasting, weather patterns and storm coverage, able to present comprehensive, easy to understand weather forecasts and storm coverage on the air in a professional manner. Prior weather experience is preferred. A college degree in meteorology or similar field and an AMS seal are preferred. KTRK prefers to deal only with the applicants, and not third parties. Interested applicants should rush a resume, references, cover letter and non-returnable Beta or VHS resume tape to:

Dave Strickland, KTRK-TV
3310 Bissonnet Street, Houston, TX 77005

No phone calls please.

Equal Opportunity Employer M/F/V/D

NEWS DIRECTOR

KSEE24, the NBC affiliate in the growing 55th market seeks an experienced News Director who will provide dynamic leadership to a very talented newsroom. We do more news than anybody in the market and are committed to news as the cornerstone of our growth. California location near Yosemite offers great year round recreation. Send resume to Gay Gutierrez HR Dept, KSEE, Inc. 5035 E. McKinley Avenue, Fresno, CA 93727. Final candidate will be required to undergo drug screening. EOE.

PHOTOGRAPHER

Must be highly skilled in the use of state-of-the-art network-quality audio and video equipment, ENG trucks, fixed microwave, and other field equipment. Duties include both live and recorded news events, and editing of video for air. 3-5 years experience as news photographer/editor required, along with valid drivers license. Tape and resume to Jim Chase, BO&E Director, KYW-TV3, 101 S. Independence Mall East, Philadelphia, PA. 19106. EOE ADA M/F

WEEKEND WEATHER ANCHOR/REPORTER

WANE-TV has a future opening for a Weekend Weather Anchor/Reporter. Must have a love for weather. You will anchor weather on weekends and report 3 days a week. Ideal candidate will have a degree in meteorology or be willing to pursue degree. No phone calls please. Send VHS tape, resume and references to:

Rick Moll, News Director, WANE-TV
2915 W. State Blvd., Fort Wayne, IN 46808

WANE-TV is an Equal Opportunity Employer - M/F

REPORTER

To produce longer pieces for noon newscasts. Live experience and college degree preferred. Resume to:

News Opening, WCYB-TV
101 Lee Street, Bristol, VA 24201.

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Television

NEWS CAREERS

VIDEO SPECIALIST

DePauw University, a liberal arts institution of 2300 students in Greencastle, IN, seeks a Video Specialist to help manage and support an expanding TV facility and new University eLearning® technical training program in the Pulliam Center for Contemporary Media. Applicant should have experience with modern digital video production, and the ability to effectively motivate and train others in the use of modern video equipment. Facility includes 2 studios and control rooms, Hi-8, Beta and non-linear equipment including a Macintosh-based Avid Express and various pc-based editing programs. This is a 12-month, salaried position with benefits. Please visit our web site at www.depauw.edu/admin/hr for a complete job bulletin. Review of applications will begin immediately and continue until position is filled. DePauw University is an affirmative action, equal opportunity employer and encourages applications from women and members of under-represented groups. Please send letter of interest, references, resume, tape/cd of recent work (if available) and other supporting materials to Video Search Committee, Pulliam Center for Contemporary Media, 609 S. Locust, DePauw University, Greencastle, IN 46135.

WEEKEND SPORTS ANCHOR/REPORTER

WPXI-Pittsburgh is looking for a candidate who can aggressively cover major market teams with enterprise reports beyond the highlights. Anchor duties include three news casts per weekend day and hosting numerous cable shows. Candidate must be able to write and produce sportscasts and must have strong adlib skills. Three years experience required. This is not a position for beginners and it's not a job for you if you're not willing to work hard. Send tape and resume to Jennifer Rigby, News Director, 11 TV Hill, Pittsburgh, PA 15214. No phone calls! WPXI is an equal opportunity employer.

SALES CAREERS

LOCAL SALES MANAGER/ SENIOR ACCOUNT EXECUTIVE

PAX Affiliate in Oklahoma City - KOPX - is looking for a Local Sales Manager/Senior Account Executive to fill a newly created management position. Job functions include directing the sales team to achieve budget, developing new business and non-traditional revenue, providing regular sales training, managing departmental expenses and personnel evaluations, as well as carrying an account list as Senior AE. The right candidate must be aggressive and highly motivated. Must also have a minimum of three years experience in television or related industry sales. Knowledge of Nielsen ratings, CMR and TV Scan preferred. This position has excellent benefits. Send resume to JSA Partner Wes Milbourn, VP/General Sales Manager, KFOR-TV, 444 E. Britton Road, Oklahoma City, OK 73114 or fax to (405) 478-6227. No phone calls please. EOE.

SALES CAREERS

LOCAL SALES MANAGER

KFOR-TV (NBC affiliate) in Oklahoma City is looking for a Local Sales Manager to fill a newly created management position. Job functions include directing the sales team to achieve budget, developing new business and non-traditional revenue, providing regular sales training, managing departmental expenses and personnel evaluations, as well as building relationships with local clients by making frequent sales calls. The right candidate must be aggressive and highly motivated. Must also have a minimum of five years experience in television or related industry sales, the proven ability in directing a professional sales staff, and have an understanding of inventory control and research tools. Knowledge of Nielsen ratings, CMR, Bias, TV Scan and Marshall Marketing preferred. This position has excellent benefits. Send resume to Wes Milbourn, VP/General Sales Manager, KFOR-TV, 444 E. Britton Road, Oklahoma City, OK 73114 or fax to (405) 478-6227. No phone calls please. EOE.

SALES TRAFFIC CLERK

The KTRK -TV ABC Owned TV Station's Traffic Department has an opening for a Sales Traffic Clerk. The candidate sought should have television station experience, with a working knowledge of all traffic functions including order entry, log preparation, program and break timing, copy sign-on and good night, reports, and interaction with other departments. The individual must have an excellent work record, be detail-oriented, have good verbal communication skills, possess good arithmetic skills, and the ability to handle a high volume of detailed input and computer work with poise and accuracy. Duties also include maintaining commercial inventory. Respond by mail or fax only.

Joann Crenshaw, Traffic Manager, KTRK-TV
3310 Bissonnet, Houston, TX 77005
Fax: (713) 668-0024
No phone calls please.
Equal Opportunity Employer M/F/V/D

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Person to research, negotiate, schedule all programs and movie schedules, and work with syndication companies. Excellent communication, negotiation and computer skills required. Must have minimum of 3 years experience in purchasing programming for a local affiliate station. UPN, WB or Fox experience preferred. College degree required. Send resume to HR Dept, PO Box 668400, Charlotte, NC 28266 (EOE, M/F)

MEDIA GENERAL BROADCAST GROUP www.mgbg.com

WIAT-TV is looking for News Director: Media General's Birmingham CBS Affiliate is seeking a top-notch news director to run an aggressive newsroom. We need someone with a strong commitment to journalism and good people skills. 2 - 5 years previous television news management experience required, college degree preferred. EOE M/F Drug Screen. Please send resume, references, salary requirements and statement of news philosophy to: WIAT-TV, Human Resources, P.O. 59496, Birmingham, AL 35259. EEO, M/F. No phone calls please.

RESEARCH DIRECTOR

KTXL FOX40, Sacramento, CA a Tribune Broadcasting Station, seeks an experienced Research Director to analyze growth opportunities and help craft winning marketing strategies. Candidate will have previous broadcast research sales experience, strong written and verbal skills, and knowledge of research and selling tools including Nielsen products, TVScan, Scarborough and CMR. Responsible for monitoring cable/ADS carriage, copyright, protection and contract issues. Please respond to: H.R. Dept., KTXL FOX40, 4655 Fruitridge Road, Sacramento, CA 95820; Fax 916/733-3110 or see www.fox40.com. Include salary requirements & referral source. EOE

MANAGEMENT CAREERS

DIRECTOR, CNN MEDIA OPERATIONS

Job Functions: Manages over 200 people, including 15 managers and supervisors. Responsible for capital and operating budgets and new technology choices and implementation. Must create and maintain a development/training program and handle all hiring/staff changes for the department. Must act as a coach to the team and an ambassador to our clients. Visionary position for improving the business and production. Qualifications: Proven leadership, communication and people skills. 5+ years of newsroom environment experience. 5+ years of supervisory/management experience. Edit experience a plus. High journalistic standards. Must be an energetic and positive agent of change. No phone calls please. Respond via e-mail or fax to: joe.kinstle@turner.com (E-mail address) 404-878-2134 (Fax). EOE/AAP/M/F/D/V

To place an ad in the magazine and on the web, contact:

Kristin at 617-558-4532, kbparker@cahners.com or

Neil at 617-558-4481, nandrews@cahners.com

Classifieds

Television

PRODUCER CAREERS

EXECUTIVE PRODUCER / PRODUCER

WFXT Fox 25 / Boston, MA, (Fox O&O) has an immediate opening for a seasoned news producer to manage the on-air presentation of our nightly newscast including show content, look, and "live" remotes. Work with news management on story presentation, development, and special projects. Write news copy, and make editorial decisions regarding content and format, and ensure journalistic standards for fairness, accuracy and relevancy. Degree in Communications or related field and a minimum of five years broadcast news producing experience required. Experience in a major market news environment strongly preferred. Position requires a solid news professional with the ability to lead and manage news personnel, and make sound editorial decisions on show content and structure. Strong leadership, interpersonal, and organizational skills essential. Qualified candidates, send letter, resume and non-returnable tape to: Director of Human Resources - BC, WFXT Fox 25, 25 Fox Drive, P.O. Box 9125, Dedham, MA 02027. No Phone Calls Please. EOE/M/F/D/V

SPECIAL PROJECTS PRODUCER

WFXT Fox 25 / Boston, MA, (Fox O&O) Research, plan, write and produce high quality stories for the nightly newscast. Work closely with anchors, reporters, and technical news staff in the planning and producing of promotable news segments. Degree in Communications or related field and three years producing experience required. Experience in a major market and knowledge of New England news strongly preferred. Requires strong interpersonal, organization, and written and verbal communication skills. Use of creative techniques essential to conceptualize and produce compelling news segments to maintain viewer interest. You must be highly motivated news professional with the ability to work under strict deadlines with minimal supervision. Qualified candidates, send letter, resume and non-returnable tape to: Director of Human Resources - BC, WFXT Fox 25, 25 Fox Drive, P.O. Box 9125, Dedham, MA 02027. No Phone Calls Please. EOE/M/F/D/V

NEWSCAST PRODUCER

WFMJ Television has an immediate opening for a full-time 11 pm newscast producer for its top rated late news. Candidates must have previous newscast producing experience. Strong writing and organizational skills a must. We are looking for a team player who thinks out of the box. Send tape and resume to Sheila Miller, Executive Producer, WFMJ Television, 101 W. Boardman Street, Youngstown, Ohio, 44053. EOE

PRODUCER

WPXI-Pittsburgh is looking for an aggressive, creative producer who can handle the stress of a highly competitive market. Solid editorial, organizational, and people skills are a must. We need writing skills that can make people care. 1-3 years producing experience is preferred. A college degree is required. Send tape and resume to: Patrick Maday, Asst. News Director, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214. WPXI-TV is an equal opportunity employer.

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DIRECTOR OF MARKETING/PROMOTIONS

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MISCELLANEOUSCAREERS



NEWS 14 CAROLINA

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Reporters/Videojournalists	Job #010029
Photographer/Field Technicians	Job #10105
Directors/Technical Directors	Job #10107
Master Control/Audio Operators	Job #10108
Promotion Producer	Job #10109
Graphic Artists	Job #10110

As part of Time Warner Cable, News 14 Carolina offers a competitive salary and benefits package. Applicants MUST mail resumes and VHS demo tapes to the following address to be considered for these openings. Please include Job Number in all correspondence. We can not accommodate walk-ins or telephone calls.

News 14 Carolina
Time Warner Cable

101 Innovation Avenue, Suite 100, Morrisville, NC 27560

Email: news-resumes@twc-nc.com

Equal Opportunity Employer

Classifieds

Television

MISCELLANEOUS CAREERS



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CREATIVE SERVICES

GRAPHIC ARTIST
New Orleans Hearst-Argyle Television, Inc. (WDSU-TV) has immediate opening in the Creative Services Department for a graphic designer to producer graphics for daily newscasts, commercial production and station usage. Applicants must have strong design skills and experience working with Quantel PaintBox Express, Quantel PictureBox, AfterEffects, Photoshop Illustrator and Quark Express. Send resume with cover letter to: Personnel Coordinator, WDSU-TV, 846 Howard Ave., New Orleans, LA 70113. NO CALLS PLEASE. AN EQUAL OPPORTUNITY EMPLOYER.

Radio

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the offices above to set up a confidential appointment!

MEDIA SERVICES GROUP

Classifieds

Radio

MANAGEMENT CAREERS

GENERAL MANAGER

Small market radio group expanding into Maine with a 50 kw FM and small AM. Looking for a selling GM who enjoys the outdoors. Equity participation available. Fax resume and references in confidence to Larry Patrick, Legend Communications, 410-740-7222 or e-mail to larry@patcomm.com. EOE

Miscellaneous

MEDIA RELATIONS CAREERS

HEAD OF MEDIA RELATIONS

The American Physical Society (APS), the world's largest association of physicists, seeks a media relations professional to promote physics in the popular media. Based at APS Headquarters in College Park, MD (within walking distance of the College Park Metro Station), this position will develop and coordinate all media relations for APS. Responsibilities include working as part of a team that identifies physics news stories, locates press contacts in the physics community, and pitches the stories to the national media. Opportunities to travel exist. The qualified applicant will have a bachelor's degree in science, and preferably additional scientific work experience (physics a plus). Considerable experience interacting with the media is necessary. Excellent oral and written communication skills are required. Competitive starting salary and outstanding benefits package offered. Visit our website at www.aps.org. To apply, send cover letter including salary requirement, resume, and contact information for three professional references to Alan Chodos, APS Associate Executive Officer, chodos@aps.org, by September 7, 2001.

SITUATIONS WANTED

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NEWSCAREERS

URBAN TELEVISION/RADIO

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TV-Station Manager	Washington, D.C.
TV-Sales Manager	Washington, D.C.
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TV-Account Executive	Washington, D.C.
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Receptionist	Raleigh, N.C.
Accountant/Bookkeeper	Washington, D.C.

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Editorials

COMMITTED TO THE FIRST AMENDMENT

A pilot by any other name

After some initial confusion about the state of his TV career last week, NAACP President Kweisi Mfume asked Hearst-Argyle/NBC not to pitch the talk-show pilot/presentation tape/prospective pilot that had become the subject of debate in media-ethics circles. We think it was the right decision.

Mfume is certainly no stranger to TV. He hosts a talk show, *The Bottom Line*, on Hearst-Argyle's Baltimore affiliate, WBAL-TV, and fronts a series of occasional syndicated specials, *The Remarkable Journey*, for Hearst-Argyle's production arm. The difference is that, since January of this year, Hearst-Argyle and NBC have teamed up on the syndication side. That raised the issue of how effectively Mfume could criticize NBC, the network, while also working with NBC, the syndicator, on a daily talk show that has the potential to return many millions to its star (see Oprah, Maury, Jerry, Rikki, Jenny, Sally, etc.).

Frankly, we haven't noticed his TV persona cooling his fire on the TV-diversity issue. Witness the dressing down he gave NBC and ABC two weeks ago over what he said was their "snail's pace" on diversity. But the suggestion of conflict of interest did seem to have him scrambling for the right answer last week as NBC's snail trail appeared to lead to his doorstep.

Mfume had told us that the joint syndication company owned by NBC and Hearst-Argyle was not shopping a talk-show pilot. Well, there was a tape, he conceded, but he characterized it as a "presentation" in an interview with BROADCASTING & CABLE: "I've got enough to do right here. I can't take on another project."

We're not sure there is enough room to wedge an AFTRA membership card in the space between a presentation tape and a pilot. But that question seemed to have been rendered moot by Mfume's conversation with *The New York Times*. Mfume appeared to acknowledge to the *Times* that it was a pilot, or at least a "prospective one" (darn, if that hair hasn't been split into three parts), but, because the show would be syndicated and not on the network, it "would not be an NBC show." He also said that no money had changed hands, no deal has been made, and, if it did turn into a syndicated show down the road, it would do nothing to temper his criticism of the network-television industry.

Again, we will take him at his word that he would have put his principles before his pocketbook. But let's be real: With the end of fin-syn rules, networks are just as much in the syndication business as they are in the network business, or certainly want to be. NBC, last to that party, as much as anyone. Unless he had done the syndicated talk show for free or had taken a leave from the NAACP while doing it, there would always have been legitimate questions about the conflict. He has now put those questions to rest.

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