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APRIL 8, 2002

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POWELL'S DEFINING MOMENT

FCC chairman makes a bold bid to jump-start the DTV transition. What happens now?

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THE TOP 25 TV GROUPS

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LOCAL NEWS

Shakin' in S.F.

When NBC takes over Granite Broadcasting's KNTV(TV) San Francisco (San Jose) it's likely to bring in a new management team. Sources say GM Bob Franklin (above) will be out, and so might VP of News Scott Diener and News Director Bob Goldberger. Franklin led the station during the tough transition; Diener and Goldberger built up the news department.

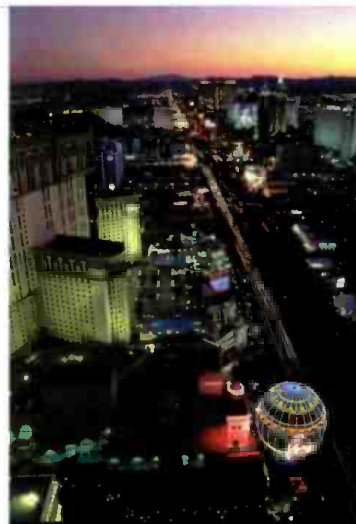
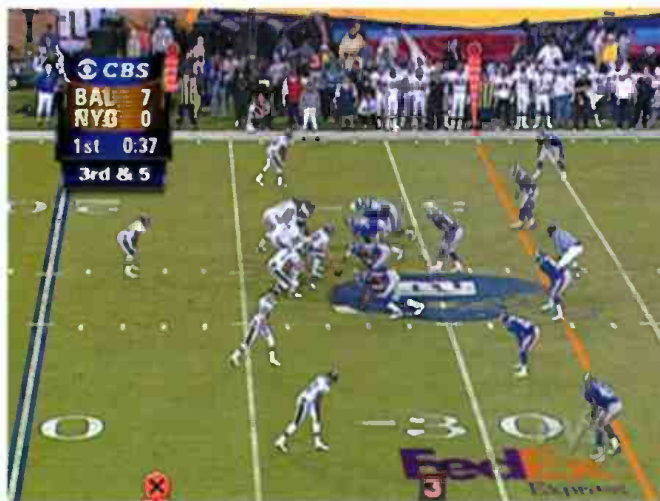
NBC's KNTV transition leader Steve Schwaib probably won't become the new KNTV chief; instead, he may be tapped to replace Steve Doerr, who left earlier this year, as the NBC group's VP for news, programming and creative development. It appears Linda Sullivan, who runs NBC's WRC-TV Washington, is the best bet for KNTV's top job.—D.T.

BCEYE

TECHNOLOGY

Virtually broke

Virtual ads proved too illusionary for Princeton Video. It's scrambling after its auditors and then PricewaterhouseCoopers cautioned that negative cash flow and capital-spending needs "raise substantial doubt about its ability to continue as a going concern." PVI innovated virtual TV ad "billboards" at ballparks and the first-down line in NFL games on CBS (below). But CFO Larry Epstein says tech is a money pit; now PVI will switch gears to sell the ads themselves, then split revenues with networks. "It's made our Latin American licensee the only profitable virtual-advertising company in the world," New investors are due by the end of May.—J.M.H.



SELF-PROMOTION

See you in Vegas

BROADCASTING & CABLE will publish a special NAB/RTNDA midweek issue Wednesday, with news from the joint convention in Las Vegas. The magazine will be distributed to convention hotel rooms and all our regular subscribers. For up-to-the-minute news, check in regularly at our Web site, broadcastingcable.com.

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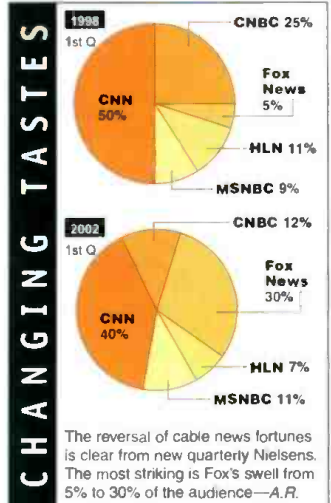
KLVX-DT	Las Vegas (PBS)
WKAS-DT	Ashland, Ky. (PBS)
WVEC-DT	Hampton Va. (ABC)
WTTW-DT	Chicago (PBS)
KIDK-DT	Idaho Falls, Idaho (CBS)
WTKR-DT	Norfolk, Va. (CBS)

Total DTV stations:

268

TOWER ISLAND?

When New York TV stations began looking for a place to rebuild the shared broadcast tower lost on Sept. 11, an obvious option seemed the federally owned Governors Island, just off the southern tip of Manhattan. But the 1997 budget-reconciliation act requiring that the island be sold for fair-market value was a hurdle, because getting the tower on the island would require congressional approval. Not anymore. Last week, the Bush administration said it wants to sell the island to New York City. If that deal goes through, which is likely, it would move Governors Island way up the broadcasters' list of preferred sites for the 2,000-foot tower. A City Hall spokesperson says the broadcasters have yet to approach the city about using the island.—K.K.





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Digital TV: The Powell doctrine

Proposed plan would involve broadcasters, cable, DBS and TV-set manufacturers

By Bill McConnell

FCC Chairman Michael Powell gave the DTV transition the regulatory equivalent of a kick in the pants, floating a plan that would obligate broadcasters, cable, DBS and set manufacturers to provide specific levels of digital service.

Although the plan is billed as voluntary, industry officials speculate that Powell will use the threat of potentially tougher legislative or regulatory prods against lagging industry sectors to get everybody on board.

Powell's outline was first presented to top lawmakers April 4. Some in Congress have suggested that legislation may be necessary to generate cross-industry cooperation. The FCC plan is aimed at pushing the industry into agreements that would end disputes snagging the DTV transition and, perhaps, obviate congressional action.

"I intend to seek commitments along these lines in the near future," Powell wrote in letters to Sen. Ernest Hollings (D-S.C.) and Rep. Billy Tauzin (R-La.), chairmen of the Senate and House Commerce Committees, respectively.

Each group in the DTV business would be obligated to play a critical role:



FCC Chairman Michael Powell: "I intend to seek commitments along these lines in the near future."

Programmers: Big Four broadcast nets, HBO and Showtime would provide HDTV, "value-added" DTV, multicasting or interactive programming (not simply upconverted analog) during 50% of prime time beginning this fall.

TV stations: By Jan. 1, 2003, Big Four affiliates in the top 100 markets would pass through network DTV with no signal degradation.

Cable systems: Operators with digital tiers would carry, at no cost to stations and programmers, up to five channels with digital programming during 50% of prime time.

Channels would not have to be broadcast channels. Subscribers must be offered set-top boxes capable of displaying HDTV, as well as the connectors necessary to link to DTV sets.

DBS: Satellite companies would have to carry up to five programmers offering digital during 50% of prime time.

TV manufacturers: Half of sets 36 inches and larger would have DTV tuners by Jan. 1, 2004, 100% by Jan. 1, 2005; half of sets 25-35 inches by Jan. 1, 2005; all sets 13 inches and larger by Dec. 31, 2006.

Powell stressed that the plan would not preclude new DTV rules and that ongoing rulemakings would continue on mandatory cable carriage of local DTV signals, copy protection, "plug-and-play" TV sets, and other measures. "These are issues that can and must be resolved. But I do not believe we must defer all progress until we do."

So far, only broadcasters have had specific DTV mandates: By May 1, all stations are supposed to offer DTV and are obligated to return their analog spectrum when 85% of households can receive digital signals.

Most industry trade groups were caught off guard by the proposal, which was dropped on them with no warning. Many question whether a voluntary initiative will motivate the cable and TV-manufacturing industries to take steps that broadcasters say are necessary to get DTV signals to the

The initiative, at a glance

Intended to speed the transition to DTV transmission, the voluntary plan asks that:

■ Big Four broadcast networks, HBO and Showtime provide HDTV, "value-added" DTV, multicasting or interactive programming during 50% of prime time this fall.

■ The Big Four broadcast networks' local affiliates in the top 100 markets pass through network DTV with no signal degradation by Jan. 1, 2003.

■ Cable operators with digital tiers carry, at no cost to stations and programmers, up to five channels with digital programming during 50% of prime time.

■ By Jan. 1, 2004, TV manufacturers equip half of sets 36 inches and larger with DTV tuners, 100% by Jan. 1, 2005; all sets 13 inches and larger by Dec. 31, 2006. —B.M.

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Still, the initiative was almost immediately applauded by Disney President Robert Iger, who told Powell his ABC network "accepts your challenge" to shoot half of this fall's lineup in HDTV.

Other industry players were less sanguine. The Consumer Electronics Association reiterated its longstanding opposition to a DTV-receiver requirement while continuing to urge obligations for other industries. "A tuner mandate will undercut consumer choice," said Michael Petricone, vice president, technology policy. CEA also is leery of the call to make available so-called IEEE 1394 "firewire" set-top-box connections needed to render DTVs as interoperable as personal computers. The group continued to call for increased HDTV programming from broadcasters and for cable to finally establish standards for plug-and-play sets that won't need a set-top box.

Cable operators worry that the plan obligates them to devote spectrum to local broadcasters using digital multicast capabilities for little more than re-airings of prime time dramas and sitcoms. Their comment for public consumption, though, was plain old vanilla. "Chairman Powell has put forward some thought-provoking proposals," said National Cable & Telecommunications Association President Robert Sachs.

National Association of Broadcasters President Eddie Fritts called the plan "a major step forward" but added, "We have concerns over elements of the proposal." NAB wouldn't spell out reservations, but other broadcast lobbyists said the cable carriage mandate for "up to five" channels leaves operators leeway to carry only one or two digital channels—none of which, perhaps, have to be local broadcast stations.

That would seem a crucial reservation for broadcasters. Still, they generally are more enthusiastic, if only because multi-channel providers and manufacturers would face implementation benchmarks.

"It's encouraging," said Greg Schmidt, LIN Television lobbyist. "There has to be a comprehensive solution that takes into account cable and DTV tuners." ■

Duopportunity knocks

Court ruling could open door to small-market combos

By Bill McConnell and Steve McClellan

TV operators in some small markets may soon be able to add a second station, bringing them the same one-two ad punch and back-office efficiencies major metro owners have enjoyed for three years.

Last week, the federal appeals court in Washington ordered the FCC to rewrite its "eight-voice" test, governing ownership of two stations in a market. The rule limits one company's ownership of two local TV stations to markets where eight separately owned stations remain.

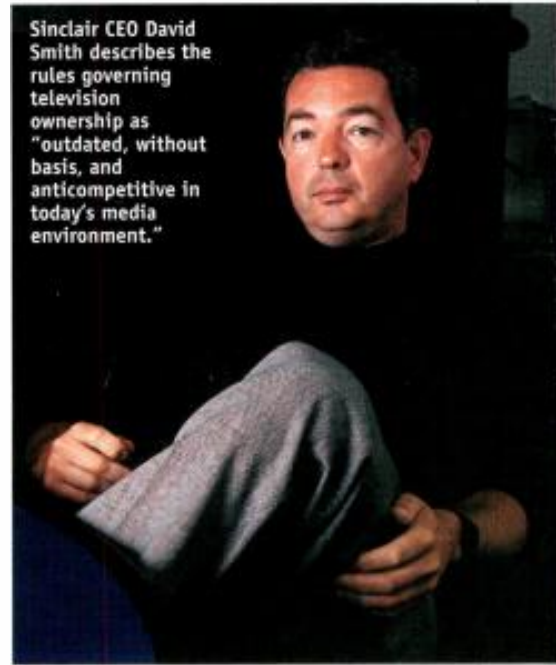
Broadcasters say they need the economies of scale that duopolies create to profit and pay for the switch to DTV in markets too small to pass the voice test. Although the decision still faces the uncertainty of court appeals and an FCC remand, some companies are already championing at the bit.

"We'll be there in a heartbeat," said Gary Chapman, chief executive of LIN Television. LIN has been a TV-duopoly pioneer since launching local marketing agreements in the early '90s. Today, LIN operates five station pairings and aims to set up similar arrangement in more markets.

Relaxed rules could herald a new round of consolidation in small markets, as well as give a reprieve to more than a dozen local marketing agreements under orders to disband. LMAs allow an owner to operate another company's station, and most were established to get around what was once an outright ban on owning two stations in a market. The eight-voice test replaced the duopoly ban in 1999. LMAs also must comply with the voice test.

Without relief, pairs operated by Pappas Telecasting in Lincoln, Neb., Communications Corp. of America in several small Louisiana and Texas towns, and Sinclair Broadcasting in seven markets must unwind.

Sinclair CEO David Smith describes the rules governing television ownership as "outdated, without basis, and anticompetitive in today's media environment."



"The rules governing television ownership are outdated, without basis, and anticompetitive in today's media environment," said Sinclair CEO David Smith.

Coupled with other likely deregulatory moves, such as elimination of bans on crossownership of broadcast stations by local newspapers and cable systems and relaxation of limits on national broadcast TV-household reach, the stage could be set for the most massive round of consolidation since the concentration of radio following the 1996 Telecommunications Act.

"If you get real in-market duopoly, along with newspaper/TV crossownership," said John Chachas, a Merrill Lynch investment banker specializing in media deals, "you could see a handful or two handfuls of players spending capital to get bigger in their markets because it makes for a better business."

A three-judge panel of the federal appeals court in Washington called FCC rules limiting ownership of two local TV stations "arbitrary and capricious."

The court took particular aim at the inconsistency between the duopoly voice

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test, which counts only television stations in a market, and the threshold for permitting crossownership of local radio and TV stations. Under the radio/TV limit, ownership of two TVs and six radio stations is permitted if 20 separately owned radio, TV, newspaper and cable outlets remain. In those markets, one TV and seven radios also can be commonly owned. "The commission never explains why such diversity and competition should not also be reflected" in the duopoly rule, wrote Judge Judith Rogers.

Last week's ruling mirrors the court's February order that the FCC justify or rewrite the 35% cap on a broadcast company's national TV-household reach. The continuing court battle over the 35% cap is likely to decide the fate of duopoly rules, too, said one observer.

"To the extent the court rejected the FCC's duopoly rule, it relied heavily on its decision on the 35% cap," said Media Access Project President Andrew Schwartzman, an opponent of the media

consolidation trend. "We're taking that one to the Supreme Court, and I feel good about our chances."

Last week, the National Association of Broadcasters, which wants duopoly relief but also wants to preserve the 35% cap, asked for a rehearing before the full complement of appeals judges on the District of Columbia circuit. The FCC, too, is expected to appeal the decision by April 19.

While it's too early for the parties to map out their strategy on the duopoly ruling, an NAB spokesman said the decision would be a boon to broadcasters if it "ultimately provides much needed relief in small markets."

In the meantime, the eight-voice threshold remains in force during the agency's rewrite.

Although duopoly relief is a top priority for the NAB, the case was brought individually by Baltimore's Sinclair, which operates pairs in 19 markets, seven of which have LMAs that would have to be divested

unless the rules are substantially loosened.

Paxson Communications chief Lowell "Bud" Paxson predicted that the improved economics of duopolies will allow more small-market operators to resume or beef up local newscasts. "This is good for the industry," he said, "and good for the local broadcaster."

It's unclear how big a victory last week's ruling was for Sinclair because the judges also upheld a rule attributing LMAs toward a broadcaster's ownership tally and allowed the FCC to deny grandfathering rights to LMAs established after November 1996. Under that reasoning, Sinclair might still be forced to unwind LMAs in Columbus and Dayton, Ohio; Charleston, S.C.; and Charleston, W.Va.

Schwartzman predicted that "they will have to get rid of them."

But Sinclair attorney Barry Gottfried said no divestiture will be needed if the FCC establishes local ownership limits that are appropriate. ■



Benedek Broadcasting President Jim Yager will continue to run the Benedek group as president of a new subsidiary of Gray Communications Systems.

A capital solution for Benedek

From bankruptcy protection to bounty—that's the path Benedek Broadcasting will take if a proposed deal to be acquired by Gray Communications Systems goes according to plan.

Last week, Gray signed a letter of intent to buy Benedek for \$500 million and nearly doubled in size. The deal has to be approved by the FCC and the U.S. Bankruptcy Court in Delaware, where Benedek parent, Stations Holding Inc., filed for Chapter 11 protection March 22.

On its face, the deal would seem a happy ending for both Benedek, which had a capital structure that its stations simply couldn't support in the recession, and Gray, which had to think about getting out of the TV business altogether.

"This was an elegant way for Benedek to solve what was not an operating problem but a capital-structure problem that happened in a very difficult year," says John Chachas, the Merrill Lynch investment banker who represented Benedek in the negotiations. "Gray needed to get bigger to be a competitor, so it's a good outcome for both parties."

The combination would give Gray total household coverage of 6.14%, making Gray the No. 22 or 23 group owner, according to Jim Yager, president and co-founder of Benedek.

(According to the FCC formula that BROADCASTING & CABLE uses in ranking station groups, however, Gray would still fall out of the Top 25; see the article and list that start on page 46.)

Yager will continue to run the Benedek group as president of a new Gray subsidiary, but the core Gray stations will continue to be run separately, said Gray Executive Vice President Robert Prather. The two groups would remain separate divisions for a year to 18 months as top management studies an integration plan.

Richard Benedek, chairman and co-founder of Benedek, is expected to leave the company.

Together, the Benedek and Gray groups own a total of 35 stations, including 20 CBS affiliates, making it the largest owner of CBS stations outside of CBS itself. The two groups also own seven NBC and seven ABC affiliates and one Fox affiliate. —Steve McClellan

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Where the Rigases went wrong

It's not Enron redux, but Adelphia's self-dealing scheme leaves investors shaky

By John M. Higgins

When you think of the crisis facing Adelphia Communications, don't think Enron. Think Worldcom.

At Enron, the emergence of debt hidden off the energy company's balance sheet was so enormous that it pulled the company under. The \$2 billion to \$3 billion in debt popping up at a partnership tied to Adelphia Chairman John Rigas probably isn't enough to do that, Wall Street credit analysts say. (And certain elements of the debt *were* disclosed earlier—perhaps not very clearly or completely—in Adelphia's SEC filings.)

The better comparison is to Worldcom-esque insider dealing. That telco's chairman, Bernie Ebbers, was harshly criticized for buying its stock, first by getting Worldcom the company to guarantee loans from a bank and then by borrowing \$374.7 million directly from Worldcom. When the stock value sank below the outstanding debt, Ebbers had trouble repaying.

That's the big surprise here. The Rigas family—son Tim is CFO, son Michael an executive vice president—was using Adelphia's balance sheet to finance purchases of \$824 million of Adelphia common stock and convertible debt. Existing public shareholders weren't told that they were financing the Rigases' dealings. Nor were the buyers of \$2.5 billion in securities that Adelphia sold in November and January.

The family has steadily bought stock in Adelphia for years, piggybacking on every common-stock or convertible-debt deal sold to the public. That kept the new investors from diluting the family's control. The Rigases now have 24% of the equity but a majority of the shareholder votes.

For months, Adelphia watchers, particularly Merrill Lynch bond analyst Oren Cohen, have questioned the source of the Rigas family's cash. Clearly, the Rigases were borrowing to finance \$824 million in recent

All in the family

For years, whenever Adelphia sold stock, Chairman John Rigas tagged along, partly to encourage outside investors but mostly to maintain his control of the company. The question was, how does he pay? The answer is that Adelphia is quietly guaranteeing bank loans to Rigas and a personal company, Highland. He's committed to fund two more purchases by August.

Buyer	Transaction date	Class	Amount
Rigas	Aug. '98	Class A	\$125M
Rigas	Jan. '99	Class A	\$172M
Highland 2000	Jan. '00	Class B	\$366M
Highland 2000	July '00	Class B	\$143M
Highland 2000	Oct. '01	Class B	\$260M
Highland 2000	Oct. '01	Converts	\$164M
Rigas	Jan. '02	Converts	\$400M
Rigas	By Aug. '02	Class B	\$161M
Rigas	By Aug. '02	Converts	\$50M

Total A and B: \$1.227B

Total converts: \$614M

Total Rigas: \$1.840B

Source: Merrill Lynch analyst Oren Cohen

stock purchases. But the securities don't yield enough cash flow to service much debt.

So why would anyone lend?

The answer is that, like daddy co-signing son's car loan, Adelphia was co-signing loans to the Rigases' private Highland Holdings. Banks can collect from Adelphia if the stock price collapses and the Rigases can't pay.

It was analyst Cohen who asked in an investor conference call about an odd footnote in the company's earnings release. That and the company's awkward response triggered the panic.

"There is self-dealing here, and it should be disclosed in detail," Cohen said.

The Rigases have a long history of insider dealing. Adelphia's cable systems often sit in buildings owned by a privately held Rigas company. Adelphia sometimes sends system construction projects to the same company. Also, instead of buying converters from a manufacturer or arranging outside lease financing, a Rigas company finances the

deal and collects lease payments. Adelphia's SEC filings show that, in 2000, the company paid \$15.8 million to family-controlled companies for property, plant, equipment and services.

Morgan Stanley bond analyst David Allen argues that, "as they were putting money into the company, they should have disclosed where that money was coming from." However, though not a big fan of the Rigases, he believes that the company can probably restructure its debt by slashing capital spending and selling

some assets: "It's manageable."

The Rigases were fairly quiet last week. They acknowledged that the SEC has begun an inquiry. They named a squad of bankers and lawyers. They delayed Adelphia's annual 10-K filing due last Monday.

But they didn't offer what investors are clamoring for: precise details on the structure of the debt and assets at Highland Holdings.

Adelphia's crashing stock price (off 53%, from \$22.34 to \$10.50, in 10 days) means that Highland's debt may exceed its assets by \$300 million to \$500 million. Then the question is: Are the Rigases' shares actually at Highland, or does Highland hold a note to yet another family company? Highland holds 300,000 cable subscribers generating about \$100 million in annual cash flow, but that's worth only \$1.2 billion or so.

The Rigas silence is no surprise to Cohen. "We've all known for years there have been related-party transactions. We've always wanted greater clarity, never gotten it." ■

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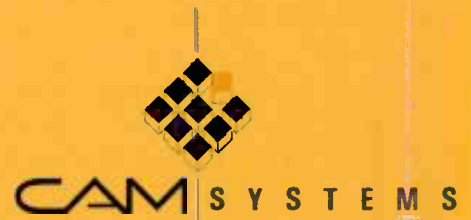
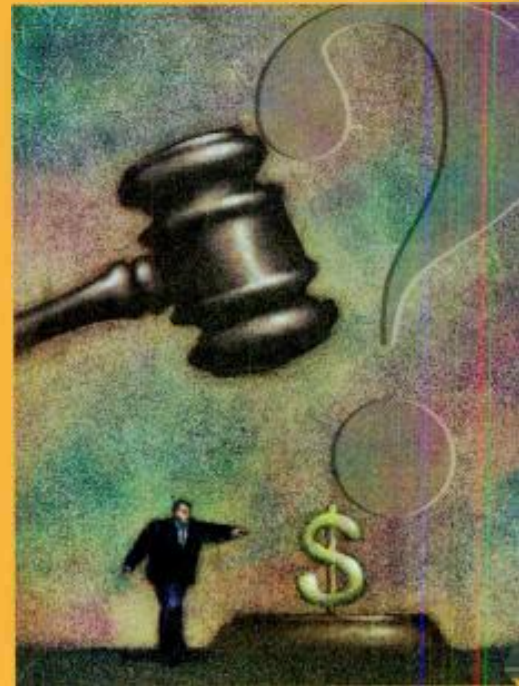
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WJXT and CBS part company

Frustrated by negotiations, the Jacksonville, Fla., affil opts out, after 53 strong years

By Steve McClellan

CBS is in discussions with Clear Channel Communications about affiliating with the network in Jacksonville, Fla. The network's current affiliate, Post-Newsweek's WJXT(TV), and CBS are breaking off their 53-year relationship.

After failing to come to terms on a new affiliate deal, Post-Newsweek President Alan Frank said WJXT will go independent this summer. He said the station will double its news output to 50-plus hours a week and launch a 10 p.m. newscast to take on the market's only other newscast in that time period, Clear Channel Fox affiliate WAWS-TV.

Clear Channel operates a duopoly in the market, with UPN affiliate WTEV-TV. UPN, of course, is co-owned with CBS. Susan Adams Loyd, vice president and general manager of both Clear Channel stations in Jacksonville, confirmed that the talks with CBS.

Post-Newsweek and CBS have been trying to come to terms in Jacksonville for several years. The affiliation agreement expired a year ago, and the parties agreed to a one-year extension, hoping to use the time to hammer out a long-term deal.

But they failed. Frank's position is that, while CBS acknowledged that WJXT has been one of CBS's best-performing affiliates (it over-indexed network audience levels by a lot in most dayparts), the network failed to offer proper rewards and incentives. The network wanted to eliminate compensation completely; it paid "under \$2 million" (minus a \$300,000 contribution to help pay for the National Football League rights) over the past year.

Frank said the network's proposed program-preemption caps and program clearance levels were unacceptable. "I know [Viacom President] Mel [Karmazin] woke up one day and just decided things were

going to be different, but WJXT ranks in many instances number one in the nation in the audience they deliver to CBS," Frank said. "And, if the network doesn't want to pay anything for that, the station will go independent, be able to sell 40% more inventory, and be as good as or better off financially in the long run. It will be like TV used to be. We'll be like real broadcasters."

The station stockpiled syndicated product in anticipation of the move.

Clear Channel's Adams Loyd called Frank's decision a "gutsy move." As she and her team continue their dialogue with CBS,

they will be very mindful that both Clear Channel stations in the market are "very successful and profitable." She doesn't want

an affiliation agreement that would jeopardize that.

"We would love the opportunity" that CBS affords, Adams Loyd says, including CBS coverage of the hometown NFL team, the Jaguars.

CBS Affiliate Relations President Peter Schruth tipped his hat to WJXT "one of our strongest affiliates for a long time." He said the network's offer was "really good. We tried real hard to sign them up again. So, that's life." ■



Post-Newsweek's Alan Frank: "It will be like TV used to be. We'll be like real broadcasters."

Don't forget Where Things Stand

Where Things Stand, concise and timely updates on TV and radio issues before the Federal Communications Commission and Congress, returns to BROADCASTING & CABLE's Web site on Wednesday. Go to www.broadcastingcable.com and scroll to "Features."

Where Things Stand was, for years, a regular feature of the magazine. It covers everything from digital television to must-carry to the TV and radio ownership caps. In addition to the updates, it includes key facts about the FCC commissioners and their staffs, as well as a guide to other online



Attorneys Erwin Krasnow (l) and Michael Berg keep tabs on TV and radio issues in Washington.

resources that will help keep you briefed on what's happening.

This valuable information is compiled by Erwin G. Krasnow and Michael D. Berg, of Shook, Hardy & Bacon, two of the most prominent communications attorneys in Washington. With David Siddall, they

authored *FCC Lobbying: A Handbook of Insider Tips and Practical Advice*.

Krasnow and Berg regularly update the information. So it is BROADCASTING & CABLE's hope that you will visit the site often — whenever you need a quick fix on where things stand in Washington. ■

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Correspondents under fire

News crews in West Bank are stunned by Israeli Army threats and bullets

By Dan Trigoboff

That the West Bank is a dangerous place is no surprise. With the rash of suicide bombings over the Passover holiday, no one from a diner in a café to world-famous newsman Dan Rather can be safe.

But, although it was a nearby terrorist bombing that endangered Rather and his CBS crew, journalists and journalism organizations last week were stunned by the hostility to both their work and their safety that they faced from Israeli forces during a crackdown in Ramallah.

CBS' David Hawkins faced the barrel of an Israeli tank last week; while he didn't think soldiers inside were going to fire, he said, they likely intended to frighten. In fact, Israeli soldiers did fire in the direction of NBC's Dana Lewis and crew as they were driving away from Ramallah. And, according to CBS, Kimberly Dozier, WCBS-TV New York's Jerusalem-based reporter who also files for the network, had bullets fired over her head while reporting from a place that had not been under fire.

"It's a night-and-day difference this week," said Fox Vice President for News Operations Shari Berg, compared with the atmosphere during other tense times in the region. West Bank reporters now travel in armored cars and wear Kevlar vests and helmets that say "TV" or "Press."

"I don't think they're shooting to kill," said ABC's Dan Harris, speaking from Ramallah. "It's my sense that they're shooting to scare. They're saying, 'Look, it's a closed military zone. If you don't want to get shot at, get out.' It's phenomenally stupid to shoot journalists. I don't think they're that dumb or that cruel. I'm not so much afraid that the Israeli soldiers are going to try and kill us as kill us by mistake. Or kick us out."



The Israeli Government Press Office last week revoked two Abu Dhabi TV journalists' credentials and threatened legal action against CNN and NBC for ignoring military orders and broadcasting from Ramallah.

Whether fear of execution or expulsion, it was affecting the journalists' work. "We try to stay with stories that are close to where we are," Harris said, referring to the centralized Arab TV facility where many Western journalists are headquartered. Because of the difficulty in getting around, a frustrated Harris said, he'd had to delay reporting a story about an obstetrician who, due to the dangers of travel, was delivering babies by phone.

"We weigh carefully every decision to move out of here," Harris said. "We don't venture out after dark." That further restricts reporting: If a reporter and crew do a live shot for a net's morning show, it's mid-afternoon in the Middle East, and, by the time it's over, few hours of daylight are left.

"It makes you question every single thing you're doing," said CBS News Senior Vice President for News Coverage Marcy McGinnis. "With the suicide bombers, you

never know where it's going to hit. Now we've been barred from certain places, and we've been escorted out," she said, noting that a CBS News crew was expelled by Israeli forces last Monday.

The crackdown brought protests to the Israeli government from news organizations. CBS News President Andrew Heyward met with Israeli Consul General Alon Pinkas Wednesday to voice concern over recent events affecting CBS and other journalists; other groups wrote letters noting their concerns. CBS News said Pinkas would convey the network's concerns to Israeli leaders.

In letters to Israeli diplomats in Washington and to the Israeli delegation to the United Nations, Radio-Television News Directors Association President Barbara Cochran asked the Israeli government to preserve the right of journalists to cover the events "without obstruction, threats or endangerment." The Committee to Protect Journalists, the International Federation of Journalists, and the Foreign Press Association also protested military attempts to block reporters from working in Bethlehem, Ramallah and Qalqiliya. ■

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THE WEEK THAT WAS



Bryant Gumbel made \$5 million a year at *The Early Show*. He continues his HBO sports show but, after almost 20 years, can finally sleep in on weekday mornings.

LOOKING FOR A NEW GUMBEL

Among the list of candidates to replace Bryant Gumbel at *The Early Show* are four who have substituted for him: CBS News' John Roberts and current Saturday *Early Show* host Russ Mitchell, CBS Sports' Jim Nantz, and Tom Bergeron, the host of *Hollywood Squares*.

Gumbel said last week he won't renew his CBS contract and will leave after five years, the last 2½ as the *Early Show* anchor. Gumbel earlier spent 15 years as host of NBC's top-dog *Today* show but was never able to duplicate the feat at CBS; *The Early Show*, which launched in the fall of 1999, with Jane Clayson as co-host remains in third place in the Nielsens.

For the first quarter of 2002, *The Early Show* averaged 2.8 million viewers, well behind both *Good Morning America* (5.2 million) and first-place *Today* (6.7 million).

"While I am disappointed that the show didn't fare

better in the ratings, I am pleased with the quality of the broadcast we created," Gumbel said in a statement.

Early Show executive producer Steve Friedman credits Gumbel with "building the morning-show franchise for CBS." He also says the network should "think outside the box" for a replacement.

As for Gumbel's departure, Friedman says it's more a "life decision" than anything else.

ALL OVER THE PLACE

Oprah Winfrey is closing Oprah's Book Club. "It has become harder and harder to find books on a monthly basis that I feel absolutely compelled to share," said Winfrey in a statement. Translation: She's as tired of novels about struggling women as the rest of us. ...

Such noodges! The FCC last week asked more than 300 TV stations to explain why they want to delay compliance with their May 1 DTV deadline. Larger group owners

included Benedek, Granite and Duhamel. Inquiries to another 22 stations were mailed two weeks ago. In all, 810 stations have asked for a delay; 476 got one. ...z

Alec Gerster, former CEO of Grey Global Group's MediaCom, was named CEO of Initiative Media Worldwide, replacing Lou Schultz, who quit earlier. ...

Entertainment Tonight is making its first foray into prime time with an ABC sweeps special, *Entertainment Tonight Presents: Laverne and Shirley Together Again*, airing May 7.

THE BUSINESS

On a per-channel basis, cable rates increased 1.5% for the year ended July 1, 2001, according to the FCC. Against an inflation rate of 2.7% for that period, the price of cable actually decreased, however. Without value-added extra channels factored in, prices charged by cable systems increased 7.5%, from \$34.42 to \$36.99. ...

EchoStar's plan to spread local stations over two dishes is illegal, the FCC ruled. The commission says EchoStar can offer local TV signals on a second dish, but, if it does, it must put all the local TV signals on one dish, not divide them between two, thereby disenfranchising stations not carried on the main dish. EchoStar always said the two-dish solution was an interim fix until it launched spot-beam satellites. ...

Elsewhere, EchoStar and the Walt Disney Co. settled

carriage disputes over Disney's ABC Family and ESPN Classic channels. ABC Family secured long-term carriage on EchoStar's Dish Network, while Classic will be restored to its previous tier. ...

The New York Times Company ponied up \$100 million for a 50% stake in Discovery diginet Civilization. Discovery will manage the channel.

Under a second deal, the Times will produce content for Civilization and other Discovery channels.

CLARIFICATION/ CORRECTIONS

Some cable vendors may not have been satisfied by Western Cable Show's exhibiting options. A B&C Eye item in March 25 did not mention the Western Show's \$14,000 participant-level option, which included a hotel suite and full access to show events. ...

The March 25 Focus piece on the Cleynne, Wyo./Scottsbluff, Neb., market, should have said that signals there cover four states. Also, the chart should have listed KLWY(TV) as the second-ranked station in the DMA. ...

In the April 1 article "The new newsroom," comments by Fred Schultz, Sundance VP of news automation, were misattributed. On page 40, it was Schultz, not Avid Broadcast Director Dave Schleifer, who advised broadcasters to critically examine MOS systems' ability to provide machine control and ID piping.

broadcast impact

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It's working fine

Scripps' new cable network rolled into Knoxville facility

By Ken Kerschbaumer

Launching a new network is typically an overwhelming task for those on the engineering side. Racks of gear, miles of cabling, and a rush to get things in place by on-air date can create massive pressure.

That isn't the case with Fine Living. Mark Hale, executive vice president, Scripps Networks, and his team have a facility in Knoxville, Tenn., that is able to easily handle not only the new network but four additional networks as well. Fine Living will be run alongside Food Network, DIY and HGTV in what could be called cable's version of centralcasting.

Systems integrator A.F. Associates was responsible for the original construction and integration of the facility two years ago as well as the improvements to make room for Fine Living and new networks. That integration work was completed last November.

"Scripps is going to go after some additional growth in the upcoming years so a facility with only four networks wasn't going to cut it," says A.F. Associates Senior Project Manager Tom Michales. "There was a little bit of land left, and so they put up the last building segment on the master plan, which included a new broadcast-operations center with two network-control rooms, two operations areas and 60 equipment racks."

Programming will be acquired from both internal and external production operations and shipped to Knoxville for preparation. Fine Living's principal base is in Los Angeles, with back-office support and technical operations in Tennessee.

"We had three goals as part of the expansion," Hale says. "One was to build for up to eight networks. Second was to raise the bar in minimizing unscheduled outtages. And third was to integrate some hardware and applications to capture meta-

data associated with content so we could repurpose for different mediums."

Hale says the facility was converted from an integrated signal flow to a mirrored-type design, with a dual path throughout the chain. Evertz AVM cards help monitor the signals. Michales notes that it isn't a facility-wide alarm system but it does the job.

The mirrored approach permits quick switchover in case of a problem, Hale says. "It allows the operator to hit a button [to switch to the backup]. We wanted the ability to not have to troubleshoot through the chain if we had a fault or an error or a piece of equipment went down. We wanted it very quickly to jump to the backup; we never had that as an integrated feature of past facilities."

Scripps was one of the first U.S.-based television companies to deploy the BTS



Scripps Networks' Knoxville-based technical facility will handle programming for Fine Living as well as for DIY, Food Network and HGTV.

(now Thomson Multimedia) Media Pool video server. Other Thomson Multimedia equipment includes Saturn master control, Mars routing switchers and Jupiter control systems.

The three Media Pool systems have 300 TB of storage and work in conjunction with a StorageTek PowderHorn robotic archive system. Material is taken from the Media Pool and placed on tape for playout to air.

"We restore and archive on a daily

Mambo and metadata

Soon it's going to be all about the metadata for the Scripps Networks.

The company's initiative for next-generation developments includes asset management for VOD as well as asset management of back-office functions like sales and trafficking.

The initiative is just getting under way, but the result will be a breaking down of the "silo" systems used for each of the Scripps Networks. Also in place will be a VOD system that not only allows information like content to go out but information on VOD customers to flow back.

Chief Information Officer Skip Wager, who heads the initiative, explains the projects related to VOD deployment. One is the ingest of up to an hour of video content using Virage's logging and inges-

tion system. Another is the use of WebWare's Mambo 3.1 software, which takes that content and outputs encoded VOD files complete with metadata for delivery to the cable operators. The system also allows for customer information to be sent back from the cable subscriber's set-top box.

"We chose Mambo because of its flexibility in handling metadata," says Wager.

The use of improved asset management will facilitate system-wide scheduling. The result, ideally, will be more-efficient sales efforts at all Scripps networks.

Wager says any network looking to delve into working with more metadata better do a lot of research in taxonomy, metadata naming conventions and modeling structure prior to choosing a metadata system.

—K.K.

basis," Hale says. "One of the things with our networks is there aren't a lot of repeats. So we have to store and archive back and forth to the online storage hardware of the Media Pool."

The system can handle 36,000 half-hour programs, so storage isn't a problem. But Hale is looking for new video servers at NAB because the Media Pools, with seven years on them, are due for replacement.

"We want to get a sense of the maturation of the server systems," says Hale. "We went on the bleeding edge seven years ago with the Media Pool. And that was great, but one of the drawbacks is, it was on the JPEG standard. Over time, we've realized we need to migrate to an MPEG standard."

Thomson, SeaChange and others are on the agenda at NAB. The visit to the Thomson booth promises to be an interesting one given the company's acquisition of the Grass Valley Group, which will make siblings of the Media Pool and Profile servers.

"I'm hoping Thomson and GVG are

able to share some of the expertise they've gained over the years even though they've been on separate parallel tracks," says Hale. "We've been interested in the Profile for a while, and we think BTS had a very strong server-technology group. So I'm hoping that some of the best of both worlds come together because there are some synergies there."

One of the requirements of the next server will be the ability to enrich Scripps' media-asset-management initiative. The content found on Scripps' networks lends itself to VOD applications that Scripps is testing in Cincinnati as well as potential delivery via broadband and Internet.

"We're integrating in some Virage logging stations, and we're using WebWare as our application for managing the metadata," says Hale. "So, at NAB, we're going to be looking for the baseline file format of the future. Questions include whether it will be MPEG-2 and at what bit rates do we want to capture the content." ■

CAM Systems grows bigger

Traffic and billing company acquires MiTRA Technologies

By Ken Kerschbaumer

Traffic- and automation-system manufacturer CAM Systems has acquired MiTRA Technologies in a move that will broaden its product offerings and deepen its customer base.

"We're going to expand all of our product lines so we'll be in network cable; local cable, which we've already been dominant in; and then move into broadcast television," says CAM Systems President Martino Mingione.

'We're going to expand all of our product lines so we'll be in network cable, local cable, and then move into broadcast television.'

—Martino Mingione, CAM Systems

CAM Systems acquired all of MiTRA's assets, and all MiTRA employees have been offered work with CAM Systems. CAM will now have 80 employees. No purchase price was announced.

New York City-based MiTRA's core software products are a program-rights manager and content-management system, a sales-plan and -proposal manager, and an order, traffic and invoice manager. Its systems are used by Fox News Channel, ESPN Classic, MSNBC and Oxygen.

Mingione will try to expand to broadcast networks and stations: "We'll bring two traffic-and-billing packages to market. One uses some of the MiTRA technology that will be focused on single stations; the other one uses our local cable technology that will be able to traffic and manage the back office of multiple television stations out of one database, like for centralcasting." ■

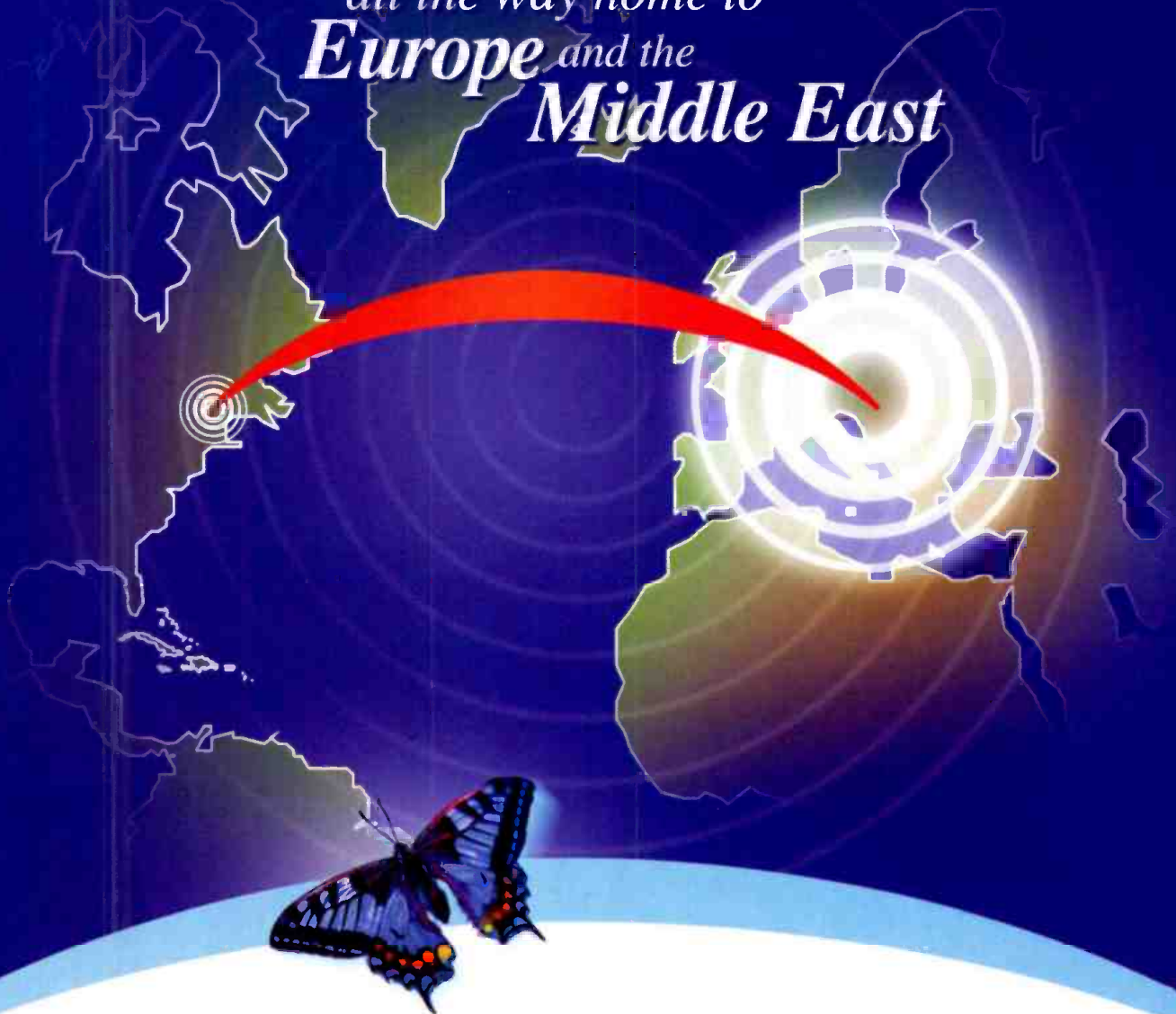
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THE TOP 25 TV GROUPS

RANKED ACCORDING TO COVERAGE

Rank	Group	% of TV HHS
1	Viacom	39.5
2	Fox	38.1
3	Paxson	33.7
4	NBC	30.4
5	Tribune	28.7
6	ABC	23.8
7	Univision	21.0
8	Gannett	17.5
9	Hearst-Argyle	15.9
10	Trinity	15.8
11	Sinclair	15.0
12	Belo	13.1
13	Cox	10.1
14	Clear Channel	8.7
15	Pappas	8.1
16	Scripps	8.0
17	Raycom	7.7
18	Meredith	7.4
19	Post-Newsweek	7.3
20	Media General	6.9
21	Shop At Home	6.8
22	LIN TV	6.2
23	Young	6.1
24	Emmis	6.0
25	Entravision	5.8

Less is more as Viacom retakes top spot

BROKERS MAY HAVE LAMENTED

that there were not as many individual station deals in the television industry in the past 12 months as in previous years. But the transactions in 2001 were significant, with a few station-group deals likely to have profound effect on the industry.

Using data pulled together by BROADCASTING & CABLE, BIA Financial and the station groups themselves, the annual list of the Top 25 tabulates each group's stations and their DMAs, with the 50% FCC discount for UHF, to rank the groups by household reach.

Changes from last year are due to changes not only in the number of stations but also in the sizes of the markets.

In most cases, the Top 25 groups are part of large, diverse companies with extensive media holdings. How wide is the reach of the Top 25 groups? Even the newly combined 40-station Benedek and Gray groups, merging in a recently announced deal, couldn't quite crack the list.

Several deals pursued the synergies of duopoly, even reconfiguring sales formulas to factor in the power of the combos. When No. 1 Viacom paid \$650 million for Los Angeles independent KCAL(TV), seller Young noted that the station sold at a multiple of 32 times its 2001 cash flow of just over \$20 million, while buyer Viacom—which already owns KCBS-TV Los Angeles—said the number would be about 12 times expected cash flow for its new No. 2-market duopoly.

KCAL was clearly the biggest single-station deal, and Young came close to being part of the top two such deals. Industry

watchers spent the last days of 2001 watching NBC go back and forth in the San Francisco Bay Area between Granite's about-to-become-an-NBC-affiliate KNTV(TV) San Jose and Young's powerhouse KRON-TV San Francisco, which was about to become

independent because of a disagreement with the network over reverse compensation. But Young couldn't get NBC to pay a KCAL-size price for the No. 5-market station the network had once coveted.

But busy NBC, which had already reached an agreement to purchase Spanish-language network Telemundo, did

not walk away empty-handed, acquiring Granite's KNTV for a few hundred million less and giving up a few hundred million in reverse-compensation commitments. With KNTV moving into NBC's group, each of the Big Three networks' station groups now had a station—or two—in each of the top five markets.

NBC's big acquisitions not only strengthened the group's numbers among the top 25 but took Telemundo off the list—technically—as well as Granite. Beyond the Telemundo acquisition, the increasing influence of the Hispanic market is reflected in the addition of Spanish-language Azteca America and TeleFutura affiliates.

Bounding onto the list this year were major religious broadcaster Trinity Broadcasting Network and Clear Channel. The latter maneuvered for duopolies and for a station in its San Antonio home market and took over the Ackerley group in one of the year's biggest deals. ■

New to the list this year are religious broadcaster Trinity and Clear Channel

BY DAN TRIGOBOFF



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HOW TO READ THE TOP 25:

This exclusive list ranks the nation's largest TV groups based on percentage of U.S. household (HH) coverage as calculated by the FCC

(shown on list as "HHs FCC"). The FCC's method discounts HH coverage by UHF stations—ch. 14 and above—by 50%. The ranking also displays total HH coverage without the "UHF discount" (shown on list as

"U.S. HHs"). The DMAs and HH numbers are per Nielsen Media Research as of Jan. 1. Stations owned, operated or otherwise affiliated in the same DMA are not counted toward a group's total.

1. Viacom

(includes former CBS and UPN station groups)

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Leslie Moonves, president/CEO, CBS

Fred Reynolds, president, Viacom TV Stations Group

Station	Market (affiliate; ch.)	DMA	U.S. HHs	HHs FCC
WCBS-TV	New York (CBS; ch. 2)	1	6.924	6.924
KCBS-TV	Los Angeles (CBS; ch. 2)	2	5.030	5.030
KCAL-TV ^B	Los Angeles (Ind. ; ch. 9)	2		
WBBM-TV	Chicago (CBS; ch. 2)	3	3.187	3.187
KYW-TV	Philadelphia (CBS; ch. 3)	4	2.656	2.656
WPSG-TV	Philadelphia (UPN; ch. 57)			
KPIX-TV	San Francisco (CBS; ch. 5)	5	2.301	2.301
KBHK-TV	San Francisco (UPN; ch. 44)			
WBZ-TV	Boston (CBS; ch. 4)	6	2.196	2.196
WSBK-TV	Boston (UPN; ch. 38)			
KTVT-TV	Dallas (CBS ch. 11)	7	2.088	2.088
KTXA-TV	Dallas/Ft. Worth (UPN; ch. 21)			
WUPA-TV	Atlanta (UPN; ch. 69)	9	1.888	0.944
WWJ-TV	Detroit (CBS; ch. 62)	10	1.782	0.891
WKBD-TV	Detroit (UPN; ch. 50)			
KSTW-TV	Seattle (UPN; ch. 11)	12	1.562	1.562
WCCO-TV	Minneapolis/St. Paul, Minn. (CBS; ch. 4)	13	1.492	1.492
KCCO-TV ^S	Alexandria/St. Paul, Minn. (CBS; ch. 7)			
KCCW-TV ^S	Walker/Minneapolis/St. Paul (CBS; ch. 12)			
WTOG-TV	Tampa/St. Petersburg, Fla. (UPN; ch. 44)	14	1.487	0.744
WFOR-TV	Miami/Ft. Lauderdale, Fla. (CBS; ch. 4)	15	1.470	1.470
WBFS-TV	Miami/Ft. Lauderdale, Fla. (UPN; ch. 33)			
KCNC-TV	Denver (CBS; ch. 4)	18	1.310	1.310
KMAX-TV	Sacramento, Calif. (UPN; ch. 31)	19	1.163	0.581
KDKA-TV	Pittsburgh (CBS; ch. 2)	21	1.089	1.089
WNPATV	Pittsburgh (UPN; ch. 19)			
WIZ-TV	Baltimore (CBS; ch. 13)	24	0.971	0.971
WNDY-TV	Indianapolis (UPN; ch. 23)	25	0.961	0.481
WWHO-TV	Columbus, Ohio (WB/UPN; ch. 53)	34	0.768	0.384

KUTV-TV	Salt Lake City (CBS, ch. 2)	35	0.743	0.743
KUSG-TV ^S	St. George/Salt Lake City (CBS, ch. 12)			
WGNT-TV	Norfolk, Va. (UPN; ch. 27)	42	0.620	0.310
WUPL-TV	New Orleans (UPN; ch. 54)	43	0.619	0.310
WTVX-TV	West Palm Beach, Fla. (UPN; ch. 34)	40	0.646	0.323
KAUT-TV	Oklahoma City (UPN; ch. 43)	45	0.592	0.296
WLWC-TV	Providence, R.I. (WB/UPN; ch. 28)	49	0.570	0.285
KEYE-TV	Austin, Texas (CBS; ch. 42)	54	0.527	0.264
WFRV-TV	Green Bay, Wis. (CBS; ch. 5)	69	0.385	0.385
WJMN-TV ^S	Escanaba, Mich. (CBS; ch. 3)	177	0.080	0.080
WHDF-TV	Huntsville/Decatur/Florence, Ala. (CBS; ch. 15)	83	0.339	0.170

OTHER MEDIA INTERESTS: CBS Television Network and United Paramount Network (UPN); CBS Enterprises (CBS Broadcast International and King World Productions); Paramount Television (Paramount Network Television, Viacom Productions, Spelling Television, Big Ticket Television, Paramount Domestic Television, and Paramount International Television); Infinity Broadcasting Corp. (operates more than 180 radio stations); equity position in Westwood One (radio syndicator); Viacom Outdoor. Cable channels: MTV Networks (MTV: Music Television, VH1, Nickelodeon, TNN: The National Network, MTV2, Nick at Nite, TV Land, Country Music Television, and The Digital Suite from MTV Networks); Showtime Networks Inc.; 50% of Comedy Central (co-owned with AOL Time Warner Inc.); BET (including BET on Jazz and BET.com); Paramount Pictures; Paramount Home Entertainment; book publisher Simon & Schuster Inc., Famous Music Publishing; about 80% of Blockbuster Inc.; Famous Players, United Cinemas International, United International Pictures (film distribution); Paramount Parks. Online interests: MTV.com, CBS.com, CBSNews.com, Nickelodeon Online, VH1.com, Viacom Interactive Ventures (CBS MarketWatch.com, CBS SportsLine.com, Hollywood.com)

2. Fox TV Stations

FOX

(subsidiary of News Corp. Ltd.; includes pending Chris-Craft Industries Inc./United TV Inc. acquisition)

34 stations/44.7% of U.S./38.1% FCC



Thomas Herwitz, president, Fox station operations

1999 S. Bundy Dr., Los Angeles, Calif. 90025

Phone: (310) 584-2000

Fax: (310) 584-2087

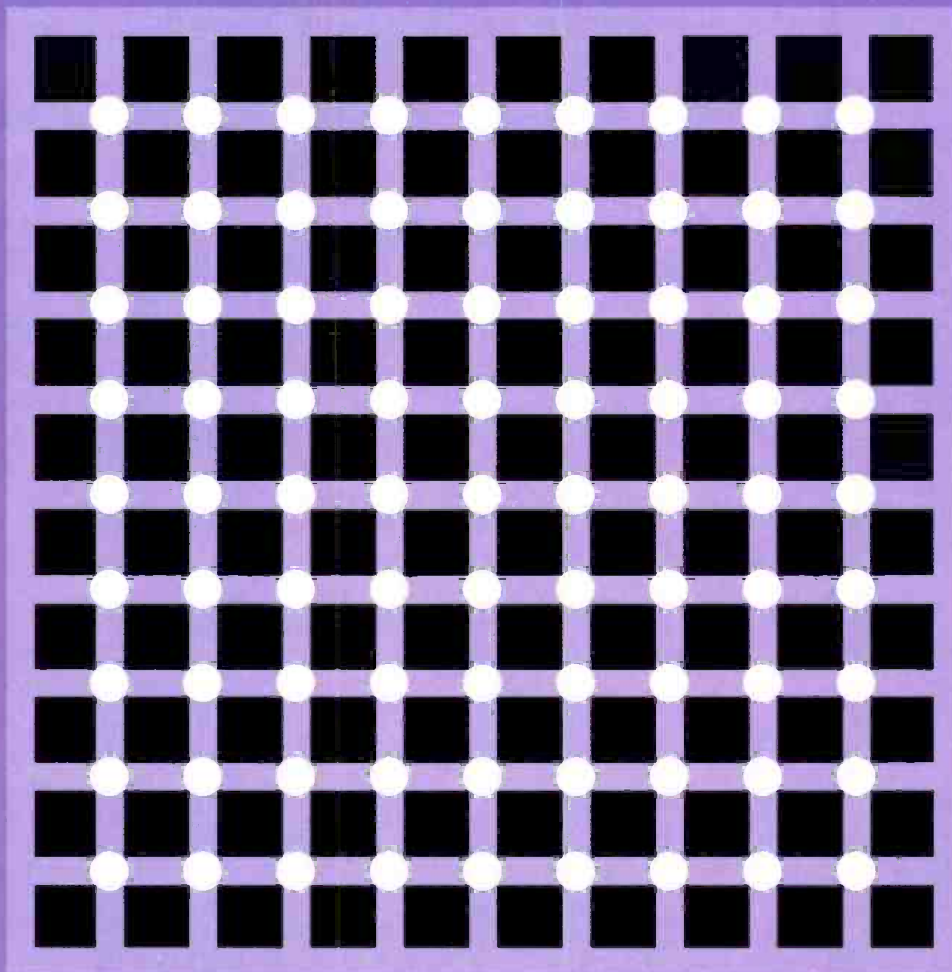
Web site: fox.com

K. Rupert Murdoch, chairman, News Corp.

Mitchell Stern, chairman, Fox TV Stations

Thomas Herwitz, president, station operations

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Station	Market (affiliate; ch.)	DMA	U.S. HHS	HHS FCC
WNYW(TV)	New York (Fox; ch. 5)	1	6.924	6.924
WWOR-TV	New York (UPN; ch. 9)			
KTTV(TV)	Los Angeles (Fox; ch. 11)	2	5.030	5.030
KCOP(TV)	Los Angeles (UPN; ch. 13)			
WFLD(TV)	Chicago (Fox; ch. 32)	3	3.187	1.594
WTFX(TV)	Philadelphia (Fox; ch. 29)	4	2.656	1.328
WFX(TV)	Boston (Fox; ch. 25)	6	2.196	1.098
KDFW-TV	Dallas/Ft. Worth (Fox; ch. 4)	7	2.088	2.088
KDFI-TV	Dallas/Ft. Worth (Ind.; ch. 27)			
WTTG(TV)	Washington (Fox; ch. 5)	8	2.019	2.019
WDCA(TV)	Washington (UPN; ch. 20)			
WAGA-TV	Atlanta (Fox; ch. 5)	9	1.888	1.888
WJBK-TV	Detroit (Fox; ch. 2)	10	1.782	1.782
KRIV-TV	Houston (Fox; ch. 26)	11	1.737	0.869
KTXH(TV)	Houston (UPN; ch. 20)			
KMSP-TV	Minneapolis/St. Paul (UPN; ch. 9)	13	1.492	1.492
WFTC(TV)	Minneapolis/St. Paul (Fox; ch. 29)			
WTVT(TV)	Tampa/St. Petersburg, Fla. (Fox; ch. 13)	14	1.487	1.487
WJW-TV	Cleveland (Fox; ch. 8)	17	1.435	1.435
KSAZ-TV	Phoenix (Fox; ch. 10)	16	1.458	1.458
KUTP(TV)	Phoenix (UPN; ch. 45)			
KDVR(TV)	Denver (Fox; ch. 31)	18	1.310	0.655
WRBW(TV)	Orlando, Fla. (UPN; ch. 65)	20	1.121	0.561
WOPF(TV)	Orlando, Fla. (Fox; ch. 35)			
KTVI(TV)	St. Louis (Fox; ch. 2)	22	1.085	1.085
WUTB(TV)	Baltimore (UPN; ch. 24)	24	0.971	0.486
WDAF-TV	Kansas City, Mo. (Fox; ch. 4)	31	0.806	0.806
WITI-TV	Milwaukee (Fox; ch. 6)	33	0.789	0.789
KSTU(TV)	Salt Lake City (Fox; ch. 13)	35	0.743	0.743
WBRC-TV	Birmingham/Tuscaloosa, Ala. (Fox; ch. 6)	39	0.649	0.649
WHBQ-TV	Memphis, Tenn. (Fox; ch. 13)	41	0.621	0.621
WGHP-TV	Greensboro, N.C. (Fox; ch. 8)	44	0.601	0.601
KTBC-TV	Austin, Texas (Fox; ch. 7)	54	0.527	0.527
WOGX(TV)	Gainesville, Fla. (Fox; ch. 51)	164	0.102	0.051

OTHER MEDIA INTERESTS: Fox only: Fox Television Network; Fox Television Entertainment Group (Fox Entertainment, Fox Television Studios, 20th Century Fox Television, Twentieth Television); cable channels Fox News Channel, Health Network, FX, 34% of Outdoor Life, 33% of Golf Channel; Fox/Liberty (sports) Networks (including Fox Sports Net); 49.5% of Fox Family Worldwide (Fox Family Channel, Fox Kids Network). Online interests: Fox.com. News Corp. is a partner in In Flight Network (airline audio, video and information service)

3. Paxson

PAX

(NBC Inc. 32.5% owner with option to take control in 2002; deal currently in dispute)

68 stations/65.9% of U.S./33.7% FCC

601 Clearwater Park Rd.



Dean Goodman,
president/COO,
Paxson TV Group

West Palm Beach, Fla. 33401

Phone: (561) 659-4122;

Fax: (561) 659-4754

Web site: paxtv.com

Lowell W. "Bud" Paxson, chairman/owner

Dean Goodman, president/COO, TV group

Station	Market (all Pax TV affiliates unless noted; ch.)	DMA	U.S. HHS	HHS FCC
WPKX-TV	New York (ch. 31)	1	6.924	3.462
KPKX(TV)	Los Angeles (ch. 30)	2	5.030	2.515
WCPX-TV	Chicago (ch. 38)	3	3.187	1.594
WPPX(TV)	Philadelphia (ch. 61)	4	2.656	1.328
KKPX(TV)	San Francisco (ch. 65)	5	2.301	1.151
WPXB(TV)	Merrimack, N.H./Boston (Ind., ch. 60)	6	2.196	1.098
WBPX(TV)	Boston (ch. 68)			
WDPX(TV) ^S	Vineyard Haven, Mass./Boston (ch. 58)			
WPXG(TV) ^S	Concord, N.H./Boston (ch. 21)			
KPKD(TV)	Dallas/Ft. Worth (ch. 68)	7	2.088	1.044
WPXW(TV)	Manassas, Va./Washington (ch. 66)	8	2.019	1.010
WWPX(TV) ^S	Martinsburg, W.Va./14% of Washington (ch. 60)			
WPXA(TV)	Atlanta (ch. 14)	9	1.888	0.944
WPXD(TV)	Detroit (ch. 31)	10	1.782	0.891
KPXB(TV)	Houston (ch. 49)	11	1.737	0.869
KWPX(TV)	Seattle (ch. 33)	12	1.562	0.781
KPKM(TV)	Minneapolis/St. Paul (ch. 41)	13	1.492	0.746
WPXP(TV)	Tampa/St. Petersburg, Fla. (ch. 66)	14	1.487	0.744
WWPX(TV)	Cleveland (ch. 23)	17	1.458	0.718
WPXM(TV)	Miami/Ft. Lauderdale, Fla. (ch. 35)	15	1.470	0.735
KBPX(TV)	Flagstaff/Phoenix (ch. 13)	16	1.458	1.458
KPPX(TV)	Tolleson/Phoenix (ch. 51)			
KPXC-TV	Denver (ch. 59)	18	1.310	0.655
KSPX(TV)	Sacramento, Calif. (ch. 29)	19	1.163	0.581
WOPX(TV)	Orlando, Fla. (ch. 56)	20	1.121	0.561
KPXG-TV	Portland, Ore. (ch. 22)	23	1.014	0.507
WIPX(TV)	Bloomington/Indianapolis (ch. 63)	25	0.961	0.481
WHPX(TV)	New London/Hartford, Conn. (ch. 26)	28	0.904	0.452
WFPX(TV)	Raleigh/Durham, N.C. (ch. 62)	29	0.891	0.446
WRPX(TV)	Rocky Mount/Raleigh/Durham, N.C. (ch. 47)			
KPXE(TV)	Kansas City, Mo. (ch. 50)	31	0.806	0.403
WNPX(TV)	Nashville, Tenn. (ch. 28)	30	0.834	0.417
WPXE(TV)	Milwaukee (ch. 55)	33	0.789	0.395
KUPX-TV	Salt Lake City (ch. 16)	35	0.743	0.372
KPXL(TV)	Uvalde/San Antonio, Texas (ch. 26)	37	0.673	0.337
WZPX(TV)	Battle Creek/Grand Rapids, Mich. (ch. 43)	38	0.666	0.333
WPXH(TV)	Birmingham/Tuscaloosa, Ala. (ch. 44)	39	0.649	0.325
WPXX(TV) ^{TBA}	Memphis, Tenn. (ch. 50)	41	0.621	0.311
WPXV(TV)	Norfolk, Va. (ch. 49)	42	0.620	0.310
WPXL(TV) ^{TBA}	New Orleans (ch. 49)	43	0.619	0.310
WPXP(TV)	West Palm Beach, Fla. (ch. 67)	40	0.646	0.323

KEY: B=being bought | * =operated under LMA | TBA= operated under time brokerage agreement | S=satellite station | NR=not a Nielsen-rated market

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WPXI(TV)	Buffalo, N.Y. (ch. 51)	47	0.585	0.293
KOPX(TV)	Oklahoma City (ch. 62)	45	0.592	0.296
WGXP(TV)	Greensboro, N.C. (ch. 16)	44	0.601	0.301
WPXQ(TV)	Providence, R.I. (ch. 69)	49	0.570	0.285
KAPX-TV	Albuquerque/Santa Fe, N.M. (ch. 14)	48	0.576	0.288
WOPX(TV)	Wilkes-Barre/Scranton, Pa. (ch. 64)	52	0.538	0.269
WPXC-TV	Brunswick, Ga./Jackson, Fla. (ABC; ch. 21)	53	0.534	0.269
KPXF(TV)	Fresno, Calif. (ch. 61)	55	0.498	0.249
WYPX(TV)	Albany, N.Y. (ch. 55)	57	0.488	0.244
KTPX(TV)	Tulsa, Okla. (ch. 44)	59	0.477	0.239
WLPX-TV	Charleston, W.Va. (ch. 29)	61	0.454	0.235
WPXX(TV)	Knoxville, Tenn. (WB/Pax; ch. 54)	62	0.454	0.254
WADM(TV)	Morehead/Lexington, Ky. (ch. 67)	66	0.413	0.207
WPXR(TV)	Roanoke, Va. (ch. 38)	68	0.401	0.201
KFPX(TV)	Newton/Des Moines, Iowa (ch. 39)	70	0.384	0.192
KPXO(TV)	Kaneohe/Honolulu (ch. 66)	72	0.378	0.189
KPXU(TV)	Shreveport, La. (ch. 21)	79	0.353	0.177
KGPX(TV)	Spokane, Wash. (ch. 34)	78	0.361	0.181
WMPX-TV	Waterville/Portland, Maine (ch. 23)	80	0.355	0.178
WSPX-TV	Syracuse, N.Y. (ch. 56)	81	0.345	0.173
KPXR-TV	Cedar Rapids/Dubuque, Iowa (ch. 48)	89	0.302	0.151
WEPX(TV)	Greenville, N.C. (ch. 38)	106	0.238	0.119
WPXU-TV	Jacksonville/Greenville, N.C. (ch. 35)			
WTPX(TV)	Wausau/Rhineland, Wis. (Pax; ch. 46)	137	0.160	0.080
WKPX(TV)	Ponce, P.R. (ch. 20)	NR		
WJWN-TV	San Sebastian, P.R. (Ind., ch. 38)	NR		
WPXO(TV)	Christiansted, V.I. (ch. 15)	NR		

OTHER MEDIA INTERESTS: Pax TV network

4. NBC

GE

(subsidiary of General Electric Co.)

24 stations/33.7% of U.S./30.4% FCC



Jay Ireland,
president, NBC TV
Stations Group

Address: 30 Rockefeller Plaza, New York, N.Y. 10112

Phone: (212) 664-4444

Fax: (212) 664-4085

Web site: nbc.com

Jeff Immelt, president/CEO, GE

Bob Wright, chairman/CEO, NBC

Jay Ireland, president, NBC Television Stations Group

Station	Market (affiliate; ch.)	DMA	U.S. HHs	HHs FCC
WNBC(TV)	New York (NBC; ch. 4)	1	6.924	6.924
WNUJ(TV) ^B	New York (Tele.; ch. 47)			
KNBC(TV)	Los Angeles (NBC; ch. 4)	2	5.030	5.030
KVEA(TV) ^B	Los Angeles (Tele.; ch. 52)			
KWHY-TV ^B	Los Angeles (Ind., ch. 22)			
WMAQ-TV	Chicago (NBC; ch. 5)	3	3.187	3.187

WSNS(TV) ^B	Chicago (Tele.; ch. 44)			
WCAU(TV)	Philadelphia (NBC; ch. 10)	4	2.656	2.656
KNTV(TV) ^B	San Jose/San Francisco (NBC, ch. 11)	5	2.301	2.301
KSTS(TV) ^B	San Francisco (Tele.; ch. 48)			
KXAS-TV	Dallas/Ft. Worth (NBC; ch. 5)	7	2.088	2.088
WRC-TV	Washington (NBC; ch. 4)	8	2.019	2.019
KTMD(TV) ^B	Galveston/Houston (Tele.; ch. 48)	11	1.737	0.869
WTVJ(TV)	Miami/Ft. Lauderdale, Fla. (NBC; ch. 6)	15	1.470	1.470
WSCV(TV) ^B	Miami/Ft. Lauderdale, Fla. (Tele.; ch. 51)			
KMAS-TV ^B	Steamboat Springs/Denver (Tele.; ch. 24)	18	1.310	0.655
KNSD(TV)	San Diego (NBC; ch. 39)	26	0.925	0.463
WWT(TV)	Hartford/New Haven, Conn. (NBC; ch. 30)	28	0.904	0.452
WNCN(TV) ^B	Raleigh/Durham, N.C. (Tele.; ch. 17)	29	0.891	0.446
WCMH-TV	Columbus, Ohio (NBC; ch. 4)	34	0.768	0.768
KVDA(TV) ^B	San Antonio (Tele.; ch. 60)	37	0.673	0.337
WVTM-TV ^B	Birmingham/Tuscaloosa, Ala. (Tele.; ch. 13)	39	0.649	0.649
WJAR(TV)	Providence, R.I. (NBC; ch. 10)	49	0.570	0.570
WKAQ-TV ^B	San Juan, P.R. (Tele.; ch. 2)	NR		

Tele.=Telemundo

OTHER MEDIA INTERESTS: NBC TV Network; Spanish-language Telemundo net; NBC Enterprises; cable channels CNBC and MSNBC (with Microsoft Inc.), A&E TV Networks (joint venture with ABC Inc. and Hearst-Argyle), CNBC Europe; 32.5% of Paxson Communications (with option to take control in 2002); 15% of SnapTV (formerly home shopping ValueVision International Network). Online interests: MSNBC.com

5. Tribune

TRB

23 stations/38.4% of U.S./28.7% FCC



Patrick Mullen,
president, Tribune
Television

435 N. Michigan Ave., Ste. 1800, Chicago, Ill. 60611

Phone: (312) 222-3333

Fax: (312) 329-0611

Web site: tribune.com

John W. Madigan, chairman/CEO, Tribune Co. (parent)

Dennis J. FitzSimons, president/CEO, Tribune Co./president,

Tribune Broadcasting

Patrick J. Mullen, president, Tribune Television

Station	Market (all WB unless noted; ch.)	DMA	U.S. HHs	HHs FCC
WPIX(TV)	New York (ch. 11)	1	6.924	6.924
KTLA(TV)	Los Angeles (ch. 5)	2	5.030	5.030
WGN-TV	Chicago (ch. 9)	3	3.187	3.187
WPHL-TV	Philadelphia (ch. 17)	4	2.656	1.328
WLVI-TV	Boston (ch. 56)	6	2.196	1.098
KDAF(TV)	Dallas/Ft. Worth (ch. 33)	7	2.088	1.044
WBDC-TV	Washington (ch. 50)	8	2.019	1.010
WATL (TV)	Atlanta (ch. 36)	9	1.888	0.944
KHNB(TV)	Houston (ch. 39)	11	1.737	0.869

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KCPQ(TV)	Seattle (Fox; ch. 13)	12	1.562	1.562
KTWB-TV	Seattle (ch. 22)			
WBZL(TV)	Miami/Ft. Lauderdale, Fla. (ch. 39)	15	1.470	0.735
KWGN-TV	Denver (ch. 2)	18	1.310	1.310
KTXL(TV)	Sacramento, Calif. (Fox; ch. 40)	19	1.163	0.582
KSWB-TV	San Diego (ch. 5)	26	0.925	0.925
WXIN(TV)	Indianapolis (Fox; ch. 59)	25	0.961	0.481
WTHC-TV	Hartford/New Haven, Conn. (Fox; ch. 61)	28	0.904	0.452
WDX(TV)*	Hartford/New Haven (ch. 20)			
WXMI(TV)	Grand Rapids, Mich. (Fox; ch. 17)	38	0.666	0.333
WGNO(TV)	New Orleans (ABC; ch. 26)	43	0.619	0.310
WNOL(TV)	New Orleans (ch. 38)			
WPMT(TV)	Harrisburg/Lancaster, Pa. (Fox; ch. 43)	46	0.586	0.293
WEWB(TV)	Albany, N.Y. (ch. 45)	56	0.488	0.244

OTHER MEDIA INTERESTS: 25% of WB Television Network (majority owned by AOL Time Warner); Tribune Entertainment Co. (first-run programming); cable channels CLTV News (Chicago), 50% of Central Florida News 13 (joint partner with Time Warner), 31% of Food Network, 9% of Golf Channel; Tribune Media Services and its ZAP2IT electronic program guide; 4 radio stations; 50% of Knight-Ridder/Tribune Information Services; 11 newspapers, including New York *Newsday*, *Los Angeles Times*, *Chicago Tribune*, *Hartford* (Conn.) *Courant*; and Spanish-language newspapers in New York City, Los Angeles and Chicago. Online interests: metromix.com, Go2Orlando.com, BlackVoices.com with partial interests in CareerBuilder.com, iVillage Inc. Partner in iBlast (to be national datacasting network)

6. ABC

(subsidiary of Walt Disney Co.)

DIS

10 stations/24.1% of U.S./23.8% FCC



Walter Liss,
president,
ABC Stations Group

77 W. 66th St., New York, N.Y. 10023

Phone: (212) 456-7777

Fax: (212) 456-6850

Web site: abc.com

Robert Iger, president/COO, Disney

Steven Bornstein, president, ABC Television

Walter Liss, president, Stations Group

Station	Market (all ABC affiliates; ch.)	DMA	U.S. HHs	HHs FCC
WABC-TV	New York (ch. 7)	1	6.924	6.924
KABC-TV	Los Angeles (ch. 7)	2	5.030	5.030
WLS-TV	Chicago (ch. 7)	3	3.187	3.187
WPVI-TV	Philadelphia (ch. 6)	4	2.656	2.656
KGO-TV	San Francisco (ch. 7)	5	2.301	2.301
KTRK-TV	Houston (ch. 13)	11	1.737	1.737
WTVB(TV)	Raleigh/Durham, N.C. (ch. 11)	29	0.891	0.891
KFSN-TV	Fresno, Calif. (ch. 30)	55	0.498	0.249

WJRT-TV	Flint/Saginaw, Mich. (ch. 12)	64	0.430	0.430
wrvg(tv)	Toledo, Ohio (ch. 13)	68	0.397	0.397

OTHER MEDIA INTERESTS: ABC TV Network; 54 radio stations; ABC Radio Networks; ABC Entertainment TV Group (production and prime time development); Disney/ABC Cable Networks Disney Channel, Toon Disney, 80% of ESPN, 50% of Lifetime Television (joint partner with Hearst Corp.), 39.5% of E! Entertainment Television, A&E Television Networks (joint venture with NBC and Hearst); Walt Disney Television International. Online interests ABC Multimedia Group, ABC.com, ABCNews.com, ESPN.com

7. Univision

UVN

32 stations/40.2% of U.S./21.0% FCC

5999 Center Dr., Los Angeles, Calif. 90045

Phone: (310) 216-3434

Fax: (310) 348-3459

Web site: univision.com

A. Jerrold Perenchio, chairman/CEO

Ray Rodriguez, president/chief operating officer, Univision Networks

Thomas Arnost, Michael Wortsman, co-presidents, Television Group

Station	Market (Univision affiliate unless noted; ch.)	DMA	U.S. HHs	HHs FCC
WXTV(TV)	New York (ch. 41)	1	6.924	3.462
WFUT(TV)	New York (TeleFutura; ch. 68)			
WFTY(TV)	Smithtown, N.Y. (TeleFutura; ch. 67)			
KMEX-TV	Los Angeles (ch. 34)	2	5.030	2.515
KFTR(TV)	Los Angeles (TeleFutura; ch. 46)			
WGBO-TV	Chicago (ch. 66)	3	3.187	1.594
WXFT(TV)	Chicago (TeleFutura; ch. 60)			
WUVP(TV)	Philadelphia (ch. 65)	4	2.656	1.328
KDFT(TV)	San Francisco (ch. 14)	5	2.301	1.151
KFSF(TV)	San Francisco (TeleFutura; ch. 66)			
WUTF(TV)	Boston (TeleFutura; ch. 66)	6	2.196	1.098
KUVN(TV)	Dallas/Ft. Worth (ch. 23)	7	2.088	1.044
KSTR-TV	Dallas/Ft. Worth (TeleFutura; ch. 49)			
WFDC(TV)	Washington, D.C. (TeleFutura; ch. 14)	8	2.019	1.010
WUVC(TV)	Atlanta (ch. 34)	9	1.888	0.944
KXLN-TV	Houston (ch. 45)	11	1.737	0.869
KFTH(TV)	Houston (TeleFutura; ch. 67)			
WFTT(TV)	Tampa/St. Petersburg, Fla. (TeleFutura; ch. 50)	14	1.487	0.744
WLTN(TV)	Miami/Ft. Lauderdale, Fla. (ch. 23)	15	1.470	0.735
WAMI-TV	Miami/Ft. Lauderdale, Fla. (ch. 69)			
KFPH(TV)	Phoenix (TeleFutura; ch. 13)	16	1.458	1.458
KTWV-TV	Phoenix (ch. 33)			
WQHS-TV	Cleveland (TeleFutura; ch. 61)	17	1.458	0.718
KUUS(TV)	Sacramento, Calif. (ch. 19)	19	1.163	0.581
WOTF(TV)	Orlando, Fla. (TeleFutura; ch. 43)	20	1.121	0.561
KWEX-TV	San Antonio (ch. 41)	37	0.673	0.337

KEY: B=being bought | *=operated under LMA | TBA= operated under time brokerage agreement | S=satellite station | NR=not a Nielsen-rated market



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KFTV(TV)	Fresno, Calif. (Univision; ch. 21)	55	0.498	0.249
KFTU(TV)	Tucson, Ariz. (TeleFutura; ch. 3)	73	0.372	0.372
KAKW(TV)	Waco, Texas (ch. 62)	94	0.283	0.142
KUVI(TV)	Bakersfield, Calif. (ch. 45)	130	0.174	0.087
WUJ(TV)	San Juan, P.R. (Ind.; ch. 11)	NR		
WSUR-TV ^S	Ponce, P.R. (Ind.; ch. 9)			

OTHER MEDIA INTERESTS: Spanish-language network Univision; Spanish-language network TeleFutura; cable network Galavision; 31% of TV/radio group Entravision Communications (see No. 25); Univision Music Group and Univision Online

8. Gannett

GCI

22 stations/17.7% of U.S./17.5% FCC



Craig A. Dubow,
president, Gannett
Broadcasting

1100 Wilson Blvd., Arlington, Va. 22209

Phone: (703) 284-6760;

Fax: (703) 247-3114

Web site: gannett.com

Douglas H. McCorkindale, chairman, Gannett Co. Inc.

(parent)

Craig A. Dubow, president/CEO, broadcasting

Station	Market (affiliate; ch.)	DMA	U.S. Hhs	Hhs FCC
WUSA(TV)	Washington (CBS; ch. 9)	8	2.019	2.019
WXIA-TV	Atlanta (NBC; ch. 11)	9	1.888	1.888
KARE(TV)	Minneapolis/St. Paul (NBC; ch. 11)	13	1.492	1.492
WTPS(TV)	Tampa/St. Petersburg, Fla. (CBS; ch. 10)	14	1.487	1.487
WKYC-TV	Cleveland (NBC; ch. 3)	17	1.435	1.435
KPNX(TV)	Phoenix (NBC; ch. 12)	16	1.458	1.458
KNAZ-TV ^S	Flagstaff, Ariz. (NBC; ch. 2)			
KMOH-TV ^S	Kingman, Ariz. (WB; ch. 6)			
KUSA-TV	Denver (NBC; ch. 9)	18	1.310	1.310
KXTV(TV)	Sacramento, Calif. (ABC; ch. 10)	19	1.163	1.163
KSDK(TV)	St. Louis (NBC; ch. 5)	22	1.085	1.085
WZZM-TV	Grand Rapids, Mich. (ABC; ch. 13)	38	0.666	0.666
WFMY-TV	Greensboro, N.C. (CBS; ch. 2)	44	0.601	0.601
WGRZ-TV	Buffalo, N.Y. (NBC; ch. 2)	47	0.585	0.585
WTLV(TV)	Jacksonville, Fla. (NBC; ch. 12)	53	0.534	0.534
WJXX(TV)	Jacksonville, Fla. (ABC; ch. 25)			
KTHV(TV)	Little Rock, Ark. (CBS; ch. 11)	56	0.493	0.493
WBIR-TV	Knoxville, Tenn. (NBC; ch. 10)	62	0.454	0.454
WCSH(TV)	Portland, Maine (NBC; ch. 6)	80	0.353	0.353
WLTX(TV)	Columbia, S.C. (CBS; ch. 19)	84	0.327	0.164
WMAZ-TV	Macon, Ga. (CBS; ch. 13)	122	0.207	0.207
WLBZ(TV)	Bangor, Maine (NBC; ch. 2)	158	0.122	0.122

OTHER MEDIA INTERESTS: 95 daily U.S. newspapers, including *USA Today*, *USA Weekend*, and 300 non-daily publications. Online interests: usatoday.com. Partner in iBlast

9. Hearst-Argyle

HTV

34 stations/17.5% of U.S./15.9% FCC



David Barrett,
president,
Hearst-Argyle TV

888 7th Ave., New York, N.Y. 10106

Phone: (212) 887-6800

Fax: (212) 887-6875

Web site: hearstargyle.com

Frank A. Bennack Jr., president, Hearst Corp.

(parent/66% owner)

David Barrett, president, Hearst-Argyle Television

Station	Market (affiliate; ch.)	DMA	U.S. Hhs	Hhs FCC
WCVB-TV	Boston (ABC, ch. 5)	6	2.196	2.196
WMUR-TV	Manchester, N.H./Boston (ABC; ch. 9)			
WMOR(TV)	Tampa/St. Petersburg, Fla. (WB; ch. 32)	14	1.487	0.744
KCRA-TV	Sacramento, Calif. (NBC; ch. 3)	19	1.163	1.163
KQCA(TV)	Sacramento, Calif. (WB; ch. 58)			
WESH(TV)	Orlando, Fla. (NBC; ch. 2)	20	1.121	1.121
WTAE-TV	Pittsburgh (ABC; ch. 4)	21	1.089	1.089
WBAL-TV	Baltimore (NBC; ch. 11)	24	0.971	0.971
KMBC-TV	Kansas City, Mo. (ABC; ch. 9)	31	0.806	0.806
KCWE-TV [*]	Kansas City, Mo. (UPN; ch. 29)			
WLWT(TV)	Cincinnati (NBC; ch. 5)	32	0.793	0.793
WISN-TV	Milwaukee (ABC; ch. 12)	33	0.789	0.789
WYFF(TV)	Greenville, S.C./Asheville, N.C. (NBC; ch. 4)	36	0.732	0.732
WPBF(TV) ^M	West Palm Beach, Fla. (ABC; ch. 25)	40	0.646	0.323
WDSU-TV	New Orleans (NBC; ch. 6)	43	0.619	0.619
WXII-TV	Greensboro, N.C. (NBC; ch. 12)	44	0.601	0.601
KOCO-TV	Oklahoma City (ABC; ch. 5)	45	0.592	0.592
WGAL(TV)	Harrisburg/Lancaster, Pa. (NBC; ch. 8)	46	0.586	0.586
KOAT-TV	Albuquerque/Santa Fe, N.M. (ABC; ch. 7)	48	0.576	0.576
KOCT(TV) ^S	Carlsbad, N.M. (ABC; ch. 6)			
KOFT(TV) ^S	Albuquerque, N.M. (ABC; ch. 3)			
KOVT(TV) ^S	Silver City, N.M. (ABC; ch. 10)			
WLKY-TV	Louisville, Ky. (CBS; ch. 32)	50	0.568	0.284
KCCI(TV)	Des Moines, Iowa (CBS; ch. 8)	70	0.384	0.384
KITV(TV)	Honolulu (ABC; ch. 4)	72	0.378	0.378
KHVO(TV) ^S	Hilo, Hawaii (ABC; ch. 13)			
KMAU(TV) ^S	Wailuku, Hawaii (ABC; ch. 12)			
KETV(TV)	Omaha, Neb. (ABC; ch. 7)	75	0.366	0.366
WAPT(TV)	Jackson, Miss. (ABC; ch. 16)	88	0.302	0.151
WPTZ(TV)	Burlington, Vt./Plattsburgh, NY (NBC; ch. 5)	90	0.292	0.292
WNNE(TV) ^S	Hartford, Vt. (NBC; ch. 31)			
KHBS(TV)	Ft. Smith, Ark. (ABC; ch. 40)	107	0.237	0.119
KHOG-TV ^S	Fayetteville, Ark. (ABC; ch. 29)]			
KSBW(TV)	Monterey/Salinas, Calif. (NBC; ch. 8)	118	0.218	0.218

^M = management agreement, station owned by Hearst Corp.

OTHER MEDIA INTERESTS: Two radio stations; program and syndication partner with NBC Enterprises. Online interests: ProAct Technologies Corp. (personal-

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finance/human-resources Web site); about 24% of Internet Broadcasting Systems Inc. (site developer). Parent Hearst owns Hearst Entertainment and Syndication, 50% of Lifetime Television (joint partner with ABC Inc.), New England Cable News (with MediaOne), TVA (Brazilian pay-TV company, with ABC), 20% of ESPN, A&E Television Networks (joint venture with NBC and ABC), newspapers, monthly consumer magazines including *Esquire*, *Town & Country*, *Good Housekeeping*, *Harpers' Bazaar*

10. Trinity Broadcasting Network

PRIVATE

23 stations/31.6%US/15.8% FCC

Address: 2442 Michelle Drive, Tustin, Calif., 92780

Phone: (714) 832-2950

Fax: (714) 730-0657

Web site: www.tbn.org

Paul F. Crouch, president

Al Brown, chief financial officer

Station	Market (affiliate; ch.)	DMA	U.S. HHs	HHs FCC
WTBY(TV)	New York (ch. 54)	1	6.924	3.462
KTBN-TV	Los Angeles (ch. 40)	2	5.030	2.515
WWTO(TV)	Chicago (ch. 35)	3	3.187	1.594
KDTX(TV)	Dallas (ch. 58)	7	2.088	1.044
WHSO(TV)	Atlanta (ch. 63)	9	1.888	0.944
KTBW(TV)	Seattle (ch.20)	12	1.562	0.781
WHFT(TV)	Miami (ch. 45)	15	1.470	0.735
KPAZ(TV)	Phoenix (ch. 21)	16	1.458	0.729
WDLU(TV)	Cleveland (ch. 17)	17	1.435	0.718
WCLU(TV)	Indianapolis (ch. 42)	25	0.961	0.481
WPGD(TV)	Nashville, Tenn. (ch. 50)	30	0.834	0.417
WTTP(TV)	Birmingham, Ala. (ch. 60)	39	0.649	0.325
WBUY(TV)	Memphis, Tenn. (ch. 40)	41	0.621	0.311
KTBO(TV)	Oklahoma City (ch. 14)	45	0.592	0.296
KNAT(TV)	Albuquerque, N.M. (ch. 23)	48	0.576	0.288
KDOR(TV)	Tulsa, Okla. (ch. 17)	59	0.477	0.239
WKOH(TV)	Dayton, Ohio (ch. 43)	60	0.469	0.235
WMPV(TV)	Mobile, Ala. (ch. 21)	63	0.446	0.223
KAHH(TV)	Honolulu (ch. 26)	72	0.378	0.189
KLEI(TV)S	Honolulu (ch. 6)			
WELF(TV)	Chattanooga, Tenn. (ch. 23)	86	0.320	0.160
WMCN(TV)	Montgomery, Ala. (ch. 45)	114	0.222	0.111
KTJU(TV)	St. Joseph, Mo. (ch. 4)	189	0.054	0.054

OTHER MEDIA INTERESTS: Trinity Broadcast Network, Trinity Music City, USA; International Production Center in Dallas, and TBN Films

11. Sinclair

SBGI

62 stations/24.9% of U.S./15.0% FCC



David Smith, CEO, Sinclair Television

10706 Beaver Dam Rd., Hunt Valley, Md. 21030

Phone: (410) 568-1500

Fax: (410) 568-1588

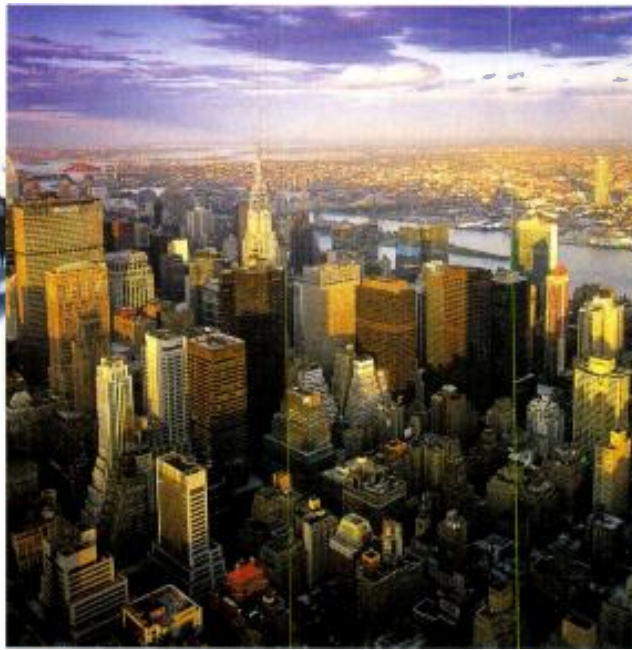
Web site: sbgi.net

David D. Smith, president/CEO

David B. Amy, EVP/CFO

Station	Market (affiliate; ch.)	DMA	U.S. HHs	HHs FCC
KMWB-TV	Minneapolis/St. Paul (WB; ch. 23)	13	1.492	0.746
WTTA(TV)	Tampa/St. Petersburg, Fla. (WB; ch. 38)	14	1.487	0.744
KOVR(TV)	Sacramento, Calif. (CBS; ch. 13)	19	1.163	1.163
WPGH-TV	Pittsburgh (Fox; ch. 53)	21	1.089	0.545
WCWB(TV)	Pittsburgh (WB; ch. 22)			
KDNL-TV	St. Louis (ABC; ch. 30)	22	1.085	0.543
WBFF(TV)	Baltimore (Fox; ch. 45)	24	0.971	0.486
WNJV(TV)*	Baltimore (WB; ch. 54)			
WTTV(TV)	Indianapolis (WB; ch. 4)	25	0.961	0.961
WTTK(TV)	Indianapolis (simulcasts wttv; ch. 29)			
WLFL(TV)	Raleigh/Durham, N.C. (WB; ch. 22)	29	0.891	0.447
WRDC(TV)	Durham/Raleigh (UPN; ch. 28)			
KSMO-TV	Kansas City, Mo. (WB; ch. 62)	31	0.806	0.403
WZTV(TV)	Nashville, Tenn. (Fox; ch. 17)	30	0.834	0.417
WUXP(TV)	Nashville, Tenn. (UPN; ch. 30)			
WSTR-TV	Cincinnati (WB; ch. 64)	32	0.793	0.397
WCGV-TV	Milwaukee (UPN/Fox; ch. 24)	33	0.789	0.395
WTVV(TV)	Milwaukee (WB; ch. 18)			
WSYX(TV)	Columbus, Ohio (ABC; ch. 6)	34	0.768	0.768
WTEF(TV)*	Columbus, Ohio (Fox; ch. 28)			
WLOS(TV)	Greenville, S.C./Asheville, N.C. (ABC; ch. 13)	36	0.732	0.732
WBSC-TV ^T	Greenville, S.C./Asheville, N.C. (WB; ch. 40)			
KABB(TV)	San Antonio (Fox; ch. 29)	37	0.673	0.337
KRRT(TV)	San Antonio (WB; ch. 35)			
WTOO(TV)	Birmingham/Tuscaloosa, Ala. (WB; ch. 21)	39	0.649	0.325
WABM(TV)	Birmingham/Tuscaloosa (UPN; ch. 68)			
WDBB(TV)*	Birmingham/Tuscaloosa (simulcasts wrto; ch. 17)			
WTVZ(TV)	Norfolk, Va. (WB; ch. 33)	42	0.620	0.310
WXLV-TV	Greensboro, N.C. (ABC; ch. 45)	44	0.601	0.301
WUPN-TV	Greensboro, N.C. (UPN; ch. 48)			
KOCB(TV)	Oklahoma City (WB; ch. 34)	45	0.592	0.296
KOKH-TV	Oklahoma City (Fox; ch. 25)			
WUTV(TV)	Buffalo, N.Y. (Fox; ch. 29)	47	0.585	0.293
WNVO-TV	Buffalo, N.Y. (WB; ch. 49)			
KVWB(TV)	Las Vegas (WB; ch. 21)	51	0.550	0.275
KFBT(TV)	Las Vegas (Ind.; ch. 33)			
WKEF(TV)	Dayton, Ohio (NBC; ch. 22)	60	0.469	0.235
WRGT-TV*	Dayton, Ohio (Fox; ch. 45)			

KEY: B=being bought | *=operated under LMA | TBA= operated under time brokerage agreement | S=satellite station | NR=not a Nielsen-rated market



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WRLH-TV	Richmond, Va. (Fox; ch. 35)	60	0.479	0.240
WCHS-TV	Charleston, W.Va. (ABC; ch. 8)	61	0.454	0.454
WVAH-TV ^T	Charleston, W.Va.(Fox; ch. 11)			
WEAR-TV	Mobile, Ala./Pensacola, Fla. (ABC; ch. 3)	63	0.446	0.446
WFGX(TV)	Mobile, Ala./Pensacola, Fla. (WB; ch. 35)			
W5MH(TV)	Flint/Saginaw, Mich. (Fox; ch. 66)	64	0.430	0.215
WDKY-TV	Lexington, Ky. (Fox; ch. 56)	66	0.413	0.207
KDSM-TV	Des Moines, Iowa (Fox; ch. 17)	70	0.384	0.192
KBSI(TV)	Paducah, Ky./Cape Girardeau, Mo. (Fox; ch. 23)	77	0.363	0.192
WDKA(TV)*	Paducah, Ky./Cape Girardeau, Mo. (WB; ch. 49)			
WUHF(TV)	Rochester, N.Y. (Fox; ch. 31)	71	0.384	0.192
WGME-TV	Portland, Maine (CBS, ch. 13)	79	0.353	0.353
WSYT(TV)	Syracuse, N.Y. (Fox; ch. 68)	81	0.345	0.173
WNYS-TV*	Syracuse, N.Y. (WB; ch. 43)			
WICD(TV)	Champaign/Decatur, Ill. (NBC, ch. 15)	82	0.343	0.172
WICS(TV)	Springfield/Decatur, Ill. (NBC, ch. 20)			
WMSN-TV	Madison, Wis. (Fox; ch. 47)	85	0.322	0.161
KGAN(TV)	Cedar Rapids/Dubuque, Iowa (CBS, ch. 2)	89	0.302	0.302
WEMT(TV)	Tri-Cities, Tenn./Va. (Fox; ch. 39)	93	0.304	0.144
WMMP(TV)	Charleston, S.C. (UPN; ch. 36)	108	0.235	0.118
WTAT-TV ^T	Charleston (Fox; ch. 24)			
WGBB-TV	Springfield, Mass. (ABC; ch. 40)	105	0.241	0.121
WTWC(TV)	Tallahassee, Fla. (NBC; ch. 40)	113	0.224	0.112
WYZZ-TV	Peoria, Ill. (Fox; ch. 43)	116	0.233	0.117

OTHER MEDIA INTERESTS: Sinclair Ventures (makes Internet-related investments); Acrodyne Industries Inc.

12. Belo

BLC

19 stations/13.8% of U.S./13.1% FCC



John J. "Jack" Sander, EVP, media operations, and president, TV Group

400 S. Record St., Dallas, Texas 75202

Phone: (214) 977-6606;

Fax: (214) 977-2030

Web site: belo.com

Robert W. Decherd, chairman/president/owner of 17.3% of voting shares

John L. "Jack" Sander, EVP, media operations, and president, television group

Station	Market (affiliate; ch.)	DMA	U.S. Hhs	Hhs FCC
WFAA-TV	Dallas/Ft. Worth (ABC; ch. 8)	7	2.088	2.088
KHOU-TV	Houston (CBS; ch. 11)	11	1.737	1.737
KING-TV	Seattle (NBC; ch. 5)	12	1.562	1.562
KONG-TV	Seattle (Ind.; ch. 16)			
KTVK(TV)	Phoenix (Ind.; ch. 3)	16	1.458	1.458
KASW(TV)	Phoenix (WB, ch. 61)			
KMOV(TV)	St. Louis (CBS; ch. 4)	22	1.085	1.085
KGW-TV	Portland, Ore. (NBC; ch. 8)	23	1.014	1.014

WCNC-TV	Charlotte, N.C. (NBC; ch. 36)	27	0.905	0.453
KENS-TV	San Antonio (CBS; ch. 5)	37	0.673	0.673
WVEC-TV	Norfolk, Va. (ABC; ch. 13)	42	0.620	0.620
WWL-TV	New Orleans (CBS; ch. 4)	43	0.619	0.619
WMAS-TV	Louisville, Ky. (ABC; ch. 11)	50	0.568	0.568
KVUE-TV	Austin, Texas (ABC; ch. 24)	54	0.527	0.263
KMSB-TV	Tucson, Ariz. (Fox; ch. 11)	73	0.372	0.372
KTTU-TV	Tucson, Ariz. (UPN; ch. 18)			
KREM-TV	Spokane, Wash. (CBS; ch. 2)	78	0.361	0.361
KSKN(TV)	Spokane, Wash. (UPN/WB; ch. 22)			
KTVB(TV)	Boise, Idaho (NBC; ch. 7)	121	0.208	0.208

OTHER MEDIA INTERESTS: Two AMs; local/regional cable news channels Northwest Cable News, Texas Cable News, Arizona News Channel (joint venture with Cox Communications Inc.), Local News on Cable and NewsWatch on Channel 15, Virginia; eight daily newspapers, including *Dallas Morning News*, *Providence Journal*, *Riverside*, Calif., *Press-Enterprise*. Online interests: dallasnews.com, AdOne LLC

13. Cox

PRIVATE

15 stations/10.2% of U.S./10.1% FCC



Andrew S. Fisher, president, Cox TV

205 Peachtree Dunwoody Rd., Atlanta, Ga. 30328

Phone: (678) 645-0000

Fax: (678) 645-5250

Web site: cimedia.com

Andrew S. Fisher, president, Cox Television

Station	Market (affiliate; ch.)	DMA	U.S. Hhs	Hhs FCC
KTVU(TV)	Oakland/San Francisco (Fox; ch. 2)	5	2.301	2.301
KICU-TV	San Jose/San Francisco (Ind.; ch. 36)			
WSB-TV	Atlanta (ABC; ch. 2)	9	1.888	1.888
KIRO-TV	Seattle (CBS; ch. 7)	12	1.562	1.562
WPXI(TV)	Pittsburgh (NBC; ch. 11)	21	1.089	1.089
WFTV(TV)	Orlando, Fla. (ABC; ch. 9)	20	1.121	1.121
WRDQ(TV)	Orlando, Fla. (Ind., ch. 27)			
WSOC-TV	Charlotte, N.C. (ABC; ch. 9)	27	0.905	0.905
WAXN(TV)	Kannapolis/Charlotte, N.C. (Ind.; ch. 64)			
WHIO-TV	Dayton, Ohio (CBS; ch. 7)	60	0.469	0.469
WJAC-TV	Johnstown, Pa. (NBC, ch. 6)	96	0.270	0.270
KFOX-TV	El Paso, Texas (Fox; ch. 14)	101	0.259	0.130
KRXI(TV)	Reno, Nev. (Fox; ch. 11)	110	0.227	0.227
KAME-TV	Reno (UPN; ch. 21)			
WTOV-TV	Steubenville, Ohio (NBC/ABC; ch. 9)	140	0.133	0.133

OTHER MEDIA INTERESTS: Cox Newspapers, Cox Radio Inc.; Cox Cable, high-speed Internet access and broadband services, Cox Interactive Media, 10.4% of E! Entertainment Television, 10% of Primestar. Online interests include investment in Excite@Home. Partner in iBlast



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14. Clear Channel

CCU

35 stations/12.6% of U.S./8.7% FCC



William Moll,
president

Address: 200 East Basse Rd., San Antonio, Texas 78209

Phone: 210 822 2828

Web site: www.clearchannel.com

L. Lowry Mays, chairman/CEO

William G. Moll, president, Clear Channel Television

Station	Market (affiliate; ch.)	DMA	U.S. Hhs	Hhs FCC
KFTY(TV)	San Francisco (Ind.; ch. 50)	5	2.301	1.151
KVOS-TV	Seattle (Ind. ch. 12)	12	1.562	1.562
WKRC-TV	Cincinnati (CBS; ch. 12)	32	0.793	0.793
KTVX(TV)	Salt Lake City (ABC; ch. 32)	35	0.743	0.743
KMOI(TV)	San Antonio (NBC; ch. 100)	37	0.673	0.673
WPTY-TV	Memphis, Tenn. (ABC/WB; ch. 24)	41	0.621	0.311
WUMT(TV)	Memphis, Tenn. (UPN; ch. 30)			
WHYP-TV	Harrisburg, Pa. (CBS; ch. 21)	46	0.586	0.293
WTEV(TV)	Jacksonville, Fla. (UPN; ch. 47)	53	0.534	0.267
WAWS(TV)	Jacksonville, Fla. (Fox; ch. 30)			
KGPE(TV)	Fresno, Calif. (CBS; ch. 47)	55	0.498	0.249
KASN(TV)	Little Rock, Ark. (UPN; ch. 38)	56	0.493	0.247
KLRT(TV)	Little Rock, Ark. (Fox; ch. 16)			
WXXA-TV	Albany, N.Y. (Fox; ch. 23)	57	0.488	0.244
KOKI-TV	Tulsa, Okla. (Fox; ch. 23)	59	0.477	0.239
KTFO(TV)	Tulsa, Okla. (UPN; ch. 41)			
WJTC(TV)	Mobile, Ala. (UPN; ch. 44)	63	0.446	0.223
WPML(TV)	Mobile, Ala. (NBC; ch. 15)			
KAAS-TV	Wichita, Kan. (Fox; ch. 18)	65	0.429	0.215
KBDK(TV)	Wichita, Kan. (Fox; ch. 14)			
KSAS(TV)	Wichita, Kan. (Fox; ch. 24)			
WOKR(TV)	Rochester, N.Y. (ABC; ch. 13)	71	0.379	0.379
WXT(TV)	Syracuse, N.Y. (ABC; ch. 9)	81	0.345	0.345
KION(TV)	Monterey, Calif. (CBS; ch. 46)	118	0.218	0.109
KCOY-TV	Santa Barbara, Calif. (CBS; ch. 12)	120	0.214	0.214
KMTR(TV)	Eugene, Ore. (NBC; ch. 16)	123	0.205	0.103
KMTX-TV	Eugene, Ore. (NBC; ch. 23)			
KMTZ(TV)	Eugene, Ore. (NBC; ch. 46)			
KGET(TV)	Bakersfield, Calif. (NBC; ch. 17)	130	0.178	0.089
WVVT(TV)	Binghamton, N.Y. (ABC; ch. 34)	156	0.125	0.063
WUTR(TV)	Utica, N.Y. (ABC; ch. 20)	168	0.096	0.048
WWPT(TV)	Watertown, N.Y. (ABC; ch. 50)	176	0.081	0.041
WJKT(TV)	Jackson, Tenn. (UPN; ch. 16)	183	0.069	0.035
KVIQ(TV)	Eureka, Calif. (CBS; ch. 6)	195	0.052	0.052
KTVF(TV)	Fairbanks, Alaska (NBC; ch. 11)	203	0.029	0.029

OTHER MEDIA INTERESTS: Clear Channel Entertainment (TV production and event promotions), Music Music Entertainment (joint venture with RLR Productions to develop music-based TV properties) and 1,231 radio stations; Clear Channel Outdoor (billboards)

15. Pappas Telecasting

PRIVATE

21 stations/13.4% of U.S. Hhs/8.1% FCC



Howard Shrier, EVP,
English-language TV
Group

500 S. Chinoweth Rd., Visalia, Calif. 93277

Phone: (559) 733-7800;

Fax: (559) 733-7878

Harry J. Pappas, president/owner

Stuart Livingston, president/CEO, Hispanic TV group

Howard Shrier, executive vice president/CEO,

English-Language TV group

Station	Market (affiliate; ch.)	DMA	U.S. Hhs	Hhs FCC
KAZA-TV	Los Angeles (Azteca America. ch.;54)	2	5.030	2.515
KFWU(TV)	Ft. Bragg/San Francisco (Azteca America; ch. 8)	5	2.301	2.301
KTNC-TV	Concord/San Francisco, Calif. (Azteca America; ch. 42)			
KAZH(TV)	Baytown/Houston (Azteca America; ch. 57)	11	1.737	0.869
WASV	Greenville, N.C./Asheville, SC (UPN; ch. 63) LMA to Media General			
WTWB-TV	Lexington/Greensboro, N.C. (WB; ch. 20)	44	0.601	0.301
KMPH(TV)	Visalia/Fresno, Calif. (Fox; ch. 26)	55	0.498	0.249
KFRE-TV*	Fresno (WB; ch. 59)			
WMMP-TV	Green Bay/Fond du Lac, Wis. (Family; ch. 68)	69	0.385	0.193
KPWB-TV	Ames/Des Moines, Iowa (WB; ch. 23)	70	0.384	0.192
KPTM(TV)	Omaha, Neb. (Fox; ch. 42)	75	0.366	0.183
KXVO*	Omaha, Neb. (WB; ch. 15)			
KHGI-TV	Lincoln, Neb. (ABC; ch. 13)	102	0.255	0.255
KTVG*	Lincoln/Grand Island, Neb. (Fox; ch. 17)			
KSNB* ^S	Lincoln/Superior, Neb. (Fox; ch. 4)			
KREN-TV	Reno, Nev. (WB; ch. 27)	110	0.240	0.114
KTNC-TV	Sacramento/Stockton, Calif. (Azteca America; ch. 42)	19	1.163	0.582
WSWS-TV	Opelika, Ala./Columbus, Ga. (UPN; ch. 66)	126	0.198	0.094
KPTH(TV)	Sioux City, Iowa (Fox; ch. 44)	144	0.146	0.073
KSWT(TV)	Yuma, Ariz./El Centro, Calif. (CBS; ch. 13)	171	0.091	0.091
KWNB-TV ^S	Hayes Center, Neb. (ABC; ch. 6)	209	0.014	0.014

OTHER MEDIA INTERESTS: Two radio stations

16. E.W. Scripps

SSP

10 stations/9.9% of U.S./8.0% FCC

312 Walnut St., Ste. 2300, Cincinnati, Ohio 45201

Phone: (513) 977-3000

Fax: (513) 977-3728

Web site: scripps.com

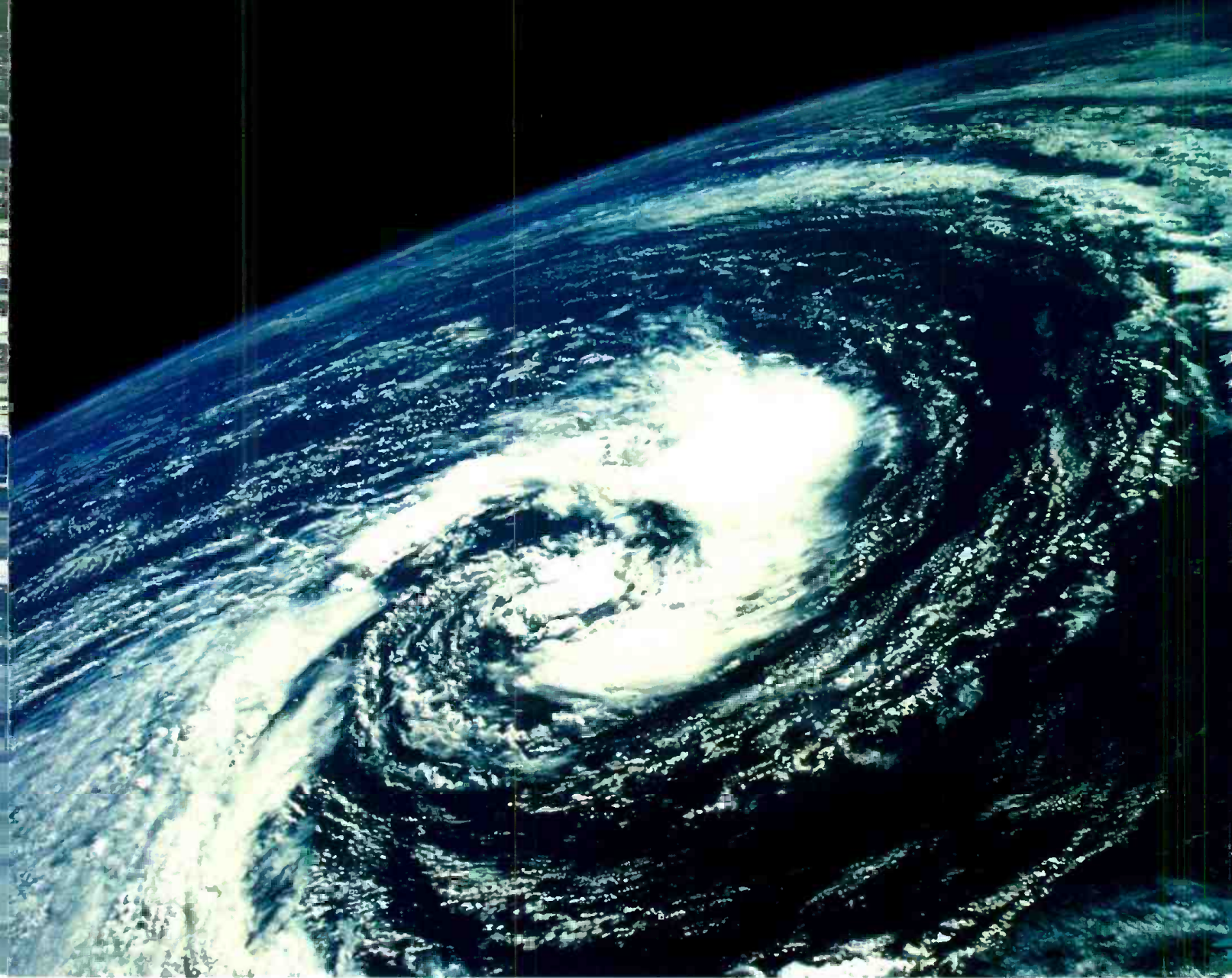
William R. Burleigh, chairman

Ken Lowe, president/CEO/COO

John Lansing, senior VP, Scripps Howard Broadcasting

Station	Market (affiliate; ch.)	DMA	U.S. Hhs	Hhs FCC
WXYZ-TV	Detroit (ABC; ch. 7)	10	1.782	1.782

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WFTS(TV)	Tampa/St. Petersburg, Fla. (ABC; ch. 28)	14	1.487	0.744
KNXV-TV	Phoenix (ABC; ch. 15)	16	1.458	0.729
WEWS(TV)	Cleveland (ABC; ch. 5)	17	1.435	1.435
WMAR-TV	Baltimore (ABC; ch. 2)	24	0.971	0.971
KSHB-TV	Kansas City, Mo. (NBC; ch. 41)	31	0.806	0.403
KMCI(TV)	Kansas City, Mo. (Ind.; ch. 38)			
WCPO-TV	Cincinnati (ABC; ch. 9)	32	0.793	0.793
WPTV(TV)	West Palm Beach, Fla. (NBC; ch. 5)	40	0.646	0.646
KJRH(TV)	Tulsa, Okla. (NBC; ch. 2)	59	0.477	0.477

OTHER MEDIA INTERESTS: Scripps Productions/Cinetel Studios; cable channels Home & Garden TV, Food Network and Do It Yourself plus stake in SportSouth; United Media; Scripps Technology Center; 19 daily newspapers; Scripps Howard News Service. Online interests: 27 local portals, hgtv.com, foodtv.com, diy.net.com, comics.com, 12% of AdOne.com, Scripps Ventures (invests in Internet startups). Partner in iBlast (to be national datacasting network)

17. Raycom

PRIVATE

35 stations/10.0% of U.S./7.7% FCC



Wayne Daugherty,
VP, TV Group

RSA Tower, 201 Monroe St., 20th Floor, Montgomery, Ala. 36104

Phone: (334) 206-1400

Fax: (334) 206-1555

Web site: raycommedia.com

Paul McTear, president/CEO

Wayne Daugherty, Marty Edelman, Jeff Rosser, vice presidents, TV group

Station	Market (affiliate; ch.)	DMA	U.S. HHS	HHS FCC
WOIO(TV)	Cleveland (CBS; ch. 19)	17	1.458	0.718
WUAB(TV)	Cleveland (UPN; ch. 43)			
WXIX-TV	Cincinnati (Fox; ch. 19)	32	0.793	0.397
WFLX(TV)	West Palm Beach, Fla. (Fox; ch. 29)	40	0.646	0.323
WMC-TV	Memphis, Tenn. (NBC; ch. 5)	41	0.621	0.621
KASA-TV	Albuquerque/Santa Fe, N.M. (Fox; ch. 2)	48	0.576	0.576
WTVR-TV	Richmond, Va. (CBS; ch. 6)	60	0.479	0.479
WTNZ(TV)	Knoxville, Tenn. (Fox; ch. 43)	62	0.454	0.227
WNWO-TV	Toledo, Ohio (NBC; ch. 24)	68	0.397	0.199
KHNL(TV)	Honolulu (NBC; ch. 8)	72	0.378	0.378
KFVE(TV) ^S	Honolulu (UPN/WB; ch. 5)			
KHBC ^S	Honolulu (NBC; ch. 2)			
KOGG ^S	Honolulu (NBC; ch. 15)			
KOLD-TV	Tucson, Ariz. (CBS; ch. 13)	73	0.372	0.372
KFVS-TV	Paducah, Ky./Cape Girardeau, Mo. (CBS; ch. 12)	77	0.363	0.363
KSLA-TV	Shreveport, La. (CBS; ch. 12)	79	0.353	0.353
WSTM-TV	Syracuse, N.Y. (NBC; ch. 3)	81	0.345	0.345
WAFF(TV)	Huntsville, Ala. (NBC; ch. 48)	83	0.339	0.170
WACH(TV)	Columbia, S.C. (Fox; ch. 57)	84	0.327	0.164

KWWL(TV)	Cedar Rapids/Dubuque, Iowa (NBC; ch. 7)	89	0.302	0.302
KXRM-TV	Colorado Springs, Colo. (Fox; ch. 21)	91	0.290	0.145
KXTU(TV)	Colorado Springs, Colo. (UPN, ch. 57)			
WAFB(TV)	Baton Rouge, La. (CBS; ch. 9)	95	0.275	0.275
WTOG-TV	Savannah, Ga. (CBS; ch. 11)	99	0.260	0.260
KSFY-TV	Sioux Falls, S.D. (ABC; ch. 13)	112	0.226	0.226
KABY-TV ^S	Aberdeen, S.D. (ABC; ch. 9)			
KPRY-TV ^S	Pierre, S.D. (ABC; ch. 4)			
WPBN-TV	Traverse City/Cadillac, Mich. (NBC; ch. 7)	117	0.221	0.221
WTOM-TV ^S	Cheboygan, Mich. (NBC; ch. 4)			
WTVM(TV)	Columbus, Ga. (ABC; ch. 9)	126	0.188	0.188
WECT(TV)	Wilmington, N.C. (NBC; ch. 6)	146	0.141	0.141
WDAM-TV	Hattiesburg/Laurel, Miss. (NBC; ch. 7)	167	0.096	0.096
WLUC-TV	Marquette, Mich. (NBC; ch. 6)	177	0.080	0.080
KTVO(TV)	Ottumwa, Iowa/Kirkville, Mo. (ABC; ch. 3)	198	0.049	0.049
WSTE(TV) ^{TBA}	Ponce, P.R. (Ind.; ch. 7)			

OTHER MEDIA INTERESTS: Two radio stations; Raycom Sports (production, marketing, events management)

18. Meredith

MDP

11 stations/8.7% of U.S./7.4% FCC



Kevin O'Brien,
president,
Broadcasting Group

1716 Locust St., Des Moines, Iowa 50309

Phone: (515) 284-3000

Fax: (515) 284-2393 or -2700

Web site: meredith.com

William T. Kerr, chairman, Meredith Corp. (parent)

Kevin O'Brien, president, Broadcasting Group

Station	Market (affiliate; ch.)	DMA	U.S. HHS	HHS FCC
WGCL(TV)	Atlanta (CBS; ch. 46)	9	1.888	0.944
KPHO-TV	Phoenix (CBS; ch. 5)	16	1.458	1.458
KPTV(TV) ^B	Portland, Ore. (UPN; ch. 12)	23	1.014	1.014
KPDV(TV)	Portland, Ore. (Fox; ch. 49)			
WFSB(TV)	Hartford/New Haven, Conn. (CBS; ch. 3)	28	0.904	0.904
WSMV(TV)	Nashville, Tenn. (NBC; ch. 4)	30	0.834	0.834
KCTV(TV)	Kansas City, Mo. (CBS; ch. 5)	31	0.806	0.806
WHNS(TV)	Greenville, S.C./Asheville, N.C. (Fox; ch. 21)	36	0.732	0.366
KVVU-TV	Las Vegas (Fox; ch. 5)	51	0.550	0.550
WNEM-TV	Flint/Saginaw, Mich. (CBS; ch. 5)	64	0.430	0.430
KFXO(TV)	Bend, Ore. (Fox; ch. 39)	201	0.044	0.022

OTHER MEDIA INTERESTS: Parent owns more than 20 magazines, including *Better Homes and Gardens* and *Ladies' Home Journal*; publishes Meredith and Ortho book lines. Partner in iBlast (to be national datacasting network)

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19. Post-Newsweek

WPO

(subsidiary of Washington Post Co.)

6 stations/7.3% of U.S./7.3% FCC**Alan Frank, president,
Post-Newsweek Stations**

3 Constitution Plaza, Hartford, Conn. 06103

Phone: (860) 493-6530**Fax:** (860) 493-2490**Web site:** washpostco.com

Donald E. Graham, chairman, Washington Post

Alan Frank, president, Post-Newsweek Stations

Station	Market (affiliate; ch.)	DMA	U.S. Hhs	Hhs FCC
WDIV(TV)	Detroit (NBC; ch. 4)	10	1.782	1.782
KPRC-TV	Houston (NBC; ch. 2)	11	1.737	1.737
WPLG(TV)	Miami/Ft. Lauderdale, Fla. (ABC; ch. 10)	15	1.470	1.470
WKMG-TV	Orlando, Fla. (CBS; ch. 6)	20	1.121	1.121
KSAT-TV	San Antonio (ABC; ch. 12)	37	0.673	0.673
WJXT(TV)	Jacksonville, Fla. (CBS; ch. 4)	53	0.534	0.534

OTHER MEDIA INTERESTS: Parent owns CableOne Inc. (cable systems); regional sports cable network; *Newsweek* magazine; 24 daily and weekly newspapers, including *Washington Post*; 50% of *International Herald Tribune*. Online interests: newseek.com; Internet Broadcasting Systems Inc. (site developer). Partner in iBlast (to be national datacasting network)

20. Media General

MEG/A

26 stations/8.7% of U.S./6.9% FCC**James A. Zimmerman,
president, Broadcast
Division**

100 N. Tampa St., Ste. 3150, Tampa, Fla. 33602

Phone: (813) 225-4600;**Fax:** (813) 225-4601**Web site:** media-general.com

J. Stewart Bryan III, chairman, Media General Inc. (parent)

James A. Zimmerman, president, Broadcast Division

Station	Market (affiliate; ch.)	DMA	U.S. Hhs	Hhs FCC
WFLA-TV	Tampa/St. Petersburg, Fla. (NBC; ch. 8)	14	1.487	1.487
WSPA-TV	Greenville, S.C./Asheville, N.C. (CBS; ch. 7)	36	0.732	0.732
WNEG-TV	Toccoa, Ga./Greenville, S.C./Asheville, N.C. (CBS; ch. 32)			
WASV-TV*	Asheville, N.C./Greenville, S.C. (UPN; ch. 62)			
WIAT(TV)	Birmingham/Tuscaloosa, Ala. (CBS; ch. 42)	39	0.649	0.325
WJWB(TV)	Jacksonville, Fla. (WB; ch. 17)	53	0.534	0.267
WKRQ-TV	Mobile, Ala./Pensacola, Fla. (CBS; ch. 5)	63	0.446	0.446
KWCH-TV	Wichita, Kan. (CBS; ch. 12)	65	0.429	0.429
KBSD-TV ^S	Ensign, Kan. (rebroadcasts KWCH-TV; ch. 6)			

KBSL-TV ^S	Goodland, Kan. (rebroadcasts KWCH-TV; ch. 10)			
KBSH-TV ^S	Hays, Kan. (rebroadcasts KWCH-TV; ch. 7)			
WTWQ-TV	Lexington, Ky. (ABC; ch. 36)	66	0.413	0.207
WSLS-TV	Roanoke, Va. (NBC; ch. 10)	67	0.401	0.401
WDEF-TV	Chattanooga, Tenn. (CBS; ch. 12)	86	0.320	0.320
WJTV(TV)	Jackson, Miss. (CBS; ch. 12)	88	0.302	0.302
WJHL-TV	Tri-Cities, Tenn./Va. (CBS; ch. 11)	93	0.288	0.288
WSAV-TV	Savannah, Ga. (NBC; ch. 3)	99	0.260	0.260
WNCT-TV	Greenville, N.C. (CBS; ch. 9)	106	0.238	0.238
WCBD-TV	Charleston, S.C. (NBC; ch. 2)	108	0.235	0.235
WBTW(TV)	Florence/Myrtle Beach, S.C. (CBS; ch. 13)	109	0.231	0.231
WJBF(TV)	Augusta, Ga. (ABC; ch. 6)	115	0.222	0.222
WRBL(TV)	Columbus, Ga. (CBS; ch. 3)	126	0.188	0.188
KIMT(TV)	Rochester, Minn./Mason City, Iowa (CBS; ch. 3)	151	0.131	0.131
WMBB(TV)	Panama City, Fla. (ABC; ch. 13)	159	0.115	0.115
WHLT(TV)	Hattiesburg/Laurel, Miss. (CBS; ch. 22)	167	0.096	0.048
KALB-TV	Alexandria, La. (NBC; ch. 5)	179	0.078	0.078

OTHER MEDIA INTERESTS: Parent owns 25 newspapers, including *Tampa* (Fla.) *Tribune*; about 100 other periodicals; 20% of *Denver Post*. Online interests: mgfs.com, stakes in Hoover's Online and AdOne LLC. Partner in iBlast

21. Shop at Home

SATH

5 stations/13.7% of U.S./6.8% FCC**Everit A. Herter, EVP,
affiliate relations,
Shop at Home**

5388 Hickory Hollow Pkwy, Nashville, Tenn. 37230

Phone: (615) 263-8000**Fax:** (615) 263-8084**Web site:** collectibles.com

George Ditomassi, president

Everit A. Herter, executive vice president,

affiliate relations

Station	Market (all SAH affiliates; ch.)	DMA	U.S. Hhs	Hhs FCC
WSAH(TV)	Bridgeport, Conn./New York (ch. 43)	1	6.924	3.462
KCNS(TV)	San Francisco (ch. 38)	5	2.301	1.151
WMFP(TV)	Boston (ch. 62)	6	2.196	1.098
WOAC(TV)	Cleveland (ch. 67)	17	1.435	0.718
WRAY-TV	Raleigh/Durham, N.C. (ch. 30)	29	0.891	0.446

OTHER MEDIA INTERESTS: Internet shopping

22. LIN TV

PRIVATE

28 stations/7.2% of U.S./6.2% FCC

4 Richmond Square, Ste. 200, Providence, R.I. 02906

Phone: (401) 454-2880

NABriefs



Vortex/TrueView renders past, present, future conditions in real time.

WSI SEES SUNNY NAB

Weather Services International (WSI) is introducing two products at NAB. Vortex is a proprietary weather-forecasting engine that works with the other product, TrueView, which takes the information from the Vortex and renders it so that present, past and future conditions can be accessed in real time.

The TrueView Hand Tracking option allows weathercasters to interact with Vortex data live and in-key via LCD drawing tablet, touch-screen or off-camera using a mouse. Pricing depends on configuration.

DOLBY QUIETS NAB

Dolby is introducing the LM100 loudness meter. Designed to address loudness inconsistencies between channels and programs, the \$2,995 unit gives broadcasters the ability to eliminate subjective loudness differences.

Also new from Dolby is the DP564 multichannel audio decoder for \$4,900; it decodes and monitors Dolby Digital, Dolby Surround and PCM

soundtracks and also has Dolby Digital Surround EX and Pro Logic II decoding.

SGI ADDS FUEL TO NAB

SGI's latest visual workstation, Fuel, hits the NAB floor this week. The IRIX-based graphics workstations has a MIPS R14000A processor and VPro 3-D graphics system as well as 48-bit RGBA and support for up to 4 MB of cache and up to 4 GB of memory.

Also on display from SGI is a new HD graphics-to-video output option for Octane 2 with DMediaPro DM2 for editing, compositing and real-time graphic needs. A new SGI VOD server based on Thirdspace open video server (OVS) software is also being shown.

AUTOCUE BARTER DEAL

Newsroom-system manufacturer Autocue Systems is giving customers a chance to trade or barter advertising spots for its QSeries newsroom production system.

The company has exclusive

deals with trade companies Active International and Media-Pac for the deals. The agreement can be either long or short term; the company also says that, when the economy bounces back, it may convert customers back to a cash system.

VCI SHOOTS FOR STARS

VCI's Stars II+ integrated sales, traffic and automation system offers new enhancements: integrated electronic contracting, improved automation capabilities and a reporting module with increased flexibility in report creation and scheduling.

Users also can e-mail reports and business documents in secure PDF formats from within the system—an industry first, according to the company.

The latest version of VCI Sales Desk, a sales-force-automation system, is also being demonstrated with new features, such as real-time graphical comparisons of revenue performance. Pricing on the products varies with the size of the system.

WILLIAMS LAUNCHES IP SERVICE

Williams Communications is launching broadcast-quality video services over its Internet Protocol (IP) network at NAB. The service can be used to transmit file-based content and live MPEG-2 video among networks, affiliates and content owners.

The company says

monitoring is done with Williams Communications' Web-based Net InView system.

ANDREW INTROS LP ANTENNA

The AL8 Plus antenna from Andrew is designed for low-power digital and analog TV needs. The horizontally polarized UHF antenna can handle 10 kW of power for digital broadcasts and 23 kW for analog. It also has an effective radiated power level up to 450 kW (1 MW analog).

The company's trade-up program permits broadcasters transmitting a low-power DTV signal to receive 50% of the AL8 Plus purchase price as a credit toward a high-end antenna. Pricing ranges from \$5,200 for a 3-kW, eight-bay, omnidirectional antenna to \$19,950 for a 10-kW, 12-bay directional.

REAL-TIME SETS WITH RADAMEC'S SCENARIO

Radamec Broadcast Systems is introducing Scenario XR, a virtual set system that renders in real time. It runs on a Windows NT operating system and imports 3-D set designs from industry-standard software packages like 3D Studio Max. A touch-screen interface with operators' control panel provides dedicated control of the system.

It works in conjunction with another new Radamec product, the 436 studio robotic camera head. Pricing on both is to be determined.

SONY

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SeaChange offers mass storage

MediaLibrary server provides more than 37 TB of capacity at lower cost point

By Ken Kerschbaumer

Video-server manufacturer SeaChange is heading to NAB with a new system designed to help broadcast and program organizations move massive tape libraries off spindles and onto servers.

Broadcast MediaLibrary will be available later this year and will give users more than 37 TB of storage in a dual-point, fault-resilient 16-node library. According to Brian Cabeceiras, SeaChange vice president, broadcast systems, the system is highly scalable, and costs, as the system grows incrementally, are fairly linear. It can reach petabyte storage by interconnecting multiple libraries.

"It's about \$40,000 per terabyte, and that is with two points of failure," he says. That \$40,000 price point is in contrast to the cost of a typical storage area network at \$200,000 per terabyte, according to Cabeceiras.

SeaChange calls the MediaLibrary an "online server" as opposed to its MediaCluster, which is a video server. The MediaLibrary is designed to be a central repository for content files to be pushed out to servers that are more closely tied to a given application, such as video playback or editing.

For example, with SeaChange's own Broadcast MediaCluster video server tied to a MediaLibrary, a user would buy less storage for the on-air server and instead stack storage on the MediaLibrary, which the company says will cost 4 cents per MB. Cabeceiras says it can store material at 8 to 24 Mb/s; storage at 10 Mb/s means that a 16-node library would hold 8,800 hours of content, at about \$150 per hour of storage. Input and output rates for each of the storage nodes is 1.2 Gb/s.

"In a 16-node library, we have an aggregate of about 19.2 Gb per second, which is a huge amount of parallel bandwidth in and out," he says. "There is no encoding

or decoding or video I/O, just high-speed bandwidth in and out."

Cabeceiras says the idea was to create a server that was format-agnostic. "One of the problems facing the industry is all the different server platforms within a facility," he explains. "The nonlinear editor, paint system and play-to-air servers may all be different platforms, and facilities are using Firewire, Fibre Channel or Ethernet and running different operating systems on the servers. [MediaLibrary] allows all the media to be stored in this one high-speed device that, to the outside world, appears to be directly attached to its own local storage."

SeaChange expects the MediaLibrary to provide organizations greater flexibility in deploying the best applications for their needs. Because it uses Louth's video archive control protocol (VACP) and video disc control protocol (VDCP), it can be

dropped into existing plants.

"We can work with best-of-breed point products around the periphery of the centralized storage," Cabeceiras adds. "A station doesn't have to embrace a 'Company X' roadmap. It can buy the best products for different applications knowing they'll interact with the server."

Cabeceiras says the new market the system is designed to serve is about five to 10 times the size of the video-server market, which he puts at roughly \$160 million worldwide. And he expects use of the system to extend from broadcast to interactive to VOD, where he thinks it can help jumpstart the market.

"One of the gating factors of getting VOD happening has been a lack of content in digital form, and people involved with the massive content libraries have been waiting for the right price/performance ratio before they consider digitizing their libraries. The past couple of years have had pretty good success for the digital tape robotic formats," he says, adding that moving content from tape into online servers can be a cumbersome task. "There's a bit of a bandwidth problem as well: You can't get all the content out to where it needs to be as quickly as possible."

In fact, Cabeceiras says his company's Holy Grail is to link the program originator with the servers already installed in the cable industry, "rather than put in new servers at cable headends with massive I/O and storage just to extend the servers that are already there with more storage and I/O."

The enabling technology behind the system's fault redundancy is SeaChange's patented RAID Squared system. Parts of a file (for example, a movie) reside on all the server nodes as well as on all the disks within each node. Also, a shadow version, instead of a second complete copy, is associated with each part of the file as backup. ■



The Broadcast MediaLibrary costs \$40,000 for a terabyte of storage with redundancy.

Panasonic gets new chief

Veteran John Baisley is handed reins heading into NAB

10-bit log. FilmStream technology then lays that 10-bit log information on a dual-link HD/SDI signal that is sent to the tethered disk recorder. It's recorded there in an uncompressed form.

According to Mike D'Amore, vice president, Thomson Multimedia marketing and business development for Americas and Pacific Rim, the use of 10-bit logarithmic signals instead of 12-bit linear signals allows sampling that puts the bits where they are needed most, giving finer granularity and detail to blacks and highlights.

"You want to be able to put more bits in the black and whites, so sampling is done logarithmically," he says. "The number of bits from 12-bit linear to 10-bit log is the same, and some people say it's equal to 14-bit linear."

Rosica adds that the 10-bit log signal also gives a lot more latitude in post-production.

"Once you set your iris and colorimetry in a video camera, you've pretty much set it," he says. "What we're trying to do is get closer to the film look and performance. You set the f-stop or iris properly and capture information based on that setting, and then, in post, you'll have much more creative latitude than with an HD camera."

The camera offers three operating modes besides FilmStream: an HD RGB signal, an RminusY/BminusY signal, and a straight HD/SDI signal.

The names of the manufacturers of the disk recorders will be announced during NAB. Rosica says the first generation of the camera will be for tethered applications like television episodics or movies. ■

By Ken Kerschbaumer

Panasonic Broadcast & Television Systems (PBTS) has more than just new products to show off at NAB. It also has a new president.

John Baisley last week took over the post from Steve Yuhas, who was concurrently president/COO of Panasonic System Sales Co. Yuhas had been heading the company since Frank De Fina was promoted to president of the Panasonic Digital Communications & Security Co. a couple of months ago.

Baisley was most recently general manager of planning for Panasonic System Sales Co. and has spent 18 years at the company. He will be responsible for all sales of the company's broadcast, professional video and presentation products and systems.

He sees his goal as a simple one. "One of the biggest changes in the broadcast industry has been that it has to run itself as a business while, in the past, decisions were made more related to technology than to cost-efficiency. We have to help our customers be more cost-efficient, help their profits and solve the problems they have."

Baisley says the breadth of the company's DVCPRO product line is an example of

that approach. He also says, to better serve customer needs, Panasonic will continue to partner with companies that have areas of expertise it does not have.

Panasonic recently moved much of its Los Angeles-based operation back to Secaucus, N.J., and also cut back its direct sales force, relying more heavily on high-end dealers.

Baisley says the moves were simply a matter of more efficiently allocating and using its resources. "We're fully supportive of the broadcast market and will continue to be."

Panasonic hinted at most of its product intros six weeks ago but left a few to unveil at Sunday's NAB press conference.

Among the new products announced for the DVCPRO50 line were two camcorders. The AJ-SDX900 (available in first quarter 2003 for less than \$20,000) is an industry first, bringing 24p recording to a broadcast SD field camera. It is also switchable between 25 Mb/s 4:1:1 DVCPRO and 50Mb/s 4:2:2 DVCPRO50 modes and can acquire in 16:9 and 4:3 aspect ratios. The AJ-SDC915 2/3-inch CCD camcorder is priced at less than \$20,000 and has DVCPRO50/DVCPRO and 16:9 and 4:3 switchability. ■



John Baisley's goal is simple: "To help our customers be more cost-efficient, help their profits and solve the problems they have."

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Viper bites electronic cinema

Thomson Broadcast camera system adds another option to the tape-or-film debate

By Ken Kerschbaumer

Tape or film, tape or film. To date, that has been the decision facing television episodic and movie producers deciding on a medium. But, this week, Thomson Broadcast Solutions is introducing the Viper FilmStream camera, a system that will add another option to the debate: data.

Expected to be available in July, the new camera, in an effort to help electronic cinema more accurately reflect the dynamic range and nature of film, sends data information to a disk recorder. Today's HDTV formats, though making gains and offering cost savings, fall short of bringing all of the qualities of film to electronic production. The camera—minus lens, support gear and recording capability—is expected to cost around \$110,000.

"What we're trying to do is map this new digital technology into a similar process that film people are comfortable with," says Jeff Rosica, vice president, worldwide strategic marketing and technology. "And we're trying to give them the same latitude and versatility that they have in film."

The technology was born out of the work done on Thomson's LDK-7000 camera. Rosica says the camera uses three 9.2 million-pixel dynamically managed CCDs,

which give the user the flexibility to easily "remap" the sensors to different aspect ratios or resolutions. Typically, such changes are made in signal conversion.

In designing the 7000, though, Thomson's team realized something else.

"It was possible to generate 4:4:4 RGB images that are uncompressed, unfiltered and unencumbered by video processing or other video artifacts," says Rosica. And, by generating 4:4:4 RGB log images, he adds, the camera could more accurately replicate film's dynamic range of blacks and whites (as well as colors) than the HD video formats can.

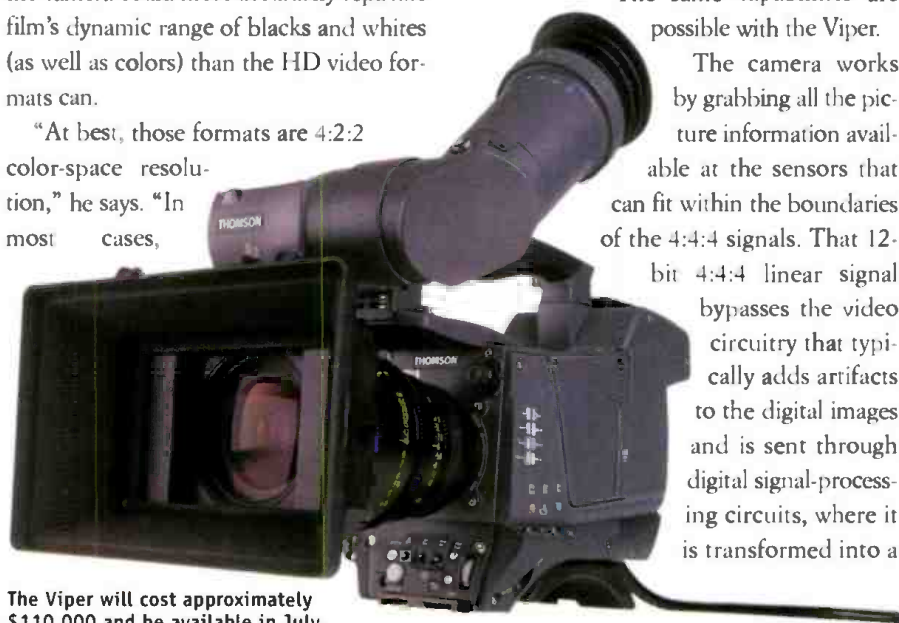
"At best, those formats are 4:2:2 color-space resolution," he says. "In most cases,

they're less than that because of compression, prefiltering and other tricks being done."

Shooting indoors on HD tape and trying to capture action outside a window where it's bright, he says, would be impossible with HD, which would not be able to resolve the extremes in range. But, shot with film, those extremes would be visible, and, in post-production, color correction could be adjusted to make the scene usable.

The same capabilities are possible with the Viper.

The camera works by grabbing all the picture information available at the sensors that can fit within the boundaries of the 4:4:4 signals. That 12-bit 4:4:4 linear signal bypasses the video circuitry that typically adds artifacts to the digital images and is sent through digital signal-processing circuits, where it is transformed into a



The Viper will cost approximately \$110,000 and be available in July.

Contrary to popular opinion, Hell is a balmy, climate-controlled 67°

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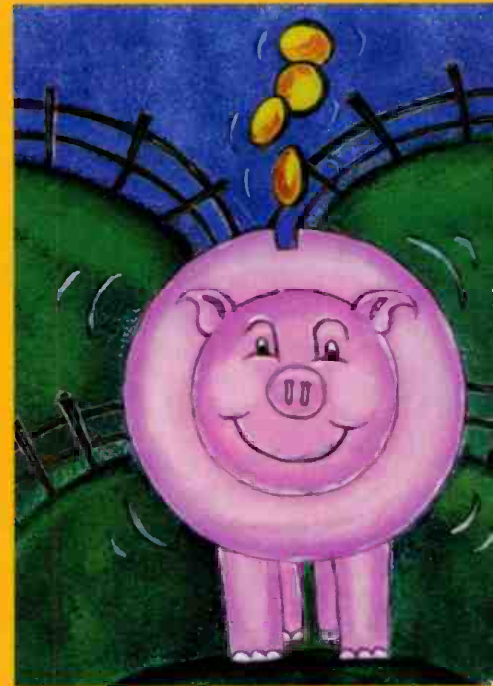
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Changing Hands

TVs

KAKE-TV Wichita, Kan.; KAUZ-TV Wichita Falls, Texas; KDLH-TV Duluth, Minn.; KGWC-TV Casper, Wy.; KGWN-TV Cheyenne, Wyo.; KHQA-TV Hannibal, Mo.; KKTV-TV Colorado Springs, Colo.; KMIZ-TV Columbia, Mo.; WBKO-TV Bowling Green, Ky.; WHOI-TV Peoria, Ill.; WHSV-TV Harrisonburg, Va.; WIBW-TV Topeka, Kan.; WIFR-TV Freeport, Ill.; WILX-TV Onondaga, Mich.; WMTV-TV Madison, Wis.; WOWT-TV Omaha, Neb.; WSAW-TV Wausau, Wis.; WTAP-TV Parkersburg, W.Va.; WTOK-TV Meridian, Miss.; WTVY-TV Dothan, Ala.; and WYTV-TV Youngstown, Ohio

Price: \$500 million

Buyer: Gray Communications, (J. Mack Robinson, president/CEO); operates 13 TVs in the Southeast and Midwest, has previously contracted to buy WTRF-TV Wheeling, W.Va., from Benedek

Seller: Benedek Broadcasting Corp. (A. Richard Benedek, chairman/CEO)

Facilities: KAKE: ch. 10, 316 kW, ant. 1,024 ft.; KAUZ: ch. 6, 100 kW, ant. 1,020 ft.; KDLH: ch. 3, 100 kW, ant. 991 ft.; KGWC: ch. 14, 1,380 kW, ant. 1,880 ft.; KGWN: ch. 5, 100 kW, ant. 620 ft.; KHQA: ch. 7, 316 kW, ant. 889 ft.; KKTV: ch. 11, 234 kW, ant. 2,379 ft.; KMIZ: ch. 17, 1,580 kW, ant. 1,099 ft.; WBKO: ch. 13, 316 kW, ant. 742 ft.; WHOI: ch. 19, 2,240 kW, ant. 679 ft.; WHSV: ch. 3, 8 kW, ant. 2,120 ft.; WIBW: ch. 13, 316 kW, ant. 1,381 ft.; WIFR: ch.

23, 676 kW, ant. 719 ft.; WILX: ch. 10, 316 kW, ant. 981 ft.; WMTV: ch. 15, 955 kW, ant. 1,155 ft.; WOWT: ch. 6, 100 kW, ant. 1,371 ft.; WSAW: ch. 7, 316 kW, ant. 1,211 ft.; WTAP: ch. 15, 234 kW, ant. 620 ft.; WTOK: ch. 11, 316 kW, ant. 541 ft.; WTVY: ch. 4, 100 kW, ant. 1,880 ft.; WYTV: ch. 33, 912 kW, ant. 581 ft.

Affiliation: KAKE: ABC; KAUZ: CBS; KDLH: CBS; KGWC: CBS; KGWN: CBS; KHQA: CBS; KKTV: CBS; KMIZ: ABC; WBKO: ABC; WHOI: ABC; WHSV: ABC; WIBW: CBS; WIFR: CBS; WILX: NBC; WMTV: NBC; WOWT: NBC; WSAW: CBS; WTAP: NBC; WTOK: ABC; WTVY: CBS; WYTV: ABC

Combos

WDNT(AM) and WDNT-FM Dayton, WAYB-FM Graysville, WXQK(AM) and WAYA-FM Spring City, Tenn.

Price: \$1.1 million

Buyer: Brewer Broadcasting Corp. (Jim Brewer II, vice president); owns four other stations, none in this market

Seller: Walter E. Hooper III

Facilities: WDNT(AM): 1280 kHz, 1 kW day, 94 W night; WDNT-FM: 104.9 MHz, 420 W, ant. 699 ft.; WAYB-FM: 95.7 MHz, 6 kW, ant. 328 ft.; WXQK(AM): 970 kHz, 500 W day; WAYA-FM: 93.9 MHz, 6 kW, ant. 574 ft.

Format: WDNT(AM): country; WDNT-FM: country; WAYB-FM: soft hits; WXQK(AM): country; WAYA-FM: soft hits

KDAC(AM) Fort Bragg, KUKI-FM and KUKI(AM) Ukiah, and KLLK(AM) Willits, Calif.

Price: \$1 million

Buyer: Moon Broadcasting Corp. (Abel De Luna, president); owns 10 other stations, none in this market

Seller: Ukiah Broadcasting Corp. (Keith Bussman, president)

Facilities: KDAC(AM): 1230 kHz, 1 kW; KUKI-FM: 103.3 MHz, 3 kW, ant. 1,791 ft.; KUKI(AM): 1400 kHz, 1 kW; KLLK(AM): 1250 kHz, 5 kW day, 3 kW night

Format: KDAC(AM): news/talk; KUKI-FM: country; KUKI(AM): news/talk; KLLK(AM): news/talk

FMs

KLGH-FM Kingfisher, Okla.

Price: \$3.1 million

Buyer: Citadel Communications Corp. (Farid Suleman, CEO); owns 204 other stations, none in this market

Seller: Kingfisher County Broadcasting, (Tom McCoy, general manager)

Facilities: 105.3 MHz, 798 W, ant. 840 ft.

Format: Christian contemporary

Broker: Kalil & Co. Inc.

KSTB-FM Crystal Beach (Houston-Galveston), Texas

Price: \$2.5 million

Buyer: Cumulus Broadcasting Inc. (Lewis W. Dickey Jr., president/CEO); owns 243 other stations, including KRWP-FM Houston-Galveston

Seller: Galtex Broadcasting Inc. (Irvin Davis, president)

Facilities: 101.5 MHz, 14 kW, ant. 449 ft.

Format: Hot AC

Broker: Doyle Hadden, Hadden & Associates

AMs

WABQ(AM) Cleveland

Price: \$3 million

Buyer: D&E Communications Inc. (Dale Edwards, president); owns two other stations, none in this market

Seller: WABQ Inc. (John R. Linn, president)

Facilities: 1540 kHz, 1 kW day

Format: Gospel

—Information provided by BIA Financial Networks' Media Access Pro, Chantilly, Va. www.bia.com

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New fees for V's, U's

By Bill McConnell

Large-market VHF TV stations would pay an average 4% to 5% more in regulatory fees this year than in 2001 under a payment schedule proposed by the FCC. UHF stations in the same markets would see fees drop about 16%.

Despite the opposite directions of their obligations, both were helped by the greater-than-expected fee revenues last year, which reduce the size of the coffer that licensees in those groups must fill this year. UHF stations also were helped by 15 more licensees paying into the pool.

The FCC generally aims to increase the revenue generated in each licensee category proportionate to the agency-wide increase ordered by Congress—9.3% this year. Con-

sequently, in categories in which there are relatively few licensees, an increase in the number of operators would decrease each station's payment.

Under the proposal, VHF stations in markets 1-10 and 11-25 would pay \$47,050 and \$34,700, respectively, while UHF stations in those markets would pay \$12,800 and \$10,300. In smaller markets, VHF duties also would rise and UHF fall.

For FCC licensees in all industries, the agency aims to collect \$219 million from regulatory fees, up \$18.6 million from 2001. Regulatory fees were ordered by Congress in 1994 to cover costs of overseeing the industry and managing spectrum.

Comments on this year's duties are due April 23, replies May 3. ■

Fee Category	FY '01	FY '02*
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VHF TV

Markets 1-10	\$45,100	47,050
Markets 11-25	32,825	34,700
Markets 26-50	21,325	23,625
Markets 51-100	13,750	15,150
Remaining markets	3,275	3,525
Construction permits	3,075	2,750

UHF TV

Markets 1-10	\$15,150	12,800
Markets 11-25	12,300	10,300
Markets 26-50	7,075	6,600
Markets 51-100	4,075	3,875
Remaining markets	1,150	,075
Construction permits	4,000	5,175

Other

Satellite TV stations (all mkts)	\$740	805
Satellite TV construction permits	480	420
LPTV, TV/FM translat	305	320
Cable antenna relay service	55	65
Cable TV systems (per sub)	4	.53
Earth stations	180	140
Space stations	98,125	99,700

Radio Station Regulatory Fees by Market Population

Fee Category	FY '01	FY '02*
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More than 1 Million**

AM Class A	\$4,55	4,975
AM Class B	3,750	4,100
AM Class C	1,900	2,075
AM Class D	2,400	2,625
FM Classes A,B1, C3	,75	4,100
FM Classes B,C,C1,C2	4,550	4,975

Fee Category	FY '01	FY '02*
--------------	--------	---------

400,001-1 million**

AM Class A	\$2,850	3,12
AM Class B	2,300	2,525
AM Class C	1,300	1,425
AM Class D	1,550	1,700
FM Classes A,B1,C3	2,300	2,525
FM Classes B,C,C1,C2	2,850	3,125

125,001-400,000**

AM Class A	\$2,050	2,250
AM Class B	1,450	1,575
AM Class C	725	800
AM Class D	875	950
FM Classes A,B1,C3	1,450	1,575
FM Classes B,C,C1,C2	2,050	2,250

50,001-125,000**

AM Class A	\$1,375	,500
AM Class B	900	975
AM Class C	475	525
AM Class D	700	775
FM Classes A,B1,C3	900	975
FM Classes B,C,C1,C2	1,375	1,500

20,001-50,000**

AM Class A	85	925
AM Class B	675	725
AM Class C	35	375
AM Class D	475	525
FM Classes A,B1,C3	67	725
FM Classes B,C,C1,C2	850	925

20,000 and fewer**

AM Class A	450	500
AM Class B	350	375
AM Class C	25	275
AM Class D	300	325
FM Classes A,B1,C3	35	375
FM Classes B,C,C1,C2	450	500
AM construction permit	28	370
FM construction permit	925	1,500

*proposed **market size

Source: FCC

ECHOSTAR TO SUPREMES

Satellite-TV company EchoStar last week asked the Supreme Court to decide whether it can offer out-of-market TV signals to anyone who wants them. EchoStar is challenging the decision of the 11th Circuit Court of Appeals in Atlanta. Ruling in September that the Satellite Home Viewer Act—which limits delivery of distant network signals to viewers "unserved" by a local affiliate—is not a content-based violation of speech, as EchoStar asserts, the court denied EchoStar's First Amendment arguments and remanded the rest of the decision to the U.S. District Court in Miami, where it still awaits a hearing.

EchoStar and broadcasters are opposed on this issue. "It is inconceivable that EchoStar professes support for local station carriage while at the same time attempting to undercut the U.S. system of broadcasting," said NAB President Eddie Fritts. That didn't stop EchoStar from sending out letters inviting broadcasters to sign carriage agreements with it during NAB's annual convention in Las Vegas this week.

FCC WINGS TO PEGASUS

Pegasus Communications will get to own two Tallahassee TV stations, even though the market doesn't have enough separately owned TV outlets to permit a duopoly, the FCC said Monday.

Pegasus won a waiver to buy WFXU(TV) from KB Prime Media under the FCC's "unbuilt-station" policy, allowing an operator to add a station if the second outlet's licensee was unable to construct the facility. Typically, duopolies are permitted only when eight separate TV voices would remain post-merger, but the WFXU sale was permitted because Pegasus funded the station's construction in 1997. Democrat FCC Commissioner Michael Copps dissented.

Radio giants want more turf

Biggest station groups say FCC deregulation of the industry didn't go far enough

By Bill McConnell

Congress triggered massive radio consolidation when it removed national ownership limits and relaxed local-market restrictions in 1996. But, while activists and some policymakers voice concern about fallout from the merger explosion, the biggest station groups are, not surprisingly, singing a different tune.

Clear Channel, Infinity and Cox, which together own some 1,495 stations, to name just the three largest groups in terms of revenue, say the FCC didn't go far enough.

Using an ongoing FCC review of its local-radio-ownership rules as a launching pad, the country's top radio groups are asking the FCC to revamp its merger-review process to make it easier for the biggest owners to beef up their holdings in local markets.

The parent company of Infinity, the second-largest station group, is calling on the FCC to get out of the merger-review process entirely. "Repeal of the commission's local-ownership regulation will not have any adverse impact on listeners," Viacom officials said two weeks ago in comments filed with the FCC.

The FCC is considering a rewrite of local-ownership restrictions, including its four-year-old policy of "flagging" radio mergers for extra scrutiny when they create significant concentration of ad revenue. Also under the microscope is the way the commission measures the number of stations in a market. It has suggested replacing a complex formula based on the number of overlapping signals in a station's

coverage area with Arbitron's standard market definition.

Critics of the FCC's market-measurement policy say two different FCC measuring sticks used by the FCC often allow owners to get around local-ownership limits by overcounting the number of stations in a market or undercounting the number of stations one company owns.

Although revamping measurement procedures was a project of former commission Democrats Susan Ness and Gloria Tristani, current Chairman and Republican Michael Powell has pledged

to "fix the problem" if current practices create higher levels of local ownership concentration than Congress intended.

The prospect of tighter merger rules apparently alarms the big groups.

"Many smaller radio markets generate insufficient advertising revenues to support more than two viable competitive groups," Cumulus officials argued, "and permitting greater levels of consolidation will often generate more-diverse and better-quality programming."

The big owners are lauding the increased diversity of programming formats while playing down the loss of

other types of programming diversity, including the disparate voices of minority, female and smaller business owners, say critics of consolidation. "Ownership diversity should be promoted" through the FCC's public-interest authority to impose merger conditions and divestitures, said American Women in Radio and Television.

Taking the hardest line against consolidation is the American Federation of Television and Radio Artists, which charged that industry giant Clear Channel may have "forever transformed and destroyed" the radio and recording industries. For instance, local and independent musicians are finding it nearly impossible to break onto the airwaves in the many markets dominated by Clear Channel's 1,200 stations because the company relies on a "cookie-cutter" national playlist, according to the union for on-air talent, producers and writers. ■

Pro and con	
For Weaker Rules	What They Want
Cumulus	Eliminate flagging and reject new market measurements that reduce number of stations company can own in most markets
Clear Channel	Eliminate flagging. Base merger reviews only on numerical limits
Cox	Deny requests that LMAs and time-brokerage deals receive pre-approval
NAB	Include non-radio advertising in ad test. Grandfather existing groups if rules are tightened
Viacom/Infinity	Repeal all local limits
For Stronger Rules	What They Want
Davis Broadcasting	Reduce number of stations company can own in most markets
AWRT	Give ethnics, gender, diversity parity with format diversity in reviewing mergers. Revoke tax credits
AFTRA	Investigate Clear Channel, others for anti-competitive practices.
National Association of Black Owned Broadcasters	Require divestitures at time of merger approval. Reinstate tax credits

Focus Duluth-Superior

THE MARKET

DMA rank	135
Population	445,000
TV homes	174,000
Income per capita	\$14,000
TV revenue rank	141
TV revenue	\$18,200,000

COMMERCIAL TV STATIONS

Rank*	Ch.	Affil.	Owner
1	KBJR-TV	6 NBC/UPN	Granite
2	WDIO-TV	10 ABC	Hubbard
3	KDLH(TV)	3 CBS	Benedek
4	KQDS-TV	21 Fox	ABC

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

CABLE/DBS

Cable subscribers (HH)	85,260
Cable penetration	49%
ADS subscribers (HH)**	34,800
ADS penetration	approx. 20%
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> (KBJR-TV)	18/33
Network show	
<i>ER</i> (KBJR-TV)	20/34
Evening newscast	
KBJR-TV	12/27
Late newscast	
WDIO-TV	13/27

***May 2001, total households

Sources: Nielsen Media Research, BIA Research



In the Duluth, Minn.-Superior, Wis., market, consistency is the byword.

On an even keel

A three-hour drive from Minnesota's Twin Cities, alongside Lake Superior sit Minnesota's and Wisconsin's Twin Ports—Duluth and Superior, respectively—forming a TV market, execs say, as settled as the lake on a calm day.

"In Duluth, we never really seem to hit the highest highs," says Debra Messer, GM at KDLH(TV), "but we never seem to sink to the lowest lows, either. [The area] is sometimes criticized as too conservative. But we're consistent. The market seems to be very consistent. We seem to be doing better than the rest of the state."

Unemployment in both the Duluth and Superior areas is about 5%. As a regional medical hub, the area derives much of its local employment from the health-care sector. Another major employer is Northwest Airlines, which does most of its airplane maintenance there. Local officials are hoping to attract business—especially high-tech—with the area's quality labor force, developable land and transportation system.

In the difficult year of 2001, the Duluth-Superior market dropped a moderate 10% from the record-breaking 2000—from \$20.2 million to \$18.2 million, according to BIA Financial—and is projected to make up about half the difference this year.

Viewing patterns run deep. Both CBS affil KDLH and NBC/UPN affil KBJR-TV are nearly 50 years old; WDIO-TV is 36. Ray Spellerberg, GM at 3½-year-old Fox affil KQDS-TV, says it's not easy being the new kid on the block, chasing market leaders KBJR-TV and WDIO-TV, which vie for the top spot. The local Fox station's daily half-hour of news, in fact, is produced by the top-rated KBJR-TV, using its primary male anchor Mark Mallory, and Spellerberg says it has been working well for the station.

But change is inevitable—even in Duluth. Only last week, Benedek Broadcasting, which owns CBS affil KDLH, was purchased by Gray Communications. Still, Messer doesn't predict radical times for the station or the market.

—Dan Trigoboff

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Source: NSS, GAA HH Rtg., M-F (3/18/02 - 3/22/02) vs (9/17/01 - 9/21/01)



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StationBreak

BY DAN TRIGOB OFF

PUBLISH AND PERISH

WPVI-TV Philadelphia reporter Rose Tibayan remained off the air last week, suspended over her refusal to stop working on a book in possible violation of her contract. As of last week, she had hired entertainment lawyer Lloyd Remmick to represent her in talks with the station.

According to sources, Tibayan is barred by contract from publishing any outside work without station permission. That same contract, however, may require the station to reinstate her salary, since she can be formally suspended without pay for only two weeks, sources say.

Sources close to Tibayan say she's adamant about continuing to work on the book—a resource work for aspiring TV journalists that, she says, is far from publication. She doesn't believe any prohibition on publishing applies to her gathering information for the book. She refused to sign a pledge to stop working on the book prior to her suspension.

Station management, sources say, objects to Tibayan's using her position at the station to gain access and information. With her refusing to follow the management dictate, discipline for insubordination could also be part of the discussion. Principals in the dispute said they would not discuss the matter publicly.

SHOW AND TELL

The FCC gave the Emmis TV-station group three more



months to sell one of its two Honolulu stations but only 30 days to detail its efforts so far to sell the station. Emmis had requested a one-year extension to divest either KHON-TV or KGMB(TV) following two six-month extensions, and the FCC cited a letter from a local TV investor, Donald Laidlaw, opposing the extension and questioning Emmis' efforts to sell. Emmis has told the agency it has made legitimate efforts to sell. The group said last week it will comply with the FCC directives.

HOLD THE PHONE

An Arizona appeals court denied a KTVK(TV) Phoenix request for the tape of a 911 call made after a 16-month-old child fell from his crib. The call was made by a woman later arrested in the incident. Applying an "alternative means" test, the

state appellate panel said the Mesa Police release of a transcript of the call satisfied the state's Public Records Act.

The court said the public interest in the tape's release was outweighed by privacy interests: "We cannot imagine a more fundamental concern or one more directly associated with the intimate aspects of identity and family autonomy than the desire to withhold from public display the recorded suffering of one's child."

A dissenting opinion said such a standard could eliminate virtually all emergency calls from the public record. KTVK News Director Dennis O'Neill echoed the dissent.

"The judges have set a new standard for public records in this state," he said. "It should be up to us whether we air something, not the police department. A transcript is less than a perfect record." The sta-

tion is considering an appeal to the state Supreme Court.

RATING RECOGNITION

WCVB-TV Boston Research Director Adrienne Lotoski, considered an authority among authorities, was honored by the Television Bureau of Advertising with the "Harold E. Simpson Excellence in Research Award" at TVB's Annual Marketing Conference in New York. She was cited for her work on Nielsen rating systems, including peplemeters, expected to launch in Boston this month but without participation by local TV stations.

POOLING PUBLIC INFO

Four of California's largest PBS stations are teaming up to produce a statewide news magazine distributed over both TV and the Internet. *California Connected* will be produced by KCET(TV) Los Angeles, KQED(TV) San Francisco, KVIE(TV) Sacramento and KPBS(TV) San Diego and will focus on statewide issues. Host David Brancaccio, best known for hosting NPR's *Marketplace*, called it "the first and only television show to focus entirely on California and its people."

The weekly hour-long program will debut Thursday, April 25, to be carried in all seven California markets. The show will also be accessible at www.californiaconnected.org.

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

SyndicationWatch

MARCH 18-24 *Syndicated programming ratings according to Nielsen Media Research*

TOP 25 SHOWS

Rank/Program	HH	HH
	AA	GAA
1 Wheel of Fortune	9.6	NA
2 Jeopardy	7.9	NA
3 Friends	7.4	8.7
4 Seinfeld	6.7	7.4
5 Everybody Loves Raymond	6.2	7.0
5 Entertainment Tonight	6.2	6.3
7 Judge Judy	6.0	8.9
8 Oprah Winfrey Show	5.9	6.0
9 Seinfeld (wknd)	4.9	5.5
10 King of the Hill	3.6	4.0
10 Judge Joe Brown	3.6	4.9
12 Maury	3.5	3.7
12 Live With Regis & Kelly	3.5	NA
14 Inside Edition	3.4	3.4
14 Frasier	3.4	3.5
16 Entertainment Tonight (wknd)	3.2	3.3
17 The X-Files	3.0	3.4
18 Friends (wknd)	2.9	3.0
18 Divorce Court	2.9	3.8
18 Cops	2.9	3.8
21 Jerry Springer	2.8	3.1
21 Andromeda	2.8	3.0
21 Stargate SG-1	2.8	2.9
24 Extra	2.7	2.7
24 Wild Police Videos	2.7	2.7
24 Everybody Loves Raymond (wknd)	2.7	NA

TOP ACTION HOURS

	HH	HH
	AA	GAA
1 Stargate SG-1	2.8	2.9
2 Andromeda	2.8	3.0
3 VIP	2.3	2.5
4 Mutant X	2.2	2.4
5 Beastmaster	2.1	2.2

According to Nielsen Media Research Syndication Service Ranking Report March 18-24, 2002

HH/AA = Average Audience Rating (households)

HH/GAA = Gross Aggregate Average

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

NA = not available

Recycling first-runs

The program-repurposing trend is catching on in first-run syndication. The Hallmark Channel has just picked up the rights to the Paramount-distributed *Life Moments*, which bows in first-run this fall. Under the terms of the deal, Hallmark will air daily episodes of the program one week after they air in syndication.

Also being repurposed this fall is the new *Caroline Rhea*, the Warner Bros. Domestic Television Distribution talk show that's co-owned by ABC and will air on ABC's owned stations. As part of the arrangement, *Rhea* will also air on ABC Family in late night.

As of last week, the time period hadn't been finalized, an ABC Family official said, but it's understood that the cable network will have the right to air *Rhea* episodes one week after they air on stations in the initial first-run exposure.

Other first-run programs have clauses in their station license agreements allowing for repurposing. Among them: the new John Walsh talk show from NBC Enterprises. There's no announced deal yet, but stations picking up the show understand that it could happen.

Repurposing, though steadily increasing, is a controversial trend for network TV. Just last week, CBS gave up its repurposing of *Amazing Race* on UPN after complaints from affiliates, although some suggest that its ratings performance on UPN made CBS's concession a lot easier. In syndication, the trend started last season with *Crossing Over With John Edward*, which started on the Sci Fi Channel and crossed over to syndication.

Bill Carroll, vice president of programming for Katz Media Group, says it's here to stay. "Many, if not most, of the first-run shows now have clauses in the license agreements allowing for it. It's just a natural progression in the way business is being done these days."

—Steve McClellan



Episodes of Paramount's *Life Moments*, hosted by Asha Blake, will air on Hallmark Channel a week after they air in syndication.

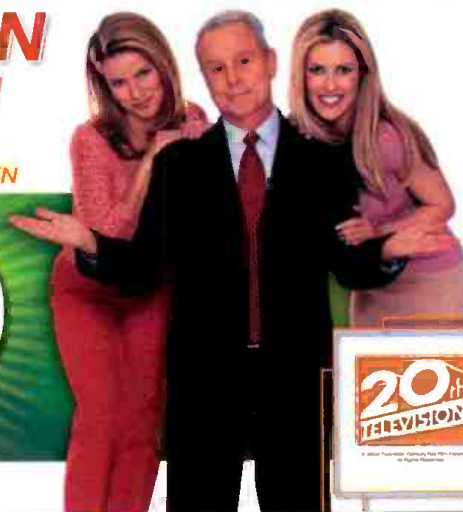
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GOOD DAY LIVE



Source: NIELSEN. WKAP Over@12h, wk of 3/25/02 vs. wk of 12/3/01 thru wk of 3/18/02. TP rank up wk of 3/25 vs. wk of 3/18/02, HH Rtg

Programming

BroadcastWatch

COMPILED BY KENNETH RAY

MARCH 25-31 Broadcast network prime time ratings according to Nielsen Media Research

Week	abc	CBS	NBC	FOX	PAX TV	U/P/N	WB
27	5.9/9	9.6/15	6.8/11	3.9/6	0.9/1	2.6/4	2.3/3
MONDAY	8:00 50. America's Funniest Home Videos 5.8/9	17. King/Queens 9.3/15 18. Baby Bob 9.0/14	18. Fear Factor 9.0/14	74. Boston Public 4.2/6	140. Miracle Pets 0.6/1	99. The Hughleys 2.3/4 97. One on One 2.5/4	91. 7th Heaven 2.9/4
9:00 35. The Bachelor* 5.9/10	3. Ev Lvs Raymond 13.9/21 9. Yes, Dear 10.9/17	49. Just Shoot Me 5.9/9	78. The American Embassy 3.7/6	131. Touched by an Angel 0.8/1	92. The Parkers 2.8/4 92. Girlfriends 2.8/4	109. Glory Days 1.6/2	
10:00 65. Once and Again 4.9/8	31. Family Law 7.4/13	41. Crossing Jordan 6.5/11		115. Diagnosis Murder 1.2/2			
TUESDAY	8:00 65. Dharma & Greg 4.9/8	10. JAG 10.3/17	37. Frasier 6.8/11	46. That '70s Show 6.1/10	128. Mysterious Ways 0.9/1	104. Buffy the Vampire Slayer 1.8/3	99. Gilmore Girls 2.3/4
8:30 67. Spin City 4.7/7		38. Watching Ellie 6.7/11	61. Andy Richter 5.1/8				
9:00 28. NYPD Blue 7.5/12	20. The Guardian 8.9/14	24. Frasier 8.1/13	51. 24 5.6/9	131. Doc 0.8/1	124. Under One Roof 1.0/2	94. Smallville 2.7/4	
9:30 34. The Court* 7.0/12	10. Judging Amy 10.3/17	46. Scrubs 6.1/10					
10:00 34. The Court* 7.0/12		28. Dateline NBC 7.5/13		124. Diagnosis Murder 1.0/2			
WEDNESDAY	8:00 32. My Wife & Kids 7.3/13	27. 60 Minutes II 7.9/13	39. Ed 6.6/11	78. That '80s Show 3.7/6	128. Candid Camera 0.9/1	84. Enterprise 3.4/6	106. Dawson's Creek 1.7/3
8:30 43. George Lopez* 6.3/10			74. Grounded/Life 4.2/7				
9:00 48. Drew Carey 6.0/10	42. The Amazing Race 2 6.4/10	8. The West Wing 11.2/18	51. Bernie Mac 5.6/9	118. Touched by an Angel 1.1/2	137. March to Madness 0.7/1	102. Felicity 1.9/3	
9:30 63. Wednesday* 5.0/8			51. Greg the Bunny* 5.6/9				
10:00 55. Downtown 5.5/9	43. 48 Hours 6.3/11	5. Law & Order 13.1/23		118. Diagnosis Murder 1.1/2			
THURSDAY	8:00 88. Whose Line Is It 3.1/5	6. Survivor: Marquesas 11.3/19	4. Friends 13.7/23	3.3/5	0.9/1	3.7/6	2.2/4
8:30 76. Whose Line Is It 3.8/6		14. Leap of Faith 9.7/16	88. Post Mortem 3.1/5	131. It's a Miracle 0.8/1		78. WWF Smackdown! 3.7/6	109. Gilmore Girls 1.6/3
9:00 55. Who Wants to Be a Millionaire 5.5/9	2. CSI 15.4/25	12. Will & Grace 9.8/16	84. Bill O'Reilly: American Youth 3.4/5	131. Touched by an Angel 0.8/1			94. Charmed 2.7/4
9:30 39. Primetime 6.6/11	33. The Agency 7.1/12	20. Just Shoot Me 8.9/14					
10:00 39. Primetime 6.6/11		1. ER 16.1/27		115. Diagnosis Murder 1.2/2			
FRIDAY	8:00 59. America's Funniest Home Videos 5.2/10	82. A.F.P. 3.5/6	28. Providence 7.7/14	82. That '70s Show 3.5/7	128. Weakest Link 0.9/2	118. Under One Roof 1.1/2	102. Sabrina/Witch 1.9/4
8:30 73. Best Commercials Never Seen 4.3/8	69. First Monday 4.5/8	22. Dateline NBC 8.7/16	87. King of the Hill 3.2/6	84. Dark Angel 3.4/6	137. Miracle Pets 0.7/1	106. Raising Dad 1.7/3	106. Maybe It's Me 1.7/3
9:00 73. Best Commercials Never Seen 4.3/8							
9:30 23. 20/20 6.6/12	90. 48 Hours 3.0/6	12. Law & Order: Special Victims Unit 9.8/18			124. Diagnosis Murder 1.0/2		
SATURDAY	8:00 59. ABC Saturday Night Movie—The Peacemaker 5.2/9	15. NCAA Basketball Postgame 9.6/18 6. NCAA Basketball Championships—Maryland vs. Kansas 11.3/21	99. NBC Saturday Night Movies—A Fish Called Wanda 2.3/4 63. Law & Order 5.0/9	68. Cops 4.6/9 58. Cops 5.4/10 55. AMW: America Fights Back 5.5/10	137. Christy: Choices of the Heart, Pt. 2 0.7/1 118. PAX Big Event—Diagnosis Murder: Gangland 1.1/2	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TV UNIVERSE ESTIMATED AT 105.5 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 1,055,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • PROGRAMS LESS THAN 15 MINUTES IN LENGTH NOT SHOWN • S-T-D = SEASON TO DATE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH	
SUNDAY	7:00 35. ABC Big Picture Show—The Ten Commandments 6.9/12	24. 60 Minutes 8.1/16	45. NBA Basketball 4.5/10	94. Futurama 2.7/6	131. Candid Camera 0.8/2		118. For Your Love 1.1/2
7:30 35. ABC Big Picture Show—The Ten Commandments 6.9/12		51. Education of Max Bickford 5.6/10	69. Weakest Link 4.5/8	76. King of the Hill 3.8/7			114. For Your Love 1.3/3
8:00 35. ABC Big Picture Show—The Ten Commandments 6.9/12				43. The Simpsons 6.3/11	115. Doc 1.2/2		112. Jamie Kennedy 1.5/3
8:30 35. ABC Big Picture Show—The Ten Commandments 6.9/12				61. Greg the Bunny 5.1/9			104. Jamie Kennedy 1.8/3
9:00 35. ABC Big Picture Show—The Ten Commandments 6.9/12							113. Off Centre 1.4/2
9:30 35. ABC Big Picture Show—The Ten Commandments 6.9/12				71. The X-Files 4.4/7	121. Bonanza 1.1/2		109. Off Centre 1.6/2
10:00 35. ABC Big Picture Show—The Ten Commandments 6.9/12					124. Touched by an Angel 1.0/2		
10:30 35. ABC Big Picture Show—The Ten Commandments 6.9/12							
WEEK	6.0/10	8.2/14	7.8/13	4.4/7	0.9/2	2.1/3	2.0/3
5-10	6.5/11	8.1/13	9.0/15	6.0/10	0.9/1	2.7/4	2.4/4

Programming

Mighty good Food

Cable net's ratings up 50%, and it's not just a steady diet of Emeril anymore

By Allison Romano

Turns out the Food Network didn't need to ride the coattails of star chef Emeril Lagasse to build a following. Food stepped out of the kitchen two years ago, mixing how-to shows with prime time entertainment, and ratings are solidly on the rise.

"When we introduced *Good Eats* and *Iron Chef*, we said, 'Kiss our core viewers good-bye,' but they stayed," network President Judy Girard said of two popular prime time series. "Two or three years ago, Emeril was our tent pole. Now we have many shows in prime that can do the ratings Emeril does."

Girard started mixing new ingredients about two years ago, when pop-culture food shows began replacing many of the network's cooking shows in prime time. Most of the instructionals were moved to other dayparts, such as early fringe and Saturday mornings.

The new recipe is a hit. Prime time ratings are up 50% from last year, to 0.6 in the first quarter. "People are realizing that Food TV is broader in scope than they had imagined," says Senior VP of Programming Eileen Opatut.

Once, you could find Emeril there whenever you turned the net on. Now, *Essence of Emeril* and *Emeril Live* air just three times per day, regularly drawing about 500,000 viewers each.

Prime time favorites like *Unwrapped*, telling stories behind popular foods, and quirky Japanese import *Iron Chef* have joined Emeril among the highest-rated shows, Girard says. (Food does not release individual-show ratings.)

The network's rating growth comes as distribution swells to 73 million. Food has picked up 17 million new subscribers since April 2000, second in growth only to WE: Women's Entertainment, which added 20 million.

Operators say many subscribers hanker for



Brit cooking celeb Jamie Oliver hosts *Oliver's Twist*, one of 10 new series slated for this year.

popular niche nets like Scripps-owned Food.

"When capacity becomes available, we ask local managers what customers are asking for, and Food Network gets a lot of play," said John Kauzlarich, of MSO Northland Communications. The distribution growth has piqued media buyers' interest. "You can focus a buy-in very well with niches that have grown to major size like Food Network," said Horizon Media Executive VP Aaron Cohen.

This year, Food's increasing its programming budget 39%, launching 10 series and 65 specials, including food/lifestyle series *Oliver's Twist*, hosted by British cooking celeb Jamie Oliver, author of bestseller *The Naked Chef* and host of a recently concluded BBC series.

A scripted drama can cost more than \$1 million per episode; Food's originals—many done in-studio—run a modest \$40,000 to \$70,000 per half-hour, so Food can stretch its budget further than pure-entertainment programmers.

Girard wants to stretch Food creatively. Keeping one formula is a sure way to "lose your scrapper instinct," she says. Future projects may include an animated series or a show pairing food with music. But Opatut cautions that Food won't get too *nouvelle*: "We wouldn't do food fights or food wrestling." ■

IN BRIEF

LIQUOR INDUSTRY WILL PUSH FOR STANDARDS

Distilled Spirits Council President Peter Cressy says his group will work with "third-party advocacy groups" to encourage the beer and wine industries to accept higher ad standards that could be applied to beer, wine and liquor. The goal is to get hard-liquor ads onto network TV. NBC was planning to break the ice in the category but is holding off after being pressured by Congress. The idea of advertising standards across all alcohol categories has been discussed in the past, but beer and wine advertisers have opposed any new standards.

DSC believes national TV advertising "will help us get back some of the market share that we have lost," Cressy says. According to DSC, since 1980, distilled spirits' market share has declined from about 36% to 28% while beer's has risen from 52% to 58% and wine's from 10.5% to 12.5%.

NCAA BOOSTS CBS

CBS, NBC and Fox all claimed prime time victories in week 27 of the Nielsen-ratings race. CBS said it won in household and men 25-54 and 18-49, with a big boost from NCAA Basketball. NBC won in adults 18-49 for the seventh time in eight weeks (including three weeks influenced by the Olympics). Fox claimed victory among teens.

CBS said *CSI* was the most-watched regular program, with an average audience of 25.2 million. But March 30's Final Four basketball game (Maryland vs. Kansas) reached a total 35.6 million viewers, an average 18.5 million. *Greg the Bunny's* March 28 debut gave Fox its highest ratings in the time period in almost two years.

led them into the future.”

To do that, detractors say, NAB needs to bone up on the high-technology issues that more and more are dominating Washington, like Internet streaming and copy protection for digital content. “Capitol Hill still considers NAB to be a very traditional organization that doesn’t deal with cutting-edge issues very well, particularly copyright,” says one Washington lobbyist.

NAB members don’t seem worried and, in

fact, feel that NAB is doing the job it should be when it comes to leading them forward.

“One of the things that NAB does really well is focus on what is on the table today, while thinking about what will be important in five years,” says Peter Ferrara, senior vice president of Clear Channel’s Southeast regional group, Orlando, Fla.

But some say that, in five years, broadcasting may be an entirely different business: “We’re about two to three years away from

a unanimous recognition,” says Hundt, “that the most valuable things the broadcasters have are must-carry and spectrum.”

With the proliferation of voices now provided by cable, satellite and the Internet, Hundt says, must-carry will not survive for long: “It will be a miracle if broadcasters keep winning this, and, eventually, they will lose.”

Moreover, he points out, broadcasters’ spectrum is “getting more valuable by the minute.” That will force the government to put pressure on broadcasters to get off the spectrum so it can be used for other things—wireless data applications, in particular, he says. “You can’t stop technology. Government will get rolled if it stands in the way.”

If Hundt is right, broadcasters are in real danger of losing their two most valuable assets: spectrum and must-carry.

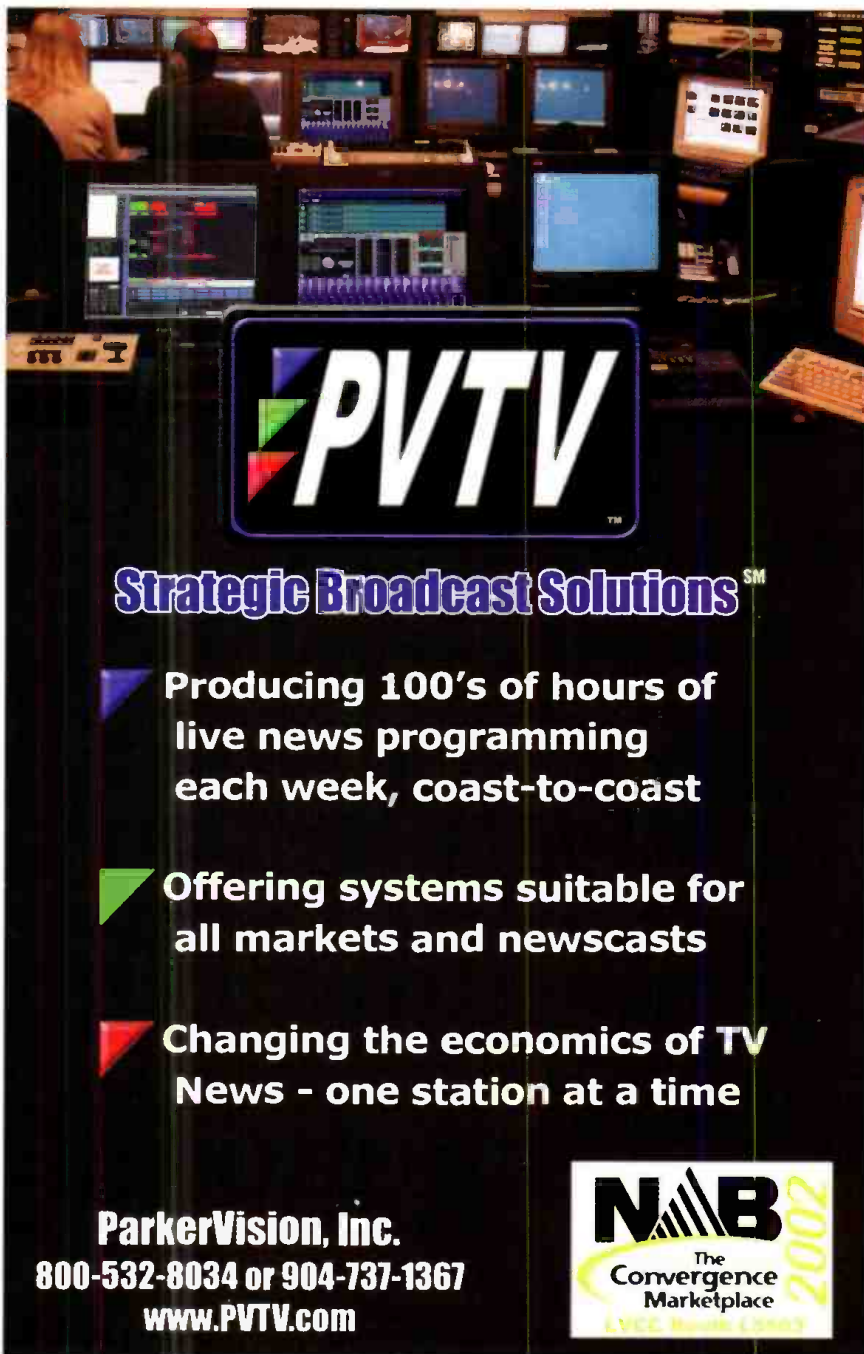
Fritts downplays the threat. “Congress made a considered decision,” he says of its grant of a digital channel to each TV station. “They thought about it, studied it and made an objective decision that broadcasters should transition to digital television.”

Congress won’t go back on that decision, despite the regular threats from some lawmakers, he says. “Broadcasters already have given up channels in the 80s, 70s, and now we’re giving up channels 60-69 and 52-59. At the end of the day, we are the only ones giving up spectrum.”

NAB also has put its faith in Congress and the courts on must-carry. So far, the courts have gone against conventional wisdom and upheld the doctrine time and time again. Everyone thought the Supreme Court would throw out the doctrine in 1997, but the high court upheld it 5-4. The Fourth Circuit Court of Appeals in Richmond, Va., recently affirmed the rule again when it was challenged by satellite-TV companies. The Supreme Court could take another crack at must-carry if it chooses to review the Fourth Circuit ruling.

Even though broadcasters have their share of critics, you’ve got to bet on Fritts. The NAB hasn’t shown a lick of vulnerability in recent years. And that means someone at the NAB is doing something right.

To its members, after 20 years, that someone is Eddie Fritts. Says Clear Channel’s Ferrara, “NAB and Eddie have sort of become synonymous at this point.” ■



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lobbyist. "They are always saying, 'This is the big one, this is the big one,' like Fred Sanford."

Fritts makes no apologies for the DTV demands. "Ultimately, only we have the mandate of a government timeframe. Everyone else is riding on our coattails. And, yes, it is important to have cable carriage. And, yes, it is important to have plug-and-play interoperability between cable set-top boxes and digital television receivers. And, yes, it is important to have built-in tuners in every receiver."

NAB's membership has put Fritts in an awkward position. On one hand, he argues for maintaining the national TV-station-ownership cap on grounds that it would damage localism and diversity. On the other, he argues for relaxing every local ownership restriction as if it would have no negative effect on localism and diversity.

"The fundamental problem Eddie has from an FCC perspective is that NAB's overall message is to get government out of our business," says one Washington analyst, "but their fundamental Washington message is get government into other people's business."

Asked how he squares those positions, Fritts quotes Rep. Ed Markey (D-Mass.): "Consistency was never the mother's milk of the political process."

To justify its demands, NAB claims that TV and radio are special because of their commitment to local programming and community services. With most broadcast stations now owned and sometimes programmed by corporations in other cities, some think NAB's localism argument is wearing a little thin.

"That argument was sort of dead on arrival, but now everyone is at the funeral," says former FCC chairman Reed Hundt, never a fan of broadcasters. "If broadcast TV is not on cable, then it's finished."

Public-interest advocates believe localism is important and is the reason to preserve broadcasting. The problem is that, as broadcasters, "they think they are doing it," but they aren't, says Andrew Schwartzman, president of non-profit Washington law firm Media Access Project.

Fritts maintains, however, that broadcast localism is more than smoke and mirrors. "The radio industry has been able to diversify and be faithful to the government compact. They have been allowed to do it in ways that

are consistent with current trends. While they may, in fact, take their back-office billing or their engineering and consolidate those, it seems to me that each of their stations has a separate identity. Part of what that is, it seems to me, is not necessarily the music they play but what the announcers say in between."

NAB's many friends in Congress say they still believe in localism. "Members know that their constituents tune into these stations because of the local content," says Rep. Billy

Tauzin (R-La.), chairman of the House Energy and Commerce Committee. "I don't think NAB has to sell that argument to Congress. I think Congress is keenly aware of it and of their own constituents."

Fritts and NAB also take some hits from being too defensive and too short-sighted.

"I think they are a very muscular organization, but they aren't particularly strategic," says the analyst. "On the business-strategy side, the association certainly hasn't

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'We bring broadcasters to Washington, and they phone, fax and send e-mails to their congressmen.'

easy. The forces arrayed against NAB are growing stronger, and NAB has been weakened by the departure of some of its most influential members. And critics say the organization is suffering from tired and inconsistent rhetoric, a we-want-it-all attitude and short-sightedness.

Yet most believe Fritts and company will prevail. NAB members love their president and the team he has put together. No one squawks much about his million-dollar-a-year salary. And other Washington lobbies still consider NAB one of the top shops in town.

"By any standard or measurement, we would have to be very pleased with Eddie's performance," says Steven Newberry, president and CEO of Commonwealth Broadcasting Corp., Glasgow, Ky. "Eddie's a small-market broadcaster that has proved to be unbelievably adept in Washington, D.C."

Says Walt Disney Co.'s top lobbyist, Preston Padden, "You'd be hard-pressed to find any Washington operative with a better track record than Eddie Fritts." Disney-owned ABC is the last major network representative on NAB's board.

"Eddie at heart is a politician himself. He's a master at both managing his troops internally and delivering their message to the outside world," says Carol Melton, head of Viacom's Washington office. Viacom pulled the CBS network, CBS's owned-and-operated stations, and Infinity Broadcasting out of the NAB in April 2000

over a policy dispute.

The association is fresh off a big win in Congress, where it soundly defeated an attempt by Sen. Robert Torricelli (D-N.J.) to force broadcasters to give deep discounts on campaign ads to federal politicians. NAB got what it wanted on low-power FM, getting Congress to pass legislation severely limiting what the FCC could do. With the help of the networks that were then members, NAB got the FCC to loosen TV- and radio-ownership rules. NAB also successfully lobbied Congress for legislation that allowed the consolidation in the radio industry that has brought that industry back to life.

And, perhaps most important, NAB persuaded Congress to give it a huge chunk of spectrum for its transition to digital and to write legislation that essentially gives broadcasters all the time in the world to convert. When more than half the TV stations in the country earlier this month asked the FCC for permission to delay their conversion, the reaction from policymakers has been to press cable harder for cooperation.

Fritts is first to share the credit—with his experienced staff and with the army of station owners and managers that can be called out to lobby virtually any lawmaker in the country. "That's the backbone of what makes NAB effective," he says. "We bring broadcasters to Washington, and they phone, fax and send e-mails to their con-

gressmen. They also have news bureaus in Washington."

It also helps that NAB is financially strong, Fritts says. The NAB has an annual operating budget of \$48 million. And, because of the annual convention's highly successful technology exhibition, it has amassed a war chest of \$80 million.

But not all is well on N Street, where NAB has long maintained its headquarters in Northwest Washington. The lobby has been weakened by the loss over the past two years of three of its largest and most influential members: Viacom/CBS, NBC and Fox. They split primarily because of a dispute over the national 35% TV-station ownership cap. The three want to eliminate it. But the smaller broadcasters who now control NAB want to preserve it as a check against the networks.

And critics also believe the gimme-gimme attitude will eventually catch up with the industry. NAB insists on must-carry, which guarantees TV stations free carriage on cable systems—without obligations. It demands digital TV channels—without obligations. It wants help with converting from analog to digital service—without obligations.

At the same time, the association complains loudly to Congress and to the FCC any time a potential competitor shows up—low-power FM, for example, or satellite radio.

"I think NAB cries wolf a lot," says one



Photo: Vincent Ricardel

The Fritts File

The job: President, National Association of Broadcasters, Washington, which represents 7,600 radio and TV stations in the U.S.

The background: Born Feb. 21, 1941, in Cape Girardeau, Mo. Fritts attended the University of Mississippi, Oxford, 1959-61.

The pre-NAB career: He joined WENK(AM) Union City, Tenn., in 1962 as an announcer, sportscaster and salesman. The following year, he anchored the

Fritts Broadcasting Group with the purchase of WNLA(AM) Indiana, Miss. Over the years, the group grew to include four more AM stations and five FM stations in Mississippi, Kentucky, Arkansas and Louisiana. He was joint board chairman of the NAB before becoming president in 1982.

The family: He married Martha Dale Richie on Sept. 10, 1961. They have three children—Kimberly, Timothy and Jennifer—and two grandchildren.

The other duties: The boards of the Ad Council, the National Commission Against Drunk Driving, and University of Mississippi Foundation; member of the U.S. Chamber of Commerce Committee of 100.

The honors: Member of the University of Mississippi's Hall of Fame and the BROADCASTING & CABLE Hall of Fame. Recipient of the Broadcasters' Foundation 2000 Golden Mike Award and the Media Institute's American Horizon Award.

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COVER STORY

NAB's Eddie Fritts expects to keep on winning and prove the critics wrong

After 20 years at the helm of the National Association of Broadcasters, Eddie Fritts can point to a long list of legislative and regulatory victories that have helped keep most TV and radio stations thriving, even in these tough economic times.

And the 61-year-old Fritts seems confident that NAB can ring up some more wins as it tries to ward off competition and ensure broadcasting's place in the mediascape of the future.

Those wins, if they come at all, will not come

▲ The one-time broadcaster runs what many believe is one of Washington's top lobby shops.

By Paige Albiniak

On a roll



Good buzz for NAB '02

Pickup in ad market gives late boost in registrations

By Bill McConnell

New opportunities for TV duopolies and the ongoing challenges of DTV conversion will dominate the official sessions during the NAB convention this week in Las Vegas. The buzz on the exhibit floors and in corporate suites, however, is likely to be about the recent and ever-so-slight pickup in the ad market and whether it will continue.

If NAB attendance is any indication, there is reason to be hopeful.

The upturn in the broadcast industry's bottom line generated a late boost in regis-

trations and turned what could have been an eerily sparse showing for the industry's annual gathering into little more than a "mild decline" from last year's convention. NAB officials say the new estimate mirrors the sluggish performance of other industry conventions in 2002.

The NAB is projecting an attendance drop-off of 10% to 15% from last year's 113,000 official figure. If the numbers hold up, the NAB's official tally could be as low as 96,000.

Of course, the convention's official attendance figure frequently comes in a little higher than the educated guesses floated by Vegas cabbies, but, whatever the actual number, NAB is likely to be grateful for

what it's calling a respectable turnout during a rough year for business and travel. After all, NATPE and Comdex both suffered much more dramatic declines. "We've had a very healthy pickup in the last six weeks, with the rebound in the advertising economy," said NAB spokesman Dennis Wharton.

The convention's 850,000 square feet will accommodate 1,400 exhibitors, 100 fewer than last year.

Attendance has been given a boost by the addition of the Radio-Television News Directors Association convention.

Highlights of the convention include the induction of *Rowan & Martin's Laugh-In* into the NAB Broadcasting Hall of Fame. On hand will be Dick Martin and cast members Goldie Hawn, Ruth Buzzi, Joanne Worley, Lily Tomlin and Arte Johnson. Former FCC Chairman Richard Wiley will receive the distinguished-service award, and former House Commerce Committee Chairman John Dingell (D-Mich.) will be given the Grover Cobb award for improving broadcasters' relations with the federal government. NBC's Jay Leno was slated to entertain attendees on Sunday.

Broadcasters will get a little advice at Monday's convention keynote by Richard Parsons, CEO-designate of AOL Time Warner Corp. Dallas Mavericks owner and HDNet Chairman Mark Cuban and Netscape co-founder Mark Andressen will headline a major Monday panel. ■

RTNDA's second chance

By Dan Trigoboff

The tragedy that canceled the Radio-Television News Directors Association's convention in Nashville last September has become the theme of the rescheduled conference this week in Las Vegas.

In addition to the general session—in which the state of local news will be addressed broadly,

likely focusing on the troubled economy—the combined NAB-RTNDA conference will have a second session on journalism following the events of Sept. 11 and other sessions on crisis reporting, covering hoaxes and the battle over the post-9/11 grounding of news choppers.

Attendance is expected to be down from the 2,500 to 2,800

typical of recent RTNDA conventions. Association President Barbara Cochran said advance registration has exceeded expectations, although she would not say what those expectations were.

The 2001 conference was scheduled to begin last Sept. 12 in Nashville but was canceled. In January, RTNDA merged its

show with the NAB show, which meant also canceling the RTNDA conference this September. NAB and RTNDA will combine for at least five annual conventions.

The stars will come out. Among them will be NBC's Tom Brokaw, who will receive this year's Paul White Award; CBS's Steve Kroft; NBC's John Siegenthaler; PBS's Gwen Ifill; and ABC's John Cochran (who is married to the RTNDA president). ■

MSNBC's new Donahue factor

This summer, it will be liberal Phil vs. Fox News Channel's right-wing Bill O'Reilly

By Allison Romano

While Fox News widens its ratings margin over CNN, third-place MSNBC is trying to claw back. The NBC- and Microsoft-owned net last week lured veteran talk-show host Phil Donahue out of retirement, pitting the fiercely liberal Donahue against Fox News Channel's conservative combatant Bill O'Reilly at 8 p.m. Both of them will also face off against CNN's Connie Chung, whose own interview show should launch in June.

Donahue's addition comes as MSNBC revamps to what President Erik Sorenson calls "op-ed or point-of-view programming" in prime time.

"By 8 p.m., everyone has the news in this country. It's a time to sit back and reflect and put the news in some context," he said. MSNBC slashed more than 20 positions from its long-form-programming unit last month.

NBC President Neal Shapiro said that Donahue would be one of many changes to come at MSNBC but would not elaborate.

The addition of Donahue shakes up MSNBC's evening lineup. *The News With Brian Williams* will move to 7, and *Hardball With Chris Matthews*, now exclusively an MSNBC property, will move to 9. Ashleigh Banfield and Allan Keys will shift back an hour. (*Hardball* and *Williams* were shown on both MSNBC and CNBC; now only *Williams* will repeat on CNBC.)

Donahue seems ripe to join the cable news war. "If you want to discuss me as coming from the left and O'Reilly from the right, that's OK with me," Donahue said last week during a conference call with reporters.

Still, he'll have to adjust to a smaller arena. *The O'Reilly Factor* may be the hottest cable news show, drawing 2 million



While MSNBC's Phil Donahue and Fox News Channel's Bill O'Reilly do ideological battle, Connie Chung's new interview show on CNN will be more down-the-middle.

viewers regularly per night. MSNBC averaged 340,000 viewers in all of prime during the first quarter. In contrast, Donahue's syndicated talk show, which ran from 1969 to 1996, at times counted 10 million viewers. Unlike with daytime show, Donahue's new show won't be done before a live audience.

Both Donahue and O'Reilly are repped by N.S. Beinstock. *Uberagent* Richard Liebner negotiated Donahue's deal, and his wife, Carol Cooper, represents O'Reilly. Donahue and O'Reilly have squared off against each other in the past on ABC's *Good Morning America*.

Fox News, usually quick to rail against rival CNN, dismissed MSNBC as "irrelevant." On his show last Tuesday, before the deal was announced, O'Reilly chimed in, with mock horror: "And they want to put Phil up against *The Factor*. Uh-oh."

Chung, who joined CNN from ABC in January, is expected to put on a more news-oriented show. Not everyone considers her a contender. "It's all about the men," said one industry exec. "No one is talking about Connie."

CNN sniffs at its competitors' 8 p.m. gabfests, contending that Chung "is the perfect choice for CNN because of her 30 years of experience in serious journalism."

Donahue, 66, said Sept. 11 motivated him to return to the air. After retiring from TV in '96, he championed consumer advocate Ralph Nader in the 2000 presidential campaign.

MSNBC needed an injection of energy. As Fox News and CNN posted double-digit ratings increases for the first quarter 2002 vs. the year before, MSNBC is flat, notching a 0.4 in both first quarter 2001 and 2002. Fox News logged a 1.2, up 33%, and CNN averaged a 0.9, up 29%. Donahue's competition, *The O'Reilly Factor*, averaged a 2.0 in first quarter.

Sorenson, who usually touts MSNBC's young demos as his channel's ace, isn't worried about Donahue's jibing with the younger set. He claims young viewers don't like to watch young talent. "Young people will enjoy Phil," Sorenson said, "If middle-aged and older viewers come, too, that's terrific."

MSNBC, Fox News and CNN are benefiting from an audience swell since Sept. 11, as viewers defect from the broadcast nets. Cable news networks now attract 57% of household impressions, leaving broadcasters with 43%, according to Nielsen figures analyzed by CNN. That breakdown, however, does not include broadcast newsmagazines. ■

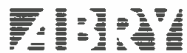


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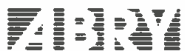


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The NAB streams both ways



Radio stations want Congress to legislate a more workable economic model for radio streaming, as on the WMMR(FM) Cleveland site.

Radio wants cheaper copyright fees; TV wants protection

By Paige Albinia

The NAB's radio and television boards have determined a position on Internet streaming that sends radio broadcasters in one direction and television broadcasters in another.

The full board of directors last week held two conference calls to determine how NAB should approach Internet streaming on Capitol Hill. It ultimately concluded that the organization should push Congress to legislate a more workable

TV broadcasters have learned that exposure in distant markets doesn't translate into more money.

economic model for radio streaming, while being clear that TV stations don't want their signals anywhere near the Internet, and the board wants to make sure no door is opened that would lead to widespread streaming of television stations.

An unfavorable ruling by a three-judge copyright arbitration panel in February will make it far too expensive for most radio broadcasters to stream their signals over the Internet. The ruling, which the Librarian of Congress is scheduled to review and make final by May 21, would require radio stations to pay per-song, per-listener royalty fees that could cost radio broadcasters thousands of dollars per day.

NAB's radio board of directors wants NAB staff to fight for legislation to change that decision.

NAB's opportunity to join that fight comes next week, when the House Judiciary Committee begins an intra-industry discussion of how best to legislate the problem of distributing music over the Internet. The legislation on the table, sponsored by Reps. Rick Boucher (D-Va.) and Chris Cannon (R-Utah), mainly involves Napster-like problems of file-sharing, but radio broadcasters see the bill as their opportunity to get an amendment that would reduce those royalty fees.

In the meantime, TV broadcasters want their signals kept completely off the Internet. They already have some experience with beaming their signals into distant markets—superstations, for example—and have discovered that further exposure doesn't translate into more money. In fact, they say, it just dilutes their advertising base. ■

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What on Earth? It's Sci Fi

Network's plans to get its head out of the clouds and into 'alternative' reality

By Allison Romano

Sci Fi Channel wants to quit being so alien. "We're trying to make the channel relatable, Earth-based with a twist of Sci Fi, whether it's scripted drama or alternative reality," President Bonnie Hammer said at an upfront presentation in New York last week.

Hammer said she wants to move "solidly into the top 10 as a fully branded niche network."

Leading the charge are two off-net acquisitions. Sci Fi and TNT are sharing the cable rights for *The X-Files*, in its ninth and final season on Fox, beginning in October. Sci Fi will pony up about \$325,000 per episode, while TNT will pay \$225,000. Sci Fi landed prime time rights, accounting for the higher license fee. *The X-Files* had been on FX for five years.

Sci Fi also is close to a deal for UPN's *Roswell*, paying \$125,000 per episode for all three seasons beginning next January.

The off-nets will complement an ambitious slate of fantasy-themed originals. Sci Fi's blockbuster will be Steven Spielberg's \$40 million miniseries *Taken*. The 20-hour project will air on 10 nights in early December.

New original series include an animated show, *Tripping the Rift*, and *Rekindled*, an extension of recent miniseries *Firestarter: Rekindled*, which earned a 2.2 rating.



Off-net series including *The X-Files* will be joined by new Sci Fi shows, such as animated weekly series *Tripping the Rift*. The cable network also boasts a 20-hour Steven Spielberg miniseries, *Taken*.

Miniseries include *Battlestar Galactica* and *Myst*, based on a popular CD-ROM game.

Building on hit *Crossing Over With John Edward*, Sci Fi unveiled three shows Hammer bills as "alternative reality." On daily strip *Dream Team With Annabelle and Michael*, humorous and sexy dreams are analyzed before a studio audience. *Scare Tactics* mixes elements of *Candid Camera* with supernatural twists. *The Belzer Connection*, hosted by Richard Belzer, will poll celebrities and experts on conspiracy theories.

Elsewhere in the cable upfront market:

■ While red-hot sit-com spoof *The Osbournes* continues to build its audience, MTV is moving ahead with six new original series. The latest reality twist will be *Sorority Life* (June 24), a behind-the-scenes look at pledging. Celeb series *Virgin Chronicles* (April 20) will survey stars on their special "firsts." MTV News series *Movie House* (May 21) previews Hollywood releases. *Taildaters* (April 6), *I Bet You Will* (June 10) and *Becoming Presents Wannabes* (June 10) round out the slate.

■ Oxygen celebrated its second birthday last Thursday with a bash in New York after recently weathering frustrated comments from investor Oprah Winfrey and another round of layoffs. In the April 1 issue of *Fortune*, Winfrey said she "gave herself away too readily" when she licensed the show library to the women's net. "I would rather have put \$100 million into Oxygen and kept my shows than put in \$20 million and given them away," she said. Winfrey has creative control to package and select most episodes.

An Oxygen spokeswoman responded, "Three thousand hours of her heart and soul took a lot more of time and manpower than she had originally anticipated."

Also, Oxygen bounced 20 staffers from its sports unit last month in cutting back on sports programming. ■

Lifetime wins another cable quarter

Lifetime continued its run as the top basic-cable network in prime time, the channel's fifth consecutive quarterly win. TNT, USA and Nickelodeon all lagged significantly, each with a 1.7 rating, but USA's average-household delivery of 1.48 million edged the other two out. Big winners for the quarter include Hallmark Channel (up 50% to a 0.6), Court TV (up 33% to a 0.8) and Fox News (up 33% to a 1.2). The biggest losers include VH1, Travel Channel and Toon Disney, each off 40% to a 0.3. Nick remained the top network in total-day ratings at a 1.5, up 7%. The top 10 networks are listed at right.

Network	Average HH rating		
	Q1 2002	Q1 2001	Chg.
Lifetime	2.2	2.0	10%
TNT	1.7	1.6	6%
USA	1.7	1.9	-11%
Nickelodeon	1.7	1.6	6%
TBS	1.6	1.9	-16%
Cartoon	1.6	1.7	-6%
Discovery	1.2	1.3	-8%
Fox News	1.2	0.9	33%
A&E	1.1	1.4	-21%
TNN	1.0	1.1	-9%

Source: Nielsen/TBS

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Station	Market (affiliate; ch.)	DMA	U.S. HHs	HHs FCC
WISH-TV	Indianapolis (CBS; ch. 8)	25	0.961	0.961
WTNH-TV	New Haven/Hartford, Conn. (ABC; ch. 8)	28	0.904	0.904
WCTX-TV*	New Haven/Hartford, Conn. (UPN; ch. 59)			
WOOD-TV	Grand Rapids, Mich. (NBC; ch. 8)	38	0.666	0.666
WOTV-TV	Battle Creek/Grand Rapids, Mich. (ABC; ch. 41)			
WAVY-TV	Norfolk, Va. (NBC; ch. 10)	42	0.620	0.620
WVBT-TV	Virginia Beach/Norfolk, Va. (Fox; ch. 43)			
WPRI-TV ^B	Providence, R.I. (CBS; ch. 12)	49	0.570	0.570
WNAC-TV*	Providence, R.I. (Fox; ch. 64)	49		
WVVB-TV	Buffalo, N.Y. (CBS; ch. 4)	47	0.585	0.585
WNLO-TV	Buffalo, N.Y. (Ind.; ch. 23)			
KXAN-TV	Austin, Texas (NBC; ch. 36)	54	0.527	0.264
KXAM-TV	Austin, Texas (simulcasts KXAN-TV; ch. 14)			
KNVA-TV*	Austin, Texas (WB; ch. 54)			
WDTN-TV ^B	Dayton, Ohio (ABC; ch. 2)	60	0.469	0.469
WEYI ^B	Flint-Saginaw, Mich. (NBC; ch. 25)	64	0.430	0.215
WUPW ^B	Toledo, Ohio (Fox; ch. 36)	68	0.397	0.199

WAND-TV	Champaign/Decatur, Ill. (ABC; ch. 17)	82	0.343	0.172
WANE-TV	Ft. Wayne, Ind. (CBS; ch. 15)	104	0.248	0.124
WWLP-TV	Springfield, Mass. (NBC; ch. 22)	105	0.241	0.121
KRBC-TV ^B	Abilene-Sweetwater, Texas (NBC; ch. 9)	162	0.107	0.107
WLFI-TV	Lafayette, Ind. (CBS; ch. 18)	190	0.054	0.027
KACB-TV ^B	San Angelo, Texas (NBC; ch. 3)	199	0.048	0.048
WAPA-TV	San Juan, P.R. (Ind.; ch. 4)	NR		
WTIN-TV*, ^S	Ponce/San Juan, P.R. (simulcasts WAPA-TV)	NR		
WJPX-TV	San Juan, P.R. (Pax; ch. 24)			
WKPV-TV	Ponce, P.R. (Ind.; ch. 20)	NR		
WJWN-TV	San Sebastian, P.R. (Ind. ch. 38)	NR		

OTHER MEDIA INTERESTS: Local weather cable stations; 50% of Banks Broadcasting (KWCV Wichita, KNIN(TV) Boise). WAND(TV) is managed by but only one-third owned by LIN. Also owns 20.38% of NBC's KXAS Dallas and KNSD San Diego

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KRON-TV	San Francisco (Ind., ch. 4)	5	2.301	2.301
WKRN-TV	Nashville, Tenn. (ABC; ch. 2)	30	0.834	0.834
WTEN-TV	Albany, N.Y. (ABC; ch. 10)	57	0.488	0.488
WCDC-TV	Albany, N.Y. (ABC; ch. 19)			
WRIC-TV	Richmond, Va. (ABC; ch. 8)	58	0.479	0.479
WATE-TV	Knoxville, Tenn. (ABC; ch. 6)	62	0.454	0.454
WBAY-TV	Green Bay, Wis. (ABC; ch. 2)	69	0.385	0.385
KWQC-TV	Davenport, Iowa (NBC; ch. 6)	92	0.289	0.289
WLNS-TV	Lansing, Mich. (CBS; ch. 6)	111	0.226	0.226
KELO-TV	Sioux Falls, S.D. (CBS; ch. 11)	112	0.226	0.226
KPLO-TV ^S	Sioux Falls, S.D. (CBS; ch. 5)			
KDLO-TV ^S	Florence, S.D. (CBS; ch. 3)			
KLFY-TV	Lafayette, La. (CBS; ch. 10)	124	0.202	0.202
WRVO-TV	Rockford, Ill. (NBC; ch. 17)	132	0.167	0.084

KCLO-TV Rapid City, S.C. (ch. 15) 175 0.084 0.042

24. Emmis

EMMS

15 stations/6.8% of U.S./6.0% FCC



Jeffrey H. Smulyan,
 chairman, Emmis

1 Emmis Plaza, 40 Monument Circle, Indianapolis, Ind.
 46204

Phone: (317) 266-0100

Fax: (317) 684-2900

Web site: emmis.com

Jeffrey H. Smulyan, chairman

Randy Bongarten, president, TV Group

Station	Market (affiliate; ch.)	DMA	U.S. HHs	HHs FCC
WKCF-TV	Orlando, Fla. (WB, ch. 18)	20	1.121	0.561
KOIN-TV	Portland, Ore. (CBS, ch. 6)	23	1.014	1.014
WVUE-TV	New Orleans (Fox, ch. 8)	43	0.619	0.619
KROQ-TV	Albuquerque/Sante Fe, N.M. (CBS, ch. 13)	48	0.576	0.576
WSAZ-TV	Huntington/Charleston, W.Va. (NBC, ch. 3)	61	0.454	0.454
WALA-TV	Mobile, Ala./Pensacola, Fla. (Fox, ch. 10)	63	0.446	0.446
KSNW-TV	Wichita, Kan. (NBC, ch. 3)	65	0.429	0.429
WLUK-TV	Green Bay, Wis. (Fox, ch. 11)	69	0.385	0.385

KEY: B=being bought | * =operated under LMA | TBA= operated under time brokerage agreement | S=satellite station | NR=not a Nielsen-rated market

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email: adrianaw@horowitzassociates.com for more information or to register.

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Chairman and CEO,
America Online, Inc.

Speakers include:

Artie Bulgrin

SVP, Research & Sales
Development, ESPN

Manuel Abud

President, Telemundo Cable
& mun2

Joe Rooney

Vice President, Marketing, Cox
Communications

Allan Singer

SVP of Programming, AT&T
Broadband and President, SSI

Barbara Kelly

SVP/General Manager, Time Warner
Cable NYC Brooklyn/Queens div.

Dennis Miller

Managing Director, Constellation
Ventures affiliate of Bear Stearns

Howard Horowitz

President, Horowitz Associates, Inc.

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President, Surveys Unlimited
division, Horowitz Associates, Inc.

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Broadband and New Media

KGMB(TV)	Honolulu (CBS, ch. 9)	72	0.378	0.378
KHON-TV	Honolulu (Fox, ch. 2)			
KGUN(TV)	Tucson, Ariz. (ABC, ch. 9)	73	0.372	0.372
KMTV(TV)	Omaha, Neb. (CBS, ch. 3)	75	0.366	0.366
WFTX(TV)	Ft. Myers, Fla. (Fox, ch. 36)	76	0.365	0.183
KSNT(TV)	Topeka, Kan. (NBC, ch. 27)	138	0.157	0.079
WTHI-TV	Terre Haute, Ind. (CBS, ch. 10)	145	0.144	0.144

OTHER MEDIA INTERESTS: 20 FMs (sale of 2 Denver FMs pending); 3 AMs, 6 city/regional magazines, other ancillary businesses

25. Entravision

(31% owned by Univision)

EVC

17 stations/11.6% of U.S./5.8% FCC



Philip C. Wilkinson,
president,
Entravision

2425 Olympic Blvd., Ste. 6000W, Santa Monica, Calif. 90404

Phone: (310) 447-3870

Fax: (310) 447-3899

Web site: entravision.com

Walter F. Ulloa, chairman/CEO/9.92% owner

Philip C. Wilkinson, president/COO/9.92% owner

Station	Market (Entravision affiliate unless noted; ch.)	DMA	U.S. HHs	HHs FCC
WUNI(TV)	Worcester/Springfield/Boston (ch. 27)	6	2.196	1.098
WJAL(TV)	Hagerstown, Md./Washington (Ind.; ch. 68)	8	2.019	1.010
WVEA-TV	Tampa/St. Petersburg, Fla. (ch. 62)	14	1.487	0.744
KCEC(TV)	Denver (ch. 50)	18	1.310	0.655
WVEN-TV	Daytona Beach/Orlando, Fla. (ch. 26)	20	1.121	0.561
WUVN-TV	Hartford/New Haven, Conn. (ch. 18)	28	0.904	0.452
KLUZ-TV	Albuquerque/Santa Fe, N.M. (ch. 41)	48	0.576	0.288
KINC(TV)	Las Vegas (ch. 15)	51	0.550	0.275
KINT-TV	El Paso, Texas (ch. 26)	101	0.273	0.130
KTFN(TV)	EL Paso, Texas (UPN/WB; ch. 65)			
KNVO(TV)	Harlingen/Brownsville/McAllen, Texas (ch. 48)	102	0.251	0.126
KPMR(TV)	Santa Barbara, Calif. (ch. 38)	120	0.214	0.107
KSMS-TV	Monterey/Salinas, Calif. (ch. 67)	118	0.218	0.109
KORO(TV)	Corpus Christi, Texas (Uni.; ch. 28)	129	0.182	0.091
KUPB(TV)	Midland/Odessa, Texas (ch. 18)	154	0.126	0.063
KVYE(TV)	El Centro, Calif./Yuma, Ariz. (ch. 7)	174	0.087	0.087
KLDO-TV	Laredo, Texas (ch. 27)	194	0.053	0.027

OTHER MEDIA INTERESTS: 53 radio stations; Spanish-language radio network; *El Diario/La Pensa* (New York) newspaper; and outdoor displays.

NOTE: Walter Ulloa owns KJLA(TV) Ventura/Los Angeles. His brother, Ronald Ulloa, owns KVMD(TV) Twentynine Palms/Los Angeles and is an owner of KXLA(TV) Rancho Palos Verdes/Los Angeles

KEY: B=being bought | *=operated under LMA | TBA= operated under time brokerage agreement | S=satellite station | NR=not a Nielsen-rated market

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People

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

Programming

Jim Perry, VP, new-business development, Nickelodeon, named senior VP, ad sales.

Norman Lesser, VP/Eastern sales manager, Buena Vista Television, New York, promoted to senior VP.

Joan Blanski, founder, JMB Marketing Consulting, New York, joins Lifetime Television, New York, as VP, marketing.

Cathy Weeden, VP/GM, Fox Sports Net Arizona, Phoenix, joins Sunshine Network, Orlando, Fla., in the same capacity.

Appointments at A&E Networks, New York: **Will Corbin**, executive VP, Restaurantrow.com, Rye, N.Y., joins as VP, interactive production; **Fran Mersel**, director, marketing research, promoted to VP, research; **Jennifer Ball**, manager, affiliate marketing, promoted to director.

Appointments at Turner Broadcasting Systems Inc., Atlanta: **Greg Gajus**, VP, research, Turner Entertainment Group, named VP, audience analysis; **David Kudon**, VP, consumer insights and forecasting, named VP, marketing science and forecasting; **Robin Thomas**, VP, CNN audience and marketing research, VP, forecasting and planning.

Bradford J. Race Jr., former secretary/Chief of Staff for Gov. George E. Pataki, New York, named senior adviser to Leo Hindery Jr., CEO/chairman, YES Network, New York City.

Jacqueline Majers, director, marketing, American Movie Classics, Jericho, N.Y.,

joins CMT: Country Music Television, Nashville, Tenn., as VP, marketing.

Jamie Rockman, director, domestic division, King World Productions, New York, promoted to VP, distribution and operations, Viacom Video Services, New York.

Elizabeth Missan, executive producer, EMI Entertainment, Los Angeles, joins Hallmark Channel, Los Angeles, as director, development, original programming.

Broadcast TV

Bryn Burns, director, research, CNN/US, Atlanta, joins Meredith Broadcasting Group, Des Moines, Iowa, as VP, research.

Susan Lucas, GM, WLFL(TV) Raleigh/WRDC(TV) Durham, N.C., named VP/GM, KVVU-TV Henderson, Nev.

Will Davis, GM, WXLV-TV Winston-Salem/WUPN-TV Greensboro, N.C., named VP/GM WJZY(TV) Belmont/WWWB-TV Charlotte, N.C.

Gregory Oars, account executive, CBS Spot Sales, Atlanta, joins WSVN(TV) Miami as national sales manager

Cable TV

Appointments at Charter Communications, St. Louis: **Doug Montandon**, senior VP, marketing and programming, Galaxy Cablevision, Sikeston, Mo., joins as VP, corporate operations; **Don Loheide**, director, engineering and technology, promoted to VP.

Appointments at Comcast Cable, Philadelphia: **Tina Waters**, senior director, customer sciences, promoted to VP; **Jared Romanski**, project manager, customer service technology, promoted to director.

Appointments at Cox Business Services, Atlanta: **Kenneth Conner**, support director, Network Service Group, Little Rock, Ark., joins as GM; **Bob Hattori**, director, engineering, promoted to VP, operations.

Journalism

Elliott Wiser, VP/GM, Bay News 9, Pinellas Park, Fla., appointed VP, news programming, Time Warner Cable, Tampa, Fla.

Charles Holmes, account executive, CNBC network ad sales, New York, promoted to senior VP, CNBC international sales, New York.

Jim Bandera, lead account executive, New England Cable News, Boston, promoted to local sales manager.

Adam Housley, reporter/anchor, KTXL(TV) Sacramento, Calif., joins Fox News Channel, Los Angeles, as correspondent.

Steve Liesman, senior economics reporter, *The Wall Street Journal*, New York, joins CNBC, Fort Lee, N.J., in the same capacity.

Carolyn Leary, evening producer, KPDX(TV) Vancouver, Wash., joins KNXV-TV Phoenix, as morning producer.

Walter Perez, reporter, WNBC-TV New York, promoted to weekend

morning co-anchor/reporter.

Radio

Appointments at Premiere Radio Networks: **Laura Gonzo**, director, affiliate relations, Indianapolis, promoted to senior director; **Kevin Smith**, manager, affiliate relations, Dallas, promoted to director; **Kate Fredland**, director, business development/synergy manager, Clear Channel, Los Angeles, joins as affiliate marketing manager, talk division.

Michael Saunders, VP, programming and operations, WJLB(FM)/WMXD(FM) Detroit, joins WTJM(FM) New York, as program director.

Mark Hanson, director, sales, Tallahassee, Fla., stations, Triad Broadcasting Company, named VP/marketing manager.

Clay Steely, director, engineering, ABC Radio Group, Dallas, promoted to VP, engineering.

Advertising/Marketing/PR

Bruce Feniger, VP/director, marketing and sales, Interep, Atlanta, promoted to VP/New York regional executive.

Technology

Gordon Bechtel, director, architecture, Acadia Application Integration Center, Lexington, Mass., joins Spyglass Integration, Lexington, Mass., as chief technical officer.

—P. Llanor Alleyne
palleyn@cabners.com
212-337-7141

Obituaries

Ed Turner, who helped to shape CNN



Ed Turner

from its infancy, died in Washington March 30 of complications from liver cancer. He was 66.

Often introducing himself as Ed "no relation" Turner, he was tapped by Ted Turner in 1980 to

bring the television tycoon's vision of a 24-hour news channel alive. As CNN's first managing editor and executive producer, Turner was responsible for hiring the numerous journalists and technicians deployed to cover events around the globe.

During Turner's tenure as executive vice president for newsgathering (1984-97), CNN garnered several Peabody Awards as well as notice from New York City Press Club, Overseas Press Club and Sigma Delta Chi for its coverage of events from 1989's Tiananmen Square protests in China to 1993's Russian crisis.

Turner left CNN in 1998 but ventured into news again with the unsuccessful launch of California News Service, which was modeled after CNN. At the time of his death, he was co-writing a history of CNN with Peter Arnett, a former correspondent for the network.

Born in Bartlesville, Okla., Turner graduated from the University of Oklahoma with a BA in journalism in 1957. A documentary producer and director, he won a 1958 Cannes Film Festival Award for Best Documentary in 1958. The following year, he became an anchor and reporter for KWTW(TV) Oklahoma City. He stayed at the station until 1966, when he was hired as a producer for *CBS Morning News*, but returned to KWTW to serve as its vice president and news director from '78 to '79. He then headed to WTTG-TV Washington, where, as news director, he is credited with introducing the 10 p.m. newscast as well as young news upstarts Connie Chung, Maury Povich and Bob Schieffer.

He is survived by his son, Christopher, and two brothers, Bill and John.

Bert Robert Briller, writer and television executive, died from complications of multiple myeloma in Chicago on March 22. He was 82.

A graduate of City College, New York, Briller was drafted into the Army Air Corps during World War II, where he was assigned to create and edit the air force's first newspaper, *The Beacon*, published from Mitchell Field, Long Island.

After the war, Briller—who had worked at experimental New York newspaper *PM* in 1940—and his wife headed off to Mexico, where he earned money writing freelance articles on that nation's politicians. He returned to New York, joining the WNEW(FM) publicity department in 1947. He was nabbed by *Variety* in 1949 to become its broadcast editor, covering everything from nightclub acts to Westerns.

Briller was again stolen away in 1953, when Paramount took over ABC and President Oliver Treyz invited him to join the ranks. He eventually rose to become the network's vice president for sales-development presentations and secretary of ABC's executive committee.

After nine years with ABC, Briller left to pursue another of his loves: advertising. He spent two years at the Richard K. Manoff ad agency as an account executive, before moving on to TV-commercial-production company MPO in 1962.

From 1965 to '87, he was executive editor for the New York City Television Information Office, which was set up to challenge the blame placed on television for society's ills. He was a writer and editor for *Television Quarterly* starting in 1980.

At his death, he was working on a memoir chronicling his career.

He is survived by his wife, Sara; his daughter, Joan; three grandchildren; and two sisters. Briller lost his son, Robert, in 1999.

William W. Hansen, longtime general



William W. Hansen

manager of WJOL(AM) Joliet, Ill., and founder of Midwest Broadcasting Inc., died of prostate cancer on March 20. He was 79.

Born in Burlington, Iowa, Hansen graduated from the Univer-

sity of Iowa in 1947, after serving as a decorated tailgunner during World War II. He fell into broadcasting in 1958 when his best friend encouraged him to take a job as general manager of the failing station KMCD(AM) Fairfield, Iowa. Hansen so impressed the station's owners that he was asked to manage WJOL(AM) and WLLI(FM) Joliet in 1964.

He held this post until the radio stations were sold in 1987.

In the 1970s, Hansen began to purchase radio stations, eventually owning 10 in Colorado, Illinois, Wisconsin and Iowa. In 1987, he started Midwest Broadcasting Inc., a radio brokerage company.

He served as president of the Illinois Broadcasters Association in 1974 and was initial chairman of the National Association of Broadcasters Radio Code Board.

He is survived by his wife, Cecilia; two sons, Michael and Thomas; a daughter, Elizabeth; seven grandchildren; and a sister, Janet.

Lawrence P. Sweeney, retired director of music licensing for Broadcast Music Inc., died in West Caldwell, N.J., on March 26. He was 71.

A Korean War veteran and 1952 Wagner College graduate, Sweeney spent 10 years at American Heritage Publishing Co., New York, before joining BMI in 1971.

He is survived by his wife, Lauretta; sons Lawrence, Terence and John; daughters Jane Ann and Mary Ellen; a brother; two sisters; and 14 grandchildren.

—P. Llanor Alleyne

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

Made for television

Karpowicz grew up hanging out at his father's station

Paul Karpowicz literally grew up in television. His father, Ray Karpowicz, was general manager of KSDK(TV) St. Louis for 25 years. "Even as a young kid, on vacations and holidays, I would hang out with the stage hands at the station," Karpowicz remembers. "I appeared on *Romper Room* more times than any other kid in St. Louis."

So, by the time he entered Notre Dame University in 1971, Karpowicz was pretty sure what he wanted to do. Drawn to television sales, he paid his dues as a mail boy in the traffic department at WNDU-TV South Bend, Ind. During his senior year, he was finally allowed to make sales calls for the station.

Returning home to St. Louis with a degree in management, Karpowicz was ready to transform his childhood haunt, the television station, into his career castle. But the transition wasn't going to be simple: St. Louis's competitive market and a no-nepotism policy at his father's station kept him out.

"I knew I had to start in radio to break into television sales," Karpowicz acknowledges. "But, down deep, I always knew I wanted to be in television." Wanting to stay in his hometown, Karpowicz made lemons into lemonade: He became a sales rep first with WEW(AM) in 1975 and then with LIN-owned WIL(AM) a year later.

His television dream finally came to fruition in 1979. Gary Chapman, director of marketing and research of KSDK-TV St. Louis, was moving to WLNE-TV Providence, R.I. Knowing where Karpowicz's true passions were, he invited him to come along.

"I expected to spend a few years with WLNE, but it

turned out to be 10 years, climbing through the ranks," Karpowicz recalls. He rose to become the station's vice president and general manager in 1988.

The following year, Chapman became LIN's president of television and again extended an invitation to Karpowicz to join him. Eager to return to the familiar territory of the Midwest, Karpowicz took the offer and rejoined LIN Television as president and general manager of WISH-TV Indianapolis.

"That was the greatest job in the world. There was an opportunity to get involved in so many things because it was the responsibility of community leaders to help the city



Paul Karpowicz
Vice president of television,
LIN Television

B. May 5, 1953, St. Louis; BBA, University of Notre Dame, 1975; account executive WEW(AM), St. Louis, 1975-76; account executive, WIL(AM), St. Louis, 1976-79; account executive, local sales manager, national sales manager, general sales manager, general manager, WLNE(TV), Providence, R.I., 1979-89; president and general manager, WISH-TV Indianapolis, 1989-94; current position since 1994; m. Lisa Hagen, May 12, 1978; children: Katie (20), Michael (19)

develop," Karpowicz recalls. "It was a comfortable place to live, having grown up in the Midwest."

Five years later, LIN promoted him to vice president of television, operating out of its Rhode Island corporate offices.

It took some convincing by Chapman, currently LIN's chief executive, for Karpowicz to leave the Midwest yet again. But at least he knew the state.

"We moved one block away from our old neighborhood," he says.

His workload as LIN's vice president of television seems to be growing. He already oversees the day-to-day operations of the company's 25 stations, which garnered net revenue of \$272.4 million in 2001, and the group is in the process of acquiring six STC Broadcasting (Sunrise) stations.

Karpowicz's focus remains local. With the advent of digital television, he considers it vitally important that local television stations stay connected with the areas that they serve via community-based news, service and even television sales.

"Competing for people's time and attention will become greater," he says of the digital future. "As we go forward, those stations that know that will get stronger. Those stations that do not have ties [to the community] will have a problem."

Karpowicz is leading by example. He is the current Television Board chairman for the National Association of Broadcasters and also serves on the group's COLTAM Committee, which evaluates the research products and services that are available to the local broadcast industry.

—P. Llanor Alleyne

Classifieds

Television

NEWS CAREERS

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NEWS DIRECTOR

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WEEKEND WEATHER ANCHOR/REPORTER

KFSN-TV, an ABC owned station, is looking for a Weekend Weather Anchor who will also report 3-days a week. Minimum 2-years of commercial television news experience is required. Qualified candidates should have working knowledge of weather graphics systems (Accuweather Ultra preferred). AMS or NWA seal a plus, but not required. Must be able to produce and anchor live weathercasts, both in-studio and remotes. Should also have solid writing, reporting and live-shot skills. Please send a non-returnable tape and resume to: KFSN-TV, Dept. BC 02-08, 1777 G Street, Fresno, CA 93706. ABC, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

PART-TIME VIDEOTAPE EDITOR

WKRC-TV has an immediate opening for a part-time News Videotape Editor. Must be an experienced videotape editor with basic knowledge and the ability to perform well under deadlines. No Calls. Please send non-returnable tape & resume to: WKRC-TV, Attn: Business Office-ve, 1906 Highland Ave., Cincinnati, OH 45219. Equal Opportunity Employer.

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NEWS REPORTER

Dominant NBC Affiliate in 93rd market seeks reporter with live experience. College degree preferred. Resume to WCYB, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V

PROMOTION CAREERS

PROMOTION WRITER/PRODUCER (JOB #200MJ)

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Classifieds

Television

CREATIVESERVICES

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Editorials

COMMITTED TO THE FIRST AMENDMENT

Walking the walk

As we said last year when the Network Affiliated Stations Alliance first took its list of network grievances to the FCC, inviting the government to police network/affiliate relations is a bad idea in search of a worse result. Rather than recruiting the FCC as some 800-pound enforcer, stations need to concede that the dynamics have changed and use their marketplace muscle.

For example, CBS was repeating *Amazing Race II* on co-owned UPN less than 48 hours after its CBS play. Affiliates balked in numbers too big to ignore; the net backed down.

Now WJXT(TV) Jacksonville, Fla., is dropping its CBS affiliation after more than half a century. By doubling news and offering top-drawer syndicated programming, says Post-Newsweek President Alan Frank, WJXT will eventually do at least as well as an independent as it did as a CBS affiliate, although it will miss those Jaguar games on NFL Sundays. WJXT is Jacksonville's dominant station. Its loss diminishes CBS.

Frank's bold move suggests that affiliates, at least ones as strong as WJXT, have an alternative to either taking what the network dishes out or running to the government for help. It's a shame that long-standing partnerships go bad, but, ultimately, a station's power to walk away is its best leverage. Stations ought to make sure they are strong enough to do it. Perhaps even Frank, who spearheaded the NASA petition, will agree.

Scarcity of rationales

The FCC is beating a path to the woodshed, with the D.C. Court of Appeals holding it firmly by the ear. The court, which earlier threw out the cable/broadcast crossownership rules and remanded the 35% cap on audience reach, last week sent back the FCC's duopoly rule, saying it is "capricious and arbitrary." Although the court stopped short of vacating the rule or driving a nail through the heart of the scarcity argument, it is only a matter of time before the commission is forced to concede that it has been turning a deaf ear to a lot of voices when measuring a market's diversity of outlets.

If the court hasn't made its voice clear enough, some messages the FCC should hear are:

The congressionally mandated biennial review of the FCC's regulations presupposes further deregulation unless the commission offers a clear justification for maintaining a rule. The commission cannot, as one judge wanting the court to go even further put it, "simply cry 'diversity!' and thus avoid meaningful appellate review." Having used a more inclusive voice test in its justification for loosening radio/TV crossownership, a test that included radio, newspapers and cable, the FCC cannot pretend those voices suddenly don't exist.

We expect the FCC would be getting the newspaper crossownership ban handed back to it were it not in the middle of rulemaking on the issue. Best to throw out that ban now, and save the wear and tear on the ears.

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