

BROADCASTING CABLE

FEBRUARY 18, 2002

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FINALLY, CAMPAIGN REFORM

The rules may change, but broadcasters will still get paid—maybe even more than before

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GO FIGURE: NBC'S BIG OLYMPICS

Ratings were already high for NBC's Winter Games. Then controversy skated in

» PAGE 7

LET IT SNOW. PLEASE?

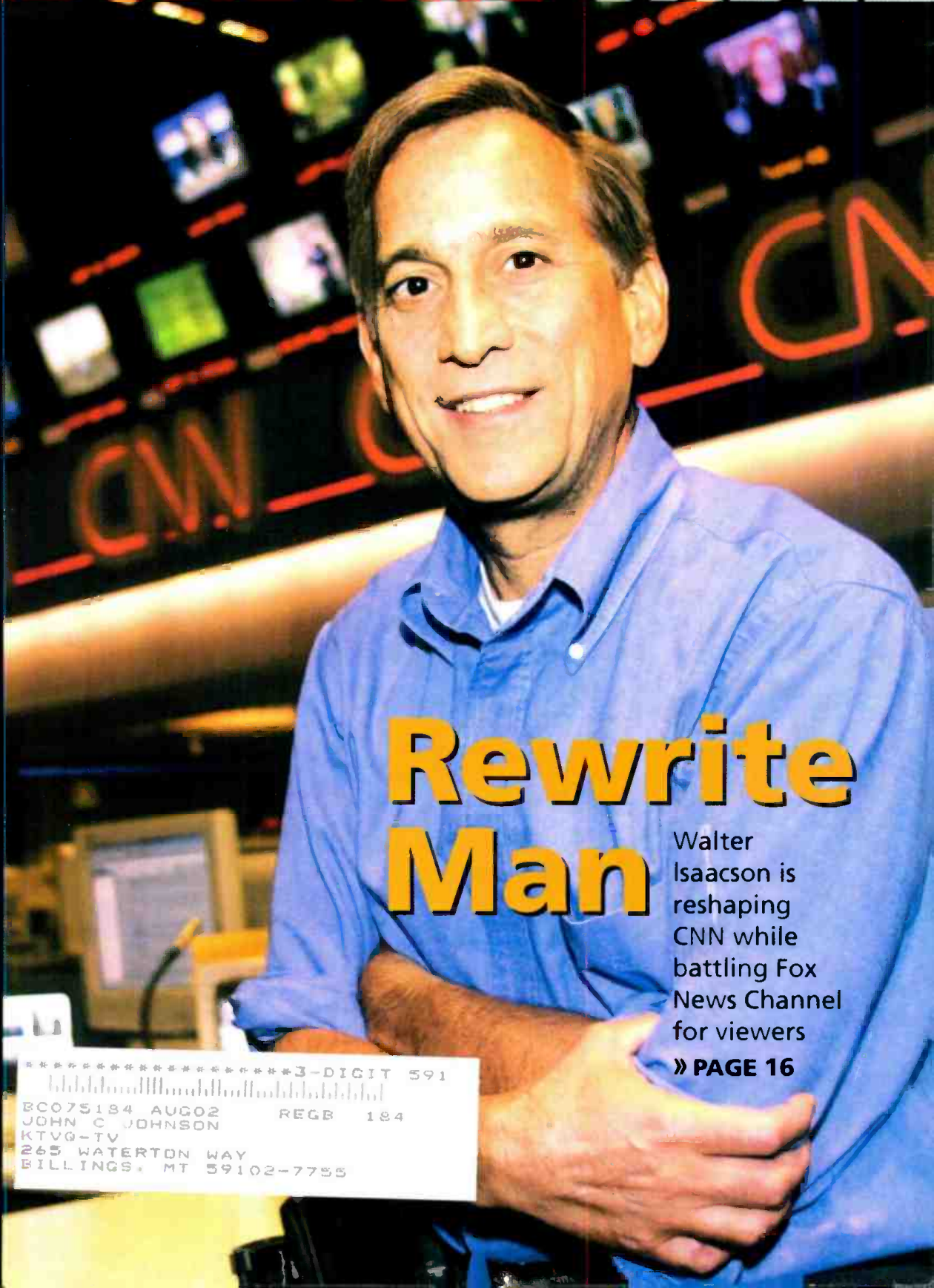
A new format, the effects of 9/11 and a mild winter make for tough sledding at The Weather Channel

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THE TOP 100 CABLE SYSTEMS

Who is who and what is what in the nation's cable industry

» SPECIAL INSERT



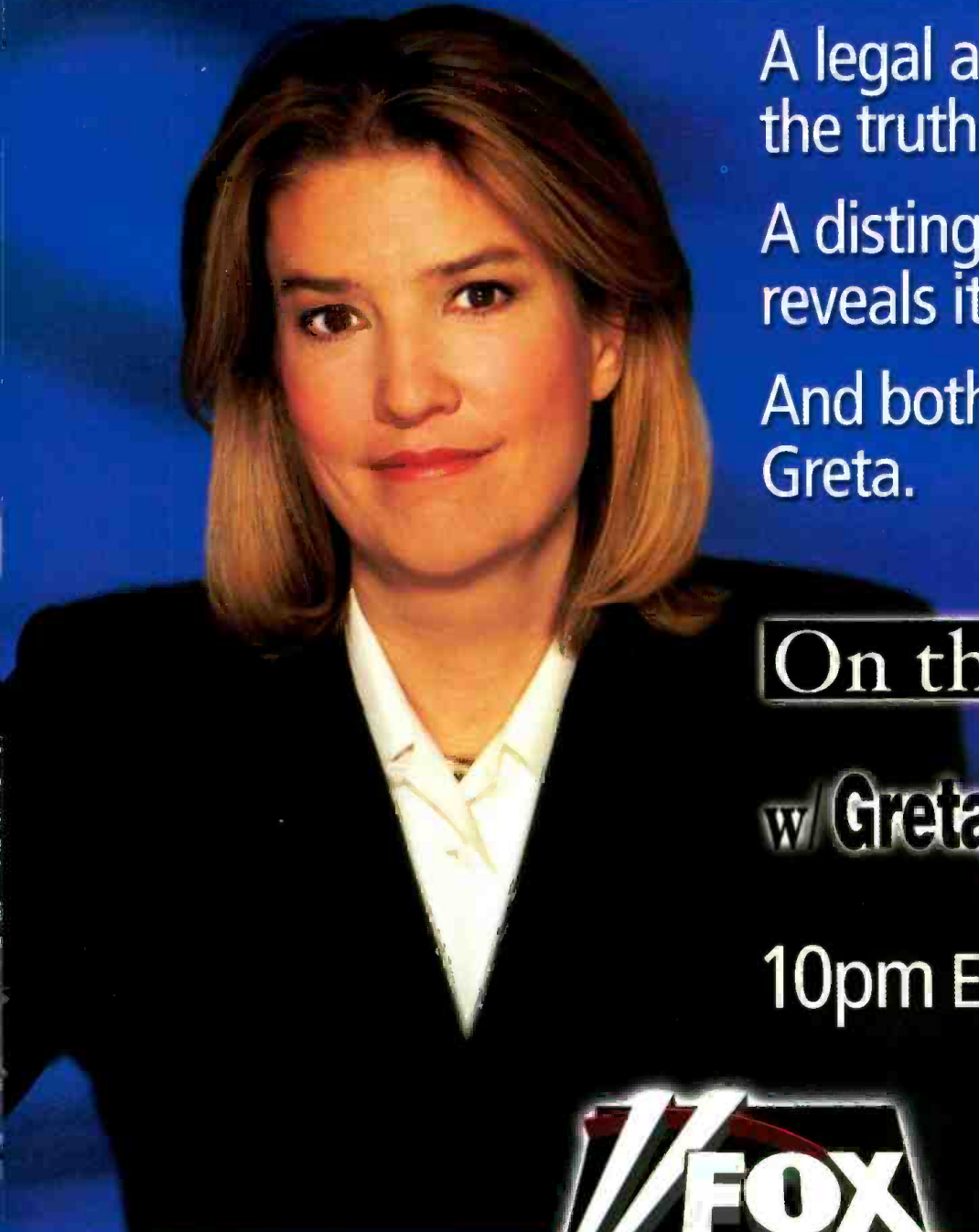
Rewrite Man

Walter Isaacson is reshaping CNN while battling Fox News Channel for viewers

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Top of the Week February 18, 2002

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OLYMPIC GOLD NBC couldn't lose at the winter games last week: great ratings and a judging scandal, too. » 7

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Salé and Pelletier smiled bravely with their silver but were ultimately awarded gold.

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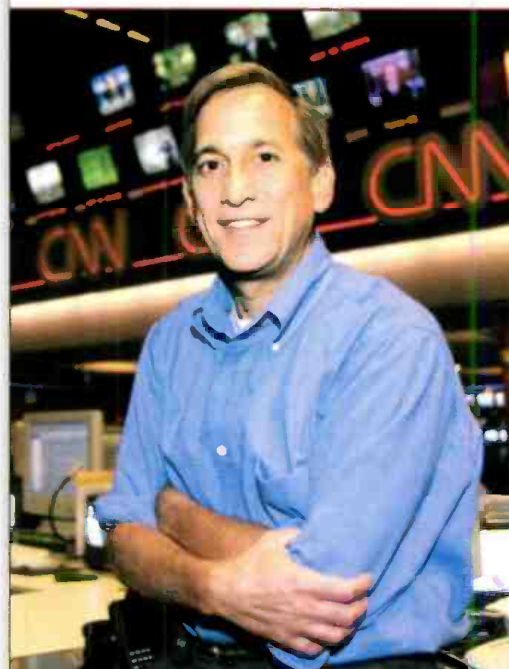
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ENGINEERING A NEW CNN

Walter Isaacson is changing the way the news channel does business. It's no easy task. » 16



AP photo / John Bazemore

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MOGULS

Hindery: Not me

Leo Hindery appears to have dodged a bullet amid recent accounting controversies: The Yankees Entertainment Service CEO and former AT&T Broadband CEO was also CEO of Global Crossing, the once high-flying telecom being eyeballed for Enron-esque accounting.

Hindery's name hasn't been coming up much because he wasn't there long. "I was one of three CEOs in one year," he said. (He replaced CEO Bob Annunziata in March 2000.) Hindery took the "friction" for seven months and says he stayed that long only to shepherd the sale of the Web division. Of Global Crossing's accounting, he says, "No one is suggesting anything occurred before 2001."

Hindery's payday? SEC filings show \$1 million or so in salary and bonuses, but his options for 2.5 million shares were canceled, unexercised. His take from the Web-unit sale came in options on the stock of buyer Exodus Communications. Exodus stock is now worth pennies.—*J.M.H.*

NETWORKS

Pax/Peacock parlay

The arbitration proceeding triggered by Paxson's charge that NBC violated the terms of their strategic alliance could come in April. The arbitrator is retired U.S. District Judge Charles Renfrew. Paxson says that NBC violated the alliance by agreeing to buy Telemundo and that it should be allowed to terminate its agreement with NBC, which gives NBC a 32% stake in Paxson with options to purchase the rest over seven years.—*S.M.*

BCEYE

JOURNALISM

Self reliance

Faced with having to pay in the neighborhood of \$500 a day for pictures from a network pool camera trained on the World Trade Center cleanup operation, Time Warner Cable's NY1 News decided to go it alone. The news channel found a sublet in a building overlooking the site. Pity the previous tenants: They were moving in on the morning of Sept. 11 but, understandably, were too shaken by events to complete the move. Enter NY1, which now pays the rent—about \$2,500 a month—and has installed a fiber connection and robotic camera that provides exclusive shots for a lot less.—*K.K.*



SYNDICATION

Stripping Bill?

Fox News Channel anchor Bill O'Reilly is looking to get back into first-run syndication. O'Reilly, who anchored *Inside Edition* in 1989-95, is in discussions with Fox's syndication unit, Twentieth Television, about hosting his own daily syndicated talk show. Sources say Twentieth is looking to do some local-market test runs on the Fox-owned TV stations, which it has used to launch a number of recent syndicated projects, including court series *Texas Justice*. "We're just talking, and, if we were to do anything, it wouldn't be for at least a year or two," O'Reilly says. The host of Fox News Channel's *The O'Reilly Factor* has a background as a local and national investigative reporter for ABC and CBS.—*J.S.*

Hold the phone

Conversations between callers and on-air personalities could be at greater risk of sanction following the FCC's \$4,000 fine of WEZB-FM New Orleans. The station was hit for airing a DJ's conversation with a woman who dialed the station accidentally. The FCC prohibits airing conversations without the subject's approval. The caller said she was calling the home of her son's friend and the answering party claimed to be that friend's father. WEZB-FM says the woman was told twice she had

reached a radio station. Regardless, she was "understandably confused" and at no time understood that her conversation would be broadcast, the FCC said. The case is troubling to lawyers because the FCC typically requires permission only when stations initiate contact, the presumption being that those who call in understand that they could be put on air. The presumption is meaningless if stations must determine whether callers understand that they may block the broadcast, lawyers say.—*B.M.*


Communications Workers of America Supports National Action Network's Opposition of the EchoStar and DirecTV Merger

CWA Local 1108 Letter

Communications

LOCAL 1108
242 WAVERLY AVENUE
PATCHOGUE, NEW YORK 11772-9854
(831) 854-1108

GEORGE C. WELKER, President
JOSEPH M. DALALLA, Vice President
SABINA M. KRUSCH-BARKEY, Secretary/Treasurer



Workers of America
(AFFILIATED WITH AFL-CIO)

February 6, 2002
Via Facsimile
Dear Reverend Horace Sheffield III,

I was not surprised when I came across your press release regarding the Echostar Corporation on the Internet.

Echostar has shown total disregard for its workers and the Union that represents the workers, Communications Workers of America, Local 1108.

Local 1108 organized the Echostar workers located at the Farmingdale, New York worksite in June of the year 2001 and commenced bargaining on a Collective Bargaining Contract in August of the same year.

They have refused to bargain in good faith. Instead, they are attempting to intimidate the workers through threats and dismissals. We have filed sixteen (16) Labor Board Charges and have been successful on all. Again, they show total disregard for the National Labor Board by not complying with the Board's rulings.

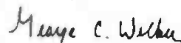
I see that a demand of the National Action Network is for a more positive portrayal of African Americans. When Echostar management makes statements such as, "I don't believe anything you kind of people say" and "I feel like the middle of an Oreo cookie" when dismissing three (3) black workers, I doubt they have any intention of portraying African Americans in a positive manner.

The EEOC did not see any merit in this case since they also dismissed a white worker.

I support you and offer our help in organizing public pressure against Echostar's proposed merger with Direct TV.

Attached is a letter from our Union's National President, Morton Bahr, urging Echostar to reconsider their position at the bargaining table.

I thank you and wish you the best of luck in your battle with Echostar.

Sincerely,

George C. Welker
President, Local 1108

GCW:amt
Attachment

CWA Union President Letter

Communications Workers of America
AFL-CIO, CLC

501 Third Street, N.W.
Washington, D.C. 20001-2797
202/434-1110 Fax 202/434-1139

Morton Bahr
President

January 17, 2002

Mr. Charles Ergin
President & CEO
Echostar Communications Corporation
5701 S. Santa Fe Drive
Littleton, Colorado 80120

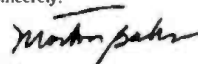
Dear Mr. Ergin:

CWA is a large, information-age union with more than 700,000 members, over 400,000 of whom have a time-honored tradition of providing quality service in the communications industry. As consumers, we have a long history of supporting those policies that ensure excellence, striving to develop a strong and mature relationship with the companies where our members work.

We are headquartered in Washington, D.C., and are active participants in the policy and regulatory forums that are part of the communications industry. We are hopeful that our bargaining relationship with Echostar (or Dish Network) will allow us to support you in your current review before the Federal Communications Commission.

The attached complaints issued by the NLRB suggest that we have gotten off to a rocky start, but I feel assured that we will be able to work through these problems before the first comments are due on February 4, 2002.

We look forward to working with you.

Sincerely,

Morton Bahr
President

Attachments

**Paid for by the National Action Network
Reverend Horace Sheffield III,
President of the Michigan Chapter**

Reform may not hurt much



Photo: C-SPAN

Toricelli cut-rate-ad amendment tanks; soft money safe for this year

By Paige Albiniak

Local TV stations can count on \$750 million to \$1 billion in political advertising to flow into their coffers in 2002, analysts say, after the House last week passed a surprisingly broadcaster-friendly campaign-finance-reform bill.

And even better news, the money will probably continue to flow in 2004.

Last Wednesday, broadcasters once again proved their power on Capitol Hill when the House voted 327-101 to strip language that would have required local TV stations to sell ad time to federal candidates at bargain-basement prices. The discount-ad language was sponsored by Sen. Robert Torricelli (D-N.J.) and added by the Senate last summer to the overall campaign-finance-reform package. That bill is authored in the

House by Reps. Christopher Shays (R-Conn.) and Martin Meehan (D-Mass.).

Broadcasters already give politicians their lowest rate on campaign ads within certain classes of time: If politicians want to buy a non-preemptible spot during the 6 o'clock news, they pay the lowest rate available for that slot. Torricelli wants to change the rule so that broadcasters have to give politicians the lowest rate any advertiser has paid for the slot in the past six months, preemptible or no, meaning that broadcasters would have to sell politicians expensive October airtime for cheap July prices.

Although getting rid of the measure in the House was a huge victory for the National Association of Broadcasters (NAB) and its members, Torricelli is vowing to offer his amendment again.

Campaign-finance reform still could end up in a House-Senate committee, where the two bodies will reconcile their versions. There, Torricelli could fight to get his amendment in a final package that will have

to be approved by both House and Senate before it is sent to the President for his signature. Reformers, including Senate Majority Leader Tom Daschle (D-S.D.), want to avoid that conference. If they are successful, the bill is unlikely to change substantially before getting to the president.

But broadcast lobbyists always thought their best chance of excising Torricelli's measure was before the House passed an overall bill. With such a decisive vote against the rate discount, it will be hard for the Senate to revive it.

Stripping the measure wasn't broadcasters' only win. The House also agreed to delay the bill's implementation until Nov. 6, so parties this year can spend all their "soft money"—the unlimited contributions that corporations and unions make to political parties. Last election, the national parties spent nearly \$500 million in soft money, much of that on TV ads. Companies, unions and advocacy groups also can run all the "issue ads" they can afford.

"The soft-money ban is probably alive and well, and that is going to have an impact on broadcasters' businesses. But 2002 is okay, and, by 2004, the system will adapt itself," says Victor Miller, broadcasting analyst for Bear Stearns. "I think that, compared to the full 3% to 4% impact [on total local TV stations' revenue] we could have seen, we're probably talking about a 1% impact on the business. It's gone from a very serious issue to one that the industry can manage."

Two weeks ago, Miller estimated broadcasters would see \$750 million in political ads this year. James Marsh, broadcasting analyst at Robertson Stephens, estimates it could be \$1 billion, most coming in October.

But broadcasters may ultimately feel an impact from the overall soft-money ban—including a ban on using soft money to fund issue ads attacking candidates.

An increase in the individual-contribution limit from \$1,000 to \$2,000 and the fundraising prowess of President George W. Bush should help make up the difference in 2004, says Jan Baran, head of the election-law group for Washington law firm Wiley, Rein & Fielding.

"Bush is the all-time heavyweight champion of fundraising," Baran says. "The soft-money ban could eliminate \$300 million in television advertising, but George Bush could single-handedly replace much of that."

On Feb. 12, though, Shays and Meehan said they'd allow three amendments to their bill, including one sponsored by Reps. Gene Green (D-Texas) and Richard Burr (R-N.C.) in effect allowing members to vote yes or no on Torricelli. That's all broadcasters wanted.

It improved the situation dramatically, but, only a few hours before the vote, the outcome was still unclear. In a speech Feb. 13, Rep. Fred Upton (R-Mich.) told broadcasters to call their members of Congress one last time because the vote would be close. But it wasn't. Even during the House debate on the floor, the ayes appeared to have it.

"This amendment says that, somehow, federal candidates are entitled to special privileges, special rates, special time on the broadcast waves of America, while other citizens are treated differently. Other people who want to speak in this country politically don't get those breaks. Just federal candidates? Come on," said House Energy and Commerce Committee Chairman Billy Tauzin (R-La.).

Rep. Neil Abercrombie (D-Hawaii) said that, if candidates paid less, local advertisers would wind up paying more: "What's going to happen is the local advertisers aside from me or aside from you are going to have to make up the difference. And I'm not going back into my district and telling people that are trying to make a living, especially after Sept. 11, that they've got to pay more so that people can listen to me."

"We're deeply appreciative," said NAB President Eddie Fritts, who added that retaining the Torricelli amendment "would have done serious damage to local broadcasters." ■

Scandal is gold for NBC

But while ratings soar, network faces critics for its Nielsen 'manipulation'

By Steve McClellan and John M. Higgins

The stars were aligned for NBC's Olympic coverage last week. Consider the pluses: a domestic venue, great weather, brilliant performances by the U.S. Olympic team. And to top it off, a controversy erupted in the figure-skating competition, the most popular event category among U.S. viewers.

It all added up to some boffo ratings for the first six nights of prime time coverage. The network averaged a 19.2 rating and 31 share, 14% higher than for the first seven nights of the Nagano winter games on CBS in 1998.

The controversy, involving a French skating judge who was suspended last Friday after allegations that she threw her deciding vote to the Russians in the pairs skating competition, had to help NBC ratings.

The network certainly thought so. It barraged reporters all week long with transcripts of how its skating commentators reacted to the unfolding scandal. Last Friday, the Canadian pair was awarded a gold medal, too. (Although NBC guards its Olympics coverage rights, it allowed news networks to pick up Friday press conferences regarding the controversy.)

NBC didn't pull any punches on Monday, Feb. 11, in declaring that something was amiss. "How do you win the performance, win the crowd, win the night and lose the medal?" opined skating commentator Scott Hamilton. "I'm embarrassed for our sport," added Sandra Bezic, who was in the anchor booth with Hamilton. (To its credit, NBC's *Today* show later presented *Chicago Tribune* sports reporter Phil Hersch, who gently suggested that the public was reacting more to Hamilton and Bezic's outrage than to the technical differences between the Russian



NBC allowed news nets to pick up Friday press conferences on awarding a second gold medal to Canadian pairs skaters Jamie Salé and David Pelletier.

and Canadian performances.)

NBC was caught up in controversy of its own. For Wednesday night's coverage, the network shifted all national commercials out of the first half-hour (8 to 8:30 p.m. ET), and local spots were shown instead. That basically eliminates from ratings the lower-viewed first half-hour because, on a national basis, Nielsen measures only content with national ads in it.

As a result, NBC's Nielsen rating for the night got a half-point boost to 17.5. Competitors cried foul. "It's an absolute manipulation of the ratings," said one executive at another network.

NBC was also manipulating the back end of each night's telecast, deciding the next day, depending on the rating, whether to cut it off when the last national commercial aired or when the broadcast ended. That practice is more common and happens routinely in late night and early morning. But researchers said it was unusual

with Olympic-type events.

The odd thing is that competitors say NBC will easily meet ratings guarantees, said to be in the 17-to-17.3 range, even without such maneuvers (which it limits to nights when no figure skating appears).

Nielsen said that what NBC is doing is perfectly legit, and the network said several months ago it intended to "sustain coverage" of the opening half-hour on several nights when no figure skating would be featured.

All in all, it was a happy week for NBC. Its Olympic gambit was paying off in spades; some even wondered whether the network had undersold the games, despite a record \$720 million in ad sales. Quite a comparison with News Corp., which last week announced a \$909 million combined write-off for three of its current major-league sports contracts: football, baseball and NASCAR.

NBC's cable networks are seeing ratings surges as well. CNBC, which is carrying a lot of men's hockey, averaged a 0.6 household rating for the first five days, a 50% increase over its average rating during the same period a year ago. MSNBC's coverage of curling, biathlon and women's hockey spiked ratings to a 1.2 from a 0.3 average. CNBC's rating, in particular, should only get better as the American men's hockey games come on.

Not everyone is seeing the extra coverage, however. NBC looked for a five- to seven-cent year-round surcharge from operators to offset the cost of Olympic rights. Virtually all cable and DBS operators paid up, but some didn't. NBC says systems serving about 1 million subscribers didn't sign onto the deal. Their customers are getting a substitute feed of old news features.

Other cable networks are certainly feeling the pinch of competition. Lifetime TV research chief Tim Brooks said that, on average, viewership of the basic cable networks was down about 10% last week, with general-entertainment networks suffering the worst. "It's not so much competition for programming, but competition for marketing," he said. "Promos get lost in all the noise." ■

Viacom: Flat and happy

As they report earnings, Mel and Sumner try to dispel rumors of a rift

By Steve McClellan

Wall Street wants to believe. It wants to believe the working relationship between Viacom's top two honchos—Sumner Redstone and Mel Karmazin—is nothing short of wonderful. It wants to believe the ad recovery is just around the corner. And Viacom's stock reflects that belief: Over the past three or four weeks, it has climbed more than 20%, although the company's earnings report last week revealed flat revenues for its fiscal year.

Chairman and CEO Redstone and COO Karmazin have been denying month-long reports their relationship is on the outs. During a conference call on year-end financial results last week, Redstone again insisted there was nothing to those reports. He said the two are "totally in sync" in running the company. Also last week, they appeared positively chummy at an analysts' dinner.

Karmazin sees positive signs in network ad-sales activity for the second quarter. He said the company believes the second-quarter network scatter market—at least for CBS—will be up between 5% and 15%. But Karmazin acknowledged that that assessment could change over the next few weeks depending on how sales go. He also acknowledged that the demand was artificial to some extent. With ABC and Fox in heavy make-good mode, inventory is tighter than it would otherwise be. (News Corp. President Peter Chernin told analysts that poorly performing Fox has \$30 million or so in audience deficiencies to make up.) But



Viacom COO Mel Karmazin: CBS's strategy of withholding more than usual upfront ad inventory is "looking good."

all the networks say ad-cancellation rates are well below last year's levels.

CBS's strategy of withholding more than usual upfront ad inventory because advertisers wouldn't pay desired increases is "looking good," Karmazin said. But he stressed that it's too early to proclaim it a success. If it turns out that the strategy fails, he said, he would be to blame: "It was my decision."

Whether the strategy succeeds or no, won't be known until broadcast year-end. Karmazin said first-quarter scatter pricing was at or "slightly ahead" of upfront pricing for both the broadcast and cable nets.

Viacom reported that pro forma revenues were flat in 2001, about \$23 billion, with a 2% gain in cash flow, to \$5 billion. TV revenues were up 2%, to \$7.2 billion, with a 1% cash-flow gain, to \$1.2 billion. Cable revenues were up 4%, to \$4.2 billion, with cash flow up 19%, to \$1.7 billion. Cash-flow figures include write-offs of \$67 million for cable and \$53 million for TV, due largely to severance costs at MTV (which cut 800 jobs cut) and UPN (which was put under CBS).

After Viacom posted its results, SG Cowen issued a note proclaiming the company "the best-positioned media company for an advertising recovery because of its combination of scale, leading brands, diverse revenue streams and clean balance sheet."

The company also took a \$392 million charge to Blockbuster earnings, chiefly due to write-offs of VHS tapes and the transition to DVD. ■

Clutter rules the airwaves

AAA study finds record-breaking non-programming levels in some dayparts, syndication

By Steve McClellan

Clutter doesn't rest, even as the economy does. That's according to this year's clutter study by the American Association of Advertising Agencies, which annually measures the average minutes of non-programming material shown on television per hour.

The study was released last week at the Four A's Media Conference in Orlando, Fla., and it showed record amounts of hourly ad and promo clutter in early morning (18 minutes, 2 seconds), daytime (20:57) and local news (17:10).

For the second straight year, prime time clutter was down, but only by about nine seconds. Average hourly prime time clutter at ABC, CBS, NBC and Fox was 16:08, down from the 16:17 recorded in the same study a year ago. The study showed that 11 of 19 measured cable networks also posted increased clutter in November 2001 vs. the previous year.

During Nov. 12-18, 2001, UPN was the most cluttered network in prime time, averaging 17:03 of non-program time per hour, up from 16:18 in November 2000. The UPN total included an hourly average of just over 10 minutes of network commercial time, a little more than 2½ minutes of local commercials, and some 4 minutes and 10 seconds of on-air promos and credits.

The report found syndication programs (35 were monitored for the study) to have even higher levels of clutter than UPN. Syndication averaged 18 minutes 12 seconds of average hourly clutter last November, up slightly (1%) from November 2000.

NBC remained the most cluttered network in prime time among the Big Four (16:32), although that was 43 seconds less per hour than the study found in November 2000. Fox came in at 6:16.

Fox also showed a decline, of about 19 seconds per hour, to 16:16. The study

showed CBS's clutter time was up about 26 seconds per hour to an average 16:04 per prime time hour. ABC was flat at 15:45.

None of the networks was particularly magnanimous about airing public service announcements. In prime time, UPN aired an hourly average of six seconds of PSAs, and that was the *best* of any of the broadcast networks. NBC was second with an hourly average of five PSA seconds, followed by ABC (three seconds) and CBS (two seconds). The report found that Fox and WB didn't air any PSAs during the sampled period in November.

Daytime appears to be crammed with more commercials than any other daypart. In November of last year, it averaged 17:14 per hour of commercial units, a new record high for any daypart. Late night was the second-most cluttered, with almost 16 minutes worth of commercial spots per hour. Early morning was third, with almost 15 minutes per hour of ad spots. ■



Many cable operators find New York Yankees' YES channel a bit pricey for their subscribers. In the New York market, YES will carry all Yankee games except 30 on CBS.

Foul ball, say cable ops

New York Yankees' new net is asking \$2 per sub per month

By John M. Higgins

New York area cable operators are unhappy about the price tag for the Yankees' new YES sports network but say they will probably still wind up carrying the network.

The new Yankee Entertainment Service cable channel is demanding \$2 per sub monthly. That's high even by regional-sports-network standards. YES channel chief Leo Hindery has cut deals with DirecTV and overbuilder RCN, but, so far, no major metro-New York cable operator has signed up.

A spokesman for Time Warner Cable said that "we expect we will be able to reach a deal" and that the system wouldn't raise rates this year, but would not comment on specifics.

Cablevision, which lost Yankees rights for its MSG Network, is still pushing to sell YES as a pay network. Cablevision notes that even its own networks are available à la carte on 60% of its own systems. "It's extremely expensive programming," said a Cablevision spokesman. "We look forward to carrying the Yankees but think our customers are entitled to a choice." ■

DeWitt on selling syndication

New chief aims to boost SNTA's profile with media buyers

By Steve McClellan

As an advertising medium, national syndication has been under-marketed to would-be clients and the people who plan their media buys. Anyway, that's what Gene DeWitt, the new president of the Syndicated Network Television Association (SNTA), believes, and now it's his business to change that.

"These guys are salespeople," DeWitt says of the syndication-advertising executives who constitute the SNTA membership. "But there are other kinds of marketing communications beyond selling. There's branding and awareness and just generating positive interest. You have to reach the purchase influencers."

Syndication, says DeWitt, is not "high-profile enough" among key people who influence whether syndication gets into the media mix, including client brand managers, account executives and media planners.

In many instances, he notes, syndicators have been pitching and negotiating with media buyers. Not that there's anything

wrong with that, except "syndication is usually in the budget or not by the time the buyers get it. The buyers can decide what program to buy, but they can't necessarily decide how much of the budget to put into syndication."

"There's an awful lot of influence on that decision that comes from the media planners, account executives and clients," DeWitt says, "and they haven't been covered in the past, I don't believe."

He should know. He has been on the agency side of the business for more than 30 years, most recently as head of Optimedia, media-buying arm of Publicis. His recruitment as president of SNTA (for a reported \$500,000 a year) comes at a critical time for the syndication business.

While all segments of the ad business have suffered for the past year to 18 months, syndication probably took the biggest hit in 2001 among the TV segments. Syndication buyers and sellers estimate business was off between 25% and 30%, taking it from \$2.4 billion in 2000 to between \$1.68 billion and

\$1.8 billion in 2001.

DeWitt says there's some confusion in the marketplace as to what syndication stands for as a brand. "If you see syndication as a brand of national TV, it's an invisible brand that's been sold as a collection of programs. But what does syndication itself stand for? Somehow cable stands for something: It's automatically associated with upscale, targeted, efficient and added value. But if you say syndication, I'm not sure what people think."

He intends to find out. He's planning to do market research on perceptions and attitudes about syndication after he moves full-time to the SNTA post. That could be in two months, because Publicis has asked him to plot the transition at Optimedia.

DeWitt strongly denies that syndication is in the midst of a crisis. "These guys are selling units, and they're making money. I think what we have for all media coming out of 2001 is a share battle. You got a shrinking pie. That means everybody has to sell harder and sell at every level they can. There's a need for branding and attitude adjustments. That's why they need the association." ■



Oprah's ad revenues were off 13% in 2001.

Syndication's shrinking ad market

Nielsen Media Research's Monitor Plus shows declining ad revenues for most top-15 shows

	Program	4Q '01 ad rev. (millions)	4Q '00 ad rev. (millions)	Change
1	Friends	\$37.1	\$40.6	-9%
2	Seinfeld	\$36.7	\$27.6	+33%
3	Entertainment Tonight	\$33.3	\$39.8	-16%
4	Everybody Loves Raymond	\$29.5	NOA	
5	Oprah Winfrey	\$29.0	\$33.3	-13%
6	Extra	\$27.3	\$26.4	+3%
7	Just Shoot Me	\$25.6	NOA	
8	Access Hollywood	\$22.0	\$27.6	-20%
9	Drew Carey	\$17.1	\$17.6	-3%
10	Rosie O'Donnell	\$17.1	\$23.7	-28%
11	Wheel of Fortune	\$14.9	\$22.1	-33%
12	Jeopardy	\$13.3	\$16.8	-20%
13	World Wrestling Federation	\$12.7	\$20.3	-37%
14	Maury Povich	\$12.5	\$16.9	-26%
15	Steve Harvey	\$12.2	NOA	

NOA = Syndicated version was not on the air

Source: Nielsen Media Research

THE WEEK THAT WAS

BASIC CABLE NEWS

Charter Communications will cut off 125,000 deadbeat subscribers—that's more than double the number of new basic subscribers that Charter added for all of 2001, when growth was a mere 0.6%. Basic growth ran 2.5% in 2000. Charter increased revenues 14%, to \$1.1 billion, during the fourth quarter, while cash flow increased just 7%, to \$485 million. ...

Now that it's time to pay for TNT's new NBA-rights deal, **Turner Broadcasting's** top distribution executive contends he's trying to avoid any kind of showdown with operators by pitching them what it considers a reasonable rate increase for the network. "I'm looking at being collaborative in this," Turner's **Andy Heller** said. He has a "plan B": blacking out TNT's best programs to operators unwilling to pay. ...

Discovery Networks tapped company veteran **David Karp** to run its digital networks group. He will report to **John Ford**, president of Discovery Nets' content group. The post had briefly been held by **Lori McFarling**, who moved back to affiliate sales. ...

Media mogul and CNN founder **Ted Turner**, speaking at **Brown University** said the Sept. 11 terrorists were "brave at the very least" but probably "a little nuts," according to the **Associated Press**. "The reason that the World Trade Center got hit is because there are a lot of people living in abject poverty out there who don't have any hope for a bet-

ter life," he said. ...

After a quick blast of protests, **MSO Comcast Corp.** said last week it will stop keeping records of the Web-browsing activity of its high-speed Internet customers. **Rep. Ed Markey** (D-Mass.), privacy advocates and Web surfers complained. ...

The New York Post reported that **Lifetime** is seeking a 150% hike from **Cablevision**, the cable operator based on Long Island. **Kagan Media** says that Lifetime collects just 15 cents per sub from operators monthly, fees it negotiated when it wasn't such a hot network. That's far less than other nets that get comparable ratings, such as TNT's 57 cents and **USA Network's** 38 cents. Cablevision says it doesn't expect the dispute to escalate to Lifetime's pulling its program from the operator.

CHANNEL HOPPING

When CBS affiliate (and regular-season home of the New England Patriots) **WBZ-TV** Boston began its post-Super Bowl coverage, it switched the movie it had been showing, *Sabrina*, to UPN duopoly partner **WSBK-TV**. *Sabrina* kept most of its 4.1 audience, and WBZ-TV moved into double digits with its post-game show. WBZ-TV has been experimenting with duopoly programming and, a week earlier, aired its post-**AFC Championship** show over WSBK-TV while it carried the network feed of the **Phoenix Open** golf tournament. ...

Former UPN President and CEO **Dean Valentine** and **Viacom** kissed and made up just in time for the holiday. On Valentine's Day, he settled his \$22 million breach-of-contract lawsuit, reportedly for nearly half what he was asking. He filed the suit last September, contending that Viacom had failed to work out a final contract with him and set up an agreeable salary structure. ...

King World's new daytime syndicated series *The Ananda Lewis Show* appears to be over, but the syndicator said no decision will be made until the end of the February sweeps. ...

Meredith Broadcast chief **Kevin O'Brien** continued to shake things up at the company he was brought in to run in November. O'Brien dismissed **Allen Shaklan** at **WGCL-TV** Atlanta. Only weeks before, **Rusty Durante** left as general manager at Meredith's **KVVU-TV** Las Vegas and **Patrick North** left **KPHO-TV** Phoenix. ...

Dick Clark Productions has been acquired for \$140



Ananda Lewis has averaged only a 1.2 household Nielsen rating; its days may be numbered.

million by a group of investors that includes the **Mosaic Media Group** and veteran TV executive **Jules Haimovitz**. Clark will continue to serve as chairman and CEO of the company he founded in 1957.

AT THE COMMISSION

The **FCC** proposed last week to make cable and other non-telephone-based Internet providers collect contributions for the universal service fund, which subsidizes telephone service to rural areas and hooking libraries to the Internet. The FCC also proposed to absolve telephone companies of a requirement to carry competing ISPs when they offer broadband digital subscriber lines. ...

Bidders agreed to pay a total of \$6.1 million for four new analog-TV stations in an FCC auction last week. The results were cast in doubt, however, when one participant charged that the top bidder for two stations had not revealed some broadcast-industry interests and should be disqualified.

Roberts Broadcasting agreed to pay \$2.5 million for ch. 47 Columbia, S.C., and \$1.9 million for ch. 34 Jackson, Miss. **Knoxville Channel 25** charged that Roberts owner **Michael Roberts** failed to disclose that he is a director of **Acme Communications**, which holds an attributable interest in nine television stations; bidders are not permitted to hold attributable rights to more than three.

He said he had resigned the seat before the auction.

Viacom to double in L.A.

Agrees to pay \$650M to Young Broadcasting for KCAL(TV)

By Dan Trigoboff

The phone finally rang," said Young Broadcasting Chairman Vincent Young of the \$650 million sale of Los Angeles independent station KCAL(TV) to Viacom.

Pending FCC approval, possibly by mid-year, KCAL will join KCBS-TV in a Viacom duopoly in the nation's second-largest market. Viacom will then own 34 TV stations and have eight major-market duopolies.

Analysts were clearly impressed by the price. Young bought the station in 1996 for \$387 million from Disney, which was forced to sell when it took over ABC, which already owned KABC-TV Los Angeles at a time when duopolies were banned.

But duopoly synergy is the goal in the current deal, and it has changed the formulas commonly used for valuing stations. Young noted that the station sold at a multiple of 32 times its 2001 cash flow of just over \$20 million.

Both Viacom President Mel Karmazin

and station-group head Fred Reynolds said the \$650 million price should represent about 12 times KCAL's cash flow for the duopoly's first full year.

"The combination of KCAL and KCBS-TV will elevate Viacom to the top in television advertising revenue, with nearly 19% share of the \$1.6 billion L.A. ad market," said Karmazin.

"The synergies," said Reynolds, "are in the tens of millions of dollars." Young also predicted a stronger 2002 for TV generally.

Some Los Angeles insiders suggested that KCAL station and news management could lose their jobs. But Reynolds said that not all his group's duopolies have consolidated top management and that he looks for sports and news programming synergies to improve coverage.

The talent: KCBS-TV General Manager David Woodcock is a former KCAL GM who hired current KCAL GM Don Corsini away from KABC and later was succeeded by him; KCAL News Director Nancy

Bauer Gonzales was previously news director at KNBC-TV; KCBS-TV News Director Princell Hair, with major-market experience in Chicago and Baltimore, is the group's second-ranking news executive.

Young officials had suggested some interest in KCAL among major station players. Viacom said it was unaware of any competition. NBC already has a duopoly pending, and ABC has reportedly expressed no real interest in either KCAL or Young's KRON-TV San Francisco.

Analysts suggest that the cash infusion makes Young a little less desperate to sell KRON-TV, which has proved a more difficult deal. NBC, outbid for KRON-TV before by Young's \$750 million, negotiated with Young late last year but instead bought Granite's KNTV(TV) San Jose, Calif., which took over the NBC affiliation from KRON-TV. And, while there has been no confirmation and there are some potential regulatory obstacles, some brokers assert that CBS, Tribune, Hearst and ABC are the most likely candidates, though not at a price that covers Young's \$750 million. ■



Each of six *Friends* cast members will earn \$1 million per episode next season.

Zucker: NBC's in driver's seat

NBC Entertainment President Jeff Zucker says the \$156 million deal his network signed with Warner Bros. last week to continue *Friends* for one more season puts NBC in the driver's seat among the broadcast competition.

It's an expensive ride (each of six *Friends* cast members will earn \$1 million per episode), but Zucker's probably right: The network has already renewed *Frasier* and *ER* for another two seasons, and *Law & Order* is locked up through 2004-05. *The West Wing* is renewed through

next season.

"Obviously, we are going to win this season in a dominant way whether you include the Olympics or not," says Zucker. "We are going to run away with the demos race whether you include the Olympics or not, and we are going to win total viewers whether you include the Olympics or not. And I think the story as we move forward will just be tremendous stability at NBC."

But what about the "new hit comedy" story at NBC? Once *Friends* leaves the scene next May, NBC will

have a huge void to fill on Thursdays, and recent efforts to develop new comedies have produced very little in the way of promising new hits.

"Renewing *Friends* for another season doesn't diminish in any way our need to find another comedy or two," Zucker says bluntly. "We are thrilled that *Scrubs* will come out of this season as the top-rated new comedy. But we still need to find one or two more comedies, and that would have been the case with or without *Friends*." —Joe Schlosser



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DTV shift in D.C.

Pointing fingers on Hill may be turning into helping hands

By Bill McConnell

Capitol Hill appears to be warming to broadcaster pleas for help with the digital-TV transition. If comments Wednesday from a key lawmaker and aides to other influential members of Congress are any indication, that sympathy could translate into legislative mandates on other industries to spur consumer acceptance of the new technology.

"The digital-television transition is my number-one issue," Rep. Fred Upton (R-Mich.) told the Association for Maximum Service Television in Washington. He chairs the House Telecommunications and Internet Subcommittee. "As I talk to my local broadcasters, I know the millions

of dollars they have spent to meet the deadline," he said.

Lawmakers have joined the FCC in asking other industry groups to remove several hurdles to consumer demand for digital sets, including the lack of cable-compatible DTV sets, copy-protection standards and cable-carriage agreements for DTV channels. The proliferation of DTV sets without receivers for broadcast signals also alarms station owners.

Lawmakers' attitudes have turned sharply in the past 18 months. During the first hearings on the DTV logjam in July 2000, then

House Commerce and Energy Committee Chairman Thomas Bliley (R-Va.) charged that station owners' "cold feet" was the main threat to the digital-TV transition. Now his successor, Billy Tauzin (R-La.), is giving serious consideration to broadcaster proposals long opposed by either the cable or consumer-electronics industries, including mandated digital receivers in all TV sets and cable-compatible TVs.

The digital-television transition is my number-one issue! —Rep. Fred Upton (R-Mich.)

Upton has not given up hope that industry negotiators can solve the problem without government intervention. But "Fred is feeling increasingly that Congress may have to step in," said Will Norwind, an aide to the Michigan Republican. "Everything is on the table." ■

3 fixes for Catch-22

FCC tries to resolve snag in radio-auction procedure

By Bill McConnell

The FCC last week proposed three options for removing a roadblock to the auction of more than 500 radio licenses. At issue is a July court decision that bars the FCC from requiring noncommercial broadcasters to bid for the commercial licenses the government now requires to be auctioned.

To get around the dilemma, the FCC proposed:

- Barring noncommercial from holding licenses on commercial portions of the band.

- Permitting public broadcasters to obtain commercial frequencies only when there are no com-

peting commercial applicants.

- Providing opportunities to add new noncommercial FM and TV channels on a community-by-community basis.

Regardless of which proposals are picked, the FCC could find itself defending broadcast auction rules in court again. Depending on which way the commission goes, either National Public Radio (NPR) or commercial operators are likely to fight it.

The FCC also is asking Congress to fix the contradictory auction statute at the heart of the problem, but there's no guarantee that lawmakers can agree, given the lobbying prowess of

both NPR and the National Association of Broadcasters.

"We've had plenty of discussions with Congress, but this is too important to just wait and see what happens," said FCC Chairman Michael Powell. He blamed the judges for a decision he said clearly contradicts any logical reading of congressional intent because it would give public broadcasters power to claim any new allotment for free. A resolution also is needed before the FCC can conduct auctions for new TV allotments.

On the FM band, where the most pressing problem lies, 20 channels are reserved for public

broadcasters, which also may apply for licenses among the 80-odd frequencies slated for commercial use.

In the past, the FCC would decide which competing applicant would get a license, and mixed competing applications rarely presented a problem. Congress forced the FCC to issue permits to the highest bidder beginning in 1997.

FCC auction rules issued in 2000 required public broadcasters to bid for commercial allotments, but a federal appeals court ruled that literal interpretation of the 1997 law forbids the FCC from making noncommercial entities bid. Even if Congress intended to shield only allotments on the noncommercial band, the judges said "inartful drafting" is no reason to ignore a statute's clearest reading. ■

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Road to NAB 3: Newsroom Operations	April 1	Fri. 3/22	Tue. 3/26
NAB Convention Issue • Top 25 Television Groups • RTNDA Coverage BONUS DISTRIBUTION AT NAB 2002	April 8	Fri. 3/28	Tue. 4/2
NAB Midweek Issue • Digital Facilities • B&C Technology Leadership Awards BONUS DISTRIBUTION/IN ROOM AT NAB 2002	April 10	Fri. 3/29	Tue. 4/2
NAB Wrap Up Issue	April 15	Fri. 4/5	Tue. 4/9

BROADCASTING  **CABLE**

Fox News Channel and CNN may be at war, but CNN Chairman Walter Isaacson is writing a different story. Isaacson, who took over at CNN last summer, won't pit his network directly against its rival, even as Fox News conquers CNN in the ratings. He says he wants to focus on rebuilding his own channel. Period.

As chief engineer of the new CNN, where news shares center stage with star anchors, Isaacson has recruited broadcast vets Paula Zahn and Connie Chung. He guided former ABC correspondent Aaron Brown into a new prime time newscast. And he got aging talk star Larry King to sign an eye-popping \$30 million contract.

Sept. 11 propelled CNN to the top of cable Nielsen ratings in September and October, but, as the war news simmers, CNN's ratings are cooling off. Isaacson has spent millions of dollars on new talent, but Fox News has claimed better prime time ratings over the past three months.

Isaacson insists that he's building smart shows around his talent, shows that look more like broadcast-network fare. He says it will take at least a year to see results. But there's no telling if his is the right formula for taming Fox News.

The AOL Time Warner brass in July tapped the Rhodes scholar to reinvigorate the stale channel. Television is new turf for Isaacson, who started his career as a newspaper journalist. When CNN came calling, he was Time Inc.'s editorial director and also has served as managing editor for *Time* magazine.

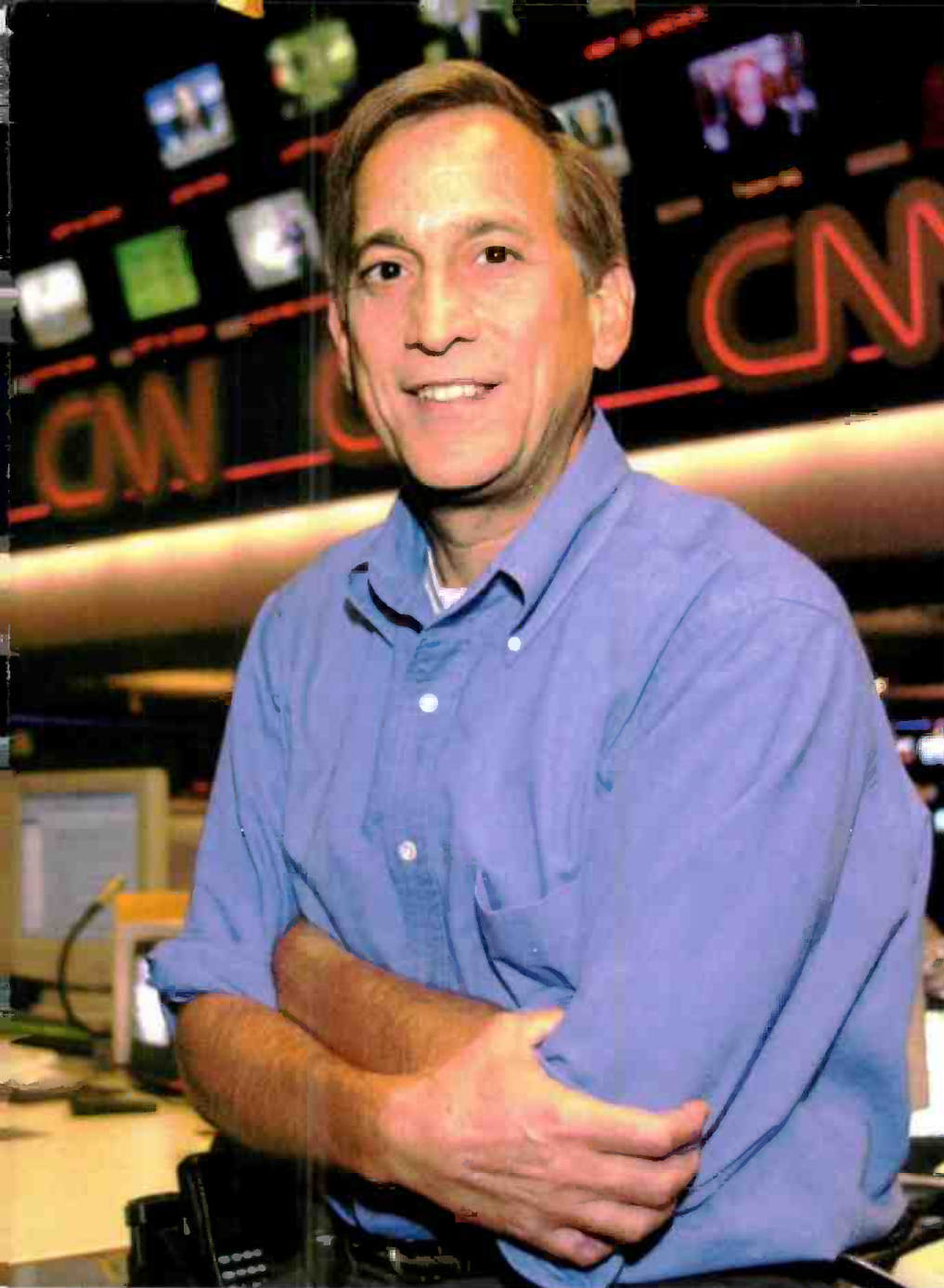
The New Orleans native has relocated to CNN's hometown Atlanta from New York, where he was once a fixture on city's media social scene. Still, he spends a considerable amount of time in New York. On a recent trip back, he sat down with BROADCASTING & CABLE's Allison Romano and John Higgins to discuss the state of cable news and the future of CNN. An edited transcript follows.



AP photo / John Bazemore

The new shape of **CNN's** world

Walter Isaacson is changing the way the news channel does business; it's no easy task



How do you feel about the constant comparisons between CNN and Fox?

Fox does a different formula than what we are trying to do. When you hire a Connie Chung, the goal isn't to go after the same viewer who might be watching a Bill O'Reilly or a Chris Matthews. The goal is to bring in a different type of viewer.

I don't see it as a head-on situation with MSNBC, Fox or CNBC. I see it as a competition to bring more viewers into the news space. Connie Chung and Aaron Brown are a different way of doing it than Geraldo, Chris Matthews or Bill O'Reilly.

If Fox News has shown that viewers like

talk-radio-style programming, why not give them what they want?

Fox News has shown there is an audience for that. Our approach is somewhat different. ... CNN is always going to have a mix, from *Crossfire* to Larry King to Aaron Brown to Paula Zahn. Our emphasis will be much more on journalism, what's timely and good reporting, than other nets' would be.

Will these shows boost you past Fox?

I would love to build programs that get us good ratings when there's a lull in the news, just as we get good ratings when there's a spike in the news.

You can create networks based on ideo-

logical talk. You can base it on people parachuting into various places around the world, or you can base it on a long-term commitment to covering the world. We've done the latter. We offer credibility to viewers and advertisers, and that will build a great loyalty.

A lot of the broadcast networks have done a lot of great coverage. They've cut back, and that's a shame. But it offers us an opportunity to fill that role more. We'll end up drawing more viewers from broadcast than from cable news outlets.

If Fox News' viewers are not your audience, who is?

People who want that type of high-class, smart, journalistically valid news programming that you used to see more of on the broadcast networks.

The mantra at CNN used to be that the news is the star, not the journalists. But I think you can have it both ways.

You don't mind limited ideological sparring? Say, a show like *Crossfire*?

I think everything is a mix. When you say you want to do more international news, it doesn't mean you want to do all international news.

The war's storylines are fading. You've been in crisis mode for a few months. What now? Clearly, CNN's strength is big news, so the ratings will rise and fall depending on events. We're just trying to find ways to bring in viewers when there isn't much news.

9/11 made us all a little less frivolous. It was a summer of sharks and Gary Condit, and there's less of it now.

And probably, at least on CNN, there will be less of that for the foreseeable future. Sept. 11 taught us all that the world really matters. We want to be the one network that's committed to bringing people what's important around the world.

We have a chance to build our new programs for the future, to focus on the journalism, the nuts and bolts of making them tighter, smarter, and more compelling.

How much has it cost to cover 9/11 and Afghanistan?

In terms of expenses, I don't know. We were told to spend whatever it takes.

I suppose it has been tough to cover much

A return to his roots

If war turns boys into men, then war has made Walter Isaacson a TV man.

Isaacson, who had been editorial director Time Inc., took the reins as chairman and CEO of CNN News Group last July and inherited a CNN in flux. Fox News was gaining momentum while CNN looked rudderless, with flat ratings and stale programming.

Early on, Isaacson thought his biggest challenge would be combating a slow news cycle. "It's easy to run a magazine or a news network when 200,000 troops are being landed on a beach somewhere," he said in July at his first press conference.

After Sept. 11, though, CNN was back to its bread-and-butter business as breaking news erupted. Instead of focusing on "fascinating and fun" programming as he had planned, Isaacson was drawing on his journalism roots, leading coverage of a war on terrorism.

His boss, Turner Broadcasting chief Jamie Kellner, says he and Isaacson complement each other well. "He's a journalist, I'm a television guy," Kellner said last summer. "I feel comfortable that the tradition of CNN is being protected."

Isaacson began his career in newspaper, first with *The Sunday Times* of London and

later for his hometown paper, the *New Orleans Times Picayune*.

Moving to *Time* in 1978, he worked his way up from national-affairs reporter to assistant managing editor. A two-year stint as head of Time Inc.'s new-media division may be the only blip on his résumé: Isaacson led the development of the failed Pathfinder portal.

He returned to *Time* as managing editor from 1996 to 2000, and colleagues credit him with reinvigorating the magazine at a time it was losing ground to *Newsweek*.

"CNN is the same basic job he did at *Time*: gauging the market and the times and

devising the right product," said former NCTA Vice President of Communications David Beckwith, who worked with Isaacson at *Time*.

Isaacson has a scholarly streak. A Harvard College graduate and Oxford University Rhodes Scholar, he penned a biography of Henry Kissinger ("utterly fascinating," gushed the *Kirkus Review*) in 1993. He also co-authored a book on diplomats of the Cold War era.

Isaacson splits his time between New York's suburban Westchester County, where his wife and 12-year-old daughter still live, and CNN headquarters in Atlanta.—A.R.

else. Have stories been neglected?

Enron has been a tough story to cover on television, and we've worked very hard to do it right. We had Lou Dobbs down in Houston showing it as a biz story, rather than an ideological story. It's not a natural television story with great visuals, and it's not going to cause a huge spike in ratings.

We've done more on the economy than other networks. Enron is a window to get at some of the problems we had in the go-go years of the '90s and why the economy is so shaky right now.

A lot of people think television news is interested in international news now but that will fade away.

International news will not always have big ratings spikes, but it's a core of CNN's mission.

Turner Broadcasting chief Jamie Kellner says TV news is still showbiz. Does that clash with your views?

I came in here as a journalist. It's great to learn aspects of the TV trade from Jamie, but my push is on the journalistic side.

What are Jamie Kellner and programming head Garth Ancier most involved in?

We don't talk about the journalism that much. They've been involved in the look, feel, design and promotion of the network.

Do the promotions and showbiz elements undermine the journalism at CNN?

We made a mistake with the promotions at times, like the Paula Zahn promotion. When I was at *Time*, I didn't think good promotion was bad for good journalism, and I don't feel that way at CNN.

You are a TV programmer now, though. Has that forced you to back off the journalism?

We've picked smart people with very strong journalism credentials. We haven't gone

the non-journalistic route in programming. That may help us or hurt us in the ratings.

What have you learned about the TV biz that you didn't expect?

Certainly, in print, managing the talent is a lot easier than it is in TV. There's a high visibility with TV. Everybody is trying to second-guess or figure the motives behind any move you make, instead of just saying they hired Connie Chung because she's a good journalist and would produce good TV.

Personally, how have the past six months been for you?

It's been an exciting thrill ride. I look forward to the time when I can focus a lot more on the journalism and a lot less on the mechanics of putting together programming.

You're here because the ratings were adrift, right?

No, I'm here because they decided to bring a journalist in. If your only goal is to bring in good ratings, you wouldn't focus as much on the good journalism.

There's no resistance from corporate to the journalistic approach?

CNN is very profitable and very healthy. It gets good ad revenue because it's recog-

(continued on page 19)



Top 100

AND THE PEOPLE WHO RUN THEM

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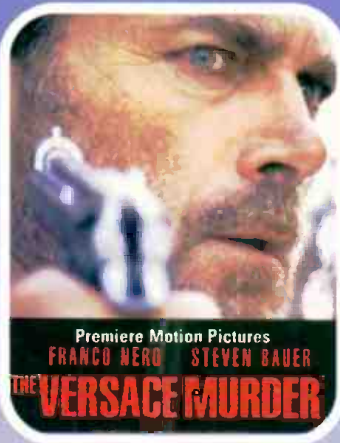
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What's in a Cable System?

Once fairly localized, operations are increasingly run by regional—and higher—management

IN THE OLD DAYS—say, five years ago—cable systems were fairly localized. A system might be one franchise area—Chicago, for example—or might cover several adjacent suburban towns. It would have its own customer-service operation, its own technicians. Key decisions were made by the local general manager.

Today, clustering has changed the nature of cable systems. With the wide deployment of fiber optics, a single cable headend might serve a large region. AT&T has fibered together 90% of metro Chicago into two headends, down from more than 30; Adelphia has done the same with virtually every system in the state of Vermont.

Therefore, in identifying the top 100 cable systems, ranked according to number of subscribers reported by each operator, we looked at management: Who is making the key decisions in an operation? Even in supposedly decentralized companies, a lot of operating power that once lay with local general managers now resides with regional and super-regional managers. At Cablevision Systems, for instance, operations are divided by product line, with one senior vice president running basic and pay video services and another in charge of digital and interactive services. They dictate operations across areas in three states that comprise metro New York.

So we asked companies as much about their management structure as we did about their physical operations. Most companies were cooperative and interested in outlining how their companies were run. The notable exception was Adelphia Communications, which declined to disclose some of the most basic information about its properties.

The listing was compiled by free-lance writer Alan Waldman (818-708-7707, awaldman@pacbell.net).

The Ranking

In order of number of basic subscribers

RANK	SYSTEM	OWNER	BASIC SUBS	RANK	SYSTEM	OWNER	BASIC SUBS
1	Eastern Division	Comcast	3,100,000	51	Kansas City	Time Warner	314,000
2	Greater New York	Cablevision	2,999,105	52	Rochester	Time Warner	313,255
3	New England	AT&T Broadband	2,000,000	53	Albany	Time Warner	300,000
4	Bay Area	AT&T Broadband	1,800,000	54	New Orleans	Cox	270,013
5	Chicago	AT&T Broadband	1,700,000	55	Indianapolis	Comcast	270,000
6	Mid-Atlantic Division	Comcast	1,300,000	56	Oklahoma City	Cox	262,794
7	New York City	Time Warner	1,235,984	57	Salt Lake City	AT&T Broadband	262,437
8	Great Lakes Region	Adelphia	1,069,406	58	Jacksonville	AT&T Broadband	262,000
9	Seattle	AT&T Broadband	1,050,000	59	Louisville, KY	Insight	254,000
10	Southeast Michigan Cluster	Comcast	1,000,000	60	West Texas	Cox	250,000
11	Tampa Bay	Time Warner	945,000	61	Greenville/Spartanburg/Anderson	Charter	240,000
12	Florida	Adelphia	744,177	62	Orange County	Cox	240,000
13	Miami	AT&T Broadband	742,000	63	Madison	Charter	235,000
14	Central Florida	Time Warner	701,000	64	Southeast Michigan	Comcast	229,000
15	Houston	Time Warner	667,000	65	Memphis	Time Warner	224,000
16	Eastern Tennessee Cluster	Comcast	654,000	66	Worcester	Charter	220,000
17	Atlanta	AT&T Broadband	645,000	67	Minnesota	Time Warner	206,000
18	Denver	AT&T Broadband	625,000	68	San Diego	Time Warner	205,000
19	New England	Adelphia	620,000	69	Los Angeles South	Time Warner	195,552
20	Pittsburgh	AT&T Broadband	605,000	70	Omaha	Cox	183,000
21	Phoenix	Cox	581,526	71	Suburban New York (Liberty)	Time Warner	175,000
22	Sacramento	AT&T Broadband	550,000	72	Baton Rouge	Cox	174,000
23	Dallas	AT&T Broadband	545,000	73	Tulsa	Cox	172,500
24	Oregon and Southwest Washington	AT&T Broadband	540,000	74	Ft. Worth	Charter	172,000
25	San Diego	Cox	533,541	75	Birmingham	Charter	171,000
26	Southern California	AT&T Broadband	525,835	76	Binghamton	Time Warner	169,797
27	Virginia	Adelphia	520,344	77	Suburban Atlanta	Charter	165,000
28	St. Louis	Charter	518,000	78	Pensacola	Cox	162,123
29	Desert Coastal Los Angeles	Adelphia	488,279	79	Richmond	AT&T Broadband	155,000
30	West Florida Cluster	Comcast	454,000	80	Fresno	AT&T Broadband	151,200
31	Raleigh	Time Warner	447,000	81	Green Bay	Time Warner	151,150
32	Milwaukee	Time Warner	435,000	82	Los Angeles North	Time Warner	151,100
33	Western Ohio	Time Warner	413,000	83	Wilmington (N.C.)	Time Warner	150,100
34	Hampton Roads	Cox	411,050	84	Reno	Charter	150,000
35	Northeast Ohio	Time Warner	386,000	85	Los Angeles	Charter	140,000
36	Charlotte	Time Warner	378,000	86	Tucson	Cox	139,000
37	Las Vegas	Cox	371,000	87	California Desert Cities	Time Warner	131,000
38	Los Angeles	Adelphia	370,000	88	Toledo Buckeye	Block	128,281
39	Hawaii	Time Warner	355,000	89	Central North Carolina	Charter	128,000
40	Tri-County Southern California	Adelphia	350,000	90	Charleston	Charter	127,366
41	Greensboro	Time Warner	349,000	91	Peoria/Bloomington/Normal, IL	Insight	125,000
42	Twin Cities	AT&T Broadband	336,000	92	Colorado Springs	Adelphia	123,000
43	Syracuse	Time Warner	335,000	93	Indianapolis	Time Warner	121,485
44	Cincinnati	Time Warner	332,000	94	Jackson/Monroe	Time Warner	118,000
45	San Antonio	Time Warner	330,000	95	El Paso	Time Warner	117,781
46	South Carolina	Time Warner	328,000	96	Springfield, IL	Insight	114,000
47	Austin	Time Warner	320,000	97	Northeast Indiana	Insight	113,100
48	Wichita	Cox	319,151	98	Waco	Time Warner	113,000
49	Grand Rapids	AT&T Broadband	317,000	99	Fond du Lac	Charter	111,000
50	Columbus	Time Warner	316,000	100	Lincoln	Time Warner	110,100

DIRECTORY

1

Comcast Eastern Division

200 Cresson Blvd.
Oaks, PA 19456
610-650-3000

OWNERSHIP: Comcast Cable Communications

BASIC SUBS: 3,100,000 (parts of Pennsylvania, Delaware, New Jersey and Connecticut)

EXPANDED BASIC: NA
PENETRATION: NA



TOP EXECUTIVE: Mike Doyle, Eastern division president; b. New York, 1945, B.A., political science and psychology, Drew University, 1976; immediate past position: regional vice president, Comcast East and West Coasts

2

Cablevision Greater New York

1111 Stewart Ave.
Bethpage, NY 11714
516-803-2300

OWNERSHIP: Cablevision Systems Corp.

BASIC SUBS: 2,999,105 (Long Island, Bronx, parts of Brooklyn, lower Hudson Valley region, NY, southern Connecticut, northern New Jersey)

EXPANDED BASIC: \$37.73 for 87 channels

PENETRATION:

PAY: 8.3%
DIGITAL: NA
MODEM: 15.3%



TOP EXECUTIVE: James L. Dolan, president/CEO; b. Long Island, NY; attended State University of New York-New Paltz; immediate past position: CEO, Rainbow Programming Holdings (now Rainbow Media Holdings Inc.), subsidiary of Cablevision; voice: 516-803-1002; fax: 516-803-1181

3

AT&T New England

139 Lewis Wharf
Boston, MA 02110-3926
617-854-3527

OWNERSHIP: AT&T Broadband

BASIC SUBS: 2,000,000 (more than 300 communities, including Boston, Springfield, Lawrence, Lowell, New Bedford, Fall River, Waltham, Weston, Newton and Cape Cod, MA; Manchester and Concord, NH; Hartford and New Britain, CT; and southern Maine)

EXPANDED BASIC: \$35-\$38 for 65-70 channels
PENETRATION: NA



TOP EXECUTIVE: David Grain, senior VP; b. Martha's Vineyard, MA, 1962; B.A., English, Holy Cross College,

1984; M.B.A., Dartmouth College, 1989; immediate past position: principal, Morgan Stanley Dean Witter; voice: 617-854-3559; fax: 617-854-3970; e-mail: dgrain@Broadband.att.com

4

AT&T Bay Area

12647 Alcosta Blvd., Ste. 200
San Ramon, CA 94583
925-973-7000

OWNERSHIP: AT&T Broadband

BASIC SUBS: 1,800,000 (entire San Francisco Bay area)

EXPANDED BASIC: an average of \$34 for 75 channels

PENETRATION: NA

TOP EXECUTIVE: Don Schena, senior VP; attended University of Toledo; immediate past position: senior VP, MediaOne Midwest Region; voice: 925-973-7000; fax: 925-973-7015

5

AT&T Chicago

1500 McConnor Pkwy
Schaumburg, IL 60173
847-585-6300

OWNERSHIP: AT&T Broadband

BASIC SUBS: 1,700,000 (Chicago, Elgin, Naperville, Elmhurst, Orland Park, Oak Park, Northbrook, Lake Forest, Evanston, Aurora, St. Charles, Burr Ridge, IL)

EXPANDED BASIC: \$33 for 51 channels

PENETRATION:

PAY: 36%
DIGITAL: 26%
MODEM: 9%



TOP EXECUTIVE: Joe Stackhouse, senior VP; b. Denver, CO, 1961; B.S., psychology, Colorado State University, 1984; immediate past position: senior VP, AT&T Broadband, Denver Metro Area; voice: 847-585-6310; fax: 847-585-6336; e-mail: stackhouse.joseph.r@Broadband.att.com

6

Comcast Mid-Atlantic Division

8007 Corporate Dr., Ste. N
Baltimore, MD 21236
410-931-4600

OWNERSHIP: Comcast Cable Communications

BASIC SUBS: 1,300,000 (includes parts of Maryland, Virginia and Washington, DC)

EXPANDED BASIC: NA

PENETRATION: NA



TOP EXECUTIVE: Steve Burch, Mid-Atlantic division president; B.A., English, University of Maryland, 1975; J.D., Gonzaga University, 1979; immediate past position: Comcast regional vice president

7

Time Warner New York City

120 E. 23rd St.
New York, NY 10010
212-598-7200

OWNERSHIP: Time Warner Cable

BASIC SUBS: 1,235,984 (Manhattan, Queens, Staten Island, Mt. Vernon, western third of Brooklyn, NY, and Bergen County, NJ)

EXPANDED BASIC: \$31.48-\$37.57 for 65-69 channels
PENETRATION: NA



TOP EXECUTIVE: Barry Rosenblum, president; b. Queens, NY, 1952; B.S., aeronautical engineering, Arizona State University, 1975; immediate previous position: president, Time Warner Cable Brooklyn/Queens; voice: 212-598-7389; fax: 212-420-4803; e-mail: barryrosenblum@twcable.com

8

Adelphia Great Lakes Region

1 N. Main St.
Coudersport, PA 16915
814-274-9830

OWNERSHIP: Adelphia

BASIC SUBS: 1,069,406 (Pennsylvania, eastern Ohio, western New York)

EXPANDED BASIC:

PENETRATION: NA

TOP EXECUTIVE: Bob Wahl, regional VP; voice: 814-274-9830 ext. 4303; 814-274-



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Patrick Dodd, Western Division VP, 310.473.5404
Pam Jensen, Eastern Division VP, 312.832.0808

7098; e-mail: bwahl@adelphia.net

9 AT&T Seattle

22025 30th Dr. SE
Bothell, WA 98021
425-398-6000
OWNERSHIP: AT&T Broadband
BASIC SUBS: 1,050,000 (Seattle, Bellevue, Tacoma, Bellingham, Everett, Olympia, Bremerton, Spokane, Aberdeen, WA)
EXPANDED BASIC: \$31.20 for 74 channels
PENETRATION: NA



TOP EXECUTIVE: LeAnn Talbot, senior VP; b. Anoka, MN; B.A., journalism, University of Minnesota, 1979; M.B.A., University of Wyoming/Air Force Institute of Technology, 1982; immediate past position: regional president, Verizon Wireless; voice: 425-398-6203; fax: 425-398-6154; e-mail: talbot.leann@Broadband.att.com

10 Comcast Southeast Michigan Cluster

Telegraph Rd., Ste. 4400B
Southfield, MI 48034
248-233-4700
OWNERSHIP: Comcast Cable Communications
BASIC SUBS: 1,000,000 (Detroit, Ann Arbor, Southfield, Royal Oak, Sterling Heights, Warren, Grosse Pointe, Auburn Hills, Rochester and Troy, MI)
EXPANDED BASIC: NA
PENETRATION: NA



TOP EXECUTIVE: Dave Scott, Midwest division president; B.B.A., accounting, Cleveland State University; immediate past position: senior VP, Comcast Southeast region

11 Time Warner Tampa Bay

2600 McCormick Dr., Ste. 255
Clearwater, FL 33759
727-791-7730
OWNERSHIP: Time Warner Cable
BASIC SUBS: 945,000 (eight counties surrounding Tampa Bay, FL)
EXPANDED BASIC: average of \$39.25 for 80 channels
PENETRATION: NA



TOP EXECUTIVE: Jeffrey A. McQuinn, division president; b. Indianapolis, 1942; B.S., marketing, 1964, and M.B.A., 1965, University of Indiana; immediate past position: division president, Time Warner Indianapolis; voice: 727-791-7730; fax: 727-791-8201; e-mail: Jeff.mcquinn@twcable.com

12 Adelphia Florida

20800 Southwest 167th Ave.
Miami, FL 33187
305-238-7690
OWNERSHIP: Adelphia Cable
BASIC SUBS: 744,177 (Greater Miami, Greater Ft. Lauderdale, the Florida Keys, Pompano, Vero Beach, Ft. Pierce and Stuart, FL)

EXPANDED BASIC: NA
PENETRATION: NA
TOP EXECUTIVE: Jean Simmons, GM; voice: 305-238-7690

13 AT&T Miami

600 N. Pine Island Rd., Ste. 100
Plantation, FL 33324
954-533-5124
OWNERSHIP: AT&T Broadband
BASIC SUBS: 742,000 (Miami, Hialeah, Coral Gables, Kendall, The Florida Keys, Miami-Dade County, FL)
EXPANDED BASIC: \$20-\$25 for an average of 55 channels
PENETRATION:
PAY: NA
DIGITAL: 24%
MODEM: 8%
TOP EXECUTIVE: Ellen Felipak, senior VP; voice 654-533-5124

14 Time Warner Central Florida

2251 Lucien Way
Maitland, FL 32751
407-215-5524
OWNERSHIP: Time Warner Cable
BASIC SUBS: 701,000 (Orange, Seminole, Osceola, Volusia and Brevard counties, including Orlando, Altamonte Springs, St. Cloud, Kissimmee, Daytona Beach and Melbourne, and parts of Marion, Lake, Flagler and Sumter counties including Belleview, Clermont, Flagler Beach and Bushnell, FL)
EXPANDED BASIC: \$39.99 for 70 channels
PENETRATION: NA
TOP EXECUTIVE: John N. Rigsby, division president; b. Easton, PA, 1946; B.A., political science, Brown University, 1968; M.B.A., Harvard, 1976; immediate past position: president, Manhattan Division, Time Warner Cable; voice: 407-215-5524

15 Time Warner Houston

8400 W. Tidwell Rd.
Houston, TX 77040
713-462-1900
OWNERSHIP: Time Warner Cable
BASIC SUBS: 667,000 (59 cities, including Houston, Pasadena, Bellaire, Freeport, Galena Park, Galveston, Katy, Kemah, La Porte, Rosenberg, Texas City, Tomball and Woodlands, TX)
EXPANDED BASIC: \$34.95 for 69 channels
PENETRATION:
PAY: 87%
DIGITAL: 34%
MODEM: NA



TOP EXECUTIVE: Ron McMillan, president; b. Brownwood, TX; B.A., Howard Payne College; immediate past position: president/GM, Time Warner Milwaukee; voice: 713-895-2601; ron.mcmillan@twcable.com

16 Comcast Eastern Tennessee Cluster

360 Interstate N. Pkwy, Ste. 600
Atlanta, GA 30339
678-385-5100
OWNERSHIP: Comcast Cable Communications
Basic subs: 654,000 (Nashville, Knoxville and Chattanooga, TN)
EXPANDED BASIC:
PENETRATION: NA
TOP EXECUTIVE: John Ridall, president, South Division; immediate past position: senior VP, MediaOne, Atlanta; voice: 678-385-5100; fax: 678-385-5101

17 AT&T Atlanta

2925 Courtyards Dr.
Norcross, GA 30071
770-559-2424
OWNERSHIP: AT&T Broadband
BASIC SUBS: 645,000
EXPANDED BASIC: \$37.27 for 74 channels
PENETRATION:
PAY: 21%
DIGITAL: NA
MODEM: 5.2%



TOP EXECUTIVE: Steve White, regional senior VP; Indiana University; immediate past position: regional VP, TCI; voice: 770-559-2955; fax: 770-559-7692; e-mail: stevewhite@Broadband.att.com

18 AT&T Denver

8000 E. Iliff Ave.
Denver, CO 80231
303-603-2000
OWNERSHIP: AT&T Broadband
BASIC SUBS: 625,000 (six-county Denver Metro Area and most communities from Fort Collins south to Castle Rock, as well as Summit and Eagle counties, CO)
EXPANDED BASIC: \$33.03 for 75 channels
PENETRATION: NA
TOP EXECUTIVE: Mary L. White, Senior VP; B.A., communications, Northeastern Illinois University, 1985; voice: 303-603-2000; fax: 303-603-2600; e-mail: white.mary@broadband.att.com

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19

**Adelphia
New England**

35 Resnik Rd.
Plymouth, MA 02360
508-732-1500

OWNERSHIP: Adelphia Cable
BASIC SUBS: 620,000
(Maine, New Hampshire, Vermont, Massachusetts, Connecticut and upstate New York)

EXPANDED BASIC: \$36-\$42
for 60-75 channels

PENETRATION:

PAY: NA

DIGITAL: 21%

MODEM: 13.2%



TOP EXECUTIVE: James C. Sweeney Jr., regional VP; b. Olean, NY, 1956; B.S. in business administration, LeMoyne College, 1978; immediate past position: Adelphia regional manager for Southeast Massachusetts; voice: 508-732-1563; fax: 508-830-3990; e-mail: jim.sweeney@adelphia.com

20

AT&T Pittsburgh

300 Corliss St.
Pittsburgh, PA 15220
412-875-1100

OWNERSHIP: AT&T Broadband

BASIC SUBS: 605,000 (Pittsburgh, Greensburg, Washington, and Beaver Falls, PA; Steubenville, OH; suburbs of Cleveland; Wheeling and Weirton, WV; and Richmond, VA)

EXPANDED BASIC: \$36-\$39
for 63 channels

PENETRATION: NA



TOP EXECUTIVE: Jeffrey C. Harshman, senior VP; b. Washington, PA; attended Edinboro University, PA; immediate past position: GM, ATT Broadband, Pittsburgh; voice: 412-875-1108; fax: 412-331-7452; e-mail: harshman.jeff@Broadband.att.com

21

Cox Phoenix

20401 N. 29th Ave.
Phoenix, AZ 85027
602-866-0072

OWNERSHIP: Cox Communications

BASIC SUBS: 581,526

EXPANDED BASIC: \$37.95
for 74 channels

PENETRATION:

PAY: 25%

DIGITAL: 25%

MODEM: 13.3%



TOP EXECUTIVE: Stephen Rizley, VP/GM; b. Glendora, CA; B.A. in communications, Brigham Young University; master's in international management, Thunderbird, The American Graduate School; immediate past position: regional VP, Cox Communications Advertising Sales; voice: 623-322-7137; fax: 623-322-7424; e-mail: steve.rizley@cox.com

22

AT&T Sacramento

2882 Prospect Park Dr.
Rancho Cordova, CA 95670
916-858-4800

OWNERSHIP: AT&T Broadband

BASIC SUBS: 550,000 (Sacramento, Stockton, Modesto, Fresno and Chico, CA)

EXPANDED BASIC: \$34.95
for 72 channels

PENETRATION: NA



TOP EXECUTIVE: Jeff Harkman, senior VP; b. Cokato, MN; B.A., speech communications, University of Minnesota; immediate past position: VP/GM, Minnesota MediaOne; voice: 916-858-4901; fax: 916-858-4801; e-mail: jharkman@Broadband.att.com

23

AT&T Dallas

2951 Kinwest Pkwy.
Irving, TX 75063
972-830-3800

OWNERSHIP: AT&T Broadband

BASIC SUBS: 545,000 (Dallas, Garland, Plano, Irving and 45 nearby communities, TX)

EXPANDED BASIC: \$34.64
for 85 channels

PENETRATION: NA



TOP EXECUTIVE: Paula Trustdorf, senior VP; b. Peoria, IL; attended Colorado Women's College; immediate past position: VP, operations and customer service, AT&T Broadband's Northwest Division; voice: 972-830-3800; fax: 972-830-3921; e-mail: trustdorf.paula@Broadband.att.com

24

**Oregon and
Southwest
Washington**

3075 NE Sandy Blvd.
Portland, OR 97232
503-230-2099

OWNERSHIP: AT&T Broadband

Basic subs: 540,000 (Vancouver, WA; the Portland, OR, metropolitan area—including suburbs Beaverton, Tualatin, Hillsboro, Lake Oswego, Gresham; Salme, Albany, Corvallis and Eugene, OR)

EXPANDED BASIC: \$30.99-\$35.99 for 35-69 channels

PENETRATION: NA



TOP EXECUTIVE: Curt Henninger, senior VP; b. Geneva, IL, 1957; B.S., marketing, University of Illinois, Champagne, 1979; immediate past position: VP, marketing and sales, MediaOne North East Region; voice: 503-230-2099; fax: 503-963-5149; e-mail: henninger.curt@Broadband.att.com

25

Cox San Diego

5159 Federal Blvd.
San Diego, CA 92105
619-263-9251

OWNERSHIP: Cox Communications

BASIC SUBS: 533,541 (San Diego County)

EXPANDED BASIC: \$36.25
for 71 channels

PENETRATION: NA

TOP EXECUTIVE: William K. Geppert, VP/GM; b. Cumberland, MD; B.A., social science, University of South Florida; previous experience: managing director of Cable North West, United Kingdom; voice: 619-266-5353; fax: 619-266-5060

26

**AT&T Southern
California**

550 N. Continental Blvd., 250
El Segundo, CA 90245
310-647-3000

OWNERSHIP: AT&T Broadband

BASIC SUBS: 525,835 (Los Angeles, Hollywood, Costa Mesa, Tustin, Santa Clarita, Tujunga and Corona, CA)

EXPANDED BASIC: \$28.08
for 40 channels

PENETRATION: NA



TOP EXECUTIVE: Debi Picciolo, senior VP; Burbank, CA; attended University of California at Los Angeles; immediate past position: VP, operations, Western Region, MediaOne; voice: 310-647-3000; fax: 310-647-3079

27

Adelphia Virginia

560 Patton St.
Danville, VA 24541
434-797-4131

OWNERSHIP: Adelphia Cable

BASIC SUBS: 520,344

(Danville, Warranton, Troutville, Salem, Harrisonburg, Matthews, Dante, Norton, Culpeper and Stoutville, VA)

EXPANDED BASIC: NA

PENETRATION: NA

TOP EXECUTIVE: Ted Crane,
general manager

28

Charter St. Louis

12412 Powerscourt Dr., Ste.
200
St. Louis, MO 63131
314-543-6600

OWNERSHIP: Charter Communications

BASIC SUBS: 518,000 (St. Louis and St. Charles coun-

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ties, and Metro East, including Belleville, IL)
EXPANDED BASIC: \$45.85 for 75 channels
PENETRATION: NA
TOP EXECUTIVE: Jim Holanda, VP of operations; b. Berea, OH, 1965; B.A., political science, Ohio State University, 1987; immediate past position: Comcast director of business operations

29

Adelphia Desert Coastal Los Angeles

2323 Teller Rd.
 Newbury Park, CA 91320
 800-427-3731
OWNERSHIP: Adelphia Cable
BASIC SUBS: 488,279 (Palm-dale, Redlands, Hemet, Chino, Ontario and 13 communities in Ventura County, CA)
EXPANDED BASIC: \$25-\$50 for 40-75 channels
PENETRATION:
PAY: 28% (varies from 9% in Oxnard to 47% in Newbury Park/Ventura)
DIGITAL: Varies from 0.3% in Ontario to 1.22% in Redlands
MODEM: NA



TOP EXECUTIVE: Dan Deutsch, area manager; b. Tacoma, WA, 1960; immediate past position: area director, AT&T Broadband; voice: 805-375-5201; fax: 805-375-3176; e-mail: dan.deutsch@adelphiacom.com

30

Comcast West Florida Cluster

360 Interstate N. Pkwy, Ste. 600
 Atlanta, GA 30339

678-385-5100
OWNERSHIP: Comcast Cable Communications
BASIC SUBS: 454,000 (Panama City, Talahassee, Sarasota, Lake County, Sebring and Bartow, FL)
EXPANDED BASIC: NA
PENETRATION: NA
TOP EXECUTIVE: John Ridall, vice president, South Division; immediate past position: senior VP, MediaOne, Atlanta; voice: 678-385-5100; fax: 678-385-5101

31

Time Warner Raleigh

101 Innovation Ave., Ste. 100
 Morrisville, NC 27560
 919-573-7000
OWNERSHIP: Time Warner Cable
BASIC SUBS: 447,000 (16-county area covering Central and Southeastern North Carolina, including Raleigh, Durham, Chapel Hill, Fayetteville, Goldsboro and Wilson)
EXPANDED BASIC: \$32.50-\$39.70 for 68-73 channels
PENETRATION: NA



TOP EXECUTIVE: Randy Fraser, division president; b. Leesburg, FL, 1949; B.A., mass communications, University of South Florida, 1972; immediate past position: headed Raleigh division for American Television and Communications; voice: 919-573-7000; fax: 919-573-7042; e-mail: randy.fraser@twcable.com

32

Time Warner Milwaukee

1320 N. Martin Luther King Jr. Dr.

Milwaukee, WI 53212
 414-277-4000
OWNERSHIP: Time Warner Cable
BASIC SUBS: 435,000 (greater Milwaukee)
EXPANDED BASIC: \$35 for 64 channels
PENETRATION: NA
TOP EXECUTIVE: Carol Hevey, president; immediate past position: Time Warner Portland, ME, division president; voice: 414-277-4000; fax: 414-277-8049; carol.hevey@twcable.com

33

Time Warner Western Ohio

4333 Display Ln.
 Kettering, OH 45429
 937-294-6800
OWNERSHIP: Time Warner Cable
BASIC SUBS: 413,000 (378 communities, including Dayton and Lima, OH)
EXPANDED BASIC: \$37.95 for 70 channels
PENETRATION: NA



TOP EXECUTIVE: Gerald DeGrazia, division president; b. Detroit, MI, 1950; bachelor's degree, 1972, and M.B.A., 1981, University of Detroit; immediate past position: operations VP, Time Warner Cable International; voice: 937-396-8300; fax: 937-396-8804; e-mail: JDeGrazia@twcwoh.com

34

Cox Hampton Roads

225 Clearfield Ave.
 Virginia Beach, VA 23462
 757-224-4269
OWNERSHIP: Cox Communications

BASIC SUBS: 411,050
EXPANDED BASIC: NA
PENETRATION: NA
TOP EXECUTIVE: Frank Bowlers, VP/GM

35

Time Warner Northeast Ohio

530 S. Main St.
 Akron, OH 44311
 330-633-9203
OWNERSHIP: Time Warner Cable
BASIC SUBS: 386,000 (207 communities, including Akron, Canton, Youngstown, Warren, Mansfield and Norwalk, OH)
EXPANDED BASIC: 65 channels
PENETRATION: NA



TOP EXECUTIVE: Stephen R. Fry, division president; b. East Canton, OH; attended Kent State University; immediate past position: general manager, Time Warner, Akron; voice: 330-633-9203; fax: 330-633-7970; e-mail: twcable@neo.rr.com

36

Time Warner Charlotte

3140 W. Arrowood Rd.
 Charlotte, NC 28273
 704-378-2900
Ownership: Time Warner Cable
BASIC SUBS: 378,000 (100 communities in nine counties around Charlotte, NC)
EXPANDED BASIC: \$39.75 for 82 channels
PENETRATION: NA



TOP EXECUTIVE: David Auger, division president; attended Ohio State University; immediate past position: president of Time Warner Minneapolis; voice: 704-378-2943; fax: 704-504-1997; e-mail: david.auger@twcable.com

37

Cox Las Vegas

121 S. Martin Luther King Blvd.
 Las Vegas, NV 89106
 702-383-4000
OWNERSHIP: Cox Communications
BASIC SUBS: 371,000 (Las Vegas, North Las Vegas, Henderson, Boulder City, Clark County, NV)
EXPANDED BASIC: \$32.99 for 67 channels
PENETRATION:
PAY: NA
DIGITAL: 28%
MODEM: 17%

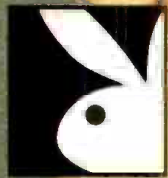


TOP EXECUTIVE: Mark Lipford, VP/GM; b. Akron, OH, 1956; B.A., political science, Ohio Northern University, 1978; immediate past position: regional VP, Cablevision; voice: 702-384-8084 ext. 280; fax: 702-383-0614; e-mail: Mark.lipford@cox.com

38

Adelphia Los Angeles

2939 Nebraska Ave.
 Santa Monica, CA 90404
 310-829-7079



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OWNERSHIP: Adelphia Cable
BASIC SUBS: 370,000 (includes Beverly Hills, Santa Monica, Hollywood, West Hollywood, West Los Angeles, East Los Angeles, Marina del Rey, South Bay area and west San Fernando Valley, CA)
EXPANDED BASIC: \$46.89 for 80 channels
PENETRATION:
PAY: 27%
DIGITAL: 30%
MODEM: 12%



TOP EXECUTIVE: Nigel Ives, area manager; b. London, UK, 1955; B.A., history, Kings College, University of London, 1978; immediate past position: GM, Century Communications; voice: 310-315-4441; fax: 310-264-8017; e-mail: nigel.ives@adelphia.com

39 Oceanic Time Warner Hawaii

200 Akamaiui St. Mililani, HI 96789
 808-625-2100
OWNERSHIP: Time Warner Cable
BASIC SUBS: 355,000 (entire state of Hawaii)
EXPANDED BASIC: \$34 for 50 channels
PENETRATION: NA



TOP EXECUTIVE: Nate Smith, president; b. Mt. Kisco, NY, 1952; B.A., English and humanities, Ohio Wesleyan University, 1974; immediate past position: CEO, Sky TV, New Zealand; voice: 808-

625-2100; fax: 808-625-5888; e-mail: nsmith@oceanic.com

40 Adelphia Tri-County Southern California

3041 E. Miraloma Ave. Anaheim, CA 92806
 714-632-9222
OWNERSHIP: Adelphia Cable
BASIC SUBS: 350,000 (communities in Los Angeles, Orange and San Diego counties, including Anaheim, Santa Ana, Carlsbad, Glendora, Diamond Bar and Arcadia, CA)
EXPANDED BASIC: \$39 for 62 channels
PENETRATION: NA



TOP EXECUTIVE: Pennie Contos, area manager; b. Boston; associate's degree in business administration, Middlesex College, 1976; immediate past position: Orange County regional manager for Century Communications; e-mail: pennie.contos@adelphia.com

41 Time Warner Greensboro

4510 Weybridge Ln. Greensboro, NC 27407
 336-665-0160
OWNERSHIP: Time Warner Cable
BASIC SUBS: 349,000 (Greensboro/Guilford County, High Point/Jamestown, Archdale/Trinity, Asheboro/Randolph County, Rockingham County, Winston-Salem, Davidson County, Dobson and Alamance County, NC)
EXPANDED BASIC: \$40.15 for more than 70 channels (varies)

PENETRATION:
PAY: 58%
DIGITAL: 22%
MODEM: 14%



TOP EXECUTIVE: Jack Stanley, president; b. Georgia; Electronics Technology School at South Georgia Technical School, 1967; immediate past position: VP of operations, Time Warner Charlotte; voice: 336-665-0160; fax: 336-665-0854; e-mail: jack.stanley@twcable.com

42 AT&T Twin Cities

10 River Park Plaza St. Paul, MN 55107
 651-493-6000
OWNERSHIP: AT&T Broadband
BASIC SUBS: 336,000 (St. Paul, Roseville and Brooklyn Park, MN)
EXPANDED BASIC: \$37 for 70 channels
PENETRATION: NA
TOP EXECUTIVE: Jim Commers, VP; b. Minneapolis, 1956; B.A., industrial relations/political science, University of Minnesota, 1974; immediate past position: director of operations, AT&T Broadband, St Paul, MN; voice: 651-495-5555; fax: 651-493-5838; e-mail: jcommers@Broadband.att.com

43 Time Warner Syracuse

6005 Fair Lakes Rd. East Syracuse, NY 13057
 315-634-6000
OWNERSHIP: Time Warner Cable (TWE-AN)
BASIC SUBS: 335,000 (city and suburban Syracuse, Cortland, Fulton, Oswego and

Central Square, NY)
EXPANDED BASIC: \$40.15 for 71 channels
PENETRATION: NA
TOP EXECUTIVE: Steve Miron, VP/GM; b. Syracuse, NY, 1966; B.S., marketing, American University; immediate past position: regional manager, New Channels Corp.; voice: 315-634-6200; fax: 315-463-8020

44 Time Warner Cincinnati

11252 Cornell Park Dr. Cincinnati, OH 45242
 513-489-5000
OWNERSHIP: Time Warner Cable
BASIC SUBS: 332,000 (130 communities surrounding Cincinnati)
EXPANDED BASIC: \$23-\$24 for 90 channels
PENETRATION: NA



TOP EXECUTIVE: Virgil M. Reed, president; b. El Paso, TX, 1944; B.S., electrical engineering, Texas Tech, 1966; M.B.A., Southern Methodist University, 1974; immediate past position: president, Jones Space Link; voice: 513-489-5069; fax: 513-489-5991; e-mail: virgil.reed@twcable.com

45 Time Warner San Antonio

84 NE Loop 410, Ste. 200 San Antonio, TX 78216
 Mail: P.O. Box 460849 San Antonio, TX 78246
 210-352-4600
OWNERSHIP: Time Warner Cable
BASIC SUBS: 330,000
EXPANDED BASIC: \$41.35

for 69 channels
PENETRATION: NA
TOP EXECUTIVE: Navarra R. Williams, division president; b. Washington, DC, 1954; B.S., business administration, 1976, and M.B.A., 1981, University of Indianapolis; immediate past position: executive VP/GM, Paragon Cable, Orange County; voice: 210-352-4699; fax: 210-352-4694

46 Time Warner South Carolina

293 Greystone Blvd. Columbia, SC 29210
 803-251-5300
OWNERSHIP: Time Warner Cable
BASIC SUBS: 328,000 (Columbia, Orangeburg, Myrtle Beach, Florence and Summerville, SC)
EXPANDED BASIC: \$42.78 for 65 channels
PENETRATION: NA



TOP EXECUTIVE: Jeffrey A. Hirsch, VP/GM; b. Providence, RI, 1972; B.A., communications, University of Pennsylvania, 1994; M.B.A., The Amos Tuck School at Dartmouth College, 1999; immediate past position: assistant to the president, Time Warner Cable of New York City; voice: 803-251-5267; fax: 803-251-5309; e-mail: Jeffrey.Hirsch@twcable.com

47 Time Warner Austin

12012 N. MoPac Expwy. Austin, TX 78758
 512-485-5555
OWNERSHIP: Time Warner Cable
BASIC SUBS: 320,000 (Austin, Round Rock, San

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Marcos and Cedar Park, TX)
EXPANDED BASIC: \$41.67
for 76 channels
PENETRATION: NA



TOP EXECUTIVE: Tom Kinney, division president; b. Council Bluffs, IA, 1956; B.S., business administration, Lubbock Christian University, 1978; immediate past position: division president, Time Warner Cable, New England Division; voice: 512-485-6200; fax: 512-485-6105; e-mail: tom.kinney@twcable.com

48 Cox Wichita

701 E. Douglas
Wichita, KS 67202
316-262-4270
OWNERSHIP: Cox Communications

BASIC SUBS: 319,151
EXPANDED BASIC: \$33.98-
\$36.88 for 35-70 channels
PENETRATION:
PAY: 20%
DIGITAL: 13.1%
MODEM: 12.1%



TOP EXECUTIVE: Donald J. Karell, VP/GM; attended University of Montana and Texas A&M University; immediate past position: VP/GM, Cox Middle Georgia; voice: 316-262-4270; fax: 316-262-2330; e-mail: don.karell@cox.com

49 AT&T Grand Rapids

3260 Eagle Park Dr. NE,
Ste. 111
Grand Rapids, MI 49525
616-977-2200

OWNERSHIP: AT&T Broad-
band
BASIC SUBS: 317,000 (Mid-
and Western Michigan,
including Adrian, Grand
Rapids, Jackson, Lansing,
Muskegon and Holland)
EXPANDED BASIC: Average
of \$24.99 for average of 31
channels
PENETRATION:
PAY: 80%
DIGITAL: 20%
MODEM: 9%

TOP EXECUTIVE: Tom
Unglaub, senior VP; b. Pitts-
burgh; bachelor's degree in
finance, Indiana University of
Pennsylvania, 1978; immedi-
ate past position: VP of mar-
keting, AT&T Broadband East;
voice: 616-464-2226; fax:
616-464-2220; e-mail:
Unglaub.Tom@Broadband.
att.com

50 Time Warner Columbus

1266 Dublin Rd.
Columbus, OH 43215
614-481-5000
OWNERSHIP: Time Warner
Cable

BASIC SUBS: 316,000
(Columbus metropolitan area
and 19 counties in Central
and Southeast Ohio)
EXPANDED BASIC: \$32.15
for 67 channels
PENETRATION: NA



TOP EXECUTIVE: Terry
O'Connell, division president;
b. Rochester, NY, 1950; bach-
elor's degree, Xavier Universi-
ty; immediate past position:

president, Time Warner Cable,
Greater Boston Division;
voice: 614-481-5300; fax:
614-481-5052; e-mail:
terry.oconnell@twcable.com

51 Time Warner Kansas City

6550 Winchester Ave.
Kansas City, MO 64133
816-358-5360
OWNERSHIP: Time Warner
Cable
BASIC SUBS: 314,000 (54
communities, including
Kansas City, MO, and Kansas
City, Overland Park, Lee's
Summit, Shawnee and other
suburbs, KS)

EXPANDED BASIC: \$34.89
for 76channels
PENETRATION:
PAY: NA
DIGITAL: 40%
MODEM: 11%

TOP EXECUTIVE: Bob Niles,
president; b. Mandan, ND;
B.S., accounting, University of
North Dakota, 1969; various
financial positions at Time
Warner precursor ATC; voice:
816-222-5823; fax: 816-358-
7987; e-mail: bob.niles@
twcable.com

52 Time Warner Rochester

71 Mt. Hope Ave.
Rochester, NY 14620
585-756-5000
OWNERSHIP: Time Warner
Cable

BASIC SUBS: 313,255
(Rochester, Batavia and the
greater Finger Lakes region,
NY)
EXPANDED BASIC: \$43.83
for 66 channels
PENETRATION: NA



TOP EXECUTIVE: Tom Adams,
division president; b. Mineo-
la, NY, 1955; B.S., engineer-
ing, Florida International Uni-
versity, 1977; immediate past
position: division president,
Time Warner Cable Bingham-
ton; voice: 585-756-1111;
fax: 585-756-1672; e-mail:
tom.adams@twcable.com

53 Time Warner Albany

130 Washington Ave.
Extension
Albany, NY 12203
518-569-5500
OWNERSHIP: Time Warner
Cable
BASIC SUBS: 300,000 (many
communities in 15 central
New York counties, including
Albany, Troy, Saratoga
Springs, Schenectady and
Glens Falls)

EXPANDED BASIC: \$38.55
for 71 channels
PENETRATION: NA
TOP EXECUTIVE: Stephen
Pagano, president; voice:
518-242-8890; fax: 518-869-
1007; e-mail: Stephen.
Pagano@twcable.com

54 Cox New Orleans

338 Edwards Ave.
Harahan, LA 70123
504-304-8444
OWNERSHIP: Cox Communi-
cations
BASIC SUBS: 270,013 (Jeffer-
son, Orleans, St. Charles and
St. Bernard parishes, LA)
EXPANDED BASIC: \$21.35
for 80 channels
PENETRATION: NA



TOP EXECUTIVE: C. Ray
Nagin, VP/GM; b. New
Orleans, 1956; B.S., account-
ing, Tuskegee University,
1978; M.B.A., Tulane Univer-
sity, 1994; immediate past
position: controller, Cox New
Orleans; voice: 504-304-
7345; fax: 504-304-7450;
e-mail: ray.nagain@cox.com

55 Comcast Indianapolis

Telegraph Rd., Ste. 4400B
Southfield, MI 48034
248-233-4700
OWNERSHIP: Comcast Cable
Communications
BASIC SUBS: 270,000
EXPANDED BASIC: NA
PENETRATION: NA
TOP EXECUTIVE: Dave Scott,
Midwest division president;
B.B.A., accounting, Cleveland
State University; immediate
past position: senior VP, Com-
cast Southeast region

56 Cox Oklahoma City

2312 NW 10th St.
Oklahoma City, OK 73107
405-600-2771
OWNERSHIP: Cox Communi-
cations
BASIC SUBS: 262,794
EXPANDED BASIC: \$33.50
for 67 channels
PENETRATION: NA



TOP EXECUTIVE: Dave Bialis,
VP/GM; b. Los Angeles; B.S.,
accounting/finance, Universi-
ty of Southern California;

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ten /

immediate past position: CFO, *Atlanta Journal & Constitution*; voice: 405-600-6202; fax: 405-600-9268; e-mail: dave.bialis@cox.com

57

AT&T Salt Lake City

9602 S 300 West
Sandy, UT 84070
801-485-0500

OWNERSHIP: AT&T Broadband

BASIC SUBS: 262,437 (Salt Lake City, Provo, Ogden, West Valley City, Logan and Park City, UT)

EXPANDED BASIC: \$28.86-\$33.99 for 35-60 channels

PENETRATION: NA



TOP EXECUTIVE: Gary Boles, senior VP; b. Marion, OH, 1952; B.A., business, Ohio State University, 1978; M.B.A., Ashland University, 1980; immediate past position: executive and partner, InterMedia Corp.; voice: 801-401-2622; fax: 801-401-3290; e-mail: boles.gary@Broadband.att.com

58

AT&T Jacksonville

5934 Richard St.
Jacksonville, FL 32216
904-680-8000

OWNERSHIP: AT&T Broadband

BASIC SUBS: 262,000 (Jacksonville, Jacksonville Beach, Atlantic Beach, Neptune Beach, Baldwin, Lake Butler, Union County, Alachua County, Putnam County, Duval County, Baker County, Nassau County, St. John's County and Fernandina Beach, FL)

EXPANDED BASIC: \$20-\$25 for an average of 55 channels

PENETRATION:

PAY: NA

DIGITAL: 21%

MODEM: 7.5%

TOP EXECUTIVE: Kelvin D. Fee, senior vice-president; b. Deridder, LA, 1960; B.S., finance, Northwestern State University of Louisiana, 1982; immediate past position: regional VP, Midwest Region, AT&T Broadband; voice: 954-533-5128; fax: 954-533-5128; e-mail: fee.Kelvin@Broadband.att.com

59

Insight Louisville, KY

4701 Commerce Crossings Dr.
Louisville, KY 40229
502-357-4660

OWNERSHIP: Insight Communications

BASIC SUBS: 254,000 (Greater Louisville, KY)

EXPANDED BASIC: \$38.95 for 66 channels

PENETRATION:

PAY: 60%

DIGITAL: 21%

MODEM: 2.9%

TOP EXECUTIVE: Gregg Graff, senior VP, operations; b. Cleveland, 1961; B.A., communications, John Carroll University, 1983; immediate past position: GM, Insight Columbus; voice: 502-357-4550; fax: 502-587-6415; e-mail: graff.g@insight-com.com

60

Cox West Texas

6710 Hartford Ave.
Lubbock, TX 79413
866-269-4386

OWNERSHIP: Cox Communications

BASIC SUBS: 250,000 (Amarillo, Lubbock, Midland, Abilene and San Angelo, TX)

EXPANDED BASIC: \$30.86-\$37.73 for 64 channels

PENETRATION: NA



TOP EXECUTIVE: Connie Wharton, VP/GM; B.A., psychology, Southern Methodist University; immediate past position: human resources director, Cox West Texas; voice: 806-771-6000; fax: 806-793-7818; e-mail: connie.wharton@cox.com

61

Greenville/Spartanburg/Anderson

17 Lindsay Ave.
P.O. Box 6764
Greenville, SC 29607
864-271-0118

OWNERSHIP: Charter Communications

BASIC SUBS: 240,000 (Greenville, Spartanburg and Anderson, SC)

EXPANDED BASIC: \$41.90 for 73 channels

PENETRATION: NA



TOP EXECUTIVE: Gene Knoblauch, VP, operations; b. New Rochelle, NY, 1958; B.A., communications and marketing, State University of New York-Plattsburgh, 1981; immediate past position: operations VP, Charter Communications, St. Louis; fax: 864-242-4029; e-mail: gknoblauch@chartercom.com

62

Cox Orange County

29947 Avenida de las Banderas
Rancho Santa Margarita, CA 92688

949-546-2000

OWNERSHIP: Cox Communications

BASIC SUBS: 240,000 (Aliso Viejo, Dana Point, Irvine, Laguna Beach, Laguna Hills, Laguna Niguel, Lake Forest, Mission Viejo, Newport Beach, Rancho Santa Margarita, San Clemente, San Juan Capistrano and Tustin, CA)

EXPANDED BASIC: \$38.99 for 75 channels

PENETRATION: NA



TOP EXECUTIVE: Leo Brennan, VP/GM; b. Pecksville, NY, 1950; B.S./B.A., marketing, Ohio State University, 1972; immediate past position: VP, Times Mirror Cable Television's Northeast Region; voice: 949-546-2400; fax: 949-546-2525; e-mail: leo.brennan@cox.com

63

Charter Madison

5618 Odana Rd., Ste. 150
Madison, WI 53719
608-274-3822

OWNERSHIP: Charter Communications

BASIC SUBS: 235,000 (Janesville, Fitchburg, Lake Mills, Waunakee, Middleton, Stoughton, Sun Prairie, Verona, Baraboo, Watertown and Beloit, WI)

EXPANDED BASIC: \$38.95 for 74 channels

PENETRATION: NA

TOP EXECUTIVE: Marty Robinson, VP of operations; b. Heidelberg, Germany, 1957; B.S., business administration, Arizona State University, 1980; immediate past position: district manager, Marcus Cable, Janesville, WI; fax: 608-274-1436

64

Comcast Southeast Michigan

36250 Van Dyke
Sterling Heights, MI 48312
586-883-7000

OWNERSHIP: Comcast Cable Communications

BASIC SUBS: 229,000

EXPANDED BASIC: NA

PENETRATION: NA

TOP EXECUTIVE: Dave Scott, Midwest division president; B.B.A., accounting, Cleveland State University; immediate past position: senior VP, Comcast Southeast region

65

Time Warner Memphis

6555 Quince Rd., Ste. 400
Memphis, TN 38119
901-365-1770

OWNERSHIP: Time Warner Cable

BASIC SUBS: 224,000 (52 communities)

EXPANDED BASIC: \$39.99 for 67 channels

PENETRATION: NA



TOP EXECUTIVE: Dean A. Deyo, division president; b. Chicago; B.A., broadcast journalism, Northern Illinois University; also studied executive financial management, University of Denver; has held current post 22 years; voice: 901-365-1770 ext. 4001; fax: 901-369-4518; e-mail: dean.deyo@twcable.com

66

Charter Worcester

95 Higgins St.
Worcester, MA 01606
508-853-6600

OWNERSHIP: Charter Communications

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BASIC SUBS: 220,000 (Worcester and Chicopee)
EXPANDED BASIC: \$41.99 to \$46.99 for 71 channels
PENETRATION: NA
TOP EXECUTIVE: Gordon Champion, group director, operations; b. Boston, 1947; B.S., business administration, New Hampshire College, 1972; M.A., University of New Hampshire, 1973; J.D., Massachusetts School of Law, 1994; immediate past position: regional manager, government relations, Charter; fax: 508-854-5042

67
Time Warner Minnesota

801 Plymouth Ave. N.
 Minneapolis, MN 55411
 612-522-5200
OWNERSHIP: Time Warner Cable
BASIC SUBS: 206,000 (Minneapolis, Bloomington, Minnetonka, Edina, Eden Prairie, Richfield and St. Louis Park, MN)
EXPANDED BASIC: \$37.97 for 78 channels
PENETRATION: NA



TOP EXECUTIVE: Eric Brown, division president; b. Hampton, VA, 1960; bachelor's degree, political science, UCLA, 1982; M.B.A., Darden School of Business Management, University of Virginia, 1984; immediate past position: VP/GM, Time Warner's Los Angeles North Division

68
Time Warner San Diego

8949 Ware Ct.
 San Diego, CA 92121
 858-695-3110

OWNERSHIP: Time Warner Cable
BASIC SUBS: 205,000
EXPANDED BASIC: \$41.24 for 72 channels
PENETRATION: NA



TOP EXECUTIVE: Jeffrey A. Schwall, division president and CEO; b. Akron, OH; B.S., University of Akron; M.B.A., Tuck School of Business, Dartmouth University; immediate past position: president, Time Warner Cable International; voice: 858-635-8297; fax: 858-566-6248

69
Time Warner Los Angeles South

303 W. Palm Ave.
 Orange, CA 92866
 714-903-4000
OWNERSHIP: Time Warner Cable
BASIC SUBS: 195,552 (small portion of Cypress, Garden Grove, Los Alamitos, Orange, Rossmore, Midway City, Huntington Beach, Stanton, Fountain Valley, Westminster, unincorporated Orange, El Segundo, Gardena, Hawthorne, Torrance, Lawndale, portion of Los Angeles County, CA)
EXPANDED BASIC: \$41.95 for 77 channels
PENETRATION: NA



TOP EXECUTIVE: Paul A. Fisher; b. Red Bluff, CA, 1950; B.A., Claremont McKenna College, 1973; M.A., Claremont Graduate University,

1978; immediate past position: VP, Roadrunner Residential Shared Services, Time Warner Cable; voice: 714-903-8300; fax: 714-903-8210; e-mail: paul.fisher@twcable.com

70
Cox Omaha

11505 W. Dodge Rd.
 Omaha, NE 68154
 402-933-2000
OWNERSHIP: Cox Communications
BASIC SUBS: 183,000 (Omaha and Bellevue, NE, and Council Bluffs, IA)
EXPANDED BASIC: \$34.95 for 70 channels
PENETRATION:
PAY: 37%
DIGITAL: 30%
MODEM: 20%



TOP EXECUTIVE: Janet Barnard, VP/GM; b. Diller, NE, 1959; B.S., business administration and accounting, University of Nebraska, 1981; immediate past position: VP, business, Cox-Omaha; voice: 402-933-2000; fax: 402-933-0010; e-mail: janet.barnard@cox.com

71
Time Warner Suburban New York (Liberty)

One Cablevision Center, Ste. 2
 Ferndale, NY 12734
 845-295-2650
Ownership: Time Warner Cable
Basic subs: 175,000 (all of Orange County, Sullivan County, Ulster County and parts of Dutchess, Greene and Delaware counties, NY—89 franchised municipalities)
Expanded basic: \$28 for

46 channels
PENETRATION:
PAY: 83%
DIGITAL: NA
MODEM: NA
TOP EXECUTIVE: Donald Rafferty; b. Schenectady, NY, 1952; attended Sienna College; immediate past position: northeast regional manager, Cablevision Industries; voice: 845-295-2650; fax: 845-295-2451

72
Cox Baton Rouge

5428 Florida Blvd.
 Baton Rouge, LA 70806
 225-615-1000
OWNERSHIP: Cox Communications
BASIC SUBS: 174,000 (Baton Rouge, Gonzales, Sorrento, Denham Springs, Walker, Plaquemine, Addis, Brusly, St. Gabriel, White Castle, Rosedale, Grosse Tete, Donaldsonville, Port Allen, Zachary, Slaughter, Baker, Lutchter, Gramercy, East Baton Rouge Parish, West Baton Rouge Parish, Iberville Parish, St. James Parish, Ascension Parish, Livingston Parish, East Feliciana Parish, LA)
EXPANDED BASIC: \$37.25 for 72 channels
PENETRATION:
PAY: 24%
DIGITAL: 26%
MODEM: 15%

TOP EXECUTIVE: Jacqueline D. Vines, VP/GM; b. Norwalk, CT, 1959; B.B.A., University of Redlands, 2000; immediate past position: VP, human resources, Cox San Diego; voice: 225-930-2219; fax: 225-925-1668; e-mail: jacqui.vines@cox.com

73
Cox Tulsa

8421 E. 61st St., Ste. U
 Tulsa, OK 74133
 918-459-3500
OWNERSHIP: Cox Communications
BASIC SUBS: 172,500 (Tulsa,

Bixby, Broken Arrow, Catoosa, Claremore, Coweta, Glenpool, Jenks, Kiefer, Owasso, Sand Springs and Sapulpa, OK)
EXPANDED BASIC: \$31.60 for 68 channels
PENETRATION:
PAY: 48%
DIGITAL: 24.5%
MODEM: 6.9%



TOP EXECUTIVE: John Bowen, VP/GM; b. New Orleans; attended Loyola University; immediate past position: director of marketing operations, Cox Pensacola; voice: 918-459-3540; fax: 918-459-3539; e-mail: john.bowen@cox.com

74
Charter Ft. Worth

4800 Blue Mound Rd.
 Fort Worth, TX 76106
 817-509-6272
OWNERSHIP: Charter Communications
BASIC SUBS: 172,000
EXPANDED BASIC: \$38.95 for 85 channels
PENETRATION: NA



TOP EXECUTIVE: Gaye Scudder; b. Center, TX, 1948; B.S.B.A., University of Redland, 1983; immediate past position: regional director of customer service, Charter Communications, Fort Worth

75
Charter Birmingham

4601 Southlake Pkwy, Ste. 200
Birmingham, AL 35244
205-733-8778
OWNERSHIP: Charter Communications

BASIC SUBS: 171,000 (Birmingham, Hoover, Vestavia, Homewood and Mountain Brook)
EXPANDED BASIC: \$42.90 for 76 channels
PENETRATION: NA
TOP EXECUTIVE: position currently vacant

76
Time Warner Binghamton

120 Plaza Dr., Ste. D
Vestal, NY 13850
607-644-0646

OWNERSHIP: AOL/TWE-AN
BASIC SUBS: 169,797 (Binghamton, Corning, Elmira, Watkins Glen and Ithaca, NY, and Montrose, PA)
EXPANDED BASIC: \$38-\$41 for 69 channels
PENETRATION:
PAY: 57%
DIGITAL: 25%
MODEM: 25%



TOP EXECUTIVE: Jon Scott, division president; b. New Rochelle, NY, 1950; B.A., political science, Kalamazoo College, 1973; immediate past position: division president, Time Warner Eastern Pennsylvania; voice: 607-644-0646, ext. 7307; fax: 607-644-1501; e-mail: Jon.Scott@twcable.com

77
Charter Suburban Atlanta

3075 Breckinridge Blvd., Ste. 450
Duluth, GA 30096
770-806-7060
OWNERSHIP: Charter Communications

BASIC SUBS: 165,000 (Athens, Duluth, Gainesville, Milledgeville and Smyrna, GA)
EXPANDED BASIC: \$38.20 for 79 channels
PENETRATION: NA
TOP EXECUTIVE: J. Rob Bridges, director of operations; b. Kings Mountain, NC, 1956; B.S., radio/television communications, Western Carolina University, 1979; immediate past position: VP, digital programming, Inspiration Networks

78
Cox Pensacola

2205 LaVista Ave.
Pensacola, FL 32504
850-477-2695, Pensacola
850-862-4142, Fort Walton Beach
OWNERSHIP: Cox Communications
BASIC SUBS: 162,123 (Ft. Walton Beach, Destin, Niceville, Crestview, Eglin AFB, Hurlburt AFB, Shalimar, Pensacola and Freeport, FL)
EXPANDED BASIC: \$29.75-\$30.75 for up to 59 channels
PENETRATION:

PAY: 55%
DIGITAL: 16.6%
MODEM: 12.2%
TOP EXECUTIVE: L. Keith Gregory, VP/GM; bachelor's degree, University of Florida, 1974; M.B.A., Old Dominion University, 1993; voice: 850-857-4506; fax: 850-479-3912

79
AT&T Richmond

5401 Staples Mill Rd.
Richmond, VA 23228
804-915-5400
OWNERSHIP: AT&T Broadband

BASIC SUBS: 155,000 (Richmond and counties of Henrico, Hanover, Goochland and Louisa, VA)
EXPANDED BASIC: \$34.49 for 66 channels
PENETRATION:
PAY: 62%
DIGITAL: 40%
MODEM: 11%



TOP EXECUTIVE: Kenneth Dye, VP/GM; b. Washington, DC, 1955; B.A., communications studies, Oberlin College, 1979; immediate past position: director of government and community relations, AT&T Richmond; voice: 804-915-5302; fax: 804-915-5319; e-mail: kdye@Broadband.att.com

80
AT&T Fresno

1945 N. Helm Ave.
Fresno, CA 93727
559-253-4050
OWNERSHIP: AT&T Broadband
BASIC SUBS: 151,200 (Fresno, Stockton, Modesto and

Chico, CA)
EXPANDED BASIC: \$34.49 for 65 channels
PENETRATION: NA



TOP EXECUTIVE: Jeff Harkman, senior VP; b. Cokato, MN; B.A., speech communications, University of Minnesota; immediate past position: VP/GM, Minnesota MediaOne; voice: 916-858-4800; fax: 916-858-4801; e-mail: jharkman@Broadband.att.com

81
Time Warner Green Bay

1001 W. Kennedy Ave.
Kimberly, WI 54136
920-749-1400
OWNERSHIP: Time Warner Cable
BASIC SUBS: 151,150 (Green Bay, Appleton, Oshkosh and Marinette, WI)
EXPANDED BASIC: \$23.90 for 60 channels
PENETRATION: NA

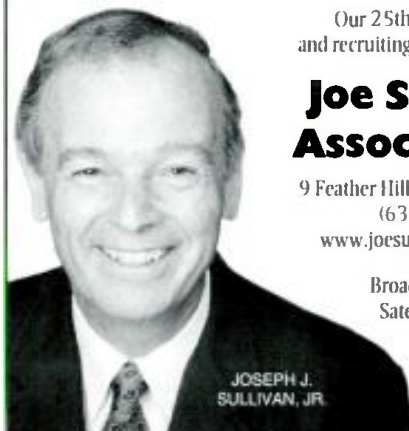


TOP EXECUTIVE: Kathy Keating, division president; attended University of Wisconsin-Eau Claire; immediate past position: Time Warner Cable regional manager; voice: 920-749-1400; fax: 920-831-9172; e-mail: kathy.keating@twcable.com

82
Time Warner Los Angeles North

9260 Topanga Canyon Blvd.
Chatsworth, CA 91311
818-700-6500
OWNERSHIP: Time Warner Cable
BASIC SUBS: 151,100 (Canoga Park, Reseda, Winnetka, Canyon Country, Tarzana, Encino, Granada Hills, Northridge, San Fernando, Chatsworth, Santa Clarita, Agua Dulce, South Pasadena, Woodland Hills and West Hills, CA)
EXPANDED BASIC: \$40.94 for 80 channels

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PENETRATION:

PAY: 50%

DIGITAL: 30%

MODEM: 15%

TOP EXECUTIVE: Cathy Serknas, interim GM and director of business operations; bachelor's degree, DePaul University; M.B.A., Pepperdine University; voice: 818-407-4450; fax: 818-998-0858

83**Time Warner
Wilmington (NC)**

1949 Dawson St.
Wilmington, NC 28403
910-763-0004

Ownership: Time Warner Cable

BASIC SUBS: 150,100 (New Hanover, Brunswick and Pender counties and city of Wilmington, NC)

EXPANDED BASIC: 70 channels

PENETRATION: NA

TOP EXECUTIVE: William Greene, division president

84**Charter Reno**

9335 Prototype Dr.
Reno, NV 89511
775-850-1200

OWNERSHIP: Charter Communications

BASIC SUBS: 150,000 (Reno, Sparks, Washoe Valley, Carson City, Gardnerville, Fallon and Elko, NV, and North Lake Tahoe and South Lake Tahoe, CA)

EXPANDED BASIC: \$39.99 for 76 channels

PENETRATION: NA

TOP EXECUTIVE: LaFawn Vannest, group VP; b. Princeton, WV, 1959; associate's degree, National Business College, 1979; immediate past position: regional VP, AT&T Broadband; voice: 775-850-1200; fax: 775-850-1229

85**Charter
Los Angeles**

4781 Irwindale Ave.
Irwindale, CA 91706
626-430-3300

OWNERSHIP: Charter Communications

BASIC SUBS: 140,000 (Pasadena, Alhambra, Norwalk and parts of Los Angeles County, CA)

EXPANDED BASIC: \$36.40 for 78 channels

PENETRATION: NA



TOP EXECUTIVE: Pete Eliason, VP, operations; b. St. Paul, MN, 1955; immediate past position: operations GM, TCI/AT&T Seattle Metro

86**Cox Tucson**

1440 E. 15th St.
Tucson, AZ 85719
520-629-8470

OWNERSHIP: Cox Communications

BASIC SUBS: 139,000 (Southern Arizona)

EXPANDED BASIC: \$35.48 for 70 channels

PENETRATION: NA

MODEM: NA

TOP EXECUTIVE: Gretchen Shine, VP/GM; attended Georgia State University; immediate past position: VP/GM, Cox Roanoke; voice: 520-629-8470; fax: 520-624-5918

87**Time Warner
California
Desert Cities**

41-725 Cook St.
Palm Desert, CA 92211
760-340-1312

OWNERSHIP: Time Warner Cable

BASIC SUBS: 131,000 (Banning, Beaumont, Cherry Valley, Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, La Quinta, Indio, Coachella, Thermal and Thousand Palms, CA)

EXPANDED BASIC: \$28 for 47 channels

PENETRATION:

PAY: 36%

DIGITAL: 12%

MODEM: 3%

TOP EXECUTIVE: Robert Barlow, president; b. South Bend, IN, 1952; B.A., biological science, and M.B.A., finance, Indiana University; immediate past position: VP/GM, Time Warner Cable's Tampa Bay Florida Division; voice: 760-674-5300; fax: 760-674-2392; e-mail: bob.barlow@twcable.com

88**Toledo Buckeye
CableSystem**

5566 Southwyck Blvd.
Toledo, OH 43614
419-724-9802

OWNERSHIP: Block Communications

BASIC SUBS: 128,281 (Toledo, OH, and 21 surrounding cities, townships and villages)

EXPANDED BASIC: \$30.99 for 60 channels

PENETRATION:

PAY: 23%

DIGITAL: 13.5%

MODEM: 10.2%

TOP EXECUTIVE: David G. Huey, president/GM; b. Ashtabula, OH, 1947; B.S., business and accounting, University of Toledo, 1970; immediate past position: VP, administration, Nicholson Industries; voice: 419-724-9802; fax: 419-724-7074; e-mail: askus@buckeye-cablesystem.com

89**Charter Central
North Carolina**

P.O. Box 2989
Hickory, NC 28603
1121 Lenoir Rhyne Blvd.
S.E. Hickory, NC 28602
828-322-3875

OWNERSHIP: Charter Communications

BASIC SUBS: 128,000 (Lincolnton, Lenoir, Taylorsville, Granite Falls, Denver, Vale, Hudson, Catawba, Connelly Springs, Rutherford College, Marion, North Wilkesboro, Boone, Blowing Rock Beech Mountains, Sugar Mountain, Cahaj's Mountain, Conover, Newton, Claremont, Drexel, Valdese, Glen Alpine, Maiden, Rhodhiss, Sawmills, Dallas and Brookford, NC)

EXPANDED BASIC: \$41.85 for 69 channels

PENETRATION: NA



TOP EXECUTIVE: Landon D. Barefoot Jr., VP, operations; studied business at University of North Carolina-Chapel Hill; immediate past position: group director of operations, Charter Communications, Central North Carolina; fax: 828-322-5492

90**Charter Charleston**

3028 Michigan Ave.
Shrewsbury, WV 25015
304-343-3343

OWNERSHIP: Charter Communications

BASIC SUBS: 127,366 (Shrewsbury, Pinch, Madison, Milton, Wayne and Summersville, WV)

EXPANDED BASIC: \$39.56 for 73 channels

PENETRATION: NA

TOP EXECUTIVE: David Plessinger, acting GM; b.

Scottsburg, IN, 1956; associate's degree, United Electronics Institute; attended Indiana University and Purdue University; immediate past position: group manager, Advance Services Development, Charter Communications; voice: 304-343-3343 ext. 188, fax: 304-357-6707

91**Insight Peoria/
Bloomington/
Normal, IL**

3517 N. Dries Ln.
Peoria, IL 61604
309-686-2600

OWNERSHIP: Insight Communications

BASIC SUBS: 125,000 (Peoria, County of Peoria, Norwood, Tazewell County, West Peoria, East Peoria, Washington, Creve Coeur, Peoria Heights, Bellevue, Bartonville, Bloomington, Normal, Galesburg, Knoxville, E. Galesburg, Monmouth, Pekin, Groveland, N. Pekin, S. Pekin, Marquette Heights and Green Valley, IL)

EXPANDED BASIC: \$36.08 for 60 channels

PENETRATION:

PAY: 72%

DIGITAL: 16%

MODEM: 9.5%

TOP EXECUTIVE: Jeanne Coleman, district VP; b. Buffalo, NY, 1963; B.S., finance, Canisius College, 1985; M.B.A., State University of New York-Buffalo, 1987; immediate past position: GM, Peoria system, AT&T Broadband; voice: 309-686-2612; fax: 309-688-9828; e-mail: coleman.jeanne@insight-com.com

92

**Adelphia
Colorado Springs**

213 N. Union Blvd.
Colorado Springs, CO 80909
719-389-4501

OWNERSHIP: Adelphia Cable

BASIC SUBS: 123,000 (Colorado Springs, Monument, Fountain, Security, Widefield and Cascade, CO)

EXPANDED BASIC: \$37.45 for 78 channels

PENETRATION:

PAY: 51%

DIGITAL: 49%

MODEM: 9%

TOP EXECUTIVE: Mike Ross; b. Colorado Springs, CO; B.A., business and marketing, Colorado Mountain College, 1980; immediate past position: GM, AT&T Broadband, Baton Rouge; voice: 719-389-4505; fax: 719-457-4503

93

**Time Warner
Indianapolis**

3030 Roosevelt Ave.
Indianapolis, IN 46218
317-632-9077

OWNERSHIP: Time Warner Cable

BASIC SUBS: 121,485 (Indianapolis, Carmel, Zionsville, Fortville, Ingalls,

McCordsville, Hamilton Co., Hancock Co., Madison Co., Avon, Pittsboro, Lizton, Hendricks Co., Boone Co., Marion, Gas City, Jonesboro and Grant Co., IN)

EXPANDED BASIC: \$35.09 for 71 channels

PENETRATION: NA



TOP EXECUTIVE: Buz Nesbit, division president; b. Columbia, TN; B.A., political science, Memphis State University, 1977; immediate past position: VP/GM of Time Warner

Cable's Florida region; voice: 317-632-9077, ext. 501; fax: 317-632-5311; e-mail: buz.nesbit@twcable.com

94

**Time Warner
Jackson/Monroe**

5375 Executive Pl.
Jackson, MS 39206
601-982-0922

OWNERSHIP: Time Warner Cable

BASIC SUBS: 118,000 (Jackson, Clinton, Madison, Ridgeland, Florence, Richland, Raymond, Bolton, Edwards, Pearl River Valley Water Supply District, Hinds Co., Madison Co., Rankin Co., MS, and Monroe, West Monroe, Ouachita Parish and Richwood, LA)

EXPANDED BASIC: \$29.38 for 53 channels

PENETRATION: NA

TOP EXECUTIVE: William W. Farmer, president; b. High Point, NC, 1955; B.A., radio/TV/motion pictures, University of North Carolina, 1977; immediate past position: GM, Wade Cablevision, Philadelphia; voice: 601-982-1187; fax: 601-982-9532; e-mail: Bill.Farmer@twcable.com

95

**Time Warner
El Paso**

7010 Airport Rd.
El Paso, TX 79906
915-775-7400

OWNERSHIP: Time Warner Cable

BASIC SUBS: 117,781 (El Paso, Fort Bliss, Vinton, Santa Teresa, Anthony, Clint, Horizon City, Socorro, Sunland Park, Canutillo, Fabens, San Elizario, La Mesa and counties of El Paso, TX, and Dona Ana, NM)

EXPANDED BASIC: \$34.91 for 73 channels

PENETRATION:

PAY: 47%

DIGITAL: NA

MODEM: NA



TOP EXECUTIVE: Alan G. Spencer, VP/GM; b. Winnipeg, Manitoba, 1956; B.S., business, University of Northern Colorado, 1980; immediate past position: VP/GM, Time Warner Cable, Fayetteville, NC; voice: 915-775-7456; fax: 915-772-4605; e-mail: alan.spencer@twcable.com

96

**Insight
Springfield, IL**

711 S. Dirksen Pkwy.
Springfield, IL 62703
217-788-5898

OWNERSHIP: Insight Communications

BASIC SUBS: 114,000 (Springfield, Decatur, Lincoln, Quincy, Chatham and Macomb, IL)

EXPANDED BASIC: \$32.95 for 52 channels

PENETRATION:

PAY: 74%

DIGITAL: 20%

MODEM: 7.1%

TOP EXECUTIVE: Greg Capranica; senior VP, regional operations; b. Springfield, IL, 1958; attended University of Illinois; immediate past position: district VP, Insight Communications; voice: 217-788-5898 ext. 668; fax: 217-788-5020; e-mail: capranica.g@insight-com.com

97

**Insight
Northeast Indiana**

335 E. 10th St.
Anderson, IN 46016
765-649-0407

OWNERSHIP: Insight Communications

BASIC SUBS: 113,100 (Anderson, Noblesville, Greenfield, Hartford City, Portland, Richmond, New Castle and Lebanon, IN)

EXPANDED BASIC: \$32.95 for 52 channels

PENETRATION:

PAY: 45%

DIGITAL: 17%

MODEM: 5.3%

TOP EXECUTIVE: Sean Hogue, director of operations; b. Denver, 1963; B.B.A., Western State College, 1987; immediate past position: GM, AT&T Broadband, Chico, CA; voice: 765-646-9104; fax: 765-649-1532; e-mail: hogue.s@insight-com.com

98

Time Warner Waco

215 Factory Dr.
Waco, TX 76714
254-761-3704

OWNERSHIP: Time Warner Cable

BASIC SUBS: 113,000 (Woodway, Hewitt, Robinson, Beverly Hills,

Lorena/Bruceville, Eddy, McGregor, Temple, Cooperas Cove, Harker Heights, Lacy Lakeview, Killeen, Waco, Temple, Belton, Nolanville, Bellmead and Fort Hood, TX)

EXPANDED BASIC: \$29.95 or \$36.50 for 74 channels

PENETRATION: NA

TOP EXECUTIVE: Johnny Mankin; b. Tyler, TX; voice: 254-761-3700; fax: 254-761-3796; e-mail: johnny.mankin@twcable.com

99

**Charter Fond
du Lac**

165 Knights Way
Fond du Lac, WI 54935
920-907-7720

OWNERSHIP: Charter Communications

BASIC SUBS: 111,000

EXPANDED BASIC: \$38.99 for 76 channels

PENETRATION: NA

TOP EXECUTIVE: Lisa Washa, VP, operations; b. St. Paul, MN, 1963; studied business administration at University of Wisconsin-Stevens Point and hotel/restaurant management at University of Wisconsin-Stout; immediate past position: group manager, Marcus Cable; voice: 920-907-7720; fax: 920-907-7723

100

**Time Warner
Lincoln**

5400 S. 16th St.
Lincoln, NE 68512
402-421-0330

OWNERSHIP: Time Warner Cable

BASIC SUBS: 110,100 (17 communities, including Columbus, Fremont, York, Nebraska City and Auburn, NE)

EXPANDED BASIC: \$39.20 for 68 channels

PENETRATION:

PAY: 21%

DIGITAL: 25%

MODEM: 10%

TOP EXECUTIVE: Beth Scarborough, division president; b. McRae, GA, 1954; A.B.J., journalism, University of Georgia, 1976; M.B.A., University of Georgia, 1979; immediate past position: division president, Time Warner Savannah; voice: 402-421-0330; fax: 402-421-0305; e-mail: beth.scarborough@twcable.com

Top 100 by Ownership

System ranking in parentheses

Adelphia

Colorado Springs (92)
 Desert Coastal Los Angeles (29)
 Florida (12)
 Great Lakes Region (8)
 Los Angeles (38)
 New England (19)
 Tri-County Southern California (40)
 Virginia (27)

AT&T

Atlanta (17)
 Bay Area (4)
 Chicago (5)
 Dallas (23)
 Denver (18)
 Fresno (80)
 Grand Rapids (49)
 Jacksonville (58)
 Miami (13)
 New England (3)
 Oregon/Southwest Washington (24)
 Pittsburgh (20)
 Richmond (79)
 Sacramento
 Salt Lake City (57)
 Seattle (9)
 Southern California (26)
 Twin Cities (42)

Block Communications

Toledo Buckeye CableSystem (88)

Cablevision

Greater New York (2)

Charter

Birmingham (75)
 Central North Carolina (89)
 Charleston (90)
 Fond du Lac (99)
 Ft. Worth (74)
 Greenville/Spartanburg/Anderson (61)
 Los Angeles (85)
 Madison (63)
 Reno (84)
 St. Louis (28)
 Suburban Atlanta (77)
 Worcester (66)

Comcast

Eastern Division (1)
 Eastern Tennessee Cluster (16)
 Indianapolis (55)
 Mid-Atlantic Division (6)
 Southeast Michigan (64)
 Southeast Michigan Cluster (10)
 West Florida Cluster (30)

Cox

Baton Rouge (72)
 Hampton Roads (34)
 Las Vegas (37)
 New Orleans (54)
 Oklahoma City (56)
 Omaha (70)
 Orange County (62)
 Pensacola (78)
 Phoenix (21)
 San Diego (25)
 Tucson (86)
 Tulsa (73)
 West Texas (60)
 Wichita (48)

Insight

Louisville, KY (59)
 Northeast Indiana (97)
 Peoria/Bloomington/Normal, IL (91)
 Springfield, IL (96)

Time Warner

Albany (53)
 Austin (47)
 Binghamton (76)
 California Desert Cities (87)
 Central Florida (14)
 Charlotte (36)
 Cincinnati (44)
 Columbus (50)
 El Paso (95)
 Green Bay (81)
 Greensboro (41)
 Hawaii (39)
 Houston (15)
 Indianapolis (93)
 Jackson/Monroe (94)
 Kansas City (51)
 Lincoln (100)
 Los Angeles North (88)
 Los Angeles South (69)
 Memphis (65)
 Milwaukee (32)
 Minnesota (67)
 New York City (7)
 Northeast Ohio (35)
 Raleigh (31)
 Rochester (52)
 San Antonio (45)
 San Diego (68)
 South Carolina (46)
 Suburban New York (Liberty) (71)
 Syracuse (43)
 Tampa Bay (11)
 Waco (98)
 Western Ohio (33)
 Wilmington (NC) (83)



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Kymberli Frueh
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At left, Isaacson visits with anchors Daryn Kagan (c) and Kyra Phillips. At right, like Fox News and NBC's *Today* nearby, CNN is building a Manhattan street-level studio (shown in rendering).



nized as a quality product. It's important to keep it as a quality product.

What's the strategy behind hiring younger, MTV-style reporters like Serena Altschul, Anderson Cooper and Jason Bellini?

It's not about creating a block of news for younger viewers. This is about infusing the entire network and its schedule with a new sensibility, new type of reporting, and, over the next few years, to bring in a younger generation of viewers. They are basically storytellers in a more informal way, and that style appealed to me.

Do you think the relaunch of *Headline News* has been a success?

I think *Headline News* looks good. It's defining the future of news. Everyone criticized us for being too busy, but most news nets have copied *Headline* in having more information on the screen.

About a year ago, there were a lot of layoffs. The number given was 25%, although CNN now says 10%. Is that the end?

Since I've come, we've been building—on-air talent and work we do overseas. I hope, at the end, we'll have a stronger CNN.

There's chronic anxiety among the staff in Atlanta that the center will shift to New York. Is that warranted?

Atlanta remains headquarters for all 14 CNN networks. It is a great place to have the heart and soul of our newsgathering operations.

It makes sense, though, to have some programs come out of Washington, L.A. and New York, where you'll get prominent news stars to do shows.

Are the plans to relaunch *CNN Money* off or on hold?

Right now, the media marketplace does not seem to be craving launches of new networks, but I assume that will change at some point. In the middle of the year, we're going to focus on that again.

How long is crawl going to last? Is it a permanent TV fixture?

We're looking at different new designs over the next month or two, some of which may reduce the role of the crawl. It will always have some role to play. But, in times there's not much news, maybe its role is less.

What's the big thing you've learned about the mechanics of TV?

One thing that I've really loved is how flexible television can be. We've been putting on a show every night called *Live From*. We come up with ideas like let's do it from a fox hole in Afghanistan, let's do it from Guantánamo Bay, let's do it from Somalia or under the volcano.

I'm pleased with how quick and mobile our people can be.

As you surprised by the competitiveness of cable TV? The emphasis on scoops and ratings?

I like the competitiveness on substantive journalism, who got the story best, who got it first, who made it the most interesting. I don't think competition is just a matter of if Connie Chung can steal a viewer from a Chris Matthews or a Bill O'Reilly.

You were near the top of the magazine world. Don't you miss it?

I've been impressed by how much fun it is to pull together the various elements of a package in television. Whereas, in print, it's much easier, just usually words and still photographs, TV gives you a broader range of tools by which to communicate. ■

Keeping score

The good news

- Playing—so far—to CNN's biggest strength, news credibility. No WWF talk shows.
- Strong 9/11 and war coverage.
- Poaching Paula Zahn from Fox News
- Establishing Aaron Brown as a franchise anchor
- Big scoops: The "American Taliban" interview; Osama bin Laden tapes
- No anthrax at CNN studios



Luring Paula Zahn away from Fox was good news; embarrassing promo wasn't.

The bad news

- Fading ratings as breaking news has faded and Fox News began winning regularly in prime time
- Loss of Steve Harrigan to Fox just as the Afghan bombing started
- Embarrassing "just a little bit sexy" Zahn promo
- Sweeping out CNN veterans, including Lou Waters and Natalie Allen



The effect of Greta Van Susteren's defection to Fox News has not been felt yet.

To be determined

- Will Connie Chung help?
- Did defection of Greta Van Susteren to Fox News hurt?
- Does the *Headline News* makeover work?
- Is Larry King's new four-year, \$30 million deal too expensive?
- Is the Al Jazeera partnership worth the trouble?

Sunny, warm—and miserable

Weather Channel ratings fall with new format. Or is it just too nice outside?

By Allison Romano

The Weather Channel is caught in its own nasty storm, beleaguered by sagging ratings and testing a new but unproven programming format. The net's biggest problem: a calm forecast.

"Our version of war is a major land-falling hurricane," says Weather Channel President Patrick Scott, "but, for two years, we haven't had one."

The channel's ratings have been down or flat nearly every month since January 2001. Like other non-news cable networks', its ratings fell sharply after Sept. 11—partly because travel dipped too: Fourth-quarter ratings were off 33% from 2000. The numbers are slowly returning to pre-9/11 levels.

Nice weather's a bummer, too. When severe weather strikes, the Weather Channel draws a crowd. The Jan. 2-3 snowstorm in the Southeast helped it pull a 0.5 average those two days, two-tenths of a point higher than the January average.

But that's the biggest weather story in recent memory. "The Weather Channel has the CNN factor: They are driven by the news they cover," says Initiative Media's Tim Spengler, referring to CNN's traditional ratings hikes when breaking news unfolds. The Weather Channel traditionally draws its highest ratings in the first quarter, when winter weather threatens many parts of the country.

Those who do watch regularly don't stay long. In the morning, Weather Channel's prime time, the average viewer watches for 18 minutes. During evening prime time, that number drops to eight minutes. In contrast, Lifetime holds viewers for 65 minutes in prime time, ESPN about 30 minutes, and

Discovery and TLC 16 minutes each.

To draw more viewers, the channel has introduced news shows and Discovery-like documentaries. Gone is the rigid wheel of weather forecasting, replaced with a day-part strategy. There are two branded weather shows in the morning, plus another on weekends. These shows have permanent anchor teams, instead of the channel's rotating army of seemingly interchangeable "on-camera meteorologists."



Last June's stunt produced a rare ratings spike and helped the net earn its highest monthly average for the year.

In August, a prime time weathercast was added from 9 to 11 p.m. Three weeknights at 8 p.m., news magazine *Atmospheres* airs. "This is the first year we have all the new shows," says Scott, explaining that he wants to wait a year to see the impact on ratings.

Four documentaries are slated for 2002, and a new half-hour prime time strip series *Storm Stories* joins the lineup next January.

"This kind of strategy worked for music networks, which moved away from just showing videos. Look at VH1's success with *Behind the Music*," said Andrew Donchin, director of national broadcast for media buyer Carat USA.

However, that approach failed for CNN, which abandoned ex-President Rick Kaplan's push into magazine shows aimed at

securing "appointment viewers."

The Weather Channel isn't going to pick up viewers by organic growth; it's almost fully distributed in 84 million homes. If it can hold viewers longer, ratings could increase. Buyers say the new strategy could accomplish that. "They need a program or stunt that catches fire and generates some press. Then you'll see them come out of the 0.3 [rating]," said Horizon Media's Executive Vice President/Director of National Broadcast Aaron Cohen.

Last June's Storm Week stunt produced a rare ratings spike, a 0.7 average for four nights. It helped the net earn a 0.4 average for the month, its highest for the year.

The Weather Channel's originals may resemble some Discovery Channel and TLC fare, but advertisers may be interested in such alternatives. Science- and nature-related programming, media buyers note, usually attract a desirable upscale,

educated viewer.

The Weather Channel also is venturing into more partnerships. Its meteorologists report for Comcast regional news channel CN8. Last month, it became the official forecaster for *USA Today* and is exploring affiliations with Gannett's 22 local TV stations. The first test will be with Gannett NBC affiliate WXIA-TV Atlanta. The station will provide video forecasts that will air during the Weather Channel's regional weather updates. In exchange, the Weather Channel makes its staffers and feeds available.

"I don't imagine us ever syndicating weather reports; that would be cannibalizing our audience," he said. "This is the exact opposite. It strengthens our local product." ■

SyndicationWatch

JAN. 28-FEB. 3 *Syndicated programming ratings according to Nielsen Media Research*

TOP 25 SHOWS

Rank	Program	HH AA	HH GAA
1	Wheel of Fortune	10.5	10.5
2	Jeopardy	8.9	8.9
3	Friends	7.5	8.8
4	Seinfeld	7.1	7.9
5	Entertainment Tonight	6.4	6.5
6	Judge Judy	6.2	9.1
7	Everybody Loves Raymond	6.1	7.0
7	Oprah Winfrey Show	6.1	6.2
9	Wheel of Fortune (wknd)	5.6	6.6
10	Seinfeld (wknd)	5.0	5.7
11	Entertainment Tonight (wknd)	4.0	4.1
12	Live With Regis and Kelly	3.9	3.9
13	Frasier	3.7	3.9
14	King of the Hill	3.6	3.9
15	Judge Joe Brown	3.5	4.5
16	Friends (wknd)	3.4	3.5
17	Maury	3.3	3.4
17	Inside Edition	3.3	3.3
19	Everybody Loves Raymond (wknd)	3.2	3.2
20	Extra	3.0	3.0
20	Montel Williams	3.0	3.0
22	Cops	2.9	3.9
22	Divorce Court	2.9	3.8
22	Jerry Springer	2.9	3.1
22	Hollywood Squares	2.9	3.0

TOP TALK SHOWS

Rank	Program	HH AA	HH GAA
1	Oprah Winfrey	6.1	6.2
2	Live With Regis and Kelly	3.9	3.9
3	Maury	3.3	3.4
4	Montel Williams	3.0	3.0
5	Jerry Springer	2.9	3.0

According to Nielsen Media Research Syndication Service Ranking Report Jan. 28-Feb. 3, 2002

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

Fall makeover

Ricki Lake may be only 33 years old, but she's about to get a facelift. Her syndicated talk show will have a new look, feel and executive producer when it comes back for its 10th season in the fall.

Columbia TriStar Domestic Television executives have named Michael Rourke executive producer, replacing Lake's longtime producer Gail Steinberg. Steinberg, who has been with the younger-skewing talk show since it debuted in 1993, is going to work with CTD T programmers to develop future cable and syndicated fare. Rourke, who also produces court series *Judge Hatchett* for CTD T, will oversee both shows from New York City next season.

"The show has been on for nine years. When we started, the core audience was really 18-24," says Russ Krasnoff, CTD T head of programming. "We've done a phenomenal job of keeping that audience, but the great thing now is that there's an older audience, too. So the question is how do we keep our core audience but also make the show a little more sophisticated ... make it grow with Ricki's sensibilities."

Krasnoff and Melanie Chitek, CTD T senior vice president of development and programming, are also considering changing the set and overall appearance of the show. The timing of the planned changes comes as *Ricki Lake's* ratings have hit new lows. This season, the show is averaging a 1.8 rating nationally, according to Nielsen Media Research. In its second season, 1994-95, it scored its best-ever full-season ratings, averaging a 5.4 nationally. Since then, the show has seen a slow ratings decline—as have most other syndicated daytime series facing increased competition from cable networks.

Ricki Lake has been cleared for 2002-03 in more than 90% of the country. —Joe Schlosser



Heading into its 10th season, *Ricki Lake* is looking to mature with its audience while keeping its core demographic.

KING OF THE HILL

M18-34 +62% **HH +63%**

21 (w/o 1/21) 2.8 (w/o 1/21) 3.0 (w/o 1/7) 3.0 (w/o 1/14) 3.4 (w/o 1/21) 2.4 (w/o 1/21) 3.2 (w/o 1/21) 3.7 (w/o 1/7) 3.8 (w/o 1/14) 3.9 (w/o 1/21)

20th TELEVISION

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StationBreak

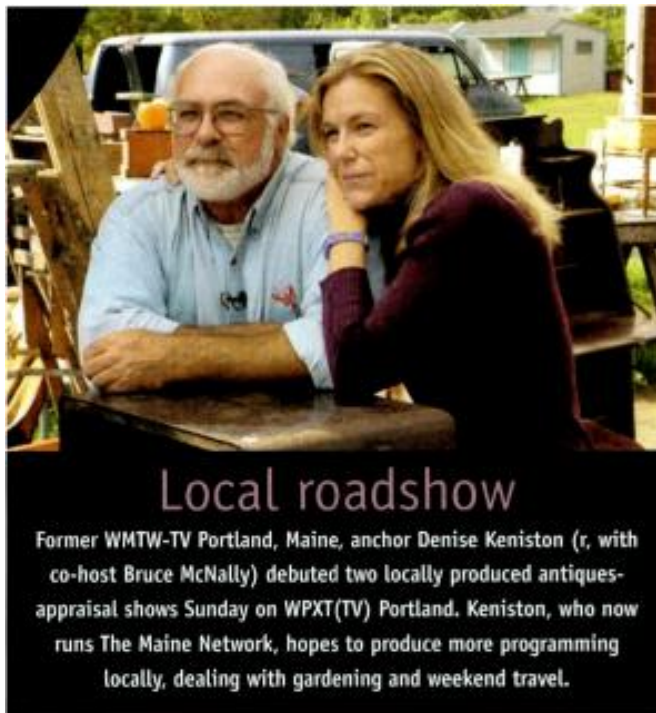
BY DAN TRIGOBOFF

LIFELINE

Not long after he'd sent a news chopper and crews to cover a hostage standoff at Fairfield University in Fairfield, Conn., last week, WCBS-TV New York Managing Editor Richard Bamberger was pulled into the story when the station got a call from a woman claiming to be a hostage. Suspect Patrick Arbelo, a legally blind recent graduate of the school described by a former roommate as a hermit, is accused of taking 28 people hostage in a classroom by claiming to have a bomb.

Bamberger used information he'd collected on the story to confirm that the caller was a hostage. He passed a note to the assignment desk, which alerted police. In more than a dozen calls over the next several hours, Bamberger and Arbelo communicated through the hostage, a student named Julie. At one point, Arbelo dictated a statement, described as rambling and anti-Semitic, that he wanted read over the air. Station management—WCBS-TV News Director Joel Cheatwood, Assistant News Director Michelle Murray and General Manager Tony Pettiti—decided not to air the statement; Bamberger was able to put Arbelo off whenever he brought it up.

Though Jewish, Bamberger said he was not put off by the statement. The overall situation was too intense, he said, and his concern was at the other end of the phone. "It was the most intense thing



Local roadshow
Former WMTW-TV Portland, Maine, anchor Denise Keniston (r, with co-host Bruce McNally) debuted two locally produced antiques-appraisal shows Sunday on WPXT(TV) Portland. Keniston, who now runs The Maine Network, hopes to produce more programming locally, dealing with gardening and weekend travel.

I had no idea if something I said would cause him to hurt someone," he said. "I couldn't even tell you what was happening around me in the newsroom." The crisis ended with no one hurt. The bomb turned out to be fake.

LIN AT SUNRISE

LIN Television's takeover of the management of six Sunrise TV stations is expected to be in place by the end of the first quarter, LIN reported. The stations are not in LIN station markets, the company said, adding that no general managers have been let go.

The management agreement is the first step toward consolidating Dallas investment company Hicks Muse Tate & Furst's co-owned but separately operated TV groups, LIN

Television and Sunrise Television. It's expected that the Sunrise stations will be completely folded into LIN later. "In effect, it's a deferred merger," LIN Television VP Paul Karpowicz said when the arrangement was announced.

Sunrise is in the process of selling off five North Dakota stations not managed by LIN. Robert N. Smith has resigned as CEO of Sunrise Television. His company, Smith Broadcasting, is managing the North Dakota stations until they are sold under a management-services agreement with Sunrise.

RED NOSE OPTIONAL

For Bozo and WGN-TV, it's not the show that must go on, but the party. Although the legendary clown, who entertained children of all ages in cities

across the country for more than 50 years, made his last appearance on his own WGN-TV Chicago show last summer, Chicago's Bozo Ball will continue—at least for this year.

WGN-TV canceled the show last year due to expanding competition from kid-oriented cable channels, but it hopes to continue the Bozo Ball, which has raised more than \$3.5 million for charities in 12 years. Along with the last Bozo, Joey d'Auria, WGN-TV says, Bozo creator Larry Harmon himself may be at the Bozo ball for the first time.

Negotiations are continuing with Bozo rights-holder Harmon. Loss of the Bozo name would leave WGN-TV's charity effort with big shoes to fill.

PORN ON HOLD

Utah PBS station KUED(TV) is delaying the broadcast of *Frontline's* documentary on pornography. GM Larry Smith said the station received its preview copy of *American Porn* late and was concerned about its content. Contrary to local reports, Smith said, the Olympics were not a factor. He called the production "an admirable job with a difficult subject" and said he will run *Frontline's* edited version on March 9, with an accompanying discussion including local law enforcement and civil libertarians.

All news is local. Contact Dan Trigoboff at (301) 260-0923, e-mail dtrig@starpower.net or fax (413) 254-4133.

Focus Yuma

THE MARKET

DMA rank	171
Population	300,000
TV homes	90,000
Income per capita	\$9,524
TV revenue rank	177
TV revenue	\$9,500,000

COMMERCIAL TV STATIONS

Rank*	Ch.	Affil.	Owner
1	KYMA(TV)	11	NBC Sunbelt
2	KSWT(TV)	13	CBS Pappas
3	KECY-TV	9	Fox Pacific
4	KVYE(TV)	7	Uni Entravision

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

CABLE/DBS

Cable subscribers (HH)	180,000
Cable penetration	60%
ADS subscribers (HH)**	42,000
ADS penetration	14%
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> (KYMA)	9/19
Network show	
<i>Will & Grace</i> (KYMA)	14/23
Early-evening newscast	
KYMA	9/20
Late newscast	
KYMA	8/18

***November 2001, total households
Sources: Nielsen Media Research, BIA Research



The advertising market in Yuma, Ariz.-El Centro, Calif., is heavily influenced by the tourism industry.

Straddling two worlds

The Yuma, Ariz.-El Centro, Calif., market covers two states, two countries and two time zones. Although it ranks near the bottom of the top 200 DMAs in the U.S., if the large audiences across the border in Mexicali and San Luis Rio Colorado, Mexico, were counted, it would become a market of nearly 2 million and jump more than a hundred DMA rankings.

It is a growing but not particularly lucrative market, however, with a per capita income under \$10,000 among its U.S. viewers. The market population has grown by nearly half in the past decade. Palm Springs, Calif., slightly to the north but a world away financially, is only nine spots ahead in DMA rankings but brings in more than twice the revenue. Where Palm Springs moves from DMA No. 161 to 137 on a financial basis, Yuma-El Centro goes from 171 to 177.

The market has no ABC affiliate, but viewers can receive ABC programs—if they have cable—from KABC-TV Los Angeles or KNXV-TV Phoenix.

Five over-the-air signals from Mexico can be viewed in the market across the border, including new nets Azteca and Televisa. "Much of our potential market is in Mexico," says Paul Heebink, general manager at local NBC affiliate and market leader KYMA, which brings in nearly half the market's revenue.

And Heebink is not put off by potential language barriers for an English-language station serving Mexicans and Americans. "Our research tells us that 80% of the Hispanics in our area are bilingual," he says. Ten percent of the Hispanics on the U.S. side, he says, "can't speak Spanish. We have about 30 people working here with Hispanic surnames. Half don't speak Spanish at all."

As in most markets, automotive is the largest advertiser, but the market is also heavily influenced by the strong local agriculture and tourism industries, military presence and trade with Mexico.

—Dan Trigoboff



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Including 48 of the Top 50 Markets!**

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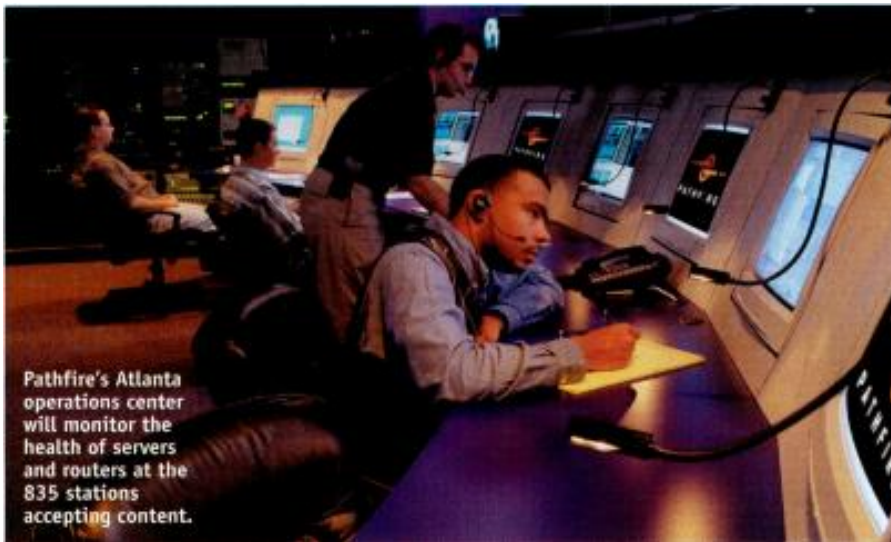


The Leader in Young Adult Programming.
CTDTV.COM

Technology

Content via IP from the sky

Warner Bros.' use of satellite-delivered Internet Protocol will cut costs, bandwidth



Pathfire's Atlanta operations center will monitor the health of servers and routers at the 835 stations accepting content.

By Ken Kerschbaumer

Warner Bros.' agreement to use Pathfire's satellite-delivered-IP technology to send syndicated content to 835 stations puts the studio in the company of ABC's NewsOne and NBC News Channel. They're all believers in the use of Internet Protocol for content delivery. It may also signal a turning point in critical mass for interest in such use of IP.

Granted, with major news organizations like ABC and NBC using IP-based delivery, that is already some serious mass.

Satellite-delivered IP "has been done with news for a while and on the consumer-based market, like satellite multicast," says Tom Geiges, principal systems engineer, new service concepts, for satellite provider Loral Skynet. "So it's a well-developed platform. When you're talking about broadcasting or multicasting, that is where satellite IP for non-real time is extremely effective. And if you know your traffic modeling and time sensitivities, you can get even greater efficiencies."

The use of the word *Internet* instantly

conjures up images of PCs on a wide-area network sending content back and forth via e-mail or other Internet-based delivery method. But Floyd Christofferson, Pathfire senior vice president, broadcast, explains that, in this instance, IP does not mean Internet.

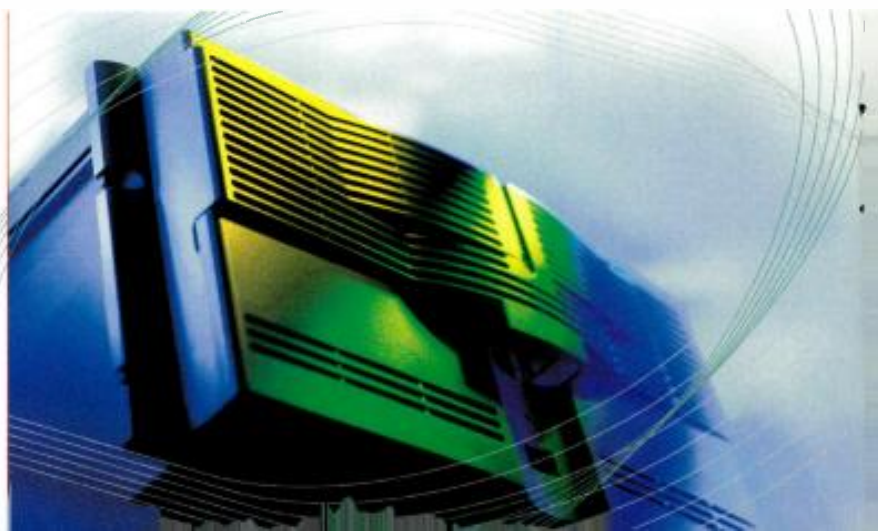
"In this sense, it means a non-real-time addressable movement of content," he says. "We're using IP over satellite because the Internet would choke on a fraction of this volume of content."

The attractiveness of IP for non-real-time delivery is that it is extremely bandwidth-efficient. And bandwidth-efficiency can turn into cost-efficiency. Sending video content encoded into packets of information requires much less bandwidth than conventional satellite transmission. And, for syndicated content that may arrive days before ployout, there is no risk of content's not getting to the station in time for broadcast.

The Warner Bros. setup, which will deliver content from Warner Bros. Domestic Television Distribution, will include Pathfire's multicast server installed at the studio's Content Distribution Center in Los Angeles. According to Christofferson, Warner Bros. will have complete control of

When you dive into an uncertain future, make sure you do it from a secure platform.

 GRASS VALLEY GROUP



the system, although Pathfire's Atlanta facility will monitor the health of every server and router at the 835 stations: "We have a window into the Warner Bros. system, but they are the ones that control it."

NBC News Channel was the first Pathfire customer and has been sending out news items to more than 200 affiliate stations with the system for more than two years.

The system is based on Pathfire's Digital Media Gateway, a modular system that includes receivers, application servers and interfaces that sit at a television station and receive the IP content. Pathfire owns the equipment at the stations.

Stations putting in this system "should be at ease," says Bob Horner, president of NBC News Channel. "It's a style of delivery that is so much more logical than what preceded it."

There is some effort in installing the server and a modest amount of upfront work, he says, adding that it saves much work on a continuing basis. "There is so much less maintenance of tape machines, and there is a welcomed simplification of operating procedures. Yes, it's new, and it may sound a little strange, and people may get nervous about a new piece of technology. But we've been doing it for a couple years now, and it works great."

The trick for syndicators and broadcasters is finding the companies that can provide satellite-delivered IP. "The key item on IP delivery is that satellite has a lot of natural advantages to it," Geiges explains. "The challenge is finding the right business players that become the distributors of that capability."

Loral Skynet is looking to position itself



Pathfire's syndication interface can handle content from more than one syndicator.

as a generic IP-platform enabler and will have IP capabilities in place later this year, Geiges says. "IP-enabled platforms won't help only in on-band, like Pathfire is doing in Ku-band, but it will be able to be used in C- or Ka-band."

For example, he says, C-band is an extremely reliable frequency band and requires less overhead and retransmission than Ku-band. So, if a one-hour program needs to be delivered in 90 minutes, C-band is the most stable bet. Ku-band, however, is the winner if time sensitivity is not an issue.

"Long-form content," he adds, "will most likely be a tradeoff between a high-performing Ku- or a C-band scenario."

Ka-band will most likely be used for non-time-sensitive acknowledgements and affidavit and management functions sent back to the central hub. Those functions are often done via modem, which creates opportunities for security breaches. Another advantage of Ka-band for return-channel functions is that it doesn't have the bandwidth limitations of broadband.

Satellite-delivered IP offers one similarity to the more familiar capabilities of the Internet: It is addressable to a specific address, which means that, even though the content is delivered via satellite, it can be received only by a station on the address list.

The servers that Pathfire uses play a key role in the process. A combination of Dell and IBM servers is currently used, and Pinnacle ES-

100 servers will join the mix and be deployed at The WB-affiliated station that receive Warner Bros. content.

"The WB likes Pathfire and Pinnacle and sees our products as synergistic," says Dan McGee, Pinnacle Systems general manager, Broadcast Solution Group. "So we decided to use a different version of our ES-100 server to build out Pathfire's network."

The ES-100 (which Pathfire will call the 320) will have the same decoder card as other Pathfire servers so that it can receive the content delivered. It also will incorporate other station interfaces and automation functionality.

Among advantages on the station side is that a technician will not need to be pointing a dish and rolling tape. Says Christoffer-son, "It's an unattended receipt of content that is already show-prepped and has frame-accurate timing," he says. "All of the commercials will be inserted with accurate start times, durations and tagging. In fact, station personnel will be able to log on from home and see if the content is there." ■

Changing delivery systems. Proliferating standards. Complex asset management. These are just a few of the rapidly emerging demands that can sink most video servers. Good thing the Profile® XP Media Platform does so much more than traditional video servers. The Profile XP features an advanced architecture capable of handling formats from SD and HD to the Internet, for the ultimate in future-proof digicasting.

Take, for example, the new PVS1100. A member of the Profile XP family that's optimized for demanding production applications like news and sports. It offers superior performance in either a distributed, or

networked environment. Insulating you from "you guessed it" future changes. Plus, it gives you the world's best off-speed play technology, as well as tight integration with our Digital News Production Solution and major third party applications. Standing behind all this is the Profile XP's built-in redundancies that have zero tolerance for failure. And the Grass Valley Group service team. They're always ready to help with your transition to digicasting. Is it any wonder that more broadcasters and video professionals in more places throughout the world rely on the Grass Valley Group to produce, manage and deliver media content? Come on in, the future feels great.

IN BRIEF

ATSC NAMES CHAIRMAN

Philip Livingston, Panasonic Broadcast vice president for technical liaison, has been named chairman of the ATSC for 2002. Vice chairmen are Lynn Claudy, NAB senior vice president, science and technology, and Jay Adrick, Harris vice president, strategic business development. Livingston says the near-term goal for the ATSC involves finishing the DTV Application Software Environment (DASE) specification, designed to ensure that enhanced and interactive applications and data will be able to run on all DTV receivers while giving receiver manufacturers the ability to choose their own platforms and operating systems.

WNBC-DT HITS CABLE

WNBC-DT has been off the air since Sept. 11, but Cablevision and Time Warner Cable last week began passing the station's HDTV signal on to viewers in time for the Opening Ceremonies of the Winter Olympics. WNBC-TV Director of Engineering Steve Pair says WNBC-DT is feeding the signal directly to Time Warner and Cablevision. Time Warner receives the signal in downtown Manhattan before handing it off to the headends. To serve the Cablevision system, a link was secured between Rockefeller Plaza and MSNBC, which, in turn, handed the signal to Cablevision.

COX ROLLS OUT METATV

MetaTV's interactive-TV services will be offered in selected markets served by Cox Communications by year-end. The markets are still to be determined, but the services—news, entertainment, weather, games and localized content—will be available on digital set-top boxes. MetaTV's system also includes hosting and management products for the headend.

Service with a WOW

LIN, McGraw-Hill will test digital signal, interactive services

By Ken Kerschbaumer

WOW Digital TV has signed up broadcast groups and stations to roll out its digital television boxes and services designed to carry DTV signals and related interactive services over-the-air.

Comprising 38 stations, the station groups are LIN, McGraw-Hill, Sunbelt Communications and Larry H. Miller Communications. According to WOW Digital TV Chairman and CEO Steve Lindsley, the deals call for a partnership between WOW Digital and the stations to test and roll out WOW's services to viewers.

KSL-TV Salt Lake City; KBYU(TV) Provo, Utah; and KUED(TV) Salt Lake City are testing the WOW Digital system now, sending DTV signals and interactive content related to the Winter Olympics to 30 households.

Stations at the groups will install tools and software to help create services for a single-screen environment for data and video. The content will be sent along with the digital TV signals and received by set-top boxes in participating viewers' homes. The boxes will check receivability as well as the services' acceptability to consumers and viewers.

"The plan is to launch in Salt Lake City sometime in the third quarter, ideally around the time of the new fall season," says Lindsley. "By the fourth quarter, we want to be in two or three other markets before an aggressive rollout in 2003."

The WOW Digital TV service is based on a \$200 set-top box that can be hooked up to either a digital or an analog TV. OpenTV (which is an investor) will provide its platform to deliver interactive content related to the

video or shopping and financial services to the set-top box.

Lindsley says that, ideally, the box will be offered to viewers for free, with revenues for both WOW Digital and stations coming from a number of sources: national advertising offering related on-screen commerce opportunities; a cut of any sales from those opportunities; premium services, such as PVR functionality on a subscription basis (which would also drive the cost beyond the \$200 baseline);



WOW Digital is testing its system during the Olympics, sending DTV signals and interactive content to 30 households in Salt Lake City.

and possible business opportunities related to the viewer data collected.

"It's up to us with the advertising partners or vendors to get that subsidy down so it's no or low cost," says Lindsley. "The broadcaster won't bear that burden."

Gary Chapman, president and CEO of LIN Broadcasting, hopes WOW Digital will get momentum that previous efforts haven't.

"Until someone can solve the set-top problem penetration will be low and success will be limited," he says. "The partners [WOW] has provide better content, and, on the box side, there are partnerships with companies that make boxes [Advanced Digital Broadcast and ST Microelectronics], and that has never been done before." ■

People

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

Broadcast TV

Appointments at KIMT(TV) Mason City, Iowa: **Michael Fitzgerald**, local sales manager, named general sales manager; **Wayne Kohlhaas**, account executive, named national sales manager.

Randi Goldkank, national sales manager, WSVN(TV) Miami, named local sales manager.

Cable TV

Appointments at Cablevision Systems Corp., Bethpage, N.Y.: **Tanya Van Court**, VP, international operations, Covad Communications, Santa Clara, Calif., joins as VP, operations and customer experience, digital products; **Jonathan Boltax**, VP, broadcast technologies group, ValueVision, New York, joins as director, ITV development, eMedia group.

Media

Matthew Frankel, head, communications department, Democratic Leadership Council, Washington, appointed director, media relations, Rainbow Media Holdings Inc., New York.

Programming

Gina Garrubbo, divisional VP, Eastern advertising sales, Discovery Communications, New York, named executive VP, sponsorship sales, Oxygen, New York.

Geof Rochester, ISun Networks Inc., Philadelphia,

joins Showtime Networks Inc., New York, as senior VP, marketing.

Diane Donohue, VP, advertising sales, Eastern region, A&E Television Networks, New York, promoted to senior VP.

Seth Howard, director, programming and development, Tribune Entertainment, Los Angeles, promoted to VP, scripted programming and development.

Rita Caprino, director, distribution services, Hallmark Channel, New York, promoted to senior director.

Tracy Vasquez, special events manager, CNN Newsource, Atlanta, promoted to director, marketing.

Radio

Appointments at Talk America, Newark, N.J.: **Rich Wood**, director, WOR Radio, New York, joins as senior VP, marketing and operations; **Rich Rapiti**, affiliate representative, WOR Radio, New York, joins as director, affiliate relations.

Chris Crawford, director, coaching, Clear Channel University, Clear Channel Communications, Covington, Ky., named VP/GM, Journal Broadcast Group, Wichita, Kan., operations.

Journalism

Michael Valentine, news director, WEHT(TV) Evansville, Ind., named executive news director, WVEC-TV Hampton, Va.

Obituaries

Richard "Dick" Alexander, the first African-American radio personality in Connecticut, died on Feb. 2 at Danbury (CT) Hospital. He was 74.

A WWII veteran, Alexander began his career at WNAB and WICC(AM) in Bridgeport during the 1960s and moved on to WGHF/WINE(AM) in Brookfield. His distinctive voice was accompanied by his radio signature, "Dick Alexander here and mighty glad to be."

He is survived by his wife, Patricia; brother, Phillip; and sisters, Mary, June and Ruth.

Jerome H. Stanley, longtime television executive, died of natural causes Feb. 7 at Eisenhower Medical Center in Rancho Mirage, Calif. He was 80.

Stanley started out as a production manager and assistant producer for Frontiers Inc., which handled *The Roy Rogers Show*. He began a 25-year career with NBC in 1956, rising to become VP of both film programs and NBC productions. In those roles, he oversaw production and development of such television series as *Star Trek*, *The Monkees*, *Get Smart* and *Bonanza*. He retired from NBC in 1981 as VP of broadcast standards, West Coast, and moved over to MGM Television, where he served briefly as VP of current programs, supervising the production of *Fame* and *ChiPs*, among others.

He is survived by his wife, Anne; children, Lynne and David; and two grandchildren. —P. Llanor Alleyne

Randal Stanley, news director, WGRZ-TV Buffalo, N.Y., joins WKYC-TV Cleveland, in the same capacity.

Jason Meucci, field producer, CNN Newsource, Atlanta, named, supervisor, Chicago bureau.

Paul Skolnick, managing editor, Thunder & Lightning News Service, Belleair Bluffs, Fla., joins KCAL(TV) Los Angeles in the same capacity.

Thomas Roberts, investigative reporter, WAVY-TV Portsmouth, Va., joins CNN

Headline News, Atlanta, as anchor/correspondent.

Natalie Morales, co-anchor, WVIT(TV) New Britain, Conn., joins MSNBC, Secaucus, N.J., as anchor/correspondent.

Scott Engler, anchor, KCPQ(TV) Tacoma, Wash., joins WABC-TV New York, as weekend anchor/host, *Business Week: Money Talk*.

—P. Llanor Alleyne
palleyne@cabners.com
(212) 337-7141

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

A career spent in news

RTNDF will honor Young for service to the First Amendment

Maybe because he hasn't had to spend time thinking about his next TV station or his next company, Fred Young has been better able to focus on the company he has been with for 40 years. It's a considerable tenure by any standard and a remarkable one in television.

"It occurred to me," Hearst-Argyle's senior vice president for news mused last week, "that, among the many folks who have passed through Hearst-Argyle and were once colleagues at WTAE, are Tony Vinciguerra and Judy Girard. They are running networks [Fox and Food, respectively] while I frequently find myself at airports [being searched by] 18-year-olds who don't watch news. But there must be some poetic justice to all of that."

Young's peers hold him in far higher esteem than his self-effacing humor would suggest. Next month, the Radio-Television News Directors Foundation will present him with an award for his service to the First Amendment at a banquet in Washington.

Hearst-Argyle President David Barrett calls Young "a treasure for our company. His wisdom and oversight of our news has made a spectacular contribution. I give him a lot of the credit for setting the standard for our company."

Young started in the business as a disk jockey, but it's clearly in news that he has made his mark. He started as a desk assistant at WTAE-TV Pittsburgh and rose through the producing ranks to become news director and later general manager before moving to Hearst's corporate suite.

Clearly, he notes, it's a troubled business: eroding viewership, diminished resources and the temptation to play strictly to ratings.

"What changed the business most severely was the meter," he says, referring to Nielsen Media Research's overnight measuring instrument. "We used to look at a couple of rating books a year. Unfortunately, a lot of us now live from one quarter-hour to the next. In some markets, we all look a little too much alike; we all cover the same story and use the same buzzwords. Those numbers are what drives our business, not our news. Somehow, we have to assess how we can be different again, more creative."

Noting the expanded use of live coverage, Young says, that "there has been a tendency to turn stories that were once produced and artistically created into a live story. The prolifera-



Frederick Young
Senior Vice President, News,
Hearst-Argyle Television

B. Pittsburgh, July 3, 1941; B.A., journalism, Duquesne University, 1965; WTRA (AM) Latrobe, Pa., disk jockey, 1959; disk jockey, WDEO (AM) McKeesport, Pa., 1960-61; WTAE-TV Pittsburgh, desk assistant, 1961-62; associate producer, 1962; producer, 1962-69; news director, 1970-79; vice president/general manager, 1980-85; The Hearst Corp., vice president, news, 1985-97; current position since 1997; m. Judi Maretsky, June 2, 1963; children: Jonathan (36), Richard (31), Aimee (27)

tion of the meter has given birth to spectacular fire video and car chases. As the business is changing and we're doing more with less, we need people who can go live. But we do well-produced stories at every station in our group.

"Right now," he says, "there

are three major cable news channels duking it out for publicity. Those three get all the attention, while the three networks get all the viewers. We have to remind everyone about the importance of local TV news. Sometimes we sell ourselves short. If it weren't for us, the networks wouldn't have any pictures from America. We're the pipeline into every city in America. We're how they get to every home."

Two years ago, Hearst became one of the first station groups to replace much of its independent consulting with in-house experts: Candy Altman, Brian Bracco—both promoted from news director—and Young.

Hearst-Argyle has no hostility for consultants, Young explains. "We still use some of the best for research, headhunting." But the ongoing consulting role, he says, "we felt we could internalize, do it better and with less distraction." He likens it to a consultant with a single client: "We don't have to spend any time selling them. We're family."

In addition, Young says, the group frequently sends its news-people to workshops produced by the Poynter Institute, News-lab, RTNDA and others. "Our goal may have been to be more efficient, but we don't want to bury our heads in the sand."

"Because we had a resource like Fred," says Barrett, "it allowed us to think about how we measured quality."

—Dan Trigoboff

Classifieds

Television

FOR SALE STATIONS

FOR SALE: STATION WHPN-TV, CHANNEL 57, JANESVILLE, WISCONSIN

Station WHPN-TV, Channel 57, licensed to Janesville, Wisconsin (serving the Madison-Janesville, Wisconsin area) is available for purchase from Michael E. Kepler, the Chapter 11 Trustee appointed by the United States Bankruptcy Court for the Western District of Wisconsin, in the bankruptcy cases involving the entities¹ that currently own the assets comprising the station. The Trustee has entered into an Asset Purchase Agreement with a qualified buyer which contains the terms and conditions of sale. The sale will be subject to FCC approval. The Bankruptcy Court has ordered that the sale be conducted according to Sale Procedures approved by the Court. The Sale Procedures include an opportunity for other potential buyers to participate in an auction sale of certain assets comprising the station to be conducted on March 15, 2002, at 10:00 a.m. (Central Time), at the offices of Murphy & Desmond, S.C., 2 East Mifflin Street, Suite 800, Madison, Wisconsin 53703. The Sale Procedures set forth the requirements to participate in the auction.

A hearing is scheduled on March 18, 2002, at 11:30 a.m. (Central Time) before the Bankruptcy Court (120 North Henry Street, Madison, Wisconsin 53703) to consider approval of the sale to the present buyer identified in the Asset Purchase Agreement or to the successful bidder at the auction. The hearing may be continued from time to time without further notice.

Parties interested in acquiring the station may obtain a copy of the Asset Purchase Agreement, including the Sale Procedures, and request further information by contacting:

Attorney Robert A. Pasch
Murphy & Desmond, S.C.
(special counsel to the Trustee)
2 East Mifflin Street, Suite 800, P.O. Box 2038
Madison, WI 53701-2038
(608) 257-7181 telephone, (608) 257-4333 facsimile
rpasch@murphydesmond.com

¹ Puri Family Limited Partnership (Case No. 01-34477-11), Puri LLC (Case No. 01-34478-11), and Media Properties, Inc. (Case No. 01-34476-11).

EXECUTIVE CAREERS

VP, PROGRAMMING & OPERATIONS

New England Sports Network (NESN), a regional sports network owned by the Boston Red Sox and Boston Bruins, is looking for a VP, Programming and Operations. Responsibilities will include program development, production and scheduling. This position requires a team-oriented manager capable of providing the overall strategic vision and creative direction of the program schedule. Requirements include min. 5 years of senior level programming, scheduling or program planning experience; cable television or sports programming is a plus. Bachelors degree or greater is required. Send resume to: Raymond Guilbault, NESN, CFC, 70 Brookline Ave. Boston, MA 02215, or fax to (617) 267-0796. NO PHONE CALLS PLEASE. EOE.

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KSTP-TV, Human Resources Dept., Job #13-02
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WSOC-TV is looking for an aggressive enterpriser who enjoys the independence and freedom of bureau life. Key to success- the ability to cultivate contacts, "own" the territory, generate multiple stories daily, work efficiently and go LIVE on a moment's notice. No beginners..2-3 years on-air reporting required. Willingness to shoot or edit a plus but not required. Please send tape and resume to: Robin Whitmeyer, Asst. News Director, WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. No Phone Calls Please. EOE M/F

NEWS DIRECTOR

Medium-size market seeking a news director with a solid background in investigative and enterprise reporting, plus high energy, high content newscast. This is an award winning news team that needs very good leadership. A minimum of 3 years experience as news director required. Strong hands-on managerial and administrative skills a must. Female and minority applicants urged to apply. Send qualifications and resume to Box 0212, Attn: K. Parker, B&C Magazine, 275 Washington St., 4th fl., Newton, MA 02458. EOE, M/F/D/V.



Country Music Television has the following openings in Nashville, Tennessee:

Director of Scheduling

This position reports to the Vice President of Program Development and Production for CMT: Country Music Television and will play an integral role on the team developing program philosophy for the network.

The Director of Scheduling will be responsible for the development and distribution of the network's program schedules. This individual will review program schedule needs and seek programs to serve those needs. Will also recommend renewals, cancellations and scheduling changes; set up schedules based on program availability and evaluation of research/ratings data for the channel. Additionally, the Director will assemble market research/ratings data for department management review, review final logs to ensure accuracy, and distribute schedules to other network departments. Screens and maintains product inventory.

The position requires 5+ years television experience, preferably cable or on a national broadcast level, with emphasis on research or scheduling background.

Director of Program Development & Production

The ideal candidate will serve as Supervising/Executive Producer on a wide range of programming for CMT: Country Music Television. This position will develop and manage interstitial and long-form network stunts, specials and series. Candidate must have strong writing and producing background - both studio and field experience - as well as 3+ years experience managing creative personnel. Appreciation of country music and experience in live television a plus.

This position reports to the Vice President of Program Development and Production for CMT and will play an integral role on the team developing program philosophy for the network. Candidate must have 7+ years' television experience, preferably including production company and/or network background. Must enjoy supervising multiple projects simultaneously and working in a team environment.

CMT, America's No. 1 country music network, carries original programming, specials, and live concert and events, as well as a mix of videos by established country music artists and new cutting-edge acts, including world premiere exclusive videos. The network, owned and operated by MTV Networks, reaches 56.8 million households in the United States. CMT offers competitive salaries, a tuition reimbursement program, 401(k) with company match, and generous benefits without waiting periods. To apply, send cover letter and resume to:

MTV Networks - Nashville
Human Resources/Staffing
2806 Opryland Drive
Nashville, TN 37214

Or you may apply by e-mail to employment@country.com. No phone calls, please. EOE

TECHNICAL CAREERS

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Send letter of application, resume and three references with phone numbers to: John Hingsbergen, Chair, Chief Engineer Search, WMUB Public Radio, Williams Hall, Miami University, Oxford, OH 45056, Ph: 513-529-5885, Fax: 513-529-6048, E-mail: hingsbej@muohio.edu

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Editorials

COMMITTED TO THE FIRST AMENDMENT

Rate cut doesn't rate

A week ago, it looked as though the Torricelli amendment to the Shays-Meehan campaign-finance-reform bill might make it into law despite major flaws. As late as Wednesday morning, Michigan Republican Fred Upton was warning broadcasters they had best get on the phone to their representatives.

Instead, an amendment stripping the requirement that TV stations provide even deeper discounts to federal candidates passed with such ease we may have to rechristen the surviving bill May-Sheehan for the lobbying skills of old hands like NAB's Jim May and Tribune's Shaun Sheehan in helping the industry dodge another bullet.

Why did Torricelli tank? Broadcast lobbyists are good, and there was enough bad in the amendment that many legislators realized they could, and should, live without it.

The fact that the enforced rate cut applied to television but not to radio or newspapers or billboards or transit or direct mail struck some, this page included, as unfair. The fact that it applied only to federal candidates and not to state or local struck many, this page as well, as unfair. And, more broadly, there were legitimate First Amendment concerns about the degree to which some Washington types feel they can micromanage political speech.

Ultimately, though, the most practical arguments came from a pair of Democrats. Hawaii's Neil Abercrombie pointed out that, if candidates pay less, someone will be paying more: "I'm not going back into my district and telling people that are trying to make a living, especially after 9/11, that they've got to pay more so that people can listen to me." Michigan's John Dingell put an even finer point on it: "We are putting our hands in the pockets of the home folks to get a campaign subsidy. I don't have the arrogance to vote for Torricelli or to say it is in the public interest." Fortunately for broadcasters, neither did most of his colleagues.

How can we help you?

Michigan Republican Fred Upton, who chairs the House Telecommunications and Internet Subcommittee, was proving a friend to broadcasters (see above) in more ways than one last week. At a conference on the progress of the DTV transition, the finger-pointing in Washington over the various snags in the timetable gave way to a helping hand. Saying the transition was his top priority and sympathizing with the millions of broadcasters have spent to try to make the transition, he suggested that more pressure be put on the cable and equipment industries to resolve compatibility and copy-protection issues.

It is a waste of time to play the blame game. Rather than worrying about how much to penalize broadcasters (the budget proposal for spectrum fees for late adopters), Washington should be doing all it can to help. That should extend to the FCC, which this week will begin receiving DTV waiver requests from local stations.

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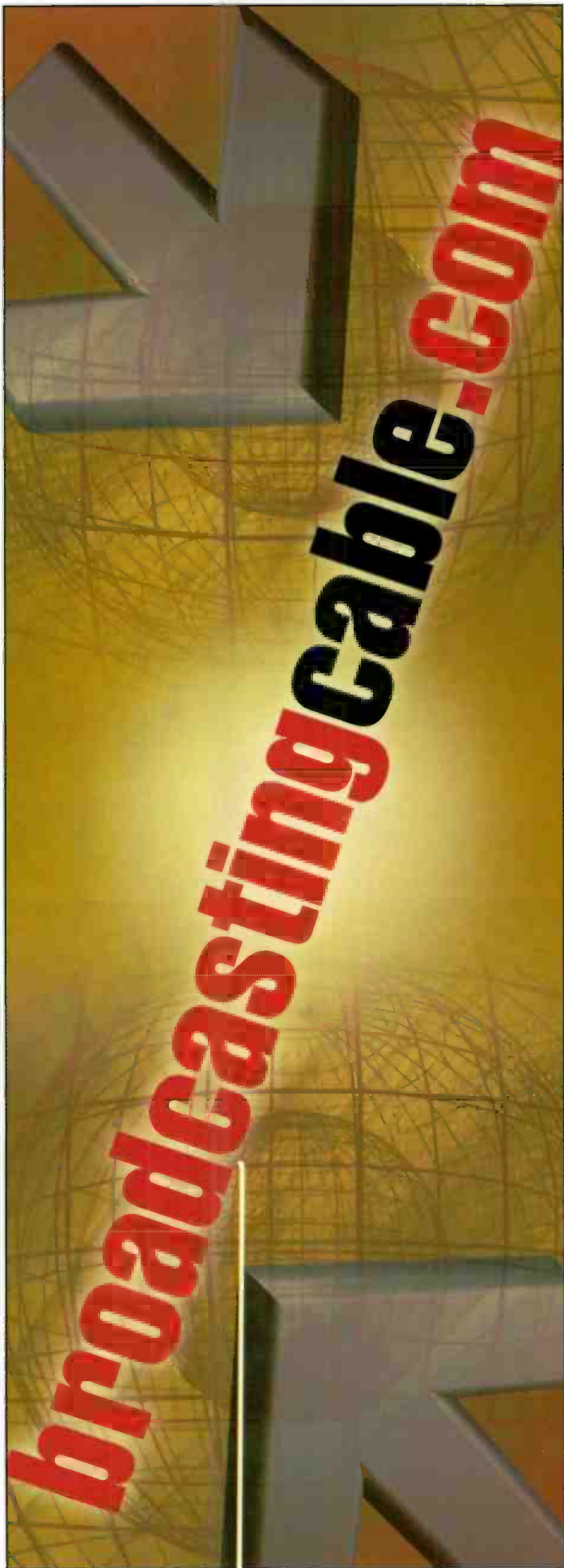
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