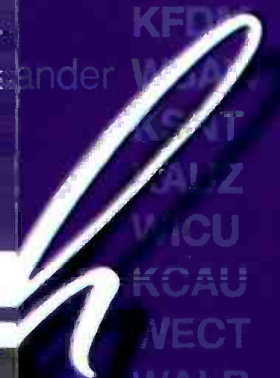




# SOLD!

Use ABC O&O, Hearst-Argyle, Belo, Cox, Epps-Howard, CBS O&O, Media General, Annett, Dispatch, Post-Newsweek, Lin, th, Raycom, Young, Freedom, Benedek, Cordillera, Granite, Liberty, Hubbard and Gray Stations!



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**The Most Successful  
Talk Show In  
Syndication History  
Is Now...**

## Top of the Week June 17, 2002

**SOME GROWTH** But cable's upfront market was not nearly as spectacular as the broadcast networks'. » 6

**INFECTED** All cable operators suffer from investors' anxiety engendered by accounting gimmicks at Adelphia. » 10

**ACCESS PRESERVED** FCC extends rule mandating cable's sale of programming to DBS and other competitors. » 12

**CASADO** Univision and Hispanic Broadcasting tie the knot; will other Spanish-language mergers follow? » 14

**IF AT FIRST...** Sen. John McCain tries again in effort to force broadcasters to help lower cost of campaigns. » 16



**USING THE B WORD** President Bush tells high-tech executives the FCC is focusing on broadband. » 16

Thanks to *Crank Yankers* and other strange shows, specialty channels like Comedy Central are likely to experience growth in the cable upfront market.



## Programming

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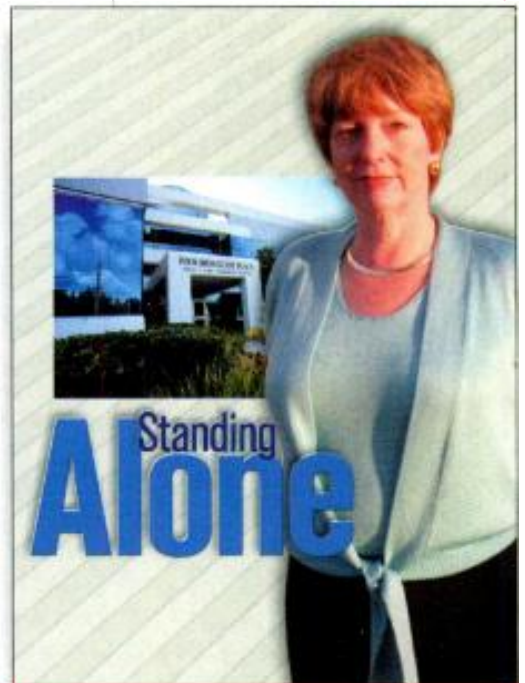
**Fee fight** NAB board pledges to continue battle against royalties levied on content streamed over the Internet. » 36

**Praising broadcasters** Honorees at NAB's Service to America summit salute news operations' 9/11 performance. » 37

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### ON ITS OWN

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## SPECIAL REPORT

### LOCAL CABLE AD SALES

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CABLE

### Broadband race

By 2008 the race between cable and telcos for broadband hearts and minds will be pretty much a dead heat, a new study from Washington research firm C.A. Ingle & Co. says. DSL households are predicted to hold a slight edge at 46% (or 27.3 million) of an estimated 60 million broadband households, compared to 42% (25.1 million) for cable broadband. Telcos get the nod on the strength of their local voice and data expertise. Fixed satellite and terrestrial are expected to account for the other 12% (7.1 million).

The firm this week is preparing the release of a comprehensive 400-page report on multimedia broadband.—J.E.

ADVERTISING

### Trouble brewing

TV advertisers aren't out of the woods on so-called 'alcopops.' Although the FTC last week told the Center for Science in the Public Interest that it had no evidence that the advertising and marketing of malt beverages—like Smirnoff Ice or Mike's Hard Lemonade—are being targeted to minors, CSPI points out that its initial complaint, in May 2001, didn't cite TV advertising, since there was virtually none at that time. Now there is and CSPI is taking a hard look at those ads and expects to have an action plan by next month. That could include going back to the FTC or Congress with a complaint against TV. It could also include going to Congress or taking the case straight to the public, since the FTC is viewed by some advocacy groups as too easy on "soft liquor."—J.E.

# BC EYE

SPORTS TELEVISION

## Ball in the air

The 2002 NBA season is over, but will the new All Sports Network, co-owned by the NBA and AOL Time Warner, be ready for next season?

Six months after announcing ASN—under the new NBA TV deal, it gets 96 NBA games per season—there doesn't appear to have been much progress. NBA Commissioner David Stern said to expect news at May's NCTA convention. Rumors swirled about a carriage deal with Comcast. Nothing happened.

Last week, Turner Sports VP Mike Pearl said planning would heat up after the playoffs. His boss, Turner Sports President Mark Lazarus, was more guarded. "We're having distribution issues, but the project is still on the front burner," he said, adding "someday" ASN would get a CEO. Meanwhile, some NBA staffers say they haven't heard anything about the venture since December.—A.R.



### BAY BROUHAHA OVER DIGITAL

An interference dispute between stations on opposite sides of the Chesapeake Bay may bear watching. WBOC-TV Salisbury, Md., last week asked the FCC to take action against the digital facility of WHRO, a public station in Hampton, Va. Both use ch. 16 and WBOC officials say the Virginia digital signal is creating serious interference.

The culprit is believed to be "duct skipping," a phenomenon that enhances a signal traveling over water, but other DTV anomalies are expected to occur. Maximum Service TV President David Donovan points out that the DTV channel assignments were based on theoretical predictions. "This may become a larger issue as digital TV stations fire up with larger coverage areas," he said, or start working at full power. Currently, almost half of the 418 DTV stations on the air are operating at reduced power and almost two-thirds of commercial stations have yet to go on the air. —B.M.



CABLE

### Charter on the cheap

Paul Allen has lost \$5.6 billion of the \$7.2 billion he put into Charter Communications. Will he put in a little more to take the cable company private?

That's the big question among fellow cable operators after last week's latest cable-stock dive, triggered by yet more revelations about scandal-plagued Adelphia. At current prices, Charter's stock is worth just \$1.4 billion, and the Microsoft billionaire already owns 49% of the company. At just \$4.47 per share—off 75% this year—Charter shares are as useless as Argentine pesos as currency in a stock swap. If Allen still believes in his "Wired World" vision, he could get rid of his headaches by arranging a buyout. One industry pro said that's already being chatted up at Allen's Vulcan Ventures.—J.H.

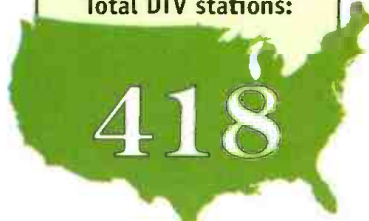
### DIGITAL TICKER

COMPILED BY DECISIONMARK

#### Newest digital stations:

WIVB-DT	Buffalo, N.Y. (CBS)
WLED-DT	Littleton, N.H. (PBS)
WBIR-DT	Knoxville, Tenn. (NBC)
WLYH-DT	Lancaster, Pa. (UPN)
KHBS-DT	Fort Smith, Ark. (ABC)

#### Total DTV stations:



A USA NETWORK TELEVISION EVENT

FEATURING:

TIM ALLEN

JIM CARREY

GEENA DAVIS

SALLY FIELD

RON HOWARD

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**THE NEW USA. BIG. BOLD. BLOCKBUSTER.**

# Cable niches get the riches

*But broadcast's big upfront takes a bite out of USA, other general-entertainment nets*



*Crank Yankers* and other strange shows help niche networks like Comedy Central in the upfronts.

By Steve McClellan and Allison Romano

One thing is clear about this year's cable upfront market: It didn't experience the big, quick rebound that the broadcast network market did two weeks ago. Buyers say that cable spending is down in this year's upfront and that deals are being done at lower cost-per-thousand (CPM) rates than a year ago.

On the sell side, there aren't a lot of vehement denials, although the Cabletelevision Advertising Bureau (CAB) says it's getting positive feedback from its members that sales are meeting growth expectations.

Broadcast syndication appears to be in better shape this year, after a 25%-plus decline a year ago. And indications last week were syndication spending will be up 15%-plus and back around \$2 billion.

Firm numbers were hard to come by on cable sales last week, and negotiations were

still continuing late in the week.

Tom DeCabilia, executive vice president and general manager of PHD New York, a media-buying unit of Omnicom, told Wall Street investors that general-interest cable networks "are selling at negative" prices compared with a year ago.

The problem for those networks, he said, is an overabundance of inventory. "There just is not enough money right now to go around to fill all their boats," a reference to ever expanding numbers of cable channels.

But in contrast, DeCabilia said certain specialty channels like MTV, VH1, Comedy Central, the Travel Channel and the History Channel "will see growth" in the upfront.

Mel Berning, head of national TV negotiations for Mediavest, said the cable market was unfolding at a "much more deliberate pace" than the broadcast-network market.

"The big difference in cable is there's a lot more inventory and that supply

increases year after year. So there isn't the same pressure to raise CPMs."

The broader cable networks, said Berning, "aren't really showing a lot of ratings growth year-to-year and no real concentration in the key demos."

John Mandel, chief negotiating officer at Grey Global's Mediacom, says many clients, which include 57 national advertisers, moved money from cable to broadcast. "Now, maybe my experience was different from the rest of the market," he said in a way that indicated he didn't believe that at all.

Despite those buyer reports, CAB President Joe Ostrow says he's hearing other indications. "I have very good evidence that cable will be up double-digit, anywhere between 10% and 20%," he said. He wouldn't reveal the evidence, however, but he also admitted that a 20% gain in dollars is unlikely.

That would put cable's take at \$4.3 billion, roughly where it was in 2000.

USA Cable's apparent decision to slash CPMs may have set the tone for the cable upfront. Two weeks ago, when USA Cable ad sales chief Jeff Lucas said he would cut CPMs to increase volume of sales, many expected other cabling to follow suit. (USA and co-owned Sci Fi Channel have slashed rates 8%-12%. That's not as bad as last year, when USA's rates dropped 25% in the upfront. Lucas could not be reached for comment.)

Responding with derision to USA's reported CPM cuts, Turner Entertainment Sales President Mark Lazarus criticized the Vivendi-owned network for caving in to advertisers. "We're involved in [negotiating] an upfront marketplace," and not, he implied, using low prices as a "sales tactic."

But one media buyer said Turner and



Discovery may have to trim CPMs to compete with upstarts like TNN, FX and ABC Family, which have similar reach and lower CPMs.

MTV, doing some deals with slumping sister net VH1, has sold about 40% of its upfront inventory and is said to be seeing mid-single-digit CPM increases. ESPN has sold briskly in tandem with ABC Sports.

If broadcast stole cable money in up-fronts, cable nets may be angling to pick

up crumbs in scatter. "Scatter clearly factors into cable strategies. If broadcast ratings don't increase, there would be limited availability in their scatter market," said Lifetime's sales chief Lynn Picard.

Both Turner and Lifetime indicated they are reserving inventory in anticipation of a robust cable scatter market.

By last Friday, TNT and TBS had closed about half of their business, and Lifetime said it had sold about 80% of its time.

Rainbow Network Sales President Arlene Manos flatly refuses to entertain the idea of slashing CPMs. "We think last year was an adjustment and we don't plan to do that."

Manos, whose networks include Bravo and WE: Women's Entertainment, will start dealing soon and wrap up by July 4. Her first upfront deal came last Thursday for Rainbow's revamped music net, MuchMusicUSA. ■

## Anatomy of a record broadcast upfront

When advertisers make up their minds to spend money, they spend it fast. And that was truer than ever in this year's broadcast-network upfront market. In just five business days in early June, advertisers plunked down about \$12 billion in commitments across all dayparts on the six broadcast networks.

Most of that was placed against the Big Three networks (ABC, CBS and NBC), which, as the tally continued to be counted, gathered in roughly \$10 billion in commitments over the course of those five days. ABC did all its business in two days; NBC and CBS finished in three.

That's an unprecedented pace even for a hot market like this year's upfront, and it has a lot to do with all the consolidation on the sell and buy sides of the business.

In previous years, the upfront was conducted over several weeks or even months as buyers and sellers negotiated deals by daypart, starting with prime time and then onto daytime, early morning, late night, news and sports.

This year, everything but sports (which sources say started moving last week) was negotiated simultaneously.

"This is the first year that



*The Today Show* helped NBC's early-morning upfront sales skyrocket to \$357 million.

every one of the dayparts got done together, but that will be the norm going forward," says Joe Abruzzese, president of sales for CBS, because, "strategically, that's the way buyers want to do business. The more things you put in the sandbox, the easier it is to get the deals done on both sides."

His network sold about \$3 billion, which was close to \$1 billion more than a year ago. NBC pocketed a total of \$4.1 billion in business, up about \$1 billion from the previous year. But that includes about

\$450 million in cable sales, \$225 million for Telemundo and an undisclosed amount for Pax TV.

At ABC, which did \$2.8 billion across all dayparts, Mike Shaw, president of sales, said that, last year, there were indications that conducting negotiations simultaneously across the dayparts was the way the business was headed. Earlier this year, the ABC sales department reorganized into teams that focus specifically on major agencies. "From the standpoint of having knowledge of the

budgets and working with one client at a time," he said, "it makes sense to talk about [all dayparts] at the same time."

Pricing and dollar volume were up across the dayparts. Late night and early morning were particularly strong.

In early morning, helped by the powerful numbers of *The Today Show*, NBC sold a record \$357 million, up 18% from a year ago, according to NBC Television Network President Randy Falco. Early morning was ABC's strongest daypart, said Shaw. The network commanded CPM hikes in the 10% to 13% range and collected a total of about \$200 million in sales, although Shaw declined to confirm the dollar figure.

Daytime was up, too. CBS's Abruzzese said the network got "more money than we anticipated," with price hikes of between 3% and 4%.

In late night, NBC increased its dollar take by 30% to an estimated \$275 million. CBS did about \$180 million, with CPM increases in the 7%-9% range. At ABC, *The Jimmy Kimmel Show*, which will premiere in January sold well because it's the one network entry in the time period that will skew to the younger half of the 18-49 demographic. ABC got late night increases in the 3%-5% range. —Steve McClellan

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# Cable's Adelphia flu

*Other operators suffer as investors look for Rigas symptoms*

By John M. Higgins

Cable operators got even more defensive last week as Adelphia Communications' new management revealed new details of the Rigas family's creative accounting and investors furiously hunted for problems at other MSOs.

Cable stocks—already battered by the saga of Adelphia and the family of ex-Chairman John Rigas—got hammered again. MSO executives had to fend off a flood of calls from institutional investors and analysts asking about suddenly important accounting arcana, such as whether they capitalize any labor costs. One exhausted CFO took 50 calls last Monday, patiently reviewing the same accounting issues over and over.

Adelphia's new management detailed in a securities filing the accounting gimmicks with which they artificially inflated Adelphia's reported \$1.4 billion 2001 cash flow by more than \$200 million. The company also fired auditor Deloitte & Touche (which also audits Cox and Comcast).

The worst hits are being taken by debt-laden Charter Communications, whose stock dropped to as low as \$4 per share before coming back a bit. But it's still off more than 50% for the year. And

some of Charter's bonds are trading as low as 70 cents on the dollar, which is where Adelphia's bonds sold two weeks ago.

Coping with the fallout from Adelphia's crisis was the hot topic of conversation among CEOs at a meeting of the National Cable Television Association's executive committee Thursday, but no one had any great plan of action.

"Adelphia's tainted everyone, no matter how clean our books," said a senior exec-



Insight Communications' Mike Willner calmed investor anxiety by reviewing Insight accounting practices.

utive with one MSO.

Insight Communications CEO Mike Willner calmed some anxiety in a 25-minute conference with investors, reviewing how Insight accounts for the issues arising at Adelphia. Insight, for example, doesn't get any marketing-support payments from equipment vendors and counts subscribers and treats labor costs the same way many other MSOs do.

"One of the reasons for the widespread flu here is, there are practices in other industries, particularly the telecom industry, that are common with other companies," Willner said. "That's not the case

here." The call helped boost Insight's stock price 15% to \$11.50, but it's still off 50% since the Adelphia news broke.

Cablevision Systems and Mediacom also calmed fears, telling investors that they follow much more conservative practices accounting than Adelphia.

Adelpha took one subsidiary into Chapter 11 last week, but it's not clear when the rest of the company may seek similar protection from creditors. ■

**'Adelphia's tainted everyone, no matter how clean our books.'**

—MSO senior executive

## Cooking tips

Adelphia's new management accuses the Rigas family of using a number of creative techniques to artificially inflate the company's earnings:

### Support payments

Investment in plant, factories and other hard assets is a good thing, so accounting rules don't penalize companies' earnings for capital investment in things like cable equipment. So Adelphia persuaded Scientific-Atlanta to inflate the price of digital set-tops by \$26 each, about 10%. The manufacturers then paid that money back to Adelphia as "marketing support," funding ads touting digital cable. But the ads didn't run. The Rigases applied that money to artificially reduce marketing expenses, in turn artificially increasing reported operating cash flow by a fat \$54 million in 2001 (a 4.5% lift) and \$37 million in 2000 (3.5%).

### Underactive services

In exchange for carrying interactive services like Worldgate, Adelphia received shares in the companies, a common arrangement. But, even though the securities plunged in value along with Internet stocks, Adelphia counted the "payments" as revenue, not dwelling on their decreased value. That boosted revenue and operating cash flow by \$52 million in 2001 (another 4.5% boost) and \$28 million in 2000 (3%).

### Changing channels

Adelphia has long-term deals with some cable networks that pay a flat annual license fee, regardless of how many subscribers its systems serve. (Starz, for example, offers this to MSOs instead of the conventional per-sub fees.) Even though Adelphia wrote the same check every year, the company didn't actually book the full expense. The Rigases pretended that these were per-sub deals, calculating a per-sub rate that assumed Adelphia would certainly be growing subs over the life of the contracts. The trick divided the total payments over the five- to 10-year term by the average number of subscribers expected over that time. The result: allocate little of the expense to year one and lots of it to year 10. The result was to inflate operating cash flow by \$42 million in 2001 (3.5%) and \$23 million in 2001 (2%)—J.M.H.

# Bigger younger richer



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# Program access preserved

*FCC says cable still has sufficient market power to justify extension of the 1992 rules*

By Bill McConnell

**T**he FCC may be inclined to let media companies bulk up, but it is still concerned about how they throw that weight around.

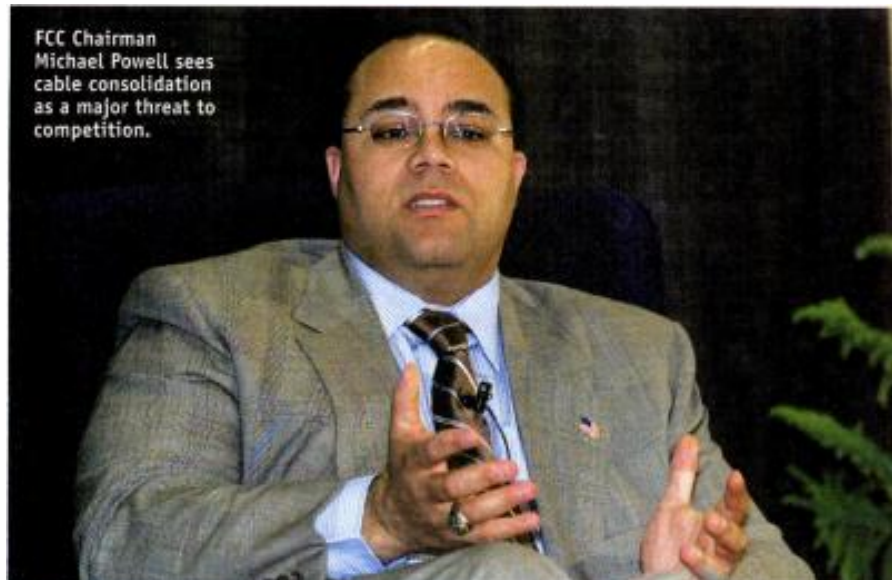
Last week, the FCC voted to extend the life of rules forcing cable conglomerates to sell programming to satellite-TV distributors and other competitors for at least another five years. Though the commission's decision was expected, the supporters' strong endorsement for preserving the mandate was somewhat surprising given the deregulatory leanings of the three-Republican majority. Legg Mason analyst Blair Levin said retention of the program-access rules is a harbinger of future regulation: "As media-ownership limitations begin to fall, the commission will focus increasingly on how companies act."

The program-access rules, which cover programming networks owned by cable operators, were enacted by Congress in 1992 to ensure that competitors such as satellite TV and local cable overbuilders had access to the kind of popular programs needed to attract subscribers.

Since then, cable's share of the pay-TV market has dropped from 95% to 78% and direct-broadcast satellite's has grown from scratch to roughly 18 million subs. Congress ordered the mandate to expire Oct. 5 unless the FCC could justify it.

FCC Chairman Michael Powell credited the mandate with fostering the growth of DBS but said cable operators still have sufficient market power to deny their programming to competitors without threatening the viability of their networks.

Multichannel TV "remains a phenomenally concentrated market," he said just prior to the commission's June 13 vote. "While competitive developments have been healthy, they have not reached the level at which one is confident that the



opportunity to use program exclusivity as a barrier to effective competition has been completely mitigated." He noted that the most popular programming, considered most essential for winning subscribers, is still owned by top cable-system operators.

Of particular concern is growing cable-industry consolidation, which places the majority of subs and top programming in the hands of four or five operators.

Ironically, the FCC reiterated its refusal to bar cable networks from striking exclusive programming deals when programs are transmitted to cable systems via fiber-optic links rather than by satellite. The 1992 law applies only to programs transmitted to distributors by satellite, and DBS companies have complained for years that some cable systems are using the fiber "loophole" to circumvent access mandates for local sports nets in Philadelphia and New York.

Even though clustering may give cable systems more opportunity to transmit local nets by fiber, the FCC said it can't stop the practice without a change from Congress. Federal appeals judges on June 11 upheld the FCC's reading of the law.

Still, the satellite industry praised the FCC action. "This five-year extension will be of great benefit to our customers," said DirecTV President Roxanne Austin. The Satellite Broadcasting & Communications Association urged Congress to "close this loophole."

The FCC's Republican Kevin Martin and Democrat Michael Copps backed preservation of the rules. Republican Kathleen Abernathy voted against. "Increased competition in both video distribution and programming markets renders the ban no longer necessary," she said, adding that, without the mandate, cable programmers will have more incentive to develop new content.

Public advocates called the vote a sign the commissioners' relaxation of media-ownership limits is not a fait accompli. "Today's ruling gives us hope that the FCC will fairly consider the evidence," said Media Access Project, in a statement.

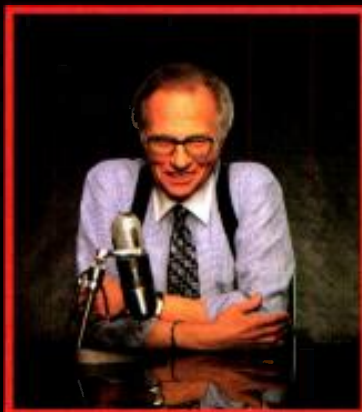
The cable industry pushed to kill the mandate. "We're disappointed that the FCC chose not to eliminate this regulatory relic," said Daniel Brenner, NCTA's senior VP for law and regulatory policy. The commission will revisit the rule in 2006. ■

# New Prime Time Lineup. New Prime Time Opportunity.

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# Spanish-language mergings

*Speculation is rampant on the next up as Univision, Hispanic Broadcasting tie the knot*

By Steve McClellan

**W**ill radio-station group Spanish Broadcasting System (SBS) be next? That was the speculation in the wake of last week's proposed \$3.5 billion acquisition of Hispanic Broadcasting Corp. by Univision.

The Univision-Hispanic Broadcasting deal would combine the top U.S. Spanish-language TV broadcaster with No. 1-ranked (by revenue) Spanish-language radio group.

The proposed tax-free stock transaction gives Univision shareholders about 73.5% of Hispanic Broadcasting's fully diluted economic ownership. If it's approved by regulators, the parties expect the deal to be completed by the end of the year.

Clear Channel Communications, a major investor in Hispanic Broadcasting (roughly 26%), has agreed to vote in favor of the

merger, as have the boards of Univision and Hispanic, and will take an approximately 7% ownership stake in Univision.

But things could get complicated. On the same day the Univision-Hispanic deal was announced, Spanish Broadcasting filed an antitrust suit against Clear Channel and Hispanic (see box, below).

Merrill Lynch broadcasting analyst Keith Fawcett last week concluded in a report that SBS would make "an attractive takeout candidate for a company looking to gain a foothold in Spanish-language media."

Based on Univision-Hispanic valuations, he says, SBS might fetch \$20 per share (or close to \$1.3 billion), about a 75% premium over its current stock price.

Univision and Hispanic Broadcasting execs played up the cross-platform advertising and promotion benefits of the deal.

"Together, we'll be more successful in attracting advertisers who have not made the decision to come into this market," says Hispanic Broadcasting Chairman MacHenry T. Tichenor Jr., who will continue to run the radio group as a Dallas-based subsidiary of Univision. He will also join the Univision board of directors.

The deal comes six months after Univision launched its second U.S. TV network, Telefutera. Univision paid \$1.1 billion to buy the USA Broadcasting TV stations, which now form the distribution backbone for Telefutera.

Hispanic had about \$241 million in revenues last year. Univision said the combined companies would have pro forma 2002 revenue of between \$1.39 billion and \$1.44 billion and operating cash flow of between \$433 million and \$469 million. ■

## David Boies vs. Clear Channel

Superstar lawyer David Boies is taking on Clear Channel, the country's largest radio group and rising TV-station operator. As Clear Channel faces a growing number of accusations by rivals and public advocates, the media giant has now attracted the attention of a big-time litigator.

Superstar lawyer David Boies last week filed an antitrust suit in the Miami U.S. District Court against Clear Channel Communications and Hispanic Broadcasting (HBC, part owned by Clear Channel), accusing the two companies of a string of bad deeds against one of its competitors, Spanish Broadcasting System (SBS), which operates



Clear Channel's Lowry Mays pledged to fight the charges, which he calls "frivolous."

a couple dozen stations nationwide.

By taking on Clear Channel, which Boies alleges tried to interfere with SBS's initial public offering, Boies and SBS are

challenging the nation's largest radio-station group (1,200 stations, which already faces other accusations by rivals and public advocates around the nation. The suit could add some unwanted scrutiny to Univision's planned \$3.5 billion purchase of Hispanic, announced the same day Boies filed.

Among the allegations:

- Clear Channel CFO Randall Mays called lead underwriters in summer 1999 to get them to withdraw from the offering.
- After the deal, Clear Channel and HBC sought to depress Spanish Broadcasting's stock price by threatening to withhold business from analysts' employers.

- The companies breached Spanish Broadcasting's long-term sales-representative contract with Clear Channel-owned Katz Hispanic Media.

- The companies attempted to keep SBS from acquiring stations by launching bidding wars and interfering with transaction contracts.

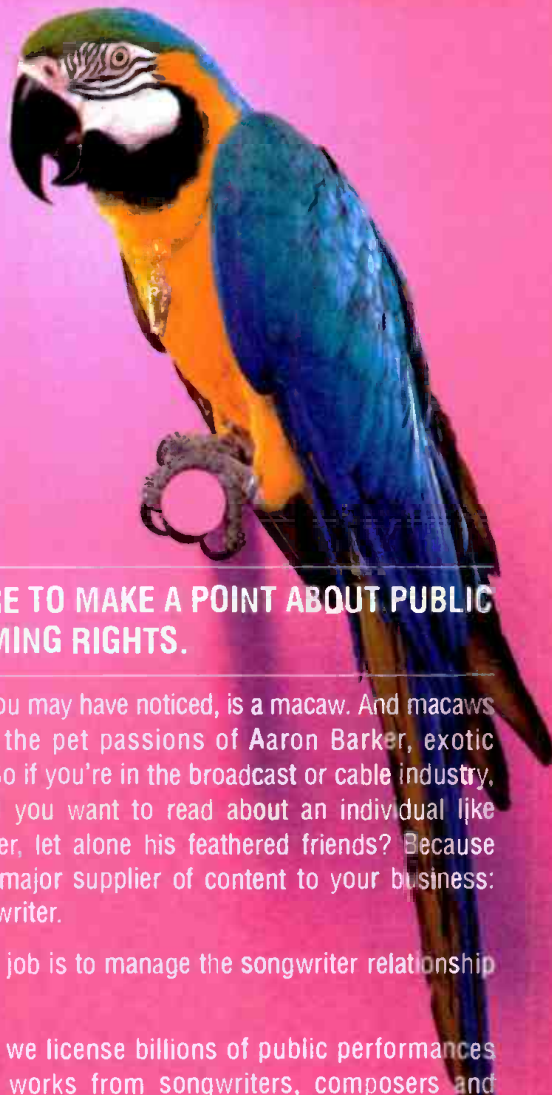
Clear Channel Chief Executive Lowry Mays called the charges "frivolous" and pledged to "fight vehemently to defend our position."

Boies' most high-profile cases recently were representing the U.S. government in its antitrust suit against Microsoft and Al Gore in his court fight for the presidency. —Bill McConnell



---

# Meet Milton



---

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# Free ads for pols?

*Chances appear slim for planned McCain-Feingold TV bill*

By Paige Albiniak

**A** new bill on free airtime for political candidates set to be introduced next week by Sens. John McCain (R-Ariz.) and Russ Feingold (D-Wis.) is long on bark but short on bite.

Although the bill hasn't yet been unveiled, key House lawmakers have already stated their opposition. Rep. Fred Upton (R-Mich.), chairman of the House Telecommunications and Internet Subcommittee, last week told the National Association of Broadcasters' board of directors that he would strongly oppose it (see story, page 36). House Energy and Commerce Committee Chairman Billy Tauzin (R-La.) also is against it.

"Senator McCain is a patriot and a great American, but, if his bill hits the House, we'll be playing 'Taps' for it," said Ken Johnson, spokesman for Tauzin.

Sen. Fritz Hollings (D-S.C.), chairman of the Senate Commerce Committee, hasn't taken a position on it but historically has not been a huge fan of free airtime, his spokesman said.

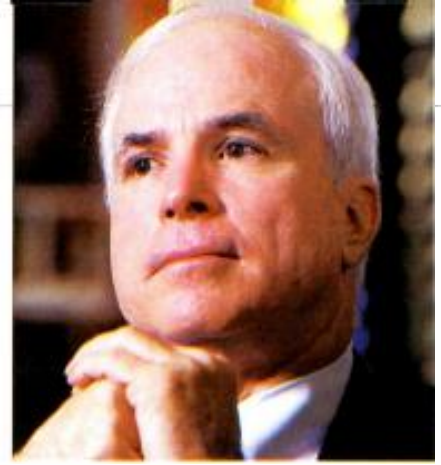
The bill tries an aggressive tack to force radio and TV broadcasters to help lower the cost of campaigns.

First, it would require broadcasters to provide two hours of candidate-centered programming each week in the month leading up to elections, although how long that requirement would exist prior to elections could change in the final bill, says Paul Taylor, executive director of the Alliance for Better Campaigns.

Second, McCain's bill would levy a spectrum-usage fee on broadcasters, about 1% of their gross revenues. The money would be deposited in a "broadcast bank" and doled out to the political parties. The parties then would give vouchers to candidates to buy advertising time on TV and radio stations at market rates.

McCain's move comes as no surprise to broadcasters. He promised such a bill early last year, but then overall campaign-finance reform legislation started moving. He pulled back on the controversial broadcasting piece to keep from endangering the larger bill, which eventually passed.

Broadcasters aren't happy that McCain is back on the campaign-finance-reform trail and plan to fight hard against the new bill. History shows that broadcasters' chances of defeating the bill are good, par-



Sen. John McCain aims to force radio and TV broadcasters to help lower the cost of campaigns.

ticularly given their strong support in the House of Representatives. Last summer, the NAB defeated a proposal by Sen. Robert Torricelli (D-N.J.) that would have required them to sell airtime to politicians at greatly reduced prices. ■

## Bush talks broadband

*Tells high-tech execs FCC is focusing on the issue*

By Paige Albiniak

**P**resident George W. Bush finally said the word *broadband* in public, and, for now, that's enough for the high-tech community.

After a day of discussions between cabinet officials and 100 high-tech CEOs—including AOL Time Warner's Steve Case and AT&T Broadband's Michael Armstrong—Bush said the administration recognizes that one of the "keys to recovery on the economic side is a strong and vibrant high-tech industry. This country must be aggressive about the expansion of broadband."

The high-tech community has pushed for a statement on broadband since January. Details remain sketchy, but the President's Council of Advisors on Science and Technology plans to release a more specific report this fall. Last week, the administration released an outline of its tech agenda,

"Promoting Innovation and Competitiveness," which, besides encouraging broadband deployment, promotes research and development.

The high-tech community wants the administration to endorse a policy to deploy 100-Mb/s networks for all Americans in a decade. Bush's possible 2004 opponent, Sen. Joe Lieberman (D-Conn.), has pushed for such a policy, introducing a bill to force the administration's hand on broadband.

"President Bush's involvement in [broadband]," said Bob Borchardt, chairman of the Electronic Industries' board of directors, "will bring new energy and visibility to a key priority of our industry."

"A lot of the action is going to come through the FCC," Bush said. "I'm confident that the chairman and the commission are focusing on policies that will bring high-speed Internet service, will create competition and will keep the consumers in mind."

Said NCTA spokesman Rob Stoddard, "The technology is on track to support the President's broadband vision."

Consumer groups said they were left out of the discussions. "This is looking more and more like an administration of the corporations, by the corporations and for the corporations," said Dr. Mark Cooper, of the Consumer Federation of America. ■

## THE WEEK THAT WAS

**ECHOSTAR, FOX BATTLE OVER CARRIAGE**

Subscribers to EchoStar's DISH network in 19 markets may lose their Fox signals if EchoStar and Fox Broadcasting cannot come to carriage terms for Fox's owned-and-operated stations. EchoStar's current deal with Fox expires June 30, and, if there's no deal, EchoStar will begin charging local-package customers in those markets \$1 less per month until the situation is resolved. ...

ABC Family inked a new multi-year carriage deal with Charter Communications for its 6.8 million subscribers. The channel's distribution has been a source of angst since Disney acquired it last October. Many of ABC Family's contracts are up for renewal or have expired and a very public carriage dispute with EchoStar earlier this year generated unwanted publicity. ...

ABC lobbyists last week asked the FCC to pressure Nielsen to stop bypassing HDTV homes, which aren't rated. Although Nielsen's digital measuring system is still in the testing phase, the company says there's no reason for the networks to get worked up because a stopgap solution incorporating parts of the new digital system in the current analog one will be introduced by the end of the year. Nielsen says only four of the 30,000 homes sampled last year were uncounted because they had gone to HDTV. ...

Dennis Swanson, president and general manager of

WNBC(TV) New York, said last week that one of the key lessons Sept. 11 should have taught the industry is the need for redundant communications facilities in Gotham. Swanson said that, after the Twin Towers fell, taking with them a host of TV-station towers including his own, he was often asked why he didn't have backup facilities. He did, he responded, but they were also housed at the World Trade Center. Swanson was on a panel as part of NAB's Service to America Summit in Washington.

**SYNDIE SYNOPSIS**

For the week ended June 2, the syndication story was *Maury*. For the first time this season, *Maury Povich's* talk show unseated *Live With Regis and Kelly* as the No. 2 talker behind *Oprah*—despite the fact that *Maury* was in repeats for four of those five days while the *Regis and Kelly* lineup was all-new.

It was the first post-sweeps week and included Memorial Day, the latter of which boosted most shows' Monday performances. For the week, *Maury* was up 10% over the prior week, to a 3.4 according to Nielsen, and up 6% from the same week last year. *Maury* was the only talker, in fact, to boost its year-to-year performance for the week. *Regis and Kelly*, which

had been No. 2 every week since the season began, was down 6% to a 3.3, tying its season low. Top talker *Oprah* was down 5% to a 5.5 and down 10% from last year at this time. ...

It may be wedding season, but *Divorce Court* was the biggest gainer among court shows, up 7% to a 2.9 and up 16% over last year. That's also the biggest year-to-year bump for any court show.

Among rookies in syndication, *Texas Justice* was the biggest gainer by a Texas-sized margin, up 15% to a 2.3, which led all new first-runs and tied its highest rating of the year. *Texas Justice* has now been first or tied for first for 20 out of its 21 weeks (*Crossing Over With John Edward* won the other).

**PROGRAMMABLE**

MSNBC is reuniting former CNN *Crossfire* combatants conservative commentator Pat Buchanan and liberal analyst Bill Press for a new afternoon show. Buchanan and Press will host a show from 2 to 4 p.m. ET on MSNBC beginning July 15, the day MSNBC also migrates to its new prime time talk format. A second mid-day addition is New York talk-radio duo Curtis Sliwa and Ron Kuby, who will

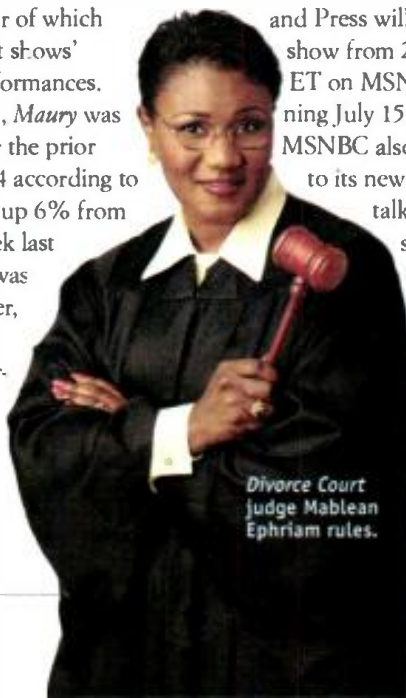
be anchoring their own show from noon to 2 p.m. ET beginning June 17. ...

Nielsen Media Research will make Greenville-Spartanburg, S.C.-Asheville, N.C.-Anderson, S.C. (DMA No. 36) the 55th market to be measured using set-tuning meters, beginning in October 2002. ...

NBC is teaming up with Palm Pilot/Pocket PC content-delivery company Mazingo to promote the network's fall schedule on handheld personal digital assistants (PDAs). A free download of Mazingo's software (www.mazingo.net) will allow PDA users to access video clips from NBC's five new fall shows. ...

American Movie Classics tapped Rob Sorcher as its new senior VP of programming and production. Sorcher most recently was EVP and GM of USA Network. ...

Univision's Spanish-language WXTV(TV) New York found itself the center of media attention after it got an exclusive interview with the sister of accused "dirty bomb" detainee Jose Padilla. After its 6 p.m. newscast last Monday reported on Padilla's detention, WXTV received a call from his sister, who had just learned of the terrorism charge by watching the station's newscast. Anchor Olga Alvarez met with her, confirmed her identity, interviewed her for the 11 p.m. news and obtained a picture from her of Padilla in Arab garb.



*Divorce Court*  
Judge Mablean  
Ephriam rules.

## SPECIAL REPORT



Some of what's being pitched on Time Warner Cable in Manhattan (clockwise from top left): MetroCard, Big Apple Circus, the system's own digital TV service, and Six Flags Great Adventure.



By John M. Higgins

In January, a team of staffers from the Television Bureau of Advertising (TVB) went down to Philadelphia for a special meeting with local advertisers and agencies. You know the drill. Usually, such presentations by the trade group would be focused on touting the strength of local broadcast stations' ability to deliver the consumers whom super-market and furniture retailers want to bring

Once haphazard, local cable ad-sales effort is now taking from local stations

They discovered a  
**business**

See Audrey Hepburn in  
*Breakfast at Tiffany's*  
July 21 and Julia Roberts in  
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From movies  
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[www.amcnetworks.com](http://www.amcnetworks.com)

Source: Nielsen Media Research, Universal Estimates June 2002, Jan 2002 to May 2002 vs. Jan. 2001 to May 2001 Prime M-Su 7p-12m Women 18-34 Avg. Aud. (000). Qualifications available upon request. AMC is a registered mark and the AMC logo is a service mark of American Movie Classics Company © 2002 American Movie Classics Company. All rights reserved. Audrey Hepburn courtesy of S. S. Archive. Julia Roberts © Mark Seliger / CORBIS OUTLINE.

into their stores. This pitch, however, was a little different. TVB executives exerted a lot of effort picking apart the arguments of what is becoming an increasing threat: local cable television:

In great detail these days, the TVB PowerPoint presentation challenges cable systems' audience measurement, sales methods and pricing with the unsurprising bottom line that advertisers are overpaying for cable ads at a time when they think they are actually getting a bargain.

"We don't say don't buy it," TVB President Christopher Rohrs said. "Our stations buy local cable in some markets. We're saying be very careful about how you make the distinction between national cable and local cable. The things that they built the national business on—targeting and low CPMs—don't hold up in the local market."

The association has traveled to make similar presentations to advertisers in Philadelphia and San Antonio and is helping its member stations to adapt the data.

Certainly, many of the TVB's arguments about the quality of local cable are worth examining. But what executives believe is most interesting is how fiercely broadcast stations now feel they have to fight local cable off—because, after years as a dis-

## Local ad sales nibble away

Cable systems generate far fewer ad dollars than TV stations, but they're steadily gaining ground. Counting both national spot and local commercials, MSOs chisel off about a percentage point of local-market share every year.

Year	Cable systems (millions)	TV stations (millions)	Total local (millions)	Cable's share
1995	\$1,634	\$19,104	\$20,738	7.9%
1996	\$1,893	\$20,747	\$22,640	8.4%
1997	\$2,191	\$21,435	\$23,626	9.3%
1998	\$2,538	\$22,828	\$25,366	10.0%
1999	\$3,026	\$23,180	\$26,206	11.5%
2000	\$3,507	\$25,601	\$29,108	12.0%
2001	\$3,656	\$24,815	\$28,471	12.8%
2002*	\$4,082	\$26,259	\$30,341	13.5%
2003*	\$4,570	\$26,696	\$31,266	14.6%
2004*	\$5,080	\$28,371	\$33,451	15.2%
2005*	\$5,654	\$28,822	\$34,476	16.4%

\*Projected

Source: Veronis Suhler & Associates

jointed jumble of wires when it came to delivering local commercials, cable systems have now become a serious threat to broadcasters in "their" backyard: local advertising. Operators have resolved many of the technology hurdles impeding sales, increased their concentration in many large markets, and simply made ad sales a higher priority at a time when they can't raise basic subscription rates aggressively.

"The fact that they have a campaign says a lot," said Judi Heady, senior vice president of Media Services for AT&T Broadband, adding that "five or six years ago, we were more on crumb patrol. But now when

you own all the systems in Chicago or San Francisco, suddenly you're competitive with the broadcasters."

There's little that broadcasters can do to stop cable, says Joe Ostrow, chairman of the Cable-television Advertising Bureau (CAB), TVB's opposite number. "This week, cable has absolutely clobbered broadcast in absolute viewership," he says, pointing to data that shows the seven broadcast networks with 40% of the prime time audience and cable with 50%. "Translate that on a local basis, and tons of stations' audience disappears."

Systems face plenty of headaches. One-stop shopping for entire DMAs can be hard, even

in markets with interconnects that sell on behalf of several local operators. (The New York market's interconnect, for example, won't get you cable subs in Manhattan, much of Brooklyn or Queens. MSO AOL Time Warner dropped out and decided to go it alone. San Diego and Cincinnati have no interconnect at all.) Partly because much of the audience to "cable" networks comes from DBS subscribers, sifting through systems' actual audience delivery requires, in the words of one agency ad buyer, "lessons in numerology." And while national cable networks almost always sell at discount to broadcasters, the CPM (cost per thousand viewers) for local cable spots often exceeds comparable time on TV stations.

Some buyers harshly complain that many cable sales reps misrepresent their numbers. Echoing many of the criticisms of the TVB, Cate Gerber, senior vice president of ad buyer Initiative Media, said Initiative's staff often gets presented plans that presume the system or interconnect reaches every multichannel home in a market, folding in the reach of overbuilders and sometimes even DirecTV and EchoStar. ESPN can sell those homes, but cable operators cannot deliver local commercials into them.

"Some people are doing it

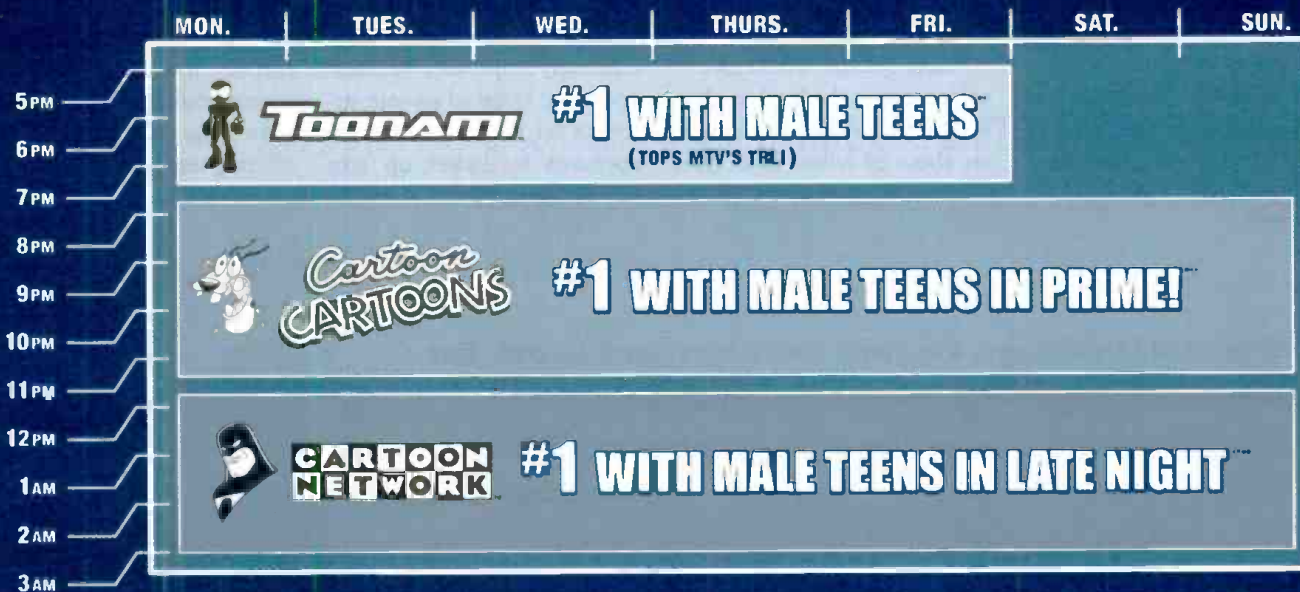
**Broadcasters are 'saying be very careful about how you make the distinction between national cable and local cable. The things that they built the national business on—targeting and low CPMs—don't hold up in the local market.'** —Chris Rohrs, TVB



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Source: NHI Coverage Ratings, 9/3/01 - 4/28/02; \* Male Teens 12-17 Total Day M-Su 6a-6a compared to all ad supported cable networks, \*\* Toonami's program average compared to competitive 5p-7p daypart averages, \*\*\* Prime defined as M-Su 8p-12M; \*\*\*\* Late Night defined as M-Su 12M-3A. Clarifications upon request. TM & © 2002 Cartoon Network. An AOL Time Warner Company. All Rights Reserved.

**CARTOON NETWORK**

vertiser. But broadcast managers handle only one channel. Cable systems were inserting commercials on a dozen different channels. The technology was sloppy, and so were operators.

The biggest change is consolidation of local markets among cable operators. Because systems were franchised suburb by suburb, most major markets splintered among several operators; just five years ago, the largest local player might serve only 40% to 50%.

But the long series of system takeovers and swaps left many markets dominated by one operator. Data from national ad rep National Cable Communications show that AOL Time Warner controls 90% of the subscribers in the Orlando, Fla.,

market and 80% of Milwaukee. Comcast controls 70% of Indianapolis.

Chicago is a prime example of the kind of changes that operators are going through. In the past four years, AT&T has rolled together properties owned by seven other cable operators, all of which were in the Chicago interconnect but had different—sometimes conflicting—insertion and billing systems. AT&T now serves 93% of the market's cable subs, the only holes being systems owned by two overbuilders.

Peter B. Heisinger, general manager of AT&T Media Services for Chicago, said that the rollup has allowed AT&T to hardwire interconnect all of the local systems and to switch to a

single billing and trafficking system. That means allowing a central facility to insert throughout the market. Advertisers can cherry-pick among 42 different zones. BMW can buy commercials just in the ritziest areas. A restaurant in suburban Schaumburg can deliver ads only in nearby towns. Or advertisers can buy the whole market in a narrow demo—say, MTV's teens—for the whole market.

"It was a couple of years of heavy lifting," Heisinger observed.

The next big advance for local cable will be ratings. Nielsen and Arbitron are experimenting with new peoplemeters that promise a better measurement of local ratings.

Early results indicate that

smaller cable networks particularly benefit by replacing handwritten diaries with automated measurement of viewership.

Adcom has rolled out a local ratings service in three markets, employing a much larger sample of homes than Nielsen's local sample, offering detail that the company contends is more consistent. But, since launching its service in Jacksonville, Fla., six years ago, Adcom hasn't built tremendous traction.

"Broadcast stations have reason to be nervous," said CAB's Ostrow. "They've been getting away with poor audience measurement for years, and it's catching up to them." ■

One version of a local commercial just isn't enough for everyone in Los Angeles. At least, that's the pitch from Adlink, one of the nation's largest cable interconnects, serving 3.5 million customers in the Los Angeles market.

Interconnects like Adlink drive the local cable advertising business. They are central sales operations that sell time on behalf of several cable systems—usually all—in a market. And most are owned by the cable operators they serve; Adlink is a product of Los Angeles-area MSOs Adelphia Media Services, AOL Time Warner, AT&T Media Services, Charter Communications and Cox Cable Communications.

Adlink is a one-stop shop for local and national advertisers looking to buy local cable spots. Blue-chip advertisers like Chevrolet, McDonald's, Coors beer and The Walt Disney Co. place cable spots on 44 cable networks through Adlink.

Local cable advertising is supposed to offer



**Interconnect Adlink sells time on behalf of several Los Angeles cable systems.**

clients better reach and more targetability, and Adlink is one of the industry's darlings.

"We're selling them all of L.A., and there's no bigger fragmented market," said Adlink President Bob McCauley. "We can show different products to the appropriate consumers."

Through Adlink, Chevrolet could send a

spot for its SUV to a young bachelor in Manhattan Beach while an ad for Chevy's minivan is piped to a family of five in Orange County. Broadcast stations, in contrast, have no choice but to beam the same car commercial to everyone watching.

Ad buyers say interconnects have reduced back-office hassles and

improved delivery and efficiency. Adlink's success in Los Angeles is particularly noted because of the market's size (it's the country's second-largest media market) and diverse population.

The company offers its clients two ways to target their media buys. The first method, Adcopy, allows spots for different products to run at the

same time, such as for different models of cars. The second, Adtag, offers the same 25-second spot to all viewers, with 5 seconds of customized branding, such as addresses for retail outlets, displayed at the end of the spot.

It's more than local cable can currently offer in most markets.

"One of the biggest complaints from clients," said Adlink Marketing Manager Amy Brookler, "is, 'It's great what I can do in L.A., but I can't do it anywhere else.'"

The company, therefore, recently licensed its Adcopy and Adtag products to the New York Interconnect, which serves 3.5 million Cablevision, Comcast, MediaOne and Adelphia customers in the New York DMA. (Time Warner Cable in Manhattan operates its own interconnect.)

Adlink and NYI don't sell spots together, but they are now peddling the same product. "We hope the ad community will start to understand benefits," Brookler said.

—Allison Romano



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# A pro's advice: Compete!

**Initiative's Crawford says operators aren't maximizing local cable ad sales**



**Local viewers don't have much trouble with cable; its penetration rate hovers around 70% nationwide. With local advertisers, though, cable has been a much tougher sell. Although it has gained, local cable advertising accounts for only about 8% of the average operator's revenue. It could be more, says Kathy Crawford, executive vice president and director of local broadcast for buying firm Initiative Media North America, a veteran buyer with more 30 years in the local-TV business. At Initiative, Crawford oversees 20 buying outfits, giving her insight into the upsides, and the problems, of local cable sales. She spoke recently with BROADCASTING & CABLE'S Allison Romano. An edited transcript follows.**

## **What is the biggest challenge facing local cable ad sales?**

The individual systems and the problems they create for buying marketplaces. If you have 25 systems in a market and they are not interconnected, you have 25 different people turning on the lights.

And most of the time, cable just is not cost-effective compared to broadcast.

## **How has local cable advertising changed in five years?**

Several years ago, cable was bought system by system, from 9 a.m. to 9 p.m. It was far looser, far less targeted and far less capable of meeting immediate plan specifications.

## **At least that has changed. What's needed now?**

We have to convince MSOs this is the way to increase their revenue. Ultimately, they need to recognize that ad-based revenue will increase their bottom lines.

National Cable Communications [a spot cable advertising firm owned by four of the largest MSOs] has changed the face of buying and selling. They've interconnected many major markets; I have one buy, one traffic order and one invoice. It's become much more doable from a buying standpoint.

## **Isn't local cable hurt by charging more for spots than broadcasters charge?**

When you go to a specialty shop, you don't expect it to be as competitive. Cable still thinks of itself as a specialty shop. But most viewers have cable or satellite in

**Operators 'will have to become part of an interconnect, give up some of their time. Then, we can buy [cable] on a more effective basis.'**

their homes. These local systems are still living in the days when they got the franchise. They don't realize they are now part of a much bigger picture.

## **What about a niche or targeted network? Aren't they still specialty buys?**

A niche network like the Food Network gets paired with USA

to be competitive. The Food Network will be cheaper, maybe \$10, and USA will be \$100. You take a spot in each, now at \$110, and average cost per spot is \$55. That makes it more efficient, because you have Food. The Food Network will not have as much coverage as USA, though. You have to be prepared for that, but it's OK. It's similar to the old days of independent vs. affiliate television.

## **But don't operators recognize they're competing against broadcast?**

In reality, they won't grow their revenue unless they compete. They will have to become part of an interconnect, give up some of their time. Then, we can buy [cable] on a more effective basis.

## **Are certain categories better suited for local cable?**

Anyone who is local and not national is better suited for cable.

It's clear, though, if you're in top-25 markets, you could be better served by going national. Those advertisers can buy national more efficiently and get the entire country. It costs less than buying locally market by market because the top markets are so expensive.

## **How has MSO consolidation impacted local cable?**

Consolidation has brought a level of sophistication to the local cable marketplace that didn't exist before. The interconnects can now compete, and the NCC can exist.

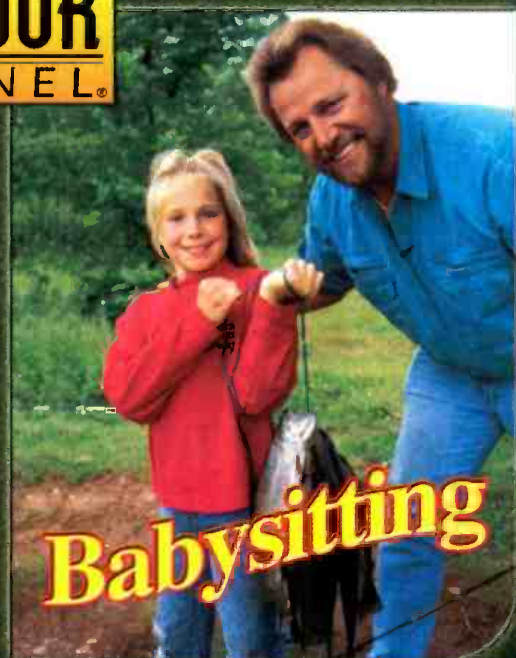
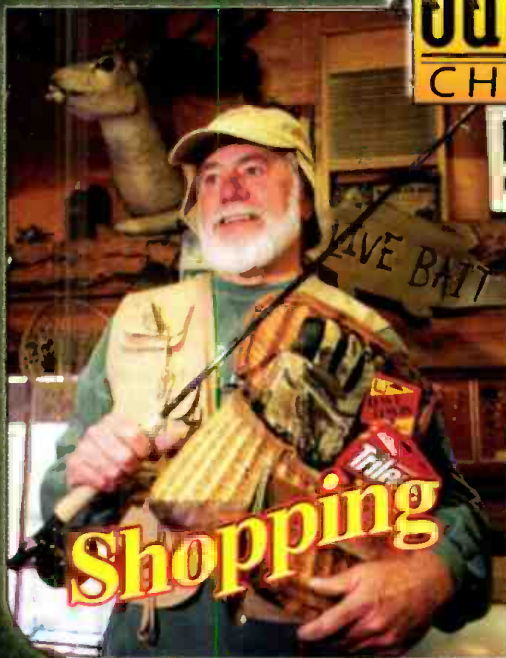
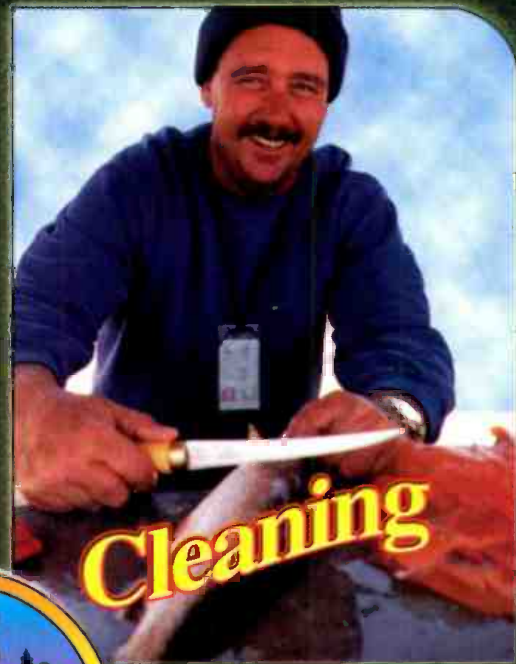
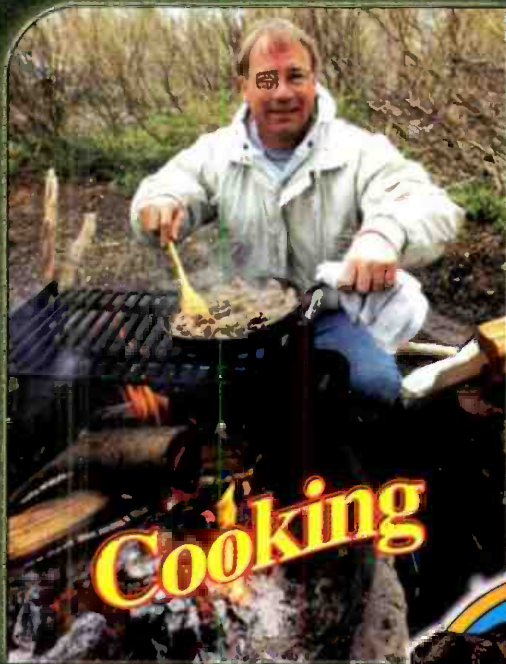
## **Where is local cable advertising working?**

Adlink, the interconnect for Los Angeles DMA, is clearly ahead of its time.

## **And what is an example of a challenging market?**

Greenville-Ashville-Spartanburg

# Outdoor Channel Man . . .



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Digital Feed now available  
Galaxy 10R, Transponder 24

has 25 different systems and, so, 25 different invoices. It's a tough market because it has a good percentage of cable penetration. But it's very difficult to buy. I would love to see it interconnected and more easily purchasable.

**How difficult is it to buy local cable when an operator in a large market, like Time Warner in Manhattan, isn't connected with other systems?**

Time Warner has its own interconnect in Manhattan. That puts us in a position where we have to buy two interconnects, not one, and that's a concern.

**Has zoning made local cable more efficient?**

Zoning is not the end-answer. When all the operators become digital, you will be able to send individualized messages to the home. That makes it far more

interesting. Zoning was just something to do until digital became a reality.

**So will digital really advance local cable advertising?**

There are so many things we can't do in an analog universe. Systems can send out commercials to individual homes, have two-way relationships, send databases back and forth. Cable will have an advantage that over-the-air broadcast can't.

I could almost say to broadcast, "I can get more with cable." When will that day come? It could be three years or five.

**As cable matures, have budgets changed? Are your clients allotting more money for local cable?**

Our national clients are much more aware of local cable since the NCC began to do its work. We tell our clients we feel

strongly that television is television. The viewer doesn't see the difference between what comes out of the box from a cable standpoint or broadcast.

**So what influences the decision to buy local cable?**

Pricing dictates if it's a good buy or not, especially if the client is in the whole DMA.

Someday, there will be parity. We may put together buys for a whole marketplace for cable, national and local, because it's right from a pricing standpoint.

It's a value issue. The viewer doesn't see the difference. If they don't, why should we?

**What's the biggest opportunity sector for cable ad sales?**

Retail is the growth category. The good thing about local is, you can target a particular area and just buy that.

**Aren't there structural problems about the local avails that cable operators get?**

They only have two minutes an hour. That's not in every hour. You really only have a 30-second piece allotted to the interconnect. It's not like they have all the inventory in the world. They don't.

That is another reason why their costs are what they are. It's a bit of a sticky wicket.

**What is your biggest frustration with operators?**

It's up to NCC and operators to come up with a better pricing model. I'd like to see cable be more competitive with broadcast. It's been going on like this for years, though.

They think of advertising as gravy. They don't see it as being a primary source of revenue. As a result, they don't treat it as if it's as important. ■

**Was this the phone** you were using when you ordered your current traffic and billing system?



Then it's time to trade it in for a new one. With AdVision, you won't be using the same mass-produced traffic and billing system as everyone else. Instead, we will take the time to understand your day-to-day operations and then tailor a system that meets your particular needs. For more information on how we can create a system as unique as your situation, call us at 303-244-1090.



Please visit us at **CAB Booth #519** in Salt Lake City, June 22-24, 2002.

## COVER STORY



Post-Newsweek's TV station in the No. 53 DMA (above) now dominates its rivals. Preparations for becoming an independent on July 15 include removing all signs of its CBS affiliation.



# The hard way

By Dan Trigoboff

In Jacksonville, WJXT is leaving CBS behind but says, with the help of news and Kelsey Grammer, it can be just as profitable

Months before the announcement of the breakup between CBS and Post-Newsweek's WJXT(TV) Jacksonville, Fla., other stations in the market had figured out that Post-Newsweek President Alan Frank and station General Manager Sherry Burns were not bluffing.

The cost of syndicated programming in Jacksonville was rising. That meant Frank and Burns were stockpiling shows so that they would be prepared to dump CBS and take WJXT independent.

Everybody knew that the station's 53-year affiliation with CBS was on the rocks. In 2001, the network and station had been able to hammer out a one-year extension of the affiliation, but they continued to squabble. The big issue was compensation, the estimated \$2 million CBS paid the station each year for carrying network commercials.

CBS wanted to eliminate the compensation. No compensation, no deal, said WJXT.

As the other station executives had guessed, WJXT wasn't bluffing. But neither was CBS. So, in April, WJXT announced that the affiliation under which it had prospered and dominated the 53rd-largest TV market was ending. WJXT would become an independent on July 15.

"It will be hard to do as well as or better than we've done," says Burns. "But, obviously, we think we'll do very well. We've got a lot of the same advertisers; we don't expect to lose any. We've opened up the schedule, and people are assuming our audience is going to be younger—although our demos are good right now. We're in control of our own destiny."

The WJXT-CBS breakup has transformed "sleepy little Jacksonville," as one GM calls it, into one of TV's liveliest markets.

Here's what's happening: Post-Newsweek's WJXT drops CBS; Clear Channel's WTEV-TV drops UPN and picks up CBS. Clear Channel's Fox affil-

iate, WAWS, picks up UPN and schedules its programming to run after Fox prime time and local news.

Meanwhile, Gannett's strong NBC affiliate, WTLV, and weak ABC affiliate, WJXX, and Media General's news-less WB affiliate, WJWB, sit, content in the knowledge that viewers know where to find them.

Come July 15, thanks to the CBS-WJXT breakup and liberalized local-ownership rules, Jacksonville will have five network affiliates in the hands of two owners, Clear Channel (CBS, Fox and UPN) and Gannett (NBC and ABC). At least in terms of broadcasting, Jacksonville is a very special place.

For Post-Newsweek and WJXT managers, the disappearing compensation offer from CBS was an affront that ignored the station's impressive history and the success it has helped bring CBS in the market. Staffers are looking at independence as a crusade, says Station Manager Ann Sutton,

noting that Spencer Johnson's book about change, *Who Moved My Cheese?*, is being passed around.

As a CBS affiliate, according to BIA Financial, WJXT had revenue of nearly \$30 million in 2001. (Some local executives consider that number a bit high.) The station's challenge is to maintain its profitability without CBS's prime time sitcoms and dramas, afternoon soaps, early-morning news, Dan Rather and David Letterman.

It can be done, say Frank and Burns. Costs will rise as the station spends more for top-tier syndicated programming and expanded news programming, and viewer-

ship in most dayparts will fall when the CBS programming goes away. But offsetting those negatives will be many more spots to sell, particularly in news.

"It helps that we'll have the inventory," says Burns. "It also helps that we have faith in our product."



What is that product? Mostly news. WJXT plans to expand its news from 4½ to 8¼ hours a day, adding a two-hour morning news block to replace CBS's low-rated *The Early Show*, expanding the noon news to an hour, and introducing an hour newscast at 10 p.m. The station will also offer a newscast with an international dimension to

compete with *Rather* at 6 p.m.

In place of its current 11 newscast, it will air the 15-minute *Eyewitness News Express*. Because it will end at 11:15, subsequent late-night programs will begin and end on the quarter hour. Viewers bored with the waning minutes of *The Tonight Show* can switch at 12:15 a.m. to *In the Heat of the Night*.

If you like *Frasier*, you'll love WJXT in prime time. A double run of *Frasier* will dominate WJXT's weeknight prime with a double-run at 9—except on Tuesdays when fans of the TV shrink will have the choice of turning to WTLV for a first-run episode or stay with WJXT

## WJXT's independence-day parade

July-Sept 2002	Sun	Mon	Tue	Wed	Thu	Fri	Sat
 Frasier	5:00A Paid Program				Eyewitness News (cc)		Paid Program
	5:30A Sunday School Forum						Paid Program
 M*A*S*H	6:00A In Touch Ministries				Eyewitness News (cc)		Paid Program
	6:30A						Paid Program
	7:00A Wild Moments E/I (13-16)					Eyewitness News (cc)	Eyewitness News (cc)
	7:30A Wild About Animals E/I (13-16)						Eyewitness News
	8:00A Eyewitness News					Eyewitness News (cc)	Saturday Morning (cc)
	8:30A Sun Morning (cc)						CNN Headline News
	9:00A Eyewitness News				Texas Justice		
	9:30A Sun Morning (cc)						Critter Gitters
	10:00A Paid Religion				Maury Povich		Critter Gitters
	10:30A						Wild Moments
11:00A Robert Schuller				Supermarket Sweep		Wild About Animals	
11:30A				Shop Til You Drop		Paid Program	
12:00N Marketwatch				Eyewitness News at noon (cc)		Paid Program	
12:30P Paid Program				Eyewitness News (cc)		Paid Program	
1:00P Paid Program				ET-rpt		Paid Program	
1:30P Paid Program				Texas Justice-rpt		Paid Program	
2:00P Ron Hazelton's House Calls				Maury II		Paid Program	
2:30 Today's HomeOwner						Paid Program	
3:00P Hometime				Sally Jessy Raphael		MASH	
3:30P Your New House						MASH	
4:00P P Allen Smith & Gardens				Oprah		Steel Dreams	
4:30P Famous Homes & Hideaways						In The Heat Of The Night	
5:00P ER II				Eyewitness News First at 5 (cc)			
5:30P				Eyewitness News Live at 5:30 (cc)			
6:00P Eyewitness News (cc)				Eyewitness News at 6 (cc)		Eyewitness News (cc)	
6:30P Inside Edition Weekend				World News With Tom Wills (cc)		CNN Headline News	
7:00P ET 60				Entertainment Tonight		Andy Griffith	
7:30P				Inside Edition		Andy Griffith	
8:00P Perry Mason Movie				Access Hollywood		Lost World	
8:30P		Cheers	Cheers	Cheers	Cheers	Cheers	
9:00P		Frasier	Cheers	Frasier	Frasier	Frasier	Tracker
9:30P		Frasier	Frasier	Frasier	Frasier	Frasier	
10:00P Eyewitness News (cc)						Eyewitness News at 10:00 P (cc)	
10:30P 1st 4 Sports (cc)						1st 4 Sports (cc)	
11:00P Eyewitness News Express (cc)						Eyewitness News Express (cc)	
11:35P Access Hollywood 60 (11:15p)				MASH (11:15p)		ER I (11:15p)	
12:05A ET 60 (repeat) (12:15a)				MASH (11:45p)		The Pretender (12:15a)	
12:35A				In The Heat Of The Night (12:15a)			
1:05A Inside Edition wkend-rpt (1:15a)				Access Hollywood-rpt (1:15a)		Eyewitness News Express (1:15a)	
1:35A Eyewitness News Exp-rpt (1:45a)				Eyewitness News Express-rpt (1:45a)		Paid program (1:30a)	
4:35A CNN Headline News (4:30a)				CNN Headline News (4:30a-5a) Tue-Fri morning)		Paid program (4:30a)	

Texas Justice

Note: This schedule goes into effect on July 15, 2002, and should remain in effect throughout the summer. Between 1:45 a.m. and 4:35 a.m., the station will air paid programming.

for the show from which *Frasier* spun, *Cheers*. *Cheers* and *Access Hollywood* will also be staples of WJXT prime.

In daytime, the station loses soaps and *The Price Is Right* and adds two supermarket-shopping shows and second runs of *Maury* and *Texas Justice*. In the fall, *Dr. Phil* will replace *Sally* before *Oprah*.

Frank says the station has some strong programming in the pipeline. WJXT will offer *King of Queens* and *Becker* in fall 2003. Both are shows that did well on the station in CBS prime.

Frank sees plenty of cause for optimism. "We feel we'll be successful in the mornings with a local show and that we'll have a successful daytime lineup. We'll be expanding our noon news, which does high ratings. I don't know if our 6:30 *World News With Tim Wills* will win the time period, but it will be competitive."

Burns expects the 10 o'clock news will work. "This market likes to go to bed early. It's going to be news of record, not just hard news. We're beefing up our investigative unit.

"It's unrealistic to think we can equal our current prime time ratings," she concedes. "But a significant rating will be valuable to our station."

The extra ad inventory adds up. WJXT's Local Sales Manager Tom Becker explains that, as a CBS affiliate, the station currently gets about 132 spots per week for three hours a night in prime time. Figuring an average 9 rating, that brings \$1,125 per spot and \$148,500 a week.

But, as an independent with only two hours in prime time before the news, Becker says, the station will get a total of 405 spots a week. The station expects to keep 60% of its average viewership. If it does, all those spots will bring in \$250,000 week—an increase of about \$100,000 over CBS. "And that doesn't include our 10 o'clock news," Becker adds.

Other Jacksonville broadcasters think it

is unrealistic that WJXT will retain 60% of its prime time audience.

WJXT will need all the revenue it can get. It now has to pay for its prime time programming (sources say it's paying a few thousand dollars a week for *Frasier* and *King of Queens*), and it has to pay to produce the extra hours of news. "Our margins will go down this year and next," Frank says. "But eventually, we believe within two years, we'll be at our current level of profits or higher."

With its 10 o'clock news, WJXT will be going head-to-head with Clear Channel's WAWS. And despite WAWS's head start, some believe WJXT will prevail.

"WAWS has been the only game in town," says a local executive. "But 'JXT is a very polished news operation with a strong following, and they should win big, unless Clear Channel invests a lot of money in its product."

Bill Moll, the head of Clear Channel's TV group, who happily snapped up the CBS affiliation, acknowledges WJXT's strength in the market. "They've got news talent that's recognized in the market," he says. "They've got a strong head start."

But the good news, he notes, is that, over the years, WJXT's audience has developed a habit of watching CBS programming. Do viewers watch programs or stations? "I think it's a little of both," Moll says.

WTEV/WAWS General Manager Susan Adams Loyd is less generous in her comments. "WJXT is a very strong local news brand, but it's an aging product with old-skewing demos. KTVK's success [as an independent in Phoenix after having been an ABC affiliate] was another time. There's not enough good programming out there."

Adams Loyd acknowledges that the

market's new independent "has a shot at mornings," but she is not ready to concede late news. "There's no tradition for them at 10 o'clock, and they'll have no lead-in, no flow. The Fox news viewer is different. Certainly, they'll have an impact. But we're the incumbent."

Gannett's Ken Toning, who runs both WTLV and WJXX, believes that change is good for TV stations—as long as it's not his stations that are changing. "Right now," he says, "there's so much confusion in marketplace we're getting huge buys just because of the uncertainty."

Mike Liff, GM at Media General's WB affiliate WJWB, says his station has "been an ABC, an NBC, an ABC again and now a WB. It's nice not to be changing. But I look at WJXT's strength and say that anything can happen. Turning the market upside down like this makes it really fun."

Going independent has a mixed history. KRON-TV San Francisco has suffered massive loss of viewership since it switched from NBC to an independent at the beginning of this year. But that station maintains that it's doing well and argues that comparing its former NBC affiliate numbers is hardly a fair measure.

On the other hand, KTVK Phoenix, now Bel-owned, successfully made the transition from ABC affiliate to independent in the mid 1990s and continues to prosper.

KTVK's former general manager, Sue Schwartz, now running Meredith's CBS affiliate WGCL-TV Atlanta, has been given much of the credit for KTVK's transition. "All around the country today," she says, "stations are trying to determine if they're better off controlling their own destiny or letting the network control their destiny. It's triggered by the relationship with the network itself. If you're a strong television station, you have the ability to consider [going independent] as an option.

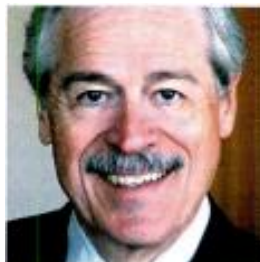
"You need to ask: How strong is your news effort? How tied-in to the community are you? How much is your image tied in to the network? And can you live with the change in the margins?" ■



**WJXT GM Sherry Burns:**  
"We're in control of our own destiny."



**Post Newsweek President Alan Frank says WJXT's "margins will go down this year and next. But eventually, we believe, within two years, we'll be at our current level of profits or higher."**



**Clear Channel's Bill Moll says independent WJXT will continue to be a tough competitor. "They've got a strong head start."**

# Programming

## BroadcastWatch

COMPILED BY KENNETH RAY

JUNE 3-9 Broadcast network prime time ratings according to Nielsen Media Research

Week	abc	CBS	NBC	FOX	PAX TV	UPN	WB
37	4.9/8	7.9/13	5.3/9	2.2/4	0.8/1	1.8/3	2.3/4
<b>MONDAY</b>	8:00 40. John Stossel Special 4.7/8 9:30 31. ABC Monday Night Movie—The Hamptons, Part 2 5.0/8 10:30	14. King of Queens 6.4/12 12. Yes, Dear 6.7/11 3. Ev Lvs Raymnd 9.8/16 6. Becker 8.6/14 7. 48 Hours 8.0/14	26. Fear Factor 5.4/9 23. Spy TV 5.7/9 31. Crossing Jordan 5.0/9	81. Boston Public 2.6/5 96. Ally McBeal 1.8/3	131. Miracle Pets 0.5/1 122. Touched by an Angel 0.7/1 114. Diagnosis Murder 1.1/2	98. The Hughleys 1.7/3 96. One on One 1.8/3 95. The Parkers 1.9/3 92. Girlfriends 2.0/3	74. 7th Heaven 3.0/5 99. Angel 1.6/3
<b>TUESDAY</b>	8:00 58. The Mole II 3.9/7 9:00 37. The Mole II: The Next Betrayal 4.8/8 10:00 61. Boston 24/7 3.8/7 10:30	18. JAG 6.0/10 30. The Guardian 5.2/8 15. Judging Amy 6.3/11	23. Spy TV 5.7/10 15. Spy TV 6.3/11 18. Frasier 6.0/10 31. Scrubs 5.0/8 10. Dateline NBC 7.1/12	62. That '70s Show 3.7/7 87. Andy Richter 2.3/4 74. Bernie Mac 3.0/5 88. Andy Richter 2.2/4	125. Mysterious Ways 0.6/1 119. Doc 0.8/1 114. Diagnosis Murder 1.1/2	107. Buffy the Vampire Slayer 1.3/2 117. Girlfriends 0.9/1 114. The Hughleys 1.1/2	84. Gilmore Girls 2.5/4 80. Smallville 2.7/4
<b>WEDNESDAY</b>	8:00 28. My Wife & Kids 5.3/10 8:30 41. According to Jim 4.6/8 9:00 49. Drew Carey 4.2/7 9:30 64. Adventures in TV 3.6/6 10:00 43. Boston 24/7 4.5/8 10:30	13. 60 Minutes II 6.6/12 10. CBS Wednesday Movie—Cupid & Cate 7.1/12	34. The West Wing 4.9/9 8. NBA Tipoff 7.6/14 1. NBA Finals Game 1—New Jersey Nets vs. L.A. Lakers 10.6/20	81. Grounded/Life 2.6/5 74. Grounded/Life 3.0/5 62. Bernie Mac 3.7/6 72. Greg the Bunny 3.2/5	125. Candid Camera 0.6/1 117. Touched by an Angel 0.9/2 111. Diagnosis Murder 1.2/2	102. Enterprise 1.5/3 111. Wolf Lake 1.2/2	106. Dawson's Creek 1.4/3 107. Dawson's Creek 1.3/2
<b>THURSDAY</b>	8:00 Presidential Address 8:30 68. Whose Line Is It 3.3/5 9:00 44. Who Wants to Be a Millionaire? 4.4/7 9:30 58. Boston 24/7 3.9/7 10:00 10:30	54. News Analysis 4.1/8 46. King of Queens 4.3/8 4. CSI 9.7/16 23. The Agency 5.7/10	Presidential Address 22. Friends 5.8/10 26. Will & Grace 5.4/9 28. Will & Grace 5.3/9 17. ER 6.2/11	74. 2002 Essence Awards 3.0/5	125. It's a Miracle 0.6/1 122. Touched by an Angel 0.7/1 102. Diagnosis Murder 1.5/3	68. WWE Smackdown! 3.3/6 92. Jamie Kennedy 2.0/4 88. Jamie Kennedy 2.2/4 102. Charmed 1.5/3	
<b>FRIDAY</b>	8:00 54. America's Funniest Home Videos 4.1/9 8:30 9:00 49. Best Commercials Never Seen 4.2/8 9:30 49. Boston 24/7 4.2/8 10:00 10:30	79. JAG 2.8/6 66. First Monday 3.4/6 37. 48 Hours 4.8/9	18. Dateline NBC 6.0/13 18. NBA Tip-off 6.0/12 5. NBA Finals Game 2—New Jersey Nets vs. L.A. Lakers 9.1/18	90. Dark Angel 2.1/4	131. Weakest Link 0.5/1 131. Encounters With the Unexplained 0.5/1 107. Diagnosis Murder 1.3/2	99. UPN's Movie Friday—Striptease 1.6/3 99. Sabrina/Witch 1.6/3 102. Maybe It's Me 1.5/3 86. Reba 2.4/5 92. Raising Dad 2.0/4	
<b>SATURDAY</b>	8:00 2.9/6 8:30 68. ABC Stanley Cup Finals Game 3—Detroit Red Wings vs. Carolina Hurricanes 3.3/8 9:00 9:30 10:00 10:30	64. Touched by an Angel 3.6/8 49. Touched by an Angel 4.2/8 37. The District 4.8/10	2.1/4 90. NBC Saturday Night Movie—The '70s 2.1/4	66. Cops 3.4/8 56. Cops 4.0/9 34. AMW: America Fights Back 4.9/10	122. Diagnosis Murder 0.7/2 119. PAX Big Event—Murder 101 0.8/2	KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TV UNIVERSE ESTIMATED AT 105.5 MILLION HOUSEHOLDS; ONE RATINGS POINT IS EQUAL TO 1,055,000 TV HOMES • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • PROGRAMS LESS THAN 15 MINUTES IN LENGTH NOT SHOWN • S-T-D = SEASON TO DATE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH	
<b>SUNDAY</b>	7:00 3.4/6 7:30 72. Wonderful World of Disney—A Knight in Camelot 3.2/6 8:00 8:30 9:00 74. Alias 3.0/5 9:30 10:00 44. The Practice 4.4/8 10:30	9. 60 Minutes 7.2/15 49. Touched by an Angel 4.2/8 46. CBS Sunday Movie—Joan of Arc, Part 1 4.3/7	56. Dateline NBC 4.0/8 34. NBA Showtime 4.9/10 2. NBA Finals Game 3—L.A. Lakers vs. New Jersey Nets 10.2/18	81. Futurama 2.6/6 68. King of the Hill 3.3/7 41. The Simpsons 4.6/9 46. Malcolm/Middl 4.3/8 58. Bachelorettes in Alaska 3.9/7	125. Candid Camera 0.6/1 125. Doc 0.6/1 125. Ponderosa 0.6/1 119. Touched by an Angel 0.8/1	107. WB Sunday Movie—Witchblade: Transcendence 1.3/2 111. Angel 1.2/2	
Week	4.0/7	5.7/10	6.2/11	3.1/6	0.8/1	1.8/3	1.8/3
6-10	6.2/10	8.0/13	8.7/14	5.5/9	0.9/1	2.6/4	2.4/4



# SyndicationWatch

MAY 27 - JUNE 2 *Syndicated programming ratings according to Nielsen Media Research*

## TOP 25 SHOWS

Rank/Program	HH AA	HH GAA
1 Wheel of Fortune	7.7	NA
2 Jeopardy	6.5	NA
3 Friends	6.1	7.3
4 Seinfeld	5.8	6.4
5 Oprah Winfrey Show	5.5	5.6
6 Judge Judy	5.4	8.0
7 Everybody Loves Raymond	5.3	5.9
8 Entertainment Tonight	5.2	5.3
9 Seinfeld (wknd)	4.9	5.6
10 Wheel of Fortune (wknd)	3.9	NA
11 Maury	3.4	3.6
12 Live With Regis and Kelly	3.3	NA
12 Judge Joe Brown	3.3	4.5
14 King of the Hill	3.1	3.6
14 Frasier	3.1	3.3
14 Entertainment Tonight (wknd)	3.1	3.1
17 Divorce Court	2.9	3.8
18 Friends (wknd)	2.8	2.9
19 Everybody Loves Raymond (wknd)	2.7	NA
19 Jerry Springer	2.7	2.9
19 Inside Edition	2.7	2.7
22 The Practice	2.5	2.8
22 Montel Williams Show	2.5	2.5
24 Hollywood Squares	2.4	NA
24 Cops	2.4	3.0
24 The X-Files	2.4	2.6
24 WW Police Videos	2.4	2.5

## TOP ACTION HOURS

Rank/Program	HH AA	HH GAA
1 The X-Files	2.4	2.6
2 Stargate SG-1	2.1	2.2
3 Mutant X	2.0	2.1
4 Andromeda	1.9	2.0
5 Beastmaster	1.8	1.8

According to Nielsen Media Research Syndication Service Ranking Report May 27-June 2, 2002  
**HH/AA** = Average Audience Rating (households)  
**HH/GAA** = Gross Aggregate Average  
**One Nielsen rating** = 1,008,000 households, which represents 1% of the 100.8 million TV Households in the United States  
**NA** = not available

## Getting together—on something



**Rosenberg: It's "what companies can do without being directly aligned with a broadcast group."**

Tribune Broadcasting and Universal Television Enterprises last week struck a deal to co-develop, co-produce and co-distribute a first-run daily program in syndication. Now all they have to do is figure out what the show is and when to launch it. Under the deal, the show, whatever it is, will launch in either fall 2003 or fall 2004.

No word yet on format, but the companies say they will consider all projects on their respective program-development slates. That would include *Fergie*, a new talk/variety show that Universal announced last week for 2003 hosted by Sarah Ferguson, the former wife of England's Prince Andrew and, more recently, a diet spokeswoman.

Katz Media Group Programming Vice President Bill Carroll calls the Tribune-Universal pact a "real estate deal," referring to the fact that Tribune has agreed to

commit time periods on its stations.

"I think that's true. With Tribune, it's like having beachfront property, so I'm happy with our real estate," says Steve Rosenberg, president of Universal Television Enterprises.

Universal Television has the production resources; Tribune has the stations. Tribune also has a production company, but, as Tribune Broadcasting Vice President Marc Schacher says, "Times are changing, and everybody has to be open to doing things differently."

The two have done a lot of business, including carriage agreements for *Jerry Springer* and *Maury*, which air on many Tribune stations. In fact, the deal arose from renewal talks on those shows earlier this year, Schacher says. "We got to talking about how the old economic models for syndication development really weren't working and how nobody wanted all the risk. We think this deal is great way to provide incentive for both sides to have a stake in picking a show we really have some passion about and then nurturing it."

Universal will handle station sales, and Tribune will sell the barter advertising.

Rosenberg says the Tribune deal is also "a statement about what companies like ours can do without being directly aligned with a broadcast group. Even vertically integrated companies [like Tribune] have to look elsewhere for breakthrough product. The pathway to success is not just internal."

—Steve McClellan

## ROCKIN' AND GROWIN' IN CLEVELAND!

Highest Time Period Share In 26 Sweeps

WJW/FOX  
1 PM

+117%

13 Shr

W18-49

+71%

12 Shr

W25-54

GOOD DAY LIVE



Source: NIELSEN, SWAP 3, Sweeps Feb '00 thru May '02 (64 July '00 W25-54), May '02 vs. May '01 % chg. W18-49 & W25-54 Shr

# StationBreak

BY DAN TRIGOB OFF

## H-A NEWS EXECS GET VP STRIPES

Hearst-Argyle has promoted News Directors Candy Altman, Brian Bracco and Gary Griffith to vice president. Altman and Bracco are former station news directors, from WCVB-TV Boston and KMBC-TV Kansas City, Mo., respectively, who became group executives, overseeing news at numerous Hearst stations. Griffith has been chief of Hearst's Washington news bureau. All three will continue to report to Hearst Senior Vice President for News Fred Young.

## PORTLAND PLUG-PULLING

The Maine TV station that broke the story about President George W. Bush's 1976 drunk-driving arrest just before the 2000 election has pulled the plug on its local newscast. The last broadcast of *Our Maine News* on WPXT(TV) Portland was scheduled for last Friday.

According to GM Ann Gagne, the single daily half-hour of news—which was not the market's lowest-rated

newscast—simply did not justify its cost, and efforts to expand in other time slots were unsuccessful. About 20 full- and part-time employees, including veteran News Director Kevin Kelly, will lose jobs, station sources said.

The 10-year-old newscast had received numerous honors, including Associated Press regional awards and several Edward R. Murrow Awards from the Radio-Television News Directors Association.

## CBS OFFICIALLY TAPS BAUER GONZALES

Nancy Bauer Gonzales was officially ensconced atop the news operations at CBS stations' new duopoly in Los Angeles, KCBS-TV and KCAL(TV). A former KNBC(TV) news director, she was new duopoly GM Don Corsini's choice to head the soon-to-be combined news departments.

Princell Hair, who had been KCBS-TV's news director since the end of last year and had been the early favorite to run the duopoly's news operations, will return to his

previous role as director of news for the group. CBS executives had made it clear during early reports of Bauer Gonzales' selection that they have a high regard for Hair and want to keep him in a prominent place in the group.

## WYMT NEWS DIRECTOR SERIOUSLY INJURED

WYMT(TV) Lexington, Ky., News Director and Station Manager Tony Turner was critically injured in a crash that killed a mother and her baby last week in Whitley County, Ky., and sent two other children to the hospital.

Police told the station that Turner's sport utility vehicle was struck on the driver's side when a driver traveling in the opposite direction lost control of her vehicle and crossed into Turner's lane. She and her 8-month-old child were killed. The woman's 3- and 4-year-old children were taken to the University of Kentucky Medical Center, where they were listed in serious condition. Police said only the baby was restrained in the vehicle.

Turner, who was alone in his vehicle, suffered numerous broken bones and internal injuries, but the station reported late last week that his condition had stabilized.

## NIelsen ADDS METERED MARKET

Nielsen Media Research said Monday that Greenville-Spartanburg, S.C.-Asheville, N.C.-Anderson, S.C. (DMA 36)—will be the next (and 55th) market to be measured using set-tuning meters, which Nielsen considers a step up from diaries, starting in October.

Nielsen GM, Local Services, Jack Oken said the addition will "extend local, electronic ratings service to 69.2% of the U.S." According to Nielsen, Meredith-owned Fox affiliate WHNS(TV) has signed up for the service. Local metered service will begin with 400 sample homes in October, increasing to 500 sample homes by October 2003.

## RATINGS RISE

KCOP(TV) Los Angeles's move from a 10 p.m. newscast to 11 p.m. got off to a promising start, improving its rating from a 0.5 to a 2.0 within its first full week, although it was still fourth behind the market's three O&Os. KCOP drew a 1.9 and 1.3 rating, respectively, for the first two days of last week.

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



### Health talk

WABC-TV New York anchor/reporter Bill Ritter (back to camera) interviews former New York Mayor Rudolph Giuliani about prostate cancer, for which Giuliani has undergone treatment. The station's multi-part series on the disease will include Ritter's undergoing a live test for it.

# FocusSeattle

## THE MARKET

DMA rank	12
Population	4.28 million
TV homes	1.68 million
Income per capita	\$23,192
TV revenue rank	14
TV revenue	\$334.1 million

## COMMERCIAL TV STATIONS

Rank*	Ch.	Affil.	Owner
1	KING-TV	5 NBC	Belo
2	KIRO-TV	7 CBS	Cox
3	KOMO-TV	4 ABC	Fisher
4	KCPQ	13 Fox	Tribune
5	KSTW	11 UPN	CBS/Viacom
6	KTWB	22 WB	Tribune
7	KONG	16 Ind	Belo

\*May 2002, total households, 6 a.m.-2 a.m., Sun.-Sat.

## CABLE/DBS

Cable subscribers (HH)	1,227,130
Cable penetration	73%
ADS subscribers (HH)**	226,800
ADS penetration	13.5%
DBS carriage of local TV	Yes

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

## WHAT'S NO. 1

Syndicated show	Rating/Share***
<i>Jeopardy!</i> (KOMO)	6.4/11
Network show	
<i>Friends</i> **** (KING)	25/39
Evening newscast	
KING	8.9/20
Late newscast	
KING	8.6/21

\*\*\*May 2002, total households

\*\*\*\*February 2002, total households

Sources: Nielsen Media Research, BIA Research



Locally produced shows have a strong presence in Seattle television.

## A market with a difference

"The Chicago-based Boeing Co. Get used to it, Seattle." So began the story in the *Seattle Post-Intelligencer* in April 2001, when the aerospace giant said it would move corporate headquarters—though not its manufacturing segment—from Seattle to the Windy City. Although only 500 or so jobs headed east, in the post-9/11 economy, Boeing will have laid about half of its 65,000 area workers by year-end.

The dotcom collapse also shook Seattle, home of Microsoft and, once, hundreds of start-ups. "This was a very, very hot market," says KOMO GM Dick Warsinske, but his station, the ABC affiliate, has seen an overall reduction in ad spending.

Likewise, says Jay Cascio, KING-TV/KONG-TV VP, programming and creative services. "Whatever recovery is happening around America probably will get to Seattle later."

The good news is that television in the nation's No. 12 market is a little more local than most places. For example, KING's nightly locally produced *Evening feature/news* show, now in its 15th year, wins its time period, beating *Entertainment Tonight*, *Wheel of Fortune*, *Inside Edition* and reruns of *Seinfeld* and *Friends*. Likewise KOMO's home-grown *Northwest Afternoon* at 3 p.m. wins its time period.

"Seattle is a highly educated market," says Warsinske. "Smart shows do better faster here than nationwide. *The Practice* was a hit here long before it was a hit nationwide." Notes Cascio, "A lot of the promotional tricks or 'flavors' of newscasts that work in other markets won't work here." His KING is the dominant news leader: Its 11 p.m. newscast has won 22 consecutive major sweeps; its 6 a.m. newscast hasn't lost a ratings book since November 1989. KOMO and Cox-owned KIRO-TV slug it out for second best in news. In total day, though, the Big Three affiliates are closer.

"Usually, markets have a strong station, one that's middle of the road, and a dog," says Warsinske. "It's much closer here."

—P.J. Bednarski

# navigating in nashville!

shipmates is a hit on WTVM!

# SHIPMATES

3 days, 2 nights, 1 date. no escape!

2.3 household rating!

#1 reality-relationship strip in Nashville!

#1 in the time period!



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## IN BRIEF

### STABENOW PUSHES AD-DEDUCTION CUT

Sen. Debbie Stabenow (D-Mich.) is trying to insert into the Senate Democrats' prescription-drug package a provision that could discourage drug companies from advertising. It would prevent them from taking a tax deduction on any advertising and marketing expenses above what they spend on research and development. So far, however, Stabenow's provision is not included, one source said.

### STREAMLINING STREAMING RULES

The U.S. Copyright Office plans to release interim record-keeping rules for broadcasters and others who stream copyrighted music on the Internet. The records Webcasters likely will be expected to keep are the type of Internet service, artist, title, album name, label and number of performances. That is down from the 18 factors the Copyright Office had been planning.

### TV CAUCUS WANTS CRACKDOWN

The Caucus for Television Producers, Writers & Directors wants the FCC to implement tougher programming rules and to review media concentration. The Caucus wants the FCC to forbid any cable system, MSO or national broadcast network from owning more than 30% of any programming service or program it carries; limit to 15% the amount of space commonly owned programs can occupy on any one video-distribution system; and prevent any MSO or satellite company serving more than 30% of multichannel subs from owning an interest in any programming.

# NAB to fight fees

*Board votes to take streaming levy to appeals court*

By Paige Albiniaik

The National Association of Broadcasters pledged to continue its court fight against having to pay royalty fees to stream their signals on the Internet. The association also will push the FCC to issue rules for digital radio and expand its marketing campaign for digital television, the NAB radio and TV boards decided in Washington last week.

NAB plans to challenge a ruling by the U.S. District Court for the Eastern District of Pennsylvania last August upholding the Copyright Office's decision that broadcasters should pay record companies for the right to stream their content, though how much remains in dispute. NAB will file an appeal with the Third Circuit Court of Appeals in Philadelphia. The Librarian of Congress is scheduled this week to release his final ruling on what those fees should be. An arbitration panel's fee schedule was rejected by the office, a move seen as a victory for broadcasters.

The radio board also voted to urge the FCC to move quickly to write rules so that digital AM and FM radio can be introduced. Robert Struble, president of digital radio company Ibiquity, briefed the radio board on how Ibiquity is addressing the interference problems digital AM radio experiences at night.

The NAB board got some support from Rep. Fred Upton (R-Mich.), chairman of the House Telecommunications and Internet Subcommittee. Upton visited the board and strongly opposed the effort by Sens. John McCain (R-Ariz.) and Russell Feingold (D-Wis.) to require radio and TV broadcasters to give federal candidates two hours a week of free airtime in the month leading up to elec-

tions. The proposed bill, to be introduced this week, also would levy a spectrum-usage fee on broadcasters and give that money to candidates for broadcast campaign ads.

The issue of developing a broadcast-technology lab to help spur digital tech was not raised at the board meeting. Sources say David Donovan, president, Association for Maximum Service Television, is developing a plan and getting members of his association to sign off on it before he presents anything to the NAB board.

The NAB TV board will continue its push to educate consumers on digital, launching its "digital TV zone" plan in Washington this summer and adding new markets to the plan later this year; it's considering Orlando, Fla., as the next site, sources said.

The board also elected new leadership.

Michael Fiorile of Dispatch Broadcasting was elected chairman of the TV board, while

Andy Fisher of Cox Broadcasting was elected vice chairman.

Ginny Morris of Hubbard Radio is new radio board chairman. Steve Newberry of Commonwealth Broadcasting is vice chairman. Post-Newsweek's Alan Frank was elected to serve as designated TV board representative on the NAB's executive committee; Carl Gardner of Journal Broadcast Group will be his opposite number on the radio side. David Kennedy, president of Susquehanna Broadcasting, remains joint board chairman for another year.

The NAB Education Foundation made \$142,000 on table sales on last week's Service to America gala dinner and awards banquet. It turned those profits over to relief organizations to help victims of the 9/11 attacks. ■



Ibiquity's Struble addressed the issue of interference with digital AM radio.



Photo courtesy of NAB

Leadership honoree Rudy Giuliani (c) is flanked by (l-r) Bonneville's Bruce Reese, Susquehanna Broadcasting's David Kennedy, emcee Cokie Roberts, and NAB's Eddie Fritts.

# Broadcasters saluted at NAB summit

*Reporters, news producers praised by Ridge and Giuliani*

By John Eggerton

The morning keynote at NAB Education Foundation's Service to America Summit in Washington last week was a nearly standing-room-only affair. There were certainly quite a few people there to talk about public service, including NAB's new \$9.9 billion total for local-station community service (B&C Eye, June 10). The unexpectedly big draw, however, was Homeland Security chief Tom Ridge, whose appearance came just days after President Bush announced plans for a cabinet-level Homeland Security position. "Your timing was impeccable," Ridge told the NAB crowd. "I might consider borrowing your crystal ball in the future."

When asked by a *New York Times* reporter whether he would get the cabinet job, Ridge's own crystal ball clouded up (although NAB head Eddie Fritts's introduction seemed to suggest he would get it), but Ridge showed no reticence regarding broadcasters' contributions post-9/11.



Photo courtesy of NAB

Homeland Security chief Tom Ridge called TV news "unblinking eyes and ears" on 9/11.

Coincidentally, another name mentioned as a possible candidate for the Homeland Security post bookended the daylong summit: former New York Mayor Rudolph Giuliani, who received the Service to America leadership award (on behalf of all New Yorkers) at an evening awards banquet honoring broadcasters and others for their public-service efforts (BROADCASTING & CABLE was a co-sponsor). He, too, had high praise for broadcasters.

In his speech, Ridge cited broadcasters as the "unblinking eyes and ears" of the nation in the aftermath of 9/11. As such, he said, "you accepted the reality of lost ad revenues at a time when advertising was already scarce. No matter the cost, you continued to get the news out." He also cited broadcasters for raising more than \$1 billion for 9/11 relief efforts and pointed out that even one old, very high-profile critic, former FCC Chairman Newton Minow, had high praise for the medium he once labeled a wasteland. "Television deserved a round of gratitude from the American people for the way they have handled this crisis," he quoted Minow as having recently said. "They deserve the highest praise."

Ridge said broadcasters now had "one of the most important, if not *the* most important, stories of our lifetime" to report: homeland security. Such coverage, he said, will be difficult: "It can be under-reported, breeding false confidence, or over-reported, stoking unnecessary fears."

Capping NAB's summit was Giuliani's speech, in which he applauded broadcasters for their "unbelievable bravery and courage," adding that perhaps they should get an award for their relatively unsung courage. "They helped us to communicate that day. They never withdrew; they never backed off," he said. "They were doing their job, and it was an enormously important one ... communicating to people in the middle of an emergency the things they needed to know ... to save their lives. And maybe we wouldn't have saved as many if they hadn't done that."

*Entertainment Tonight's* Mary Hart received the Samaritan award for her support for children's charities, Emmis Communications was saluted for its philanthropy, and numerous local broadcasters were honored for community-service efforts.

NAB also took the opportunity of the daylong event to showcase the Broadcast Leadership Training Program's class of 2002. The program is a 10-month, one-weekend-a-month executive-training program for broadcast execs aspiring to be group owners and CEOs. ■

# Changing Hands

## Compos

**WYYX-FM Bonifay, WILN-FM Panama City, WPCF(AM) and WQJM-FM Panama City Beach, and WYOO-FM Springfield (Panama City), Fla.**

**Price:** \$5.25 million

**Buyer:** Styles Broadcasting Inc. (Kim Styles, CEO); owns three other stations, none in this market

**Seller:** NextMedia Group (Skip Weller, president/co-COO)

**Facilities:** WYYX-FM: 97.7 MHz, 100 kW, ant. 830 ft.; WILN-FM: 105.9 MHz, 50 kW, ant. 384 ft.; WPCF(AM): 1290 kHz, 270 W day/1 kW night; WQJM-FM: 100.1 MHz, 8 kW, ant. 410 ft.; WYOO-FM: 101.1 MHz, 25 kW, ant. 236 ft.

**Format:** WYYX-FM: Rock; WILN-FM: CHR; WPCF(AM): Christian; WQJM-FM: Easy; WYOO-FM: News/Talk  
**WJTN(AM) and WWSE-FM Jamestown, N.Y.**

**Price:** \$5.05 million

**Buyer:** Media One Group LLC (James T. Embrescia, managing member); no other broadcast interests

**Seller:** Goldman Group (Michael Goldman, president)

**Facilities:** WJRN(AM): 1240 kHz, 500 W day/1 kW night; WWSE-FM: 93.3 MHz, 27 kW, ant. 643 ft.

**Format:** WJRN(AM): Full Service; WWSE-FM: AC

**Broker:** Ray Rosenblum

**WASZ-FM Ashland and WZZX(AM) Lineville, Ala.**

**Price:** \$2.88 million

**Buyer:** Williams Communications Inc. (Walton E. Williams Jr., president); owns four other stations, none in this market

**Seller:** Perry Communications (Robert A. Perry, president)

**Facilities:** WASZ-FM: 95.5 MHz, 2 kW, ant. 617 ft.; WZZX(AM): 780 kHz, 5 kW day

**Format:** WASZ-FM: Country; WZZX(AM): Country

**KAPZ(AM) and KKSJ-FM Bald Knob, KAWW(AM) and KAWW-FM Heber Springs (Little Rock), and KWCK(AM) and KWCK-FM Searcy, Ark.**

**Price:** \$2.65 million

**Buyer:** Caldwell Broadcasting LLC (Larry Crain Sr., managing member); no other broadcast interests

**Seller:** Equity Broadcasting Corp.

(Gordon W. Heiges, VP)

**Facilities:** KAPZ(AM): 710 kHz, 250 W day; KKSJ-FM: 107.1 MHz, 19 kW, ant. 305 ft.; KAWW(AM): 1370 kHz, 3 kW day; KAWW-FM: 100.7 MHz, 50 kW, ant. 328 ft.; KWCK(AM): 1300 kHz, 5 kW day; KWCK-FM: 99.9 MHz, 50 kW, ant. 492 ft.

**Format:** KAPZ(AM): News/Talk/Sports; KKSJ-FM: AC; KAWW(AM): Nostalgia; KAWW-FM: Adult Standard; KWCK(AM): News/Talk/Sports; KWCK-FM: Country

**KDLR(AM) and KDVL-FM Devils Lake, N.D.**

**Price:** \$820,000

**Buyer:** Double Z Broadcasting Group (Kurt Teigen, president/GM); owns KZZY-FM Devils Lake

**Seller:** Dakota Rose Broadcasting (Dale Alwin, president)

**Facilities:** KDLR(AM): 1240 kHz, 1 kW; KDVL-FM: 102.5 MHz, 100 kW, ant. 469 ft.

**Format:** KDLR(AM): Country; KDVL-FM: AC

**KOZX-FM Cabool, KELE(AM) and KELE-FM Mountain Grove, Mo.**

**Price:** \$800,000

**Buyer:** Quorum Radio Partners; no other broadcast interests

**Seller:** Debro Productions Inc. (R. William Jones, owner)

**Facilities:** KOZX-FM: 98.1 MHz, 3 kW, ant. 220 ft.; KELE(AM): 1360 kHz, 1 kW day; KELE-FM: 92.5 MHz, 3 kW, ant. 299 ft.

**Format:** KOZX-FM: Country; KELE(AM): Christian/Talk; KELE-FM: Country

**Broker:** Ron Kempff of Ron Kempff Communications

## FMS

**KTCY-FM Pilot Point (Dallas-Fort Worth), Texas**

**Price:** \$35 million

**Buyer:** Entravision Communications Co. LLC (Walter Ulloa, chairman/CEO). Phone: 310-447-3870; No. 20 station group owns 52 other stations, including KZMP(AM) and KRVA(AM) and -FM Dallas-Fort Worth.

**Seller:** Spanish Broadcasting System (Raul Alarcon Jr., president)

**Facilities:** 104.9 MHz, 16 kW, ant. 1,755 ft.

**Format:** Mexican

**KWOW-FM Clifton (Waco), Texas**

**Price:** \$2 million

**Buyer:** Momentum Media Capital (Jim Anderson, chairman); owns one other station, not in this market

**Seller:** M&M Broadcasters Ltd (Gary L. Moss, president)

**Facilities:** 104.1 MHz, 16 kW, ant. 459 ft.

**Format:** Country

**KVMA-FM Magnolia, Ark.**

**Price:** \$1.75 million

**Buyer:** Cumulus Broadcasting Inc. (Lewis W. Dickey Jr., president/CEO); No. 11 station group owns 257 other stations, none in this market

**Seller:** Columbia Broadcasting Co. Inc. (Ken Sibley, president)

**Facilities:** 107.9 MHz, 100 kW, ant. 351 ft.

**Format:** AC

**WREB-FM Greencastle, Ind.**

**Price:** \$838,900

**Buyer:** Mid-America Radio Group (David Keister, president); owns 13 other stations, none in this market

**Seller:** The Original Company Inc. (Mark Lange, president)

**Facilities:** 94.3 MHz, 3 kW, ant. 161 ft.

**Format:** Country

**WCYN-FM Cynthia, Ky.**

**Price:** \$770,000

**Buyer:** Cumulus Broadcasting Inc. (Lewis W. Dickey Jr., president/CEO); No. 11 station group owns 257 other stations, none in this market

**Seller:** WCYN Radio Inc. (Anna Ruth Anderson, president)

**Facilities:** 102.3 MHz, 2 kW, ant. 400 ft.

**Format:** Country

## AMS

**KOKE(AM) Pflugerville (Austin), Texas**

**Price:** \$3 million

**Buyer:** Momentum Media Capital (Jim Anderson, chairman); owns one other station, not in this market

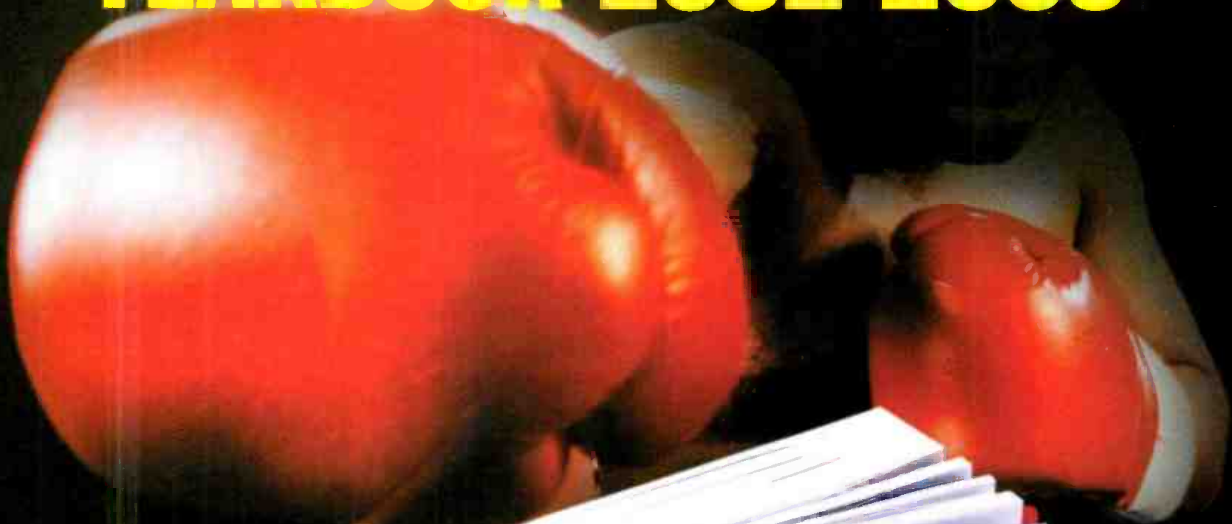
**Seller:** Jamar Media (William W. Jama, sole proprietor)

**Facilities:** 1600 kHz, 5 kW day/700 W night

**Format:** Christian

—Information provided by BIA Financial Networks' Media Access Pro Chantilly, Va. [www.bia.com](http://www.bia.com)

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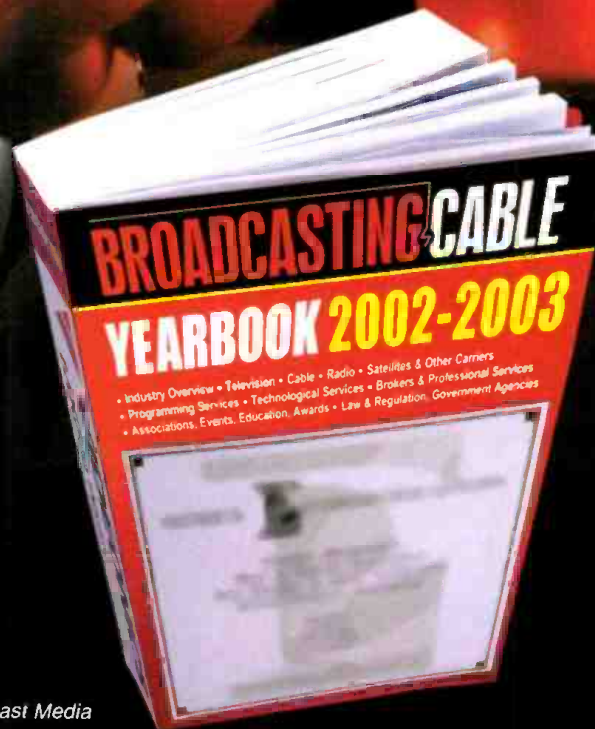


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# Copy protection—or bust

*Industries said to agree to Tauzin's six-week deadline for digital solution*

By Paige Albiniak

**M**ovie studios, broadcast networks, consumer electronics manufacturers and technology companies have six weeks to come up with a firm scheme for protecting digital television content, or the government will do it for them. That was the ultimatum delivered by House Energy and Commerce Committee Chairman Billy Tauzin (R-La.) to an industry group last week.

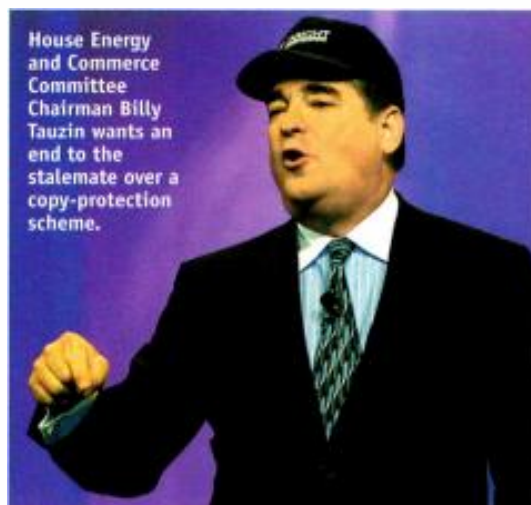
"Everyone agreed that it was doable," said Tauzin spokesman Ken Johnson. "If anyone was shaking their head no, they were doing it in the hallway afterwards."

Attending the meeting were key members and staff of the committee as well as NCTA President Robert Sachs, MPAA President Jack Valenti, News Corp. Chief Technology Officer Andy Setos, CBS Executive Vice President Martin Franks and other industry executives.

Studios want copy-protection technology in all digital copying devices, including computers, before they are willing to release their high-end digital content to free TV. They are concerned that, without such protection, all their content will be pirated and distributed over the Internet, eliminating after-markets.

The industries two weeks ago released a report saying they had agreed to develop a copyright standard for digital television called the "broadcast flag."

While Valenti and MPAA acknowledged at the time that there were some dissenting views in the report, they pointed out that, of some 70 organizations that participated in the discussion, only 14 dissented on one or more issues.



"Implementation of the broadcast flag will permit digital TV stations to obtain high-value content and assure consumers a continued source of attractive, free, over-the-air programming without limiting the consumer's ability to make home copies," Valenti said in a statement. The latter is the major concern of the tech companies.

Consumer electronics manufacturers Thomson and Zenith last week sent letters to Tauzin indicating their support of the technology.

**'A broadcast flag would just increase Hollywood's control over new technologies.'**

—Fred von Lohmann, Electronic Frontier Foundation

But Philips Consumer Electronics disagrees with the industry report. Last week, Larry Blanford, president and CEO of Philips Consumer Electronics North America, called on Congress to create a public-policy forum to settle the issue. "Essentially, this process allows a few studios and a small, private consortium of technology

companies who want to control content to dictate how licenses will be granted," Blanford said.

Some consumer groups, such as the Electronic Frontier Foundation (EFF) and DigitalConsumer.org, would prefer to see no copyright standard.

"A broadcast flag would just increase Hollywood's control over new technologies," says Fred von Lohmann, senior staff attorney for the Electronic Frontier Foundation. "They want to put a yoke around the neck of technology companies so they

no longer have the freedom to build what they like. Instead, they have to build what Hollywood likes."

EFF last week asked Tauzin for more "inclusive" discussions before Congress goes forward with legislation.

On a broader front, consumer and technology groups are working hard to defeat a bill, introduced by Sen. Fritz Hollings (D-S.C.), that would require the relevant industries to come up with technology solutions to digital copy-protection issues within 18 months of the bill's passage or face government intervention. The studios—particularly Disney and News Corp.—strongly back the bill, while consumer and technology groups call the bill a "digital Pearl Harbor."

Still, studios "have a right to protect their content," said Jonathan Zuck, president of the Association for Competitive Technology. "Every technological innovation has led to oodles of profit for the industry. It's not like the industry is going to come to an end, even though piracy is a legitimate problem." ■





Frontline says its ENG vehicles are backordered until November, but it hopes that joining with BAF will alleviate some of that backlog.

## Van builders merge

*BAF parent purchases Frontline Communications; operations will be combined under Frontline General Manager Sherr*

By Ken Kerschbaumer

Florida-based ENG-vehicle manufacturers Frontline Communications and BAF Communications will spend the next few months getting to know each other. Prime Medical Services, a custom-vehicle manufacturer and parent company of BAF, purchased Frontline from C.P. Foster for \$10.8 million.

Frontline International Sales Manager Bob King says the sale came about after Prime Medical Services asked Frontline if it wanted to purchase BAF. Frontline passed, and Prime Medical then made an offer for Frontline. The result will be an operation that eventually will fold BAF's 60 employees into Frontline's 100.

Frontline, besides being larger, is also stronger in the communications-vehicle business, with most of its energies focused on the ENG and satellite market.

BAF has a few ENG vehicles as well but is also heavily involved in construction of medical vehicles and of vehicles for

FEMA. Frontline General Manager Jonathan Sherr will head up the new Frontline/BAF endeavor.

"Frontline is the stronger of the two by far, and we're booked out until November," says King. "Right now, we're in the throes of trying to figure out what to do with the other vehicle lines. If there's a lot of business there, we'll build on it."

King makes it clear that one goal will be to make sure BAF customers are aware that commonality of parts and increased service capability will not leave them high and dry. Incorporating BAF's staff into Frontline's is one step in that direction.

"They have a wealth of knowledge, and it's really difficult to bring someone in off the street—even if they have an engineering degree—and say, 'You're a truck designer,'" says King. "That just doesn't happen. But now we have a pool of people who are right up to speed."

King says that experience has already helped Frontline customers. With orders

backed up until November, the BAF staff is already getting to work on alleviating the crunch, helping with paint and assembly on some projects.

Frontline's Clearwater, Fla.-based facility is only four years old, but King says it's jammed already; new ground will need to be broken on the company's existing 5-acre parcel to make room for the BAF employees.

When that expansion will happen remains to be seen, but King says it will definitely need to be done by the end of the year.

Richard Wolf, executive vice president and director of sales and marketing, for mobile-van manufacturer Wolf Coach, says it will take some time before he can get a sense of what the merger will mean for the market.

"The activity in the market is slower, and I can see why people would want to get some economies, but we'll have to wait for the dust to settle," he says. "Then we can see how much of BAF will end up in Frontline or how much of Frontline becomes the new culture. There are two competing cultures and a parent culture involved."

The challenge for the new organization is the same faced by other ENG-vehicle manufacturers: figuring out how to lower the weight of the vehicles.

"Cost is always an issue, but, right now, it's weight because customers want something small and also have microwave and satellite on the same truck," Wolf says. "So it's a safety and liability issue: We don't want anyone to get hurt."

He notes that weight has always been an issue and that it's the changes in electronics technology that are opening up new capabilities, such as digital ENG.

"As encoders have gotten better and satellite dishes have gotten smaller, you open up the ability to do digital," he says. "That's the reason we deferred on the hybrid vehicle until the electronics technology progressed to where the mechanical things we can do would create a workable product." ■

# CuttingEdge

BY KEN KERSCHBAUMER

## SHOCKING NEWS

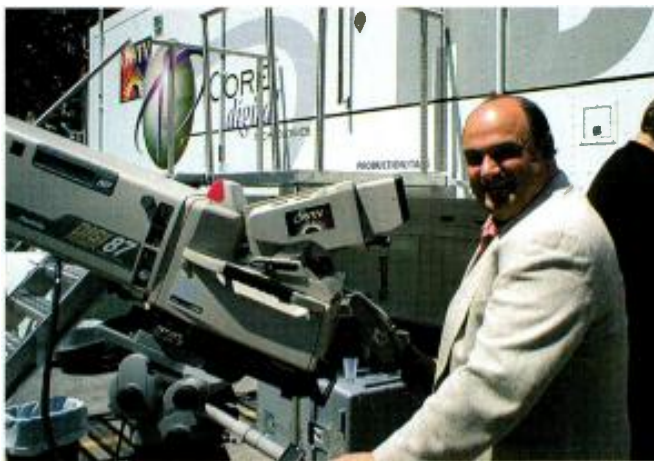
Motorola has filed a report with the Consumer Product Safety Commission concerning a potential electrical shock involving DCT2000 interactive digital set-tops manufactured between late February and the end of May and installed beginning in March. Digital cable subscribers should not remove the power cord from the rear of the box unless the cord is unplugged from the energy source. To date, Motorola has had no reports of shock or injury. The company has stopped shipment of potentially affected units and is screening all DCT2000s in transit to operators.

## ACCUWEATHER HITS DESKTOPS

AccuWeather has signed on with Fox News and WABC-TV New York to provide desktop-based information to visitors of the two organization's Web sites. FoxNews.com visitors are now able to access AccuWeather's AccuWeather.com Alert interactive weather product, with an e-mail-based personalized weather alert. WABC-TV viewers can access AccuWeather.com Desktop, a downloadable computer application that sits on the user's computer and has localized weather, news and traffic alerts for more than 43,000 ZIP codes. WABC-TV customizes it to the station brand.

## WILLIAMS HOLE IN ONE

The Golf Channel has selected Williams Communications to



Core Digital will use 11 Ikegami cameras in its new hybrid HD/601 production vehicle.

handle streaming-media for TheGolfChannel.com. The company will be the preferred provider of golf-related audio and video streaming for content like *Golf Central* and *Golf Talk Live*.

## IKEGAMI AT THE CORE

Core Digital and SWTV's new hybrid HD and CCIR-601 digital standard production truck is using 11 Ikegami HDK-790E/79E cameras with 2.2 million-pixel 2/3-inch FIT CCDs to capture action. The cameras will be used alongside the TFC/TFH-790 fiber-to-triax converter "Mongoose" system to transmit pictures up to 3,300 feet using standard triax cable. The company is already using more than 100 Ikegami cameras, so the additional 11 are no surprise.

## DIGITAL IN CAROLINA

South Carolina Educational Television hit a lottery of its own last week when Gov. Jim Hodges signed lottery-spending legislation to give \$18.5 million

to SCETV for DTV conversion. According to the SCETV, the legislation means the network's 11 stations will make the conversion to digital, and all the stations are expected to be on-air by next May.

## BBC CHOOSES ARTESIA

BBC Technology has selected Artesia's TEAMS enterprise digital asset-management system for its integrated broadcast- and media-technology products. According to BBC Technology, using TEAMS will help users work more easily toward goals that enhance efficiencies, manage distribution of content, and protect those assets that are distributed.

## TVN GETS EROTIC

TVN Entertainment's VOD system has been selected by new Frontier Media to handle VOD demands for the company's The Erotic Networks. The TVN system uses the ADONISS asset-management system to

distribute and manage the VOD titles, and TVN Entertainment is now delivering close to 1,300 hours of on-demand content to its MSO partners.

## CUMULUS PREFERS DIELECTRIC

Cumulus Media has signed a preferred-customer agreement with Dielectric for the supply of antennas, transmission line and RF systems for its 254 AM and FM radio stations. The stations are located in 53 markets throughout the U.S. and Caribbean.

## CHARTER TAPS NCUBE

Cable operator Charter Communications has deployed nCube's video-on-demand equipment in six markets; additional markets will be on board later this year. The six current markets, which use Scientific-Atlanta and Motorola set-top platforms, are Birmingham, Ala., Fort Worth, Texas, Newtown, Conn., and Glendale, Long Beach and Pasadena, Calif.

## CNN SELECTS ARCHITECT FOR NEW YORK STUDIO

Kostow Greenwood Architects, New York, has been chosen to design CNN's New York broadcast studio, which will be located at the AOL Time Warner Center at Columbus Circle in Manhattan. The 240,000-square-foot facility will include CNN's broadcast, production and post-production operations.



Jamie Kellner



Sandy Grushow



Jeff Zucker



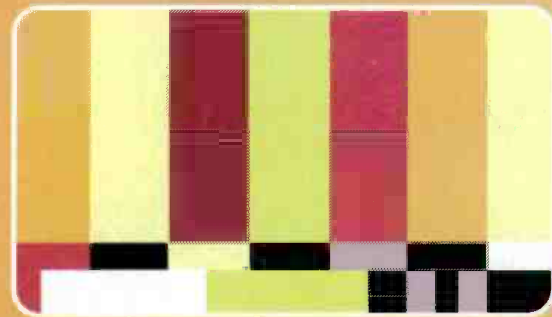
Chris Albrecht



Mindy Herman



John Wells



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# People

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

### Broadcast TV

At KTVL(TV) Medford, Ore.: **John White**, regional sales director, AOL Time Warner, Dallas, joins as general sales manager; **Lila Hampton**, traffic manager, adds to her duties assistant sales and marketing manager.

**Norma Petty**, direct sales manager, KBCI-TV Boise, Idaho, rejoins KIVI(TV) Nampa, Idaho, as local sales manager.

### Cable TV

**Derek Hanson**, VP, advertising sales, Western region, Charter Communications Inc., Long Beach, Calif., promoted to VP, advertising sales, Western division, Los Angeles.

### Programming

**Greg McCastle**, executive VP, sales and marketing, News Corp., New York, named president, advertising sales and marketing, The Weather Channel, New York.

**Daniel Ronayne**, VP, marketing and communications, Rainbow Sports Networks, Jericho,

N.Y., promoted to senior VP.

At Hearst-Argyle Television, all of the following have been promoted to VP:

**Candy Altman**, news director, WCVB-TV Boston; **Brian Bracco**, news director, KMBC-TV Kansas City, Mo.; **Gary Griffith**, bureau chief, Washington.

**Robert V. Voltaggio**, VP, sales planning, ABC Family Network, New York, joins AMC Networks, New York, as VP, pricing and planning.

**Stefanie Ziev**, producer, The SteFPHanies, Los Angeles, joins Oxygen Media, New York, as director, development, East Coast.

**Robin Paxton**, managing director, Walt Disney Co., Hong Kong, named managing director, Discover Networks International, London.

**Larry Aubrey**, director, new business development, National Geographic Film Library, New York, joins BBC Worldwide Americas, New York, as sales director, library sales.

**Gregory Harrigan**, ad sales manager, Comcast, Los Angeles, named director, ad sales,

Outdoor Channel, Temecula, Calif.

### Radio

**Jean-Paul Colaco**, VP/GM, Radio Disney, Burbank, Calif., promoted to president/GM.

### Journalism

**Daljit Dhaliwal**, anchor, *World News for Public Television*, ITN, London, joins CNN News Group, Atlanta, as international anchor.

**Bob Woodruff**, news correspondent, ABC News, London, named anchor, *World News Tonight Saturday*, ABC News, New York.

**Lara Logan**, correspondent, GMTV, ITV, London, named contributing correspondent, *60 Minutes II* and CBS News, London.

**Kimberly Osias**, general assignment reporter, WBMA-TV Birmingham, Ala., joins CNN Newsource, as Denver bureau correspondent.

**Don Lemon**, reporter/anchor, WCAU(TV) Philadelphia, named correspondent, *NBC Nightly News*, *Dateline* and MSNBC, New York.

**Myriam Wright**, anchor, KMOV(TV) St. Louis, joins New England Cable News, Boston, in the same capacity.

At KRIV(TV) and KTXH(TV) Houston: **Stan Kowalski**, executive producer, WDIV(TV) Detroit, joins as assistant news director; **Sinan Sadar**, executive producer, WKYC-TV Cleveland, joins as 5 p.m. executive producer.

### Advertising/Marketing/PR

**Erwin More**, founding member, Talent Entertainment, Los Angeles, joins William Morris Agency, Beverly Hills, Calif., as senior VP, television talent.

### Associations/Law Firms

**Susan Greene**, president, E\*Media Group, Denver, named senior VP/director, Programming Institute at The Cable Center, Denver, in addition to being Jonathan M. Levin Chair for Cable Programming, University of Denver/Cable Center.

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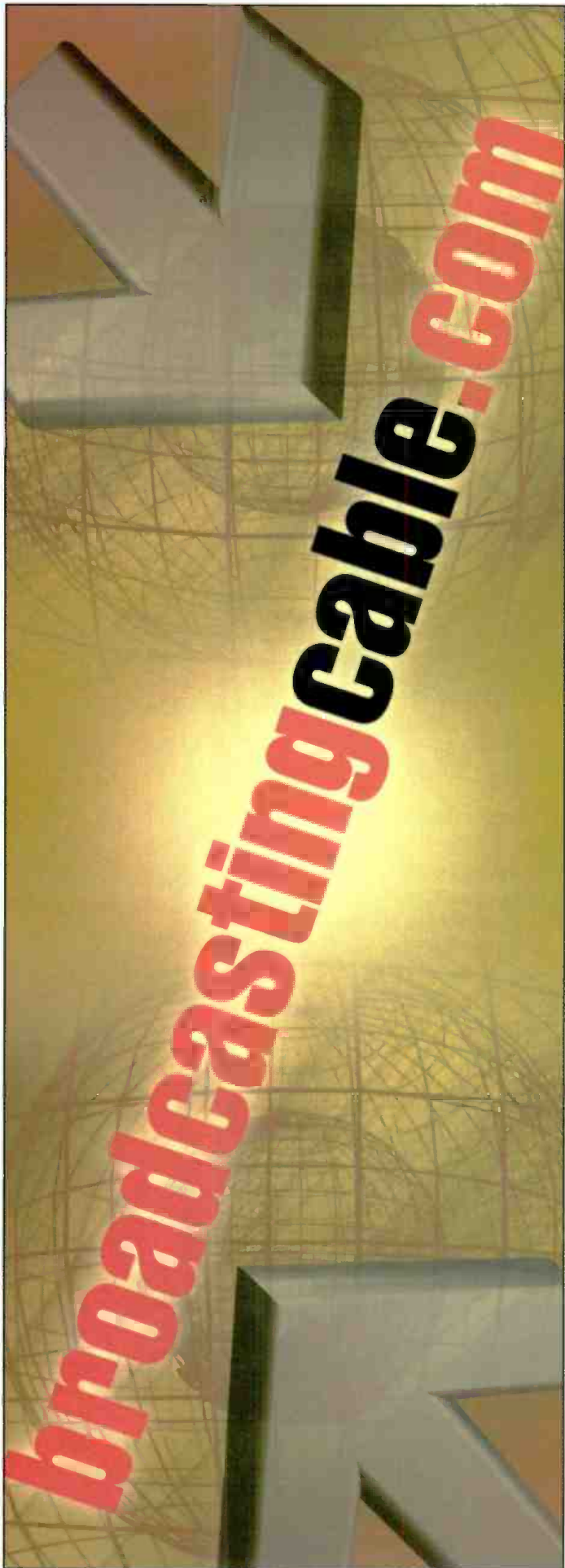
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- Who are the major players from a manufacturing and integration perspective?
- What's their approach to centralcasting?
- What are the major hurdles?
- What's the promise of centralcasting?

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THE FIFTH ESTATER

# At the leading edge

*Kreisman has made a career of rolling out new services*

**B**arbara Kreisman's career at the FCC spans two eras of telecommunications regulation. At the time she joined the commission, in 1972 as a trial attorney in the hearings division, it had a reputation in the industry as a heavy-handed regulator that routinely used the threat of license-renewal hearings to advance its programming and ownership policies. Today, the FCC's focus has shifted toward creating new services and trying to stay out of the way.

The change suits Kreisman just fine. "There's a lot more diversity today with the creation and growth of cable and direct-broadcast-satellite television. The nature of regulation has changed. That's what makes this job interesting."

The hottest area now is implementation of digital television, she says. Naysayers notwithstanding, the thicket of technological snags facing DTV is not an impenetrable barrier, she contends, but simply a hurdle that will be overcome. "I feel like I'm on the cutting

edge of bringing something new to our country."

This isn't the first time Kreisman has helped roll out a new service.

She was named head of the newly created low-power-TV branch when the FCC authorized those new stations for areas in which full-power outlets would create interference with existing stations. "My job was to get this service up and running at a time when we had more than a thousand applications and no rules," she says. Today, there are 2,184 LPTVs.

As chief of the Mass Media Bureau's Policy and Rules Division in the mid '80s, she helped sort through the 7,000 applications to launch a multi-

point, multichannel distribution service and a nearly equal number of petitions to deny those licenses. Although MMDS "wireless cable" failed to pan out as a meaningful competitor to cable, nearly all of the available spectrum has been parceled out, and MMDS is expected to become an important source of broadband Internet service.

"My favorite thing to do," she says, "is inherit a whole big mess of applications and figure out a way to launch a new service."

As if the DTV transition wasn't enough work, Kreisman also was named by FCC Chairman Michael Powell to be the agency's point person on a new industry council



**Barbara Ann Kreisman**  
*Chief of Video Division, FCC  
Media Bureau*

**B. Feb. 3, 1948, Brooklyn, N.Y.; B.S., history, University of Maryland, 1969; J.D., American University, 1972; staff attorney, FCC Complaints and Compliance Division, Broadcast Bureau, 1972-75; trial attorney, Broadcast Hearing Division, 1975-80; chief, Broadcast Renewal and Transfer Division, 1980-82; chief, Low Power Television Branch, Video Services Division, 1982-85; chief, Legal Branch, Policy and Rules Division, Mass Media Bureau, 1985-87; assistant chief, Audio Services Division, 1987-89; current position since 1989; m. Raymond Banoun, June 19, 1988; daughter Annick (13)**

readying media outlets for terrorist attack or environmental catastrophe.

"Right after 9/11," she says,

"the chairman's office asked for an assessment of the loss of life among broadcasters with facilities on the World Trade Center and what was going on with stations' efforts to get back on the air."

The effort drove home that the industry had a long way to go before it could be classified as ready for another catastrophe. Powell launched the Media Security and Reliability Council, which counts as members more than 42 chief executives or other senior executives from media corporations.

"At this stage of my career," Kreisman says. "I'm grateful to be chosen for this project. This is a tremendously important project."

Topping the council's agenda will be figuring out a way to add redundant systems into transmission networks. One lesson from the World Trade Center collapse is that local networks can instantly go dark unless alternative transmission sites are available. Broadcasting is particularly vulnerable, she says, because of the trend toward co-location of transmission towers. When the towers collapsed, nine TV stations and five radio outlets went with them.

Given local communities' resistance to any new communications towers, Kreisman recognizes that the council has a big chore and, she says, may have to rely on technological solutions to get around the lack of tower space.

—Bill McConnell

# Classifieds

## Television

### DIRECTOR CAREERS

#### DIRECTOR OF PROGRAMMING, HGTV

HGTV, one of America's most popular cable networks, has an immediate opening for a Director of Programming.

Manage all aspects of original commissioned productions and acquisitions. Ability to handle multiple projects under tight deadlines. Candidates should have at least 7 years major market, hands-on television production experience in a variety of formats (studio, field, magazine, etc.), or 5 years in network program development and evaluation. Experience with all phases of television production and development of "lifestyle" and series programming is key. Strong interest in popular culture and the "home and garden" lifestyle is preferred. Home & Garden Television provides a creative work environment nestled in the foothills of the scenic Smoky Mountains. No phone calls please. Please send cover letter and resume to:

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HGTV Human Resources  
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### CREATIVE SERVICES



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PLEASE SEND RESUME TO:

KGO-TV / ABC 7  
900 Front Street

San Francisco, CA 94111

Attn: Human Resources Department

NO PHONE CALLS ACCEPTED

EOE

#### BROADCAST GRAPHIC OPERATOR

KOIN-TV, the CBS affiliate in the 23rd market, is looking for a graphic artist. Candidate should have a news background. Experience with Avid editing and graphic systems, Quantel Harriet, SGI 02, Liberty Paint, Photoshop, After Effects, and Chyron Infinite preferred. Must be willing to work nights and weekends. Audio and camera operating experience also a plus. Interested candidates should send resume, cover letter, and samples of their work to: KOIN-TV Graphic Operator Search, 222 SW Columbia St., Portland OR 97201.

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#### EXECUTIVE PRODUCER

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Rocky Mountain PBS, a three station public television network in Colorado, seeks an experienced Director of Network Engineering for its Denver facility. RMPBS is a financially stable, state of the art, digital television network. Position requires a BA plus a minimum of 10 years in television engineering administration with a valid FCC General License or equivalent. Must be knowledgeable with RF, digital and analog facilities technology, video file server and other advanced television technologies. Proven ability to write technical reports, grants and respond to the FCC and other regulatory agencies. Public television experience a plus. Send cover letter, salary history and three professional references to: James Morgese, Director of Engineering Search, Rocky Mountain PBS, 1089 Bannock St., Denver, Colorado 80204.

#### MAINTENANCE ENGINEER

Univision 41, seeks a candidate with 3-5 years experience in Television Transmitter Engineering, UHF Transmitters, ENG Microwave trucks, Satellite and Microwave equipment. Strong computer skills are required. An FCC Commercial license and/or SBE Certification is preferred. Ability to work evenings and weekends a must. No calls, please apply in person. Univision 41, 500 Frank W. Burr Blvd., 6th floor, Teaneck, New Jersey 07666. EOE.

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# Classifieds

## Television

### NEWS CAREERS



#### MORNING NEWS REPORTER

Cover a broad range of stories for ABC7 morning newscasts; generate enterprise stories, cover daily breaking news. Must be a strong live reporter who works well under deadline pressure. Creative writing and storytelling skills required. Must have 5-years reporting experience in medium/major market television news operation. Knowledge of the San Francisco Bay Area a plus. Four-year college degree preferred.

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#### PROGRAM SERVICES COORDINATOR

REQUIREMENTS: WOOD TV8 seeks a Program Services Coordinator. This person will aid the Programming Department with the organization of satellite feeds, recordings and playbacks; labeling and recycling of videotape; record keeping and additional administrative duties. Computer skills a must. TV production skills are desirable. Potential advancement for motivated, self-starters.

CONTACT: Please send your resume to:  
Jennifer Martineau  
Human Resource Director  
WOOD TV8  
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#### MORNING ANCHOR/REPORTER

KFSN-TV, the ABC owned station in Fresno, CA, has an immediate opening for an Anchor/Reporter. We're a dominant #1 station looking for a polished co-anchor for our morning show. Duties include writing copy, anchoring newscasts, and some reporting. Qualified candidates should have a 4-year college degree and at least 3-years experience anchoring and reporting. Please send a tape and resume to: KFSN-TV, 1777 G Street, Dept. BC, 02-12, Fresno, CA 93706. ABC, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

#### ADVANCED PRODUCER/ DIRECTOR

Seeking Host/Producer with 3 years experience to produce weekly news and public affairs programming. Primary responsibility is to serve as host, writer and producer of weekly legislative update program. Serves as on-air talent/producer for news and public affairs programs, special events coverage and other SCETV productions. Submit completed application to SCETV, Bonnie Hite, 1101 George Rogers Blvd., Columbia, SC 29201. May obtain application at [www.state.sc.us/jobs/application](http://www.state.sc.us/jobs/application). EOE

### MANAGEMENT CAREERS

#### GENERAL MANAGER

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# Editorials

COMMITTED TO THE FIRST AMENDMENT

## Where credit is due

There is evidence that broadcasters are increasingly doing both well and good.

Doing well because NBC, CBS, The WB had record upfront ad sales. Even ABC did better than it probably had any right to expect. The total figure of more than \$12 billion was a big lift in a general economy still down though clearly not out. Combine that with the 3.5% boost in first-quarter sales at TV stations (compared with a double-digit drop for 1Q 2001), and the numbers justify the up arrow and exclamation point on BROADCASTING & CABLE's "Rebound!" cover story last week.

Doing good because, as NAB pointed out last week, local TV and radio stations contributed nearly \$10 billion in public service last year, a billion of it in 9/11 aid alone (see page 37 for Mayor Giuliani's comments). That \$10 billion doesn't include network efforts or the value of the thousands of hours volunteered by station personnel. That's a powerful lobbying tool when government types ask, "What have you done for us lately?" The answer continues to be, "A lot." But that takes nothing away from the stories behind the numbers.

Here are just a few examples: When a "flood of the century" hit Houston, KTRH(AM) dropped all commercials for 72 hours of continuous flood coverage, then helped fill two 18-wheelers with relief supplies. KDRV(TV) raised over a million dollars to put computers in every classroom in Medford, Ore. With its Rock & Roll Up Your Sleeves blood drive (we love that name), WKHY(FM) Lafayette, Ind., collected 500 pints of blood. The list goes on (and on and on, occupying the better part of 100 pages of an NAB report).

We think doing well and doing good go hand in hand. A fiscally strong broadcast industry is good not only for its bottom line but also for the health and well-being of the communities served. Doing good in the community pays dividends in a strong local identity and in that unquantifiable feeling of knowing you have helped to make a difference.

## Power struggle

Last week's complaint by WBOC-TV Salisbury, Md., about interference from a noncommercial station's powered-up DTV signal could be the tip of a very large iceberg. The FCC's DTV separation scheme was based on models that are only now being tested in the real world, where only half the stations doing DTV are at full power and two-thirds of the country's stations aren't doing it at all. WBOC-TV's complaint centered on a water-related propagation issue that the FCC has conceded makes interference predictions hazy at best. What other hazy predictions will come a cropper when all those DTV stations operating at reduced power start powering up. The FCC ought to grant WBOC-TV's request that its offending neighbor power down until the issue can be resolved and, for the foreseeable future, ought to show similar deference to preserving the integrity of existing analog signals.

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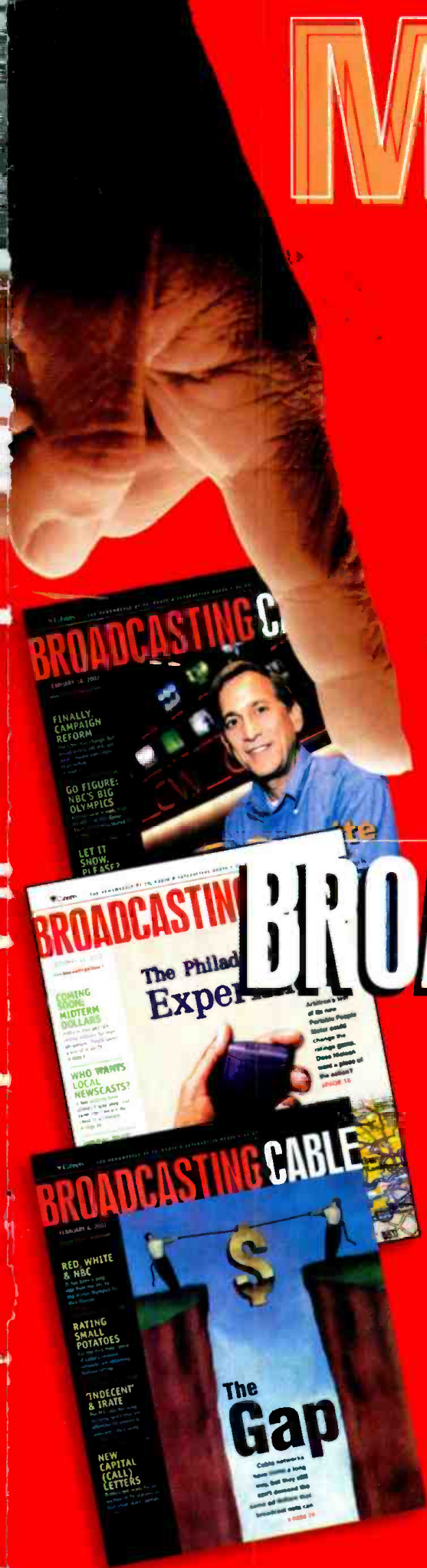
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