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BROADCASTING & CABLE

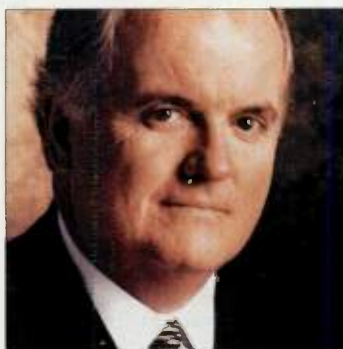
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December 2, 2002



'WIMPS'

Meredith's O'Brien chides broadcasters for gutless dealings

BY DAN TRIGOFF

Local TV broadcasters must stop rolling over for cable operators, Nielsen and the networks, Meredith Broadcasting Group President Kevin O'Brien, told a gathering of his peers and media analysts in Washington last week.

"We are the biggest wimps," he said at the Bear Stearns
Continued on page 42

The NBC You Don't See

Bob Wright also shepherds a gaggle of TV underachievers

BY ALLISON ROMANO

The golden rule at General Electric: Be first or second in every business you're in. When it comes to medical equipment, engines, plastics and financial services, GE is. And NBC, GE's TV division, can boast that it has the No. 1 broadcast network with adults 18-49 and, potentially, with overall audience. NBC brushed off the recession and is expected to finish the year with \$4.9 billion in sales, up 12.5% from 2001.

But the rest of the NBC TV portfolio flunks that stringent test. The homegrown cable networks—MSNBC and CNBC—have sunk badly. And acquisitions and investments like Telemundo, Paxson Communications, ShopNBC and Bravo are all fixer-uppers in need of help.

Yet NBC Chairman Bob Wright and his troops make no apology for its collection of Nielsen cellar dwellers. They ask only for patience. "These are platforms. If you nurture it and develop it, it's going to grow," Wright says during an interview at GE headquarters in Fairfield, Conn. "You can initially have a low rate of return and watch it

grow, if you're doing the right thing."

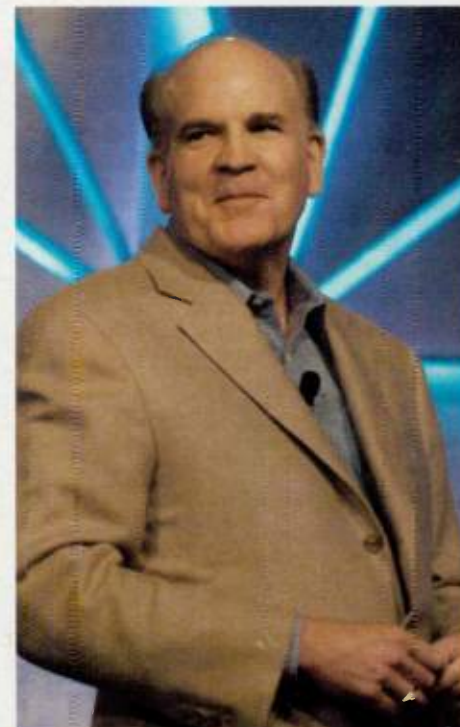
Wright certainly retains the confidence of the corporation. That became apparent when he got the greenlight last month to purchase Bravo from Cablevision for \$1.25 billion. And, a year ago, NBC was able to plunk down \$2.7 billion for Telemundo, a distant second in the Spanish-language broadcast-network race.

After watching most acquisitions from the sidelines in the 1990s, NBC President Andrew Lack says, GE "didn't buy wrong; we bought smart. The open checkbook that brought Telemundo and Bravo into the house will be a huge driver of NBC's growth in the next three to five years."

According to Wright, the NBC division as a whole is a winner, delivering a 25% annual return on investment, well within GE guidelines. He also points out that cable networks do not have to dominate the Niensens to prosper. Unlike broadcast networks, he says, they enjoy a dual revenue stream: advertising and affiliate fees from cable operators.

Of course, NBC executives say, they'd like improved viewership marks. MSNBC, Bravo and CNBC are in the bottom-third of prime

Continued on page 38



NBC PHOTO: CHRIS HASTON

WRIGHT'S TV STABLE

NETWORK	TYPE	RANK
NBC	Broadcast	1 out of 7
Pax	Broadcast	7 out of 7
Telemundo	Spanish-language	2 out of 4
MSNBC	Basic cable	30 out of 49
Bravo	Basic cable	31 out of 49
CNBC	Basic cable	41 out of 49
ShopNBC	Home shopping	3 out of 4

MADISON AVE.



DOUBLE UP

\$1B

Comcast and AT&T systems now generate \$1 billion in ad sales; the merged MSC wants to double that. **TV BUYER: PAGE 14**

NEWSPAPER

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Paramount to Clone ET

BY PAIGE ALBINIAK AND DAN TRIGOFF

Paramount is developing a spinoff of *Entertainment Tonight* that it will offer to TV stations as a companion to *ET* in fall 2004, according to industry sources.

The new half-hour is based on *ET*'s Insider segment, which features gossip on show biz and its stars, the sources say.

The show likely will run in access time periods, replacing King World's *Hollywood Squares*, which hasn't done well in the ratings despite a revamp at the beginning of this year. *Squares* is ex-

pensive, with the CBS station group paying \$500,000-\$600,000 a week for it. Without strong ratings to bring in the advertising, the show may be losing money for the stations.



Earlier this fall, the CBS O&Os wanted to dump the show before their contract with King World expired in favor of the *ET* spinoff, but, because Paramount, King World and CBS are all owned by Viacom, peace was brokered among the three.

Now the CBS O&Os will hold on to *Squares* through the end of the 2003-04 season, and the stations will honor the show's access time slots, although a few sta- *Continued on page 42*

OVERBUILDER BUGS COMCAST

PG. 18

Barrett: Less Could Be More

Hearst-Argyle boss suggests networks trim schedule

BY DAN TRIGOBOFF

Should ABC, CBS or NBC drop several hours of programming a week, leaving it to local stations or station groups to fill the time? David Barrett, chief executive officer at Hearst-Argyle Television, a group heavy with ABC affiliates, suggested such a move last week at Bear Stearns' Television Industry Summit in Washington.

Barrett said that, if one of the Big Three nets dropped programming to look more like Fox, it "would have a distinct advantage." The Big Three offer three hours of programming each weeknight (8-11 p.m. ET); Fox, just two (8-10 p.m.).

"The networks are overprogramming the schedule," he said. "There's too much duplication."

A reduction in network programming, he said, could lead to "better focus on fewer programs," which could be a better use of resources, especially for networks experiencing difficulties.

Of course, such a move could mean that the networks would shift a considerable amount of commercial inventory to the stations. But, Barrett noted, each of the networks owns its own large station group with concentrations in the lucrative, larger markets. "The best economics for the networks are in their own stations."

Also at the conference, Meredith

Broadcasting President Kevin O'Brien, who has suggested that CBS give affiliates back the mornings rather than continue its historically troubled early offering, said he would enthusiastically support Barrett's proposal.

Others found the idea intriguing but unlikely. "I don't see the networks making changes like that any time soon," said Jerry Fritts, senior vice president of Allbritton Communications, which has eight ABC affiliates.

Jim Keelor, president and CEO of Liberty Corp., cautioned that having extra time might be a burden on small- and mid-market stations. "It's a lot easier to handle those additional programming costs in the larger markets that have more revenue."

Network executives at the conference were not ready to give up time. NBC Television Network President Randy Falco said the idea comes up from time to time, "but we can't get a consensus from the affiliates" on exactly which time slots they want.

Throughout the day-long summit, broadcasters touted their strengths as advertising vehicles against local cable and newspaper advertising, even

as they lamented their regulatory disadvantages regarding ownership and strategic disadvantages regarding retransmission consent right.

They also wondered whether network sports made sense, whether product placement would grow as an advertising alternative, and whether the personal video recorder would harm advertising as some have predicted.

The broadcasters said that centralcasting, the control of several stations from a single hub, was not for everybody. Jim Keelor, president and CEO, Liberty Corp. said, "Hubbing doesn't pay yet in our markets" because of the high cost of connectivity and less-than-desired savings on personnel.

The broadcasters called for relaxation of the duopoly rules so that a single owner may own two stations in small markets. (Duopolies are already allowed in the large markets.)

When asked how many duopolies he had, Nexstar President Perry Sook—who some say has pushed the envelope with his "shared-services agreement" in Wilkes Barre-Scranton, Pa.—said, "Six." He followed that by saying, "Legal duopolies? One." The others, he quickly added, are "virtual duopolies." ■



'The networks are over-programming the schedule. There's too much duplication.'

DAVID BARRETT,
Hearst-Argyle
Television

BREAKING...

Osbornes Second Season Starts Hot

NEW YORK—The *Osbornes* are back on MTV, and so are the hordes of loyal viewers. The reality sitcom snagged a stellar 5.2 rating for its season-two debut Nov. 26, up 86% from last season's premiere.

And, to silence doubters, MTV's young core still loves the show: *The Osbornes* grabbed a 6.2 rating for adults 12-34, an 84% increase from the first season. Some feared that the show's new mass appeal would turn off MTV's core audience of younger viewers.

Jesse Jackson, Sinclair Feud Rekindled

BALTIMORE—Sinclair Broadcasting's messy fight with Jesse Jackson over the company's local marketing agreements with broadcaster Eddie Edwards was replayed on the front pages of *The Baltimore Sun* and *The Washington Post* last week.

The papers tied letters written by incoming Maryland Governor Robert Erlich on behalf of Sinclair to recent revelations that a Sinclair-linked firm offered him discounted helicopter travel during the gubernatorial campaign (B&C, Nov. 18).

Erlich's letter was written in 2001 while he was a U.S. congressman representing Baltimore county, where Sinclair is based, and the papers questioned whether the travel assistance was a quid pro quo for his inquiry into the company's three-year battle with Jackson.

Now It's Called Discovery Times

BETHESDA, MD.—The Discovery Civilization Channel is changing its name to keep up with the *Times*. The Discovery diginet, co-owned with The New York Times Co., is now the Discovery Times Channel.

Under new SVP and GM Vivian Schiller, a CNN veteran, the channel is expanding its focus on current events and history. The new moniker will be introduced on screen in the first quarter.

BROADCASTING & CABLE

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Get Ready: Cable Rates Are Rising, Again

Hikes run 5%-7%; some Comcast customers will escape them, though

BY JOHN M. HIGGINS

It's time for TV fans to get a little something from their cable companies in the mail: rate hikes. Some subscribers have already been notified of 5%-7% increases in their basic-cable bills come January. However, some customers of Comcast properties will find they're not getting any increase at all.

A wave of increases will start this week as systems give a minimum of 30-day advance notice to customers and franchise officials. Many systems raise prices throughout the year, but the industry generally tends to cluster hikes in January and February.

Comcast is the biggest indicator: Because of its recent takeover of AT&T Broadband, the Philadelphia-based MSO serves almost a third of all cable subscribers. The company disclosed last week that, on average, its systems will boost rates 5.7%.

Cablevision Systems told customers in metro New York that their bill will rise 5.3% on average. Other major companies either wouldn't disclose their plans or—in the case of one major MSO—were still scrambling to finalize them.

But Cox recently raised rates in its Ba-

ton Rouge, La., System by 7% and jacked high-speed Internet service 14%. In Slidell, La., Charter Communications is raising rates 7.2%. Time Warner Cable is taking rates up 7% at its North Carolina properties.

That's generally better than the 9%-15% annual hikes common in the industry in the early 1990s. Then rate regulation and competition from DBS services slammed MSOs.

Although deregulation is here, EchoStar and DirecTV are an ever-pre-

'If cable rates didn't go up this year, I would also expect gravity to be repealed.'

BARRY ORTON,
University of Wisconsin

sent alternative for cable customers annoyed by the rates.

"If cable rates didn't go up this year, I would also expect gravity to be repealed," said Barry Orton, a University of Wisconsin professor who consults to many Midwest cities and towns on cable-franchise issues.

Cable operators counter that the increases are driven by a steady climb in the license fees they pay to networks. Cox claims that their costs are rising 15% this year, although Morgan Stanley media analyst Richard Bilotti said that, across the industry, basic-programming

costs rise about 7%-9% a year. (Programming costs eat up about 25% of a cable system's revenues.)

Sen. John McCain (R-Ariz.) wants to make cable rates a high priority when he retakes the chairmanship of the Senate Commerce Committee, but it's not clear that there's enough political momentum around to reinstate actual price caps.

Comcast was the most forthcoming last week. Seattle and Boston will be above the average: Seattle up 7%, Boston almost 8%. Nashville increased 7% last month.

The highest rate increases will go to systems that have recently been rebuilt or are otherwise adding services to basic tiers, said Comcast Executive Vice President of Marketing David Watson. "It depends on the status of the rebuild," he said. "In Boston, we're able to give customers a little bit more."

However, some big markets will have no increase at all. Jacksonville, Fla., and Atlanta, for example, are problem children from the AT&T portfolio, now part of Comcast. They get a pass because of severe customer-service problems.

Jacksonville city officials have been enraged and are moving to revoke the franchise, contending that AT&T reneged on promises about rebuilding the operation. Comcast now inherits that dispute and, hence, is freezing rates and converting the name of the system to Comcast months earlier than most other AT&T systems will change their local branding. ■

WEEK OF NOV. 19-26

B&C INDICES

THE B&C 10



BROADCAST TV GROUPS



CABLE TV MSO'S



RADIO



	CLOSE	WEEK	YTD
Dow Jones	8,676.42	-2.2%	-13.9%
NASDAQ	1,444.41	-1.6%	-20.9%

The B&C 10

	CLOSE	WEEK	YTD
AOL Time Warner	\$15.36	0.4%	-52.1%
Clear Channel	\$41.51	6.2%	-18.5%
Comcast	\$23.06	-4.6%	-35.9%
Cox	\$30.41	4.2%	-27.4%
EchoStar	\$19.55	2.8%	-28.8%
Fox Entertainment	\$26.50	5.9%	-0.1%
Hearst-Argyle	\$24.20	9.1%	12.2%
Tribune	\$45.25	-6.4%	20.9%
Viacom	\$44.56	-0.8%	0.7%
Walt Disney	\$19.01	4.9%	-8.3%

GOOD WEEK

Young Bcst.	\$13.95	36.1	-22.3%
Mediacom	\$9.61	33.8	-47.4%
Seachange	\$7.77	33.7	-77.2%
Charter	\$1.45	27.2	-91.2%
TiVo	\$6.87	24.9	4.9%

BAD WEEK

Gemstar	\$3.68	-13.6	-86.7%
Gannett	\$69.08	-9.8	2.8%
McGraw-Hill	\$58.52	-7.7	-4.0%
Tribune	\$45.25	-6.4	20.9%
Interep	\$2.50	5.7	46.8%

PUT TO CHARTER

1,873%

That's the premium Paul Allen paid for some more of Marc Nathanson's stock in Charter Communications last week. When Charter bought Nathanson's Falcon Cable four years ago, he gave Nathanson a "put" allowing him to sell the shares to Allen at a price starting \$25.85 per share and increasing 4.5% annually.

Source: CNET Investor (investor.cnet.com). This information is based on sources believed to be reliable, and while extensive efforts are made to assure its accuracy, no guarantees can be made. CNET Investor assumes no liability for any inaccuracies. For information regarding CNET Investor's customized financial research services, please call 415-344-2836.

NFL Kicks ESPN to Top Spot

BY ALLISON ROMANO

The National Football League is hot enough to carry an entire cable network on its shoulder pads. Buoyed by stellar football ratings, ESPN finished November with a 2.4 average prime time rating, more than a half rating point away from its closest competitor, Lifetime, according to Turner Broadcast Analysis of Nielsen Media Research. ESPN's ratings increased 33% over last November.

ESPN's *Sunday Night Football* franchise accounted for the month's four highest-rated programs on cable. The best came Nov. 17, when a New England Patriots vs. Oakland Raiders game notched an impressive 8.4 rating. In fact, the only non-ESPN show to rank among November's top 10 cable shows was Nickelodeon's own ratings smash *SpongeBob SquarePants*.

Lifetime, which posted a 1.8 average

in prime, fell into the second spot. TNT came in third with a 1.7 average; Nickelodeon and USA rounded out the top five, each with 1.6 ratings.

TLC continues to be Discovery Networks' top cable contender. The network turned in a 1.1 prime time average, up 38% from last year. Its

Saturday-night redeco-rating favorite, *Trading Spaces*, posted ratings above a 3.0 five times in November.

And the Sci Fi Channel perked up 43% to a 1.0 rating. Its new documentary, *The Roswell Crash*, investigating the excavation of the 1947 crash site (allegedly, of a

UFO) in Roswell, N.M., notched a 1.7 rating on Nov. 22, the network's best rating for an original special.

Its sister net USA boasted a 3.5 debut rating for its latest original movie, *Murder in Greenwich*, based on former Los Angeles detective Mark Fuhrman's book on the murder of wealthy teenager Martha Moxley. ■



The Shifting Ratings

Here's how the top and bottom cable networks did in November, compared with a year ago

Winners

NETWORK	RATING	CHANGE
ESPN	2.4	33%
TLC	1.1	43%
Sci Fi	1.0	38%
ESPN2	0.6	20%
VH1	0.4	33%

Losers

TBS	1.4	-30%
CNN	0.9	-25%
SoapNet	0.5	-29%
MSNBC	0.4	-43%
CNBC	0.2	-50%

SOURCE: Nielsen Media Research

REGULATION

'Fine' Time for DTV

Beginning this week, the 71 commercial TV stations admonished by the FCC for failing to launch digital service must be on the air with DTV or face the possibility of fines.

This past spring, the FCC reprimanded the stations for not justifying their failure to offer digital as of the May 1, 2002, deadline. Another 772 of the

1,315 commercial stations got six-month extensions that have now expired. A second extension has been requested by 507, with 62 so far given the additional half-year. The rest are under

review. Any of the 71 admonished stations that failed to go digital by Dec. 1 can be issued notices of apparent liability for fines and required to meet a series of 30-day construction milestones. Any of those stations still without a digital signal six months from now could have their construction permits yanked. — *B.M.*



BEHIND THE SCENES | BEFORE THE FACT

IN THE LOOP

PROGRAMMING

More Yawn Than Yippee! for CBS

After a month on the air, the morning has yet to become electric for CBS. The new *Early Show* anchor team hasn't had much effect on the ratings either way. After four weeks (Oct. 28-Nov. 22), the show is still third and hovering at a 2.1 rating/8 share of audience, which translates to about 2.6 million viewers, about what it has been doing all season. The competition, though, is basically flat as well.

For the same period, NBC's *Today* still leads with an average 5.1/19 (6.4 million viewers), and ABC's *Good Morning America* is at a 3.8/14 (4.7 million viewers).

Not surprisingly, CBS can put a positive spin on the results. Early-morning viewing habits, a CBS booster notes, are deeply engrained and tend to change very slowly so the show's overhaul was a big change that risked alienating current viewers. But the revamp hasn't done that, at least. — *S.M.*



CABLE

Chopping at Charter

Charter employees are bracing for a big restructuring that's going to trigger widespread layoffs. Workers in the cable operator's Midwestern division expect the company to ax more than 1,000 workers by year's end (figure a 6%-8% cut of 17,000 employees). The layoffs will target corporate and division management more than system-level employees like installers and customer-service reps. CEO Carl Vogel has long expressed unhappiness over the management structure he inherited last year, which currently is organized with systems reporting to six divisions that report into three regional chiefs. Too many layers. The divisional structure will be scrapped, and at least one more region created. That means, however, that one of the existing regional chiefs will be shuffled out.

— *J.M.H.*

TECHNOLOGY

Ultra HD: Just 2 Decades Away

If you think HDTV offers a "wow" factor, get ready for "wow" times a factor of four. But you'll have to make plans to visit the 2005 World Expo in Aichi, Japan. NHK will demonstrate Ultra HD, with 4,000 lines of resolution (compared with today's limit of 1080i).

"The resolution is three or four times the resolution of 75mm film," explains Katsuji Ebisawa, president of Japanese public broadcaster NHK, which is developing the technology. "Of course, it may take two decades or more to put it on the market, but at least we can put it on display at exhibitions." — *K.K.*

PROGRAMMING

Click-and-Drag TV Shopping

NATPE and other TV-programming markets could be getting some online competition. Geneva-based MadeinTV.com is trying to drum up clients for its online programming marketplace. It bills itself as a platform for "searching, viewing and buying TV content of any language, category, duration, format, source, genre, theme or style." All for an annual fee of about \$675, at the current exchange rate. MadeinTV.com launched its alternative to traditional TV-program marketplaces "because the national or commercial networks, independent producers and distribution agencies need a virtual version of the existing 'real' marketplace where they can search, sell/buy content ... without spending important amounts on promotion budgets, distribution or travel expenses." — *J.E.*

VNS Revises Playbook

BY STEVE MCCLELLAN

On election night, it wasn't just the exit-polling piece of the revamped Voter News Service that failed. Parts of the main-counting system didn't work either.

Yep, it's a big mess all right, and VNS and its member news organizations are working frantically to come up with an action plan by year's end to get the service up and running correctly in time for the 2004 elections. And that's not two years away; it's just a little more than a year away, starting with the New Hampshire primary.

Two weeks ago, both VNS and Battelle

Memorial Institute—which developed the new software systems for the revamped service—furnished separate reports on what went wrong on Election Night. VNS board members and technical committees including staffers from all the member news organizations (ABC, CBS, NBC, Fox, CNN and AP) are poring over the reports now. They hope to have a plan for working out all the bugs within a few weeks.

VNS chief Ted Savaglio didn't return a call requesting comment. And some VNS board members said through spokespeople that they don't want to talk about the situation until the reports have been fully analyzed and a plan put into place.

Savaglio's tenure at VNS remains unclear. Some network news officials remain irate that VNS failed to the extent it did on Election Night. "If it were up to me, he'd be out of a job," said a source at one VNS member news organization.

Others were more sympathetic. Indeed, one news executive stressed that the ongoing investigation "isn't a witch hunt. Ted is respected. This is about getting it fixed and running properly for the next election. We are going to fix this, and we're working as fast as we can to get a plan in place by the end of the year."

Tom Jory, director of election information for AP and a member of the VNS technical committee, confirms that, while the exit polling system didn't work, "the vote count was a problem too." Throughout much of Election Night, he says, a lot of the

VNS members relied on AP vote-return data instead of the VNS data.

Jory stresses that the "integrity" of the VNS vote tabulations wasn't at issue. It was accurate, but it was being processed well behind schedule throughout most of the night. "Once the votes started coming, it bogged down pretty quickly," he said.

Marty Ryan, head of Fox News' election-night coverage, had contingency plans that worked. Fox did phone surveys in 10 closely contested states that provided its primary source for analysis throughout the night. The lack of VNS data no doubt slowed the process, particularly in the case of close races, said Ryan. On the other hand, "it probably added a little bit of drama to the night. We're getting really good ratings at 2 a.m." ■

CHER SLAPS NICHOLAS CAGE AND
SAYS, "SNAP OUT OF IT!" DINERO
AND WALKEN PLAY RUSSIAN
ROULETTE. CHARLTON HESTON
SEES THE STATUE OF LIBERTY

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FAST TRACK

Gore Says GOP Controls Fox News, Limbaugh

In the Dec. 2 edition of the weekly *New York Observer*, it's Al Gore's turn to attack conservative media, à la Sen. Tom Daschle the week before. Gore says: "The media is kind of weird these days on politics, and there are some major institutional voices that are, truthfully speaking, part and parcel of the Republican Party. Fox News Network, *The Washington Times*, Rush Limbaugh—there's a bunch of them, and some of them are financed by wealthy, ultraconservative billionaires who make political deals with Republican administrations and the rest of the media." He says the media are slow "to recognize the pervasive impact of this fifth column in their ranks." Here we go.

What's On?

For the week ended Nov. 17, which includes the second full week of the sweeps, *Entertainment Tonight* recorded its highest rating in 33 weeks, up 5% to a 6.3, and *Inside Edition* was up 9% to a 3.5, matching its season high.

Also, *Wheel of Fortune* (9.7) and *Jeopardy* hit new season highs (7.5). Daytime's biggest gainer was *Crossing Over With John Edward*, (up 15% to a 1.5) helped by a celebrity reading of former Monkee **MICKEY** ("I'm a Believer") **DOLENZ**. Also in daytime, rookie *Dr. Phil* was up 9% to a new high of 4.8. ...

SONY PICTURES ENTERTAINMENT has formed the Digital Policy Group to develop digital protection policies, headed by **BETH BERKE**, Sony's chief administrative officer and executive vice president. ...

COLLEGE SPORTS TELEVISION, a new cable network set to launch next year, signed a multi-year, multi-sport programming agreement with the **IVY LEAGUE** for live telecasts of 33 men's and women's sports. Other conferences (Big 10, Big 12 and Big East among others) also have CSTV pacts. ...

ASSOCIATED PRESS's **APTN** added state capital video to its Florida state news services when it launched APTN Florida on Dec. 1. ...

Fired **WBBM-TV** Chicago medical reporter **DR. MICHAEL BREEN** has brought a multimillion-dollar suit against the **VIACOM**-owned station, alleging breach of contract, defamation and age discrimination. Breen was fired after exposure by **CHICAGO SUN-TIMES** columnist **ROBERT FEDER** that Breen had more than once used old footage in new stories. ...

The soon-to-launch **TENNIS CHANNEL** recruited its first on-air personality, former ESPN anchor **CHRIS MYERS**, who'll host *Center Court With Chris Myers*, a half-hour interview show with top tennis personalities. Myers also works **NASCAR** events for **FOX** and **FX**. ...

GAME SHOW NETWORK will delve into the "realities" of game-show hosting with upcoming show *Chuck Woolery: Behind the Lingo*, slated for spring 2003. Woolery hosts Game Show's original program *Lingo*, which returns Dec. 9 with 65 new episodes.



Dave's the (Second) Greatest!

Cable's Trio network just finished showing 53 straight hours of *The Late Show With David Letterman* reruns over the Thanksgiving weekend in what it billed as a "Give Thanks to Dave" marathon. (Letterman on NBC reruns launch on Trio as a regular series Jan. 2.) The channel commissioned a Harris poll that concluded that, after Johnny Carson (37%), Letterman (18%) was TV's all-time greatest late-night talk-show host, edging out Jay Leno's 15% of respondents.



NBC's special wedding episode of *Will & Grace* sealed its November sweeps victory in the 18-49 demo.

NBC Sweeps November

BY PAIGE ALBINIAK

When this season began, it looked as if NBC's aging anchor shows would force the network into decline, but, as November sweeps comes to a close, the network will not only dominate in adults 18-49 by a huge margin but also win in adults 25-54 and 18-34.

The network was in a tight race with CBS for households and viewers, and NBC Entertainment President Jeff Zucker said even he was shocked to find his network in first place in those categories as of early last week. CBS CEO Leslie Moonves said he expected CBS to retake the lead by the time sweeps ended last Wednesday (after **BROADCASTING & CABLE**'s holiday deadline).

Even if NBC doesn't pull out a win in those two categories, it significantly narrowed the gap since last year when NBC lost to CBS in viewers by 800,000.

The performance marks NBC's 11th consecutive sweeps win and its seventh November-sweeps win in eight years, and Zucker predicted, "NBC's going to win 18-49 by more than 20%. That's the biggest margin for anyone in six years."

Meanwhile, ABC surprised and delighted itself with a second-place finish in adults 18-49, pulling itself up from fourth last year.

"The only rating we count is 18-49," said ABC Entertainment President Susan Lyne. A no-show for most of last season, ABC has pulled itself up to become the No. 1 or 2 network in the demo five nights a week.

Zucker attributed his network's win to having 12 established programs—including *Third*

Watch, Ed, Law & Order: SVU and *Will & Grace*—that still have growing audiences. Last week's 90-minute episode of *Will & Grace*, featuring Grace's wedding followed by a clips show, clobbered CBS's *CSI* in adults 18-49 and clinched the demo victory for NBC.

Although NBC has few holes in its prime time schedule, the network plans to launch three series between January and March: *Mister Sterling*, *A.U.S.A.* and *Kingpin*. And Julia Louis-Dreyfus's *Watching Ellie*, which had a limited run last season with iffy numbers, also will return in March, Zucker said.

Mister Sterling will premiere Friday, Jan. 10, at 8 p.m. ET, in *Providence*'s time slot, but there's a asterisk there: *Providence* may not be cancelled, Zucker said, and he is considering keeping it on the air after a hiatus. *A.U.S.A.*, a show about young assistant U.S. attorneys, will launch during February sweeps, and *Kingpin*,

a show about a Mexican drug-trafficking family that is expected to stretch broadcast television's boundaries of violent and racy content, will bow in March. "There's nothing like it on network television," Zucker said (although, from the sounds of it, there may be something like it on HBO).

ABC'S BACHELOR STRATEGY

Coming off the success of *The Bachelor*, ABC plans to keep fresh reality programming on Wednesdays at 9 p.m., hoping to capitalize on *The Bachelor*'s momentum without wearing out the franchise—something it didn't do with its last breakout hit, *Who Wants To Be a Millionaire*, which was played to death a couple seasons back. *The Bachelorette*, which will run

Continued on page 39

Memorial for FCC's White

The memorial service for the late **MSTV** President and **FCC** Commissioner **MARGITA WHITE** will be held Dec. 9, at 11 a.m. at St. John's Episcopal Church, 6715 Georgetown Pike, McLean, Va. Contributions in lieu of flowers can be made to: International Women for Leadership Foundation, addressed to Margita E. White Scholarship Fund, 1621 Connecticut Ave., NW, Ste. 300, Washington, DC 20009, or to: Pennsylvania State University Archives, addressed to: A Few Good Women, 104 Paterno Library, University Park, PA 16802-1808.

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TV FOR MOVIE PEOPLE

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STATION BREAK

BY DAN TRIGOBOFF

All the News That's Fit to Share

MIAMI—Viacom's Miami duopoly, WFOR-TV and WBFS-TV, has entered into a partnership with the *Miami Herald* that will include news sharing across all platforms, as well as marketing and community outreach. WFOR-TV and WBFS-TV General Manager Steve Mauldin called the deal a "potent combination."

For the past several years the *Herald* had a similar partnership with NBC-owned WTVJ(TV), but that station ended the relationship several weeks ago when it formed an alliance with the *South Florida Sun-Sentinel*—which had been in an alliance with WFOR-TV.

Under the new agreement, WFOR-TV will feature a report highlighting the newspaper's stories in three daily newscasts. The station, in return, will get space on page 4A in the newspaper for whatever it chooses, the newspaper said. In addition, there will be joint projects.

WFOR-TV meteorologist Bryan Norcross will help redesign and be featured on the *Herald's* weather page; reports from WFOR-TV's Dr. Sean Keniff will be featured in the *Herald's* health section. The *Herald's* Street Miami section will contribute features to WBFS-TV beginning next year.

Hammel Rises in Phoenix

PHOENIX—Steve Hammel, who has been the vice president for news at WJLA-TV Washington, will become station manager at Meredith Broadcasting's KPHO-TV Phoenix effective Dec. 16.

"KPHO has made tremendous strides in this important market," said Meredith Broadcasting Group President Kevin O'Brien. "Steve is an extremely experienced journalist who will enable KPHO to become the news station of record in the Phoenix market."

Hammel, who had given notice two weeks earlier but would not identify his new position, will report to Vice President/General Manager Bob Furlong and will focus on news and promotion. Before WJLA-TV, Hammel was at KMOV(TV) St. Louis. Prior to that, Hammel was news director at WHEC-TV Rochester, N.Y.

Houston, We've Got a Problem

HOUSTON—Reporter Lloyd Gite's wrongful-termination lawsuit against former employer KRIV(TV) Houston is guaranteed to raise eyebrows and prompt gossip. "We've gotten a look at Gite's deposition," the *Houston Post* said, "and he's not shy about naming names as he recounts on-air talent sleeping with management, reporters appearing drunk on camera, anchors loudly hating each other's guts, cameramen smoking dope or drinking at work, reporters stealing company money and lesser-qualified people being promoted ahead of him."

Fox has maintained that Gite was fired over repeated inappropriate workplace conduct and violations of company policy.

KHNL Sets Clocks Back

HONOLULU—The 11 o'clock news on Raycom's KHNL(TV) will actually begin at 11 o'clock beginning Dec. 30.

Hawaii stations have had a tradition of starting their newscasts five-to-seven minutes after the end of prime time programming. The practice has roots in networks' sending taped programming to the islands by boat and by plane and had allowed stations to add advertising inventory. Other stations in the market already dropped the "Hawaiian time" practice for regular "clock time," leaving NBC affiliate KHNL—already advantaged by leads like *ER* and *Law & Order*—with an additional hold on viewers unlikely to switch to stations several minutes into their newscasts. "As the last station in the market to get into local news, we benefitted from that sampling," says KHNL GM John Fink, "but now we are ready to go head to head."

Viewers and advertisers have supported the moves, despite reductions in inventory and corresponding higher rates.



A Jersey for Chick

Legendary Los Angeles broadcaster Chick Hearn, who died in August, was honored with a jersey retired in his honor at the Staples Center. Instead of a number, Hearn's jersey bears the image of a microphone. Hearn had spent the last quarter-century calling Laker games for KCAL(TV).

KYW-TV's Kane Calls It Quits

Veteran Philly anchor will retire after losing top spot

BY DAN TRIGOBOFF

Philadelphia news icon Larry Kane said he will retire as a KYW-TV TV anchor Dec. 23, after he lost his top anchor slot to Marc Howard from Philly rival WPVI-TV.

The 45-year broadcast veteran and 36-year anchor has anchored for all three major stations, the only person to do so in the nation's fourth-largest TV market, according to local sources. Only a week before his announcement, Kane was honored by the Broadcast Pioneers of Philadelphia, which named Kane Person of the Year.

Always the newsman, the long-acknowledged dean of Philadelphia anchors told viewers Tuesday night that he wanted to break the story to them before they read it in the morning papers.

"I've had a wonderful career as an anchor," an emotional Kane told viewers, "made possible by the mutual respect I've shared with the people of this community, who are the best human beings in America: candid but caring, and loyal without limits. I came here as a 23-year-old and came to fall in love with

this community. It's my home and will always be.

"I want to let you know that this was my decision," he continued, "that management tried over and over again to change my mind and, really, I just decided it was time for a change."

Kane, 60, says he'll be providing special news-based programming for KYW-AM and will be consulting for two as-yet-unidentified communications companies.

The controversy that followed Howard's hiring, in which Kane and his manager Alfred Geller made clear their disappointment, "only made me realize all the opportunities there were for me," he said.

"We had hoped that Larry would stay on at KYW-3," said Peter Dunn, the station's vice president and general manager. "But, while disappointed that he will not be part of our news team in the new year, I respect his decision. He has made enormous contributions to this station for almost 10 years, and I know he will continue to share his perspective through various Philadelphia media ... to be part of the fabric of life in this city."

KYW-TV will reportedly buy out the remaining year of Kane's contract, for somewhat less than his \$600,000 salary. ■



Larry Kane has anchored for all three major stations in the fourth-largest TV market.

Frontline to Film Murder Trial

BY JOHN EGGERTON

Texas District Court Judge Ted Poe has agreed to allow PBS's *Frontline* series to film jury deliberations in a murder trial, the first such filming in a trial for which the death penalty is being sought. The trial is on hold, however, while the Texas Court of Criminal Appeals considers the prosecution's challenge of Poe's decision.

Frontline executive producer of special projects Michael Sullivan praised Poe and characterized Harris County DA Charles Rosenthal Jr.'s objection as "based on a faulty reading of Texas law, on misrepresentation of *Frontline's* distinguished 20-year record of thoughtful and thorough reporting, and an apparent deep mistrust of Harris County jurors and the jury system."

Rosenthal called Poe's decision illegal and wrote the court that "the desire to serve on a *Survivor*-style reality television series should not be added to the qualifications for jury service."

According to Sullivan, the defense agreed to the filming, and almost 90%

of the juror pool said they had no objections.

Sullivan pointed to several cases where juries have been filmed, including the first filming of a criminal trial deliberation—also by *Frontline*—in Wisconsin and by ABC and CBS in Arizona, the latter with ABA endorsement. In all those cases, he said, post-trial interviews with jurors yielded no evidence that the cameras had had an impact on deliberations or the verdict.

Now that the Supreme Court has ruled that only juries, not judges, can decide capital cases, *Frontline*, says Sullivan, wants to "create a deeply illuminating document of exactly how capital-murder cases are decided."

The Radio-Television News Directors Association is on record saying cameras belong in the courtroom but does not extend that general assertion to the jury room. Still, RTNDA President Barbara Cochran agrees that there is potential educational value.

She said a documentary might help viewers understand what goes on by demystifying the process, which, in turn, "could be helpful to the judicial system." ■

A USA Network Special Event

A MOTOWN CHRISTMAS

featuring:

Stevie Wonder

Destiny's Child

India.Arie

Brian McKnight

Thelma Houston

Take 6

The Temptations



SUNDAY, DEC. 8TH, 8PM/7C



PROGRAMMING

It's December. Why Are These Shows Here?

Unlike in most seasons, broadcast networks are sticking with new series and showing more patience

BY PAIGE ALBINIAK

As the new season heads into Christmas season, the networks have been uncharacteristically slow to swing the cancellation ax. Thus far, each network besides NBC has canceled only one show.

ABC's *Push, Nevada*; CBS's *Bram and Alice*; Fox's *Girls Club*; WB's *Birds of Prey*; and UPN's *Haunted* all got whacked. ABC's *That Was Then* is officially on hiatus—cancellation's Emergency Room—with ABC Entertainment President Susan Lyne saying there's a chance it could

ratings-challenged *In-Laws* has been on the air for two months.

Keeshan thinks the networks' patience stems from a tough economic climate, in which it is too costly to switch shows out and replace them with something else.

Growing a show is a strategy that has worked for The WB, which always has tended to be patient with its shows. This year, The WB is getting strong ratings from older shows, such as *Charmed* on Sundays at 8 p.m., *7th Heaven* on Mondays at 8 p.m., *Gilmore Girls* on Tuesdays at 8 p.m. and *Reba* on Fridays at 9 p.m. Analysts say the performance of shows like *Gilmore Girls*, in its third season, and

For example, Disney-owned Touchstone Television produced almost all of ABC's new fall slate, including *8 Simple Rules for Dating My Teenage Daughter*, *Life With Bonnie*, *Less Than Perfect* and *MDs*. NBC Studios produces *Hidden Hills*, *Boomtown*, and *American Dreams*. Warner Bros. has produced almost all of The WB's schedule, including the majority of its new shows.

Still, many shows are staying on the schedule that, in days gone by, would have been canceled a month ago. ABC's *MDs*, for example, is the 79th-most-watched show on television, behind such struggling shows as CBS's *Robbery Homicide Division* and CBS's *Presidio*

proves its slot, jumping 44% in viewers and 24% in adults 25-54, CBS's key demographic.

BETTER THAN NOTHING

Networks often keep shows on the air because they improve upon the year-before time period. Such shows as NBC's *American Dreams* and *Boomtown* do not necessarily show stellar ratings but improve significantly on the time period.

American Dreams averages a 4.2 rating/10 share on Sundays at 8 p.m., a 14% improvement over last year's *Weakest Link*. And *Boomtown* averages a 3.9/10 in adults 18-49, a 5% improve-



NBC has hung in with ratings-challenged *The In-Laws* (above), but (l-r) The WB clipped *Birds of Prey*, and UPN killed *Haunted*. NBC's *Boomtown* does poorly in the ratings but has been allowed to stick around.

come back on the schedule in a new time period.

Analysts say changing times demand changing strategies, and patience seems to be the trend this year.

"I think it makes perfectly good sense to let these programs grow a little bit, particularly seeing the investment the networks are making in them," says Harry Keeshan, executive vice president, director of national broadcast, PHD USA. "That is, as long as they are not doing severe damage to the season average of that network and have the script potential to get better."

Potential damage to the network is why a show like Fox's *Girls Club* was canceled two episodes out, while NBC's

Charmed, in its fifth season, in new time periods is surprising even The WB.

Boosting the network's performance even more, though, is that of newbie *Everwood*, which improves on its time period over the year-ago entrant, *Angel*, in adult and female demos. Critics point to *Everwood* as The WB's bona fide freshman hit, and it was the show the other network entertainment presidents most coveted going into the fall season.

THE CORPORATE INCENTIVE

And like *Everwood*, produced by Warner Bros., more and more networks have a financial investment in their shows, making them more inclined to keep them on the air.

Med, both of which also are teetering on the cancellation edge. *MDs* and *Presidio Med*, two medical dramas set in San Francisco, battle it out on Wednesdays at 10 p.m., splitting whatever audience is not watching NBC's blockbuster *Law & Order*.

Friday has become another purgatory for ratings-challenged shows, but that's partly due to limited viewing of network television on that night. Two new CBS shows, *Robbery Homicide Division* and *Hack* both look lackluster there, but the stories are very different for each show. While *Robbery Homicide Division* loses 9% of viewers and 3% of adults 25-54 compared with *48 Hours* in that slot last year, *Hack* significantly im-

proves for NBC on Sundays at 10 p.m. over last year's *UC: Undercover*.

Even *In-Laws*, which NBC has not yet picked up for a full-season run, improves its time period by a little bit, increasing performance in adults 18-49 on Tuesdays at 8 p.m. by 3%. Conversely, *Hidden Hills* on Tuesdays at 9:30 p.m. is underperforming last year's *Scrubs* in that demo by 13%.

Still, what networks are really looking for are shows like CBS's *CSI: Miami*, which dominates the schedule no matter how you slice the ratings. The show is No. 8 among adults 25-54 season-to-date, and it improves upon its year-ago time period by 61% in households and 91% in adults 25-54. ■

SYNDICATION WATCH

RATINGS | Nov. 11-17

Nielsen Media Research

| daytime talk |

Maury Keeps Plugging

BY PAIGE ALBINIAK

As the dust settles on the season premieres, in at least one case, it's the tried-and-true that is holding up. Universal's *Maury* is the only syndicated talk show that is up year-to-date, while it holds on to fourth place behind King World's *The Oprah Winfrey Show*, Paramount/King World's *Dr. Phil* and Buena Vista's *Live With Regis and Kelly*.

In households, *Maury* is up 4%, to a 2.9 from a 2.8. Granted, it's not a huge improvement, but the rest are down: *Oprah* 3%, *Regis and Kelly* 13%, Universal's *Jerry Springer* 11%, Paramount's *Montel Williams Show* 4%, Sony's *Ricki Lake* 12%, Warner Bros.' *Jenny Jones* 22%, and NBC Enterprises' *The Other Half* 36%.

Maury also is up in female demographics, 14% in women 18-24, 28% in women 18-34, 17% in women 18-49 and 12% in women 25-54, making it the fastest-growing talk strip among women 18-34 and 18-49. The numbers also indicate that the show skews young.

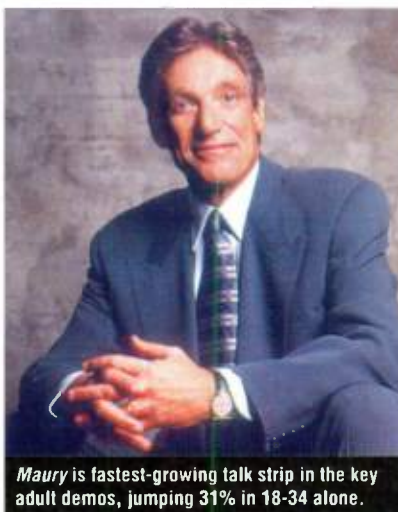
The show also is the fastest-growing talk strip among adults 18-34, 18-49 and 25-54, jumping 31%, 23% and 15%, respectively, in those demos.

"As the season progresses, everyone comes back to shows that they know and feel most comfortable with," says Steve Rosenberg, president of Universal Domestic Television. "*Maury* can be a lot of things to a lot of people."

Both Rosenberg and the show's executive producer, Amy Rosenblum, say host Maury Povich works hard with affiliates to promote his show, which has been on the air since 1991 and distributed by Universal since 1998.

It's doing particularly well in some key top-20 markets, such as Los Angeles, where the show is up 23% year-to-year on KTLA-TV at noon. Or in Houston, where it's up 43% on KPRC-TV at 10 a.m.

The fact that *Maury* is distributed by a company that doesn't own TV stations also is a tribute to its staying power, says Rosenberg. "Not owning a station group is problematic only in that we don't have an absolute track that we produce product for. If you are Twentieth, you can go forward on the Fox station group, for example. So if you are looking at it that way, we are somewhat hobbled. But what we've done is be pretty successful as everybody's second choice." ■



Maury is fastest-growing talk strip in the key adult demos, jumping 31% in 18-34 alone.

Syndie

Insider

Buena Vista's Cerio Jumps to HBO

Buena Vista Television's Tom Cerio is becoming HBO's executive vice president of program distribution under Scott Carlin, who became president of program distribution at the premium channel three months ago. Cerio moves from Los Angeles to New York on March 1.

His hiring is the next step in HBO's effort to launch a syndication sales force that would offer cleaned-up versions of original HBO programming, movies and specials on basic cable and in TV syndication. Cerio has been at BVT since 1990, where he began as vice president of sales in the eastern division. Prior to that, he had worked in sales at Orion Pictures beginning in 1980.

Bringing Up Baby

The boys from NBC Enterprises' *The Other Half* took a helicopter to the hospital to witness the Nov. 21 birth of the baby boy they "adopted" when his father was shipped off four months ago to fight the war on terrorism. The show's four hosts—Dick Clark, Danny Bonaduce, Mario Lopez and Dorian Gregory—had been helping the baby's mom by performing fatherly duties, such as attending ultrasounds and Lamaze classes. The four also all wore pagers so they would be at the hospital when the baby was born. *The Other Half's* birth episode aired Tuesday, Nov. 26.

Alien Legion, the TV Show

Mainframe Entertainment has won the rights to create a computer-animated television series based on the comic-book series *Alien Legion*, said Mainframe USA President Mark Fleischer. The show will be produced at Mainframe's studios in Vancouver, and the company's animators will work closely with Carl Potts, who created the comic series with Alan Zelenetz and Frank Cirocco.

Walsh Looks at Transgendered Victims

NBC Enterprises' *The John Walsh Show* last week aired an exclusive interview with Sylvia Guerrero, whose son, Eddie Araujo, was murdered in October because he was living as a woman. The show also featured a panel that included Eddie's sister and uncle and the family attorney.

Two other women whose transgendered sons also were killed appeared on the show, along with a counselor to transgendered youth and one of her clients. *John Walsh*, launched in syndication in September, scored a 1.3 in national Nielsen ratings in the week ended Nov. 10.

Top 25 Shows
Adults 18-34

RANK/PROGRAM	AA	GAA
1 <i>Friends</i>	6.1	7.1
2 <i>Seinfeld</i>	4.7	5.5
3 <i>Seinfeld (wknd)</i>	4.1	5.3
4 <i>Everybody Loves Raymond</i>	3.7	4.1
5 <i>Will & Grace</i>	3.5	4.0
6 <i>That '70s Show</i>	3.3	3.9
7 <i>King of the Hill</i>	2.7	3.0
8 <i>Friends (wknd)</i>	2.5	2.6
9 <i>Home Improvement</i>	2.4	3.0
10 <i>Oprah Winfrey Show</i>	2.2	2.2
11 <i>Maury</i>	2.1	2.2
12 <i>Wheel of Fortune</i>	2.0	NA
12 <i>Entertainment Tonight</i>	2.0	2.1
14 <i>Buffy the Vampire Slayer</i>	1.9	2.1
14 <i>Stargate SG-1</i>	1.9	2.0
14 <i>The X-Files</i>	1.9	1.9
17 <i>Everybody Loves Raymond (wknd)</i>	1.8	NA
17 <i>Dharma & Greg</i>	1.8	1.9
19 <i>Jeopardy</i>	1.7	NA
19 <i>ER</i>	1.7	1.9
19 <i>Drew Carey</i>	1.7	1.7
19 <i>Jerry Springer</i>	1.7	1.6
23 <i>Just Shoot Me (wknd)</i>	1.6	1.8
23 <i>Andromeda</i>	1.6	1.8
23 <i>Dr. Phil</i>	1.6	1.7

Top Action Hours

Adults 18-34

RANK/PROGRAM	AA	GAA
1 <i>Stargate SG-1</i>	1.9	2.0
2 <i>Andromeda</i>	1.6	1.8
3 <i>Mutant X</i>	1.5	1.7
4 <i>Adventure Inc.</i>	1.2	1.2
5 <i>She Spies</i>	1.1	1.0

According to Nielsen Media Research Syndication Service Ranking Report Nov. 11-17, 2002

18-34 = Adults 18-34

AA = Average Audience Rating

GAA = Gross Aggregate Average

ONE NIELSEN RATING = 1,067,000 households, which represents 1% of the 106.7 million TV Households in the United States

NA = not available



Blowin' Away The Windy City!



Host
Jillian Barberie



2.5/4

WPWR
6:30 pm

#1 Dating Show In Chicago
Beating *Elimidate*, *Blind Date* and all others.



Source: NSI, WRAP Overnights, w/o 11/18/02, Dating Shows: EX-treme Dating, Elimidate, Blind Date, 5th Wheel, Change of Heart, and Shipmates, HH Rtg

RATINGS ANALYSIS

Viacom Rules
Television World

BY JOHN M. HIGGINS

In this age of intensifying media consolidation, owning the top-rated broadcast network doesn't make you the biggest player in television. It makes you third in the pack, maybe even fourth. Top honors go to the folks with the strongest portfolio of cable networks.

That's the conclusion of Morgan Stanley media analyst Richard Bilotti, who likes to look at TV viewership not just network by network but voracious media conglomerate by voracious media conglomerate.

What he found is that the owner of the largest broadcast network—NBC—controls fewer viewers in key demos than some rivals because its

Measuring the effect of ratings changes on revenue, analyst Richard Bilotti calculates that a mere 0.1 improvement in the 18-49 demo can mean big bucks.

portfolio of cable networks is so weak (see story, page 1).

Looking at prime time Nielsen ratings for the 12 months ended June 30, Bilotti tallied up the viewership of broadcast and cable networks by their respective owners to see what share they really controlled.

Bilotti found that the real dominator of television is Viacom. It's not so much its ownership of CBS, which just squeaks by NBC in Nielsen households and gets beaten comfortably by NBC in everyone's favorite demo, adults 18-49.

But Viacom also owns UPN, highly rated cable network Nickelodeon and youth-heavy MTV. So, Bilotti found, Viacom attracts 25.9% of all TV households and 24.8% of adults 18-49.

Bilotti also measured the effect of ratings changes on a network's revenue. He calculates that a mere 0.1 improvement in those key 18-49 prime time ratings can mean big bucks.

For a broadcast network, that change (an additional 127,000 of the nation's 127 million 18-49 adults) adds or subtracts \$55.6 million a year in ad sales (which typically run \$3 billion to \$4 billion).

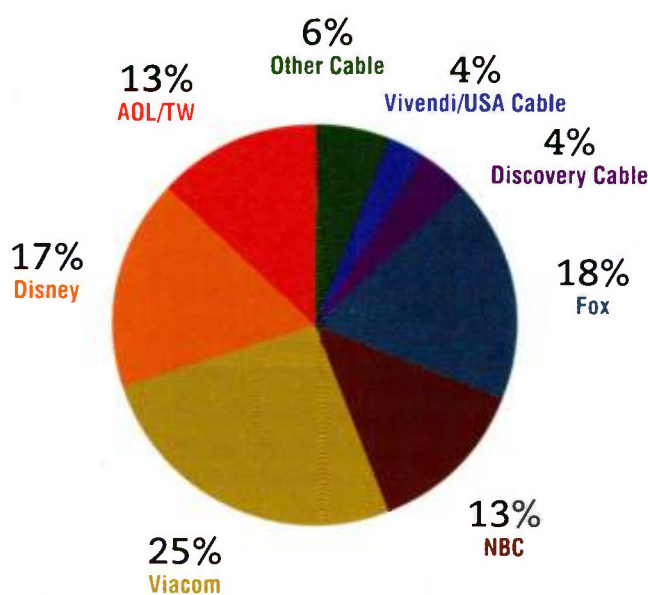
For a cable network, a 0.1 change means \$44.5 million in additional sales, a huge swing for even the top-rated cable networks, whose ads sales range from \$400 million to \$800 million. ■

The Corporate Scoreboards

How viewership breaks down by company

What's your favorite corporation? No one asks the question that way, but, with consolidation a way of the business world, it's instructive to calculate the prime time viewership of broadcast and cable networks according to their ownership. The tables below calculated by Morgan Stanley Analyst Richard Bilotti divvy up viewership from the beginning of the year through Sept. 30.

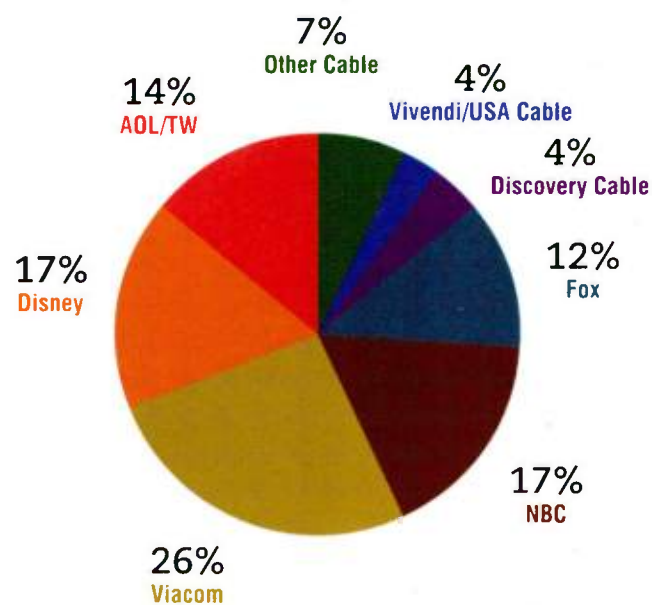
| 18-49 audience |



COMPANY	SHARE
AOL TW Cable	8.0%
AOL TW Broadcasting (WB)	4.9%
AOL TW TOTAL	12.9%
Disney Cable	5.6%
Disney Broadcasting (ABC)	11.5%
DISNEY TOTAL	17.1%
Viacom Cable	7.0%
Viacom Broadcast (CBS & UPN)	17.8%
VIACOM TOTAL	24.8%
NBC Cable	1.0%
NBC Broadcast	12.2%
NBC TOTAL	13.3%
Fox Cable	2.1%
Fox Broadcast	16.1%
FOX TOTAL	18.2%
DISCOVERY CABLE	4.2%
VIVENDI/USA CABLE	3.5%
OTHER CABLE	5.9%
TOTAL CABLE	37.4%
TOTAL BROADCAST	62.6%

SOURCE: Morgan Stanley

| total households |



COMPANY	SHARE
AOL TW Cable	9.9%
AOL TW Broadcasting (WB)	4.0%
AOL TW TOTAL	14.0%
Disney Cable	6.3%
Disney Broadcasting (ABC)	11.0%
DISNEY TOTAL	17.3%
Viacom Cable	7.9%
Viacom Broadcast (CBS & UPN)	18.0%
VIACOM TOTAL	25.9%
NBC Cable	2.0%
NBC Broadcast	14.5%
NBC TOTAL	16.5%
Fox Cable	2.4%
Fox Broadcast	9.2%
FOX TOTAL	11.6%
DISCOVERY CABLE	4.0%
VIVENDI/USA CABLE	3.5%
OTHER CABLE	7.2%
TOTAL CABLE	43.2%
TOTAL BROADCAST	56.8%

MARKET | Richmond | FOCUS

Alarming News
From 3 Stations

BY DAN TRIGOFF

Reports from three separate TV stations regarding fire safety can take credit for raising public awareness of a lack of preparedness.

An eight-month investigation by WISN-TV Milwaukee, shared with other Hearst-Argyle stations, found that children often sleep through smoke alarms. That sparked investigations into safety standards from the Consumer Product Safety Commission and Underwriters Laboratories (UL).

A separate report by NBC-owned KXAS-



TV Dallas's Deborah Ferguson reached similar conclusions and was the basis for a report on *NBC Nightly News*.

And an earlier report on the same subject by CBS's WCCO-TV Minneapolis has become a teaching tool for a leading journalism instructor and has helped direct other stations to the subject.

Poynter Institute broadcast journalism instructor Al Tompkins called the WCCO-TV story by Trish Van Pilsum, now with local Fox station KMSP-TV, "a magnificent piece of work" and has encouraged producers and reporters attending his classes toward similar efforts. The WCCO report looked at the need to implement and practice in-home drills and followed it with a report on residential sprinklers. ■

AT A GLANCE

The Market

DMA rank	59
Population	1.3 million
TV homes	505,000
Income per capita	\$18,347
TV revenue rank	59
TV revenue	\$72,800,000

Commercial TV Stations

RANK*	CH.	AFFIL.	OWNER	
1	WWBT(TV)	12	NBC/WB	Jefferson-Pilot
2	WTVR-TV	6	CBS	Raycom
3	WRIC-TV	8	ABC	Young
4	WRLH-TV	35	Fox	Sinclair
5	WUPV(TV)	65	UPN	Lockwood

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

Cable/DBS

Cable subscribers (HH)	323,200
Cable penetration	64%
ADS subscribers (HH)**	101,000
ADS penetration	20%
DBS carriage of local TV?	No

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

What's No. 1

Syndicated show	Rating/Share***
<i>Jeopardy</i> (WRIC)	9/17
Network show	
<i>Friends</i> (WWBT)	18/29
Evening newscast	
WWBT	12/24
Late newscast	
WWBT	11/21

***May 2002, total households

SOURCES: Nielsen Media Research, BIA Research

Young, Educated, Wealthy

Richmond, Va., says WUPV(TV) General Manager Gerald Walsh, "is too big to be a small market but too small to be a big market." The one-time capital of the Confederacy is the capital of Virginia and lures business and residential expatriates with a short commutes, solid per-capita income, low construction costs and favorable cost of living. It benefits, too, from the many small businesses created by entrepreneurs displaced by the financial-services consolidation.

The Richmond-Petersburg, Va., DMA has fairly high per-capita and household income, making it a strong test market for advertisers. The promotional Greater Richmond Partnership boasts that the city has been selected by among the top Southern markets; among the healthiest places to live; among the best for conducting, expanding or relocating a business; and among the best for overall quality of life.

Although Raycom's WTVR-TV has been strengthening its local news, Jefferson-Pilot's WWBT has ruled local airwaves for years, not only with strong performance in local news but also producing the local Fox newscast. As a result, Sinclair, which is building a news centralcast for many of its 60-plus stations, is not likely to bring it to Richmond, says Scott Sanders, who runs Sinclair's WRLH-TV.

Richmond's TV market had a significant drop in revenue from 2000 to 2001, about 8%, but local executives believe it has come much of the way back this year, despite having no significant political races to feed advertising coffers.

"Circuit City is headquartered here," says WWBT General Manager Don Richards, "Capital One is here, Phillip Morris is here, and it's the state capital. That's a lot of players who are familiar with television."

"Retail has gotten very active," Richards notes, with two upscale shopping complexes being built and retailers Nordstrom's and Lord and Taylor arriving.

"It's a pretty young, well-educated and wealthy market," says Walsh. "And that fuels our economy."—Dan Trigoff



WHAT THEY DIG

41% of Richmond adults have consumed a diet soft drink in the past week, matching the habits of the nation overall.

38% of Richmond adults have eaten at Wendy's in the past week, compared with 27% of adults nationally.

11% of Richmond adults attended a rock concert in the past 12 months, compared with 13% nationally.

SOURCE: Scarborough Research

PYRAMID DISCOVERED IN PHILADELPHIA!

Delivering Its Best Weekly Average
To Date, PYRAMID Scores Big
Ratings On KYW At 4:30pm!



PYRAMID™

4.6 Household rating!

+35% from premiere week!

+12% over year ago programming!

Source: NSI, WRAP Overnights, M-F, 11/18/02-11/22/02, premiere week=wk of 9/16/02, year ago=Nov. '01 Sweep

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TV BUYER

New Comcast Eyes Spot-TV Prize

With 'advertising in his DNA,' Burke plots raid on broadcasters' \$16B spot-TV treasure

By KATHY HALEY

With the extra muscle and reach from its just-completed acquisition of AT&T Broadband, Comcast is redoubling its local advertising sales effort, taking direct aim at the more than \$16 billion that local TV stations expect to bill this year.

"It's a business that we think can potentially grow faster than the rest of the company," says Comcast President Steve Burke. "The beauty is that we can grow it as the economy and advertising in general grow but we also have the ability to grow it by doing new things and managing the business differently."

Ad sales represented about 6% of Comcast revenue in 2001, but Burke thinks he can take that percentage "up significantly." He wouldn't tell BROADCASTING & CABLE how high or how fast, but he told *Business Week* recently that he hopes to double the \$1 billion in ad revenue currently generated by the Comcast and former AT&T systems over the next five years.

TAKING ON LOCAL TV

Burke should be able to drive the percentage "well into the teens," says Tom Wolzien, media analyst at Sanford C. Bernstein. "He has advertising in his DNA." Burke is the son of Dan Burke, a legendary broadcaster who headed Capital Cities/ABC.

To carry out his advertising ambitions, Burke hired Charlie Thurston a year ago to head Comcast Advertising Sales. Thurston had spent much of the past decade building Los Angeles-based Adlink into cable's most advanced advertising interconnect. Adlink captured an 11% share of the Los Angeles spot-TV market in 2000, about \$138 million.

Comcast—with partners Time Warner Cable, Cox Communications and Katz Media—has been beefing of its national rep firm in New York, National Cable Communications. The partners have reorganized the firm and are in the process of hiring 70 managers and account executives.

The next step in revving up the ad engine lies in completing modern interconnects in the 71 markets where



Comic Martha Kelly performs at Comedy Central's Laugh Riots, one of the promotions spawned by the team that is now running Comcast Advertising Sales.

Comcast has a presence, with concentration initially on the top 50 markets. Much of this work is largely completed in eight of the top 10 markets where Comcast now controls most of the cable homes: Philadelphia, Detroit, Washington, Chicago, Boston, Atlanta, San Francisco and Dallas-Fort Worth.

All told, Comcast will have a controlling or subordinate interconnect presence in 22 of the top 25 markets, where 65% of spot-TV dollars are spent, and in 34 of the top 50, where 80% of spot-TV dollars go. "We have a great national footprint," Thurston says.

His plan is to turn Comcast's sizable ad-sales operation into what he calls "a sta-

tion-group brand" that should compete more effectively with big-market TV-station groups like those owned by ABC, CBS, NBC and Fox.

PAST THE 'ZONE' BUYERS

CBS owns stations in 18 of the top 20 markets, while Fox has outlets in 16, NBC in seven and ABC in six. The network-owned broadcast groups generated between \$1.2 billion and \$1.9 billion each in revenue last year, compared with \$1 billion for the new Comcast. "We're already on the cusp of being in [the broadcasters'] league," Thurston says.

While cable operators have built up a

Continued on page 16

New Sales Team, Courtesy Adlink

Comcast Advertising Sales President Charlie Thurston didn't search far in assembling his top management team. He simply returned to the Los Angeles interconnect from which he came, Adlink.

Thurston tapped Hank Oster, his former No. 2 at Adlink, to become Comcast's senior vice president and managing director of sales.

And he made several other raids on his old employer.

John Tierney, who ran Adlink's national sales effort, is now vice president of national sales at Comcast. Vicki Lins, who helped create such popular Adlink promotions as the Los Angeles Concert Calendar and Comedy Central's Laugh Riots, is vice presi-

dent of marketing and communications, and Paul Woidke, who played a key role in assembling the technology that allowed Adlink to segment advertisers' messages by neighborhood, is vice president of technology.

Thurston and Oster have divided Comcast's sprawling sales territory in two. Steve Feingold, who arrived at Comcast after building Boston's first-class interconnect, is group vice president East, and Ed Dunbar, who ran MediaOne's ad-sales effort, is group vice president West.

Each region has a division, headed by a vice president: Kim Norris, Northeast; Adam Perel, Mid-Atlantic; Kevin Cuddihy, Midwest; John Ozor, South; Mark Winkler, Southwest; and David Klein, Northwest.

EBB & FLOW

Syndication's Early Upfront

Syndicators hope to move their upfront ad-sales market, or the bulk of it anyway, four months earlier. It's not a coincidence. That schedule would coincide with the Syndicated Network Television Association's first annual conference, Feb. 25-26 at the New York Sheraton.

It will be a sales conference in the literal sense, says SNTA Pres-

ident Gene DeWitt. "We will look

to sell out a lot of the upcoming broadcast year's inventory at the conference," he says. "Our inventory is so limited it really makes sense to lock it up first."

This year, the syndication upfront market moved in June, after the broadcast networks', and rose 15% to roughly \$2 billion.

Indeed, most of the two-day affair at the show is being set aside for one-on-one meetings between buyers and sellers. It will open with a general-session presentation, keynote speaker and panel on new trends. Currently, DeWitt expects attendance to total 800 or so buyers and sellers.

Syndication ad sales are better this year than last. The scatter market is way up. Bo

Argentino, executive vice president, advertiser sales, Sony Pictures Television, says the company is getting double-digit price increases over the upfront. "We're really seeing across-the-board growth" in terms of ad categories, she says.

Ad-tracking services CMR and Nielsen Monitor-Plus have just reported nine-month sales figures for syndication. CMR put the tally at \$2.1 billion, down 12%. Monitor-Plus showed a slightly smaller decline (-9%). But grim as those figures are, the trend is in the right direction: Last year, the business was down between 25% and 30%. —Steve McClellan

NEXT WEEK:

Radio

Remember your first day of grade school?
Your last day of high school?
Anything in between?



All New Interactive Original Series

WINTUITION

GET SCHOOLED!

Make it through high school and
we'll put you through college.

Premiering Monday, December 9th
Every night at 8:30pm/e

G **A** **M** **E**
S **H** **W**

network

WINTUITION is interactive! Your broadband customers can play along online for a chance to win great prizes—which means more fun for them and more customers for you. Class dismissed.

gameshownetwork.com

* Up to \$50,000 available to be won per episode.



The L.A. Concert Calendar is a popular Adlink promotion that will most likely be available in many Comcast markets.

Continued from page 14

\$3.7 billion-a-year ad-sales business, about 60% comes from local "zone" advertisers: the car dealers, retailers and pizza parlors that want to target a only section of a market, rather than the entire market. "These are non-television advertisers," Thurston says. "We have been transferring traditional radio, newspaper, direct-mail and yellow-page advertising to cable for 20 years."

The challenge now, he says, is to attract more advertisers interested in reaching the entire market: the fast-food chains, pharmaceutical companies, and other big national and regional marketers that still spend most of their dollars with TV stations. "This is our new engine."

Along with modernizing the interconnects, Thurston wants all top-50 markets offering the same lineup of 40 cable networks and following the same set of "best standards and practices," including standardization of traffic and billing software, dayparts, billing procedures, and copy deadlines. Such work should be completed by the middle of next year, Thurston says. "It's a fairly significant investment by Comcast Advertising, but, as evidenced by the 15 [interconnects Comcast has built] over the last two years, we feel that it's a real smart investment," he says. "So we're going to move quickly on it, instead of spreading it out over three years."

Comcast has also moved quickly to spur changes at NCC, which, along with enlarging its staff, has reorganized its sales force into three teams, two assigned to large-market interconnects and one to small-market ones. NCC President Tom Olson says the changes

have been in the works for some time but were fast-tracked by the Comcast/AT&T merger. NCC also hired a new chief operating officer, Greg Schaefer, a 25-year TV sales veteran who most recently was vice president and station manager of WCBS-TV New York.

Comcast is also planning a major branding campaign to alert advertisers of the new opportunities available at Comcast. It will be unrolled sometime next year.

Key to Thurston's effort will be cooperation by other MSOs, which control large swaths of many big markets but don't always participate in interconnects. In fact, 12 of the top 50 markets lack fully modernized interconnects.



'We can grow it as the economy and advertising in general grow, but we also have the ability to grow it by doing new things and managing the business differently.'

STEVE BURKE,
Comcast

UNDER THE RADAR

Thurston is optimistic. "All the other MSOs get it and are playing ball with us in our markets," he says. "It's an all-out frontal charge on the part of the industry to move forward as quickly as possible."

How soon Comcast's ad-sales drive might begin to affect broadcasters is a matter of debate. "The threat to local broadcasters is that cable skims their growth," Wolzien says.

UBS Warburg analyst Lee Westfield sees it differently, forecasting no impact from cable on the spot marketplace during the next two years.

"In practical terms, only 10 of the major cable networks provide any useful vehicle for advertisers, because there aren't any ratings below the top 10."

Thurston doesn't mind the skeptics. "That's a 1978 comment. If broadcasters want to think of us as the ugly stepchild, that's fine. We'll stay under the radar. As long as our advertisers are happy with us, that's all that matters." ■

The Thurston Theorem

For cable operators to sell successfully against TV stations, says Cable Advertising Sales President Charles Thurston, they must band together in markets to offer advertisers one-stop shopping. Thurston learned this lesson at his previous job as head of Adlink, the Los Angeles cable advertising interconnect.

In 1995, Adlink revenue began to top out around \$30 million, primarily because it lacked the participation of one big player: Century Communications, which controlled upscale neighborhoods like Brentwood, Beverly Hills and Santa Monica. Adlink signed a deal with Century in 1996. After that, revenue "took off like a rocket," Thurston says, jumping to \$40 million in 1996, \$84 million in 1998 and \$138 million in 2000.

"It was really just the ad agencies saying that, when you serve up the market in one-stop shopping—one phone call, one bill, one negotiation—we will aggressively respond by putting more of our major advertisers on your medium," Thurston says.

| strategy |

Along with providing one-stop shopping in each Comcast market, Thurston is taking two other steps to specifically target national spot advertisers. He's hiring national sales managers for each major market and locating them in cities where most national spot buys are placed. He has also created a client-services department. Its staff will call on senior executives at advertisers and agencies and explain the benefits of advertising with Comcast. —K.H.

HOT SPOTS

Will Ad-Skipping Kill Television?

Well, who knows, but it sure makes a great title for a provocative new study from Cambridge, Mass.-based **FORRESTER RESEARCH** on the impact of personal video recorders and video-on-demand services over the next five years. Among the study's findings: Half of TV viewers will have PVRs or VOD by 2007. PVR viewers will likely watch recorded shows more than 60% of the time. As a result, ad-viewing will drop by 19%. And marketers say that's not good. In fact, it's so bad that three out of four surveyed said they'd chop their budget for 30-second spots by at least 20% once PVR penetration reaches 30 million. The good news is new forms of advertising will benefit, like product placement, sponsorship and interactive advertising. ...

Interpublic Group of Cos.' **INITIATIVE MEDIA NORTH AMERICA** said in its analysis of Nielsen's November sweeps ratings data through mid-November that the basic-cable networks have outscored the broadcast nets on nine nights, vs. seven a year ago and two in 2000. On each of those nine nights, cable attained a 50% prime time household share or better, IM said. Besides typically winning Friday and Saturday nights, basic cable also "managed to split the viewing audience on one Tuesday night and on multiple Sunday nights. This is a remarkable achievement, since Sunday is usually regarded as one of the biggest programming nights for broadcast television." How is cable doing it? The short answer, at least for adults 18-49: sports and movies, Initiative said. ...

NIELSEN MEDIA RESEARCH reported last week that ad spending for the first three quarters of 2002 was up 3.8%, based on data collected by its **MONITOR-PLUS** ad-tracking service. By comparison, competitor **CMR** reported a week ago that spending was up 2.2%. Both trackers said Internet spending was down, although Monitor-Plus had the medium down marginally (1%), while CMR had it down 18%. The reported gain for network TV was close: Monitor-Plus had it at 7.9%, while CMR said 7.1%. For cable, Monitor-Plus reported a 3% gain, while CMR said cable sales were down 1%. Another difference: Spanish-language TV. CMR had it growing almost 26% while Monitor-Plus showed growth for Spanish TV but not nearly as much, just 4.3%.

Accounts

BUSCH ENTERTAINMENT'S SEA WORLD theme-parks account has been hooked by Omnicom Group's **DBB WORLDWIDE**, Chicago. The estimated \$15 million account, which was dropped last week by Interpublic Group of Cos.' **CAMPBELL-EWALD** after a nine-month stay, joins Busch's Busch Gardens and Discovery Cove theme parks at DDB. Sea World is looking to have a new ad campaign ready by early next year. ...

PEPSI-COLA North America's Pepsi brand has just begun an account review to replace its multicultural agency, WPP Group's **UNI WORLD**, dropped two months ago. **CHISHOLM-MINGO GROUP**, **GLOBALHUE** and **SPIKEDDB** are seeking the estimated \$10 million business. ...

KMART CORP. has tapped **CHISHOLM-MINGO** to handle its African-American advertising and **CULTURA**, Dallas, its Hispanic advertising. They replace **GLOBALHUE** on that estimated \$15 million account. GlobalHue reportedly was owed \$3 million by the financially ailing retailer. GlobalHue, in which Interpublic holds a 49% stake, just broke its first multicultural campaign for **CHRYSLER GROUP'S DODGE** division, using broadcast and cable networks as well as Spanish-language TV; it landed that estimated \$150 million account last summer.

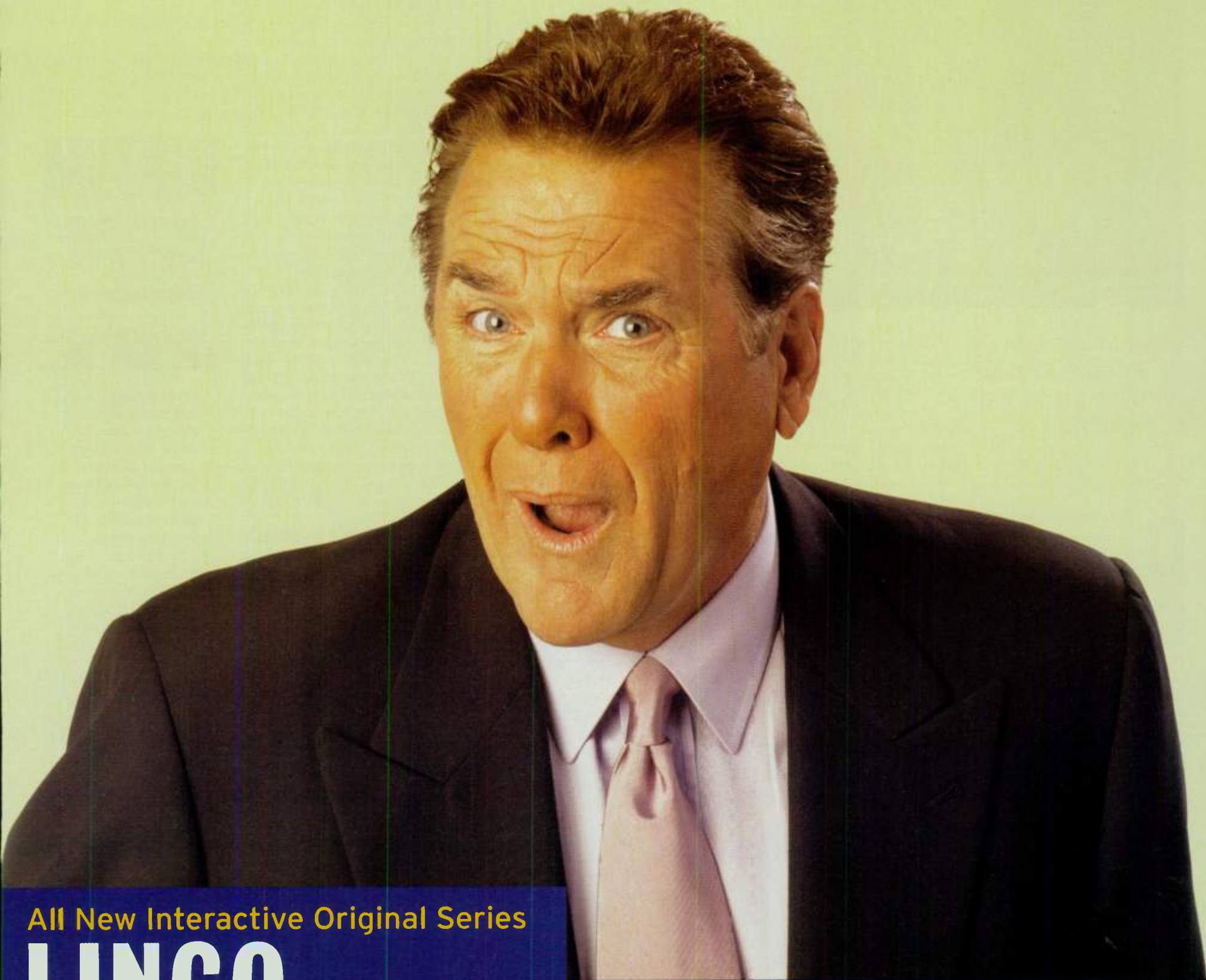
Campaigns

MCDONALD'S CORP. announced a new TV campaign supporting its Happy Meals and Mighty Kids Meals tie-in with **WALT DISNEY PICTURES'** animated holiday flick **Treasure Planet**, a futuristic retelling of **Treasure Island**. Action figures and other collectibles will be given out as part of the meals. TV spots will target both children and adults, via **LEO BURNETT CO.**, Chicago. ...

KMART is running a holiday-season TV campaign for its Joe Boxer line. In a new spot, **VAUGHN LOWERY**, clad in boxer shorts, is shown dancing the "Antler Boogie," a variation on his recent "Boxer Boogie" dance. **TBWA/CHIAT/DAY** handles Joe Boxer. ...

FORD MOTOR CO. broke a new campaign for its Taurus over the weekend, its first national TV drive in about two years. In the interim, the Taurus got regional TV support via Ford dealerships. The single 30-second spot shows a business exec stunned to learn that the car he's in is not the company car but his chauffeur's own car. WPP Group's **J. WALTER THOMPSON CO.**, Detroit, is the agency. The midsize car got about \$11 million in ad support last year, according to CMR data.

Guessing five-letter words may cause four-letter responses.



All New Interactive Original Series

LINGO

FIVE LETTERS TO M-O-N-E-Y

A little word game. A lot of fun.
Hosted by Chuck Woolery.

New episodes beginning
Monday, December 9th
Every night at 9pm

G **A** **M** **E**
S **H**  **W**
n e t w o r k

LINGO is interactive! Your broadband customers can play along online for a chance to win great prizes—which means more fun for them and more customers and more m-o-n-e-y for you.

gameshownetwork.com

WASHINGTON

Has Comcast Got a Deal For You



WOW claims Comcast offers illegal discounts to customers who are about to switch cable services. Above, a scene from *Trading Spaces*.

Overbuilders eye WOW complaint for direction on pricing competition

By BILL MCCONNELL

Don't tell Senator John McCain, but some people are complaining that cable prices are too low—at least in a handful of markets. Overbuilder WideOpen West (WOW) contends that targeted price cuts by Comcast constitute an illegal tactic.

Subscribers to Comcast's digital tier pay roughly \$51 a month for an expanded lineup that in-

cludes niche and premium channels. But, in Warren, Mich., a Detroit suburb where the company competes with WOW, some customers can get the same menu of services for up to 35% less.

tection that, for years, shielded them from targeted-pricing competition. Generally, cable incumbents must charge a uniform rate for basic service in a market until 15% of multichannel homes in that market subscribe to an overbuilder or satellite TV. At that point, the government has decided, competition is strong enough that regulation of basic rates should be phased out. Just two weeks ago, the FCC ruled that Adelphia Communications may continue its strategy of cutting subscription costs in Los Angeles neighborhoods served by a competing overbuilder because the Arcadia, Calif., market is now subject to the 15% "effective-competition" trigger. Altrio Communications had complained that Adelphia made "minute-by-minute" short-term cuts in rates to dissuade customers from switching to Altrio's service after the overbuilder entered the market in November 2001.

With the uniform-rate rules disappearing, overbuilders are hoping the FCC will accept WOW's interpretation of the customer-service rules as an alternative route to stem margin-cutting price wars.

Comcast officials declined to comment. But, in filings to the FCC, the company has put the onus on WOW, charging that it stretched the meaning of customer-service rules in order to keep prices high. "WOW and the other overbuilders have not found any support from government, at any level, for their objections to promotional discounts or other forms of price or service competition," Comcast said.

Comcast admitted that its call-center reps are authorized to make oral promotions in addition to promotions offered in advertisements, circulars, direct mailings or satellite-dish buy-back offers. None of the deals, however, are below cost, the company said.

WideOpen West and other overbuilders unsuccessfully tried to make that complaint and other allegedly predatory pricing tactics an issue during the FCC's review of the Comcast's merger with AT&T Broadband. The FCC said it will tackle the issue separately.

The Justice Department also is examining cable marketing practices. ■

Comcast's "Secret" Promotions

Aggressive cost-cutting is intended to retain restive subscribers

DATE	SERVICE	PUBLISHED RATE	NEGOTIATED RATE
Feb. 12	Expanded Basic	\$33.95/mo.	\$24.94/mo. for 12 mos.
Feb. 12	Digital Basic	\$50.95/mo.	\$34.95/mo. for 12 mos.
Feb. 15	Expanded Basic	\$33.95/mo.	\$21.95/mo. for 6 mos.

SOURCE: WideOpen West

To keep subscribers from canceling their service and signing on with WOW or a satellite-TV competitor, Comcast offers customers threatening to make the switch the digital package for as little as \$21.95 per month for six months. The price cuts are part

of Comcast's aggressive cost-cutting to retain restive subscribers while continuing to earn fat margins on less price-sensitive ones. WOW argues that the tactic is illegal because customer-service rules require cable companies to publicize their rates and forbid "secret" rates negotiated privately. WideOpen West says all rates and promotions must be publicized. "If they want to offer promotions, that's fine, but those discounts should be available to everyone," says Craig Martin, WOW general counsel. "But, at the discounts they're offering, they wouldn't be able to stay in business if everyone in the market got that deal."

In May, WOW filed a complaint with the FCC alleging that



CAPITAL WATCH

No Free RFR Ride

Violators of government radio-frequency-radiation (RFR) emission limits aren't getting an easy ride anymore.

For years, the commission let broadcasters that exceed RFR emission limits off with nothing more than a warning. During the week of Nov. 18, however, the FCC issued its first and second fines for RFR violations. KTMN-FM Cloudcroft, N.M., was hit with a \$10,000 fine for emissions 300% above permitted limits (B&C, Nov. 25). Four days later, KWNZ-FM Carson City, Nev., was dinged the same amount for emissions 42% above the permissible level. Is this the start of a crackdown? Sort of.

The agency is finally geared up to enforce emission standards set in 1996. All FCC licensees were required to come into compliance with the new limits by Sept. 1, 2000, or notify officials about noncompliance and undergo environmental review by the agency to design a plan for meeting the new limits. Neither station filed the assessment, an indication that they would have no problem complying. FCC field agents detected the violations after receiving complaints. The violations were particularly troublesome to the FCC because both transmitters, though located in remote areas, were accessed regularly—by forest rangers in KTMN's case and by drivers of all-terrain vehicles in KWNZ's.

SEC Gives Motorola a Talking-To

The SEC decided last week not to take any formal enforcement action against Motorola for conduct it concluded was "inconsistent" with relatively new corporate FD (fair-disclosure) regulations. Motorola, in combination with Scientific-Atlanta, claims 85%-90% of the digital cable set-top market.

The disclosure regulations are meant to curtail the selective release of information to analysts and others that is not available to the public. According to SEC Associate Regional Director Barry Rashkover, the conduct involved was selective disclosure of nonpublic information in phone conversations between the director of investor relations and selected analysts.

The disclosure was inappropriate, but it was mitigated by the fact that Motorola had sought advice from counsel before the disclosure. The advice turned out to be erroneous, but the SEC recognized Motorola's good-faith effort and wants to encourage companies to seek counsel in such circumstances, simply better advice than Motorola apparently got. The SEC's report to company on its investigation made that clear, saying that it likely would not escape a future enforcement action with the excuse of "reliance on counsel." The SEC did take action against three other companies, including Raytheon, in the first ever such penalties under the FD regs.

FTC OKs Four More Indy ISPs

The Federal Trade Commission has approved four more unaffiliated ISPs for America Online/Time Warner. The commission conditioned its approval of the 2000 merger of the two communications giants on the merged company's opening up its cable systems to competing Internet service providers. The latest four: LocalNet Corp. for Portland, Me.; DURO Communications for Birmingham, Ala.; Jackson/Monroe, Miss.; Memphis, Tenn.; and North and South Carolina; 3) ShreveNet for Shreveport, La.; and 4) Applied Technology Group for Bakersfield, Calif.

COURT TO EXPEDITE COMCAST-MERGER REVIEW



A federal appeals court in Washington last week granted consumer groups' request for an expedited review of their motion to reverse the FCC's approval of the Comcast/AT&T Broadband merger.

Briefs are due by mid March, with oral argument likely sometime before the end of June.

Consumers Union, Media Access Project and others allege that the merger will give what is now the largest cable company in America power to jack up rates and discriminate against unaffiliated broadband Internet providers.



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What's *it* all about?

Is it about improving the entire viewing experience? Is it about offering easier, seamless navigation? Is it about subscribers viewing exactly what they want, just when they want it? Is it about adding value with new, revenue-generating services? Whatever *it* is for you, Microsoft shares your commitment. For more information, visit us at www.microsoft.com/tv/digital.

We're helping put the *It* in digital TV

World Radio History

PEOPLE

THE FIFTH ESTATER

Knack for Stats Pays Off for 'TV Jack'

Former academic Wakshlag studies how people watch TV

From the halls of Indiana University to the Turner Broadcasting headquarters in Atlanta, Jack Wakshlag keeps schooling others in television research.

Wakshlag, Turner's chief research officer, has always been a television fanatic: When he was growing up, his family called him TV Jack. But it wasn't until college that Wakshlag found that he could make a career studying how others watch TV.

The New York City native dabbled in a few majors at Queens College before he aced a statistics class. Wakshlag had a knack for stats and research—"a gift or a curse," he quips—and could pull out patterns in numbers. At Illinois State University, where he was working on his master's, Wakshlag began to study the social effects of television. He went one step further, earning a PhD in TV research from Michigan State University.

For 10 years, Wakshlag was a blissful academic, teaching television courses at Indiana University and conducting his own research. He says teaching college gave him valuable tools that he still draws today.

"Whether you're talking with managers or staffers, they don't all learn the same way," Wakshlag said. "You learn to explain things in two or three or four ways."

Wakshlag got his first taste of the business side of the TV industry while on sabbatical in Britain in the 1980s. He was working with the Independent Broadcast Authority (the U.K. version of the FCC), studying the effects that introducing commercials on British networks could have on actors' wages. He returned home with thoughts of doing more consulting work for American networks.

Back in New York, Wakshlag stopped by the Cabletelevision Advertising Bureau to see an old friend and discuss his options. While he was there, someone from CBS called, looking for candidates to head its station group research. "It was just plain luck," recalls Wakshlag. He stayed at CBS for 10 years, eventually adding new-media research to his watch.

When colleagues at Warner Bros. suggested he meet with The WB founder Jamie Kellner,

Wakshlag took the bait. They met just as The WB was getting off the ground, and Wakshlag was enticed by the plans for creating the fledgling broadcast network.

"The WB was going young, and CBS was the classic, standard American broadcast network," he says. "This place was being built from the start."

Wakshlag and his research expertise helped build almost every department. "What we do," he says of TV researchers "is manage information and get it into a form that helps people make decisions."

He aided the marketers with their campaigns and watched over ad-sales research. One of his favorite duties was advising programmers on development and scheduling.

One example of the effect of Wakshlag's research on The WB: the realization that *Buffy the Vampire Slayer* was a strong enough show to anchor its own night. Originally, the show aired after drama *7th Heaven*. WB programmers like Jordan Levin and Susan Daniels loved the show, but other execs were concerned that it was too action-heavy. Wakshlag's team culled research showing viewers knew—and loved—*Buffy* for its action.

"This was a show that was bringing in viewers from other networks, not leaning on its lead-in," Wakshlag says. "We moved it to Tuesdays with a great deal of confidence."

When Kellner, following the AOL Time Warner merger, headed to Atlanta to become chairman of Turner Broadcasting, he recruited Wakshlag to join him. Once again, Wakshlag found an enticing opportunity. And he became a student again, learning the ropes of the cable business.

In broadcast, he tracked a handful of competitors. Now his networks battle almost 50 Nielsen-rated channels and an array of digital upstarts.

As always, Wakshlag is a quick study. "The average person watches 14 channels a week," he says. "The first challenge [in cable] is to be in that 14. The second is to be strongly in the top 14."—Allison Romano

Jack Wakshlag

Chief Research Officer,
Turner BroadcastingB. Feb. 10, 1950,
Brooklyn, N.Y.

EDUCATION

BA, communications, Queens College, 1971; MA, communications, Illinois State, 1973; PhD, communications, Michigan State University, 1977

EXPERIENCE

Associate professor, Indiana University, 1977-86; director of primary research for CBS Television Stations, 1986-88; director of research, CBS New Media and Television Stations, 1988-94; executive vice president and head of research, The WB, 1995-2001; current position since 2001



FATES & FORTUNES

Broadcast TV

CLYDE PAYNE, senior VP, Gray MidAmerica Television, Bowling Green, Ky., will retire effective Jan. 1.

JEFFREY WHITSON, director, sales, WXXA-TV/ WEDG-TV Albany, N.Y., named president/GM.

TODD WOMACK, corporate controller, Journal Broadcast Group, Milwaukee, promoted to VP/director, accounting.

JIM KOONCE, promotion and marketing manager, KGUN(TV) Tucson, Ariz., named director, marketing and promotion, KTNV(TV) Las Vegas.

DAVID BAUMANN, creative services director, KSTP-TV St. Paul, Minn., promoted to director, marketing.

THERESE GAMBA, VP, marketing, TNN: The National Network, New York, joins KGO-TV San Francisco, as creative services director.

MARTI HAZEL, local sales manager, WRB(TV)/WFTE(TV) Louisville, Ky., promoted to general sales manager.

ANNA CARBONELL, VP, stations relations, WNBC(TV), New York, was honored by the Puerto Rico Federal Affairs Administration as a "Distinguished Daughter of Puerto Rico."

Cable TV

At Comcast Cable: **ROSETTA KERR**, consultant, Baltimore City Mayor's Office for Eastside Revitalization, joins as director, government relations, Baltimore; **JEFF CRANDALL**, director, technical operations, Jersey City, N.J., promoted to GM, Northern New Jersey cable systems.

Programming

LISA MCCARTHY, senior VP, Viacom Plus, New York, promoted to executive VP.

JOHN HERTENSTEIN, VP, feature estimating, MGM Pictures, Santa Monica, Calif., promoted to senior VP.

ABBY GREENSFELDER, director, programming and strategy, Discovery Channel, Bethesda, Md., promoted to VP, programming and development.

RICK THOMPSON, account manager, Eagle Television Sales, Dallas, named group sales manager.

At ESPN, Bristol, Conn.: **NORBY WILLIAMSON**, VP/assistant managing editor, promoted to senior VP, studio production; **MARK QUENZEL**, senior VP, programming and production adds remote production to his duties; **KELLY LAFERRIERE**, director, programming and acquisitions, promoted to VP; **JOHN DAHL**, producer, 10th Annual ESPY Awards, named executive producer, ESPN Classic.

Journalism

AT CNN, Washington: **KATHY**

CLYDE PAYNE
Gray MidAmerica TVMARTI HAZEL
WRB(TV)/WFTE(TV)JIM ASENDIO
WLIU(FM) New YorkGIMNY NAGLE
SCTE

SLOBOGIN, education and family correspondent, appointed managing editor, *CNN Presents.*; **DANA BASH**, Capitol Hill producer, named White House correspondent.

JIM ASENDIO, anchor/reporter, KFVB(AM) Los Angeles, joins WLIU(FM) Southampton, N.Y., as news director.

At WBBM-TV Chicago: **STEVE MILLS**, photographer, WFLD-TV Chicago, joins as news operations



manager; **SCOTT KEENAN**, producer/news manager, promoted to executive producer, investigations.

Radio

VINCENT (VINNIE) CURREN, GM, WXPB-FM Philadelphia, appointed senior VP, radio, at the Corporation for Public Broadcasting, Washington.

At ABC Radio Networks, New York: **DAVE KAUFMAN**, VP/GM, Westwood One Shadow/Metro, New York, joins as VP, affiliate relations; **MARY MCCARTHY**, director, affiliate relations, United Stations, New York, joins as director, affiliate sales; **JON WILSON**, manager, affiliate relations, Dallas, promoted to director.

At Infinity Broadcasting: **KEVIN WEATHERLY**, program director, KROQ-FM Los Angeles, adds senior VP, programming, Infinity, to his duties; **ERIC LOGAN**, program director, WUSN(FM) Chicago, named VP, programming, Infinity, New York.

THOMAS G. ATKINS, director, engineering, Entercom's Buffalo, N.Y., radio cluster, joins Backyard Broadcasting, Baltimore, as VP/director, engineering.

At WLIU(FM) Southampton, N.Y.: **JAMIE BERGER**, morning host, WBEA(FM) Montauk, N.Y. and news director, WBAB-FM Babylon, N.Y., joins as director, administration and operations; **DAN COX**, editor, *Today in New York*, WNBC(TV) New York; **BONNIE GRICE**, program host and producer, daily and special programs, adds music director to her duties; **NANCY MARKSBURY**, director, development, named director, public relations; **NANCY MONTGOMERY**, office manager, promoted to business manager.

Technology

ED FORMAN, consultant, ICTV, Los Gatos, Calif., joins as senior VP, marketing.

At AudioAudit, Paramus, N.J.: **MARK BECKWITH**, VP, commercial operations, NBC TV Stations Division, New York, joins as senior VP, sales and

business development; **NEIL M. SCHAFER**, executive VP/CFO, MediaPort, New York, joins as CFO.

Media

JAMES ELLIS, VP, group operations Tribune Broadcasting, Chicago, named VP, brand management.

Broadband

At Millennium Digital Media, St. Louis: **MARY MEIER**, VP, marketing and cus-

tomer care, promoted to senior VP; **PETER SMITH**, VP, programming and product development, promoted to senior VP.

Associations/Law Firms

GINNY NAGLE, manager, marketing communications, Society of Cable Telecommunications Engineers, Exton, Pa., promoted to director, marketing.

DINA COSTANZO, marketing sponsorship analyst, Discovery Networks,

New York, named sales and marketing manager, Syndicated Network Television Association, New York.

MINDY HERMAN, president/CEO, E! Networks, Los Angeles, was elected to the CTAM Board of Directors, Alexandria, Va.

Allied Fields

At Panopoly, Universal City, Calif.: **MICHAEL SAZ**, senior Inferno artist/CGI effects supervisor and **JOHN LOVELACE**,

executive producer/head of sales, both at Click 3X, New York, join as Inferno/3D CGI artist/effects supervisor and executive producer/VP, new business development, respectively.

WHAT'S YOUR FATE?

Send it to Lianor Alleyne, editorial assistant, Broadcasting & Cable (email: palleyne@reedbusiness; fax: 646-746-7028; mail: 360 Park Avenue South, New York, N.Y., 10010).

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OBITUARY

PARLEY BAER, a character actor best-known as the mayor on *The Andy Griffin Show*, died Nov. 22 in Los Angeles. He was 88.

Baer, who appeared in over 50 movies, popped up on both radio and television shows. He was the voice of Chester for radio's *Guns Smoke* and played the neighbor on TV's *The Adventures of Ozzie and Harriet*.

A man with a colorful past, which included stints as a circus publicist and ringmaster, Baer started out in radio in the 1930s in his hometown of Salt Lake City. After WWII, where his service in the Army Air Corps. earned him seven battle stars, Baer forged his acting career, while holding onto his love of circus and zoo life. Most recently, he was the voice of the Keebler cookie elf in television commercials.



FACETIME

Walsh Struggles With His Faith

If you watch **NBC ENTERPRISES'** syndicated *John Walsh Show* or Walsh's **FOX** series, *America's Most Wanted*, you know he sees life from an often grimmer side; it comes with his territory. His own son, Adam, was abducted and killed in 1981—all that was ever recovered was his skull—and since that time, he has met countless parents much like himself.

His world is inhabited by grieving parents and ghoulish murderers, and in a one-one-one interview series sponsored by the New York Chapter of the National Academy of Television Arts & Sciences and **BROADCASTING & CABLE**, the question

came up: After experiencing what he has, can he believe in God? "I believe in a higher power; I absolutely do," said Walsh, who

is a lapsed Catholic. "After Adam's murder, my cousin, who is a Monsignor, tried to console us. One of my business partners, his brother was a rabbi. I heard from Protestant ministers. I heard it was God's plan, but I'll tell you there is no God who would ever have a 6-year-old child decapitated to motivate his mother and father to try to change things. I don't believe that God exists."

He said the coroner who did the autopsy on his son's head grappled with the same problem of faith. "I believe people have a free will to do whatever we want with it," he told Walsh. "You can become incredibly evil, or you can choose to live your life for good, to live your life with dignity." He encouraged Walsh, who said he was suicidal and nearly broke, to keep fighting for laws to protect kids. "You have skills and gifts other people don't," Walsh says the coroner told him. Obviously, Walsh took the advice.



Silver Circle Inductees

The **NEW YORK CHAPTER** of the **NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES** announced the 2002 Silver Circle inductees. The Silver Circle honors media professionals who have been in the business for at least 25 years and have made significant contributions to New York television.

Back row (l-r): NATAS NY Chapter Executive Director **BILL HANAUER**, **ERIKA SLEZAK**, **BOB MCGRATH**, **JOSEPH A. REILY**, **TONY BROWN** and **JOE FRANKLIN**.

Front row (l-r): Silver Circle Chairwoman **BARBARA MILLER-GIDALY**, **WILEY HANCE**, **AL PRIMO**, **LORA MAYES**, **ELIZABETH ORTON DAVIS** and **J.J. GONZALES**.



Stringer Honored

SIR HOWARD STRINGER, **SONY CORP. OF AMERICA** chairman and CEO, received the **INTERNATIONAL EMMY FOUNDERS' AWARD** last Monday night at the 30th International Emmy Awards Gala held at the Sheraton New York Hotel & Towers in Manhattan.

The International Academy of Television Arts & Sciences says the award is given to individuals whose unique creative accomplishments contribute to the quality of global television production.

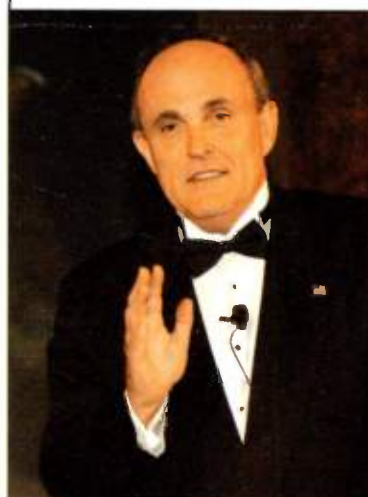
It wasn't quite a knighting, but it did give Sir Howard a chance to receive an award from **ANGELA LANSBURY**, standing at left.

We Want Rudy!

Former New York City Mayor **Rudy Giuliani** is the man most television viewers would like to see with his own talk show, according to a poll conducted by cable network **Trio** and **Harris Interactive Mark Research**. To launch its **Brilliant But Canceled** December program lineup, **Trio** polled TV viewers on the process by which TV shows are judged and who and what they want to see.

Some of the results were telling. Fifty percent of those surveyed know what a **Nielsen Family** is; 12% believe them to be a comedy series from the 1950s. An overwhelming 67% are not interested in a **Nielsen** gig.

Finally, 57% of viewers feel that they could hate or love a show after two to five episodes while half of television viewers think their feedback should be the criterion by which shows should be kept or canceled.



DATE BOOK

This Week

Dec. 3

Cable & Telecommunications Association for Marketing Pre-Western Show Luncheon. Anaheim Marriott Hotel, Anaheim, Calif. Contact: Seth Morrison, 703-549-4200.

Dec. 3-6

California Cable & Telecommunications Association Broadband Plus: The New Western Show. Anaheim Convention Center, Anaheim, Calif. Contact: Toni Irwin, 510-428-2225.

Dec. 5

Cable Television Public Affairs Association Luncheon and Panel: "Communicating Cable's Technology Products and Services." Anaheim Marriott Hotel, Anaheim, Calif. Contact: via Web www.ctpaa.org.

MAJOR MEETINGS

Jan. 9-12

Consumer Electronics Association 2003 International CES. Las Vegas. Contact: Lisa Fasold, 703-907-7669.

Jan. 20-23

National Association of Television Program Executives 2003 Ernest N. Morial Convention Center, New Orleans. Contact: Edna Gonzalez, 310-453-4440 ext. 209.

Jan. 26-29

Cable & Telecommunications Association for Marketing Research Conference. Sheraton Bal Harbour, Fla. Contact: Jinling Elliott, 703-549-4200.

Jan. 30-Feb. 2

Radio Advertising Bureau 2003 Hyatt Regency, New Orleans. Contact: Dana Honor, 800-722-7355.

Feb. 11

Cabletelevision Advertising Bureau Cable Advertising Conference. New York, N.Y. Contact: Joleen Martin, 212-508-1214.

April 5-10

National Association of Broadcasters 2003. Las Vegas Hilton, Las Vegas. Contact: Kathleen Muller, 202-775-3527.

April 15

Television Bureau of Advertising Annual Marketing Conference. Jacob Javits Convention Center, New York. Contact: Janice Garjian, 212-891-2246.

June 8-11

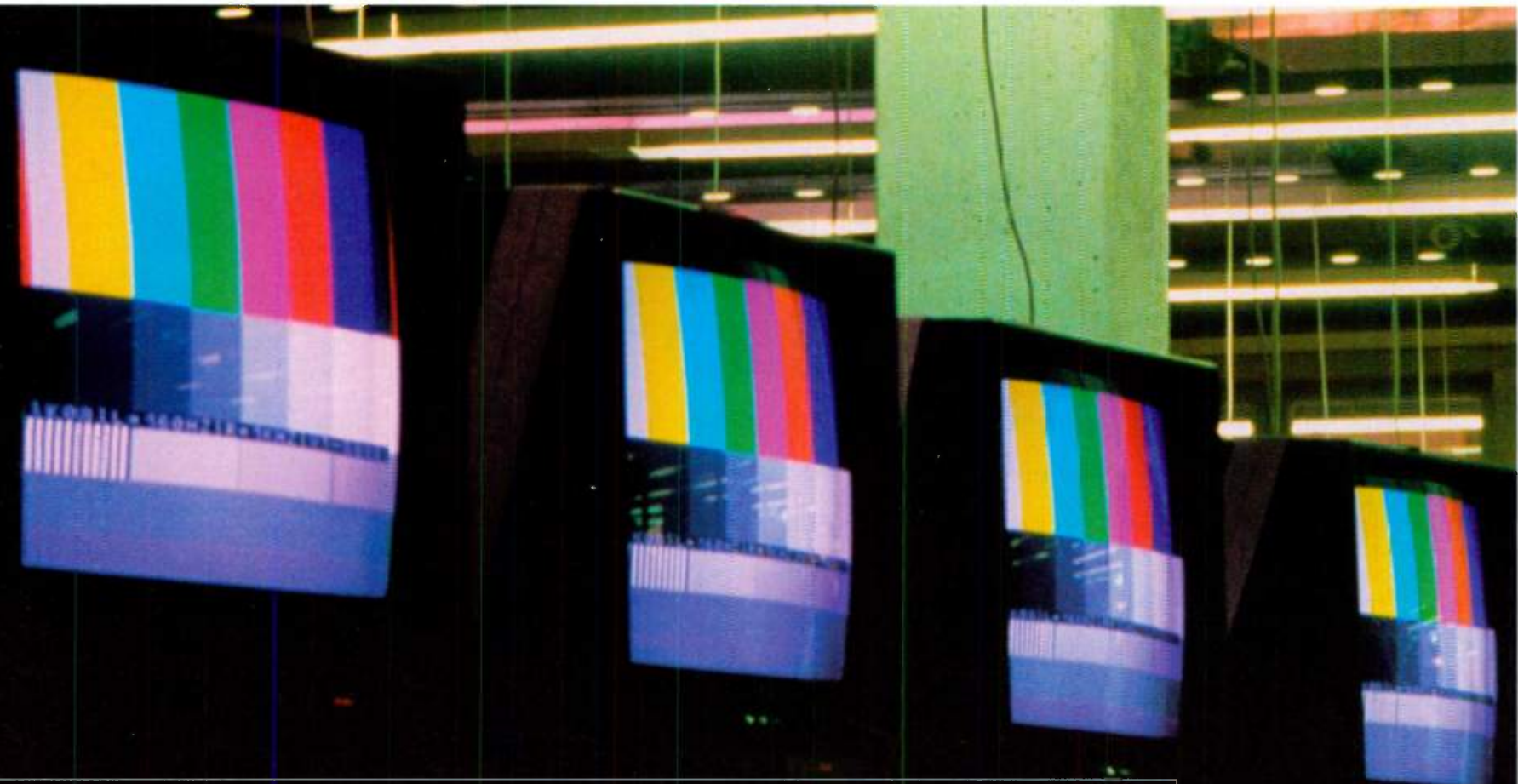
National Cable & Telecommunications Association Annual Convention. Chicago. Contact: 202-775-3669.

Point Taken

Cast of the Sci Fi Channel's *Steven Spielberg Presents Taken* turned out for the premiere of the 20-hour original series at New York's Bryant Park Hotel. *Taken* premieres Dec. 2 and will air for two consecutive weeks on weeknights.

From left to right: President of Sci Fi Channel **Bonnie Hammer**; cast members **Heather Donahue**, **Julie Benz**, **Eric Close**, **Dakota Fanning**, **Joel Gretsch**, **Catherine Dent**; and Chairman of Universal Television **Michael Jackson**.





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SPECIAL REPORT

TOP 25 TV NETWORKS

Biggest Still Holding Their Own

Broadcast nets see 2.9% rise in revenue as QVC threatens to take top spot

Earlier this year, it seemed that it might happen: As the broadcast networks struggled with a difficult ad climate, a number of analysts predicted that home shopping network QVC might bring in more revenue than any other television channel in America.

In the end, the broadcast nets' healthier-than-expected fall upfront market allowed NBC to keep its position as No. 1 on BROADCASTING & CABLE's annual ranking of the top 25 television networks.

With that upfront bounce, plus a strong Olympics, NBC will see its revenues search 12.5%, far outpacing QVC.

Other broadcasters struggle. Two of the six broadcasters on this year's list will see declining revenue, with ABC's estimated revenue dropping by a whopping 14.9%. Fox will see revenue climb 13.5% and CBS will show a modest 3% increase. The six broadcasters on the top-25 list will see combined revenue grow by 2.9%, from \$14.14 billion in 2001 to \$14.55 billion in 2002.

Despite the turmoil in the economy and the ad market, there are relatively few changes to this year's ranking. Among the top 10, Fox moved ahead of HBO this year to No. 6. Fox News Channel made the list for the first time, at No. 24.

Overall, the 25 networks ranked here are on track to increase their 2002 revenues to \$35.87 billion, a 5.6% increase from \$33.82 billion in 2001. Much of that growth can be attributed to the relatively healthy state of cable and satellite programmers. The 19 cable and satellite networks on this year's list will boost their revenue to \$21.33 billion, a healthy 8.3% increase from their \$19.69 billion in 2001 revenue.

Among the cable networks, only CNBC, which remains in a slump like the stock market it follows, will see a revenue drop this year. Nine cable networks will experience double-digit increases, with Starz! Revenue growing by 26.1%, the fastest of any network.

As in prior years, the rankings are based on estimated 2002 revenue. These were compiled from industry executives; Wall Street analysts Morgan Stanley's Richard Bilotti, Sanford C. Bernstein's Tom Wolzien, Bear Stearns's Ray Katz and Merrill Lynch's Jessica Reif-Cohen; Kagan Media; and company reports.

The viewership figure shown on the top-25 list that follows is an average for households in prime time season-to-date, Sept. 23-Nov. 19.

The data were compiled by Deputy Editor John M. Higgins.

RANK/NETWORK	REV.* (\$ MILLIONS)	CHNG.** (%)
1 NBC	4,900	+12.5
2 QVC	3,770	+4.7
3 CBS	3,590	+3.0
4 ABC	2,890	-14.9
5 ESPN	2,120	+1.5
6 FOX	2,100	+13.5
7 HBO	2,050	+10.3
8 HSN	1,790	+14.9
9 TNT	1,210	+13.8
10 NICK	1,090	+7.9
11 SHOWTIME	989	+9.3
12 USA	940	+14.2
13 MTV	847	+11.4
14 CNN	823	+10.5
15 DISNEY	810	+7.0
16 TBS	799	+7.8
17 LIFETIME	790	+10.5
18 DISCOVERY	620	+0.8
19 THE WB	589	-3.6
20 STARZ!	580	+26.1
21 A&E	550	+1.9
22 CNBC	539	-0.9
23 CINEMAX	522	+4.4
24 FOX NEWS	490	+19.5
25 UNIVISION	480	+9.1

* Estimated 2002


** From B&C's 2001 estimates

SOURCE: BROADCASTING & CABLE
research, industry and company reports

1 NBC



2002 REVENUE: \$4.90 billion
OWNER: General Electric
TOP EXECUTIVE: Robert Wright, chairman and CEO
PROGRAMMING: General entertainment
TYPE: Broadcast
TV HOMES REACHED: 99.9%
VIEWERSHIP: 8.95M



HOT PROPERTY:
American Dreams

2 QVC



2002 REVENUE: \$3.77 billion
OWNER: Comcast and Liberty Media
TOP EXECUTIVE: Douglas S. Briggs, president/CEO
PROGRAMMING: Electronic retailing
TYPE: Cable
TV HOMES REACHED: 81.8M
VIEWERSHIP: Not applicable



HOT PROPERTY:
Dell Computer Workshop

3 CBS



2002 REVENUE: \$3.59 billion
OWNER: Viacom
TOP EXECUTIVE: Leslie Moonves, president/CEO
PROGRAMMING: General entertainment
TYPE: Broadcast
TV HOMES REACHED: 99.9%
VIEWERSHIP: 9.28M




HOT PROPERTY:
Everybody Loves Raymond

4 ABC



2002 REVENUE: \$2.89 billion
OWNER: The Walt Disney Co.
TOP EXECUTIVE: Alex Wallau, president
PROGRAMMING: General entertainment
TYPE: Broadcast
TV HOMES REACHED: 99.9%
VIEWERSHIP: 6.84M



HOT PROPERTY:
The Bachelor

5 ESPN



2002 REVENUE: \$2.12 billion
OWNER: Disney and The Hearst Corp.
TOP EXECUTIVE: George Bodenheimer, president
PROGRAMMING: Sports
TYPE: Ad-supported cable
TV HOMES REACHED: 86.9 million
VIEWERSHIP: 1.71M



HOT PROPERTY:
NFL Sunday Night Football

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*Source: 2002 Beta Research Cable Subscriber Interest Study. Index is defined as the percent of cable subscribers with high interest in BLOOMBERG TELEVISION who subscribe to or are interested in subscribing to high-speed internet divided by the percent of total cable subscribers who subscribe to or are interested in subscribing to high-speed internet.

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World Radio History

Top 25 TV Networks

6 FOX



2002 REVENUE: \$2.10 billion
OWNER: News Corp.
TOP EXECUTIVE: Sandy Grushow, chairman, Fox Television Entertainment Group
PROGRAMMING: General entertainment
TYPE: Broadcast
TV HOMES REACHED: 97.63%
VIEWERSHIP: 6.64M



HOT PROPERTY:
24

7 HBO



2002 REVENUE: \$2.05 billion
OWNER: Time Warner Entertainment
TOP EXECUTIVE: Chris Albrecht, chairman/CEO
PROGRAMMING: General entertainment
TYPE: Pay cable
TV HOMES REACHED: 33.3M
VIEWERSHIP: 1.78M



HOT PROPERTY:
The Sopranos

8 HSN



2002 REVENUE: \$1.79 billion
OWNER: USA Interactive
TOP EXECUTIVE: Mark Bozek, chairman/CEO
PROGRAMMING: Retail shopping
TYPE: Cable
TV HOMES REACHED: 83M
VIEWERSHIP: Not available



HOT PROPERTY:
NFL Shop UPDATE

9 TNT




2002 REVENUE: \$1.21 billion
OWNER: AOL Time Warner
TOP EXECUTIVE: Steve Koonin, EVP/GM
PROGRAMMING: Dramatic entertainment
TYPE: Ad-supported cable
TV HOMES REACHED: 86.5M
VIEWERSHIP: 1.40M



HOT PROPERTY:
Law & Order

10 NICKELODEON



2002 REVENUE: \$1.09 billion
OWNER: Viacom
TOP EXECUTIVE: Herb Scannell, president
PROGRAMMING: Children-oriented, daytime; adults 18-49, prime time
TYPE: Ad-supported cable
TV HOMES REACHED: 86.3M
VIEWERSHIP: 1.41M



HOT PROPERTY:
Jimmy Neutron

11 SHOWTIME



2002 REVENUE: \$989 million
OWNER: Viacom
TOP EXECUTIVE: Matthew Blank, chairman/CEO
PROGRAMMING: Movies, series, sports
TYPE: Premium television
TV HOMES REACHED: 22.0M
VIEWERSHIP: Not available



HOT PROPERTY:
Resurrection Blvd.

12 USA



2002 REVENUE: \$940 million
OWNER: Vivendi Universal Entertainment
TOP EXECUTIVE: Doug Herzog, president
PROGRAMMING: General entertainment
TYPE: Ad-supported cable
TV HOMES REACHED: 86.5M
VIEWERSHIP: 1.32M



HOT PROPERTY:
Monk

13 MTV



2002 REVENUE: \$847 million
OWNER: Viacom
TOP EXECUTIVE: Van Toffler, president
PROGRAMMING: Music-oriented
TYPE: Ad-supported cable
TV HOMES REACHED: 84.8M
VIEWERSHIP: 721,000



HOT PROPERTY:
The Osbournes

14 CNN



2002 REVENUE: \$823 million
OWNER: AOL Time Warner
TOP EXECUTIVE: Walter Isaacson, chairman/CEO, CNN News Group
PROGRAMMING: National and international news
TYPE: Ad-supported cable
TV HOMES REACHED: 86.7M
VIEWERSHIP: 855,000



HOT PROPERTY:
Larry King Live

15 DISNEY



2002 REVENUE: \$810 million
OWNER: Walt Disney Co.
TOP EXECUTIVE: Anne Sweeney, president, Disney Channel Worldwide
PROGRAMMING: Kids and family entertainment
TYPE: Cable
TV HOMES REACHED: 80.4M
VIEWERSHIP: 1.11M



HOT PROPERTY:
Lizzie McGuire

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16

TBS



2002 REVENUE: \$799 million
OWNER: AOL Time Warner
TOP EXECUTIVE: Dennis Quinn, EVP/GM
PROGRAMMING: General entertainment
TYPE: Ad-supported cable
TV HOMES REACHED: 88.2M
VIEWERSHIP: 1.21M



HOT PROPERTY:
Seinfeld

17

LIFETIME



2002 REVENUE: \$790 million
OWNER: Disney and Hearst
TOP EXECUTIVE: Carole Black, president/CEO
PROGRAMMING: Women-oriented general entertainment
TYPE: Ad-supported cable
TV HOMES REACHED: 86.0M
VIEWERSHIP: 1.57M



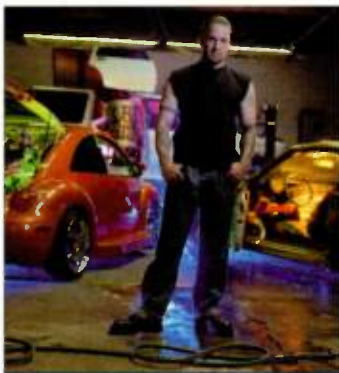
HOT PROPERTY:
Strong Medicine

18

DISCOVERY



2002 REVENUE: \$620 million
OWNER: Discovery Comm.
TOP EXECUTIVE: William Campbell, president, Discovery Networks
PROGRAMMING: Science-oriented entertainment
TYPE: Ad-supported cable
TV HOMES REACHED: 86.9M
VIEWERSHIP: 819,000



HOT PROPERTY:
Monster Garage

19

THE WB



2002 REVENUE: \$589 million
OWNER: AOL Time Warner and Tribune
TOP EXECUTIVE: Jed Petrick, president/COO, The WB
PROGRAMMING: Prime time general entertainment
TYPE: Broadcast
TV HOMES REACHED: 88%
VIEWERSHIP: 3.19M



HOT PROPERTY:
Everwood

20

STARZ!



2002 REVENUE: \$580 million
OWNER: Liberty Media Corp.
TOP EXECUTIVE: John J. Sie, founder/chairman/CEO
PROGRAMMING: Movies
TYPE: Pay cable and satellite
VIEWERSHIP: Not available



HOT PROPERTY:
Lord of the Rings

21

A&E



2002 REVENUE: \$550 million
OWNER: Hearst Corp., ABC, NBC
TOP EXECUTIVE: Abbe Raven, EVP/GM
PROGRAMMING: Drama, original movies, documentaries
TYPE: Ad-supported cable
TV HOMES REACHED: 86.2M
VIEWERSHIP: 742,000



HOT PROPERTY:
Benedict Arnold

22

CNBC



2002 REVENUE: \$539 million
OWNER: General Electric
TOP EXECUTIVE: Pamela Thomas-Graham, president/CEO
PROGRAMMING: Business news
TYPE: Ad-supported cable
TV HOMES REACHED: 84.1M
VIEWERSHIP: 178,000



HOT PROPERTY:
After Hours With Maria Bartiromo

23

CINEMAX



2002 REVENUE: \$522 million
OWNER: Time Warner
TOP EXECUTIVE: Chris Albrecht, chairman/CEO
PROGRAMMING: Movies
TYPE: Pay cable
TV HOMES REACHED: 22.0M
VIEWERSHIP: 471,000



HOT PROPERTY:
Monster's Ball

24

FOX NEWS



2002 REVENUE: \$490 million
OWNER: Fox Entertainment
TOP EXECUTIVE: Roger Ailes, chairman/CEO
PROGRAMMING: National and international news
TYPE: Ad-supported cable
TV HOMES REACHED: 81.0M
VIEWERSHIP: 1.13M



HOT PROPERTY:
The O'Reilly Factor

25

UNIVISION



2002 REVENUE: \$480 million
OWNER: Univision Comm.
TOP EXECUTIVE: Ray Rodriguez, president/COO
PROGRAMMING: Spanish-language entertainment
TYPE: Broadcast
TV HOMES REACHED: 97% of Hispanic homes
VIEWERSHIP: 1.84M



HOT PROPERTY:
Sabado Gigante



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TECHNOLOGY



NHK President Katsuji Ebisawa (l) with President Bill Clinton at the 2000 Okinawa Summit.

A True HD Visionary

NHK's Ebisawa reassures American broadcasters that the HDTV transition pain won't last forever

BY KEN KERSCHBAUMER

The continued difficulty of the transition to digital broadcasting here in the U.S. often seems to resemble an adolescent's entering puberty. The growing pains seem uniquely personal. The U.S. broadcasting industry looks in the mirror and wonders whether the difficulties will ever go away: The blemishes, the awkwardness—is this all something everyone experiences, or is it just me?

A conversation with Katsuji Ebisawa, president of NHK, the Japanese public broadcaster, makes clear that the difficulties of the digital transition are not a result of the U.S. approach. The pains and difficulties are just part of growing up. Japan is a few years ahead of the U.S. in the transition to HDTV. And like the older sibling who has survived puberty and is on the track to maturity, the Japanese experience holds out some optimism that tomorrow will be okay.

LEARNING FROM LUMPS

Japan's HDTV transmission system, Hi-Vision, has been around for more than 10 years. Today, more than 3.4 million homes (out of approximately 47 million) receive HDTV signals via a mix of digital satellite and cable services (about 1.7 million each). And, with plasma and LCD technologies and sales beginning to ramp up, consumers are embracing the improved pictures. But, even though NHK worked closely with consumer-electronics manufacturers more than 30 years ago, Ebisawa says, there is still plenty of work to be done.

"In order to make the transition successful, it's imperative that the broadcast

side and the consumer manufacturer side, which could be viewed as two inseparable wheels on a vehicle, have to work together," says Ebisawa. "We need mass-produced receivers. Remember, it took 30 years for radio and then 30 years for TV to become established in Japan."

Japan's HDTV system took its lumps on the international stage in the early days because it uses the MUSE analog satellite transmission system.

"We did have problems proliferating it on a global market, and we had lots of

In Japan, more than 3.4 million homes (out of approximately 47 million) receive HDTV signals via a mix of digital satellite and cable services.

initial rejection from broadcasters in Europe and in the U.S.," says Ebisawa. "But, later on, MPEG-2 came out and allowed us to deliver HD programming."

Like his U.S. broadcast counterparts, Ebisawa says the transition requires affordable DTV and HDTV products.

"Broadcasters are continuing to provide high-quality programs," he says. "If the manufacturers would only begin mass-producing affordable HDTV sets that are easy to operate, it should penetrate at a more rapid pace. In that sense, I do sometimes complain to my friends on the manufacturing side."

Ebisawa is optimistic that costs will drop, because he sees Japanese manufacturers investing in the facilities needed to drive down costs. But, he adds, it may take a couple of years for consumers to see the benefit of the investment.

One interesting aspect of the Japanese transition is what is happening on the terrestrial side. HDTV from terrestrial Japanese broadcasters is still nonexistent because of Japan's geography. With mountain ranges, valleys and islands, terrestrial broadcasting requires twice as many transmitters as it takes to cover the U.S.—even though Japan is roughly 4% the size of the U.S.

"That means the airwaves are 50 times as crowded as in the U.S., so it takes time to alter frequencies to fit the new terrestrial digital service," Ebisawa explains. There are 47 million TV households in Japan, and roughly 4.3 million will require frequency alteration to can receive the signals. That alteration will cost \$1.5 billion, and Ebisawa expects some digital terrestrial broadcasting by the end of 2003. Japan will convert to full digital terrestrial broadcasts by July 24, 2011, when analog signals will be terminated.

"Seeing is believing," Ebisawa likes to say of HDTV. And he is doing his best to make others see. During the World Cup this past summer, he showed off HDTV to the BBC. The BBC was so impressed a fiber-optic link transmitted the match between Brazil and England back to the UK so people at the BBC could see what all the fuss was about.

BROADENING CONTENT PALATE

NHK is working with other worldwide public-broadcasting organizations like the BBC and PBS to co-produce events in HDTV. For the BBC, which has no interest in HDTV broadcasts, the productions will future-proof content for international distribution. For NHK, it broadens the content palate, something that will definitely be done next year with HD broadcasts from Antarctica as well as from the Space Shuttle Atlantis and the International Space Station.

For all the talk of technology, Ebisawa says he hopes to continue to use his opportunity at NHK as a way to promote mutual understanding among different civilizations and to address global issues like food, energy, education and even juvenile delinquencies. Ebisawa was honored for his work in the industry last week when he received the International Emmy Directorate Award from the International Academy of Television Arts & Sciences not only for his technical vision but for his vision of what broadcasting is ultimately about. Ebisawa created Japan's emergency broadcast system, something important to a nation beset by natural disasters.

"Television means a far-distant dream, and it's technology that realizes the viewing of the far-distant dream. In the future, we'll see lots of new tools emerging, not only cable and the Internet. For me, it's a seamless challenge to search for new technology. But these are only tools," he says. "We need to commit ourselves to deliver programs that will enrich the audience." ■

DIGITAL TICKER



Newest Digital Stations

KLSR-DT	Eugene, OR (FOX)
KNMT-DT	Portland, OR (TEL)
KOBI-DT	Medford, OR (NBC)
KOTI-DT	Klamath Falls, MI (NBC)
KRCR-DT	Redding, CA (ABC)
KTYO-DT	Las Cruces, NM (TEL)
KWOG-DT	Bellevue, WA (IND)
WCHS-DT	Charleston, WV (ABC)
WDCA-DT	Washington, DC (UPN)
WDHN-DT	Dothan, AL (ABC)
WDIO-DT	Duluth, MN (ABC)
WDSU-DT	New Orleans, LA (NBC)
WEAR-DT	Pensacola, FL (ABC)
WFPX-DT	Fayetteville, NC (PAX)
WFQX-DT	Cadillac, MI (FOX)
WGBG-DT	Meridian, MS (NBC)
WGBB-DT	Springfield, MA (ABC)
WHBF-DT	Rock Island, IL (CBS)
WHTN-DT	Murfreesboro, TN (CTN)
WICD-DT	Champaign, IL (NBC)
WICS-DT	Springfield, IL (NBC)
WICU-DT	Erie, PA (NBC)
WINM-DT	Angloa, IN (TBN)
WIRT-DT	Hibbing, MN (ABC)
WISN-DT	Milwaukee, WI (ABC)
WJFW-DT	Rhineland, WI (NBC)
WJTC-DT	Pensacola, FL (UPN)
WLFL-DT	Raleigh, NC (WB)
WLIO-DT	Lima, OH (NBC)
WLVI-DT	Cambridge, MA (WB)
WMGT-DT	Macon, GA (NBC)
WMMP-DT	Charleston, SC (CBS)
WMSN-DT	Madison, WI (FOX)
WMTW-DT	Poland Spring, ME (ABC)
WNAB-DT	Nashville, TN (WB)
WNDS-DT	Derry NH (IND)
WNDY-DT	Marion, IN (UPN)
WNEM-DT	Bay City, MI (CBS)
WOLO-DT	Columbia, SC (ABC)
WPHL-DT	Philadelphia, PA (WB)
WPSG-DT	Philadelphia, PA (UPN)
WPXU-DT	Jacksonville, NC (PAX)
WRDC-DT	Durham, VA (UPN)
WRLH-DT	Richmond, VA (FOX)
WROC-DT	Rochester, NY (CBS)
WSJV-DT	Elkhart, IN (FOX)
WSYT-DT	Syracuse, NY (FOX)
WSYX-DT	Columbus, OH (ABC)
WTAT-DT	Charleston, SC (FOX)
WTCT-DT	Marion, IL (TBN)
WTHI-DT	Terre Haute, IN (CBS)
WTOK-DT	Meridian, MS (ABC)
WTSF-DT	Ashland, KY (FMN)

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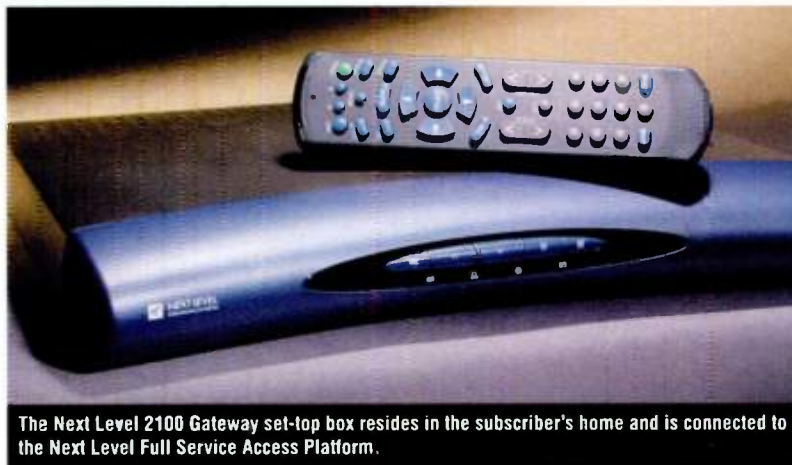
BY KEN KERSCHBAUMER

The theme of this year's Western Cable show, Broadband Plus is a triple-play product offering of cable, telephone and broadband access, and it's changing the market by allowing telco companies to compete with cable operators for subscriber dollars.

Even more important, telco companies are beginning to find safety in numbers. With the cost of video headend deployments often well out of price range for a smaller telco, a number of consortiums are popping up across the country, allowing costs (and profits) to be shared. One example is Minnesota-based Broadband Visions I.L.C., a company formed by Hutchinson Telephone that now has 14 Minnesota telephone companies signed on. Nearly 14,000 subscribers (out of a potential 200,000) receive their TV services from Broadband Visions, a 42% jump from 2001.

"After making the commitment to put in a headend, we came up with the theory of selling off portions to other providers," says Walt Clay, chairman, president and CEO of Hutchinson Telephone and Hutchinson Telecommunications. "The thing that usually kills a video deployment is the cost of the headend." Thus, Broadband Visions was born.

Clay says telephone companies become involved with the consortium on one of two levels: as Class A members, which have voting rights and are



The Next Level 2100 Gateway set-top box resides in the subscriber's home and is connected to the Next Level Full Service Access Platform.

entitled to profits, or as Class B companies, which only receive the signal.

"My goal in the future," says Clay, "is to return some of the companies' investments to the individual members."

Broadband Visions tapped Next Level for the technical side of the headend. Clay, who now serves on Next Level's board of directors, says that, when Broadband Visions was established about five years ago, Next Level offered the best solution on the market. More important, it wasn't in a test phase.

Since then, Next Level's system continues to evolve, but some issues still need to be fixed. One of them: the integration of a fiber port so stereo signals can be deployed. "We need to be able to do that to compete with digital satellite," says Clay.

There is some doubt as to whether telco operators can handle the complexity of video delivery, but Clay says

the biggest challenge is making sure installations happen quickly.

"Telco installation people can install it, but they need some training," he says. "When we first deployed the system, we were backed up six and seven weeks. That wasn't acceptable."

The Next Level 2100 Gateway set-top box resides in the subscriber's home and is connected to the Next Level Full Service Access Platform, which comprises two systems: one for VDSL and one for ADSL. VDSL can reach customers up to 4,500 feet away from the node and provides up to 26-Mb/s throughput with full-service DLC, three concurrent streams of digital television, 7.0-Mb/s data rate and even HDTV capabilities. The ADSL system has up to 10,000-foot reach but only 10 Mb/s of throughput with full-service DLC. It can accommodate two concurrent streams of digital television and can pass 1.0 Mb/s of data. ■



APTN's Christopher O'Hearn (c), with the restoration team: Perry Gibbs (l), colorist, Home, and Mike Smith, Metro Broadcast.

JFK Film Gets Cleaned Up

BY P. LIANOR ALLEYNE

It is a grainy, washed-out reel of history that we have seen countless times: the assassination of President John F. Kennedy on Nov. 22, 1963. Acquired by UPI at the time, that film footage taken by Marie Muchmore has received a facelift courtesy of its inheritors, Associated Press Television News. APTN undertook the project in anticipation of the 40th anniversary next year.

"APTN's library starts in 1963," says Christopher O'Hearn, head of content development at APTN. "This defining moment coincides with our 40th anniversary."

The film is one of three major films of the JFK assassination. The others are the well-known Zapruder footage and Orville Nix Jr.'s film. The new version will debut at NATPE in January.

The restoration effort is based on Archangel, a digital technology developed by London-based Snell & Wilcox, which created it for post-production houses whose clients were seeking a lower-cost way to preserve enormous archives of degrading film. Saving those film stocks typically requires a painstaking, frame-by-frame process, which drives up costs considerably. Archangel takes advantage of Snell & Wilcox's phase-correlation motion estimation (ph.C) to speed up (and lessen the cost) of the process.

"Ph.C enabled us to restore and correct all of the original artifacts in a single pass," explains Snell & Wilcox Director of Product Marketing David Tasker. "The operator sets the machine up and lets it run."

In addition to its speed (it restores in real time) and cost, Archangel corrects the usual dirt, scratches and tape drop-outs as well as camera unsteadiness and the flicker that occurs during film processing.

APTN, happy with the results of the restoration, is looking through its archives for other footage to restore. ■

Cutting Edge

Managing Bandwidth

SeaChange International is working with Motorola to develop a system-resources manager that will allow broadband operators to control interactive digital headend bandwidth more effectively. Known as the Global System Resource Manager (GSRM), the software platform will allow equipment manufacturers and service providers to share bandwidth on a single pipe for such services as video-on-demand (VOD), data, voice over IP (VoIP), broadcast TV, and IP streaming.

A New Gateway

Set-top box manufacturer GCT-Allwell Technology and residential-gateway-software company Jungo Software Technologies are demonstrating a CableHome-based residential wireless gateway at Broadband Plus, the Western Show in Anaheim, Calif., this week. The RG100 Allwell residential gateway is powered by Jungo's OpenRG software for CableHome-based devices and gives cable users wireless local area network (LAN) connectivity through the 802.11b standard.

Broadcom Bad News

Broadcom heads into Broadband Plus with the kind of momentum most companies shy away from. The company will eliminate more than 500 positions as part of a cost-reduction program announced in October. According to Dr. Henry T. Nicholas III, Broadcom president and CEO, the company is modifying its product roadmaps and timelines in some of its softer product areas but has not eliminated any product lines.

Set-Top Sales Deflate

The reduction in capital expenditures by cable-system operators has resulted in the first yearly decline in digital cable set-top box deployments since 1996, according to In-Stat/MDR, part of the Reed Electronics Group and a Reed Business Information cousin to BROADCASTING & CABLE. The study, titled "Cable Operator Spending Cuts Deflate the Cable Set-Top Box Market," reports that 2002 cable set-top-box shipments will drop 30% from last year, from 14.4 million to just over 10.1 million with worldwide cable set-top-box revenues dropping from \$2.9 billion in 2001 to \$2.3 billion.

HD Ad-Insertion Demo

Terayon and nCube will demonstrate a system designed to enable seamless insertion of HDTV advertisements into HDTV programming streams at Broadband Plus. The system includes Terayon's DM 6400 Network CherryPicker and nCube's DPI Premium System, which stores advertisements in digital format. The DPI Premium delivers the ad to the CherryPicker, which synchronizes the bit rate of the ad with the bit rate of the program and "splices" the ad into the program.

Ceon Gets a Voice

Ceon will introduce its Ceon Voice over IP Market Package at Broadband Plus this week. The package is designed to allow cable operators to implement VoIP services and includes interfaces to market-common systems, including Cisco Broadband Access Center, Cisco BTS 10200 Softswitch, Convergys ICOMS, Incognito IP Commander, and Nortel Succession Softswitch. It also is developing interfaces to other companies, including Syndeo. Inter-carrier provisioning interfaces for E-911, Primary Interexchange Carrier/Carrier Account Record Exchange (PIC/CARE), Line Information Database (LIDB) and other ILEC notifications have also been developed.

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World Radio History

BUSINESS

Failed DBS Merger May Drop Dead Sooner

Hughes can pull plug on
EchoStar deal on Jan. 6

By JOHN M. HIGGINS

EchoStar and DirecTV acknowledged that they may pull the plug on their merger a couple of weeks earlier than expected. EchoStar's agreement to take over DirecTV parent Hughes Electronics has a drop-dead date of Jan. 21, which means that either side could pull out if the deal hasn't closed by then.

In a new FCC filing, however, the companies said that Hughes can terminate the deal as early as Jan. 6 if EchoStar has not secured FCC approval. And, of course, the FCC has already rejected the deal, saying it would harm consumers by reducing competition. The Justice Department has rejected it on similar grounds.

The disclosure was contained in a Hail Mary appeal of the FCC ruling. Hughes is widely expected to drop the deal when it can, collect a \$600 million breakup fee, and force EchoStar to follow through on its \$2.8 billion acquisition of Hughes's interest in PanAmSat.

EchoStar Chairman Charlie Ergen is widely expected to try to avoid paying.

The appeal argues that, because the FCC let Comcast acquire AT&T Broadband, the EchoStar/DirecTV deal should go through as well. However, it neglects a salient point: Comcast and AT&T didn't compete with each other whereas DirecTV and EchoStar do. So the number of outlets for MTV, HBO and such didn't shrink under the Comcast deal but would shrink under an EchoStar/DirecTV combination.

Industry and Wall Street executives see EchoStar and DirecTV's appeal to an FCC administrative law judge as unrealistic, something that could take years to resolve. It is widely regarded as primarily an effort by both sides to be seen making their "best efforts" to complete the deal, a critical phrase in assessing whether EchoStar owes the breakup fee.

DOJ antitrust staffers have sued to block the deal, a process that typically takes a year or two. EchoStar and DirecTV have asked federal Judge Ellen Segal Huvelle to speed the process, but she has denied their requests. ■



**EchoStar
Chairman
Charlie Ergen is
expected to try
to avoid paying
the \$600 million
breakup fee.**



CHANGING HANDS

TVs

WKJG-TV Fort Wayne, Ind.

PRICE: \$20 million
BUYER: New Vision Group Inc. (Jason Elkin, president)
SELLER: Cloutier Trust (Joseph R. Cloutier, trustee)
FACILITIES: Ch.33, 589 kW, ant. 771 ft.
AFFILIATION: NBC]

WMPX-TV Waterville, Maine, and WPXO-TV Christiansted, V.I.

PRICE: \$10 million
BUYER: Corporate Media Consultants Group LLC
SELLER: Paxson Communications Corp. (Jeff Sagansky, president/CEO)
FACILITIES: WMPX-TV: Ch.23, 5,000 kW, ant. 1,080 ft; WPXO-TV: Ch. 15, 16.2 kW, ant. 971 ft.
AFFILIATION: WMPX-TV: Pax; WPXO-TV: Pax

Combos

WODB-FM Delaware (Columbus), Ohio

PRICE: \$9 million
BUYER: Saga Communications Inc. (Edward K. Christian, president/CEO); owns 66 other stations, including WSNY-FM Columbus
SELLER: Stop 26-Riverbend Inc. (Percy Squire, CEO/secretary/treasurer)
FACILITIES: 107.9 MHz, 3 kW, ant. 505 ft.
FORMAT: Oldies
COMMENT: Saga is swapping WVKO(AM) Columbus plus \$9 million for Associated Radio's WODB(AM) Delaware. Associated Radio is a subsidiary of Stop 26-Riverbend

WVKO(AM) Columbus, Ohio

PRICE: Swap (see above)
BUYER: Stop 26-Riverbend Inc. (Percy Squire, CEO/secretary/treasurer); owns three other stations, including WSMZ-FM Columbus
SELLER: Saga Communications Inc. (Edward K. Christian, president/CEO)
FACILITIES: 1580 kHz, 1 kW day/250 W night
FORMAT: Gospel Inspiration

KNCY-FM Auburn and KNCY(AM) Nebraska City, Neb.

PRICE: \$600,000
BUYER: Arbor Day Broadcasting Inc. (Richard Chapin, VP/director); owns no other stations, none in this market
SELLER: Radio 2000 Inc. (Frank Copsidas Jr., president)
FACILITIES: KNCY-FM: 94.7 MHz, 14 kW, ant. 436 ft.; KNCY(AM): 1600 kHz, 500 W day/31 W night
FORMAT: KNCY-FM: Country; KNCY(AM): Country

FMs

KBGU-FM Ingalls, Kan.

PRICE:

Swap
BUYER: Waitt Radio Inc. (Steven Seline, vice chairman); owns 53 other stations, none in this market
SELLER: Eagle Radio Inc. (Gary Shorman, president/CEO)
FACILITIES: 96.3 MHz, 100 kW, ant. 699 ft.
FORMAT: Soft AC
BROKER: Larry Patrick of Patrick Communications

COMMENT: Swap of Waitt Radio's KBGU-FM for Eagle Radio's KDGB-FM creates a super duopoly for Waitt Radio in Dodge City, Kan., and a duopoly for Eagle Radio in Hutchinson, Kan. Each station is valued at \$1.5 million

KDGB-FM Pratt, Kan.

PRICE: Swap (see above)
BUYER: Eagle Radio Inc. (Gary Shorman, president/CEO); owns 20 other stations, none in this market
SELLER: Waitt Radio Inc. (Steven Seline, vice-chairman)
FACILITIES: 93.1 MHz, 100 kW, ant. 991 ft.
FORMAT: Classic Rock
BROKER: Larry Patrick of Patrick Communications

WRRR-FM St. Marys (Parkersburg- Marietta), W.Va.

PRICE: \$800,000
BUYER: Daugherty Broadcasting Co. LLC (Teresa L. Daugherty, managing member); no other broadcast interests
SELLER: Seven Ranges Radio (Robert Eddy, president)
FACILITIES: 93.9 MHz, 17 kW, ant. 390 ft.
FORMAT: AC

WIQO-FM Covington, Va.

PRICE: \$650,000
BUYER: Quorum Radio Partners (Todd Fowler, chairman/CEO); owns six other stations, none in this market
SELLER: WKEY Inc. (Denny D. Tincher, owner)
FACILITIES: 100.9 MHz, 560 W, ant. 1,060 ft.
FORMAT: Country
BROKER: Ron Kempff of Ron Kempff Communications

WDDQ-FM Adel, Ga.

PRICE: \$435,000
BUYER: Adventure Radio Group LLC (Kent Buescher, managing member); no other broadcast interests
SELLER: Williams Investment Co. (Mike Williams, president)
FACILITIES: 92.1 MHz, 6 kW, ant. 299 ft.
FORMAT: Soft Hits

KTRI-FM Mansfield, Mo.

PRICE: \$200,000
BUYER: Quorum Radio Partners (Todd

Fowler, chairman/CEO); owns six other stations, none in this market
SELLER: Galen Gilbert et al (Galen Gilbert, president)
FACILITIES: 95.9 MHz, 6 kW, ant. 312 ft.
FORMAT: Country Oldies

KNMA-FM Reserve, N.M.

PRICE: \$80,000
BUYER: New Star Broadcasting LLC (Karey Barbee, president); no other broadcast interests
SELLER: Woodrow Michael Warren
FACILITIES: 104.5 MHz, 500 W, ant. -751 ft.
FORMAT: Country/Rock

AMs

KUTR(AM)(CP) Taylorsville (Salt Lake City-Ogden), Utah

PRICE: \$2 million
BUYER: Simmons Media Group Inc. (Craig Hanson, president); owns five other stations, including KZNS(AM), KJQN-FM and KXRK-FM Salt Lake City-Ogden.
SELLER: Seeger, Guest & Fort (Edward F. Seeger, president)
FACILITIES: 820 kHz, 50 kW day/3 kW night
FORMAT: CP-NOA

WMOH(AM) Hamilton (Cincinnati), Ohio

PRICE: \$950,000
BUYER: Baldwin Broadcasting (Vernon Baldwin, owner); owns four other stations, including WCNW(AM) and WNLT-FM Cincinnati
SELLER: Findlay Publishing Co. (David Glass, VP)
FACILITIES: 1450 kHz, 1 kW
FORMAT: News/Talk/Sports
BROKER: Bill Schutz of Schutz & Co. and John Pierce of John Pierce & Co.

WARE(AM) Ware (Springfield), Mass.

PRICE: \$250,000
BUYER: Siccuss Signal Broadcasting Inc. (Marshall Sanft, executive vice president); no other broadcast interests
SELLER: Mega Communications Inc. (Adam Lindemann, chairman/ president/ CEO)
FACILITIES: 1250 kHz, 5 kW day/3 kW night
FORMAT: Spanish/Variety

WRSS(AM) San Sebastian, P.R.

PRICE: \$250,000
BUYER: Angela Vera-Maury; no other broadcast interests
SELLER: Occidental Communications Group Inc. (Eulogio Cardona, president)
FACILITIES: 1410 kHz, 1 kW
FORMAT: Spanish/News/Talk

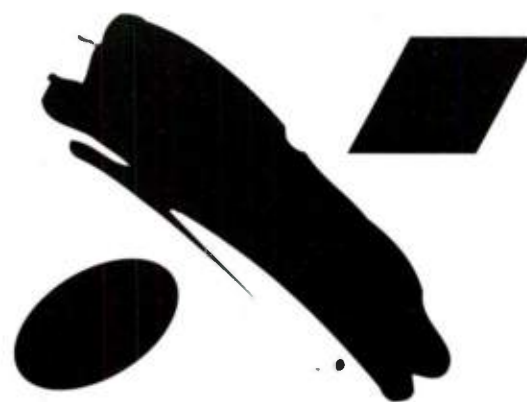
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Clear Channel Cincinnati's WKRC-TV, one of the nation's leading CBS affiliates, seeks an experienced Chief Engineer to oversee its news, network, and high-definition operations. Reporting to the GM, this senior Management position will oversee WKRC's technical functions, prepare annual budgets, and coordinate and implement capital projects. Prior experience as a Chief Engineer at a major market news station, a thorough understanding of FCC regulations, and a proven ability to manage and motivate an experienced engineering team are essential. No phone calls please. EOE. Please send cover letter, resume, and salary requirements to: WKRC-TV, ATTN: Business Office-ce, 1906 Highland Avenue, Cincinnati, Ohio 45219.

Promotion Careers

PROMOTION MANAGER KPIX/KBHK-TV

This CBS/UPN o&o duopoly in San Francisco is a fantastic opportunity for the right person. You must have strong writing, organization, production and leadership skills, and at least three years experience in news promotion. Previous management and experience in building and maintaining a television station brand is a plus. Send resume and reel to Brian Blum, Marketing Director, KPIX/KBHK-TV, 855 Battery Street, San Francisco, CA 94111. Viacom is an Equal Opportunity Employer.

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EDITORIALS

BROADCASTING & CABLE COMMITTED TO THE FIRST AMENDMENT

Kitchen Gets too Warm for Daschle

Note to Senate Majority Leader Tom Daschle: Don't kill the messenger. Smarting from the Democrats' stinging election defeat and having been the target not only of conservative invective but of threats on himself and his family and very real anthrax-laced letters, the senator lashed out at radio talk shows in his final press conference as majority leader (at least this go-round).

Fresh from some skull sessions with political strategists, who apparently advised him that Democrats need to get similarly edgy given the success of conservative talk-radio hosts in getting their message out, he compared Rush Limbaugh and other conservative hosts to fundamentalist hate groups in foreign lands. When pressed, he said he believes there is a direct connection between talk radio and the threats he has received. Then he followed with this example: "When I was accused of being an obstructionist, there was a corresponding and very significant increase in the number of issues that my family and I had to deal with.

"The media," he continued, "plays a role in creating this ferment and creating this extraordinary emotional fervor that sometimes is not contained and therefore then leads to other actions that are outside the control of anybody in the media or in politics."

Some of the vitriol from the right is a bit much to stomach, but Republicans have not been immune from some tough shots from the other side as well (think James Carville). It's just that liberals have not had the success in finding a media voice

to match the conservatives. When they do, that same "media" will be there to give them the platform to, potentially, reassure the faithful and, perhaps, convert the infidel. As with the Republicans, what they do with that platform is up to them.

Daschle's harping did nothing to advance that cause.

One to Deliberate

A judge has agreed to a request from PBS's *Frontline* to film a capital murder trial, including jury deliberations, for a documentary. The case is on hold while a Texas appeals court mulls the prosecutors' objection to the judge's acquiescence. Fair enough. It has given us some time to ponder the issue as well. Is this reality television gone too far, or is it an important electronic document of a, literally, life-and-death decision. Might it even prove a boon to the judicial system, as RTNDA President Barbara Cochran suggests, by demystifying the process for a populace often ready to dodge jury service. Several non-capital murder jury deliberations have been filmed, and post-trial interviews with jurors have been favorable.

RTNDA says cameras belong in the court but maintains no such blanket assertion for jury rooms. We agree on both counts. But we also think there could be value in documenting what a *Frontline* executive producer called "the ultimate responsibility to decide the fate of a fellow citizen." Currently, we are an uneasy "yes," but the jury is still out. We'd be interested in your opinion.



OPEN MIKE

Stirring Up Distilled Spirits

Editor: I want to thank you for publishing Peter Cressy's commentary ("What's Wrong with Booze on TV," Nov. 18). There are those who will say the reason I am in support of it is financial.

After all, the agency I work for is the media agency for Diageo and helped start the move to broadcast advertising of distilled spirits in the mid-'90s when we were the agency for Seagram's.

Those who truly know me know that it wouldn't be financial if it were not, at first, personally intellectually and emotionally correct. Quite simply, as an American, I believe that everyone should have the freedom to tell their story.

It is intellectually unconscionable to me that there are people in our industry who would restrain the ability of one market player, distilled spirits, from informing the consumer about their products.

It is, at best, bizarre to me that there are still a handful of stations that still think it is not appropriate to run the incredibly responsible advertising that the distilled spirits companies are currently running on over 550 other television stations, thousands of radio stations, a boatload of cable networks and all except one local cable MSO. Of course, the print and out-of-home industries also provide a forum for this advertising.

Quite simply, Americans of legal drinking age are seeing our advertising in many venues. They are seeing responsible, tasteful advertising that is made and placed under the strictest guidelines in the industry to make sure it is appropriately made and, most important, appropriately targeted. Perhaps it is because our clients are so much more responsible than others in the space that we have received only a handful of complaints in seven years—far fewer than we have received on other everyday products.

I hope that Dr. Cressy's eloquent piece will help those few people that choose to restrain their viewers from seeing appropriate market information to realize that they are wrong. I trust that those same few people who choose to restrain a product from advertising its market information will realize that they are being unjust.

If these few people do not understand that it is not only okay to accept this advertising, but also it is intellectually required, then at least they should understand that they are shortchanging the industry's economic vitality.

In sum, I personally came to this issue intellectually first. If these few people who don't run the advertising choose to come at it economically first, that is okay with me.

JON MANDEL
Co-CEO, MediaCom
New York City

WE LIKE LETTERS

If you have comments on anything that appears on these pages and would like to share them with other readers, send them to Harry A. Jessell, editor in chief, (email: hjessell@reedbusiness.com or fax: 646-746-7028 or mail to: Broadcasting & Cable, 360 Park Avenue South, New York, N.Y., 10010).



AIRTIME

GUEST COMMENTARY

Hits and Myths From 'Cable Access'

Whatever the merits of ISP choice, there is no restriction on access to any content on the Internet with cable-modem service. This is the most important point, the point that cable's harshest critics seem to slide over.

And the ISP-access debate is not, or should not be, about whether residential bandwidth users pay for home service but use it for business. Any kid who has been caught holding the exit door open for his friends to sneak into the movie theater knows that his delinquency has nothing to do with freedom of speech.

Two other things that this access debate is not about. One, the cable operator does not use ownership of the last mile or backbone to protect copyrights that it may own or wish to protect. Cable is not peering into traffic to see whether somebody is sending an unauthorized copy of *Lord of the Rings*. Nor is the debate about denying service to so-called video-on-demand streamers.

It is important to see how narrow the rest of the discussion really is, then, in terms of diversity of expression in this medium of communications.

Unlimited ISP access could lead to more competition in price, although, given the available technology, narrowband ISP entry is a far less costly business than providing broadband. Then, too, privacy laws may apply differently to cable vs. unaffiliated ISPs. A foreign-language ISP might make a difference in deciding to use broadband. (But this would seem to be easily fixed with a reset to a new, non-English start home page.) Plus, the ISP might offer a different



The cable industry has, I submit, a defensible record in creating content diversity in American culture.

DANIEL BRENNER
Senior Vice President, National Cable & Telecommunications Association

(Excerpted from a Quello Center Symposium Michigan State/Detroit College of Law article discussing the impact of forced third-party Internet service provider (ISP) access to cable-modem service)

**HARRY A. JESSELL**

EDITOR IN CHIEF



Walters Gives 'Em Hell

A faux interview in which Barbara stands up for a stand-alone ABC News

Three weeks ago, when talk of a possible CNN-ABC News merger was red hot, Barbara Walters appeared on the *Larry King Show* to promote her next-day interview with Al Gore. Naturally, the first thing Larry did was ask her about the merger.

I've got to tell you, I didn't like Walters' answers. So I made up the answers I wish she had given. What follows are King's and Walters' actual words, along with what she should have said (in italics).

LARRY KING: It's always a great pleasure to welcome Barbara Walters to this program, the ABC News anchor and correspondent; the host of *20/20* and Barbara Walters specials; the creator, co-host and executive producer of *The View*. Tomorrow night, Barbara has an exclusive interview with Al Gore and his family. It will air Friday night [Nov. 15] at 10 p.m. Eastern on ABC's *20/20*. The Gores will be on this program next Tuesday night, and, actually, Barbara got them first.

But before we talk about the Gore interview, and we'll show you some clips from it as well, let's get right to what's on everybody's thinking. Is this the future, you and me on the ABC/CNN channel?

BARBARA WALTERS: Wouldn't it be nice, Larry? I mean, we could finally be together?

WHAT SHE SHOULD HAVE SAID: *Let's hope not. A merger of ABC and CNN would mean the loss of a major editorial voice and fewer correspondents and producers chasing stories. It will be one less check on big government, one less check on big business.*

KING: I wonder how it will work. I'd like to know how it works. ... I mean, off the top, this sounds terrific. ... Do I do *Good Morning America*? Do you do *Larry*? I mean, what happens?

WALTERS: I don't know. So I'm really off the top of my head and only from pretty much what I read in the papers. I think that our programs stay the same. ... What gets joined or merged is different bureaus around the world, a certain number of producers, but I don't think that, suddenly, you're going to be doing *20/20* and I'm going to be doing *Larry King*.

WHAT SHE SHOULD HAVE SAID: *What*

happens? I'll tell you what happens: The public gets screwed. If a company like Disney can't afford to operate a first-class news organization, it should give its TV-station licenses back to the FCC and let it find someone who does. Eisner's punishing ABC News because

I didn't like Walters' answers. So I made up the answers I wish she had given.



he can't figure out how to program prime time.

KING: What is the buzz at ABC about it?

WALTERS: I really haven't heard that much conversation. I think it's just sort of wait and see. I was talking to one of the heads of your company the other night at a dinner and thought that it would be, like, three years before this happened, by the time you go to the FCC and they examine everything, and so forth. And his feeling was that it can happen very much sooner than that. Maybe it could happen within a year.

But I think that it is very good for us. I have missed on ABC not having the international thrust that you have ... And I'm sure there are downsides. I'm sure some of the bureaus are going to

merge. People, you know, will be let go. That's never very good. But if, indeed, both of our companies do better, make more money—which is the nature of the game these days, isn't it?—then it's probably a very good thing for us.

WHAT SHE SHOULD HAVE SAID: *The merger talk has created a high level of anxiety among the rank and file. I bumped into a producer—you know, one of those people who actually works hard to gather and interpret news—and she was extremely upset that she would lose her job. I think it*

is up to me and others drawing the fat salaries to lead the protest against this merger and try to stop it.

KING: I agree completely with everything you said. And it would be kind of nice if maybe you and I do something together once.

WALTERS: I've always thought that you and I are a very good team.

WHAT SHE SHOULD HAVE SAID: *When hell freezes over. And, by the way, I can't understand for the life of me why you are promoting my show and the fact that I beat you on the Gore interview. Have you no pride? Has CNN no pride? No wonder Fox is clobbering you in the ratings. ■*

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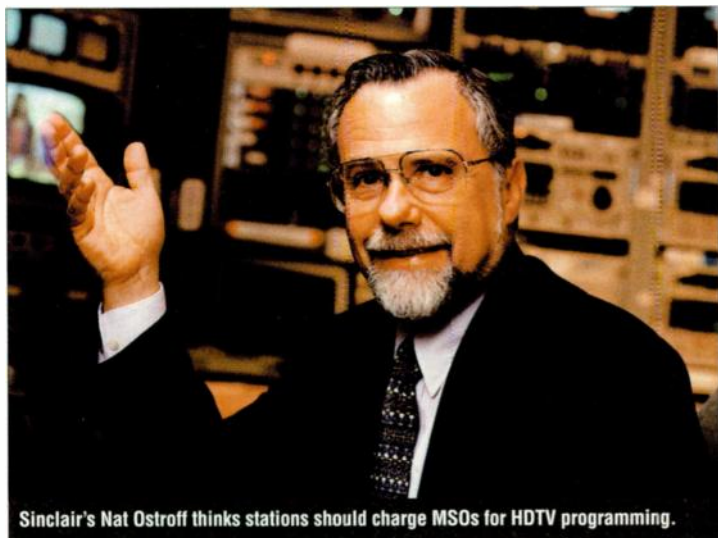
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Sinclair's Nat Ostroff thinks stations should charge MSOs for HDTV programming.

HDTV: Make 'Em Pay

Sinclair's Ostroff sees cable dollars in high-def

By BILL MCCONNELL

Even as broadcasters struggle to turn digital multicasts or data services into a second revenue stream, one broadcast executive believes a ready source of new money is staring right at them.

Broadcasters should make cable operators pay for rights to TV stations' high-definition programming rather than wasting time fighting for free carriage on local systems, Sinclair Broad-

'We're so concerned about getting cable to carry our signal, but the real way to create cable demand is to create consumer demand.'

NAT OSTROFF,
Sinclair Broadcasting

casting Vice President of New Technology Nat Ostroff said last week.

"The cable industry is looking to entice its subscribers to move to a digital tier," he told a Bear Stearns Washington conference crowd. "Stations are broadcasting expensively produced, expensively transmitted HDTV, and we're doing more and more of it every day." That's prime programming a cable company could use to entice people to move up to pricier digital tiers, he said.

Given that broadcasters are deriving almost no additional revenue from their over-the-air digital signals today—with either high-definition or multicast options—Ostroff said they have lit-

tle to lose by playing hardball with local operators. "There is no economic risk at this point if a broadcaster turns to a cable system and says, 'If you want our digital signal, pay us for it.'"

Although few stations have won compensation for their analog signals, Ostroff said lack of high-def programming gives broadcasters enough leverage to demand revenue for digital transmissions. "We're so concerned about getting cable to carry our signal, but the real way to create cable demand is to create consumer demand."

Just as broadcast ads are used to promote General Motors and Ford, he suggested, they can whet the public's appetite for HDTV. On their analog channels, stations should regularly promote shows as shot in HDTV and urge viewers to call the local cable company to demand high-def channels be added to the lineup.

"We have the mightiest promotional engine in the world. We could create a demand for our HDTV signals on a cable system and generate a second revenue stream. Why we are not doing that, I don't know."

Ostroff's comments drew a mixed reaction from broadcast executives, who, out of reluctance to get involved in another Sinclair-driven industry argument, asked not to be named. One skeptically noted that analog-carriage rules allow stations to demand payment for carriage but few have been able to leverage the right into actual cash.

Another station group exec said he would "suggest it to his people."

Some in the audience were irked by Ostroff's praise for high-definition even as his company's 45 digital stations save on transmission and programming costs by offering only a simple standard-definition signal. ■

O'Brien Tells Peers To Get Tough

Continued from page 1
Television Industry Summit. "We've got to get tough and stop worrying about what people think of us.

"We have allowed syndicators and networks to add inventory" to programs aired on stations and are allowing networks to stop compensating stations for airing their programming, even though the quality of the affiliates has "a hell of a lot to do with how a network does."

O'Brien turned some on his ire on the sources of broadcasters' problems, charging that cable operators act "as a cartel" when negotiating with broadcasters for retransmission consent and calling for competition in local audience measurement.

"I don't like what's going on in Boston," he said, referring to Nielsen's use of local people meters in that market, a practice so far rejected by the major broadcasters there.

O'Brien noted that he himself had been under fire recently on accusations that he added commercial spots in prime time programming at Meredith's station in Nashville and at other affiliated stations, but he did not address the charges.

He exempted from his "wimp" characterization a few broadcasters, notably Alan Frank, whose Post-Newsweek station WJXT-TV Jacksonville, Fla., gave up its CBS affiliation in July when CBS yanked its compensation; and Emmis Communications Chairman Jeff Smulyan,

who has been a leader in trying to turn cable retransmission consent into an additional revenue stream that could mean billions for local broadcasters.

"Alan Frank made a tough business decision when he felt he didn't get the proper attention, respect and compensation," O'Brien said.

"Cable's been getting [local TV stations] without paying for it,"

'Cable's been getting [local TV stations] without paying for it. How the hell did that happen?'

KEVIN O'BRIEN,
Meredith Broadcasting

he continued. "How the hell did that happen?"

He noted that, like Viacom's Mel Karmazin, Smulyan came to television from radio, "a medium that's much tougher."

The desire for a second revenue stream was a recurring theme at the daylong conference. Several broadcasters noted that TV stations draw much higher ratings than even the highest-rated cable networks, yet the TV stations get no fees from the operators while cable networks do.

"That's the worst mistake this industry ever made," Smulyan told the gathering. "We have the leverage, but we don't know how to use it." Emmis has taken a hard line in its own negotiations with satellite-TV operators in

Portland, Ore.; Orlando, Fla.; and New Orleans, and plans to continue that tactic.

Smulyan said after the summit that he recognizes that some of the most powerful groups in local television also own cable networks and may have different interests, including using retransmission consent for cable carriage. But "even companies that have income from cable channels have seen their interest in over-the-air television derogated by retransmission agreements as they exist."

Smulyan and Fox's Peter Chernin have led a group of major TV-station players, including ABC, CBS, NBC, Post-Newsweek Stations, Cox Broadcasting, Tribune Broadcasting and Hearst-Argyle Television Inc. to study the problem. Smulyan said there will be a report soon.

O'Brien, who spent years running Cox Television's KTVU (TV) Oakland, Calif., before taking over the Meredith group, tweaked Cox Executive Vice President Bruce Baker during their panel. Baker leaned in to his microphone and joked that "that's Kevin O'Brien calling cable a cartel."

"Bruce," O'Brien responded, "you've always been a wimp." There's "a basic problem with this industry when a fellow broadcaster" feels the need to isolate a cable critic, he said.

"You're not a wimp," media attorney Wade Hargrove told Baker following the panel.

"Well," Baker said of his former colleague, "that's Kevin." ■

ET Spinoff Is in the Works

Continued from page 1
tions will be allowed to move it, sources say.

Exiting the November sweeps, *Squares'* ratings actually were up 6% from a year ago, according to Nielsen's weighted metered markets. But they were down 8% from the show's average lead-in rating and off a full share point. Moreover, a 6% increase isn't a big jump for a program that stations already were unhappy with.

On many of Viacom's top stations, the show's performance has fallen off significantly. At KCAL (TV) in Los Angeles, the show's ratings are down 15% at 7:30 p.m., and the show ranks seventh in its time period. At WBZ-TV Boston, the show's ratings are down 37% from a year ago.

Still, the show holds up in some markets. On Belo-owned KHOU-TV in Houston, the show

is up 13% from its sweeps performance last year, and it increases its lead-in by 69%.

A spinoff based on *Entertainment Tonight* makes sense. The show is the top-rated daily entertainment-news program on the air. In the past year, *ET* has been working on expanding its brand, with a younger-skewing show on MTV and VH-1 just renewed for the full season.

Should *Squares* continue to fade, King World itself also could step in with its own replacement show. But first it will have to find a new programming team.

King World chose not to renew the contracts of its top development executives: Steven Nalevansky, senior VP of programming and development, and Mary Duffy, VP of production and development. Vanessa Coffey, VP of development, resigned, and

the company laid off manager Mark Severino and two assistants.

The move has led to some speculation that Viacom will consolidate syndication development and production under Paramount, leaving distribution to King World.

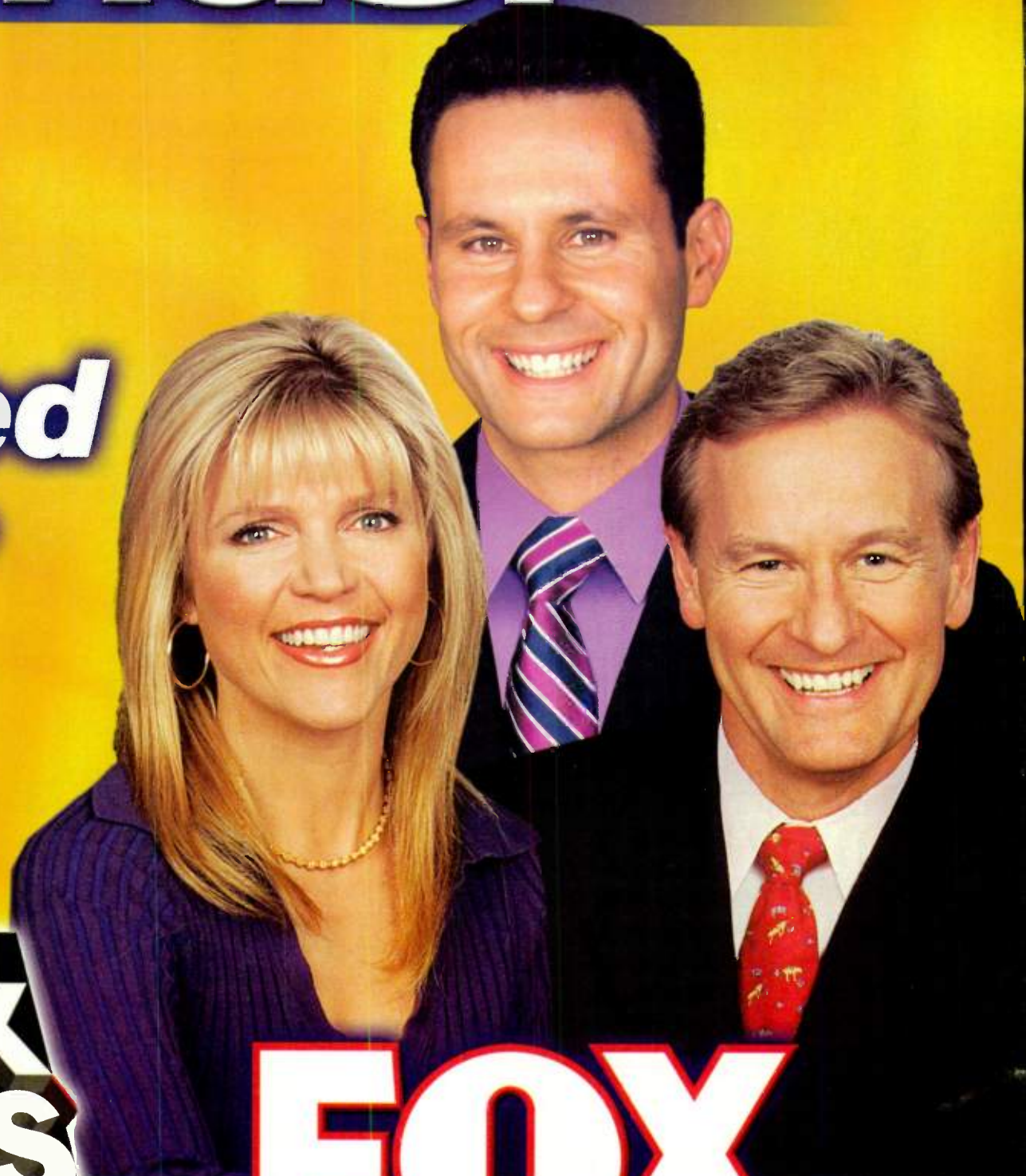
Arthur Sando, a King World spokesman, says there is no truth to the speculation and the two companies continue to be run separately. King World is searching for new executives to staff the department, Sando says.

Working together, however, the two have had great success this year with the launch of Paramount-produced and King World-distributed *Dr. Phil*. Next fall, King World is launching *Living It Up! With Ali & Jack*, from an idea developed by King World's sales department. ■

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