

# BROADCASTING CABLE

DECEMBER 31, 2001

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## OUT WITH A BANG

2001 ends with another round of mergers: Vivendi-USA, Comcast-AT&T, EchoStar-DirecTV. More to come in 2002?

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## NBC GETS ITS WAY

By buying KNTV for \$230 million, network ends two years of intrigue in San Francisco, makes life tough for KRON-TV

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## CABLE OPS CALL FOUL

MSOs fear they'll end up paying for pacts MBA is about to sign with Disney and AOL Time Warner

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# An Unconventional New Year

How consolidation, recession will reshape the 2002 trade-show calendar



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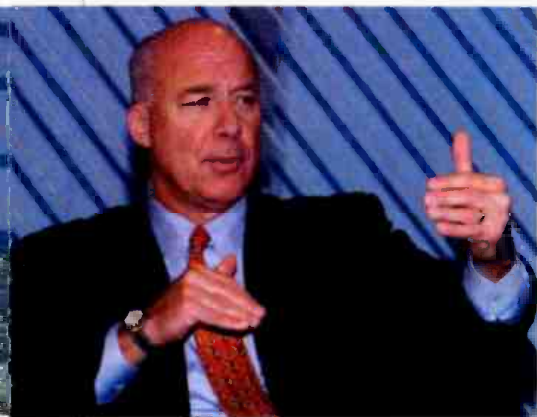
As we look back on what was a dramatic and tragic year of change and the events that affected each of our lives, we remember those who are no longer with us.

We are hopeful 2002 will be a brighter and better year and look forward to continuing to provide the industry with timely news coverage of today's most dynamic business.

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**BROADCASTING**  **CABLE**

## Top of the Week December 31, 2001



Michael Armstrong's fight to keep AT&T Broadband is over.

**HOOP NIGHTMARE** AOL Time Warner and Disney's deal with the NBA could be a bad deal for cable operators who say they may have to pass the cost of carriage on to subscribers. » 10

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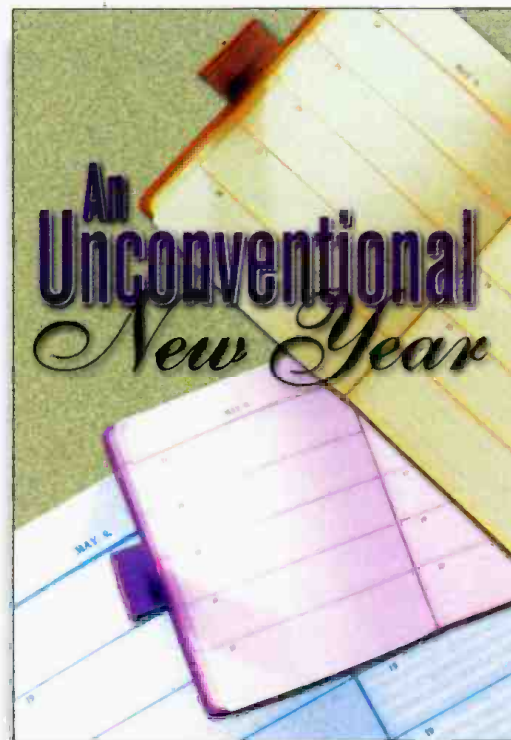
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### COVER STORY

## REWRITING THE CALENDAR

The attendance and mood at industry events continues to mirror the nation's economy: shrinking and a bit downbeat (although the reports are that smaller crowds are quality crowds). Consolidation, slashed travel and expense accounts, and flying fears have all required trade show organizers to rethink and retool for 2002. » 14



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# BC EYE

RESEARCH

## Career choice

Is it better to be in broadcasting or cable these days? A survey of our subscribers from all segments of the TV business suggests cable. While 86% of the respondents said they were "very optimistic" or "somewhat optimistic" about cable, only 68% felt the same about broadcasting. What's more, 30% said they were "very pessimistic" about broadcasting.

CABLE

## This is your life

British director Michael Apted is resurrecting his *7-Up* documentary style for an A&E series following nine American couples through the course of their marriages. In the original *7-Up*, Apted tracked 14 British youths from age 7 to adulthood.

For his latest project, *Married in America*, Apted picked couples who reflect different demographics. Among the subjects will be a biracial couple, a homosexual couple and a bi-religious couple. The spring premiere will document their weddings; he'll update once or twice a year.—A.R.

PRIME TIME

## NBC digs *Roots*

The groundbreaking miniseries *Roots*, originally aired by ABC over eight nights in 1977, drew over 130 million viewers, won nine Emmy Awards and became a sociological phenomenon that closed discos(!) and gave ABC an aura of greatness. But 25 years later, NBC, not ABC, is planning the anniversary special. *Roots—Celebrating 25 Years: The Saga of an American Classic* is slated to air Jan. 18, with Ben Vereen, Ed Asner and other cast members. Sources say ABC was pitched the special first, but execs didn't see eye-to-eye with Judith Leonard, who is co-producing with Kelly Newton and the original executive producer David Wolper. ABC executives and Leonard weren't talking. The Hallmark Channel shows *Roots* in its entirety starting Jan. 20.—J.S.



JOURNALISM

## Snowy pictures

When ABC's *World News Tonight* reported last week on Buffalo's sensational snowstorms, viewers did not see a weather reporter from Granite-owned Buffalo affiliate WKBW-TV, but the Weather Channel's Mike Seidel (above).

No disrespect intended, says the network. ABC's NewsOne service has a longtime reciprocal relationship with the Weather Channel, which had moved Seidel and a truck to Buffalo in advance of the storm. NewsOne Chief Don Dunphy said the service has moved footage from the station, but it tries not to burden stations during crises.

"In a way it helps us because it takes off a little of the pressure," acknowledges WKBW-TV News Director Bob Yuna, "But we were a little dismayed to see someone from the Weather Channel on *World News* instead of one of our own reporters and anchors." But before CNN got its own correspondent, Holly Firfer, in the area, WKBW-TV was getting broad exposure on the CNN networks and on its news service, CNN Newsource. "Wolf Blitzer is a Buffalo native," says Yuna, "and he's been plugging the hell out of the station."—D.T.

## Clearance sales

The FCC said it would permit TV broadcasters operating on channels 52-59 to relinquish their frequencies well ahead of the 2006 deadline by selling out to wireless companies that want the spectrum. The plan is "not that different" from provisions approved a year ago for stations on channels 60-69, said an agency staffer. So why were opponents of early buyouts crowing that the FCC had "completely abandoned" its band-clearing policy? Two reasons, perhaps. First, in addition to

subjecting 52-59 buyouts to public interest reviews not applied to deals for the upper channels, the final version of the rules—expected in the next two weeks—does not extend some sweeteners aimed at encouraging 60-69 deals. Second, the stations in the 52-59 band are so profitable that few are expected to accept buyouts. The combination of factors was enough to silence most critics of the buyout policy, including Senate Commerce Committee Chairman Ernest Hollings, who warned that band-clearing incentives would yield windfall profits to broadcasters.—B.M.

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# No holiday for consolidation

*After Vivendi-USA deal and Comcast takeover of AT&T Broadband, who's next, what's left?*



Comcast's Brian Roberts (r) chased AT&T's Michael Armstrong for five months before he finally won the bidding for AT&T Broadband.

**By John M. Higgins**

Sunken stock prices, a sullen advertising market and a bleak economy are proving little deterrent to moguls who exhibit no hesitancy in committing to massive takeovers to increase their size and dominance of their corners of the media business.

As the media industry ended its bleakest year in half a century, the only thing that seemed recession-proof was dealmakers' optimism. Comcast won its five-month contest to snag AT&T Broadband, bidding \$72 billion. Vivendi Universal cut an \$11 billion deal to reacquire cable- and TV-production assets that Universal had earlier sold to Barry Diller. Vivendi also dumped \$1.5 billion into EchoStar to secure a

favored foothold with a critical distributor of its content. NBC filled a hole in the San Francisco market by snapping up Granite Broadcasting's San Jose station.

The swirl continues the seemingly unstoppable consolidation of media as big players look to balloon their portfolios. They are ostensibly in search of financial leverage, creating content more efficiently, bulking up on distribution or marrying the two sides.

But usually the target of the hunt is power rather than strict operating efficiency. Occasionally new players enter the game—Vivendi was a French utility company two years ago. But even when they create entire new sectors—as DirecTV and EchoStar did with the DBS business—they

get the merger bug.

The speculation among dealmakers immediately turned to who would be next.

What station group will surrender to what is expected to be an unprecedented (since the invention of radio) two-year decline in ad sales? (Yes, ad sales didn't decline during World War II or the worst recessions.)

Young Broadcasting's struggle against its debt load makes the company many players' favorite candidate.

How will the losing AT&T Broadband bidders (though they didn't bid very aggressively) respond?

Cox Communications is widely expected to stalk Adelphia Communications, and AOL Time Warner is seen as the ultimate buyer of Cablevision Systems.

But while AT&T was embarrassed enough with its operating performance to sell cable in a down market, Adelphia and Cablevision are seen as likely to hold out until the market rises dramatically.

The concentration of power is becoming dramatic. NBC has its suits in four TV networks: NBC, Telemundo, ShopNBC and Pax TV (although the Paxson venture may crumble).

If the Comcast/AT&T (22 million cable subs) and EchoStar/DirecTV (15 million DBS subs) deals go through, two companies will control television going into almost half of the nation's multichannel video homes.

Forrester Research's Josh Bernoff called the AT&T-Comcast deal "the beginning of a dramatic shift in the television industry—the beginning of the end of the network era in TV.

With one MSO in 22 million households,

they are in the driver's seat. Negotiations are going to tilt towards AT&T Comcast."

Of course, consolidation frequently creates as many problems as efficiencies. For all its boasts about its recession-resistant subscription revenue, AOL Time Warner's revenues will probably only grow 5%-7% next year. Not much for what outgoing Chairman Gerald Levin has declared to be a "large cap growth company." Sure, cash flow should grow 15%, but much of that is from one-time cost cutting.

The bottom line is that getting larger and cutting across more media segments doesn't necessarily generate better returns on investment, which is supposed to be the guiding force of financial shepherds.

"I'm not a big fan of the whole consolidation thing," said UBS Warburg media analyst Tom Eagan. In cable, he likes deals that build strong regional clusters, such as Charter Communications' recent acquisition of AT&T's system in St. Louis, where the company is headquartered and already runs all the nearby suburbs.

"I think management is more important than size," Eagan said.

One veteran media CEO was more blunt. From a purely financial perspective, "it never works," he said. "It's all ego. But our responsibility isn't to increase the returns on capital; it's to increase the stock price." Takeovers are sexy, and sex drives stock prices. Forget the length at which institutional investors and analysts will talk about returns on capital being the fundamental creator of value. "A textbook will tell you that, but try running one of these things sometime," the CEO said.

One surprising thing about the latest deals is the relatively small number of fire sales. Vivendi is paying top dollar to recombine USA Networks TV operation with Universal.

While Comcast is buying AT&T Broadband for perhaps \$20 billion less than Mike Armstrong has put into the cable operation, AT&T wasn't desperate to sell. Granite Broadcasting is certainly in financial distress, but the station owner is fetching a nice price in the sale of its San Jose

## The big tents

*If you partied this holiday season and swigged a Miller's Lite, smoked a Marlboro, ate Kraft cheese and then tried to disguise your breath with an Altoids mint, everything you consumed came from the Phillip Morris Co.*

*Consolidation is not media's own invention. Ford owns Jaguar, Coca-Cola owns Minute Maid and Campbell Soup owns Godiva Chocolate. But, as in so many other industries where once there were many players, now there are few and they control a huge chunk of what constitutes the entertainment and information business. Here are the giants that will likely get even bigger.*

### AOL Time Warner

*With America Online, HBO, Turner networks, 12.7 million cable subscribers, The WB, Warner Bros., etc. AOL is an obvious buyer for just about any media property big or small, but it likely has no interest in TV stations under current FCC rules.*

### Viacom

*Another programmer/producer that has shunned cable/DBS distribution. The 2002 agenda: Who will succeed aging Chairman Sumner Redstone? He and President Mel Karmazin clash, but board members want a transition plan.*

### The Walt Disney Co.

*The most battered media company because of the combined ad/travel crunch. With ABC television and radio, ESPN, 10 owned TV stations, Disney studios, some nifty property in Florida and California, Disney is showing lots of appetite for content.*

### News Corp.

*After cleaning up its balance sheet to bid for DirecTV, Rupert Murdoch's loss leaves him relatively flush with liquidity. Fox Broadcasting, 31 television stations, Fox News, FX, 20<sup>th</sup> Century Fox film and television studios. Clearly a buyer, but perhaps abroad.*

### GE/NBC

*NBC, CNBC, a third of PAX, half of MSNBC, a part of A&E, and soon, all of Telemundo. Also 13 NBC stations (and a 14<sup>th</sup> on the way). Last summer's approach to Discovery Communications shows it's still a buyer.*

### EchoStar/DirecTV

*Charlie Ergen has long complained about facing "the cable monopoly"; now he's about to buy DirecTV and establish a DBS monopoly. With 16.7 million homes combined, the EchoStar chairman has too much work ahead to be much of a buyer.*

### AT&T/Comcast

*With 22 million subs, Comcast will dominate big cities like Boston, Chicago, San Francisco, Philadelphia, Seattle and Portland. After what will be a year-long federal review, Comcast is far more likely to prune systems than buy more. However, with 25% of all multichannel homes, expect Comcast to start buying networks.*

### Charter Communications

*After AT&T/Comcast and AOL Time Warner, formerly "big" players like Charter seem relatively insignificant. With 6.35 million subscribers, Charter may be an MSO that won't last for much longer.*

### Cox Communications

*Family-controlled, and hence, risk-averse, Cox, with 6.2 million subs, has traditionally believed it will be disadvantaged if its portfolio isn't big enough to keep the attention of programmers and equipment manufacturers. It's widely seen as a buyer after losing in the AT&T Broadband derby, at least picking up systems Comcast might unload.*

The AT&T Comcast deal is “the beginning of a dramatic shift in the television industry—the beginning of the end of the network era in TV. With one MSO in 22 million households, they are in the driver’s seat.”

— Josh Bernoff, Forrester Research

station KNTV-TV to NBC.

The big financial disaster is Excite@Home, which is less of a fire sale than a giant black hole sucking value into the abyss. The Excite portal half of the company sold last Friday to Iwon.com for \$10 million—shockingly less than the \$6.7 billion paid for the unit just three years ago. As for the high-speed Internet side of the

business, it’s simply shutting down and will be chopped up for the value of its servers.

And General Motors probably could have gotten vastly better terms if it had moved quickly to sell Hughes Electronics and its DirecTV unit when News Corp.’s Rupert Murdoch came calling two years ago. Instead, the company frittered away perhaps 40% of the value of the company

by the time it dealt with Ergen.

As the players increase power in their ends of the business, the clashes will become more dramatic. Distributors need shows and networks to resell, but they still have choices. Distribution is oxygen to cable networks that have only two paths into TV homes, the coax cable and the satellite dish.

## Vivendi deal makes it truly Universal

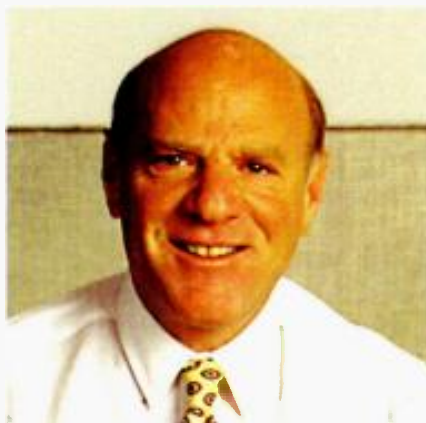
It’s a rerun. Vivendi and USA Networks Inc. are recombining the film, TV and theme-park assets of Universal Studios into an \$11 billion-plus joint venture dubbed Universal Vivendi Entertainment.

The venture will be 93% owned by Vivendi, 5.4% by USA and 1.5% (valued at \$275 million) by Barry Diller, who, in the complicated arrangement, becomes chairman and CEO of the joint venture. But despite the titles, Diller, who ran the show at USA Networks, now works for Vivendi, which is headed by ex-investment banker Jean Marie Messier.

With the deal, Vivendi gets most of the television assets that Diller snatched from Seagram after the liquor-maker bought Universal. USA Networks Inc. is contributing the USA, Sci Fi Channel and Trio cable networks along with TV production and syndication units under the Studios USA banner.

Stripped of most of its TV assets, USA Networks will become USA Interactive and continue to trade as USAI.

Vivendi is contributing the film and TV production units and theme parks housed within Universal Studios that were split up three years ago after Seagram moved in on Universal. Ex-Seagram Chairman Edgar



Barry Diller becomes chairman and CEO of the new Universal Vivendi Entertainment.

Bronfman Jr. was entranced primarily by Universal’s movie and record operations. Diller convinced Bronfman he’d be better off giving the TV assets to what was then Diller’s Home Shopping Network.

But Messier wants control -- and credit in the eyes of Wall Street. So Vivendi is paying at least \$11.2 billion in stock and cash to USAI’s shareholders to gain control of 93% of the venture. Most of that comes from the 41% of the USAI it previously owned. It is valued at between \$7 billion and \$7.6 billion.

As a result, Vivendi will cease to have any veto power at USAI. (As a 41% owner

of USAI, Vivendi had the right to veto any transactions that exceeded 10% of USAI’s market value.) Vivendi is also paying \$1.62 billion in cash and \$750 million in preferred stock to USAI.

USA Interactive, which Diller will also oversee as chairman and CEO, will own and operate online transactional businesses such as Ticketmaster, Citysearch and the Hotel Reservations Network. It will also continue to own the Home Shopping Network.

USAI will retire some 377 million shares of outstanding stock, and its enterprise value will drop from roughly \$21 billion to \$9 billion.

As part of the transaction, Liberty Media reduces its stake in USAI from 21% to 18.6%. But it gets a 3.7% stake in Vivendi (worth about \$1.9 billion), in exchange for 2.4% of its USAI holding as well as its 27% stake in a European-based provider of niche cable networks called MultiThematiques.

Vivendi and USA say that the new VUE joint venture has an enterprise value of about \$22 billion—roughly \$12 billion for assets contributed by USA and \$10 billion for the assets contributed by Vivendi.

—Steve McClellan



Sparks are flying. EchoStar says that Disney—which probably has the worst relations with distributors of any programmer—is threatening to hamstring Washington approval of the DirecTV takeover if EchoStar doesn't distribute the ABC Family, formerly Fox Family Channel.

Other networks are bracing for an emboldened Comcast, which will seek even lower prices than AT&T was already getting.

"It has a direct impact on our revenues, day one, once they close," said a senior executive with a cable network. Unless a network has favorable controls in its existing license agreements, "you're up for grabs. If they decide to beat up people they will. To pay off this merger they are going to look for savings in programming." And in a slumping advertising market a slide in both halves of cable programmers' much-vaunted "dual revenue stream" will add extra pressure.

Vivendi Universal chief Jean Marie Messier insisted two weeks ago that that the company doesn't have to buy distribution in the U.S. to fully unlock the value of the Universal entertainment assets.

But analysts and investors believe otherwise. The opening salvo came from media investor Mario Gabelli: "I'm looking forward to when you merge with the next target when Jean Marie gets his distribution in the United States."

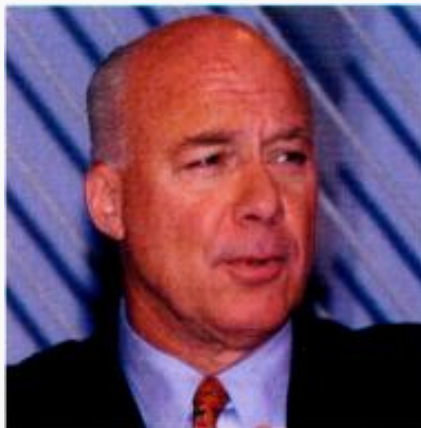
Messier tried to suggest that Vivendi's recent agreement to take a small stake in EchoStar in return for a handful of digital-channel slots on the satellite service was meaningful distribution.

But analysts weren't buying it. "How are you actually going to leverage that?" one analyst asked. "The stake you have in EchoStar isn't that big, so what can you do to influence things there?"

Messier's response: "In order to distribute you need to have the right products. The strength is first in your content. By putting together these assets, we are reaching the right size, the right simple organization to maximize the content that we can build around our TV and movie assets."

In other words, back to square one. ■

## How Comcast won AT&T's hand



AT&T's Michael Armstrong will become chairman of the new AT&T Comcast.

Comcast Communications President Brian Roberts swore he wouldn't bid against himself to win the AT&T Broadband sweepstakes, unless he was sure there was a competitor. Then for five months, he hung on.

So when he finally scored his deal for AT&T's broadband unit, it made his triumph even sweeter.

Roberts' quest to acquire the country's largest MSO ended just before Christmas with \$72 billion merger of Comcast and AT&T's cable unit. Comcast raised its bid just 16% to beat out other suitors AOL Time Warner and Cox Communications.

Comcast raised its valuation of AT&T Broadband's cable systems to \$62 billion, up from \$53 billion under its initial offer. (An extra \$10 billion goes for AT&T's 26% interest in Time Warner Entertainment, which wasn't included in Comcast's initial offer.)

Philadelphia-based Comcast sweetened its offer by taking on more debt and reducing the Roberts family's interest. Comcast initially sought to take on \$13.5 billion in debt and in the end agreed to \$20 billion. The debt load softened after Microsoft Corp., which infused a \$5 billion investment into AT&T Broadband, agreed to convert its investment into \$5 billion in equity in the new company.

Comcast also agreed to reduce the Roberts family's voting stake from the 86% in had in Comcast to 33% in the new venture.

AT&T Comcast retains the Time Warner Entertainment stake, which includes a piece of Time Warner Cable, HBO and studio Warner Bros. Plans to sell the asset were tabled when AOL Time Warner joined the bidding war, but, at a press conference in New York to announce the deal, AT&T Chairman C. Michael Armstrong said the asset will be put back up for sale, either to AOL or to the public.

The new AT&T Comcast Corp. is a cable monolith with 22 million subs in 41 states. It easily dwarfs its next largest competitor, AOL Time Warner, which has 12.7 million cable customers. The new company will have 5 million digital-cable customers and 2.2 million high-speed broadband subscribers.

"[Roberts] will look at portfolio, prune it and balance it. He'll end up with a very good cities-oriented strategy," said one former MSO exec.

Comcast and AT&T Broadband execs said this merger plays off the companies' different strengths. "AT&T is very networking-centric, which will pay off huge in telephony and data, and Comcast is more programming-centric. You need both," said AT&T Broadband CEO Bill Schleyer.

Armstrong will be chairman of the new company. Brian Roberts will be CEO. Four key AT&T and Comcast executives—Comcast President Steve Burke, Comcast Executive Vice President Lawrence Smith, AT&T Broadband President and CEO Bill Schleyer, and AT&T Chief Financial Officer Charles Noski—will constitute a transitional team.

The deal signals a change in Comcast's hesitancy to pursue cable telephony, with Comcast now pledging a new commitment to the product. AT&T Broadband currently counts 1 million cable-telephony customers.—Allison Romano

## Bin Laden's latest edition

Once again, Rudy Giuliani, *Time* magazine's Person of the Year, upstaged *Time's* also-ran Osama bin Laden. While the New York City mayor's farewell address got widespread attention—including live coverage on CNN, Fox News and MSNBC—the release last week of a bin Laden videotape had significantly less impact.

A worn-looking bin Laden made his appearance through Arab network Al Jazeera, apparently addressing prospective Muslim followers as he praised the “blessed” Sept. 11 attacks. But the event paled in comparison to the buildup and the coverage of the video released earlier this month. That one caused broadcasting and cable nets to interrupt regular programming for its airing and



Osama bin Laden's presence sparks speculation that counterterrorism measures have hit home.

prompted commentary for days afterward.

Little stopped for the tape released last week, broadcast first in part Wednesday and then in full Thursday over Al Jazeera. Afternoon broadcast schedules in this country were not upset by his taped

address. Networks played only snippets or stills accompanied by translation or expert commentary, with no plans for a full airing of the 33-minute tape.

“It’s not as if they are interviews. It’s a video news release,” said Fox News’ assignment editor David Rhodes. ABC News Vice President Jeffrey Schneider said his network was prepared to interrupt programming but that its content simply lacked the necessary news value for such a decision.

Correspondents did give attention to bin Laden’s frail appearance. CNN’s terrorism expert noted that bin Laden, who is left-handed, gestured only with his right hand, suggesting he might be injured. —*Dan Trigoboff and Allison Romano*

## NBA pushes limits

*Basketball's new contract with AOL TW and Disney would top previous by two more years and \$1 billion*

By Allison Romano

**W**ith the National Basketball Association poised to ink a new TV deal with AOL Time Warner’s Turner Sports and Disney’s ESPN/ABC, testy cable operators sound a lot like fans in the stands: The ticket costs too much.

Last weekend, the NBA’s new six-year TV deals were all but officially signed, with ESPN/ABC ponying up \$2.4 billion and AOL Time Warner’s Turner Sports offering about \$1 billion for the cable portion. As part of the Turner deal, sources say, CNNSI would relaunch as a jointly owned NBA-AOL Time Warner sports channel to carry 100 NBA games per season. Officials from ESPN/ABC, Turner and the NBA

would not comment on the deal.

“They’ve pushed the NBA onto cable, and now everyone pays for it. It’s a disaster for the industry,” said a cable company exec. “You had declining viewership on the networks, and they can’t sell ads. Now two cable companies bid up the rights and pass the cost onto subscribers.”

Operators love to argue costs hurt their subs, but rising rates cut into their bottom line. ESPN already levies cable’s heaviest sub fee, as high as \$2. Operators worry that to leverage the NBA cost the net might try raising rates even higher. Insiders say ESPN isn’t planning to introduce an NBA surcharge.

A new AOL Time Warner-NBA sports net, tentatively coined AOL Sports, might look for a fee of 50 cents per subscriber. According to estimates from Kagan World Media, only a few other channels command a fee in that league, including Discovery Channel (73 cents), TNT (57 cents) and

USA (38 cents). (Kagan’s estimates are averages for all MSOs, which brings down their figure for ESPN to 72 cents per cable sub.)

Published reports have said if operators bristle at that price, games may air instead on the NBA’s digital net NBA.comTV, currently in about 10 million, mostly satellite, homes.

The NBA comes up pretty rosy in the deal, particularly since it arrives in lean economic times. The league’s overall take, about \$3.4 billion, would surpass its current \$2.65 billion pact with NBC and Turner, though the annual payout would be smaller. The new six-year deal would pay out about \$570 million per year, compared with the current \$660 million per year.

Disney offered fringe benefits that piqued NBA Commissioner David Stern’s interest. NBC was willing to pay \$1.3 billion for a new four-year deal, but Disney’s deal includes broadcasts on ABC, ESPN and ESPN2, along with ESPN radio broadcasting and the league’s Web site.

Turner would put about 50 games—including some conference-finals playoffs and the NBA All-Star Game—on TNT. ■



# Dish Net dissing ABC Family

*Ergen's EchoStar wants to dump the channel Disney just bought from Fox*

By Allison Romano

Walt Disney Co.'s ABC Family is fighting to hold onto a large chunk of satellite subscribers, dueling with Charles Ergen's EchoStar Communications Inc. to halt the satellite provider's plans to dump the net from its Dish Network tomorrow (Jan. 1). That's the same day the new ABC channel unveils its new January lineup.

The two are now trading legal blows in Los Angeles federal court. EchoStar filed papers late last Thursday reaffirming plans announced in late October to terminate ABC Family's carriage deal, which runs through August 2005, because of change in the channel's ownership.

EchoStar says Disney execs tried to negotiate a new deal for ABC Family and ESPN Classic (that net's carriage is up Jan. 1 with no plans for renewal, either).

When EchoStar refused, a statement from EchoStar's head of programming Michael Schwimmer contends, Disney execs threatened to oppose EchoStar's proposed merger with DirecTV. Schwimmer's statement recalls Disney Senior VP and Chief Strategic Officer Peter Murphy saying "Disney had 'its weapons' and was prepared to 'march on Washington D.C.'"

The papers say Murphy's boss, Disney prez and COO Robert Iger, then sent an e-mail Dec. 16 to Ergen reaffirming Disney's desire to close a deal. No deal, Ergen said, and the next day Disney sued to block EchoStar's plans to drop the channel.

ABC Family is currently on Dish's basic "America's Top 50" tier, where the net picks up about 6.4 million subs. Disney purchased the former Fox Family from News Corp. and Saban Entertainment last October for \$5.2 billion. But EchoStar says ABC Family is not the channel it agreed to carry.



A sexy Jennifer Lopez concert that originally aired on NBC will be repurposed on ABC's new Family channel.

"When we did the deal in 1996 it was for the Family Channel with Pat Robertson," said an EchoStar representative. "We bought an apple and now we're holding a banana." EchoStar unsuccessfully tried to pull the plug on the Family Channel after Fox bought it for \$1.9 billion in 1997. Though Robertson still has a program on the channel, under Fox and now Disney, it no longer has constant religious programming. ABC, in part, will use its new channel to repurpose ABC broadcast-network shows, such as *Alias*; it's also picked up an NBC Jennifer Lopez special to show in January. It's unlikely the Robertson version of the channel would ever feature the sexy

singer, except perhaps as an example of the hellish handbasket pop culture has become.

ABC Family has other carriage concerns. Time Warner Cable has already pulled the channel off its Florida systems, taking away about 800,000 subs, and ABC Family's carriage deals with Charter Communications and Cablevision are reportedly up.

"We believe EchoStar is attempting to use the threat as leverage to renegotiate lower license fees," said an ABC Family insider.

EchoStar has grumbled that ABC Family's subscriber fees are too high and its ratings are too low to warrant carriage. EchoStar also claims it needs to clear more channel space—an assertion that has taken on new meaning since Vivendi Universal injected \$1.5 billion into EchoStar in exchange for an 11% stake and a commitment to start five new channels.

DirecTV has also reportedly told Disney it too is pulling the channel after New Year's, stripping millions more subs. If merged, the DBS systems would reach a combined 16.7 million. That's "something about a monopoly that really concerns programmers," said a Disney source. ■

## TELEVISION SPORTS TODAY: PRODUCTION AND PROGRAMMING

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## THE WEEK THAT WAS

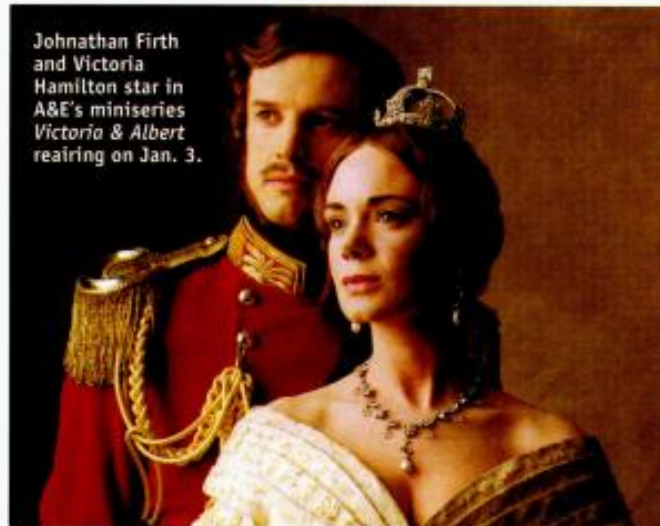
**CABLEVISION WHACKS 4%**

**Cablevision** is restructuring parts of its operation and plans to lay off 600 employees, about 4% of its workforce. The move prompted the company to take a \$55 million charge against earnings for the fourth quarter, which ends today (Dec. 31). The company said the cutbacks would affect "corporate, administrative and infrastructure functions across various business units."

**DBS ADDS CHANNELS**

Satellite TV providers **DirecTV** and **EchoStar** last week announced plans to roughly double the number of local channels they carry in major markets. The expanded service is being rolled out to comply with federal rules requiring DBS beginning Jan. 1 either to offer all the local stations in a market or to carry none at all. **DirecTV** began broadcasting more than 200 additional local channels in 41 markets. **EchoStar** said it will wait until the deadline to add the extra channels in its 36 local markets.

Meanwhile, about 90 members of Congress asked the Department of Justice and the FCC to look closely at **EchoStar's** proposed acquisition of **DirecTV** and attach rigid concessions. And the National Association of Broadcasters, which opposes the deal, released a poll purporting that 71% agreed



Johnathan Firth and Victoria Hamilton star in A&E's miniseries *Victoria & Albert* reairing on Jan. 3.

with the statement, "The federal government should not allow the only two satellite-television companies to merge into just one."

**TUBE JOBS**

A&E is organizing some of its prized originals into a new Thursday-night drama block beginning Jan. 3. The A&E Network Studios block will feature original movies and series from 9 p.m. to 11 p.m. ET, beginning with four-part miniseries *Victoria & Albert*.

**Tribune Broadcasting** says that **WPIX(TV)** New York's **Yule Log**, which returned to TV on Christmas Day, was local TV's top-rated program from 8 a.m. to 10 a.m. The station reports Nielsen numbers of 3.1/10 for the video of a log burning brightly in a fireplace, accompanied by Christmas carols. The log was a regular feature from 1966 to 1989.

**Univision Communications**

signed a new deal with **Grupo Televisa** in which Televisa will pay \$375 million to up its stake in Univision from 6% to 15%. As part of the deal, Univision secures all rights to **Televisa TV** programming for its three networks, Univision, **Telefuturo** (debuting Jan. 14) and cable network **Galavision** through 2017.

**ABC's** comedy *The Job* is returning to the network's schedule on Wednesday, Jan. 16 at 9:30 p.m. The same night **ABC News** moves *Downtown* to 10 p.m. With that, *20/20* moves back to Friday at 10. *Once & Again*, which was airing at 10 p.m. on Fridays, will move to 9 p.m. starting Jan. 4.

**The WB** is switching around its two Friday-night comedies and adding a second weekly run of *Angel* to its lineup. On Jan. 4, *Maybe It's Me* will trade places with *Raising Dad*. *Maybe It's Me* will air at 9:30 p.m. ET/PT and *Rais-*

*ing Dad* will move to 8:30. The WB will repeat *Angel* on Thursday nights at 8 p.m. leading into *Charmed*.

**NBC Enterprises'** new syndicated talk show *The Other Half* lost one quarter of its on-air presence. **Dr. Jan Adams**, a plastic surgeon left the show. ...NBC premieres its late-night *Last Call with Carson Daly* with the MTV VJ on Jan. 7, at 1:35 a.m.

**TRANSITIONS**

**Robert Pendarvis** is the first recipient of the **Young Engineer of the Year Award**, given by **The Society of Cable Telecommunications Engineers**, **Pace Micro Technology** and the **Cahners Television Group** (which includes **BROADCASTING & CABLE**). Pendarvis is manager of network engineering and technology deployment for **Comcast**.

Noted sportscaster and writer **Dick Schaap** died Dec 21 following complications from hip-replacement surgery at the age of 67. ...**Lance Loud**, whose family was an early entry in reality TV in the 1973 PBS documentary, *An American Family* died in Los Angeles at the age of 50. Loud declared his homosexuality on the 12-part series...

**Mother Mary Angelica**, founder of the Catholic cable net **EWTN**, remained in intensive care after surgery Christmas Eve to clear a blood clot following a stroke, her second in three months.



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# Rewriting the Calendar

*What if you gave a convention and nobody came? Trade show organizers are reacting to industry consolidation—and quickly*

BY STEVE McCLELLAN

**H**undreds of TV broadcasters, mostly station GMs and sales managers, will go to New York three months from now to rub shoulders with advertisers and to catch up on what's going on in their companies and the industry.

The imperus is the Television Bureau of Advertising, the trade group whose mission is to drive national advertising into local TV stations. For the first time ever, TVB is holding a one-day ad sales conference in conjunction with the New York Auto Show. The March 26 gathering is intended to bring together broadcasters, automobile manufacturers and other major advertisers.

But the broadcasters will have other reasons to go to New York. Many will attend company management meetings or the NBC affiliate meeting scheduled around the TVB conference. Many will entertain advertisers, agencies and media buyers.

"The conference is building some real momentum," says TVB President Chris

Rohrs. If the new TVB conference proves a winner, it will be an exception. Just about every other national convention and conference marking the TV calendar—from NATPE in January to The Western Show in November—is declining in size or importance.

The downsizing of the traditional industry meeting places reflects fundamental changes in the business wrought by consolidation, centralized management and, for the foreseeable future, more modest growth projections.

More than ever, managers are demanding that their subordinates justify business travel. They want to make sure the conventions they attend are worth every T&E dollar. Indeed, a new trade-show culture has emerged. In the past, it was business and pleasure. Now it's just business.

If managers are going to send their people on the road, it will be to sell, not to buy. That's why TVB—a selling conference—is attracting bodies, while traditional shows are losing them.

"All the trade organizations are or need to be reviewing their goals," says Jack Sander, president of the Belo TV station group. "In some cases they got so large and

diverse that to some degree they lost focus, at least for companies like ours."

"The [cable] industry had been consolidating for five or seven years," says Char Beales, president of the Cable & Telecommunications Association of Marketing. "But it hadn't affected trade shows until this year when it all hit at once."

## TROUBLES EVERYWHERE

During the 1980s and most of the 1990s, the stature of the National Association of Television Programming Executives convention grew because broadcast program syndicators needed a place to meet broadcasters from the hundreds of TV stations across the country and sell them first-run shows and off-network sitcoms and dramas.

But due to recent station-ownership consolidation, syndicators found they could "clear" shows for much of the country through one-on-one meetings with several key station-group executives. In some cases, syndicators found themselves in the same media corporations with large station groups.

Consolidation also reshaped the syndication world. Over the past several years, the number of important syndicators has dwindled to fewer than a dozen. If they wanted, station buyers could sample all the new shows in one quick trip to Los Angeles.



It didn't happen overnight, but the relentless consolidation on both the sell and buy sides has made NATPE a bit of an anachronism, an artifact of a time when hundreds of TV stations independently chose programming from dozens of competing program producers. Last January, attendance dropped precipitously, especially among broadcasters. And at this year's show, slated to begin a four-day run in Las Vegas Convention Center on Jan. 21, attendance and exhibiting-company lists are expected to decline again. Exacerbating the situation: The major syndicators, led by Warner Bros., have decided to exhibit not on the floor, but across town at the Venetian Hotel suites.

Registration for NATPE is pacing 40% below last year. Early this month, the number of exhibitors registered was approximately 500—some 360 fewer than last year. Two hundred of the missing are no longer in business, having been bought or gone belly up.

Consolidation's repercussions have shaken the two principal cable conventions—the National Cable & Telecommunications Association convention in the spring, and The Western Show in late fall. Traditionally, these have been places where cable operators have shopped for programming and hardware.

Incessant deal-making has put 80% of cable subscribers in the hands of just six companies. The just-announced merger of AT&T and Comcast is only the latest in this trend. And a handful of executives at these companies are making most of the buying decisions.

The Western Show, the number-two show on the cable calendar, has been hit hardest by the consolidation. With most of the major programmers abandoning the exhibit floor, attendance fell 48% to just 17,000. So steep was the decline that many cable operators and programmers question its future as a national event. It may revert, they say, to what it was—a modest regional show for California and a few other Western states.

Attendance at the NCTA convention in

Chicago last spring fell 20% to 24,000. This year's convention, set for New Orleans, May 5-8, may experience further erosion, but nothing like the Western Show's. Most programmers plan to exhibit and most cable operators recognize the need for the convention as an industry showcase.

"At the very least, we need to have a huge, all-stops-pulled trade show," says NCTA Chairman Michael Willner, "so we can showcase the industry to the financial and general press, regulators, and show them what we're doing and how we're doing it."

It's too early to tell if fewer programmers will be on the floor at the National Show, although Starz and Encore have already said they won't be back. Showtime, HBO and ESPN have agreed to take suites.

NCTA officials believe heavy floor traf-

fic is key to making the show look and feel like a success. To up traffic, the opening general session and some smaller panel sessions will take place on show floor. "I can't assume people will come just because they have for many years and even though it's the national show. I need to give them a reason," says NCTA's Vice President of Industry Affairs Barbara York.

The National Association of Broadcasters annual convention, the huge show at the heart of the broadcast year, is still the most important marketplace of professional video and audio gear in the world, attracting not only broadcasters, but also producers from production and post-production houses, corporations, government and the health-care industry. "In terms of where do you go to see technology, NAB is still the

## An insider's show guide for 2002

**NATPE (Jan. 21-24, Las Vegas)**—Smallest show in years this January with U.S. broadcasters as rare as hit first-run shows. Upside: International buyers and sellers like it.

**TVB (March 26, New York City)**—TVB will stage its confab at the New York Auto Show to put its mark on where the local television loot is—in the car business. Broadcast groups are planning piggyback meeting around the event, too. Good thinking.

**NAB (April 6-11, Las Vegas)**—More than 100,000 will show up for the world's premiere professional video/audio show. Only problem, it's no fun for non-engineers, particularly TV station GMs who really don't want to know pixels that well in the first place.

**NCTA (May 5-8, New Orleans)**—Attendance dropped 20% this year, but cable's big operators and programmers feel they must support convention, if only for its PR value. Plus, they don't have to worry about going to the Western Show anymore.

**PROMAX/BDA (June 26-29, Los Angeles)**—Interest is waning fast in the promo confab. (What? They need better PR?) It might merge with NATPE.

**CTAM Summit (July 14-17, Boston)**—In good shape. But recognizing T&E squeeze, it looks like it will fold its digital/PPV conference (March 6-8, Los Angeles) into NCTA's.

**RTNDA (Sept. 18-21, Long Beach, Calif.)**—The TV and radio news convention was canceled last September (it was to start the day after the terrorist attacks). But it was already having a tough time. Possible solution: tying in with techy NAB show.

**The Western Show (Dec. 3-6, Anaheim, Calif.)**—Half as big this year as it was the year before. No one expects the missing half to return anytime soon.

place,” says Alec Shapiro, a marketing executive for Sony, NAB’s largest exhibitor.

As a technology show, it still attracts broadcast engineers and technicians charged with buying. But as a broadcasting convention, NAB is something of a bust. It no longer draws the top managers in the industry or even a critical mass of network or station executives. When this year’s convention opens its doors in Las Vegas on April 6, most station GMs will be at their desks.

Part of the NAB convention’s problem is that three of its largest and most important members quit the association over policy differences. CBS, Fox and NBC will send engineers to the convention to shop, but they feel no obligation to send execu-

dropped from 115,000 in 2000 to 113,000. Exhibition space shrank from 953,000 square feet to 938,000 square feet. Chris Brown, NAB’s senior vice president in charge of conventions, does not expect any significant fall-off this year. “In the long run, if people are only going to be able to go to one show this year, we are going to stack up well against their other choices,” says Brown.

### TIME TO RETHINK

Hard-pressed or not, all the traditional conventions are looking for ways to reinvent themselves and attract more people. NATPE has been drawing more international broadcasters, who like the show’s

have,” says PROMAX/BDA President Glynn Brailsford.

To consider its options, NATPE has formed a committee under Tony Vinci-querra, the newly named president of Fox Television Network. “The conference certainly has a place,” he says. “Everyone wants to say NATPE is a horrible thing and should be dead. But the fact is it’s a huge international convention.”

A wild card is the Syndicated Network Television Association, representing the broadcast program syndicators on Madison Avenue. It’s searching for a new president, and, following TVB’s lead, it is mulling over a screening in New York to tout members’ shows to advertisers.

Like PROMAX, the Radio-Television News Directors Association’s annual convention has fallen on hard times with declining attendance and a shrinking exhibit. Then it had to cancel the last show scheduled to open the day after the Sept. 11 terrorist attacks.

And like PROMAX, RTNDA thinks the solution to its problems may be a merger. It’s now talking about joining with the NAB’s conference. Such a combination seems to make sense since news directors are interested in the hardware on the NAB exhibit.

Another merger in the works involved NCTA and the Cable & Telecommunications Association for Marketing. They are talking about folding its CTAM Digital and Pay Per View conference in with the NCTA convention. CTAM Digital is now scheduled for March 5-8 in Los Angeles.

By focusing on selling rather than buying, TVB seems to have caught a wave. ABC, LIN, NBC, Tribune, Nexstar and Hearst-Argyle Television have set company meetings tied to TVB. Others including Gannett and Scripps are considering it.

TVB was smart to move its conference from NAB in Las Vegas to the auto show in New York, says Paul Karpowicz, vice president, LIN Television. Once his sales managers were done with the TVB sessions at NAB, he says, “there was nothing else for them to do other than maybe play golf.” ■



Last spring's NCTA convention was too small to fill Chicago's vast McCormick Place. The 2002 show is slated for New Orleans in May.

tives to attend management sessions or to show the flag. It also didn’t help that TVB has decided to shift its sales conference from NAB to the New York Auto Show.

Major station groups are paring back the number of executives they send. Hearst-Argyle, which once sent managers from each of its stations, now sends a core of eight to 10 managers. Tribune Television, the fourth-ranked station operator in the country, says it will send just six managers and engineers to NAB. Still, says Tribune Television President Pat Mullen, “I suspect NAB will still be a very healthy convention.”

The NAB in Las Vegas last April was down, but only slightly. Attendance

January timing and find much value in the one-stop shopping the show provides.

Organizers believe they may be able to help syndicators sell their time to advertisers—now their top priority. NATPE Chairman Jon Mandel, a top media buyer, has been pushing the idea of NATPE-sponsored screenings of syndicated shows for advertisers, possibly in New York.

NATPE has also begun merger discussions with the PROMAX/BDA, a struggling convention of TV promotion executives. With prospects bleak for this year’s convention in June in Los Angeles, PROMAX hopes that it can bolster itself and NATPE by cooperating. “There are obvious synergies in the audiences that we



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- **Pre-NATPE/Unofficial Guide to NATPE**

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ISSUE DATE

**JANUARY 14, 2002**

AD CLOSE: JANUARY 14, 2002

- **NATPE Top 25 Station Groups**

*Buying strategies for the top 25 station groups and continuing coverage of NATPE*

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- **NATPE DAILY #2**

*Continuing breaking news coverage and convention updates.*

ISSUE DATE

**JANUARY 23, 2002**

AD CLOSE: JANUARY 11, 2002

# Peacock feathers Frisco nest

*KNTV acquisition finally gives network owned-and-operated stations in top five markets*



By Dan Trigoboff

As 2001 wound down, NBC paid out big bucks to continue a relationship with a proven commodity capable of strong contributions to near-nine-figure returns. But enough about Katie Couric.

In the bid for a station to anchor its presence in the San Francisco Bay Area market, the network passed on longtime NBC veteran KRON-TV San Francisco and purchased San Jose's KNTV(TV) instead.

With the purchase of KNTV, in the San Francisco-Oakland-San Jose DMA, NBC is no longer the only Big Three network without an owned station in each of the top five markets. NBC immediately named WCAU-TV Philadelphia News Director Steve Schwaid to lead the transition to O&O status.

Following years of negotiation, including recent weeks of intense talks involving NBC and both stations, the \$230 million deal (more if you include the cancellation of a sizable reverse-compensation agreement) between NBC and station owner Granite Broadcasting settles some issues

but clearly raises a lot of questions.

Although NBC paid considerably less than Young Broadcasting's asking price for KRON-TV, will the affiliation transfer just before midnight New Year's Eve from San Francisco powerhouse KRON-TV to improved but still unproven KNTV cost it in the long run in terms of viewers and revenue?

Or will Tom Brokaw, *ER*, *Friends* and NBC's rapidly approaching Olympic schedule help viewers locate the South Bay station and buy its advertisers' products—even north of San Francisco, where KNTV's signal strength has had problems?

Some local broadcasters—including incoming local NBC—give Granite high marks for improving its signal and cable coverage, noting that the Bay Area's uneven terrain gives some signal trouble to other stations.

Will KRON-TV—which, since NBC announced it was pulling its affiliation, has been preparing for “Independence Day” but still entertained NBC entreaties almost to the last minute—be able to maintain its

considerable market status with added news, local shows and syndicated programming? It hopes that likely losses in ad rates due to viewership declines will be made up in added local inventory. But the market has lots of available inventory.

“We’re going to be working a lot harder,” KRON-TV told viewers as the NBC-Granite deal was announced. “The peacock is taking a hike.”

Some analysts and broadcast executives said NBC had to act or risk losing its strength in a major market. The network could have either beefed up KNTV in a way few station groups—particularly financially troubled ones—could or, better still, some analysts said, could have gone with the proven market powerhouse by buying KRON-TV. NBC, advised on the deal by Merrill Lynch, chose to pursue both options and, when it couldn't get the price it wanted for KRON-TV, bought KNTV.

NBC, which will also own Telemundo station KSTS(TV) in the market, did not purchase Granite's WB station KBWB(TV). Granite chief Don Cornwell had no comment on Tribune's reported interest in buying KBWB and WDWB(TV) Detroit. Faced with mounting debt and cash-flow problems, Granite put WDWB on the block in the fall.

Cornwell says that, “at some point down the road, we will make some determinations about what would be the best home—whether it's in Granite or somewhere else—for our two WBs.”

Although many analysts believe that Young, which outbid NBC for KRON-TV in 1999, paid too much even for an NBC affiliate when times were good, sources say the company continued to seek a price near what it paid, as much as \$750 million.

Estimated revenues for 2002 of \$85 mil-



lion—off the 2000 pace but still substantial—would have given NBC the station at well under 10 times cash flow, which Young apparently thought more than fair.

On the same day as the NBC deal with Granite was announced, Young said it had hired Credit Suisse First Boston as a financial adviser, a move usually signaling to would-be buyers that one or more of its stations—in this case, 12—are for sale. Young said the move was intended to “assist us in evaluating inquiries that have come to our company as well as other possible transactions.”

Young unquestionably has two extremely valuable properties in KRON-TV and KCAL(TV) Los Angeles, but broadcasters question its estimates of their value, particularly in light of its failure to make a deal with NBC. Few negotiations better illustrate brokers’ current lament that a lot of deals could be made but for the huge divide between bid and asked. Young says it does not have to sell.

Broadcasters on all sides note that, while the price for KNTV doesn’t approach the \$750 million Young is said to have sought for KRON-TV, it’s considerably higher than the \$230 million reported, because the network also surrenders Granite’s obligation to pay the sizable \$362 million over 10 years in reverse compensation agreed to in the deal that made KNTV an NBC affiliate. But analysts believe that, particularly with advertising declines, NBC worried that it might not get those affiliation payments



**Granite has more stations on the block.** Says CEO Don Cornwell, “At some point, we will make some determinations about what would be the best home for our two WBs,” KBWB(TV) San Francisco and WDWB(TV) Detroit.

and could further lose with KNTV’s presumably weaker distribution in the market.

Granite says the NBC deal enables it to pay down debt. It was advised by Goldman Sachs, which was involved in securing Granite a large line of credit earlier this year.

Near-daily reports of changes in negotiations excited an already volatile market. “We

had some pretty nervous managers here,” said KNTV General Manager Bob Franklin.

And ownership changes seldom settle station executives’ nerves. NBC’s deep pockets and access to talent could mean significant changes in station management. All contracts will be honored, says a station exec, so “it’s either stay or a lot of golf.” ■

# This just in: \$\$\$\$\$\$

## Couric’s record salary may raise the bar for some of news’ top tier

By Steve McClellan

**T**oday host Katie Couric’s record-setting payday to remain at NBC has prompted speculation about which top TV news personalities would follow her into the \$13 million-a-year club. Diane Sawyer’s name was high on the list.

Some suggested it wasn’t necessarily a precedent-setting move. Executives speaking on background said that Couric and *Today* are a “somewhat unique situation,” as one news vice president put it last week. The program generates about \$300 million a year in profit for NBC, so paying Couric a few million more a year to maintain the show’s stability seems a good investment for the network, a competing network executive said.

Couric re-upped for another five years at the top-rated network morning show. Her new deal keeps her at the network through 2006 at an annual salary of around \$13 million, or \$65 million for the next five years, sources said. That makes her the highest-paid TV journalist. A bevy of news personalities—notably Barbara Walters, Diane Sawyer, Peter Jennings,

Dan Rather and Tom Brokaw—are said to be paid about \$10 million a year each.

Several others aren’t quite there but are still making a good living: ABC News *Nightline* anchor Ted Koppel makes about \$8 million; CBS *Early Show*’s Bryant Gumbel, about \$6 million. Matt Lauer, the other host of *Today*, is a bit of a laggard at an estimated \$4 million a year. “It will be interesting to see whether Matt Lauer demands a bigger paycheck in light of Katie’s deal,” the executive said, “and whether NBC pays to maintain the current on-air chemistry there.” But sources also say Lauer renewed his contract within the past year and is in place for at least four years.

If NBC is willing to pay for stability, others wondered whether ABC would be forced to pay Sawyer more to keep her at *Good Morning America*, the second-ranked morning show, recently starting to gain ground on *Today*. Season to date through Dec. 9, GMA is up 17% in total viewers; *Today* is down 8% in the same category. “If anyone has a shot at matching Katie,” says one TV news agent (not Sawyer’s), “I think it would be Diane.”

No syndicated show or production company is tied to Couric’s deal; the contract does let her do a syndication show through NBC, though none is currently planned. ■



# StationBreak

BY DAN TRIGOBOFF



## Weather edge

WABC-TV New York launched a documentary-style campaign promoting *Eyewitness News'* hard-news approach to weather. Campaign creator Crossroads Television says the spots will be unusually edgy for a weather promotion. Seated are chief weather anchor Sam Champion (l) and morning and noon meteorologist Bill Evans. Standing is weekend meteorologist Lee Goldberg.

### SENDING IT BACK

The one-time owner of an Oklahoma City TV station will likely appeal a \$700,000 defamation award to the owner of a restaurant that went out of business following an unfavorable news report.

Robert Tayar, who owned Molly Murphy's restaurant, blamed the business's failure on a KFOR-TV report in which he tried to throw out reporter Anthony Foster and cameraman Brad Riggins as they tried to confront him about problems alleged by viewers regarding the restaurant's coupons. Tayar, who was arrested—on tape—and fined over the incident, sued station owner Palmer Communications. The station has since been purchased by The New York Times Co., but insurers continue to contest

the lawsuit for its potential value as a precedent.

Attorney Robert D. Nelon, representing Palmer's insurer, said the station had initially won on summary judgment, but the case was reinstated on appeal so that a jury could determine whether the station's journalistic approach—including the alleged "ambush" and use of expressions like "double-coupon double-cross" and "waitress turned the tables"—violated professional standards. The jury sided with Tayar to the tune of \$700,000.

Nelon expects Palmer to appeal. Media defendants tend to do better on issues of law than of fact, in which standards of the law can get lost in the jury's sympathy for a plaintiff.

Tayar's attorney Keith Ward agrees, sort of: "The media fears nothing but juries."

### LOTTERY LOSER

Charlotte, N.C., presents such a big market for South Carolina's new lottery, one local pundit suggested its slogan should be "Welcome, North Carolina gambling addicts!"

But North Carolina broadcasters are prohibited by FCC regulations from sharing in the wealth of their southern neighbor's six-figure ad campaign. Queried in recent weeks by its members, the North Carolina Broadcasters Association has informed them that regulations forbid any station licensed in a state that does not conduct its own lottery from carrying advertising from another state's lottery. Local cable advertising is not affected.

Attempts to implement a lottery in North Carolina for funding education have been mired in politics despite some powerful backing.

### PET FOOD

A months-long investigation by WPIX(TV) New York investigative reporter Polly Kreisman and the Humane Society discovered a farm in an outlying area of New York that appeared to be raising dogs to be sold for food and found canine meat in a stew served at a Korean restaurant in Queens. In Korea, dogs are considered a delicacy.

Dozens of stories criticizing Kreisman and her series "When Man Bites Dog" have appeared in Korean-language newspapers in New York and reportedly on Korean TV.

Local Korean community

groups have written the Tribune-owned station to complain that the series misrepresents the Korean community. The station has defended the story factually and asserts that it is not intended to, and does not, address the entire Korean-American community.

The station has said the story may prompt legislation outlawing dog meat in New York State.

### NEWS DIRECTOR SENTENCED

Former WCSC-TV Charleston, S.C., News Director Donald Feldman has been sentenced to three years in prison and three on probation and ordered to pay restitution for the more than \$2 million he is believed to have embezzled from the station.

Feldman pleaded guilty earlier to the theft this year following a federal investigation.

The investigation focused on money laundering and tax offenses and concluded that Feldman had submitted false invoices and used the money for his own and friends' travel and recreation.

According to local reports, Feldman expressed remorse at his sentencing and admitted to betraying his friends and stockholders of station parent Jefferson Pilot.

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



## SyndicationWatch

NOV. 26-DEC. 2 Syndicated programming ratings according to Nielsen Media Research

### TOP 20 SHOWS

Rank	Program	HH AA	HH GAA
1	Wheel of Fortune	10.1	10.1
2	Jeopardy	8.6	8.6
3	Friends	7.4	8.7
4	Seinfeld	6.9	7.5
5	Entertainment Tonight	6.4	6.5
6	Oprah Winfrey Show	6.2	6.3
7	Judge Judy	6.1	8.9
7	Everybody Loves Raymond	6.1	6.9
9	Seinfeld (wknd)	5.2	6.1
10	Live With Regis & Kelly	3.9	3.9
11	Frasier	3.7	3.8
12	Everybody Loves Raymond (wknd)	3.4	3.4
12	Inside Edition	3.4	3.4
14	Judge Joe Brown	3.3	4.2
15	Maury	3.2	3.4
15	Extra	3.2	3.3
15	Friends (wknd)	3.2	3.3
15	Access Hollywood	3.2	3.2
15	Hollywood Squares	3.2	3.2
20	The X-Files	3.1	3.4

### TOP ACTION HOURS

Rank	Program	HH AA	HH GAA
1	Andromeda	2.9	3.1
1	Mutant X	2.9	3.1
3	Stargate SG-1	2.9	3.1
4	Earth: Final Conflict	2.0	2.1
4	VIP	2.0	2.1

According to Nielsen Media Research Syndication Service Ranking Report Nov. 26-Dec. 2, 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

## Headed for its 20th season

*Sally Jessy Raphael* is currently in its 19th season in syndication, and Studios USA executives say the veteran talk show will definitely be back next fall for its 20th.

There has been rumbling among station executives and rival syndication studios that the show wouldn't return. But Studios USA Domestic Television President Steve Rosenberg says, "Competitors are going to say things that are sometimes true and sometimes not true. In the case of *Sally*, it's not true at all. The show has been on the air for 19 years; 60 talk shows have come and gone since it debuted in 1983. It continues to perform better than most syndicated product."

*Sally Jessy Raphael* is the longest-running talk show currently in syndication, the third-longest-running in history, behind only *Donahue* and *Mike Douglas*. Rosenberg says a number of top markets are already signed on for the 2002-03 season, notably KTLA-TV Los Angeles, WGN-TV Chicago and KYW-TV Philadelphia. The show's deal with WNBC-TV New York is up at the end of the season, but Rosenberg isn't worried that he'll find a new home in the top market.

This season, the show got a new set, some additional cameras and new producers but didn't have a strong start, averaging a 1.4 national household rating in its first week. Its average rating has risen 29%, to 1.8 in the week ended Dec. 2, according to Nielsen Media Research. But the show is off considerably since its peak years, 1991-92 and 1992-93, when it averaged a 5.5. "We have to admit, there has been a decline in ratings over the last few years," says Rosenberg, adding, "The fact is that *Sally* beat Montel Williams, Ricki Lake and Jenny Jones in the November sweeps." —Joe Schlosser



**Sally Jessy Raphael is the third-longest-running talk show in history.**

## Clark hears sour note

By John Eggerton

Dick Clark has filed a \$10 million lawsuit against Recording Academy President Michael Greene, alleging that he bars artists who first appear on Dick Clark Productions' American Music Awards (AMA) from performing on The Grammys and that such a prohibition constitutes an "illegal restraint of trade and an unfair business practice."

The Recording Academy responded in a statement: "It clearly is the nature of the entertainment business to offer your audi-

ence something exclusive. We do nothing outside normal industry business practices."

In addition to compensatory and punitive damages, the suit asks for a preliminary injunction against the practice so that artists would be able to appear on both shows while the case is being adjudicated. The AMAs are scheduled to air Jan. 9 on ABC. The Grammys are on CBS Feb. 27.

Among other charges, Clark alleges that Greene persuaded Michael Jackson to break a date, and what Clark says was effectively an oral contract, to appear on

the upcoming American Music Awards telecast. The suit alleges the pull-out will pull down ratings and affect potential sales of the show overseas.

Clark also said Greene was responsible for preventing pop diva Britney Spears from appearing on the AMAs. The suit, filed in California Superior Court, alleges Clark contacted Greene about the policy, which Clark called a blacklist, after the "Spears incident" and that Greene said the policy would be terminated.

ABC had no comment, but CBS was siding with Greene, pointing out that exclusivity is what helps it draw more than 2 billion viewers worldwide to the annual telecast. ■

## Target: Radio birds

*XM repeater strategy painted as Trojan horse for local service*

By Paige Albiniak

**X**M Satellite Radio's efforts to boost its satellite signals with terrestrial repeaters has some traditional terrestrial broadcasters seeing red, concerned that their new competitor is trying to lay the groundwork, literally, for a local programming service should its national model fail.

In New York State, two local planning boards have rejected XM Satellite Radio's requests to mount repeaters for boosting its satellite signal to hard-to-reach areas. The Mt. Vernon planning board does not want to grant XM authority to build a repeater when the company has only a temporary FCC license. The Harrison board said it didn't know enough about XM's plans to make a decision.

"I think this is almost like our Star Wars," says Bill O'Shaughnessy, owner of Whitney Radio, New Rochelle, N.Y. "Broadcasters are going to need something like a Ronald Reagan missile shield. I hope we're not on a tank with these things shooting at us from the sky."

The National Association of Broadcasters, of which O'Shaughnessy is a member, is concerned that neither XM nor its competitor Sirius Satellite Radio is clear enough about how it will use the repeaters, even though both companies and analysts say satellite radio companies have no interest in offering local programming.

Specifically, broadcasters worry about a phrase in a recent Sirius FCC filing suggesting its repeaters would provide "nearly simultaneous" transmission of the programming from the satellite. The filing was not clear what that meant, say NAB lawyers.

"We continue to be concerned be-

cause there is never a straight story with these repeaters," says NAB general counsel Jack Goodman. "We want the same programming going over the satellite and through the repeaters at the same time."

But the satellite radio companies dismiss the concern, saying they chose the phrase to most accurately describe the way the transmissions take place. "The signals don't arrive at the same time from the repeaters and the satellites," says Pat Donnelly, general counsel of Sirius.

Moreover, says XM Senior Vice President Lon Levin, although the FCC thus far has issued only temporary permission for the repeaters, rules are in place that the satellite radio companies are treating as permanent.

"The FCC addressed that issue in 1997," Levin said. "The requirement that was put on us is that whatever is transmitted from

the satellite, the same information must be transmitted by the repeater." By March 18, the FCC must renew the license, make it permanent or revoke it.

XM hasn't had problems getting repeaters mounted in other communities, Levin said. "This is an incredibly isolated incident. I have talked to the NAB about it, and they say they are not doing anything. It is just this one person [O'Shaughnessy] who has decided to do this."

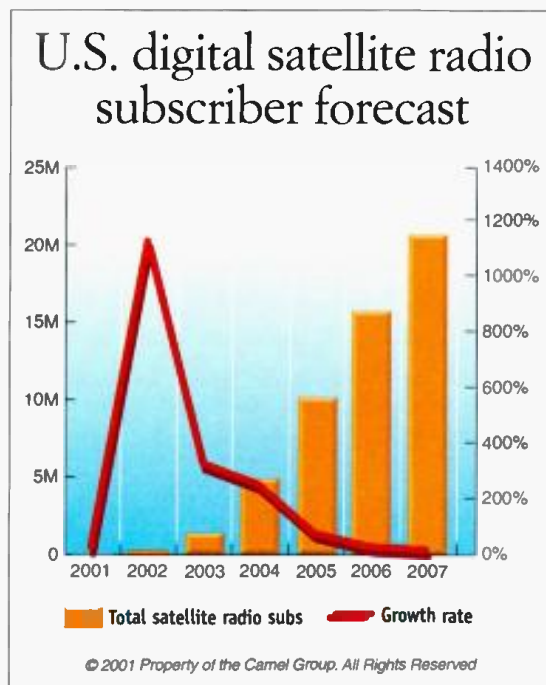
Meanwhile, after launching in late September, XM has received fairly warm consumer reception. Julia Topping, an analyst at consulting firm The Carmel Group in Carmel, Calif., predicts that satellite radio will have 30,000 subs by the end of the year, all of which are XM's because Sirius has delayed any launch until February. *Fortune* magazine's Dec. 24 issue, named XM its "Product of the Year," calling it "way, way, way above the rest" of technologies rolled out in 2001.

Topping expects satellite radio to have gained 300,000 customers by the end of 2002, helped by the rollout of satellite radio equipment in new cars. The companies should more than break even by 2004, with nearly 5 million subscribers between them, she says.

XM's year has been smoother than Sirius's. The New York-based firm delayed its December national launch, replacing it with a February launch in three markets—Phoenix, Houston and Denver—and a gradual rollout throughout the rest of next year.

In October, Sirius announced that its CEO, David Margolese, would be stepping aside. In December, it replaced him with Joseph Clayton, and Margolese stayed on as chairman of the board.

The announcement initially rattled the markets, but Wall Street seems to think Clayton is a good choice and Sirius's stock has been rising ever since. ■





# WQEX in play in Pittsburgh

*WQED fights flak as it labors to spin off its affiliate*

By Bill McConnell

Pittsburgh is home to a bitter, long-running battle to decide the fate of one of its two public-TV stations. WQED(TV) Pittsburgh has been fighting for half a decade to spin off WQEX(TV) ch. 16, the weaker of its two stations, to buyers offering enough cash to shore up the finances of the flagship.

Thwarting nearly every deal has been a coalition of local citizens and independent advocates for public broadcasting, who want federal regulators to solicit applications for WQEX's license from other public-TV operators.

Last week, comments from all sides arrived to help the FCC struggle through the legal issues surrounding WQED's request that WQEX be de-reserved as a noncommercial station and freed up for commercial use by a potential buyer.

But what's so hot about Pittsburgh?

Actually, the ferocity of the fight is understandable: Only nine full-power stations serve the Pittsburgh metro area, and commercial broadcasters have been eager to get into the market. At the same time, public-broadcasting advocates complain that WQED has underutilized its second channel by choosing to simulcast programming on both channels at a time when outlets for engaging noncommercial programming are in short supply.

The No. 20 DMA in the country, Pittsburgh trails similarly sized markets in the number of commercial-TV outlets. Whereas 18th-ranked Denver has 12 and No. 21 Orlando has 11, Pittsburgh has only seven commercial allotments, with one occupied by a religious programmer. The rest are O&Os or affiliates of the Big Four nets, The WB and UPN.

"There's room for a good, solid independent in that market," says Jesse Weather-



**Shooting Star Inc.'s Diane Sutter sees WQEX as "a great opportunity" if she can win FCC approval to convert it to a commercial station.**

by, a station broker in the Atlanta office of Media Services Group.

That's the thinking of Diane Sutter, chief executive of Shooting Star Inc., who calls her \$20 million contract to buy WQEX "a great opportunity" if she can win FCC approval to convert it to a commercial station.

Until recently, the only affiliation available in the market was Pax TV, which has just signed a deal to be carried by AT&T and Adelphia cable systems there. Nevertheless, Sutter believes the market is ripe for a strong independent to provide a lineup of popular syndicated programs largely missing from the Pittsburgh market, along with local news and public-affairs programs.

Weatherby agrees. Because of the lack of outlets for non-network programming there, he predicts a commercial WQEX could air first-run and older syndicated programs for little money or simply for bartered ad time. The new owner should avoid the unnecessary expense of new off-network programs and should fill remaining gaps with paid programming.

That strategy, he predicts, could garner the station a 6%-7% share of the TV ad market and generate annual revenues of more than a million dollars annually by

catering to local car dealers and other local advertisers that otherwise couldn't afford to buy anything but very late night time.

"Anything in top-25 national markets is going to be a profitable business," Weatherby says.

By that same logic, WQED's critics contend, there's no reason a second public station can't make it in Pittsburgh.

WQED argues that Pittsburgh's industrial decline—including the loss of headquartered corporations such as Gulf Oil, Westinghouse and Rockwell—has drained the pool of corporate donors that once funded National Geographic specials and other programming that WQED produced and sold to other public-TV outlets. But Citizens for Public Broadcasting and the Alliance for Progressive Action counter that Pittsburgh still ranks ninth in the number of U.S. headquarters, with USX, Alcoa Heinz and PPG offering a ripe potential donor base.

Instead, they charge that WQED has inflated the size of its \$9 million listed debt and exaggerated the precariousness of its financial situation. They say the station is

**Local citizens and independent advocates for public broadcasting want federal regulators to solicit applications for WQEX's license from other public-TV operators.**

seeking FCC sympathy for a "windfall" profit from the WQEX sale rather than pumping resources into the operation or opening the market to competition from a competing public broadcaster.

WQED's critics want the FCC to retain WQEX ch. 16's noncommercial reservation and either force WQED to stop simulcasting or make the WQEX license available to other noncommercial applicants.

They note that, even though WQED

says it has received no bona fide offers for WQEX, organization President George Miles has vowed to pull the weaker station off the market if the FCC opens the license transfer to competing applicants.

They also warn that granting WQED's request would give the go-ahead to public-

station operators in 70 other markets where more than one commercial station operates to seek reward for "wasteful mismanagement" and avoiding competition.

Two earlier deals to spin off WQEX have fallen through. WQED's request to sell to a commercial owner five years ago was reject-

ed by the FCC. A 1999 attempt to turn the station over to a religious broadcaster in a complicated three-way swap with Paxson Communications fell apart in the wake of congressional furor over FCC guidelines governing the operation of noncommercial stations by religious broadcasters. ■

## Changing Hands

### TVs

#### **KNTV-TV San Jose, Calif.**

**Price:** \$230 million (see story in Business)

**Buyer:** NBC (Jay Ireland, president, NBC Stations)

**Seller:** Granite Broadcasting (Stuart J. Beck, president)

**Facilities:** Ch. 11; 182 kW, ant. 2,769 ft.

**Affiliation:** WB (NBC effective Jan. 1, 2002)

**Financial advisers:** Merrill Lynch (for NBC) and Goldman Sachs (for Granite)

### Combos

#### **WANB-AM-FM Waynesburg, Pa.**

**Price:** \$850,000

**Buyer:** Broadcast Communications Inc. (Robert M. Stevens, president); also owns WKHB(AM) and WKTW(AM) both Pittsburgh

**Seller:** WANB Radio (Joseph F. Hennessey, president)

**Facilities:** WANB-AM: 1580 kHz, 1 kW day; WANB-FM: 103.1 MHz, 550 W, ant. 620 ft.

**Format:** WANB-AM: country; WANB-FM: country

### FMs

#### **KARA-FM Santa Clara (San Jose), Calif.**

**Price:** \$58 million

**Buyer:** Hispanic Broadcasting Corp. (McHenry Tichenor Jr., president/CEO); owns 54 other stations, incl. WADO(AM) New York; none in this market

**Seller:** Empire Broadcasting Corp. (Robert Kieve, president/CEO)

**Facilities:** 105.7 MHz, 50 kW, ant. 499 ft.

**Format:** Adult hits

**Brokers:** Star Media Group and Media Venture Partners

#### **WGUC-FM Cincinnati**

**Price:** None (Station has been operated by buyer under a local management agreement for more than a year. Although station has been valued at \$5 million, University of Cincinnati gave it away, looking to trim operating costs.)

**Buyer:** Cincinnati Classical Public Radio (Richard Eiswerth, president/CEO); no other stations

**Seller:** University of Cincinnati (Joseph A. Steger, president)

**Facilities:** 90.9 MHz, 15 kW, ant. 880 ft.

**Format:** Classical

### AMs

#### **WKDA-AM Madison (Nashville), Tenn.**

**Price:** \$3 million

**Buyer:** Nashville Public Radio (Robert J. Gordon, president); owns four other stations, including WNSG(AM)-WPLN-FM Nashville

**Seller:** Great Southern Broadcasting (William Barry, president)

**Facilities:** 1430 kHz, 5kW day, 1kW night

**Format:** News/talk

#### **WDLW(AM) Lorain (Cleveland), Ohio**

**Price:** \$250,000

**Buyer:** Douglas Wilbur; also owns WOBL(AM) Cleveland

**Seller:** Baldwin Broadcasting, (Vernon Baldwin, owner)

**Facilities:** 1380 kHz, 500 W day, 57 W night

**Format:** Spanish/variety

#### **WJRM(AM) Troy, N.C.**

**Price:** \$115,000

**Buyer:** Family Worship Ministries (Harold Pope, president); no other broadcast interests

**Seller:** John McIntyre

**Facilities:** 1390 kHz, 1kW

**Format:** Country/blue grass/talk

#### **WRMG(AM) Red Bay, Ala.**

**Price:** \$42,300

**Buyer:** Jack W. Ivy; no other broadcast interests

**Seller:** Jimmy Pyle

**Facilities:** 1430 kHz, 1 kW day

**Format:** Country

#### **WYMR(AM) Bridgeport, Ala.**

**Price:** \$36,000

**Buyer:** Dade County Broadcasting (Evan E. Stone, president); also owns WKWN(AM) Chattanooga, Tenn.

**Seller:** KEA Radio Inc. (Ronald Livengood, president)

**Facilities:** 1480 kHz, 1 kW day, 39 W night

**Format:** Adult standard

#### **KGLF(AM) Robstown (Corpus Christi), Texas**

**Price:** \$10,000

**Buyer:** B Communications Joint Venture (Gerald Benavides, et. al.); no other broadcast interests

**Seller:** The Worship Center (Rufino Sendejo, owner)

**Facilities:** 1510 kHz, 500 W day

**Format:** Religion

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# USA Today Live going robotic

*LiveWave system allows control of cameras at four bureaus by one operator*

By Ken Kerschbaumer

**U**SA Today Live, Gannett's in-house TV news service, is installing LiveWave remote-control camera systems in its McLean, Va., headquarters and four bureaus so that *USA Today* print reporters can appear on the station group's 22 television stations.

"We live, breath and eat *USA Today*," says Victor Murphy, director of operations and production, USA Today Live. "We have one system up and running now in our downtown Washington, D.C., bureau. And we're in the process of having fiber lines installed in New York, San Francisco

**'We don't need anything incredibly sensitive for tracking; we just need to frame up a talking-head shot. But it also allows me to control all the camera functions.'**

—Victor Murphy, USA Today Live

and Los Angeles, where the other three systems will go."

San Francisco will be online next month, New York in March and Los Angeles in April.

According to LiveWave President Peter Mottur, USA Today Live will use cable modems to control the cameras, which are Panasonic AW-E600/AW-PH300A robotic cameras. The LiveWave CC-100-SE Broadcast Pro systems include software and a

computer, which is located with the camera and functions as both server and encoder. The typical cost of LiveWave's systems range from \$5,000 to \$10,000, the cost of the camera determining the final cost of the system. A professional-quality camera with lens will tack on \$12,000 to \$15,000. Total cost for the system that is implemented at the four USA Today Live bureaus clocked in at \$100,000.

"I'm getting it done pretty cheaply," says Murphy. "We don't need anything incredibly sensitive for tracking; we just need to be able to frame up a talking-head shot. But it also allows me to control all the camera functions. I can set up bars, control white balance, and it's like having a camera-control unit thrown in as well."

The year-old LiveWave exhibited at its first NAB show this past April and began shipping products in June.

Mottur believes that his company's approach offers two primary advantages over its competitors in the remote-camera market: The LiveWave system allows control over any type of network connection—whether dial-up modem, IP or dedicated line—and can work with cameras from



Four LiveWave camera control systems will be installed alongside Panasonic cameras in *USA Today*'s Washington, New York, San Francisco and Los Angeles bureaus.

about 10 vendors, including Panasonic, Sony, Hitachi and Telemetrics.

"Our software enables them to get higher functionality out of the camera, like white balance and gain," he says. "Pretty much everything is on the computer's graphical user interface. Users also have variable speed control, so they can do moves on-air or track moving objects, and there is a cueing system so multiple operators can have simultaneous access."

With 22 stations using the system, Murphy points out, it can reduce the wear and tear of getting newspaper reporters from the downtown bureau to McLean. "A Gannett station can call up and say they want to interview someone," he explains. "We bring the reporter back to McLean and either fiber out or satellite out the signal to the station."

The privately held LiveWave is a Boston-based manufacturer of systems that provide live broadcast-TV or broadband distribution of audio and video, as well as remote camera control and network management over an IP connection. Earlier this month, the company announced plans to integrate its software and encoder/servers with Panasonic's convertible cameras and pan/tilts. ■



# zBand: Content in, IP out

*Latest version is designed to enable distribution to incompatible systems*

By Ken Kerschbaumer

SkyStream's recently introduced version of zBand content-distribution/management system is intended to help content creators and distributors involved in new areas like video-on-demand, broadband delivery or datacasting meet one of the challenges: figuring out how to send and receive content in a digital landscape peppered with proprietary technology and incompatible systems.

A movie studio, for example, may be interested in developing its own VOD service for delivery to cable and satellite operators and maybe even to broadband. Launching the service involves sending it out in multiple formats to reach the various set-top boxes and application-programming interfaces in the field.

"Broadcasters and content developers have started to look at the business models that allow for the distribution of digital content and content in the IP format," says Clint Chao, SkyStream vice president, marketing and business development. "There has been a challenge in finding how to empower the different components in the food chain to implement a service."

SkyStream believes its system could help spur the growth of programming services like VOD or datacasting. Ranging in price from \$50,000 to \$1 million depending on implementation, the system consists of a zBand server that takes in content (video, audio or data) and prepares it to be sent out via Internet Protocol to zBand clients. Transmission can be done via satellite, terrestrial or cable transmission.

Version 4.0 of zBand is designed to allow content creators and distributors to create systems around their own needs. Content providers can



**SkyStream's Clint Chao: "Broadcasters and content developers have started to look at distribution of digital content and content in the IP format. There has been a challenge in finding how to empower the different components in the food chain to implement a service."**

**Providers can create media assets like interactive programming, and manage them without having to set up complicated systems on the reception side.**

create their own channels of content (movies or other media, such as interactive or streaming programming, which NBC recently tested with SkyStream) and manage them without having to set up complicated systems on the reception side.

"The content provider just feeds the channels into the server before transmission, and zBand allows clients with the software to accept that content seamlessly," adds Chao. "We're replicating a similar environment that was created for video programs for IP programming."

The server at the heart of the system includes modules allowing the creation of channels and the establishment of access policies, security, billing and other rules. "That's really the workhorse piece. The client sits at the receive end. If it's a mid hop (like a cable headend), it could sit in a server. If it's the last hop, it could sit in a set-top box or residential gateway."

The only requirement client-side is the software, to reside on a PC with Intel Pentium III 1-GHz processor or Sparc's uSparc-III 440-MHz processor (recommended: 512 MB of RAM and a 30-plus-GB U160 SCSI hard drive). ■

## GRAY COMMUNICATIONS REUPS WITH ENCODA

Atlanta-based TV group Gray Communications has signed a five-year renewal contract with traffic system manufacturer Encoda Systems for eight of the group's 13 stations, including use of Encoda's Columbine and JDS traffic systems. The stations in the renewal are WKYT Lexington, Ky., WYMT Hazard, Ky., WVLT Knoxville, Tenn., WRWD North Augusta, S.C., WEAU Eau Claire, Wis., KWTX Waco, Texas, KXII Sherman, Texas, and KBTX Bryan, Texas.

## WEB-BASED REMOTE CONTROL AT TEKTRONIX

Tektronix has added Web-based, remote-control functionality to its AD991 MPEG Signal Source/Source Scheduler. The new functionality will be included in the 2.3 version of the product's software as part of the product's base price of \$15,000. Upgrades are available for \$3,000. The new remote capabilities allow the user to control any MPEG or ATSC transport streams being sent with the unit via Web browser or http client.

Another option includes a remote-control scheduling application to control the unit within automated environments. The AD991 is most often used in broadcast applications as a server for transporting stream-based transmissions (repeated playout of a clip or playout data, for example). With additional storage it can also handle long-form material like movies. Video-equipment manufacturers can also make use of the new capabilities to integrate the AD991 into automated testing.

## IN BRIEF

**TENLABS INTRODUCES NEW CONVERTER**

TenLabs, based in Agoura Hills, Calif., has introduced the TR-1000Pro multisystem digital video converter. The unit costs \$1,599 and includes a built-in time base corrector, genlock input and output, and a multi-system bar generator. It can handle any TV system signal in the world, including NTSC, PAL, PAL-M, PAL-N and SECAM. It has a dual set of composite video, S-video and stereo audio inputs as well as a video processor to adjust color, hue, brightness and contrast.

**MINERVA'S LATEST TWICE AS NICE**

Minerva Network's latest version of its Video Network Platform allows for the delivery of MPEG-2 encoded video over ADSL to two television sets per home. The new version 1.6 software will be available on Jan. 10. Reed Majors, vice president of marketing and business development for Minerva, says the product's goal is to provide telephone companies a more competitive video solution against cable and satellite.

By using VNP in an IP Television headend service, providers can deliver IP Television and VOD to the home. And the two-television functionality allows subscribers to connect and watch different programs on two televisions simultaneously from one phone line, while also having access to the Internet and talking on the phone.

Other improvements include allowing horizontal video resolution to be adjusted from 720 pixels per line to 544 pixels per line. Dynamic parameters are also available to provide the ability to adjust brightness, contrast, saturation, hue and sharpness, as well as luminance and chrominance temporal filters on the fly.

# Signal from the feds

*Report says NYC stations will get aid, but that's news to them*

By Ken Kerschbaumer

**A** reported \$8.2 million federal aid package is destined to be used to help get New York City broadcasters back on the air, but attempts to verify specifics last week proved as confusing as playing Chinese checkers in the dark.

According to a published account, the Metropolitan Television Association had lobbied Congress for the money, arguing that after the Sept. 11 terrorist attack, New York broadcast stations had difficulty reaching the entire viewing area in non-cabled homes; that is about 20% of the market.

New York stations had their transmitters and antennas on top of the World Trade Center's north tower. Since the disaster, stations have been using makeshift facilities atop the Empire State Building and at a site in Alpine, N.J.

But Doug Land, executive director of the umbrella group that represents New York stations, says there were no lobbying efforts and that the first time he heard of the funding was when he read about it in *The New York Times*.

Then, from what he learned from his sources in Washington, the money was specifically aimed at "public broadcasting" facilities, not for the construction of the new tower or transmission facilities for commercial television stations.

"I checked with WNET New York, and they said they don't know anything about it either," Land said, referring to New York's PBS outlet. "So, in all candor, we don't know anything about it. The only message we have gotten is that it is for public broadcasting, and the best we can ascertain it has nothing to do with the tower."

William F. Baker, president and CEO of WNET-TV confirms that he has not heard anything about impending federal funds.

(Radio, neither public nor private, is not part of the package, says a spokeswoman for New York's public radio station, WNYC-FM.)

With Washington basically shut down last week for the holidays and many industry employees on vacation, details were sketchy. Even Land was having difficulty getting specifics.

The *Times* said New York Sen. Charles E. Schumer pushed to get aid for the broadcasters that lost their facilities.

Federal aid aside, Land says that the progress towards getting a tower up and running by Sept. 11, 2003 continues to move forward.

Studies are expected to be completed shortly on possible transmission sites, and Land says that the station consortium is now looking for two sites instead of one.

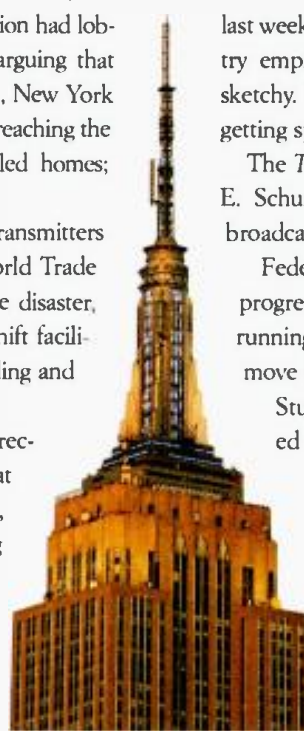
Land would like to start construction by next September.

"The one thing we learned after Sept. 11 is that we can never be in a position where a terrorist act deprives the public of free over-the-air television," he says.

"So our objective is to build two fully redundant sites with equal capacity. That means two tall towers. We're exploring every single option in terms of available land and buildings within

3.2 miles of the World Trade Center.

"We're also continuing to talk with the Empire State Building," he adds. "We're doing the studies to determine what needs to be done to accommodate all broadcasters in terms of the structure of the building." ■



**"In all candor, we don't know anything about it," says the leader of an association of New York outlets**



# People

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

### Broadcast TV

Appointments at ABC Inc., New York: **Henry S. Hoberman**, VP, litigation and employment practices, promoted to senior VP; **T. Scott Fain**, VP, broadcasting—legal and business affairs, promoted to senior VP, counsel; **Jeffrey Ruthizer**, VP, labor relations, promoted to senior VP.

**Richard Schrott**, station manager, WJAC-TV Johnstown, Pa., promoted to GM.

**Scott Eymer**, GM, KNIN-TV Caldwell, Idaho, named VP/GM, KIVI(TV) Nampa, Idaho.

**Allan Land**, executive VP, WHIZ-TV/WHIZ(AM)/FM Zanesville, Ohio, is retiring after 54 years with the stations.

### Cable TV

**Jeffrey B. Yapp**, president/COO, Hollywood Entertainment Corp., Wilsonville, Ore., named group president, retail division, Cablevision, Bethpage, N.Y.

### Programming

Appointments at UPN, Los Angeles: **Pamela Liptak-Kosters**, executive director, marketing operations, named VP, marketing operations and special projects; **Michael McDonald**, VP, television, Renaissance Pictures, Los Angeles, joins as director, drama development; **Adam Myman**, manager, current programming, CBS, Los Angeles, joins director, current pro-

gramming; **Matthew Cramer**, director, creative advertising, Columbia Pictures, Los Angeles, joins as director, creative print/advertising; **Steve Roberts**, head of production/writer/producer, Studio City, Los Angeles, joins as director, on-air promotions.

**Louis F. Gutierrez**, senior executive, human resources/legal counsel, Paramount Pictures, Hollywood, appointed senior VP.

### Radio

Promotions at Clear Channel Radio, Austin, Texas: **Jeff Littlejohn**, **Steve Davis** and **Al Kenyon**, all VP, engineering, have been promoted to senior VP.

### Journalism

Changes at CNN Newsource Bureaus: **Jim LeMay**, bureau manager, Washington, named head, business development; **Jamey Graydon**, senior producer, Chicago, named bureau supervisor, Washington; **R.J. Fletcher**, photographer, Atlanta, named operations supervisor, Washington; **Lindy Hall**, senior producer, Los Angeles, named bureau supervisor, Los Angeles; **Kristin Fraser**, producer, Seattle, named bureau supervisor, Seattle; **Casey Bauer**, producer, Denver, named bureau supervisor, Denver.

**Brian Vandenberg**, assistant news director, KSPR(TV) Springfield, Mo., promoted to news director.

## Obituary

**Mary Louise Kennedy**, graphics, promotion and personnel director for KZTV(TV) Corpus Christi, Texas, died on Dec. 8. She was 90.

Born Mary Louise Wittliff on June 5, 1911, Kennedy graduated from Cleveland Business College and left Ohio in 1937 to pursue a career in journalism. She worked as reporter, freelance writer and magazine editor at various publications in New Orleans and Texas. It was in San Antonio, while working at the *Texas Hotel Review*, that she met her husband, Vann Kennedy, then a police reporter for the *San Antonio Express*. The couple wed in 1940.

While he served in WWII, she managed his Austin, Texas, newspaper, the *State Observer*. After the war, the couple relocated to Corpus Christi, where they established KSIX(AM) in 1947. They moved into television with introduction of KZTV in 1956, expanding that end of the business with KVT(TV) Laredo, Texas, in 1973, and moved back into radio with KEXX-FM Llano, Texas, in 1977.

Outside of broadcasting and radio, Kennedy published two books. She authored *The Hoblitzelle Collection of English Silver* and served as designer and editor for a collection of sermons by Edmund Heinsohn called *The New World*.

Kennedy is survived by her husband; daughter Kathleen; step-daughter Laura Frances Waugespack; and nephews Thomas and Wallace Finrock.

—P. Llanor Alleyne

**Danielle Whelton**, executive producer, White House beat, CNN, Washington, named senior executive producer.

### Technology

**William Burke**, VP, network sales, ESPN, Chicago, joins AT&T Media Services, Chicago, as general sales manager, Chicago Interconnect.

**Richard R. Hamilton**, VP, global sourcing, Partminer Inc., Denver, joins nCube Corp., Denver, as VP, worldwide sales.

### Internet

**Brian Moreno**, chief marketing

officer, Style365.com, Los Angeles, joins Warner Bros. Online, Glendale, Calif., as VP, strategic marketing.

### Associations/Law Firms

**Erwin Krasnow** and **Michael Berg**, communications attorneys, Verner, Liipfert, Bernhard, McPherson & Hand, Washington, join Shook, Hardy and Bacon, Washington, in the same capacity.

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

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

# He believes in local TV

*After network and station-group stints, Quitoni has come full circle*

**F**rank Quitoni started out in local television, doing equipment maintenance in Savannah, Ga., and he plans to finish his career in local television in Johnstown, Pa. This time, though, he's a station owner.

In between, he has served several stints as an executive running operations for two networks and major projects like political conventions and the Olympics. And he ran a group of 11 TV stations for River City Broadcasting and a similar-size regional group when River City was bought by Sinclair Broadcast Group.

An equity stake in River City gave Quitoni the wherewithal to join River City founder and CFO Larry Marcus in his next project, Peak Media of Pennsylvania. For that project, Quitoni moved to Johnstown, Pa., where he runs WWCP-TV Johnstown for Peak and WATM-TV Altoona for Palm Media.

"You hear so many people saying you shouldn't go into business with a friend. But Larry and I have become close friends, and his

style of management is the same style I have. And it works.

"I knew production and engineering, how to do big shows. Larry was the one who gave me the understanding of the financial side of the business," Quitoni adds, noting. "We all work for sales. That may be a little easier to get across in a smaller company. The big guys tend to operate their companies by looking at the expense side before looking at the revenue side. We always look at maximizing revenue potential before we look at expenses."

After years running TV-station groups, Quitoni has a new understanding of local television. "There are very few TV stations left where a gener-

al manager really operates it locally. An out-of-state owner or a publicly traded company has a much harder time making quick decisions. I don't have to say, 'Hold on, I have to call corporate.' Larry and I can make decisions instantaneously.

"I still think local ownership has a valid business plan," he continues. "Sometimes, [groups] get too big, unwieldy. You can't manage that many people and that many assets. Look at some of the big players today. They don't have a good time going to the bank every day."

In most stations, he says, a visit from the ownership or corporate management brings with it anxiety. "My door's



**Frank Anthony Quitoni**  
*President, Peak Media of Pennsylvania, Johnstown, Pa.*

**B. Oct. 21, 1944, Bronx, N.Y.; AB, RCA Institute, New York, 1964; BBA, University of Miami, 1972; equipment maintenance, WSAV-TV, Savannah, Ga., 1964-66; engineer, WMAL-TV, Washington, 1972-73; program controller, operations producer, engineer-in-charge of news coverage, GM, electronic news, ABC, New York, 1973-86; regional manager, Abekas Video Systems, Pittsburgh, 1986-87; director, engineering/operations, NEP Super Shooters, Pittsburgh, 1987-88; director, Olympic operations, CBS, New York, 1988-94; vice president, operations, engineering, River City Broadcasting, St. Louis, 1994-96; regional director, Sinclair Broadcast Group, St. Louis, 1996-98; current job since 1998; m. Shirlee Wolf, 1990; children: Kristin (24), Megan (22)**

wide open every day. Most general managers don't take on the responsibility of the TV station

as their own. They pass on the responsibility to the corporation. Then the employees wonder what the general manager's even doing there."

David Price, news director for the two Peak stations and anchor for one, sees it the same way. "So many people from the outside buy television stations. Frank doesn't have to be here. But he bought the station, and he came here. He lives here, likes it here and is part of the community. Consolidation creates a money vacuum. Companies come in and suck local dollars out of the economy. Here, the money stays; it helps fuel the local economy."

Peak Media of Pennsylvania was inextricably drawn into the biggest story in years on Sept. 11. As the story began unfolding that morning, Quitoni recalls, "we got together with all the newspeople. We talked about how do we get the story; how do we bring it home, other than talking about the shock value? What can we do; who can we call? We decided to personalize it for the market, talk to victims' relatives who are in our area."

But it wasn't long before the story burst, literally, into the market, crashing down in a field just 10 miles from the station. "We staked out that area. Larger stations relied on us to help them out," Quitoni says, again extolling the value of localism. "Our people know the area." —Dan Trigoboff



# Classifieds

## Television

### NEWS CAREERS

#### REPORTER

WRGB, the CBS affiliate in Albany, NY is looking for a reporter for our 5am-7am TV newscast. You must have two years of experience and be a solid, enterprising journalist. Please send a VHS tape and resume to:  
Beau Duffy, News Director  
WRGB  
1400 Balltown Rd.  
Niskayuna, NY 12309  
No phone calls please. EOE.

#### TRAFFIC MANAGER

KCRA & KQCA-TV in Sacramento, CA and proud member of the Hearst-Argyle Television group are seeking a Traffic Manager. Candidate would oversee the traffic department for both stations. Accuracy, efficiency, strong people skills and knowledge of BIAS are a must. Please send resume to: Director of Sales, KCRA-TV 3 Television Circle, Sacramento, CA 98514.

#### NEWS PRODUCER

WANE-TV has an immediate opening for a Television News Producer. Must have excellent writing skills, good news judgment and be creative. Ideal candidate will have at least one year's experience at a commercial television station or recent college graduate with quality news internships. No phone calls please. Send VHS tape, resume and references before January 4th to:  
Rick Moll, News Director, WANE-TV  
2915 W. State Blvd., Fort Wayne, IN 46808  
WANE-TV is an Equal Opportunity Employer - M/F

#### ANCHOR

WRGB, the CBS affiliate in Albany, NY is looking for a main anchor to team up with our established female anchor on the 6pm and 11pm TV newscasts. You must be a top-notch journalist and a great communicator with a desire to be part of the community. Send a VHS tape and resume to:  
Beau Duffy, News Director  
WRGB  
1400 Balltown Rd.  
Niskayuna, NY 12309  
No phone calls please. EOE.

#### WEATHER/NEWS

Gulf Coast Fox station needs vibrant, creative weather/news anchor to join successful morning team. Will also co-anchor some news, do live interviews and cut-ins. Prefer meteorologist and at least three years experience. Must be upbeat, personable and a team player. Tapes/resumes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama, 36602. Emmis Communications is an Equal Opportunity Employer.

#### ATTITUDE MAKES GREAT TV!

Looking for outspoken, passionate, and fun personalities for several on-air positions. Female candidates should be Jillian Barberie types. Males: Chandler - Joey - Ross types. Send non-returnable VHS Tapes to: "On Air" Hosts, Promotion Department, WOIO-WUAB TV, 1717 E. 12th Street, Cleveland, Ohio 44114. Absolutely no phone calls, please. EOE

### PRODUCER CAREERS

#### MORNING SHOW PRODUCER

Top 5 market, KTVU Channel 2's "Mornings on 2" has an immediate opening for a veteran morning show producer to take the show to the next level. Must love pressure and breaking news, have excellent news judgement and good writing skills. Only applicants with morning news experience in a mid to large market need apply. EOE E-mail resumes to news@ktvu.com

#### SENIOR WRITER/PRODUCER

KLAS-TV (CBS) is looking for an experienced and creative SENIOR WRITER/PRODUCER to join its Creative Services Department. The successful candidate will have proven writing, producing and editing (AVID) skills, and can turn around effective news topical promotions under tight deadlines. An enthusiast for creative and unexpected solutions to promotional challenges is a big plus! If you have at least 3 years of news promotion experience; possess strong communications skills and are willing to work as part of a team, send your demo tape and resume to: Marketing Director, KLAS-TV, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

### FINANCIAL CAREERS

#### ACCOUNTANT

ABC7, the number one station in Los Angeles, is seeking an accountant who will assist in general accounting functions, financial reporting, fixed asset maintenance, and special projects. This position will also assist in budget and forecast preparation. College degree in Accounting or Finance required. Please send resume to: ABC7 Los Angeles, Attn: Human Resources, Dept. A/BC, 500 Circle Seven Drive, Glendale, CA 91201. Equal Opportunity Employer.

### MISCELLANEOUS CAREERS



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](http://www.sbg.net)

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

### SALES CAREERS

#### DIRECTOR OF SALES

Market leading CBS affiliate is looking for a Director of Sales. You will be responsible for the sales staff of our CBS station and also our soon-to-be launched UPN affiliate. You must have 3-5 years in television sales management, be very organized, have excellent computer skills and be a good trainer and motivator. We are not looking for a desk jockey. You must be very hands-on and creative in your sales approach. Email resumes to vp@wcia.com or mail to: General Manager, WCIA-TV, 509 S. Neil Street, Champaign, IL 61824. EOE.

#### DIRECTOR OF SALES

WMBD/WYZZ-TV is looking for a Director of Sales to oversee the sales effort in the Peoria, IL market. This position oversees sales for both CBS and FOX with duties including inventory management, project and promotion management, forecasting, pricing and team building. Must be able to multi-task and have sales management experience. Send letter and resume to Neal Davis, WMBD-TV, 3131 N. University, Peoria, IL 61604. EOE

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#### NATIONAL SALES MANAGER

WWMT-TV, CBS, Grand Rapids/Kalamazoo/Battle Creek (38th DMA) is ready to hire an accomplished broadcast professional with an outstanding track-record for the position of National Sales Manager. You will lead and motivate the station's National Sales representatives while managing and directing the station's transactional revenue stream. Accurate/decisive pricing skills and inventory management a must. You will be a self-directed coach (and a team player) with the requisite leadership, communication, and presentation skills necessary to develop and to communicate meaningful station & market information, accurate and aggressive station/market budget forecasts, and a game-plan to create a "Win-Win" while achieving revenue goals. Savvy competitors who are ready to lead Freedom Communications' flagship station and Western Michigan's broadcast powerhouse to sales success will send accurate resume and industry-related references, no later than 1/28/01 to: Margie Candela, HRC  
WWMT-TV3  
590 W. Maple St.  
Kalamazoo, MI 49008  
NO PHONE CALLS

### MARKETING CAREERS

#### DIRECTOR OF MARKETING AND PROMOTIONS

WSAZ Television #1 in Charleston-Huntington, seeks a Director of Marketing and Promotions to lead team. Responsibilities include station branding, outside media, big picture thinking. Send resume to don.ray@wsaz.com

## Classifieds

### Television

#### MANAGEMENT CAREERS

##### HELP WANTED - MANAGEMENT

Regional Sales Manager, Growing Southeastern Communications infrastructure company serving the wireless industry seeking proven sales manager. If you can build successful sales teams, come join our great team! For consideration please submit your resume to: Box 1232, Attn: K. Parker, B&C Magazine, 275 Washington St., 4th fl., Newton, MA 02458.

##### MANAGERS

Southeastern TOP 40 Market. Great growth opportunity for experienced General Sales Manager, Regional and Local Sales Manager, Account Executives, Traffic, and Editors needed. Please forward resume in confidence to P.O. Box 1233, Attn: K. Parker, B&C Magazine, 275 Washington St., 4th fl., Newton, MA 02458.

##### MARKETING AND PROMOTIONS MANAGER

WBOC - TV, Delmarva's New Leader, seeks individual to manage station's marketing and promotions efforts for our award winning news, public services, advertising sales, and new digital technologies. Will be responsible for the development and implementation of all promotional, marketing, branding, and advertising strategies and budgets, as well as creating and executing all station image campaigns.

Experience designing and directing innovative marketing and promotional efforts essential. Requires working with diverse advertising mediums, public relations and use of both traditional and new media outlets. Must possess the ability to successfully manage multiple projects simultaneously with minimal supervision. Leadership, communication (written and verbal), negotiation skills, graphics and desktop publishing experience required.

Requires a bachelor's degree in marketing, communications, public relations, advertising, or related field and 2 years experience in a similar professional setting. Experience in news driven television marketing and promotions desired. Send letter, resume and presentations to WBOC-TV, Attn: Human Resources, 1729 N. Salisbury Blvd., Salisbury, MD 21801. or [humanresources@wboc.com](mailto:humanresources@wboc.com). WBOC-TV is an Equal Opportunity Employer.

##### ASSISTANT PROMOTION MANAGER

KCRA-TV, the Hearst-Argyle Television station in Sacramento, is searching for an Assistant Promotion Manager to help lead our team. If you are a rock solid writer who understands the importance of driving viewers with branded and compelling topicals, can produce high impact image advertising, and are looking to step into management, this could be your next job. Ability to multitask and work with a sense of urgency is a must. Please send resume to : KCRA-TV 3 Television Circle, Sacramento , CA 98514. Attn:Gene Robinson, Creative Services Director.

##### GENERAL MANAGER

WDRB-TV, a Fox affiliate, and WFTE-TV, a UPN affiliate, comprise a duopoly in Louisville, KY, in need of General Manager following the retirement of long term General Manager. Reports to Corporate President. Solid bottom line business acumen combined with exceptional leadership, negotiation and organizational skills necessary. Minimum 3 years station management experience required. Send resume and references to William Block, Jr., Block Communications, 541 N. Superior, Toledo, OH 43660. No calls, please. EOE.

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#### CREATIVE SERVICES

##### TELEVISION ART DIRECTOR/GRAPHIC DESIGNER

Christian and family television station production company (WSJF-TV PAX 51, Columbus-Market 34) is seeking an experienced broadcast art director / graphic artist to join it's in-house production team. Person must have a minimum of 3 years experience in storyboarding, 2D design and layout for print, broadcast graphic design, digital effects, and CD-ROM/DVD creation. Must have experience with After Effects, Illustrator, Photoshop, Macromedia Director, and Softimage DS or Avid Media Composer. If you want to help "change the face" of Christian Television, then this is the place for you. Please send non-returnable tape, resume, and cover letter to P.O. Box 770, Thornville, Ohio 43076, Attn: General Manager.

##### PROMOTION PHOTOGRAPHER/EDITOR

KCRA-TV, the Hearst-Argyle Television station in Sacramento, is searching for a creative photographer/editor to join our staff. Applicants must be Media 100 savvy, know After Effects and PhotoShop inside and out, and have a creative shooting eye. Please send resume to : KCRA-TV 3 Television Circle, Sacramento , CA 98514. Attn:Gene Robinson, Creative Services Director.

##### DIRECTOR CREATIVE SERVICES.

Oversees creative team at broadcast production / post facility in Milwaukee. Implements creative vision, assigns staff, manages project budgets. Assignment editor / broadcast experience preferred. Resume and work samples to post 814, 225 East St. Paul, Suite 201, Milwaukee, WI 53202.

#### CALL TODAY TO PLACE AN AD!

617-558-4532 or 617-558-4481

#### Miscellaneous

#### SALES CAREERS

##### SALES DIRECTOR

Variety, the publication of record for the entertainment industry, has an exciting career opportunity for a seasoned and savvy sales manager in our New York office. In this highly visible and key role, you will manage the entire sales function including: management of sales personnel, territory budgets and projections, sales and product development and management of existing business. You will also manage a sales territory of your own. The ideal candidate will have 10+ years sales and management experience in a media environment, the ability to multitask effectively in a fast paced industry, have a proven sales track record and the ability to quickly increase territory sales. Excellent communication skills a must. Send cover letter, resume and salary requirements to: [sjautz@cahners.com](mailto:sjautz@cahners.com)

### Radio

#### FOR SALE STATIONS

##### RADIO - AM - FM

Oklahoma City Class A FM.....\$3.9M  
Mississippi Group 9 FM 2 AM .....\$4.0M  
Florida Atlantic Coastal FM C3.....\$3.5M  
Orlando AM Full-time .....\$1.295M  
Atlantic Market AM/FM.....\$1.9M

Email [Haddenws@aol.com](mailto:Haddenws@aol.com) or visit us online at:

[www.Haddenonline.com](http://www.Haddenonline.com)

##### HADDEN & ASSOC.

(Office) 407-699-6069 (FAX) 407-699-1444

#### NEWS CAREERS

##### WEEKDAY EVENING HOST

WQXR-FM, America's premiere classical radio station, seeks full-time weekday evening host. No phone calls, please. Send tape and resume with cover letter to: Announcer Search, WQXR-FM, Box BC, 122 Fifth Avenue, New York, NY 10011

#### TECHNICAL CAREERS

##### RADIO TECHNICIANS

Experienced radio technicians needed on short notice as possible replacement strike workers for Washington-D.C.-based radio network. Top daily pay. Live radio news and fast-paced sound recording work in state-of-the-art broadcast/recording studios. Experience with Dalet Digital Media Digital Audio Systems, Pacific Research AMX-ABX-STX series consoles, Telos phoner systems, BTS routing switcher, and Studer 950's a plus. Paid training provided. Submit confidential resume and availability. Local housing and expenses provided for selected out-of-state workers.

Respond to: NPR, Human Resources Department - Position Number 1217; 635 Massachusetts Ave. NW; Washington DC 20001-3753; Fax - 202-513-3047; E-mail - [employment@npr.org](mailto:employment@npr.org). NPR is an Equal Opportunity Employer.



If it has anything at all to do with Cable Television or the Telecommunications Industry...

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Kristin Parker at 617-558-4532, or  
Neil Andrews at 617-558-4481





*Colon Cancer Detection and Prevention*



*Americans for the Arts*



*Community Drug Prevention Campaign*



**PUBLIC SERVICE EVENTS**

**2002**

# the advertising council

## january

### BACK TO SCHOOL WINTER TERM

Afterschool Programs  
Americans for the Arts  
America's Story (Library of Congress)  
Childhood Asthma  
Community Schools  
Connect for Kids  
Feeding Children Better (Child Hunger)  
Learning Disabilities  
Math is Power  
Operation Graduation  
(High School Drop-Out Prevention)  
Partners for Public Education  
United Negro College Fund  
YouthNOISE

### 1 ENVIRONMENTAL POLICY ACT ANNIVERSARY

Earth Share  
Get Green  
Wildfire Prevention

### 5-13 WILDERNESS WILDLIFE WEEK OF NATURE

Earth Share  
Wildfire Prevention

### 15 MARTIN LUTHER KING, JR. DAY

Math is Power  
Seat Belt Education  
United Negro College Fund

## february

### BLACK HISTORY MONTH

Math is Power  
Seat Belt Education  
United Negro College Fund



## april

### ALCOHOL AWARENESS MONTH

Community Drug Prevention  
Drunk Driving Prevention

### KEEP AMERICA BEAUTIFUL MONTH

Earth Share  
Get Green  
Wildfire Prevention

### MATHEMATICS EDUCATION MONTH

Afterschool Programs  
Community Schools  
Learning Disabilities  
Math is Power  
Operation Graduation  
Partners for Public Education  
United Negro College Fund

### MONTH OF COMMUNITY SPIRIT DAYS

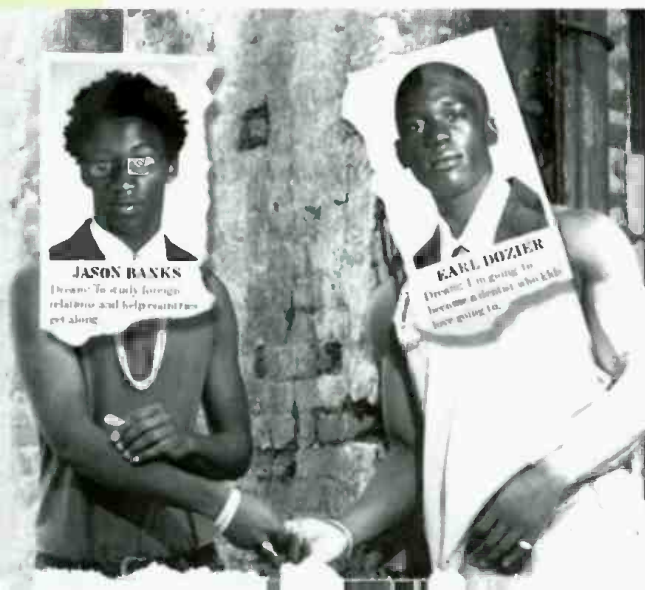
Community Drug Prevention  
Community Schools  
Crime Prevention  
Earth Share  
Fair Housing  
Get Green  
YouthNOISE

### NATIONAL CHILD ABUSE

## june

### NATIONAL SAFETY MONTH

Act Against Violence  
Child Abuse Prevention  
Community Drug Prevention  
Crime Prevention  
Domestic Violence Prevention  
Drunk Driving Prevention  
Firewise  
Safe Gun Storage, Gun Violence Prevention  
Seat Belt Education  
Wildfire Prevention



United Negro College Fund



Childhood Asthma

**2 GROUNDHOG DAY**

**4-9 NATIONAL CONSUMER PROTECTION WEEK**

Fair Housing  
Fair Housing  
Firewise

**11-17 NATIONAL CHILD PASSENGER SAFETY**

**AWARENESS WEEK**

Drunk Driving Prevention  
Seat Belt Education

**14 VALENTINE'S DAY**  
**NATIONAL DONOR DAY**

Organ Donation

**17-23 NATIONAL ENGINEERS WEEK**

Math is Power

United Negro College Fund

**18 PRESIDENT'S DAY**

Employer Support of the Guard and Reserve

## march

**ARTS IN EDUCATION MONTH**

**MUSIC IN OUR SCHOOLS MONTH**

Americans for the Arts

**COLON CANCER EDUCATION**

**AND AWARENESS MONTH**

Colon Cancer Detection and Prevention

**NATIONAL COLLISION AWARENESS MONTH**

Drunk Driving Prevention

Seat Belt Education

**NATIONAL EYE DONOR MONTH**

Organ Donation

**4-8 NATIONAL SCHOOL BREAKFAST WEEK**

Feeding Children Better (Child Hunger)

**PREVENTION MONTH**

Child Abuse Prevention

**NATIONAL POETRY MONTH**

Americans for the Arts

**1 APRIL FOOL'S DAY**

**7 WORLD HEALTH DAY**

Childhood Asthma  
Colon Cancer Detection and Prevention

**14-20 NATIONAL ORGAN AND TISSUE DONOR**

**AWARENESS WEEK**

Organ Donation

**21-27 NATIONAL VOLUNTEER WEEK**

Community Drug Prevention

YouthNOISE

**22 EARTH DAY**

Earth Share

Firewise

Get Green

Wildfire Prevention

**24 LIBRARY OF CONGRESS 202<sup>ND</sup> ANNIVERSARY**

America's Story (Library of Congress)

## may

**BREATHE THE EASY MONTH**

**NATIONAL ALLERGY/**

**ASTHMA AWARENESS MONTH**

Childhood Asthma

**12 MOTHER'S DAY**

Act Against Violence

Domestic Violence Prevention

Family Literacy

Healthy Start (Prenatal Care)

Parents as First Teachers

**18 ARMED FORCES DAY**

Employer Support of the Guard and Reserve

**12-18 NATIONAL TRANSPORTATION WEEK**

Drunk Driving Prevention

Seat Belt Education

**19 YOUTH AGAINST VIOLENCE DAY**

Act Against Violence

Child Abuse Prevention

Childhood Asthma

Connect for Kids

Fatherhood Initiative

Healthy Start (Prenatal Care)

Learning Disabilities

Parents as First Teachers

**20-28 BUCKLE UP AMERICA WEEK**

Safe Gun Storage/Gun Violence Prevention

Seat Belt Education

**27 MEMORIAL DAY**

Employer Support of the Guard and Reserve

**JAZZ APPRECIATION MONTH**

Americans for the Arts

**1 APRIL FOOL'S DAY**

**7 WORLD HEALTH DAY**

Childhood Asthma  
Colon Cancer Detection and Prevention

**14-20 NATIONAL ORGAN AND TISSUE DONOR**

**AWARENESS WEEK**

Organ Donation

**21-27 NATIONAL VOLUNTEER WEEK**

Community Drug Prevention

YouthNOISE

**22 EARTH DAY**

Earth Share

Firewise

Get Green

Wildfire Prevention

**24 LIBRARY OF CONGRESS 202<sup>ND</sup> ANNIVERSARY**

America's Story (Library of Congress)

## may

**BREATHE THE EASY MONTH**

**NATIONAL ALLERGY/**

**ASTHMA AWARENESS MONTH**

Childhood Asthma

**12 MOTHER'S DAY**

Act Against Violence

Domestic Violence Prevention

Family Literacy

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Learning Disabilities

Parents as First Teachers

**20-28 BUCKLE UP AMERICA WEEK**

Safe Gun Storage/Gun Violence Prevention

Seat Belt Education

**27 MEMORIAL DAY**

Employer Support of the Guard and Reserve

**7 FATHER-DAUGHTER**

**TAKE A WALK TOGETHER DAY**

Fatherhood Initiative

Parents as First Teachers

**7-13 TAKE CHARGE OF CHANGE WEEK**

Act Against Violence

Child Abuse Prevention

Community Drug Prevention

Crime Prevention

Domestic Violence Prevention

Drunk Driving Prevention

Earth Share

Fair Housing

**1 STAND FOR CHILDREN DAY**

Act Against Violence

Child Abuse Prevention

Community Drug Prevention

Crime Prevention

Domestic Violence Prevention

Drunk Driving Prevention

Fatherhood Initiative

Feeding Children Better (Child Hunger)

Give Kids The World

Safe Gun Storage/Gun Violence Prevention

Seat Belt Education

YouthNOISE

**5 WORLD ENVIRONMENT DAY**

Earth Share

Get Green

Wildfire Prevention

**14 FLAG DAY**

Employer Support of the Guard and Reserve

**16 FATHER'S DAY**

Act Against Violence

Fatherhood Initiative

Parents as First Teachers

**30- JULY 6 NATIONAL SOBRIETY**

**CHECKPOINT WEEK**

Drunk Driving Prevention

**GRADUATION**

Drunk Driving Prevention

Operation Graduation

(High School Drop-Out Prevention)

United Negro College Fund

**SUMMER**

Community Drug Prevention

Feeding Children Better (Child Hunger)

Firewise

Seat Belt Education

Wildfire Prevention

## july



# mission

TO IDENTIFY A SELECT  
NUMBER OF **significant**  
**public issues** AND  
STIMULATE ACTION ON THOSE  
ISSUES THROUGH  
COMMUNICATIONS  
PROGRAMS THAT MAKE A  
**measurable**  
**difference**  
IN OUR SOCIETY.



*Learning Disabilities*



*Crime Prevention*



## dear colleague:

Since the attack on September 11th, the Ad Council, along with rest of America, has been focusing its efforts on our national crisis.

As a result, the Ad Council has created and distributed many critical crisis related PSAS and will continue to do so as long as necessary. We are proud to provide this service and thank you for your continued support of these messages.

However, we must not lose sight of the fact, that despite the understandable shift in our nation's focus, the many pressing social issues facing our country prior to the attack, still remain.

- Approximately 1 in 5 children (under the age of 18) are hungry or at risk of being hungry in America
- 40% of teenage girls age 14 to 17 report knowing someone their age who has been hit or beaten by a boyfriend
- When colon cancer is detected at an early, localized stage, the 5-year survival rate is 90%; however only 37% of colorectal cancers are discovered at that stage. (Early detection is crucial, which is what our campaign advocates)

As you shape your PSA schedule for the coming year we encourage you to find time for issues such as these.

We hope that you will find our Public Service Events Calendar helpful. In it you will find pertinent placement dates for all of our long-standing campaigns such as Crime Prevention, Seat Belt Education and Drunk Driving Prevention, as well suggestions for some new additions to the Ad Council's campaign docket such as Fair Housing and Family Literacy.

As America goes through this challenging time in its history, the important public service messages we bring you will help strengthen and unite your communities and our nation.

On behalf of everyone at the Ad Council, I thank you for your continued support of our messages and your commitment to keeping America strong.

Sincerely,



Peggy Conlon  
President & CEO  
The Advertising Council, Inc.



Parents As First Teachers



Partners for Public Education

Seat Belt Education





# 2002

Fatherhood Initiative  
 Feeding Children Better (Child Hunger)  
 Get Green  
 Give Kids The World  
 Healthy Start (Prenatal Care)  
 Learning Disabilities  
 Operation Graduation  
 (High School Drop-Out Prevention)  
 Safe Gun Storage/ Gun Violence Prevention  
 Seat Belt Education  
 YouthNOISE

**SUMMER**

Community Drug Prevention  
 Do Good. Mentor a Child.  
 Feeding Children Better (Child Hunger)  
 Firewise  
 Seat Belt Education  
 Wildfire Prevention

**august**

**BACK-TO-SCHOOL**

Afterschool Programs  
 Americans for the Arts  
 America's Story (Library of Congress)  
 Childhood Asthma  
 Community Schools  
 Connect for Kids  
 Family Literacy  
 Feeding Children Better (Child Hunger)  
 Learning Disabilities  
 Math is Power  
 Operation Graduation  
 (High School Drop-Out Prevention)  
 Partners for Public Education  
 United Negro College Fund  
 YouthNOISE

**1 MINORITY DONOR AWARENESS DAY**

Organ Donation

**6 NATIONAL NIGHT OUT**

Crime Prevention

**september**

**NATIONAL HISPANIC HERITAGE MONTH  
 (MATERIALS AVAILABLE IN SPANISH)**

Afterschool Alliance  
 Childhood Asthma  
 Crime Prevention  
 Parents as First Teachers

**6-12 FIRE PREVENTION WEEK**

Firewise  
 Wildfire Prevention

**7 CHILD HEALTH DAY**

Child Abuse Prevention  
 Childhood Asthma  
 Feeding Children Better (Child Hunger)  
 Healthy Start (Prenatal Care)

**14 COLUMBUS DAY OBSERVED**

**13-19 NATIONAL SCHOOL LUNCH WEEK**

**16 WORLD FOOD DAY**

Feeding Children Better (Child Hunger)

**20-26 NATIONAL CHEMISTRY WEEK**

Afterschool Programs  
 Community Schools  
 Learning Disabilities  
 Math is Power  
 Operation Graduation  
 (High School Drop-Out Prevention)  
 Partners For Public Education  
 United Negro College Fund

**21 NATIONAL DAY OF CONCERN  
 ABOUT YOUNG PEOPLE AND GUN VIOLENCE**

Act Against Violence  
 Crime Prevention  
 Safe Gun Storage/Gun Violence Prevention

**26 MAKE A DIFFERENCE DAY**

Child Abuse Prevention  
 Community Drug Prevention  
 Crime Prevention  
 Domestic Violence Prevention  
 Give Kids The World  
 YouthNOISE

**31 HALLOWEEN**

**november**

**1 NATIONAL FAMILY LITERACY DAY**

Family Literacy

**5 GENERAL ELECTION DAY**

Get Out the Vote

**11 VETERANS DAY**

Employer Support of the Guard and Reserve

**15 AMERICA RECYCLES DAY**

Get Green

**16-17 NATIONAL DONOR CORDON**



2002

**january**

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
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27	28	29	30	31		

**february**

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**march**

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31						

**april**

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28	29	30				

**may**

S	M	T	W	T	F	S
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5	6	7	8	9	10	11
12	13	14	15	16	17	18

## SPONSOR CONTACT INFORMATION

campaign	sponsor organization	phone	hotline	website
Act Against Violence	American Psychological Association National Association for the Education of Young Children	202- 336-5500	1-800-ACT-WISE	www.actagainstviolence.org
Afterschool Programs	Afterschool Alliance Mott Foundation	202-296-9378	1-800-USA-LEARN	www.afterschoolalliance.org
Americans for the Arts	Americans for the Arts	202-371-2830		www.americansforthearts.org
America's Story (Library of Congress)	Library of Congress	202-707-9190		www.americaslibrary.gov
Get Green	Environmental Defense	212-616-1288	212-616-1238	www.getgreen.com
Child Abuse Prevention	Prevent Child Abuse America	312-663-3520	1-800-CHILDREN	www.preventchildabuse.org
Childhood Asthma	Environmental Protection Agency		1-866-NO-ATTACKS	www.noattacks.org
Colon Cancer Detection and Prevention	American Cancer Society	212-382-2169	1-800-ACS-2345	www.cancer.org
Community Drug Prevention	Office of National Drug Control Policy	202-395-6700	1-877-KIDS-313	www.youcanhelpkids.org www.helpyourcommunity.org
Community Schools	Children's Aid Society	212-949-4800	1-877-LOVE-2-LEARN	www.communityschools.org
Connect for Kids	Benton Foundation	202-638-5770		www.connectforkids.org
Crime Prevention	National Crime Prevention Council	202-466-NPCPC	1-800-WE-PREVENT 1-800-722-TEENS 1-800-727-UNETE	www.weprevent.org www.McGruff.org
Domestic Violence Prevention	Family Violence Prevention Fund	415-252-8900	1-800-END-ABUSE	www.fvpf.org
Drunk Driving Prevention	U.S. Department of Transportation	202-366-4000	1-800-424-9393	www.nhtsa.dot.gov
Earth Share	Earth Share	202-537-7100	1-800-875-3863	www.earthshare.org
Employer Support of the Guard & Reserve	National Committee for ESGR	703-696-1400	1-800-336-4590	www.esgr.org
Fair Housing	National Fair Housing Alliance Leadership Conference Education Fund	202- 898-1661	1-866-222-FAIR	www.nationalfairhousing.org
Family Literacy	National Center for Family Literacy	502-584-1133		
Fatherhood Initiative	National Fatherhood Initiative	301-948-0599	1-800-790-DADS	www.fatherhood.org
Feeding Children Better (Child Hunger)	America's Second Harvest / ConAgra Feeding Children Better Foundation	402-595-4100	1-800-FEED-KIDS	www.feedingchildrenbetter.org
Firewise	USDA Forest Service National Association of State Foresters	202-205-1483		www.firewise.org
Get Out the Vote	Federal Voting Assistance Program	703-588-1584	1-800-438-8683	www.fvap.ncr.gov
Give Kids The World	Give Kids The World	407-396-1114	1-800-995-KIDS	www.gktw.org
Healthy Start (Prenatal Health Care)	U.S. Department of Health & Human Services	301-443-0543	1-800-311-BABY	www.mchb.hrsa.gov
Learning Disabilities	Coordinated Campaign for Learning Disabilities	202-326-8700	1-888-GR8-MIND	www.aboutld.org
Math is Power	NACME, National Action Council for Minorities in Engineering	212-279-2626	1-800-97-NACME	www.mathispower.org
Operation Graduation (High School Drop-Out Prevention)	U.S. Army		1-877-FOR-A-KID 1-866-ESTUDIA	www.operationgraduation.com
Organ Donation	Coalition on Donation	804-330-8620	1-800-355-SHARE	www.shareyourlife.org
Parents as First Teachers	El Valor Corporation	312-997-2021		
Partners for Public Education	People For the American Way Foundation/ NAACP	202-467-4999	1-800-281-1313	www.schoolsuccessinfo.org
Safe Gun Storage/ Gun Violence Prevention	National Crime Prevention Council	202-466-6272		www.unloadandlock.com
Seat Belt Education	U.S. Department of Transportation	202-366-4000	1-800-424-9393	www.nhtsa.dot.gov
United Negro College Fund	United Negro College Fund	703-205-3400	1-800-331-2244	www.uncf.org
Wildfire Prevention	USDA Forest Service/ National Association of State Foresters	202-205-1483		www.smokeybear.org
YouthNOISE	Save The Children			www.youthnoise.com



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