

# BROADCASTING → CABLE

AUGUST 13, 2001

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## BIG SHIFTS IN NIELSEN DMA RANKS

New tabulation of market size is good news for growing metro areas but bleaker for others

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## UPN'S NEW PROMO CAMPAIGN

Like never before, Viacom will cross-promote its little UPN on co-owned cable networks

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## CHARLIE CAN'T LOSE

Either Charlie Ergen's bid for DirecTV succeeds, or it prolongs rival Rupert Murdoch's agony

» PAGE 12

## SPECIAL REPORT

## THE BATTLE FOR CLIPS

How CNN Newsource and Network News Service fight for dominance

» PAGE 30



# Wait 'til next year

Iyanla Vanzant's new Buena Vista talk show bows this week.



Iyanla may be the big star of syndication's new season, but many are already looking

o 2002

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# TELEVISION

## 1 EXCLUSIVE NATIONAL REP

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<b>WLOS/WBSC</b>	Asheville/Greenville/Spartanburg, NC	<b>WCGV/WTV</b>	Milwaukee, WI
<b>WBFF/WNUV</b>	Baltimore, MD	<b>KMWB</b>	Minneapolis/St. Paul, MN
<b>WTTO/WABM</b>	Birmingham, AL	<b>WZTV/WUXP</b>	Nashville, TN
<b>WNYO/WUTV</b>	Buffalo, NY	<b>WTVZ</b>	Norfolk, VA
<b>KBSI/WDKA</b>	Cape Girardeau-Paducah	<b>KOCB/KOKH</b>	Oklahoma City, OK
<b>KGAN</b>	Cedar Rapids, IA	<b>WEAR/WFGX</b>	Pensacola-Mobile
<b>WICD/WICS</b>	Champaign/Springfield, IL	<b>WYZZ</b>	Peoria/Bloomington, IL
<b>WTAT/WMMP</b>	Charleston, SC	<b>WPGH/WCWB</b>	Pittsburgh, PA
<b>WVAH/WCHS</b>	Charleston/Huntington, WV	<b>WGME</b>	Portland, ME
<b>WSTR</b>	Cincinnati, OH	<b>WRDC/WFL</b>	Raleigh-Durham, NC
<b>WSYX/WTTE</b>	Columbus, OH	<b>WRLH</b>	Richmond, VA
<b>WRGT/WKEF</b>	Dayton, OH	<b>WUHF</b>	Rochester, NY
<b>KDSM</b>	Des Moines, IA	<b>KOVR</b>	Sacramento, CA
<b>WSMH</b>	Flint, MI	<b>KABB/KRRT</b>	San Antonio, TX
<b>WUPN/WXLV</b>	Greensboro/Winston-Salem, NC	<b>WGGB</b>	Springfield, MA
<b>WTTV</b>	Indianapolis, IN	<b>KDNL</b>	St. Louis, MO
<b>KSMO</b>	Kansas City, KS	<b>WSYT/WNYS</b>	Syracuse, NY
<b>KFBT/KVWB</b>	Las Vegas, NV	<b>WTWC</b>	Tallahassee, FL
<b>WDKY</b>	Lexington, KY	<b>WTTA</b>	Tampa-St. Petersburg, FL
<b>WMSN</b>	Madison, WI	<b>WEMT</b>	Tri-Cities, TN



Millennium Sales & Marketing



SINCLAIR BROADCAST GROUP

Top of the Week August 13, 2001



UPN campaign will play off the character's apparent death on The WB.

**NEWS TALKS** CNN is discussing alliances with CBS, ABC. » 12

**SYNERGY CITY** Viacom draws on vast resources to tout UPN's fall season. » 13

**SOUR NOTES** Rival concert promoter claims Clear Channel threatens to withhold airplay support on its radio stations. » 17



Miniseries *Band of Brothers* will get promo worthy of a feature film.

## Programming

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**A SERIOUS BID** Charlie Ergen wins however EchoStar's offer for Hughes and DirecTV plays out. » 12



Pittsburgh slipped out of the top 20 DMAs, replacing Orlando, Fla., as No. 21.

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**Drawing fire** EchoStar riles broadcasters over carriage, the FCC over its dispute with Young Broadcasting. » 26

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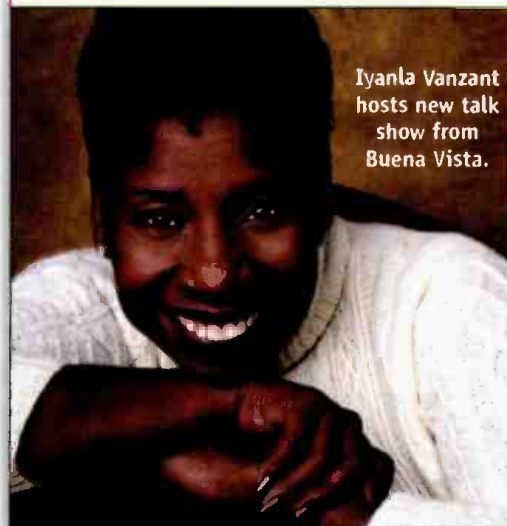
## Technology

**Blocking HDTV** Phoenix stations may try to impede EchoStar plan to offer hi-def programming. » 29

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# FUTURE SHOCK

The new syndication season has only just begun, but some syndicators seem more concerned with the 2002-03 season. » 22



Iyanla Vanzant hosts new talk show from Buena Vista.

## SPECIAL REPORT

# NEWS SERVICES

CNN Newsource and Network News Service battle for dominance over a crowded field of sources of national and international news. » 30

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**SYNDICATION**

## Man O' Man starts small

Pearson will test *Man O' Man*, a weekly male beauty contest, on just one station this fall—WCIU-TV Chicago. Hosted by former MTVer Karen Duffy (above), it has been in development long enough to prompt speculation that it was dead. But Pearson execs were impressed by Twentieth Television's limited rollout of *Texas Justice*. If *Man O' Man* works in Chicago, Pearson will take it national. "All the women I showed it to at the station were hooting and hollering," says WCIU-TV GM Neil Sabin.—S.A.

# BCEYE

**CABLE**

## Coincidence?

**Bloomberg**  
11:23 AM ET 7 Sep  
Nasdaq ▲ 0.89.55 Dow ▼ 0.33%  
▲ 0.58% ▼ 0.33%  
10 Year Note 100.53  
99.34  
1 Year Graph & Data 572%  
100.19  
▲ 0.53%

Nasdaq eBay 45 1/8 ▲ 3/4 Ericsson 121 unch immunex 40 3/8 ▲  
Dow Alcoa 33 3/8 unch American Express 56 1/4 ▲ 1/4 AT&T 3

**CIBC fiscal 3rd-qr profit rises 12% on higher loans, fees.**

Does *Headline News*' new look familiar? If you watch Bloomberg TV, which have been mixing video with a multitude of text and graphics for seven years, you might say yes. (See page 16 for a look at *Headline News*.) Last week, Bloomberg chief and NYC mayoral candidate Mike Bloomberg deadpanned: "I would say it's nice to be recognized as having a good idea." *Headline News* GM Teya Ryan says she never looked at Bloomberg TV in redesigning the service. Her inspiration came from CNNfn, where she previously worked. But she sees the jam-packed screen as a TV trend: "How networks choose to meet the demand [for more information] will look different in different markets and networks."—A.R.



**TECHNOLOGY**

## Not a quick read, we bet

NAB has spent the summer surveying TV stations about where they expect to be in the transition to digital TV come May 2002, when the FCC says all 1,200 commercial TV stations are to be transmitting in digital and analog. NAB chief Eddie Fritts (above) plans to submit the results to the FCC to prepare the agency for any individual waivers that broadcasters may be seeking come next May. The association expects to have a report out in the next couple weeks, although NAB may not make the report public.—P.A.

## More suitors for *Date*

Three top syndication companies are awaiting word about which, if any of them, will win rights to the relationship series *Blind Date*, which Vivendi Universal is looking to unload as it folds its three-year-old Universal TV Worldwide unit, a division that was formerly PolyGram TV. Although Paramount had been expected to get the show (B&C, Aug. 6), sources say Telepictures Distribution and Tribune Entertainment have also made offers on the syndication rights to *Blind Date* and spin-off series *The Fifth Wheel*. The asking price is said to be between \$15 million and \$20 million, down from an original \$30 million. Sources also say Columbia TriStar Television Distribution was in talks with Vivendi but declined to bid. None of the parties would comment.—J.S.

### DEADLINE SCHEDULE FOR LMA RELIEF

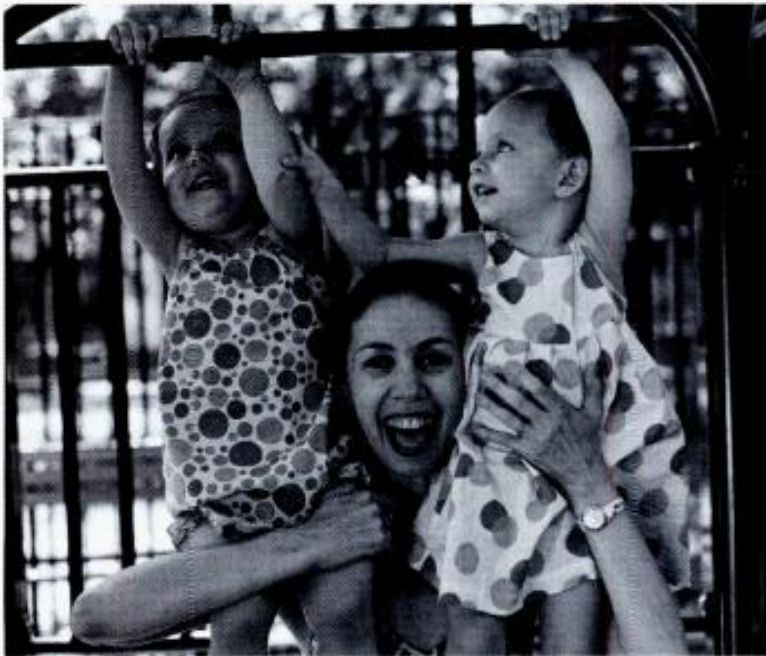
Aug. 6 came and went, and no TV station groups requested relief from the FCC's deadline that day for divesting local marketing agreements that don't comply with ownership rules set in 1999. Operators of LMAs, which allow companies to own one station in a market and program another, must disband ventures established after November 1996 if they do not meet requirements for TV duopolies. Baltimore's Sinclair Broadcasting has challenged the rules in court and won a stay to keep four LMAs pending a decision. FCC sources say that most other LMA operators, however, including LIN, Pegasus and Paxson, established their partnerships prior to November 1996, giving them another three years to divest, or they don't have to divest because they program less than 15% of their partner's schedule.—B.M.



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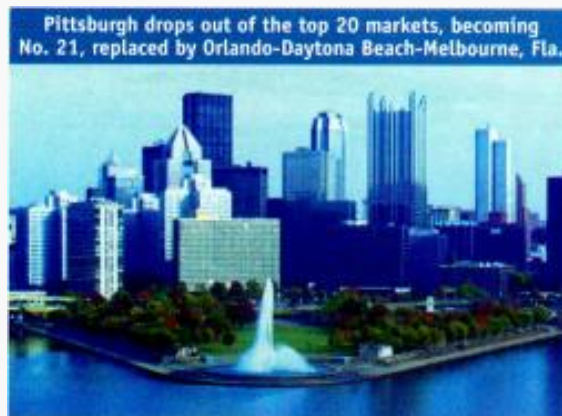
# Where eyeballs went in 2000

Nielsen's revised DMA rankings show the most population shifts in a decade

By Steve McClellan

More than half the TV markets for which Nielsen Media Research tracks ratings—125 out of 210 markets—will change ranking effective this September, just in time for the new fall season. That's the biggest reshuffling of market rankings in a decade, and it's likely to cause some shifts in TV ad spending, according to TV executives.

Stations most affected will be those falling out of or into market clumps that advertisers tend to buy, said Pete Stassi, senior vice president and director of local-broadcast buying at BBDO/Pentamark, New York. "It really has an impact on plan-



ning. A lot of times, planners want the top 10 or top 25 markets," he explained, "and, if you rearrange your rank, you're either in or out of that short or long list."

Many markets will show an increase in their TV-household universe (even some of those falling in market rank) due to population growth. Normally, stations try to parlay that growth in their designated-market-area (DMA) numbers into increased rates.

But, Stassi said, any rate increases are likely to be delayed until the economy picks up. "Stations will—if populations increase—try to raise their rates in relation to their efficiency. I don't think that's going to happen this year, but it will give them fuel for thought for 2003 or the end of 2002."

Nielsen cites population shifts tied to the 2000 census as the primary reason for all the changes. Secondly, there was an unusually high number of counties—37 vs. 21 in 2000—that were reassigned to different markets to better reflect viewing patterns.

The total U.S. TV-household universe will rise 3%, to 105,444,330 homes, the single biggest annual increase in two decades. When the new rankings kick in, a rating

point will equal 1,054,443 homes.

In the top 10 markets, the bottom two, Atlanta and Detroit will flip-flop, with Atlanta going from 10 to 9 and Detroit from 9 to 10.

One market drops out of the top 20, Pittsburgh, which falls from No. 20 to 21 and will be replaced by Orlando-Daytona Beach-Melbourne, now No. 21.

Seven markets shifted in the top 20, but only one, Cleveland, rose or fell more than one spot. Cleveland slipped from No. 15 to 17. No markets fell out of the top 50, although Louisville came close, switching with Albuquerque-Santa Fe from 48 to 50.

National advertisers spend all or most of their money in the top 50, according to buyers, although franchises such

as fast foods and automakers will spend money in below-top-50 markets where their franchisees are located.

The biggest gainer is Lima, Ohio, which will climb 10 spots to No. 191. Wheeling, W.Va.-Steubenville, Ohio, takes the biggest hit, dropping 10 notches to No. 150.

Nielsen e-mailed the new ranking list to station clients late on Aug. 7, and many station managers in affected markets were still trying to assess its effect.

"I do believe there is going to be some impact," said one GM in the Cleveland market who preferred not to be identified. "A lot of buyers buy markets in increments of five, so moving from 15 to 17 puts us in a different tier. I can't tell you the degree of the impact, but one of the first calls I made was to my rep to get his assessment."

Another TV manager in Cleveland said, "Moving to 17 is not a good thing, but a lot of buys are made as top 20, and we're still within that." ■

## The biggest ups and downs

### GAINERS

Market	00-01*	01-02*	Change
Lima, Ohio	201	191	+10
Salisbury, Md.	162	153	+9
Fort Smith, Ark.	115	107	+8
Fort Myers, Fla.	81	76	+5
Tyler, Texas	108	103	+5
Florence, S.C.	114	109	+5
Wichita Falls, Texas	146	141	+5

### LOSERS

Market	00-01*	01-02*	Change
Wheeling, W.Va.	140	150	-10
Terra Haute, Ind.	139	145	-6
Dayton, Ohio	55	60	-5
Charleston, S.C.	103	108	-5
Laredo, Texas	189	194	-5

\* Rank  
Source: Nielsen Media Research

BBG's Web site has the entire list of markets and rankings. See [broadcastingcable.com](http://broadcastingcable.com)



# Fox swaps for a pair of duops

*Trades S.F. TV to Viacom for stations in D.C. and Houston*

By Dan Trigoboff

**F**ox and Viacom traded stations last week, as expected, to create three new large-market duopolies.

The station swaps—pending FCC approval—would give Viacom a duopoly in No. 5 market San Francisco and Fox duopolies in No. 8 market Washington and No. 11 Houston. Viacom will exchange WDCA(TV) Washington and KTXH(TV) Houston, where Fox owns WTTG(TV) and KRIV(TV), respectively, for KBHK-TV San Francisco, where CBS already owns KPIX-TV. All three stations in play are UPN affiliates.

Group officials said the station values evened out and there was no cash in the deal. More exchanges between the companies are likely in pursuit of duopolies.

If the deal is approved, Viacom's station group would have seven duopolies, all in major markets: San Francisco, Philadelphia, Boston, Dallas, Miami, Detroit and Pittsburgh.

"Pairing KBHK-TV with KPIX-TV [would make] San Francisco our largest duopoly market and opens up many possibilities for our viewers and our advertisers in the Bay Area," said Les Moonves, president and chief executive officer of CBS.

Moonves added that the Bay Area acquisition could lead to another news venue. CBS has added news in several of the duopolies created by its UPN station additions, and its Detroit UPN station, WKBD(TV), shares

news resources with CBS' Detroit property, WWJ-TV, which had been the only CBS station without news. Both groups said no decisions had been made regarding personnel or programming changes.

Fox's two duopolies join its other duopolies in top markets New York and Los Angeles and in Dallas and Phoenix, as well as a proposed duopoly in Minneapolis. Last month, Fox reached agreement with Clear Channel to swap KTVX-TV Salt Lake City and KMOL-TV San Antonio for Clear Channel's WFTC (TV) Minneapolis.

Fox's Los Angeles, Phoenix and New York duopolies were created only a week before the Viacom swap, when the FCC approved Fox's purchase of 10 Chris-Craft stations, and the station swaps with Viacom were expected to follow.

Viacom will join Cox, Granite and Pappas Telecasting as Bay Area duopoly owners. CBS' KPIX-TV has not garnered strong local-news ratings in recent years, but Bay Area dominance could be up for grabs next year, when long-time powerhouse KRON-TV surrenders its NBC affiliation to Granite's KNTV (TV) and becomes an independent. KPIX-TV's news director, Dan Rosenheim, is the former news director at KRON-TV.

Fox's strength in the Bay Area would have been limited by the unavailability of its own affiliation there. Although Fox typically can reclaim its affiliation by contract when it acquires a station in a market, the Fox affiliation in the Bay Area is locked up for the next several years by the very strong Cox-owned affiliate, KTVU(TV).

Even with the new duopolies, both Fox and Viacom exceed the FCC's 35% cap on TV household reach—although Fox noted in its announcement of the deal that the swaps reduce its reach to 39%. The cap has been stayed pending disposition of a federal appeals court case brought by Viacom. The case is scheduled to be heard in the U.S. Court of Appeals for the D.C. Circuit in September. Fox has also challenged the cap. ■

**Even with the new duopolies, both Fox and Viacom exceed the FCC's 35% cap on TV household reach.**

## IN BRIEF

### BROADCAST GROUPS POST BAD Q2 NEWS

No surprise in broadcast groups' second-quarter results. Clear Channel's pro forma revenues were off 1.5% to \$2.2 billion, with a 13.3% drop in pretax earnings. Young Broadcasting had a 12% pro forma drop in revenue, to \$100.2 million, and a 12% decline in operating cash flow, to \$42.6 million. LIN Television saw a 6% drop in revenue, to \$73 million, and a 16% drop in broadcast cash flow, to \$35.7 million. Granite's revenues fell 19%, to \$30.5 million, while broadcast cash flow plummeted 64%, to \$4.7 million.

### FCC OKS TRIBUNE BUY

The FCC last week allowed Tribune Television to purchase WTX(TV) Waterbury, Conn., even though the deal violates restrictions on TV duopolies. Tribune already owns WTIC-TV there and operated WTX through an LMA with current owner Counterpoint Communications. FCC rules permit duopolies only when eight separately owned stations remain in a market. Seven remain after the WTIC deal.

Tribune was given the go-ahead because WTX is considered financially ailing. Also, the company pledged to add more public-affairs programming.

### GREENBLATT RETIRES

Dan Greenblatt, Warner Bros.' top sales executive, is retiring after 36 years. Most recently executive vice president of sales for Warner Bros. syndication divisions, Greenblatt oversaw sales of such first-run and off-net series as *The Rosie O'Donnell Show* and *Friends*. He was considered the number-two executive behind Warner Bros. syndication chief Dick Robertson. At this point, it's unclear whether anyone will be appointed to take Greenblatt's spot.







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## IN BRIEF

**LOOKING FOR DEEP POCKETS**

Mike Armstrong spent time last week seeking backing to hold off Comcast Corp.'s hostile \$58 billion bid for AT&T Broadband. The AT&T chairman went first to Los Angeles to meet with Walt Disney Chairman Michael Eisner, who has been looking for a move. Next stop was Redmond, Wash., where he was to meet with senior Microsoft executives, who have gotten little from the \$5 billion they pumped into AT&T two years ago. AT&T would not comment.

**ATG HALVES ITS WORK FORCE**

Michael Ovitz' troubled Artists Television Group last week laid off 18 of its 38 employees, and Ovitz is talking with Paramount and Sony about production deals. The former Disney exec and powerful agent reportedly lost more than \$50 million with ATG, whose four prime time series launched last year failed. It's producing *The Ellen Show* for CBS and *Lost in the U.S.A.* for The WB this fall.

**FCC SEEKS NEXTWAVE'S WIRELESS LICENSES**

The Justice Department and FCC last week asked the Supreme Court to strip bankrupt NextWave Telecom of wireless licenses the company could not afford after winning them at a 1996 auction. A federal appeals court had sided with NextWave, arguing that the licenses should remain among its assets and invalidating an FCC decision to re-auction the \$11 billion licenses seized.

**CORRECTION**

Benedek Broadcasting President Jim Yaeger's name was misspelled throughout a story about small-market broadcasters in the Aug. 6 issue.

# A no-lose play

*Ergen's EchoStar could win even if \$32B DirecTV bid fails*

By John M. Higgins

It's the kind of game a veteran card counter like Charlie Ergen loves: one in which he wins no matter what happens. Whether the EchoStar chairman wins a lot or a little depends on General Motors, Rupert Murdoch and antitrust regulators.

As EchoStar Communications launched a \$32 billion hostile bid for DirecTV parent Hughes Communications last week, Ergen professed sincerity in contending that the bid is superior to Murdoch's News Corp.'s and that an EchoStar deal can survive antitrust scrutiny.

"I don't put a suit on unless I'm serious," said the unusually well-tailored Ergen last week.

Media and industry executives see three likely outcomes. The least likely is that Ergen wins and Hughes parent General Motors accepts EchoStar's offer, once again frustrating Murdoch's decade-long effort to get in on U.S. DBS action. GM has already rejected Echo-

Star's approaches several times, in part because of the risk that antitrust regulators would reject a deal.

A second option is that Ergen gets turned down but makes Murdoch's acquisition more expensive or merely prolongs the process. Ergen is particularly eager for antitrust regulators to focus on Murdoch's tying DirecTV's nationwide distribution to News Corp.'s portfolio of cable networks. Hughes management acknowledges that the 18-month-long negotiation with Murdoch has distracted them and hurt DirecTV's operating results.

A third possibility is that Murdoch pays Ergen to go away. For example, EchoStar has filed an antitrust suit over DirecTV's lock on retail distribution through major electronics chains like Circuit City. Murdoch could settle that and end those exclusive deals.

GM last week said only that it is taking Ergen's offer "very seriously." ■

## Partnership parleys

*CNN discusses newsgathering alliances with CBS, ABC*

By Steve McClellan and Allison Romano

Exploring scenarios for some kind of newsgathering alliance, CNN has been carrying on separate conversations with CBS and, more recently, ABC.

A few months ago, when word surfaced that CBS and CNN were discussing such an alliance, ABC News President David Westin called CNN executives and urged them to consider partnering with his network before finalizing any CBS deal. In the meantime, Westin's friend and neighbor Walter Isaacson took over the helm at CNN, and the two have spoken about potential partnership opportunities. Isaacson has said he could imagine a relationship similar to CNN's Newsource,

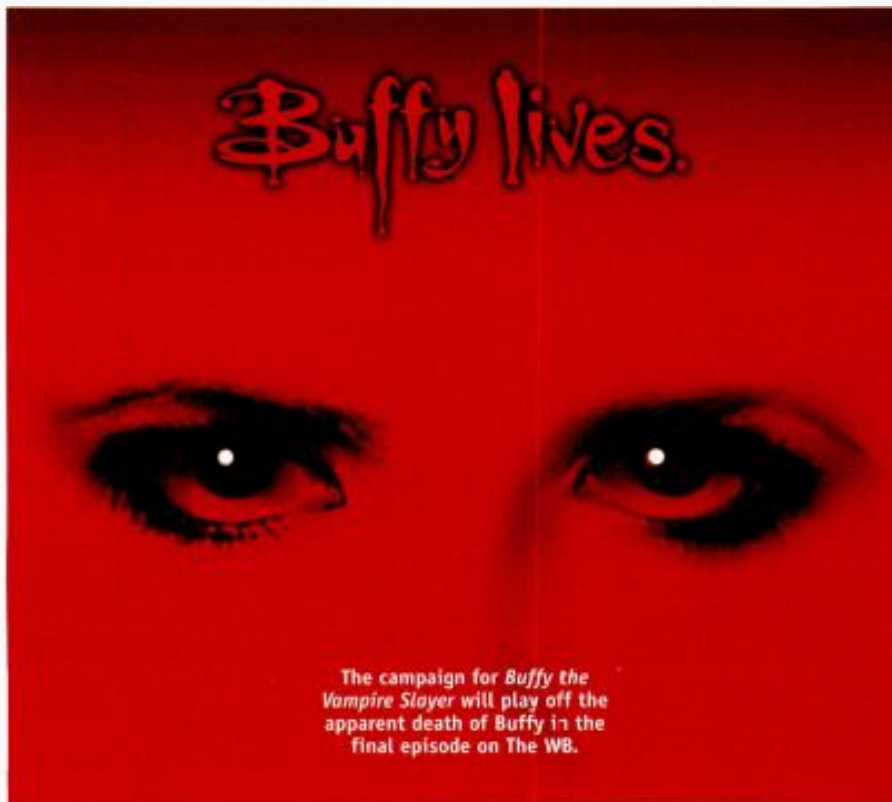
which licenses CNN reports to local stations.

"People may want to buy our news, barter for our news by giving us something in return," he told BROADCASTING & CABLE at the TV critics tour in Pasadena last month. "I can envision some arrangements that would work."

At the time, he cautioned that it would be some time before an agreement would be hammered out with either network.

The issue of control could be a deal breaker. Sources at ABC and CBS say they won't cede it to CNN. But a source at CNN says any agreement is a non-starter for the cable network without control of any venture that's formed.

Both ABC and CBS say that nothing is imminent and any talks are in early stages. ■



## UPN: United Promo Net

*Viacom draws on its vast resources to tout fall season*

By Joe Schlosser

Two years ago, few thought UPN would even survive. Now parent Viacom is pulling out all the stops, and putting up the bucks, to trumpet its fall season. That effort includes putting UPN's brand on two shows from archrival WB—*Buffy the Vampire Slayer* and *Roswell*—and introducing the next installment in the *Star Trek* franchise.

"This will be the largest and deepest marketing launch we have ever had," says UPN COO Adam Ware. Sources put UPN's fall marketing costs at more than \$15 million, which includes a big pop for hype of the co-owned Paramount TV launch of *Enterprise*, the *Star Trek* prequel.

The bulk of the Viacom synergy comes in the form of 'you scratch my back' ad swaps with MTV, VH-1, BET and TNN.

The campaign will be a synergy demonstration, using Viacom's wide array of assets. Now that Viacom owns 100% of UPN (it bought out partner Chris-Craft), says Ware, "we have a greater ability to get a message out than we ever have."

The bulk of that Viacom synergy comes in the form of "you scratch my back" ad swaps with MTV, VH-1, BET and TNN. *Buffy* and *Enterprise* will get the biggest chunk of that time.

UPN, which promoted MTV's 20th anniversary special earlier this month, will get spots on the cable channel for *Enterprise*. *Buffy* and others; BET time will be used to promote UPN's African-American-targeted Monday comedies; TNN, which is launching *Star Trek: Next Generation* in syndication, will help promote *Enterprise*.

But not all the ad swapping is in-house. News Corp.-owned FX, which is launching *Buffy* in syndication, will promote UPN's first-runs of the series; and USA's Sci-Fi Channel, whose *Quantum Leap* stars *Enterprise* captain Scott Bakula, will tout the sci-fi series.

UPN also has a deal with co-owned Blockbuster to run promotions on in-store monitors and will enlist co-owned Infinity for extensive radio and outdoor campaigns.

And, for the first time, the network is counting on its own programming as promotional platforms for new series.

UPN is looking to use *The Source Hip-Hop Music Awards* (Aug. 28), a two-hour live *WWF Smackdown* (Aug. 16), and two-hour premieres of *Enterprise* (Sept. 26) and *Buffy* (Oct. 2). "I think it's going to hit a lot of people like a ton of bricks that UPN is out there and out there in a very big way," says Rachel Clark, UPN's new senior vice president of marketing and media operations.

As for the actual campaigns, UPN executives say the *Enterprise* efforts will focus on its occurring—in series sequence—prior to the first *Star Trek* programs. "For decades, we've dreamed of traveling beyond our galaxy; this fall, we will," one on-air spot claims, targeting new viewers. The push is not aimed at loyal followers. "I don't think we are going to have any problem bringing Trekkies to the show," Clark says.

The *Buffy* campaign will play off the apparent death of Buffy in the final episode last season and the fact that she's back, and alive, on a new network. "Last season, Buffy died, or did she?" the spots ask. UPN executives say they didn't have a lot to work with in terms of past *Buffy* photos and clips.

"The WB has done everything they can to be sore losers over losing *Buffy*, in terms of getting past photos, Web-site stuff and all kinds of other nonsense," says Ware. "They were beneficiaries of getting *Sabrina, the Teenage Witch* from ABC, and they've seen the benefits of a show moving. They just want to do everything they possibly can not to help us, which I think just proves they are a little nervous about us getting *Buffy*." ■



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## THE WEEK THAT WAS

**CH-CH-CHANGES**

**CNN's** retooled **Headline News** didn't score big in the Nielsen ratings or with TV critics, who found the banter between anchors and cluttered screen annoying. "It's now like one of those hopelessly over-stuffed ice cream flavors that Ben & Jerry's keeps introducing in an attempt to grab more shelf space," quipped the *Chicago Tribune's* **Steve Johnson**. Ratings didn't budge beyond its typical 0.2 household rating in the first days after the Aug. 6 relaunch. ...

**NBC** rolls out most of its fall premieres the week of Sept. 17. ... The **WB** begins airing new shows Sept. 14, ending with the Oct. 16 debut of *Smallville*. ...

**ABC's** debut schedule will begin with the Sept. 5 season premiere/Wednesday-night debut of newsmagazine *20/20* and end Sept. 30 with the debut of new drama *Alias*. ...

**ESPN's** interactive channel **ESPN Today** has attracted about 500,000 users since it launched last month. The channel is currently available only to 2 million **DirectTV** subscribers who buy the interactive package.

**JOB SHIFTS**

**Barry Wallach**, named executive VP of NBC Enterprises, rejoins his old Eyemark boss, now president of NBC Enterprises, **Ed Wilson**. Wallach, previously head of domestic sales at

CBS/Eyemark, will now oversee all broadcast and cable sales for NBC. ...

**ABC Cable** named a slew of execs to populate its newly created worldwide brand-strategy team. **Sandy Wax** becomes SVP of brand strategy and planning, and **Adam Sanderson** is SVP of brand marketing. Both Wax and Sanderson will work under **Eleo Hensleigh**, the group's EVP. **John Rood** was named VP of brand marketing, **Scott Fuller** is VP of brand management and **Vycki Smaldino** was promoted to VP of brand services. All three will report to Sanderson. ...

The Senate confirmed **Nancy Victory**, 39, to head the **National Telecommunications and Information Administration**. Victory was formerly a partner at Wiley, Rein and Fielding. ...

Ex-Cablevision Systems executive **Mark Lipford** has been tapped to run **Cox's** 367,000 subscriber Las Vegas systems. Lipford was previously a **Cablevision** regional VP overseeing more than 1 million customers in New Jersey and southern New York. ...

**David Brown** is the interim mass media and cable adviser to FCC Commissioner **Kevin Martin**. Brown was an attorney in the FCC's Video Services Division.

**TUBE RULINGS**

For the 16th consecutive week, **NBC** won the adults 18-



**CNN's** relaunched *Headline News* (with ex-actress **Andrea Thompson**, above) didn't impress some critics, but **GM Teya Ryan** says, "This is a marathon, not a sprint. We launched a network, not a single-night show."

49 crown, and it added a total-viewers victory in the week ended Aug. 5. **NBC** averaged a 3.3 rating in adults 18-49 and 8.2 million viewers, Nielsen said. **ABC** finished second in both categories with a 2.6 rating in adults 18-49 and 7.8 million viewers. **NBC's** *Fear Factor* again was the week's most-watched show, with 15.4 million viewers, and highest-rated series in adults 18-49, with a 7.1/22. ...

*Big Brother's* move to 9 p.m. didn't seem to hurt **CBS**. It had its best Tuesday-night ratings ever on Aug. 7, averaging 8.9 million viewers and a 4.1 rating/12 share in adults 18-49, according to Nielsen. **CBS** moved the show from 8 p.m. because of its racy content. ...

**MGM** canceled *Sex Wars* and *National Enquirer: Uncovered* but is developing syndie shows for 2002. **MGM** is working on *Twisted Justice*, a *Politically Incorrect* spin on the court genre starring

Hollywood lawyer **Howard Weitzman** and produced by *American Gladiators'* **Ron Ziskind**. ...

For the week ended July 29, most returning courtroom series gained ground or held even. *Judge Judy* rose 6% from the previous week to a 5.6 Nielsen household score. *Divorce Court* jumped 4% to a 2.6, its best performance in nine weeks. *Judge Joe Brown* (3.4, up 3%), *Judge Greg Mathis* (2.0, up 5%), *Power of Attorney* (1.9, flat) and *Judge Hatchett* (1.9, up 6%) rounded out the group. *People's Court* (1.7, down 6%) was the only one to fall. ... **WRBW-TV Orlando**, upgraded Twentieth Television's *Divorce Court* from 3 p.m. to 7 p.m. And *Texas Justice*, Twentieth's regional series rolling out nationally in January, has landed more clearances, including **KMSP-TV** Minneapolis and **KPTV-TV** Portland, Ore.

—P. Llanor Alleyne

# Dissonant concerts

*Rival promoter alleges Clear Channel threatens to withhold airplay support*

By Dan Trigoboff

A lawsuit filed last week by a Denver-based concert promoter charges radio giant and rival promoter Clear Channel with leveraging the power of its playlists and advertising against artists promoted by Clear Channel competitors.

Promoter Nobody In Particular Presents claims Clear Channel and its affiliates "use their radio stations to play Clear Channel-promoted artists on the air while excluding or limiting the airplay of artists promoted by NIPP and others—thereby restricting listeners' choices."

The promoter charges that "artists are threatened that they will lose airplay and on-air promotional support unless they use Clear Channel as their concert promoter." Among artists promoted by NIPP are the

Allman Brothers, Doobie Brothers, Bruce Hornsby and Shawn Colvin, although the complaint did not name any specific artists whose shows or relations with NIPP were affected by Clear Channel's alleged tactics. An attorney for NIPP said those names would come out in future pleadings.

Clear Channel, which is by far the nation's largest radio group—listing 1,170 stations—said it will "vigorously and successfully defend [itself] in court." Randy Palmer, a spokesman for the company, said: "We believe the allegations that have been made are false. We compete hard but fairly in all of our markets and believe we've done nothing wrong. We would prefer to fight these battles in the marketplace instead of court. It seems that those who can't win in

the marketplace seem to use litigation as a second-level of defense, and it's a shame."

Clear Channel got into the promotion business in a big way last year with its acquisition of SFX Entertainment. Jesse Morreale, a co-owner of Nobody In Particular Presents, told BROADCASTING & CABLE that complaints about anticompetitive and predatory behavior by Clear Channel have caused the Justice Department to look into consolidation in the concert business. Justice lawyers would not comment.

"This has been coming for a long time," Morreale said, explaining that, ever since Clear Channel got into the concert-promotion business, "there were concerns about the potential for conflict of interest between their concert and radio businesses. We're the first ones to see first-hand what those possibilities are and to what extent Clear Channel uses its power." ■

## GM, AOL TW are top spenders on broadcast, cable

AOL Time Warner, General Motors and Procter & Gamble spent a combined \$953 million for advertising on broadcast networks and \$363 million for cable commercials during fourth quarter 2000 and first quarter 2001, according to Competitive Media Reporting data.

The top 20 advertisers spent a combined \$3.47 billion on network time and \$1.39 billion on cable. General Motors topped broadcast buyers with \$471 million, and AOL Time Warner was cable's biggest spender, plunking down \$122 million.

Twelve companies, including Walt Disney, Ford Motor Co., Daimler Chrysler and Toyota, were among the top 20 spenders for both broadcast and cable. —Allison Romano

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# On HBO, war is hype

*Cable network unveils its biggest marketing campaign for Band of Brothers*

By Allison Romano

**H**BO is rolling out its most expensive marketing campaign ever to push World War II original miniseries *Band of Brothers*, spending as much to promote it as Hollywood studios spend to hype some movies. The cable offering is based on historian Stephen Ambrose's book chronicling the Army's Easy Company paratrooper unit.

HBO says the campaign for the drama will cost north of \$10 million, and industry sources peg costs closer to \$15 million, slightly less than the marketing budget for a Hollywood movie with a similar price tag. It's more than the net spent on promotions for *The Sopranos*, *Sex and the City* and Tom Hanks' *From the Earth to the Moon*.

Production costs for the 10-part series, which gets star power from executive producers Steven Spielberg and Tom Hanks, ran about \$125 million—the level of a typical feature-length movie, although most movies, of course, are only about two hours long. Still, the result is a production value that's unsurpassed on television, says HBO marketing chief Eric Kessler, and so is the promotion.

"We wanted to create a sense that this is ubiquitous," Kessler explains, looking toward the series' Sept. 9 premiere. "Everywhere you look, you see *Band of Brothers*. We want people to say, 'That looks big, important, powerful, and I need to see that.'"

The Hollywood-sized marketing budget contrasts with the \$1 million to \$1.5 million



**Band of Brothers art will be plastered on billboards, print and TV ads. Also set: 50 million pieces of direct mail.**

industry execs say cable nets spend promoting their originals. TNT's recent *Mists of Avalon* miniseries reportedly had a marketing budget worth \$8 million, but TNT sources say the net didn't spend close to that sum and that most of the value came from free ads on sister AOL Time Warner properties.

It's hard to imagine NBC's spending \$10 million to promote a new fall sitcom, such as *Emeril*. As a pay network, though, HBO has a different agenda. About 25% of its subscribers exit every year, and that's excluding those who relocate. Subscribers who leave complain that they don't see enough value in pay TV. So HBO's ad campaigns aim not only to entice new subscribers but also to keep the ones it has. Subscribers typically pay \$12 to \$16 on top of their basic-cable costs for a premium package that includes HBO.

According to Nielsen Media Research, HBO currently has about 33 million subs. Kagan World Media pegs the number lower—at 25.3 million. Nielsen's numbers

consider households that receive HBO, regardless of how they receive service, while Kagan tracks paying subscribers.

*Band of Brothers* art will be plastered on billboards and print and TV ads. HBO is taking out an eight-page insert, printed on distinctive hard-stock paper, in *Vanity Fair*, *Entertainment Weekly* and *Time*. The network also plans to send out 50 million pieces of direct mail.

HBO previewed the premiere episode on the beaches of Normandy last spring. For its television debut, the net is screening the series in the hometowns of 20 veterans from *Band of Brothers'* Easy Company.

Some marketing strategies prove more valuable than others, says Comcast Cable Senior Director of Marketing Jane Bulman.

"The best way to sell TV is on TV," she says. "It's even more effective when you time it with direct mail and telemarketing."

HBO also is heavily cross-promoting *Band* with several AOL Time Warner properties. America Online users can watch "Webisode" clips from the series. TBS is running war movies on Monday nights in the fall along with *Band's* behind-the-scenes footage. And TNT is featuring a WWII documentary the weekend of the series' premiere. Time Life's publishing arm is creating a companion book for students to study WWII in conjunction with the special.

Most MSOs have put their mark on the *Band of Brothers* material and will carry out the campaign at the system level.

The main targets for new subscriptions are older Americans and families. HBO hopes *Band of Brothers* will illustrate the net's quality—rather than controversial—programming. ■

**'We wanted to create a sense that this is ubiquitous.'**

—Eric Kessler

# SyndicationWatch

JULY 23-29 Syndicated programming ratings according to Nielsen Media Research

## TOP 25 SHOWS

Rank	Program	HH AA	HH GAA
1	Wheel of Fortune	8.3	8.3
2	Jeopardy	7.3	7.3
3	Oprah Winfrey Show	5.9	5.9
4	Judge Judy	5.6	8.1
4	Seinfeld (wknd)	5.6	6.4
6	Entertainment Tonight	5.4	5.5
7	Wheel of Fortune (wknd)	4.9	4.9
8	Friends	4.8	5.6
9	Frasier	4.6	5.2
10	Seinfeld	4.2	4.2
11	Live With Regis and Kelly	3.9	3.9
12	Jerry Springer	3.6	3.9
13	Maury	3.5	3.6
14	Judge Joe Brown	3.4	4.4
15	3rd Rock From the Sun	3.2	3.6
15	Hollywood Squares	3.2	3.3
15	Montel Williams	3.2	3.3
15	Entertainment Tonight (wknd)	3.2	3.2
19	ER	2.9	3.5
19	Drew Carey	2.9	3.2
19	The X-Files	2.9	3.1
19	Extra	2.9	2.9
19	Inside Edition	2.9	2.9
24	Friends (wknd)	2.7	3.1
24	Stargate SG-1	2.7	2.7

## TOP OFF-NET COMEDIES

Rank	Program	HH AA	HH GAA
1	Friends	4.8	5.6
2	Frasier	4.6	5.2
3	Seinfeld	4.2	4.2
4	3rd Rock From the Sun	3.2	3.6
5	Drew Carey	2.9	3.2

According to Nielsen Media Research Syndication Service Ranking Report July 23-29, 2001

HH/AA = Average Audience Rating (households)

HH/GAA = Gross Aggregate Average

One Nielsen Rating = 1,022,000 households, which represents 1% of the 102.2 million TV Households in the United States

NA = Not Available

## Something from 'nothing'

Nationally, *Seinfeld* is 14% below where it was at this time last year, according to Nielsen research for the week ending July 29. You'd think that would be scary for stations that paid Columbia TriStar top dollar for the show's second syndication run, which rolled out in April.

Not so, according to six key Fox O&Os that picked up *Seinfeld* and are going like gangbusters with it. The show scored a 5.6/11 share for the month of July, averaging its performances in New York, Boston, Detroit, Phoenix, St. Louis and Milwaukee. That's a 44% surge from what those stations were doing with previous programming (3.9/7), including *The Simpsons* and *3rd Rock From the Sun*. That's also way above the May average for the show on those stations (4.9/9).



The *Seinfeld* gang still has much to laugh about.

"It was a big deal because we paid a couple of bucks for it," says Frank Cicha, Fox O&O vice president of programming. But he realized he'd have to be patient. "It's going to take awhile for a show like this when it changes stations," he says, suggesting that viewers were probably confused when *Seinfeld* moved from 7 p.m. on WPIX(TV) to 11 p.m. on WNYW-TV in New York.

Steve Mosko, Columbia TriStar's syndication chief, says *Seinfeld's* national number will rise as well, once viewers get comfortable with all the changes. Mosko also says the Fox stations "did a fantastic job promoting and marketing this program" so people would know where to find it.

Might *Seinfeld* be one of the first series to get shared or switched among Fox' new duopolies in Los Angeles and New York? Currently, *Seinfeld* runs on former Chris-Craft, now Fox-owned KCOP-TV in Los Angeles.

One insider says "a conversation" is likely. The Fox O&Os are signed on for double runs of *Seinfeld*, to start in the fall, so it should be simpler to place it on different stations in a market: Columbia TriStar won't have to work out new residual payment arrangements to *Seinfeld* talent because of the extra plays. Also, the cumed ratings from any multiple *Seinfeld* runs should mean more ad dollars.

—Susanne Ault

# COPIES

## Four Year High - 3.0!

Returns This Fall For Its  
**9<sup>th</sup> Season in Syndication.**



# StationBreak

BY DAN TRIGOBUFF

## HAZARDOUS DUTY

WAOW-TV Wausau, Wis., reporter-producer Mindy Zubcic had to struggle to free herself from a seaplane that dove into a lake and sank.

Zubcic, 22, was doing a story on an air show at Merrill Airport Sunday, Aug. 5, and was invited for a ride by the pilot. Apparently, the pilot failed to retract the landing gear as he put the plane down on nearby Lake Alexander. Both pilot and passenger were able to get free. Zubcic was treated for minor injuries.

"Mindy was trapped under water for about 30 seconds before she managed to get her seatbelt off," the station said in its report on the incident.

"I didn't even realize what was going on at first," Zubcic said, "When I first felt the splash, I thought that was unusual, but I've never landed in a plane in the water before."

## GM REINGOLD LEAVES WUSA

WUSA(TV) Washington General Manager Dick Reingold resigned last week, he said, to assemble an investment group to purchase small- and medium-market TV stations. The appointment of the former WRC-TV news director and NBC Asia bureau chief in 1998 was well-received after a tumultuous period at the Gannett station, but the station has not been able to overtake market leader WRC-TV in ratings.



Running the station now will be Artyth Diercks, an experienced Gannett manager who will also continue to oversee Gannett stations WFMY-TV Greensboro, N.C.; KTHV(TV) Little Rock, Ark.; WMAZ-TV, Macon, Ga.; and WLTX(TV) Columbia, S.C.

## WOODCOCK TO KCBS

David Woodcock, who has already run two stations in Los Angeles, will run a third, this time for CBS' station group. Woodcock, who only a week ago lost his job as general manager at

KCOP(TV) when Fox took over the Chris-Craft station group, was named vice president and general manager at KCBS-TV. The talks between CBS and Woodcock clearly preceded management changes at KCOP. He replaces retiring John Severino, who plans to continue as a consultant through the transition, CBS said.

From 1991 to 1996, Woodcock was president and general manager of Disney's KCAL-TV Los Angeles.

## CHANGES IN THE WEATHER(CASTER)

Former longtime WHDH-TV Boston meteorologist Mish Michaels has joined WBZ-TV Boston. Michaels was a weekend weathercaster for nearly a decade in Boston before leaving for The Weather Channel, where she will continue as co-host of *Atmospheres* and host of *The Weather Notebook*.

## THE PHILADELPHIA ANCHOR STORY

CBS' KYW-TV Philadelphia is making changes in its anchor lineups next month, with familiar faces Dave Frankel and Dawn Stensland possibly leaving the station. Moving up is morning and noon anchor Pat Ciarrocchi, who will anchor at noon and 5 p.m. with Ukee Washington. Stensland is being dropped from the 5 p.m. spot.

Station fixture Larry Kane picks up the 6 p.m. news, which he will co-anchor with Siani Lee. Kane will also co-

anchor the 11 p.m. news, with Denise Saunders, who is moving up from weekends. Frankel loses the 6 p.m. anchor slot and is likely to leave the station before his contract expires in March. Stensland is in talks with GM Marcellus Alexander about a different role at the station, sources said.

The station said the moves were in the works before the hiring of *CBS Evening News* Producer Susan Schiller as news director and were made by Alexander and station group news VP Joel Cheatwood, who used to be station manager at KYW-TV.

## PUBLIC RECORDS ARE PUBLIC AGAIN

Wichita, Kan., media won a victory for public-records access when Kansas Supreme Court Chief Justice Paul Buchanan unsealed a 911 transcript and autopsy results locked up following a quadruple homicide last December. KWCH-TV and the *Wichita Eagle* sought the records of the sensational crime, but a trial judge had cut off access to court proceedings and case records, including emergency dispatch tapes, medical records and police reports. Local media had *amicus* backing from the Radio-Television News Directors Association, which praised the decision.

*All news is local. Contact Dan Trigoboff at 301-260-0923, e-mail dtrig@erols.com or fax 413-254-4133.*



# Focus Raleigh-Durham

## THE MARKET

DMA rank	29
Population	2,268,000
TV homes	873,000
Income per capita	\$16,942
TV revenue rank	35
TV revenue	\$161 million

## COMMERCIAL TV STATIONS

Rank*	Ch.	Affil.	Owner
1	WRAL-TV	5 CBS	Capitol Bcstg.
2	WTVD	11 ABC	ABC
3	WNCN	17 NBC	NBC
4	WRAZ	50 Fox	Capitol Bcstg.
4	WRDC	28 UPN	Sinclair
5	WLFL	22 WB	Sinclair
6	WKFT	40 Ind.	Bahakel
7	WRPX	47 Pax	Paxson

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

## CABLE/DBS

Cable subscribers (HH)	532,530
Penetration	61%
ADS subscribers** (HH)	183,330
ADS penetration	21%
DBS carriage of local TV?	Yes

\*\*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, Jeopardy</i> (WTVD)	9/17
Network show	
<i>Survivor 2</i> (WRAL-TV)	20/29
6 p.m. newscast	
WRAL-TV	12/23
11 p.m. newscast	
WRAL-TV	9/18

\*\*\*May 2001, total households

Sources: Nielsen Media Research, BIA Research

Mainstays of the local economy include high-tech, telecom, Internet and bio-tech companies.



## Squarely on track in Research Triangle

Raleigh, N.C., has changed dramatically since the days when it was the shopping destination of Andy, Barney and Aunt Bea. Today, this capital city (along with nearby Durham) is famous for its concentration of high-tech businesses and higher education in what's known as the Research Triangle. It's also the birthplace of high-tech television: The country's first full-power digital station, WRAL-DT Raleigh, went on the air in 1996.

"It's a neat market," says William Peterson, GM of WRAL-TV. "The Research Triangle, driven by the technology and the universities, has built up a very healthy economy in this region, and it remains that." However, he adds, "we're not immune to the problems taking place in the industry. If you look at regular business for the first half of the year, [the market is] probably down 10%. But we remain very optimistic about the region and the market. If fact, we've just converted our news operation to high definition; we're HD in the field as well as in the studio."

There are more digital doings at WRAL-TV. On July 30, it launched a 24-hour, standard-definition all-news channel that is multiplexed on the digital channel. "It's an indication of how optimistic we are," Peterson says. Neither the HD news production nor the news channel "is going to generate any near-term revenue," he says, "but we think, because this is such a strong market, that, in the long run, they will pay off for us." (That news channel will get some competition. Time Warner Cable has plans to start one of its own, probably early next year.)

Mike Ward, GM of WNCN(TV), also is optimistic about the market's prospects. Although national business is off, he says, "the local market has not been as adversely affected. The biggest impact will be the return of some of the confidence the consumers have in our economy and, therefore, the return of sales at some of these national advertisers. I think that will happen; the question is: will it take place in six months?"

—Mark K. Miller (mkrmill@aol.com; 301-773-0058)

# HATCHETT Soars Over Buffalo!

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## COVERSTORY

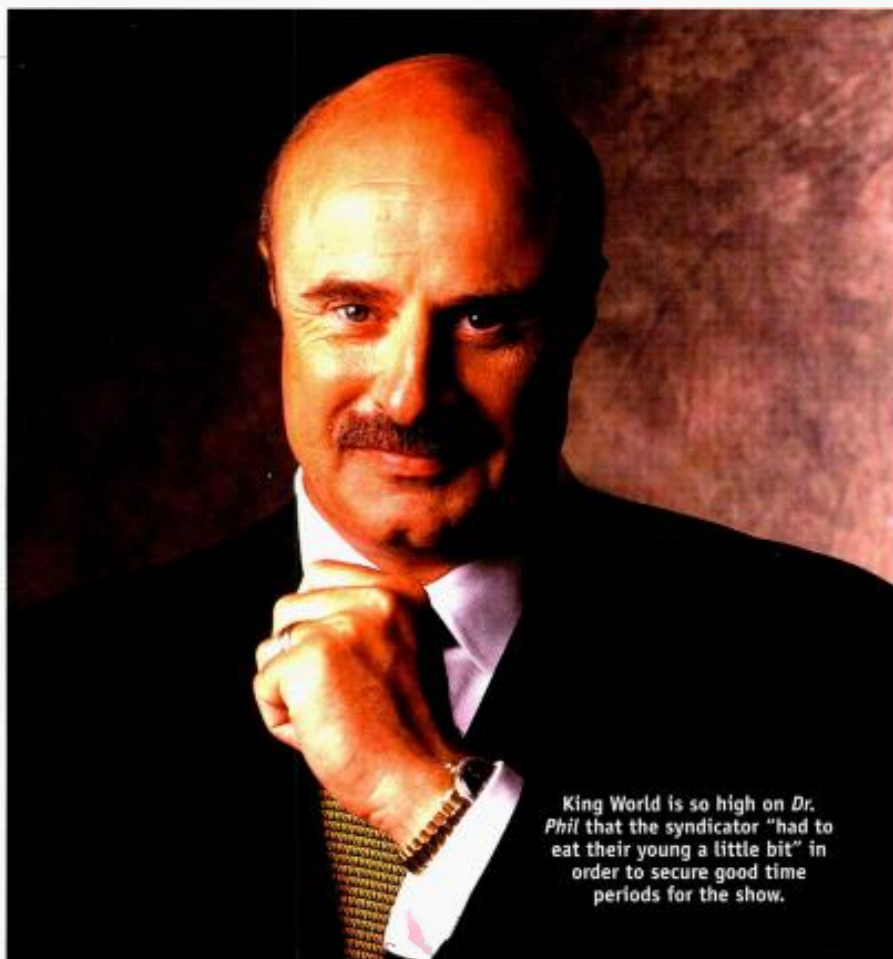
Starting with today's debut of Buena Vista Television's *Iyanla*, syndication's diverse fall 2001 offerings are rolling out (see page 24). Multimillion-dollar marketing campaigns have been launched, high-priced producers enlisted and thousands of air miles logged by sales executives. But does anyone care?

The buzz around the syndication industry and stations is less about this fall's new offerings and more about what's coming for fall 2002. Some studios appear to be selling against shows that haven't even debuted yet, betting on their quick demise.

"We are talking about a year from now with the presumption that everything that is going on the air this fall is not going to work," says Big Ticket President Larry Lytle, whose studio produces *Judge Judy* and *Judge Joe Brown*. "There are so many shows being sold for a year from now that there is no sense objectively in the business that there is any buzz about the 2001 offerings."

A number of current court and talk shows, including *Jenny Jones* and *Sally Jessy Raphael*, are considered long shots to make it past the coming season, and syndicators are eyeing their time periods, as well as those of this year's new crop, for their fall 2002 offerings. King World, which is launching *The Ananda Lewis Show* this fall, is selling *Dr. Phil* for the following season. Both are daytime talk shows, and sources say *Dr. Phil* is not allowed to air against *Oprah* in any market. A number of station executives say that is forcing King World to sell *Dr. Phil* for the same time periods and on the same stations on which *Ananda* is set to debut this fall.

"*Ananda* was a very sellable show for King World, but they are so high on *Dr. Phil* that, in order for them to get that on good stations and in the best time periods, they had to eat their young a little bit," says one top station-group executive. "If they wanted to be 3 p.m. on major affiliates, *Ananda* was a little in the way. So they have kind of



King World is so high on *Dr. Phil* that the syndicator "had to eat their young a little bit" in order to secure good time periods for the show.

The new syndication season has just begun, but some syndicators seem more concerned with 2002-2003

# future shock

By Joe Schlosser

stepped around it, stepped over it and, I think, a number of times stepped on it."

King World executives deny that and say *Dr. Phil* is cleared mainly on different stations. In the top seven markets, neither show will air on the same station at this point, King World's Roger King points out. But the shows are currently sold on the same stations in Washington, Seattle,

Detroit, Baltimore, Indianapolis and Kansas City, Mo. "We're not blowing *Ananda* out on any of these stations," King says. "We're very high on *Ananda*, and stations that buy any show to replace her are making a big mistake."

Other studios also have offerings for both this fall and next, including Buena Vista with *Iyanla* and *Millionaire* and NBC



Enterprises with *Weakest Link* and *The Other Half*. All those shows, though, are said to be targeting different time periods.

Industry experts say this is the earliest sales effort ever in syndication, with four new first-run series cleared in more than 50% of the country for the 2002-03 season, including daytime versions of *Weakest Link* (debuts January 2002) and *Who Wants to Be a Millionaire?*, *Dr. Phil*, a *Pyramid* remake, comedian/actress Caroline Rhea in place of Rosie O'Donnell, and *Saturday Night Live* creator/producer Lorne Michaels' first syndication effort.

Syndication's selling cycle traditionally begins in the fall, when major studios unveil potential shows for the following year. But, early this summer, it was obvious that fall 2002 would be different.

Word got out that NBC was going to produce *Weakest Link* for syndication, followed by ABC's long-anticipated announcement of *Millionaire*. By late June, both games were

being cleared across the country, forcing King World to jump into the market with *Dr. Phil*. Columbia TriStar began selling *Pyramid*, and the 2002 race was on.

"I give Buena Vista and NBC credit. They got out there, marketed their shows—*Millionaire* and *Weakest Link*—well and sold them aggressively, and got the key

### Some studios appear to be selling against shows that haven't even debuted yet, betting on their quick demise.

time periods," says Paramount Domestic TV's President of Entertainment Greg Meidel. "Between the games and *Dr. Phil*, the fall of 2002 is done."

The quick-moving market, syndicators and station executives agree, was fueled by two key factors. First, most offerings are proven network or syndication commodities,

including *Dr. Phil*, whose host appears every Tuesday on *Oprah*. Second was the expected departure of several veteran syndicated series come next fall, including O'Donnell's series. Having announced that Rhea will replace O'Donnell in 2002, Warner Bros. is battling to keep the show in good time periods.

"Everyone suspected and [it is] now confirmed that *Rosie* was going away. She owned tremendous real estate in the marketplace," says Buena Vista TV head Janice Marinelli, whose studio is distributing *Millionaire*. "She is on very strong stations and in very key time periods. It's obvious that everyone is anxious to take hold of those time periods."

With all the excitement for 2002, what are the chances of this fall's new shows' sticking around? "They better come out of the box very strong," says one station executive. ■

## Iyanla, both here and in the wings



As a best-selling author, *Oprah* guest and Barbara Walters protégé, new talk-show host Iyanla (pronounced E-yon-la) Vanzant has the résumé. But what she also has is a few late-night time slots with which to contend. It could be difficult coming in under the radar in markets that often make or break syndicated series.

*Iyanla*, executive-produced by Walters and Walters' partner on *The View*, Bill Geddie, rolls out today at 12:30 a.m. on WABC-TV New York.

Stations running *Iyanla* at midnight include ABC O&Os in Philadelphia; San Francisco; Houston; Raleigh, N.C.; and Fresno, Calif. "When we initially heard

about it, we Vanzant says she wants to be the next Leno, not Oprah.

thought, 'Ooh, that might be tough,'" says Geddie. However, "those time slots are based on their optimism about the show, not their pessimism," he insists.

Insiders do say a number of stations, including WABC-TV, realized that one of their daytime staples, *The Rosie O'Donnell Show*, is exiting in 2002 and wanted to make sure they'd have programming waiting in the wings.

"That has been our strategy all along," says Janice Marinelli, president of *Iyanla* distributor Buena Vista.

*Iyanla* also has some daytime slots, Petry programming chief Garnett Losak points out, including plays on KNBC-TV Los Angeles and WBBM-TV Chicago. Plus, she says, "in some ways, it's easier to overcome poor time periods, when the expectations are low."

Also, WABC-TV programming

head Art Moore thinks *Iyanla* should make out fine at 12:30 a.m., where she'll replace *Oprah* repeats, because "I would assume people will be glad to get something fresh."

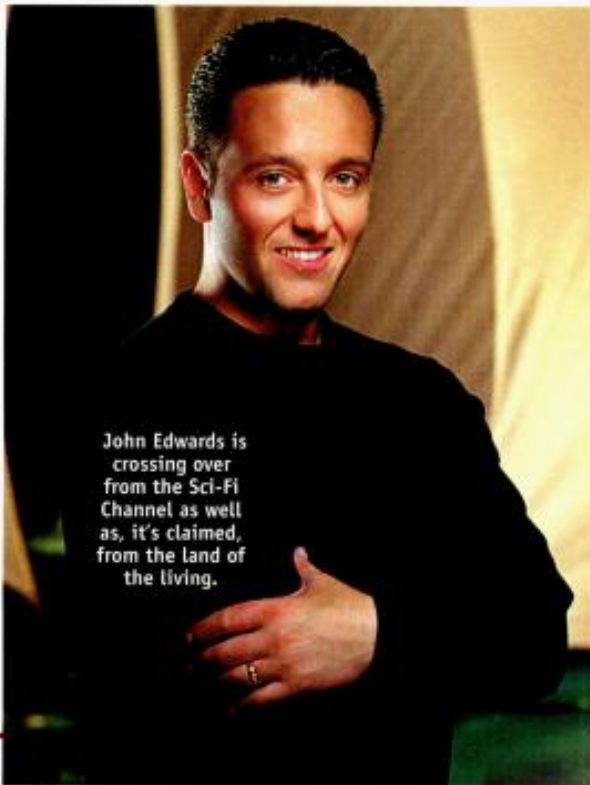
Regardless of when the show will air, *Iyanla* does stand to do well based on the host's own merits, says Geddie. "We knew that she would not only connect with people but also was funny as hell."

Vanzant, who "actually want[s] to be the next Leno" rather than Oprah Winfrey, with whom she has been compared of late, says Walters and Geddie "give the show a level of credibility and a level of stability."

*Iyanla* will debut before any other fall 2001 rookie, which "was a calculated move," Geddie notes. "It's nice to be away from the fray and not premiere when four, five or six shows are also premiering." —Susanne Ault



# What's **bowing** and when



John Edwards is crossing over from the Sci-Fi Channel as well as, it's claimed, from the land of the living.

A guy who talks to the dead, some sexy singles, Dick Clark, and not a gavel in sight. One thing going for this fall's crop of first-run syndicated efforts is diversity, although relationship reality seems to be the flavor of the fall.

Here's a walk through first run's new major players.

## TALK

*Iyanla* (see page 23)

*The Ananda Lewis Show* (debuts Sept. 10)—When King World launches a talk show, especially one to be steered by an African-American woman, comparisons to *Oprah* are inevitable. But "that's always a compliment," says *Ananda* Executive Producer Mary Duffy. "It's a wonderful standard to live up to in daytime."

*The Other Half* (debuts Sept. 10)—Here's what separates this ensemble show, starring Dick Clark among others, from last year's star-crossed *Men Are From Mars, Women Are From Venus?* according to Executive Producer Susan Winston: "That was about men and women sort of arguing with each other. Ours is men really trying to understand the world of women." Producers say co-host Danny Bonaduce, who has talked openly about substance abuse, is ready to go after checking himself in for a two-week stay in rehab.

*Crossing Over With John Edward*

(debuts August 27)—This show is crossing over from Sci-Fi Channel, which will continue to air it. That said, a show about contacting the dead is nothing if not a change of pace for first run. "This isn't derivative of anything we've seen on TV," says *Crossing Over* Executive Producer Paul Shavelson.

## RELATIONSHIP

*ElimiDate* (debuts Sept. 17)—"Noooo," this isn't *Chains of Love* without the chains, says Alex Duda, executive producer of the show, in which four singles are whittled down to one romantic match. "We're not playing this for forced drama. This show is light, upbeat, and we're going for laughs."

*The 5th Wheel* (debuts Oct. 1)—This show is from the creators of *Blind Date*, whose success arguably started the dating-strip rage. That, says Universal chief of domestic syndication, Matt Cooperstein, gives *The 5th Wheel* "a leg up."

*Rendez-View* (debuts Sept. 17)—What should get the girls and

guys watching a dating show? Have *Whose Line Is It Anyway?* comic Greg Proops comment on the action à la NFL commentator John Madden. "He'll absolutely have you on the floor," promises Greg Meidel, programming chief at Paramount Domestic Television.

*Shipmates* (debuts Sept. 17)—Winning a high-profile 3 p.m. slot on Los Angeles' KCBS-TV, *Shipmates*—think *Blind Date* on a boat—could open the floodgates for reality in daytime. Melanie Chilek, chief of reality programming at Columbia TriStar, is happy to be a guinea pig.

*Talk or Walk* (debuts Sept. 17)—Viewers will get to see all types of couples, not just romantically involved ones, try to sort out their problems. "So it's much broader than a lot of the dating shows in late fringe," says Dick Askin, president of Tribune Entertainment.

## GAMES

*Card Sharks* (debuts Sept. 17)—You'll get the best of game and reality, asserts Executive Producer Jim Coane. Players can advance

if they guess correct outcomes to video clips featuring people in various dilemmas. "It's 'gamertainment,'" says Coane.

## WEEKLIES

*Mutant X* (debuts week of Oct. 1)—Starring characters out of Marvel Comics and coming from the people who delivered *The X-Men*, *Mutant X* could come with a built-in audience. Also, the market for action hours is "shaking out," says Tribune Entertainment President Dick Askin.

*Tracker* (debuts week of Oct. 15)—"There has probably never been a better time to launch an action hour," says Lions Gate distribution head Ira Bernstein, of his show, which stars *Highlander's* Adrian Paul as an alien living on Earth.

*Hot Ticket* (debuts week of Sept. 17)—MTV meets *Ebert & Roeper at the Movies*: That's something that hasn't been done, claims Paramount's Greg Meidel. Today's core movie-going audience is the advertiser-friendly, adult 18-34 demo, also *Hot Ticket's* target.

—Susanne Ault

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# EchoStar ruffles feathers

*Ergen under fire from broadcasters over carriage and from the FCC over the Young fracas*

By Paige Albinak

Inside the Beltway, EchoStar Chairman Charlie Ergen is seeking approval of a deal that would give him control of the country's only satellite-TV company. Outside of it, however, he is riling broadcasters and has even run afoul of the FCC on a local-station issue.

Ergen is trying to buy General Motors' Hughes Electronics—and its crown jewel, EchoStar rival DirecTV (see story, page 12). If GM accepts the offer, Ergen will need the favor of regulators and lawmakers.

That may have just gotten harder. The FCC last Monday scolded EchoStar for not playing fair with Young Broadcasting. In addition, broadcasters complain that EchoStar has been denying their carriage requests even though a 1999 law requires satellite-TV companies to carry every local TV station in every market they serve.

The FCC has been mediating a fight between EchoStar and Young Broadcasting because the former wants to carry the latter's WKRN-TV in Nashville and KRON-TV in San Francisco, but the two companies cannot agree on terms. The stations have been off EchoStar systems since February.

While the two companies were battling it out, EchoStar asked the FCC to treat some documents it filed as confidential.

Concurrently, EchoStar disclosed much of the same information on its program *Charlie Chat*, in which Ergen talks to EchoStar subscribers. Young complained that airing the information violated EchoStar's confidentiality request, and the

FCC agreed.

"We admonish EchoStar for this abuse of process and caution EchoStar to take greater care with regard to future filings of this type," the FCC wrote.

Also last week, TV stations complained that EchoStar has rejected the must-carry request of practically every station that has asked.

According to FCC rules, stations needed to tell satellite-TV companies by July 1 whether they want to negotiate payment or request carriage. Stations affiliated with the Big Four broadcast networks already have made their deals with satellite-TV companies and are paid in return for access to their signal. But smaller stations—such as The WB, UPN and PaxNet affiliates—can't get satellite-TV companies to pay them, so they elect must-carry. About 270 stations asked for that option, said FCC Deputy Bureau Chief Bill Johnson.

EchoStar has denied coverage to most of those stations because, it said, they haven't offered proof that they have a signal of sufficient quality, which FCC

rules allow satellite companies to request.

EchoStar said it intends to follow the law but wants stations to prove that they offer a good signal.

"Ascertaining the precise volume of qualified signals is critical so that we order

the necessary equipment to ready our facilities and avoid incurring unnecessary costs," said EchoStar spokesman Marc Lumpkin. "We are working with the TV stations to give them the opportunity to conduct tests of their signals, and we will be meeting with them in the near future."

Broadcasters see EchoStar's move as a way to get out of having to carry the stations.

"The satellite carriers lost in Congress, they lost in the courts, and now they are thumbing their noses at the law," said NAB spokesman Dennis Wharton.

Wayne Godsey is president and general manager of ABC affiliate KMBC-TV, ch. 9, in Kansas City, Mo., and also oversees UPN affiliate KCWE(TV), ch. 29. He said he got a letter from EchoStar but doesn't understand why EchoStar needs legal proof of his signal.

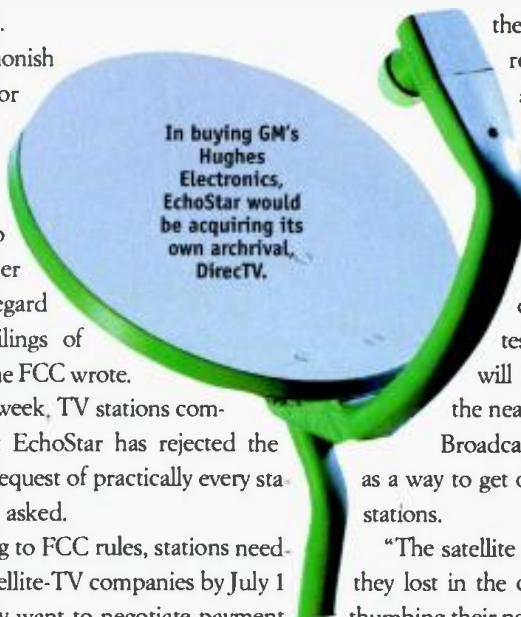
"Ch. 9 and ch. 29 are right next to each other on the tower," he noted. "Both signals should be the same quality standard."

Meanwhile, DirecTV sent Godsey a letter saying it was "pleased to inform" him that the company will be carrying ch. 29 come January and that the signal meets the quality standard required by the FCC.

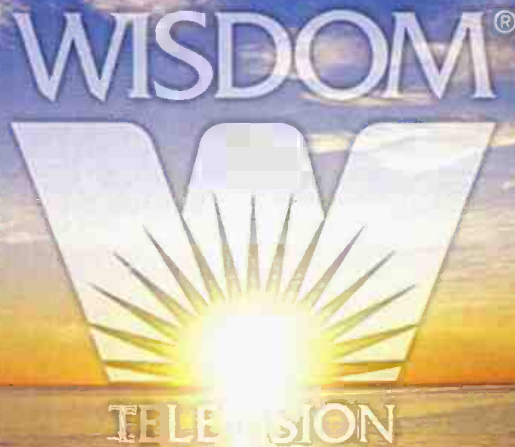
DirecTV has rejected some 90 stations' requests for carriage, said DirecTV spokesman Bob Marsocci. But the difference between the two companies, the FCC's Johnson said, is EchoStar's flat rejection of practically all requests compared with DirecTV's individualized letters that showed some knowledge of stations' signal strength. ■

**'We admonish EchoStar for this abuse of process and caution EchoStar to take greater care with regard to future filings of this type.'**

—the FCC







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## Interactive Media

# To advance ITV

*Reborn ATVEF seeks to build on revived interest*

By Michael Grotticelli

The Advanced Television Enhancement Forum, an organization formed in 1996 to promote interactive television, has been reborn as the Advanced Television Forum.

Its mission, however, is much the same: to stimulate education, content development, and deployment of interactive- and enhanced-TV material.

Although ATVEF launched with much fanfare, little happened as interactive TV lost momentum amid a series of technical debates surrounding the digital television

transition. As planned, the organization faded away last year.

The new ATV Forum looks to build on renewed interest in the ITV space, especially among cable and satellite-TV providers.

To its credit, ATVEF did release a set of specifications in September 1999 to teach content producers how to add common "triggers," or data within the video signal, that help viewers request information. That technology is useful for simple commerce transactions—such as ordering a pizza.

The ATVEF specification is widely used today by such companies as Liberate and Microsoft, two founding members of the new organization. It's currently in the Echo-



**Jerry Bennington says ATV Forum will develop specs based on familiar Web authoring tools.**

Star DISHplayer product and DirecTV's Ultimate TV set-top box. Indeed, Microsoft says it delivers more than 800 hours of ATVEF-compliant material each week to ABC, NBC, Discovery and The Weather Channel, among others. The initial ATVEF specification has also become the basis for new work in SMPTE and other standards bodies around the world.

The new organization, according to Executive Director Jerry Bennington, a TCI and Cable Labs veteran, will build on the ATVEF specs that use well-understood Web authoring tools for interactive TV, including Sun Microsystems' Java and HTML.

"The idea is to be inclusive," he says, "because there will be technology coming out of the cable industry and other groups that will be useful in building the interactive-TV business."

ATV Forum comprises about 30 content, delivery and technology companies. Major players like Cable Labs, Chyron, Disney, Intel, MSNBC, NBC, Triveni Digital and Turner Broadcasting have each paid an annual fee of \$2,000 to \$10,000.

Heading the board are President Paul Mitchell, of Microsoft; Vice President Bill Hendler, Chyron Corp.; Secretary Marjorie Curtis, TwoWayTV; and Treasurer, Tim Larcombe, Agency.com.

Initially, ATV will work to develop symposia, a newsletter and online bulletin boards to keep members connected. "The real goal is to create an atmosphere so that content producers have less risk in entering this space," Bennington says, adding that, in the next few months, the group will launch a series of initiatives, beginning with an event at the upcoming IBC convention. ■

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## Technology

# Near, and yet so far

*EchoStar will offer CBS in HDTV, but stations may try to stop it*

By Michael Grotticelli

**W**hen Jens Wellman, a day trader in Phoenix, heard the news a few weeks ago that EchoStar would carry high-definition programming from CBS, he was overjoyed.

Maybe he should calm down.

Since January, when CBS offered the Super Bowl in HDTV to its O&O and affiliated stations broadcasting in digital, Wellman has been pressuring his local CBS affiliate, KPHO-TV, to provide HD programs to its viewers.

Meredith Broadcasting's KPHO-TV was the first station in Phoenix to go digital, in 1999, but it still hasn't offered a high-definition signal. (Other stations in the market do offer the national HD feeds of ABC, NBC and PBS programs.)

So Wellman, a German native who has been living in Phoenix for more than 10 years, started the HDTV Society of Arizona, which now has about 50 members who have purchased either a new HDTV set or an over-the-air digital tuner card for their PC. Wellman himself watches HD via separate computer cards from Telemann and AccessDTV on a 24-inch monitor.

The agreement between EchoStar and CBS calls for the DISH Network to launch East and West Coast CBS HD feeds beginning this fall. Depending on where they live, DISH customers will be offered one of the CBS HD feeds without charge if the area is served by a CBS O&O station, if the area is not served by a local CBS affiliate, or if the area is served by an affiliate that chooses to allow the out-of-market CBS high-def signal to be provided via satellite.

KPHO-TV chooses not to. "We're waiting until there's significant market demand and a clear business model before we commit to HDTV," says Broadcast Communications Manager Jody Judge.



**CBS Affiliate Board chief Ray Deavers is studying the CBS HDTV deal with EchoStar.**

In a statement, Meredith explains that "KPHO has made a significant investment to distribute its signals in its broadcasting area. As such, the station does not waive those rights regardless of one's ability to receive HDTV or other services via satellite."

Other CBS affiliates may make the same decision. Ray Deavers, president and general manager at KWTX-DT Waco, Texas, and current head of the CBS Affiliate Board, says he's waiting for a formal proposal from EchoStar in the next few weeks before locking into a firm position.

"The board certainly applauds what the network has done to drive HDTV programming, but we need to see how this is going to affect us relative to our individual markets," he says, pointing out that he personally doesn't think it's a bad deal.

"My station is already broadcasting HDTV, so stations like mine want to know how this deal will affect them."

CBS Executive Vice President Martin Franks helped put the EchoStar deal together. "We negotiated this deal with the express provision that an affiliate would have the right to either let the signal into their market or not," he explains.

"Obviously," he continues, "we think it's a good idea, or we wouldn't have let [EchoStar] into our O&O markets." ■

## IN BRIEF

### DISNEY INVESTS IN NXTWAVE

ABC parent Walt Disney Co. has invested \$1 million in NxtWave Communications, a developer of silicon chips necessary for reception of terrestrial television signals on digital TVs and consumer PCs. NxtWave's demodulation products target both the U.S. ATSC (8-VSB) and Europe's DVB-T (COFDM) distribution standards.

In response to an FCC request for proposals, NxtWave is working on 8-VSB modulation improvements that will be compatible with existing digital transmitters and receivers.

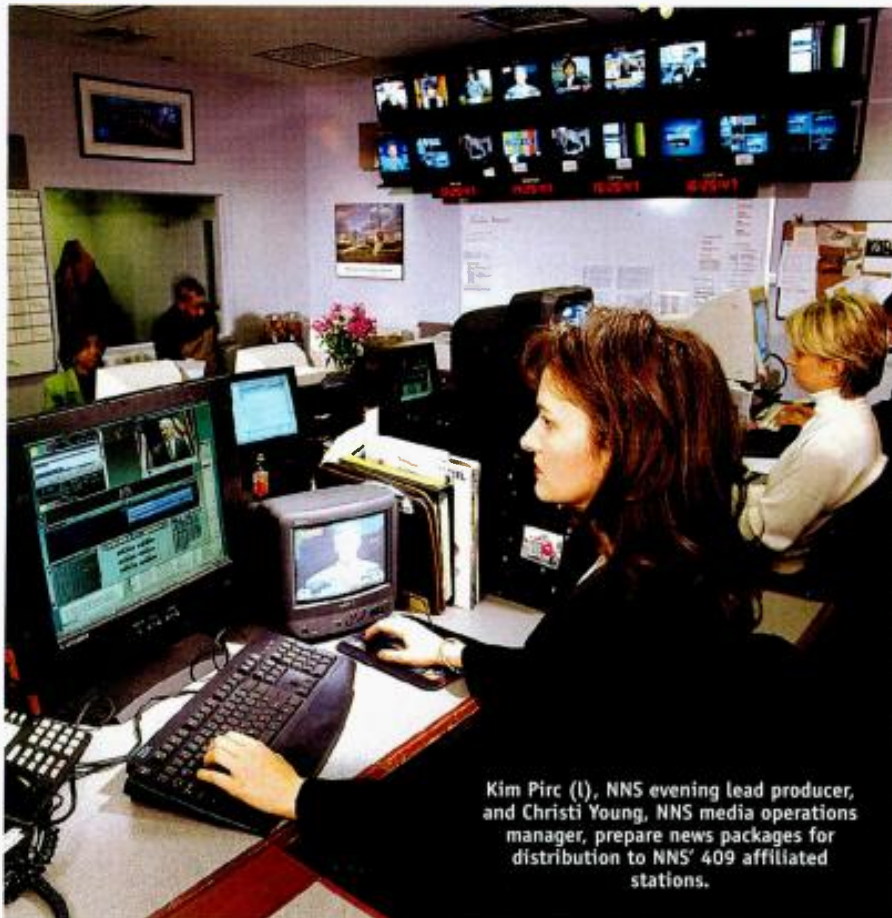
### DIRECTV LICENSES TRUSURROUND

Hughes Network Systems, a manufacturer of DirecTV digital satellite receivers, has licensed SRS Labs' TruSurround technology to provide multichannel-like audio features to Hughes' new set-top receivers. Hughes Director Pack and Executive Director Pack customers will be able to experience virtual surround sound on their stereo televisions without a home theater speaker system.

### COMPETISYS PICKS MINERVA FOR IP TV

Minerva Networks has signed a deal with Competisys Corp. to deploy a broadband system that delivers telephone, digital television and high-speed Internet services into the home over Gigabit Ethernet direct fiber-optic connection, which the company says is up to 1,000 times faster than current broadband alternatives. Minerva's Internet Protocol-based TV technology will be used as part of Competisys' HomeStream system in American Canyon, Calif.





Kim Pirc (l), NNS evening lead producer, and Christi Young, NNS media operations manager, prepare news packages for distribution to NNS' 409 affiliated stations.

# War of the news clips

*CNN Newsource, Network News Service battle it out amidst a crowded field*

**By Dan Trigoboff**

**D**ow Smith, a former news director and current professor of broadcast journalism at Syracuse University, recalls that, in the 1970s, CBS would send affiliates' news directors six stories the Cronkite show had rejected. "That's what you'd get from the networks: rejects from the evening news," he says. "There was nothing of the major news of the day."

"It was a deliberate attempt," recalls veteran newsman and CNN founder and President Reese Schonfeld, "to preserve their evening-news ratings by making sure

the affiliates didn't have important national news. It was policy."

By the end of the 1990s, though, that policy had changed dramatically. Today, most newsrooms have a choice of information sources for national and international news that range in content from prepared packages to raw video and in price from the cost of cooperation to significant amounts of cash.

The major player has been CNN Newsource, with more than 650 affiliates. But, for the past year, a united network force, the Network News Service (NNS), more or less a cooperative formed by the major broadcast networks (except NBC), has battled in the station-level trenches with CNN Newsource.

Newssource is and has been the dominant player, servicing about 80% of all domestic stations that have newscasts. NNS is used by 80% to 85% of the stations from the three networks that support it. The advantage for those stations? NNS is free to affiliates and paid for by the networks.

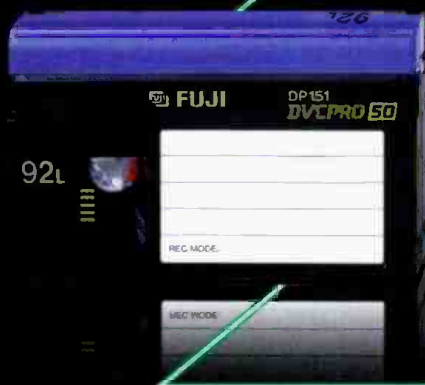
The evolution of CNN's news services, like those of the 24-hour-news channel itself, is the stuff of legend. Schonfeld, having created the Independent Television News Association co-op (modeled after the Associated Press) in the mid 1970s for independent stations with newscasts, joined with Ted Turner in 1978 first for the 24-hour cable network CNN and later for a service among news-producing stations.

"All the affiliates felt free to work with us," Schonfeld recalls. "We took only one station per market. Within months, we had stations bidding, trying to get in. When Ted realized they would pay to get in, he said, 'Why shouldn't we sell it?'"

The networks, Schonfeld says, were forced to develop their own feeds. "CNN made it impossible for networks to hold back news from local stations. As soon as Ted started selling, the networks had to start including their own material. Probably CNN's most significant contribution to news is that it forced the networks to compete with their own affiliates on major news stories."

Of course, Newssource was never alone.

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# Busy tape decks



Fox News Channel's early-evening *Fox Report With Shepard Smith* probably uses more clips from more sources than any single news show on television. Dozens of producers spend much of the day reviewing video from hundreds of sources for the hour-long report, which changes the network's pace considerably from its lead-in, political chat show *Special Report With Brit Hume*.

On any given day, *Fox News Report* will feature 50 or more clips from news drawn from any of several-hundred TV stations whose video is available to the show via Fox' NewsEdge or NNS, FNC file or bureau footage, APTN, Reuters, or its network of stringers.

"We try to have the fastest-moving show on the network," says Producer Lee Elliott, who is watching a live feed of two imperiled window washers as he speaks. "I'm looking for reported pieces no more than 105 seconds, a live shot no more than 80."

Elliott adds that the show is primarily video-driven. "At the top of the show, we report the hard news of the day," he notes. "But after that, I'm really looking for good video—something exciting, with a lot of natural sound. A car chase is always good video, or a natural disaster, maybe an invasion of bugs. Last week, we did a story on a scuba-diving dog. It's not something I'd lead the show with, but we got more mail on that scuba-diving dog than on the news stories."

Here's a look at some of the stories (and sources) from the Aug. 2 show.

**Chandra Levy update:** Fox News video with correspondent Rita Cosby

**More on Condit-Levy:** FNC correspondent Claudia Cowan in Modesto, Calif. Video from FNC

**Korey Stringer death:** WCCO-TV and WFTC-Fox, Minneapolis

**Gold Club strip club trial:** WAGA(TV); Fox, Atlanta; FNC's Bret Baier report from Atlanta

**Tropical Storm Barry:** NNS, WSVN(TV) Miami; Live FNC shot from Miami with Orlando Salinas

**Family living in storage unit:** WOFL Orlando

**Los Angeles car chases:** Fox News Southwest regional feed

**Los Angeles fires:** KTTV Los Angeles

**Boat fire:** Fox News Southwest regional feed

**Original Darwin edition returned to Boston**

**Library:** WFXT Boston

**Shot of the Day:** Tiger cubs, KDFW Dallas

**Indonesian mud slides:** Reuters TV

**EZ Food Pass:** FNC video

**Indonesia:** APTN

**Russia:** Reuters TV

**Mideast:** APTN

**Arafat/Pope meeting:** APTN

**West Bank gunfight:** APTN

**War-crimes verdict:** Reuters TV

**Israeli stem-cell research:** Reuters TV

**American college student in Russian jail:** APTN

**Ex-Philippine leader's trial:** APTN

**Britain's Queen Mother:** APTN

**Barents Sea sunk submarine:** Reuters TV

**Violent tax protest in Guatemala:** Reuters TVGUATEMALA

**Indonesian landslide:** Reuters TV and APTN

**Mexican prison riot:** APTN

**Russian cucumber festival:** Reuters TV

**MTV 20-year anniversary:** MTV

**Godzilla returns:** To Ho Co.

**Garry Marshall feature:** FNC Los Angeles bureau

**New Godzilla:** To Ho Co.

**Patrick Stewart:** FNC —D.T.

The Associated Press, the granddaddy of current news services, is as ubiquitous in television as it has been in print for more than 100 years. It feeds sound and video to hundreds of television stations and is particularly well-regarded, according to news directors, for its APTN international news service.

There's also Hubbard Broadcasting's CONUS, which claims nearly 100 member stations and offers a full-service Washington bureau. NBC, with its powerful group of owned stations, affiliates and cable networks, has its own North Carolina-based service, NBC News Channel. Several major station groups also run their own services, exchanging stories across network affiliations but within common ownership.

But, for years, each of the networks—ABC with NewsOne, CBS with Newspath and Fox with NewsEdge—has offered its affiliates news from around the nation from other affiliates and from network resources. Maybe a CBS affiliate couldn't get the Chandra Levy story from *CBS Evening News*. But CBS stations could get it from CBS' own feed, which in the Levy case came from Washington affiliate WUSA(TV), other CBS News shows or from a Newspath correspondent working the story.

Of course, this year, CBS affiliates could also rely on video regarding the Levy story—among others—from Fox-owned WTTG-TV. Through the NNS news-sharing cooperative, which has 81.6% participation by the three networks' affiliates, ABC, CBS and Fox feed each other as they feed themselves.

The exclusion of NBC (and CNN) came naturally. "It goes back to the history of the conversation that started NNS," says Bill Mondura, who heads CBS' Newspath. During early coverage of the latest election, in 1999, "we were constantly in a pool arrangement with ABC or Fox. We had different needs from CNN or NBC. With their multiple cable channels, they needed either more or less of something than we did. So ABC, Fox and CBS found that our needs meshed in campaign coverage, and we started talking about NNS."

In the context of the arrangement for politics, the networks created a mini-pool.



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Associated Press Television News cameraman Bill Gorman gets the shot at one of the 2000 Presidential Inaugural events. AP is the granddaddy of news services.

“We saved a ton of money doing that,” says Mondura. “And we thought, ‘Why not expand it into news services?’ The negotiations took off from there.”

NNS kicked off last year amid network enthusiasm, millions in network money and perception by some major station groups that the agreement offended notions of competition and disproportionately served Fox stations, which brought more cash to the table but fewer affiliates.

“There’s a competitive nature to get the

pictures on first,” says George Case, vice president of news at Fox and head of the Fox NewsEdge news service. “But newsrooms across America have been trying to figure out how they could work together to cover big stories in their market. They spend tons of money; they don’t need all the cameras. NNS is the first step; it’s going to be bigger. The networks will strengthen NNS; there’ll be more pooling; we could orchestrate the pooling.”

The networks behind NNS say that any

objections probably reflect the overall friction that has emerged among networks and affiliates more than specific problems with NNS and that the objections based on competition and Fox’ participation can just as easily be made against Fox stations’ participation in Newsource.

NNS, says Mondura, is a “back-office operation to the network news services. What NNS does is work for Newspath, NewsOne and NewsEdge. We collect affiliate news video, and, in many cases, we get just one version instead of three versions of the video. Why do we get that same video three different times? Why not share it among ourselves and save some money? We’re talking about generic news video; nothing particularly distinctive about it. Why should we spend money on stuff that isn’t distinctive?”

Mondura adds that, by its very nature, all the material is pretty much the same. “Where we compete is on enterprise reporting, on original reporting, on news of another sort,” he says. “The fewer resources we can devote to the same picture the other guys have, the more we can devote to the kind of news that is not homogeneous. I feel strongly that what we’re doing allows us to do more that is different. I’ve had more money to spend traveling to stories, to rent more trucks.”

Don Dunphy, head of ABC’s NewsOne, says it’s also a solid backup. “If your uplink is not operational or the van is down, it’s an insurance policy not only for the stations but also for the networks.”

To the viewer, says NNS head and former Belo executive Alan Suhonen, the result is transparent. “Our end product is there to



The Associated Press offered this exclusive video of the Concorde crash in France last year to stations across the country.



When Mir came hurtling back to earth, APTN was there to get images of the flying debris as it fell into the sea.



APTN offered stations images of Jamal Aldura and his son unsuccessfully huddling for safety near Gaza City last September.



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enhance the station's product." Where CNN's Newsource or another news service might provide a full news package, "the function of NNS is to provide base material. The same wire [services] go into every newsroom, but two stations will come up with two different stories, because of the different style of the newscasts and the personalities involved. We don't provide packages, but elements to stories: sound bites, video.

"Our goal," Dunphy continues, "is to focus more of our resources on our core unilateral service correspondents, packages, features; that's where the game is played today."

In its first year of operation, NNS says that it has boosted the network news feeds with several key stories, including WJLA-TV Washington's live chopper coverage of Elián González' departure from Andrews Air Force Base to Cuba and live video from WOFL(TV) Orlando, Fla., of a hostage crisis. Other highlights include KMGH-TV and KCNC-TV Denver and KTVT(TV) Dallas coverage of the capture of escaped Texas convicts last January.

So far, those that do not participate in NNS, including Hearst-Argyle, Gannett, Post Newsweek and Belo, remain unconverted despite some coups.

"We didn't feel the need then, and we still don't," says Mark Efron, head of news for Post Newsweek Stations. "We're not comfortable having our video end up on

Fox. We're comfortable with our primary network relationships, and CNN is a good backup. We don't feel our stations are losing anything."

Former Belo news chief Marty Haag, who opposed NNS, says the problem is the homogenization of news. "NNS did bring parity to Fox, and they got to join a very exclusive club without an initiation fee."

Hearst-Argyle News Vice President Fred Young acknowledges that he sometimes feels like a dinosaur in the face of changing attitudes, because he loves the competitive aspect of the news business, something to which reliance on shared news is anathema. "We may not have everything in every

market, but, when you jump into bed with your competitors, you lose the competitive edge."

One of the drivers for NNS participation has been its cost of entry. Fox, ABC and CNN affiliates can use NNS for the cost of participation. In a major market, CNN's service can easily run six figures a year; in the very top markets, it can break into seven figures, according to news directors. Given the ad slowdown, cost savings have become more important.

"NNS could grow and preempt CNN," says Case. "It's going to boil down to economics. Stations are going to wake up and realize they're spending too much money. Economics will dictate. CNN guarantees

going live out of any market that has news. We've matched that guarantee. They'll have five for five [stations in a market]. We'll have three for five. And by 2002, all our Fox stations will have launched news. There's now 125, there'll be 182."

One issue that could cloud the future of NNS, however, involves speculation that continues to surface regarding a merger of some sort between CNN and either ABC or CBS. It's unclear how that would affect both CNN Newsource and NNS.

Possible NNS uncertainty aside, several news directors say that, even with the significant new entry of a less costly service, CNN's service remains invaluable. One news director at a major-market independent comments, "We're not eligible for NNS. We have CNN and APTN, and, between them, they don't miss much."

Still, not everyone in TV news devotes much attention to news services. At WSAZ-TV Huntington, W.Va., Ken Selvaggi, news director of the Emmis Broadcasting-owned station, can't get NNS because of his NBC affiliation and doesn't get CNN Newsource by choice. Nothing against CNN, he says, "but we're pleased with what we get from NBC Newschannel, we get some news over the Emmis network, and, more important, we're hyper-local." In his station's five hours of daily local news, he notes, "we don't even use NBC all that much. We generate our own news."

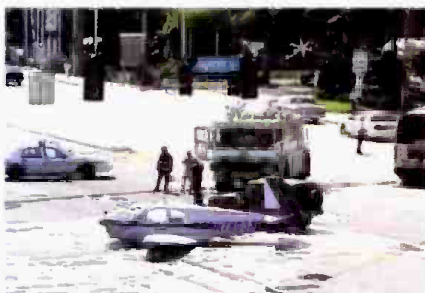
To get the CNN service, Selvaggi estimates, would "cost about two reporters," probably in the high-five-figure range. "In a perfect world, you get everything. I'd rather have the two reporters." ■

**'All the affiliates felt free to work with us. We took only one station per market. Within months, we had stations bidding, trying to get in.'**

—Reese Schonfeld, CNN Newsource



ABC owned-and-operated KGO-TV San Francisco provided images of this daring rescue to NNS affiliated stations.



Fox stations like WSVN Miami have found another outlet for their news products by being part of the NNS new service.



CBS affiliate KTVT Fort Worth, Texas, provided images of this tower rescue to ABC, Fox and fellow CBS stations through NNS.

4 producers, 9 reporters,  
4 editors, 3 anchors,  
12 stories, 2 remotes,  
17 advertisers, 10 rewrites,  
33 graphics, weather,  
sports, business, bumpers,  
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# Radio and TV news services

A GUIDE TO WHO DOES WHAT FOR WHOM

**ABC News Radio:** Audio. News coverage 24 hours a day, 7 days a week; newscasts and news headlines, crisis coverage, special reports, entertainment news and features, ABC Data wire. 212-456-5107

**AccuWeather:** National and local weather and facts; school delays and closings; agricultural weather information for TV and radio. 814-235-8650

**AgFeed:** Audio and video. Monthly program of agricultural stories, available by satellite or hard copy. Stories are written for a non-farm audience. 847-685-8752

**American Stock Exchange:** Audio and video. Broadcast location, market footage, analyst interviews, satellite services, business shows. 212-306-1440

**American Urban Radio Network:** Audio. Hourly newscasts, commentaries, entertainment news, reports from the White House and Capitol Hill, financial news, nightly news, talk shows, special reports on African-American issues. 212-883-2100

**Associated Press Television News:** Video. International newsgathering agency with worldwide crews, studios, editing facilities and global satellite video distribution. 202-738-1100

**AP Radio:** Audio. Offers a variety of radio services for stations' on-air and online broadcasts. These include 24-hour, live radio networks, prep services, entertainment, sports, business, weather and breaking news. 202-736-1100

**The Auto Doctor with Joe Hammer:** Video. Car-care appearance tips and tricks that anyone can do. 60- to 90-second weekly news insert. 740-264-7585

**Broadcast News Ltd.:** Audio and video. Broadcast News (BN), a division of The Canadian Press, provides data and audio services via satellite to more than 600 radio and television stations across Canada. 416-364-3172

**Business News Network:** Audio. 24-hour

service featuring business news, market reports, financial news, live reports from the NYSE, lifestyle talk shows, Business Day (three-hour radio program). 719-528-7040

**CBS News Radio:** Audio. 24-hour news coverage, special reports and updates, daily news-feed service, hard-copy service, newscasts and crisis coverage. 212-975-3615

**CNN Newsource:** Video. CNN Newsource comprises more than 550 network affiliates and independent television stations in the United States, Canada and Puerto Rico. 404-827-5032

**CNX Media:** Video, online. Daily editorial news reports, financial and health news for Internet and TV; weather-planning service; content tailored for medium. 415-229-8300

**Consumer Reports TV News:** Video. Twelve 90-second news inserts, delivered monthly via satellite to more than 95 stations. Offered on a market-exclusive basis. 860-677-0693

**CONUS Satellite News Cooperative:** Audio and video. Nationwide SNG cooperative providing satellite coordination and daily national, regional, sports and specialty news feeds. 651-642-4645

**Court TV:** Video. Broadcast clip service; video from more than 700 trials and hearings. 212-973-2652

**The Dow Jones Money Report:** Audio. One-minute long hourly business news briefs focusing on current money news, consumer trends and lifestyles. 914-244-0655

**DWJ Television:** Audio and video. Production, distribution and placement of video news feeds, SMTs, teleconferences, radio syndication, audio news releases and PSAs. 201-445-1711

**Feature Story News:** Audio, video. Ready-to-air television and radio international news coverage tailored to the individual on-air style. 202-296-9012

**Federal News Service:** Transcripts of presi-

dential debates; White House daily briefings; State Department, Defense Department and Justice Department briefings; Congressional Hearings; and Supreme Court actions. 800-211-4020

**Hammer Distributing:** Video. Car-care news, facts, tips and inserts for TV; The Auto Doctors. 740-264-7585

**Health NewsFeed:** Audio. Health NewsFeed is a daily 60-second radio program that brings listeners the very latest medical news from one of the world's finest health care institutions. Free of charge. 800-MED-RADIO

**Health News on Location:** Audio and video. Health- and dental-news reports available for syndication separately or in a package. 214-820-4827

**Hightower Radio Commentaries:** Audio. Weekday two-minute commentaries hosted by Jim Hightower. 512-477-5588

**Hock Talk for Television:** Video. Ninety-second packaged medical reports featuring Dr. Leonard Hock, a physician with more than 20 years' experience. Covers medical topics in a clear, concise and enthusiastic manner. 913-577-0222

**Kitchen Minute:** Video. Cooking tips from Jim White, a professional chef who, in less than 60 seconds, can teach viewers about new and easy ways to prepare foods. 925-247-1211

**Living Successfully:** Audio. Weekly radio program about balancing work, relationships and money. Hosted by Bob Keeton. 804-272-5557

**McDougall, M.D.:** Video. Magazine format, with John McDougall M.D. and Mary McDonough. 805-955-7681

**Media Monitor:** Audio. Three-minute commentary, available five days per week, from Accuracy in Media. 202-364-4401

**Medical Breakthroughs:** Video. Covers new treatments, procedures and technologies



from around the country. More than 150 90-second split-audio segments per year, plus complete Web component including daily breaking health news. 407-740-0789

**Medill News Service:** Audio and video. Regional news coverage out of Washington. 202-661-0104

**Medstar Television:** Video. Weekly health-news services. With or without narration, split-track audio with A-roll and B-roll. Available in Spanish. 610-706-3285

**Money Talks:** Video. The most popular talent-driven consumer news feature in the country. Three 90-second features per week. Hosted by Stacy Johnson, a CPA/stockbroker/realtor/life insurance agent. 513-533-4116

**NASA Television:** Video. News coverage of NASA's activities and missions. Live space shuttle missions, daily video feed of B-roll and interviews on the news, interviews via satellite, and instant access to press conferences. 202-358-4555

**The Nasdaq-Amex Market Group:** Audio. Daily reports; Nasdaq Stock Market and American Stock Exchange reports; hour and half-hour versions of reports available after 4 p.m. ET. 800-777-Nasdaq

**New York Stock Exchange:** Video. Daily satellite feed of new company listings, B-roll/sound bites for market stories, and special features. 2:30-2:45 p.m. ET, Telstar 5, C-Band, Transponder 7. 212-656-5483

**News/Broadcast Network:** Audio and video. Provides daily satellite feeds of releases to stations and other news programs; books and produces celebrity, consumer, health, high-tech and business interviews for satellite and radio media tours. 212-684-8910

**Reuters Television:** Video. News feeds around the clock, state-of-the-art production facilities, transmission services, worldwide network of camera crews and studio facilities and special-event coverage. 202-310-5686

**60 Second Housecall:** Audio and video. Internationally syndicated daily health-news insert created and anchored by Dr. Bob Lanier. 817-731-9196

**Sports Byline USA:** Audio. Late-night talk programming for radio, featuring interviews

with sports players. 800-783-7529

**Talk America:** Audio. News programming, national weather, sports and 24-hour talk programming via satellite. 781-828-4546

**The Wall Street Journal Report:** Audio. Twice hourly live business reports of one or two minutes in length. Covers breaking business and money news to help listeners manage their finances, careers and lives. 914-244-0655

**Westwood One:** Audio. Produces nationally sponsored radio programs; provides local traffic, news, sports and weather programming for 16 major cities. Owns Shadow Broadcast Services. 212-641-2000

**Your Produce Man:** Video. The latest news on fresh fruit and vegetables, varieties, selection, best value and recipes. Five per week, each report less than 60 seconds. 925-247-1211



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# Changing Hands

## TVs

### **KXTX-TV-DT Dallas/Fort Worth, Texas**

**Price:** \$65 million cash

**Buyer:** Telemundo Holdings Inc., Hialeah, Fla. (James M. McNamara, president; Station Partners LLC, 81.4% owner); owns/is buying nine other TVs  
**Seller:** Southwest Sports Television LP, Dallas (Thomas O. Hicks, ultimate owner). Hicks is largest owner of Clear Channel Communications Inc., which is buying KNEA(AM) Jonesboro and KKEY(FM) Harrisburg/Jonesboro, Ark. (see item, below). Note: Southwest was to sell KXTX-TV to Pappas Telecasting Cos. for \$85.55 million (Changing Hands, July 24, 2000)

**Facilities:** Ch. 39, 4,470 kW visual, 447 kW aural, ant. 1,679 ft.

**Affiliation:** Independent

**KBPX(TV) Flagstaff/Phoenix, KBGF(TV) Douglas/Tucson and three low-power TVs, all Ariz.**

**Price:** \$19.113 million cash plus assumption of liabilities

**Buyer:** Univision Communications Inc., Los Angeles (A. Jerrold Perenchio, chairman/acting president/69.1% owner); owns/is buying 28 other TVs including KTVW-TV Phoenix, plus KZZA(LP) Flagstaff/Phoenix and KUVE(LP) Tucson; has applied to build TV in Blanco (near Austin and San Antonio), Texas. Univision owns about 32% of Entravision Communications Corp., which owns/is buying 20 TVs and 58 radios

**Seller:** Equity Broadcasting Corp. (EBC)/Douglas Broadcasting Inc., Little

**Station Trades**

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

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**THIS WEEK**

TV/Radio □ \$0 □ 0  
 TVs □ \$89,113,000 □ 3  
 Combos □ \$4,500,000 □ 1  
 FMs □ \$23,600,000 □ 2  
 AMs □ \$12,375,000 □ 4  
 Total □ \$129,588,000 □ 10

---

**SO FAR IN 2001**

TV/Radio □ \$200,000,000 □ 1  
 TVs □ \$559,353,114 □ 23  
 Combos □ \$2,779,679,820 □ 60  
 FMs □ \$380,417,555 □ 118  
 AMs □ \$119,747,311 □ 83  
 Total □ \$4,039,197,800 □ 285

Rock, Ark. (Larry E. Morton, president/0.9% owner; WinStar New Media Co. Inc., 63% owner [Stuart B. Rekant, president]); owns/controls/is buying five TVs, four FMs and three AMs; is buying construction permit (CP) to build KUTH(TV) Logan, Utah; has interest in KBCA(TV) Elk City/Oklahoma City, Okla. EBC's directors also are directors of Kaleidoscope Foundation Inc., which has applied to build 10 noncommercial TVs. Winstar owns 70% of KBPD(TV) La Grande/Portland, Ore.; has CPs to build four TVs. Note: EBC recently purchased KBPX, along with WPXS(TV)

Mount Vernon, Ill./St. Louis, for \$17.75 million (Changing Hands, March 5)  
**Facilities:** KBPX: ch. 13, 1 kW visual, ant. 1,778 ft.; KBGF: ch. 3, 100 kW visual, ant. 16 ft.

**Affiliation:** KBPX: Pax TV; KBGF: independent

### **KSKN(TV) Spokane, Wash.**

**Price:** \$5 million cash

**Buyer:** Belo Corp., Dallas (Robert W. Decherd, president/18.4% owner); owns 20 other TVs, including KREM-TV Spokane; has local marketing agreements (LMAs) with KTTU-TV Tucson, Ariz., and KBEJ(TV) Fredericksburg/San Antonio, Texas. Note: Belo has been operating KSKN under LMA since June 1996. Its option agreement for KSKN, dated that month, called for purchase price of \$8.75 million

**Seller:** KSKN-TV Inc., Spokane (Mark Querio, president); no other broadcast interests

**Facilities:** Ch. 22, 1,860 kW visual, 1,958 ft.

**Affiliation:** WB/UPN

## Combos

### **KSQR(AM) Sacramento and KZSA(FM) Placerville/Sacramento, Calif.**

**Price:** \$4.5 million (\$3 million for FM; \$1.5 million for AM)

**Buyer:** Moon Broadcasting Sacramento LLC, Los Angeles (Abel A. Deluna, 2% managing member; Abel Deluna as trustee for Abel Deluna Intervivos Trust, 95% member); owns four FMs and three AMs in Calif. and Wash.

**Seller:** Z-Spanish II Trust, Stamford,

C L O S E D

## LIN TELEVISION CORPORATION

Gary R. Chapman, *President*

*has agreed to acquire*

**WJPX-TV**

San Juan, Puerto Rico

**WJWN-TV**

San Sebastian, Puerto Rico

**WKPV-TV**

Ponce, Puerto Rico

for **\$11,200,000** from

## PAXSON COMMUNICATIONS CORPORATION

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## Changing Hands

Conn. (Mark Inglis, trustee); no other broadcast interests

**Facilities:** AM: 1240 kHz, 1 kW; FM: 92.1 MHz, 1.41 kW, ant. 446 ft.

**Formats:** AM: Spanish; FM: Spanish, news/talk

### FMs

**WJBW-FM Jupiter/Stuart/West Palm Beach, Fla.**

**Price:** \$20 million

**Buyer:** Infinity Media Corp., New York (Mel Karmazin, chairman; Viacom Inc., majority owner [Sumner Redstone, ultimate owner]); owns/is buying 182 radios, including WEAT-FM and WIRK-FM West Palm and WPBZ(FM)

Indiantown/West Palm

**Seller:** FM Radio Acquisition LLC, Boca Raton, Fla. (Mitchell Rubenstein, manager); owns WJBW(AM) Jupiter

**Facilities:** 99.5 MHz (to be 106.3 MHz), 6 kW, ant. 328 ft.

**Format:** Adult standards

**WLKG(FM) Lake Geneva, Wis./Rockford, Ill./Chicago**

**Price:** \$3.6 million (includes two \$50,000 three-year noncompete agreements)

**Buyer:** Radio K-T Inc., Park Ridge, Ill. (Joseph Jack Taddeo, president/co-owner); owns WKTT(FM) Cleveland, Wis.

**Seller:** CTJ Communications Ltd., Lake Geneva (Thomas Kwiatkowski, president); no other broadcast interests

**Facilities:** 96.1 MHz, 6 kW, ant. 328 ft.

**Format:** AC, hot rock

### AMs

**KSZZ San Bernardino/Los Angeles, Calif.**

**Price:** \$7 million (less \$60,000 credit to buyer for painting three towers)

**Buyer:** Salem Communications Corp., Camarillo, Calif. (Stuart W. Epperson, chairman/30.3% owner; Edward G. Atsinger III, president; Edward G. Atsinger III Trust, 44% owner); owns/is buying 80 other radio stations including KKLA-FM Los Angeles, KXXM(FM) Anaheim/Los Angeles and KIEV(AM) Glendale/Los Angeles; is selling KEZY(AM) San Bernardino/Los Angeles, Calif. (see next item)

**Seller:** Entravision Communications Corp., Santa Monica, Calif. (Walter F. Ulloa, chairman/10.6% owner; Philip C. Wilkinson, president/10.6% owner; Univision Communications Inc., 32% owner); owns/is buying 20 TVs and 57 other radios, including KSSE(FM)

Riverside/Los Angeles, Calif. Ulloa owns/is buying KHIZ(TV) Barstow/Los Angeles and KJLA(TV) Ventura/Los Angeles, Calif. His brother, Ronald L. Ulloa, owns/is buying KVMD(TV) Twentynine Palms/Los Angeles and KRPA-TV Rancho Palos Verdes/Los Angeles, Calif. Univision owns/is buying KHSC-TV and KMEX-TV Los Angeles. Note: Entravision bought KSZZ when it acquired Latin Communications Group Inc. (Changing Hands, Jan. 10, 2000)

**Facilities:** 590 kHz, 1 kW

**Format:** Spanish contemporary  
**KEZY San Bernardino/Los Angeles, Calif.**

**Price:** \$4 million

**Buyer:** Hi-Favor Broadcasting LLC, Valencia, Calif. (Daisy Publishing Co. Inc., sole member [Roland S. Hinz, president/sole director]); owns KLTX(AM) Long Beach/Los Angeles, Calif., which it also bought from seller (Changing Hands, July 17, 2000)

**Seller:** Salem Communications (see preceding item). Note: Salem must build KEZY studio at cost not to exceed \$25,000. Also note: Salem bought KEZY as part of eight-station, \$185.6 million

deal (Changing Hands, April 17, 2000)

**Facilities:** 1240 kHz, 1 kW

**Format:** Christian talk

**WAGL Lancaster/Rock Hill, S.C./Charlotte, N.C.**

**Price:** \$700,000

**Buyer:** Estuardo Valdemar Rodriguez, Annandale, Va.; owns WLLN(AM) Lillington/Fayetteville, N.C.

**Seller:** Palmetto Broadcasting System Inc., Lancaster (B.L. Phillips, president/owner); no other broadcast interests

**Facilities:** 1560 kHz, 50 kW day

**Format:** Modern country, Southern gospel

**Broker:** Blackburn & Co. Inc. (seller)

**WPWA Chester, Pa.**

**Price:** \$675,000

**Buyer:** Mount Ocean Media LLC, W. Caldwell, N.J. (Rev. Sun Young Joo, president/51% owner)

**Seller:** CRN Licenses LLC, Orange, Calif. (William Agee, president)

**Facilities:** 1590 kHz, 3.2 kW day, 1 kW night

**Format:** Talk

**Broker:** Media Services Group Inc. (seller)

—Compiled by Elizabeth A. Rathbun

## CLEAR CHANNEL

has acquired

**KXEW-AM/KOHT-FM  
KTZR-AM**

Tucson, Arizona

from

**ART LABOE**

for

**\$17,000,000**

The undersigned acted as exclusive broker  
in this transaction and assisted in the negotiations.



**Kalil & Co., Inc.**

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

# FCC's sound choice

*Streamlining procedures is priority for new radio chief*

**A**t first glance, Peter Doyle's new job appears far removed from his days as a lobbyist for troubled Rust Belt cities. But there are common threads between his current post as chief of the FCC's audio services division and the job he held while earning a law degree from Georgetown University in the 1980s.

After all, radio stations only a few years ago were considered the Rust Belt of broadcasting. Before the 1996 Telecommunications Act ushered a wave of consolidation and profitability, radio was on the wane and capital flowed out of the business faster than a smoke-stack industry to cheap overseas labor.

Today, like the Eastern and Midwestern cities rebuilt by financial services and technology businesses, radio has come back strong.

The duties of the Audio Services Bureau gained a higher profile as the industry's fortunes improved. Although the bureau is considered by many in the industry as no more than the place that processes the hundreds of radio sales and new-station applications filed each

year, consolidation has put the office into the middle of a high-profile public-policy debate over placing the airwaves into a few powerful hands.

The higher profile is fine with the new chief. "I've always enjoyed issues that involved public policy," says Doyle, who assumed his post in May.

Doyle joined the FCC in 1995 as an Audio Services Division staff attorney after 10 years handling merger applications and other transactions for a couple of Washington law firms. "Looking for a change," he answered a help-wanted posting in an FCC hallway.

Most fulfilling, he says, has been helping to streamline procedures that "drove me crazy" as a private attorney.

Doyle, who served as a congressional aide and a lobbyist for the Northeast-Midwest Institute, wins praise from former private-sector colleagues.

"Under Peter's watch, the division will be both efficient and effective," says Alan Campbell, a partner of Irwin, Campbell, Tannenwald broadcasting law firm.

Topping Doyle's agenda in the coming months will be the creation of more than 1,000 new full-power stations. The new stations, the largest influx since the controversial "80-90 docket" in the early 1980s, represent some important firsts for the FCC. A new point system for issuing educational and other noncommercial licenses gets its inaugural run. Also, the FCC will con-



**Peter H. Doyle**  
Chief, Audio Services  
Division

**B. May 22, 1951, Brooklyn, N.Y.; B.A., philosophy, University of Rochester, Rochester, N.Y.; 1973; M.A., philosophy, University of Virginia, Charlottesville, Va., 1977; J.D., Georgetown University, 1985; legislative aide, Rep. Gladys Noon Spellman (D-Md.), 1978-81; director and senior policy analyst, Northeast-Midwest Institute, 1981-85; associate attorney, Dow Lohnes & Albertson, 1985-1991, senior associate, Arter & Hadden, 1991-95; senior attorney, FCC Audio Services Division, 1995-96; asst. division chief, law, 1996-98; deputy division chief, 1998-2001; current position since May; m. Anita, Aug. 7, 1976, children: Megan (18), Patrick (16)**

duct its first open auction of broadcast licenses by putting 350 FM allotments on the block

in September. As many as 250 AM stations could go up for bidding sometime in 2002.

Those two auctions were thrown into uncertainty in June, however, when a court ruled that noncommercial stations can't be forced to bid to receive allotments on the commercial portion of the spectrum band.

"It's not yet clear how we're going to proceed," Doyle says.

The office also is gearing up for the authorization of the first noncommercial low-power FM radio stations, which he calls "one of the most significant accomplishments of the FCC's Mass Media Bureau."

Construction permits for 100 low-power outlets have already been issued in a dozen states. When applications from the rest of the country are settled, as many as 600 of the stations could go on the air.

Next up will be tests to determine if low-power interference restrictions can be dropped to accommodate more LPFM outlets.

Doyle's agenda also includes settling disputes over the added scrutiny the FCC gives to radio mergers that place the majority of a local market's advertising into one or two companies, and setting rules for digital radio service.

Doyle says he hopes to have the digital rules finished in 2002.

He also intends to improve on efficiency gains "the excellent team" he inherited made in recent years processing licensing applications. ■

—Bill McConnell



*see change!*

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# People

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

### Broadcast TV

**Kirk Black**, GM, WNEM-TV Bay City, Mich., named VP/GM, KCTV(TV) Kansas City, Mo.

**John Shine**, VP/GM, KTVO(TV) Kirksville, Mo., joins WECT(TV) Wilmington, N.C. in same capacity.

**Crystal Amini-Rad**, business manager, KTVO(TV) Kirksville, Mo., named VP/GM.

**Hayley Herst**, news director, KRNV(TV) Reno, Nev., named managing editor, KDVR(TV) Denver.

**Joann Kelleher**, account executive, WPWR-TV Gary, Ind., promoted to national sales manager.

### Programming

Appointments at Oxygen Media: **Nicolette Donen**, executive producer, *Exhale With Candice Bergen*, Los Angeles, adds to her duties VP, development, West Coast; **Brigitte McCray**, VP, on-air promotions, New York, adds to her duties, VP, programming; **Jennifer**

**Cunningham**, development representative/consultant, Panamort Television, New York, joins as VP, development; **Elizabeth Cullen**, director, acquisitions and co-productions, Los Angeles, promoted to VP.

**Jody Brockway**, VP, miniseries and television motion pictures, NBC Entertainment, Burbank, Calif., joins Carlton America, Studio City, Calif., as VP, development and production.

**Stacie Seifrit**, director, sales and marketing, KROQ-FM Pasadena, Calif., joins UPN, Los Angeles, as VP, marketing and media.

Promotions at Comcast SportsNet, Philadelphia: **John Ruth**, CFO, adds to his duties, senior VP, finance; **April Carty-Sipp**, producer, on-air promotions, appointed director.

### Cable TV

Appointments at Pegasus Communications, Bala Cynwyd, Pa.: **Macy Summers**, VP, broadband

### Obituaries

**Marcus Cohn**, considered the dean of the federal communications bar, died July 3 at 88. Cohn was founding partner of the communications law firm Cohn and Marks and had served as a trial attorney at the FCC. He is a past president of the Federal Communications Bar Association.  
A memorial service was held Aug. 8 at Washington Hebrew Congregation.

**Jack Maple**, who co-created the CBS series *The District*, which was drawn from his 27-year career as a police officer, died Aug. 4 at 48 of colon cancer. Jack Mannion, the lead character in the series, is based on Maple.

**Lorenzo Music**, an Emmy winner as a writer for *The Smothers Brothers Comedy Hour*, story editor for *The Mary Tyler Moore Show*, co-creator of *The Bob Newhart Show*, died Aug. 4 at 64 of lung cancer. In addition, he was an actor. His was the voice of Garfield the cat and of Carlton, the unseen doorman on *Rhoda*, a series he co-created.

**Christopher Hewett**, an actor best-known for his TV portrayal of Mr. Belvedere, the British butler, died Aug. 3 at 80. He was also in *Fantasy Island* and in the movies *The Producers* and *The Lavender Hill Mob*.  
—Beatrice Williams-Rude

satellite solutions, EMS Technologies Inc., Norcross, Ga., joins as VP, technology; **Chuck Chakravarty**, principal, The Chatterjee Group,

New York, joins as VP, business development.  
—P. Llanor Alleyne  
palleyne@cahners.com  
212-337-7141



Kirk Black



Hayley Herst



Brigitte McCray



Stacie Seifrit



*We're  
taking you  
straight to the top*

 BROADCASTING & CABLE SPECIAL REPORT

## TOP 25 MEDIA GROUPS

On August 27, *Broadcasting & Cable* features its much-anticipated, exclusive overview of the top 25 media groups in the industry.

This in-depth profile singles out companies with a host of significant media holdings in the U.S. and provides you with the only industry-specific review around. With a host of pertinent information and the latest insight on these groups, this issue is sure to be in the hands of all top execs in the industry.

ISSUE DATE: **August 27, 2001**

AD CLOSE: **August 17, 2001**

MATERIALS DUE: **August 21, 2001**

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 BROADCASTING & CABLE SPECIAL REPORT

## TOP 25 RADIO GROUPS AND STATE OF RADIO PROGRAMMING



On September 3, *Broadcasting & Cable* will feature two exclusive reports: The Top 25 Radio Groups and The State of Radio Programming. This edition of our "Top 25" series will examine the key players in radio ownership, their holdings and growth strategies. The Programming special report will focus on the trends and the shifting opportunities and challenges facing radio broadcasters, including such issues as the impact of consolidation, the threat of satellite radio and the rise of hot on-air personalities.

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Issue Date: **September 3, 2001**

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# Classifieds

## Television

### TECHNICAL CAREERS

#### SATELLITE UPLINK ENGINEER

Mobile uplink company seeking an experienced KU band satellite engineer to be based in the Kansas City area. Experience in uplink operation, satellite transmission, and electronic maintenance. DOT/CDL required. Position requires travel. Salary/benefits commensurate with experience. E-mail at [passport@netins.net](mailto:passport@netins.net) or P.O. Box 736, Clear Lake, IA 50428.

#### MAINTENANCE ENGINEER

KSBY-TV the NBC affiliate of San Luis Obispo, CA. Seeks a Maintenance Engineer. This is a full-time position. Applicants will possess the ability to troubleshoot on a component level and will learn to install and maintain broadcast equipment. Please send resume to Personnel, KSBY-TV/M, 1772 Calle Joaquin, San Luis Obispo, CA . 93405. EOE

#### EDITOR / TECHNICAL DIRECTOR

WYES has an immediate opening in the Engineering department for an Editor/Technical Director. The selected candidate should have three years experience as a Linear Control Room editor as well as live and tape Technical Director's experience. Non Linear experience is also a must. Hours may vary and overtime will be required when needed. Send Resume, Cover Letter & Salary Requirements to: Personnel Office, Attn: Editor/ TD Hire, WYES-TV/Channel 12 P.O. Box 24026, New Orleans, LA 70184 No telephone calls please. WYES is an EOE.

## Engineering Opportunities



CBS has several opportunities for Engineers and Technicians at its Broadcast Center in New York City. There is also an opening for a Material Coordinator in the Technical Maintenance Department.

#### DIRECTOR, TRANSMISSION SYSTEMS ENGINEERING

This position is responsible for managing the Broadcast Distribution Systems Engineering group. Knowledge of automation and satellite systems is required. Strong computer systems skills are needed to help design the next generation of automated distribution systems. B.S. in Electrical Engineering or Computer Science is required. This position reports to the Vice President of Engineering.

#### ASSOCIATE DIRECTOR, TRANSMISSION SYSTEMS ENGINEERING

Supporting more specifically the automation systems used for distribution of the CBS Television Network, this position reports to the Director, Transmission Systems Engineering. The qualified candidate will have a B.S. in Computer Science and experience writing software specifications and qualifying software.

#### A/V SYSTEMS ENGINEER

This engineer will design, test and debug broadcast audio, video and control systems. A B.S. in Electrical Engineering and some experience in television technical systems are required.

#### CONSTRUCTION TECHNICIANS

These openings are in the Engineering Construction Shop. One opening is for a technician with skills pulling, dressing and terminating all types of low voltage cable. Candidates should be able to work from drawings and sketches. Experience with LAN and optical fiber is desirable. Another opening is for a machinist with experience using all standard machine shop tools, welding and designing prototypes.

#### MAINTENANCE TECHNICIANS

Openings are available for technicians with experience in trouble shooting and repairing audio, video and control systems and equipment. Experience with videotape machines and video servers is desired.

#### MATERIAL COORDINATOR

This opening is in the Maintenance department and works with management and Maintenance Supervisors to keep a current inventory of parts. This position requires an organized person who is comfortable working with a wide variety of parts manufacturers and dealers. Experience with Excel and/or Lotus Notes is preferred.

We offer a competitive salary and benefit package. E-mail confidential resume, indicating position of interest, to: [CBSRecruitment@cbs.com](mailto:CBSRecruitment@cbs.com) (MUST indicate position title in the subject line). Only Word documents will be accepted. An Equal Opportunity Employer.

#### CHIEF ENGINEER

Trinity Broadcasting station. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller. Mail: P. O. Box C-11949, Santa Ana, CA 92711; E-mail: [BMILLER@TBN.ORG](mailto:BMILLER@TBN.ORG); Fax: 714/665-2101. M/F EOE.

### PRODUCER CAREERS

#### PRODUCER

KTRK-TV's live morning talk show, Debra Duncan, has an immediate opening for a producer. Looking for a creative genius, who can consistently recognize and generate compelling and promotable show content and guests. Must be able to work on multiple projects as well as possess strong writing, research and production skills. Special event field producing, news special projects or assignments' desk experience a plus. Three years television producing experience preferred. Quality applicants should send tapes and resume to: Wendy Granato, Executive Producer, KTRK-TV 3310 Bissonnet, Houston, TX 77005 No phone calls please. Equal Opportunity Employer M/F/V/D

#### SUPERVISING PRODUCER

#### NATIONAL GEOGRAPHIC EXPLORER

National Geographic's award-winning, weekly program, EXPLORER, is seeking a highly energetic, seasoned Supervising Producer to manage programming and scheduling, and provide direction for host segments, on-air promotions, and re-versioning stories. Candidates should have excellent editorial judgement and writing skills. A good graphic sense is important as well as an ability to conceive and execute outstanding production techniques. Also, an overall creative concept of programming and as well as an ability to motivate people.

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National Geographic Television  
Human Resources/SVPP  
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# Classifieds

## Television

### PRODUCERCAREERS

#### SENIOR PROMOTION PRODUCER

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#### PRODUCER

We need an aggressive, high-energy newscast producer. College degree and one year of experience. Send material that shows us how you make a difference in the newscast. Andy Still, News Director, WYFF-TV, 505 Rutherford St., Greenville, SC, 29609. EOE.

### NEWSCAREERS

#### AM NEWS CO-ANCHOR NOON NEWS ANCHOR

WKBW-TV Buffalo, one of America's great television stations, has an immediate opening for an AM news co-anchor/noon news anchor. The winning candidate will be a first-rate journalist with a college degree, strong background in reporting, 3 to 5 years experience and ability to ad-lib in breaking news and interview situations. If you have what it takes to help sustain our growth in morning news, rush a resume, references and non-returnable, VHS tape to "Morning Anchor", WKBW-TV Human Resources, #7 Broadcast Plaza, Buffalo, NY 14202. EOE. Women and minorities are encouraged to apply.

#### NEWS ANCHOR/REPORTER

FOX Affiliate in Fargo, ND is looking for strong talent to co-anchor our award winning 9 pm newscast. We just lost our last anchor to a top 30 market. Requires excellent on-air delivery, compelling writing skills, and ability to edit. Experience required. Send resume and non-returnable tape to Jim Shaw, News Director, KVRR-TV, PO Box 9115, Fargo, ND 58106. Women and Minorities encouraged to apply.

#### PHOTOJOURNALIST

Do you have a passion for great pictures and sound? Do you relish an atmosphere where your ideas count? Do you love to tell stories with real people? Then come join us. We work together, learn and grow each day. Send your resume and tape to John Hendon, Assistant Chief Photographer, WYFF-TV, 505 Rutherford St., Greenville, SC 29609. EOE.

### NEWSCAREERS

#### NEWS ANCHOR

Attention: Ohio Valley Natives. Would you like to come home? WTOV-TV, the # 1 station in Steubenville, OH/Wheeling, WV market is looking for a homegrown talent to sit at our anchor desk. Are you a reporter or weekend anchor anxious to make the move to 5, 6 & 11 p.m. anchor? WTOV-TV is an Equal Opportunity Employer M/F. Send tape, and resume to:  
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#### CHIEF METEOROLOGIST

KBMT-TV, ABC affiliate in Beaumont, TX situated one hour from the Gulf Coast and Houston, is looking for a Chief Meteorologist. This candidate's 5+ years experience will consist of strong broadcasting, concise forecasting and live reporting skills. Meteorology degree with AMS/NWA certification preferred. Weather Central and Weather Warn systems background desired. Southeast Texas is prone to sudden weather changes and lies in areas of direct threat or designated landfalls of tropical storms and hurricanes. Qualified candidates serious about relocating to Southeast Texas should mail tape and resume to Mark McKinnon, KBMT-TV, 525 IH-10 South, Beaumont, TX 77701.

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#### CREATIVE SERVICES COMMERCIAL PRODUCER

WNYT, the NBC Affiliate in Albany, New York is seeking a creative, writer/producer/director to produce commercials and some long-form specials. Prior commercial production experience is mandatory with 2 years minimum experience. Person will be responsible for all aspects of pre-production through post-production. No hands-on equipment experience necessary or required. Must be able to manage multiple priorities. If you feel you've got what it takes, send your resume and demo tape to: Creative Services Director; WNYT-TV, 15 North Pearl Street, Albany, New York 10014.

[www.tvinsite.com/broadcastingcable](http://www.tvinsite.com/broadcastingcable)

### SALESCAREERS

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Salary: Base pay including benefits, plus commission. Qualifications: Bachelor's Degree in related field. Knowledge of Public Radio and TV underwriting sales or commercial broadcast sales. Excellent interpersonal skills. Experience in the preparation, writing, and design of underwriting/sales material. Two years of sales related experience required. Must have ability to perform independently to achieve measurable underwriting sales outcomes. Responsibilities: Responsible to increase, through direct contact, underwriting support from business, industry, foundations, and other private sector entities. To obtain underwriting for TV and radio programming to help defray the local broadcast expenses of the licensee. To create and maintain files and records. Advise the Associate Director for Development and Communications of progress with current clients, and about potential clients and future underwriting opportunities. Regional travel is required. Interviewer: Doug Partusch, Associate Director For Development & Communications. Send letter, resume, and three references to Heather Dew, Director of Finance & Personnel, Ohio University Telecommunications Center, 9 South College Street, Athens, Ohio 45701. Deadline: September 7, 2001. OHIO UNIVERSITY IS AN AFFIRMATIVE ACTION, EQUAL OPPORTUNITY EMPLOYER

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HR Administrator, Comcast Cable

4400 Belle Oaks Drive, North Charleston, SC 29405.

FAX: (843) 266-3002, EMAIL: [Comcast\\_SCHR@cable.comcast.com](mailto:Comcast_SCHR@cable.comcast.com).

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# Editorials

COMMITTED TO THE FIRST AMENDMENT

## We vote no

The recommendations released two weeks ago by the National Commission on Federal Election Reform are just that, recommendations. Some, particularly uniform-ballot standards, are overdue. Others, like those that stray from punch cards to the prognostications of TV networks, should be ignored.

The commission's recommendation that "news organizations should not project any presidential-election results in any state so long as polls remain open elsewhere in the 48 contiguous states" was unrealistic, given the speed with which the electronic media, particularly the Internet, can relay information. It was made chilling by the additional suggestion that, "if necessary, Congress and the states should consider legislation, within First Amendment limits, to protect the integrity of the electoral process." We are afraid that, in the post-election rush to affix blame, that First Amendment caveat could be open to some wide interpretation.

And if news organizations don't agree voluntarily, the commission said, the government should consider withholding official tallies. As a last resort, the commission recommends what to us should have been the starting and ending point of its recommendations regarding coverage: uniform poll-closing hours. The networks are for it, and it would require no journalists to do the equivalent of sitting on a hot stove, which is to sit on information.

Giving the commission's report some legs was the fact that the Bush administration signed off on it, though not on the specifics. What that really means, though, is that, politically, the president could not take shots at an effort to fix the election process and effectively endorsed the idea of taking steps to ensure that voters are not disenfranchised. So do we. But trying to control news-media coverage shouldn't be one of them.

## Don't give up the tape

Staying on the subject of election night, we are glad to see that NBC President Andrew Lack continues to resist Rep. Henry Waxman's attempts to force the network to turn over an internal tape purporting to show GE Chairman Jack Welch urging NBC to call the election for Bush. Those attempts, in increasingly threatening letters to Lack over the past few months, stem from a hearing back in February when the network news executives were paraded before the House Energy and Commerce Committee. We had advised them not to attend and said then that the sight of them "yes-sir-ing and yes-ma'am-ing their way to the woodshed" was something we had hoped never to see. Sadly, one of the fruits of that diseased tree has been the Waxman witch-hunt, including threats of possible government action. To their credit, Lack and NBC have refused to surrender the tape to the powerful congressman. Waxman should stop asking.

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