



## Out of Practice

ABC affils don't like new time slot

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SPECIAL REPORT

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What will be new in New Orleans

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## Leaving N'awlins

NATPE '03 will have a different feel

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# BROADCASTING & CABLE

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January 6, 2003

THE RETURN OF FIN-SYN?

## OVER OUR DEAD BODIES

Nets blast proposal for 25% prime time set-aside for indies

BY BILL MCCONNELL

Network executives are deriding an effort by independent producers, artist unions and at least one ad agency to revive "fin-syn" rules, calling it an unreasonable attempt to further fragment the TV business.

"With literally hundreds upon hundreds of outlets and opportunities for programmers, it would be more irrational than ever to restrict TV broadcasters," said CBS spokesman Dana McClintock of the attempt to reinstate a version of the rules, which once severely limited the networks' ownership of their prime time shows.

"It's strange that this bad idea surfaces at the same time we get

the news that basic cable's ratings exceed those of broadcast television networks," said Preston Padden, ABC's Washington policy chief. "Our share of the overall television programming marketplace is so small it could not possibly support a regulatory structure like fin-syn."

Padden noted that the big nets, then only three, controlled "90-some percent" of all TV viewing, including prime time, when fin-syn was imposed in 1970. Today, the three, plus Fox, account for less than half of prime time viewing, while cable and second-tier broadcast networks have become major players. "The

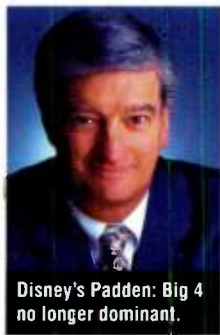
market today doesn't bear a remote resemblance to what existed then," Padden said.

To remain profitable in today's splintered TV market, the networks insist they must have unfettered ability to produce their own shows and to profit from the off-net syndication of shows they made popular in first run.

The fin-syn restrictions are "anachronistic and don't serve the public interest," said Andrew Butcher, spokesman for News Corp., Fox's parent.

The Coalition for Program Diversity, which includes independent program producers, TV di-

Continued on page 46



Disney's Padden: Big 4 no longer dominant.

## Acme's Got No Debt; No Cash Flow Either

BY JOHN M. HIGGINS

With its deal to sell two TV stations to Tribune Broadcasting, the Acme station group will virtually eliminate its debt. But it also will pretty much eliminate its cash flow, likely pushing it back into the red next year.

Tribune agreed to pay \$275 million for Acme's two best stations, KPLR-TV St. Louis and KWBP(TV) Salem, Ore. (Portland).

Tribune Broadcasting CEO Pat Mullen called KPLR-TV "the WGN of St. Louis"—a VHF channel with strong prime time performance (as an affiliate of The WB), highly rated newscasts and TV home of the popular St. Louis Cardinals. (WGN-TV Chicago is Tribune's powerful flagship station.) Also, as 22.5% owner of The WB and operator of 17 of its affiliates, Tribune is always eager



Acme Chairman Jamie Kellner says he isn't holding a 'fire sale.'

to add more The WB affiliates to its portfolio.

But KPLR-TV is also Acme's only substantial source of cash flow. After the sale and last

Continued on page 48

## NAB Unveils Duop Plan

Asks FCC to OK strong/weak TV combos

BY BILL MCCONNELL

The National Association of Broadcasters last week called for TV duopolies in small and medium-sized markets as a means of keeping "struggling" stations alive and well.

NAB urged the FCC to permit common ownership of two TV stations in any market where one station with an audience share of 10 or more is paired with one generating less than a 10 share. This "10/10" approach would "provide needed financial relief

Continued on page 46

MADISON AVE.



AD SPENDING  
**\$1.8B**

That's how much General Motors spent on advertising from January through October. **TV BUYER: PAGE 32**

## Layoffs: Hang On in '03

BY JOHN M. HIGGINS

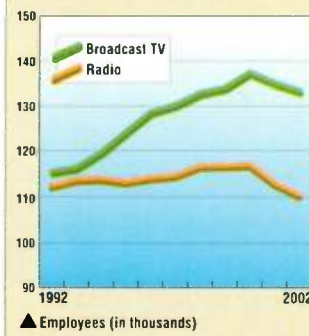
Media companies dramatically slowed the pace at which they axed employees as the economy slogged through 2002, but that doesn't mean your job is safe quite yet.

TV and radio stations, networks, publishers and other media outlets laid off 11,516 workers through November, and the number likely rose by another couple of thousand workers just in time for Christmas, according to Challenger,

Continued on page 48

### Fading Signals

After years of steady growth, stations have eliminated thousands of jobs since 2000.



SOURCE: Bureau of Labor Statistics, as of October each year

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#BC7537812# JAN04 REG 102

NEWSPAPER





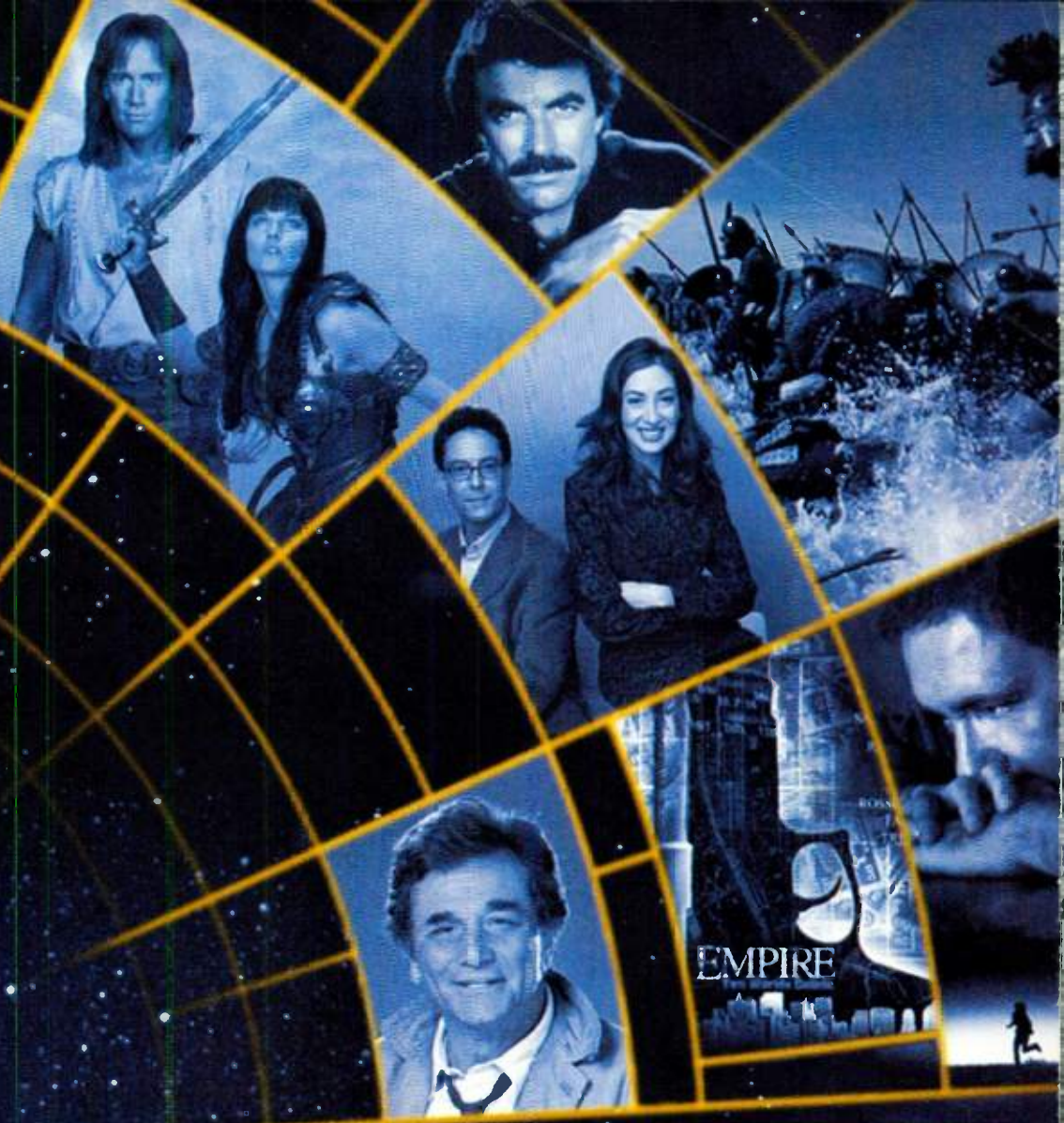
# C H I N G !





UNIVERSAL

W A T



EMPIRE

BULK





The background is a dark blue celestial map featuring a grid of white lines representing celestial coordinates. In the center, a realistic image of the Earth is visible, showing continents and oceans. The text "THE WHOLE WORLD IS..." is overlaid in a bold, yellow, sans-serif font, with the Earth's image acting as the letter 'O' in the word "WORLD".

**THE  
WHOLE WORLD IS...**



# FCC Report: Cable Subs Slipping

Though value-adding MSOs thrive; DBS services posting big gains

BY BILL MCCONNELL

**A**fter decades of nonstop growth, cable subscriber-ship appears to be declining, the federal government noted last week.

The prediction was included in the FCC's 9th annual report on video competition, which tracked industry trends for fiscal year ended June. The agency felt comfortable announcing a possible decline for the year ended in December after official numbers and forecasts provided by cable operators showed that subscriber growth had slowed significantly. "Calendar year 2002 may be the first year in which the industry as a whole has had a net loss of subscribers," the FCC report said.

At the end of June, cable had 68.8 million subscribers, up 0.4% from 68.5 million the year before. But the FCC did not predict where cable would stand on Dec. 31, 2002. Direct-broadcast satellite households grew from 16 million to 18 million households, 20% of multichannel homes.

Although the revelation that the total number of cable households may decrease during calendar 2002 may sting some operators, industry analysts were not surprised.

Fierce competition from DBS and poor performance by two or three giant MSOs conspired to hurt numbers for the entire industry, said Niraj Gupta, cable analyst for Salomon Smith Barney.

"Two or three companies have serious problems," Gupta said, particularly Charter, Adelphia and recently acquired AT&T Broadband.

"Combine that with the inherent disadvantage rural cable operators have relative to satellite and you get declining numbers," Gupta said. Rural cable operators have high per-customer costs because they must wire large, lightly populated areas, whereas the per-customer costs for DBS differs little between rural and urban areas.

Gupta predicts that cable may show flat or declining numbers again in 2003 while Comcast struggles to build out the inadequate infrastructure of AT&T Broadband. But over the long term, cable will hold its ground by offering more services than DBS, which hasn't, for instance, figured out how to provide high-speed Internet access effectively.

He also predicted that cable's superior services will allow it to capture high-margin customers who will pay for add-ons and will leave more price-sensitive customers seeking cheap, video-only service to DBS.

In the meantime, companies that have added capacity for new services such as digital tiers, broadband and video-on-demand—Cox, Time Warn-

er Cable, Insight and Comcast's non-AT&T systems—are holding their own or growing, he said. Those buildouts also are creating a bright spot for the industry: strong growth in revenues.

Industry revenue grew approximately 16%, fueled by viewers' increasing preference for cable programs and advertisers' subsequent increase in cable ad buying as well as

## Cable Stumbles

When all the numbers are in the FCC predicts cable's subscribership will have declined in calendar 2002, while DBS's will have grown.

	'98*	'01*	'02*
<b>CABLE SUBS</b>	65.4m	68.5m	68.8m
<b>OF MULTICHANNEL SUBS</b>	85.3%	80.2%	76.5%
<b>DBS SUBS</b>	7.2m	16.1m	18.2m
<b>OF MULTICHANNEL SUBS</b>	9.4%	18.3%	20.3%

\*Fiscal year ended June 30

SOURCE: FCC

consumer expenditures on premium channel, pay-per-view and high-speed modem services.

Cable's sluggish subscriber growth caused multichannel providers on the whole—cable, satellite TV, SMATV service to apartments, condos and offices, and wireless cable—to lose TV household share. That, in turn, reversed years of strong growth in pay-TV penetration. ■

## BREAKING...

### FBI Nabs Alleged DirecTV Hacker

**WASHINGTON**—The FBI has nailed a 19-year-old Russian college student accused of stealing documents detailing DirecTV's new encryption system and circulating those details among satellite hackers. Igor Serebryany was arrested in Los Angeles for allegedly circulating on the Internet hundreds of sensitive documents taken from a law firm where he worked part time. The papers detailed DirecTV's latest access cards, the keys needed to decrypt signals in the company's DBS receivers.

### Sweeney's New Duties

**LOS ANGELES**—As part of a corporate reorganization, Anne Sweeney, president of Disney's Cable Networks Group, is taking over all kids TV programming and production at Disney, including kids blocks on ABC Network, ABC Family and international channels. "Going forward all these divisions will be reporting into Anne so the two units will work more in unison to leverage Disney's animation capability and distribution capabilities," said a Disney spokesman. Sweeney will keep her current duties, including running Toon Disney, The Disney Channel and overseeing Lifetime and A&E. And Disney also is reorganizing the animation division itself, placing David Stainton in charge of the entire division. Stainton, who started at Disney in 1989, replaces Thomas Schumacher, who is relocating to New York to focus solely on Disney's live-theater operation. Stainton had been president of Walt Disney Television Animation since January 2001.

### Delays Quiet Tremors

**NEW YORK**—Sci Fi Channel, coming off the success of *Taken*, is delaying the premiere of its latest original series, *Tremors*, until March because of special effects problems, a spokeswoman for Sci Fi said. *Tremors* was originally slated for a January debut.

## BROADCASTING & CABLE

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WEEK OF DEC. 26-JAN. 2

## B&amp;C INDICES

## THE B&amp;C 10

WEEK

-3.7%

YTD

-1%

## BROADCAST TV GROUPS

WEEK

2.5%

YTD

1.2%

## CABLE TV MSO'S

WEEK

2.1%

YTD

1.5%

## RADIO

WEEK

1.8%

YTD

0.2%

CLOSE WEEK YTD

Dow Jones	8607.52	2.1%	3.2%
Nasdaq	1384.85	1.2%	3.7%

## The B&amp;C 10

CLOSE WEEK YTD

AOL Time Warner	\$13.31	2.6%	1.6%
Clear Channel	\$38.99	1.8%	4.6%
Comcast Corp.	\$23.86	3.3%	5.6%
Cox Comm.	\$29.78	0.4%	4.9%
Disney	\$17.26	4.2%	5.8%
EchoStar	\$23.28	3.4%	4.6%
Fox Ent.	\$26.85	3.3%	3.5%
Hearst-Argyle	\$23.72	0.5%	-1.6%
Tribune	\$46.85	3.9%	3.1%
Viacom	\$43.06	3.0%	-2.7%

## GOOD WEEK

Seachange	\$6.15	19.4%	0.0%
New Frontier	\$0.94	17.5%	-6.0%
Young Bcst.	\$13.88	15.7%	5.4%
Gemstar	\$3.52	10.0%	8.3%
Paxson	\$2.39	8.6%	16.0%

## BAD WEEK

Crown Media	\$2.46	-33.7%	8.8%
Big City Radio	\$1.30	-31.6%	-23.5%
Granite	\$2.05	-18.0%	0.0%
Interop	\$2.17	-8.5%	-6.9%
Beasley Bcst.	\$11.95	-4.4%	0.0%

## HOW NOW DOWN CROWN?

-38%

Buy a sympathy card for Hallmark's Crown Media. It took a big dive at year end. Plagued by overruns and ailing international cable networks, it dropped 28% in one day last week, probably from portfolio managers dumping shares and avoiding Crown holdings as they issued year-end statements to clients.

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

## AOL/TW Plays Tough with Fox Sports

MSO refuses to pay higher rates in Fla., Minn.; Fox cuts them off

BY JOHN M. HIGGINS

**T**he annual year-end friction between cable operators and programmers has left two Fox Sports networks dark in the homes of close to 2 million AOL Time Warner and Advance/Newhouse subscribers.

In Florida, Fox Sports' Sunshine Network cut its signal when Time Warner's 10-year affiliation deal expired at the start of the New Year. That cost the network 1.5 million to 1.8 million homes (de-

deals

pending on which side you ask). In Minnesota, Fox Sports Net North went off in 150,000 to 180,000 Time Warner homes. Ironically, ESPNnews, one of the offspring of the network with the most maligned license fees, took the Fox Sports channel slot.

Fox Cable executive vice president Lindsay Gardner said there was no last-minute flurry of negotiations and that he hadn't had any substantial conversations with Time Warner in two weeks.

"I sent everybody home early," Gardner said. "No sense waiting for the phone to ring. It didn't ring."

Fox Sports said it cut the feeds because, "We were unwilling and unable to sell the product short. This is really the most compelling local product they have."

The fight is all about license fees. Time Warner Cable has refused to pay what the company described as an "extreme" increase in the first year and a double-digit percentage escalator in later years. The company said it's been paying



AOL Time Warner systems are refusing to pay higher fees to Fox Sports outlets in Florida and Minnesota.

around 90 cents monthly per subscriber for Sunshine Net in Florida and \$1.50 for Fox Sports North in Minnesota.

Company spokesman Mark Harrad wouldn't specify exactly what rate increases the networks were demanding, but one industry executive put it at 60 percent in Florida and 45 percent in Minnesota.

Gardner wouldn't detail the proposals he's made, but said the escalator wasn't as large as Time Warner contends.

The bulk of the Florida systems were actually taken over by Newhouse as part of the Dec. 31 breakup of the Time Warner Entertainment-Advance/Newhouse cable partnership.

Newhouse—best known as a magazine and book publisher—now has operating control but buys its programming through Time Warner Cable.

Advance/Newhouse CEO Bob Miron said he fully supports Time Warner's moves on his company's behalf, calling the proposed Sunshine increase "unconscionable."

Miron said, "They're doing all the negotiating. We're going along with them."

Time Warner Cable may be emboldened by Cablevision Systems in its fight with regional sports network called the Yankees Entertainment & Sports Network, which sought \$2 per month per sub. Cablevision wouldn't pay and kept YES off its 3.4 million metro New York City systems but said it lost only 40,000 subscribers.

After years of being afraid of dropping expensive cable channels, cable operators suddenly believe they might survive the subscriber backlash. ■

## Stations Mean Business on Retrans

BY JOHN M. HIGGINS AND DAN TRIGOBOFF

**C**able operators and broadcast stations mostly dodged year-end bullets over retransmission consent, but one CBS affiliate in Macon, Ga., went dark on several local systems on New Year's Day.

Mid-sized and small station groups are increasingly agitating for cash payments from cable operators. The biggest

cable

companies—Fox, Disney and NBC, seem to be happy using rights to carry their stations signals to expand their cable networks. But smaller groups say that past deals for promotion, slots for a news channel or better channel positions aren't sufficient.

In the biggest fight, Comcast sued McGraw-Hill's Denver station KMGH-TV to keep the ABC affiliate on the MSO's local

systems after their last retransmission consent agreement expired Dec. 31. McGraw-Hill had sought an analog slot for a local news channel, but Comcast countered with a digital slot that has more limited distribution. KMGH blinked and the two sides reached a tentative agreement to keep the station on Comcast systems.

Gannett's WMAZ-TV Macon, Ga., found no such reprieve, but went dark only on systems serving 6,000 subscribers. From larger operators, Gannett has been seeking carriage of a new national news channel, America Today, which would be filled with reports from Gannett's local TV stations. But from the small systems, Gannett wanted 75 cents to \$1 per month per subscriber.

Cox is the largest operator in the market. In exchange for retransmission rights to WMAZ-TV and stations in three other Cox markets, Gannett wants carriage of the America Today throughout all of is

systems serving 6.3 million subscribers.

Several Nexstar stations, including Texas stations KTAB-TV in Abilene and KMID-TV in Midland, went right down to the wire seeking 10 cents to 25 cents per subscriber with last-minute extensions keeping the stations from being bumped from several cable lineups including Cox's Midland System.

Duane Lammers, COO at Nexstar Broadcasting, said that in several end-of-the-year negotiations there were favorable terms, but added that some deals were short-term and allowed the stations "to protect our long term goals. They do not set some new standard for the industry." Confidentiality agreements, he said, barred him from revealing terms.

"But we got something of value from all these contracts," he said. "We didn't do any deals on what I call 'the old TCI' plan'; promotional material or bill-stuffers." ■



**LOOKING FOR A  
TIME PERIOD UPGRADE?**



**JOE'S THE 1.**

**JUDGE  
JOE  
BROWN**



## FAST TRACK

### The NAB, Sans the Sands

Some shuttle-bus fans may be put out, but the **NAB** has decided to confine its confab (April 5-10) to **THE LAS VEGAS CONVENTION CENTER** this year, rather than divide itself among the LVCC and Sands Expo Center as in the past.

### Cable 2002, by the Numbers

**LIFETIME TELEVISION** ended 2002 as the highest-rated cable network, while **ESPN** claimed the lion's share of the year's top programs.

Lifetime averaged a 2.0 household rating, according to **TURNER BROADCAST** analysis of **NIELSEN MEDIA RESEARCH** data, on par with its 2001 marks.

**TNT** was second behind Lifetime with a 1.8 average, 13% over the year before, while **USA NETWORK** and **NICKELODEON** tied for third with a 1.7 average.

**CARTOON NETWORK** occupied the fifth spot with a 1.6 rating, down 6% from last year.

**ESPN**, with a 1.5 prime time average, boasted 18 of the year's 20 highest-rated cable programs. The network's Sunday-night football games averaged a stellar 7.4 rating, up 17% from the 2001 season. **ESPN's** Sept. 8 telecast of a Houston Texans-Dallas Cowboys match-up grabbed a 9.6 rating, the year's best for cable.

**FOX NEWS CHANNEL's** ratings surged 20% in 2002, making it the only cable news channel to build off post-Sept. 11 ratings gains. Fox News finished the year with a 1.2 average, while **CNN** slipped 10% to a 0.9 rating. **MSNBC's** ratings dropped 33% to a 0.4 and **CNBC's** 0.2 rating was off 50% from 2001.

**MTV**, buoyed by its hits *The Osbournes* and *The Real World*, increased ratings 13% to a 0.9 household average.

**TBS SUPERSTATION** produced the year's highest-rated original movie, a 5.9 for the June 9 debut of action thriller *Atomic Twister*.

### Joe and Jane Sixpack, Apply Here

The average citizen will get a chance to advise **FCC** Chairman **MICHAEL POWELL** and his colleagues on the consumer impact of DTV, broadband availability and low-power FM radio under a rechartered **CONSUMER ADVISORY COMMITTEE**. The panel also will focus on stopping consumer fraud and improving American Indians' access to telecom.

Applicants shouldn't be that average: The commission wants recognized experts in their fields who are members of public or private organizations. Members must commit to a two-year term and attend three one-day meetings in Washington each year. Application deadline is Jan. 31.

### Bottom Lines

**RICHARD DUMONT** is the new vice president of advertising and promotion at **TWENTIETH TELEVISION**, upped from executive director. He will oversee all print advertising and Twentieth's Web site. ...

**A&E** introduced a new Saturday-night lineup anchored by two acquired dramas, *Crossing Jordan* and *Third Watch*, pairing them with its original forensic series, *Cold Case Files*.

Both acquisitions are rich propositions for the network. **A&E** picked up off-network rights to *Crossing Jordan* in November, paying \$800,000 per episode for the NBC Enterprises drama. It paid \$700,000 for *Third Watch*. **A&E** finished the year with a 1.0 prime time average, down 17% from 2001, according to Nielsen. ...

**INFINITY BROADCASTING** will face charges in early February—brought by the **NATIONAL LABOR RELATIONS BOARD** in an administrative court—that two of its Detroit radio stations, **WWJ(AM)** and **WXYT-FM**, restricted union access to facilities for the union's bargaining unit meetings. The NLRB issued the complaint brought by the **AMERICAN FEDERATION OF TELEVISION AND RADIO ARTISTS**. Infinity had no comment.



### Aaron Around the World

**CNN** is ready to share Aaron Brown's quirky prime time newscast with its international network. Beginning today, **CNN's NewsNight** with Aaron Brown, which airs weeknights at 10 p.m. ET, will be simulcast on **CNN International**. **CNN** already simulcasts *Lou Dobbs Moneyline* and *Larry King Live*.

# Fox Cooks Up Fix for DTV

Claims new chipset developed with Philips and an Australian university solves indoor reception problem

BY KEN KERSCHBAUMER

**F**ox, Philips Research and Australian National University have created a new digital TV reception chipset that they say solves many of the multipath reception problems that have plagued indoor reception of DTV signals—and also demonstrates the viability of the 8-VSB transmission standard.

"We've proven that 8-VSB is perfectly usable for commercial deployment," said Andrew G. Setos, Fox Group president of engineering. "That puts to bed anyone who says we needed COFDM which has its own problems." COFDM is an alternative DTV transmission technology.

### 1,100 CITIES STUDIED

The chipset is a result of a multiyear study of reception data from 1,100 locations in New York, Los Angeles, Chicago and Atlanta. The data was taken to a lab where engineers from Philips Research and the university attempted to tweak the chipset algorithms to improve reception. The results of the study are published in the most recent issue of the **IEEE Transactions on Broadcasting** journal. According to the study, the chipset can receive indoor signals in 85 percent of the situations.

"The way Fox gets value was to make sure that no one consumer electronics company could monopolize this and so, therefore, only one brand of set would work," said Setos. "By putting the technology into the hands of Philips Semiconductor, any set maker can theoretically buy the chipset."

Setos said the cost of the chipset that will be available from Philips Semiconductor should be in line with the cost of other chipsets because the solution is in the elegance of the algorithms, not the raw silicon.

"Now it's practical to make a good receiver so it's up to the marketplace," he said. "It's not that 8-VSB is a flawed standard or that you can't make a good receiver. Now it's simply go ahead and do it."

### NAB TOP ENGINEER IMPRESSED

Setos said that some indoor reception areas, like basements or certain areas in an apartment building, will still be subject to reception problems when using an indoor antenna.

Improving DTV indoor reception has been a major quest for not only chip manufacturers, but also organizations like the **NAB**, **MSTV** and the **ATSC**. And early word on a potential broadcast lab is that it too will focus much of its energies on indoor DTV reception.

Arthur Allison, **NAB** senior engineer of science and technology, hasn't had a chance to look through the study but the large sample size and the length of time Fox took to verify the data gives him confidence in the results.

The work from Fox and Philips follows that of others like Linx and ATI. "As time goes on,

the receiver chips are getting better, and this prototype from Fox—like the Linx receiver—convinces me that the strength of signal needed for reception in an indoor environment is going to steadily decrease as technology improves," Allison said.

A representative from a leading electronics manufacturer said that the development is important because chipset design is a competitive element in DTV set manufacturing.

"More competition for design is better because it helps everyone advance the ball a little further," he said. He added that the most important aspect of the report is that it validates 8-VSB and could be useful in silencing any lingering critics of the modulation standard.

### FLEXIBLE SOLUTION

Fox became involved in the reception issue after a Nielsen study showed that up to 40 percent of Fox viewers were watching via an over-the-air signal at some times of the day. "Early on we realized that we were in deep trouble as an industry if we weren't going to determine that the system could work or not and then figure out how it would work properly," Setos said.

Fox then approached various consumer electronics manufacturers. Philips had the capabilities it was looking for, he said.

"Because of this there is no need to shift gears to other transmission systems and no need to reduce the data capacity of the basic transmission system" to make reception more robust, he said. "The flexibility for broadcasters or viewers is still there and with excellent reception characteristics."

Does this mean the DTV receiver market will start moving? "When the marketplace wants to do something it can go very fast," said Setos of when the first chipsets could hit the market. "We've stimulated the marketplace so now we'll see what happens." ■



**'Now it's practical to make a good receiver, so it's up to the marketplace. It's not that 8VSB is a flawed standard...'**

**ANDREW G. SETOS**, Fox



New technology may bring new life to indoor antennae.





# WNBC NEW YORK

Joe improves his new time period.

JUDGE  
**JOE**  
BROWN

Source: NSI Wrap Overnights, November 2002 vs. November 2001. 3:00-4:00PM TP.  
% Change based on HH rating.



# STATION BREAK

BY DAN TRIGOBUFF

## The Long Arm of KOB

**ALBUQUERQUE** — KOB-TV Albuquerque reporter Neil Simon helped police capture a Lebanon, Tenn., woman accused of the statutory rape and abduction of a 14-year-old boy she'd home-schooled. She was apprehended after she turned up in New Mexico as the beneficiary of a local charity.

The station had only done one short voice-over saying that the woman and the boy were believed to be in the area, but a call came in last Sunday (Dec. 29) from a local charity that was helping house a woman in a local hotel while her car was being repaired. After seeing the story on TV, the charity's staff believed her to be fugitive Cynthia Guthrie, a suspicion that appeared confirmed when she registered under that name. Guthrie had told the charity she was traveling with her son, visiting relatives in the area when her car broke down. They contacted KOB-TV, telling Simon they had told police, who had given the call low priority. Simon called Tennessee police, who contacted New Mexico authorities themselves and set the arrest in motion.

"It was definitely awkward," said Simon, who joined the station late last year. "Usually you're not the one calling the police." The police, he said, explained they were busy with emergencies, but told him to keep an eye on her and "if she leaves, to follow her."

Simon stayed and got exclusive footage of the woman's capture at the motel.

## KIRO Shares News Wealth

**SEATTLE** — Viacom's KSTW-TV Seattle has contracted with local Cox-owned CBS affiliate KIRO-TV for a late-night newscast. Expected to premiere early this year, the newscast will be produced by KIRO-TV and use its anchors. The deal was announced last week by John Woodin, vice president and general manager at KIRO-TV, and by KSTW-TV's new VP/GM Gary Wordlaw, himself a veteran and award-winning newsman.

KSTW-TV, which dropped its local newscast and news department four years ago when it was part of the Paramount group, will face competition in the 10 o'clock hour from Tribune-owned Fox affiliate KCPQ(TV) and from Belo-owned independent KONG-TV, which gets news product from co-owned KING-TV.

It's the second deal of its type in recent weeks for Viacom stations, which announced a partnership in Detroit with Scripps-owned ABC affiliate WXYZ-TV to produce news for UPN station WKBD(TV) there. That deal accompanied the decision to end news at duopoly sister station and CBS affiliate WWJ-TV. KSTW-TV has not had news of any sort for years.

## Powell Exits WHUT

**WASHINGTON** — In a surprise announcement, Adam Clayton Powell III said he was resigning as general manager of WHUT-TV Washington, effective Jan. 11. Powell said the hours had been difficult for him and that he hopes to spend more time with his family.

Powell said he'll also be working on a series of articles, possibly a book, regarding the future of the media and will remain as a consultant to the station. A veteran TV newsman and producer, Powell had made significant impact at the station in only nine months, expanding both the PBS station's original and acquired programming. Powell will also head the replacement committee.

## Reporter Nominated for Labor Secretary

**ALBUQUERQUE** — While a KOB-TV reporter was assisting police (see lead item), a former one was preparing to render government assistance of a different sort. Reporter Conroy Chino has been nominated by New Mexico Gov. Bill Richardson to be the state's secretary of labor. Although Chino has no government experience, Richardson told local media he wanted the veteran investigative reporter to use his fact-finding skills to protect New Mexico workers.

Chino, who left KOB-TV in 2001 after many years at the station, had been working part-time for KOAT-TV. Chino, an elder in the Acoma Pueblo tribe, has also been making films documenting the American Indian experience.

"I told Conroy he'll probably be confirmed," said KOAT-TV News Director Pahl Shipley, "but his hearing will be payback for all those legislators he's chased over the years."

All news is local. Contact Dan Trigobuff at (301) 260-0923, e-mail [dtrigobuff@reedbusiness.com](mailto:dtrigobuff@reedbusiness.com) or fax (413) 254-4133.



## KTLA Comes Up Roses

**O**vernight ratings gave bragging rights to KTLA's coverage of the Tournament of Roses Parade on New Year's Day. Its show, hosted by Bob Eubanks and Stephanie Edwards, "delivered the largest audience with an 18/40 share, 2.5 times greater than all competitors combined," the station said.

# Sinclair Speeds Centralcasting

Group will add News Central to three stations already offering news

BY DAN TRIGOBUFF

**S**inclair Broadcast Group plans to take its ambitious News Central on the road to its stations in Oklahoma City; Raleigh, N.C.; and Rochester, N.Y., during first quarter 2003. Since each of the stations already have news operations, the move signals a change in direction for the centralcast.

The company had said that it would bring the Hunt Valley, Md.-based operation to the group's 30-some markets currently lacking newscasts before the centralcast would come to the some 30 Sinclair stations that have news.

Company spokesman Mark Hyman said Sinclair is "accelerating our schedule on conversions." Converting an existing newscast to one compatible with the centralcast is much easier than building one from the ground up, he noted, but said the company will add several new newscasts this year as well. "We feel more confident that we can [bring News Central to all its stations] in the two-year time frame" that has been its stated timetable.

"We're going into those three markets for a lot of reasons," said Joe DeFeo, who ran news at Sinclair's flagship WBFF(TV) before building the company's multimillion-dollar facility and staff and becoming Sinclair's corporate news director, "including improving content and expanding the news in those markets." While News Central is currently planned as a late-prime time newscast, Sinclair said it could expand into other dayparts.

In those markets, the news will expand from half an hour to an hour, following Sinclair's formula of mixing local, national and international news, with some local



segments, particularly weather, produced centrally in Hunt Valley, DeFeo said.

"Flint [Mich.] has worked out very well," he said. "It is the beta test site and has had some little glitches, but not a lot, and not many of the technical problems have shown up on the air."

DeFeo noted that each of the local markets will require capital improvements and production and facility upgrades to make them more compatible with the state-of-the-art Hunt Valley facilities.

Still, the acceleration of News Central into markets where Sinclair has newscasts has led to anxiety within those news departments. "We don't know yet who they're keeping and who they're firing," said a journalist at one station, who said the staff is worried over the change in direction.

Sinclair acknowledged some potential staff reductions, but said there will be more opportunities in other markets and in Hunt Valley. "At the end of the day," Hyman said, "we're going to have more news and more people." DeFeo said he hopes to keep displacement to a minimum.

Sinclair has said all along that it intends to make money with its added news, targeting advertisers that favor stations with news—particularly during the lucrative election seasons—while using efficiencies through shared resources and economies of scale to build many newscasts at lower than typical costs. ■

## Semi-Triopoly in Nashville for Sinclair?

Anticipates an FCC revisit of media-ownership rules

**S**inclair Broadcast Group may be trying to bridge the gap between duopoly and triopoly in the Nashville, Tenn., market.

The company, which owns Fox affiliate WZTV(TV) and UPN affiliate WUXP(TV) there, has modified an existing outsourcing agreement with WNAB(TV) owner Nashville Broadcasting Limited Partnership. Under the agreement, Sinclair will pay an \$18 million nonrefundable deposit toward the purchase price of the put or call option on the non-license assets of WNAB in return for a reduction in the monthly fees Sinclair pays under the outsourcing agreement.

The translation, according to analysts, is somewhere between ownership of two and three stations in the market. That could give Sinclair a head start if the FCC changes its media-ownership rules to allow such combos. Sin-

clair had no comment on the triopoly strategy.

Sinclair already is providing sales, administrative and technical services to WNAB under the outsourcing deal. The company said the transaction will save it approximately \$1.3 million annually. One analyst, who did not want to be identified, said the deal is a good one for Sinclair because it will enhance Sinclair's cash flow while "preserving the de facto triopoly."

"Pushing the envelope used to mean duopoly," noted Bear Stearns analyst Victor Miller (Bear Stearns has a banking relationship with Sinclair). "LMAs used to be controversial. Sinclair may be anticipating the next step, and they're willing to commit. If the structure proves to be too progressive, the company has the right to assign its outsourcing agreement to another broadcaster." —Dan Trigobuff



**+138%**



## **WTXF PHILADELPHIA**

Joe improves his new time period, again.

**JUDGE  
JOE  
BROWN**

Source: NSI Wrap Overnights, November 2002 vs. November 2001. 3:30PM TP. 1/2 Hour program.  
% Change based on HH rating.



## PROGRAMMING

## Deliver Us

Discovery Health's warm-and-fuzzy baby programming is getting up close and personal: a 10-hour marathon of live births, with camera crews set up in delivery rooms in at least three different hospitals waiting to take baby's first picture.

Showing births live on TV is not new (though a live maternity marathon probably is). America's Health Network did it back in 1998; *Good Morning America* has done it as well.

Discovery Health has been working with obstetricians, patients and hospitals for months to manage the process. Mary Alice Williams will anchor the Feb. 17 4 p.m.-2 a.m. ET show.

The network's Senior VP Bob Reid said Birth Day was not a programming stunt. "Anything that educates women more about pregnancy and the health of their babies is valuable," Reid said.—J.M.H.



## BEHIND THE SCENES | BEFORE THE FACT

## IN THE LOOP

## JURISPRUDENCE

## Like Mother...

The news that Liza Minelli and husband David Gest were suing Viacom-owned VH1 over a remark in a New York paper (*New York Post*) by an unnamed network executive regarding difficulties with their TV show (now cancelled) set off déjà vu alarms with PR pro Ted Faraone.

Back in the late 1950s, Minelli's mother, Judy Garland, and her husband and agent, Sid Luft, sued CBS (now Viacom-owned) for a remark made by an unnamed network source to a New York paper (the *Herald Tribune*) regarding difficulties with her TV show. In that case, columnist Marie Torre went to jail to protect her source in what is generally considered the first imprisonment of a journalist for refusing to testify.—J.E.



## REGULATION

## Friend of the Family

William Duhamel, president of the Rapid City, S.D.-based Duhamel Broadcasting, hopes new FCC Commissioner Jonathan Adelstein learned something

about the needs of stations in small and rural markets during his formative years in South Dakota.

The Adelstein and



Duhamel families have been close ever since the commissioner's grandparents moved to the state 80 years ago. The friendship was close enough, Duhamel says, that his kids convinced Adelstein to go to Stanford University for undergraduate and master's degrees. Duhamel received his doctorate from the school.

Adelstein has not confided his views on media ownership to Duhamel, but his family friend hopes the FCC Democrat learned something from his father Stan, a Republican businessman twice elected to the state's House of Representatives. "I suspect over the dinner table Jonathan heard the business viewpoint," Duhamel says. Duhamel says TV duopolies will help shore up the finances of stations in small market with scarce ad revenues.—B.M.



## It's a Guy Thing

The National Football League games on the broadcast nets drew a lot more men to the set this year than last. Fox had a 13% gain in men 18-34, and a 7% gain in men 18-49. Fox had an overall gain of 5%, with total viewership climbing to an average 16.2 million viewers. CBS didn't have a full-season tally at deadline, but through 16 weeks, the network's coverage was up 15% among men 18-34, and 8% among men 18-49. ABC's *Monday Night Football* was up 16% with men 18-34 and up 11% with men 18-49, while total viewership was up 4% to an average 17 million.—S.M.

## WASHINGTON

## May May Exit NAB



Before this week is out, NAB may have to start thinking about a new No. 2 executive behind Eddie Fritts. Jim May, NAB's executive VP, government relations, for almost 15 years, is on the short list (two or three candidates) to replace Carol Hallett as CEO of the Air Transport Association. Hallett is retiring in April. May has run NAB's government-affairs department since joining NAB in 1988. A decision on whether he is their pick—and whether he will take the post if offered—could come as early as today (Jan. 6).—H.A.J.

## Killing VNS May Be Way to Fix Voter Polling

By STEVE McCLELLAN

With two blown elections in a row, Voter News Service may soon be history.

It's not a fait accompli, but there is a consensus among network news executives that scrapping VNS is the best way to insure that vote counting and exit polling go smoothly during the 2004 presidential election campaign. But the networks need to have a reliable service in place before the primaries begin.

The VNS board—comprising members

representing its partner news organizations including The Associated Press, CNN, Fox News, CBS News, NBC News and ABC News—is set to meet today. Topping the agenda: a decision about whether to terminate a contract with Battelle Memorial Institute, which has supplied all the new computer models and software for a top-to-bottom revamp of VNS that began shortly after the service imploded on election night 2000.

It's a sticky issue because VNS signed Battelle to a multiyear contract. If the networks decide to void the contract, Battelle may decide to sue, although

some argue the software firm probably doesn't have a case since the 2002 fix didn't work as it was supposed to.

Even today, VNS can't produce any exit polling data on the way various segments of the population voted and why.

If the VNS board does decide to cancel its contract with Battelle, the odds are good that a decision to scrap VNS itself would soon follow. Last week, sources at two of the VNS partners said it was looking like VNS would be disbanded.

As the partners have been analyzing reports on what went wrong, they have been considering alternatives to VNS.

Sources said it's likely that if VNS goes away, the current partners would stay together in some form of consortium. And they say it's also likely that separate entities would be contracted to provide vote-counting and exit-polling services.

The AP has been doing its own accurate election-night vote tally and sources say that AP could become the primary vote-counting service for the consortium. Indeed, all the partners used AP in November when VNS faltered.

It's possible that each organization would create back-up exit poll systems to double-check data. ■





## **WTTG WASHINGTON, DC**

Did we mention that Joe improves his new time period?

**JUDGE  
JOE  
BROWN**

Source: NSI Wrap Overights, November 2002 vs. November 2001. 3:00PM TP. 1/2 Hour program.  
% Change based on HH rating. ©2003 Paramount Pictures. All rights reserved.





# SPECIAL REPORT

## NATPE BUYERS GUIDE

# Syndicators Roll Out New Talkers, Formats

BY PAIGE ALBINIAK

**A**fter *Dr. Phil* showed in 2002 that smash hits still can happen on daytime TV, syndicators will escort several famous names to the sunlight hours in 2003 hoping it can happen again.

Warner Bros. Domestic Television is developing a talk show for comic Ellen DeGeneres and another for Sharon Osbourne, a star of MTV's surprise hit reality show, *The Osbournes*. And Universal Domestic Television is bringing royalty to daytime with talk show *Fergie*, starring Sarah Ferguson, Duchess of York.

"It's so hard in today's environment to just get people to pay attention and watch your show," said Steve Rosenberg, president of Universal Domestic Television. "You want someone involved that is easily branded."

In one instance, King World's *Living It Up With Ali and Jack*, the distributor hopes that its fun and professional—but comparatively unfamiliar hosts—will bring life to the tried-and-true daytime talk and variety format.

On the pages that follow, BROADCASTING & CABLE capsulizes the shows that will be

Shopping for a First-Run Show or Two?				
Here are the major strips available this year				
PROGRAM	DISTRIBUTOR	TYPE	TERMS	LAUNCH
<i>Ask Rita</i>	Litton Syndications	Half-hour relationship	cash + barter	Jan. 2003
<i>eBay TV</i>	Sony Pictures	Hour reality	barter only	Fall 2003
<i>Ellen DeGeneres</i>	Warner Bros.	Hour talk/variety	cash + barter	Fall 2003
<i>Ex-Treme Dating</i>	Twentieth	Half-hour relationship	barter only	June 2003*
<i>Fergie</i>	Universal	Hour talk	cash + barter	Fall 2003
<i>Good Gay Live</i>	Twentieth	Hour news/talk	cash + barter	Jan. 2003*
<i>Living It Up!</i>	King World	Hour talk	cash + barter	Fall 2003
<i>Sharon Osbourne</i>	Warner Bros.	Hour talk	cash + barter	Fall 2003
<i>Starting Over</i>	NBC Enterprises	Hour reality	cash + barter	Fall 2003
<i>Wayne Brady</i>	Buena Vista	Hour talk/variety	cash + barter	Fall 2003*

\*Show has had limited regional or station-group run, is now being offered nationally.  
SOURCE: Company reports, Morgan Stanley analyst Richard Bilotti, published reports

peddled at NATPE later this month.

The big shows, profiled on pages 18 through 23, are the ones major syndicators are counting on for the last New Orleans NATPE, Jan. 20-23.

They include big names, of course, and big ideas.

For handy example, *eBay TV* is different enough that it's hard to explain, except to say that it will try to meld the Internet auction Web site with features on hobbyists who often troll eBay for hidden trea-

tures. *Starting Over*, from NBC Enterprises is reality television for daytime watchers, in which several women share a home and try to solve their own problems or fulfill their dreams.

This year will see few new game, court or relationship shows, although twists on such shows are either in very early development, or are already developed and awaiting national launches.

Twentieth Television is expanding its *Ex-Treme Dating*, starring Jillian Barberie

nationwide starting in June. Paramount is tinkering with the idea of rolling out a new combination court/relationship show tentatively titled *Love or Money*.

More certain is Paramount's plan to roll out a half-hour daily spin-off of *Entertainment Tonight*'s "Insider" segment as a daily show for fall 2004.

Tribune Entertainment is considering a court show called *Mobile Court*, in which a California judge travels around to resolve conflicts.

Litton Syndications next fall will roll out *Ask Rita*, starring comedian Rita Rudner, and already cleared on some ABC owned-and-operated stations. She'll do her show from Las Vegas, and Litton thinks it will be saucy enough many stations will choose to air it in late night spots.

NBC plans in January or February to try out six episodes of a remake of *Let's Make a Deal*, starring *Access Hollywood*'s Billy Bush, in prime time. If the show works, NBC Enterprises could launch it in syndication next year but probably with a different host.

Finally, Telco Pictures brings the cop genre to daytime with its new *Missing*, which profiles missing people. *Missing* will combine the resources of the FBI, the National Center for Missing and Exploited Children, and the local police. ■

# Off-Net Shopping List Is Short for '03

BY PAIGE ALBINIAK

**T**he off-network field is a little thinner at this year's NATPE conference, reflective of the recent lack of mega-hit TV shows to draw on.

Last year's big entry was Warner Bros.' *Will & Grace*, and that show has performed according to expectations, routinely coming in fourth behind syndicated powerhouses Warner Bros.' *Friends*, Sony's *Seinfeld* and King World's *Everybody Loves Raymond*.

This year's top entries are three sitcoms: Buena Vista Television's *My Wife and Kids*, Sony's *King of Queens* and Paramount's *Becker*.

Paramount also is rolling out UPN favorite *The Parkers* for next year and is starting to shop another UPN show, *Girlfriends*, for 2004.

How About an Off-Net Program?		
Here's what the major studios are offering for 2003		
SHOW	DISTRIBUTOR	TYPE
<i>Angel</i>	Twentieth	Weekend hour
<i>Becker</i>	Paramount	Sitcom
<i>The Parkers</i>	Paramount	Sitcom
<i>Walker, Texas Ranger</i>	Sony	Weekend hour
<i>Ripley's Believe It Or Not</i>	Sony	Half-hour reality
<i>King of Queens</i>	Sony	Sitcom
<i>My Wife and Kids</i>	Buena Vista	Sitcom
<i>America's Funniest Home Videos</i>	Buena Vista	One-hour strip

SOURCE: Company reports, Morgan Stanley analyst Richard Bilotti, published reports

Two reality-based strips will be available: Buena Vista's *America's Funniest Home Videos*, which has had a long run on ABC, and Sony's *Ripley's Believe It Or Not*, which is being sold to sta-

tions off its TBS Superstation cable run after first airing on The WB.

For weekends, Twentieth is selling one-hour drama *Angel*, The WB's spin-off of *Buffy the Vampire Slayer*. Sony also

is selling for weekends the Chuck Norris-starrer *Walker, Texas Ranger*, which already enjoys second runs on USA Network.

The fact that crime shows are hot on prime time now means they will be hot in syndication for years to come—not just on broadcast television. Hour-long dramas seem to be settling in more easily on cable networks.

But few will be coming this year. King World plans to launch *CSI: Crime Scene Investigation* in broadcast syndication in fall 2005 but already is talking up prime time's number-one show. Universal is set to launch *Law & Order: Criminal Intent* in fall 2005. The show currently is repurposed on USA along with *Law & Order: Special Victims Unit*.

Twentieth is shopping David Kelley's high-school drama *Boston Public* for 2004, while Buena Vista is beginning to talk about two ABC shows: spy thriller *Alias* and sitcom *According to Jim* for 2005. ■



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## SONY PICTURES TELEVISION

ONE-HOUR REALITY STRIP

## Sony Seeks Bidders for eBayTV

In an attempt to create a new genre for daytime television, Sony Pictures Television is developing *eBayTV* for fall 2003.

"Shows that create a new genre and break new ground are the franchise," said John Weiser, executive vice president of Sony Pictures Television. "When *eBayTV* hits, it will own the auction space and no one will be able to follow it."

Partnering with online auction house eBay, the show will combine segments that are similar to Paramount's *Entertainment Tonight*, Sony's *Ripley's Believe It Or Not* and PBS's *Antiques Roadshow*, Weiser said. Sony Pictures might partner with its film division and interview Tobey Maguire, star of Sony's *Spider-Man*, Weiser said. Maguire's Spiderman mask could go up for sale on eBay.

The show will feature segments on people who have assembled large collections via eBay purchase. "The people who collect on eBay are more interesting than what they collect, but the show also will feature some very unique collections," Weiser said.

Already in consideration are segments on the largest McDonald's memorabilia collection in the world, the largest glass-eyeball collection in the world and a look at a man whose "whole life is devoted to bananas," he said. The show also will

look at some of the most interesting and expensive items to be sold on the site and give their history, including appraisals and valuations.

The show hopes to help TV-station partners develop their own electronic-commerce businesses. The online auctioneer will pay stations \$6 per person they bring to the service, which could amount to a "tremendous passive revenue stream," Weiser said. eBay also will give stations proprietary software so they can run local auctions and price-fixed sales on their sites.

"Every item that is listed on the local station's site also can be co-listed on eBay's national site," Weiser said, exposing that ad to the 55 million people who use eBay today.

*eBayTV* will be hosted by Molly Pesce, a former Miss Florida who has hosted Comedy Central's *Short Attention Span Theater* and reviewed movies for Comedy's *The Daily Show With Jon Stewart*. "We were looking for someone who is upscale and smart and who knows how to think on her feet, which is critical with this kind of show," Weiser said.

The show is cleared on some Gannett- and Belo-owned stations and is awaiting deals with major station groups. ■



Molly Pesce will host the new genre daytime show, eBayTV.

eBayTV

barter only

## WARNER BROS. DOMESTIC TELEVISION

ONE-HOUR VARIETY/TALK STRIP

## Ellen Takes Another Shot

Ellen DeGeneres is coming back to television with her own variety/talk strip that will highlight her comedy and her "everywoman" approach to life.

"Ellen is a sensational talent who has spent the past twenty years preparing herself to do this show," says Jim Paratore, executive vice president of Warner Bros. Domestic Television and president of Telepictures Productions.

DeGeneres is so connected to Hollywood royalty that to do a test-drive of the show's concept she called up her friends Tom Hanks, Alanis Morissette and Helen Hunt, and had them come over to her house to do some sample interviews.

"This show will be the second-best booked show in the business," Paratore says. "She will have access to all the stars all the time. The stars know Ellen and they trust Ellen."

Besides DeGeneres's successful stand-up career, she also had a hit ABC sitcom and has been known to audiences for years. (She also had a CBS sitcom that failed to make it through the 2001-02 season.)

"Ellen will appeal to the young, more upscale end of the daytime audience that has

been abandoning broadcast for cable for the last 10 years," says Paratore. "What we found out when we were producing *The Rosie O'Donnell* show was that the audience would come back if you put a show on the air that appeals to them. If you can find the right host, you can bring that advertiser-desirable demographic back to broadcast television in very competitive numbers."

*Ellen DeGeneres* is Warner Bros.' attempt to find a replacement for *Rosie*, which they hoped they had this year with Caroline Rhea and which Buena Vista tried to do with Wayne Brady. While both shows are still on the air, and Brady is rolling out nationally in the fall, neither show has done anything close to the kind of ratings that *Rosie* did when she first came on the air in 1996.

Before Christmas, *Ellen DeGeneres* was cleared in 40 markets and is now waiting on a deal with the NBC owned-and-operated stations, which is deciding among several shows.

"I think there's a lot of room for new shows next year," Paratore says. "There's a lot of shows that aren't working this year so there should be no shortage of availability." ■



Ellen DeGeneres will draw on an A list of stars as her guests.

ELLEN DeGENERES

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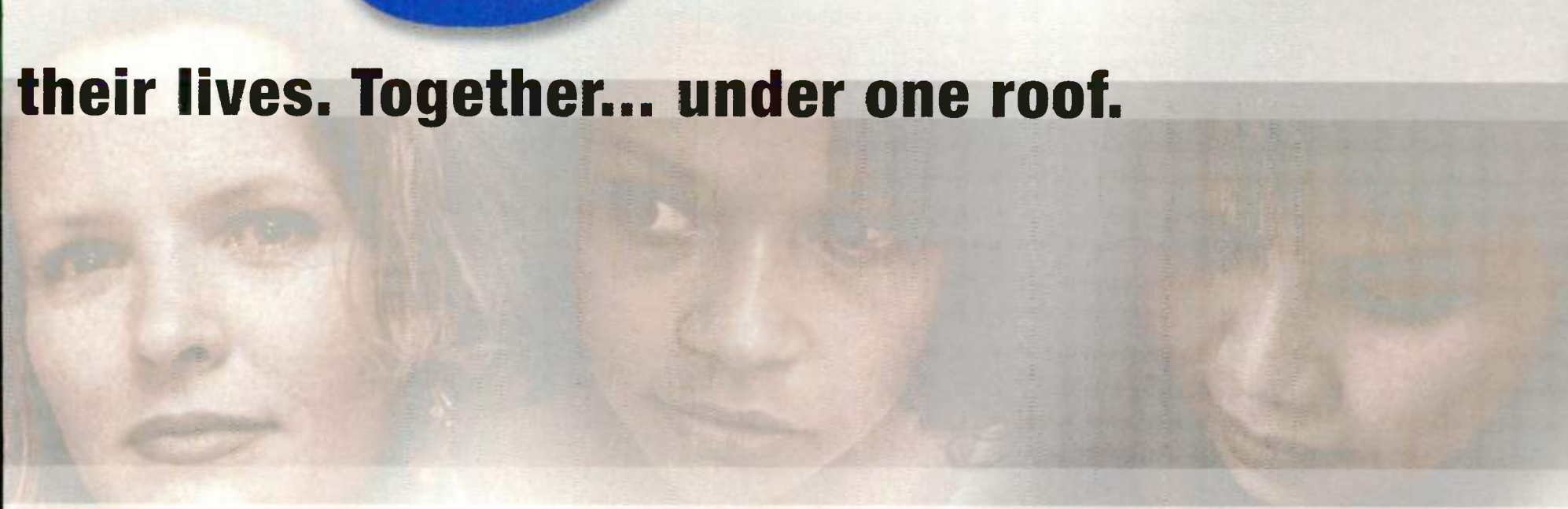
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## UNIVERSAL

ONE-HOUR TALK

## Daytime Gets Royal Treatment

England's royal family meets daytime talk in Universal's new show, *Fergie*, starring Sarah Ferguson, duchess of York.

"With this show, we are trying to present emotional stories, real stories of real people," says Steve Rosenberg, president of Universal Domestic Television. "We won't have celebrities in just for the sake of pitching their television show or their movie. It's really about making people feel good and empowering people."

"Sarah can break down those walls really quickly. When people meet her, they know she's royalty and they have no frame of reference to what that means. But Sarah has a unique ability to be famous and branded and in an elevated position, but still make you feel like she could be your best friend. She's been through the same things that a lot of us have been through."

Having a celebrity host gives a show's launch a huge boost, says Rosenberg. Ferguson's personal history and her job as spokesperson for *Weight Watchers* has helped get her name into the public conscious, he says.

Ferguson catapulted to fame in 1986 when she married England's Prince Andrew. Together, the couple had two daughters, Princess Beatrice, now

13, and Princess Eugenie, 12. The famous marriage ended in an equally famous divorce in 1995, but Ferguson has remained in the U.S. public eye through *Weight Watchers*, and appearances on NBC's *Today Show*. In the U.K., she already had her own talk show, called *Sarah, Surviving Life*, which aired on Britain's SkyOne Television.

So far, the show is cleared in about 20% of the country, with Universal hoping for a deal with the NBC owned-and-operated stations. NBC is the only group of network O&Os with a hole to fill in daytime talk, and the fate of several launches rests on the station group's decision.

"We are focusing on the NBC group deal. That will be the lead domino for us," Rosenberg says. "This is a more difficult market. As more and more product is produced in-house, you are going to see stations be more willing to commit to their own shows. And production is leveling off because of the reduced expectations for success. Shows are staying on the air because they are not doing that much worse than other shows."

Amy Rosenblum, who also executive produces Universal's *Mauri*, will produce *Fergie* in New York 33 weeks a year. Ferguson will commute between New York and England. ■



She's a princess who can relate to common folk, Universal says.

## FERGIE

Cash + barter

## KING WORLD

ONE-HOUR TALK

## Going for Two in a Row

It doesn't happen often in the giant lotto game that is syndication, but King World is hoping it can launch a hit two years in a row. King World comes to NATPE with *Dr. Phil* to brag about and with its new daytime variety/talk show—*Living It Up! With Ali and Jack*—already cleared in 65% of the country.

"Stations have been asking for this kind of show in so many words," says Roger King, CEO of CBS Enterprises and King World Productions. "This by far is the hottest show for next year. We are excited at King World to be so far down the road on 2003 when everyone else still is looking at 2002."

Besides most of CBS's owned-and-operated stations, the series has been cleared on stations of Hearst-Argyle, Scripps, Post-Newsweek, New York Times, Gannett, Belo and Jefferson Pilot.

*Living It Up!* will feature hosts Jack Ford and Alexandra Wentworth doing typical daytime things, like talking to celebrities, interviewing special guests and looking at fitness, beauty and home trends. Along those lines, the show will work closely with Hearst Publications, which publishes magazines such as *Good Housekeeping*, *House Beautiful* and *Redbook*.

The show sounds like a clone of Buena Vista's *Live With Regis & Kelly*, but it's not, King says. "You should never try to copy someone else because you won't do well."

"Regis [Philbin] is a tremendous talent and Oprah does Oprah better than anyone. You have to be yourself."

"It's different because the show takes on the personality of the people," Ford says. "Ali and I are different and have a different approach to things."

Ford has years of experience in broadcasting, most recently working at ABC as an occasional replacement for Charlie Gibson on *Good Morning America* and doing pieces for *20/20*. Ford also hosts a show on ESPN called *The Sports Reporters 2* that he will continue to do.

"One of the nice things I'm discovering about it not being a news division show is that you don't have the structure that can often be restricting," Ford says.

Ford also says he and Wentworth, who comes from an acting and comedy background, have great on-air chemistry. "She's just this great combination of smart, funny, quick and nice. I think people are just going to love that combination in a host when they see it." ■



John Ford likes the chemistry with co-host Alexandra Wentworth.

LIVING IT UP!  
WITH ALI AND JACK

Cash + barter



## WARNER BROS. DOMESTIC TELEVISION

ONE-HOUR TALK

### Hip Mom Wants to Have a Chat

**R**eality comes to daytime with Warner Bros.' new reality talk show starring Sharon Osbourne. Osbourne, the heart and soul of MTV's hit reality show *The Osbournes*, will bring her brand of straight talk to the new show.

"It's all about Sharon," says Jim Paratore, executive vice president of Warner Bros. Domestic Cable Distribution and president of Telepictures Productions. "It's her story as a woman who has overcome a lot of obstacles to end up becoming a successful businesswoman, wife and mother. Her whole life is a talk show."

The show will feature Osbourne tackling an issue each day, hosting celebrities and regular people, and interacting with the audience. Occasionally, she will sit down and do lengthy one-on-one interviews with stars and newsmakers.

The matriarch of the wacky Osbourne clan already has proven popular with women, who relate to her life filling multiple roles while keeping the family together.

"She's this young, hip mother they all wish they had, but she also appeals to the 35-45-year-old women. They see her struggling and dealing with all the same issues in life that they

deal with," Paratore says. "She's a smart, compelling, caring, intelligent woman who has this innate curiosity about people and their lives. She has a wealth of life experience and she loves to give advice."

Osbourne also has the potential to be a sort of an edgy Dr. Phil, because she is not afraid of telling people the truth. "You want to find someone that brings name recognition and a back story that generates familiarity," Paratore says. "But I wouldn't go so far to say it generates success. As soon as you say that, someone is going to come along that you have never heard of and knock it out of the park."

Stations, particularly the Tribune group, have been interested in the show from the moment word got out that Warner Bros. had signed Sharon to a deal.

"Part of our commitment to this business is to spend money," Paratore says. "We think you have to spend the money and create quality programs to attract a quality audience that advertisers want to reach. If we all just go low, you can't sell it. It's cheaper to produce, but you end up with a downscale, older audience. You have to be willing to spend money to make money." ■



As matriarch of the Osbourne clan, Sharon became an MTV star.

**SHARON OSBOURNE**

*Cash + barter*

## NBC ENTERPRISES

ONE-HOUR REALITY

### At NBC, *Real World* Grows Up

**W**ith *Starting Over*, NBC Enterprises is bringing to daytime the type of reality programming that has become popular in prime time. From the producers of MTV's *Real World* and *Road Rules*, *Starting Over* will select six or seven women to live together in a house and work on accomplishing important individual goals. When a woman manages that feat or when it's obvious that she is nowhere close to accomplishing anything, she will move out of the house and be replaced.

"A lot of women will tell you that there are decisions they have made or that were thrust on them that they wish they could change," said Jonathan Murray, the show's producer and co-head of Bunim/Murray Productions. "A lot of women would love the chance to start life over."

"It's an opportunity for these women to work on something they want to change. That might be getting out of a bad marriage, losing weight or developing a better relationship with their families," said Linda Finnell, senior vice president of programming and development of NBC Enterprises.

A counselor will live in the house with the women to "keep them on their marks and

encourage them to set their goals," she said. The producers have not yet selected the counselor.

The first installment will likely take place in Chicago, Murray said. "We imagine we will have tons of women applying for this, so it has to take place in a big city where the possibilities are endless."

Murray hopes the new program will take over where shows like *The Oprah Winfrey Show* leave off, following the women for an extended period of time.

"A lot of the fun of the show will be in the daily drama," Murray said. "Women don't walk away from conflict and they are much more interested in self-exploration than men are."

NBC hopes to sell the show into slots between 9 a.m. and 5 p.m., because it's a "great lead-in or lead-out of soap operas," said Ed Wilson, president of NBC Enterprises. "You have that soap-opera type of story-telling there, in which women are talking openly and honestly about very intimate issues in their lives."

So far, the show is cleared on the NBC stations and on Hearst-Argyle's stations, reaching 50% of the country. Hearst-Argyle is a partner in NBC Enterprises. ■



Reality producers Mary-Ellis Bunim and Jonathan Murray

**STARTING  
OVER**

**STARTING OVER**

*Cash + barter*



STEVEN SPIELBERG PRESENTS

# TAKEN





**30,000,000 people watched SCI FI  
over 10 nights. Imagine how many  
will watch over the next 365.**

## Coming in 2003

### **Alternative Reality Series**

The Dream Team with Annabelle and Michael  
Scare Tactics with Shannen Doherty

### **Scripted Series**

Stargate SG-1  
Tremors: The Series  
Tripping the Rift

### **Miniseries Events**

Frank Herbert's Children of Dune  
Battlestar Galactica





# Second-Year Shows Prepare to Go Nationwide

BY PAIGE ALBINIAK

**S**ome shows on the NATPE slate this year will look familiar to regular NATPE attendees: Buena Vista's *The Wayne Brady Show*, Twentieth Television's *Ex-Treme Dating* and Twentieth's *Good Day Live* all had limited rollouts last year, but are headed into national syndication this year.

*Good Day Live*—with hosts Jillian Barberie, Steve Edwards and Dorothy Lucy—has been cleared in 88% of the country and in 130 markets. It will launch nationally this month.

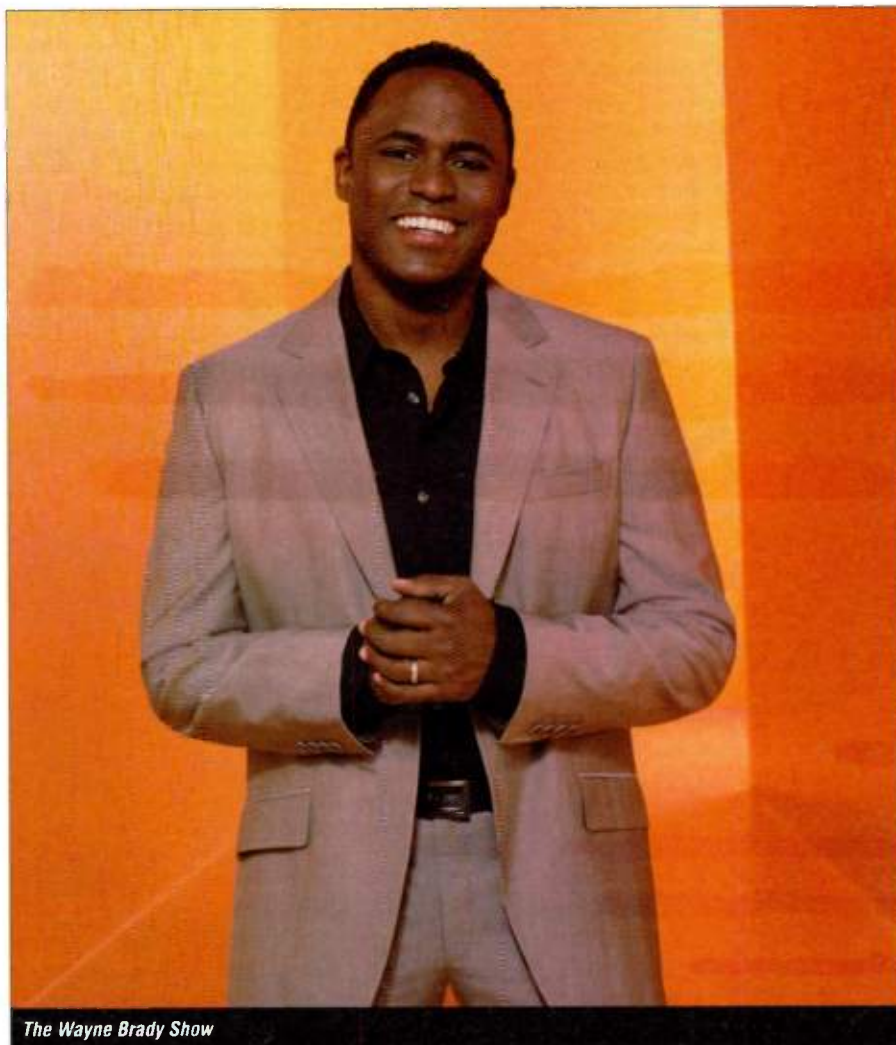
All of Fox's owned-and-operated stations air the show, which covers news, talk and entertainment in a none-too-serious way for an hour each morning. *Good Day Live* is an expanded version of *Good Day LA*, which started on Fox's Los Angeles owned-and-operated station, KTTV-TV. Stations are paying cash for the show and getting a barter split, with 10 1/2 minutes of advertising time going to them and 3 1/2 minutes going to the studio.

One of *Good Day Live*'s hosts, Barberie, a former weather girl from Canada, does triple time for Twentieth and News Corp., appearing on Fox's NFL game coverage and hosting another show that Twentieth is taking national this fall: *Ex-Treme Dating*.

So far, that show airs on Fox O&Os in 12 markets and on some other stations, like UPN affiliate WUTB-TV in Baltimore. A full national rollout is planned for fall.

*Ex-Treme Dating* sets up a couple on a date and then recruits two ex-boyfriends or girlfriends and asks them to provide intimate details about their former partner to their date. With the exes whispering in the date's ears, it can get difficult to overlook a date's little quirks.

Like most of the relationship strips—in-



*The Wayne Brady Show*

cluding Universal's *Blind Date*, Universal's *Fifth Wheel* and Telepictures' *Change of Heart*—*Ex-Treme Dating* will likely be offered to stations for barter only, sources speculate, although a Twentieth spokesman said no deal terms had been released yet.

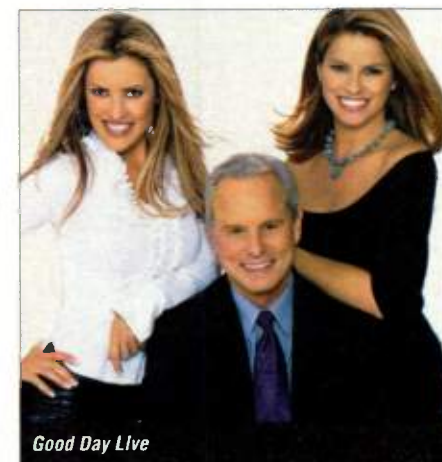
ABC's owned-and-operated stations al-

ready have cleared *The Wayne Brady Show* through the end of next year. The Walt Disney Co. owns both ABC and its TV stations as well as Buena Vista Television.

*The Wayne Brady Show* features Brady, best known for his improvisational skills on the ABC prime time show *Whose Line*



*Ex-Treme Dating*



*Good Day Live*

*Is It Anyway?*, interacting with the studio audience, making up his own song-and-dance routines and interviewing celebrities. Brady is at his best when he's performing; he's a little awkward when he has to get out there and mingle with the audience. ■

## Smaller Distributors Offer Some Goodies, Too

BY PAIGE ALBINIAK

**I**f NATPE shoppers aren't interested in what the major studios have to offer, they have a few other places to look.

If stations have a hole in late-night, South Carolina-based Litton Syndications is shopping *Ask Rita*, a talk/relationship/comedy half-hour strip featuring comedienne Rita Rudner. The show will launch on Jan. 27, and two episodes per day will be available starting Aug. 29.

Litton already has cleared the show in 58% of the country, including WXIA-TV in Atlanta, KPNX-TV in Phoenix, XETV-TV in San Diego and KVBC-TV in Las Vegas. *Rita* also has been cleared on two major Cox Broadcasting stations: ABC owned-and-operated stations in New York, Chicago, Houston and Raleigh, N.C.; and The WB 100+ stations. Litton

is offering it on a cash-plus-barter basis, with 1 1/2 minutes of advertising time going to Litton and 5 1/2 minutes going to the stations.

*Ask Rita* will feature Rudner and a panel of celebrities answering viewer mail, giving advice and having fun. It's also likely to be on the racier side, considering the host, the expected time-slots and the types of panelists Rudner expects to entice.

"We had a time period available and it's a very funny show," said Gene Greenberg, executive vice president and general manager of Vegas NBC affiliate KVBC-TV. "I felt it could do very well in Vegas."

Rudner lives in the desert city, where the show will be taped, with her husband, who will produce it. But the stand-up comic already has plenty of Hollywood contacts to draw on, and among

the first guests will be film star Steve Martin, comedian Dennis Miller, vaunted Hollywood madame Heidi Fleiss, *8 Simple Rules* star John Ritter, *Family Feud*'s Louie Anderson and *CSI: Miami*'s Emily Proctor.

Smaller syndicators are also offering three new weekly half-hours. Santa Monica-based Telco Productions has *Missing*, which draws on the FBI files of missing persons. Hearst Entertainment Corp. is turning its *CosmoGIRL!* magazine into a lifestyle weekly of the same name that it claims will satisfy FCC children's TV programming requirements. And Mansfield Television Distribution and Worldlink are offering *America's Moving To...*, which will showcase different American cities. The show is tied in with Ryland Homes, which will be the presenting sponsor. So far, it's cleared in 33% of the nation. ■



*Ask Rita*



# the advertising council

## january

### BACK TO SCHOOL WINTER TERM:

Afterschool Programs  
Americans for the Arts  
Community Schools  
Connect for Kids  
Girls Go Tech (Girl Scouts)

### Learning Disabilities

Library of Congress  
Operation Graduation  
(High School Drop-Out Prevention)  
Partners for Public Education  
United Negro College Fund  
Urban Literacy: Read and Rise

### 1 ELLIS ISLAND OPENED: ANNIVERSARY

Campaign for Freedom  
Fair Housing  
National Trust for Historic Preservation  
Racial Cooperation  
USA Freedom Corps

### NATIONAL MENTORING MONTH

Big Brothers Big Sisters  
Community Drug Prevention  
Crime Prevention  
USA Freedom Corps

### 11-17 WILDERNESS WILDLIFE WEEK OF NATURE

Earth Share  
Get Green  
Wildfire Prevention

### 20 MARTIN LUTHER KING, JR. DAY

Fatherhood Initiative  
Martin Luther King, Jr. Memorial  
Racial Cooperation  
United Negro College Fund

## february

### BLACK HISTORY MONTH

Fair Housing  
Fatherhood Initiative  
Martin Luther King, Jr. Memorial  
Racial Cooperation  
United Negro College Fund  
Urban Literacy: Read and Rise

### 2 GROUNDHOG DAY

### 3-9 NATIONAL CONSUMER PROTECTION WEEK

Fair Housing  
Firewise  
Get Green

### 10-16 NATIONAL CHILD PASSENGER SAFETY AWARENESS WEEK

Seat Belt Education

### 14 VALENTINE'S DAY

16-22 NATIONAL ENGINEERS WEEK  
Girls Go Tech (Girl Scouts)

### 17 PRESIDENT'S DAY

Campaign for Freedom  
USA Freedom Corps

## march

### NATIONAL COLON CANCER AWARENESS MONTH

Colon Cancer Prevention & Detection

### NATIONAL NUTRITION MONTH

Feeding Children Better (Child Hunger)

### WOMEN'S HISTORY MONTH

Girls Go Tech (Girl Scouts)  
Library of Congress

### ARTS IN EDUCATION MONTH

### MUSIC IN OUR SCHOOLS MONTH

Americans for the Arts

### 3-7 SCHOOL BREAKFAST WEEK

Feeding Children Better (Child Hunger)

### 9-15 GIRL SCOUTS WEEK

Girls Go Tech (Girl Scouts)

## april

### ALCOHOL AWARENESS MONTH

Drunk Driving Prevention

### NATIONAL CHILD ABUSE PREVENTION MONTH

Child Abuse Prevention

### 2 NATIONAL DAY OF HOPE

Child Abuse Prevention

Child Help U.S.A.

### WORLD HABITAT AWARENESS MONTH

### KEEP AMERICA BEAUTIFUL MONTH

Earth Share  
Get Green

National Trust for Historic Preservation  
Wildfire Prevention

### MATHEMATICS EDUCATION MONTH

Girls Go Tech (Girl Scouts)

### MONTH OF COMMUNITY SPIRIT DAYS

Big Brothers Big Sisters  
Community Drug Prevention  
Community Schools

Crime Prevention

Earth Share

Fair Housing

Get Green

National Trust for Historic Preservation

USA Freedom Corps

YouthNOISE

### NATIONAL POETRY MONTH

### JAZZ APPRECIATION MONTH

Americans for the Arts

### 1 APRIL FOOL'S DAY

### 1-7 NATIONAL PUBLIC HEALTH WEEK

### 7 WORLD HEALTH DAY

AIDS Awareness- Apathy is Lethal  
Primary Immunodeficiency  
Stroke Early Response

### 11 NATIONAL YOUTH SERVICE DAY

USA Freedom Corps

### 22 EARTH DAY

Earth Share

Energy Efficiency

Get Green

Wildfire Prevention

### 24 LIBRARY OF CONGRESS ANNIVERSARY

Library of Congress

### 27-MAY 3 NATIONAL VOLUNTEER WEEK

Big Brothers Big Sisters

Community Drug Prevention

USA Freedom Corps

YouthNOISE

# PUBLIC SERVICE EVENTS

## may

### CLEAN AIR MONTH

Childhood Asthma  
Earth Share



Energy Efficiency  
Get Green

### NATIONAL FAMILY MONTH

Act Against Violence  
Afterschool Programs  
Americans for the Arts  
Connect for Kids  
Family Literacy  
Fatherhood Initiative  
Learning Disabilities  
Operation Graduation (High School Drop-Out Prevention)  
Partners for Public Education  
Project Safe Neighborhoods  
Urban Literacy: Read and Rise

### BREATHE EASY MONTH

### NATIONAL ALLERGY / ASTHMA AWARENESS MONTH

Childhood Asthma

### NATIONAL STROKE AWARENESS MONTH

Stroke Early Response

### 3 UNITY IN DIVERSITY DAY

Racial Cooperation

### 5-12 NATIONAL HISTORIC PRESERVATION WEEK

National Trust for Historic Preservation

### 11 MOTHER'S DAY

Breastfeeding Awareness  
Family Literacy  
WIC- Family Nutrition & Healthcare Services

### 12-18 NATIONAL WOMAN'S HEALTH WEEK

Breastfeeding Awareness  
WIC- Family Nutrition & Healthcare Services

### 18 YOUTH AGAINST VIOLENCE DAY

Act Against Violence

Child Abuse Prevention

Child Help U.S.A.

Community Drug Prevention

Crime Prevention

Domestic Violence Prevention

Project Safe Neighborhoods

YouthNOISE

### 19-25 BUCKLE UP AMERICA WEEK

Seat Belt Education

### 26 MEMORIAL DAY

### 29 ANNOUNCEMENT OF AMERICA'S 11 MOST ENDANGERED PLACES

National Trust for Historic Preservation

## june

### GRADUATION

Drunk Driving Prevention  
Operation Graduation (High School Drop-Out Prevention)  
United Negro College Fund

### NATIONAL SAFETY MONTH

Drunk Driving Prevention  
Firewise  
Seat Belt Education  
Wildfire Prevention

### 1-7 INTERNATIONAL VOLUNTEERS WEEK

Big Brothers Big Sisters

### 1 STAND FOR CHILDREN DAY

Act Against Violence  
Child Abuse Prevention  
Childhelp U.S.A.  
Community Drug Prevention  
Fatherhood Initiative  
Feeding Children Better (Child Hunger)  
Give Kids the World  
Seat Belt Education  
WIC- Family Nutrition & Healthcare Services  
YouthNOISE

### 1 NATIONAL CANCER SURVIVORS DAY

Colon Cancer Prevention and Detection

### 5 AIDS FIRST NOTED (JUNE 5, 1981)

AIDS Awareness- Apathy is Lethal

### 8 ABUSED WOMEN AND CHILDREN'S AWARENESS DAY

Child Abuse Prevention  
Domestic Violence Prevention

### 14 FLAG DAY

Campaign for Freedom  
Homeland Security  
USA Freedom Corps

### 15 FATHER'S DAY

Fatherhood Initiative

### 15 WORLD ENVIRONMENT DAY

Earth Share  
Energy Efficiency  
Get Green  
Wildfire Prevention

### 21 JOIN HANDS DAY

USA Freedom Corps

### SUMMER

Community Drug Prevention  
Energy Efficiency  
Feeding Children Better (Child Hunger)  
Firewise  
Seat Belt Education  
Wildfire Prevention

## july

### NATIONAL PURPOSEFUL PARENTING MONTH

Act Against Violence  
Breastfeeding Awareness  
Childhood Asthma  
Connect for Kids  
Fatherhood Initiative  
Girls Go Tech (Girl Scouts)  
Learning Disabilities  
Operation Graduation (High School Drop-Out Prevention)  
Partners for Public Education  
Seat Belt Education  
WIC- Family Nutrition & Healthcare Services

### 4 INDEPENDENCE DAY

Campaign for Freedom

Homeland Security

USA Freedom Corps

### 6-12 TAKE CHARGE OF CHANGE WEEK

Act Against Violence  
AIDS Awareness- Apathy is Lethal  
Child Abuse Prevention  
Child Help U.S.A.  
Community Drug Prevention  
Crime Prevention  
Domestic Violence Prevention  
Drunk Driving Prevention  
Earth Share  
Fair Housing  
Fatherhood Initiative  
Feeding Children Better (Child Hunger)  
Get Green



Girls Go Tech



dear colleague:

As we enter 2003, the Ad Council is proud to provide you with our widest selection of PSAs to date. Our docket has grown to nearly 50 campaigns that serve to collectively address the many pressing social issues facing our nation. Your support throughout our 60 year history has allowed us to create tremendous positive social change. We thank you for your commitment and are pleased to be able to share some new initiatives with you.

We know that you are most interested in PSAs and issues that are of direct relevance to your community. As a result, this year, we are offering more localized PSAs than ever before. We are also fortunate to be working with many non-profit organizations and government agencies that have local chapters. These local groups are enthusiastic about working with you during 2003 and beyond. You will be hearing from them directly, and we urge you to consider collaborating with them for your community affairs programs, off-air events, etc. as they can offer valuable resources and expertise about the issues that matter most to your community.

We also encourage you to visit our redesigned web site, [www.adcouncil.org](http://www.adcouncil.org) – a great resource for all of your public service needs. Keep up to date on new campaigns, research, trends, and the latest news about the Ad Council and the industry. Most importantly, our new **PSA Central** section is specifically formatted for media professionals and provides you with a host of new resources – preview PSAs and order materials online, get partnership ideas and information about corporate sponsorship of PSAs, and more!

Without your valuable work and support, our messages would have no voice. We will continue to strive to provide you with the tools you need to better serve your audience. We hope that our **Public Service Events Calendar** will help you shape your PSA schedule for the coming year and beyond. As always, it lists pertinent placement dates for all of our campaigns, from our iconic messages to our newest work. We hope that you find this calendar, and all of our resources valuable in reaching out to your community.

On behalf of everyone at the Ad Council, I thank you for your continued support of our messages.

Sincerely,

Peggy Conlon  
President & CEO  
The Advertising Council, Inc.



# 2003

## Ad Council PUBLIC SERVICE EVENTS





# 2003



Give Kids the World  
Learning Disabilities  
Martin Luther King, Jr. Memorial  
Operation Graduation (High School Drop-Out Prevention)  
Project Safe Neighborhoods  
Seat Belt Education  
Vote

**YouthNOISE**

**7 FATHER-DAUGHTER TAKE A WALK TOGETHER DAY**  
Fatherhood Initiative

## august

**BACK TO SCHOOL**

**Afterschool Programs**  
Americans for the Arts  
Big Brothers Big Sisters  
Community Schools  
Connect for Kids  
Family Literacy  
Girls Go Tech (Girl Scouts)  
Learning Disabilities  
Library of Congress  
Operation Graduation (High School Drop-Out Prevention)  
Partners for Public Education  
United Negro College Fund  
Urban Literacy: Read and Rise

**1-7 WORLD BREASTFEEDING WEEK**

**Breastfeeding Awareness**  
WIC- Family Nutrition & Healthcare Services

**5 NATIONAL NIGHT OUT**

**Crime Prevention**  
**Homeland Security**  
Project Safe Neighborhoods

**12 UN INTERNATIONAL YOUTH DAY**

YouthNOISE

**28 THE 40TH ANNIVERSARY, "I HAVE A DREAM" SPEECH**

Martin Luther King, Jr. Memorial

## september

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

Afterschool Programs  
Childhood Asthma  
Crime Prevention  
Drunk Driving Prevention  
Family Literacy  
Fatherhood Initiative  
Learning Disabilities  
Operation Graduation (High School Drop-Out Prevention)  
Partners for Public Education  
USA Freedom Corps

**PRIMARY ELECTIONS / BEGINNING OF POLITICAL SEASON FOR GENERAL ELECTIONS**

Vote

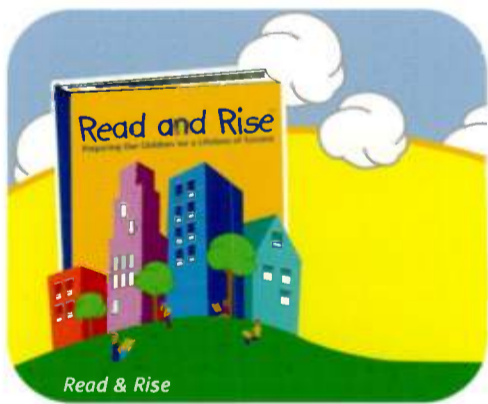
**1 LABOR DAY**

**8 INTERNATIONAL LITERACY DAY**

Family Literacy  
**Urban Literacy: Read and Rise**

**23 LEWIS & CLARK, EXPEDITION RETURNS ANNIVERSARY**

**Lewis & Clark**



**29-30 FAMILY HEALTH AND FITNESS DAYS USA**

Healthy Lifestyles & Disease Prevention

## october

**FAIR HOUSING AWARENESS MONTH**

Fair Housing  
Lewis & Clark  
Martin Luther King, Jr. Memorial  
**Racial Cooperation**

**NATIONAL DOMESTIC VIOLENCE AWARENESS MONTH**

Child Abuse Prevention  
Childhelp U.S.A.  
**Domestic Violence Prevention**

**NATIONAL CRIME PREVENTION MONTH**

Act Against Violence  
Child Help U.S.A.  
Community Drug Prevention  
**Crime Prevention**  
Homeland Security  
Domestic Violence Prevention  
Drunk Driving Prevention  
Fatherhood Initiative  
Project Safe Neighborhoods

**5-11 FIRE PREVENTION WEEK**

**Wildfire Prevention**  
**Firewise**

**6-10 MATH LITERACY WEEK**

Girls Go Tech (Girl Scouts)

**6 CHILD HEALTH DAY**

Breastfeeding Awareness  
Child Abuse Prevention

Child Help U.S.A.  
Childhood Asthma  
Feeding Children Better (Child Hunger)  
Healthy Lifestyles & Disease Prevention  
Primary Immunodeficiency  
**WIC- Family Nutrition & Healthcare Services**

**12-18 TEEN READ WEEK**

Family Literacy  
Library of Congress  
Urban Literacy: Read and Rise

**19-25 NATIONAL CHEMISTRY WEEK**

Girls Go Tech (Girl Scouts)

**19-25 NATIONAL HEALTH EDUCATION WEEK**

Breastfeeding Awareness  
Healthy Lifestyles & Disease Prevention  
**Primary Immunodeficiency**  
WIC- Family Nutrition & Healthcare Services

**23-31 RED RIBBON WEEK**

**Community Drug Prevention**

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

Act Against Violence  
**Project Safe Neighborhoods**

**25 MAKE A DIFFERENCE DAY**

Big Brothers Big Sisters  
Give Kids the World

**31 HALLOWEEN**

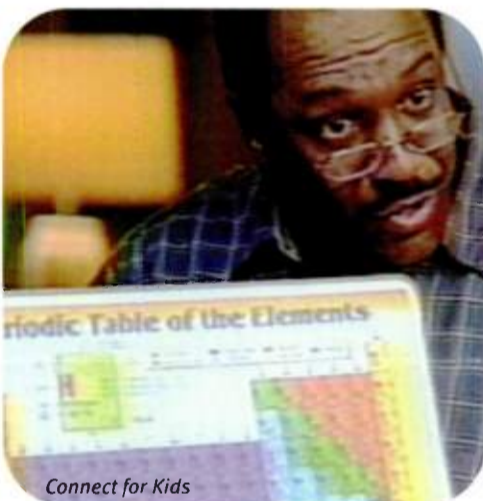
## november

**AMERICAN DIABETES MONTH**

**Healthy Lifestyles & Disease Prevention**

**NATIONAL AIDS AWARENESS MONTH**

AIDS Awareness—Apathy is Lethal



Connect for Kids

**1 NATIONAL FAMILY LITERACY DAY**

**Family Literacy**  
Urban Literacy: Read and Rise

**4 ELECTION DAY**

Vote

**11 VETERAN'S DAY**

**15 AMERICA RECYCLES DAY**

Get Green  
Earth Share

**16-22 AMERICAN EDUCATION WEEK**

Afterschool Programs  
Americans for the Arts  
**Community Schools**  
Connect for Kids  
Family Literacy  
Fatherhood Initiative  
Girls Go Tech (Girl Scouts)  
Learning Disabilities  
Library of Congress  
Operation Graduation (High School Drop-Out Prevention)  
**Partners for Public Education**  
United Negro College Fund  
Urban Literacy: Read and Rise

**22 NATIONAL FAMILY VOLUNTEER DAY**

Big Brothers Big Sister  
USA Freedom Corps

**23-29 NATIONAL FAMILY WEEK**

Act Against Violence  
Family Literacy  
Fatherhood Initiative  
Give Kids the World  
Operation Graduation (High School Drop-Out Prevention)  
Partners for Public Education  
Project Safe Neighborhoods  
Urban Literacy: Read and Rise

**27 THANKSGIVING**

## december

**NATIONAL DRUNK AND DRUGGED DRIVING PREVENTION MONTH**

**Drunk Driving Prevention**

**1 UNITED NATIONS WORLD AIDS DAY**

AIDS Awareness—Apathy is Lethal

**1-7 TOLERANCE WEEK**

Fair Housing  
Racial Cooperation

**HOLIDAY SEASON**

Drunk Driving Prevention  
**Give Kids the World**  
Seat Belt Education

**20-27 CHANUKAH**

**25 CHRISTMAS**

**26-JANUARY 1, 2004 KWANZAA**

**31 NEW YEAR'S DESIGNATE A DRIVER CAMPAIGN**

Drunk Driving Prevention

january

S	M	T	W	T	F	S
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february

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april

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june

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july

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23	24	25	26	27	28	29
30	31					



**SPONSOR CONTACT INFORMATION (CONTINUED)**

campaign	sponsor organization	phone	hotline	website
Earth Share	Earth Share	202-537-7100		www.earthshare.org
Energy Efficiency	Colorado Energy Assistance Foundation	303-825-8750		
Fair Housing	National Fair Housing Alliance/ Leadership Conference Education Fund	202- 898-1661	1-866-222-FAIR	www.nationalfairhousing.org
Family Literacy	National Center for Family Literacy	502-584-1133	1-877-FAMLIT-1	www.famlit.org
Fatherhood Initiative	National Fatherhood Initiative	301-948-0599	1-800-790-DADS	www.fatherhood.org
Feeding Children Better (Child Hunger)	America's Second Harvest/ConAgra Foods' Feeding Children Better Foundation	402-595-4100	1-800-FEED-KIDS	www.feedingchildrenbetter.org
Firewise	USDA Forest Service/ National Association of State Foresters	202-205-1483		www.firewise.org
Get Green	Environmental Defense	212-616-1288	212-616-1238	www.getgreen.com
Girls Go Tech	Girl Scouts of the USA	800-223-0624		www.girlsgotech.org
Give Kids The World	Give Kids The World	407-396-1114	1-800-995-KIDS	www.gktw.org
Healthy Lifestyles & Disease Prevention	U.S. Department of Health and Human Services			
Homeland Security	The White House/ Office of Homeland Security/ Sloan Foundation	202-456-2505		
Learning Disabilities	Coordinated Campaign for Learning Disabilities	202-326-8700	1-888-GR8-MIND	www.aboutld.org
Lewis & Clark	National Council of the Lewis and Clark Bicentennial	314-361-9031	1-888-999-1803	www.lewisandclark200.org
Library of Congress	Library of Congress	202-707-9190		www.americaslibrary.gov www.loc.gov
Martin Luther King, Jr. Memorial	Martin Luther King, Jr. Memorial Foundation, Inc.	202-737-5420	1-800-471-9773	www.mlkmemorial.org
National Trust for Historic Preservation	National Trust for Historic Preservation	202-588-6043	1-800-315-NTHP	www.nationaltrust.org
Operation Graduation (High School Drop-Out Prevention)	U.S. Army		1-877-FOR-A-KID 1-866-ESTUDIA	www.operationgraduation.com
Partners for Public Education	People For the American Way Foundation/ NAACP	202-467-4999	1-800-281-1313	www.schoolsuccessinfo.org
Primary Immunodeficiency	Jeffrey Modell Foundation	212-819-0200	1-800-JEFF-844	www.jmfworld.org
Project Safe Neighborhoods	National Crime Prevention Council/ U.S. Department of Justice	202-261-4166		www.psn.gov
Racial Cooperation	National Underground Railroad Freedom Center	513-412-6900		www.freedomcenter.org
Seat Belt Education	U.S. Department of Transportation/ National Highway Traffic Safety Administration	202-366-4000	1-800-424-9393	www.nhtsa.dot.gov
Stroke Early Response	American Stroke Association	214-706-1134		www.strokeassociation.org
United Negro College Fund	United Negro College Fund	703-205-3400	1-800-331-2244	www.uncf.org
Urban Literacy: Read and Rise	National Urban League	212-558-5371		www.nul.org/readandrise
USA Freedom Corps	USA Freedom Corps		1-877-USA-CORPS	www.usafreedomcorps.gov
Vote	Federal Voting Assistance Program	703-588-1584	1-800-438-8683	www.yourvotecounts.org
Wildfire Prevention	USDA Forest Service/ National Association of State Foresters	202-205-1483		www.smokeybear.com
Women, Infants & Children (Family Nutrition & Healthcare Services)	National WIC Association	202-232-5492		www.nwica.org
YouthNOISE	YouthNOISE	202-408-0271		www.youthNOISE.com



(CONTINUED NEXT PAGE)

campaign	sponsor organization	phone	hotline	website
Act Against Violence	American Psychological Association/ National Association for the Education of Young Children	202-336-5500	1-877-ACT-WISE	www.actagainstinviolence.org
After-school Programs	After-school Alliance/ Mott Foundation	202-347-2030	1-866-KIDS-TODAY	www.afterschoolalliance.org
AIDS Awareness- Apathy is Lethal	United Nations Foundation	202-462-4900	1-866-AIDS-FUND	www.apathyislethal.org
Americans for the Arts	Americans for the Arts	202-371-2830		www.americansforthearts.org
Big Brothers Big Sisters	Big Brothers Big Sisters of America	215-567-7000	1-888-412-BIGS	www.bigbrothersbigsisters.org
Breastfeeding Awareness	Office on Women's Health/ U.S. Department of Health and Human Services	1-800-944-WOMAN		www.4woman.gov
Campaign for Freedom	The Advertising Council, Inc.	212-922-1500		www.campaignforfreedom.org
Child Abuse Prevention	Prevent Child Abuse America	312-663-3520	1-800-CHILDREN	www.preventchildabuse.org
Childhelp U.S.A.	Childhelp U.S.A.	480-922-8212	1-800-4-A-CHILD	www.childhelpusa.org
Childhood Asthma	U.S. Environmental Protection Agency		1-866-NO-ATTACKS	www.noattacks.org
Colon Cancer Prevention & Detection	American Cancer Society	404-417-5830	1-800-AACS-2345	www.cancer.org
Community Drug Prevention	Office of National Drug Control Policy	202-395-6700	1-877-KIDS-313	www.youcanhelpkids.org
Community Schools for Excellence	Children's Aid Society	212-949-4800	1-877-LOVE-2-LEARN	www.helpyourcommunity.org
Connect for Kids	Benton Foundation/ National Education Association	202-638-5770		www.connectforkids.org
Crime Prevention	National Crime Prevention Council/ U.S. Department of Justice	202-466-NCPC	1-800-WE-PREVENT 1-800-722-TEENS 1-800-727-UNETE	www.mcgruff.org www.weprevent.org
Domestic Violence Prevention	Family Violence Prevention Fund	415-252-8900	1-800-END-ABUSE	www.fvpv.org
Drunk Driving Prevention	U.S. Department of Transportation/ National Highway Traffic Safety Administration	202-366-4000	1-800-424-9393	www.nhtsa.dot.gov

**SPONSOR CONTACT INFORMATION**

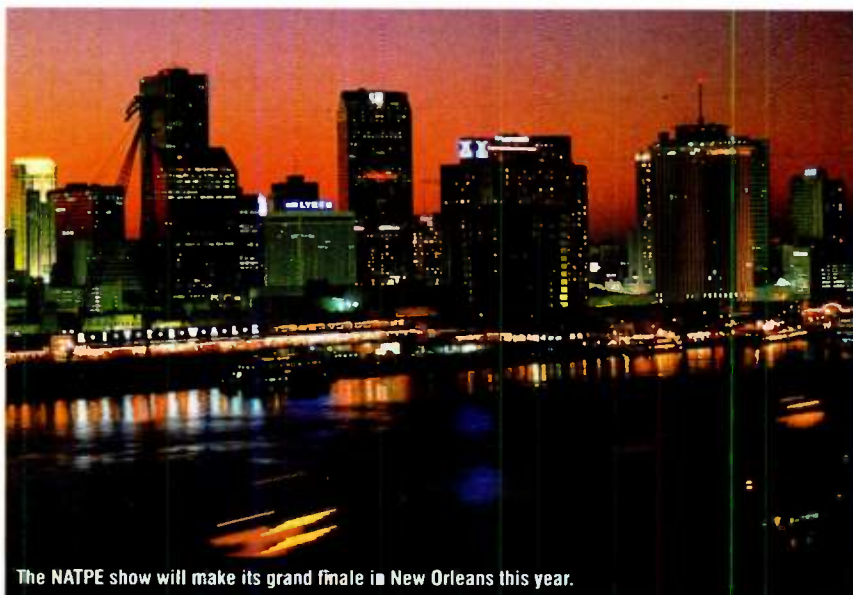
To identify a select number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society.

**mission**



# PROGRAMMING

## For Last Time, NATPE Goes to The Big Easy



The NATPE show will make its grand finale in New Orleans this year.

Syndies, major station groups will show, but it'll be less grand with most in hotel suites, again

BY PAIGE ALBINIAK

**A**fter the industry suffered the shock of last year's declining NATPE, 2003 will be a year of transition for the venerable programming conference. The show will spend its last year in New Orleans, trying out some new ideas to replace the grandiose exhibition booths of old and preparing for its permanent move to Las Vegas come 2004.

In a demonstration of support for the NATPE, all the major syndicators will be attending the show. Buena Vista

Television, King World, MGM/NBC Enterprises, Paramount Domestic Television, Sony Pictures Television, Tribune Entertainment, Twentieth Television, Universal Domestic Television and Warner Bros. all are taking kiosks in new, so-called Hollywood Plaza on the convention floor to direct attendees to their suites in nearby hotels such as the Fairmont and the Wyndham Canal.

"Distributors don't want to put the money out to be on the floor this year," says Dick Askin, president and CEO of Tribune Entertainment. "You gain substantial savings by going to a hotel. Building a booth is like building a cus-

tom house. It's an expensive proposition."

Because the huge booths won't be a factor this year, NATPE will host mixers every day on the show floor at 4:30 p.m. NATPE hasn't done that in the past because many booths used to serve drinks and food all day long. Also, the show was once too big to "mix." But the 2003 show may have attendance of just around 10,000.

"It will be better because people will be mixing with each other all over the floor and they won't be stuck in a booth," says Bruce Johansen, NATPE's president. "It's also a way to draw people to the floor."

Askin adds, "I think the thing I always enjoy about NATPE is that it gives you a chance to network with colleagues from all aspects of the business."

NATPE also will offer several how-to sessions, such as how to secure foreign funding for a project, how to pitch a show and even how to "network," to prep attendees for all the happy hours.

"They're the kind of informational, very practical and pragmatic workshops that we haven't done in the past," says Johansen. "It's partly because we're seeing independent producers and small companies sign up to come to the conference and they told us this was the kind of information they wanted and needed."

Another difference between this year

and last is the return of station-group executives' holding affiliate meetings, although some syndicators say they are bringing fewer executives this year than they did last.

"If I get to NATPE and I haven't closed a fair amount of my business, then I'm not in good shape anyway," says John Nogawski, executive vice president of Paramount Domestic Television. "But I think NATPE still is a good place for us to convene and I enjoy spending time with clients there."

Largely due to the efforts of NATPE Chairman Tony Vinciguerra, president of the Fox TV Stations, three of the major broadcast networks will hold meetings at NATPE. Fox will hold both an affiliates' meeting and an affiliates' board of governors' meeting at NATPE. Both CBS and NBC also will hold boards of governors' meetings, while NBC will convene in New Orleans general managers and program directors from its 14 owned-and-operated stations. Post-Newsweek also plans to hold a managers' meeting, while several large TV station groups, such as Belo Corp., Hearst-Argyle and LIN Television plan to bring more top executives than they did last year.

"There are a lot of meetings taking place that we haven't seen in a couple of years," Johansen says. "Without Tony's leadership, I'm not sure we would have as many groups participating." ■



**'It will be better because people will be mixing all over the floor and won't be stuck in a booth.'**

**BRUCE JOHANSEN**  
NATPE

## NATPE Runs Can't-Miss Sessions Back-to-Back-to-Back

**T**he three must-see NATPE sessions come all in a row on Tuesday, Jan. 21.

House Energy and Commerce Committee chairman Rep. Billy Tauzin (R-La.), one of Congress's most knowledgeable members on all things television, will kick off the day. Tauzin will address the convention after receiving the NATPE chairman's award in his home state.

Following Tauzin, five of the industry's top executives will discuss the issues of the day in a panel session moderated by Jack Myers, economist, commentator and editor

of *Jack Myers Report*. Myers will be talking to Discovery Networks President William Campbell, Universal Domestic Television President Steve Rosenberg, Warner Bros. Television Group Executive Vice President Bruce Rosenblum, Tribune Television President Pat Mullen, Magna Global USA Chairman Bill Cella and Brian Robbins, executive producer of Tollin/Robbins Productions.

Next, industry insiders will look at the coming slate of midseason prime time fare and syndication offerings for fall 2003. Led by moderator *Variety* executive editor Eliza-

beth Guider, *Mediaweek's* Marc Berman, Initiative Media's Stacey Lynn Koerner, Petry Media's Garnett Losak and TVTracker.com's Mark Hoeblich will review the fare that's soon to be on TV.

Tuesday's sessions will end with a panel on TV ratings and how media companies crunch and spin the numbers to send the messages they want media and advertisers to hear.

Moderated by Cynthia Turner, publisher of *Cynopsis.com*, ratings gurus Betsy Frank, executive vice president of research and planning for MTV Networks; Jack Wakshlag, chief research officer for Turner

Broadcasting System; Lloyd Komesar, senior vice president of strategic research for Buena Vista Television; Paul Donato, senior vice president and chief research officer for Nielsen Media Research; and Andy Fessel, senior vice president of research for ABC, will teach attendees how to read the ratings.

Moving into the next day, executives who worry that the *Victoria's Secret Fashion Show* style of television is taking over might want to check out the Family Friendly Forum on Wednesday morning at the very unfriendly hour of 7:30. The panel is

highlighted by FCC Commissioner Michael Copps, who has been as outspoken as any commissioner about television's sometimes-salacious content.

Other panelists include David Balsinger, vice president and senior producer for Grizzly Adams Productions, which produces family-friendly fare including shows for Pax TV and Nikki Silver, the co-president and co-executive producer of RCN Entertainment. That company produces Emmy Award-winning *Reading Rainbow* for PBS and *Outward Bound* for Discovery Kids. —P.A.





## Affils Irked by Shifting *Practice*

Fear ABC is removing a powerful Sunday-night news lead-in

BY DAN TRIGOBUFF

**A**BC's January efforts to bolster its prime time schedule has some affiliates worried that the network's speculative steps forward guarantee their affiliates will be taking steps backward.

Specifically, affiliates and news directors are concerned about the decision to move *The Practice* from its 10 p.m. Sunday slot to Mondays at 9 p.m. now that *Monday Night Football* is over.

Once a sleeper, even named *TV Guide's* "Best Show You're Not Watching," *The Practice* survived early time shifts and ratings woes to become an Emmy-winning hit and has been a solid lead-in for affiliates' late news. The new schedule will have the show moving to 9 p.m. leading into ABC's new *Miracles* on Monday, a drama that ABC thinks could attract a *X-Files*-type cult following, if not protests from other viewers.

But the move to take away what's been their most dependable late news lead-in in recent years has evoked for some news directors and general managers some bad memories. Four years ago, they believed ABC sacrificed the momentum of solid performer *NYPD Blue* in favor of the network-owned *Once and Again* (B&C, Dec. 6, 1999, p. 4).

"*The Practice* has been helping us out for years," said Matt Zelkind, news director at Nashville's ABC affiliate WKRN-TV. "I'm very disappointed that they're moving it." Lynn Heider, news director at Cleveland's ABC affiliate, WEWS(TV) said that "it's obviously a very disappointing, unpleasant surprise. A strong ABC affiliate doesn't need a great network lead-in to win the [late news] time period. But it's frustrating for a news director to have to watch what may be a poor-performing CBS affiliate benefiting from great lead-ins."

Those lead-ins clearly helped many historically

poor-performing CBS stations gain some ratings traction in November. Meanwhile several ABC's stations slipped and one of the nation's strongest ABC stations, network-owned WLS-TV Chicago, lost the late-news crown for the first time in years.

Several station executives said they understood and agreed with ABC's desire to rebuild its prime time schedule, so that, they said, it won't be caught short with little in development as it was when temporary savior *Who Wants to Be a Millionaire* faded.

"Short-term thinking is what got ABC into trouble in the first place," John Lansing, head of the ABC-loaded Scripps Howard Broadcasting Group, acknowledged.

And while he understood that switching *The Practice* was part of a long-term solution, the upside was "projected," but the downside to local news was "certain."

Lansing and other station executives questioned why the move was announced a day after a conference call with affiliates, and not before or during. But John Rouse, ABC senior vice president for affiliate relations, explained that the decision was made during a meeting that followed the conference with affiliates.

Still, Rouse acknowledged affiliates' concerns regarding the schedule shift and said the network has been pro-active in explaining the move.

The network hopes to get off solidly with its Sunday-night lineup given its Super Bowl promotional practice and its belief that the new Dick Wolf-produced *Dragnet* will draw viewers demographically and numerically similar to *The Practice*. "Hopefully," Rouse said, "we won't skip a beat. But we're hoping for multiple shows that do well and still hold on to *The Practice*. Monday will be stronger because of the move."

Explaining the move last month, ABC Entertainment President Susan Lyne said that "Monday is a really important night for ABC. It has been a strong performer for the first half of the season and we need an anchor show to keep our momentum. What better anchor could we have than *The Practice* at 9 o'clock?" ■

**'The Practice has been helping us out for years. I'm very disappointed that they're moving it.'**

**MATT ZELKIND,**  
WEWS(TV)

## When Good Press Does Little Good

BY ALLISON ROMANO

**T**wice a year, cable networks catch a few precious moments to plug their latest wares to television critics visiting Los Angeles from all over the nation. Programmers painstakingly select shows, line up talent to draw jaded critics and plunk down prized promotional dollars. But presenting at the Television Critics Association tour, which starts this week in Hollywood, doesn't always translate to ratings success.

The Big Four broadcast networks are lavished with two days each to present their new programs, while cable networks get at most a few hours. Some smaller networks, like Oxygen and BBC America, don't always get a slot at all.

Still, with hopes of drumming up more publicity than billboards and on-air spots can buy, cable networks can spend \$100,000 to \$150,000 to parade their wares at TCA.

It isn't always money well spent, as it turns out. Some shows don't get noticed. Others might be



Lifetime shelled out for legal drama *For the People* at TCA but had to shelve it after one season.

well received by critics but cast aside by viewers.

At the last summer's tour, the Hallmark Channel trotted out Burt Reynolds and Tom Berenger, the stars of its Western *Johnson County War*, but the movie turned out disappointing ratings. Lifetime hyped its freshman legal drama *For the People* but since elected to dump the show after one season.

Still, most channels can't pass up the opportunity to get critics' attention. "We pick shows we're getting behind in other [promotional] ways," said Court TV's EVP of Programming Art Bell. "You have to take shows that are important to you."

Boldly straying from the herd, however, is MTV Networks, which is opting out for the second straight tour. MTV's general entertainment network, TNN, was slated to present its new animated block, but the shows aren't ready. MTV's biggest program, *The Osbournes*, debuted its second season last month, and VH1 has nothing big in the works. Strangely, they're passing on what others consider a golden promotional opportunity.

"It's not worth the money for us this time," an MTV Networks executive said. "The timing of our shows just isn't right. The TCA is afraid we'll never be back. We'll go back, but only when it really suits what we're promoting."

Other networks would like to skip out too but wouldn't dare. With more than 50 major-sized cable networks, once a channel opts out, TCA could easily find a replacement. ■



## SYNDICATION WATCH

RATINGS | Dec. 9-15

Nielsen Media Research

| strip |

## Top 25 Shows

Adults 18-49

RANK/PROGRAM	AA	GAA
1 Friends	5.4	6.3
2 Seinfeld	5.1	5.7
3 Seinfeld (wknd)	4.5	5.6
4 Everybody Loves Raymond	3.8	4.2
5 ESPN/NFL	3.3	N/A
6 That '70s Show	3.1	3.6
7 Will & Grace	3.0	3.5
8 Entertainment Tonight	2.5	2.6
8 Wheel of Fortune	2.5	N/A
10 Everybody Loves Raymond (wknd)	2.4	N/A
10 King of the Hill	2.4	2.7
10 Friends (wknd)	2.4	2.4
13 Oprah Winfrey	2.3	2.3
14 Judge Judy	2.1	3.0
14 Frasier	2.1	2.2
14 Jeopardy	2.1	N/A
17 Home Improvement	2.0	2.6
17 Buena Vista III Movie	2.0	2.1
19 Dharma & Greg	1.8	1.9
19 X-Files	1.8	1.9
19 Entertainment Tonight (wknd)	1.8	1.8
22 Jerry Springer	1.7	1.8
22 Dr. Phil	1.7	1.7
25 Inside Edition	1.5	1.6
25 Stargate	1.5	1.5

## Top Off-Net Talk Shows

Adults 18-49

RANK/PROGRAM	AA	GAA
1 Oprah Winfrey	2.3	2.3
2 Jerry Springer	1.7	1.8
2 Dr. Phil	1.7	1.7
4 Maury	1.6	1.7
5 Live With Regis and Kelly	1.4	N/A

According to Nielsen Media Research Syndication Service Ranking Report Dec. 9-15, 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

## Inside Edition's a Quiet Hit

BY PAIGE ALBINIAK

King World's *Inside Edition* will celebrate the beginning of its 15th season by dropping a small hint during a short segment on the Jan. 9 show. But even though the show isn't going to spend much time on-air crowing about its accomplishment, its producers realize how hard it is to last as long as *Inside Edition* has.

Launched at the same time as *Hard Copy* and *A Current Affair*, *Inside Edition* is the only show of that genre still around. What's largely replaced those shows are knockoffs of genre leader, Paramount's *Entertainment Tonight*, such as NBC's *Access Hollywood* and Warner Bros.' *Extra*.

*Inside Edition*, which fancies itself more news than entertainment, is routinely No. 2 compared to those shows.

Although *ET* is the clear leader in the category, scoring a 5.9 national rating in the most recent listings, *Inside Edition* places among the top 20 of all syndicated shows, scoring an average 3.4 rating. In comparison, *Access Hollywood* and *Extra* both hit a 2.7 in the week ending Dec. 15.

*Inside Edition*, which is cleared in 88% of country, has been hosted by Deborah Norville since 1995, who took over the post after the departure of Bill O'Reilly.

"Deborah Norville is a skilled communicator and she's believable," says Charles Lachman, the show's executive producer. Lachman has been with *Inside Edition* since the show's first day on the air. Norville came to *Inside Edition* after reporting the news at CBS and NBC, and after hosting a syndicated radio show on the ABC Radio Network. During her stint at *Inside Edition*, Norville has undertaken some literary pursuits, writing books and children's stories.

"The heart and soul of *Inside Edition* always has been ordinary people caught in extraordinary circumstances," said Lachman, when asked what has kept his show on the air for so long. The show includes investigative reports on such topics as why passengers on one cruise ship recently fell ill and how millions of people get hurt each year when they slip and fall.

The show does tackle more serious news-related subjects, such as the recent sniper killings in Washington, D.C., and the Sept. 11 terrorist attacks. *Inside Edition* won its fifth National Headliner Award from the Atlantic City Press Club for its continuing coverage of Sept. 11 last year.



Deborah Norville hosts top 20 Inside Edition

Syndie

Insider

## ET Weekend Hates Football

Weekly hours got a ratings boost in the week ending Dec. 15, according to Nielsen Media Research's national ratings. Paramount's *Entertainment Tonight Weekend* jumped the most, leaping 94% from the prior week to score a 3.5, much closer to its regular average.

*ET Weekend* had been hurt the week before by college football preemptions in five of the top-10 markets, so much so that it was knocked out of the top spot among weekly hours for the first time in a year.

Over last year, *ET Weekend* was up 13%, reports Nielsen. Second place was a tie between two Twentieth shows: *X-Files* and *The Practice*, at a 2.5 average, with *X-Files* up 25% from the prior week and *The Practice* up 19%. Year-to-year, *X-Files* was down 11% and *The Practice* was down 4%.

## Wheel of Fortune Loves Football

An online component will be launched to support "NFL Players Week" on the syndicated *Wheel of Fortune* game show. During the week of Jan. 6-10, NFL players will compete on the show to win money for their favorite charities.

That same week, viewers can enter an online sweepstakes at either [www.wheeloffortune.com](http://www.wheeloffortune.com) or [www.nflplayers.com](http://www.nflplayers.com) for a chance to win prizes including a Grand Prize trip to the 2003 Pro Bowl in Hawaii.

## New Buena Vista Exec Taps New Biz VP

Robert Kaplan has been named director of development for Buena Vista Productions, said Holly Jacobs, executive vice president of BVP last week. Kaplan will report to Karen Glass, BVP's vice president of development. Kaplan will take pitches for first-run syndicated television programs, develop reality programs for prime time and cable, and recruit top producers, directors and writers. He also will oversee programs in development and on-the-air shows, such as *The Wayne Brady Show*. Kaplan comes to Buena Vista from Universal where he was a production supervisor on the studio's first-run syndicated programming.

Also, Robert Mendez has been named senior vice president of business affairs for Buena Vista Television and Buena Vista Productions. He'll report to Janice Marinelli, president of BVT last week. In his new position, Mendez will oversee all business and legal affairs for the two sister Disney companies. Mendez comes to Buena Vista from Paramount Domestic Television, where he was senior vice president of business affairs and legal.

Nexstar Broadcasting Group, Inc.

has a new corporate address:

909 Lake Carolyn Parkway

Suite 1450

Irving, Texas 75039

972.373.8800 • Fax: 972.373.8888

For more information on Nexstar including employment opportunities  
log onto [www.nexstar.tv](http://www.nexstar.tv)



# RATINGS | Dec. 23-29 | WATCH



## THE PRIME TIME RACE

### Top 15 Cable Programs

Dec. 23-29

#### Total Households (in millions)

PROG.	NET	WEEK
1. Buccaneers/Bears	ESPN	5.8
2. Alamo Bowl	ESPN	3.8
3. Holiday Bowl	ESPN	3.7
4. NFL Prime Time	ESPN	3.3
5. Independence Bowl	ESPN	3.1
6. Insight.com Bowl	ESPN	3.0
7. WWE Raw	TNN	3.0
8. SpongeBob	Nick	2.9
9. Trophy Wives Secret	Life	2.8
10. Rugrats	Nick	2.8
11. SpongeBob	Nick	2.6
12. SpongeBob	Nick	2.6
13. WWE Raw	TNN	2.6
14. SpongeBob	Nick	2.6
15. Fairly Odd Parents	Nick	2.5

#### Broadcast Networks

Dec 23-29

#### Total households (in millions)

	WEEK	STD
1. CBS	6.9	8.9
2. NBC	5.7	8.4
3. ABC	5.4	6.7
4. FOX	4.6	6.0
5. WB	1.9	2.9
5. UPN	1.9	2.6
7. PAX	0.8	0.9

#### Adults, 18-49 (in millions)

	WEEK	STD
1. NBC	3.8	5.9
2. ABC	3.7	4.8
3. CBS	3.6	5.0
4. FOX	3.5	4.6
5. WB	1.5	2.4
5. UPN	1.5	2.1
7. PAX	0.4	0.4

#### Top 10 Broadcast Shows

#### Total Households (in millions)

	WEEK
1. CSI	CBS 13.8
2. Monday Night Football	ABC 12.4
3. CSI 8 p.m.	CBS 11.3
4. NFL Sunday Postgame*	FOX 9.9
5. Everybody Lvs Raymond	CBS 9.6
6. Friends	NBC 9.3
7. Law & Order: SVU	NBC 9.1
8. Without a Trace	CBS 7.0
9. NFL Monday Showcase*	ABC 8.8
10. CSI: Miami	CBS 8.7

#### Adults, 18-49 (in millions)

	WEEK
1. CSI	CBS 9.6
2. Monday Night Football	ABC 8.9
3. NFL Sunday Postgame*	FOX 8.4
4. Friends	NBC 8.3
5. CSI 8 p.m.	CBS 6.9
6. Scrubs	NBC 6.7
7. Everybody Lvs Raymond	CBS 6.4
8. NFL Monday Showcase*	ABC 6.0
9. Will & Grace	NBC 5.9
10. Fox Movie Special Sunday	FOX 5.6

\* Program length less than 15 minutes

SOURCE: Nielsen Media Research

	abc	CBS	NBC	FOX	PAX	UPN	WB
<b>Week 14</b>	<b>8.9/15</b>	<b>7.8/13</b>	<b>5.5/9</b>	<b>MONDAY</b> 3.9/7	<b>1.0/2</b>	<b>1.9/3</b>	<b>2.1/4</b>
8:00	55. Monk 3.7/7	15. King of Queens 7.0/13	28. Fear Factor 5.5/10	42. That '70s Show 4.5/8	110. Sue Thomas, F.B. Eye 0.7/1	76. The Parkers 2.1/4	72. 7th Heaven 2.5/4
8:30		13. Yes, Dear 7.2/12		53. Grounded for Life 3.8/7		76. One on One 2.1/4	
9:00	2. Monday Night Football—Pittsburgh Steelers vs. Tampa Bay Buccaneers 11.6/20	5. Ev Lvs Raymond 9.0/15	26. Third Watch 5.7/9	53. Malcolm/Middle 3.8/6		81. Girlfriends 1.9/3	84. Everwood 1.8/3
9:30		12. Still Standing 7.4/12		61. Bernie Mac 3.4/6	96. I Saw Mommy Kissing Santa Claus 1.2/2	89. Half & Half 1.6/3	
10:00		10. CSI: Miami 8.1/14	28. Crossing Jordan 5.5/9				
10:30							
	<b>3.3/8</b>	<b>4.3/10</b>	<b>3.7/9</b>	<b>TUESDAY</b> 2.8/7	<b>0.4/1</b>	<b>0.8/2</b>	<b>1.3/3</b>
8:00	58. 8 Simple Rules 3.5/9	37. JAG 4.8/12		78. Santa Baby 2.0/5	Local Paid Programming	105. Buffy the Vampire Slayer 0.8/2	94. Gilmore Girls 1.3/3
8:30	58. According to Jim 3.5/9		55. NBC Movie of the Week—It's a Wonderful Life 3.7/9	58. Funniest Holiday Moments 5.9/9	117. Narrow Escapes 0.3/1	103. Buffy the Vampire Slayer 0.9/2	92. Smallville 1.4/3
9:00	68. Life w/Bonnie 2.7/7	51. The Guardian 3.9/9					
9:30	68. Less Than Perfect 2.7/6	46. Judging Amy 4.3/10			113. Diagnosis Murder 0.6/1		
10:00	57. NYPD Blue 3.6/8						
10:30							
	<b>4.0/8</b>	<b>4.7/9</b>	<b>4.7/10</b>	<b>WEDNESDAY</b> 2.7/5	<b>0.9/1</b>	<b>1.1/2</b>	<b>1.7/3</b>
8:00	(nr) Holiday Hoops 2.5/6	46. Rudolph the Red-Nosed Reindeer 4.3/9	61. Sarah Hughes: A Life in Balance 3.4/7	68. Fox Movie—Anastasia 2.7/5	100. Candid Camera 1.1/2	96. Enterprise 1.2/2	84. Sabrina/Witch 2.7/4
8:30							92. Greetings/Tucson 1.4/3
9:00	42. Holiday Hoops—Sacramento vs. Los Angeles 4.5/9	34. CBS Wednesday Movie—The Christmas Secret 5.0/10	50. The West Wing 4.1/8		128. Doc 0.8/1	101. The Twilight Zone 1.0/2	78. Reba 2.0/4
9:30			17. Law & Order 6.8/14				89. Jamie Kennedy 1.6/3
10:00					113. Diagnosis Murder 0.6/1		
10:30							
	<b>4.0/7</b>	<b>10.7/19</b>	<b>6.3/11</b>	<b>THURSDAY</b> 2.6/4	<b>0.9/2</b>	<b>3.4/6</b>	<b>1.3/2</b>
8:00	72. Dinotopia 2.5/4	3. CSI 10.6/18	6. Friends 8.7/15		110. Miracle Pets 0.7/1		89. Family Affair 1.6/3
8:30			21. Scrubs 6.4/11	71. Fox Movie Special—Trial & Error 2.6/4		61. WWE Smackdown! 3.4/6	94. Do Over 1.3/2
9:00		1. CSI 13.0/22	24. Will & Grace 5.9/10				96. Jamie Kennedy 1.2/2
9:30	41. Primetime 4.7/8		35. Gd Mornng Miami 4.9/8		101. Diagnosis Murder 1.0/2		96. Jamie Kennedy 1.2/2
10:00		8. Without a Trace 8.4/16	25. ER 5.8/11				
10:30							
	<b>4.3/8</b>	<b>5.0/9</b>	<b>8.0/15</b>	<b>FRIDAY</b> 4.3/8	<b>0.9/2</b>	<b>1.7/3</b>	<b>2.0/4</b>
8:00	35. America's Funniest Home Videos 4.9/9	37. 48 Hours Investigates 4.8/9	11. Dateline NBC 7.7/14	46. M-A-S-H Reunion Special 4.3/8	103. Friday Night Flx—He Sees You When You're Sleeping 0.9/2	87. UPN's Movie Friday—Mortal Kombat 1.7/3	78. What I Like About 2.0/4
8:30							87. Sabrina/Witch 1.7/3
9:00	64. Whose Line Is It 3.3/6	31. 25th Annual Kennedy Center Honors 5.1/9	7. Law & Order: Special Victims Unit 8.5/16				75. Reba 2.3/4
9:30	67. Drew Carey 2.8/5				105. Diagnosis Murder 0.8/2		81. Greetings/Tucson 1.9/3
10:00	31. 20/20 5.1/10						
10:30							
	<b>3.9/7</b>	<b>5.5/10</b>	<b>3.2/6</b>	<b>SATURDAY</b> 4.7/9	<b>0.6/1</b>		
8:00		42. Hack 4.5/9	64. Fear Factor 3.3/6	46. Cops 4.3/8			
8:30				37. Cops 4.8/9	113. America's Favorite Movies—Hooper 0.6/1		
9:00	51. ABC Saturday Night at the Movies—Mrs. Doubtfire 3.9/7	22. The District 6.0/11	66. SNL Christmas '02 3.1/6	37. AMW: America Fights Back 4.8/9			
9:30		28. The Agency 5.5/10					
10:00							
10:30							
	<b>6.7/11</b>	<b>6.9/11</b>	<b>5.5/9</b>	<b>SUNDAY</b> 7.7/13	<b>0.8/1</b>		<b>2.0/3</b>
7:00		13. 60 Minutes 7.2/12	31. Dateline NBC 5.1/9	(nr) NFL Game 2 14.0/26	105. Candid Camera 0.8/1		84. Gilmore Girls 1.8/3
7:30							
8:00		22. Becker 6.1/10	42. American Dreams 4.5/7	20. Fox Movie Special—Die Hard With a Vengeance 6.5/11	105. Doc 0.8/1		74. Charmed 2.4/4
8:30	19. ABC Sunday Night Movie—The Sound of Music 6.7/11	16. CBS Sunday Movie—You've Got Mail 6.9/11	17. Law & Order: Criminal Intent 6.8/11		105. Sue Thomas, F.B. Eye 0.8/1		81. Return to Middle Earth 1.9/3
9:00			27. Boomtown 5.6/9				
9:30							
10:00					110. Just Cause 0.7/1		
10:30							
<b>Averages</b>							
<b>Week</b>	<b>5.1/9</b>	<b>6.4/12</b>	<b>5.3/10</b>	<b>4.3/8</b>	<b>0.8/1</b>	<b>1.8/3</b>	<b>1.8/3</b>
<b>S-T-D</b>	<b>6.3/10</b>	<b>8.3/14</b>	<b>7.9/13</b>	<b>5.7/9</b>	<b>0.9/1</b>	<b>2.4/4</b>	<b>2.7/4</b>

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



# AFTRA-NBC Battle Heats Up

BY DAN TRIGOBOFF

The American Federation of Television and Radio Artists has stepped up its campaign to unionize NBC's Chicago Telemundo station WSNS(TV), acquired when the companies merged last year.

AFTRA is pressuring advertisers to boycott the station and says it may also target the NBC's far stronger English-language station in the market, WMAQ-TV.

AFTRA—which has gained support from the Congressional Hispanic Caucus and

**'We would want the opportunity to discuss with our employees the pros and cons of representation.'**

LARRY WERT, WSNS(TV)/WMAQ-TV

from local religious and community leaders, with a resolution from the City Council in the works—claims it already persuaded one national advertiser to drop its spending on the Spanish-language station, although it would not name the advertiser.

Larry Wert, who runs the NBC Chicago duopoly, has acknowledged that the boycott has hurt WSNS, but adds that it has also hurt the employees AFTRA seeks to represent by depleting the station's resources.

AFTRA's Chicago Executive Director Eileen Willenborg says the union is willing to sit down with Wert to discuss ground rules for a National Labor Relations Board-sanctioned vote.

Wert, who has consistently called for such an election, says he'll talk with the union, but will not agree to sit on the sidelines during an election. "We would want the opportunity to discuss with our employees the pros and cons of representation," Wert says.

AFTRA opposes management taking an active role in the election. ■

## MARKET | Oklahoma City | FOCUS

### AT A GLANCE

#### The Market

DMA rank	45
Population	1,631,000
TV homes	637,000
Income per capita	\$15,016
TV revenue rank	40
TV revenue	\$105,700,000 (2001)
Cable subscribers	426,790

#### Commercial TV Stations

RANK*	CH.	AFFIL.	OWNER
1	KFOR-TV	4	NBC NY Times
2	KWTV(TV)	9	CBS Griffin
3	KOCO-TV	5	ABC Hearst-Argyle
4	KOKH-TV	25	Fox Sinclair
5	KOCB(TV)	34	WB Sinclair

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

#### Cable/DBS

Cable subscribers (HH)	426,790
Cable penetration	67%
ADS subscribers (HH)**	127,400
ADS penetration	20%
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***
Wheel of Fortune (KOCO-TV)	12/18
Network show	
CSI (KWTV)	23.5/32
Evening newscast	
KFOR-TV	13/20
Late newscast	
KFOR-TV	18/27

\*\*\*November 2002, total households

SOURCES: Nielsen Media Research, BIA Research

## Scarred but Positive

The attacks of Sept. 11, 2001, left for Americans memories so strong that the mere mention of the date is enough to conjure up a myriad of images. But the residents of Oklahoma City had been speaking in that kind of verbal shorthand since April 19, 1995, when the destruction of the Alfred P. Murrah Federal Building ended 168 lives and left indelible scars on the city's individual and collective memories.

Today, Oklahoma City—the capital of the state where the wind comes, famously, sweeping down the plain—brands itself as the Capital of The New Century: "progressive, positive and proactive." Efforts to memorialize the events of that April 19 and its many victims have become part of the city's massive downtown overhaul.

And, for the local television industry, the city offers strong commercial sales, high levels of homes using television (HUTs)—particularly on Saturday afternoons during college football season and on weekday afternoons when one-time local resident *Dr. Phil* is on—and an overperforming revenue market. Though ranked 45 among DMAs overall, Oklahoma City's revenue rank is 40. The market dropped just under 8% from 2000 to 2001, on the low side compared with other local TV markets, and automotive, retail and health care are strong sectors.

KFOR-TV is the oldest among local stations, founded in 1949, but Griffin Communications' KWTV(TV) and Hearst-Argyle's KOCO-TV are also nearing the half-century mark, and Sinclair's KOKH-TV is not far behind.

"Our market is a strong news-consumer market," notes Brent Hensley, general manager of ABC affiliate KOCO-TV. "And weather is a huge reason why people pick a television station."

Luann Stuart, director of creative services for market-leader KFOR-TV, agrees: "This is a huge breaking-news market, especially when the huge tornadoes hit." New York Times-owned KFOR-TV has long led the market with strong local-news product and ratings, although CBS affiliate KWTV(TV) is a contender in news, ratings and revenue.—Dan Trigoboff



### WHAT THEY DIG

**50%** In total area, New York City, at 308.9 square miles, is only half as big as Oklahoma City, which is one of the most spacious cities in the nation.

**40%** Just about 40% of residents of Oklahoma City have access to the Internet, significantly behind the average (43.7%) in 64 markets measured by Scarborough Research. (Oklahoma City ranks 37th.)

SOURCE: B&C and Scarborough Research

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PYRAMID Delivers Impressive Growth  
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**+28%** In Households  
vs. Premiere!

**+25%** In Women 25-54  
vs. Premiere!

www.sonypicturestelevision.com

Source: NSS, Galaxy Explorer, GAA Rtg, (12/09/02 - 12/15/02), vs. premiere week (9/16/02 - 9/22/02)

SONY  
PICTURES  
TELEVISION



# TV BUYER



It appears that General Motors, by spending \$1.8B, was the nation's biggest advertiser again last year.

## Automakers Drive Ad Sales Again in '02

Big three are within the top-five advertiser ranks

BY STEVE MCCLELLAN

**W**ith 10 months of data in (January-October), General Motors is on its way to repeat as the biggest advertiser spender of 2002.

According to data supplied by Nielsen Media Research's ad tracking service Monitor-Plus, GM spent \$1.8 billion in measured media through the first 10 months of 2002.

In 2001 GM spent almost \$2.2 billion on measured media and the company is on the record stating that its ad spending for 2002 would be roughly flat with the previous year.

### BIG THREE SPEND BIG

It's not just local TV stations that are highly dependent on auto ads—all of the big three car companies, GM, Ford and DaimlerChrysler were among the top five overall advertisers (assuming that the rankings after 10 months of data hold up for all 12 months). Ford ranked fourth and spent almost \$1.1 billion, while DaimlerChrysler AG was fifth and spent \$950 million.

Rounding out the top five overall ad spenders were Procter & Gamble (second) and AOL Time Warner (third). P&G spent \$1.6 billion and AOL Time Warner spent close to \$1.2 billion.

In addition to being the biggest projected overall ad spender last year, GM also spent more than any other advertiser on broadcast network television with expenditures totaling close to \$700 million through the first 10 months, according to the Monitor-Plus-supplied data.

Ford also showed up among the top five network advertisers at the fifth spot with about \$360 million in expenditures. P&G was the No. 2-ranked spender at \$614 million, while Johnson & Johnson was third with \$456 million in ad buys. Pfizer was fourth having spent \$364 million.

The broadcast spot TV category is the most auto-dependent of any medium.

The Monitor-Plus data show that eight of the medium's top-10 advertisers were auto, including all of the top five advertisers. The only non-auto advertisers breaking into the top 10 were Verizon and Yum! Brands, which includes Kentucky Fried Chicken, Pizza Hut, Taco Bell and other fast food restaurants.

GM was the top TV spot spender through the first ten months of last year at \$481 million. Close on its heels was DaimlerChrysler at \$468 million. By comparison, for all of 2001, DaimlerChrysler was the top spot spender at \$708 million, while GM was second at \$586 million.

### P&G LED CABLE

Ford dealers were the third biggest spenders through the first ten months of 2002 having spent \$387 million, followed by Ford, which spent \$318 million. Rounding the top five: GM dealers at \$259 million.

In cable TV, Procter & Gamble spent the most through October of last year with \$430 million in expenditures. And GM was second with \$368 million in spending.

AOL Time Warner was the third biggest cable ad spender through October at \$336 million.

Philip Morris is set to finish as the fourth biggest ad spender on cable for 2002, with a Jan. through Oct. total of \$220 million, well ahead of the \$179 million spent by fifth ranked Dell Computer for the same period.

In 2001, the top four cable spenders were the same, but AOL Time Warner was on top, followed by P&G, GM and Philip Morris. The good news for cable is that three of those advertisers (AOL Time Warner being the exception) spent more in the first ten months of 2002 than they did for full year 2001.

In syndication, P&G lead the ad buyer pack for 2002 with \$163 million in spending. The packaged goods

### The Buck Starts Here

Here's a list of 2002's top advertisers

B'CAST NETS	\$ MILLIONS	CABLE NETS	\$ MILLIONS
General Motors	697	Procter & Gamble	430
Procter & Gamble	614	General Motors	368
Johnson & Johnson	456	AOL Time Warner	336
Pfizer Inc.	364	Philip Morris Cos.	220
Ford Motor Co.	359	Dell Computer	179
Pepsico Inc.	353	Johnson & Johnson	161
AOL Time Warner	272	General Mills	157
Walt Disney Co.	271	Pfizer Inc.	157
Unilever	270	Walt Disney	148
GlaxoSmithKline PLC	262	National Amusements	138

SOURCE: Nielsen Monitor-Plus, January-October 2002

company was tops in 2001 with \$194 million of syndication ads.

Drug-maker GlaxoSmithKline is the No. 2 syndication advertiser in 2002, although its spending is down considerably according to the Monitor-Plus data. Through October of last year, the

*Continued on page 34*

## EBB & FLOW

### Local TV Pleased by ADS Growth

Direct-broadcast-satellite penetration levels continue to climb and that's making local broadcasters absolutely giddy.

Nielsen Media Research recently issued data for November showing that wired cable penetration hit a six-year low, falling below 70%.

The main reason for that was in-roads made by what Nielsen calls alternate delivery systems (ADS), primarily DBS service, that distribute many of the same programming services that cable

DBS/ADS PENETRATION  
**16.5%**

delivers—often at a less expensive rate.

For broadcasters, the issue is important as the battle with cable operators for local ad dollars steadily intensifies.

The key point, as they see it, is that local ads on national program services like ESPN or A&E are at a disadvantage because they aren't seen by viewers getting such networks through DBS or any other alternate delivery service.

"Advertisers who buy cable locally need to know that local wired cable systems' ability to deliver commercials continues to erode," said Susan Cuccinello, senior vice president of research for the Television Bureau of Advertising.

Later this year, Nielsen plans to start publishing cable and broadcast ratings simultaneously, with the cable numbers in their component parts, with wired cable and ADS ratings broken out separately.

According to Nielsen's National Television Index data for November, national ADS penetration reached 16.5%, up almost 14% from the previous November.

Over the same period, wire cable penetration fell from 70.5% to 69.1%. The last time wired cable was that low was October 1996.—S.M.

**NEXT WEEK:**

**Syndication**



Have a \_\_\_\_\_

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**ISSUE DATE: January 20, 2003**

Space Close: Friday, January 10, 2003

Materials Close: Tuesday, January 14, 2003

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**ISSUE DATE: January 27, 2003**

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| bowl games |

## Ford Goes Interactive With Spots

Wink Communications provides real-time play-by-plays



BY STEVE MCCLELLAN

The Ford Motor Co. underwrote a major expansion of the interactive-TV component of ABC's *Bowl Championship Series* Jan. 1 to Jan. 3. For the first time, Ford sponsored the entire interactive portion of the four-game series that decides the national college football champion for the 2002 season. The deal (valued in the low seven figures) was part of multi-platform package that included multiple commercials in the coverage of the games.

The interactive component featured, for the first time, real-time play-by-play updates on the games from Wink Communications, the interactive subsidiary of OpenTV.

The Wink content allowed viewers to scroll through team and player statistics, access other Bowl game scores and download more information about the eight competing teams.

ABC's bowl action started Jan. 1 and culminated Jan. 3, with the championship game between the University of Miami and Ohio State University in the *Tostitos Fiesta Bowl*.

Wink also provided interactive pieces for Ford ads in the broadcast that enabled users to get more information on Ford cars and trucks.

ABC and co-owned Disney Internet Group's Enhanced TV division (ETV) created an online contest that also served as a viewer-retention survey for Ford. The contest, promoted heavily on the air in both spots and by game announcers, directed viewers to ESPN.com to predict game plays, answer trivia questions and to test their recall about the content of Ford's on-air spots. At stake for those participating: a trip to next year's championship game.

"Once we get them in the door, it's up to us to keep the content fresh and relative to the game and we keep them as long as we can," an ABC official said.

As part of its sponsorship package, each bowl game included a "Built Ford Tough Play of the Game." It's a very manly and integrated strategy linking the tough sport of football with Ford trucks' being rugged and, well, tough (you get it).

ABC officials said it was hard to predict how many users would tap into the contest or the Wink content. But a spokesman estimated Enhanced TV contests used in *Monday Night Football* games typically draw 75,000-100,000 users. On New Year's Day prime time, the tail end of the *Rose Bowl* and the *Sugar Bowl* on ABC combined did an average 9.5 household rating and 15 share in the overnight markets, not far off *Monday Night Football's* typical performance.

Wink has access to about 6 million TV households nationwide. "It's a multi-platform, multiple touch point campaign," said one executive familiar with Ford's marketing strategy. "They're doing a ton of traditional media. But the game drives the interactive component along with the Wink ads, giving them additional extensions. The goal is to drive brand retention by getting people to interact with it." ■

## Automakers Drive Ad Sales Again in '02

Continued from page 32  
company spent \$85 million in syndication versus \$135 million for full-year 2001.

Rounding out the top five syndication ad buyers for last year are Pfizer (\$68 million), Unilever (\$61 million) and Pepsi Co. (\$58 million).

### HISPANIC DOLLARS

P&G was the biggest advertiser on Hispanic TV for the first 10 months of last year, spending \$101 million, which also was its total for full-year 2001 when it topped that category. Sears was No. 2 through October of 2002 with \$76 million in ad buys.

The retailer also was second for full-year 2001, spending \$89 million. The U.S. Government ranked third, spending \$59 million through the first 10 months of last year, \$3 million more than

it spent in all of 2001 when it ranked as the eighth-largest buyer of Hispanic TV ads.

In network radio, Autozone emerged as the top advertiser, spending \$33 million in

**Among media's big spenders, Autozone store spent \$33 million on network radio advertising through October of 2002. That's almost 65% more than the retailer spent all of last year.**

the first 10 months, almost 65% more than the \$20 million it spent for full-year 2001.

Walt Disney is second with \$32 million in ad buys. The entertainment company was the top radio ad buyer in 2001 with \$40 million in expenditures.

In spot radio, National Amusements, the theater chain, spent \$66 million in ads for the first 10 months of last year to take the top spot.

The company was also the top spot radio spender in 2001 with \$80 million worth of ads. Disney was No. 2 in both periods, spending \$53 million through October of last year and \$70 million for all of 2001. ■

## HOT SPOTS

### Celebrity Endorsements

Major celebrities accounted for 11 of the top 20 most-effective commercials in 2002, if you include **GEORGE THE TALKING GIRAFFE**, the **TOYS R US** pitchman. Excluding Geoffrey—who was featured in three of the top four ads—celebrities who actually breathe and eat appeared in eight of the top 20 ads, according to **INTERMEDIA ADVERTISING GROUP**, which based its ranking on recall surveys of TV viewers. Behind Geoffrey's top-ranked Toys R Us ad were **MIKE MYERS** (as Austin Powers) and **BRITNEY SPEARS** in a **PEPSI TWIST** ad that took the No. 2 spot on the list. Other celebrities featured in ads on the list included **KIRSTIE ALLEY (PIER ONE)**, **BARRY BONDS (KENTUCKY FRIED CHICKEN)**, **MICHAEL JORDAN (HANES)** and **JASON ALEXANDER (Kentucky Fried Chicken)**. ...

Big-time celebrity endorser and National Basketball Association star **SHAQUILLE O'NEAL (BURGER KING, TACO BELL, PEPSI)** and most recently **RADIO SHACK** may be part of a TV series under development from **CBS** about a high-school basketball team. The network confirmed the Los Angeles Lakers center is expected to be in a soon-to-be shot pilot and to make later appearances in the series. The show will focus on a former professional player who becomes a high-school coach after an accident ends his playing days. O'Neal, who has spent a lot of time on TV—both in commercials and in the **NBA** playoffs—also has a number of movie credits, including *Kazaam* and *He Got Game*.

### Forecasts

The recovery will continue at a deliberate pace through 2003, according to a survey of 55 economists by **THE WALL STREET JOURNAL** last week. The widely held view of those economists is that corporations are expected to reinvest their recuperating profits after two years of cost cutting, the *Journal* survey found.

The survey's consensus forecast growth in real gross domestic product next year—from 2.7% in the first quarter to 3.7% by the fourth quarter.

One question mark for the coming year, the survey found, was the outlook for consumer spending. As a group, the economists aren't sure whether it can be sustained at 2002 levels. The real GDP projection is in line with an earlier forecast by **UNIVERSAL MCCANN**, the ad agency, of +2.8% for this year, which the firm said would be accompanied by advertising growth of 5%.

### Agency Consolidation

**COLBY & PARTNERS** in Los Angeles will be picking up much of the Los Angeles office of **D'ARCY MASIUS BENTON & BOWLES**.

The agreement in principle follows the recent **PUBLICIS GROUPE** decision to fold D'Arcy in the wake of Publicis's acquisition of **BCOM3 GROUP**. But Colby has yet to decide how many of the 35 D'Arcy Los Angeles staffers and how many of that branch's accounts it will take on. **ACTIVISION** and **WESTERN UNION** are the accounts under consideration. Meanwhile, in New York, DMB&B has begun layoffs that could total up to 200 of its 300 staffers there.

### Sponsorships

**TOYOTA MOTOR SALES USA** has bought the exclusive rights to advertise in **NATIONAL GEOGRAPHIC CHANNEL's** springtime special, *Surviving Everest*. The two-hour special, set for April 27 at 8 p.m. features the climb up the mountain by the sons of **SIR EDMUND HILARY** and **TENZING NORGAY** to mark their fathers' ascent up Everest 50 years ago. **AMERICAN INTERNATIONAL GROUP INC.**, which is sponsoring the expedition, also bought the insurance/financial service exclusive on the special.

### Profits Later

A survey released last week by **KPMG** indicates that the domestic auto industry doesn't expect a return to pre-recession profit levels until 2005, largely due to the slow pace of the recovery and consumer expectations for aggressive financing incentives (try 0%).

The survey was released almost simultaneously with an announcement by **CHRYSLER** that it would have lower first-quarter production than a year ago due to higher inventories and low sales expectations at the start of the new year. Chrysler was the second domestic Big Three automaker to announce reduced first-quarter production—earlier **FORD** said it would cut production by 5% in the first quarter. But some foreign car makers appear in better shape. Last week Korea-based **HYUNDAI MOTOR CO.** forecast a 10% sales increase for 2003.







## WASHINGTON

## NAB Pushes DTV 'Flex Time'

Says calendar dates should give way to penetration figures

BY BILL MCCONNELL

**B**roadcasters want more time to meet some of their critical DTV build-out obligations. In meetings with FCC officials, including Commissioners Kathleen Abernathy and Jonathan Adelstein and DTV task force chief Rick Chessen, the National Association of Broadcasters pitched the idea of delaying deadlines for expanding their digital programming lineup and boosting signal strength.

Beginning April 1, stations will be required to simulcast in digital at least half the time they offer an analog signal. That will increase to 75 percent in 2004 and 100 percent in 2005.

Instead of relying on calendar deadlines, the NAB is urging that DTV service mandates be triggered by DTV set penetration, as is the spectrum giveback—85% of TV households capable of receiving broadcasters' digital signals.

**PENETRATION TRIGGER**

"Rather than set an arbitrary date that would impose significant costs on the industry," said Jack Goodman, NAB regulatory attorney, "broadcasters' obligations should be tied to viewers' ability to watch."

Set penetration also should trigger stations' obligation to reach their entire coverage areas rather than their main city of license, NAB said.

In November 2001, the FCC revised some DTV build-out rules in its first biennial review of the digital transition. The second review is currently being drafted and is expected to be issued during the first quarter of this year.

As part of the first review, the FCC deferred a 2002 deadline for constructing transmission facilities capable of reaching a station's maximized coverage area and permitted them to build cheaper, lower-power facilities that shaved hundreds of thousands, even millions, of dollars off initial construction costs.

Also deferred was each station's Dec. 31, 2004, deadline for duplicating existing analog coverage area.

Stations that don't meet coverage-area obligations can lose their interference protections in unreached areas. After deferring coverage-area obligations, the FCC said new deadlines would be considered in the 2003 review.

In addition to the delay of simulcasting and coverage area deadlines, NAB wants the FCC to scrap a calendar deadline for stations' selection of permanent digital channels.

FCC officials said the NAB's latest appeals were

getting serious consideration at the commission, although no recommendation has yet been sent to the commissioners. In addition to the biennial review, the FCC also is trying to break the DTV transition free of a handful of longstanding snags.

**AGREEMENT NEEDED**

First, the commission must approve an agreement struck between TV set makers and the cable industry over "plug-and-play" sets that will allow DTV sets to work with cable without requiring customers to lease set-top boxes from the local cable franchise. Fourteen set makers and seven MSOs signed an agreement two weeks ago that is expected to make plug-and-play sets available in 2004.

The FCC also is pressing broadcasters and the cable industry to reach a deal on stations' digital cable-carriage rights.

Industry leaders met in New York City at FCC Chairman Michael Powell's request to discuss chances for a deal. Powell, who says he's skeptical about the constitutionality of new carriage rules, would like to head off the need for such a mandate.

At least two other commissioners are said to be eager to mandate carriage for any of the multiple DTV channels a station is capable of offering, as long as the over-the-air signals remain free to viewers.

**BIG POW-WOW**

Attending the meeting, industry sources say, were NAB President Eddie Fritts, National Cable & Telecommunications Association President Robert Sachs,

NCTA Chairman Michael Wilner, Hearst-Argyle Chief Executive David Barrett, Belo Television Group President John Sander, ABC Station Group President Walter Liss, Comcast President Brian Roberts and Maximum Service Television President David Donovan.

The meeting established topics for future talks, but the group has not yet set a date for a second get-together. Despite the success of the plug-and-play negotiations, sources question whether an intra-industry carriage deal is as likely. Broadcasters, who appear to have the upper hand at the FCC, will be less likely to make concessions to cable and may prefer to take their chances with the commission.

Also under FCC examination is the broadcast industry and Hollywood's preferred copy-protection method for over-air TV, the "broadcast flag."

FCC officials aren't sure whether they have authority to impose the regime, and the technology is opposed by consumer advocates, the computer and consumer electronics industries. ■



**Rick Chessen leads a DTV task force for the FCC that heard NAB pleas last week for more time to meet build-out obligations that are now set for April 1.**



## CAPITAL WATCH

**Do Call**

Broadcasters and cable operators have asked the FCC for leniency in revised "do not call" rules the agency is crafting for telemarketers.

The National Association of Broadcasters has asked that the FCC clarify that prerecorded messages sent by radio and TV stations to remind their audience to tune in at a particular time for a chance to win a prize falls under the exemption for promotions that "do not seek to sell a product or service."

The revisions affect rules the FCC issued to implement the 1991 Telephone Consumer Protection Act, which established do-not-call lists. Two broadcast groups, Cox Radio and Susquehanna Radio, face separate class-action suits alleging station promotions violated the rules. "The broadcasters relied in good faith on statements by Congress and the commission regarding the scope and purpose of the exemptions," the NAB said.

The National Cable & Telecommunications Association asked that the FCC preserve exemptions for calls to individuals with whom a marketer has an "established business relationship," such as cable subscribers. "Such calls often provide consumers with benefits and welcome service enhancements," NCTA said. Additionally, NCTA said the FCC should coordinate revisions with the Federal Trade Commission, which is crafting its own changes.

Incidentally, Reed Elsevier Inc., parent company of *TV Fax* and *Broadcasting & Cable*, asked for preservation of exemptions for calls to existing customers. Reed Elsevier also asked the FCC to clarify that, for faxes sent to individuals and businesses, the fact that they have provided their fax numbers constitutes consent for the communications to be sent.

**Nets Defend News Study**

The Big Four broadcast networks are jeering affiliates' complaints about an FCC study showing O&Os offer more local news.

In response to a filing two weeks ago by the Network Affiliated Stations Alliance and the NAB, the networks said the affils' demand that stations be compared by market size favors the affils only if Fox O&Os and affils are excluded. NASA and the NAB can show O&Os and affils present the same amount of news "only by manipulating—indeed completely ignoring—data," the networks said.

An Economists Inc. study commissioned by the networks found that O&Os carry approximately 30% more news and public-affairs minutes per week than affils. The NASA/NAB rationale for excluding Fox stations—that Fox O&Os vary more than average in the amount of local news programming and many were recently acquired from independent operators—is "absurd," the EI study said. NASA and the NAB are fighting the nets' effort to increase the 35% cap on one company's TV household reach.

**FTC Slams Padded Breast Claims**

The Federal Trade Commission has settled with Vital Dynamics, a California company over the deceptive marketing—including extensive TV and radio ads—of the Isis "breast-enhancement" system. The complaint alleged that the company and principals Geoffrey Knight, Mark Berman and Allen Smith could not back up their efficacy claims for the product, a combination herbal supplement and topical cream.

**PHYSICIAN, WOUND THYSELF**

Anti-TV activists are asking the FCC to require stations to air messages urging parents to limit children's viewing time and warning them that excessive TV viewing has negative health, academic and other consequences. The TV-Turnoff Network said the requirement should be imposed as a condition of relaxed media-ownership limits the commission is expected to issue next year. The group, founded in 1994, claims more than 65 national organizations "support or endorse" its TV-Turnoff Week, including the National Education Association and the American Academy of Pediatrics.



# TECHNOLOGY



Aerial view of the Bayonne Harbor site, the Peninsula, proposed for the new transmission tower

## Let's Put It in Bayonne

New Jersey site may be new home for NYC's tower

BY KEN KERSCHBAUMER

It looks like a six-acre site in Bayonne, N.J., will be the home of a 2,000-foot transmission tower serving New York City broadcasters, but not until the broadcasters and the city get the blessing from the state of New Jersey.

"We thought we were all set to build our tower in Bayonne, but now there have been issues raised by the state," said Ed Grebow, president of the MTVA. "It's an easily secured site that is large enough for the tower and it's right off of lower Manhattan, so it's an ideal site for a tall tower."

The issues were presented to the MTVA in a letter from Bradley Campbell, the New Jersey environmental commissioner, who laid out 14 questions to the MTVA, and at least one provocative comment: "There is currently no record to support the conclusion that siting the proposed tower in New Jersey, let alone at a particular site in New Jersey, is sound public policy."

Grebow said the letter surprised the MTVA because the questions raised were "never asked" in the past about previously proposed broadcast towers in the town. The MTVA has until Jan. 8 to respond.

The Bayonne Local Redevelopment Au-

thority, in response to Campbell's letter, voted to give permission for the tower to be built at the Peninsula at Bayonne Harbor, a move that would bring in an estimated \$4 million annually in new city tax revenues. The amendment now goes to the Bayonne City Council for adoption.

"We believe that the tower would benefit Bayonne by jump-starting the redevelopment of the former Military Ocean Terminal," said Nancy Kist, BLRA executive director, at the hearing. If the approvals fall into place, construction could begin this summer. It probably wouldn't be operational until summer 2004.

The MTVA, formed after the Sept. 11, 2001, terrorist attacks, comprises all the city's major TV broadcasters: ABC (WABC-TV); CBS (WCBS-TV); Tribune (WPIX-TV); Fox (WWOR-TV and WNYW-TV); NBC (WNBC-TV and WNJU-TV); Paxson (WPXN-TV); Univision (WXTV-TV); and WNET. They have agreed to share the cost equally and, according to Baker, have already spent "millions" on engineering studies and lobbying.

One of the reasons Bayonne is attractive to the MTVA is that the city did not require an observation deck as a part of the deal—a posture broadcasters like because it eases security burdens. But the state may feel differently.

"They've made it clear to us that the biggest issue is the observation deck and that they want it to be a tourist attraction," said Grebow.

Despite the letter, Grebow is upbeat. "Bayonne passed the zoning ordinance to permit a tower on that site and we're optimistic about the FAA approval as well," says Grebow. The deadline for comments to the FAA is Jan. 17, while public comments are due by Jan. 24. ■

## Cutting Edge

### VDS, STATS Play Ball

Video Design Software and STATS Inc. are offering STATS-GameTrak, an automated display of sports scores, game schedules and other data from the STATS data feeds. The turnkey system can be used with current character generators. Video Design is in use on NBA TV, *NFL Sunday Snap* and the NHL Channel; STATS Inc. is used by a number of broadcasters including Fox Sports.

### KQED Automates With Harris

KQED(TV) San Francisco has purchased a new multi-channel automation control system from Harris Corporation valued at more than \$1 million. It will be used to meet growing needs at the station as it launches additional digital children's and educational channels. The Harris system can control up to seven broadcast channels.

### DIGITAL TICKER



### Newest Digital Stations

WFTY-DT	Smithtown, NY (TFA)
WJAC-DT	Johnstown, PA (NBC)
WBOY-DT	Clarksburg, WV (NBC)
WACY-DT	Appleton, WI (UPN)
KOTA-DT	Rapid City, SD (ABC)
WNEU-DT	Merrimack, NH (PAX)
WSTR-DT	Cincinnati, OH (WB)
WDRB-DT	Louisville, KY (FOX)
WEMT-DT	Greenville, TN (FOX)
WPEC-DT	West Palm Beach, FL (CBS)
WJMN-DT	Escanaba, MI (CBS)
WOTV-DT	Battle Creek, MI (ABC)
WLOS-DT	Asheville, NC (ABC)
WYOU-DT	Scranton, PA (CBS)
WBRE-DT	Wilkes-Barre, PA (NBC)
KCAU-DT	Sioux City, IA (ABC)
KADN-DT	Lafayette, LA (FOX)
KTBO-DT	Oklahoma City, OK (TBN)
KDOR-DT	Bartlesville, OK (TBN)
KBTU-DT	Port Arthur, TX (NBC)
WBKO-DT	Bowling Green, KY (ABC)
KNOP-DT	North Platte, NE (NBC)

SOURCE: Decisionmark

## Maintaining Server Sanity

BY PETER J. BROWN

Since moving to server-based systems and a new 601 infrastructure WKYC-TV Cleveland has learned a simple lesson: Maintenance is more important than ever.

"The biggest challenges with server-based technology are training and adjusting the mindset of the whole team," said Rex Rickly, WKYC-TV chief engineer. "The maintenance paradigm changes as well."

The Gannett-owned NBC affil moved into its new digital facility a little more than a year ago, so it's well along in the digital learning process. Rickly said the daily purging of servers is a must. Because of the heavy reliance on software, there is a heavier reliance on the vendor.

"Jumping into a 601 plant has been a non-event," Rickly said. "The switch from analog video to 270 mbps [megabits per second] high-speed data has gone smoothly."

A Thomson Grass Valley 2100 master control switcher and a Sony DVS7000 switcher handle on-air production, while Sony MAV70 servers are used for ad spots and programming. Local commercials come in on one-inch or Beta

tape before being ingested into the MAVs.

While the servers do offer a litany of advantages, they also introduce new limits. Rickly said he fears the engineering department's hard-fought reputation for reliability might be lost. "While operating efficiency is improved in the digital compared to the analog world, having to reboot a graphics or server system in the middle of a newscast is not tolerable."

Debugging new equipment on air is a routine phenomenon today. He reported his staff carry cell phones on their belts because they make so many calls to vendors. The problem is compounded by industry-wide reductions in manpower.

"Even if we had a maintenance crew twice as big, we still could not do a better job because we are captive to vendor software," Rickly said. "If the help desk is not familiar with the problem, we are hung."

For play-to-air, the WKYC-TV newsroom taps Avid Unity and Pluto server systems with news editing done on Avid Newscutters. Rickly added that that tape is used strictly for archive purposes and the station hopes to acquire a DVD jukebox for future archiving needs.

"Our industry needs a much better tracking system for both commercial and programming playback," Rickly said. "The way we go about it is too manual in nature. We need codes assigned and embedded in the vertical interval at the time the content is produced." ■



## PEOPLE

## THE FIFTH ESTATER

## An Avid Reader of the TV Market

Schleifer brings cutting-edge IT technology to the newsroom

In 1995, Avid Technology was looking for a way to reconfigure its nonlinear editing system, popular among production houses, into a practical product for TV newsrooms. Its solution was to buy BASYS, then a leading supplier of computer-based newsroom systems. The strategy was right on the mark. Not only did Avid acquire vital technology, but also a collection of savvy executives who knew the TV news market. Among them was regional sales executive David Schleifer.

Seven years later, Schleifer leads Avid's broadcast division. And under his leadership, the division has thrived, doubling its client list to 60 in the past 12 months and helping to drive Avid's stock from \$7.50 to \$22 in the past year. The success, Schleifer said, comes from simply knowing your customer.

"I think that vendors need to evolve their solutions to the point of meeting broadcasters' expectations," he said. "IT-based technology will play a huge role in broadcast, but these technologies need to meet the expectations of broadcasters for reliability, throughput and predictability."

Schleifer was born in New York City, but when he was five his family moved to Jerusalem, where his stepfather worked for NBC News and would eventually become the network's Middle East bureau chief. During his 12 years in Jerusalem, Schleifer was exposed not only to the region's culture, but also the hows and whys of news and news technology. He helped his father and his crews, serving as a soundman and filing radio spots.

There were, of course, the more typical experiences of boys—learning to play trumpet in the high-school band, and later flute, saxophone and guitar.

"When some kids in school were looking for a guitarist to play at a dance I started practicing the guitar and learned enough songs to play that night," he recalls. He even built his own acoustic guitar with the help of a luthier he included in a film he made

about local industries.

After high school, Schleifer returned to the U.S. where he attended Hamilton College in Clinton, N.Y. "I met my wife there, so it was one of those small decisions that affects the rest of your life," he said. While there, he majored in music and fine arts, with an emphasis on classical music. But after graduation he went to work at WNYC(TV) New York [now WPXN-TV] in various capacities. He also worked at NBC News.

"I really enjoyed being a desk assistant at NBC, though I do not want to go back and take that job again," he said. "Working at 30 Rock was a fascinating experience, whether it was ripping and running scripts down to the studio for Tom Brokaw, or running into Letterman and the cast of *SNL* [*Saturday Night Live*] in the halls. It was an exciting place to be."

In 1988, Schleifer began working for BASYS. At that time, the challenge of selling newsroom computer systems was much different than today, since most newsrooms were still using typewriters. Nonetheless, the value proposition for the typically conservative broadcast facility was the same as it is today.

"The single most valuable question you can ask [with respect to a product] is what problem does this solve," he says. "Listen to the users and focus on solving their problems."

Schleifer found out about the sale of BASYS to Avid while driving in his car. He was in the Boston area, where Avid is located, and heard the announcement on the radio. He pulled over and called family members to tell them the news.

Since that day Schleifer has been intimately involved with the Avid product line. Positions at Avid have included business development manager, broadcast marketing manager, product marketing manager and director, broadcast & storage. Today he helps set the broad-

cast vision for a company whose products were once seen as a nice novelty to the traditional broadcast facility. And given the current success it looks like his vision is just fine.

—Ken Kerschbaumer

## David Schleifer

Director, Avid  
Broadcast & StorageB. May 13, 1959,  
New York City

## EDUCATION

B.A., music and fine arts,  
Hamilton College, 1981

## EXPERIENCE

Cameraman/editor/video engineer, WNYC(TV) [now WPXN-TV] New York, 1981-1982; news desk assistant, ABC Radio, 1982-1983; producer/news writer, NBC News, 1983-87; news writer, WINS(AM) New York, 1987-88; regional sales manager, Northeast, BASYS Automation Systems, 1988-95; various positions, Avid Technology, 1995-2001; current position since 2001

## PERSONAL

m. Janet Hamlin, Aug. 5, 1988;  
children: Charles, 8; Jack, 5

## FATES &amp; FORTUNES

## Broadcast TV

**TERRY COLE**, president/GM, WJHG-TV, Panama City, Fla., promoted to president/GM, KOLO-TV Reno, Nev.

**BOB SMITH**, VP/GM, WMTV(TV), Madison, Wis., promoted to regional VP, Gray Television, Madison.

At WBOC-TV Salisbury, Md.: **DAN PANICHELLA**, technical operations manager, promoted to chief engineer; **GREG GAY**, member, information technology team, promoted to director, information technologies.

At WHUT-TV Washington: **ERIC RICHARDSON**, program operations supervisor, promoted to manager, programming and promotion; **JACQULYN GRANT**, executive assistant, promoted to director, administration; **DAVID SHAPINSKY**, senior producer, adds coordinator, series project with WAMU(FM) radio; **JACI CLARK**, senior producer, Black Entertainment Television, Washington, joins as producer, *The Making of a Rhodes Scholar*.

## Cable TV

**JIM O'BRIEN**, president/CEO, The Cable Center, Denver, will step down January 2003.

At Comcast Cable: **BARBARA A. GEHRIG**, regional VP, Maryland/Delaware region, promoted to regional senior VP; **MIKE TAYLOR**, VP/GM, New Castle, Del., appointed VP, operations, southern New Jersey.

## Media

**SUSAN M. POGGINCO**, project director, Consortium for Policy Research in Education at the Graduate School of Education at the University of Pennsylvania, named executive director, children's services, WHYY, Philadelphia.

## Programming

**SCOTT GREGG**, VP, sales operations, Twentieth Century Fox Television Distribution, Los Angeles, promoted to senior VP.

**RICHARD DUMONT**, executive director, advertising and promotion, Twentieth Television, Los Angeles, promoted to VP.

At Inspiration Networks, Charlotte, N.C.: **TOM HOHMAN**, VP, affiliate relations, named senior VP; **PAM ODOM**, account executive, promoted to senior account executive; **STEVEN A. HOYT**, producer, children's series *Mr. Henry's Wild and Wacky World*, joins as senior promotions producer.

## Journalism

**MATT JAMES**, station manager, KHSL-TV/KNVN(TV) Chico, Calif., named news director, KOLO-TV Reno, Nev.

**PAMELA JOHNSTON**, assistant news director, WLVI-TV Boston, promoted to

BARBARA A. GEHRIG  
Comcast CableRICHARD DUMONT  
Twentieth TelevisionPAMELA JOHNSTON  
WLVI-TV BostonLINDSAY SOTO  
Southern California  
Sports Report

news director.

**JAMES HANNING**, GM/director, sales, WXLV-TV/WUPN-TV Winston-Salem, N.C., joins WWJ-TV Detroit as general sales manager.

**LINDSAY SOTO**, reporter/producer, regional shows, Fox Sports Net and FNS2, Los Angeles, promoted to reporter, *Southern California Sports Report*.

**SCOTT SAYRES**, senior reporter, WGHP(TV) High Point, N.C., joins KDFW(TV) Dallas, as reporter.





**DAVID NELSON**, anchor, WFSB(TV) Hartford, Conn., joins WAVY-TV/WVBT(TV) Portsmouth, Va., as co-anchor.

**JEAN CASAREZ**, weekend anchor, KOLO-TV Reno, Nev., joins Court TV, New York, as reporter/*News Break* anchor.

At KYW-TV Philadelphia: **MARC HOWARD**, anchor, WPVI-TV Philadelphia, joins as anchor; **KATHY ORR**, meteorologist, WCAU(TV) Philadelphia

joins in the same capacity.

**DEE GRIFFIN**, weekend anchor, KCTV(TV) Kansas City, Mo., joins WPTY-TV Memphis as weeknight co-anchor.

**JASON WHEELER**, reporter/anchor, KENS-TV San Antonio, Texas, joins WFOR-TV Miami as reporter/fill-in anchor.

**ANNE STATE**, reporter weekend anchor, KMOV(TV) St. Louis, named weekend evening anchor,

KNSD(TV) San Diego.

#### Radio

At the St. Louis Radio Hall of Fame: The following have been made members:

**MORT CROWLEY**, veteran of KXOK-FM; **RUSS DAVID**, music director, KSD(FM) and host of *Playhouse Party*; **RON ELZ**, announcer, WRTH(AM); **JOE GARAGIOLA**, Cardinals' play-by-play announcer; **GRANT HORTON**, program host and DJ at several stations in the market; **CHUCK**

**NORMAN**, founder and owner, WGNU(AM).

**EDIE HILLIARD**, VP/COO, Jones Radio Networks, Washington, named 2002 Broadcaster of the Year by the Washington State Association of Broadcasters.

#### Advertising/Marketing/PR

**MICHAEL S. RAYMOND**, media director, Marketing Magic, Hollywood, Calif., promoted to VP/media director.

#### Technology

At Microwave Radio Communications, North Billerica, Mass.: **MICHAEL PAYNE**, director, operations, promoted to VP; **ROBERT LUNGO**, controller, promoted to VP, finance.

#### WHAT'S YOUR FATE?

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

## OBITUARIES

Actor, producer and TV executive **WILLIAM T. ORR** died at the age of 85 at his home in Los Angeles on Christmas Day.

Orr is probably best known for his work as executive producer in the 1950s and 1960s on a string of Warner Bros. television shows that included Westerns *Maverick*, *Cheyenne* and *F Troop* and detective show *77 Sunset Strip*.

Orr headed Warner Bros. television for 10 years, and at one point, he had nine television shows on the air.

He began his entertainment career as an actor and comic impersonator and worked on training films at what had been the Hal Roach Studios in Culver City, Calif., during the second World War.

**THOMAS L. MANN**, former USA Broadcasting VP of engineering, died in Palm Springs, Calif., on Dec. 19. He was 53.

Mann, was responsible for designing and building USA Broadcasting's \$26 million multi-station, multicast Group Operations Center at Ontario, Calif., before establishing Weyrcliffe-Century, Ltd., his own technology consulting and management firm in Palm Springs.

Mann's illustrious engineering career includes being managing director of operations and engineering at Washington, D.C., NBC affiliate WRC-TV; director of engineering at KCAL(TV); and corporate VP of engineering and new technology for Argyle Television.

**JOE CARTWRIGHT**, senior VP and general sales manager, Adlink, died on Dec. 20 after a difficult battle with cancer. He was 49.

Cartwright joined Adlink in 1998, following 19 years at KCAL(TV) Los Angeles. He worked his way up at the station from account executive to local sales manager in 1993.

Radio and TV pioneer **CHARLES LONGENECKER** has died at the age of 93.

Longenecker, a radio producer and talent agent, ran Telepak Inc., which was among the first companies to film television shows.

Please join **Broadcasting & Cable** and **Multichannel News** as we celebrate

One of the longest running and highest rated shows in basic cable history is celebrating a milestone... 10 years and 500 episodes!!

This special salute supplement will recognize the success of WWE Raw™ and the impact it has had on spawning and promoting some of cable's most lucrative pay-per-view events of all time!

**This report will closely examine:**

- WWE Raw, its history, impact and plans for the coming year.
- Sports Entertainment in pay per view...where it is now and where is it headed, as WWE Wrestlemania® gets ready to celebrate its 20th annual event.
- Behind the scenes: how today's WWE's events/shows are produced.
- A look back at professional wrestling on TV and WWE's impact on the business.

Plan now to congratulate this important television franchise on its success. Call your representative to deliver your congratulatory message today.

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**ISSUE DATE: Feb. 24, 2003 SPACE CLOSE: Jan. 30 MATERIAL DUE: Feb. 6**

To reserve space, please contact Lauren Cohen 646-746-6574 or Rob Payne at 646-746-7022.

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## FACETIME



## Maggiolo Gets Hackes Award

CNN Assignment Editor **VITO MAGGILO** (second from right) was the 2002 recipient of **RTNDA-DC's** Hackes Award, which is given annually to someone who is both outstanding in the broadcast field and contributes to the community. Maggiolo is the first person in cable to receive the honor in its nine-year history. The Award was established in memory of **NBC NEWS** veteran **PETER HACKES**.

Pictured (l-r): RTNDA-DC Chapter Chairman **BOB MADIGAN**; Peter Hackes' widow, **JESSIE HACKES**; Maggiolo; and RTNDA-DC President **PAUL SISCO**.



**COMEDY CENTRAL** President and CEO **LARRY DIVNEY** (l) and Comedy Central EVP of Affiliate Relations **BRAD SAMUELS** (r), presented **CABLE POSITIVE** President **STEVE VILLANO** with a \$15,000 holiday gift donation on behalf of the cable net's affiliates. Cable Positive funds AIDS research.

**COURT TV's** *Choices and Consequences* Teen Summit entitled *Embracing Knowledge, Understanding Change: Youth Weed Out the Myths of Marijuana* brought out (l-r) **COMCAST** Atlanta VP/GM **MICHAEL HEWITT**; Court TV anchor **JAMES CURTIS**; **SCOOT MACPHERSON**, SVP of public and government affairs, Court TV; and **ROBERT DENNISTON**, of the **NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN**.



## WE LIKE YOUR FACE

Have something you'd like everybody to see in Facetime? Please send photos with event, date and caption information to [palleyne@reedbusiness.com](mailto:palleyne@reedbusiness.com). E-mailed photos should be at 300-dpi resolution, if possible. Or send the info and the photo to Facetime, BROADCASTING & CABLE, 360 Park Ave. South, New York, NY 10010. In either case, make sure you leave a daytime phone number and remember to identify everybody in the photo. (Sorry, photos can't be returned.)



## TVB Keys in Russert

**TIM RUSSERT**, **NBC NEWS** Washington Bureau Chief and moderator of *Meet the Press*, will make the keynote speech at the **TELEVISION BUREAU OF ADVERTISING'S** upcoming marketing conference in April.

**CHRIS ROMMS**, president of the New York-based ad trade group, said Russert is the ideal choice to speak. "The national agenda is being reshaped in Washington,

both domestically and internationally, and Tim is right in the middle of the action," Rohrs said.

Russert has been with NBC News since 1984 and took the helm of *Meet the Press* in December 1991.

For the second consecutive year, the TVB marketing conference will be held in conjunction with the New York Auto Show, April 15 at the Javits Convention Center in New York City.



## Good Times at Kennedy

**PRESIDENT BUSH** and the **FIRST LADY** enjoyed a good laugh, along with actor **JAMES EARL JONES** and dancer/actress **CHITA RIVERA**, at *The 25th Anniversary of the Kennedy Center Honors: A Celebration of the Performing Arts* broadcast on CBS on Dec. 27, a **CBS** tradition and possibly the classiest show on network television every year.

For the 25th anniversary, the Kennedy Center Honors went to Jones and Rivera plus singer/songwriter **PAUL SIMON**, conductor **JAMES LEVINE** and actress **ELIZABETH TAYLOR**. As always, it seems, the show was emceed by **WALTER CRONKITE**.

Actually, the gala performance was held Dec. 8, but broadcast during Christmas week. The night before, the honorees were feted at a **STATE DEPARTMENT** dinner hosted by Secretary of State **COLIN POWELL**.

**PAUL MCCARTNEY** is already will be among 2003's honorees. He couldn't make it this year, but promises to be there for the 2003 ceremony.



## Historical Meeting Redux

**NBC CEO BOB WRIGHT** (at far left) was the speaker at the opening of the New York Historical Society's Freedom: A History of U.S. exhibit. With Wright (second from left to right): **RICHARD GILDER**, chairman, **GILDER LEHRMAN INSTITUTE OF AMERICAN HISTORY**; **KENNETH T. JACKSON**, president and CEO, **NEW YORK HISTORICAL SOCIETY**; and **PHILIP KUNHARDT**, producer, **KUNHARDT PRODUCTIONS**. NBC parent GE is sponsoring the exhibit.

(In our last issue this photo's caption was incorrect. We regret the error.)



## DATE BOOK

## This Week

Jan. 9-12

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

## January 2003

Jan. 13-14

**Tennessee Association of Broadcasters**  
Annual Convention. Maxwell House Hotel, Nashville. Contact: 615-399-3791.

Jan. 13-14

**National Cable Television Cooperative**  
Winter Education Conference. New Orleans. Contact: 913-599-5900.

Jan. 13-15

**Wireless Communications Association**  
9th Annual Technical Symposium and Business Expo. San Jose, Calif. Contact: George McFadden, 202-452-0041.

## MAJOR MEETINGS

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.

Feb. 11

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

Feb. 25-26

**Syndicated Network Television Association**  
1st National Syndication Marketplace. New York. Contact: 212-259-3740.

April 5-10

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

April 15

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

June 8-11

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

July 20-23

**Cable & Telecommunications Association for Marketing Summit.**  
Washington State Convention and Trade Center, Seattle. Contact: Seth Morrison, 703-549-4200.



**Jan. 13-17**  
**American Association of Advertising Agencies**

Executive Leadership Program. Shuttles on the Beach, Santa Monica, Calif. Contact: Michelle Montalto, 212-850-0731.

**Jan. 14**  
**Kagan World Media**

OSS Summit. Fountainbleau Hilton Resort, Miami. Contact: Merrie Cole, 831-624-1536.

**Jan. 14-15**  
**Wisconsin Broadcasters Association**

Winter Conference. Madison, Wis. Contact: Michelle Lukens, 608-255-2600.

**Jan. 14-16**  
**Society of Cable Telecommunications Engineers**

Conference on Emerging Technologies. Fountainbleau Hilton Resort, Miami. Contact: Ginny Nagle, 610-524-1725, ext. 210.

**Jan. 20-23**  
**NATPE 2003**  
National Association of Television-Program Executives. Annual Convention. Ernest N. Morial Convention Center, New Orleans. Contact: Edna Gonzalez, 310-453-4440 ext. 209.

**Jan. 20-23**  
**Association of National Advertisers**  
2003 Agency Relationship Forum. The Plaza Hotel, New York. Contact: Patricia Hanlon, 248-391-3121.

**Jan. 22**  
**Association of National Advertisers**  
Senior Marketers Roundtable — West. New York. Contact: Patricia Hanlon, 248-391-3121.

**Jan. 26-29**  
**Cable & Telecommunications Association for Marketing**  
Research Conference. Sheraton Bal Harbour, Fla. Contact: Jinling Elliott, 703-549-4200.

**Jan. 30-Feb. 2**  
**Radio Advertising Bureau 2003**  
Hyatt Regency, New Orleans, La. Contact: Dana Honor, 800-722-7355.

**February 2003**

**Feb. 2-4**  
**Women in Cable & Telecommunications**

Chapter Leadership Conference. Georgian Terrace, Atlanta. Contact: Linda Magad, 312-634-4233.

**Feb. 4-5**  
**Arizona Cable Telecommunications Association**  
Annual Meeting. Airport Marriott

Hotel, Phoenix. Contact: Susan Bitter Smith, 602-955-4122.

**Feb. 6-7**  
**National Association of Broadcasters**  
Radio Group Executive Fly-In. Washington. Contact: Dennis Wharton, 202-429-5350.

**Feb. 6-8**  
**Hollywood Post Alliance**

8th Annual Technology Retreat. Palm Springs Marquis, Palm Springs, Calif. Contact: Eileen Kramer (626) 799-1733. www.hpaonline.com

**Feb. 7-11**  
**National Religious Broadcasters**  
Annual Convention. Opryland Hotel, Nashville, Tenn. Contact: 703-330-7000.

**Feb. 10-12**  
**CableLabs**  
Winter Conference. Members Only. Broomfield, Colo. Contact: Crystal Anderson, 303-661-9100.

**Feb. 11**  
**Cabletelevision Advertising Bureau**  
Cable Advertising Conference. Marriott Marquis, New York. Contact: Joleen Martin, 212-508-1214.

**Feb. 12**  
**Association of National Advertisers**  
Southern Region Meeting. Dallas. Contact: Patricia Hanlon, 248-391-3121.

**Cable Television Association of Georgia - South Carolina Cable Television Association**  
Winter Meeting. Columbia, S.C. Contact: Patti Hall, 404-252-4371.

# TOP

## Cable Systems

the  
GIANTS  
behind the  
GIANTS

On February 17, *Multichannel News* and *Broadcasting and Cable* profile the top 100 systems that make up America's cable industry. With a detailed overview of each system including ownership, address, phone number, key executives, packages, penetration and other key statistics, this special report is sure to be read by thousands of industry leaders.

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Issue Date: 2/17/03

Ad Close: 1/30/03

Materials Due: 2/3/03



# CLASSIFIEDS

## TELEVISION

### Sales Careers

#### NATIONAL SALES MANAGER

WFLA/WRDC-TV in Raleigh, NC seeks a NSM who can achieve national sales goals while working with our National Sales Rep, Millenium. This candidate will negotiate rates, packages, and maintain accounts on a national level. Extensive travel is required. Please send resume to 3012 Highlands Blvd, Ste 101, Raleigh, NC 27604 attn: Human Resources, fax 919-878-3758 or e-mail JGaney@WFLA.sbgnet.com. Sinclair Broadcast Group is proud to be an Equal Opportunity Employer and a Drug-Free Workplace.

#### ACCOUNT EXECUTIVE

Candidate must possess outstanding verbal and written communication skills, must be highly motivated with creative abilities, strong organizational skills and is an aggressive self-starter who will develop new business and call on existing accounts. Microsoft Word, Excel and PowerPoint software experience required. Scarborough, CMR Adtel2k, ACT and Bias traffic system knowledge is a plus. Two to five years experience required in broadcast television or radio sales is required. Meredith Corporation and WSMV are Equal Opportunity Employers. Please send resume to: WSMV-TV, Attn: Judy Williams, 5700 Knob Road, Nashville, TN 37209.

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### News Careers

#### METEOROLOGIST

WCTI-TV, the ABC affiliate serving Eastern North Carolina is looking for a meteorologist for our 1½-hour morning news show. In addition to strong forecasting and presentation skills, this job requires substantial knowledge of computers. At least one year of on-air and producing experience is required. Knowledge of WSI and Barons products is helpful. Send resume and non-returnable VHS tape to: Human Resources, WCTI-TV, PO Box 12325, New Bern, NC 28561. WCTI-TV is an Equal Opportunity Employer.

#### NEWS CO-ANCHOR

Our morning show is so terrific, Clonaid wants to make copies! Be part of our expansion to two hours. Tapes and resumes to: Rob Puglisi, News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. EOE

#### NATIONAL SALES MANAGER

WMUR-TV, New Hampshire's largest TV station, is looking for an aggressive, well organized self-starter to fill the position of national Sales Manager. Responsibilities include extensive local client contact and national agency presence. Candidates should have a firm understanding of the national marketplace and excellent presentation skills (writing and preparing). Experience in the New Hampshire and/or Boston marketplace is a plus. Please forward all resumes to: Gerry McGavick/GSM, 100 South Commercial Street, Manchester, NH 03101. WMUR-TV/Hearst-Argyle is an equal opportunity employer and does not discriminate in the hiring, training, or promotion of employees by reason of race, color, religion, sex and or national origin.

#### NEWS DIRECTOR

A midwestern affiliate is looking for a News Director that has a passion for news and the desire to be #1. Candidate will possess news management experience, budgeting skills, and be an excellent motivator. Send resume to: Yuki Atsumi, Box # BC106B, 360 Park Avenue South, New York, NY 10010 or email to [yatsumi@reedbusiness.com](mailto:yatsumi@reedbusiness.com) (subject line MUST read Box # BC106B). Salary based on qualifications.

### Situation Wanted

#### EXPERIENCED LIGHTING DIRECTOR

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#### REPORTER-ANCHOR

Florida ABC affiliate has immediate opening for a strong Reporter-Anchors. A committed, enterprising hard news general assignment reporter is sought to complement our male co-anchor in presenting the 10 p.m. weeknight newscast. Submit resume, references and non-returnable VHS tape to: Peter Neumann, News Director, WEAR-TV3, 4990 Mobile Hwy, Pensacola, FL 32506. EOE

#### GENERAL ASSIGNMENT REPORTER

Florida ABC affiliate has immediate opening for General Assignment Reporter. Successful candidate will have insatiable curiosity about news events and ability to quickly transform that curiosity into compelling television news stories, and work in a strong team environment. Submit resume, references and non-returnable tape with samples of breaking news, hard-news, enterprise and feature stories to: Peter Neumann, News Director, WEAR-TV3, 4990 Mobile Hwy, Pensacola, FL 32506. EOE

### Creative Careers

#### NEWS TOPICAL PROMO PRODUCER

KGO-TV, the ABC owned station in San Francisco, seeks an exp Writer/Producer to create effective News Topicals, Special Report Promos and Image Campaigns. Candidates should understand strategic marketing and viewer benefit. Excellent writing and non-linear editing skills required. Prior newsroom and/or prod. exp. preferred. PLEASE SEND REEL and RESUME TO: KGO-TV / ABC 7, 900 Front Street, San Francisco, CA 94111, Attn: Human Resources Department NO PHONE CALLS ACCEPTED EOE

#### PROMOTIONS MANAGER

Supervise topical and promo producers. Write and produce promos. Manage operational and administrative aspects of the dept. Work with Director to set goals of the dept. Writer/producer. Editor a plus. Good org. skills. Mgmt exp., 2-4 years pref. PLEASE SEND RESUME REEL, COVER LETTER and RESUME TO: KGO-TV / ABC 7, 900 Front Street, San Francisco, CA 94111, Attn: Human Resources Department NO PHONE CALLS ACCEPTED EOE

### Marketing Careers

#### SENIOR WRITER/PRODUCER

Media General Broadcast Group [www.mgbg.com](http://www.mgbg.com) WLSL-TV What is your brand? Do you have a reputation for generating compelling copy, producing powerful promos, and strategically selling the strengths of a news product? WLSL-TV, a Media General station and NBC affiliate in beautiful Roanoke, VA, is seeking an outgoing, experienced Senior Writer/Producer for the Marketing Department. You'll drive viewers to our newscasts with stellar news topicals. You'll help conceive and create high-end image spots/campaigns, PSAs and POBs. You'll strategically place our work in front of targeted viewers through the program log. And your non-linear editing skills will contribute to our strong on-air look. This is an exciting time to apply your talents to the Marketing team at WLSL. Send a stellar tape (Beta SP or VHS), resume and references to HR Dept., 401 Third St., SW, Roanoke, VA 24011. No beginners, please. EOE M/F Drug Screen.

## RADIO

### Management Careers

#### STATION MANAGER

Seeking radio station manager with sales experience for stand alone/news talk AM station in the New Orleans area. Will supervise small staff and carry list. Send resume to: Yuki Atsumi, Box # BC 106A, 360 Park Avenue South, New York, NY 10010 or email to [yatsumi@reedbusiness.com](mailto:yatsumi@reedbusiness.com) (subject line MUST read Box # BC106A).

### Promotion Careers

#### CREATIVE SERVICES WRITER/PRODUCER

The Hearst-Argyle Television station in Honolulu has an opportunity for an enthusiastic promotion writer/producer. Must be a strong writer, capable of producing effective news topicals under tight daily deadlines. The successful candidate will have a keen interest in current events. News promotion and Avid-editing experience preferred. Candidate should be able to work independently and as part of the team and will also carry out other duties within the scope of the job and title as requested by the department director. Equal opportunity employer. No phone calls. Please send non-returnable tape and resume to: KITV 4, ATTN: Creative Services Director, 801 South King Street, Honolulu, HI 96813.

#### SEEKING PROMOTION MANAGER

We're looking only for the top-notch candidates! If you're an experienced, savvy, creative, enthusiastic, hard working TV Promotion Manager who wants to work for the best -- there's a great position waiting for you. Dynamic, hard-charging, #1 station will be the place where your creativity blossoms. Make your "creative pitch" to [Bill@NuFuture.TV](mailto:Bill@NuFuture.TV) and I'll pass the best on to my clients.

#### PROMOTION MANAGER

Major market television station in news looking for take charge and organized individual to manage the brand, produce image, topical, sweep, and station spots. Candidate should have at least 3 years of television news promotion experience, and a solid portfolio of spots and writing examples. Please send resume to Yuki Atsumi, Box # BC106, 360 Park Avenue South, New York, NY 10010 or email to [yatsumi@reedbusiness.com](mailto:yatsumi@reedbusiness.com) (subject line MUST read Box # BC106) EOE

**HAPPY  
2003!**

### Situation Wanted

#### RADIO

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**BROADCASTING & CABLE UPCOMING ISSUES WITH BONUS DISTRIBUTION**

**Upcoming Issues:**

- 1/13/03 ..... SCTE Emerging Technologies, Miami: 1/14-1/16 Pre-NATPE Issue
- 1/20/03 ..... NATPE, New Orleans: 1/20-1/23 NATPE Convention Issue
- 1/27/03 ..... CTAM Research, Bel Harbour FL: 1/26-1/29 "Interactive Media" (Technology section Special Feature)

**Bonus distribution at:**

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*Broadcasting and Cable is published weekly every Monday.  
Space and materials are due the Wednesday prior.*

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## EDITORIALS

BROADCASTING &amp; CABLE COMMITTED TO THE FIRST AMENDMENT

## Is It Too Late for Our Wish List?

In thinking about what we would like to see in 2003, it wasn't difficult to come with a long list. But we will settle for just five today, knowing that we have 100 more editorials to craft this year, 100 more opportunities to importune for this or that.

1) Resolution of the many media-ownership issues before the FCC. The collective chorus of foot-tapping and finger-drumming from the industry and the courts grows. Some rules need jettisoning—bans on newspaper-broadcast crossownership and small market duopolies spring to mind—others modifying, but either way, the industry needs some guidance on what it can and cannot do going forward.

2) Either the TV audience has to move into the local Best Buy or more HDTV sets need to find their way into the nation's living rooms. Consumer equipment folks say HDTV-set buying is growing steadily, retail displays impress, but we will believe it only when we see more HDTV sets in the homes of people we actually know, even slightly. It's immaterial which side is Mohammed and which the mountain; someone's got to move (see Wish No. 3).

3) Copy protection, copy protection, copy protection. Whether it is the broadcast flag, the Hollywood padlock or something in between, the DTV goods will not flow freely until a certain peace-of-mind threshold is reached. We know a solution is in there somewhere. If we can send a man to the moon, let's send two—Gary Shapiro and Jack Valenti. Keep 'em there until they can come to a meeting of two pretty impressive minds.

4) A better economy, so fewer companies lay people off to

boost short-term numbers and make the CEO-of-the-month look better at the expense of the long-term health of the company.

5) Next year at this time, we want no reasons to write an editorial like the one below.

## Killing the Messengers

According to the Committee to Protect Journalists, 13 members of the press were confirmed killed in the line of duty worldwide in 2002. Another 12 were killed under suspicious circumstances, with investigations still underway. While each death is a tragedy, the sum is a sharp drop from the casualty toll in 2001—37 confirmed and 15 suspected journalism-related deaths.

The 2002 honor roll includes investigative reporter Tim Lopes of TV Globo, Brazil; cameraman Hector Sandoval, of RCN Television, Colombia; Roddy Scott, a freelancer for British TV's *Frontline*; and *Wall Street Journal* correspondent Daniel Pearl.

The issue of journalists in harm's way captured center stage with the Pearl case, as the world followed his kidnapping by Pakistani extremists and his eventual horrific execution, made public in a videotape.

The irony, of course, is that Pearl, regarded as a balanced chronicler of the many competing factions in the region, was murdered in the act of trying to give a voice to the issues and concerns of his killers.



## TWO CENTS

"Conclusive Proof That P.T. Barnum Was Right: There are at least 4 million suckers who tune in every week when MTV's *The Osbournes* passes off its tawdry tedium as something other than a #@!%& embarrassment."

**FRAZIER MOON**, *Associated Press*, rounding up the year in television

"And, please, stop fooling yourself. There is nothing pleasurable about such 'guilty pleasures' as ABC's *The Bachelor*, CBS's *Survivor* franchise, NBC's *Fear Factor* and Fox's *American Idol*. ... These reality programs are little more than safe havens for the gluttonous, dull-witted and subliterary (and, OK, beautiful people); watching them you can literally feel your soul shrink, your life force disappear, your brain melt, your heart stop."

**ROBERT WILONSKY**, *Dallas Observer*, expressing his feelings on the ever-growing crop of reality shows

"Anna Nicole Smith (E!): The noxious muck under the bottom of the reality barrel, this loathsome exposure of a life of sloth disgraced all involved."

**ROBERT BIANCO**, *USA Today*, ranking Anna Nicole Show as the worst new series of 2002

"The match between *Maxim* and television is very obvious. You would have to be an idiot not to see it. Do you think with the number of readers that we have among young men that they wouldn't push a button and see what is on a Maxim channel?"

**FELIX DENNIS**, publisher of *Maxim* magazine, to The New York Times (*Maxim* looks to launch Maxim Entertainment Network [MEN] on cable.)

"When something like 24 happens, you bow your head and say thank you."

**KIEFER SUTHERLAND** to *TV Guide* on the success of his Fox show, 24

"The moment Greta got de-bagged—On the one hand, it was impressive that cable news anchor Greta Van Susteren had the guts to have her eyes done for the start of her new show. On the other hand, the change was so dramatic, one wonders where the real Greta Van Susteren is being held captive."

**BARRY KOLTNOW**, *The Orange County Register* (Calif.).

Van Susteren was No. 5 on Koltnow's "Most Memorable Hollywood Moments in 2002" list.

"We resolve: ... We must find religion about The WB network, which quite often produces extraordinary programming but also foists upon us *What I Like About You* and *Reba*. No longer will we remain torn about its merits. As a service to readers, we plan to immediately sit down over some tequila with Entertainment President Jordan Levin and ask, 'Is you is or is you ain't any good?' Probably with a loaded weapon and a Russian bear hug."

**TIM GOODMAN**, *San Francisco Chronicle*, sharing his New Year's resolutions for the newspaper's television section

## WE LIKE LETTERS

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



## AIRTIME

GUEST COMMENTARY

## Coping With Cable's Megatrends

With the calendar turning to a new year, it's a good time for cable operators to consider how powerful trends like consolidation might affect their operational support systems and their billing and customer-care programs.

These trends will likely lead to more outsourced billing, greater application of Web self-care, rising expectations for speech-enabled integrated voice-response systems and growing consumer interest in subscription video-on-demand and voice-over-IP.

Let's start with consolidation. It's driving more MSOs to outsource their billing services. Rather than trying to merge two separate billing systems, MSOs often find it is more efficient to simply outsource the billing function to a third-party vendor.

And consolidation isn't going away. In 2001, the top 10 MSOs had 90% of all cable subscribers; in 1991, the top 10 had just 51%. Now that the AT&T-Comcast merger is complete, the top three have 64% of the market, according to a Kagan World Media estimate.

Of course, consumers provide another driving force. They're demanding better customer service these days. One way to provide that is through growing use of Web self-care for checking on the availability of services and for ordering services. More consumers than ever before will check the Internet first to resolve a customer-service problem. Fully 25% of companies surveyed expect to receive more than 20% of their customer care requests through Web self-care within two years, according to the Yankee Group. That's up from 11% of com-



**'More consumers than ever before will check the Internet first to resolve a customer-service problem.'**

**CURT CHAMPION**, Senior director, cable and broadband, Convergys Corp.

panies that receive at least 20% of requests through Web self-care now.

When customers do call their MSO, they want more ease in making contact. Speech-enabled IVR systems are growing in importance as more people use cell phones. When people are driving while talking on the phone, the last thing they want to do is try to punch a button on their keypad. This trend will cause cable companies to add speech-enabled IVR systems to their customer-service platforms in growing numbers.

Taking customer service to yet another level, SVOD gives consumers the flexibility to watch movies anytime they want for a flat fee per month. Consumers will tend to choose this option over standard VOD or pay-per-view. SVOD generated estimated revenue of less than \$500 million in 2002, according to a Kagan estimate. But that's expected to grow to about \$1.6 billion by 2006.

Consumers also want the option of turning to their cable company for phone service. That's where voice-over-IP comes in, and improved technology is boosting its use. The first end-to-end VoIP order management, provisioning, mediation, and rating and billing process was

demonstrated in early December—a key step toward the cable industry's goal of routinely offering VoIP services.

Each of these trends is likely to pick up steam in 2003. Cable and broadband providers will want to make the proper adjustments to their billing and customer-care programs in order to address these trends and best serve their customers. ■



**HARRY A. JESSELL**

EDITOR IN CHIEF



# Unemployment Lines

## Deregulation and technology could cause more jobs to disappear

Take a look at the lines on the chart in the bottom right-hand corner of the front page of this newspaper. It says that employment in broadcasting peaked in 2000 and has been drifting downward since. The numbers come from Washington, so you have to be a bit skeptical about their accuracy, but nobody in or around this business can doubt the trend. Employment is falling and, I believe, will continue to fall for a long while.

I believe that, not because I think the economy will slog through 2003 as it did 2002 (let's hope not), but because two powerful forces are reshaping broadcasting in ways that will simply require fewer people to run stations, particularly newsrooms. Those forces: ownership deregulation and technology.

From all I've heard, FCC Chairman Michael Powell intends to stay the course and significantly relax the station-ownership rules this spring. By the Fourth of July, a media company may be allowed to own newspaper and TV stations in most markets, station groups reaching half the nation's 100 million TV homes and two stations (duopolies) in small markets. Today, duopolies are only permitted in the largest.

What's it all mean for employment? Plenty. The biggest share of a TV station's staff works in the newsroom and that is where the downsizing will come. As we've seen in the large markets, duopolies don't necessarily mean a reduction in newscasts (sometimes they mean an increase), but a duopoly almost always means a decrease in the number of newsrooms—that is people producing news. If one station in Oklahoma City buys another in the same market under the relaxed duopoly rules, the buyer may continue to broadcast news on both stations, but it will do so from one newsroom.

Such synergy seems inevitable in markets where the major daily newspaper and a TV station come under common ownership. If the newspaper acquires a TV station, it will be tempted to cheat on the number of reporters it puts in the field, figuring some of the more articulate (and pretty) newspaper reporters can manage some TV.

And the more stations a group owns, the more tempted it will be to implement some kind of centralcasting scheme that allows the group to pro-

gram many stations from a hub station. On page 12 today, you can read about Sinclair's aggressive centralcasting plans. I'm not saying that centralcasting results in lousier newscasts—indeed, the tape I saw of Sinclair's centralized newscast on WSMH(TV) Flint, Mich., looked and sounded pretty good for a market its size—I'm just

employment chart will probably continue on its downward course.

Probably, because you never know what's going to happen next. Although history argues against it, TV broadcasters may discover some new businesses and need to hire new kinds of people to run them. That's why it is encouraging that leading station groups are getting



saying that it may mean fewer people are going to be needed to produce news. Sinclair argues that by cutting costs through centralcasting it will end up not only with more newscasts at more stations, but also more total news employees. We'll keep count on that.

The other half of the employment story is technology. Centralcasting, or even the common operation of a local duopoly, would be uneconomical if not for advances in automated controls and the plummeting cost of interconnectivity. The computerization of ENG gear also means that producers can operate camcorders and video editors and package their own segments without the help of technicians, photographers and video editors. It's a story as old as civilization: New tools make work easier, but also make some people expendable.

So, it's true: Deregulation and technology, at the prompting of management, may be conspiring to put TV newspeople out of work as they have already put radio newspeople out of work. That means the line on that em-

behind the idea of a broadcast lab, whose mission is not only to develop technology but also to seek out new ways for broadcasters to make a buck in their transition to digital. It's even possible that deregulation will free up resources that will encourage some badly needed entrepreneurship in broadcasting.

By the way, the chart that we didn't publish on the front page shows the steady rise of cable employment, uninterrupted by the current recession or stagnant basic-subscriber growth. It's easy to explain. Cable keeps inventing new services: digital TV, video-on-demand, high-speed Internet access, cable telephony. And every time it does, it needs people to make them happen.

You don't find many typewriter repairmen around anymore, but no office can function without a roomful of IT pros. ■

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# BROADCASTING & CABLE

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# Fin-Syn Could Find Sympathy in FCC

Continued from page 1

rectors and actors, disagrees, and last week urged the FCC to put a hold on the big networks' lineup of in-house programming.

The creative community's self-interested bid is no surprise. The big question is whether their proposal to cap the networks' share of self-produced shows at 75% of prime time programming will gain any traction in Washington.

The idea is likely to find sympathetic FCC ears in Democratic Commissioners Michael Copps and Jonathan Adelstein, and the independence of Republican Kevin Martin may give the idea more traction than would have been predicted when the media-ownership

The broadcast industry is not united on media-ownership restrictions, however.

## KEEP THE CAP

While the nets want to boost their station holdings by eliminating the 35% cap on one company's TV household reach, their affiliates last week blamed fin-syn's repeal for the growing power of the nets to dictate stations' programming policies. The Network Affiliated Stations Alliance, however, is calling for the FCC to retain the 35% cap rather than reinstate fin-syn. The National Association of Broadcasters also wants the FCC to retain the ownership cap but continued its "no opinion" stance on the impact of fin-syn.

on the Big Four nets, down from 47.5 hours a decade ago.

CBS is most reliant on its own shows, controlling 90% of its prime time lineup. Next is Fox with nearly 85%. ABC and NBC are at 76% and 55%, respectively.

The coalition says fin-syn's repeal led to deterioration of programming quality as the networks began to produce in-house shows as cheaply as possible. The focus on cost-cutting has led to the flurry of prime reality and game shows and a reduction in the number of more costly comedies and dramas, they say, and has led to a decrease in opportunities for actors, writers and directors. "Network programming is the cheapest, most mainline programming that network officials can simultaneously repurpose as many times as possible on various network-owned broadcast and cable platforms," the coalition wrote.

## 'BLAND' PROGRAMMING

Aside from carving out room for non-network programming, the coalition also is asking the FCC to hold the current 35% cap on one company's TV household reach and retain the "dual network" rule barring the Big Four nets from owning each other.

The coalition derided networks' claim that programming costs are increasing, contending that nets have decreased their programming expenditures as a percentage of revenues from 30.3% eight years ago to 26.3%.

The networks' "fixation" on profits also is hurting advertisers' and American consumers, the coalition said. The resulting "blandness" of programming not only reduces audience size but increases per-viewer ad costs that must then be recouped through high retail prices, the coalition said. "This cost increase is ultimately borne by the American public in higher prices paid for goods and services."

Limiting nets' share of self-generated product will ensure viewers have access to some measure of programming diversity, the coalition argues. The coalition's request will be filed as part of comments in the FCC's sweeping review of media-ownership rules.

The FCC repealed its fin-syn rules after a federal appeals court in Chicago ruled against them in 1992. Ironically, the coalition argues that the court's order provides regulators sufficient reason to resurrect the restrictions. The court said at the time that the FCC could "carve out a portion" of programming time for "diverse programming sources." Also, they say, the net-

works' increasing domination of prime time production now gives the FCC plenty of empirical data demonstrating the need for fin-syn rules that was lacking when the court ruled more than a decade ago. ■

# NAB Calls For '10/10' Approach

Continued from page 1

for struggling lower-rated stations, especially those in medium and small markets," NAB said.

Duopolies are currently permitted only in markets big enough to allow eight separately owned stations to remain or when one of the stations is failing.

The proposal was filed as part of a flurry of comments from industry, public advocates and individuals advising the agency on its sweeping review of media ownership rules.

In addition, NAB reiterated its call for elimination of restrictions on local broadcast/newspaper and radio/TV combos. Along with the Network Affiliated Station Al-

**The NAB restated its call for the relaxation of media-ownership restrictions.**

liance, NAB also called on the FCC to retain the 35% cap on one company's TV household reach.

The Big Four networks, on the other hand, called on the FCC to scrap all the current ownership restrictions. Instead, the nets said, ownership limits should be only a technology-neutral "safety net" that measures diversity across all "modern media," including those not currently counted, such as the Internet, weekly newspapers, and regional magazines.

The Minority Media Telecommunications Council called the declining share of minority broadcast owners an "emergency" that should be solved by a six-step "Staged Implementation Plan." The plan would allow ownership deregulation only in markets with a "healthy" level of minority ownership. Ownership by minorities would be promoted by granting preferences and tax incentives to owners that sell properties to minorities.

The United Church of Christ and civil rights groups called on the FCC to tighten the rules by eliminating the "UHF discount," which allows station groups to boost their TV holdings by crediting only half a market's TV households to a UHF. The theory has been that, as a rule, U's attract a much smaller share of viewers than V's. All other ownership restrictions should remain in place, UCC said. ■



CBS relies heavily on its own shows, controlling 90% of its prime time lineup, including *CSI: Miami* (pictured).

review was launched in September.

Adelstein, sworn in as an FCC commissioner last month, will provide his first take on media consolidation Monday to the Future of Music Coalition, a group of artists and others opposing relaxation of media-ownership rules. During the confirmation process, Adelstein stayed mum on his views, but the former aide to Sen. Tom Daschle (D-S.D.) is expected to mirror his former boss's worries about the merger wave of the past six years.

## DYSFUNCTIONAL MARKETPLACE

The coalition asked the FCC to limit the amount of in-house programs during prime time. "The narrow prime time television programming marketplace has become dysfunctional as diverse sources of independently produced, non-network programming have been eliminated or seriously compromised by the unregulated major networks," the coalition said in a filing at the FCC.

The coalition is one more voice in a chorus of consumer advocates, artists and some prominent lawmakers worried about all or part of the FCC's media-ownership review.

A virtual mountain of electronic documents was filed last week with the FCC, which is undertaking a sweeping review of all its media-ownership restrictions.

The coalition's aim is to reverse a trend that they say has forced producers of syndicated shows to either go out of business or sign back-end agreements giving networks generous royalties when the shows air in off-net syndication.

Members of the coalition include Carsey-Werner-Mandabach, Sony Pictures Television, ad agency MediaCom and artist unions AFTRA, the Screen Actors Guild and the Directors Guild of America.

Although reserving 25% of prime time for independents would do little more than freeze the status quo, supporters of the idea say ending the decline in independents' business would assure investors that new shows are worth backing.

Since the 1993 repeal of the financial interest and syndication rules (fin-syn) restricting nets' ownership of their prime time programs, non-network producers' share of prime time lineups dropped from 68% to 24%. In terms of weekly hours, independent producers' now average 17 hours of prime time programming



**A cap on network self-produced fare could find support from the FCC's Michael Copps.**



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# After Sale, Acme Still Looking For Acquisitions

Continued from page 1

week's \$5.8 million acquisition of a The WB affiliate WBUW-TV Madison, Wis., the group is left with nine stations, all of them "developing" properties that are—or until recently were—weak-signal UHF stations, poorly programmed in non-WB dayparts. (One station is a UPN affiliate.) Only one of the remaining stations, WIWB-TV Knoxville, Tenn., is expected to post profits for 2002.

## UNMANAGEABLE DEBT

Acme had to sell its prized possessions because \$276 million in debt, more than 23 times annual cash flow, had become unmanageable. The collapse of ad sales in 2001 left Acme far short of the financial plan set when it issued junk bonds in 1997. Interest payments on those bonds were deferred, but all of the bonds will be "cash pay" by March, draining \$30 million in cash annually from a company that will probably post less than \$12 million in operating cash flow for 2002 (including \$16 million now disappearing from St. Louis and \$3 million from Portland).

Acme Chairman Jamie Kellner insisted that he isn't holding a fire sale. "We were not going to sell the stations unless we get full and fair value for them," said Kellner, who is also chairman of AOL Time Warner's Turner Broadcasting and The WB.

Acme President Doug Gealy said that "2001 kind of knocked the wind out of us and we wanted to de-lever."



The WB affiliate KPLR-TV in St. Louis, one of Acme's strongest stations, was valued at \$200 million by Tribune.

Tribune valued St. Louis at \$200 million, or a mere 11.3 times estimated 2003 cash flow. (Acme bought the station in 1998 for \$146 million.) Merrill Lynch media analyst Keith Fawcett had been hoping for \$240 million, or 13.5 times cash flow.

The \$75 million price on Portland comes to more than 20 times cash flow, but that's deceptively high because the station is considered "developing." (Acme paid \$17.6 million for the station in 1997.)

But with Acme's debt coming

down to just \$15 million as a result of the sale, banks with which Acme had to renegotiate debt covenants in 2001 will probably resume offering plenty of credit based on expected cash flow from the remaining stations.

## FINANCIALLY FLEXIBLE

Fawcett said he expects the company to resume buying weak stations ripe for turnarounds, either through better programming, upgraded towers and transmitters, or more aggressive marketing.

"They were asset rich and

cash-flow poor," Fawcett said. "This de-levers Acme's balance sheet, giving them plenty of financial flexibility. The developing stations are far enough along, ratings are strong enough that the banks should be confident."

One media investment banker disagreed, saying he believes that Kellner is losing interest in Acme and that his dual role at Acme and the WB is drawing too much scrutiny about potential conflicts of interest from AOL Time Warner investors.

Tribune and AOL have agreed

to buy out eight network executives and Kellner's 11% interest in The WB for \$110 million. The banker contended that Kellner will parcel its remaining stations out to broadcasters looking for duopoly mates and financial players looking to stitch together a portfolio.

## IN ACQUISITION MODE

But Kellner and Gealy said that Acme is in acquisition mode. "It's really a formula," Kellner said of Acme's focus on turnaround situations.

As for Tribune, the deal increases its TV station total to 26 stations, serving 40% of U.S. TV households (though still 5% below the FCC's 35%-of-households TV station ownership limit because the agency only counts half the households in markets if served by UHF stations).

Mullen said the company remains a buyer. "We are interested in stations in any of the top 30 markets," he said. While he would like to buy second stations in markets (duopolies) where Tribune already has one station, that's not any higher of a priority than simply getting stations in large markets.

Mullen expects more opportunities to arise if the FCC relaxes the ownership rules as expected. But the big kick would be the expected elimination of newspaper-TV cross-ownership rules that currently keep Tribune out of markets where it owns big newspapers like Orlando, Fla., and Baltimore. ■

# Media Layoffs Slow, But Jobs Still Not Safe

Continued from page 1

Gray & Christman, an out-placement firm. That's a 70%-plus drop from the 43,420 media layoffs the firm counted during a bloody 2001. (The firm places the Internet in a separate category.)

But the trend toward the end of the year should give little comfort to anxious workers. Throughout most of 2002, the pace of media layoffs slowed month by month, not just fewer than the 4,000-8,000 axed monthly during the dark days of the summer of 2001 but also lower than 1,000 or so per month during the early part of 2002. Then, in late summer, the firings started drifting upward, from just a few hundred to 1,500. By the fall, they were about as high as they had been 12



**'A single studio doesn't employ as many people as six studios.'**

**TOM WOLZIEN,**  
Sanford Bernstein  
& Co.

months earlier.

"Layoffs took a big jump in October and November; they returned to the levels of 2001, which is the heaviest we ever tracked," said Challenger, Gray CEO John Challenger. "Media came in for its fair share. I'm not optimistic now."

Among the holiday casualties was CNN veteran business reporter Allan Dodds Frank. The network, he said, seems to be targeting those who aren't "young and chirpy."

His phone and computer connections were cut off when he was given the word, but Frank was back in CNN's New York City bureau "be-

cause no one else would want to clean out my office.

"I've always assumed I'm employable,"

said Frank. "We're going to see."

Other companies handing out pink slips for Christmas include troubled cable operator Charter Communications (1,500-plus); Viacom's WBBM-TV (10) and Detroit duopoly, WKBD-TV and WWJ-TV; Black Entertainment Television (40); and satellite radio startup XM Satellite (80). Website IWantMedia.com carefully chronicles media layoff notices.

Radio stations have been particularly hammered not just by the recession but by the concentration of ownership that has let a single owner corral up to seven stations in a single market and eliminate a lot of redundant workers.

U.S. Bureau of Labor Statistics show that the number of radio-station workers has fallen from 117,000 in 2000 to 110,000 in 2002. That means radio now employs fewer people than the industry did in 1982, eliminating 20 years of growth.

"That shows you what consolidation

and automation will do," said Sanford Bernstein & Co. media analyst Tom Wolzien. "A single studio doesn't employ as many people as six studios."

BLS data shows that broadcast-station employment has dropped 3% during the past two years, to 133,000, breaking a 10-year growth curve. The big gains continue to be among cable operators, who have hired throughout the recession, with employment rising 4.5% in the past two years. The launch of new digital video, high-speed Internet and telephone services has required new installers, customer service representatives and telephone sales people.

But that doesn't make MSOs immune. Charter, Comcast, Adelphia and Cablevision Systems all had layoffs in the last half of the year. "You'll see more," said a senior executive at one cable operator. "As Comcast digests the AT&T Broadband systems more fully, you'll see them cutting plenty of people at their systems." ■



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