



## Roberts' Rules

Comcast Chief Will Spend To Fix AT&T

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Taken by Taken

P. 6

## Awed by Arledge

An Appreciation

BY PJ BEDNARSKI

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# BROADCASTING & CABLE

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December 9, 2002

### THE DIGITAL METER

## Nielsen Rates New Box Ready for 2004 Rollout

BY STEVE MCCLELLAN

As the TV industry lurches in fits and starts toward a digital environment, Nielsen Media Research has let its clients know that it will begin the transition to digital people meters (known as "Active/Passive" meters) starting in the summer of 2004.

Beyond that, Nielsen Media Research President Susan Whiting says talks are ongoing to expand the panel of national Nielsen households to 10,000 homes, or double the current panel size. Whiting says Nielsen would like to implement the household expansion within three years but it's contingent on working out an agreement with stations, networks and advertisers. For larger entities, that won't cause much of a strain, but, for smaller stations, it could add significant costs.

Some network officials said last week that Nielsen's transition to digital meters can't come soon enough. "It's not just a good thing, it's a necessary thing," says David Poltrack, executive vice president, research and planning at CBS. "The old metering technology cannot survive in a digital world."

Alan Wurtzel, president, research and *Continued on page 38*



Nielsen's Whiting will increase sample size

## AOL Courts Cable

Bandwidth-hungry online provider is paying big bucks for access to broadband

BY JOHN M. HIGGINS

Most cable subscribers can pick up the phone and order high-speed Internet through their cable operators for \$35-\$40 a month. So, when a big company like America Online wants broadband links to package with its content, you'd think it would be getting a better deal, right?

Wrong. AOL has so little leverage in dealing with cable operators that the company is essentially paying full freight, about \$38 per broadband subscriber per month. The AOL Broadband package would retail for around



AOL Broadband President Lisa Hook now has "healthy respect" for cable.

\$55, with operators keeping 70%.

"Any time you can wholesale a product for more than you retail it, that's a good business to me," said the smug president of one MSO.

That's the position AOL finds itself in as it courts cable opera-

tors in a plan to restore growth to its online service. In unveiling plans to revive the online service at an "AOL Day" investor meeting last week, AOL Time Warner executives emphasized that they will be relying heavily on broadband.

With 17 million cable-modem and telco DSL surfers no longer dependent on AOL for simple dial-up connectivity, AOL is finally getting serious about beefing up its service and giving customers upgrading to broadband more reasons to stick with it.

And after years of demanding greater control over high-speed versions of its service, AOL executives have moved toward a more collaborative arrangement. Operator interest is much higher than indicated by thin attendance of an AOL Broadband bash at last week's Western Show (featuring Sugar Ray at the Anaheim, Calif., House of Blues). Number-one MSO Com-

*Continued on page 37*

MADISON AVE.



STALLING OUT?

# -\$1B

For the first 10 months of the year, all auto ad spending is down **TV BUYER: PAGE 20**

## CBS Stations Gain Ground

BY DAN TRIGOBOFF

While NBC's major-market owned and affiliated stations made their usual strong showing in late-news ratings, CBS's owned and affiliated stations came in with stronger November Nielsen ratings, too.

NBC stations were first in late news in top markets New York, Los Angeles and Chicago; took second in Philadelphia to the usual winner, ABC-owned WPVI-TV;

and won in many large markets, including Dallas, West Palm Beach and Tampa, Fla., Miami (among English-language stations), Washington and San Diego.

ABC-affiliated stations, which have for years had to deal with low-rated network lead-ins, nonetheless won late local news in some major markets, including San Francisco, Atlanta, Houston and Kansas City, Mo., and recorded second-place finishes in Chicago, New



York and Los Angeles.

But a strong showing by CBS prime time helped CBS stations, including those in the ratings-starved Viacom group, make gains that are unprecedented in some markets in recent years.

Across the 55 metered markets, CBS stations posted an average 6% gain. Among the network's 15 owned CBS stations, the increase was only half that, but, in the top six markets, CBS-owned stations averaged 8% gains in late local news.

In No. 1 market New York, WCBS-TV was up 10% at 11

*Continued on page 42*

**CHICAGO P.42**

WMAQ's Late-News Win

**JACKSONVILLE P.42**

WJXT's Indy Challenge

NEWSPAPER

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# EchoStar, DirecTV Tussle

Legal battles loom with DoJ, FCC and Hughes over breakup fee

BY BILL MCCONNELL

**E**choStar's lawyers shouldn't count on taking life easy this holiday season. Company attorneys are likely to need the next few weeks preparing for a three-front legal battle over EchoStar's bid for DirecTV.

Two struggles with the Justice Department and the FCC are in their opening stages, and the third is likely to begin in early January after DirecTV parent General Motors/Hughes announced last week that it will walk away from the deal—and demand a \$600 million breakup fee—rather than continue fighting the government. EchoStar Chairman Charlie Ergen also would be bound to honor a \$2.7 billion acquisition of Hughes's 81% stake in ailing international satellite operator PanAmSat.

"Hughes and General Motors will not waive any termination provisions in the merger agreement," a Hughes spokesman said.

EchoStar officials aren't giving up hope that Hughes would extend two deadlines included in the merger contract until the FCC completes its review of an amended merger application submitted just before Thanksgiving. But it's clear they will spend the next few weeks preparing for a possible legal clash with Hughes or negotiating a lower breakup fee.

"The only certainty is that Ergen is going to write checks to lawyers be-

fore he writes checks to DirecTV," says Legg Mason analyst Blair Levin.

The most important of the two deadlines allows Hughes to walk away with its wad of cash if the FCC hasn't approved the merger by Jan. 6. The company also may back out with the money if the merger isn't consummated by Jan. 23.

It's unlikely the FCC's review of the amended merger agreement will finish by either date, given that public comments on the new offer aren't due until Jan. 3 and replies until Jan. 21.

Nevertheless, EchoStar officials are hoping that Hughes will stick with the merger out of concern that a better deal won't be coming from other potential suitors.

"EchoStar is willing to extend application-termination dates in our contract to make allowances for the FCC comment period," said a company spokesman. "Concerning government comment period, we will read the comments and respond accordingly."

Neither company would address whether they would end up fighting in court if Hughes refuses to extend the deadlines.

Hughes could defuse a potential court battle by reducing the breakup

fee, but it's unclear how far the company will go given that it wants compensation for subscriber growth lost to EchoStar while the merger was under review during the past year.

"Hughes probably holds the upper hand legally, but EchoStar has the benefit of time," Levin says. "At some point, the parties will come up with a settlement that lets Ergen pay less than the terms of the contract."

If Hughes holds firm, many predict that Ergen will fight the breakup fee in court, perhaps arguing that DirecTV has not given best efforts to win regulatory approval and that the deteriorating conditions of PanAmSat created a "material adverse change" that warrants renegotiation.

Certainly, Ergen doesn't concede defeat quickly and has won a reputation for fighting until the last available option.

His resistance to compromise is one reason the FCC was skeptical

that EchoStar could revise its original merger agreement to assuage concerns about joining the only two substantial DBS providers. "They have a very steep hill to climb," Media Bureau Chief Ken Ferree said when the decision to block the merger was announced in October. ■



**EchoStar's Charlie Ergen doesn't concede quickly and has won a reputation for fighting until the last available option is exhausted.**

## BREAKING...

### Media on Front Line in Iraq

WASHINGTON—Unlike during the Special Forces operations that launched attacks into Afghanistan last year, the Pentagon says the media this time will be "embedded" among front-line forces if there's war with Iraq. Pentagon spokesman Bryan Whitman said, "We are going to maximize the opportunity for reporters to be alongside military units. What better way to get the truth out as to what's going on?"

### BET Cutting Ed Gordon, Three Others

WASHINGTON—BET will ax four programs—*BET Tonight With Ed Gordon*, *Lead Story*, teen-issue program *Teen Summit* and music show *Cita's World*—by the end of the year. BET is also cutting about 40 staffers, or 12% of its total staff. "Our new focus will strike a better balance between original programming and an increase in acquired shows," BET CEO Debra Lee said in a statement.

Gordon's future with BET still needs to play out. Plans to reinvigorate the Viacom-owned network call for adding more syndicated shows and original productions in prime.

### John Walsh Show Renewed

LOS ANGELES—NBC Enterprises' *The John Walsh Show* has been renewed for a second season on NBC owned-and-operated stations, as well as on Hearst-Argyle stations, said Ed Wilson, president of NBC Enterprises. NBC says the show has improved its time periods year-to-year by 25% on ABC, CBS and NBC affiliates. The first-run talker airs in daytime slots and scored a 1.3 national Nielsen rating in the week ended Nov. 24.

### Caputo Back to Chicago

CHICAGO—Greg Caputo, who has been running news at Tribune's WLVI-TV Boston will move to flagship station WGN-TV Chicago. Caputo will replace Carol Fowler, who recently moved over to WBBM-TV Chicago; in the late '70s and early '80s, Caputo was news director there.

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# New Comcast Has Capital Ideas

AT&T needs big cash outlay, Roberts says at Broadband Plus confab

BY JOHN M. HIGGINS

**M**ore than anything, Wall Street is hungry for growth, and Brian Roberts promises to deliver. Now that the Comcast chief has completed his \$57.4 billion takeover of AT&T Broadband, Roberts assured an audience at last week's Broadband Plus Show in Anaheim that, in short order, he will restore moderate subscriber growth and huge earnings growth in the ailing AT&T operation.

In these dark times in the market, though, Wall Street is also riveted on something else: a company's ability to generate real, or "free," cash. On that point, Roberts cautioned against high expectations.

That's because the quickest way for a cable operator to spur free-cash flow is to slash capital spending on system upgrades, investment required to add advanced data, digital and video-on-demand services.

## CASH FLOW TAKES BACK SEAT

And Roberts isn't willing to make quick sacrifices for what he sees as Comcast's long-term opportunity. "The cry for free-cash flow from Wall Street right now, which is fine and is appropriate at some level, should not impinge on technological development that this industry has the opportunity to grasp," he declared at the convention, formerly called the Western Show. "We will not pull back on capital spending. We are going to expand AT&T's plans dramatically."

His appearance at the show last Wednesday marked his debut as



Comcast's Brian Roberts is concentrating on growing the subscriber base.

OSCAR AND ASSOCIATES

cable's most powerful executive. With 21.3 million subscribers, his portfolio is 50% larger than John Malone's at the zenith of his power and more than double the next-largest video distributor, DirecTV.

And, by tripling the size of Comcast's previous cable holdings, Roberts has at least tripled his headaches. He's hugely dependent on turning around AT&T's ailing operations to fund the \$30 billion in debt Comcast has amassed with the takeover.

The traditional operating measure of cable has been operating cash flow, or EBITDA. That's earnings *before* all sorts of things—most notably, interest and capital spending. Fattening free-cash flow requires much lower interest expense (not easy),

*Continued on page 36*

# Blame It on Local News

BY JOHN M. HIGGINS

**T**he next time Paulie Walnuts brutally smothers some old lady for the cash under her mattress to pay off Tony Soprano, blame your local news anchor.

That, oddly, is how HBO President Chris Albrecht and other programming executives justify the increasing amount of graphic violence they're putting on their networks: Local news stations are numbing audiences to violence; hence, they're more accepting of violence in their dramas.

At a general session last Wednesday at Broadband Plus, Albrecht said the violence of HBO mob drama *The Sopranos* doesn't make him flinch. "I flinch at the news. I think the standard is being set by what's on local news and, to a certain extent, national news. There's nothing more graphic than seeing what happens in reality."

It's a novel twist on cable programmers' past justification that most of the violent scenes they air are in Hollywood movies. But, given the likes of homegrown shows *The Sopranos* and *Oz*, Albrecht—who headed HBO's

original programming for years—turned to a new rationalization.

He wasn't alone. Matt Blank, CEO of rival pay network Showtime, concurred: "The common denominator has been lowered considerably by what is news and how we deal with it. So those of us who have to address these kinds of issues turn to news first."

The key continues to be to present the view of the program creator, Albrecht said. "The fictional entertainment, or even documentary entertainment, is filtered through a filmmaker's sensibility and point of view. You have to honor that point of view; you have to honor that sensibility. That's how you get good creative work.

The things that truly shock me are the really bad movies, because they have no point of view, or the things that I see on the news that are startlingly real but nevertheless graphic."

Also, responsibility lies with the viewer who has a choice of whether to subscribe to a pay network or not. Instead of constraining creators from depicting violence, said Albrecht, "the more appropriate [action] is to segregate it." ■

**'The things that shock me are the really bad movies, because they have no point of view.'**

**CHRIS ALBRECHT, HBO**

# Tech Focus at Western Show

BY JOHN M. HIGGINS

**D**espite another huge plunge in attendance, Broadband Plus, the new Western Show, in Anaheim, Calif., last week was not as dead as had been feared, particularly for tech firms.

Attendance clocked in at 9,700, a 60% plummet from 17,000 last year. And that was down from 30,000 two years ago.

The Western Show has been slammed by both recession and industry consolidation. The number of decision-makers has decreased, and fewer attend the show. Elaborate booths by cable nets are almost completely absent from the show floor.

Network execs said many clients didn't seem to be there. Among the major MSOs, Comcast, Insight, Mediacom were well-represented; AOL Time Warner, Cablevision Systems, Adelphia, and Cox were not.

Tech companies were out in force. The 80,000 square feet of display space (down from 150,000) was filled with suppliers of cable, telephone and networking gear.

And they seemed content. "This was very productive time," said Cedar Point Communications Chairman Mark Galvin. "I've had a lot of good meetings with operators, other vendors and even some international operators." ■

## WEEK OF NOV. 28-DEC. 5

### B&C INDICES

#### THE B&C 10



#### BROADCAST TV GROUPS



#### CABLE TV MSO'S



#### RADIO



	CLOSE	WEEK	YTD
Dow Jones	8,623.28	-3.1%	-14.4%
NASDAQ	1,410.71	-4.6%	-28.7%

#### The B&C 10

	CLOSE	WEEK	YTD
AOL Time Warner	\$14.00	-14.5	-56.4
Clear Channel	\$41.17	-5.3	-19.1
Comcast Corp	\$23.14	1.5	-35.7
Cox	\$29.57	-2.3	-29.4
EchoStar	\$19.65	-3.7	-28.5
Fox Ent.	\$25.80	-3.2	-2.8
Hearst-Argyle	\$23.92	-1.4	10.9
Tribune	\$45.06	-1.6	20.4
Viacom	\$44.93	-4.4	1.5
Walt Disney	\$17.64	-11.0	-14.9

#### GOOD WEEK

XM Radio	\$2.94	16.7%	-84.0%
Shop At Home	\$2.47	4.2%	-9.5%
McGraw-Hill	\$60.61	2.2%	-0.6%
TV Azteca	\$4.96	1.6%	-27.0%
Comcast	\$23.14	1.5%	-35.7%

#### BAD WEEK

TiVo	\$5.56	-27.9%	-15.1%
Acme	\$5.64	-23.8%	-16.3%
Paxson	\$2.74	-15.2%	-73.8%
AOL Time Warner	\$14.00	-14.5%	-56.4%
Univision	\$27.72	-13.8%	31.5%

#### DOLAN DEALS

**\$27.7M**

That's how much one Dolan family trust raised selling 1.75 million shares in Cablevision Systems at around \$15.83 each. The stock bounced back from \$5 but is still down from \$60. Of course, if Chairman Charles Dolan is taking advantage of the bounce to sell Cablevision stock, why would anyone buy?

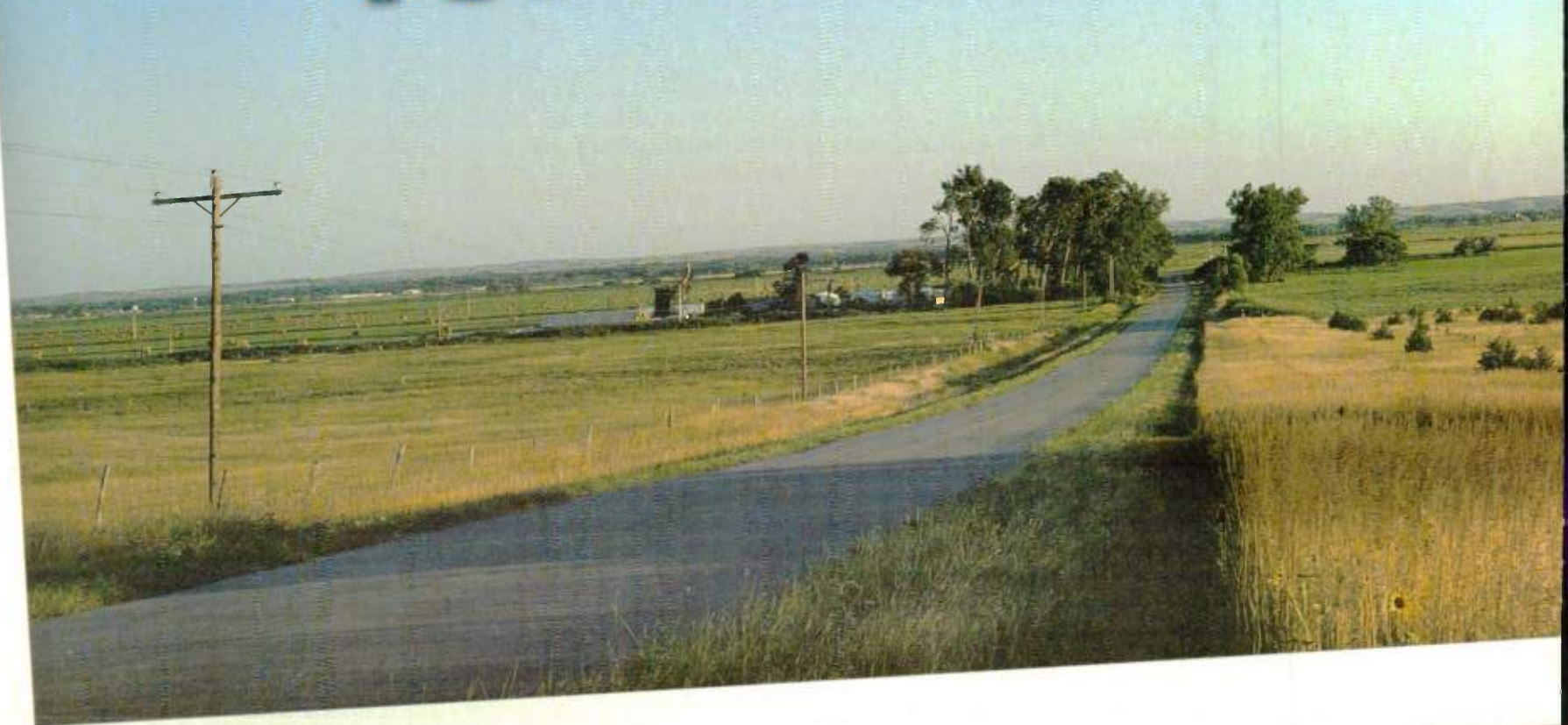
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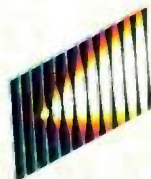


# A HAS DECISION!

TOUGH LOVE.

JUDGE  
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## FAST TRACK

## Moyers, O'Reilly in a Spat

Journalist **BILL MOYERS**, knocked in a column that **FOX NEWS** host **BILL O'REILLY** wrote for the New York *Daily News*, punched back in a paid ad in last Wednesday's paper, calling O'Reilly's comments a "vicious personal attack." O'Reilly's Nov. 25 syndicated column accused Moyers of "profiting from taxpayer money" by keeping the proceeds of videotapes of some programs he does for Public Broadcasting Service. Moyers denied it: "Public television rarely funds my work. I raise the money myself, from independent sources, but when it does ... PBS owns all the distribution rights, the proceeds remain with public television and my share is minuscule. Moyers also said O'Reilly's passion is equaled "only by his stubborn, ignorant denial of complexity." O'Reilly responded to the Moyers broadside later on his television show: "All I want from Moyers is some accountability. I have nothing against him personally or journalistically."

## News From All Around

Researchers at **ERDOS & MORGAN** found that public- and private-sector leaders gave PBS's *Newshour With Jim Lehrer* the highest marks among TV news programs for influence, objectivity and credibility, followed by **ABC NEWS' Nightline**. **ABC's** and **NBC's** nightly newscasts had the biggest audiences among those surveyed, with *Newshour* not far behind. ...

**ABC** is switching time periods for its two **DREW CAREY** vehicles on Friday nights. *Whose Line Is It Anyway?* will now air at 9 p.m. ET, leading into *The Drew Carey Show* at 9:30 p.m. They aired in the reverse order previously. ...

**MARGARET A. "MAGGIE" BELLVILLE, COX COMMUNICATIONS** veteran cable executive and most recently president of **INCANTA**, the streaming-video company that suspended operations, is the new executive vice president of operations at **CHARTER COMMUNICATIONS**, where she'll have responsibility for the company's field operations, marketing, programming and customer care.

## On the Reality Beat

Reality programming gets a daytime syndication platform with *Starting Over*, slated to launch next fall and featuring six women who each want to start their lives over in some way. It will be produced by **BUNIM/MURRAY PRODUCTIONS** and distributed by **NBC ENTERPRISES**. The women will come from around the country to live together while they work on achieving their personal goals. Murray/Bunim Productions created and produces **MTV's** *The Real World*, *Road Rules*, *Making the Band* and *Making the Band 2*, as well as **FOX's** *Love Cruise: The Maiden Voyage*. ...

**ABC FAMILY** is ringing wedding bells with reality special *The One Real Wedding Special*. The two-parter will introduce viewers to five couples looking to tie the knot. ABC Family will spring for a wedding for one lucky couple, selected by viewers by call-in vote à la **FOX's** *American Idol*. The winning pair will get hitched on ABC Family Feb. 16. ...

Another enhanced version of **ABC's** hit reality romance *The Bachelor* is returning to **ABC FAMILY** Dec. 29-Jan. 4. ABC Family will re-air the first five episodes sprinkled with insights from the bachelor, Aaron Buerge. After the sixth episode, the cable net is offering one-hour special *Women Tell All*, with the bachelorettes dishing about the show.

## Corrections

CNBC's Ad Sales will remain a separate unit at NBC. A Dec. 2 article said the cable business channel's sales staff would be folded into the network's sales staff.

In the Nov. 25 article headlined "Radio@AOL: Stations Wanted," Radio@AOL Executive Director Jim Van Huysse's name was spelled incorrectly.



## FitzSimons To Be Trib Chief Exec

Veteran broadcaster Dennis J. FitzSimons, president and chief operating officer for Tribune Co., will replace retiring John W. Madigan as chief executive officer in January. FitzSimons is credited with helping Tribune grow from six stations to 24. The company also owns 22.5% of The WB Network.



Though airing over 10 weeknights, Steven Spielberg-produced *Taken* isn't alienating viewers on the Sci Fi Channel.

Sci Fi's *Taken* Delivers

BY ALLISON ROMANO

**S**ci Fi Channel's new mega-miniseries *Taken* blasted off to a stunning launch last week, but it's too early to know how many viewers might eventually abandon the mission.

The two-hour Dec. 2 premiere episode of *Taken*, co-produced with Steven Spielberg, grabbed a stellar 4.9 rating with 6.1 million viewers, breaking all Sci Fi ratings records. Nearly 80% of viewers returned for the second episode, which collected 4.1 rating with 4.8 million viewers. On night three, the show inched up to a 4.3 rating with 5.1 million viewers, according to Nielsen Media Research.

Sci Fi is gambling with an untested scheduling tactic for the \$35 million project, playing the 10 two-hour movies over 10 weeknights through Dec. 13.

To help viewers catch up, Sci Fi repeats earlier episodes before and after each premiere and marathoned the first five last week. Repeat ratings have also been strong, approach-

ing 2.0 levels. (Sci Fi, in contrast, notched a 1.0 prime time average in November, up 43% from the year before.)

Before *Taken*, Sci Fi's biggest ratings came from the premiere of its 2000 miniseries, *Dune*, which scored a 4.4 Nielsen average over three nights.

Yet, it's tough to imagine even the most addicted viewer tuning in all 10 nights. Sci Fi Channel President Bonnie Hammer is braced for fluctuating ratings. "A 10-night commitment is awesome," she said. Yet, "If they came to night two, [many] are willing to go for it."

The less appealing alternative: Viewing levels could dwindle each night.

Says Horizon Media's head of research Brad Adgate, though, "If the tactic plays well, you can bet other cable networks will try it."

*Taken* is central in Sci Fi's push to broaden its audience beyond alien-loving creatures. During the miniseries, Sci Fi is tempting viewers with promotions for upcoming shows like its *Children of Dune* miniseries, original series *Tremors* and dream-analysis strip *Dream Team*. "We have all these new eyeballs," Hammer said. "They'll see ... we're truly a player, not just the little niche network they thought we were." ■

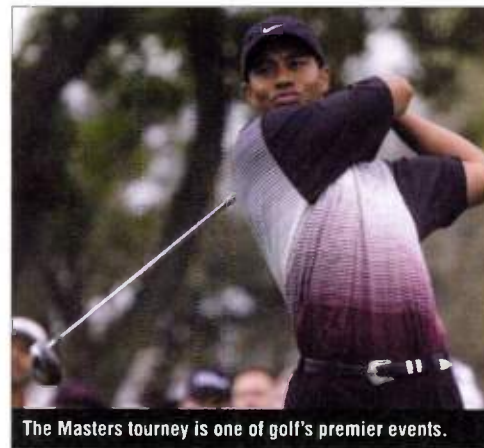
## CBS Holds Firm in Masters Flap

BY ALLISON ROMANO

**S**o far, CBS has managed to escape the heat of the dispute between the Augusta National Golf Club, host of the prestigious Masters golf tournament, and the National Organization of Women (NOW) and other women's groups. The groups want the small and exclusive club to admit female members; the club stubbornly refuses.

But the heat on CBS, which has broadcast the tournament for 46 years, went up at least a degree or two last week after a former CBS chairman resigned from the club in protest of the club's male-only policy and called on CBS to join him in taking action. Tom Wyman, who headed CBS from 1979 to 1986, was the first member to resign since the debate erupted last summer.

"CBS could at least come out in favor of a commitment from Augusta National on the admission of a woman," Wyman told *The New York Times* in a story that ran on the front of the sports



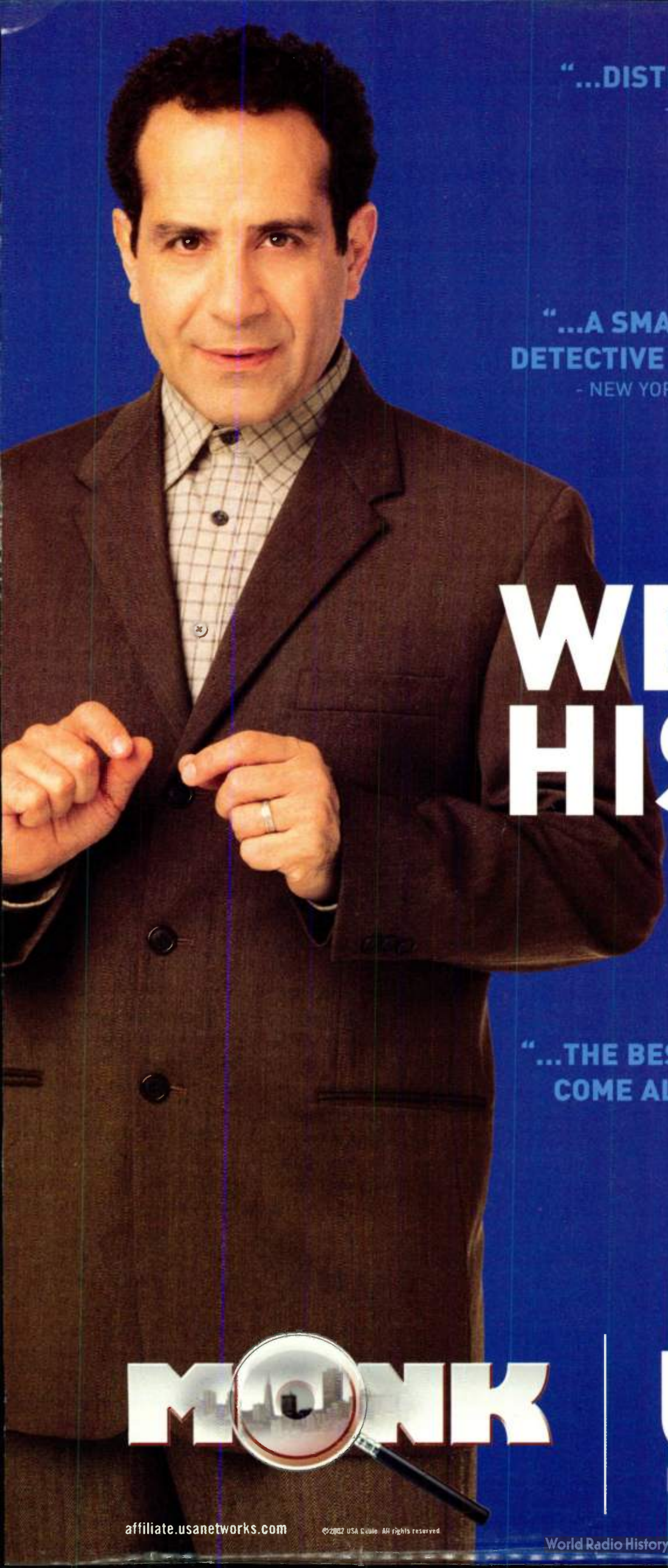
The Masters tourney is one of golf's premier events.

section last week. "They have a constituency that cares about this issue, and I was disappointed CBS didn't do more."

With five months to go until the 2003 Masters, pressure on CBS and USA Network, which

*Continued on page 38*





**"...DISTINCTIVE, FRESH..."**

- TIME MAGAZINE

**"...FRESH, EXCITING AND  
UTTERLY ORIGINAL..."**

- CHICAGO TRIBUNE

**"...A SMART NEW  
DETECTIVE SERIES..."**

- NEW YORK TIMES

**"MONK SHINES."**

- PEOPLE MAGAZINE

**WE MADE  
HISTORY.**

**"TONY SHALHOUB IS A RIOT..."**

EDITOR'S CHOICE

- TV GUIDE

**"...THE BEST DETECTIVE SHOW TO  
COME ALONG IN... DECADES."**

- NEW YORK POST

**"HILARIOUS."**

- USA TODAY

**MONK**

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## MANAGEMENT

FBI Counts  
Charter Subs

The FBI has begun contacting cable networks about Charter Communications, asking for information of how the cable operator counted its subscriber base. At least eight programmers have been called by FBI agents in the past two weeks, with questions centering on an odd move last December in which the MSO suddenly declared that it was claiming rebates on license fees that the company mistakenly counted but were actually bad-debt customers that weren't really paying.

Charter reversed course in April and paid networks most of the money. But since the company faces a grand-jury inquiry into, among other things, whether it was overstating its subscriber counts, questioning networks paid on a per-sub basis is natural. So far, network executives say, FBI agents are not asking about other operators, but they are interested in general industry practices. Charter would not comment.—J.M.H.

## BEHIND THE SCENES | BEFORE THE FACT

## IN THE LOOP

## SPORTS PROGRAMMING

## NBA TV Set for a Fast Break

NBA TV may tip off sooner than expected, having inked distribution pacts with EchoStar Communications and DirecTV. "With two deals done, we might move up the launch date to early January," says Ed Desser, president of NBA Television. Earlier plans called for a February launch. Desser also says talks with cable operators are progressing more rapidly than expected. NBA TV is angling for digital carriage on most systems. "We have live, first-run sports programming not already on analog," Desser says. Don't be surprised if Time Warner Cable is the first cable operator to sign up for NBA TV. Parent company AOL Time Warner owns a 20% stake in the channel.—A.R.



## DIGITAL TELEVISION

Station  
Logs DTV  
Payday

KICU-DT San Jose, Calif., raised a few eyebrows at the FCC last week by reporting that it took in \$90,000 over 12 months for its digital-data-transmission service. That

kind of money is a staggering amount for a DTV service few predict will get beyond the drawing board any time soon. The skeptics are right: KICU-DT's digital cash dried up after a three-year deal with Intel expired. Intel used the digital signal for software downloads and other services. "Unfortunately, our datacasting revenue next year will be zero like everyone else," said Jeff Block, vice president of KTVU Partnership, the Cox subsidiary that owns KICU-DT.

Digital stations were required to report to the FCC last week on their ancillary services. Only a handful are earning any revenue. Among them: WKRC-DT Cincinnati, \$8,280 for high-speed Internet; KSL-DT Salt Lake City, \$8,000 for Interactive TV; and KQED-DT, \$2,000 for data transmissions. More reports are expected to trickle in this week.—B.M.

## TECHNOLOGY

## HD on the Move

Two mobile production companies have inked multi-million-dollar deals with Thomson Grass Valley for HD-capable gear for production vehicles. NEP Supershooters will pay around \$8 million for 40 LDK 6000 mk II Worldcam cameras, HD production switchers and HD Profile XP Media servers. Meanwhile, NMT cut a \$6 million deal for 22 LDK 600 mk II Worldcam cameras, HD production switchers and a Trinix routing system. Because of the technology's flexibility, says NMT President Jerry Gepner, the NMT will be able to produce HD in any of the formats now in use by broadcasters.—K.K.

## INTERNET

## ET Gets Pushy

As part of Paramount's push to make *Entertainment Tonight* even bigger, the show is launching *Instant ET*, a Web push application that users can download to their desktop. *Instant ET* will update users on the latest entertainment news and offer them streaming-video clips from the show. The application is branded with the logo of *ET*'s local TV affiliates. "This gives affiliates prized digital real estate," says Paramount's Richard Orosco.—P.A.



## Powell Grants Dereg Hearing in Richmond

BY BILL MCCONNELL

FCC Commissioner Michael Copps wants his colleagues to go outside the Washington Beltway to hear what average Americans think about media consolidation. He's getting his wish, but only by a hundred miles.

In February, specific day to be arranged later, the five FCC commissioners will drive about an hour-and-a-half outside of the nation's capital to Richmond, Va.,

to hold a field hearing on proposed changes to media-ownership limits. The changes are widely expected to let the largest companies control a greater share of the country's broadcast stations and cable systems.

FCC Chairman Michael Powell's decision to hold the hearing is a victory of sorts for Copps, but not exactly what he had in mind. Copps, one of the commission's two Democrats, last month threatened to hold a series of field hearings on his own

if Powell wouldn't commence them. Powell resisted, but other Republican commissioners were amenable to the idea.

Powell said severe budget constraints and a spring deadline for bringing proposals to a vote prevent additional hearings or a location more distant from Washington.

Under review are proposals that could increase the cap on TV station owners' household reach, eliminate restrictions on local crossownership of TV stations with

radio stations and newspapers, and relax limits on ownership of two TV stations in a market.

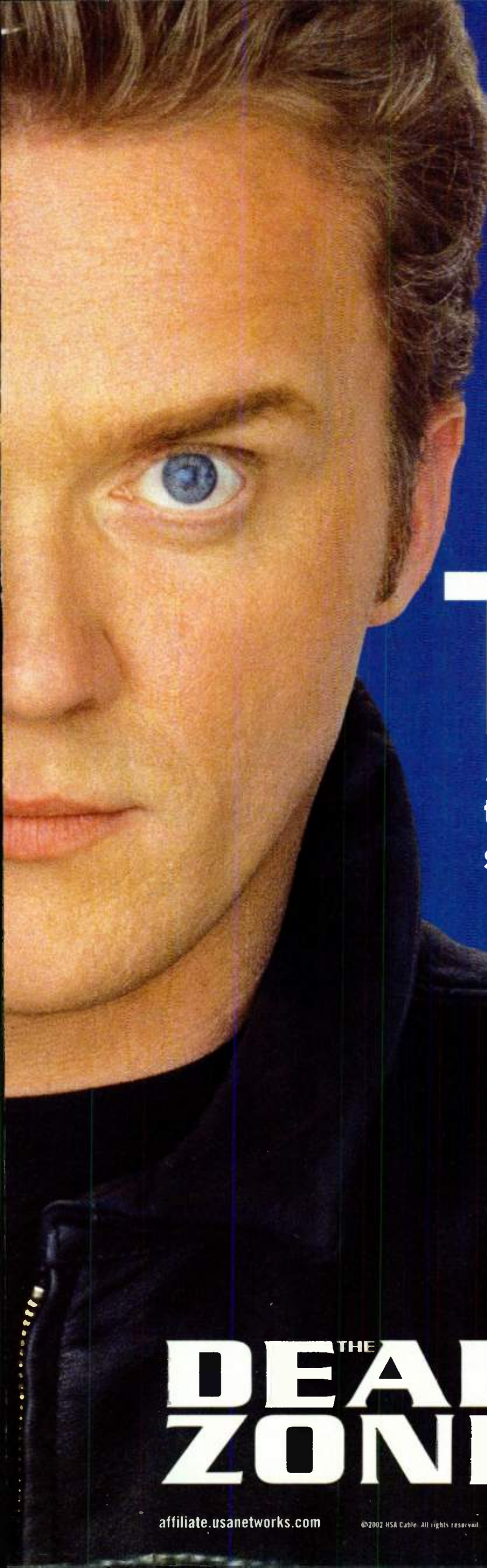
Powell noted that the commission held a hearing on media ownership in October 2001 and folks around the country have ample opportunity to weigh in on the issue via written comments due Jan. 3.

In a formal statement Copps called the Richmond hearing "a good step forward." Nevertheless, "I remain convinced we need to have other hearings in diverse

venues to flesh out the record. We have to find a way to hear from more folks outside the Capital Beltway. I am looking for that way, and I am determined to find it."

Copps had repeatedly called on the FCC to hold ownership hearings, but Chairman Powell resisted so that he could focus on the economic justification needed to satisfy judicial concerns about ownership restrictions. Powell-appointed Media Bureau Chief Ken Ferree dismissed the need for new hearings in October. ■





**"AN ENGAGING NEW HOUR...  
SMART AND POLISHED"**

- CHICAGO TRIBUNE

**"...THE REAL THING."**

- NY DAILY NEWS

**"INTRIGUING."**

- THE WALL STREET JOURNAL

# TWICE.

***Monk and The Dead Zone* are the  
two highest rated original dramatic  
series in basic cable history.**

**"ABSOLUTELY RIVETING..."**

- NEW YORK POST

**"STANDS OUT..."**

- DAILY VARIETY

**THE  
DEAD  
ZONE**

**USA**  
NETWORK



# Survey



FREMANTLEMEDIA 

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Source: NSI/WRAP Overnights, percent difference of DMA rating,  
Nov'02 program vs. Nov'01 time period ~ Nov'02 program vs. Nov'01 program  
+ Market not metered in Nov'01; NSI/WRAP Sweeps DMA rating for Nov'01  
\* Metered Market Nov'02 program weighted average vs. Nov'01 time periods

World Radio History



# Says:

# Feud Is UP +17%\*

## Over Last Year

### **FAMILY FEUD Vs. Year Ago**

### **HH Rating % Increase**

Rank	Market	Station	Time	Nov'01 vs. Nov'02	Year Ago Program
1	New York	WWOR	3:00pm	+86%	Power Rangers
3	Chicago	WCIU	7:00pm	+76%	Family Feud
4	Philadelphia	WGTW	6:30pm	+175%	Card Sharks
5	San Francisco	KICU	2:00pm	+60%	In the Heat of the Night
9	Atlanta	WGCL	10:30am	+267%	Family Feud~
10	Detroit	WKBD	12:00noon	+18%	Rendez-View
11	Houston	KHWB	11:30am	+63%	To Tell the Truth
13	Tampa	WTTA	10:30am	+33%	Elimidate
16	Phoenix	KASW	1:30pm	+7%	Family Feud
17	Miami	WSVN	10:30am	+67%	Family Feud
20	Orlando	WRBW	4:00pm	+14%	Family Feud
21	Pittsburgh	WPXI	12:30pm	+23%	Family Feud
23	Portland	KGW	10:30am	+60%	Iyanla
25	Indianapolis	WTTV	9:00am	+25%	Mad About You
27	Hartford	WTXX	9:30am	+150%	Card Sharks
33	Kansas City	KSMO	11:30am	+20%	Shipmates
35	Ashville, NC	WLOS	4:00pm	+244%	Texas Justice+
37	San Antonio	KABB	9:00am	+75%	John Edward
39	W. Palm Beach	WFLX	10:00am	+71%	To Tell the Truth
40	Birmingham	WTTT	12:30pm	+44%	Card Sharks
45	Oklahoma City	KOCB	12:00noon	+25%	Jerry Springer
48	Providence	WNAC	12:30pm	+300%	Power of Attorney
49	Albuquerque	KASA	1:30pm	+32%	Family Feud~
52	Las Vegas	KFBT	7:30pm	+163%	Card Sharks
54	Austin	KNVA	1:00am	+83%	Paid Programming
58	Dayton	WDTN	10:30am	+11%	Family Feud
59	Richmond	WRLH	12:30pm	+117%	Card Sharks
63	Knoxville	WTNZ	4:00pm	+1600%	Card Sharks+
70	Fort Myers	WBBH	11:30am	+67%	Card Sharks
Weighted average of all metered markets				+17%	

World Radio History

**TRIBUNE**  
ENTERTAINMENT



## STATION BREAK

BY DAN TRIGOBOFF

## WPXI Defamation Suit Defused

**PITTSBURGH**—After seven years, a lawsuit against WPXI(TV) Pittsburgh, brought by a judge who claimed a report by the station defamed him by accusing him of racism, may be over. Allegheny County Common Pleas Senior Judge Barry F. Feudale dismissed the lawsuit from Common Pleas Judge Jeffrey A. Manning, after determining that, for the most part, "this was not ... even a close case."

Manning was accused in 1995 by a security guard at Pittsburgh International Airport of using a racial epithet during a verbal dispute over a torn garment bag. Manning is white; the guard is black. She filed a complaint with state judicial authorities and was supported by some witnesses. Other allegations of racially insensitive language followed and drew the station's attention.

"No one disputes that television is show business, and few dispute that TV news is part of show business," Feudale said, noting that his first reaction "was that this story ... was unnecessarily crude, sensationalistic and repetitive." But, while sound-bite repetition "too often creates the impression that the claims or assertions are automatically validated," the judge said, "we cannot find that the WPXI story was maliciously, recklessly or deliberately defamatory."

In fact, Feudale said, reporters David Johnson and Scott Newman did not act recklessly either in deciding to report the story or in reporting the story and made considerable effort to interview all witness as well as Manning, who refused. So did his attorney.

News Director Pat Maday, who was not at the station when the original story aired, said the station is pleased with the verdict. Manning issued a statement that suggested he might appeal.

## Noncompetes Endangered in D.C.

**WASHINGTON**—The D.C. City Council passed legislation that will ban noncompete clauses in on-air talent contracts in broadcasting, cable, satellite and feed services operating in the District. The American Federation of Television and Radio Artists, which backed the measure, called the 13-0 vote a major victory and said it had already lined up sponsors in the Maryland legislature and would bring the protection to that state.

The D.C. legislation now goes to the office of Mayor Anthony Williams, who is expected to sign it within a 30-day review period. The bill also faces congressional review, although AFTRA says it expects no problems in the bill's enactment on the first of next year. The bill will not affect contracts currently in effect but will apply to all new contracts or extensions or renewals of existing contracts.

## Florida Station Lends a Hand

**WEST PALM BEACH, FLA.**—WPTV(TV) West Palm Beach stepped in last Wednesday for rival station WPBF(TV) so that colleagues of executive producer for production and WPBF veteran Scott Bunkleemann could attend services for Bunkleemann's 5-year-old son, Seth, who died the day after Thanksgiving after a six-month battle with lymphoma and leukemia.

"Competitiveness was not the key component here," said WPBF News Director Joe Coscia. "It was kindness. We did not have to shut the station down, and, with the help of WPTV, most our staff was able to attend the service. It was a fairly busy news day here, and they supplied us with dubs of several stories." WPTV General Manager Bill Peterson said the gesture originated with his station's General Sales Manager Donna Lane and News Director Peter Roghaar, who had heard of Bunkleemann's loss.

## Lawhead Replaces Wordlaw at WTVH

**SYRACUSE, N.Y.**—Jonathan Lawhead will replace Gary Wordlaw as president and general manager at Granite-owned CBS affiliate WTVH(TV) Syracuse. Lawhead has been vice president/general manager at Fox affiliate WXIX-TV Cincinnati. Wordlaw has joined the Viacom group and will run KSTW-TV, the UPN affiliate in Seattle.



## Anchor on Parade

**P**opular WCCO-TV Minneapolis anchor Amelia Santaniello appeared with her family on a float to lead the city's Holiday Parade. Santaniello was the subject of much local discussion recently when her responsibilities were diminished, although, ultimately, her contract with the station was extended.

AP PHOTO / KAMENKO PAJIC



The law's chief critic, Sen. Mitch McConnell (c), is flanked by attorneys Floyd Abrams (l) and Kenneth Starr.

## Is Campaign Reform Legal?

No, say broadcasters, others in First Amendment challenge of the law in federal appeals court

BY BILL MCCONNELL

**S**ome of the biggest names in American jurisprudence last week argued the fate of democracy, free speech and honest government in the opening court battle over campaign-finance reform. For broadcasters, however, the fight isn't just about those lofty concerns but about the bottom line as well.

Last week, a special federal appeals court in Washington heard arguments over the new campaign-reform law, which bans "soft money" donations to political parties—a gigantic source of funds for political TV ads—and restricts the types of ads that can be broadcast on TV and radio close to an election. The aim of the law, signed by President Bush in March, is to eliminate what supporters see as the corrupting influence of corporate and interest-group money into the political process.

Opponents include the National Association of Broadcasters, the national Democratic and Republican parties, and interest groups of all stripes, such as the National Rifle Association and the American Civil Liberties Union. They say the law is a clear violation of free-speech rights and the courts have no option other than to strike down nearly all of it.

Although broadcasters joined in the First Amendment argument, they have an interest in making sure the law does not unduly restrict the flow of campaign contributions to candidates and their

parties. During this year's campaign, candidates spent a record \$1 billion for campaign spots on TV stations. Broadcasters are also concerned about provisions that would burden them with keeping track of campaign spots that they air.

Floyd Abrams, perhaps America's most prominent First Amendment lawyer, decried the restrictions on ads sponsored by interest groups close to an election.

"The big question is whether the First Amendment allows this speech to be criminalized," he said.

Former Whitewater prosecutor Kenneth Starr opened arguments for the opponents. The ban on soft money would spill over to state and local elections, he said, an area that Congress has virtually no authority to regulate. "This is, upon reflection,

staggering," he said.

Despite the proceeding's high profile, the court's finding on the law constitutionality is all but certain to be appealed. It will then fall to the Supreme Court.

In defense of the law, Justice Department lawyer James Gilligan said the opponents were over-dramatizing the risks to free speech. "It does not criminalize or prohibit speech," he said, noting that interest groups that wish to air ads supporting or opposing candidates may support political action committees and raise funds specifically for electioneering. The new law is necessary, he said, because of "untrammelled evasions of campaign-finance laws for the better part of a quarter century." ■

**That the law could affect state and local elections is, upon reflection, staggering.'**

**KENNETH STARR,**  
attorney



**The producers of  
*The Real World*  
are about to  
change daytime  
television...**



# STARTING

Real Life. Real Conflict.

Everyday women. Reinventing their



Distributed by

 **NBC ENTERPRISES**  
DOMESTIC SYNDICATION

**BUNIM/MURRAY**  
PRODUCTIONS

Advertising Sales by

   
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Real Television.

**lives. Together...under one roof.**



**And you'll watch every moment.**

A New One-Hour Daytime Series  
**Available Fall 2003**



# PROGRAMMING

## TLC Not Trading on *Spaces*

The net finally has a hit show but doesn't want to clone it to death



*Trading Spaces* regularly ranks among cable's top-10 shows each week, helping TLC become a top-10 cable network.

BY ALLISON ROMANO

**B**efore *Trading Spaces* arrived on Saturday nights, an uninspiring half-million viewers tuned in to TLC's *Human Beings* documentary series. These days, with its redecorating series on fire, more like 4 million human beings flock to TLC on Saturday nights.

For any cable channel, a hit can be a blessing and a curse. A high-rated show showers its network with buzz, new viewers, fresh ad dollars. But the temptation to be ruled by the prized program is hard to avoid. A&E's franchise series *Biography* was big enough to spawn knockoffs all over cable and still overshadows everything else on A&E's air. Since *Behind the Music*'s peak, VH1 has tried mightily to find its next big show—and has repeatedly fallen short.

With *Trading Spaces*, TLC has found the hit that cable nets yearn for. Now the challenge is to keep from morphing into the *Trading Spaces* channel. "We're not going to fall into the trap of *Trading Spaces*-like programs every night of the week," said TLC Acting General Manager Roger Marmat. "It will back you into a corner the minute those shows start to be diminished."

That doesn't mean TLC is abandoning lifestyle shows. Rather, the network is containing them. Two fresh lifestyle shows will arrive in March.

"The formula with *Trading Spaces* works, but they

are using a twist," Starcomm Worldwide Director of National TV Research Sam Armando.

On *Faking It*, people with no experience will try to step into highly skilled jobs—say, a short-order cook masquerading as a chef in a four-star restaurant. *What Not To Wear* is a style-makeover show with a \$5,000 fashion-improvement budget. TLC will offer a sneak preview of *What Not To Wear* on Jan. 18.

TLC's mix also includes documentaries and male-skewing reality shows like last weekend's re-creation of ancient horse racing, *Chariot Races*.

TLC is now a top-10-rated cable network, actually pushing ahead of the mothership Discovery Channel in recent months. Its prime time marks were up 38% in November to a 1.1 average rating, according to Nielsen Media Research. For the month, TLC averaged about 900,000 households per night. *Trading Spaces*, which airs at 8 p.m. and 9 p.m. ET Saturdays, regularly ranks among cable's top-10 shows each week.

"This is the time to try something new," Armando said. "They have the audience there."

So far, *Trading Spaces* has been a strong lead-in for new programs, a litmus test for any hit. *While You Were Out*, introduced as its lead-out last summer, regularly collects more than a 2.0 rating.

Come February, *While You Were Out* will move to Fridays. "Now we'll have two solid nights for lifestyle programming," Marmat said. Either *Faking It* or *What Not To Wear* will follow it on Friday nights. The other will air after *Trading Spaces* on Saturdays.

Sprucing up *Trading Spaces* is just as important as scheduling moves and new shows. That means more celebrity episodes, live shows, another college tour and maybe even remodeling houseboats for a change. "A year from now," Marmat said, "the specials will help spike both coverage and viewership."

With lifestyle shows tending to skew female (*Trading Spaces* draws an unusually mixed crowd ranging from older men to tween girls), TLC targets men on

Wednesday and Thursday nights to balance out viewership. Shows like *Junkyard Wars* and *Full Metal Challenge* score well with male viewers.

"We're not as beholden to one program as it may seem," Marmat noted.

TLC makes about 60 episodes of *Trading Spaces* per year. The show also airs in fringe and on Sunday afternoons. It has ordered up to 13 episodes each of *Faking It* and *What Not To Wear*, both

adaptations of BBC shows. (Discovery Communications has a programming partnership with the BBC, which funnels proven ideas to all the Discovery nets.)

In developing future shows, Marmat said, "we're going to have to be smarter and react to [ideas] on paper as well." That means more in-house development and working with American producers.

Development is moving in that direction. Marmat's team is putting the finishing touches on a few new lifestyle pilots; one is a BBC show, and two others are homegrown ideas. ■

**'We're not as beholden to one program as it may seem.'**

ROGER MARMAT, TLC

## It's Official: NBC Wins 18-49 Race

CBS is tops in total viewers in November-sweeps results

BY PAIGE ALBINAIAK

**F**inal numbers are in for November sweeps, and NBC won adults 18-49 by 0.8 of a ratings point, beating second-place ABC with a 5.0 rating/13 share, according to Nielsen's national numbers. ABC narrowly took second with a 4.2/11, just beating CBS, which had a 4.1/11.

Fox came in fourth in the demo with a 3.6/9, down from last year by 17%. Even with that drop-off, Fox still managed to win three nights in adults 18-49 and 18-34. Excluding the World Series, Fox scored a 3.6/11 in the younger demo, ranking third behind NBC with a 4.4/13 and ABC with a 3.7/11.

CBS won households and viewers, scoring an 8.7/14 in households to just beat NBC, which was close with an 8.6/14. ABC was third with a 6.9/11,

### TALLYING THE RESULTS

How the major networks performed in key measurements during the November sweeps vs. last year

NETWORK	YEAR	ADULTS 18-49 RATING/SHARE	CHNG.	VIEWERS (MILLIONS)	CHNG.
NBC	'02	5/13	-2%/0%	13.08	+1%
	'01	5.1/13		13.00	
ABC	'02	4.3/11	+5%/0%	11.13	+2%
	'01	4.1/11		10.92	
CBS	'02	4/11	-11%/-8%	13.22	-3%
	'01	4.5/12		13.62	
Fox	'02	3.5/9	-17%/-18%	7.89	-13%
	'01	4.2/11		9.11	
The WB	'02	2.1/5	+17%/0%	4.94	+17%
	'01	1.8/5		4.24	
UPN	'02	1.8/5	-10%/0%	4.08	-11%
	'01	2/5		4.56	

SOURCE: Nielsen Media Research

Fox a distant fourth with a 5.0/8. In viewers, CBS also squeaked by to win with 13.22 million vs. NBC's 13.08 million. ABC was third with 11.13 million and Fox fourth with 7.9 million.

In the battle between The WB and UPN, the winner was The WB in viewers, households, persons 12-34 and adults 18-34. Nearly 5 million viewers watched the WB, compared with about 4 million watching UPN. The WB also did well in its core demo of adults 12-34, tying CBS for fourth place in the demo with a 2.5/8. UPN was fifth and last with a 1.8/6.

Leaving November sweeps behind, the networks plan to fill the schedule with reruns and specials, while HBO finishes the fourth season of its hit show *The Sopranos*. With the mobster drama over for the season, the networks are licking their chops at the prospect of dividing up about 7 million TV-watching homes among them. ■



## SYNDICATION WATCH

## RATINGS | Season-to-Date

Nielsen Media Research

## Top 25 Shows

## Households

RANK/PROGRAM	AA	GAA
1 Wheel of Fortune	8.8	NA
2 Friends	7.0	8.3
3 Jeopardy	6.9	NA
4 Seinfeld	6.5	7.4
5 Everybody Loves Raymond	6.2	7.0
6 Entertainment Tonight	5.8	5.9
6 Oprah Winfrey Show	5.8	5.8
8 Seinfeld (wknd)	5.6	6.8
9 Judge Judy	5.0	7.3
10 Dr. Phil	4.4	4.4
11 Will & Grace	4.1	4.7
12 Wheel of Fortune (wknd)	3.7	NA
13 Live With Regis and Kelly	3.4	NA
13 That '70s Show	3.4	4.1
15 Judge Joe Brown	3.3	4.4
16 Home Improvement	3.2	4.0
16 Inside Edition	3.2	3.3
16 Entertainment Tonight (wknd)	3.2	3.3
19 King of the Hill	3.1	3.4
19 Friends (wknd)	3.1	3.2
21 Maury	2.9	3.1
21 Frasier	2.9	3.1
23 Everybody Loves Raymond (wknd)	2.8	NA
24 Divorce Court	2.7	3.6
24 List of a Lifetime	2.7	2.8
24 Extra	2.7	2.8
25 Who Wants to Be a Millionaire	2.6	NA
25 Access Hollywood	2.6	2.7

## Top Talk Shows

## Households

RANK/PROGRAM	AA	GAA
1 Oprah Winfrey Show	5.8	5.8
2 Dr. Phil	4.4	4.4
3 Live With Regis and Kelly	3.4	NA
4 Maury	2.9	3.1
5 Montel Williams Show	2.4	2.4

According to Nielsen Media Research Syndication Service Ranking Report Aug. 20-Nov. 17, 2002

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

| daily strips |

## Judge Joe Makes a Mark

BY PAIGE ALBINIAK

Upgrades from daytime slots to early fringe and pairings with top-rated court show *Judge Judy* have given Paramount's *Judge Joe Brown* a ratings boost this year. In its fifth season, the show has jumped 6% season-to-date over last year as of the week ended Nov. 17, the last date national Nielsen ratings were available for syndicated shows.

While the national bump isn't huge, it's "something most of the court shows can't claim," says one analyst. "Most of the court shows aren't showing any growth." By comparison, Paramount's *Judge Judy* has dropped 9% season-to-date, although it still clobbers all other court shows. *Judge Judy* scored a 5.1 in the last round of national ratings, putting it in the top 10 of all syndicated programs.

"*Judge Joe Brown* has been the No. 2 court show since he came on the air," says Paramount Domestic Television President John Nogawski. "But I think, this year, he really hit his stride. He's been recognized by the station community as clearly the No. 2 show, and that's when we started receiving serious upgrades."

It also helps that Fox dropped its afternoon kids block, opening a space in early fringe. Fox stations were happy to pair the show with *Judge Judy*, and the combination has seriously strengthened the time period for several Fox affiliates.

Fox affiliates have renewed *Judge Joe Brown* through 2006, and so has WNBC(TV) New York, which started airing the show this year. WNBC acquired rights to air it this year in 2000, when Dennis Swanson still was running the station, but the Fox duopoly in New York—WNYW(TV) and WWOR(TV)—had the license until this year. On WNBC, *Judge Joe Brown* is improving its 3 p.m. time period by 11% over Warner Bros.' *People's Court*, which was in the spot last year.

In Washington, where *Judge Joe Brown* replaced the Fox kids block, the show is improving 3 p.m. and 3:30 p.m. on WTTG (TV) by 150% and 142%, respectively. And that's after the station first tried new Twentieth talker *The Rob Nelson Show* in the slot, switching to *Judge Joe Brown* in early November.

"*Judge Joe Brown* is a big ratings-getter and a revenue generator for the stations," Nogawski says. "And that's the simplest goal the station has: establishing hits and then keeping them on the air." ■



Judge Joe Brown is up 6% for the season.

## Syndie

## Insider

## Old Jeopardy Set To Be Auctioned

To raise money for charities World Vision and The Motion Picture & Television Fund, *Jeopardy* is auctioning off pieces of its set on eBay. The auction, which includes parts of the set signed by host Alex Trebek, starts today and runs through the week. Debuting a new set today, the game show is in its 19th season and is produced by Sony Pictures Television and distributed by King World.

## Bryan Upped at Buena Vista

John Bryan has been named executive vice president of sales for Buena Vista Television, BVT President Janice Marinelli said last week. He replaces Tom Cerio, who was named executive vice president of program distribution for HBO at the end of November.

Bryan previously was senior vice president and general sales manager for BVT's eastern division. In his new position, he will oversee BVT's entire sales force, including four regional sales offices and all sales in broadcast syndication and basic cable. Bryan recently launched two shows for BVT: *The Wayne Brady Show*, as part of a limited rollout, and *Who Wants to Be a Millionaire*. He started with BVT as executive director of sales for the southeastern region in 1989. He will relocate to Los Angeles.

## Martha Stewart's Back in '03

King World's *Martha Stewart Living* will return next year for its 11th season, with clearances in 70% of the country, the company said last week. Television groups that have renewed the half-hour strip so far include CBS, Belo, Scripps Howard, Gannett, Emmis and The New York Times.

## Askanas to Head Sony Media Relations

Sony Pictures Television's Paula Askanas will head a reorganized media-relations division at Sony Pictures Television, reporting to Executive Vice President of Marketing Robert Oswaks. Askanas's new responsibilities will include overseeing corporate communications for Sony's domestic television businesses and publicity for network, cable and syndicated programming and advertising sales.

Robert Pietranton will continue as vice president of media relations, handling publicity for all of SPT's syndicated programs.

# The Hughleys

## CHICAGO... THEIR KIND OF TOWN!

HOUSEHOLDS

+42%

2.4

Married With Children

NOV '01

+6%

3.4

The Hughleys

NOV '02

+40%

5

Married With Children

NOV '01

+40%

7

The Hughleys

NOV '02

11PM

Source: NSI, WRAP Overnights, Nov '02 vs. Nov '01 % growth, HH Rtg & Shr



# NIELSEN | Nov. 25-Dec. 1 | RATINGS

## THE PRIME TIME RACE

### Top 20 Cable Programs

November '02

Total Households (in millions)

PROG. (DATE)	NET	WEEK
1. Pats/Raiders 11/17	ESPN	7.3
2. Colts/Broncos 11/24	ESPN	7.0
3. Dolphins/Jets 11/10	ESPN	6.6
4. Jaguars/Giants 11/3	ESPN	5.4
5. Coll. Football 11/21	ESPN	3.6
6. SpongeBob 11/3	NICK	3.5
6. NFL Prime Time 11/17	ESPN	3.5
8. NFL Prime Time 11/3	ESPN	3.4
9. SpongeBob 11/10	NICK	3.3
10. SpongeBob 11/3	NICK	3.2
10. Winston Cup 11/3	TNT	3.2
10. WWE 11/18	TNN	3.2
10. SpongeBob 11/16	NICK	3.2
10. Real World XII 11/5	MTV	3.2
10. Fairly Odd 11/16	NICK	3.2
16. Trading Spaces 11/2	TLC	3.1
16. Trading Spaces 11/23	TLC	3.1
16. WWE 11/18	TNN	3.1
16. SpongeBob 11/23	NICK	3.1
16. SpongeBob 11/10	NICK	3.1

SOURCE: Turner Entertainment Research, Nielsen Media Research

### Broadcast Networks

Nov 25-Dec 1

Total households (in millions)

	WEEK	STD
1. CBS	8.7	9.2
2. NBC	7.6	8.9
3. ABC	6.4	6.9
4. FOX	5.4	6.5
5. WB	2.8	3.2
6. UPN	2.3	2.7
7. PAX	1.0	0.9

Adults, 18-49 (in millions)

	WEEK	STD
1. NBC	5.0	6.2
2. CBS	4.7	5.2
2. FOX	4.7	4.9
4. ABC	4.5	5.1
5. WB	2.4	2.7
6. UPN	1.9	2.2
7. PAX	0.4	0.4

### Top 10 Broadcast Shows

Total Households (in millions)

	WEEK
1. Everybody Lvs Raymond	CBS 13.8
2. CSI: Miami	CBS 13.2
3. CBS Sunday Movie	CBS 12.2
3. Monday Night Football	ABC 12.1
5. Law & Order	NBC 11.5
6. Still Standing	CBS 11.1
7. Judging Amy	CBS 11.0
8. JAG	CBS 10.8
9. 60 Minutes	CBS 10.5
10. Frasier	NBC 10.4

Adults, 18-49 (in millions)

	WEEK
1. Monday Night Football	ABC 9.0
2. Everybody Lvs Raymond	CBS 8.8
3. The Simpsons	FOX 8.7
4. CSI: Miami	CBS 8.6
5. Frasier	NBC 7.6
6. Still Standing	NBC 7.3
7. Law & Order	NBC 6.8
8. King of the Hill	FOX 6.7
9. King of Queens	ABC 6.5
9. According to Jim	ABC 6.5

SOURCE: Nielsen Media Research

Week 10	abc	CBS	NBC	FOX	PAX	UPN	WB
<b>MONDAY</b>							
	9.2/14	11.2/17	8.4/13	5.2/8	0.8/1	2.9/4	4.6/7
8:00	69. Primetime 4.3/7	11. King of Queens 9.7/15		45. Boston Public 6.1/9	119. Sue Thomas F.B. Eye 0.7/1	89. The Parkers 2.6/4	59. 7th Heaven 5.2/8
8:30		15. Yes, Dear 9.0/14				82. One on One 2.8/4	
9:00	3. Monday Night Football—Philadelphia Eagles vs. San Francisco 49ers 11.4/19	1. Ev Lvs Raymond 13.0/19	21. NBC Movie of the Week—Erin Brockovich 8.4/13	69. Funniest Holiday Moments 4.3/6	115. Just Cause 0.8/1	82. Girlfriends 2.8/4	75. Everwood 4.1/6
9:30		6. Still Standing 10.4/15				87. Half & Half 2.7/4	
10:00		2. CSI: Miami 12.4/20			109. Diagnosis Murder 1.0/2		
10:30							
<b>TUESDAY</b>							
	7.5/12	9.8/15	6.7/11	5.4/8	0.8/1	2.0/3	4.3/7
8:00	24. 8 Simple Rules 7.9/13	8. JAG 10.1/16	57. Frasier 6.3/9	63. That '70s Show 5.1/8	115. Weakest Link 0.8/1	82. Buffy the Vampire Slayer 2.8/4	77. Gilmore Girls 4.0/6
8:30	25. According to Jim 7.7/12		56. Frasier 5.6/9	63. That '70s Show 5.1/8			
9:00	42. Life w/Bonnie 6.3/10	16. The Guardian 8.9/14	10. Frasier 9.8/15	52. 24 5.7/9	120. Narrow Escapes 0.6/1	106. Girlfriends 1.2/2	67. Smallville 4.6/7
9:30	35. Less Than Perfect 6.6/10		40. Hidden Hills 6.4/10			104. Half and Half 1.3/2	
10:00	23. NYPD Blue 8.1/13	7. Judging Amy 10.3/17	37. Katie at Night 6.5/11		109. Diagnosis Murder 1.0/2		
10:30							
<b>WEDNESDAY</b>							
	5.5/10	6.7/12	8.9/15	3.9/7	0.9/1	2.2/4	2.4/4
8:00	47. My Wife & Kids 6.0/11	27. Survivor: Thailand—Look Closer 7.5/13	37. Tim McGraw: Sing Me Home 6.5/11	72. Bernie Mac 4.2/7	115. Candid Camera 0.8/1	90. Enterprise 2.5/4	95. Birds of Prey 2.0/3
8:30	47. George Lopez 6.0/10			77. Cedric/Entertain 4.0/7			
9:00		52. Amazing Race 3 5.7/10	12. The West Wing 9.4/16	79. Fastlane 3.7/6	115. Doc 0.8/1	97. The Twilight Zone 1.9/3	82. Birds of Prey 2.8/5
9:30	57. Paul McCartney: Back in the U.S. 5.3/9		5. Law & Order 10.7/19		109. Diagnosis Murder 1.0/2		
10:00		30. CSI 7.0/12					
10:30							
<b>THURSDAY</b>							
	3.3/7	7.9/15	6.4/13	4.6/9	0.9/2	2.7/5	1.3/3
8:00		28. CSI 7.4/15	32. Friends 6.8/14		120. It's a Miracle 0.6/1	87. WWE Smackdown! 2.7/5	104. Iron Giant 1.3/3
8:30	81. Dinotopia 2.9/6		43. Will & Grace 6.2/12				
9:00		16. CSI 8.9/17	37. Faith Hill: When the Lights Go Down 6.5/12	67. Fox Movie Special—Star Wars: The Phantom Menace 4.6/9	109. Diagnosis Murder 1.0/2		
9:30							
10:00	72. Primetime 4.2/8	29. Without a Trace 7.3/14	43. Elvis Lives 6.2/12				
10:30							
<b>FRIDAY</b>							
	4.4/8	4.8/9	6.9/13	2.1/4	1.7/3	1.2/2	1.7/3
8:00	66. America's Funniest Home Videos 5.0/9	40. 48 Hours Investigates 6.4/12	52. NBC Movie of the Week—It's a Very Muppet Christmas 5.7/10	94. Fox Movie Special—The Bradys in the White House 2.1/4	98. Friday Night Flix—Mary Christmas 1.8/3	106. UPN's Movie Friday—Star Trek II: The Wrath of Khan 1.2/2	99. What I Like About 1.5/3
8:30							99. Family Affair 1.5/3
9:00	80. Drew Carey 3.1/6	50. Hack 5.9/11					92. Reba 2.2/4
9:30	82. Whose Line is It 2.8/5						99. Greetings/Tucson 1.5/3
10:00	59. 20/20 5.2/10	92. U2's Beautiful Day 2.2/4	14. Law & Order: Special Victims Unit 9.2/18		99. Diagnosis Murder 1.5/3		
10:30							
<b>SATURDAY</b>							
	6.8/13	5.7/10	5.2/9	4.1/7	0.4/1		
8:00		50. Ice Wars 2002: USA vs. The World 5.9/11	59. NBC Saturday Night Movies—Erin Brockovich 5.2/9	75. Fox Movie Special—Big Daddy 4.1/7	122. America's Favorite Movies—Everybody's All American 0.4/1		
8:30	34. ABC College Football—Notre Dame vs. USC/Florida vs. Florida State 6.7/12						
9:00		63. Robbery Homicide 5.1/9			123. It's a Miracle 0.3/1		
10:00							
10:30							
<b>SUNDAY</b>							
	5.4/8	10.3/16	7.3/11	7.3/11	1.0/2		2.0/3
7:00	69. Wonderful World of Disney—Pinocchio 4.3/7	9. 60 Minutes 9.9/15	32. Dateline NBC 6.8/11	(nr) NFL Game 2/Postgame 9.8/16	114. Candid Camera 0.9/1		95. Gilmore Girls 2.0/3
7:30		19. Becker 8.5/13	31. American Dreams 6.9/10	22. The Simpsons 8.2/12			
8:00		18. King of Queens 8.8/13		45. King of the Hill 6.1/9	108. Doc 1.1/2		91. Charmed 2.4/4
8:30				52. Malcolm Middle 5.7/8			
9:00	59. Alias 5.2/8	3. CBS Sunday Movie—The Christmas Shoes 11.4/18	13. Law & Order: Criminal Intent 9.3/13	72. Andy Richter 4.2/6	109. Sue Thomas, F.B. Eye 1.0/2		99. Angel 1.5/2
9:30							
10:00	25. The Practice 7.7/12		47. Boomtown 6.0/10				
10:30							
<b>Averages</b>							
Week	6.0/10	8.2/14	7.1/12	5.0/8	0.9/2	2.1/4	2.7/4
S-T-D	6.5/11	8.6/14	8.3/14	6.1/10	0.9/1	2.5/4	3.0/5

KEY: Each box in grid shows rank, program, total-household rating/share | Blue bar shows total-household rating/share for the day | Top 10 shows of the week are numbered in red | TV universe estimated at 106.7 million households; one ratings point is equal to 1,067,000 TV homes | Tan tint is winner of time slot | (NR)=Not Ranked; rating/share estimated | \*Premiere | Programs less than 15 minutes in length not shown | S-T-D = Season to date | SOURCES: Nielsen Media Research, CBS Research | Compiled By Kenneth Ray



MARKET | Winston-Salem | FOCUS

# All OK in Oprah Swap

There aren't too many markets where a station replaces *The Oprah Winfrey Show* willingly, but, in Knoxville, Tenn., doing just that seems to be working for the station that lost her—and for the station that got her.

WBIR-TV, the Gannett station and news leader, dropped *Oprah* in September and replaced it with the local *Style: A Show for You* as the 4 p.m. lead-in to its *Live at 5* soft newscast. No sooner had WBIR-TV whacked the show than it was picked up by Young Broadcasting's WATE-TV, which put it in the same time slot.

Although Knoxville hasn't received its November books yet, it's a newly metered Nielsen market so it can calculate the sweeps data. In households, WATE-TV says *Oprah* scored a 5.2 rating but, as a lead-in to its 5 p.m. news, appears to have helped a lot. Last month, WATE-TV scored a 7.1 at 5 p.m., compared with just a 4 last year. "We're very happy with her at 4 p.m.," says General Manager Jane Wade.

But WBIR-TV President/General Manager Jeff Lee likes his decision too. His *Style* captured a 4.8 rating in November (although it appeared to have hurt the 5 p.m. newscast.)

"*Oprah* is still darned good, no doubt about it," Lee says. "But we made a long term decision to be as local as we can."

He says research told him that viewers at 4 were clicking away to cable and elsewhere, so his *Style* is designed to present quick items on a pastiche of lifestyle, self-help, health, vacation and fashion pieces.

"Did I name something that hasn't been done before? No," Lee explains. "But we made it all local." ■



Oprah now airs on WATE-TV Knoxville.

## AT A GLANCE

### The Market

DMA rank	46
Population	1.6 million
TV homes	634,000
Income per capita	\$16,469
TV revenue rank	58
TV revenue	\$74 million

### Commercial TV Stations

RANK*	CH.	AFFIL.	OWNER
1	WFMY-TV	2	CBS Gannett
2	WXII-TV	8	NBC Hearst-Argyle
3	WGHP-TV	12	Fox Fox
4	WNLY-TV	45	ABC Sinclair
5	WTWB-TV	20	WB Pappas
6	WUPN-TV	48	UPN Sinclair
7	WGFX-TV	16	Pax Paxson

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

### Cable/DBS

Cable subscribers (HH)	450,140
Cable penetration	71%
ADS subscribers (HH)**	101,440
ADS penetration	16%
DBS carriage of local TV?	Yes

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

### What's No. 1

Syndicated show	Rating/Share***
<i>Wheel of Fortune</i> (WFMY)	12/19
Network show	
<i>CSI</i> (WFMY)	19/26
Evening newscast	
WFMY	11/19
Late newscast	
WXII	9.9/19

\*\*\*May 2002, total households

SOURCES: Nielsen Media Research, BIA Research

# N.C.'s Comeback Market

The Greensboro-High Point-Winston Salem, N.C., market had a great run in the late 1990s, with TV market revenue rising from \$75 million to nearly \$90 million in 2000. Last year, though, it fell off 18%. This year has seen a good comeback so far, say local execs, who believe the market's best years are ahead.

The market's underlying economy has been damaged in recent years by withdrawals and relocations in major local industries like tobacco and textiles. But leaders are hoping to build an economy with biomedicine centered on the Wake Forest Medical Center.

Automotive, naturally, is the advertising king, and politics was reasonably good to the market despite a primary season delayed by redistricting disputes. Retailer Rooms to Go Furniture has come into the market in a big way, selling furniture around High Point, the country's leading furniture-manufacturing area. "It's all about brilliant marketing," observes WXII (TV) General Manager Hank Price.

The 16-county North Carolina DMA is among the more competitive markets. "When I left the market 12 years ago," says Price, "one station [WFMY-TV] dominated. Today, there are three stations that, in my view, are fairly evenly matched. Any one can win."

With its momentum-gaining prime time schedule and strong local news, CBS affiliate WFMY won the November book overall, but recent sweeps periods have scattered victories for NBC affiliate WXII and Fox O&O WGHP (TV).

The market's local news drew national attention when Sinclair-owned ABC affiliate WXLV-TV dropped its newscast earlier this year. Local news of a different mix may be on tap when Sinclair brings its local-central newscast to the market in the next two years.

"It's a great market," says Hooper, who grew up there and serves on the local chamber of commerce. "It's easy to get to the beach and the mountains, it's halfway between Washington and Atlanta, and it has four distinct seasons. And as we transition through the current economic situation, we're looking at a very bright future. We have to have people discover us all over again."—Dan Trigoboff



## WHAT THEY DIG

20% have State Farm auto insurance, just like the national average.

37% say they are avid NASCAR fans, vs. only 20% nationwide.

30% have visited the Myrtle Beach, S.C., resort area in the past year

SOURCE: Scarborough Research

# PYRAMID DISCOVERED IN CHICAGO!

On WCIU at 7:30pm, PYRAMID Delivers the Time Period's Best Performance Ever!

3.1 Household rating!

+41% vs. premiere week!

+121% over year ago programming!

# PYRAMID



SONY PICTURES TELEVISION

Source: NSI, WRAP Overnights/WRAP Sweeps, 11/25-11/29/02, excludes Thanksgiving, year ago=Nov '01 PA, best ever Nov Sweep rtg. (WCIU 1st Nov='93)

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## TV BUYER



For all media, car-ad spending is down \$1 billion for the first 10 months of the year, according to Nielsen Media Research's Monitor-Plus.

## TV Could Experience Car Trouble

Stalling sales may mean less ad spending next year, but so far, so good

By STEVE MCCLELLAN

**T**his year, the auto industry will have its fourth-best year ever in terms of total sales. After a gangbuster summer, though, car sales have fallen sharply through the fall, prompting questions about the sustainability of strong auto ad spending into next year.

So far, TV doesn't seem to be feeling the pinch. After weakness in the first half of the year, the broadcast networks and major groups have reported an upsurge in auto spending in the third and fourth quarters, as carmakers continue to offer consumers 0%-financing deals to spur sales.

General Motors, for instance, just extended its 0%-financing campaign into January. And one source at a top-20 broadcast-TV group says auto sales continue low-double-digit growth vs. 2001. That pacing should continue into first quarter 2003, the source says.

Nevertheless, there's concern. For all media, car-ad spending is down \$1 billion for the first 10 months of the year, according to Nielsen Media Research's ad-tracking service, Monitor-Plus. And two of the Big Three domestic car companies—Ford and DaimlerChrysler AG—are spending less this year than they did in 2001. The ad tracker shows that, through September, Ford's spending was down 2%, DaimlerChrysler's almost 8%.

A spokeswoman for General Motors, the biggest ad spender through the first three quarters, says the company's ad budget for 2003 will be the same as it was in 2001 and 2002.

For TV, the news is mixed. Through October, the broadcast networks garnered about \$350 million more in car ads than last year. But Monitor-Plus shows that spot TV spending is actually down vs. a year ago, by about \$150 million. That's in contrast to reports from many broadcasters that third-quarter sales gains were spurred by auto spending.

Some on the buy side of the business say the outlook for car-ad spending into first quarter 2003 is uncertain. "There really is no firm direction," says the head buyer for one of the major auto companies. "The hope in the industry is that spending remains flat—and that's probably a best-case scenario—to continue to try to drive sales."

One of the unknowns, of course, is whether car sales will

fall off sharply next year, as some believe, after several years of record or near-record sales. But National Automobile Dealers Association Chief Economist Paul Taylor argues against a sharp fall-off: "History tells us these things don't fall off a cliff the next year unless the economy does after a strong year." And he notes that Gross Domestic Product is projected to grow 3% or so next year.

NADA projects full-year car sales for 2002 will total 16.7 million units, the fourth-best year on record, behind 2000 (17.35 million), 2001 (17.12 million) and 1999 (16.9 million).

J.P. Morgan, the Wall Street firm that recently issued a detailed study on car-advertising trends, projects auto advertising will climb by about 4.9% in 2003. The report states that auto ads account for 16% of all TV advertising and about 12% of radio advertising. For local TV stations, the percentage is higher, often reaching 25%-30%.

The Wall Street consensus is that about 16.5 million cars will be sold in 2003. For now, NADA's Taylor says that figure is about where he sees car sales ending up for next year. We think the interest rates will be there next year with a stronger economy."

The JP Morgan report states that other pressures may keep the carmakers' ad budgets up. Those pressures include increasing foreign competition, bids for higher market shares, and, possibly, the fact that it is more cost-effective to keep production levels high.

The financing incentives are good for consumers and car dealers but no so hot for the carmakers. They make much of their profit from interest-bearing loans to car buyers. "Zero-percent financing has never been the most profitable promotion out there," says Vinton Vickers, JP Morgan's broadcasting analyst and co-author of the auto study.

According to Vickers, there's anecdotal evidence that spending per car brand is down. And the brand competition will intensify next year, when manufacturers are expected to launch 59 new models into the marketplace—50% more than the 39 new models launched in 2002. The amount of new product suggests that spending will continue to rise, says Vickers. "Even if auto sales are off over this year, which it will likely be, there's just a lot more noise out there."

And thus, the media world hopes, the need for car companies to shout a little louder. ■



### Auto-Ad Spending

Jan.-Aug. 2002		
MEDIUM	SPENDING	CHNG.*
Network	\$1.7B	+30%
Spot TV	\$3.3B	-4%
Cable	\$640M	+15%
Syndication	\$43M	-63%
Spot radio	\$410M	-18%

\* From 2001

SOURCE: Nielsen Media Research Monitor-Plus.

## EBB & FLOW

### Radio Is Hot in 4th Quarter

Radio ad sales rose 13% in October vs. October 2001, according to Radio Advertising Bureau data. National advertising was up 23%, and local sales were up 10%.

October was the second straight month that radio produced double-digit sales gains and the eighth consecutive month of year-to-year increases. The organization bases its sales

National Ads in Oct.  
**+23%**

estimates on data collected by Miller, Kaplan, Arase & Co., and other accounting firms that gather sales figures from the top-100 markets.

For the first 10 months of the year, radio revenues are up 5% over the same period a year ago. National sales are up 10%, and local is up 4%.

Wall Street was slightly surprised. Several firms last week raised their fourth-quarter and full-year revenue estimates for the radio industry, albeit slightly.

Merrill Lynch said it was raising its 2002 revenue -growth projection to 5.9% from 5.7%, or close to \$18.9 billion. The fourth quarter will grow 11%, Merrill Lynch said. Until last week, the firm was projecting 10% growth.

In his report, Merrill Lynch broadcast analyst Marc Nabi said his estimates for November and December remain unchanged at 9% and 10%, respectively, because of the short Christmas season.

He also said that, for now, his revenue forecast for 2003 remains at approximately \$19.9 billion, up 5.2%. But that could grow.

SunTrust Robinson Humphrey revised its full-year revenue-growth estimate by a tenth of a percentage point, to 5.7%. SunTrust's Jonathan Jacoby said the firm's 2003 growth projection remains 4.5%.—Steve McClellan

**NEXT WEEK:**  
**Networks**



# 80 MILLION HOMES IN 8 YEARS.



When we created Home & Garden Television eight years ago, our vision was simple: to provide Americans with ideas, inspiration and information to create their own unique living spaces. And now we share our vision with 80 million homes across the country.

*Thanks to our affiliates for making our dream a reality.*





| research |



# Nielsen Wants To Know a Lot More About PVRs

Links with software partner to track usage patterns

By STEVE McCLELLAN

**A**s it prepares to measure TV-viewing patterns in the digital age, Nielsen entered into an agreement last week with a company—Ucentric Systems—that has developed software that links multiple TV sets in a household to a single personal video recording (PVR) device.

Viewing patterns of consumers with PVRs, such as TiVo, are among the least understood by TV researchers but are among the more worrisome because PVR users have the potential to easily zap commercials.

So far, however, it's unclear to what extent viewers avail themselves of that capability because Nielsen doesn't report such data.

But it plans to. In fact, under an existing agreement with TiVo, Nielsen is putting in place two panels of people-metered PVR households. The research firm hopes to be able to start collecting data and issuing reports to clients within several months.

PVR penetration is still small—about 2 million homes today.

TiVo, one of the major players in the field, says it has sold 500,000 units and is selling them at an average rate of 15,000 per month. Replay, a TiVo competitor, has a deal to put PVR technology in households that subscribe to EchoStar, although the DBS provider doesn't release its figures either.

The agreement with Ucentric will enable Nielsen to take PVR measurement a step further and address issues like to what extent people record programs on one TV and play those programs back on a second set in the home.

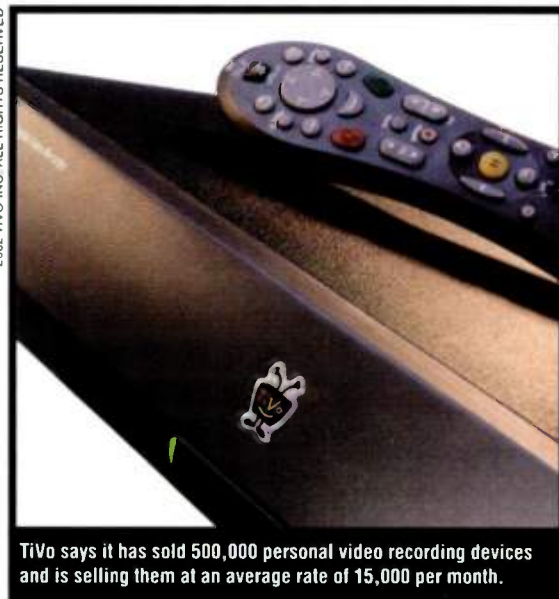
"The real challenge," says Nielsen's Jack Loftus, "is to be able to incorporate that PVR data as part of our syndicated research services," which include daily and weekly ratings reports for national network television, cable TV and local TV. So far, said Loftus, there is no timetable, but, in the short term, a likely interim step will be the issuance of separate PVR viewing reports.

How PVR viewing data gets incorporated

into existing reports will depend in part on client feedback.

For example, if a PVR records an episode of *ER* one week but the viewer watches it two weeks later at 2 a.m., what week and what time period get credit for the viewing?

Should there be a separate PVR viewing category, or should the viewing just be lumped in with whatever program is being played back? Such issues are currently being



TiVo says it has sold 500,000 personal video recording devices and is selling them at an average rate of 15,000 per month.

discussed by members of a Nielsen advisory committee made up of clients at networks, stations and ad agencies.

"The first step is to develop the software that enables our meter to talk to TV sets with PVRs so we know what's going on," says Loftus. "The second step is incorporating the data in the way we process it now, and the third step is agreeing to the rules of the road."

Not surprisingly, doing all that is going to cost a lot of money. "It means a significant change in the way we process our data. It basically means redesigning the plant for incorporating a whole new data stream. It's a lot of work, and it will be a lot more expensive to do that." ■

## HOT SPOTS

### Sales

ABC's Super Bowl coverage on Jan. 26 is nearly sold out at prices in the \$2 million to \$2.2 million range, industry sources say. That's up from \$1.9 million per 30-second spot last January. **ANHEUSER-BUSCH**, which has had the beer exclusive on the event for about 15 years, has alone bought about five minutes' worth of airtime for Budweiser and other brands, sources say. Other major clients include **GENERAL MOTORS'** Cadillac (which also will sponsor ABC's post-game show); **PEPSICO INC.**, for its lemon-lime soft drink Sierra Mist; **LEVI STRAUSS & CO.**; **H&R BLOCK**; and **CHARLES SCHWAB**. **MONSTER.COM** is one of the few Internet companies still buying into the Super Bowl.

### Accounts

**COCA-COLA CO.**'s review for the Diet Coke account is down to two Interpublic Group of Cos. agencies: incumbent **LOWE**, New York, and **FOOTE, CONE & BELDING**, New York and Chicago. Two other agencies were cut from the review for the estimated \$10 million-plus account. Meanwhile, broadcast and cable networks, among others, are licking their lips in anticipation of another round in the Coke-Pepsi "cola wars." Television-heavy ad spending for their flagship cola brands as well as their various lesser brands could surge well into nine figures.

### Cable Interconnects

**NATIONAL CABLE COMMUNICATIONS** will become the national spot-sales rep firm for **RAINBOW ADVERTISING SALES CORP.**'s **NEW YORK INTERCONNECT**, **NEWS 12 NETWORKS** and **METROCHANNELS**, effective in January. NCC also represents **TIME WARNER CITYCABLE** in New York, which means that the rep firm will effectively bring one stop shopping for national ad buyers to New York cable market. Separately, NCC announced that its **CABLELINK INTERCONNECTS** division is joining forces with **VISIBLE WORLD** and **SEACHANGE INTERNATIONAL** to test addressable advertising at its interconnected markets. That test started last week in Albany, N.Y., and will expand to the six other CableLink markets. By the week of Jan. 27, clients will be able to target 4 million cable homes, the companies said.

**ADLINK** and **NCUBE CORP.** have signed a multimillion-dollar deal that will enable Adlink, the Los Angeles interconnect, to become the first fully digital program-insertion-capable operation in the country. Adlink, which currently inserts on 44 analog cable networks via 75 headends, has been in the forefront of bringing ad insertion to digital streams as well.

### Research

TV viewers surveyed by **INTERMEDIA ADVERTISING GROUP** cited the **WINDEX** spot featuring two birds talking about a woman cleaning a window as the most memorable commercial in mid November (Nov. 11-24). IAG, which does ongoing commercial-recall testing, found that the latest **TOYS 'R' US** commercial, in which Geoffrey the giraffe touts a two-day toy sale was the second-most-recalled ad during the survey period. Rounding out the top three spots: **OLD NAVY**'s "Family Fleece" ad with actress Morgan Fairchild in a *Family Feud*-like game show.

### Executives

Ad-agency veteran **JEAN POOL**, who has been president of operations at **WPP GROUP**'s **MINDSHARE**, is jumping to another major media-buying firm: **UNIVERSAL MCCANN** (under Interpublic Group of Cos.' McCann-Erickson Worldwide umbrella), as EVP/director of operations. She will report to Universal McCann CEO Robin Kent. Pool was on the original management team in spring 2000, when WPP combined the media operations of J. Walter Thompson Co. (where she was EVP/director of North American media services) and Ogilvy & Mather Worldwide into MindShare.

### Campaigns

Broadcast and cable network execs are banking on some new snack ad budgets early next year, when **PEPSICO INC.**'s Frito-Lay is expected to go national with Lay's Stax. The new potato-chip product, packed in a canister à la Pringles, should go national in March, and its arrival undoubtedly will be met with a counter-offensive from archrival **PROCTER & GAMBLE CO.**'s Pringles. Frito-Lay also is preparing to introduce Go Snacks, various salty snacks in canisters. Meanwhile, **QUAKER OATS CO.** will go against Frito-Lay's Grandma's cookie brand and **KRAFT FOODS'** recently unveiled Go-Paks with Quaker Quick Bites, a line of small oatmeal raisin and chocolate-chip cookies.



With 70% of the  
country signed,  
Martha's good for  
2003-2004.

On to 11 years of  
"good things."



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## WASHINGTON

## GAO to FCC: Pick a DTV Date

Goal is to provide incentive for HD, 'enhanced' programming

BY BILL MCCONNELL

**A** long ignored idea for speeding the transition to digital TV is gaining new life in Washington. Last week, Capitol Hill analysts urged the FCC to pick a date when broadcasters' cable carriage rights would switch from traditional analog channels to their new digital ones.

By shifting must-carry rights to digital on a specific date, the General Accounting Office predicts in a new report, broadcasters would have more incentive to develop high-definition and "enhanced" digital programming, such as multicasts of several channels.

Also, consumers would have motivation to replace their old analog sets with new DTVs more rapidly. For the idea to work, however, the FCC also would have to require that new TV sets be equipped to work with cable television without set-top converter boxes.

"DTV still has incredible potential for being a driver of economic growth, innovation and job creation," said Rep. Edward Markey, D-Mass., who asked the GAO to study DTV's problems. But the government must take "concrete steps to dramatically accelerate the transition."

By combining a cable-carriage switch with a requirement for "plug-and-play" digital sets, GAO says, broadcasters would be assured of a large audience and have incentive to develop high-definition and other digital programming. GAO does not suggest a carriage "switchover" date, but a source familiar with the agency deliberations says a significant base of cable-ready digital sets could be in homes by 2011, five years after an FCC mandate requiring digital tuners in nearly every TV set.

After Christmas, Markey plans to circulate draft DTV legislation incorporating many of GAO's suggestions. He hasn't decided whether to introduce his own bill or join with House Energy and Commerce Committee Chairman Billy Tauzin (R-La.), who already plans a DTV bill.

The switchover option has been floated before, and the FCC has even proposed it as a possible way to go in previous rounds of comment of the DTV transition. Few industry parties took the idea seriously enough to comment, however. The revival by GAO is getting a favorable reception from lawmakers, who in recent months rejected an alternative idea for speeding DTV adoption by eliminating the so-called "85% loophole" that allows broadcaster to keep operate both analog

and digital channels until 85% of households can receive local stations' digital signals.

Draft legislation floated by Tauzin would have imposed a firm 2006 date for retrieving analog spectrum, but the prospect of going all-digital before a critical mass of Americans is outfitted to watch DTV and of consigning millions of TVs to the junk pile met fierce resistance.

Current government law calls for cable companies to grant carriage for local broadcasters' analog signals until the analog spectrum is returned to the government after 85% of American homes are equipped to receive local stations' digital signals. Officially, the government has targeted 2006 to retake the spectrum, but, realistically, policymakers concede that the pace of consumer adoption of DTV is way too slow for the 85% trigger to be reached by 2006.

"We're caught between a rock and a hard place," said Tauzin spokesman Ken Johnson. "No one wants to see television sets go fuzzy."

The GAO also recommends that the FCC better publicize the DTV transition after finding that 40% of surveyed individuals were unaware of the plan to one day abandon analog.

Although not saying so explicitly, between the lines, GAO questions whether the FCC and Congress will be able to stick to the current 85%-penetration test for retaking analog spectrum. GAO, the watchdog arm of Congress, notes that complaints

from a mere 2 million satellite subscribers faced with losing access to broadcast-network signals illegally imported from distant markets forced Congress to enact DBS carriage rules before those signals were cut off. That controversy will be tiny compared with the maelstrom created if 15% of Americans—16 million homes and 40 million people—lose their local channels. "Policy makers will likely find it unpalatable to disenfranchise a large number of American households," GAO writes.

For now, lawmakers say they won't budge from the 85% giveback target, which could be well beyond 2011. In the meantime, broadcast and cable trade groups say they need more time to review the GAO's findings before weighing in.

Still left hanging is the critical question of exactly what part of a broadcaster's digital signal gets carried. The FCC's effort to revise digital-carriage rules remains stalled over a plan to require carriage of any free service that a station can cram into its 6 MHz signals, not just a single high-definition picture but several standard multicast transmissions, too. ■



**'DTV still has potential for being a driver of economic growth, innovation and job creation.'**

**REP. EDWARD MARKEY (D-Mass.)**



## CAPITAL WATCH

## EchoStar Beefs Up Cablevision Offer

Reaching into a seemingly endless supply of ammunition, EchoStar fired off another long-shot effort to please antitrust regulators with a laundry list of concessions to make a Cablevision Systems startup venture the sort of satellite competitor the government says it wants. But it's not likely to help EchoStar's foundering DirecTV takeover.

EchoStar's revisions, in an FCC filing, do go much further than the company had hinted at earlier. For instance, EchoStar would give Cablevision all sorts of satellite frequencies and let the startup share some of EchoStar's facilities.

But the big concession would be to grant Cablevision rights to resell all of EchoStar's programming nationwide, giving consumers the choice of two DBS vendors even if it is the same product.

That arrangement is similar to the rural franchise system DirecTV has carved out for members of the National Rural Telecommunications Co-op (most of whose franchises have been gobbled up by Pegasus Communications).

Relying on Cablevision's Rainbow DBS venture as a prospective competitor has struck regulators as foolish because Cablevision has been in financial trouble, hasn't even launched its satellite and would need \$2 billion to \$3 billion to re-ally create a rival.

By making it easier for Rainbow, EchoStar said, its proposal is "eliminating all the uncertainties about Rainbow's entry" cited by the FCC.

## Saga Exec Joins Radio Board

Saga Communications' Edward Christian was named to the last vacant spot on the NAB's radio board last week. Christian is chief executive of the 67-station group, which also owns seven TV stations, the Illinois Radio Network, the Michigan Radio network and Michigan Farm Radio Network.

He was appointed to one of the 10 seats filled by board chair Ginny Morris; the board's other 25 members are elected by NAB members.

## Georgia AM License Threatened

Radio Moultrie Inc. faces revocation of its license to operate WMGA(AM) Moultrie, Ga., after the FCC determined that the company, without permission, turned over control of the station to creditors.

Last week, the commission ordered an agency administrative judge to review the case and decide whether revocation, fines or a cease-and-desist order would be appropriate.

Dixie Broadcasting has been operating the station under a time-brokerage agreement since 1998 when the company agreed to buy WMGA from Radio Moultrie. Things went sour when Radio Moultrie refused to cooperate in license-transfer applications. Frustrated with Radio Moultrie, Dixie sublet the brokerage agreement to Aubrey Smith and Sam and Gracie Zamarron, who currently operate the station.

Time-brokerage agreements in themselves are not considered transfers of control, but Radio Moultrie allegedly stopped communicating with operators of the stations even though it continues to get paid under terms of the brokerage agreement and has not responded to FCC inquiries.

## AT LONG LAST



**The FCC finally has a full complement of commissioners. Jonathan Adelstein (above) was sworn in Dec. 3 after languishing for 10 months because of a beef between his former boss, Tom Daschle, the Senate's top Democrat, and Senate Republican leader Trent Lott.**

**Adelstein's presence could break free decisions currently stalled for lack of a three-vote majority, including revision of cable carriage rules for digital TV stations and the affiliates' complaint against network programming practices.**

**Adelstein also establishes a voting bloc on controversial issues with fellow Democrat Michael Copps.**



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World Radio History



## PEOPLE

## THE FIFTH ESTATER

## Martin Likes the FCC's Measured Pace

Despite workload, it's almost restful after '00 election frenzy

Despite having a full plate at the FCC, Kevin Martin has found the pace at the commission almost relaxing compared with the tumult of his previous job.

For almost a year and half in Austin, Texas, as general counsel for the 2000 Bush Campaign, he helped oversee routine legal duties, such as incorporating the campaign organization, getting George W. Bush on 50 state ballots, and submitting Federal Election Commission reports. Then late on Nov. 7, Martin's life became a whirlwind when the election's outcome was cast into dispute.

"I was out on the street after the initial announcement we'd won," Martin recalled from his FCC office overlooking Washington's Anacostia River. "Then, I received a telephone call to go back to the office. Already, people there were evaluating our legal status, and I was dispatched straight to the airport."

He worked around the clock to help organize recounts in Dade and Broward Counties in Florida and didn't sleep the first several days. "It was unbelievably hectic," he says.

The rush didn't stop when Vice President Gore conceded. Martin was on the first plane to Washington to help set up the transition. His '87 BMW ES remained at a private airport outside Austin until nearly March. "I'm sure the operators thought it was abandoned," he laughs. "My dad and a friend of his finally drove from North Carolina to get it. They needed someone to charge the battery."

Without a recharge of his own, Martin segued from the transition team to a short stint as a White House adviser before winning confirmation for his FCC post in July 2001.

Despite missing the 2002 congressional campaigns, Martin has no complaints about the more measured pace. "Every once in a while, I miss the excitement, but the commission has lots of responsibility."

Martin could never have predicted the particulars of the high-stakes disputes of the 2000 campaign or his appointment to the FCC. Nev-

ertheless, his professional path is playing out as planned when he opted to work for powerhouse Washington law firm Wiley, Rein & Fielding. "I wanted to work in litigation as well as public policy and advocacy. Wiley, Rein provided that mix."

In addition to preparing him for the post-election litigation, his stint in private practice also provided a firm grounding in telecommunications law. The firm and its clients were key players in the debate over the deregulatory Telecommunications Act of 1996, and the work prepared the young lawyer for his current job.

A heavy dose of support from mentor and former FCC Chairman Richard Wiley also propelled his career—first to a staff post with FCC Commissioner Harold Furchtgott-Roth and then to the Bush campaign.

"He stood out among a bevy of very impressive young lawyers," Wiley says. "He was very inquisitive and always up on the issues."

Martin's combination of legal skills, professional determination and Bush administration ties (besides his own experience, wife Catherine is deputy director of public affairs for Vice President Dick Cheney) leads many to predict that he'll win the chairman's seat if Republicans still hold the White House when current FCC chief Michael Powell moves on.

In the meantime, though, the two Republicans lock horns more often than their GOP backers expected. Martin has dissented on or criticized a handful of Powell initiatives, including a rule requiring nearly all TV sets to have digital tuners by 2007; what he saw as a too weak rejection of EchoStar's two-dish requirement for customers desiring all local broadcast channels; and reliance on a spectrum task force.

Martin insists that his dissents have energized debate without alienating his chairman. "Occasional policy differences aren't anything to run away from. Internal debate and thoughtful discussion lead to the best decisions possible."

—Bill McConnell

## Kevin J. Martin

FCC Commissioner



B. Dec. 14, 1966,  
Charlotte, N.C.

## EDUCATION

BA, political science, University of North Carolina, Chapel Hill, 1989; masters, public policy, Duke University, 1993; JD, Harvard University, 1993

## EMPLOYMENT

Clerk, Judge William Hoeveler, U.S. District Court, Miami, 1993-94; associate, Wiley, Rein & Fielding, 1994-97; attorney, Office of the Independent Counsel, 1997; legal advisor, FCC Commissioner Harold Furchtgott-Roth, 1997-99; deputy general counsel, Bush for President/Bush-Cheney transition team, 1999-01; special assistant to President Bush, 2001; current position since July 2001

## PERSONAL

M. Catherine, April 17, 1998



## FATES &amp; FORTUNES

## Programming

**DANIEL SCOLAN**, CEO, @viso, Paris, appointed executive VP, investor relations, Vivendi Universal, Paris.

**STEVE ARMSTRONG**, senior VP/general counsel, Agilera Inc., Denver, appointed executive VP/general counsel, Home Shopping Network, St. Petersburg, Fla.

**MARK HOTZ**, VP, marketing and e-business initiatives, NBC Cable Networks, Fort Lee, N.J., promoted to senior VP, marketing.

At Fox Cable Networks, Los Angeles: **MIKE HOPKINS**, VP, national accounts, and **SEAN RILEY**, VP, sales operations, both promoted to senior vice president, affiliate sales.

At MTV New York: **TONY DIBARI**, executive producer, named VP, current production; **JOE DEMAIO**, staff director, named senior director, production; **TOMMY CODY**, writer, MTV Video Music Awards, named editorial director, MTV.

**DAVE NOGUEROL**, director, Mid-Eastern region, network distribution and service, Hallmark Channel, New York, promoted to senior director.

**RONIT KOREN**, manager, marketing, Fox Television Studios, Los Angeles, named director, marketing.

**PAMELA GRAHAM**, director, interactive ad sales marketing and sponsorships, Discovery Networks, Bethesda, Md., promoted to national director, advertising sales marketing.

At Trio, New York: **TODD AMES**, VP, brand marketing, LexiQuest Inc., New York, joins as director, consumer marketing; **JANE OLSON**, director, on-air promotion and branding, AMC Networks, New York, joins as creative director.

## Radio

**JOHN MARTIN**, president, Web services group, Clear Channel, Chicago, is leaving to launch Converge Media, Chicago.

**ROBERT BUCCI**, associate VP, Medialink, New York, joins Syndicated Solutions, Ridgefield, Conn., as director, affiliate sales.

## Journalism

**TERRY HEIFETZ**, former producer, *The Wall Street Journal Report*, CNBC, New York, named managing editor, Digital News Project, Ball State University, Muncie, Ind.

CNN, New York: **WHITNEY CASEY**, general assignment reporter, WCBS-TV New York, joins as correspondent; **JAMIE COLBY**, fill-in anchor, CBS News, joins as correspondent.

**ELIZABETH SANCHEZ**, weekend anchor, KPHO-TV Phoenix, joins CBS Newspath, New York, as correspondent.

**NYDIA HAN**, consumer/investigative reporter, KTRK-TV Houston, joins WPVI-TV Philadelphia, in the same capacity.



**MARK HOTZ**  
NBC Cable Networks



**TONY DIBARI**  
MTV Networks



**LINDA GRAY**  
Max Media



**JOHN MARTIN**  
Converge Media

**GERAUD MONCURE**, weekend sports anchor, KCOP-TV Los Angeles, joins WPHL-TV Philadelphia, as sports director/main sports anchor/host, *Sunday Sports Extra*.

## WHAT'S YOUR FATE?

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





## OBITUARIES

Longtime CBS newsmen and journalism educator **ED BLISS**, 90, a contemporary of Edward R. Murrow and founder of the broadcast journalism program at American University in Washington, died of a respiratory disorder Nov. 25.

"Ed Bliss was a mentor to some of today's best broadcast journalists," said Barbara Cochran, president of the Radio-Television News Directors Association, which gave Bliss its Paul White Award in 1993.

Longtime CBS news producer and *60 Minutes* creator Don Hewitt said, "Ed Bliss worked in radio when it was the end-all and be-all of news broadcasting, and he was the editor for Murrow's boys. There was no one better."

**ERNEST LEISER**, 81, a veteran CBS News producer and foreign correspondent, died of an apparent heart attack Tuesday, Nov. 26, in South Nyack, N.Y., where he had been a longtime resident.

As a correspondent, Leiser reported primarily from Europe, where he was jailed by the Communists during the Hungarian revolt in 1956. He escaped with footage of the revolt and went on to cover unrest in Czechoslovakia, Romania, East Germany and Bulgaria. As a news writer and producer, he helped produce coverage of the assassination of President Kennedy, then became executive producer of *CBS Evening News With Walter Cronkite*, which he helped overtake NBC's *The Huntley-Brinkley Report* in the ratings.

He retired as VP, deputy director, of *News*, in 1985 and went on to teach at Columbia University and was a senior fellow at the Gannett Center for Media Studies.

Former ABC News executive **JOANNA BISTANY**, 55, died Dec. 1, after a long battle with cancer.

Bistany was with the network for 17 years, having risen to senior VP before leaving in 2000 to produce on her own.

She joined ABC News in 1983 as director of news information and served as the news division's principal spokesperson. She became senior news programming executive, was the main liaison between ABC News and the ABC Television Network and the Walt Disney Co., and had a management role in *20/20*, *Prime-time Live*, *Turning Point*, ABC News *Nightline* and *This Week With David Brinkley*.

Prior to joining ABC News, Bistany worked at the White House as Special Assistant to President Ronald Reagan for Communications.

ABC News Chairman Roone Arledge called her "one of the

most important executives working with me to build ABC News."

**NINA ELIAS BAMBERGER**, 48, children's-TV producer, died Nov. 20 of ovarian cancer. She was living in Orlando, Fla.

Bamberger had been an executive with Sesame Workshop, where her

credits included executive producer of *Dragon Tales*; creator of *Big Bag*, a joint production with Cartoon Network, and of the Emmy-winning prime time NBC special, *Sesame Street: Twenty and Still Counting*.

**LESLIE G. ARRIES JR.**, veteran television broadcaster, died Dec. 1 follow-

ing complications of a brain tumor. He was 77.

Arries's career began in 1946 when he helped to build the experimental station W3XWT—now WTTG (TV)—Washington. He would subsequently establish WHDH (now WCVB-TV) Boston and become president of Westinghouse's Production

and Syndication Co, responsible for the Mike Douglas and Merv Griffin shows. In 1967, he went to Buffalo, N.Y., to run WBEN(AM)/FM/TV (now WIVB-TV).

He was also a recipient of the National Broadcasters Association's American Broadcast Pioneer Award. He retired in 1989.



## Margita Eklund White

1937-2002

"History will record that Margita White's vision, dedication and leadership led to the creation of digital broadcasting in this country. On behalf of the hundreds of millions of Americans that will enjoy the benefits of free, over-the-air digital television, we owe you a debt of gratitude. Thank you, Margita. We will miss you."

— MSTV Staff





## FACETIME



**FOX CABLE NETWORKS** upped two affiliate sales execs to senior vice president positions. **MIKE HOPKINS** (far left), most recently VP of national accounts, is now SVP of affiliate sales in charge of national distribution. **SEAN RILEY** (far right), most recently VP of sales operations, is now SVP of affiliate sales charged with Fox Cable's 12 regional offices' sales and marketing efforts. They join **JANICE AROUH**, who is SVP of affiliate marketing and handles national marketing efforts. Hopkins and Ryan continue to report to Fox Cable Affiliate Sales EVP **LINDSAY GARDNER**.



## Hewitt's Staying Put

He may be old, but **DON HEWITT**, executive producer of *60 Minutes*, has no intention of being shoved off the show, he told CNN's **LARRY KING** last week: "I have a feeling—my radar tells me—that, if I come back here a year from now, I will still be the producer of *60 Minutes*."

The question comes up because Hewitt is nearing 80 and *The New York Times* in a Nov. 25 article suggested that some at CBS would like to see him retire.

But he told King that, even if CBS were to replace him, he'd go work for some other news organization. "I've already had two offers," he said.

Speaking of CBS top brass, Hewitt told King, "I can't believe that **MEL KARMAZIN** and **LES MOONVES** are going to run a network based on not how good you are but how old you are."

Hewitt did say that *60 Minutes II* executive producer **JEFFREY FAGER** might be just the guy to replace him. "Good guy. Except I'm not ready to go," Hewitt said.

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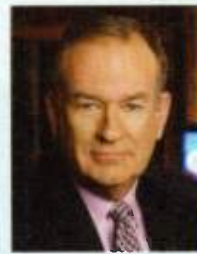
## O'Reilly Gets Tough on VH1

Fox News Channel's contentious **BILL O'REILLY** keeps railing against whatever—and whoever—irks him. Lately, a favored target has been VH1 and its *Music Behind Bars* series featuring jailhouse rock bands. Since October, when the series aired, O'Reilly has bitterly denounced VH1 and its corporate sponsors for glorifying crime.

Last week, he rearmed, furious that VH1 did not reveal—or perhaps didn't even know—that *Music Behind Bars* subject Ronald Rosebure was in jail for beating a 14-month-old baby to death, not for shooting an adult man, as he claims on the music channel's show.

O'Reilly says the show promotes criminals: "If these men did not commit the crimes, [VH1] couldn't put them on; they couldn't have a program to sell."

*Music Behind Bars* has already finished its eight-episode run on VH1. No word whether it will be coming back in repeats or with new episodes.



## Nice November for Chicago's Wert

November was a good month for **LARRY WERT**, president and general manager of NBC O&O **WMAQ-TV** Chicago. First, on Nov. 20, he copped the prestigious Person of the Year award from the Broadcast Advertising Club of Chicago. Then, at the end of the month, his station's 10 p.m. newscast ousted longtime late-news leader WLS-TV for the top spot in the Windy City.

Celebrating (l-r): WMAQ-TV anchors **WARNER SAUNDERS** and **ALLISON ROSATI, WERT**, NBC's **JAY IRELAND**, and WMAQ-TV meteorologist **BRANT MILLER**.



## The Sisters Go to ABC

You might have heard them on public radio the past couple years. Now *The Satellite Sisters*—real-life sisters (top row, l-r) **LIZ, JULIE** and **SHEILA** and (bottom row, l-r) **MONICA** and **LIAN DOLAN**—are taking their radio talk show to syndication via ABC Radio Networks starting Jan. 25.

They get the show's name from the way they all hook up for it—via satellite—from homes in Los Angeles, Portland, Ore., and Moscow. That's as in Russia, where Julie lives now as what she calls the "trailing corporate spouse" with her husband, who works in the town with the famous Red Square. All sisters, ranging in age from 37 to 47 will be at New York's Times Square for a kick-off party on Jan. 15.



## DATE BOOK

### This Week

Dec. 9-12

**UBS Warburg** 30th Annual Media Week Conference. The Grand Hyatt, New York. Contact: Amy Rosenberg, 212-713-8150 or Jordan Cohen, 212-713-8513.

Dec. 10

**John A. Reisenbach Foundation** 11th Annual Gala for a Better and Safer New York. Rockefeller Plaza, Rainbow Room, New York. Contact: 212-935-1840.

Dec. 11

**National Association of Minorities in Communications New York** 9th Annual Holiday Benefit Gala. The Pierre Hotel, New York. Contact: Cherine Anderson, 212-846-4209.

Dec. 12

**New York Women in Film & Television** Annual Muse Awards Luncheon. New York Hilton, New York. Contact: Corporate Affairs, 212-838-6033.

## MAJOR MEETINGS

Jan. 9-12

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

Jan. 20-23

**NATPE 2003** National Association of Television Program Executives. 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: Jintling 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, NY. Contact: Joleen Martin, 212-508-1214.

April 5-10

**NAB 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.



# How the world watches



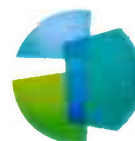
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## TECHNOLOGY

## PBS to Swap Some Push for Pull

Network investigates new IP via satellite delivery system

BY KEN KERSCHBAUMER

**P**BS has undertaken a pilot program to see whether all the pushing of content to member stations might be better (and cheaper) if there is a little pulling as well.

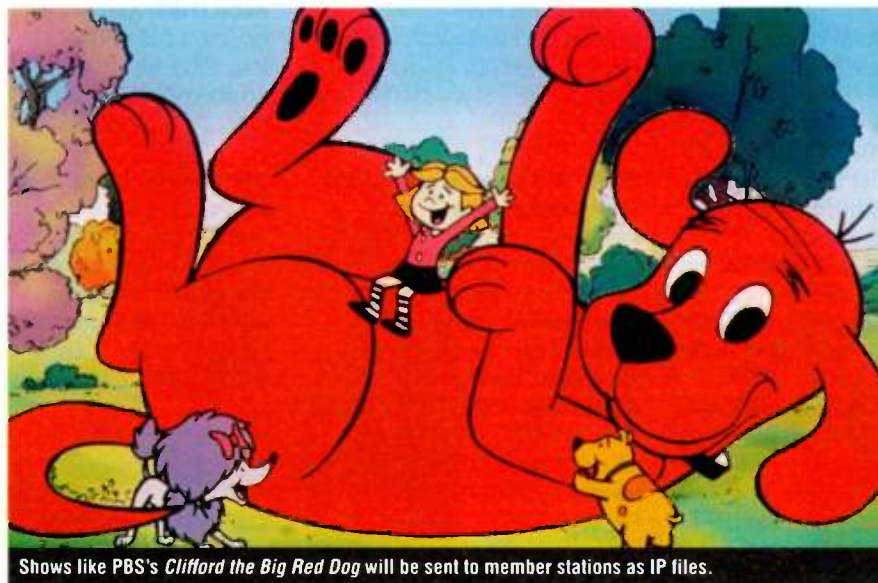
The program involves six stations that will receive content from PBS headquarters via Internet Protocol over satellite. More important, the stations will request, or "pull," the programs they want instead of relying on scheduled delivery via satellite.

Because the delivery is in non-real time and could stretch over many hours, the service will be used only with programming that is not time-sensitive. Live and near-live programs that air quickly (like *NewsHour With Jim Lehrer*) will still be delivered the old-fashioned way: scheduled and in real time.

"We're not streaming video. We're sending the file as a discrete unit," says Chief Technology Integration Officer Andre Mendez. "Even if it took 16 hours for the half-hour program to get there, it wouldn't matter as long as it got there in its entirety."

Stations will be able to browse and request the content stored in Alexandria, Va., by using a low-bit-rate channel. The content, stored as files on Omneon video servers at PBS, is then sent via satellite to a video server at the station requesting it.

"That channel is always open, and, right now, we're working on the requirements for the software that will conduct



Shows like PBS's *Clifford the Big Red Dog* will be sent to member stations as IP files.

those business transactions," says Vice President and Chief Engineer John Tollefson. When the system is fully developed and implemented, PBS will have an asset-management system in place that will maintain metadata at the stations so that intelligent and accurate searches for content can be made.

The pilot program was designed about four months ago and is expected to be completed by late spring. The goal is to have the system rolled out to all member stations by 2006.

The new delivery method basically allows content to be delivered like e-mail. Granted, it will take a lot longer to send than e-mail, but some of the benefits are the same. For one, cost of delivery is a fraction of the regular cost of distribution because it requires a fraction of the satellite space.

IP over satellite has been gaining popularity among the major networks. Pathfire's IP delivery system, for example, has already found believers among NBC, ABC, CNN and Warner Bros.

"I think the use of [IP over satellite] is a significant change and that most, if not all, television stations will be involved with this in the future," says Tollefson. "Where we see a major opportunity for public television is, it gives a much more efficient means of delivering content."

The cost saving goes beyond bandwidth. Tollefson says human intervention is also lessened and the method guarantees a quality of service that is unobtainable in regular satellite delivery. If a few packets of data are lost, the system resends only those packets. "We're really getting an improved product and performance with far greater efficiency." ■

## HDMI Ready for CES

BY KEN KERSCHBAUMER

**T**he High Definition Multimedia Interface digital interface that will go a long way toward relieving concerns over copy-protection of content transmitted via DTV broadcast signals is expected to take a big step forward this week when its 1.0 specification is unveiled.

The previous version, 0.9, was introduced in June. Over the past five months, Steve Tirado, COO of Silicon Image, the chip manufacturer that is heading the effort, and others have been incorporating changes to the spec. Now that it's in 1.0 form, consumer-electronics (CE) manufacturers can begin designing systems around it, systems that should be seen at CES in January.

"We've been noodling through a lot of dweeby details to make sure that, when the consumer plugs a device in, everything is absolutely going to work," says Tirado. "The idea

is to have very smooth operation of the product."

More than 100 companies took a look at spec 0.9, including CE manufacturers, set-top-box makers, silicon providers and even PC manufacturers looking to incorporate HDMI into PCs in an effort to drive PC/TV convergence. The consortium behind the standard includes CE manufacturers Hitachi, Matsushita, Philips, Sony, Thomson and Toshiba.

The HDMI interface uncompresses digital transmission signals making them too "fat" to be recorded. It's built on the Digital Visual Interface (DVI) but adds eight channels of audio to the mix.

Tirado says that FireWire, or the IEEE1394 interface, will be used for recording of signals but getting the information to the screen will require an HDMI. "HDMI isn't trying to be all things to all people, but it is trying to provide a secure method for getting movies to the screen."

Although some devices will be seen at CES 2003, consumer devices with HDMI will begin hitting the streets in 2004. In the first quarter of next year, the standard will take another step forward when the compliant test spec is implemented at HDMI testing labs. ■

Cutting

Edge

## Real Starz

Movielink will have some competition next spring in the form of Starz On Demand, a broadband-based online SVOD service offered by RealNetworks and Starz Encore Group. Starz Super Pak subscribers will have access to the content through the RealOne service.

## Media 100 Off Hook

NASDAQ says the nonlinear editing, compositing and effects manufacturer Media 100 is no longer in danger of being delisted after it was able to keep its stock closing price above \$1 for at least 10 consecutive days. The company sold more of its 844/X systems in November than in any previous month.

## New S-A Gateway

Scientific-Atlanta introduced the Explorer 4200HD home gateway at the Western Show. The set-top box can receive HD programming and also has a DOCSIS cable modem for delivery of interactive services. It also solves a dilemma for HD viewers by simultaneously displaying an HD image while down-converting it to SD via NTSC outputs, allowing for recording of HD content on SD VCRs.

## Movielink Taps C&amp;W

Telecommunications giant Cable & Wireless is providing the delivery infrastructure for Movielink, the online movie service recently launched by the five major Hollywood movie studios.

## DIGITAL TICKER



## Newest Digital Stations

WWSB-DT	Sarasota, NY (ABC)
WACH-DT	Columbia, SC (FOX)
WSTM-DT	Syracuse, NY (NBC)
KSNB-DT	Springdale, AR (A1)
KOVT-DT	Silver City, NM (ABC)
KOCT-DT	Carlsbad, NM (ABC)

SOURCE: Decisionmark



# MANAGEMENT HALL OF FAME GALA

**Tuesday, April 15, 2003  
Copacabana, New York City**

The National Academy of Television Arts and Sciences invites all colleagues of the television industry, their friends and guests, to inaugurate the Management Hall of Fame at a gala cocktail and dinner at the new Copacabana. On this memorable occasion we will celebrate the induction of industry leaders elected by a blue ribbon panel, chaired by Dennis Swanson, Chair of the National Television Academy, in cooperation with the Television Bureau of Advertising. Please register as soon as possible so we may reserve your place at the event, which will conclude by 7:30 sharp in order to accommodate your busy schedules in New York.

**When: Tuesday, April 15, 2003**

**Time: Cocktails 5-6:00 PM  
Dinner & Awards 6-7:30 PM**

**Where: Copacabana  
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(On the corner of 34th & 11th Ave,  
directly across the street from the  
Jacob Javits Center)**

**Tickets: \$195/guest**

**Attire: Business Attire**

**RSVP: Contact Katharine Ordway for tickets.  
The National Academy of Television Arts & Sciences  
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events@natasonline.com  
Deadline for tickets is April 1, 2003.**



**NATIONAL  
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# Comcast Will Up Spending To Fix AT&T Systems

Continued from page 3

much, much higher operating cash flow (a little easier), or substantial cuts in capital expenditures, which Roberts clearly thinks is the wrong road to travel.

Roberts acknowledged that all sorts of financial players are

showing him with solicited and unsolicited financial advice, including reducing capital expenditures. "Never listen to all that advice. Do what you believe in your own heart what you believe is right," he observed.

While Comcast expects to gen-

erate a trickle of free-cash flow by the end of next year, Roberts believes that the fixes at AT&T are too huge to avoid. For weeks, he has been gentle in his public assessment of AT&T's management of the cable systems, not wanting to offend either his new employ-

ees or Comcast's new chairman, former AT&T CEO Mike Armstrong (a "non-executive chairman," Armstrong describes himself, reflexively, like a mantra).

But he delivered a harsh assessment on how AT&T neglected the core, profitable services

while pouring money into telephone services.

"It is nothing short of just tragic that, in San Francisco, the Bay Area, we don't offer high-speed Internet to the most sophisticated Internet users," he said, drawing cheers from a crowd at what, after all, was a convention sponsored by the California Cable Telecommunications Association. "It is unfortunate that almost every other market is two-thirds to 70% complete, when they could be 100%"

He added that, "whether there is a good payback or bad payback, we have made the decision that we are going to rebuild all

**'We have made the decision that we are going to rebuild all these systems and bring them up to industry norms.'**

**BRIAN ROBERTS**, Comcast

these systems and bring them up to industry norms, and that's job one."

When alerted that he has also characterized stopping the AT&T systems' huge subscriber losses and boosting their anemic cash flow as "job one," Roberts cheerfully admitted that "we have three job ones."

#### A DIFFERENT MESSAGE

Roberts's message was different from the one the company has been delivering to Wall Street investors in some meetings, more heavily emphasizing Comcast's eventual path to free-cash flow. One Wall Street executive, however, minimized the conflict.

"It's really the right move given the opportunity," the executive said, noting that AT&T Broadband generates about 40% less cash flow per subscriber than Comcast systems do.

Roberts bristled at the suggestion that he is now "king of cable."

"I'm actually not comfortable with that phrase for a couple of obvious reasons," he said. "Most of all, I believe that we will succeed or fail as an industry."

With outsiders like telco AT&T and Internet giant AOL having different agendas from traditional cable companies, Roberts has privately remarked that the major MSOs weren't always on the same page. "For the past couple of years, we were going in too many separate directions. ... If there is one opportunity to come out of this deal—big, big picture—it is hopefully to reunify the cable team." ■

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# AOL Set To Deal With MSOs on Modem Deals

*Continued from page 1*

cast has already signed a deal, Charter Communications is close and other cable operators are talking with the company.

Now, AOL will get more than just access in the deal. Cable operators will handle billing and customer-service functions. But, to many industry executives, the structure shows how little advantage AOL has in negotiations.

AOL executives prefer to position AOL Broadband as comparable to another cousin in the AOL Time Warner family: HBO. The premium cable movie service deeply collaborates with operators, getting intricately involved with cable systems' marketing efforts. For years, it was the main engine for driving basic-subscriber growth.

"This could be the same," said one AOL executive. "HBO rides on top of basic cable. AOL can be a product that rides on top of cable's high-speed network, drive a big chunk of operators' Internet business. And we split the revenues."

The executive said that the deal with operators would be structured like a cable network licensing deal, with operators licensing the product and retailing it, just as they sell HBO for \$10 a month, keep 60%-65% of that before paying the network a \$3.50-\$4 license fee.

AOL Broadband President Lisa Hook agreed that AOL is leaving its days of buying wholesale connectivity from operators and then rebranding, keeping responsibility for billing and much of provisioning. "We've come to have a healthy respect for the skill set that the cable and DSL providers bring to this business," says Hook. "Broadband connectivity is a fairly young industry, and there aren't nationwide standards for equipment for installation and provisioning. So every installation tends to be different."

Hook says that the companies that AOL was buying local connectivity from have the greatest amount of expertise in handling connectivity and installation issues. AOL will no longer be required to provide the modem and worry about issues like wiring in a home that can affect a connection. AOL, in turn, will concentrate primarily on marketing.

Just to remind cable and telco executives that it still has some control over its current customers, AOL executives also plans to start heavily marketing its \$15 "bring your own access" plan, offering the full AOL ser-

vice, but without the dial-up connection that comes with the \$24 monthly plan.

Cable operators like AOL's new approach. They view the customer billing relationship as all-important. Just as they do for MTV or HBO, operators want to collect

the revenues, then pay out the splits. "They made a big change when they accepted [that] these are our customers, not their customers," said Mediacom CEO Rocco Comisso.

AOL is in a terrible place. Growth in dial-up customers has

slowed. The online advertising that was supposed to drive tremendous growth has dried up, with Merrill Lynch media analyst Jessica Reif-Cohen slashing her estimates for 2003 from \$1.2 billion to just \$850 million. And almost half of that will come from

advertising other family products like HBO and *Time* magazine.

"Broadband will need to be the segment's strategic savior," she said. But "there are still several questions as to the timing and profitability contribution from broadband subscribers." ■

AOL Time Warner

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# CBS, USA Aren't Wavering

Continued from page 1

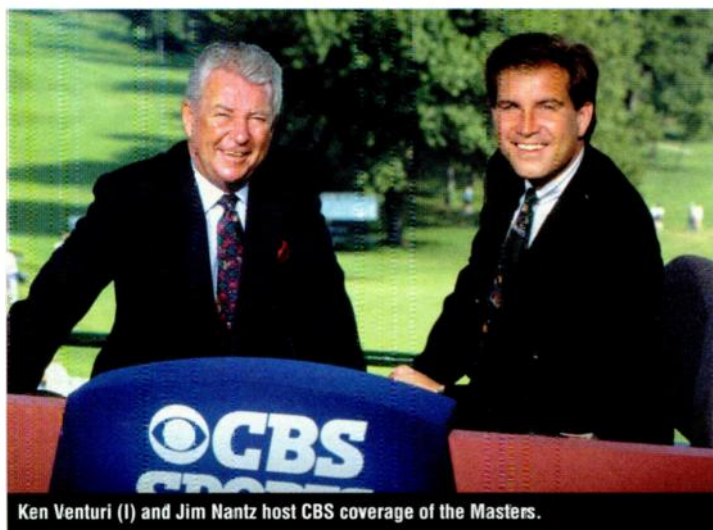
carries the first two rounds, to drop the event could grow. To date, though, CBS has fielded only a handful of phone calls from people protesting its planned coverage, according to one source familiar with the situation.

Both CBS and USA Network say they're committed to airing the embattled golf tournament. Other networks may be watching events unfold with great interest.

It's believed that, if CBS or USA dropped out, another network would try to swoop in on the sought-after event.

If that's the case, though, TV sports execs at the other networks were not admitting it last week.

Turner Sports President Mark



Ken Venturi (l) and Jim Nantz host CBS coverage of the Masters.

Lazarus said he would contemplate carrying the event. "At the end of the day, I think this is about exhibiting [The Masters] on

television. It's about an event that people want to see."

Broadcast execs were more skittish. Said Fox Sports Chair-

man David Hill, "I would address that question if it ever happened. I never answer hypothetical questions."

It simply won't come to that, contends NBC Sports Chairman Dick Ebersol. "[CBS] is going to broadcast the Masters as they have for more than four decades."

That's the official word at CBS. "CBS will broadcast the Masters," said CBS Sports spokeswoman Leslie Ann Wade.

CBS renews its TV deal with Augusta National annually. The network notched an 11.5 rating/26 share for this year's final round.

"After 21 years of presenting the Masters, we are honoring our commitment to our viewers by televising this world-class golf tournament," said USA Network spokesman John Kelley. USA averaged a 2.5 rating for its early-round coverage this year.

If CBS did bow out, though, it's expected that USA would follow suit.

NOW's campaign against the club has received wide media attention, including a flurry of stories in the *Times*.

The campaign has had some effect. Augusta released its three major corporate sponsors—Citigroup Inc., The Coca-Cola Co. and IBM Corp.—from their advertising commitments, relieving them of the pressure NOW was putting on them.

CBS and USA Network plan to air the 2003 event commercial-free. In past years, CBS accepted about four minutes of commercials per hour.

Women's groups are expected to stage protests during the events, and media coverage will no doubt increase in coming months.

"It will still be covered," said Neal Pilson, a former president of CBS Sports. In fact, he added, "all the attention that this Masters is getting will probably help the ratings. ■"

# A/P Meter May Be Answer in Digital Age

Continued from page 1

media development, NBC agrees. "The A/P meter is not a luxury; it's a necessity—2004 can't come soon enough."

But cost will likely become an issue. Nielsen has spent hundreds of millions of dollars over the past decade developing new techniques for measuring audiences in the digital world, and much of that has been passed on to clients.

The current network contracts—each network pays about \$15 million a year for NTI ratings—expires at the end of the 2002-03 season, and one source says Nielsen is seeking a 20% increase next time.

Still, there's wide agreement improvements must be made because the world around Nielsen ratings has changed.

## CHANGE WITH THE TIMES

"We're in a situation now where we need Nielsen to be the research equivalent of America putting a man on the moon by the end of the decade," with respect to measuring digital TV, Wurtzel says.

For the first 50 years, television has been an analog-based medium where Nielsen has measured channels on different frequencies. It worked because, at any one time, only one program was transmitted per channel.

But that all changes in the digital world where signal compression allows for the simultaneous transmission of multiple programs in a single channel. As a

result, digital meters must measure individual programs; channels are no longer relevant for ratings purposes.

That's where the encoders come in. The device attaches two digital signatures to each program at its transmission point. One code identifies the video stream, the other its audio stream. The codes are like fingerprints: No two sets of codes are the same, so that a specific show can be identified regardless of the distribution source.

**'We need Nielsen to be the equivalent of America putting a man on the moon by the end of the decade.'**

ALAN WURTZEL, NBC

In a memo written a month ago, Whiting told clients of the roll-out plans and stressed the importance of the encoder purchases. "Measured media, including hundreds of local TV stations, broadcast networks, national and regional cable networks, and national syndicators must have encoding equipment installed and operating smoothly" for Nielsen to roll out its new A/P system by 2004.

Under the current plan, Nielsen would gradually introduce the digital meters—for both the national panel and the 55 (and counting) local markets that are measured electronically.

Nielsen's decision to move full speed ahead with its own digital technology raises questions about the future deployment of Arbitron's

portable people meter (PPM). The PPM is a pager-like device people carry with them throughout the day that records all the TV and radio signals they are exposed to inside the home and out.

Nielsen has been participating in an Arbitron test in the Philadelphia area, with an eye toward a partnership.

Researchers like the PPM because it captures the increasing amount of out-of-home viewing and listening that Nielsen's in-home meter does not.

The other big selling point is users don't have to mess with it a lot: They clip it on in the morning and stick it in a charger at night. Nielsen's people meter gets rapped for forcing people to push buttons every time they start and stop watching TV.

The Arbitron PPM system's biggest flaw is the cooperation rate—the number of people initially and randomly who agree to participate. It's well below acceptable levels.

In her memo to clients, Whiting said PPM "will involve a great deal more research and development."

Until then, she wrote, "It is vital for us to continue on our path of A/P meter deployment to ensure measurement of television in the near future."

But, she stressed, "the A/P system will constitute our core platform for measuring television in the future digital and analog environment."

Sources say that Nielsen and Arbitron are renegotiating their agreement. If those talks conclude successfully, sources say, Nielsen and Arbitron expect to do additional research projects on the PPM aimed at improving sample cooperation rates as well as engineering refinements. "They're engaged and involved," says Arbitron Vice President Thom Mocarsky.

That's research that would be separate and apart from the three-month extension of the Philadelphia market test that Arbitron announced last week.

TV executives say Nielsen's future ratings (specifically, demographic data) would be improved by embracing elements of the PPM, and indications are that Nielsen is seriously exploring its potential.

## NOT LIKE THE OLD DAYS

CBS's Poltrack takes Nielsen officials at their word that "they recognize the potential certainly in capturing the out-of-home data that they are currently missing. They appreciate that there is a value to this type of measurement."

But NBC's Wurtzel would like to see Nielsen embrace the PPM methodology in a much bigger way than he's seen to date.

As a methodology for capturing demographic data, the PPM

better reflects TV's evolution from the sort of gather-round-the-set mentality of the 1950s-'70s to the much more personal medium it has become today, says Wurtzel. Out-of-home viewing is just one facet of that personal way in which we now tend to watch TV, he says.

"There are more sets than people in some homes," he says. And mom is no longer logging the rest of the family in on the people meter—everybody is much more on their own. "So who's pushing the buttons? Teenagers? I doubt it. Guys? No."

Clients want a bigger panel of Nielsen homes because of the increasing number of viewing choices, which makes the current panel size less accurate.

Pinpointing a date certain to introduce the new digital meters is big news in the ad business. Whiting said, "We've been building to it for a long time and through a lot of testing, and we're very excited about it."

In order for the new digital meters to collect and report accurate data, Nielsen wants every national and local broadcast, cable and satellite outlet in the country to purchase new digital encoders that help identify programs.

The encoders cost between \$5,000 and \$6,000 each.

"For a station that's cash flowing \$50 million the cost of the encoders isn't a problem," says John Tupper, chairman of Fox TV affiliates advisory board. "But, for a station that's cash flowing \$150,000, it's a problem." ■





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**The Cable Roundtable:** a panel on the state of cable, with analyst Gary Farber, consumer researcher Bruce Leichtman and Wall Street Journal reporter Peter Grant; moderated by Mike Farrell, Finance Editor of Multichannel News.

**Christie Hefner:** Playboy's CEO recalls how the rabbit jumped into the cable biz, in these excerpts from her interview by The Cable Channel's Steve Nelson for the Oral & Video History project of the newly-opened Cable Center in Denver.

**15x35:** This fast-paced video collage, which intro'd the opening General Session at The Western Show, features 35 executives, like Bill Daniels and John Malone, as seen and heard on The Cable Channel over the past 15 years.

**Player of the Day:** John Sie, the founder, chairman and CEO of Starz Encore Group, gets the up-close-and-personal treatment in this feature interview by Tom Umstead, Programming Editor of Multichannel News.

**Bloomberg Edge:** The Cable Channel is working with Bloomberg Television to bring you ongoing reports on the performance of and prospects for cable and media stocks; reported by BT's own Brian Sullivan.

**The View From The Valley:** ITV and VOD are the topics for this panel, with cable investors Gary Lauder and Larry Marcus and technology marketing exec Arthur Orduna; moderated by Leslie Ellis, a regular contributor to The Cable Channel.



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## EDITORIALS

COMMITTED TO THE FIRST AMENDMENT

## Onward to Richmond

FCC Commissioner Michael Copps got his way. After he jumped up and down and threatened to hold his own hearing on media ownership, Chairman Michael Powell gave in, saying he would schedule a hearing with all the official trappings in Richmond, Va., in February. Why Richmond? To save money, says Powell. With the Virginia capital just 100 miles down I-95, the FCC won't have to pay for a lot of hotel rooms and airline tickets.

We understand what Copps is trying to do: Get some thoughts on media-ownership deregulation from the common folk outside of Washington on the theory that wisdom grows proportionately with the distance from Washington. But that's a romantic notion. Does Copps really think that people in the provinces think much about media consolidation? At best, what you will get in any given town are local fronts for the Washington lobbyists and groups that spend their lives grappling with the issues. In Richmond, you probably would be able to stir up a better discussion on McClellan's Peninsula Campaign of 1862 than you will on the Telecommunications Act of 1996.

As Powell hinted in grudgingly agreeing to the hearing, it won't add much of value to the record. That is in part because this FCC has already taken extraordinary steps to analyze the media marketplace and build a record that will lead not only to reasonable action this spring but also to a new set of rules that may withstand judicial scrutiny. In the past, the courts easily sniffed out that ownership rules were political compromises and rightly shot them down. Powell is determined not to let that happen again.

We understand that big media can be too big and that there may be a need for some restrictions. But the burden of proof is on those who would regulate, who would place hobbles on companies and entrepreneurs for fear of what might happen (there is already a Justice Department and antitrust laws to handle what does happen), who would deprive someone of the right to speak through any medium anywhere. That proof might be out there, but it doesn't require a road trip to Richmond.

## Wrong Solution

The civil libertarians and the guardians of the two-party political system as we know it had their days in court last week to challenge the newly minted campaign-finance reform law. "At stake in this litigation is nothing less than the future of political speech in our nation," the plaintiffs argued in their brief. The law "constitutes ... the most threatening frontal assault on core First Amendment values in a generation. The law suppresses speech about political issues—speech indisputably at the heart of the First Amendment—and fundamentally undermines the role of national and state political parties in our electoral system."

Strong stuff, with which we agree. But, if the courts strike down the law, we will not be in the mood to celebrate.

The solution may have been the wrong one, but the problem is real and remains. All the money pouring into campaigns from corporations and wealthy individuals tips the law and policy in favor of the corporations and wealthy individuals. But that fact does not justify restrictions on anyone's ability to fully support candidates and causes. It certainly does not justify singling out one medium for special mistreatment.

What we find ironic is the National Association of Broadcasters' sudden rediscovery of the First Amendment. When the FCC tries to micromanage content for political ends or censor people for some dirty words or provocative ideas, the broadcasters' principal lobby turns mute. Eminent. No comment. Sarah Jones. No comment. But when hundreds of millions in political advertising is at stake, the NAB suddenly finds its voice and its pocketbook (those big-time lawyers don't come cheap). Perhaps, when this version of campaign-finance reform is history and the flow of political dollars again assured, the NAB will be secure enough to stand up for broadcasters whenever their First Amendment rights are challenged.



## OPEN MIKE

## Network News

**Editor:** [P.J. Bednarski's] column (Nov. 25, "Praising Network News," p.55) coupled with the death of the Dean of Newswriting, Ed Bliss, reminded me of how efficient we can be with language and how wasteful the cable networks have become.

In fact, I've become annoyed with the cable networks' lack of news. Cable news has become talk radio with pictures. I don't watch the news to see people scream at and interrupt each other. I don't watch the news to see every event reflected under a political spotlight of right or left, good or evil.

I dislike everything being an "alert." The once useful crawl has become an annoyance scrolling yesterday's news at an unreadable speed.

Call me a dinosaur, but I'll take my news from the networks' dinosaurs, who understand the value of well-scripted words and a program that balances the events of the day and is produced to generate light, not heat.

**DAVID COHEN**  
Morgan Hill, Calif.

**Editor:** Having enjoyed [P.J. Bednarski's] to-the-point column (Nov. 25, "Praising Network News," p.55) in *B&C*, I am compelled to share with you one more example of the all-news mentality.

I observed a few weeks ago on CNN a talking head, background graphic "War With Iraq" and the sub-heading: "War Will Complicate Peacetime Exercises." Stating the obvious as "news" is, I agree with you, a waste of my time. This example went beyond that to insult viewers' intelligence.

**RALPH JUSTUS**

## Walters Revisited

**Editor:** You hit the bullseye (Dec. 2, "Walters Gives 'Em Hell," p.41). Walters and King have more bull than eye, and I don't mean CBS. The FCC ought to be horsewhipped for allowing local news coverage by radio and TV stations to be fossilized. Radio/TV news content, depth and coverage were much better before deregulation. Thanks for the great "shudda-cudda."

**BILL WIPPEL**

Bill Wipfel Public Relations, Normandy Park, Wash.

## Format Redesign

**Editor:** Congratulations on *B&C*'s new format. It's well-organized, fast-paced and thorough. A great update to a "must-read" weekly. Thanks.

**DENNIS FITZSIMONS**, president and COO  
Tribune Co., Chicago

**Editor:** I love the new look. At first I was startled, thinking I had picked up the wrong magazine, but the new look is fresh, breezy and eye-catching. I've subscribed to *B&C* for more than 30 years; times change, and, sometimes, wading through the broadcasting "Bible" was too time-consuming.

All of us are inundated with information sources daily competing for our precious time. Your new easy-to-read format gets my attention and will be read!

**BILL TAYLOR**, president  
Nufuture.TV, Aiken, S.C.

**Editor:** I don't like [your redesign]. It is hard to handle—not user-friendly. It is floppy and gets a sun glare.

I chose *BROADCASTING & CABLE* originally over *Multichannel News* or *Electronic Media* because of the magazine-size format. Please change it back.

**DUANA LANKFORD**, on-air promotions  
Turner Network Television, Atlanta

**Editor:** I received the recent issue of *BROADCASTING &*

*CABLE* and think the new format is great. Now, *BROADCASTING & CABLE* and *Multichannel News* do indeed come from the same publisher. But, no matter how the magazine looks, the reporting always has to deliver. So, just keep up the good reporting.

**AMANDA NANAWA**, programming manager  
Chronicle DTV, New York

**Editor:** Easy to Read. Clean lines. Nice color. Congratulations. Not so "dry" like the old magazine.

**DAN COHEN**, GM  
Cape Girardeau, Mo.

**Editor:** I've waited to read a couple of issues of your redesigned magazine before commenting on it. As you can imagine, it takes some readjusting for longtime subscribers like me.

My opinion: It's a great improvement. The editorial content appears to have increased, and the layout is much better. The whole magazine just seems more professional.

And for some unexplained reason, since switching to the new size, I've been getting faster delivery by several days. I guess the Post Office prefers your new size, too.

**ROBERT NELSON**, president  
Nelson Group, Los Angeles

**Editor:** I like the old design better. It folded into my briefcase easier and was easier to read standing up on the train!

**CHRIS JORDAN**, senior VP/COO,  
Katz Continental Television Sales, New York

**Editor:** I have been a subscriber since 1975. Your new format is OK. There must be something behind this change. You probably made the change to save money or cut down on expenses. If I am wrong you can let me know. I would rather pay more and continue with the old *BROADCASTING & CABLE*.

**MICHAEL HON**  
Daytona Beach, Fla.

**Editor's note:** There was something behind the change, but it wasn't money. In fact, the new format costs more—more paper and more postage. We made the change to better showcase our reporting and to demonstrate at a front-page glance the breadth of our coverage.

**Editor:** Although I always enjoyed the magazine format, I like the organization, readability and pleasing design of your new newspaper. It seems also that you have expanded your programming content, which I felt was becoming a smaller component of your publication. Thanks for doing so. In fact, the entire newspaper seems beefier.

I am also pleased that I don't have to shuffle to the back of the newspaper to finish reading every story I began at the front. Keep this up! It's nice to approach the paper in a linear way without constantly folding back and forth to read one story. Ah, if only all life's problems were so simple, but still, it's appreciated.

Thanks for keeping it fresh.

**R. BRIAN DIPIRRO**, director  
Glass Tower Productions, Glendale, Calif.

## WE LIKE LETTERS

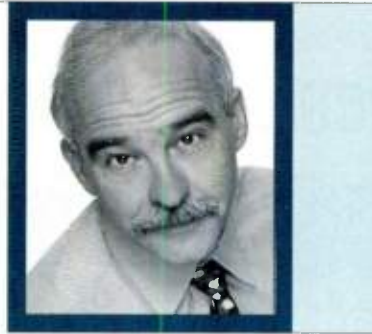
If you have comments on anything that appears on these pages and would like to share them with other readers, send them to Harry A. Jessell, editor in chief, (email: hjesell@reedbusiness.com or fax: 646-746-7028 or mail to: *Broadcasting & Cable*, 360 Park Avenue South, New York, N.Y., 10010).





P.J. BEDNARSKI

EDITOR



# Applauding Arledge

He invented fresh ways to report sports and news on TV

To appreciate what Roone Arledge did for ABC, you'd have to remember how bad ABC was in the 1960s and how disregarded ABC News was during the Cronkite and Huntley-Brinkley era.

When he died at age 71 last Thursday from complications caused by cancer, Arledge left behind a history of innovation that probably would have been possible only at a place like ABC was then: What the heck, who'd notice?

Everybody, as it turned out. Arledge won an amazing 37 Emmy Awards and four Peabody Awards; probably no news executive since Fred Friendly did as much to improve and invent television news; nobody did more to create a standard and a style for television sports.

In 1994, when *Sports Illustrated* selected 40 sports figures who had altered or elevated the sports world in the past four decades, Arledge was third, behind Muhammad Ali and Michael Jordan.

He gave up the presidency of sports in 1986 and news in 1997. He was named, instead, chairman of ABC News, but, for at least the last two years as the cancer took its toll, he was not a constant presence. About two or three weeks ago, those who knew him best quietly began telling his other friends that his end was near. He leaves behind a wife and four children by a previous marriage.

Arledge gave ABC everything from *The Wide World of Sports* to *World News Tonight* to that marvelous Olympics coverage. He gave us the first slo-mo, instant replays and hand-held cameras on the field—huge improvements that changed sports television forever. Much of what we now understand in the video context as parts of sports coverage—natural sound, for example—Arledge toyed with when ABC covered the largely unseen American Football League.

"Since nobody was watching anyway ... we had the freedom to do new things," Arledge said in a *Playboy* interview in 1976. "That's how we invented the isolated camera, just by fooling around during one of those early AFL broadcasts. ... Nobody knew about them because no one was watching." (An engineer sketched out the technical requirements for instant replay on a cocktail napkin, he once recalled.)

Arledge had vision, nerve. He was the first executive who refused to let sports

owners or leagues approve the announcers, and that gave us an obnoxious, outspoken attorney named Howard Cosell, who, on *Monday Night Football*, began to tell us "the way it was." Though as reviled as he was revered—"too Jewish" for most of America, said some critics even inside ABC—Cosell represented, like Arledge's technological inventions, a new way to see sports. Arledge also convinced both

ages are still a big part of ABC's (and now everybody else's) way of presenting the news.

Arledge's appointment to the news division (he also kept heading sports) was met with derision by the nation's print press and by many inside ABC News itself; Peter Jennings and Ted Koppel and others went to top brass to try to prevent Arledge's getting the job. At the beginning, his secretary would



Roone Arledge (l) injected a new note into sports coverage with Howard Cosell's editorializing.

**ABC News' Peter Jennings said Roone Arledge was "eccentric to the point of infuriating," "astonishingly difficult" and absolutely unique.**

ABC and the NFL to try pro football in prime time.

Up close and personal: Did he and ABC invent the phrase or merely capture it? Whichever, Arledge at ABC Sports and then later as the president of ABC News, too, never gave up the mission. This may sound second nature to television producers and viewers now, but Arledge invented the pre-event taped package, so that, for example, viewers learned about the life of an Olympic skier before you saw his or her performance. That simple idea transferred to ABC News when he also became the president of that division in 1977, and those personality pack-

cut out unkind references about him from the daily papers before he could see them. But he quickly made believers out of doubters.

The audacity! During the Iran hostage crisis, he started a nightly show *America Held Hostage* (anchored by Koppel) and put it up against Johnny Carson, and eventually *Nightline* was born.

Arledge was famous for not being found, not just by journalists who covered him but even by ABC News staffers and top executives, who often couldn't even reach him by phone. Jennings last week called him "eccentric to the point of infuriating us on occasion" and an "astonishingly difficult character." But he also called him what everybody in the business knew him to be: absolutely unique. There will never be another Roone Arledge. In this business, he really knew the thrill of victory. ■

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# CBS Outlets Get November Revival



Bob Frier and Lauren Perkins led CBS affiliate WKMG-TV Orlando, Fla., to its first 11 p.m. sweeps win since 1984.

Continued from page 1

p.m., although newscasts in other dayparts were down. KYW-TV in No. 4 market Philadelphia increased 15%. Double-digit gains were also recorded at KEYE-TV San Antonio and KUTV-TV Salt Lake City.

Boston's WBZ-TV, which has not subscribed to Nielsen Media Research since Nielsen switched to Local People Meter measurement, took second in late news to WHDH-TV, local sources said.

Post-Newsweek's CBS affiliate

WKMG-TV Orlando, Fla., a long-time trailer in local news, beat NBC affiliate WESH-TV for the first time in several sweeps periods. Clear Channel's CBS affiliate WKRC-TV Cincinnati also won in DMA No. 32, and Belo's CBS affiliate KENS-TV San Antonio also won in late news.

In Chicago, Viacom's long-troubled WBBM-TV, also under new management, still lost to strong competing newscasts from WMAQ-TV and WLS-TV, and *The Simpsons*. But it beat *Friends* reruns and gained from the previous November for the first time in a decade.

Not all the boosts were that dramatic. In No. 2 market Los Angeles, the much hyped acquisition of Laura Diaz from KABC-TV to pair with another former KABC anchor, Harold Greene, contributed to only a 3% gain, while other newscasts lost ground.

Still, notes the Viacom station group's top numbers man, CFO Fred Reynolds, percentage gains don't tell the entire story because some of the stations—notably, KDKA-TV Pittsburgh, WJZ-TV Baltimore, WFOR-TV Miami and WBZ-TV Boston—were already doing well.

Reynolds offered guarded enthusiasm at the gains: "There's still a lot of work to do. But we feel good about the first step with November."

He added, "On July 15, the Swanson factor kicked in." Following a two-day retirement as general manager of NBC flagship WNBC New York, Dennis Swanson joined the Viacom group and began an executive talent raid on other station groups—particularly NBC's—likely to be talked about, and felt, for years. ■

## Things Are Awful (or Great!)

After losing its CBS affiliation, WJXT(TV) Jacksonville, Fla., considers viewer drop-off as par for the course

In Jacksonville, newly independent WJXT(TV)'s glass may be half-full or half-empty, depending on who's looking. Or it may be an entirely different glass altogether.

A drop-off in viewership for the first major sweeps period of more than 40%, sign-on to sign-off, would certainly cause most stations to ponder their direction. But WJXT, clearly not your typical TV station, says the numbers are on target.

The Post-Newsweek-owned Jacksonville station, which left the CBS affiliate family earlier this year in a dispute over network compensation and is now an independent, is looking to different dayparts to tell its story.

"WJXT remains either ranked #1 or #2 in all time periods," the station tells advertisers, "except prime, daytime [weekday] afternoon, and late fringe."

It is a different way to look at television, says Sherri Burns, general manager at WJXT and the local executive empowered with making the

switch to independence work for viewers, advertisers and Post-Newsweek stockholders. Even before Post-Newsweek President Alan Frank decided to turn the station independent, he and Burns argued that local television presented an equation that factored not only the value of inventory but also the volume of inventory.

While the station fully expected dayparts previously airing network prime time programs—soap operas, game shows and sports—to lose viewers, the loss in ratings and the advertising dollars would be more than offset by the volume of ad inventory the station did not have to turn over to a network. It's not what you sell, they argued, it's what you keep. Re-



WJXT gave up the CBS affiliation in July.

search done by a local ad agency determined that the overall viewership drop-off is on the low end historically for a network affiliate becoming independent.

While WJXT dropped significantly in prime time and in afternoons where soaps rule, it's drawing better numbers with its local morning show—where the inventory stays home—than it did with CBS's *Early Show*. And its new national newscast, supported by CNN's NewsSource and Washington Post Co. resources—is beating both *CBS Evening News* and ABC's *World News Tonight*.

Burns noted that WJXT's local election-night newscast beat network election specials at 10 p.m., and one local advertising executive suggested that viewers' commitment to the station could be proven when a major story hits the market.

Jacksonville Jaguars NFL football and CBS's prime time appointment viewing clearly benefited Clear Channel's new CBS affiliate WTEV-TV. The station was not expected to match longtime CBS powerhouse WJXT's performance with network programming, but advertisers, competitors and the station agree that WTEV-TV did much better than expected, especially in prime time where its average 9.97 rating was down less than 10% from WJXT's.

Other beneficiaries of the market's tumult are Gannett's NBC affiliate WTLV-TV, now Jacksonville's top-rated station, and Media General's WB affiliate WJWB-TV. UPN viewership, now moved from its former prime time spot on WTEV-TV to late nights on Fox affiliate WAWS-TV, is down, but that was expected and willingly sacrificed for a CBS home by both Clear Channel and CBS- and UPN-network owner Viacom. Fox viewership in the market was also down for November, but Susan Adams Loyd, general manager of both WTEV-TV and WAWS, attributed that to signal problems relating to a new tower installation. —D.T.

## Chicago's WMAQ Topples WLS

It probably says as much about the dominance of WLS-TV Chicago news as it does about WMAQ-TV that WMAQ-TV's first November-sweeps late-news victory in years was as big a news story in the city as it was at the NBC-owned station itself.

Chicago's local newspapers, which closely watch the dynamic local TV news scene, were heralding the sweeps-crown switch even before the end of the sweeps period.

"This victory, by close to a full rating point and share, is NBC5's first November late-news win in 10 years," the station said, "and only the third late-news win in 28 years!" The station boasted an Olympics-aided and Olympics-delayed late-news victory in February, but its previous late-news win head-to-head over WLS-TV came in a sweeps period that included the highly rated *Cheers* finale. That was in 1993.

The victory was close despite WMAQ-TV's exclamation Monday-Friday at 10 p.m., WMAQ-TV did a 12.7 rating/20 share, up 6% from a year ago, compared

with WLS-TV's 12.0/19. Last November, WLS-TV had a 12.2/19, so it didn't lose much, but it didn't gain either. Trailing badly, as usual, Viacom's WBBM-TV logged a 5.4/9, up from 5.4/6 last November.

WMAQ-TV General Manager Larry Wert, a WLS-TV veteran who arrived at WMAQ-TV in 1998, said the victory was welcome news to a staff whose emotions have been taxed this year by the cancer surgery of lead anchor Warner Saunders and the sudden death only weeks ago of sports anchor Darrian Chapman.

WLS-TV also made a major anchor change this year, though not through tragedy, when the venerable John Drury retired. Though acknowledging Drury's long hold on Chicago viewers, Wert noted that his replacement, Ron Magers, "is certainly esteemed in this marketplace." (Magers for years was WMAQ-TV's anchor.)

Of course, the news was hardly grim for the long-dominant WLS-TV, which continued its winning ways on newscasts in other dayparts, and the ABC station is the only one locally that routinely adds to its late-prime time lead-in. —D.T.



WMAQ-TV's anchor team.





# NBC 5 News is #1 at 10pm

**“WMAQ-Ch. 5 Scores Ratings Coup”**  
“More viewers for 10pm news than WLS-Ch. 7”  
Chicago Tribune - Nov. 27, 2002

**“Channel 5 Peacock Rules the Roost at 10”**  
Chicago Sun Times - Nov. 27, 2002

“The November 'sweeps' period ended last week with a new news leader at 10 p.m. WMAQ-TV/Channel 5...”

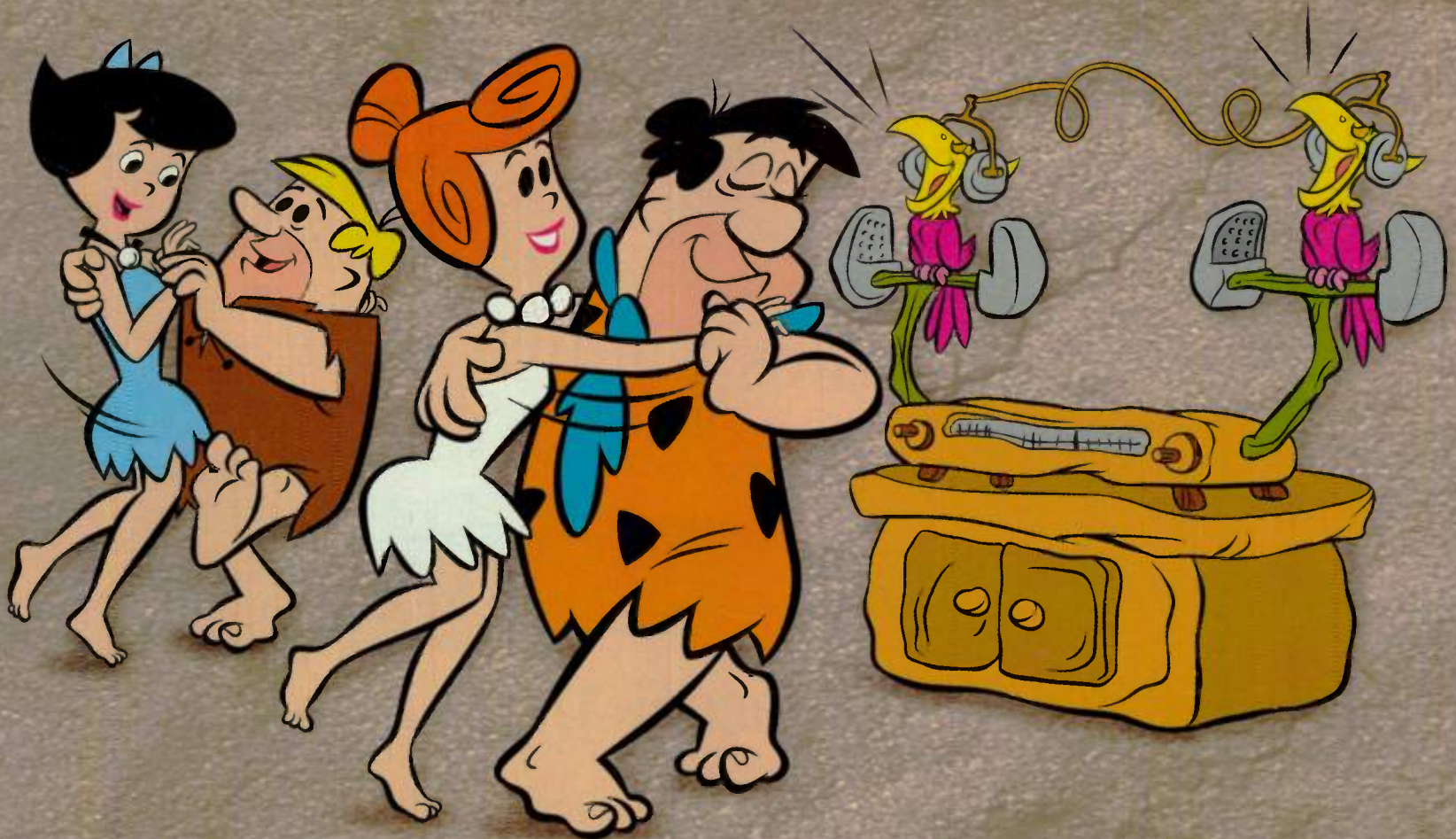
Crain's Chicago Business - Dec. 2, 2002

## ...now wait 'til you see the demos!

Source: Nielsen Metered Overnights, November 2002 (10/31/02-11/27/02), 10pm M-F Program Average



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