

BROADCASTING CABLE

OCTOBER 22, 2001

www.broadcastingcable.com

SONY SAYS SAYONARA

Why Sony's Columbia TriStar is exiting the broadcast-TV production business and what it means

» PAGE 5

NATPE: LET'S ALL MEET TOGETHER

Even as it is losing some exhibitors, Mandel suggests a confab that would unite programmers

» PAGE 8

NO MORE FAN LETTERS

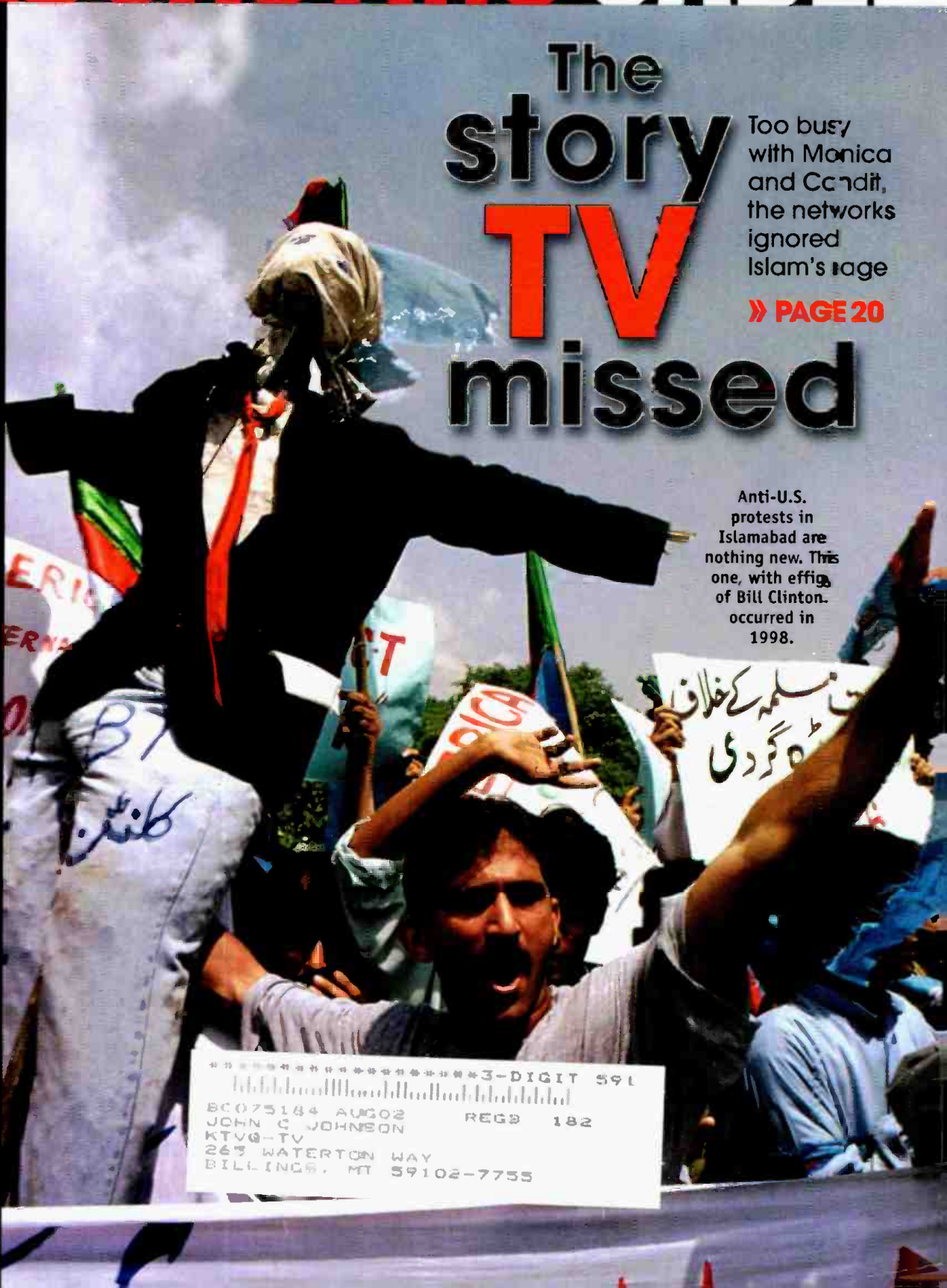
Anthrax scares at news operations get networks nervous and careful

» PAGE 16

A FIGHTING COPP AT FCC

The new commissioner's zeal for public-interest standards sets him apart

» PAGE 30



The story TV missed

Too busy with Monica and Credit, the networks ignored Islam's rage

» PAGE 20

Anti-U.S. protests in Islamabad are nothing new. This one, with effigy of Bill Clinton, occurred in 1998.

*****3-DIGIT 591
BC075184 AUG02 REGD 182
JOHN C JOHNSON
KTVG-TV
263 WATERTON WAY
BILLINGS, MT 59102-7755



Game Show Network's viewers are on the rise!



That's right! Game Show Network viewership rose

25%

during Primetime from the prior Broadcast Year.*

With newly acquired shows such as *Press Your Luck*, *Let's Make A Deal*, *\$1.98 Beauty Show* and *Who Dares Wins*, now more than ever, viewers are stuck on Game Show Network.



www.gameshownetwork.com

Source: *Nielsen Media Research, Galaxy Explorer, M-SU 8p-11p, Oct '99-Sep '01.

play.

Top of the Week October 22, 2001



Ellen DeGeneres will still be the host of the Emmy Awards show.

NEW HOMES Displaced TV and radio stations seek to relocate permanently at the Empire State Building. » 12

DILEMMA CNN gets chance to question bin Laden, with conditions. » 14

LOCAL ANGLE Stations send reporters to cover the war in central Asia. » 14

HOLD THE MAIL News organizations tighten security in the wake of anthrax contamination. » 16



KTTV-TV's *Good Day L.A.* will retain its broad appeal as *Good Day U.S.A.*

Programming

Box score Fox scores big in the regular season; playoffs are a mixed bag. » 25

Extended reach *Good Day L.A.* is slated to get an extra hour aired nationally. » 25

EXTREME MEASURES Sony is likely to close broadcast-TV production; Fox folds its movie division. » 5

ONE-STOP SHOW NATPE ponders becoming a venue for syndication, cable and broadcast programmers. » 8

THIRD TIME'S THE CHARM Twice-postponed Emmy Awards show is rescheduled for Nov. 4. » 9



The Empire State Building used to be home to most New York TV and radio stations.

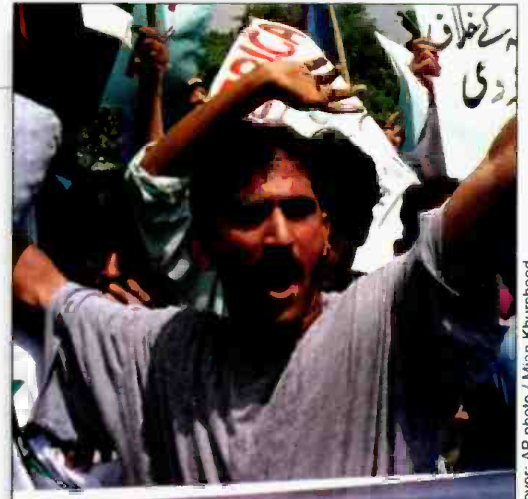
Washington

Against the tide FCC's Michael Copps bucks the deregulatory trend. » 30

No-fly FAA passes the buck to NSC on grounded news choppers. » 31

Technology

Filling digital gaps Pennsylvania TV station will test network of same-frequency transmitters. » 32



Cover: AP photo / Mian Khurshheed

COVER STORY

THE STORY TV MISSED

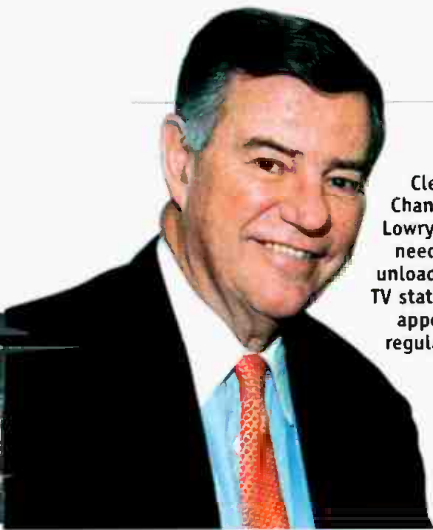
The shock at the intensity of the hatred toward the U.S. may be attributed to underreporting by TV news programs. » 20



2001 TECH EMMYS

National Academy of Television Arts & Sciences presents its annual awards for Technological/Engineering achievements. » 34

B&C Eye	4
Broadcast Ratings	26
Changing Hands	38
Classifieds	42
Editorials	46
Fates & Fortunes	39
Fifth Estater	40
Focus	29
Station Break	28
Syndication Ratings	27
The Week That Was	10



Clear Channel's Lowry Mays needs to unload some TV stations to appease regulators.

BUSINESS

Clear Channel clearance sale

To stay in line with duopoly and crossownership rules, radio giant Clear Channel will probably have to sell TV stations in six markets to win government approval of its \$800 million purchase of the Ackerley TV group. The markets are Rochester, Syracuse, Binghamton and Utica, all New York; Eugene, Ore.; and Santa Maria/San Luis Obispo, Calif. The company is expected to ask the FCC for short-term waivers to allow orderly divestitures.—*B.M.*

Sculpting Sinclair

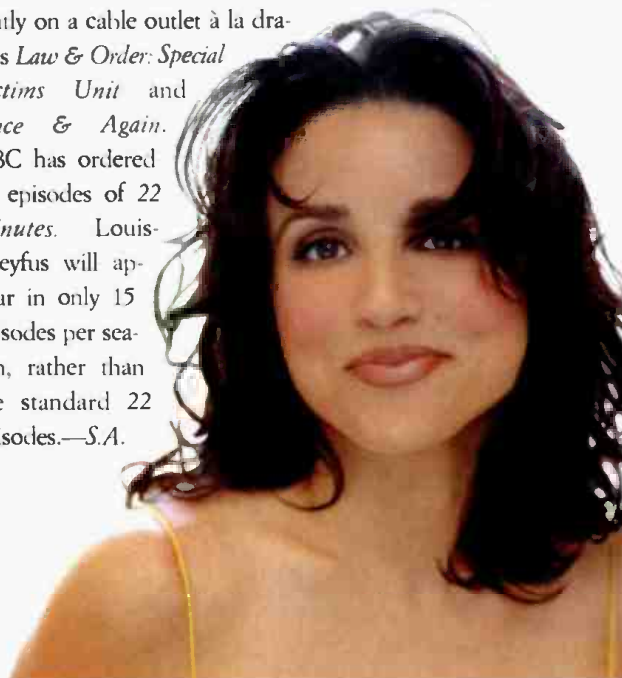
Look for David Smith to prune, not liquidate, Sinclair Broadcasting's TV station portfolio. Usually, when companies make an announcement like "We have retained the investment banking firm of Bear Stearns to advise on the company's television station group portfolio"—as Sinclair did Friday—it's the equivalent of posting a "For Sale" sign out front. But industry executives say Smith is interested primarily in shrinking the number of markets in which Sinclair operates. Sinclair controls 62 television stations in 40 markets. "They buy or trade for stations where they can get duopolies and exit markets where they can't." Top of the exit list: Sacramento and Indianapolis.—*J.H.*

BC EYE

SYNDICATION

Repurposed Riggs

Bob Raleigh, president of Carsey-Werner-Mandabach's domestic syndication division, is looking to line up a concurrent cable window for *22 Minutes With Eleanor Riggs* (working title), the new sitcom with *Seinfeld*-ex Julia Louis-Dreyfus that NBC has ordered for midseason. No word on any potential takers, but TBS, which will run off-net episodes of *Seinfeld* in fall 2002, could be a fit. Wherever it lands, it will be the first new network sitcom repurposed concurrently on a cable outlet à la dramas *Law & Order: Special Victims Unit* and *Once & Again*. NBC has ordered 12 episodes of *22 Minutes*. Louis-Dreyfus will appear in only 15 episodes per season, rather than the standard 22 episodes.—*S.A.*



REGULATION

Short-forming DTV

TV stations facing trouble with their DTV rollouts could get a break under expected new FCC rules. Broadcasters have warned that, without a streamlined application process, regulators could be inundated by waiver requests from stations seeking to postpone their May 1 DTV launch. The new plan, presented to Chairman Michael Powell and the other commissioners last week and slated to be unveiled at their Nov. 8 meeting, would create a checklist application allowing delays for zoning problems, equipment-delivery delays and specific financial hardships. The commissioners, who can make changes to the plan over the next three weeks, also are expected to delay stations' 2004 "use it or lose it" deadline for maximizing DTV signal areas.—*B.M.*

Young: Shopping stations

Young Broadcasting Chairman Vincent Young has quipped from time to time that he'll listen to any caller who makes him an offer on all or part of the company. But sources say that, lately, it's Young doing the calling, serious about unloading KRON-TV San Francisco (which loses its NBC affiliation in January to KNTV) and possibly the entire 13-station group. Sources say Young pitched NBC on

buying KRON-TV, with one saying NBC passed and another saying KRON "is not a serious consideration" for NBC at this time. Sources also say that Disney was pitched and ABC's parent is mulling an offer for the whole group. Its main interest would be KRON-TV and KCAL-TV Los Angeles, which would give ABC duopolies in the two markets. Young couldn't be reached for comment.—*S.M.*

Sony: No time for prime time

Columbia unit to exit broadcast-TV production; Fox axes TV movie unit

By Joe Schlosser

Hollywood is facing a new kind of reality: downsizing. Sony Corp. is expected to shut down its broadcast-TV production studio, Columbia TriStar Television, within the coming weeks and focus more on cable. Also, Fox Broadcasting Co. laid off its in-house movie division, and insiders warn of more cuts at both small and large studios and networks.

The Sony shuttering brings the first real sign that there is no happy (or at least quick) Hollywood ending for the sluggish national economy and depressed national psyche.

Sony wasn't officially confirming the story last week, but insiders weren't doubting it either.

Sources say Columbia's decision to bail on prime time was motivated by several factors: rising costs, the lack of a breakout hit, no network alignment, and a change in the fin-syn rules that allow networks to take ownership in its own prime time shows.



Sony's Columbia TriStar Television is expected to continue production of *Family Law* and other shows now on the air.

"Back 10, 15 years ago, the company owned 100% of shows like *Married... With Children*. Now, on something like *King of Queens*, it owns only one-third, with CBS Productions getting a third and Procter & Gamble getting another third," says a Sony executive. "In the old days, a hit like *Married... With Children* could cover all of your misses for quite some time. In this world, hits no longer cover the misses."

Sony reported a \$243 million net loss during the second quarter, and its stock

price tumbled more than 50% this year. It is due to halt production on all new Columbia TriStar shows and is expected to eliminate up to 75 jobs at its Culver City, Calif., headquarters; dozens of writers, directors and producers with development deals may also be affected.

Word of Sony's plans to shut down its broadcast-TV production division, a studio that has produced such recent hits as *Mad About You*, *The Nanny* and *Married... With Children*, caught the industry and apparently most Columbia TriStar executives by surprise.

The studio's current series are expected to stay in production: *Dawson's Creek* at The WB; *The Guardian*, *Family Law* and *King of Queens* at CBS; *The Tick* and *Pasadena* at Fox; and a midseason sitcom with Hank Azaria at NBC.

The move follows Sony's sale earlier this month of its ownership stake in Spanish-language network Telemundo to NBC.

Columbia TriStar is the one of the few remaining Hollywood studios that are not aligned with a major broadcast network. Rumors of a possible deal with NBC or another network have circulated throughout the industry for a few years, but a deal never materialized.

Sony is reportedly looking to focus its TV efforts in cable, where it currently co-owns The Game Show Network with Liberty Media. The company may acquire or start up cable networks: for example, a Sony Classic channel airing shows from its

It's back: Where Things Stand

Where Things Stand, concise and timely updates on TV and radio issues before the Federal Communications Commission and Congress, returns Oct. 24 as a regular feature of BROADCASTING & CABLE's Web site (go to broadcastingcable.com and scroll down to "Features").

It covers everything from DTV to must-carry to the ownership caps. In addition to the updates, it

includes key facts about the FCC commissioners and their staffs, and a guide to other online resources that will help keep you briefed on what's happening.

The feature is the work of Erwin G. Krasnow and Michael D. Berg, partners at Verner, Liipfert, Bernhard, McPherson & Hand, and two of the most prominent communications attorneys in Washington.

Along with David Siddall, they just authored *FCC Lobbying: A Handbook of Insider Tips and Practical Advice*.

Krasnow and Berg have promised to update the feature every month. So it is BROADCASTING & CABLE's hope that you will visit the site often—whenever you need a quick fix on where things stand in Washington.

WHY DOES THE ARRIVAL OF A 308 LB TEENAGER CONFIRM OUR FAITH IN THE UNIVERSE?

**Why do I wake up at 6:15 AM on a Sunday morning
to drive four hours through the pounding November
sleet of eastern Wisconsin?**

**Why do I get furious when I think of that one
Saturday I spent in Happy Valley?**

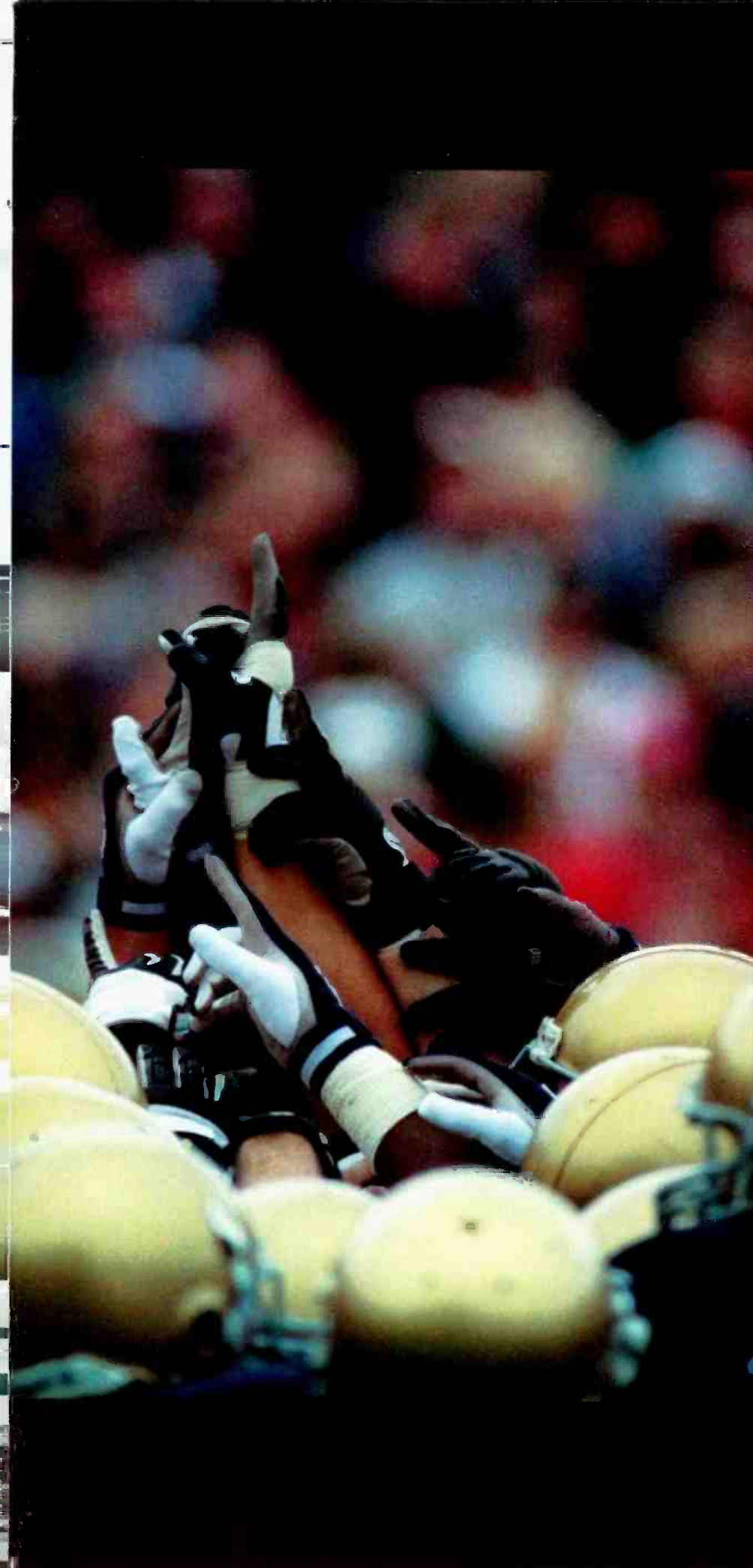
Why do I respect a man named 'Bum'?

**Why do I calm my two-month-old daughter by
reciting the names of every All-American who
played at Alabama between 1958 and 1982?**

**Why does the sight of a large red N make me feel
eighteen years old forever?**

FOOTBALL IS WHY.

ESPN



**FOOTBALL IS WHY WE
COVER FOOTBALL IN
EVERY WAY POSSIBLE:**

ESPN Sunday Night Football

ESPN College GameDay

ESPNEWS

SportsCenter

College Football Saturday

Sunday NFL Countdown

ESPN Radio

The Season

ESPN The Magazine

NFL PrimeTime

ESPN.com

Monday Night Countdown

ESPN Classic

Sidelines

NFL Yearbooks

ESPN GamePlan

NFL Films Presents

ESPN Bowl Week

WFL 2Night

Heisman Award Presentation

ESPN Deportes

Rites of Autumn

NFL Match-Up

College Football Thursday

library and one utilizing its music division.

Sony executives are said to covet the dual revenue streams that cable offers and the more cost-effective use of library and internal components. Sony executives had no comment.

"There is a bigger, more strategic play on this, which will come out over the next several weeks," one top Sony executive said. "This has nothing to do with any outside forces or network deals. It's just kind of how everything is going to be restructured over here."

Columbia TriStar Television Distribution, Sony's in-house syndication division, has made billions of dollars for the company selling the off-network rights to shows like *Mad About You* and *Seinfeld* (which by itself has generated several billion dollars of revenue in syndication).

The syndication unit is expected to be kept somewhat intact. The division also produces first-run shows like *V.I.P.* and a number of cable series, such as Lifetime's *Strong Medicine*, but it is losing its source of off-network programs. Over time, that loss will hurt.

The studio currently has more than 15 shows in development at CBS, 10 at Fox and a handful at ABC, NBC, The WB and UPN. Sources say that Columbia TriStar executives are allowing the projects to proceed. If any shows are picked up, the studio will take only a passive ownership stake in them.

"We have a lot of drama projects, a handful of comedy projects with them. At this moment, we are really trying to evaluate how to best proceed," says CBS Entertainment President Nancy Tellem. "I hope they do stay in business, because my big issue is that we are losing people to do business with."

At Fox, five employees in the network's long-form programming division were let go, including Executive Vice President Marci Pool.

"It was a decision based on the economics of the situation that is in no way a reflection of the quality of work that Marci and her group did," a Fox spokesman said. ■

NATPE reaches out

Wants to join with other conventions to create a one-stop-shopping venue

By Susanne Ault

NATPE Chairman and ad guru Jon Mandel wants the organization's annual convention to become a gathering of a variety of TV programmers, not just syndicators.

Mandel, co-managing director of Media-Com, thinks advertisers, particularly, would benefit from a one-stop-shopping venue for programming in the syndication, cable and broadcast network realms.

But this is an idea that, in the parlance of the business, is not a firm go.

"All of our organizations need to be looking at the future. Put aside the economic situation and you still have an industry that is consolidating," says Barbara Cochran, president of the Radio-Television News Directors Association, which considered hooking up with January's NATPE conference after its own September event was canceled in the wake of the Sept. 11 events. "All of these ideas are worth kicking around."

However, she doesn't think NATPE is a good fit with RTNDA because her members are "interested in the equipment in their newsrooms rather than syndicated programming."

Meanwhile, last week, the Association of Local Television Stations, which usually holds conferences just prior to NATPE's official opening, pulled out, too, because it has determined that many of its members aren't going to Las Vegas this year.

"The continuing depression in television advertising, the unease many have about traveling, and the fact that the major programmers have abandoned the NATPE floor have all combined to make January in Las Vegas a time and place to be avoided," ALTV President Jim Hedlund said. ALTV says it will hold its annual public-policy



Mandel: "Doesn't it make some sense to have Promax/BDA and RTNDA and the cable shows all together in one week?"

convention at another date and location to be determined.

Other industry gatherings—from last summer's Promax/BDA to next month's cable Western Show—are showing strains of consolidation, limiting attendance. Economic woes are only making things worse. NATPE itself has nine major syndicators leaving the Las Vegas floor this January.

Mandel and NATPE President Bruce Johansen insist, however, that the show is still a major draw for ad agencies that flock to the show.

"Doesn't it make some sense to have Promax/BDA and RTNDA and the cable shows all together in one week?" Mandel asked last week. "There are lots of things to look at."

A representative of the upcoming Western Show says organizers would be "open to suggestions" but admitted it would be likelier to combine with the National Cable Television Association convention.

As Rob Morhaim, vice president of first-run programming for Big Ticket Television puts it, combining NATPE with a cable

show would be “like putting the Hatfields and the McCoys in the same room” because it would cater to industries that typically compete for the same viewers.

There are some other problems as well. Most big television conventions have booked venues far into the future. And Young Broadcasting operations chief Deborah McDermott points out an even more vexing consideration: If one convention serves all for a week or so, who runs the stations they’ve left behind?

“If you’re trying to get more people to come to these conventions, all you need is

a better economy,” she says. “This business could not be worse. It’s not the time to send people to meetings.”

Combining NATPE with a cable show, would be ‘like putting the Hatfields and the McCoys in the same room.’

—Rob Morhaim, *Big Ticket Television*

Also, NATPE said last week that it will help attendees navigate the divide between the floor and the Venetian hotel, where several major syndicators will be holding forth. Plans include setting up a centralized shuttle service between the convention hall and the

hotel. In addition, NATPE wants to include a listing of the syndicator hotel-suite locations in its official conference guide booklets. ■

Frederic Ziv, 1905-2001

By John Eggerton

Frederic W. Ziv, 96, the pioneering radio and TV syndicator (*The Cisco Kid*, *Highway Patrol*, *Sea Hunt* and the proverbial host of others), died Oct. 13 at his home in Cincinnati.

Ziv, born Aug. 17, 1905, in Cincinnati, founded the first radio transcription service in 1937 when he began packaging and distributing a local radio show, *The Freshest Thing in Town*, for a hometown baker. The show was a hit, but the production cost was too high for his sponsor. Ziv then hit on the idea of trying to sell and distribute the show nationally rather than custom-tailor the show for a single market at prohibitive expense. He moved his production operation to Chicago and began producing that and other shows for mass distribution.

Anticipating the rise of TV, he allied himself with Cisco Kid Productions in Hollywood in the 1940s, a company then



Ziv took *Cisco Kid* episodes and pioneered the TV syndication business.

turning out Westerns and adventure films. Armed with a library of such shows—and the rights to them—Ziv applied the same mass-distribution techniques to TV. In the 1950s, he was the largest independent producer-distributor of TV programming in the country. In 1959, he sold 80% of his company, Ziv TV, to Wall Street investment firms for \$14 million. A year later, United Artists bought the entire company.

Ziv was a member of the inaugural class of BROADCASTING & CABLE’s Hall of Fame in 1991. ■



Ellen DeGeneres is still on as host.

The Emmys try again

Award ceremony reset for Nov. 4, its third attempt

By Joe Schlosser

With the White House’s blessing, CBS and the Academy of Television Arts & Sciences are giving the 53rd Annual Primetime Emmy Awards a third chance.

“We plan on doing this show Nov. 4. I don’t want to say come hell or high water, but it’s really important that we do this show,” CBS President Les Moonves said last week.

The twice-delayed ceremony now lands on the first Sunday of the November sweeps at Los Angeles’s Shubert Theater. With President Bush urging Americans to get back to living normal lives, the White House encouraged Moonves to go forward.

For both the Academy and the network, there would be large financial ramifications if the Emmys didn’t happen. The Academy gets \$3 million in license fees from CBS, and the network stands to bring in more than \$20 million in advertising.

On Oct. 7, CBS and Academy executives pulled the plug on the second scheduled ceremony just hours before it was slated to go on because of the U.S. bombings in Afghanistan. The Emmys were originally scheduled to take place on Sept. 16.

Academy Chairman Bryce Zabel says top TV producers and actors will participate in the ceremony. Ellen DeGeneres is still on board as the show’s host. ■

THE WEEK THAT WAS

THE WAR AT HOME AND ABROAD

Anthrax in the newsroom is no joke. KCCI-TV Des Moines, Iowa, reporter-anchor **Steve Oswalt**, a 15-year veteran, was fired last week for sprinkling face powder at work and joking that it was anthrax. Station officials would not comment. ...

CNN's office in Kandahar, Afghanistan, was accidentally hit during a U.S. bombing raid, but there were no injuries. ...

The Tribune Co. helped raise more than \$16 million for the Disaster Relief Fund to assist emergency workers and service agencies, and \$14 million of that came from employees and the public. ...

The Rosie O'Donnell Show shut down last this week in response to the anthrax scare at NBC's New York headquarters, where *Rosie* is taped. ...

American Women in Radio and Television canceled its launch party for *Making Waves: The 50 Greatest Women in Radio and Television*. Citing FBI and Justice cautions about possible terrorism, AWRT says the event, slated for Oct. 25 in New York, will be rescheduled.

ON WITH THE SHOW

NBC has given a full-season order for new comedy *Scrubs*, and CBS has given a season pass to *The Guardian*, the most-watched new show of



The premiere of The WB's *Smallville*, the series about young Superman (played by dark-haired Tom Welling, above) set some viewership records for the weblet when it premiered last Tuesday.

the season. ...

ESPN is moving its annual **ESPY Awards** ceremony from February to July, in part because the Sept 11 terrorist attack contributed to delaying the Super Bowl until Feb. 3, the day before the ESPY show was originally scheduled. ...

The debut of **The WB** drama *Smallville* set some ratings records: the network's best-ever ratings in adults 18-34 (4.5 rating/12 share) and the most viewers ever for a WB premiere (8.4 million). ...

In syndication-ville, **King World** has cleared *Dr. Phil* in 86% of the U.S. ... *Sally Jessy Raphael* has signed a new multi-year deal to continue her talk show at **Studios USA**. ...

Bravo will kick off its 15th *Broadway on Bravo* festival on Nov. 5 with a live version of *Victor/Victoria* and film versions of other big Broadway hits of the past. Bravo has also produced 50 short films on Great White Way stars and will show them through the fest, which goes to Nov. 11. ...

Because of low ratings, **ABC** pulled Friday-night reality series *The Mole II* but it will return later. ... At presstime, the network also said its upcoming reality show, *The Runner*, is being delayed, because "at a time when we are actually trying to chase down people in this country, the timing seemed wrong for a show in which we are asking viewers to effectively do the same thing," said **ABC** Entertainment co-chair **Lloyd Braun**. ...

TV Land kicked off its week-long *I Love Lucy* marathon Oct. 15 with eight episodes that pulled in an average 1.2 Nielsen rating.

CLUB NEWS

The National Association of Broadcasters and the **Consumer Electronics Association** will launch a marketing campaign in four cities in 2002, enticing consumers to buy digital TVs. ...

The National Cable & Telecommunications

Association said it will create "executive suites" on the exhibit floor for the National Show May 5-8 in New Orleans. The booths-in-a-box will include screening and conference rooms and customized signage and are intended to provide companies a presence on the floor without having to build a booth. ...

Requiring cable operators to carry broadcasters' analog and digital channels imposes a burden even on upgraded systems, the **NCTA** told the **FCC**. It hired **PDS Consulting** to rebut an earlier **NAB** study. **PDS** says operators plan to use their increased capacity for high-def and other advanced services. ...

Institutional Investor magazine again named **Morgan Stanley's Richard Bilotti** the top cable analyst. The poll of money managers named **Bank of America's Doug Shapiro** second and **Bear Stearns's Ray Katz** third.

In the entertainment sector—including TV networks—**Merrill Lynch's Jessica Reif Cohen** ranked first, **Bilotti** ranked second and **CS First Boston's Laura Martin**, who is leaving the company, ranked third.

CORRECTION

Milwaukee's highest-rated 10 p.m. newscast in May was **WTMJ-TV**. Also, the city owns **Miller Park**, the new baseball field. An Oct. 15 Focus misreported both facts.

ENTERPRISE™

THE #1 NEW DRAMA ON ANY NETWORK!

NEW DRAMAS		A 18-49			A 18-34		
01-02 SEASON	ORIG	RANK	US AA%	US SHR	RANK	US AA%	US SHR
ENTERPRISE	UPN	1	5.5	14	1	4.8	14
ALIAS	ABC	2	5.3	12	3	4.3	11
CROSSING JORDAN	NBC	3	5.2	13	4	4.1	12
LAW AND ORDER: CRIMINAL INTENT	NBC	4	4.4	10	5	3.4	8
PHILLY	ABC	5	4.2	11	7	3.1	9
U.C. UNDERCOVER	NBC	6	4.0	10	5	3.4	9
THE GUARDIAN	CBS	7	3.9	9	8	2.5	7
SMALLVILLE	WB	8	3.8	9	2	4.5	12
THE AGENCY	CBS	8	3.8	9	11	2.0	6
EDUCATION OF MAX BICKFORD	CBS	10	3.2	8	11	2.0	5
THIEVES	ABC	11	3.0	9	9	2.3	9
WOLF LAKE	CBS	12	2.8	7	10	2.2	6
PASADENA	FOX	13	2.0	6	13	1.9	7
CITIZEN BAINES	CBS	14	1.9	6	14	1.1	4

Source: NTA Peoplemeter estimates for general entertainment, adventure, and science fiction programs 9/24/01 through 10/16/01. Includes preliminaries. Specifications available upon request.



A VIACOM COMPANY



STARTREK.COM

Tragedy's new tall order

TV stations that transmitted from WTC look for new homes at Empire State

By Michael Grotticelli

The New York TV stations that lost their primary transmitters at the World Trade Center and are now making do with transmitters outside the city could be broadcasting analog signals from the Empire State Building by the end of the year, according to a consultant.

But, said Oded Bendov, senior vice president and chief scientist at Dielectric Communications, a leading manufacturer of broadcast antennas, they may not be able to broadcast at full power. And their digital service will have to wait, he said. "Digital broadcasts will be looked at separately, after all analog signals are taken care of."

The TV All-Industry Committee, which comprises the city's major broadcasters, hired Dielectric and Electronic Research Inc. to study whether the Empire State Building could accommodate all the stations' signals—analogue and digital—without their interfering with each other. That study could take two years to complete.

Dielectric is working on the TV side; ERI, on the radio.

Nine TV stations and four radio stations were broadcasting from Tower 1 of the World Trade Center on Sept. 11.

WCBS-TV switched to its backup transmitter on the Empire State Building. But the other broadcasters had to scramble to restore over-the-air service. About 20% of the market's 7.3 million homes do not subscribe to either cable or satellite service and rely solely on the broadcast signals.

Today, New York's two Fox-owned stations, WWOR-TV and WNYW(TV), are broadcasting at low power from temporary facilities at the Empire State Building. WABC-TV, WNBC(TV), noncommercial WNET(TV), Telemundo's WNJU-TV and Tribune's WPIX(TV) are broadcasting from a tower in Alpine, N.J., several miles north of Manhattan. (WPIX also has a secondary transmitter on the Empire State Building.) And Paxson's WPXN-TV is broadcasting from a tower in West Orange, N.J.

Seeking a permanent home on the Empire State Building, WWOR-TV, WNYW, WABC-TV, WNBC, WNET, WPIX and WPXN-TV would join WCBS-TV, Univision's WXTV-TV and WHSE-TV, and noncommercial WNYE(TV). Of course, each expects to broadcast two signals, one analog and one digital.

Displaced radio stations WKCR-FM, WPAT-FM, WNYC-FM and WKTU(FM)

have made temporary arrangements elsewhere, but at least one, WPAT-FM, hopes to end up on the Empire State Building.

Building owner Helmsley-Spear maintains the mast atop the building and is working closely with the broadcasters. "We are looking to get as many as we can up with a decent signal as soon as we can," said Alex Smirnoff, director of telecommunications, for the Empire State Building.

Smirnoff said WABC-TV, WNBC, WNET and WPXN-TV could begin installing temporary transmitters there within a month. However, he said, permanent facilities will have to await results of the Dielectric and ERI studies and would not be completed before the end of next year.

Not everyone is unhappy at Alpine. Bill Silverman, an engineer with Telemundo's WNJU-TV, a Spanish-language station, said the station is reaching more people from Alpine because it is using an omnidirectional antenna. It was using a directional antenna at the World Trade Center to make sure it had good coverage of the Hispanic populations of Harlem and the Bronx.

"We had a Grade B signal in our city of license [Linden, N.J.] ,” he said, “and we have to change that now to a Grade A.” ■

Workers installed a Dielectric NTSC directional antenna for WHSE-TV on the Empire State Building in 1990.





ONE SERVER. ONE EMMY.

Recently, SeaChange MediaCluster server won an Emmy for “outstanding achievement in technological advancement.”

We are honored to be recognized as a force of change in an industry that’s revolutionizing what television is — and can be. As the industry moves toward personal television, the sleek yet strong MediaCluster server powers the delivery of millions of movies, ads,

programs and other digital content for broadcast, cable, and telecommunications worldwide.

With its original “single copy” 100% fault-resilient storage technology, just one SeaChange MediaCluster server provides unlimited opportunities for television operators everywhere — for thematic channels, VOD, web casting and regional broadcasts. The future of television certainly looks bright.



www.seachangeinternational.com



©2001 SeaChange International, Inc. 124 Acton Street, Maynard, MA 01754
phone: 978-897-0100 fax: 978-897-0132 All rights reserved
MediaCluster is patented, and is a registered trademark of SeaChange International, Inc.



SEACHANGE
INTERNATIONAL

One Server. Unlimited Opportunities.

CNN's bin Laden dilemma

Gets first crack at reaching terrorist; submitting questions poses problems

By Dan Trigoboff

CNN got the inside track on being the first Western media outlet to question Osama bin Laden since the Sept. 11 terrorist attacks. But the possibility of a bin Laden appearance on American television responding to written questions from the network quickly raised controversy.

CNN said it had been contacted by Al Jazeera, the Arab-language network, regarding the submission of questions for the chief suspect in the terrorist acts and had pursued the arrangement.

At least two other networks challenged the practice of submitting questions. "CNN would not submit questions to President Bush," a Fox News spokesman said. "Why would they do it for a terrorist? This form does not allow any follow-up questions. Is that journalism? Fox would not have made the agreement."

Similarly, an NBC spokeswoman said, "It's not our practice or policy to submit questions to an interviewee in advance of any interview." Still, neither network ruled out using such a videotape—at the invitation of CNN chief Walter Isaacson—should one appear.

CNN said it was not its policy either and not "something we would do under normal circumstances. Obviously, these are not normal circumstances," a spokesman pointed out.

"It's far from ideal," said Bob Steele, a journalism-practice expert with the Poynter Institute. "But I believe CNN has thought it through very well. There is value in hearing what's inside bin Laden's head, even if it is propaganda."

And, he added, "CNN has said it will apply appropriate editorial scrutiny and made no guarantee that they'll use the material. It's a chip out of journalistic independence, but it's not a shattering of that



Osama bin Laden apparently wants to air his views on U.S. TV—but with no opportunity for contradiction.

independence."

CNN tried to preempt or blunt criticism, asserting that it had not agreed to any preconditions regarding questions nor had

it committed to airing any or all of bin Laden's answers. (The *New York Post* suggested CNN ask bin Laden, "Where are you at this moment?" followed by "Where can we find you in an hour?" The tabloid, owned by News Corp. which also owns Fox News, also suggested asking, "Do you have a financial stake in CNN?")

Networks have been sensitive to issues regarding security and use of the media for terrorists' propaganda. The week before the offer to CNN, the White

House urged TV networks to be cautious in airing an earlier bin Laden tape, voicing concern that the videos could be inflammatory or contain coded messages. ■

For some, this war is local

ABC outlets in New York, San Francisco and L.A. send reporters to Pakistan to cover Afghanistan

By Dan Trigoboff

To New Yorkers, the nation's war against terrorists is "a local story no matter where it is," says WABC-TV News Director Dan Forman. That's why the station sent reporter Jim Dolan to Pakistan, making him just one of several



KABC-TV's David Jackson brings the Afghan story home to viewers in Los Angeles.

local reporters nationwide covering the bombing runs there.

On the West Coast, KABC-TV Los Angeles News Director Cheryl Fair, sent reporter David Jackson, and KGO-TV San Francisco news chief Kevin Keeshan sent Jim Wieder.

"To see David Jackson, someone they're familiar with, know, sitting in a tent with Afghan refugees talking about how they feel about the U.S. government ... that's

Real iTV, right now.

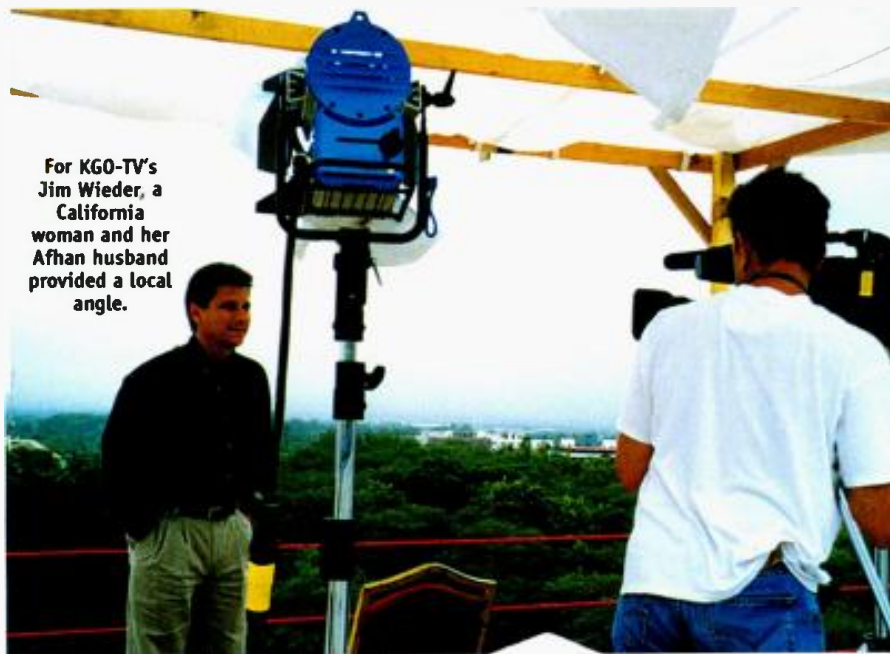


Deliver what viewers value.
Rich iTV applications that work
today on your set-top box.
Now playing, only from OpenTV.



www.opentv.com U.S. 1 650 429 5500 Europe +33 (0) 1 58 58 22 00 Asia-Pacific +81 3 3515 1070

©2001 OpenTV, Inc. All rights reserved. OpenTV and the OpenTV Logo, are trademarks of OpenTV, Inc. All other service marks or trademarks are the property of their respective owners.



For KGO-TV's Jim Wieder, a California woman and her Afghan husband provided a local angle.

how we bring the story home," said Fair.

First in was Wieder, followed by Dolan and WABC-TV photographer Joe Tesauro and then by KABC-TV's Jackson, who returned home late last week. The three—particularly the two California reporters—shared resources and expenses, and Wieder and Dolan helped edit each other's stories while there together. With satellite time running nearly \$2,000 a day, Keeshan estimated that, even with shared costs, sending Wieder to Pakistan probably cost the station about \$25,000.

For Wieder, the key was finding California angles. "You can't out-network the network," he said. "What you can do is try to find Californians out there. I found a couple, a California woman separated from her Afghan husband. We showed them on a double-live shot. We were able to show how the war was getting in the way of the lives of these people."

Wieder also interviewed Hamid Mir, Osama bin Laden's biographer, who showed viewers previously unseen still photos and discussed bin Laden's poetry. Mir told Wieder that bin Laden had been planning the attacks for two or three years and intended to die in Afghanistan fighting American soldiers.

Both Dolan and Wieder spent time cov-

ering anti-U.S. demonstrations in Pakistan, and both concluded that the hostile sentiment was not nearly as deep as believed. Both said they did not feel any hostility

directed at them personally.

Once they were there, Forman and Dolan said, the decision to stay was made on a daily basis. After more than two weeks in Pakistan, WABC's Dolan, who had gone from New York to Washington and then to Pakistan to follow the story—and had tried, unsuccessfully, to get into Afghanistan—told BROADCASTING & CABLE from Islamabad that he was seriously thinking of returning stateside. The anthrax discoveries seemed to return the central focus of the story to the U.S., he said.

Among CBS stations, network-owned WFOR-TV Miami sent reporter Mike Kirsch to Pakistan, where he has been sending back reports using new video-phone technology, the station said.

One NBC affiliate, WAVY-TV Norfolk, Va., had reporter Patty Culhane accompany locally based Navy ships out of port, so far to Bahrain. Their eventual destination, the station said, remains unknown, but "she's there for the long haul." ■

Don't bother to write

From fan mail to press releases, letters to networks are being trashed in the wake of anthrax contamination

By John M. Higgins

Don't bother to send fan mail to MSNBC newsmen like dyed-in-the-wool anchor Brian Williams or the more recently dyed Ashleigh Banfield. The letter will end up in a truck trailer next to a loading dock in Secaucus, N.J.

Because that's pretty much where most of MSNBC's mail was winding up last week, dumped unopened into giant piles out back behind its studios in a New York suburb. Pretty much the same thing is happening to Bill O'Reilly's mail at Fox News Channel. And mail now sent to NBC anchor Tom Brokaw isn't making it into 30 Rock at all anymore.

Relief from the daily deluge of viewer mail—and unwanted press releases—was

about the only thing gratifying TV news staffers last week as the networks were gripped by fear over anthrax and by newly tightened security procedures.

Cases popped up that were linked to staffers at all three major broadcast networks. The latest was Claire Fletcher, an assistant to CBS anchor Dan Rather, whose two-week-old "mosquito bite" on her cheek turned out to be an anthrax infection, it was revealed on Oct. 18. She had it checked after news broke Oct. 12 that an assistant to NBC's Tom Brokaw was diagnosed with anthrax after opening an envelope that dumped a powder onto her chest.

The 7-month-old son of an ABC producer was diagnosed with skin anthrax days after being taken to *World News To-*

SONY

Together, we capture history every day.

Your professional expertise and Sony Professional Media. It's the perfect partnership for recording events that shape our world. And uniquely co-engineered Sony media and recorders are the perfect partnership for delivering standard-setting durability and reliability. Following a long tradition of combined recorder and media innovation, Sony develops the most demanded video formats. We continually work to enhance your ability to capture history in all its detail—and preserve it for tomorrow. Trust every moment to Sony Professional Media. For more information, visit our Web site at www.mediabysony.com

Sony Professional Media. Your partner in recording and preserving history.

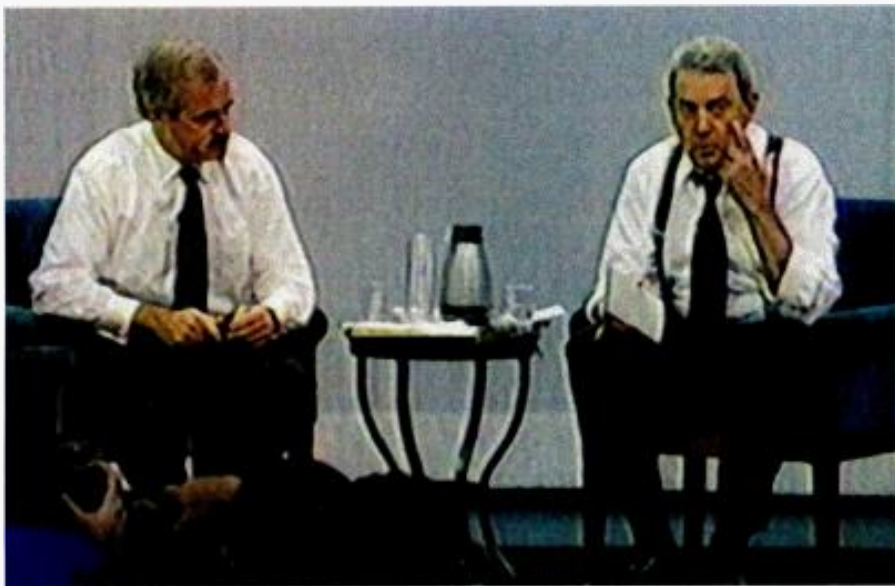


Sales Offices: Eastern 201-599-3501 • South/Central 770-662-3803 • Western 714-229-4246

©2001 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony, Betacam, Betacam SP, Betacam SX, DVCAM logo, HDCAM and MPEG IMX are trademarks of Sony.

night for a birthday party, a visit that included a stop in Peter Jennings's office.

The media were not alone—as an anthrax-laced letter to Senate President Tom Daschle demonstrated. But it seems clear that the news anchors have become targets. The suspect NBC letter was addressed to Brokaw personally, seemingly written by a child. Federal and local investigators assume that anthrax spores entered the other anchors' offices the same way, although ABC and CBS staffers don't recall any suspect mail.



CBS News President Andrew Heyward (l) and Dan Rather held a press conference to explain the anthrax incident. Rather said, "Our biggest problem isn't anthrax. Our biggest problem is fear."

Nevertheless, "the pattern here appears to be essentially identical to the pattern in the other two news organizations, and by all intents and purposes, happened some time in late September," said Stephen M. Ostroff, chief epidemiologist at the National Center for Infectious Diseases and the lead federal public-health investigator on the anthrax cases in New York.

Who is targeting media and political leaders is not clear. Investigators have not traced letters to their sources or discovered much evidence supporting the most obvious leap—that the mailings are a follow-up by the terrorists who orchestrated the Sept. 11 attacks.

Newsroom vibes differed. CNN staffers reported that no one seemed to be panicking. "The tension is less than you might

think," said CNN anchor Aaron Brown, who used to work at ABC News. "It's a galvanizing moment." But Fox News' Washington bureau was cleared out briefly after a staffer panicked over construction dust that had fallen from the ceiling.

Anxiety was not limited to TV news operations. At the headquarters of Viacom, owner of CBS and MTV, the once-loose checkpoints abruptly tightened with I.D. required to even enter the building. Senior media executives are suddenly anxious

about their mail as well. "I see the kind of strange mail my boss gets," said a senior vice president on one network about her CEO.

However, as health officials get experience with the anthrax-by-mail outbreaks, their response is becoming less dramatic.

After a photo editor at *National Enquirer* publisher American Media was diagnosed with the most severe form of anthrax, respiratory, the entire building was quarantined and all employees tested. At NBC, the third floor where the *Nightly News* staff worked was shut down and 1,304 employees tested, taking a Q-tip up the nose to look for signs of inhaled spores. But, of the 1,100 tests analyzed by press time, so far all have been negative. "The direction could not be more encouraging,"

Andrew Lack, NBC News president, said in an e-mail message to employees.

At ABC, environmental samples were taken from 74 locations, with 59 coming back negative so far.

At CBS, white-suited and hooded techs cordoned off work areas as they wiped surfaces for later study, but there was no mass quarantine or testing. Since the outbreaks in network offices are not obviously widespread, health officials are playing down risks. About 200 CBS staffers had been interviewed by Friday morning, but a relatively small number are getting tested. Even Rather's assistant—who is on antibiotics—was at her desk all last week.

"Our biggest problem is not anthrax," Rather said. "Our biggest problem is fear." He added that he did not plan to be tested nor was he stocking up on Cipro.


A producer at one network said that the anthrax outbreaks have actually relieved his anxiety.

"If this is the best they've got, then I'm not so worried about the biological stuff," the producer said. "You'd be much more worried if 38 employees were wiped out. Then you'd figure there was more and bigger to come."

One emerging issue is how the anthrax outbreaks will affect journalists' objectivity. American journalists are not accustomed to being targets in a conflict, now they're a secretary away from bio-attacks.

It's one thing to declare, as Rather does, that one is "a patriotic journalist" when it comes to bombing Afghanistan. But all sorts of related issues are more fuzzy, such as restrictions that could threaten civil liberties, the status of Arab suspects being imprisoned in the U.S. without being charged, and the amount of money being budgeted for everything from rebuilding lower Manhattan to bailing out the insurance industry.

Brokaw, for example, is clearly having difficulty maintaining the usual journalistic distance, openly expressing his anger over the infection of his assistant. "There's going to be a psychological scarring," he said on *NBC Dateline*. "Let's be honest about that." ■



The Golden Rule of Mission Critical Automation:

Really Close *will never be* Real Time

When your revenue stream depends on split second accuracy you can't afford to wait for anything—even a computer.

Some off-the-shelf operating systems decide for themselves which commands to process in which order. That's not always a good idea when you need to execute an on-air playout event right now.

At Thomson, we've been building high performance automation systems for over 20 years, using reliable deterministic

real time operating systems—not a general purpose OS. That means your playout commands are always the highest priority, making sure you never miss a deadline.

For instance, our MC-3000 automation system is capable of controlling more than 24 simultaneous on-air channels with over 600 play lists each and 9,000 events per list. Every event happening exactly when it's supposed to.

Thomson automation systems. Real time. All the time.

THOMSON MULTI
MEDIA

Thomson multimedia Broadcast & Network Solutions 2255 N. Ontario Street, Suite 150, Burbank, CA 91504
Tel: 1-800-962-4287 www.thomsonbroadcast.com e-mail: broadcast-info@thmulti.com

The shock at the depth of hatred toward the U.S. may stem from underreporting by TV news programs

Eyes wide shut

BY STEVE McCLELLAN

Why do they hate us so?

Today, everybody knows exactly what that sentence means. And they can spout a litany of reasons why they believe that tens of millions, perhaps even hundreds of millions of Arab Muslims hate the United States, American society and everything for which they stand.

The reasons have been cited in news stories over the past six weeks. Among them are a perceived bias toward Israel, a belief that America is

self-absorbed and morally bankrupt, and the perceived "violation" of Saudi Arabia by U.S. Military forces during the Gulf War just over a decade ago.

But if you had asked that one simple question prior to Sept. 11, most Americans wouldn't have had a clue what you were talking about.

Why? Because Americans' main source of news—the major TV networks—weren't cluing them in. If broadcast and cable networks didn't miss the story outright, they certainly underreported it, for reasons that are not cut-and-dried. Some observers say it has to do with the general trend toward less international coverage on the part of the networks. Others attribute it to TV's interest in airing stories they believe viewers want to see, a list that





We're committed to cable

Our cable neighborhoods reach all cable TV households

GE Americom satellites cover 100% of the cable TV households in America. We're committed to continually improving and expanding our cable TV neighborhoods with the most impressive roster of cable programmers in the industry.

GE Americom provides immediate, easy and efficient access to the finest satellite transmission and support services available. Our 26-year tradition of excellence and a track record of reliability, signal quality and availability are second to none. We offer all programmers seamless and turnkey solutions to complement or improve their distribution options.

In 2004 our next generation satellites will continue to expand, improve and provide unmatched services to the entertainment industry.



Call us today at 1-877-GE-Cable (432-2253)
e-mail ge.cable@gecapital.com or visit our
web site at www.geamericom.com

Our premier cable neighborhood welcomes the continued commitment of...



GE Americom

We bring good things to life.

www.geamericom.com

BROADCASTING & CA

Hall of Fame

AND 70TH Anniversary



Katie Couric



Michael D. Eisner



Michael J. Fox



Arlene Francis



Tom Freston



Hal Jackson

MASTER OF CEREMONIES:

HONOREES

KATIE COURIC

Co-Anchor, *NBC News Today*

MICHAEL J. FOX

Family Ties, *Spin City*

HAL JACKSON

Veteran Radio Personality,
WLIB-WBLS New York

MICHAEL D. EISNER

Chairman and CEO of
Walt Disney Company

TOM FRESTON

Chairman and CEO of
MTV Networks

LORNE MICHAELS

Executive Producer of
Saturday Night Live

HONORARY CHAIRMEN

BARRY DILLER
USA Networks Inc.

MEL KARMAZIN
Viacom Inc.

FRANCES PRESTON
Broadcast Music Inc.

ROB GLASER
RealNetworks Inc.

GERALD LEVIN
AOL Time Warner

BRIAN L. ROBERTS
Comcast Corporation

STANLEY S. HUBBARD
Hubbard Broadcasting Inc.

LOWRY MAYS
Clear Channel
Communications

ROBERT C. WRIGHT
National Broadcasting
Company Inc.

ROBERT A. IGER
The Walt Disney Company

BLE'S 11TH ANNUAL

Fame rsary Gala



Nancy Marchand



Lorne Michaels



Mary Tyler Moore



Carroll O'Connor



William L. Putnam



James O. Robbins



Ted Yates

SAM DONALDSON OF ABC NEWS

MARY TYLER MOORE

Dick Van Dyke Show
Mary Tyler Moore Show

WILLIAM L. PUTNAM

UHF Pioneer

JAMES O. ROBBINS

President and CEO,
Cox Communications

POSTHUMOUS HONOREES

ARLENE FRANCIS

NANCY MARCHAND

CARROLL O'CONNOR

TED YATES

Two Reasons to Celebrate. One Date to Save.

NOVEMBER 12

Grand Ballroom / New York's Marriott Marquis

TICKETS/TABLES: **Steve Labunski, 212 889 6716**

ADVERTISING: **Denise O'Connor, 212 337 6961**

BROADCASTING CABLE

includes the on-going Israel-Palestine struggle but did not include the shifting sands of the Arab world's sentiment toward the U.S.

"I think all of us could have done better reporting on international affairs, foreign news as it used to be called," concedes CBS News anchor Dan Rather. "I think we could have done better reporting more on the warnings that were given by any number of people in and around our own government going back to the 1980s."

It's no secret, the major broadcast news networks have cut back on international-news coverage over the past 15 years, both to save money and to focus more on domestic issues, which is what they think most viewers find most interesting.

Andrew Tyndall, the New York-based network-news-content analyst, says that TV news has not cut back on its coverage of terrorism. "But beneath the surface," he says, "the interest in the politics of the Arab and Muslim World, that's certainly been overlooked."

Even in the "golden age" of international coverage 20 to 30 years ago, Tyndall contends, "it wasn't like you were getting a lot of coverage about Pakistan, Egypt or Saudi Arabia. It was cold-war coverage."

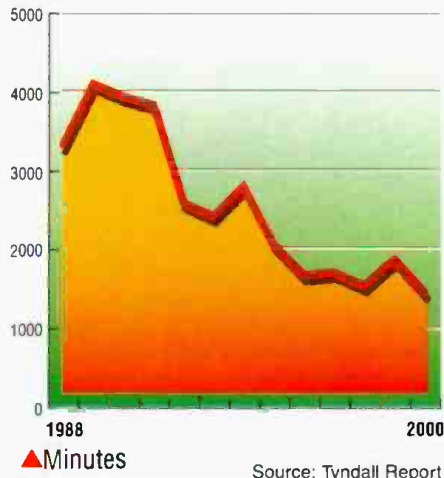
In an article in *The Washington Post*, PBS President Pat Mitchell pondered the implications of TV's cutback in foreign-news coverage in favor of news about celebrities and reality shows.

Asked whether she believes American TV missed the big story, she says, "I certainly agree that there was a lack of information, knowledge and understanding of the unprecedented hate we felt so instantly and tragically" with the terrorist attack.

"I saw evidence of it all around me, people who had very little knowledge of who bin Laden or the Taliban were and what their rule meant in Afghanistan," she continues. "You have to look at the sources of information, whether it's TV news or news magazines or whoever is charged with informing the citizenry, and look at where the gaps were, and there were certainly some significant gaps."

The media "let the balance slip," she adds. "We were clearly doing a lot more entertaining than we were doing informing. We were certainly pandering more than we were serving."

Foreign correspondence



Time devoted to reports from overseas bureaus by ABC, CBS and NBC

Scottie Williston, visiting professor, Columbia Graduate School of Journalism and a former NBC News and CBS News producer, is highly critical of networks' international coverage, particularly of the Arab world. "I think the networks have done a horrible job of coverage, but it was bound to happen when they listened to consultants deciding that the American public didn't want to hear international news.

"They closed bureaus to save money," adds Williston, a former Cairo bureau chief for CBS News. "Now they have people fly in, stand in front of the camera and do their little bit, and fly out. The reason coverage was much better at one time was because you had people on the ground."

Tom Wolzien, media analyst with Wall Street firm Sanford Bernstein and a former NBC News vice president, says Williston raises a valid point. "Certainly, if you have people you know and trust on the ground feeding information into the news mill, you'd probably have a better flow of intelligence and awareness of what's going on in a place. It's an early-alert process by which you detect stories. That doesn't necessarily mean that it gets on the air. But it's certainly a starting point."

And clearly the networks were not all over the story of Arab antipathy toward the U.S., he says. "Absolutely not."

"I think it's a very legitimate question,"

says Tom Yellin, executive producer for *Peter Jennings Reporting*, a series of specials that has addressed Middle East issues. "But it's more complicated than just cutting back bureaus and whether or not viewers want this kind of information."

Yellin has spent much of his 20-plus years in TV news covering the Middle East. "I think the world has changed in the last few years. I'm surprised at the breadth of the anti-American feeling, and I think it's a new phenomenon that stems from the combination of the failure of the peace process and the resulting second intifada. There is also the lingering problem of our friends in the region not being democratic countries and our enemies being extremely outspoken. It's not just a case of failing to pay attention. It takes awhile to catch on."

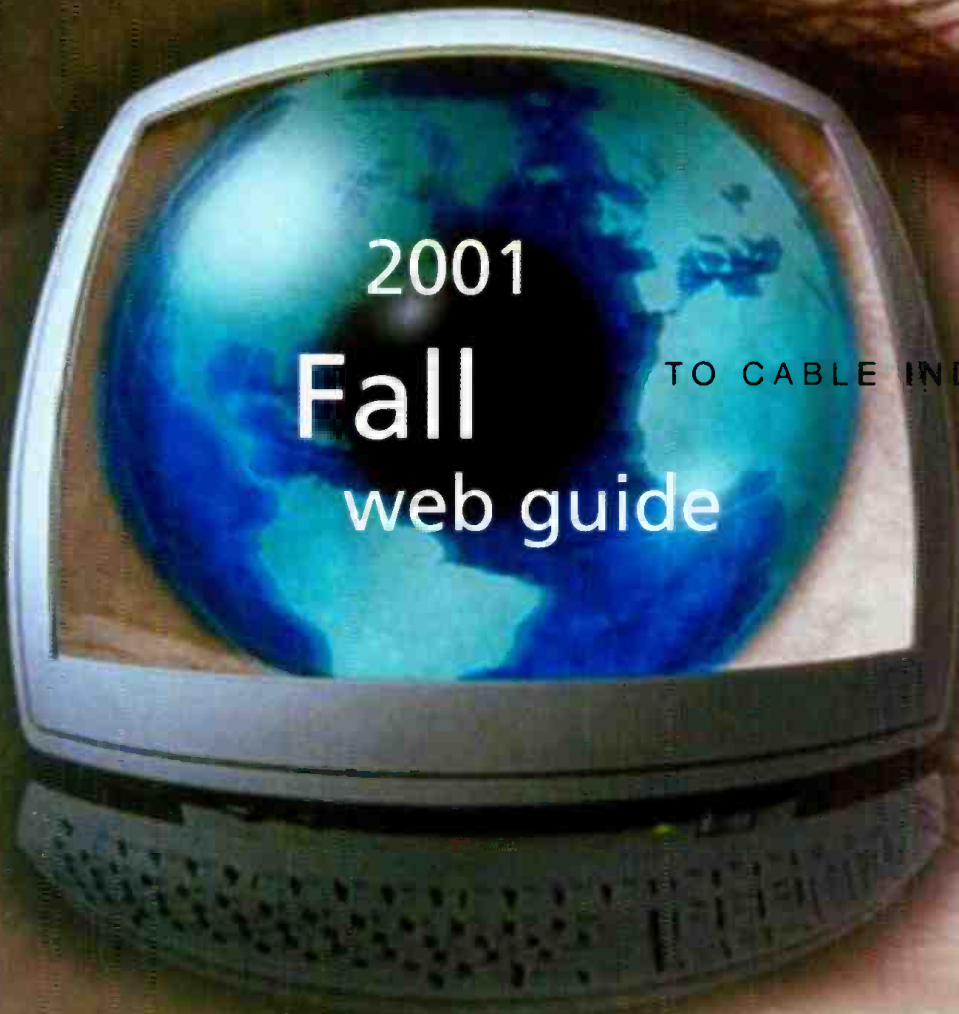
NBC Senior Vice President Bill Wheatley agrees that some criticism of the way the networks have covered the broader Arab-world issues is valid. "We've done a lot less than we might have on explaining the extent and reasons for the dislike of America." But it's difficult to sort out, he says: "It differs from person to person and country to country. It's complicated, but the criticism is a fair one."

Someone once said "the past is a foreign country," Rather notes. "They did things differently there. That's the way it is with us. I think we're aware of our shortcomings. I think we'll do better reporting in these areas."

Stung by the attacks of Sept. 11, the American public is demanding and getting plenty of news from the Arab world. Will it last? In large part, the answer lies with the media, says PBS's Mitchell. "Media people need to be asking themselves what can we do to sustain this interest in the rest of the world."

Alex Jones, director of the Joan Shorenstein Center on the Press, Politics and Public Policy at Harvard's John F. Kennedy School of Government, says that the networks might have to do no more than what they have been doing: following viewer interest. "Americans are riveted and obsessed with these issues. The networks don't intend to permanently beef up foreign coverage, but they may have to whether they like it or not." ■

—Additional reporting by John M. Higgins



2001
Fall
web guide

TO CABLE INDUSTRY WEBSITES

A SPECIAL ADVERTISING SUPPLEMENT TO

BROADCASTINGCABLE Cablevision **Multichannel**

TABLE of contents

NETWORK CONSUMER

pages 3a-10a

NETWORK AFFILIATE

pages 11a-14a

SATELLITE

page 15a

STUDIO

page 15a

INTERCONNECTS

page 15a

ORGANIZATIONS

pages 15a-17a

TECHNOLOGY

page 17a-18a

BROADBAND

page 18a

ADDITIONAL CLICKS

page 18a-19a



INTRODUCTION

It seems unimaginable that as recently as 1994 there were only about 3000 Web sites on the Internet – or that the Internet itself was then generally regarded as a shadowy, exotic realm accessible only to an elite group of techno-nerds hunched over their keyboards late into the night, exchanging arcane secrets in indecipherable jargones. Today there are millions of Web sites with new ones being launched on what seems to be an hourly basis.

Today, the Web can still be a complex and baffling place without a road map. Hence this guide, which shows at a glance some of the valuable information and resources that are only a mouseclick or two away at cable-related Web sites.

Visit us at: www.broadcastingcable.com
www.cablevisionmagazine.com
www.multichannel.com



NETWORK CONSUMER



American Movie Classics
www.amctv.com

You already know AMC offers Great Movies and the Stories behind them. Now experience the website behind the channel you love. The site's new design makes it easier than ever for visitors to enjoy a multitude of features including:

- Up-to-the-minute programming schedules
- Interactive games and trivia
- Behind the scenes insights
- Star Profiles & Celebrity Interviews

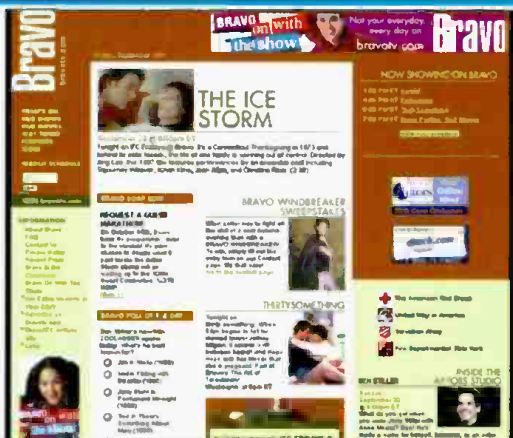


Bloomberg Television
www.bloomberg.com

The BLOOMBERG TELEVISION® website is a sub site of www.bloomberg.com, Bloomberg's general site. The BLOOMBERG TELEVISION area is a financial news environment that includes popular multi-media tools. Content ranges from breaking financial news and top world headlines to savvy strategies on personal finance. With just a click of the mouse, site visitors can watch BLOOMBERG TELEVISION live via streaming video. With BLOOMBERG® Alert, powered by TVEyes.com, investors receive email alerts whenever their favorite financial topics or stocks are mentioned on BLOOMBERG TELEVISION. BLOOMBERG Alert sends an email plus a transcript of the televised segment.

BLOOMBERG TELEVISION is a 24-hour money news channel, covering market action worldwide with exclusive breaking news.

NETWORK CONSUMER



Bravo Network
www.bravotv.com

With one click, bravotv.com, the online companion to the Bravo Network, guides users deep into the creative experience of film and arts. [Bravotv.com](http://bravotv.com) offers users the information they want:

- Up-to-the-minute programming schedule featuring Infuzer reminders directly to your electronic calendar
- Rich content related to Bravo's original series, events, performing arts, and specials
- Daily polls and e-cards
- Sweepstake:



CRN Networks
www.CRNi.net

The Radio Channels

CRN Networks offers six themed channels of talk radio programming that provide added value to your analog and digital cable customers. Program highlights include Law & Order Radio, old time classic radio, sports talk, Wrestle Talk, UFO Sightings, lifestyle and travel programming, and nationally known talk show hosts like Bob Dornan and Michael Savage. CRN also offers a customized digital music on hold service. Visit www.CRNi.net for more information or to listen live 24 hours a day!

NETWORK CONSUMER



CNN
CNN.com

CNN.com is among the world's leaders in online news and information delivery. Staffed 24 hours, seven days a week by a dedicated staff in CNN's world headquarters in Atlanta and in bureaus worldwide, CNN.com relies heavily on CNN's global newsgathering team of almost 4,000 news professionals. CNN.com features the latest multimedia technologies, from live video streaming to audio packages to searchable archives of news features and background information. The site is updated constantly throughout the day.



CNN en Español
CNNenEspañol.com

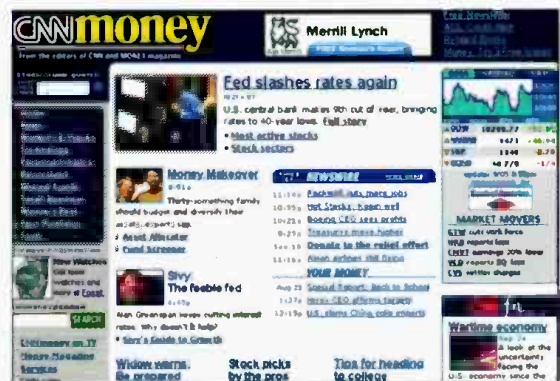
CNNenEspañol.com is CNN's award-winning Spanish-language Web site that offers comprehensive, breaking global news, information and event coverage for Latin America. Leveraging the resources of the CNN News Group's global newsgathering operation of more than 3,900 news professionals, 42 bureaus and a network of more than 850 broadcast affiliates, CNNenEspañol.com brings users the world's top Latin American, International and U.S. news stories, as well as global business and financial news, special in-depth sections and weather reports and forecasts for over 10,000 world cities. The site also offers information on sports, technology, entertainment, health and travel as well as chats with newsmakers and a community message board.

NETWORK CONSUMER



CNN Headline News
CNN.com/HLN/

CNN.com/headlinenews is the home for CNN Headline News, the "Real News; Real Fast" network. It offers users exclusive columns from the Headline News team of anchors and correspondents, the Headline News "Quick Vote" poll and top stories. The page also provides a behind-the-scenes look at the network with an interactive tour of the studio and biographies of the Headline News primetime anchor team.



CNN Money
money.com

The CNNMoney Web site draws on the full editorial resources of CNN and Time Inc. and utilizes AOL's easy-to-use and convenient functionality. The new destination focuses on breaking financial news, up-to-the-minute market and industry coverage for at-work business visitors and in-depth advice and planning tools for at-home personal finance visitors. The CNNMoney Web site is available at www.money.com and AOL Keyword: MONEY, as well as through www.cnnfn.com and www.cnnmoney.com.

NETWORK CONSUMER



CNN/Sports Illustrated
CNN.com

CNN.com is AOL Time Warner's sports Web site, the home of Sports Illustrated on the Web and the sports site for CNN.com and CNN/Sports Illustrated, the sports news network. The site features up-to-the-minute scores, news, statistics and analysis of domestic and international sports, as well as free fantasy sports, live streaming video and a local sports section for more than 150 cities. The site features the renowned journalism and photography of Sports Illustrated and content from CNN/Sports Illustrated, as well Turner Sports' NBA, golf and motor sports coverage.



Comedy Central
www.comedycentral.com

comedycentral.com is the ultimate destination on the web for comedy seekers. Visitors will find extras for the shows they love, plus just-for-the-web content, a 24-hour all-comedy radio station, joke-of-the-day, games, downloads, contests, and an on-line store. Web surfers who need a laugh break come to comedycentral.com.

NETWORK CONSUMER



Court TV Online
www.courtstv.com

Court TV Online is THE place for crime and justice news on the Web. Gain instant access to the latest developments in the trials covered on COURT TV, as well as programming information, up-to-the-minute legal news, and materials for COURT TV's public service initiative, *Choices and Consequences*. Other features include Yahoo! Chats and an easy-to-use verdicts directory. And, with thesmakinggun.com and crimelibrary.com integrated within the site, it's the Internet's most comprehensive resource for crime and justice issues.

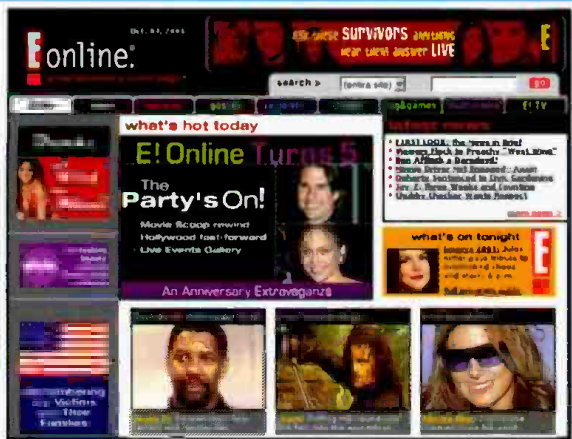


Do It Yourself Network
diynet.com

The fix-it genre enters the 21st century with DIY: tune in, then log on to our Web site for step-by-step, printable instructions — or create your own project archive with My DIY! And every Saturday morning, 10 to noon EST, chat online with our experts.

Your favorite programs return, along with several new series and workshops featuring something for almost everyone. Remember: Whether you want to hang wallpaper, change a flat tire or plant a garden, we're here when you need us. With DIY just Watch. Click. Print. Do!

NETWORK CONSUMER



E! Online
www.eonline.com

E! Online recently celebrated its five-year anniversary as the Web's number one entertainment news site, averaging over five million unique monthly visitors.

With its hip and irreverent tone, E! Online delivers the latest inside scoop on movies, music and television to a worldwide audience. Our entertainment fans enjoy:

- Up-to-the-minute Entertainment News
- Latest Celebrity Scoop
- Original Entertainment Features
- In-depth E! Television Show Information
- Extensive Awards-Show Coverage



Food Network
FoodTV.com

The FoodTV.Com features more than 17,000 searchable recipes, original video demonstrations, menus, a wine recommender, an encyclopedia of more than 4,000 culinary terms, a food lover's marketplace and much more. It also kicks things up a notch with profiles and recipes from Food Network's celebrity chefs, including Emeril Lagasse, Bobby Floy and many more. FoodTV.Com is the destination for chefs, busy home cooks, foodies and anyone looking for a finger-clicking good time.

NETWORK CONSUMER



Galavision
www.galavision.com

Log on to Galavision.com to get the latest show and schedule information and to get closer to the action Galavision has to offer. Find out more about our innovative kids block: Galamiguitos; our groundbreaking bicultural block; our women's block: Nueva Latina; and of course all the sports that Latinos desire. All this and more just a click away, www.galavision.com



Game Show Network
www.gameshownetwork.com

GameShowNetwork.com – the number one source for game show excitement on the web – is a virtual playground complete with games, chat rooms, contests, sweepstakes, trivia, streaming video, merchandise and more! Tune-in, log-on and get in the game, literally, on-line or through your set-top box with Game Show Network's interactive original programs. Why just watch when you can play?

NETWORK CONSUMER



Hallmark Channel
Hallmarkchannel.com

hallmarkchannel.com provides audiences with extensive interactive content that will enhance their experience with the channel's series, movies and special events. hallmarkchannel.com features content-rich, award-winning microsites with exclusive behind-the-scenes video, cast interviews and photo galleries. Innovative and useful features include "My Hallmark Channel" which provides e-greetings from Hallmark, useful articles and family activities; plus, customizable features including show reminders.



Home & Garden Television
hgtv.com

From Foundations to furnishings to fig trees, hgtv.com has in-depth information and ideas for everything home and garden. Visitors can find step-by-step instructions from their favorite shows, search for air-times and episode descriptions, connect with other home enthusiasts on our message boards, chat live with HGTV experts, or research projects they'd like to do at home. Plus, hgtv.com now has project calculators, live interactive cams, and video clips from select HGTV shows.

Updated every 30 minutes, hgtv.com features a variety of ideas and information on the following categories: Building & Remodeling, Design & Decorating, Gardening & Landscaping, Crafts & Collectibles, Food & Lifestyle, and Real Estate & Finance.

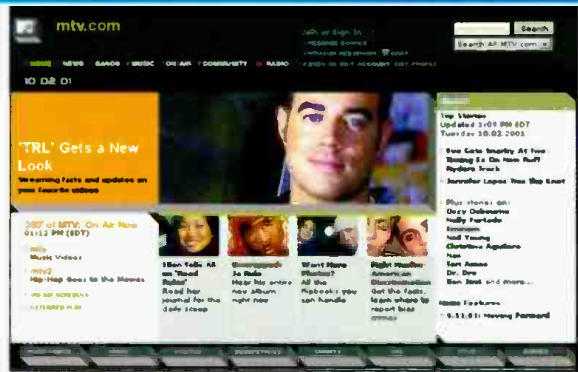
NETWORK CONSUMER



The Independent Film Channel (IFC)
www.ifctv.com

IFCTV.com is the online companion to The Independent Film Channel, the first TV network dedicated to independent film, presented uncut and commercial free, 24 hours/day.

IFCTV.com offers dynamically driven, rich content, from all IFC entities and beyond. IFCTV.com features celebrity rants, behind-the-scenes from film festivals, in-depth coverage of film premieres and events, sweepstakes, a weekly 2-newsletter and more. IFCTV.com's interactive schedule delivers programming reminders via e-mail or directly to an electronic calendar with Infuzer.

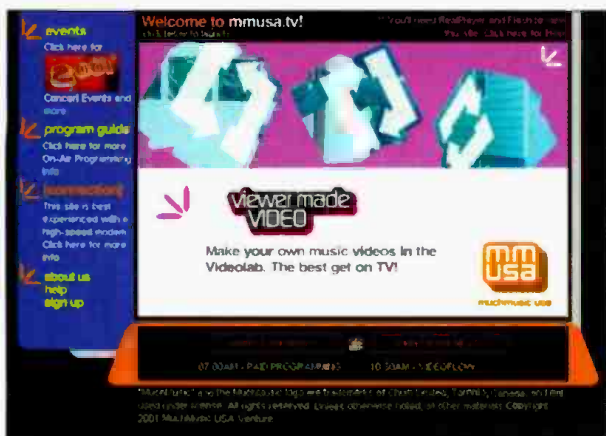


MTV
www.MTV.com

MTV.com brings the best of MTV and music entertainment to the Web. Online fans get access to great music content, including a multimedia Artists A-Z guide, music news, and MTV.com exclusives like full-length album-preview listening parties, music downloads, videos and ticket presales. MTV.com delivers the most connected music community with dynamic MTV member profiles, one-click messaging, and an extensive MTV member search engine.

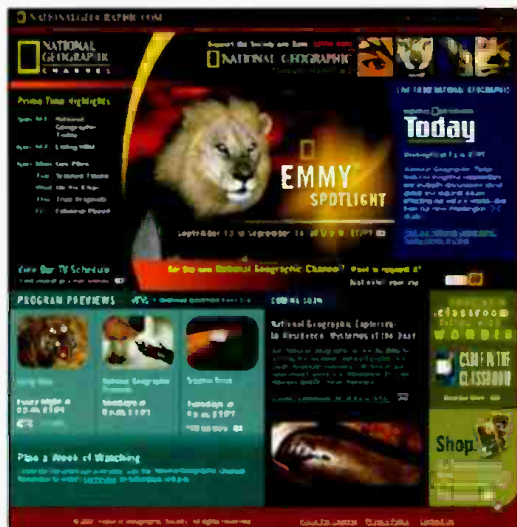
Fans also connect directly with their favorite events and shows - including TRL, Real World, VMAs and Road Rules - through real-time voting, celebrity chats, message boards, bios, previews of upcoming shows, photos, behind-the-scenes videos and more. Fans have immediate, MTV360 access to what's on air now and to find out when their favorite artist will be on MTV and MTV2. With more music, more connections, and more content, MTV.com offers the most comprehensive, online music entertainment experience.

NETWORK CONSUMER



Much Music
www.mmusa.tv

www.mmusa.tv is the broadband-enhanced Web-based online component for our viewer-driven network. Viewers get involved in a music community focused on breaking music, that decides who's hot and who's not or what stays and what goes on the MuchMusic USA on-air play-lists. Audience participation, aided by the use of high-speed modems, is encouraged with the uploading of viewer text messages, audio and video commentary and providing them the venue to spotlight the music videos they create. The site is also a valuable resource for new releases, artist features, plus what's new in music and on the network.



National Geographic Channel
www.nationalgeographic.com/channel

Experience the adventure that awaits you on our award-winning web site. Preview programs, get e-mail reminders for your favorite shows, receive the latest news from *National Geographic Today* and experience interactive multimedia specials. And if you don't get the channel, you can easily contact your cable operator online to request it.

NETWORK CONSUMER



Outdoor Life Network
www.OLNTV.com

On the Outdoor Life Network site, you'll discover shows that will help you take your outdoor adventures to the next level. Shows that will inspire you to push yourself to the limit when you're skiing, hiking, fishing, cycling or doing anything outside. You'll also find the latest news direct from leading outdoor adventure magazines. Plus, OLN is the official English language site of the Tour de France. So before you head outside, go to www.OLNTV.com.



Oxygen
oxygen.com

Oxygen is fresh, innovative and entertaining. Around the clock, we serve up movies, sports, comedy and current events with unique attitude and irresistible energy. Millions of women come to Oxygen.com and our family of Web sites to talk about our shows, learn from our tools, and meet and converse with our experts and one another. On TV and online, women get Oxygen because Oxygen gets women.

AOL Keyword: Oxygen

NETWORK CONSUMER



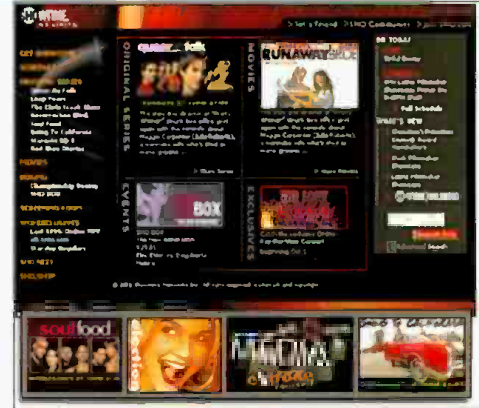
SCI FI Channel
www.scifi.com

SCIFI.COM is your ultimate sci-fi destination.

SCIFI.COM offers real-time chats with major celebrities of the genre; exclusive downloadable images; exciting, original trailers; behind-the-scenes specials; weekly e-mail newsletters; reviews of science fiction movies, television and literature; and enticing sweepstakes.

Visit us and get content converged with compelling on-air programs, message boards dedicated to our popular personalities and series, and the best in broadband content.

At SCIFI.COM, the universe is only the beginning.



Showtime Networks
SHO.com

From celebrity chats to Championship Boxing, SHO.com offers visitors original web-only content, video previews, unique interactive events and innovative destination websites that complement Showtime Networks' programming. You'll find sites dedicated to groundbreaking Original Series such as Soul Food and Queer as Folk. Fight fans can score bouts and learn more about their favorite boxers. SHO.com invites viewers to check out:

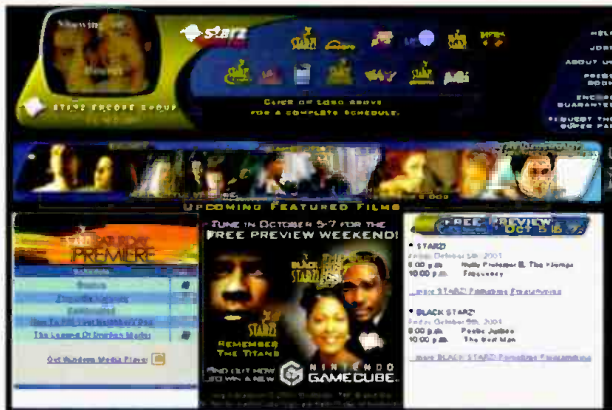
queer.SHO.com – The official site for Queer As Folk

soulfood.SHO.com – The lowdown on what's cooking on Soul Food

alt.SHO.com – Showtime's Alternative Media Festival

SHObox.SHO.com – Pure basic boxing featuring The New Generation

NETWORK CONSUMER



STARZ ENCORE GROUP
www.starzsuperpak.com

This fully loaded consumer site has the latest information on all 12 STARZ Super Pak™ channels, including:

- Programming Schedules and a Special "Remind Me" Feature
- Comprehensive Star and Movie Search Feature
- Streaming Video Clips of Movie Trailers
- Upcoming Feature Films with Synopsis and Cast Information
- Request the Super Pak Feature
- Personalize Feature
- About Us

The above service marks are the property of Starz Encore Group LLC



Sundance Channel
www.sundancechannel.com

Sundance Channel Online provides an informative film companion to Sundance Channel programming.

The Site offers:

- A comprehensive, searchable program guide.
- In-depth articles on the people, places and events of the independent film community.
- Background information and interviews on Sundance Channel's original programming: Conversations in World Cinema and Anatomy of a Scene.
- Weekly updated news digest from Sundance Channel's 24 Frame News.
- An ongoing directory of local film exhibitions, festivals and film events.

NETWORK CONSUMER



TechTV
www.techtv.com

TechTV is the only cable television channel covering technology information, news and entertainment from a consumer, industry, and market perspective 24 hours a day. With more than 1.3 million unique visitors per month, techtv.com is a community destination that encourages viewer interaction through email, live chat, and video mail.



The Weather Channel
www.weather.com

With over 13 million unique visitors per month, weather.com is the world's leading source of weather on the Web:

- forecasts for over 77,000 locations worldwide
- weather-related lifestyle information including travel, health and golf

The industry leader in ITV and Broadband

TWC weather content is optimized for Broadband and ITV applications. Use our brand recognition and our expertise in content and software to power your Web, Broadband and Interactive TV initiatives.

NETWORK CONSUMER



Univision
www.univision.com

Univision.com is the number one Spanish-language internet portal for U.S. Hispanics. It features culturally relevant and original content in news, entertainment, sports, life, and shopping. By leveraging the power of the Univision Television Network, Univision.com provides an unparalleled online forum to entertain, educate, and empower the U.S. Hispanic community.



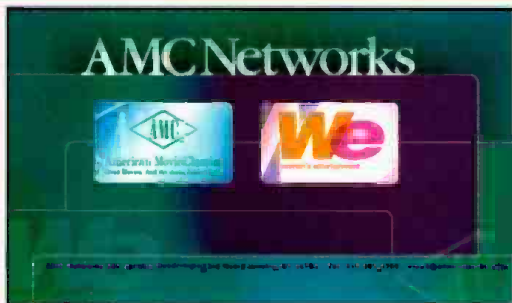
WE: Women's Entertainment
We-womensentertainment.com

WE: Women's Entertainment is the place where women can escape their busy lives and experience fresh, compelling entertainment programming.

WE: Women's Entertainment online complements the network by providing in-depth programming schedules and information. The website also includes dedicated areas featuring original programming including "Cool Women", "Cinematography" and "Everyday Elegance."

We-womensentertainment.com also features horoscopes, information on events and specials as well as the latest sweepstakes and promotions. WE: Women's Entertainment...where women are informed, inspired and most of all, entertained.

NETWORK AFFILIATE



AMC Networks
www.amcnetworks.com

Your Exclusive Affiliate Resource

Register now at www.amcnetworks.com, your exclusive affiliate resource. You will have access to the latest AMC and WE: Women's Entertainment updates, materials, and prizes - all online. We put it all together for you in one place so you can get it 24/7.

- Interactive games and prizes
- Powerful campaigns and promotions
- Current clips, cross-channel spots and videos
- Downloadable marketing materials including ad slicks, logos and more
- In-depth information, press releases, newsletters, and local events
- Up-to-date programming highlights and schedules
- E-mail link to your regional representative
- New CSR Corner including FAQ's, programming highlights and special events, and CSR-only contests and prizes.



C-SPAN Affiliates Site
www.c-span.org/affiliates

Market your cable system with C-SPAN

C-SPAN's affiliate web site, at c-span.org/affiliates, offers numerous resources cable systems can use to meet their marketing and public relations goals. Here, affiliates can order premiums, customize sample letters to educators and government officials, obtain launch forms, view and request promotional spots, and download logos. To help cable operators demonstrate the speed and clarity of cable's broadband technology, C-SPAN provides an online "Cable Modem Showcase" for affiliates. The site also features information about the C-SPAN School Bus, including how to request a bus visit to your community and ideas about how to make the most of a visit.

NETWORK AFFILIATE



Comedy Central
"Get It Online"
www.get-it.comedycentral.com

"Get It Online" is a valuable resource exclusively for Comedy Central affiliates. "Get It Online" offers up-to-the minute local ad sales and marketing information, as well as instant access to programming, research, promotion, pro-social opportunities, VOD information, CSR updates, materials, contacts, premiums, games and more. Take advantage of this comprehensive affiliate resource and receive a free gift just for registering on the site.



ESPN Affiliate Zone
www.affiliate.espn.com

ESPN's Affiliate Zone can assist you in maximizing your business objectives. To receive updated programming, marketing and ad sales information, as well as play pools and games designed just for you visit today.

- ESPN Affiliate NFL Pool: Win trips and big prizes
- Complete programming schedule on all four ESPN networks
- Research and downloadable presentations to help grow local ad sales
- Regional sections with sales tips, programming, events, promotions, and incentives specific to your state
- Marketing graphics and materials - order online!
- CSR, PPV and Technical Specific Sections

NETWORK AFFILIATE



Fox Cable Networks
www.FoxCable.com

This winter, Fox Cable Networks powers up a dynamic new online service, packed with interactive marketing and local ad sales tools for our valuable business partners.

Log on to www.FoxCable.com and access 3-D marketing capabilities, sales tools, print materials, programming information, and much more. With just the click of a mouse, you'll have immediate access to the marketing resources for our nine networks: Fox Sports Net, FX, National Geographic Channel, Fox Sports Channel, Speed Channel, Fox Sports World, Fox Sports Español, Fox Sports Digital Nets, and Fox Enhanced TV.

It's just another powerful, added-value advantage of being a part of the Fox Cable Networks family.



Inside Hallmark Channel
Insidehallmarkchannel.com

insidehallmarkchannel.com is a one-stop resource for Hallmark Channel affiliate partners. It provides detailed up-to-the-minute information and assistance in developing successful marketing and local ad sales programs. [Insidehallmarkchannel.com](http://insidehallmarkchannel.com) offers exclusive features including, round-the-clock access to downloadable logos, ad slicks, research, promotional opportunities and vital business tools.

NETWORK AFFILIATE



MTV Networks
mtvn.com
 Want "all access"?

For everything you need to grow your business, partner with MTV, MTV2, VH1, VH1 Classic, CMT, NICKELODEON, NOGGIN, TV LAND, TNN, NICK GAS, MTV Español, VH Uno and more... available 24/7 at mtvn.com.

Call your regional Affiliate Sales & Service rep to get your all access pass for mtvn.com:

- Northeast 212-654-6600 Southeast 404-814-7800
- Central 312-755-0310 Western 310-752-8000
- Market Development 212-258-8326



NBC Cable Networks
 Located via the affiliate link at
www.nbcmarketplace.com

This comprehensive site provides ongoing and updated support for all of the NBC Cable Networks affiliates' Marketing, Local Ad Sales and Community Relations efforts. Information can be found on CNBC, MSNBC, The Complete Olympics, CNBC World (digital service) and ShopNBC. Contents include, but not limited to: program schedules, launch forms, promotions, downloadable art, press releases, research, and technical information.

NETWORK AFFILIATE



Outdoor Life Network
www.OLNTVAFFILIATES.com

All the support you need to successfully promote the Outdoor Life Network is just a mouse click away. On www.OLNTVAFFILIATES.com, you'll find program descriptions, schedules, logos and streaming video. Review exciting special event programming and promotions that can boost Local Ad Sales. Our programming may be about challenge and adventure but getting the stuff you need doesn't have to be. Log onto www.OLNTVAFFILIATES.com today.



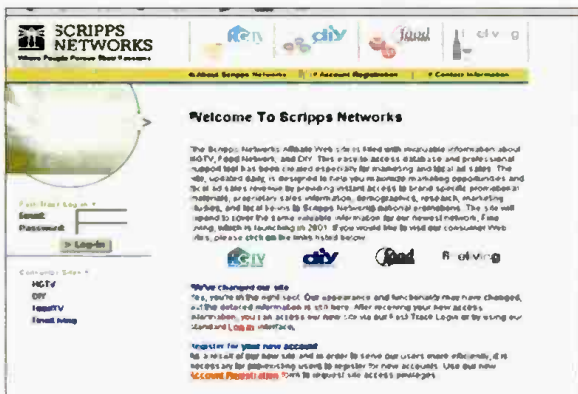
Playboy TV Networks
www.pbtvnetworks.com

Playboy TV Spice Spice 2 Instant Access

Schedules and promotional materials now available online and easy to download!

- Network schedules
- Air times
- Program descriptions
- Adslcks
- Logos
- Premiums
- Monthly premiere highlights
- Cross-channel spots

NETWORK AFFILIATE



Scripps Networks
affiliate.scrippsnetworks.com

The Scripps Networks Affiliate Web site is filled with invaluable information about HGTV, Food Network, and DIY. This easy-to-access database and professional support tool has been created especially for marketing and local ad sales. The site, updated daily, is designed to help you maximize marketing opportunities and local ad sales revenue by providing instant access to brand specific promotional materials, proprietary sales information, demographics, research, marketing studies, and local tie-ins to Scripps Networks national promotions. The site will expand to cover the same valuable information for our newest network, Fine Living, which is launching in 2002.



STARZ ENCORE GROUP
www.starzencoreaffiliate.com

Starz Encore Group's affiliate web site is designed to help you increase pay revenue with the **STARZ Super Pak**™

Access a variety of marketing strategies and tactics for all 12 STARZ Super Pak channels including:

- Monthly Affiliate Kits
- 2002 Marketing Planner
- Quarterly Campaigns
- Free Preview
- Streaming Video (cross channel spots, on-air promotions)
- Programming Information
- Screening Room - coming soon!
- CSR Programs, Incentives and much more.

To start using the Starz Encore Affiliate site, go to www.starzencoreaffiliate.com and click on "Request Access Here".

The above service marks are the property of Starz Encore Group LLC

NETWORK AFFILIATE



The Outdoor Channel
www.outdoorchannel.org

Are you looking for an easy way to distribute marketing materials to your staff? Do you need a logo or the latest market research? Do you want to review our current promotions or find a sales contact for your area? Visit www.outdoorchannel.org, for all of the resources that you need without all of the paperwork.



TurnerResources.com

TurnerResources.com, open 24/7 to provide the resources you need to support your business.

Find these resources and more:

- Programming information
- Local Ad Sales information
- Promotional opportunities
- Educational and public affairs information
- Ad slicks and logos
- High-resolution photography
- Real-time video spots
- On-line merchandise ordering
- Turner representative contact information

NETWORK AFFILIATE



TV Guide
www.tvguideportfolio.com

TV Guide's new affiliate website is an online information and marketing management tool for all of your systems' guidance product needs.

The site provides instant access to product and feature information, research, downloadable and online ordering of marketing tools, as well as online forms for utilizing the TV Guide Portfolio of products to drive your initiatives and revenues.



Univision Networks
www.UnivisionNetworks.com

UnivisionNetworks.com is the first and only affiliate website to provide the source for Hispanic marketing intelligence and tools. Gain instant access to an arsenal of materials expertly crafted to captivate Hispanics with UnivisionNetworks.com such as:

- Customizable materials that create awareness and gain distribution
- Research on Hispanic television viewers, buying habits and lifestyles
- Programming schedules and highlights
- Street ready presentations
- Promo spots
- Logos and images

SATELLITE



CONUS Communications
www.conus.com

At www.conus.com, you'll discover all that CONUS Communications has to offer:

- News Services – access streaming video, on-line scripts and rundowns plus exclusive Member advantages
- Production & Satellite Services – learn about our full service capabilities from concept to completion and take virtual tours of our state-of-the-art digital satellite trucks
- Programming Services – discover what our production studios have to offer

Gain valuable news information and much more - log on today!

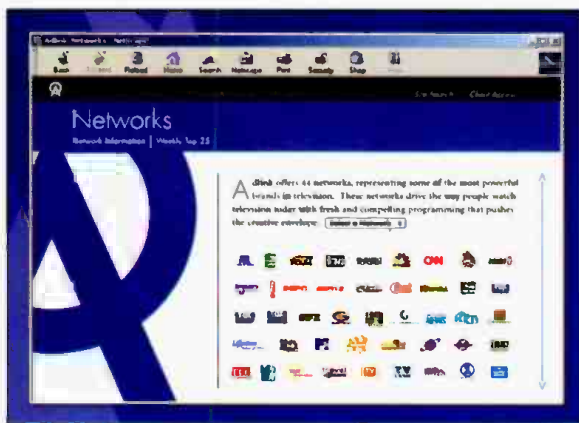
STUDIO



Universal Studios Pay-Per-View
www.universalppv.net

Movie information and more awaits the consumer at the Universal Studios Pay-Per-View site, now with a new URL and enhanced with Video-On-Demand information. A VOD-specific URL (www.universalvod.net) can be used for target marketing. Sweepstakes, fun promotions and value-added offers entertain as well as inform. Get the scoop on featured movies with video trailers, cast and filmmaker biographies, and behind-the-scenes buzz. Features include the Press Center, with the freshest news from Universal PPV; the Game Center, a world of movie-themed online games, and Advance Online Ordering, the way to plan weeks ahead for a big night in!

INTERCONNECTS



Adlink
www.adlink.com

Adlink, the nation's leading digital interconnect, provides advertisers with the power of 44 top-rated cable networks and the resources to connect with consumers in the greater Los Angeles market. On adlink.com, you will find valuable tools such as cable programming information, media research, promotional marketing opportunities, and much more. Adlink. It's Targeted TV™

ORGANIZATIONS



Cabletelevision Advertising Bureau's
CAB OnDemand

'An Access Password Is Required For This Members-Only Forum'
CAB OnDemand is the first place to go for cable ad sales information. Available at no charge to CAB members, the service provides cable sales professionals with instant access to the latest planning and presentation information needed to build advertising revenues—including: network & supplier profiles, updates on promotions and programming changes, major industry research, key advertising category overviews, marketing success stories, advertiser testimonials, and The Weekly Intelligence Report. To request an access password, E-mail nancy@cabletvadbureau.com.

ORGANIZATIONS



CTAM
www.ctam.com

Serving over 6000 members, ctam.com is the Web's largest and most complete source for the information smart cable and telecommunications marketers and managers need to succeed in today's marketplace. CTAM.com provides users a wide variety of online resources, including up-to-date consumer research, the CTAM job bank, an online Member Directory, a Virtual Library of publications, CTAM conference information and registration, and much more. Loads of exclusive CTAM member benefits are just a mouse click away.



National Cable & Telecommunications Association (NCTA)
www.ncta.com

The National Cable & Telecommunications Association (NCTA), formerly the National Cable Television Association, is the principal trade association of the cable television industry in the United States. NCTA represents cable operators serving more than 90 percent of the nation's cable television households and more than 150 cable program networks, as well as equipment suppliers and providers of other services to the cable industry. In addition to offering traditional video services, NCTA's members also provide broadband services such as high-speed Internet access and telecommunications services such as local exchange telephone service to customers across the United States.

Visit us at www.ncta.com for the latest information about the cable industry, including recent press releases, industry statistics, NCTA regulatory and court filings, cable's commitment to customer service, quality programming, education and technology initiatives, and much more.

ORGANIZATIONS



National Cable & Telecommunications Association (NCTA) Cable 2002
www.cable2002.com

The Cable 2002 Web Site is your source for the most up-to-the-minute information about the National Cable & Telecommunications Association's (NCTA) 51st Annual Convention & International Exposition. This year, the National Show will take place May 5-8, 2002 in one of the nation's most exciting cities, New Orleans, Louisiana!

On www.cable2002.com, you will have the latest convention news, speaker announcements, and exhibitor information at your fingertips. In addition, the Cable 2002 web site features new and improved search engines that will allow you to find speakers and/or exhibitors in just a few clicks!

So be sure to check out www.cable2002.com for the tools you need to a successful participation at the industry's premier convention for cable & telecommunications.



NATPE
www.natpeonline.com

Your business is at NATPE 2002 (January 21-24, Las Vegas Convention Center) - more than 20,000 industry professionals from around the world in one place for four days making decisions that set them in motion for the rest of the year. Save time and money by registering early at www.natpeonline.com! You simply can't afford to be left out.

ORGANIZATIONS

TECHNOLOGY



SCTE Online
www.scte.org

Discover a wealth of valuable resources for broadband engineers, managers, technicians, and installers at SCTE Online. The site includes a job bank, professional reference materials, and important industry news. Sign-up online as a member for only \$48 and you'll also have access to education and training, leadership opportunities, certification programs, and a worldwide network of more than 16,500 technical peers.

For more than 30 years SCTE has helped to advance the careers of broadband technical professionals through excellence in training, certification and standards. To find out more, visit SCTE Online at www.scte.org or call 800 542-5040 for more information.



Ciprico Inc.
www.ciprico.com

Providing high-performance storage network solutions for projects such as Media Asset Management to on-air systems, Internet streaming and news editing, Ciprico brings together in-depth application knowledge and best-of-breed products. We have successfully helped many companies achieve higher levels of creative flexibility and quality of broadcast content. Our storage solutions improve production workflow efficiencies that reduce the time needed to take content from production to airplay. The result is faster-than-real time automation that maximizes the value and return on investment of going digital.

TECHNOLOGY



Convergy's
www.convergy.com

Convergy's provides true convergent billing and customer care solutions to the cable/broadband, DBS and emerging services industries. Our customer care and billing expertise offer cable and multi-service operators a significant improvement in competitiveness and revenue-generation. Convergy's internal and external resources make us qualified to address the complex issues surrounding multi-service billing and customer care applications.



FloriCal Systems
www.florical.com

FloriCal specializes in TV station and TV network asset management and control, ranging from simple breaks-only commercial insertion to full automation of all video source and storage equipment used in on-air presentation operation. FloriCal's new ecoromic model is a centrally controlled multiple city enterprise network for asset management and digital TV transmission.

TECHNOLOGY



Rohde & Schwarz
www.Rohde-Schwarz.com

Rohde & Schwarz, the global leader in communications and measurement technology, has contributed to international industry standards for continued research, development, production and service of test and measurement instruments and telecommunications systems.

Rohde & Schwarz's exceptional product range provides Broadcasters, Cable Telecommunications and Wireless Data Service Providers with test and measurement solutions for "end-to-end" quality assurance and compliance certification of transmitted digital signals including DVB, ATSC, and MPEG standards. Visit us at NAB Booth L5750.

BROADBAND



Com 21
www.com21.com

Com21 Inc. is a leading global supplier of system solutions for the broadband access market. The Company's Data Over Cable Services Interface Specification (DOCSIS), Digital Video Broadcasting (DVB), and Asynchronous Transfer Mode (ATM)-based products enable cable operators and service providers to deliver high-speed, cost-effective Internet and telephony applications to corporate telecommuters, small businesses, home offices, and residential end-users.

BROADBAND



Pioneer
www.pioneerbroadband.com

A leading manufacturer and innovator in digital cable technology, Pioneer is your key to "Connecting People with Entertainment™." Pioneer's Voyager™ Digital Cable Set-top, powered by our Passport™ Application Suite, offers advanced interactive entertainment capabilities. Featuring dual-processing power, four-digit tuning and Video-On-Demand, Pioneer will enhance your subscribers' digital cable entertainment experience with "sound.vision.soul".

ADDITIONAL CLICKS

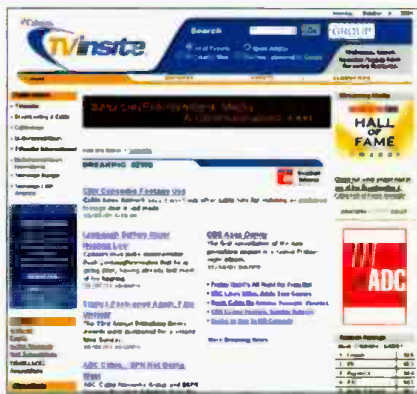


THE CABLE CHANNEL

The Cable Channel
www.cablechannel.com

The Cable Channel is the leading source for video coverage of the cable industry. Produced in association with Cahners Television Group, we feature top executives, analysts and journalists examining key issues and trends driving the business. Aired in hotel rooms at major shows and conferences, our stories can also be seen online in streaming video. And our new Desktop Show™ enables exhibitors at those events to deliver information to your PC.

ADDITIONAL CLICKS



TV Insite
www.tvinsite.com

TVinsite is a vertical news and information portal targeting professionals in the global broadcasting, cable television, satellite, interactive television and new media industries.

TVinsite is the only online destination that provides aggregated branded content from the leading news sources in the industry: *Broadcasting & Cable*, *Multichannel News*, *Cablevision*, *Multichannel News International*, *Television Europe*, and *Television Latin America*.

Key features:

- Breaking News updated multiple times per day
- The latest issue – before it appears in print
- Hundreds of print issues archived online – searchable by keyword
- Daily and weekly updates via e-mail



Nobody
Watches
Cable TV
Like We Do.

BROADCASTING CABLE Cablevision Multichannel

ADDITIONAL CLICKS



WISDOM Television
www.Wisdommedia.com

www.Wisdommedia.com is the convergent media destination for millions of people across the globe interested in Personal Growth, Social Consciousness, and Healthier Living. Leveraging the program content of WISDOM® Television and WISDOM® Radio, the site invites users to more deeply explore ways "to make the most of their lives." Wisdommedia.com features video and audio streaming, discussion groups, topical columns, an extensive calendar of conferences and special events, e-commerce opportunities, and numerous links to related material.

Watch
for the
next
Television
Group
Web Guide
coming
this
Spring



57 dedicated editors

1,141,374 page views a month

16,762 registered users (and growing)



Where the television industry goes online.

Several advertising sponsorship opportunities are available.

For U.S. sales, please contact: Lauren Cohen at (212) 463-6574, or e-mail: lcohen@cahners.com

For International sales, please contact: Randi Schatz at (1) (212) 337-6944, or e-mail: rschatz@cahners.com

Programming

Fox scores with baseball

Sports Net, broadcast division capitalize on 'patriotic and very American' game

By Joe Schlosser

With plenty of big story lines heading into the playoffs, Fox Sports' baseball coverage has scored higher ratings, and Fox Sports Net regional cable channels are coming off a strong run during the regular season.

It's a different story at Fox Family Channel. It averaged an anemic 0.4 rating with its weekly regular-season games and a 1.8 rating/4 share in households for its eight Division Series games. Last season, ESPN's eight-game package averaged a 2.3/6.

But the Fox broadcast network is doing much better. Its prime time ratings during the Division Series games jumped 25% from last year, and the network's overall coverage was up 6%—while pro and college sports in general were tumbling.

The New York Yankees-Seattle Mariners opening game of the American League Championship Series slumped in the ratings, against a comparable contest last year.

The Yankees' 4-2 win produced a metered-market rating of 6.2/13. That was 20% lower than NBC's second ALCS game, which received a 7.6/17 in the same

4 p.m. starting slot.

The 17 regional Fox Sports Net cable channels saw a 10% increase during the regular season, averaging a 3.3 metered-market household rating. Last season, the regional nets averaged a 3.0 Nielsen rating.

"Especially in these times, post-Sept. 11, the sport really seems to fit where the American psyche is now," says Fox Sports Net President Tracy Dolgin. "It's patriotic and very American."

Riding Barry Bonds' home-run record,

Fox Sports' prime time coverage (five games) averaged a 6.4/11, up 25% from last year's combined NBC and Fox prime time coverage.

This season is the first for Fox in its new six-year, \$2.5 billion deal that brings all post-season baseball to Fox and its cable properties. Its 10 Division Series games (five daytime, five prime time) averaged a 5.3 household rating, up 6% from 2000. ■

—Additional reporting by Richard Tedesco

Repurposing L.A.

Twentieth TV eyes national version of KTTV-TV morning show

By Susanne Ault

At a time when syndicators and stations are attempting to stretch budgets more than ever, Twentieth Television is considering going national with a version of KTTV-TV's morning newscast *Good Day L.A.*

The one-hour *Good Day U.S.A.*, as it's tentatively titled, will be along the lines of the third hour of the *Today* show, insiders say. As planned, *Good Day L.A.* will air live as usual from 7 a.m. to 9 a.m. on the Fox Los Angeles O&O, with an extra hour tacked on for national syndication using the same talent and largely the same set. Anchors Steve Edwards, Dorothy Lucey and Jillian Barberie and even traffic expert Rod Bernsen are expected to be a part of the production. Twentieth declines comment.

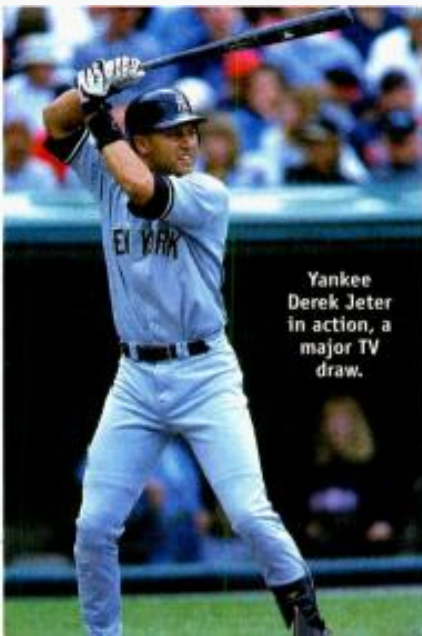
"It's a smart thing to do," says Carsey-Werner Domestic Syndication President Bob Raleigh, who currently doesn't distrib-

ute a first-run show but has been trying to identify a strong project to present for a couple seasons. "I can sure see why they would do it. It's already being produced. You can attach more revenue to it, so the math seems to work."

The show is likely to be tested on a selection of Fox O&Os before a national launch, the way Twentieth's *Texas Justice* was.

In November 2000, it topped *The KTLA Morning News* on the city's Tribune station for the first time in recent memory, according to Nielsen's household numbers. In last May's sweeps, *Good Day L.A.* trumped all the major newscasts in the ad-friendly adults 18-34 (2.7 Nielsen rating) and adults 18-49 demographics (2.5).

In its favor is *Good Day L.A.*'s showbiz feel—but that could be a problem, too, if the terror crisis continues. National newscasts have seen increased viewership in Los Angeles since Sept. 11. ■



Yankee Derek Jeter in action, a major TV draw.

Programming

BroadcastWatch

COMPILED BY KENNETH RAY

OCT. 8-14 Broadcast network prime time ratings according to Nielsen Media Research

Week	abc	CBS	NBC	FOX	PAX TV	UPN	WB
3	10.2/16	10.2/16	7.7/12	3.7/5	1.0/1	2.6/4	4.2/6
MONDAY	8:00 40. Who Wants to Be a Millionaire? 7.5/12	21. King/Queens 9.4/15 23. Yes, Dear 9.1/14	54. Weakest Link 5.9/9	87. Malcolm/Middle 3.5/6 85. Malcolm/Middle 3.6/5	126. Diagnosis Murder 0.7/1	99. The Hughleys 2.4/4 94. One on One 2.7/4	62. 7th Heaven 5.4/8
	9:00 14. NFL Monday Night Football—St. Louis Rams vs. Detroit Lions 11.7/19	5. Ev Lvs Raymnd 14.1/21 10. Becker 11.6/17	35. Dateline NBC 8.0/12	81. Love Cruise 3.8/5	117. Touched by an Angel 1.0/1	94. The Parkers 2.7/4 94. Girlfriends 2.7/4	90. Angel 2.9/4
	10:00	29. Family Law 8.4/14	22. Crossing Jordan 9.2/15		112. Diagnosis Murder 1.2/2		
	5.8/9	10.8/17	7.4/12	4.9/8	1.0/1	3.0/5	4.0/6
TUESDAY	8:00 50. Dharma & Greg 6.3/10	12. JAG 11.3/18	66. Emeril 5.0/8 62. Three Sisters 5.4/8	54. That '70s Show 5.9/9 64. Undeclared 5.3/8	122. Doc 0.8/1	82. Buffy the Vampire Slayer 3.7/6	78. Gilmore Girls 4.0/6
	8:30 68. What Abt Joan 4.9/7		17. Frasier 10.1/15	76. Love Cruise 4.2/6	117. Mysterious Ways 1.0/1	99. Roswell* 2.4/4	
	9:00 65. Bob Patterson 5.1/8	18. The Guardian 10.0/15	37. Scrubs 7.8/12				
	9:30 61. Spin City 5.6/8	15. Judging Amy 11.0/18	32. Dateline NBC 8.2/13		115. Diagnosis Murder 1.1/2		
	10:00 48. Philly 6.4/10						
	7.0/11	6.2/10	12.7/20	6.2/10	1.0/2	7.0/11	3.0/5
WEDNESDAY	8:00 43. My Wife & Kids 6.8/11	25. 60 Minutes II 8.8/14	31. Ed 8.3/13	54. MLB American League Division Playoffs Game 1—Oakland Athletics vs. New York Yankees 5.9/10	122. Candid Camera 0.8/1	66. Enterprise 5.0/8	89. Dawson's Creek 3.3/5
	8:30 53. According/Jim 6.0/9						
	9:00 43. Drew Carey 6.8/10	57. Amazing Race 5.7/9	2. West Wing 16.3/23		112. Touched by an Angel 1.2/2	94. Special Unit 2 2.7/4	92. Felicity 2.8/4
	9:30 57. Whose Line Is It 5.7/9	77. Wolf Lake 4.1/7	3. Law & Order 14.4/24		115. Diagnosis Murder 1.1/2		
	10:00 29. 20/20 8.4/14						
	7.8/12	13.5/20	13.9/21	5.5/8	1.0/2	3.9/6	2.4/4
THURSDAY	8:00 Presidential Press Conference	Presidential Press Conference	Presidential Press Conference	Presidential Press Conference	126. It's a Miracle 0.7/1	79. WWF Smackdown! 3.9/6	110. Eliminate Deluxe 1.5/2
	8:30						
	9:00 39. Who Wants to Be a Millionaire? 7.6/11	7. Survivor: Africa* 13.2/19	1. Friends 19.5/31 8. Will & Grace 12.4/18	57. MLB American League Division Playoffs Game 2—Oakland Athletics vs. New York Yankees 5.7/9	126. Touched by an Angel 0.7/1		88. Charmed 3.3/5
	9:30 34. Primetime Thursday 8.1/13	6. CSI 13.8/21	11. Just Shoot Me 11.5/17 3. ER 14.4/23		117. Diagnosis Murder 1.0/2		
	10:00						
	4.0/7	4.9/9	9.8/17	4.5/8	0.8/1	1.7/3	2.3/4
FRIDAY	8:00 82. Mole II: The Next Betrayal 3.7/7	75. The Ellen Show 4.3/8 85. Yes, Dear 3.6/6	26. Providence 8.7/16	73. Dark Angel 4.4/8	122. Weakest Link 0.8/1	108. UPN Movie Friday—High School High 1.8/3	103. Sabrina/Witch 2.1/4 106. Maybe It's Me 1.8/3
	8:30						
	9:00 69. Thieves 4.6/8	69. That's Life 4.6/8	24. Dateline NBC 8.9/15	71. AMW: Terrorists 4.5/8	126. Encounters With the Unexplained 0.7/1		90. Reba 2.9/5 99. Raising Dad 2.4/4
	9:30						
	10:00 82. Once and Again 3.7/6	51. 48 Hours 6.1/11	9. Law & Order: Special Victims Unit 11.7/20		122. Diagnosis Murder 0.8/1		
	10:30						
	4.4/8	7.4/13	3.9/7	5.7/10	0.8/2	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TV UNIVERSE ESTIMATED AT 105.5 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 1,055,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • PROGRAMS LESS THAN 15 MINUTES IN LENGTH NOT SHOWN • S-T-D = SEASON TO DATE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH	
SATURDAY	8:00	42. Touched by an Angel 7.1/13	92. Spy TV 2.8/5 98. Spy TV 2.6/5	57. MLB American League Division Playoffs Game 3—Oakland Athletics vs. New York Yankees 5.7/10	122. Pax Big Event—2001 Mrs. America Pageant 0.9/2		
	8:30						
	9:00 73. ABC Saturday Night Movie—Apollo 13 4.4/8	47. Citizen Baines 6.5/11	71. NBC Saturday Night Movies—Happy Gilmore 4.5/8		126. Diagnosis Murder 0.7/1		
	9:30	27. The District 8.6/15					
	10:00						
	10:30						
	7.7/12	8.9/14	8.0/13	5.6/9	1.1/2		1.9/3
SUNDAY	7:00 43. Wonderful World of Disney—The Emperor's New Groove 6.8/11	12. 60 Minutes 11.3/19 36. The Education of Max Bickford 7.9/12	48. Dateline NBC 6.4/11 28. Weakest Link 8.5/13	61. MLB American League Division Playoffs Game 4—Oakland vs. New York 5.7/11 79. MLB NL Game 5 3.9/6	126. Candid Camera 0.7/1 111. Doc 1.4/2		108. Ripley's 1.7/3 102. Steve Harvey 2.2/3 103. Men Wmn Dogs* 2.1/3 105. Nikki 1.9/3 106. Off Centre* 1.8/3
	7:30						
	8:00						
	8:30						
	9:00 43. Alias 6.8/10	32. CBS Sunday Movie—Surviving Gilligan's Island 8.2/13	20. Law & Order: Criminal Intent 9.5/14	51. MLB National League Division Playoffs Game 5—St. Louis vs. Arizona 6.1/10	112. Ponderosa 1.2/2 120. Mysterious Ways 0.9/1		
	9:30						
	10:00 16. The Practice 10.3/17		38. UC: Undercover 7.7/12				
	10:30						
AWARDS WEEK	6.7/11	8.6/14	8.8/14	5.3/9	0.9/1	3.0/5	2.9/4
S-T-D	7.0/11	8.2/13	9.0/14	4.8/8	1.0/2	3.3/5	2.5/4

SyndicationWatch

OCT. 1-7 Syndicated programming ratings according to Nielsen Media Research

TOP 25 SHOWS

Rank	Program	HH	HH
		AA	GAA
1	Wheel of Fortune	8.8	8.8
2	Jeopardy	7.3	7.3
3	Friends	6.7	8.1
4	Seinfeld	6.1	6.7
4	Entertainment Tonight	6.1	6.2
6	Oprah Winfrey	5.9	6.0
7	Judge Judy	5.3	7.7
8	Seinfeld (wknd)	5.2	6.0
9	Everybody Loves Raymond	4.3	4.8
10	Live With Regis and Kelly	3.7	3.7
10	Wheel of Fortune (wknd)	3.7	3.7
12	Frasier	3.5	3.6
13	Entertainment Tonight (wknd)	3.4	3.4
14	Judge Joe Brown	3.1	4.0
15	Inside Edition	3.0	3.0
16	The Practice	2.9	3.2
16	Extra	2.9	2.9
16	Friends (wknd)	2.9	2.9
19	Access Hollywood	2.8	2.9
20	The X-Files	2.7	3.0
20	Jerry Springer	2.7	2.9
20	Everybody Loves Raymond (wknd)	2.7	2.7
23	Buffy the Vampire Slayer	2.6	2.7
23	Maury	2.6	2.7
25	Divorce Court	2.5	3.2
25	Drew Carey	2.5	2.7

TOP ACTION HOURS

Rank	Program	HH	HH
		AA	GAA
1	Stargate SG-1	2.5	2.7
2	Andromeda	2.5	2.6
3	Beastmaster	1.9	2.0
4	Invisible Man	1.8	1.9
5	V.I.P.	1.7	1.8

According to Nielsen Media Research Syndication Service Ranking Report Oct. 1-7, 2001

HH/AA = Average Audience Rating (households)

HH/GAA = Gross Aggregate Average

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

NA = Not Available

Staying in the game

New Line can't be counted out. True, a key financing partner went bankrupt earlier in the year, threatening the third season of *The Lost World*. But the launch went on as planned, and the distributor is determined to play on.

"We don't ever believe in giving up," says New Line Television Executive Vice President David Spiegelman.

Indeed, the studio is in development on another action hour and a first-run strip.

Lost World managed to attract Australia-based Over the Hill Gang to replace its previous partner, Canada-based Telescene. So Spiegelman believes that "we have no reason to stop what we're doing."

Spiegelman is trying to bring out at least one project in 2002 but notes that the post-Sept. 11 "ad market is strained right now," affecting the typically barter-only action-hour genre.

New Line is exploring additional revenue sources, including a cable window. Tribune Entertainment has looked into a dual cable/broadcast run for its shows. MGM already runs *Stargate SG-1* in syndication and on Showtime, and Studios USA's *Invisible Man* gets a Sci Fi Channel/syndication airing.

Also energizing New Line's efforts is the fact that ABC executives recently spoke of dropping Saturday network shows and letting stations program that night themselves.

"When we heard that, we started talking to our affiliates right away," says Spiegelman. He doesn't have a lot of clearances on ABC stations but believes that they could definitely become an opportunity.

One troubling sign for action hours: recent ratings. Tribune rookie *Mutant X* debuted with a 1.9 rating/4 share in the Nielsen weighted metered markets, 21% below the year-ago numbers. And Tribune's *Andromeda*, one of last year's top-scoring action hours, earned a 1.7/4 in its second-season debut, 26% lower than last year.

Some have speculated that viewers want more light comedy in the wake of the Sept. 11 events. But Spiegelman says, "We expect our ratings to be strong." —Susanne Ault



Action hours like *The Lost World* face a tough ad market and a ratings struggle.

#1 IN THE TIME PERIOD
And Posting Impressive Growth

Los Angeles/KABC, Sunday 11:30 PM

the practice

+25% Rtg +31% Shr

4.0/13

5.0/17

OCT '00

WK OF 10/8/01

Source: NIELSEN OVERNIGHTS, WK OF 10/8/01 vs. OCT '00 among 18-34, 18-34, 18-34



StationBreak

BY DAN TRIGOBUFF

FREED IN FRISCO

Young Broadcasting-owned KRON-TV San Francisco cut loose veteran anchor Pete Wilson shortly after the revelation that he would be leaving the soon-to-be-independent station for ABC-owned KGO-TV. Wilson has been hosting a show on ABC-owned KGO(AM), but that deal had been done with the blessing of former KRON-TV management. Wilson's new deal is for six years at both the radio and TV stations. KRON-TV will pay Wilson through the year, agent Jeff Moorad said; the anchor begins at KGO-TV Jan. 1.

Wilson had made no secret of his lack of enthusiasm for working for KRON-TV when it loses its NBC affiliation next year. But KRON-TV News Director Stacy Owen said several of the station's veterans have extended their commitments, including Vic Lee, Greg Lyons, Linda Yee and Mark Jones. KRON-TV plans an additional four hours of news next year. Anchor Tom Sinkovitz will be more prominent following Wilson's exit.

FITTING THE BILL

Bill Peterson, whose VP/GM job at WRAL-TV Raleigh, N.C., was eliminated last month, re-emerged last week at WPTV(TV) West Palm Beach, Fla. He replaced Bob Jordan as VP/GM. Sources say Jordan was forced out amid labor problems. Former Scripps TV boss Jim Hart had been running the station, but Scripps appeared confident it would name a new GM this month, and Peterson, who ran WPEC(TV) West Palm Beach for 10 years before going to WRAL-TV, was an early favorite for the job.

TOLERANT TV

News anchors from Los Angeles's 10 major local TV stations will jointly headline a special program encouraging tolerance—particularly against the Muslim community there—in the wake of the Sept. 11 attacks. *Together: A Call for Unity* was taped last week and was scheduled to air at various times on the different stations.

Together will feature KTLA-TV's Hal Fishman, KNBC-

TV's Paul Moyer, KABC-TV's Marc Brown, KCOP-TV's Rick Chambers and KCAL-TV's Pat Harvey and will be overseen by former KCOP-TV News Executive Producer Michael Linder. KCBS-TV, KCET-TV, and Spanish-language outlets KMEX-TV and KVEA-TV also contributed segments.

CHP CHIPS IN

Amid the growing number of mail-delivered anthrax exposures, the California Highway Patrol is making its mail-handling training tape available to TV stations, both in California and elsewhere, and asking them to spread the word about proper procedures. After the availability of the tape was publicized, more than 400 requests from concerned businesses—including some TV stations—came in last Tuesday alone, according to a CHP spokeswoman.

CHP hopes stations will air the tape in hopes of "promoting safety and reducing panic," not to mention freeing up CHP's phones, which have been ringing off the hook.

Stations that want the tape or a satellite feed of the demonstration should fax the request on company letterhead to 916-657-8720. There is no charge.

MOVING UP IN DETROIT

Fox Stations stayed in-house last week when Jeff Murri was promoted from general sales manager to VP/GM at WJBK(TV) Detroit, a job that includes local ad sales and marketing for regional sports network Fox Sports Net Detroit. Murri, who joined the station as national sales manager in 1990, succeeds Jim Clayton, who left to run Fox's New York duopoly. "Jeff has played an important role in WJBK/FOX2's past and current success," said Fox Stations Chairman Mitch Stern.

WHAT GOES AROUND

CBS-owned KUTV(TV) Salt Lake City is finally getting a news director: Steve Charlier from KING-TV and KONG-TV Seattle. When Pat Costello left in 1998 for WBBM-TV Chicago, Brian Shiffer stepped up, first as interim news director and then as news director. But Shiffer wanted to return to a more hands-on role in the news shows, and General Manager Dave Phillips acted as news director until Charlier was hired. Charlier's current boss in Seattle: Pat Costello.

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



Topeka en español

Spanish-language local newscast *Contacto Latino* premiered last week on KTKA-TV Topeka, Kan. Executive Producer Salvador Hernandez hosts the show, which includes news, weather and sports. It's the only local newscast in Spanish in the market.

49- SALVADOR HERNANDEZ NOTICIAS DE SU LOCALIDAD

FocusHouston

THE MARKET

DMA rank	11
Population	4,843,000
TV homes	1,832,000
Income per capita	\$19,478
TV revenue rank	11
TV revenue	\$465,700,000

COMMERCIAL TV STATIONS

Rank*	Ch.	Affil.	Owner
1	KHOU-TV	11 CBS	Belo Corp.
2	KTRK-TV	13 ABC	ABC Inc
3	KPRC-TV	2 NBC	Post-Newswk.
4	KRIV	26 Fox	Fox TV
4	KTXH (tie)	20 UPN	Fox TV
6	KHWB	39 WB	Tribune
7	KXLN-TV	45 Uni	Univision
8	KTMD	48 Tel	Telemundo
9	KNWS-TV	51 Ind	Johnson
10	KPXB	49 Pax	Pax

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

CABLE/DBS

Cable subscribers (HH)	1,044,240
Penetration	57%
ADS subscribers**	421,360
ADS penetration	23%
DBS carriage of local TV	Yes

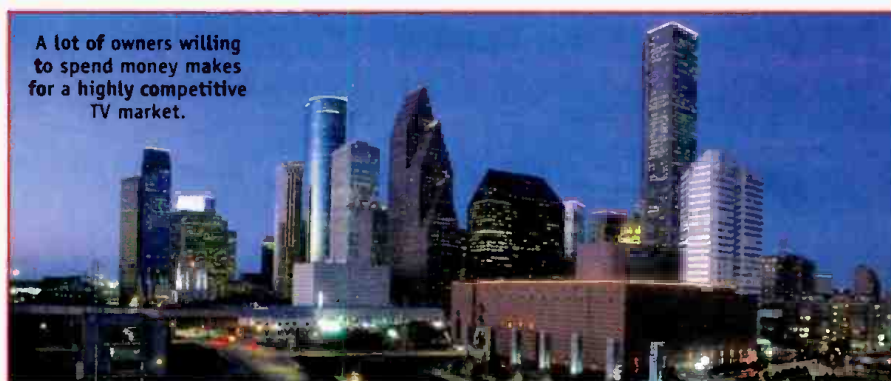
**Alternative Delivery Systems, includes DBS and other non-cable services, according to Nielsen Media Research

WHAT'S NO. 1

Syndicated show	Rating/Share
<i>Wheel of Fortune</i> (KHOU-TV)	11.6/20
Network show	
<i>Survivor</i> (KHOU-TV)	19.6/29
6 p.m. newscast	
KHOU-TV	8.9/16
10 p.m. newscast	
KTRK-TV	10.9/17

***May 2001, total households

Sources: Nielsen Media Research, BIA Research



A lot of owners willing to spend money makes for a highly competitive TV market.

Homegrown content

TV stations in the Houston market seem to take literally the state's antilittering slogan, "Don't Mess With Texas." They are fiercely competitive. Their weapon of choice: local programming.

With no news leader, station news operations are aggressive. Reporter Anna Werner of Belo-owned CBS affiliate KHOU-TV, for instance, earned several national awards for her work in breaking the Firestone tire scandal. Post-Newsweek NBC affiliate KPRC-TV often rolls out viewer contests to draw ratings for local shows, including newscasts, during sweeps periods.

On the entertainment side, *Debra Duncan*, a local morning talk show on ABC O&O KTRK-TV, normally tops rivals *Jeopardy* and *Hollywood Squares* in the target females 25-54 demo. KPRC-TV recently launched a series of lifestyle specials starring its former showbiz reporter Roseanne Rogers. And new rookie syndicated strip *Texas Justice* is taped at Fox O&O KRIV.

KHOU-TV GM Peter Diaz credits the intense local activity to the diverse owners. "You have a lot of strong players willing to spend money so they can do things right. It's incredibly competitive."

He likes it that way. KHOU-TV won the 10 p.m. news race last November only to see KTRK-TV grab the crown in May, but "it keeps you on your toes. This is high journalism."

Current local ad-market uncertainty could hamper the programming competition. Prior to Sept. 11, relatively high oil prices kept Houston's energy-driven economy fairly strong, but now "all bets are off," says KTRK-TV GM Henry Florsheim, noting falling oil prices since the attacks. Also, Houston-based Continental Airlines will likely trim its work force.

Still, the market is trying to meet these challenges. KPRC-TV launched its specials in order to develop a "non-traditional revenue unit," explains GM Steve Wasserman. When a limousine company and a bridal-gown maker sponsored segments in its recent *Bridal Buzz* show, "we created new local business that didn't use television before."

—Susanne Ault



HATCHETT'S HEATING UP MIAMI!

JUDGE HATCHETT Shows Impressive Year to Year Growth On WSVN In Miami!

JUDGE HATCHETT

She's All That.

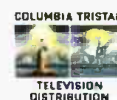
3.0

HH Rtg. 2000

+107%

6.2

HH Rtg. 2001



The Leader in Young Adult Programming.
CTTD.COM

www.judgehatchett.com

Source: NSI WRAP Overnights, Cume, M-F, 2000=9/18-10/13/00 (11:45pm & 3am), 2001=9/17-10/12/01 (3pm & 3:30pm)

IN BRIEF

60-69 DELAYED AGAIN

For the sixth time, the FCC scheduled an auction date for spectrum now used for TV ch. 60-69. The new date is June 19. The auction has been delayed repeatedly from the original May 2000 date because of uncertainty about bidders' ability to obtain the frequencies from broadcasters.

ACTION!

Spearheaded by congressmen from New York and Los Angeles, a bill has been introduced in the House to keep TV and film production in the U.S. The bill "would provide tax incentives to employees on qualified U.S. productions." It is a companion to one introduced in the Senate last July.

COURT PRODS FCC ON SINCLAIR

Federal judges have ordered the FCC to explain by Nov. 14 why it has not acted on Sinclair Broadcasting's pending applications to buy 14 TV stations. In a request for court-ordered action last month, Sinclair accused the FCC of improperly delaying company applications to buy the stations. Some of the deals have been pending for three years.

The applications are opposed by the Rainbow/PUSH coalition, which charges that the deals should be rejected unless Sinclair unwinds local marketing agreements it controls in other markets with Glencair Inc., which is led by African-American broadcaster Eddie Edwards. Rainbow/PUSH maintains that Edwards is a front for Sinclair.

Relatives of company shareholders own nearly all of Glencair's equity.

Copps's lone voice

Pushing public interest, he swims against deregulatory tide



Copps (l) with the other, more deregulatory members of the FCC class of 2001, Kathleen Abernathy and Kevin Martin.

By Bill McConnell

Michael Copps makes no apologies for pressing broadcasters to serve what he sees as the public's interest. To the newly appointed Democrat, that means the government should prod, if not push, broadcasters to eschew programming that panders to the lowest common denominator and to enlighten even if that hits the bottom line.

He also insists that the government should be a strong check against consolidation to ensure a wide diversity of media ownership.

Outnumbered by three deregulation-minded Republicans (a second Democratic seat is vacant), Copps last week acknowledged that he's swimming against the tide. In a speech to the federal communications bar in Washington, he said to the audience of mostly industry lawyers, "Some people may even be saying, 'Oh, God, spare us another Democratic commissioner's public-interest musings.'"

The 61-year-old Copps then charged head on into the FCC's prevailing winds by attacking agency Chairman Michael Powell's assertions

that the public-interest obligation imposed on broadcasters by Congress is so vague that meaningful standards are nearly impossible to craft and that meeting ownership caps imposed to protect the public ought to be sufficient.

But Copps is no gadfly. Rather than spouting dissents as GOP colleagues roll their eyes, the former Senate aide has a powerful ally, his old boss

and current Commerce Committee chairman, Ernest Hollings.

Although Copps's staff plays down the influence of his former mentor, the South Carolina lawmaker was the primary force behind his appointment. Judging by Copps's public statements, they are of like mind on many issues, particularly deregulation.

Hollings has the power to make life miserable for Powell by marching him up to Capitol Hill for hearings, Congress's version of the woodshed. Republicans will have to barter with key Senate players to get their agenda through. Hollings now has more power to thwart media deregulation legislatively than any Democrat since 1994, when the party last controlled the Hill.

Copps, who had little reason to deal with communications issues before arriving at the commission in May, has proved a quick study. He also has a lot of experience crafting policy, first as a Senate aide and then as industry lobbyist and Clinton administration trade official.

"He has a sophisticated understanding

about how policy is made and is applying that to his role as lone Democratic commissioner," says Cheryl Leanza, of Media Access Project.

Although Copps likely will regularly be voicing a minority view, he's not likely to be labeled "Dr. Dissent," as was commission contrarian Republican Harold-Furchtgott-Roth, who generally refused to engage in the wheeling and dealing of policy compromises.

One example of Copps' flexibility is his

grudging acquiescence in the FCC's decision allowing Tribune to purchase WTXX(TV) Waterbury, Conn., even though the deal violated restrictions on TV duopolies and the ban on same-market crossownership of broadcasters and newspapers. Copps agreed despite being "troubled" by the waiver, because WTXX is financially ailing and Tribune was saddled with a tight six-month divestiture deadline. "He's a fair guy," says Tribune lobbyist Shaum Sheehan. ■

FCC WON'T PROD COURT ON RECRUITING RULES

FCC officials won't ask the Supreme Court to uphold the agency's minority- and gender-recruiting rules for broadcasters. The FCC and Justice Department found chances for review slim because there are no conflicting lower court rulings and the FCC can draft rules that address reservations expressed by the federal appeals court that struck down the previous rules. Civil rights groups, however, have sought a Supreme Court review on their own.

DON'T TAKE A LETTER

In the wake of several mailings containing anthrax, the FCC will not accept documents enclosed in envelopes. Document filers and messengers delivering paper communications to the agency will be asked to dispose of envelopes in a receptacle outside the agency's Washington headquarters. Mail and packages delivered to the agency will be opened at an off-site location. Filers requesting confidential treatment of their documents must wait to have materials placed in a commission-provided envelope. The commission also reminded filers that they may file electronically.

NONCOM COMMENTS

The tangled saga of a Pittsburgh public-TV organization's effort to sell one of its two TV stations took one more twist when FCC asked for public input on WQED(TV) Pittsburgh's request to delist ch. 16 from the slate of frequencies reserved for noncommercial operators. The group has been trying to sell WQEX(TV) since 1996 to raise money for its other public station, WQED(TV). Earlier requests to sell WQEX have failed because of complications at the FCC.

Chopper stopper

Lawmakers stymied as FAA passes buck on no-fly zones

By Paige Albinia

News helicopters need to get flying again, members of Congress told the Federal Aviation Administration last week at a House Aviation Subcommittee hearing. "Talk to the NSC" was the FAA's response.

News choppers have been banned from flying in 30 metropolitan markets since Sept. 11. That's the majority of news helicopters that fly, some 144 out of 200, according to Roy Resavage, president of Helicopter Association International.

Keeping news helicopters from flying is probably unconstitutional, said Barbara Cochran, president of the Radio-Television News Directors Association. "The Supreme Court has recognized a First Amendment right of access to public information and places, particularly where the area sought to be accessed has historically been open to the public."

Even lawmakers do not know why the FAA has chosen to keep the choppers grounded. They repeatedly asked Steven Brown, the FAA's acting associate administrator for air traffic services, to explain. He said that many reasons were classified and could not be disclosed, although he did say helicopters in particular are a security concern because of their ability to hover in a fixed location at low altitudes. He also said the final decision is in the hands of the National Security Council and other related security agencies, not the FAA.



Photo: Alisa Holmes / RTNDA

RTNDA's Barbara Cochran: "This ban is impacting the ability of local news operations to bring timely information to their viewers."

That answer wasn't good enough for many of the subcommittee's members: "The FAA is responsible for the paradox being pointed out today," Rep. Robin Hayes (R-N.C.) told Brown. "You are to blame. It's past time to get these questions answered." The NSC refused to participate in Wednesday's hearing.

Cochran asked why student pilots can still fly but news choppers staffed by experienced pilots cannot. In Orlando, Fla., for example, a student pilot crashed a plane into a wooded area, and TV station WFTV was not allowed to fly to the site to cover the accident. But the owner of the helicopter that WFTV leases was allowed to use it on behalf of Anheuser-Busch.

"This ban is significantly impacting the ability of local news operations to bring timely information to their viewers," Cochran testified. ■

Technology

Covering all of the territory

Pennsylvania TV seeks to solve DTV transmission problems with network of same-channel transmitters

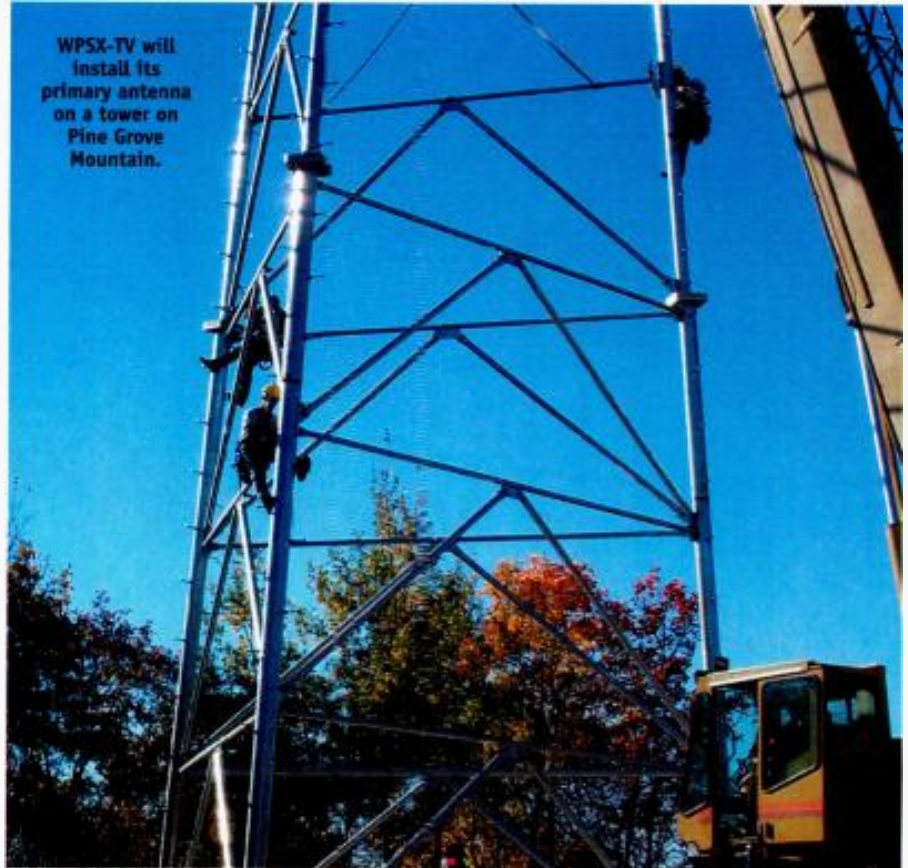
By Michael Grotticelli

When engineers first designed a digital TV station for noncommercial WPSX-TV Clearfield, Pa., they found that the signal would fall short of some key towns in its Johnstown-Altoona market.

Their solution: Instead of building one transmission site, they would build four—one primary and three carefully located facilities—all operating on the same frequency (ch. 15) in such a way as not to interfere with each other. Working together, the stations would blanket the sprawling, mountainous market.

The so-called single-frequency network (SFN) will be a first of its kind in the U.S., says George Thurman, director of operations at Penn State Public Broadcasting, licensee of WPSX-TV.

The SFN technology is the work of the Merrill Weiss Group, a consulting engineering firm in South Plainfield, N.J. Principal Merrill Weiss, a longtime proponent of SFN, has submitted the concept to the Advanced Television System Committee, which is looking for ways to improve cov-



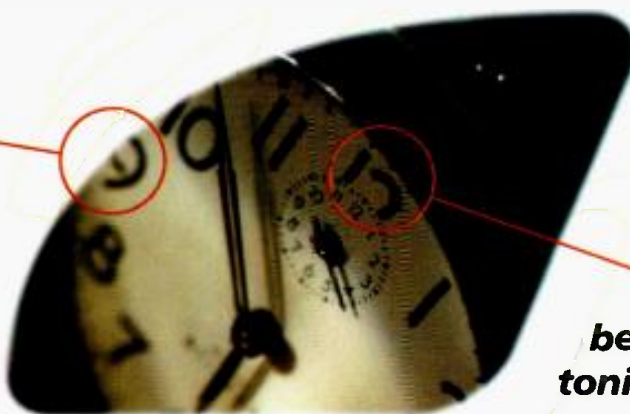
erage of digital TV stations.

DTV has been hampered by the industry-selected and FCC-endorsed transmission standard, 8-VSB. The standard has trouble delivering good signals to DTV sets, especially those with only indoor

antennas. Also, the standard seems inadequate for broadcasting to mobile receivers.

According to Weiss, the key to SFN, or “distributed transmission,” is synchronization of the multiple signals through various modulation techniques to minimize the echoes

Your world changed dramatically and the video just arrived.



One of your best stories leads tonight's newscast.

WPSX-TV viewers will be able to get good reception by aiming their antennas at the closest site in the chain.

and ghosts that can disrupt reception.

Weiss says other broadcasters have expressed interest in building SFN systems.

As now envisioned, the WPSX-TV network will comprise a primary transmitter linked to an antenna on a 1,000-foot tower in Clearfield. Each of the secondary transmitters will make do with 200-foot towers.

Thurman says it will cost about \$300,000 to build each transmission site. That's aside from the costs of studio-to-transmitter fiber and microwave, which must be installed for each transmission site.

The station hopes to bring the first secondary transmitter on line next month. If it proves the SFN concept and if the FCC approves, Thurman says, the other two secondary transmitters will be built in a year.

Right now, he says, WPSX-TV has FCC permission only for the first secondary transmitter.

Although 85% of the homes in the market have cable, Thurman says, cable operators have no obligation and currently no intention to carry the WPSX-TV digital service. "We have no choice. We find a way to get to them, or we have no [digital] viewers."

WPSX-TV viewers will be able to get good reception by aiming their antennas at the closest site in the chain. And the station will be able to modify the coverage by adjusting power at any of the transmitters. The system permits use of full power at any or all of the sites.

And because sites are staying on one channel, they should not interfere with other

broadcasters, says Ed Williams, a senior engineer with PBS, who is not associated with the project.

There is precedent for the SFN technology. Cellular phones and paging services use multiple low-power transmitters to cover entire cities. In areas of the country where difficult terrain makes coverage from a single site difficult, broadcasters have for a long time used translators—low-power transmitters—to rebroadcast the primary signal and fill in holes in coverage. But the translators typically work on different channels.

In WPSX-TV's case, Thurman and his engineering team considered using translators but were not able to locate enough unused channels.

SFN technology is not without problems, however. Williams says most of the existing equipment necessary for SFNs was designed to work with the COFDM transmission scheme, not the 8-VSB standard. Before SFN could be widely implemented, manufacturers would have to develop and test new product.

It's also more expensive to build and operate an SFN, which requires not only multiple transmitters and synchronization equipment but also the links to tie them all together, Williams says.

Art Allison, director of advanced engineering at the National Association of Broadcasters, says it is unclear whether SFN technology could be deployed on a large scale, given the "very narrow and limited frequency band that we have." ■

IN BRIEF

S-A INKS DEAL WITH AOL

America Online will develop a version of its AOLTV service for cable that will work with Scientific-Atlanta's Explorer set-tops, under a new pact between the two companies. The first version of AOLTV for cable will be deployable on all 2000 class set-tops and enable users to access such applications as e-mail, instant messaging, the Buddy List and online chat.

NY1 AFFINITY FOR ACCOM

To create animation, music, promotional material and selected news elements, AOL Time Warner's New York City cable news channel NY1 has purchased three Accom Affinity nonlinear editing systems for use in its Creative Services and Graphics unit. According to Creative Services Manager Dave Kern, many of programs and pieces air at multiple times, so the system's ability to easily create several versions of a promo with the same material was critical.

MTVN AIDS NYC CONCERT

MTV Networks Nashville (MTVN) was slated to provide its audio remote truck to help VH-1 broadcast the "The Concert for New York" live from Madison Square Garden on Saturday. The show was to be broadcast in Dolby Surround sound using an AMS Neve 48-track AMS Neve Capricorn digital recording and mixing console.

Breaking local news has a knack for making a mockery of deadlines. But now you can tell your audience a quality story almost as fast as it breaks.

The Grass Valley Group offers a solution that addresses the entire news production process. One that works as fast as you do. One that can get stories wherever they need to go, and increase the production value of your news content. One that costs less than tape-based solutions.

Offering end-to-end support of DV and MPEG-based news production, the Grass Valley news solution is

built around the Digital News Production Workgroup, the Profile XP® Media Platform, the Grass Valley™ Media Area Network™ shared-storage system, and the industry's most advanced archive technology, the Profile Network Archive. And it offers the most far-reaching newsroom computing integration. So, while your competitors are still editing, you're already integrating your finished edit with stills and effects on your Kalypso™ Video Production Center and playing it to air.

www.grassvalleygroup.com/mwob/dnp.html MEDIA WITHOUT BOUNDS™ SOLUTIONS

Maximize product performance through Training, <http://www.gvgtraining.com>.



2001

TECH EMMY AWARDS

Last Tuesday night, the National Association of Television Arts & Sciences presented its annual Technological/Engineering Emmy Awards

BY KEN KERSCHBAUMER

THE EMMY GOES TO...

PIONEERING DEVELOPMENT OF A DIGITAL HDTV UPCONVERTER



Development of motion-adaptive technique helped Leitch earn a technical Emmy for its Juno upconverter.

**BBC,
SAGE'S FAROUDJA
LABS DIVISION,
LEITCH AND YEM**

With the broadcast community looking to HDTV as the future, the HDTV upconverter, which was developed by such companies as Faroudja, Leitch, YEM and the BBC, has proved instrumental.

Leitch's development of the Juno HDU3800 involved a design team based at Leitch's UK R&D facility, headed at the time by technical directors John Clayton and Trevor Barnes.

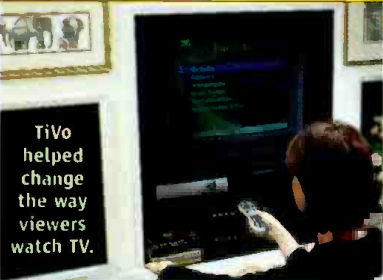
Faroudja's team was headed by Dr. Xu Dong and Yves Faroudja. The result was a patent for Directional Correlational Deinterlacing (DCDi) circuit for video-originated material.

YEM's contribution was the HSC-1125D1A upconverter, developed by Chief Developing Engineer Yoshiaki Takahashi. The unit allows digital (D1 Serial) signals to be converted in real time to digital HDTV signals, and motion-adaptive digital conversion technology plays a key role.

BBC research department employees Martin Weston, John Drewery, David Ackroyd and Victor Devereux developed a non-motion-adaptive fixed-interpolation method. It was commercialized by Snell & Wilcox and was first used during 1990 Wimbledon coverage.

THE EMMY GOES TO...

PIONEERING THE DEVELOPMENT OF PERSONALIZED IN-HOME DIGITAL VIDEO RECORDER (PVR) AND ACCOMPANYING PERSONAL TELEVISION SERVICE



TiVo helped change the way viewers watch TV.

**REPLAY TV AND
TIVO**

The concept of the personal video recorder, which was brought to the consumer market by TiVo and Replay TV, no doubt will have an important role in television's future.

TiVo co-founders and developers Michael Ramsay (CEO & president) and Jim Barton (CTO and senior VP of Research & Development) worked with an engineering team consisting of Andy Goodman, Rod McInnis, C.T. Chow, Jean Kao and Alan Moskowitz to develop its product. The idea began in the late '90s

when Ramsay and Barton were working together on the Full-Service Network Project in Orlando, Fla. In January 1999, TiVo was unveiled to the public at the National Consumer Electronics Show in Las Vegas.

ReplayTV also tapped into the growing market, offering a service without a monthly fee. The company is currently looking to move its technology into cable headends and set-top boxes in an effort to create a new revenue stream for cable operators.

THE EMMY GOES TO...

IMPLEMENTATION OF A MULTISTANDARD PRECISION DIGITAL TEST TRANSMITTER FOR USE IN RECEIVER CHIP-SET DEVELOPMENT AND SET-TOP-BOX EVALUATION AND CHARACTERIZATION



The Rohde & Schwarz TV test transmitter SFQ has been used for testing DTV standards.

ROHDE & SCHWARZ

The SFQ transmitter, first shown to the industry publicly in September 1997 by Rhode & Schwarz, is a multiformat, frequency-agile digital test transmitter.

The SFQ has played a role in testing of a number of standards. In December 1997, it was used for FM-modulated TV signals and DVB-C and DVB-S. In March 1999, it was available for DVB-T; in October 1999, for the ATSC T3/S9 committee looking at 8-VSB enhancements; and in February 2001, for ITUR J-83/B.

With respect to 8-VSB testing, SFQ accepts MPEG transport streams with a packet length of 188 bytes. Related patents include a noise generator, input interface and BER-option.

Those involved with the development include Albert Dietl, head of the development team; Josef Handl, product marketing; Erhard Kretschmer, basic concept; Guenther Huber, ATSC coder; Stefan Ritthaler, ATSC coder; Franz Josef-Zimmerman, firmware; and Walter Werner, documentation.

THE EMMY GOES TO...

DEVELOPMENT OF CONSUMER CAMCORDERS



Hitachi's DZMV100A DVD-RAM camcorder

KODAK, HITACHI, JVC, MATSUSHITA AND SONY

There is no doubting the impact of citizens' being able to capture events in action. Witness the WTC attacks or Rodney King beating.

The development of consumer camcorders started with JVC's first portable video system (Vidstar) for consumer use in 1977. According to JVC, this development allowed users to produce their very own affordable color videotapes. In 1984, Kodak and Matsushita made their contributions: the first 8mm camcorder. Kodak is credited with being the first company to conceive a one-piece consumer video

camera/recorder, exemplified by a patent filed by Dr. James Lemke in 1974.

Sony also played a part in consumer-camcorder development, introducing the first Betamovie and Hi8 format camcorders as well as the first camcorder with three CCDs (in 1992).

Hitachi's contribution was in 1985 with its first VHS camcorder. The company's camcorder design team, led by Norio Ogimoto, also introduced the first MPEG-standard camcorder in 1997, and its most recent contribution was a DVD-based camcorder developed in 2000.

THE EMMY GOES TO...

DEVELOPMENT OF 24P VIDEO



Sony's 24p camera

KODAK, LASER PACIFIC AND SONY

The development of the 24-frame progressive format and post-production system in 1999 was one of the more important advances in the move to HDTV. Most important, the new format and system allowed television-program producers to easily overcome the challenge of producing and post-producing material for the multitude of digital television formats.

Leading that charge were Sony, Los Angeles post-production facility Laser Pacific and Eastman Kodak. Together, the three companies worked on developing a system that captured 24 progressive

frames in the camera and then processed those frames into 48 segmented frames in order to make it possible to handle the signal in other post-production and production equipment (provided there was a 24-segmented-frame interface).

The system was based on Sony's HDCAM tape format, and the first facility to receive the system was Laser Pacific. Emory Cohen, head of Laser Pacific, worked with Sony and others to create a system that he believed would answer the critical post-production challenges facing Laser Pacific and every other facility and broadcaster.

THE EMMY GOES TO...

DEVELOPMENT OF FLAT-SCREEN CRT TECHNOLOGY FOR CONSUMER TV

Zenith holds 137 patents relating to flat-screen televisions.



**SONY AND
ZENITH**

While flat-panel television technology awaits tomorrow, it's flat-screen television technology that is changing living rooms today. Cutting down on glare and offering improved picture quality, flat-screen televisions more accurately display the received signal.

Zenith, which no longer manufactures CRTs (it licenses its technology to others) began working on flat-screen technology as far back as the 1960s, with intensive research taking place in the 1970s. Its "flat tension mask" (FTM) was the industry's first perfectly flat, high-resolution color CRT. Commercial

shipments began in 1987.

Sony's development of the flat-screen CRT-based television displays took place quickly in 1996 when Suehiro Nakamura, executive deputy president of Sony, decided he wanted to release one in time for Sony's 50th anniversary, a deadline of six months. A team of engineers made a presentation that outlined 12 reasons why it couldn't be done. At the end of the presentation, Nakamura simply said, "OK, let's do it." The key engineering managers who made it reality were Yukinobu Iguchi, Kanemitsu Murakami and Kazumasa Nomura.

THE EMMY GOES TO...

PIONEERING DEVELOPMENTS IN SHARED VIDEO-DATA-STORAGE SYSTEMS TECHNOLOGY FOR USE IN TELEVISION VIDEO SERVERS



Thomson Multimedia's Media Pool

**LEITCH, PINNACLE,
SEA CHANGE AND
THOMSON**

Video servers have had a major impact on broadcast facilities, but it's the ability for multiple users to share the information stored on the servers that results in the big efficiencies.

The contribution of Philips Digital Networks (now Thomson Multimedia) was Media Pool, its first product to use Storage Area Network (SAN) technology.

Leitch's first video server, the VR30, was introduced in 1994. The technology was the brainchild of Todd Roth, who was awarded the "Shared video-data-

storage system with separate video data and information buses" patent in December 2000.

Pinnacle Systems' MediaStream 900 is another example of shared-storage technology in action, offering more than 1,000 hours of online storage and DVB and HDTV support.

SeaChange's contribution was its MediaCluster technology, a RAID-based, fault-resilient media-storage technology that was introduced in 1996 and patented in 1999.

THE EMMY GOES TO...

PIONEERING EFFORTS IN DIGITAL ASSET MANAGEMENT FOR TELEVISION NEWS



CNN helped advance asset management.

**CNN, KGO-TV, ITN
AND QUANTEL**

One of the more challenging tasks for today's engineering departments involves asset management within a newsroom environment. With news footage being ingested and handled digitally, faster and more accurate access to data files that contain video and related metadata has become a must. And in many cases, it's broadcast operations that are driving the technology.

CNN created a media-management framework for server-based networks such as CNNfn. It also advanced the evolution of "triage" (or preselection and cataloging of clips from a live

incoming signal directly to a video server) and the development of "Media-Source," CNN's home-grown digital-asset-management system.

KGO-TV San Francisco also advanced the ball, bringing asset management to a local station level. And ITN 18 months ago went to a tapeless environment for its global newscasts that can be seen here in the U.S. on public television.

Quantel helped out CNN (as well as ITN) and was involved with development of triage for CNN Sports Illustrated, because Quantel's ClipBox and V406/407 software were used.

IN COOPERATION WITH
THE CALIFORNIA CABLE TELEVISION ASSOCIATION AND THE 2001 WESTERN SHOW

IT'S YOUR NIGHT TO BE FABULOUS!



ORDER YOUR TICKETS TODAY FOR BROADBAND'S BIGGEST NIGHT

THE BANDIES AWARDS 2001

SUN THEATRE | ANAHEIM CALIFORNIA | NOVEMBER 28 | 8PM

WWW.THEBANDIES.COM

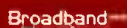
MARQUEE SPONSORS



PLATINUM & GOLD SPONSORS



OFFICIAL MEDIA SPONSORS



SUPPORTERS



GRAPHIC DESIGN **PLINKO**

WEBSITE ANIMATION **smashing ideas**

Changing Hands

U.S. Postal Service
STATEMENT OF OWNERSHIP,
MANAGEMENT AND CIRCULATION

- A. Title of publication: Broadcasting & Cable
- Publication no.: 0066-000
- Date of Filing October 1, 2001.
- Issue Frequency: Weekly except at year's end when two issues are combined
- No. of Issues Published Annually: 51
- Annual Subscription Price \$149.00
- Complete mailing address of known office of publication: Cahners Business Information, A Division of Reed Elsevier, 245 West 17th St., New York, NY 10011
- Complete Mailing Address of Headquarters or General Business Office of Publisher: Cahners Business Information, Division of Reed Elsevier, 350 Hudson Street, New York, NY 10014
- Full names and complete mailing addresses of publisher, editor and managing editor:
Group Publisher: Larry Oliver, Cahners Business Information, Division of Reed Elsevier, 245 West 17th Street, New York, NY 10011-5300.
Editor: Harry Jessel, Cahners Business Information, Division of Reed Elsevier, 245 West 17th Street, New York, NY 10011-5300.
Managing Editor: Susan Qualtrough, Cahners Business Information, Division of Reed Elsevier, 245 West 17th Street, New York, NY 10011.
- Owner: Cahners Publishing Company, a Division of Reed Elsevier Inc., 350 Hudson Street, New York, NY 10014.
- Know bondholders, mortgagees, and other security holders owning or holding 1% or more of total amount of bonds, mortgages or other securities: None.
- Publication name: Broadcasting & Cable
- Issue date for circulation data below 10/01/01.
- Extent and nature of circulation:

	Avg. no. copies each issue during preceding 12 Months	Actual no. copies of single issue published nearest to filing date
A. Total no. copies (Net Press Run)	38,329	32,185
B. Paid circulation		
1. Paid/ Requested outside-county mail subscriptions stated on Form 3541 (Include advertiser's proof and exchange copies)	16,759	15,964
2. Paid in-county subscriptions (Include advertiser's proof and exchange copies)	0	0
3. Sales through dealers and carriers, street vendors, counter sales, and other Non-USPS paid distribution	207	0
4. Other classes mailed through the USPS	8,954	8,691
C. Total paid circulation (sum of 15B (1), (2), (3), and (4))	25,920	24,665
D. Paid circulation		
1. Outside-county as stated on Form 3541	5,608	3,626
2. In-county as stated Form 3541	0	0
3. Other classes mailed through the USPS	0	0
E. Free distribution outside the mail (carriers or other means)	5,072	3,113
F. Total free distribution (sum of 15D and 15E)	10,680	6,739
G. Total distribution (sum of 15c and 15f)	36,600	31,394
H. Copies not distributed	1,729	791
1. Total (Sum of 15G, 15H) Percent paid and/or requested circulation (15C/ 15G x 100)	38,329 70.8%	32,185 78.5%
- This statement of ownership will be printed in the October 22, 2001, issue of this publication.
- I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

Lawrence Oliver, Group Publisher 10/15/01

Tvs

WNJU Linden, N.J.; KVEA Corona, Calif.; KWHY-TV Los Angeles; WSNS Chicago; KSTS San Jose, Calif.; KXTX-TV Dallas; KTMD Galveston, Texas; WSCV Fort Lauderdale, Fla.; KMAS-TV Steamboat Springs, Colo.; KMAS-LP Estes Park, Colo.; KSBS-LP Denver; K47DQ Sacramento, Calif.; K52CK Stockton, Calif.; K68FZ Modesto, Calif.; KVDA San Antonio; K49CJ Colorado Springs, Colo.; K52FF Reno, Nev.; K49CD Odessa, Texas; K60EE Odessa; WKAQ-TV San Juan, P.R.

Price: \$2.68 billion

Buyer: NBC/GE (Jay Ireland, president)

Seller: Telemundo Group Inc (James McNamara, president/CEO)

Facilities: WNJU: ch. 47; 4,000 kW, ant. 1,503 ft.; KVEA: ch. 52; 2,570 kW, ant. 2,940 ft.; KWHY-TV: ch. 22; 2,630 kW, ant. 2,917 ft.; WSNS: ch. 44; 5,000 kW, ant. 1,549 ft.; KSTS: ch. 48; 2,510 kW, ant. 2,257 ft.; KXTX-TV: ch. 39; 5,000 kW, ant. 1,680 ft.; KTMD: ch. 48; 4,900 kW, ant. 1,175 ft.; WSCV: ch. 51; 5,000 kW, ant. 860 ft.; KMAS-TV: ch. 24; 5.5 kW, ant. 515 ft.; KMAS-LP: ch. 63; 13.2 kW; KSBS-LP: ch. 47; 59.1 kW; K47DQ: ch. 47; 11.5 kW, ant. 303 ft.; K52CK: ch. 52; 7.68 kW; K68FZ: ch. 68; 12.3 kW, ant. 221 ft.; KVDA: ch. 60; 5,000 kW, ant. 1,496 ft.; K49CJ: ch. 49; 4.53 kW; K52FF: ch. 16; 2.34 kW; K49CD: ch. 49; 1.72 kW, ant. 397 ft.; K60EE: ch. 20; 4.81 kW; WKAQ-TV: ch. 2; 55 kW, ant. 2,825 ft.

Affiliation: WNJU: Telemundo; KVEA: Telemundo; KWHY-TV: Independent; WSNS: Telemundo; KSTS: Telemundo; KXTX-TV: Independent; KTMD: Telemundo; WSCV: Telemundo; KMAS-TV: Telemundo; KMAS-LP: Telemundo; KSBS-LP: Telemundo; K47DQ: Telemundo; K52CK: Telemundo; K68FZ: Telemundo; KVDA: Telemundo; K49CJ: Telemundo; K52FF: Telemundo; K49CD: Telemundo; K60EE: Telemundo; WKAQ-TV: Independent

COMBOS

KQPR-FM Albert Lea, KOWO(AM) & KRUE-FM Waseca, Minn.

Price: \$1.9 million

Buyer: Hometown Broadcasting Inc. (Greg Jensen, president); no other stations in this market

Seller: Cumulus Broadcasting Inc. (Lewis W. Dickey Jr., president/CEO)

Facilities: KQPR-FM: 96.1 MHz; 6 kW, ant. 328 ft.; KOWO-AM: 1170 kHz; 1 kW day, 60 W night; 92.1 MHz; 25 kW, ant. 285 ft.

Format: KQPR-FM: classic rock; KOWO-AM: country; KRUE-FM: AC

FMs

WKVS-FM Lenoir, N.C.

Price: \$2.5 million

Buyer: McClatchey Broadcasting Co. (Billy McClatchey, president); owns two other stations, none in this market

Seller: Foothills Broadcasting Inc. (John Beall, president)

Facilities: 103.3 MHz; 1 kW, ant. 784 ft.

Format: Country

Broker: George Reed, Media Services Group

KNFL-FM/Tremonton, Utah

Price: \$1.73 million

Buyer: 3 Point Media Utah LLC (Bruce Buzil, manager); no other broadcast interests

Seller: Legacy Communications Corp. (E. Morgan Skinner Jr., president/CEO)

Facilities: 104.9 MHz; 100 kW, ant. 1,204 ft.

Format: Oldies

Broker: Greg Merrill, Media Services Group

AMs

KXEG Phoenix

Price: \$2.3 million

Buyer: James Crystal Enterprises (James C. Hilliard, president); owns seven other stations, including KXEM-AM/Phoenix

Seller: Mortenson Broadcasting Co. Inc. (Jack Mortenson, president)

Facilities: 1280 kHz; 250 W day, 49 W night

Format: Gospel

WNVI North Vernon, Ind.

Price: Swap for WWWW-FM Columbus, Ind., plus \$1.2 million

Buyer: Columbus Radio (Marty Pieratt, owner/president); no other broadcast interests

Seller: Findlay Publishing Co. (David Glass, vice president), operating under White River Broadcasting

Facilities: 1460 kHz; 1 kW day, 92 W night

Format: News/talk

People

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

Programming

Jeffrey S. Weiss, VP, business affairs, Columbia TriStar Television Distribution, Culver City, Calif., named senior VP.

Gavin Harvey, senior VP/brand director, In Demand, Los Angeles, joins E! Networks, Los Angeles, in the same capacity.

Appointments at Scripps Networks, Knoxville, Tenn.:

Bob Baskerville, senior VP, operations, Scripps Productions, promoted to senior VP, production; **Chuck Rosenzweig**, director, legal and business affairs, promoted to VP, legal affairs.

Lee Heffernan, VP, marketing, Lifetime Television, New York, joins WE: Women's Entertainment, Jericho, N.Y., as senior VP, marketing.

Lisa Schwartz, VP, national accounts & distribution strategies, MuchMusic USA, Jericho, N.Y., named senior VP, affiliate sales & marketing.

Susan Scott, senior VP, distribution, In Demand, New York, joins The Weather Channel, Atlanta, in the same capacity.

Changes at Fox News Channel: **Kevin Brown**, VP, sales, King World, New York, joins as VP, Eastern sales, New York; **Roger Damal**, VP, Eastern sales, New York, now VP/national sales director, Chicago/Detroit/Los Angeles.

Michael Rosen, head of marketing, Bloomberg Television, named head of affiliate relations & marketing.

Tim Megaw, VP, broadcasting, QVC, West Chester, Pa., named senior VP, television.

Appointments at Studios USA, West Hollywood, Calif.:

Lisa Lang, director, comedy development, Columbia TriStar Television, Los Angeles, joins as VP, comedy programming; **Paul Dahmen**, manager, comedy programming, promoted to director; **Debra Brause**, director, comedy, leaving to pursue a doctoral degree in psychology.

Gary Fisher, VP, video promotion, Columbia Records, New York, named senior VP, video promotion & television programming.

Ivey Van Allen, VP, media relations, Twentieth Television, Los Angeles, adds Fox Television stations to her duties.

Broadcast TV

Appointments at Harris Corp.: **Sandy Berenics**, territory manager, systems sales, Carlsbad, Calif., promoted to national sales manager, radio and television-systems sales group; **Brian McConnell**, sales coordinator, Harris Broadcast Center, Mason, Ohio, promoted to Western regional manager, Las Vegas, radio and television-systems sales group; **Pam Leffler**, order administrator, Intraplex, Mason, Ohio, joins as broadcast sales specialist, Broadcast Center, Mason, Ohio.

James Y. Wagner, director, national, regional and local sales, WSBT-TV South Bend,

Obituary

Producer **Jacqueline Babb**, 80, died Oct. 6 in Kent, Conn. She produced network series and specials, her production of *Sybil* winning both an Emmy and a Peabody Award. Authors whose work she brought to TV range from Arthur Miller and Aldous Huxley to Oscar Wilde. Babb produced *Armstrong Circle Theater*, *Oldsmobile Live Theatre*, *DuPont Show of the Month*, *DuPont Show of the Week* and live adaptations of such movies as *The Philadelphia Story* and *Miracle on 34th Street*. Among the plays and novels were *Member of the Wedding*, *Ethan Frome*, *The Heiress*, *The Browning Version* and *Hedda Gabler*. For years, she worked for David Susskind's company, Talent Associates. Susskind once said to her, "Jackie, next to me, you're the best TV producer I know." Later, she produced CBS's *Beacon Hill* series and, from 1982 to '86, ABC's *All My Children*. —Beatrice Williams-Rude

Ind., named general sales manager, WMMT-TV Kalamazoo, Mich.

Dalton A. Lee, director, finance and administration, USA Broadcasting, Miami, named controller, Meredith Broadcasting Group, Des Moines, Iowa.

Ted Strickland, CFO/director, MetroBank NA, Oklahoma City, named VP/CFO, Griffin Communications, Oklahoma City.

Cable

LaWanda G. Edwards, manager, cable and communications, Baltimore County Executive Office of Communications, Baltimore, joins Comcast, Baltimore, as manager, government and public affairs, Baltimore City.

Radio

Wayne Pederson, executive VP, radio, Northwestern Col-

lege, St. Paul, Minn., joins National Religious Broadcasters, Manassas, Va., as president and COO.

Tracy Cloherty, program director, WQHT(FM) New York, named VP, programming, Emmis, New York.

Journalism

Appointments at Fox News Channel: **Bret Baier**, correspondent, Atlanta, named national security correspondent, Washington; **Catherine Herridge**, correspondent, New York, named homeland defense correspondent, New York/Washington.

John Wordock, Washington correspondent, Bloomberg TV & Radio, joins AP Radio, as Washington reporter/business anchor.

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

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

Caring for underdogs

Ware has made a career of betting on struggling enterprises

Adam Ware loves the underdog. He started out at station rep firm Petry in the mid '80s with some of its smallest accounts, including Love's BBQ. He joined Fox as it was expanding to three nights and struggling to find an audience. He subsequently teamed up with Barry Diller's Silver King Broadcasting to help start up Diller's City Vision strategy for local TV stations. And he joined UPN when its owners were squabbling over losses and threatening to shut it down.

Ware himself is a bit of an underdog, having never graduated from college. Leaving Vassar College after two years, he moved to Los Angeles and enrolled at UCLA but, after one semester, opted to leave school and get a job. He wound up selling health-club memberships in Los Angeles.

Ironically, it was through the health-club position that he got into television. He sold some memberships to Petry executives, who were impressed with his sales skills and offered him a job.

"I said yes in about two seconds because I knew selling health-club memberships wasn't a career."

After three months at Petry's training program, he became an account executive in 1986. Besides Love's BBQ, he handled the Disney account, among others, and then took a special interest in upstart Fox Broadcasting Co. Petry had specialists who followed the ratings, trends and programming of the Big Three networks, but no one watched over Fox, Ware says, even though the firm represented the Fox O&Os. So he asked his boss if he could take on the job.

"At first, they said why is he wasting all of this paper, get-

ting all of the clips and ratings," he recalls. "After a while, the Fox guys said they liked this service, and suddenly the Petry guys were, like, 'Yeah, we do this all the time. Isn't it great?'"

Fox soon hired Ware to work in affiliate relations. The network, airing prime time series on only three nights, was in financial straits.

"I think the day I took the job there was a headline in the *New York Post* that said Fox had lost \$99 million and that they were going to close the network down within the next 12 months," he says. "Even my 92-year-old grandmother called and questioned my going there."

Ware spent six years tra-



Adam Ware

Chief operating officer, UPN

B. Nov. 20, 1965, New York City; attended Vassar College 1983-85, UCLA 1985-86; account executive, Petry Television, 1986-88; manager, affiliate relations, 1988; director, affiliate relations, West and central regions, 1989-91; vice president, affiliate relations, West and central regions, 1991-94; senior vice president, network distribution, 1994-96, Fox Broadcasting Co.; executive vice president, USA Broadcasting (formerly Silver King Broadcasting), 1996-99; current position since 1999; m. Julie, Dec. 11, 1999

versing the country for Fox and then joined Diller's USA Broadcasting (formerly Silver King Broadcasting). "I interviewed with Barry a number of times, and he explained the City Vision strategy, how local TV stations had lost their local

connection and how he wanted to change that with his stations. I thought he was really onto something."

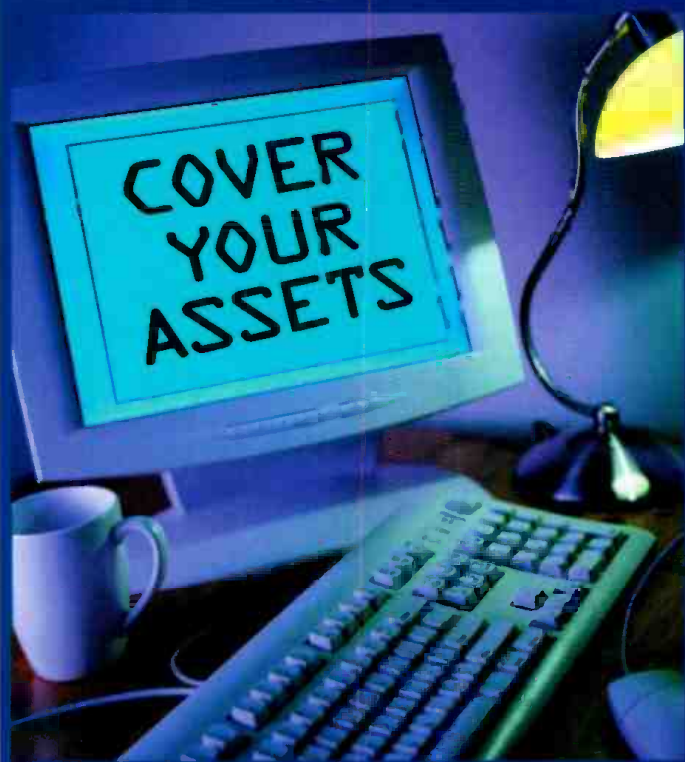
He spent the next two years traveling among Los Angeles, New York and Miami, where the City Vision plan was first implemented on Diller-owned WAMI-TV. He helped acquire the Miami Heat broadcast rights for WAMI and worked on similar strategies for other Diller stations. With his contract up in 1999 and newly married, Ware opted for a job that kept him in Los Angeles.

Joining UPN as chief operating officer, he got to work on the network's finances and national distribution and marketing efforts. This fall, despite an ownership change, the departure of many top executives, and constant rumors that it is going under, the network is off to its best start since its launch in 1995. The addition of *Buffy the Vampire Slayer* and new *Star Trek* series *Enterprise* has attracted record ratings and attention.

"By no means are we home yet, but our losses have been cut in half in the last three years. We are doing all of this with 115 employees; we are doing it despite a lot of controversy. All the while, people here are still focused and doing their jobs," he says. "I think they believe in the notion of being the underdog."

—Joe Schlosser

ASSET MANAGEMENT



On November 12, *Broadcasting & Cable* probes the many aspects of and growing need for Digital Asset Management, and how media companies are looking to this technology for sizeable savings, expanded productivity and new revenue potential.

Contact your representative and reserve your space today.

Issue Date: November 12

Ad Close: November 2

Materials Due: November 6

BROADCASTING & CABLE

Chuck Bolkcom: 775-852-1290 • Marcia Orcutt: 323-549-4114
Yvonne Pettus: 212-337-6945

Rob Payne: 212-337-7022 • Michael Farina: 212-337-6941
Classified Advertising & Marketplace Advertising: 866-258-1075
VISIT OUR WEB SITE: www.broadcastingcable.com



We've got the top shoppers
in the business...

Who's Who in Media Buying & Planning

Broadcasting & Cable's upcoming issue profiles the top decision-makers in media buying & planning, and looks at the heavy-hitting strategies involved in this vital process.

Reserve your space and plan on over 36,000 industry leaders seeing your message. Contact your representative today.

ISSUE DATE: November 5, 2001

AD CLOSE: October 26, 2001

MATERIALS DUE: October 30, 2001

BROADCASTING & CABLE

Chuck Bolkcom: 775-852-1290 • Marcia Orcutt: 323-549-4114
Yvonne Pettus: 212-337-6945

Rob Payne: 212-337-7022 • Michael Farina: 212-337-6941
Classified Advertising & Marketplace Advertising: 866-258-1075
VISIT OUR WEB SITE: www.broadcastingcable.com

Classifieds

Television

SALESCAREERS

MEDIA GENERAL BROADCAST GROUP www.mgbg.com

WIAT-TV CBS 42 (a Media General Station) is looking for a Local Sales Manager. A minimum of 2-3 years previous television sales management experience is required as is the keen ability to motivate staff. The LSM will be involved in all aspects of the sales operation, must have excellent new business developmental skills, be organized, possess leadership and people skills and have the ability to train others. College degree preferred. EOE M/F Drug Screen. Please send your resume, references and sales management philosophy to: Human Resources, WIAT-TV, P.O. Box 59496, Birmingham, AL 35259. No phone calls please.

175 ADVERTISING SALES - "BLUE CHIP" CAREER OPPORTUNITIES

Sales Managers - Account Executives - Marketing Research - Traffic - Production
Free Service to Candidates
Apply Now at www.MediaRecruiter.com

VICE PRESIDENT/AUTOMOTIVE MARKETING

The Television Bureau of Advertising (TVB) is seeking candidates for a Detroit based Vice President/Automotive Marketing. This newly created position will specialize in TV automotive marketing, but will also be responsible for key non-automotive accounts in the Midwest. Ideal candidates will have both TV advertising sales and automotive advertising experience. F/T or P/T, the position reports to the President. Send resume to Hope Etheridge, VP Finance & Administration, 3 East 54th Street, 10th Floor, New York, NY 10022 or hope@tvb.org. EOE

MISCELLANEOUS CAREERS



SINCLAIR BROADCAST GROUP

Sinclair Broadcast Group, Inc. owns or programs 62 TV stations in 40 markets and has affiliations with all 6 networks. Explore your opportunities at:

www.sbg.net

Sinclair is proud to be an Equal Opportunity Employer and a Drug-Free Workplace. Women and Minorities are encouraged to apply.

NEWS CAREERS

MORNING ANCHOR/REPORTER

Job Code: BC 02-02

KFSN-TV, the ABC owned station in Fresno, CA, has an immediate opening for an Anchor/Reporter. We're a dominant #1 station looking for a polished co-anchor for our morning show. Duties include writing copy, anchoring newscasts, and some reporting. Qualified candidates should have a 4-year college degree and at least 3-years experience anchoring and reporting. Please send a tape and resume.

EXECUTIVE PRODUCER

Job Code: BC 02-01

KFSN-TV, the ABC owned station in Fresno, CA, has an immediate opening for an Executive Producer. We're a dominant #1 station looking for someone to take charge of our daily news operation. Duties include overseeing daily news coverage, the assignment desk, graphics, reporters and producers. Our executive producer approves all news copy and is a system operator for our newsroom computer system. Qualified candidates should have a 4-year college degree and a minimum of 5-years experience line producing. Previous management experience is a plus. Please send a tape of your newscast along with a resume.

Please indicate job code on resume and send to: KFSN-TV, Dept. BC, 1777 G. Street, Fresno, CA 93706. No phone calls please.

ABC, Inc. is an Equal Opportunity Employer. Women and Minorities are encouraged to apply.

ASSISTANT NEWS DIRECTOR

WLS-TV, the #1 station in Chicago, is looking for an assistant news director who knows how to win. The position requires excellent news judgment, as well as the ability to think like a producer and understand logistics like an assignment editor. The successful candidate will have knowledge of broadcast law, a good sense of production and promotion, and experience managing special projects. Strong supervisory skills a must. Requires a minimum of 5 years Executive Producer/Producer experience in a major market. Send resume and letter detailing your interest to Jennifer Graves, News Director, ABC 7 News, 190 N. State St., Chicago, IL 60601. NO TELEPHONE CALLS, PLEASE. EOE.

MANAGEMENT CAREERS

VICE PRESIDENT/GENERAL MANAGER

Nexstar Broadcasting Group, one of the fastest growing television broadcasting groups in the industry is searching for a leader for KBTU, our NBC affiliate located in Beaumont, Texas. Ideal candidate will have an extensive sales background, strong bottom line orientation, proven track record of improving news operations and ratings, an ability to develop and execute creative marketing and promotion ideas, and dedication to community involvement. The successful candidate will be offered a competitive compensation package and equity incentive. Interested candidates should email a cover letter and resume to Duane Lammers, Executive Vice President of Nexstar Broadcasting at nexstarsales@aol.com. Nexstar Broadcasting Group is an equal opportunity employer.

Assistant News Director

WLS-TV, the #1 station in Chicago, is looking for an assistant news director who knows how to win. The position requires excellent news judgment, as well as the ability to think like a producer and understand logistics like an assignment editor. The successful candidate will have knowledge of broadcast law, a good sense of production and promotion, and experience managing special projects. Strong supervisory skills a must. Requires a minimum of 5 years Executive Producer/Producer experience in a major market. Send resume and letter detailing your interest to Jennifer Graves, News Director, ABC 7 News, 190 N. State St., Chicago, IL 60601. NO TELEPHONE CALLS, PLEASE. EOE.



TECHNICAL CAREERS

STAFF ENGINEER

Consulting Engineering firm seeks to add an engineer. BSEE required plus ability to obtain PE. Must be computer literate and experienced in Radio/TV RF systems. Significant short-term domestic travel involved. Must be self-starter capable of minor miracles initially with growth expected. Variable schedule with benefits. Reply to D. L. Markley & Assoc., 2104 W. Moss, Peoria, IL 61604 or to dlim@dlmarkley.com



weather.com

BROADCAST SYSTEMS ENGINEER

Will maintain and repair analog, digital, video and audio systems; including routers, switchers, automation systems, VTR's, cameras, and related broadcast technology. Must have ability and desire to develop skills in UNIX, Windows NT, and networking systems. Required: 4 years experience as Broadcast Maintenance Engineer, with TV broadcast related systems and equipment.

Come join our team! Please visit our website at www.weather.com/jobs to view the job description and submit your resume.

The Weather Channel
300 Interstate North Parkway, Atlanta, GA 30339

Classifieds

Television

SITUATIONSWANTED

20 year Senior Level Marketing Executive seeks next challenge

Strong record of accomplishment with Cable TV MSO's, broadcast network and affiliates, broadband provider and radio stations.

Versatile strategic thinker experienced in:

- product development
- marketing communications
- one-to-one direct relationship marketing
- financial management
- branding and positioning
- consumer loyalty and retention

Proven track record in both business-to-business and business-to-consumer marketing. Winner of multiple case study competitions and creative awards. Consumer-centric and shareholder friendly creative solutions for your strategic challenges.

To learn more contact TVExecu@aol.com. MBA included.

www.tvinsite.com/broadcastingcable

Allied Fields

COLLECTIONAGENCIES

POINT-CLICK-COLLECT With The Media Collection Dream Team

Attorney (former broadcast/cable and sales manager Katz, Petry, Lifetime and NBC-TV) and staff representing America's Top media firms for 12 years announces it's interactive credit & collection center:

www.ccrcollect.com

- * Place claims and receive acknowledgements and status reports on line.
- * View relevant media specific articles on a wide variety of business management subjects.
- * Examine our Media Credit & Collection procedures, services and contingent fees.

or Call/Write:

CCR * George Stella
1025 Old Country Rd., Ste. 3035
Westbury, NY 11590
Tel: 516-997-2000 * 212-766-0851
Fax: 516-997-2071
E-Mail: ccr@ccrcollect.com

FORSALEEQUIPMENT

BEAT THE BUDGET.

For dubs, demos, auditions and work tapes our recycled tapes are perfect. *And half the cost of new.* All formats, fully guaranteed—to order

(800)238-4300



We now transfer video to true DVD
www.carpelvideo.com

CREATIVESERVICES

ART DIRECTOR

Top ten major network affiliate seeks highly creative, hot shot design director with 5 years experience in a major market station to manage on-air graphics and special assignments. Quantel Paintbox, Photoshop, Quantel HAL, Illustrator and After Effects required. College degree preferred. An EOE. Send resume and reel to: B&C, Blind Box 1024, 275 Washington Street, Newton, MA 02458. Attn: K. Parker 4th Fl.

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

contact: Kristin at kbparker@cahners.com or Neil at nandrews@cahners.com

Radio

FORSALEEQUIPMENT

FOR SALE:

29 ft. Air Stream Travel Trailer, custom built into radio promotional diner. Includes: generator, LP gas tanks, air mast, electrical distribution system & radio production area in rear. See website at www.dispatchbroadcast.com/radiodiner.

Cost: \$11,000.00 / located in Columbus, Ohio

Tow vehicle available at additional cost.

Contact: Marvin Born 614-460-3914
mborn@wbns.com

INVESTMENTOPPORTUNITIES

INVESTORS SOUGHT

Investors sought for local Hudson Valley Radio Station. If you're interested in the profitable broadcasting industry and want to have a positive impact on local politics and community events call Steve Wendell 845-624-3500 ext. 211. Night 845-356-9613

CAPTIONSERVICES



FORSALEEQUIPMENT

TRANSMISSION LINE

Foamed Dielectric - 1/2" - 7/8" - 15/8". Smooth Wall 50 OHM. Suitable for Broadcast, Cellular, Land Mobile, Personal Communication, HF, RF, Lowest Attenuation, Complete Shield, Lowest Prices. What Do You Need ?

Nanci - BWC 1-800-227-4292

SITUATIONSWANTED

EXECUTIVE PRODUCER/SENIOR PRODUCER

Seeks top management position

Multiple national Emmy-award winning network and cable producer with two decades of TV experience in news, sports and entertainment looking to accept the challenge of a high-level position in either cable or at a local station in the large-to-middle market range. I look forward to creating cost-efficient new shows, growing current shows and helping manage a station or network. Inquire in strict confidence. Please send resume to: B&C, Blind Box 1023, 275 Washington Street, Newton, MA 02458. Attn: K. Parker 4th Fl.

BROKEREDPROGRAMMING

RADIO TIME

produce, host, syndicate your own radio program, generate 100's of leads.

516-466-9601 or
asktheradiokid@aol.com.

GRADUATEPROGRAMS

MS ASSISTANTSHIPS

MS Assistantships. The University of Tennessee Department of Broadcasting seeks experienced broadcasting professionals for graduate assistantships in management at its college radio station, WUTK-FM. Candidates must be admitted to the College of Communications Master of Science program for fall 2002. The MS program emphasizes communications management and is interdisciplinary. Review of applications will begin March 4. Contact Dr. Ed Caudill or Dr. Barbara Moore, College of Communications, University of Tennessee, Knoxville TN 37996.

Classifieds

Radio

EXECUTIVE CAREERS

NEW EXECUTIVE POSITIONS

VP OF ENGINEERING

Unique opportunity to join the country's leading specialist in FM station upgrades and relocations as we expand nationally and also develop an operating station division. Responsibilities include site selection and construction of all towers required in simultaneous projects. Also includes overall responsibility for technical upgrades and technical operation of new stations to be acquired.

Successful candidate will have strong credentials in station group engineering management, proven expertise at design and construction of large towers, and computer proficiency. Working knowledge of station upgrade procedures and related software a strong plus but not required. Important personal attributes include high level thinking and problem solving, a can-do attitude, strong work ethic and a reputation for ethics and integrity.

Generous salary based on previous experience and past earnings, competitive benefits package and exceptional bonus opportunity for the right person.

VP OF STATION ACQUISITIONS

Exciting opportunity to help create and lead new FM operating division specializing in small market stations. Responsibilities to include identification and acquisition of 150+ market and un-rated market FM stations. Also includes overseeing operation of new station group.

Successful candidate must have strong negotiating skills, an ability to relate to small market entrepreneurs and a history of success as broadcast industry senior executive. Working knowledge of station group financing and industry-wide relationships at owner level are both pluses although not required. Important personal attributes include a high level of personal motivation, superior problem solving skills, and a solid reputation for strong ethics and integrity.

Outstanding earnings potential includes generous salary, significant incentive plan and long term profit participation.

All applications held in strict confidence.

Please send detailed resume

including salary and bonus history to:

CEO, First Broadcasting

**750 North St. Paul, Tenth Floor, Dallas, Texas 75201
unkefer@firstbroadcasting.com**



RADIO GROUP MANAGER

Searching for a career oriented person to function as Group Manager and CEO of our small market radio group with stations in KY, IN and IL. Work office will be in Lexington, KY but travel is necessary. We are looking for a candidate with leadership qualities, a proven work ethic and a background in radio sales management. Applicants must recruit, train and supervise a diversified group of talented radio personnel. Must be able to build loyalty and motivation. College degree and 10 years experience in radio required. Excellent salary, excellent benefits including 401-k and company vehicle. Resumes accepted at First Corbin Financial Corp., P.O. Box 1450, Corbin, KY 40702 or FAX 606-528-8487 or e-mail fcfc@tcnet.net. EOE

FOR SALE STATIONS

FM COMBO FOR SALE

Two profitable Wisconsin FMs
Terms available to qualified buyers

Please send inquiry to: B&C, Blind Box 1022,
275 Washington Street, Newton, MA 02458.
Attn: K. Parker 4th Fl.

FM RADIO STATION FOR SALE

WJHW FM 101.9, Bainbridge,
GA only FM in the market.
\$595,000.

Please call 615-673-6555 or
email radio1059@aol.com.

Academic

FACULTY CAREERS

HOFSTRA UNIVERSITY SCHOOL OF COMMUNICATION

Department of Journalism/Mass Media Studies

Anticipated Opening for Spring 2002:

**Associate/Assistant Professor
of Broadcast Journalism**

Tenure-track Associate or Assistant Professor to teach a full range of broadcast news writing and production courses; must be capable of teaching basic camera and editing skills as well as advanced TV and radio news courses. Ability to teach public relations, online journalism or media history courses a plus. Advanced journalism degree preferred; significant teaching experience and a minimum of 10 years of professional experience in television news is required.

All applicants should send a letter of application, curriculum vitae, and the names of three references by November 26, 2001, to: Professor Robert W. Greene, JRNL/MASS Department, 318 Dempster Hall, 111 Hofstra University, Hempstead, NY 11549-1110. AA/EOE

The Department of Journalism in the School of Communication at Emerson College is looking to hire a new faculty member at the associate professor or advanced assistant professor level to help develop and lead a curriculum that maintains the program's strong tradition of excellence in broadcast journalism while preparing students to work in the cross-media, convergence environment emerging rapidly in news. The department is interested in hiring an individual with a combination of these qualities and skills:

Professional experience in some aspect of broadcast journalism

Experience or a research track record in one of several areas of new or cross-media journalism, whether online publishing and design, computer-assisted reporting, or cross-media news.

Significant journalism experience and a master's degree are required. College-level teaching experience, a doctoral degree and knowledge of emerging technologies as they are used in the newsroom and classroom are preferred. Applications consisting of curriculum vitae, a statement of interest, examples of research or professional work and references, should be sent to the attention of Professor Jerry Lanson, Chair, Department of Journalism, 120 Boylston St., Boston, MA. 02116. The deadline for initial review of applications is December 1, although applications will be accepted until the position is filled.

Emerson is an affirmative action/equal opportunity employer focused on workforce diversity.



**Be sure you're reaching the best & most qualified professionals in the industry.
Call Kristin Parker at 617-558-4532 OR Neil Andrews at 617-558-4481**

Classifieds

Professional Cards & Services

du Treil,
Consulting
Lundin & Engineers
Rackley, Inc.

Sarasota, Florida
941.329.6000 WWW.DLR.COM
Member AFCCCE

CARL T. JONES
CORPORATION

CONSULTING ENGINEERS
7901 Yarnwood Court
Springfield, Virginia 22153
(703) 569-7704 fax (703) 569-6417
MEMBER AFCCCL www.ctjc.com

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCCE

COHEN, DIPPELL AND EVERIST, P.C.
CONSULTING COMMUNICATIONS ENGINEERS
Domestic and International
Since 1937
1300 "L" Street, N.W., Suite 1100
Washington, DC 20005
(202) 898-0111 FAX: (202) 898-0895
E-Mail: cdepc@attiglobal.net
Member AFCCCE

John F.X. Browne
& Associates

A Professional Corporation
Member AFCCCE
BROADCAST/TELECOMMUNICATIONS
Bloomfield Hills, MI Washington, DC
248.642.6226 (TEL) 202.293.2020
248.642.6027 (FAX) 202.293.2021
www.jfb.com

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128

HE 707/996-5200
202/396-5200
www.h-e.com

HATFIELD & DAWSON
Consulting Engineers
9500 Greenwood Ave., N.
Seattle, Washington 98103
(206) 783-9151
Facsimile (206) 789-9834
MEMBER AFCCCE

Cavell, Mertz & Davis, Inc.
Engineering, Technology
& **Management Solutions**

10300 Eaton Place, Suite 200
Fairfax, VA 22030
(703) 591-0110 (202) 332-0110
Fax (703) 591-0115
www.cmdconsulting.com
www.DTVinfo.com

CARL E. SMITH
CONSULTING ENGINEERS
AM FM TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the broadcast industry
for over 60 years"
Box 807 Bath, Ohio 44210
(330) 659-4440

Denny & Associates, P.C.
Consulting Engineers

 301 768 5600 tel.
301 768 5620 fax
www.denny.com
Member AFCCCE

WALLACE 101 West Ohio St.
20th Floor
Indianapolis, IN 46204
Dennis Wallace (317) 684-6754
wallacedtv@aol.com

SPECIALIZING
IN DIGITAL TELEVISION

NATIONWIDE MONITORING SERVICES, INC.
P.O. BOX 1829
HENDERSON, KY 42419-1829
P- 270-869-8000
F- 270-869-1068
E-mail: info@lightmonitoring.com

 SERVICES 24 HOURS A DAY 7 DAYS A WEEK

Incandescent and strobe lights, Reporting and Solutions, HVAC, Doors, Alarms, Generators, Temperature, Humidity and others.
Notification via fax, e-mail, phone, and beeper.
Reporting and/or Filing to FAA, Owner or Others.

Munn-Reese, Inc.

Broadcast Engineering Consultants
P.O. Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

SHOOLBRED ENGINEERS, INC.

STRUCTURAL CONSULTANTS
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, SC 29403 (843) 577-4681
Email: bob@shoolbred.com

TOWER/ANTENNA CONSULTANTS

NATIONWIDE TOWER COMPANY, INC.
ERECTOR • DISMANTLER • ANTENNA • RELAMP
ULTRASOUND • STRUCTURAL ANALYSIS • PAINT
INSPECTIONS • REGUY • ENGINEERING

P.O. BOX 1829 HENDERSON, KY 42419-1829
PHONE (270) 869-8000 FAX (270) 869-8500
E-MAIL: hjohnston@nationwidetower.com
24 HOUR EMERGENCY SERVICES AVAILABLE



UNIVERSAL TOWER, Inc.

Manufacturer of
Self-Supporting Towers,
Guyed Towers and Accessories

P.O. Box 278 • Henderson, Kentucky 42419-0278
Tel: 270-533-5151 • 270-533-1479
www.universaltower.com

Broadcasting & Cable is the weekly newsmagazine for the broadcast and cable television, radio, satellite and interactive multimedia industries.

The publication features articles and information on media technologies, FCC actions, station sales and programming, the Internet, Nielsen ratings and more.

In this aggressive market, it is imperative that your advertising message targets your specific audience.

This is where Broadcasting & Cable can work for you:

• Commercial TV Stations • TV Markets & Networks • Local News Stations • Cable Networks

B&C has a circulation of 36,000 and is published 52 times a year.

Please contact: Kristin Parker at 617-558-4532, kbparker@cahners.com or Neil Andrews at 617-558-4481, nandrews@cahners.com

BROADCASTING CABLE

**ADVERTISE THE EASY WAY WITH
YOUR BUSINESS CARD!
CALL 617-558-4532 OR 617-558-4481**

Editorials

COMMITTED TO THE FIRST AMENDMENT

Line of fire

This magazine received an e-mail from corporate last week on the proper "glove-doffing" procedures for anyone handling mail. It was the sort of procedural missive from upstairs that cynical journalists usually hoot over. But it isn't so funny anymore. For all news organizations, this has gotten serious—and personal. Journalists find themselves in unfamiliar territory, suddenly at the center of the news as subjects rather than chroniclers.

The media, and particularly the media elite, have become a new target in the war between terrorists and the rest of us. There were clearly ways to infect more people with less warning than sending letters to media celebrities and politicians. The method of delivery seemed calculated to get attention rather than kill masses of people, although we suppose they wouldn't have minded doing both. A terrorist credo quoted more than once last week was something on the order of "kill one, frighten a million." The media, unavoidably, is a key factor in that equation. And by going straight to the media with the attack, the terrorists, whoever they are, appear to be trying to cut out the middleman.

That doesn't mean the media, or the government, can allow itself to be cowed. But journalists are the types that traditionally ride out the fire drills at their desks. Next time that bell goes off, we're joining the (we hope) drill. Let's *all* be careful out there.

Grounds for concern

Balloonists may hang suspended in the blue, skydivers can leap out of planes, crop dusters can dust, student pilots can learn and even corporate helicopters can ferry executives with impunity in some places. But the vast majority of news helicopters were still grounded in the major markets at press time last week. Why the disparate treatment? No one seems to have an answer. Certainly not RTNDA, which was on the Hill trying to get the restrictions lifted. Not the members of the House Aviation Subcommittee, although they were trying mightily to get the FAA representative at last week's hearing on the subject to explain. And, apparently, not the FAA representative himself, who passed the buck to the National Security Council and other security types, saying some of the reasons were "classified." Nobody from the NSC bothered to show up at the hearing, ensuring that the information-deficit circle would remain unbroken. It's time for that buck to stop and for those somebodies to figure out how to get news choppers back in the air.

Enough said

Oh, God, spare us another Democratic commissioner's public-interest musings (see story, page 30).

Broadcasting & Cable (ISSN 0007-2028) (USPS 0066-0000) (GST #123397457) is published weekly, except at year's end when two issues are combined, by Cahners Business Information, 245 W. 17th St., New York, NY 10011. Broadcasting & Cable copyright 2001 by Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630. All rights reserved. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post IPM Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster, please send address changes to: Broadcasting & Cable, P.O. Box 15157, North Hollywood, CA 91615-5157. Rates for non-qualified subscriptions, including all issues: USA \$149, Canada \$219 (includes GST), Foreign Air \$350, Foreign Surface \$199. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 U.S., \$10 foreign. Please address all subscription mail to: Broadcasting & Cable, P.O. Box 15157, North Hollywood, CA 91615-5157. Microfilm of Broadcasting & Cable is available from University Microfilms, 300 North Zeeb Rd., Ann Arbor, MI 48106 (800-521-0600). Cahners Business Information does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

Broadcasting & Cable was founded in 1931 as Broadcasting. The News Magazine of the Fifth Estate. It now incorporates Broadcasting-Teletesting, introduced in 1945; Television, acquired in 1961; Cablecasting, introduced in 1972; Broadcasting/Cable, introduced in 1989; and Telemedia Week. It was named Broadcasting & Cable in 1993. Broadcasting & Cable is a registered trademark of Reed Publishing (Nederland) B.V., used under license. Telemedia Week is a registered trademark of Reed Elsevier Inc. Reg. U.S. Patent Office.

The Fifth Estate TELEVISION Broadcasting

BROADCASTING & CABLE

www.broadcastingcable.com

Harry A. Jessell/EDITOR IN CHIEF/212-337-6964

P.J. Bednarski/EDITOR/212-337-6965

Denise O'Connor/ASSOCIATE PUBLISHER/212-337-6961

CAHNSERS TV GROUP

William McGorry/SENIOR VP/212-463-6543

Lawrence Oliver/VP and GROUP PUBLISHER/212-463-6544

Marianne Paskowski/GROUP EDITORIAL DIRECTOR/212-463-6582

Carol Jordan/GROUP DEPUTY EDITOR/212-463-6582

William Knight/GROUP DESIGN DIRECTOR/212-463-6512

EDITORIAL/NEW YORK

Harry A. Jessell/EDITOR IN CHIEF/212-337-6964

P.J. Bednarski/EDITOR/212-337-6965

Stephen McClellan/DEPUTY EDITOR/212-337-7023

John M. Higgins/DEPUTY EDITOR/212-337-7024

Susan Qualtrough/MANAGING EDITOR/212-463-6432

Ken Kerschbaumer/ASSISTANT MANAGING EDITOR/212-337-7011

Michael Grotticelli/SENIOR EDITOR/201-760-0194

Richard Tedesco/WEB EDITOR/212-337-7025

Allison Romano/STAFF WRITER/212-337-7027

Linda Moss/CONTRIBUTING EDITOR/212-463-6592

Beatrice Williams-Rude/COPY EDITOR/212-337-7140

P. Llanor Alleyne/EDITORIAL ASSISTANT/212-337-7141

DESIGN/NEW YORK

Todd J. Gast/ART DIRECTOR/212-337-7017

Miguel Romero/ASSISTANT ART DIRECTOR/212-337-7144

EDITORIAL/WASHINGTON

Donald V. West/EDITOR AT LARGE/202-463-3701

John S. Eggerton/DEPUTY EDITOR/202-463-3712

Dan Trigoboff/SENIOR EDITOR/301-260-0923

Paige Albinak/ASSISTANT EDITOR/202-463-3708

Bill McConnell/ASSISTANT EDITOR/202-463-3706

Kim McAvoy/CONTRIBUTING EDITOR/540-341-4234

Doris Kelly/OFFICE MANAGER/202-463-3711

EDITORIAL/LOS ANGELES

Joe Schlosser/BUREAU CHIEF/323-549-4111

Susanne M. Ault/STAFF WRITER/323-965-5361

ADVERTISING/NEW YORK

Denise O'Connor/ASSOCIATE PUBLISHER/212-337-6961

Rob Payne/NATIONAL SALES DEVELOPMENT MANAGER/212-337-7022

Yvonne Pettus/REGIONAL SALES MANAGER/212-337-6945

Michael Farina/REGIONAL SALES MANAGER/212-337-6941

Dana Levitt/MARKETING SERVICES DIRECTOR/212-463-6546

Georgina Sculco/ART DIR., CREATIVE SERVICES/212-337-7154

Melissa Mitas/Creative Copywriter/212-337-7047

ADVERTISING/LOS ANGELES

Marcia Orcutt/ADVERTISING DIRECTOR/323-549-4114

Eric Low/Sales COORDINATOR/323-549-4113

Chuck Bolkom/DIRECTOR OF TECHNOLOGY ADVERTISING
775-852-1290; Fax 775-852-1291; email: chuckbolkom@aol.com

ADVERTISING/ASIA

Yukari Media Inc./Masayuki Harihara

81-66956-1125; Fax 81-66956-5015

CLASSIFIED ADVERTISING/NEWTON, MASS

Kristin Parker/ACCOUNT EXECUTIVE/866-258-1075

Neil Andrews/ACCOUNT EXECUTIVE/866-258-1075

275 Washington St., Newton, Mass. 02458; Fax 617-630-3955

EVENTS

Sandy Friedman/DIRECTOR, SPECIAL PROJECTS/212-463-6740

Steve Labunski/SPECIAL EVENTS SALES/212-889-6716

PRODUCTION/NEW YORK

Luis Mendes/PRODUCTION MANAGER/212-463-6524

Farah Aponte/PRODUCTION ASSISTANT/212-463-6571

CIRCULATION/NEW YORK

John LaMarca/CIRCULATION MANAGER/212-337-7080

SUBSCRIPTIONS/DELIVERY

BROADCASTING & CABLE: 800-554-5729

Online Customer Service: www.pubservice.com/Ch.htm

BROADCASTING & CABLE YEARBOOK: 888-269-5372

CABLEDAY: 800-563-9056, TV Fax: 800-554-5729

LISTS/REPRINTS

ANNE-MARIE LeGrand/LIST RENTAL/800-323-4958 EXT.2251

TOM MICHALS/REPRINTS/651-582-3800/tlmichals@reprintservices.com

OFFICES

New York: 245 W. 17th St., 10011 / 212-645-0067;

Edit Fax: 212-337-7028 or 212-463-6610; Ad Fax: 212-337-6948

Washington: 1627 K Street NW, 20006

202-463-3711; Edit Fax: 202-463-3742

Los Angeles: 5700 Wilshire Blvd., Suite 120, 90036

323-549-4100; Edit Fax: 323-965-5327; Ad Fax: 323-965-2432



CAHNSERS BUSINESS INFORMATION

Gerard van de Aast/CHIEF EXECUTIVE OFFICER

Tad Smith/PRESIDENT, MEDIA DIVISION

Dan Hart/VICE PRESIDENT, FINANCE

Sol Taishoff/FOUNDER AND EDITOR (1904-1982)

PRICewaterhouseCOOPERS PRESENTS THE 2001 GLOBAL ENTERTAINMENT, MEDIA & COMMUNICATIONS SUMMIT.

Thursday, November 15, 2001
The Waldorf-Astoria, New York, NY

Host: KEVIN CARTON
PricewaterhouseCoopers

Moderator: JEFF GREENFIELD
CNN

TO LEARN MORE ABOUT THE SUMMIT
AND TO REGISTER VISIT
www.pwcglobal.com/summit2001

THE VISION THING – DESIGNING A CONVERGENCE COMPANY FOR THE NEW MILLENNIUM

LEONARD ASPER
CanWest Global Communications Corp.

RICARDO SALINAS PLIEGC
TV Azteca S.A. de C.V.

MARTHA STEWART
Martha Stewart Living Omni LLC

BRUNO WU
Sun Television Cybernetworks Holdings Ltd.

HENRY YUEN
Gemstar – TV Guide International Inc.

KEYNOTE SESSION

KEVIN CARTON of PricewaterhouseCoopers
interviews THOMAS FRESTON, MTV
Networks, and CHARLES LEE, Verizon
Communications.

FEEDING THE BEAST – ENHANCING YOUR COMPANY'S VALUE IN A FICKLE MARKETPLACE

JOHN ALCHIN
Comcast Corporation

RICHARD BRESSLER
Viacom Inc.

KEVIN CARTON
PricewaterhouseCoopers LLP

JAMES DALEY
Electronic Data Systems Corp.

JOHN ELKINS
The FutureBrand Company

STEVEN RATTNER
Quadrangle Group LLC

RICHARD ZANNINO
Dow Jones & Company, Inc.

PRESENTED BY:

PRICewaterhouseCOOPERS 

SPONSORED BY:

take it to the nth 
Sun
microsystems

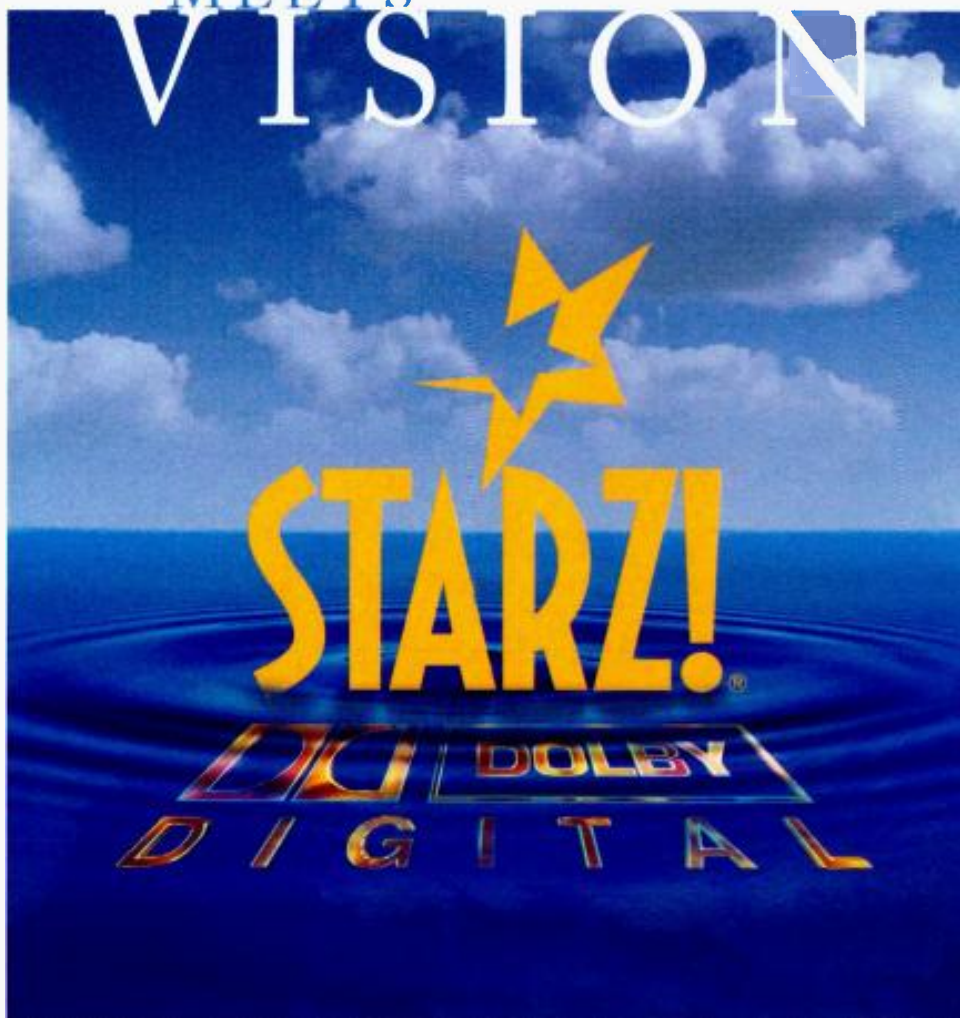
MEDIA SPONSOR:

BROADCASTINGCABLE

SOUND

MEETS

VISION



In June 1999, STARZ! became the first premium movie channel to deliver a new standard in broadcasting, combining great-looking SD video with Dolby Digital 5.1-channel audio. STARZ! continues to lead with the recent launch of its STARZ! West feed with Dolby Digital 5.1. This is how digital TV is meant to be—outstanding picture quality with amazing sound.

Dolby is proud to be a part of Starz Encore's vision of the future.

www.dolby.com/tvaudio



BREAKING SOUND BARRIERS

Dolby Laboratories, Inc. • 100 Potrero Avenue, San Francisco, CA 94103-4813 • Telephone 415-558-0200 • Fax 415-863-1373
Wootton Bassett, Wiltshire, SN4 8QJ England • Telephone (44) 1793-842100 • Fax (44) 1793-842101 • www.dolby.com

"Sound Meets Vision" is a registered trademark of ProSieben Media AG, Germany. STARZ! and the STARZ! logo are registered trademarks of STARZ ENCORE GROUP LLC.
Dolby and the double-D symbol are registered trademarks of Dolby Laboratories. © 2001 Dolby Laboratories, Inc. S01/13953