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Ratings race tightens

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Cable

NEWS NETS

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CNN, Fox spat over tape

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# BROADCASTING & CABLE

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February 17, 2003

### MEDIA CONSOLIDATION

## Local TV News Study Slams Bigger Owners

BY DAN TRIGOBOFF

**A**mid the outcry from watchdog groups and some FCC commissioners about the dangers of consolidation, a new study of local television news warns that greater concentration of stations in the hands of giant companies will likely lower the quality of local news.

While acknowledging sometimes narrow and inexplicable findings, the Project for Excellence in Journalism, said its results strongly suggest regulatory changes "that encourage heavy concentration of ownership in local television by a few large corporations will erode the quality of news Americans receive."

The PEJ, funded by the Pew

### Are Big Media Bad?

Key findings of PEJ's study of local news

- Smaller station groups produce higher-quality newscasts than larger ones.
- Network affils produce higher-quality newscasts than O&Os.
- Stations with crossownership produce higher-quality newscasts
- Local owners don't necessarily encourage superior quality.

Charitable Trust and affiliated with Columbia University, studied three years of ratings books. It found that "the very largest companies have a

Continued on page 34

## FIN-SYN FEVER RISING

Universal now gripes about networks' tight grip on prime time

BY BILL MCCONNELL

**U**niversal Television, owned by No. 2 media conglomerate Vivendi Universal, has joined the ranks of mostly independent producers in urging the feds to investigate whether the increasing dominance of

network-produced prime time shows harms the industry.

In the past three weeks, Universal execs, including group president David Goldhill, have met with leaders of the House and Senate Commerce Committees and senior FCC staff to complain about the increasing difficulty that non-network producers experience selling prime

time shows. Their complaints suggest that even 800-pound gorillas—Vivendi's revenue tops \$30 billion and its TV holdings also include USA Network and Sci Fi Channel—are having trouble breaking the networks' grip on prime time.

Universal's complaints follow a petition filed by independents

Continued on page 38

## NBC Puts Its Stamp on Bravo

BY ALLISON ROMANO

**J**ames Lipton soldiers on, hosting the venerable *Inside the Actors Studio*. And artsy movies like *Places of the Heart* still get prime time billing. But Bravo, now under NBC's stewardship, is quickly sprucing up the place.

Usually, when cable networks change hands, it takes many months for changes to be evident. MTV Networks took its time fixing up the old Nashville Network after renaming it The National Network and finally morphing it into the new TNN. More than a year after Walt Disney Co. coughed up \$5.2 billion for the former Fox Family Channel, ABC Family is just now forging its new identity.

Yet, just two months after NBC closed its \$1.25 billion acquisition of Bravo from Cablevision and MGM, the tinkering is evident.

Some of the effects are slight. Bravo's on-air promotions look



NBC will air a more explicit version of *Kingpin* on Bravo in March.

sharper. Selected programming, like its *Cirque du Soleil: The Fire Within* series, has been plugged on NBC.

Then there are some bolder moves. NBC's drug-cartel drama *Kingpin* is being replayed on Bravo (The broadcast network apparently has some uncertainty that viewers have heard of Bravo. Announcing the rebroad-

casts, an NBC voiceover explains that viewers can go to the "Bravo cable channel" to see it).

Another NBC drama, *Boomtown*, will rerun on Bravo in March in a weekend marathon. And, come next year, Bravo will be loaded up with Olympics action from the Athens Games.

"We are going to do quite a bit

Continued on page 33

### MADISON AVE.



### COLA WARS

# \$281M

Pepsi spent more than Coke on advertising in 2002

TV BUYER PAGE 18

#BXNPNRT \*\*\*\*\*3-DIGIT 462  
#BC7537812# JAN04 REG 103



NEWSPAPER

# Karmazin's Future Still Not Set

Lack of agreement on his status takes a toll on Viacom stock price

By STEVE McCLELLAN

**N**o deal yet between Mel and Sumner. That was the word from the latter—Viacom Chairman and CEO Sumner Redstone—last Wednesday morning during a conference call to discuss Viacom fourth-quarter and full-year earnings.

And the market didn't like it. Over the next two days, the stock dropped \$1.39, or 4%, to \$36.14. Analysts attributed part of the drop to fourth-quarter underperformance by Viacom's cable division.

Sources say that Karmazin, who currently has operating control of the company, wants the title of CEO under any new agreement to stay. Redstone, who now holds that title, does not want to give it up. And he wants to take back some of the power given Karmazin under his initial employment contract.

As CEO, there would be no question as to Karmazin's authority—even though, under the current deal, as chief operating officer, he reports to the board and not Redstone. Karmazin is also said to be seeking job protection similar to the kind he has under the current deal: It would take a "super-majority" of the board to oust him.

Last week, both Redstone and Karmazin joined a conference call with analysts and investors, but only Redstone addressed the issue of Karmazin's future at the company. Noting that a new deal had not been reached, he said that "we're very sensitive to the fact that a timely resolution is desirable. But we believe that it is better to get it right. Mel and I

are working cooperatively with a committee of independent Viacom directors to reach a resolution as soon as possible."

On that committee are Viacom board members Ivan Seidenberg, chairman and CEO of Verizon; William Schwartz, counsel to the law firm of Cadwalader, Wickersham &



Viacom's Mel Karmazin wants the CEO title; so far, his boss isn't giving it up.

Taft; and David McLaughlin, chairman of Orion Safety Products. "Basically, what's happened is members of the board have stepped in between them and are trying to broker a deal," said a source familiar with the situation. "They are no longer negotiating this directly."

It's a sensitive subject for several reasons. The Street loves Karmazin, and the company's stock is likely to

take a bigger beating if he goes. But there's also the corporate-governance issue. "This has to be resolved in a way that it doesn't look like the board is pandering to Redstone," said one observer. "And there are members of the board who want this resolved quickly and in favor of Karmazin."

Meanwhile, the company had record revenues and profits for fourth quarter and full year 2002.

But, noted Merrill Lynch media analyst Jessica Reif Cohen, the company got there with some fairly drastic cost-cutting. In the fourth quarter, she said, the cable segment performed "below expectations," with profit margins contracted in part by higher programming costs. For the year, companywide ad revenues were up 5%, and total revenues were up 6% to \$23.2 billion while operating income tripled to \$4.5 billion.

In the conference call, Karmazin stressed that the owned-TV-station group was improving. Full-year revenues were up 12% (5% of that coming from KCAL-TV Los Angeles, acquired last April). Fourth-quarter profit margins at the station group grew to 43%, from 37% in the prior year, with margins at the CBS stations (which excludes the UPN owned stations) growing to 50.2% from 47.5%.

He credited the growth to better network lead-ins from 10:30 to 11 p.m., with a resulting 9% average gain across the group's late newscasts, as well as better performances from syndication properties like *Dr. Phil*. Never one to be satisfied, though, he said, "we still have a long way to go." ■

## BREAKING...

### CBS Takes 18-49s on Thursday Night

LOS ANGELES—CBS did something last Thursday night that the networks used to think was impossible: beat NBC for the night in adults 18-49. Although *Friends* still won its time period in the demo with a 9.5 rating/26 share, the 90-minute premiere of *Survivor: The Amazon* combined with a 90-minute episode of TV's top show, *CSI*, to give CBS the victory. The final score: CBS 9.8/25, NBC 9.5/24. ABC came in third with two hours of its new *Are You Hot?* at 8-10 p.m. ET and *Prime Time Thursday* at 10 p.m. Fox was fourth with a repeat of *Joe Millionaire* at 8 p.m. and *The Pulse* at 9 p.m. CBS also won the night in viewers, with 25.14 million vs. NBC's 19.83 million. In overall sweeps, CBS is in fourth place in adults 18-49, and last night's win won't make a difference to NBC. But it does bring down NBC's overall 18-49 numbers, while Fox's are climbing and ABC is doing its best to steal the demo with reality programming and multiple broadcasts of its Michael Jackson interview. On Monday night, NBC and ABC go head-to-head, with ABC's two-hour Jackson repeat vs. NBC's special two-hour *Dateline* on Jackson's face. NBC expanded the special when it learned that ABC planned to repeat its show against *Dateline*. Both shows are likely to get a drubbing from Fox's finale of *Joe Millionaire*.

### Fisher Stays Put

SEATTLE—Fisher Communications last week rejected two bids for the company and said, after a four month strategic review, that it will remain independent. Reuters reported that bids from LIN TV Corp. and Sonoran Capital were valued at between \$430 million and \$470 million. The company wanted roughly \$520 million.

### Anchor Named Pa.'s Homeland Chief

HARRISBURG, PA.—WBRE-TV Scranton-Wilkes-Barre, Pa., news anchor Keith Martin was selected by Gov. Ed Rendell as the state's new homeland security director. The governor cited Martin's ability to communicate and his military service as key qualifications for the job. Martin is a retired National Guard Brigadier General. Rendell said he believes Martin would effectively inform Pennsylvanians and raise their level of preparedness without scaring them.

## BROADCASTING & CABLE

February 17, 2003

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“Dr. Phil” is the hottest talk-show commodity to come along since Queen Oprah herself.”

~ NEWSWEEK

*For Your Daytime Emmy Consideration*

# Dr. Phil

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World Radio History

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WEEK OF FEB. 7-13

## B&amp;C INDICES

## THE B&amp;C 10

WEEK

-8.0%

YTD

-13.9%

## BROADCAST TV GROUPS

WEEK

-4.7%

YTD

-4.0%

## CABLE TV MSO'S

WEEK

-5.1%

YTD

-3.9%

## RADIO

WEEK

-8.2%

YTD

-9.2%

CLOSE WEEK YTD

Dow Jones	7749.87	-2.3%	-7.1%
Nasdaq	1277.44	-1.9%	-4.3%

## The B&amp;C 10

CLOSE WEEK YTD

AOL Time Warner	\$10.15	-6.4%	-22.5%
Clear Channel	\$35.02	-7.1%	-6.1%
Comcast Corp.	\$23.85	-6.0%	5.6%
Cox Comm.	\$26.83	-4.0%	-5.5%
Disney	\$16.13	-5.1%	-1.1%
EchoStar	\$24.51	-3.3%	10.1%
Fox Ent.	\$25.80	-4.4%	-0.5%
Hearst-Argyle	\$20.86	-16.0%	-13.5%
Tribune	\$44.89	-3.8%	-1.3%
Viacom	\$36.14	-3.6%	-18.3%

## GOOD WEEK

TV Azteca	\$4.75	7.2%	-0.8%
Crown Media	\$2.09	4.5%	-7.6%
Scientific-Atlanta	\$12.53	4.2%	5.6%
Motorola	\$7.98	3.1%	-7.7%
World Wrestling	\$8.11	2.0%	0.7%

## BAD WEEK

Entravision	\$7.30	-27.1%	-26.9%
Interpublic	\$8.85	-20.1%	-37.1%
Hearst-Argyle	\$20.86	-16.0%	-13.5%
Young Bcstg.	\$11.80	-13.2%	-10.4%
Westwood One	\$31.45	-12.4%	-15.8%

## WAR TALK HURTS

-8%

Virtually all ad-supported media companies saw their stocks fall with growing certainty that the Bush Administration is going to get its war on. The B&C 10 fell 8% for the week on the fear that a drop in ads for cars, beer and shampoo won't be offset by a rise in those for duct tape and plastic sheeting.

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## News Corp.: No DirecTV Bidding War

Once-bitten Rupert Murdoch won't be led down that path again

BY JOHN M. HIGGINS

**N**ews Corp. last week warned General Motors that it will resist any auction for the auto company's DirecTV unit, in order to avoid getting burned again.

The declaration by News Corp. COO Peter Chernin came after word broke that telco SBC Communications had expressed interest in acquiring the direct-broadcast satellite unit, extending its existing marketing agreement with DirecTV into complete ownership of the company.

SBC's interest was greeted with heavy skepticism by investors, who are aware of the string of telco video ventures that SBC Chairman Ed Whitacre has unwound or closed over the past decade. That ranges from the shuttering of its own cable overbuild system in suburban Dallas to the sale of an extensive overbuild by SBC takeover target Ameritech.

But Chernin wants to be sure GM knows that News Corp. Chairman Rupert Murdoch won't stand for a rerun of their last dance together. After almost two years of negotiations, GM, which controls DirecTV parent Hughes Electronics, pitted Murdoch against EchoStar Communications Chairman Charlie Ergen. In the end, GM chose EchoStar.

Then Ergen's takeover was blocked by the Department of Justice and Federal Communications Commission on anti-trust grounds, no small thanks to lobbying by Murdoch, of course.

"We continue to believe that having such a platform would be a great advantage to us in a rapidly consolidating world, but let me add this one caveat: We will not be drawn into a bidding war in order to acquire it," Chernin said. "Having gone down this path before, we have a very clear sense of what we believe these businesses are worth, and we are not going to be pulled into a process that would inflate that value."

Chernin's comments came as News Corp. posted a strong earnings report for the second fiscal quarter ended December. For the quarter, operating cash flow surged 69%, partly because the



News Corp.'s Murdoch wants no repeat of his last play for DirecTV.

casting network. The ratings surge fueled by January's *Joe Millionaire* and *American Idol* triumphs couldn't overcome the flops taken from the network's fall schedule, with its expensive, now-canceled series like *Girl's Club* and *Firefly*. Fox Network's losses swelled from \$125 million in 2001 to \$149 million in 2002, including an estimated \$50 million write-off for canceled series.

The Fox network's new strength should boost the company's station group, suddenly blessed with better lead-ins to their late newscasts.

However, Morgan Stanley media analyst Richard Bilotti cautions that ad rates on the reality shows haven't been as high as on scripted shows, so the immediate financial benefits to the network may not be as dramatic as the final showdown on *Idol*.

The TV stations posted a 24% gain in operating cash flow to \$320 million, almost double the 13% rate of revenue growth (to \$593 million). In addition to the rebound from the 9/11 downdraft a year earlier, News Corp. CFO David DeVoe cited cost savings from the company's four duopolies created by the takeover of Chris-Craft. Margins hit 54%. ■

**'Having gone down this path before, we have a very clear sense of what we believe these businesses are worth, and we are not going to be pulled into a process that would inflate that value.'**

PETER CHERNIN, News Corp.

year-ago quarter was so terrible but also because of huge strength at cable network Fox News, more-modest gains at FX and a jump at its 20th Century Fox studio.

The exception was the Fox Broad-

## Classic Challenge for Cable's Kent

BY JOHN M. HIGGINS

**I**t only took a year and a half for Jerry Kent to find his way back into cable, but he's doing it in the toughest part of the business: rural cable.

The former Charter Communications CEO has taken on the assignment of managing Classic Communications, an MSO that has just emerged from Chapter 11 bankruptcy protection and owns systems serving small towns and truly rural areas.

Through a series of acquisitions, Classic stitched together systems serving about 400,000 basic subscribers in 10 states, with the biggest concentration in Texas. But the low channel capacity and the slow pace of system upgrades sent customers fleeing to DBS services, shrinking the subscriber base to 325,000.

Classic filed under Chapter 11 in November 2001 with \$641.8 million in debt. It shed about two-thirds of that in

bankruptcy court, and its leverage stands around four times annual cash flow.

Kent's investment firm Cequel III was brought in by Oaktree Capital Management, which bought Classic junk bonds with a face value of \$170 million at an estimated 10-20 cents on the dollar and converted it into 52% of the company's equity. It has also injected \$45 million in new cash. Investment banker Daniels & Associates advised Oaktree on the restructuring and on bringing in Cequel.

Classic is a difficult MSO to run. The systems are widely spread out, so there's few efficiencies from the geographical clustering that suburban operators get. And with few customers per cable headend and per mile of plant, it's



**'We like to place our bets where management makes a difference.'**

JERRY KENT, Cequel III

hard to get a return on system upgrades.

"It's a tough management challenge, I acknowledge it," Kent said. "We like to place our bets where management makes a difference." He wouldn't provide any financial details, but another industry executive said Cequel is putting in very little cash and was tapped primarily for its management expertise.

Oaktree picked Kent even though his previous company, Charter, is being investigated by a federal grand jury for accounting and management practices that may have overstated the company's operating results.

Kent said his only involvement with that investigation so far was receiving a subpoena for documents he had. "I haven't heard anything in a long time." ■



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## TECHNOLOGY

Letterman Hits  
The Bricks

It ought to be a busy summer outside the Ed Sullivan Theater when CBS begins readying the theater for HD production. Beginning in July, the program's control-room operations will move out—into two production trucks on the street—so that the HD equipment and monitors can be moved into the theater's control room. The plan is for the

trucks to be located on W. 53rd Street between Broadway and Eighth Avenue. Unfortunately, a 42-story

building is being constructed on the corner of 53rd and Eighth, making the street already busy with vehicles, cranes and construction trailers. So expect the crowded streets of Manhattan to get a little more crowded.—K.K.



## BEHIND THE SCENES | BEFORE THE FACT

## IN THE LOOP

## PROGRAMMING

## Eye With Bifocals

TV's Greatest Generation (viewers 55 and over) is often overlooked by advertisers but not by CBS. Nielsen Media data show that the Eye network had 11 of the top 15 shows among the senior crowd last week.

RANK	DATE	PROGRAM	NET	TIME	TOTAL PERSONS 55+
1	2/6	CSI	CBS	9:00P	9.36M
2	2/3	Everybody Loves Raymond	CBS	9:00P	7.98M
3	2/4	JAG	CBS	8:00P	7.94M
4	2/6	20/20 Special	ABC	8:00P	7.24M
5	2/9	Becker	CBS	8:00P	7.19M
6	2/5	Law & Order	NBC	10:00P	7.17M
7	2/9	Everybody Loves Raymond Special	CBS	8:30P	6.89M
8	2/4	Judging Amy	CBS	10:00P	6.58M
9	2/3	CSI: Miami	CBS	10:00P	6.57M
10	2/6	Primetime Thursday	ABC	10:05P	6.50M
11	2/4	The Guardian	CBS	9:00P	6.44M
12	2/5	Price Is Right-Million	CBS	8:00P	6.41M
13	2/7	Law & Order: SVU	NBC	10:00P	6.39M
14	2/5	60 Minutes II	CBS	9:00P	6.16M
15	2/8	The District	CBS	9:00P	6.06M

SOURCE: Nielsen Media Research

## REGULATION

Noncoms  
Choose a  
Champion

Public-TV organizations this week are expected to pick a lobbying firm to fight for millions in federal higher-education funds that would help digital stations provide distance learning, workforce training and other new services. Three firms were interviewed last week for the account. Roughly 54 public stations, many of them university licensees, have ponied up more than \$370,000 to lobby Congress over the next three years for tax dollars to pay for the rollout of new digital services, particularly in rural areas.

Launch of a targeted lobbying campaign is a recognition that the GOP-dominated Congress, somewhat hostile to a perceived liberal programming slant, is less willing to fund public broadcasters' general operations but might be persuaded to support defined operations. "We realize there is ideological baggage involved with funding the Corporation for Public Broadcasting, so we're looking at new sources of funds tied to very specific services," says John Lawson, president of the Association of Public Television Stations.—B.M.

## CABLE

## CAB Driver Wanted

Joe Ostrow is six weeks away from retirement as president of the Cabletelevision Advertising Bureau, but a selection committee is still a long way from naming a successor. The committee is scheduled to meet this Wednesday to narrow the list of candidates to three. It's not clear who the front-runners are, but names frequently mentioned are ex-Food Network President Erica Gruen (previously an ad agency executive); former Turner Broadcasting ad sales chief John Barbera; and Michael Lotito, former CEO of Web-ad-services firm Mediaport. One member of the search committee said the hunt is hard because the trade association pays about a third what a senior network sales or agency buying gig pays. Fortunately for the CAB, there are fewer of those jobs available.—J.M.H.

## INTERNET

## Rehearsed Reality

An online cottage industry has sprung up around the reality shows like ABC's *The Bachelorette* (right).

RealityTVWantsYou.com is offering to "dramatically increase your odds of becoming the next contestant on your favorite reality television show," where, the site advises, they are "desperately searching for normal, ordinary individuals just like you." Of course, it also points out that they reject thousands of normal people all the time, too.

For only \$15 a month (or \$45 for six months, a \$45 value!!!), members can have access to "unique and creative videotape audition ideas," from staffers who understand the "wants and needs of reality show casting directors and producers."—J.E.



## Church, State Mix in Syracuse, N.Y.

BY DAN TRIGOBOFF

By the end of last week, even Granite Broadcasting agreed that *Central New York Live* on its WTVH(TV) Syracuse, N.Y., had blurred historic church and state lines between news and sales.

The program's mix of paid-for interviews and news updates featuring former newsmen in a traditional news time slot raised eyebrows among competitors and critics and even within Granite, officials said.

"The line is extremely blurred," noted Syracuse University Broadcast Journalism

Professor Dow Smith, a former news director and general manager himself. He said he was troubled by the program's approach even before the local *Post-Standard* drew attention to it. "This is really unfortunate."

At first, Smith said, viewers were given no indication that the interviews with advertisers on the program were not legitimate news product controlled by the station. The subsequent "courtesy of" attempts at disclaimer were also inadequate, he added.

"Every organization has to decide what kind of news program they want," said Theresa Underwood, general manager of WIXT(TV) Syracuse. "Our salespeople

know that selling content is not an option."

Granite said its news content never has been and never will be for sale. The company insists that it was a failure of execution and not of intent, and it remains convinced that this kind of program, with the right firewalls, is a viable alternative even in a traditional news time slot.

Bob Selwyn, a former Granite COO who works with Granite stations, including WTVH, acknowledged last week that it had not properly labeled the advertorial segments as paid-for programming—critics said the "disclaimers" ranged from nothing to inadequate—and promised to

correct it. He also said that a flier purporting to sell advertisers the opportunity to "spotlight" their businesses through "advertorial segments in our 5 p.m. newscast" was out of line since that program "is not a newscast."

But critics suggested that the format itself is intended to give an advertisement the credibility of a news interview, thus blurring the lines. Advertisers will not always be touting their businesses but sometimes merely showing off their expertise. Selwyn says viewers will know the difference, as long as the station properly identifies what's news and what's paid for.

Package options for *Central New York Live* range from \$600 for a three-minute segment to \$15,600 for an annual sponsorship. ■



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~ LOS ANGELES TIMES

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# Judge Judy



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# PROGRAMMING

## New Reality Comes to Hollywood

Success of non-fiction genre may help keep lid on prices of dramas this year

BY PAIGE ALBINIAK

Even though reality shows cover a good portion of network schedules these days, development on new drama and comedy pilots is moving along as fast and furiously as ever. Most of the broadcast networks have as many or more pilots in the pipeline as they did last year at this time. The difference, according to network executives, is that the availability of less expensive reality shows is driving down the cost of dramas, which don't repeat or syndicate nearly as well as comedies.

"I think that we are all going to be looking to make dramas at a different price point," said Susan Lyne, president of ABC Entertainment. "Not every drama has to cost \$2.2 million. *Monk* was made for about half of what a network drama was made for."

NBC Executive Vice President of Prime Time Series Programming Karey Burke said, "The success of the reality business puts an overdue pressure on the costs of the drama business to come down. Networks and studios," she added, "are more motivated to hold the line and not pay a given talent as much money."

But that's not what actors, writers, directors and producers want to hear. Those groups worry that reality shows are taking work away from them, and they complain about the quality of TV. "Writers are concerned as a general community about the increase of reality programming as a genre and about what that will do for the landscape of television," said Victoria Riskin, president of the Writers Guild of America. "And they are concerned about the opportunities that remain for them to get their comedies or their hour-long series on the air."



American Idol is a boon to AFTRA, boosting membership in the union.

vision and Radio Artists President John Connolly, in shows such as *American Idol*, the performers become members of AFTRA's union after performing on the show for a certain number of episodes. And in *Celebrity Mole*, the contestants already are AFTRA members, so the trend toward reality programming doesn't appear to him to be taking work away from his members.

"By about halfway through the show's run, all of the remaining contestants are full professionals who work under the terms of an AFTRA contract. At some point, the 10 finalists all receive management contracts. It's an entrée to the business."

From the networks' point of view, reality has been a magic bullet that helps them shore up ratings in a less expensive way while they give the rest of their scripted programming time to grow.

"I think it's great for network television that shares are increasing on these nights," Burke said. "It means a lot more people are watching television and a lot more people are talking about television."

According to Burke, NBC is looking to introduce more balance into its schedule, by including reality year-round, as well as by introducing all sorts of new shows in periods other than September and midseason.

"If anything," she said, "we'd be remiss in not taking a step back, looking at the changing landscape and seeing how it affects scripted programming creatively."

Still, even though ABC has been happy to use reality to its advantage with shows such as *The Bachelor*, *The Bachelorette* and *Celebrity Mole*, Lyne said, "I would happily trade a lot of reality shows for one or two more great scripted dramas." ■

### In the Script for Fall



Susan Lyne

Number of pilots ordered so far

NETWORK	COMEDY	DRAMA
◀ ABC	10-15	13
CBS	NA	10-12
FOX	10	9
NBC	14	8
UPN	4-5	6-7
THE WB	13	10

SOURCE: BROADCASTING & CABLE research

What's troubling to me about reality shows is the emphasis on public humiliation and embarrassment."

"The effects ripple through so many areas of the business," noted Stacey Lynn Koerner, senior vice president and director of broadcast research for Initiative Media. "If you put more reality on the schedule, there are less repeats of scripted series. That means less residuals for actors, writers and producers."

On the other hand, said American Federation of Tele-

## PPV Grew in '02 But Not Enough

BY JOHN M. HIGGINS

Cable and DBS operators continued to generate strong growth in their pay-per-view business last year, but revenues are still far short of impressing studios that they should grant operators more-favorable terms.

That's the conclusion of Showtime Event Television, which each year drafts a study of PPV sales. In 2002, SET found, total cable and DBS PPV revenues grew 19% to \$2.4 billion. Hollywood movies accounted for the bulk of the retail sales—\$1.5 billion, or 60%—and movie sales rose 19%. Pornography—both soft and increasingly explicit adult product—generated \$609 million, or 25%; adult sales increased 15%.

Events, mostly boxing and wrestling, generated \$363 million, or 27% of all PPV sales, and rose 15%. That's far better than in 2001, when event revenues dropped 30%.

The big kick comes from digital cable, which offers dozens of movies at a time, allowing subscribers to pick from a number of greater titles, and more-flexible start times. Analog systems typically offer three to six PPV channels.

SET President Mark Greenberg said he couldn't answer the big question: How's video-on-demand doing? About 4 million homes have VOD services, but cable operators have steadfastly refused to offer details on actual VOD sales, leading many on Wall Street to believe the business is not that impressive.

The study suggests that, for movie studios, PPV is still far less promising than DVD and VHS. DVD sales have driven the home-video business to \$12 billion in retail sales, of which the studios get around \$6 billion.

After more than 15 years, PPV generates just \$600 million in splits to the studios.

That means studios will likely continue to ignore operators' pleas to get movies the same day Blockbuster and Wal-Mart do, instead of at the current PPV window, 30 to 60 days later.

Cable MSOs just don't market PPV aggressively enough, according to Greenberg. "Look at premium networks," he said, noting that Showtime, HBO and Starz generate far greater retail sales on cable even though they don't get movies for another year.

In event programming, the biggest draw was last June's fight between Lennox Lewis and Mike Tyson, which generated a record \$106.9 million in sales. Second for 2002 was the Oscar de la Hoya-Fernando Vargas match, which logged \$40 million. Rounding on the top 10 were various World Wrestling Entertainment events, which sold \$12 million to \$28 million each. ■



# SYNDICATION WATCH

RATINGS | Jan. 27-Feb. 2

Nielsen Media Research

| court show |

## Top 25 Shows

Adults 18-34

RANK/PROGRAM	AA	GAA
1 Friends	6.7	7.8
2 Seinfeld	5.7	6.7
3 Seinfeld (wknd)	4.3	5.6
4 That '70s Show	3.8	4.6
5 Everybody Loves Raymond	3.6	4.0
6 Will & Grace	3.4	3.8
7 King of the Hill	3.0	3.3
8 Friends (wknd)	2.5	2.5
9 Home Improvement	2.4	3.0
9 Entertainment Tonight	2.4	2.4
11 Wheel of Fortune	2.2	NA
12 Dharma & Greg	2.1	2.3
12 Maury	2.1	2.3
14 Just Shoot Me (wknd)	2.0	2.6
14 Oprah Winfrey Show	2.0	2.0
16 Frasier	1.9	2.0
17 Drew Carey	1.8	1.9
18 Judge Judy	1.7	2.3
18 That '70s Show (wknd)	1.7	1.7
20 Jeopardy	1.6	NA
20 Blind Date	1.6	1.8
20 Elliminate	1.6	1.7
20 ER	1.6	1.6
24 Everybody Loves Raymond (wknd)	1.5	NA
24 Dr. Phil	1.5	1.5

## Top Talk Shows

Adults 18-34

RANK/PROGRAM	AA	GAA
1 Oprah Winfrey Show	2.0	2.0
2 Dr. Phil	1.5	1.5
3 Jerry Springer	1.4	1.5
3 Jenny Jones Show	1.4	1.4
4 Live With Regis and Kelly	1.2	NA

According to Nielsen Media Research Syndication Service Ranking Report Jan. 27-Feb. 2, 2003

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

# Judy Has Bench Strength

BY PAIGE ALBINIAK

Like King World's *The Oprah Winfrey Show*, the undisputed queen of talk, Paramount's *Judge Judy* has long been tops in the court genre. Often positioned in key early-fringe time slots that lead into local newscasts, *Judge Judy* in the week ended Feb. 2 delivered a 5.7 national Nielsen rating, making it syndication's ninth-rated show in households, just behind *Oprah*.

In many markets, *Judy* competes directly against *Oprah* and, in New York City, routinely wins at 4 p.m. The fact that *Judy* provides a strong 25-54 audience to lead into local news makes the show all the more valuable to stations.

"*Judy* is one of the largest early-fringe players," says John Nogawski, president of Paramount Domestic Television. "She is one of the best news lead-ins that stations can buy."

Tom DeCabia, executive vice president, PHD USA, says that, while *Judge Judy* provides high ratings, its audience skews older and less affluent than *Oprah*'s, meaning that a 30-second spot on *Judy* costs less than the same spot on *Oprah*.

In Boston last year, Viacom's WBZ-TV/WSBK-TV duopoly moved *Judge Judy* from UPN affiliate WSBK-TV to CBS affil WBZ-TV at 4 and 4:30 p.m., filling the slot left by Warner Bros.' *The Rosie O'Donnell Show*. Although the Boston stations (except Hearst-owned ABC affil WCVB-TV) can't provide ratings because they are boycotting Nielsen's people meters, Lee Kinberg, vice president of programming for WBZ-TV, says the station is happy with the show in its new hour. "It was the best show we could put in to compete with *Oprah*." The talk show runs on WCVB-TV.

Fox affiliate WTTG-TV Washington is using *Judge Judy* to lead into its brand-new newscast at 5 p.m. The show is scoring an average 5.7 rating/13 share; the news, a 3.3/7. The animated kid shows that previously occupied *Judge Judy*'s slot on WTTG-TV would not have been able to provide the news lead-in the station was looking for. "They can go after an advertiser they weren't having anything to do with before," Nogawski notes.

*Judge Judy*, which recently reupped with Paramount for four years at \$25 million per year, has been on the air since 1996. ■



Paramount's *Judge Judy* is No. 1 court show.

# Syndie

## Insider

### Shuttle Tragedy Hurts Weeklies

Ratings for weekly syndicated hours were down in the week ended Feb. 2, which included the first weekend of February sweeps. To be blamed, mainly, are preemptions by news coverage of the loss of the space shuttle Columbia. Viewers switching to cable news networks to keep up with news of the tragedy also cut into the ratings for the weekly hours. As a result, four of the top 12 weekly hours were off by double digits from levels already reduced by Super Bowl preemptions on Jan. 26.

Paramount's *ET Weekend* was down 12% to a 3.6, although it remained the top weekly hour. Tribune's *Stargate SG1* was down 19% to a 2.1 for a fifth-place tie with Tribune's *Mutant X*, itself down 9%. Twentieth's *Buffy* was down 25% to a 1.8, tying for 11th place with NBC's rookie *She Spies*, which was down 10%.

### Little Change in Strips' Ratings

In the first few days of February sweeps, most strips were little changed from the week ended Jan. 26, when they benefited from the Martin Luther King holiday and cold weather.

In the week ended Feb. 2, households-using-television (HUT) levels were down between 5% and 31%. The top game show, King World's *Wheel of Fortune*, was up 1% to a new season high of 10.3, the only game to improve. Warner Bros.' *Friends* was the top off-net sitcom, down 1% to a 7.8; none of the top-10 off-net sitcoms showed an increase. Paramount's *ET* remained the top mag, despite a 2% decline to a 6.3. King World's *The Oprah Winfrey Show*, the top talker, was up 4% to a 5.8. Paramount's top court show, *Judge Judy*, was down 3% to a 5.7. King World's *Dr. Phil* was the top rookie at a 5.2, down 4%. Newcomer *Good Day Live*, from Twentieth, was down 10% to a 0.9 in its fourth week in national syndication.

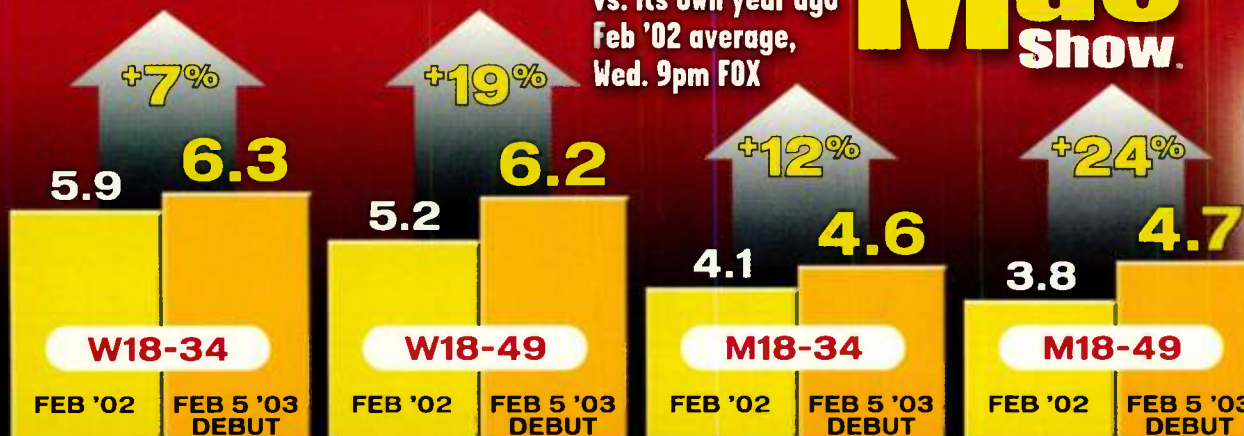
### Walsh and Celebrity Team Up

In an unusual example of cooperation between studios, NBC Enterprises' *The John Walsh Show* joins with Telepictures' *Celebrity Justice* on today in presenting a special episode about celebrities and the legal system. During Monday's episode of *John Walsh*, *Celebrity Justice* reporter Carlos Diaz shares his exclusive interview with Whitney Houston's father, who had been suing his famous daughter for \$100 million before he passed away recently.

The Mac-Daddy is Back and It's Better Than Ever!

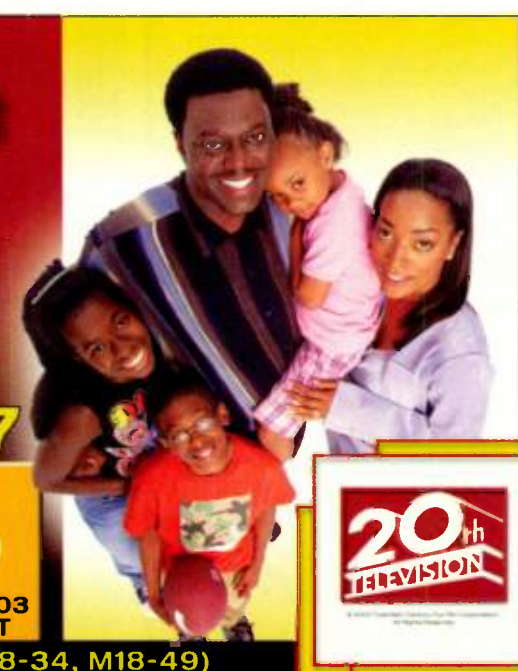
vs. its own year ago  
Feb '02 average,  
Wed. 9pm FOX

The Bernie Mac Show.



Source: N1, Galaxy Explorer, 2/5/03 vs. Feb '02 sweep % Growth, 2/5/03 9-9:30pm program averages, W18-34, W18-49, M18-34, M18-49, Ratings

And 1 in the time period (M18-34, M18-49)



# NIELSEN | Feb. 3-9 | RATINGS

## THE PRIME TIME RACE

### Top 10 Basic Cable Shows

Feb. 3-9

#### Total Households (in millions)

PROGRAM	DATE	NET	HH
1. NBA All-Star Game	2/9	TNT	7.1
2. NBA All-Star Post*	2/9	TNT	5.3
3. NBA All-Star Pregm	2/9	TNT	5.1
4. Spongebob Sqpants	2/9	NICK	3.4
4. Fairly Odd Parents	2/9	NICK	3.4
6. NBA All-Star Sat	2/8	TNT	3.1
6. WWE 10 p	2/3	TNN	3.1
8. Trading Spaces 9 p	2/8	TLC	2.9
8. The Osbournes	2/4	MTV	2.9
8. Spongebob Sqpants	2/9	NICK	2.9
8. Spongebob Sqpants	2/9	NICK	2.9
8. Jimmy Neutron	2/9	NICK	2.9

#### Adults 18-49

PROGRAM	DATE	NET	HH
1. NBA All-Star Game	2/9	TNT	6.0
2. NBA All-Star Post*	2/9	TNT	4.7
3. NBA All-Star Pregm	2/9	TNT	4.4
4. The Osbournes	2/4	MTV	3.3
5. NBA All-Star Sat	2/8	TNT	3.0
6. Real World XII	2/4	MTV	2.9
7. Trading Spaces 9 p	2/8	TLC	2.8
8. WWE 10 p	2/3	TNN	2.6
9. WWE 9 p	2/3	TNN	2.3
10. The Shield	2/9	F/X	2.2

\* Program length less than 15 minutes  
SOURCE: Turner Entertainment Research, Nielsen Media Research

### Broadcast Networks

Feb. 3-9

#### Total households (in millions)

	WEEK	STD
1. CBS	9.4	9.0
2. NBC	8.6	8.4
3. ABC	7.9	7.2
4. FOX	6.7	6.3
5. WB	3.1	2.9
6. UPN	2.5	2.5
7. PAX	0.9	0.9

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

	WEEK	STD
1. FOX	6.4	5.0
2. NBC	6.3	5.9
3. ABC	5.9	5.3
4. CBS	4.8	5.1
5. WB	2.7	2.4
6. UPN	2.0	2.0
7. PAX	0.4	0.4

### Top 10 Broadcast Shows

#### Total Households (in millions)

	WEEK	
1. 20/20 Special	ABC	17.9
2. CSI	CBS	16.6
3. Primetime	ABC	16.0
4. Friends	NBC	15.6
5. ER	NBC	14.6
6. Friends 8:30 p	NBC	14.5
7. Everybody Loves Raymond	CBS	13.6
8. Law & Order	NBC	13.1
9. CSI: Miami	CBS	12.8
9. American Idol Tuesday	FOX	12.8
9. Joe Millionaire	FOX	12.8

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

	WEEK	
1. Friends	NBC	14.3
2. 20/20 Special	ABC	14.2
3. Joe Millionaire	FOX	13.9
4. Friends 8:30 p	NBC	13.8
5. ER	NBC	12.7
6. American Idol Tuesday	FOX	12.5
7. Primetime	ABC	12.3
8. American Idol Wednesday	FOX	12.2
9. CSI	CBS	11.9
10. Will & Grace	NBC	10.7

SOURCE: Nielsen Media Research

	abc	CBS	NBC	FOX	PAX	UPN	WB
<b>MONDAY</b>	5.1/8	11.0/17	7.5/11	9.0/13	0.5/1	2.4/4	4.5/7
8:00	80. Veritas: The Quest	22. King of Queens 9.6/15	26. Fear Factor 8.5/13	66. Boston Public 6.1/9	133. Dirty Rotten Cheater	98. The Parkers 2.5/4	76. 7th Heaven 5.2/8
8:30	4.8/7	22. Yes, Dear 9.6/14			0.4/1	97. One on One 2.6/4	
9:00	70. The Practice 5.8/8	7. Ev Lvs Raymnd 12.7/18	45. Third Watch 7.3/11	9. Joe Millionaire 12.0/17	133. Sue Thomas, F.B. Eye 0.4/1	101. Girlfriends 2.4/3	86. Everwood 3.9/6
9:30		19. Still Standing 9.9/14				105. Half & Half 2.2/3	
10:00	82. Miracles 4.6/7	9. CSI: Miami 12.0/19	58. Crossing Jordan 6.6/11		128. Diagnosis Murder 0.8/1		
10:30							
<b>TUESDAY</b>	6.6/10	9.3/14	7.3/11	9.8/15	0.6/1	2.0/3	4.2/6
8:00	2. 8 Simple Rules 7.4/11	24. JAG 9.3/14	50. Fear Factor 7.0/10	9. American Idol 12.0/18	131. Weakest Link 0.6/1	101. Buffy the Vampire Slayer 2.4/4	85. Gilmore Girls 4.0/6
8:30	53. According/Jim 6.8/10						
9:00	71. Life With Bonnie 5.6/8	26. The Guardian 8.5/12	20. Frasier 9.8/14	37. 24 7.6/11	133. Just Cause 0.4/1	113. Abby 1.6/2	83. Smallville 4.5/7
9:30	73. Less Than Perfect 5.5/8		39. A.U.S.A.* 7.5/11			117. One on One 1.4/2	
10:00	45. NYPD Blue 7.3/12	18. Judging Amy 10.0/16	65. Kingpin 6.2/10		124. Diagnosis Murder 0.9/1		
10:30							
<b>WEDNESDAY</b>	8.3/13	7.9/12	9.2/14	7.9/12	0.9/1	2.3/3	2.4/4
8:00	33. My Wife & Kids 8.0/12	30. The Price Is Right 8.4/13	53. Ed 6.8/10	39. That '70s Show 7.5/12	129. Candid Camera 0.7/1	96. Enterprise 2.9/4	98. Dawson's Creek 2.5/4
8:30	63. George Lopez 6.4/9			13. American Idol 11.1/16			
9:00	14. The Bachelorette 11.0/16	33. 60 Minutes II 8.0/12	25. The West Wing 8.6/13	50. Bernie Mac 7.0/10	124. Doc 0.9/1	110. The Twilight Zone 1.7/2	101. Angel 2.4/3
9:30				69. Cedric/Entertainr 5.9/9			
10:00	58. Celebrity Mole Hawaii 6.6/11	42. 48 Hours Investigates 7.4/12	8. Law & Order 12.3/20		119. Diagnosis Murder 1.1/2		
10:30							
<b>THURSDAY</b>	16.3/24	11.2/17	12.5/19	2.9/4	0.8/1	3.3/5	1.4/2
8:00		32. Star Search 8.3/12	4. Friends 14.7/22	91. Joe Millionaire 3.3/5	131. It's a Miracle 0.6/1		118. High School Reunion 1.3/2
8:30	1. 20/20 Special 16.8/24		6. Friends 13.6/20			91. WWE Smackdown! 3.3/5	113. Surreal Life 1.6/2
9:00		2. CSI 15.6/22	15. Will & Grace 10.8/15	98. Pulse 2.5/4			113. Jamie Kennedy 1.6/2
9:30			30. Will & Grace 8.4/12		124. Diagnosis Murder 0.9/1		
10:00	3. Primetime 15.0/23	20. Without a Trace 9.8/15	5. ER 13.7/21				
10:30							
<b>FRIDAY</b>	6.8/12	6.7/12	8.5/14	3.4/6	1.0/2	1.7/3	2.5/4
8:00	60. America's Funniest Home Videos 6.5/11	42. The Price Is Right 7.4/13	45. Mister Sterling 7.3/13	90. Fastlane 3.4/6	121. Friday Night Flick—Terror Peak 1.0/2	110. UPN's Movie Friday—Mercury Rising 1.7/3	104. What I Like About 2.3/4
8:30							107. Sabrina/Witch 2.1/4
9:00	63. America's Funniest Home Videos 6.4/11	56. Hack 6.7/11	39. Dateline NBC 7.5/13	91. Fastlane 3.3/6			91. Reba 3.3/6
9:30							105. Greetings/Tucson 2.2/4
10:00	37. 20/20 7.6/13	67. CSI 6.0/10	16. Law & Order: Special Victims Unit 10.6/18		124. Diagnosis Murder 0.9/2		
10:30							
<b>SATURDAY</b>	3.8/7	6.4/11	4.8/8	5.5/10	1.0/2		
8:00		75. Touched by an Angel 5.3/9	78. Law & Order 5.1/9	73. Budweiser Shoot-Out 5.5/10	121. Diagnosis Murder 1.0/2		
8:30	88. ABC Saturday Night at the Movies—The Shawshank Redemption 3.8/7	48. The District 7.1/12	76. Law & Order: Special Victims Unit 5.2/9		121. PAX Saturday Night Movie—MHC: You Belong to Me 1.0/2		
9:00		53. The Agency 6.8/12	86. Meet My Folks 3.9/7				
10:00							
10:30							
<b>SUNDAY</b>	5.6/9	9.0/14	7.1/11	5.8/9	1.3/2		2.4/4
7:00		17. 60 Minutes 11.7/19	79. Fear Factor 4.9/8	89. King of the Hill 3.6/6	129. Candid Camera 0.7/1		108. Gilmore Girls 2.0/3
7:30				81. King of the Hill 4.7/7			
8:00	84. Wonderful World of Disney—Inspector Gadget 4.4/7	35. Becker 8.5/13	60. American Dreams 6.5/10	48. The Simpsons 7.1/11	116. Doc 1.5/2		95. Charmed 3.1/5
8:30		20. Ev Lvs Raymond 8.5/12		50. The Simpsons 7.0/10			
9:00	67. Alias 6.0/9	27. CBS Sunday Night Movie—Profoundly Normal 7.8/12	13. Law & Order: Criminal Intent 10.2/15	60. Malcolm/Middle 6.5/9	110. Sue Thomas, F.B. Eye 1.7/2		108. High School Reunion 2.0/3
9:30				71. Malcolm/Middle 5.6/8			
10:00	20. Drognet 7.7/13		58. Kingpin 6.7/11		119. Just Cause 1.1/2		
10:30							
<b>Averages</b>							
Week	7.4/12	8.8/14	8.1/13	6.3/10	0.8/1	2.4/4	2.9/4
S-T-D	6.7/11	8.4/14	7.8/13	5.9/9	0.9/1	2.3/4	2.7/4

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



Internet news service best-known for its online newsreaders will air on Canadian television.

## All Nudes, All the Time

BY DAN TRIGOBOFF

**N**aked News, an Internet news service that gets as many headlines as it gives because of its naked anchors, gained broader exposure in its native Canada last week when it launched on CHUM-owned independent broadcast station CITY-TV in Toronto and Ontario and on its Sextv, a cable and digital channel available throughout Canada.

The service is best-known for its online newsreaders, who disrobe as they offer reports ranging from international news to business and lifestyle features. But *Naked News*' North American television exposure has been limited to pay-per-view services in homes and hotel rooms.

The programs airing on Canadian TV are not the daily newscasts but a magazine-style program produced weekly and featuring the *Naked News*' female anchors. CITY-TV says it does not expect a backlash from the late-night entry.

While Sextv obviously targets a specific type of programming, *Naked News* producer David Warga distinguishes nudity from overt sexuality, saying that *Naked News* is "less sexual in content than other cable shows like *The Sopranos* or *Sex in the City*. Nudity is just the packaging we use to get people to listen to the news."

Lily Kwan, a *Naked News* Webcaster, said she has "no qualms" about appearing on a network called Sextv. "The programming on the channel is all quite tasteful and deals with human sexuality—just like our program: We are sexy, but we are not sex." ■

## MARKET | Dayton | FOCUS

### AT A GLANCE

#### The Market

DMA rank	58
Population	1,292,000
TV homes	506,000
Income per capita	\$18,411
TV revenue rank	57
TV revenue	\$78,700,000

#### Commercial TV Stations

RANK*	CH.	AFFIL.	OWNER	
1	WHIO-TV	7	CBS	Cox
2	WDTN(TV)	2	ABC	LIN
3	WKEF(TV)	22	NBC	Sinclair
4	WRGT-TV	48	Fox	Sinclair
5	WBDB(TV)	26	WB	Acme

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

#### Cable/DBS

Cable subscribers (HH)	359,260
Cable penetration	71%
ADS subscribers (HH)**	91,080
ADS penetration	18%
DBS carriage of local TV?	No

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

#### What's No. 1

Syndicated Show	RATING/SHARE***
Wheel of Fortune (WHIO-TV)	15/26
Network Show	
CSI (WHIO-TV)	22/32
Evening Newscast	
WHIO-TV	18/32
Late Newscast	
WHIO-TV	14/28

\*\*\*November 2002, total households

SOURCES: Nielsen Media Research, BIA Research

## The Birthplace of Pioneers

**D**ayton, Ohio, was not the location of the first manned flight, but it was the hometown of the Wright Brothers. So this year's centennial of that event, which actually took place at Kill Devil Hills, N.C., will celebrate the inventors' spirit with a balloon race from Ohio to North Carolina, and the market's leading station, WHIO-TV, will be an official sponsor.

Dayton is the birthplace of the Cox media empire, and, although the corporate phones ring in Atlanta now, Cox still owns the market's dominant newspaper, the *Dayton Daily News*, and a few radio stations there as well as WHIO-TV.

The economy is based largely on autos and auto parts, with General Motors maintaining a large presence. Also leading in local employment is the Wright-Patterson Air Force Base. Automotive, naturally, is also the largest advertising category in the early-rising market.

"This is the city of invention," says WHIO-TV General Manager Harry Delaney. "I think we're very fortunate for a market this size."

Nielsen, which upgraded the market this year from DMA No. 60 to 58, brought in meters in late 2001. They had a strong positive effect for Acme Television's WB station WBDB(TV) and a negative one for LIN's ABC affiliate WDTN(TV).

That seemed a low point for the market's No. 2 station. General Manager Greg Bendin, who arrived after the meters did, had to fill numerous key openings at the station when he got there. With a new news look and a new brand expected shortly to replace and broaden the message of the current "Your Weather Authority," he is looking forward to improved results: "We have a challenge ahead of us, but there's a bit of a new attitude here."

Dayton and WDTN was the station where Phil Donahue began his pioneering daytime talk career, and Acme Television is hoping for lightning to strike twice with *The Buzz*, a WB-affiliate morning show originating from WBDB.

The market's third- and fourth-ranked stations make up Sinclair's local duopoly, NBC affiliate WKEF(TV) and Fox affiliate WRGT-TV.—Dan Trigoboff



### WHAT THEY DO

**41%** of Daytonians own dogs, compared with 37% nationwide.

**37%** own or lease a Chevy, compared with just 24% elsewhere.

**41%** say country-music radio is their favorite; across the U.S., only 21% do.

SOURCE: Scarborough Research

## LOUISVILLE DISCOVERS PYRAMID!

PYRAMID Delivers the Time Period's BEST February Rating in 3 Years on WAVE at 4:00pm!

# PYRAMID

4.5

Household rating!

+13%

vs. year ago!

+36%

Over premiere!

Source: NSI, WRAP Overnights, M-F, (2/3/03-2/7/03), year ago tp=Feb '02 Sweep, premiere=(9/16/02-9/20/02)

www.sonypicturestelevision.com

## TV BUYER

## Cola War Keeps on Bubbling

Coke, Pepsi efforts rely less on traditional television strategies

BY STEVE McCLELLAN

**C**all it beverage as entertainment. With celebrities like the Osbournes, Beyoncé Knowles, Courtney Cox and Penelope Cruz guzzling, dreaming, singing and even burping their way into America's living rooms, that's how media insiders see the escalating battle between the top brands in the soft-drink category, Coke and Pepsi.

Both are turning up the heat as they try to come up with innovative ways to grab the attention of consumers. Among those ways are integrated marketing plans that rely less and less on traditional TV strategies. Word on the street is, they are pouring additional hundreds of millions (perhaps \$500 million) into new marketing efforts for 2003.

The perception on Madison Avenue is that Pepsi has been more aggressive in seeking out new and different marketing forms and also out-spending Coke on 30-second spots. "Coke really cut back on the big events for a while," says a top-level advertising executive, who notes that the company bailed out of the Grammys, a core soft-drink audience. Coke remains in the Olympics but at lower spending level, notes another source.

Pepsi, by contrast, was a charter sponsor of CBS's hit reality show *Survivor* three years ago when the product-placement and sponsorship trends started to pick up steam.

And last year's ad expenditures show that Pepsi out-spent Coke in TV and radio by about 35%, according to Nielsen Media Research's Monitor-Plus. From January to November 2002, PepsiCo spent \$281 million on its various soft-drink brands, while Coca-Cola Co. spent \$208 million. Together, they accounted for about 77% of the spending in the soft-drink category, according to Monitor-Plus.

Pepsi has grabbed a lot of headlines lately for both spending big—surveys showed its Osbournes spot in the Super Bowl was one of the best-remembered of the game—and trying new forms of programming. Just last week, news broke that Pepsi, The WB and Diplomat Productions are working on a high-concept game-show special in which the winner *could*—emphasis on the *could*—win \$1 billion. The idea is to have potential contestants be on the lookout for specially marked Pepsi products all summer long—the summer, of course, being the big soft-drink season. Consumers who get the winning bottles or cans get to participate in a live two-hour contest in September with a shot at the \$1 billion. Pepsi is said to be seeking an insurer willing to cover it, in the event that a contestant actually wins.

Pepsi is also working with Diplomat and The WB on another reality show called *Live From Tomorrow*, described as a fully sponsored but commercial-free variety show. It too is still coming together, but Pepsi would sponsor the music segments.

And what about Coke? "They're trying to get back in the game in a big way," says one Madison Avenue source. Many credit the arrival of Steve Heyer, the former top ad sales executive at Turner Broadcasting, who was just promoted to chief operating officer at Coca-Cola.

Two weeks ago, Heyer engineered a switch in the agency



Beyoncé Knowles is one of a clutch of celebrities pushing soft drinks.

PHOTO: CHRIS CASABURI

of record for the Coke Classic brand and reports surfaced last week that the company's top marketer was on the way out. Two weeks ago, Heyer gave a speech that left the ad industry buzzing. He called for the creation of true marketing partnerships between consumer-goods marketers and entertainment companies. "Our goal," he said, "is to become as critical to your marketing as you are to ours."

Coke got last summer's, and now this season's, ultimate product-placement prize through its sponsorship (valued at roughly \$20 million) of Fox's huge hit *American Idol*.

And that's not all. In recent weeks, it has signed off on two major sponsorship deals with CBS, including a marketing tie-in with the network's National Collegiate Athletic Association programming that extends to 2011.

Coke has also taken over the soft-drink sponsorship for *Survivor: Amazon*. Having seen it work for Pepsi, Coke sought the rights in the event that Pepsi bailed, which it did after three installments. Coke had hoped to sponsor *Survivor: Thailand* but couldn't come up with the dough, estimated at \$12 million, given its other marketing commitments.

Coca-Cola Co. spokeswoman Susan McDermott also points out that the company has just launched a huge multi-brand, multimedia campaign called Coca-Cola Real, which will unveil a dozen spots with some tied to sponsorships.

The company has numerous ties to the entertainment field, including an arrangement with Creative Artists Agency (its lead agency for a while in the '90s) to develop innovative programs to expose its brands to the public. (Pepsi has a similar arrangement with the programming arm of OMD). Coke also has links (as does Pepsi) to the music industry. An arrangement with Universal gives Coke access to R&B artist Mya and hip-hop star Common. They appear in ads that feature newly composed music—not jingles. ■



**Word is, the soft-drink giants are pouring perhaps \$500 million into new marketing efforts for 2003.**

## EBB &amp; FLOW

Trickle Down  
Aids Syndication

Look for double-digit advertising rate hikes for syndication in the second quarter. With network scatter going through the roof, media executives say syndication will benefit from the trickle-down effect.

"The best is yet to come for the sell side for second quarter," says Optimedia CEO Mike Drexler. "Networks are sold out. Nobody's taking options. The

## Syndie rate hikes

**+15-20%**

next place to go is syndication, and they're going to benefit."

Indeed, Viacom President Mel Karmazin noted last week that advertisers exercising options to get out of second-quarter spending commitments are negligible. That, along with strong advertiser demand, has boosted network scatter prices to 50% over last year's upfront rates.

Meanwhile, some insiders predict a 15%-20% gain for syndication ad rates in this year's upfront market.

But buyers note that syndication isn't the only option outside of network. "Cable continues to be a valuable option in daytime," says Tim Spengler, executive vice president, national broadcast, Initiative Media. That gives buyers leverage, "making it harder and harder for syndication to succeed. Talk shows, in particular, aren't seen as viable."

Says Dick Robertson, president, Warner Bros. Domestic Television, "The cable daytime viewer is generally richer, younger, more educated." That's why, he adds, Warner Bros. created upscale talk shows *The Ellen DeGeneres Show* and *The Sharon Osbourne Show* to lure better audiences back.

Some buyers wonder about the continuing viability of reality on syndication. But SNTA President Gene DeWitt notes that *Eliminate* ratings are up 10% in this season. —Jean Bergantini Grillo

## NEXT WEEK:

## Radio

## HOT SPOTS

## Let's Take a Meeting

SNTA next week; other ad confabs home in on tech

BY STEVE MCCLELLAN

Does TiVo spell the death of the traditional advertising on TV? What's the latest with product placement? Is syndication worth a look? Should the upfront market be restructured? Is God dead?

If you've been losing sleep over these questions (and please, don't say you haven't thought about that last one lately), then there's an upcoming ad conference for you. At least four major ones are coming up in the next six weeks: the first annual conference of the Syndicated Network Television Association next week; the American Association of Advertising Agencies' annual TV conference; the Association of National Advertisers' Television Advertising Forum and the Television Bureau of Advertising's Annual Marketing Conference.

Attendance registration figures appear to be holding up. The TVB is expecting at least 1,000 people at its conference and maybe more, up significantly from last year's overflow crowd of 750.

Last year, TVB turned people away. This year, it has expanded its space.

The AAAA is expecting 900 at its media conference in New Orleans, the same as last year. The trade-show portion of that conference is sold out, with 90 vendors taking booths.

As of last week, the preregistration tally was about 700, but, as with many conferences, lots of procrastinators sign up last minute or on-site. Conference officials say flat attendance would be good, especially with the still-uncertain overall advertising outlook.

First up: the SNTA conference, which will convene Feb. 25-26 in New York. First-year attendance is expected to be between 750 and 1,000.

Over a year ago, as SNTA members were reorganizing their trade group, they decided to stage a stand-alone conference and forgo meeting with ad buyers at NATPE. It makes sense, they believe, because most of the key players on both sides are based in New York and the timing of the conference is closer to the season.

Most of the two-day event will be reserved for one-on-one meetings that will focus on what's new (as well as other opportunities) for the 2003-04 syndicated-TV season.

On Tuesday, Feb. 25, the opening general

session will discuss the whys and wherefores of the syndication business and how advertisers can use the medium to complement their overall media plans.

Next up is the AAAA's media conference March 5-7. The theme of this year's show is "Media in a Time of Change," which, given the pace of developments in this business, would probably work next year and five years from now as well.

On Wednesday night, March 5, featured speaker is conservative columnist William Safire.

Thursday kicks off with a state-of-the-industry address by AAAA President O. Burch Drake followed by a briefing by Media Policy Committee Chairman Renetta McCann. After a briefing on Washington matters, attendees will get an earful on "consumers and technology—where are they now?"

AOL Time Warner's Don Logan will be on hand to discuss the latest trends in publishing and online media, and outgoing Cabletelevision Advertising President Joe Ostrow will receive the AAAA's Lifetime Achievement Award.

There's no golf at the ANA's TV Ad Forum in New York March 13, but the day starts off bright and early with breakfast at 7:45. The first session addresses the upfront market and whether it makes sense anymore. Panelists include Mike Shaw, president, advertising sales, ABC, and Joe Abruzzese, president, advertising sales, Discovery Network (and former head of ad sales at CBS). Also on the panel are Donna Wolfe, director of broadcast negotiations, McCann-Erickson, and David Verklin, CEO, Carat North America.

The TVB has once again tied its conference to the New York Auto Show and will gather at the Javits Convention Center April 15. Toyota COO Jim Press, will be a featured speaker.

The conference will also feature an automotive "super-session" with top executives from broadcasting's biggest ad category on hand to tell it like it is. Michael Lotito, former president of Initiative North America and now managing partner in Media IQ, will moderate a session on media-allocation decisions.

LIN TV Vice President Greg Schmidt will lead a discussion on digital television, and Victor Miller will moderate a session on the impact of technology, process changes and convergence on broadcasting. NBC's *Meet the Press* moderator Tim Russert is guest speaker. ■

## Time To Talk Advertising

CONFERENCE	DATE	CITY
SNTA	Feb. 25-26	New York
AAAA	March 5-7	New Orleans
ANA	March 13	New York
TVB	April 15	New York

## Partnerships

GREY GLOBAL GROUP's New York-based **MEDIACOM** is partnering with Latino marketing-communications shop **WING LATINO GROUP** to form **MEDIACOMLATINO**, a new media-buying service for the Hispanic market. The joint venture will be led by co-directors **JOSE AYBAR**, WING Latino VP/managing director, and **MARIA CUERVA**, MediaCom VP/joint-ventures director. MediaCom co-CEO **JON MANDEL** and WING Latino CEO **JACKIE BIRD** will be the new entity's strategic and operational directors.

## Accounts

**DUPONT** has sent out an unspecified number of "requests for information" to ad agencies in conjunction with a planned review of its advertising strategy. The company poured nearly \$70 million into major media during the first 11 months of last year, according to CMR estimates. **INTERPUBLIC'S MCCANN-ERICKSON WORLDWIDE**, which handles duPont's corporate-image and Lycra accounts, and **OMNICOM GROUP'S BBDO WORLDWIDE**, which handles Stainmaster, are believed to be among the eight to 10 agencies on its "RFI" list. ...

**SPEED CHANNEL** has picked **ELBERSON SENGER SHULER**, Charlotte, N.C., for a national branding campaign. The agency already is at work on TV and print ads for the cable net, owned by **FOX CABLE NETWORKS GROUP**.

## Campaigns

The **ANTTWAR VIDEO FUND** has had mixed results getting local TV and cable outlets to run its ads. The Fund said it has purchased time on CBS affiliate **WUSA(TV)** Washington for its controversial ad opposing a war with Iraq. **AWVF** co-founder and the ad's creator **DAN PRESTON** says the ad was rejected by other stations and by the dominant area cable carrier, **COMCAST. CNN** and **FOX NEWS** also rejected it. Preston said his group has also purchased time to run the spots over **CABLEVISION NEW YORK INTERCONNECT**, serving parts of New York and New Jersey. The spots show individuals giving reasons they're opposed to a war in Iraq.

## Executive Moves

**JILL BOTWAY** has been named managing director of **OMD USA'S OMD EAST**, New York, succeeding **MIKE DRAKE**, who retired in December. Botway, who reports to OMD North America CEO **PAGE THOMPSON**, was previously EVP/director of marketing at **INITIATIVE MEDIA NORTH AMERICA**. ...

**LINDA DUPREE**, SVP of advertiser and agency services, for **ARBITRON**, New York, has been tapped for the new post of SVP of Portable Peoplemeter. She will develop and market non-ratings uses for PPM technology, gathering demo information, said Arbitron. Dupree has been focusing her attention on the Peoplemeter since the end of January, when she was succeeded in her old post by **CAROL HANLEY**, former VP of sales and ad and agency services.

## Promotions

Fast-food chain **BURGER KING** and **CARTOON NETWORK** have joined forces on a "Kids Meal" and "Big Kids Meal" promotion that will run into mid April. The promotion will feature toys inspired by Cartoon's **Dragon Ball Z** and **Powerpuff Girls**; each youngster buying the chain's Chicken Tenders meal will get two toys, according to Burger King SVP of Marketing Programs and Sales **RICK DOW**. The promotion, which broke on Feb. 10, will run through April 14.

## Blue-Chip Media Buys

**IBM CORP.** and **CHRYSLER GROUP** have bought major sponsorships in **DISCOVERY CHANNEL's** upcoming special **Building the Great Pyramids**. Co-produced by the **BBC**, the special will run March 2 at 9 p.m. ET. Shooting down the long-held belief that the Egyptian pyramids were built by slaves, the program will show evidence that willing conscripts were the builders.

## Research

The reality-programming trend isn't going away any time soon, says **INITIATIVE MEDIA** in an analysis of the genre in prime time. **FOX's American Idol** and **Joe Millionaire** are the juggernauts leading the genre's second wave, taking over for **CBS's Survivor** and **ABC's Who Wants To Be a Millionaire**. The biggest difference, IM says, is that "the latest wave has proven to be much more consistent in the ratings department," sparking strong ad sales and product placements. The various reality shows accounted for 10% of gross ratings impressions among adults 18-49, based on the Nielsens from last October through January, IM said.

# BUSINESS

## Cablevision Gets Good 4Q Report

But company gives up on The Wiz chain

BY JOHN M. HIGGINS

**C**ablevision's financial crisis is pretty much over, but, despite strong cash-flow growth, investors remain nervous over many issues, including the company's DBS plans.

The company's fourth-quarter earnings report was generally good. Cable-system revenues grew more slowly than expected for the three months ended December, a sluggish 8% to \$583 million. But axing 7% of its workforce in the third quarter meant that fourth-quarter expenses were lower. That combined with the high margins of strong local advertising helped drive cash flow up a sharp 17% to \$235 million.

The Rainbow Programming unit performed well, benefiting from the retooling of the networks left after the recent \$1.25 billion sale of Bravo to NBC. Rainbow's revenues rose 24% while cash flow grew 18%.

"In 2003, our focus will be on reaping the benefits of the strategies put into place in 2002, as we bring a multi-product digital offering to our 3 million customers," said Cablevision President James Dolan.

The cable systems continued to lose subscribers, though, dropping 6,000 basic customers during the quarter and 45,000 for the entire year. That's blamed largely on Cablevision's refusal to carry Yankees Entertainment and Sport Network (YES), the team-owned network that carries New York Yankees and New Jersey Nets games previously on Cablevision-owned networks. Fans, of course, just want to see the games, and some have defected to DirecTV.

Morgan Stanley media analyst Richard Bilotti believes an additional 30,000 subscribers have downgraded from expensive enhanced basic packages to \$10-or-so-a-month "lifeline" tiers. Still, that's not nearly as bad as

many industry executives had expected.

Another bad sign: a steady decline in monthly video revenues per subscriber from the second quarter (\$36.72) to the third quarter (\$36.54) to the fourth quarter (\$36.35). That's not huge, but it comes at a time when Cablevision says it has been rolling digital cable services to 180,000 new customers and generating an average of \$16 per month each. Somewhere, about \$1 per basic subscriber is leaking out of the pipes. Analysts blame part of the dip on the elimination of pay-per-view channels on some systems.



**'We will seek to maximize the value of this [new DBS satellite], and we will look to take advantage of strategic opportunities.'**

**JAMES DOLAN,**  
Cablevision

The company has also surrendered in its consumer-electronics business, announcing that it will sell or close its remaining 17 The Wiz stores. It closed 26 stores in the chain last year. The chain was already in bankruptcy court when Cablevision bought it four years ago, saying it was central to its New York-market strategy of stitching together movie theaters, concert halls and retail outlets for cable equipment. Much of that strategy has been a bust.

But the scary specter is Cablevision's DBS service. The company is reportedly one of several considering a bid for DirecTV (Dolan wouldn't comment). More immediately, Cablevision plans to launch its own DBS satellite and start a service. It has \$300 million into the bird and faces another \$80 million in launch costs. (Remember, Bravo was sold because of a deep liquidity crisis last summer.) Dolan has said that starting a service could cost another \$2.5 billion.

He has also said he will look for partners to launch the service. "We are still formulating the programming offering. It does look as if HDTV will be a part of it." But he would be willing to sell the satellite and license if the right deal emerged. "We will seek to maximize the value of this asset, and we will look to take advantage of strategic opportunities." ■



## CHANGING HANDS

### Combos

**WBGB-FM Ponte Vedra Beach, WJGR(AM), WZNZ(AM) and WZAZ(AM) Jacksonville, Fla.**

**PRICE:** \$9.25 million

**BUYER:** Salem Communications Corp. (Edward G. Atsinger, president/CEO); owns 84 other stations, none in this market

**SELLER:** Concord Media Group Inc. (Mark W. Jorgenson, president)

**FACILITIES:** WBGB-FM: 106.5 MHz, 6 kW, ant. 328 ft.; WJGR(AM): 1320 kHz, 5 kW; WZNZ(AM): 1460 kHz, 5 kW; WZAZ(AM): 1400 kHz, 1 kW

**FORMAT:** WBGB-FM: Christian Contemporary; WJGR(AM): News/Talk/Sports; WZNZ(AM): Sports; WZAZ(AM): Gospel

### FMs

**WCIB-FM Falmouth, WPXC-FM Hyannis and WRZE-FM Nantucket (Cape Cod), Mass.**

**PRICE:** \$32 million

**BUYER:** Quantum Communications Inc. (Frank Osborn, partner); no other broadcast interests

**SELLER:** Makkay Broadcasting Group (Al Makkay, president)

**FACILITIES:** WCIB-FM: 101.9 MHz, 50 kW, ant. 479 ft.; WPXC-FM: 102.9 MHz, 3 kW, ant. 463 ft.; WRZE-FM: 96.3 MHz, 32 kW, ant. 430 ft.

**FORMAT:** WCIB-FM: AC/Sports; WPXC-FM: Rock; WRZE-FM: CHR

**BROKER:** Robert A. Chaisson of Chaisson & Co. Inc.

**KASZ-FM Gatesville (Killeen-Temple), Texas**

**PRICE:** \$100,000

**BUYER:** Educational Media Foundation (Richard Jenkins, president); owns 59 other stations, none in this market

**SELLER:** Clear Channel Communications (John Hogan, CEO Radio)

**FACILITIES:** 98.3 MHz, 180 W, ant. 279 ft.

**FORMAT:** Classic Rock

**BROKER:** John Pierce of John Pierce & Co.

**COMMENT:** If the fair-market value exceeds the purchase price, Clear Channel will write the remainder off as a charitable donation.

**KAXG-FM Gillette, Wyo.**

**PRICE:** \$65,000

**BUYER:** Hi-Line Radio Fellowship (Roger Lonnquist, second chair); owns nine other stations, none in this market

**SELLER:** American Family Association Inc. (Donald E. Wildmon, president)

**FACILITIES:** 89.7 MHz, 250 W, ant. 249 ft.

**FORMAT:** Christian

**KOHR-FM(CP) Sheridan, Wyo.**

**PRICE:** \$10,000

**BUYER:** Hi-Line Radio Fellowship (Roger Lonnquist, second chair); owns nine other stations, none in this market

**SELLER:** American Family Association Inc. (Donald E. Wildmon, president)

**FACILITIES:** 88.7 MHz, 500 W, ant. 6 ft.

**FORMAT:** CP—NOA

### AMS

**KGLW(AM) San Luis Obispo, Calif.**

**PRICE:** \$370,000

**BUYER:** Mapleton Communications LLC (Michael Menerey, president); owns 23 other stations, including KOTR-FM, KXDZ-FM and KXTZ-FM San Luis Obispo

**SELLER:** RocGlo Communications (Gloria L. Rivera, owner)

**FACILITIES:** 1340 kHz, 790 W

**FORMAT:** Talk

**WLLM(AM) Lincoln (Springfield), Ill.**

**PRICE:** \$275,000

**BUYER:** Cornerstone Community Radio Inc. (Richard Van Zandt, president); owns WLWJ-FM Springfield

**SELLER:** Saga Communications Inc. (Edward K. Christian, president/CEO)

**FACILITIES:** 1370 kHz, 1 kW day/35 W night

**FORMAT:** Big Band

**WKTF(AM) Vienna, Ga.**

**PRICE:** \$208,000

**BUYER:** Santillana Broadcasting Inc. (Jamie A. Santillana, president/director); no other broadcast interests

**SELLER:** DANA Communications Inc. (David Adams, president)

**FACILITIES:** 1550 kHz, 1 kW day/23 W night

**FORMAT:** Oldies

**WZCM(AM) Young Harris, Ga.**

**PRICE:** \$120,000

**BUYER:** Wolf Creek Broadcasting Inc. (Clair W. Frazier, CEO/COO); no other broadcast interests

**SELLER:** Young Harris Broadcasting Inc. (Shirley Miller, CEO/CFO)

**FACILITIES:** 770 kHz, 750 W day

**FORMAT:** Gospel

**WCKL-AM Catskill, N.Y.**

**PRICE:** \$100,000

**BUYER:** Black United Fund of New York Inc. (Kermit Eady, president/CEO); no other broadcast interests

**SELLER:** Concord Media Group Inc. (Mark W. Jorgenson, president)

**FACILITIES:** 560 kHz, 1 kW day/43 W night

**FORMAT:** Nostalgia

**INFORMATION PROVIDED BY:**

BIA Financial Networks' Media Access Pro, Chantilly, Va., www.bia.com



**BROADCASTING & CABLE**

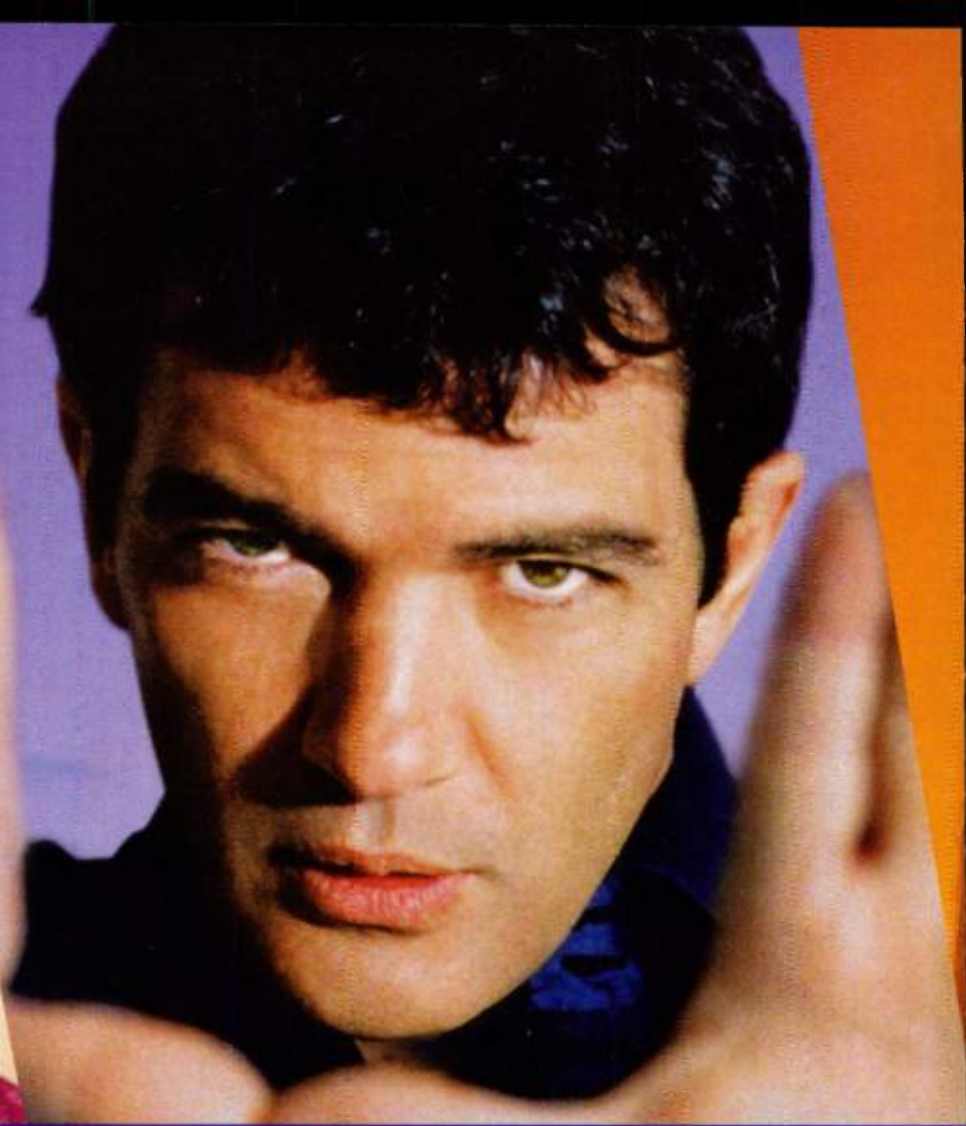
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A Special Supplement to  
Broadcasting & Cable  
and Multichannel News

FEBRUARY 2003

# 2003 TOP 100 Cable Systems

*the people who  
run them*



# TELEFUTURA

MÁS TELEVISION EN ESPAÑOL



## CELEBRIDADES

See JENNIFER LOPEZ and other huge Hispanic celebrities on TeleFutura's entertainment magazine *La Oreja*.



## CINEMA

See ANTONIO BANDERAS in *The Mambo Kings* on TeleFutura.

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TeleFutura is your next big business opportunity. Ready to connect you to the fastest-growing group of digital, premium and Internet service customers in the country. Ready to show you double-digit growth in basic cable. Ready to move you forward fast.



See SHAKIRA's latest music video on TeleFutura's *La Cartelera Pepsi*.

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A new network from Univision Communications Inc., the nation's number one provider of television and Internet *en español*.



World Radio History

# 100

## The Listing

**W**HAT IS ONE of Comcast's solutions to fixing the mess at AT&T Broadband? Push power out into the field. AT&T is legendarily all about centralizing, consolidating the power to make all important and many unimportant decisions back at headquarters. Now that Comcast owns those systems, the giant MSO is pushing authority back out into the field, anticipating that giving local managers trust and flexibility will yield the best results.

So, despite the massive consolidation of the cable industry, systems still count. Maybe not as much as they did a decade ago, but systems

are still making all kinds of decisions on pricing, technology deployment and which networks actually get launched (and whether they're on channel 6 or 236).

That's how we look at the 100 largest cable systems: as a collection of decisionmakers. In our second annual report, we asked operators not just about the systems' physical operations but also about the local and regional managers who are making many of the calls. Here are those managers, along with the facts about where they came from and how to contact them.

This listing was compiled by freelance writer Alan Waldman.

## Top 100 by Ownership

*System ranking in parenthesis*

### Adelphia

Colorado Springs (95)  
Desert Coastal Los Angeles (24)  
Great Lakes Region (6)  
Los Angeles (35)  
New England (17)  
Southeast Region (26)  
Southeast Southern California (31)

### Block Communications

Toledo Buckeye CableSystem (85)

### Cablevision

Greater New York (3)

### Charter

Birmingham (76)  
Central North Carolina (68)  
Charleston (88)  
Fond du Lac (99)  
Ft. Worth (67)

Greenville/Spartanburg (61)  
Los Angeles (84)  
Madison (62)  
Reno (80)  
St. Louis (23)  
Suburban Atlanta (77)  
Worcester (65)

### Comcast

Atlanta Central (66)  
Atlanta North (53)  
Atlanta Perimeter (96)  
Atlantic Division (2)  
Bay Area (4)  
Dallas (25)  
Denver (13)  
Eastern Division (1)  
Florida Gulf Coast (18)  
Fresno (72)  
Grand Rapids (49)  
Greater Chicago (5)  
Greater Detroit (9)  
Indiana (79)  
Jacksonville (60)  
Middle Tennessee (49)

New Mexico (63)  
Oregon & Southwest  
Washington (21)  
Pittsburgh (15)  
Richmond (81)  
Sacramento (19)  
St. Paul (43)  
Salt Lake City (59)  
Seattle (8)  
South Florida Region (14)  
Southern California (20)  
Western Michigan (48)

### Cox

Baton Rouge (74)  
Hampton Roads (30)  
Kansas (47)  
Las Vegas (34)  
New Orleans (54)  
Northern Virginia (56)  
Oklahoma City (57)  
Omaha (73)  
Orange County (52)  
Pensacola (78)  
Phoenix (16)

San Diego (22)  
Tucson (83)  
Tulsa (75)  
West Texas (58)

### Insight

Louisville, KY (55)  
Northeast Indiana (92)  
Peoria/Bloomington/Normal (87)  
Springfield, IL (93)

### Time Warner

Albany (50)  
Austin (46)  
Binghamton (71)  
California Desert Cities (86)  
Central Florida (11)  
Charlotte (33)  
Cincinnati (40)  
Columbus (44)  
El Paso (91)  
Green Bay (82)  
Greensboro (38)  
Hawaii (37)

Houston (12)  
Indianapolis (89)  
Jackson/Monroe (90)  
Kansas City (51)  
Lincoln (97)  
Los Angeles (36)  
Maine (98)  
Memphis (64)  
Milwaukee (28)  
Minnesota (69)  
New York & New Jersey (7)  
Northeast Ohio (32)  
Raleigh (27)  
Rio Grande Valley (100)  
Rochester (45)  
San Antonio (42)  
San Diego (70)  
South Carolina (41)  
Syracuse (39)  
Tampa Bay (10)  
Waco (94)  
Western Ohio (29)

**A New  
Disney Channel  
Original Series**

**The premiere  
ranked #1  
in the time period  
with households,  
kids and tweens!**

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**A COMEDY OF PSYCHIC PROPORTIONS**

**WEEKENDS AT 7PM | 6C**

**Disney  
CHANNEL**

**ORIGINAL**

**abc** Cable Networks Group

[abccng.com](http://abccng.com)

# The Ranking

*In order of number of basic subscribers*

RANK	SYSTEM	OWNER	BASIC SUBS	RANK	SYSTEM	OWNER	BASIC SUBS
1	Eastern Division	Comcast	5,200,000	51	Kansas City	Time Warner	309,000
2	Atlantic Division	Comcast	3,100,000	52	Orange County	Cox	271,800
3	Greater New York	Cablevision	2,968,508	53	Atlanta North	Comcast	271,547
4	Bay Area	Comcast	1,700,000	54	New Orleans	Cox	268,850
5	Greater Chicago	Comcast	1,600,000	55	Louisville	Insight	260,805
6	Great Lakes Region	Adelphia	1,416,036	56	Northern Virginia	Cox	260,000
7	New York and New Jersey	Time Warner	1,410,544	57	Oklahoma City	Cox	260,000
8	Seattle	Comcast	1,060,000	58	West Texas	Cox	250,000
9	Greater Detroit	Comcast	1,040,000	59	Salt Lake City	Comcast	246,870
10	Tampa Bay	Time Warner	950,000	60	Jacksonville	Comcast	242,000
11	Central Florida	Time Warner	725,000	61	Greenville/Spartanburg	Charter	242,000
12	Houston	Time Warner	700,000	62	Madison	Charter	233,000
13	Denver	Comcast	675,000	63	New Mexico	Comcast	230,000
14	Miami	Comcast	671,000	64	Memphis	Time Warner	222,000
15	Pittsburgh	Comcast	651,000	65	Worcester	Charter	220,000
16	Phoenix	Cox	620,000	66	Atlanta Central	Comcast	217,547
17	New England	Adelphia	619,836	67	Ft. Worth	Charter	215,000
18	Florida Gulf Coast	Comcast	600,000	68	Central North Carolina	Charter	212,000
19	Sacramento	Comcast	550,000	69	Minnesota	Time Warner	209,511
20	Southern California	Comcast	540,000	70	San Diego	Time Warner	205,000
21	Oregon & Southwest Washington	Comcast	539,880	71	Binghamton	Time Warner	200,000
22	San Diego	Cox	537,453	72	Fresno	Comcast	190,000
23	St. Louis	Charter	533,395	73	Omaha	Cox	185,000
24	Desert Coastal Los Angeles	Adelphia	520,767	74	Baton Rouge	Cox	175,000
25	Dallas	Comcast	514,000	75	Tulsa	Cox	173,500
26	Southeast Region	Adelphia	495,000	76	Birmingham	Charter	171,000
27	Raleigh	Time Warner	447,000	77	Suburban Atlanta	Charter	165,000
28	Milwaukee	Time Warner	435,000	78	Pensacola	Cox	165,000
29	Western Ohio	Time Warner	430,000	79	Indiana	Comcast	157,000
30	Hampton Roads	Cox	420,000	80	Reno	Charter	156,000
31	Southeast Southern California	Adelphia	414,327	81	Richmond	Comcast	150,000
32	Northeast Ohio	Time Warner	397,000	82	Green Bay	Time Warner	150,000
33	Charlotte	Time Warner	390,000	83	Tucson	Cox	140,066
34	Las Vegas	Cox	371,000	84	Los Angeles	Charter	140,000
35	Los Angeles	Adelphia	370,000	85	Toledo	Block	134,774
36	Los Angeles	Time Warner	365,000	86	California Desert Cities	Time Warner	134,000
37	Hawaii	Time Warner	355,000	87	Peoria/Bloomington/Normal	Insight	125,000
38	Greensboro	Time Warner	352,000	88	Charleston	Charter	124,189
39	Syracuse	Time Warner	345,000	89	Indianapolis	Time Warner	120,345
40	Cincinnati	Time Warner	338,000	90	Jackson/Monroe	Time Warner	118,000
41	South Carolina	Time Warner	336,000	91	El Paso	Time Warner	117,781
42	San Antonio	Time Warner	330,050	92	Northeast Indiana	Insight	117,625
43	St. Paul	Comcast	330,000	93	Springfield	Insight	116,353
44	Columbus	Time Warner	330,000	94	Waco	Time Warner	114,000
45	Rochester	Time Warner	325,000	95	Colorado Springs	Adelphia	113,000
46	Austin	Time Warner	320,000	96	Atlanta Perimeter	Comcast	112,464
47	Kansas	Cox	320,000	97	Lincoln	Time Warner	111,000
48	Western Michigan	Comcast	319,000	98	Maine	Time Warner	110,000
49	Middle Tennessee	Comcast	315,000	99	Fond du Lac	Charter	107,051
50	Albany	Time Warner	310,000	100	Rio Grande Valley	Time Warner	106,362

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# 100 Systems Directory

## 1 Comcast Eastern Division

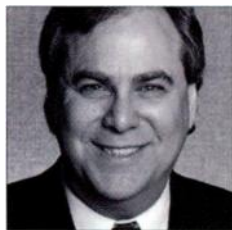
200 Cresson Blvd.  
Oaks, PA 19456  
610-650-3000  
**OWNERSHIP:** Comcast Cable Communications  
**BASIC SUBS:** 5,200,000 (parts of Pennsylvania, Delaware, New Jersey, Connecticut, Massachusetts, New Hampshire and Maine)  
**EXPANDED BASIC:** \$35-\$38 for 65-70 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Mike Doyle, Eastern division president; b. New York, 1945, B.A., political science and psychology, Drew University, 1976; immediate past position: regional VP, Comcast East and West Coasts president; voice: 610-650-3000; fax: 610-650-3038

## 2 Comcast Atlantic Division

8007 Corporate Dr., Ste. N  
Baltimore, MD 21236  
410-931-4600  
**OWNERSHIP:** Comcast  
**BASIC SUBS:** 3,100,000 (Maryland, Delaware, Virginia, the District of Columbia, and parts of Pennsylvania, Ohio and West Virginia)  
**EXPANDED BASIC:** \$35-\$38 for 65-70 channels  
**PENETRATION:** NA  
**PAY:** NA  
**DIGITAL:** 24.9%  
**MODEM:** 11%



**TOP EXECUTIVE:** Stephen Burch, president; B.A., English, University of Maryland; J.D., Gonzaga University; immediate past position: president, Comcast Mid-Atlantic division

## 3 Cablevision Greater New York

1111 Stewart Ave.  
Bethpage, NY 11714  
516-803-2300  
**OWNERSHIP:** Cablevision  
**BASIC SUBS:** 2,968,508 (Long Island, Bronx, parts of Brooklyn, lower Hudson Valley region, NY, southern Connecticut, northern New Jersey)  
**EXPANDED BASIC:** \$37.73 for 87 channels  
**PENETRATION:** NA  
**PAY:** 8.3%  
**DIGITAL:** NA  
**MODEM:** 15.3%



**TOP EXECUTIVE:** James Dolan, president/CEO; b. Long Island, NY; attended State University of New York-New Paltz; immediate past position: CEO, Rainbow Programming Holdings; voice: 516-803-1002; fax: 516-803-1181; e-mail: jdolan@cablevision.com

## 4 Comcast Bay Area

12647 Alcosta Blvd., Ste. 200  
San Ramon, CA 94583  
925-973-7000  
**OWNERSHIP:** Comcast  
**BASIC SUBS:** 1,700,000 (entire San Francisco Bay area)  
**EXPANDED BASIC:** average \$36 for 75 channels  
**PENETRATION:** NA



**TOP EXECUTIVES:** Don Schena, senior VP; attended University of Toledo; immediate past position: senior VP, MediaOne Midwest region; voice: 925-973-7000; fax: 925-973-7015; and Scott Binder, senior VP; attended University of Nebraska; immediate past position: Comcast

Southwest area VP; voice: 925-973-7000; fax: 925-973-7015

## 5 Comcast Greater Chicago

1500 McConnor Pkwy.  
Schaumburg, IL 60173  
847-585-6300  
**OWNERSHIP:** Comcast  
**BASIC SUBS:** 1,600,000 (Chicago, Elgin, Naperville, Elmhurst, Orland Park, Oak Park, Northbrook, Lake Forest, Evanston, Aurora, St. Charles and Burr Ridge, IL)  
**EXPANDED BASIC:** \$38.18 for 61 channels (market average)  
**PENETRATION:** NA  
**PAY:** NA  
**DIGITAL:** 32.1%  
**MODEM:** 11.5%



**TOP EXECUTIVE:** Joe Stackhouse, regional senior VP; b. Denver, 1961; B.S., psychology, Colorado State University, 1984; immediate past position: senior VP, AT&T Broadband Denver; voice: 847-585-6310; fax: 847-585-6336; e-mail: Joseph\_Stackhouse@cable.comcast.com

## 6 Adelphia Great Lakes Region

1 N. Main St.  
Coudersport, PA 16915  
814-274-9830  
**OWNERSHIP:** Adelphia Cable  
**BASIC SUBS:** 1,416,036 (Pennsylvania, eastern Ohio and western New York)  
**EXPANDED BASIC:** \$41.40 for 71 channels  
**PENETRATION:** NA  
**PAY:** 27%  
**DIGITAL:** 32%  
**MODEM:** 14%  
**TOP EXECUTIVE:** Bob Wahl, regional VP; voice: 814-274-9830; fax: 814-274-6372

## 7 Time Warner New York and New Jersey

120 E. 23rd St.  
New York, NY 10010  
212-598-7200  
**OWNERSHIP:** Time Warner Cable  
**BASIC SUBS:** 1,410,544 (Manhattan, Queens, Staten Island, Mt. Vernon, western third of Brooklyn, Orange County, Sullivan County, Ulster County and parts of Dutchess, Greene and Delaware counties, NY, and Bergen County, NJ)  
**EXPANDED BASIC:** \$33.06-\$44.15 for 67-76 channels  
**PENETRATION:** NA  
**PAY:** 56.7%  
**DIGITAL:** 38.7%  
**MODEM:** 21%



**TOP EXECUTIVE:** Barry Rosenblum, executive VP; b. Queens, NY, 1952; B.S., aeronautical engineering, Arizona State University, 1975; immediate previous position: president, Time Warner New York City; voice: 212-598-7389; fax: 212-420-4803

## 8 Comcast Seattle

22025 30th Dr. SE  
Bothell, WA 98021  
425-398-6000  
**OWNERSHIP:** Comcast  
**BASIC SUBS:** 1,060,000 (Seattle, Tacoma, Bellingham, Everett, Olympia, Bremerton, Spokane and Aberdeen, WA)  
**EXPANDED BASIC:** \$36.53 for 74 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Rick Germano, regional senior VP; b. Philadelphia; B.A., economics,

Colgate University, 1978; immediate past position: regional VP, Comcast Pennsylvania/Delaware; voice: 425-398-6212; fax: 425-398-6154

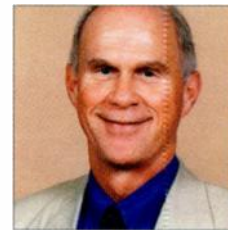
## 9 Comcast Greater Detroit

29777 Telegraph Rd., Ste. 1130  
Southfield, MI 48034  
248-233-4559  
**OWNERSHIP:** Comcast  
**BASIC SUBS:** 1,040,000 (Detroit, Ann Arbor, Dearborn, Flint, Pontiac, Port Huron, Sterling Heights, Southfield, Troy and Warren, MI)  
**EXPANDED BASIC:** average \$37.23 for 71 channels  
**PENETRATION:** NA  
**PAY:** NA  
**DIGITAL:** 24.9%  
**MODEM:** 11.1%

**TOP EXECUTIVE:** Mike Cleland, regional senior VP; b. Detroit, 1957; immediate past position: regional VP, Comcast Michigan East region; voice: 248-233-4735; fax: 248-233-4788; e-mail: Mike\_Cleland@cable.comcast.com

## 10 Time Warner Tampa Bay

2600 McCormick Dr., Ste. 255  
Clearwater, FL 33759  
727-791-7730  
**OWNERSHIP:** Advance Newhouse  
**BASIC SUBS:** 950,000 (eight counties surrounding Tampa Bay)  
**EXPANDED BASIC:** average \$42.95 for 80 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Jeffrey McQuinn, division president; b. Indianapolis, 1942; B.S., marketing, 1964; M.B.A., University of Indiana, 1965; immediate past position: division president, Time Warner Indianapolis; voice: 727-791-7730, ext. 200; fax: 727-791-8201

## 11 Time Warner Central Florida

2251 Lucien Way  
Maitland, FL 32751  
407-215-5524  
**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 725,000 (Orange, Seminole, Osceola, Volusia and Brevard counties, including Orlando, Altamonte Springs, St. Cloud, Kissimmee, Daytona Beach and Melbourne, and parts of Marion, Lake, Flagler and Sumter counties, including Belleview, Clermont, Flagler Beach and Bushnell, FL)  
**EXPANDED BASIC:** \$41.99 for 72 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** John Rigsby, division president; b. Easton, PA, 1946; B.A., political science, Brown University, 1968; M.B.A., Harvard, 1976; immediate past position: president, Time Warner Manhattan; voice: 407-215-5524

## 12 Time Warner Houston

8400 W. Tidwell Rd.  
Houston, TX 77040  
713-462-1900  
**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 700,000 (61 cities, including Houston, Pasadena, Bellaire, Freeport, Galena Park, Galveston, Katy, Kemah, La Porte, Rosenberg, Texas City, Tomball, Dayton, Liberty and Woodlands)  
**EXPANDED BASIC:** \$36.95 for 78 channels  
**PENETRATION:** NA  
**PAY:** 87%  
**DIGITAL:** 46%  
**MODEM:** NA  
**TOP EXECUTIVE:** Ron McMullan, president; b. Brownwood, TX; B.A., Howard Payne College; immediate past position: president/GM, Time Warner Milwaukee; voice: 713-895-2601





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**13 Comcast Denver**

8000 E. Iliff Ave.  
Denver, CO 80231  
303-603-2000

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 675,000 (Denver Metro Area, Fort Collins, Greeley, Pueblo, Aspen and Vail)  
**EXPANDED BASIC:** \$36.04 for 75 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Mary L. White, senior VP; b. Chicago; B.A., communications, Northeastern Illinois University, 1985; immediate past position: operations VP, AT&T Broadband Seattle; voice: 303-603-2000; fax: 303-603-2600; e-mail: Mary\_LWhite@cable.comcast.com

**14 Comcast South Florida Region**

2501 SW 145 Avenue, Suite 200  
Miramar, FL 33027  
800-568-1212

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 671,000 (Broward County, Treasure Coast, Miami, Miami-Dade and Florida Keys)  
**EXPANDED BASIC:** \$39 for average 70 channels  
**PENETRATION:**  
**PAY:** NA  
**DIGITAL:** 24%  
**MODEM:** 8%

**TOP EXECUTIVE:** Filemon Lopez, regional VP; voice: 954-534-7424; fax: 954-534-7077; e-mail: Filemon\_Lopez@cable.comcast.com

**15 Comcast Pittsburgh**

5 Parkway Center, Ste. 100  
Pittsburgh, PA 15220  
412-875-1100

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 651,000 (Pittsburgh, Greensburg, Washington and Beaver Falls, PA; Steubenville and suburbs of Cleveland, OH; Wheeling and Weirton, WV; and Richmond, VA)  
**EXPANDED BASIC:** \$37 for average 60 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Doug Sansom, regional VP; voice: 412-920-5951; fax: 412-920-5995; e-mail: doug\_sansom@cable.comcast.com

**16 Cox Phoenix**

20401 N. 29th Ave.  
Phoenix, AZ 85027  
602-866-0072

**OWNERSHIP:** Cox Communications  
**BASIC SUBS:** 620,000  
**EXPANDED BASIC:** \$37.95 for 74 channels  
**PENETRATION:**  
**PAY:** 25%  
**DIGITAL:** 39%  
**MODEM:** 33%

**TOP EXECUTIVE:** Stephen Ritzley, VP/GM; b. Glendora, CA; B.A., communications, Brigham Young University; master's in international management, Thunderbird, The American Graduate School; immediate past position: regional VP, Cox Communications Advertising Sales; voice: 623-322-7137; fax: 623-322-7424

**17 Adelphia New England**

35 Resnik Rd.  
Plymouth, MA 02360  
508-732-1500

**OWNERSHIP:** Adelphia  
**BASIC SUBS:** 619,836 (Maine, New Hampshire, Vermont, Massachusetts, Connecticut and upstate New York)  
**EXPANDED BASIC:** \$36-\$42 for 60-75 channels  
**PENETRATION:**  
**PAY:** 53%  
**DIGITAL:** 26%  
**MODEM:** 14%



**TOP EXECUTIVE:** James Sweeney Jr., regional VP; b. Olean, NY, 1956; B.S., business administration, LeMoyne College, 1978; immediate past position: Adelphia regional manager, Southeast Massachusetts; voice: 508-732-1511; fax: 508-732-1564; e-mail: jim.sweeney@adelphia.com

**18 Comcast Florida Gulf Coast**

5205 Fruitville Rd.  
Sarasota, Florida 34232  
941-371-4444

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 600,000 (Panama City, Tallahassee, Sarasota, Lake County, Sebring, Ft. Myers and Naples)  
**EXPANDED BASIC:** NA  
**PENETRATION:**  
**PAY:** NA  
**DIGITAL:** 25%  
**MODEM:** 11%

**TOP EXECUTIVE:** Steve Dvoskin, regional VP; M.B.A., Tulane University, 1981; immediate past position: area VP, Comcast West Florida; voice: 941-342-3550; fax: 941-377-1018; e-mail: steve\_dvoskin@cable.comcast.com

**19 Comcast Sacramento**

4350 Pell Dr.  
Sacramento, CA 95838  
916-858-4800

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 550,000 (Sacramento, Stockton, Modesto and Roseville, CA)  
**EXPANDED BASIC:** \$39.74 for 72 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Ruth Blank, regional senior VP; b. Philadelphia; B.A., liberal arts, Sarah Lawrence College, attended Stanford University graduate program in literature and writing; immediate previous position: Comcast area VP, Cherry Hill, NJ; voice: 916-858-4835; fax: 916-858-4914

**20 Comcast Southern California**

550 N. Continental Blvd., Ste. 250  
El Segundo, CA 90245  
310-647-3000

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 540,000 (communities in Los Angeles, Santa Barbara, Riverside and Orange counties, including, Santa Clarita, Sylmar, Hollywood, Baldwin Hills, Westchester, Venice, Culver City, Bellflower, Santa Maria, Lompoc, Corona, Lake Elsinore, Pomona, Tustin and Costa Mesa)  
**EXPANDED BASIC:** \$42 for 80 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Debi Picciolo, senior VP; b. Burbank, CA; attended University of California at Los Angeles; immediate past position: Western region operations VP, MediaOne; voice: 310-647-6503; fax: 310-647-3079; e-mail: debi\_picciolo@cable.comcast.com

**21 Comcast Oregon and Southwest Washington**

3075 NE Sandy Blvd.  
Portland, OR 97232  
503-230-2099

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 539,880 (Vancouver, WA; Portland metropolitan area, Beaverton, Tualatin, Hillsboro, Lake Oswego, Gresham; Salme, Albany, Corvallis and Eugene, OR)

**EXPANDED BASIC:** \$30.99-\$35.99 for 35-69 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Curt Henninger, senior VP; b. Geneva, IL, 1957; B.S., marketing, University of Illinois, Champagne, 1979; immediate past position: VP, marketing and sales, MediaOne North East region; voice: 503-230-2099; fax: 503-963-5149; e-mail: henninger.curt@cable.comcast.com

**22 Cox San Diego**

5159 Federal Blvd.  
San Diego, CA 92105  
619-263-9251

**OWNERSHIP:** Cox  
**BASIC SUBS:** 537,453 (San Diego County)  
**EXPANDED BASIC:** \$37.90 for 71 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** William Geppert, VP/GM; b. Cumberland, MD; B.A., social science, University of South Florida; immediate past position: managing director, Cable North West, United Kingdom; voice: 619-266-5353; fax: 619-266-5060

**23 Charter St. Louis**

12412 Powerscourt Dr., Ste. 200  
St. Louis, MO 63131  
314-543-6600

**OWNERSHIP:** Charter Communications  
**BASIC SUBS:** 533,395 (St. Louis and St. Charles counties and Metro East, including Belleville, IL)  
**EXPANDED BASIC:** \$45.85 for 75 channels  
**PENETRATION:** NA  
**TOP EXECUTIVE:** position currently vacant

**24 Adelphia Desert Coastal Los Angeles**

2323 Teller Rd.  
Newbury Park, CA 91320  
805-375-3121

**OWNERSHIP:** Adelphia  
**BASIC SUBS:** 520,767 (Palm Dale, Redlands, Hemet, Chino, Ontario and 13 communities in Ventura and Los Angeles Counties)  
**EXPANDED BASIC:** \$25-\$50 for 40-75 channels  
**PENETRATION:**  
**PAY:** 70%  
**DIGITAL:** 38%

**MODEM:** 5%

**TOP EXECUTIVE:** Dan Deutsch, area manager; b. Tacoma, WA, 1960; studied business at Pierce College and Moorpark College; immediate past position: area director, AT&T Broadband; voice: 805-375-5201; fax: 805-375-3176; e-mail: dan.deutsch@adelphia.com

**25 Comcast Dallas**

2951 Kinwest Pkwy.  
Irving, TX 75063  
972-830-3800

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 514,000 (Dallas, Garland, Plano, Irving and 45 nearby communities)  
**EXPANDED BASIC:** \$39.35 for 85 channels  
**PENETRATION:**  
**PAY:** NA  
**DIGITAL:** 32.1%  
**MODEM:** 11.5%



**TOP EXECUTIVE:** Ann Montgomery, regional senior VP; b. Louisville, KY; B.A., business administration, Regis University; immediate past position: operations senior VP, Adelphia; voice: 972-830-3800; fax: 972-830-3921

**26 Adelphia Southeast Region**

2600 Eltham Ave., Ste. 103  
Norfolk, VA 23513  
757-777-7768

**OWNERSHIP:** Adelphia  
**BASIC SUBS:** 495,000 (Cullman, Enterprise and Ft. Payne, AL; Yulee, FL; Brunswick, Cartersville and Winder, GA; Mountain, KY; Corinth, Greenwood and Pontotoc, MS; Elizabeth City, Goldsboro, King, Laurinburg, Mocksville, Mooresville, Mt. Airy, Nash and Whiteville, NC; Dillon, Georgetown, Hartsville and Hilton Head, SC; Greeneville, TN; and Amelia City, Blacksburg, Chase City, Danville, Danville-Three Rivers, Dinwiddie, Galax, Lynchburg, Martinsville, Norton, Powhatan, Richlands, South Boston, Stuart and Troutville, VA)  
**EXPANDED BASIC:** \$30-\$45 for 35-78 channels  
**PENETRATION:**  
**PAY:** NA  
**DIGITAL:** 51%  
**MODEM:** 13%

**TOP EXECUTIVE:** Larry Brett, regional VP; b. Cincinnati, 1952; B.B.A., Emory University, 1974; M.B.A., Darden Graduate Business School, University of Virginia, 1979; immediate past position: regional operations VP, TeleCable; voice: 757-777-7765; fax: 757-777-7767; e-mail: larry.brett@adelphia.com

**27 Time Warner Raleigh**

101 Innovation Ave., Ste. 100  
Morrisville, NC 27560  
919-573-7000

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 447,000 (16-county area covering central and southeastern North Carolina, including Raleigh, Durham, Chapel Hill, Fayetteville, Goldsboro and Wilson)  
**EXPANDED BASIC:** \$37.75-\$40.20 for 68-73 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Tom Adams; b. 1955; A.S., engineering, Florida International University, 1977; immediate past position: president, Time Warner Rochester; voice: 919-573-7041; fax: 919-573-7042

**28 Time Warner Milwaukee**

1320 N. Martin Luther King Jr. Dr.  
Milwaukee, WI 53212  
414-277-4000

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 435,000 (greater Milwaukee)  
**EXPANDED BASIC:** \$39 for 74 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Carol Hevey, president; immediate past position: division president, Time Warner Portland, ME; voice: 414-277-4172; fax: 414-277-8049;

**29 Time Warner Western Ohio**

4333 Display Lane  
Kettering, OH 45429  
937-294-6800

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 430,000 (379 communities, including Dayton and Lima)  
**EXPANDED BASIC:** \$40.95 for 74 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Gerald DeGrazia, division president; b. Detroit, 1950; bachelor's degree, 1972, M.B.A., 1981, University of Detroit; immediate past position:

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Source: Nielsen Media Research, NPOWER, December 02, Length of Tune during prime (M-Su, 8p-11p)  
In December 2002, adults 18-49 watched SOAPnet an average of 31.8 (up slightly from last month at 29.9 min) consecutive minutes during prime for a #1 finish among all broadcast and cable networks. ©SOAPnet,LLC.

World Radio History

# 100

operations VP, Time Warner Cable International; voice: 937-396-8300; fax: 937-396-8804; e-mail: JDeGrazia@twcwoh.com

## 30 Cox Hampton Roads

1341 Crossways Blvd.  
Chesapeake, VA 23320  
757-224-4269

**OWNERSHIP:** Cox  
**BASIC SUBS:** 420,000 (Hampton Roads, VA)  
**EXPANDED BASIC:** \$35.70 for 71 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Frank Bowlers, VP/GM; voice: 222-8493; fax: 757-671-1501

## 31 Adelphia Southeast Southern California

3041 E. Miraloma Ave.  
Anaheim, CA 92806  
714-632-9222

**OWNERSHIP:** Adelphia  
**BASIC SUBS:** 414,327 (communities in Los Angeles, Orange, Riverside, San Bernardino and San Diego counties)  
**EXPANDED BASIC:** \$39 for 62 channels

**PENETRATION:**  
**PAY:** 80%  
**DIGITAL:** 45%  
**MODEM:** 12%



**TOP EXECUTIVE:** Pennie Contos, area manager; b. Boston; associate's degree, business administration, Middlesex College, 1976; immediate past position: regional manager, Century Communications Orange County; voice: 714-632-9222, ext. 601; fax: 714-630-4241; e-mail: pennie.contos@adelphia.com

## 32 Time Warner Northeast Ohio

530 S. Main St., Ste. 1751  
Akron, OH 44311  
330-633-9203

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 397,000 (207 communities, including Akron, Canton, Youngstown, Warren, Mansfield and Norwalk)  
**EXPANDED BASIC:** 70 channels

**PENETRATION:** NA  
**TOP EXECUTIVE:** Stephen Fry, division president; b. East Canton, OH; attended Kent State University; immediate past position: GM, Time Warner Akron; voice: 330-633-9203; fax: 330-633-7970; e-mail: steve.fry@twcable.com

## 33 Time Warner Charlotte

3140 W. Arrowood Rd.  
Charlotte, NC 28273  
704-378-2500

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 390,000 (100 communities in nine counties around Charlotte)  
**EXPANDED BASIC:** \$42.60 for 91 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** David Auger, division president; attended Ohio State University; immediate past position: president, Time Warner Minneapolis; voice: 704-378-2950; fax: 704-504-1997

## 34 Cox Las Vegas

121 S. Martin Luther King Blvd.  
Las Vegas, NV 89106  
702-383-4000

**OWNERSHIP:** Cox  
**BASIC SUBS:** 371,000 (Las Vegas, North Las Vegas, Henderson, Boulder City and Clark County, NV)  
**EXPANDED BASIC:** \$32.99 for 67 channels  
**PENETRATION:**

**PAY:** NA  
**DIGITAL:** 28%  
**MODEM:** 17%



**TOP EXECUTIVE:** Mark Lipford, VP/GM; b. Akron, OH, 1956; B.A., political science, Ohio Northern University, 1978; immediate past position: regional VP, Cablevision; voice: 702-384-8084 ext. 280; fax: 702-383-0614

## 35 Adelphia Los Angeles

2939 Nebraska Ave.  
Santa Monica, CA 90404  
310-829-7079

**OWNERSHIP:** Adelphia

**BASIC SUBS:** 370,000 (Beverly Hills, Santa Monica, Hollywood, West Hollywood, West Los Angeles, East Los Angeles, Marina del Rey, South Bay area and west San Fernando Valley, CA)  
**EXPANDED BASIC:** \$46.89 for 80 channels  
**PENETRATION:**  
**PAY:** 48%  
**DIGITAL:** 52%  
**MODEM:** 7%



**TOP EXECUTIVE:** Nigel Ives, area manager; b. London, 1955; B.A., history, Kings College, University of London, 1978; immediate past position: GM, Century Communications; voice: 310-315-4441; fax: 310-264-8017; e-mail: nigel.ives@adelphia.com

## 36 Time Warner Los Angeles

959 South Coast Dr., Ste. 300  
Costa Mesa, CA 92626  
714-430-5555

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 365,000 (Agua Dulce, Canoga Park, Canyon Country, Chatsworth, Cypress, El Segundo, Encino, Fountain Valley, Gardena, Garden Grove, Granada Hills, Hawthorne, Huntington Beach, Lawndale, Los Alamitos, Midway City, Northridge, Orange, Reseda, Rossmoor, San Fernando, San Marino, Santa Clarita, South Pasadena, Stanton, Stevenson Ranch, Tarzana, Torrance, West Hills, Westminster, Winnetka, Woodland Hills and other portions of Los Angeles and Orange Counties)  
**EXPANDED BASIC:** \$44.95 for 80 channels  
**PENETRATION:**

**PAY:** 39%  
**DIGITAL:** 45%  
**MODEM:** 22%



**TOP EXECUTIVE:** Thomas Feige, GM; b. Evanston, IL; B.A., political science, Kalamazoo College, 1975; J.D., Gonzaga University School of Law, 1978; immediate past position: president, Full Service Network of Orlando; voice: 714-430-5555; fax: 714-430-5550

## 37 Oceanic Time Warner Hawaii

200 Akamainui St.  
Mililani, HI 96789  
808-625-2100

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 355,000 (entire state of Hawaii)  
**EXPANDED BASIC:** \$34 for 50 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Nate Smith, president; b. Mt. Kisco, NY, 1952; B.A., English and humanities, Ohio Wesleyan University, 1974; immediate past position: CEO, Sky TV, New Zealand; voice: 808-625-2100; fax: 808-625-5888

## 38 Time Warner Greensboro

4510 Weybridge Ln.  
Greensboro, NC 27407  
336-665-0160

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 352,000 (Greensboro/Guilford County, High Point/Jamestown, Archdale/Trinity, Asheboro/Randolph County, Rockingham County, Winston-Salem, Davidson County, Dobson and Alamance County, NC)  
**EXPANDED BASIC:** \$35.01 for up to 77 channels  
**PENETRATION:**

**PAY:** 54%  
**DIGITAL:** 25%  
**MODEM:** 21%



**TOP EXECUTIVE:** Jack Stanley, president; b. McRae, GA; studied electronics technology at South Georgia Technical School; immediate past position: operations VP, Time Warner Charlotte; voice: 336-665-0160, ext. 3501; fax: 336-665-0854; e-mail: jack.stanley@twcable.com

## 39 Time Warner Syracuse

6005 Fair Lakes Rd.  
East Syracuse, NY 13057  
315-634-6000

**OWNERSHIP:** Time Warner Cable (TWE-AN)  
**BASIC SUBS:** 345,000 (city and suburban Syracuse,

Cortland, Fulton, Oswego Central Square, Ithaca, Rome, Ilion, Oneida, Hamilton, Watertown, Carthage, Ogdensburg, Potsdam, Massena, Malone and Champlain, NY)

**EXPANDED BASIC:** \$43.16 for 75 channels  
**PENETRATION:**  
**PAY:** 30%  
**DIGITAL:** 35%  
**MODEM:** 25%

**TOP EXECUTIVE:** Mary Cotter, president; B.A., Syracuse University; immediate past position: operations VP, New Channels Corp.; voice: 315-634-6215; fax: 315-634-6219

## 40 Time Warner Cincinnati

11252 Cornell Park Dr.  
Cincinnati, OH 45242  
513-489-5000

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 338,000 (130 communities surrounding Cincinnati)  
**EXPANDED BASIC:** \$34-\$44 for 73 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Virgil Reed, president; b. El Paso, TX, 1944; B.S., electrical engineering, Texas Tech, 1966; M.B.A., Southern Methodist University, 1974; immediate past position: president, Jones Space Link; voice: 513-489-5077; fax: 513-489-5991; e-mail: virgil.reed@twcable.com

## 41 Time Warner South Carolina

293 Greystone Blvd.  
Columbia, SC 29210  
803-251-5300

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 336,000 (71 communities, including Columbia, Orangeburg, Myrtle Beach/Grand Strand, Florence and Summerville)  
**EXPANDED BASIC:** \$44.92 for 66 channels  
**PENETRATION:**

**PAY:** NA  
**DIGITAL:** 32%  
**MODEM:** 18.3%



**TOP EXECUTIVE:** Wayne

Knighton, division president; B.E.E., electrical engineering, Georgia Institute of Technology; M.B.A., Georgia State University; immediate past position: division president, Time Warner Minnesota; voice: 803-251-5297; fax: 803-251-5345; e-mail: wayne.knighton@twcable.com

## 42 Time Warner San Antonio

84 NE Loop 410, Ste. 200  
San Antonio, TX 78216  
P.O. Box 460849  
San Antonio, TX 78246  
210-352-4600

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 330,050  
**EXPANDED BASIC:** \$33.16 for 74 channels  
**PENETRATION:** NA

**TOP EXECUTIVE:** Kevin Kidd, division president; b. Providence, RI; B.S., business administration, Georgia State University, 1972; immediate past position: president, Make A Wish Foundation of Oregon; voice: 210-352-4699; fax: 210-352-4694; e-mail: kevin.kidd@twcable.com

## 43 Comcast St. Paul

10 River Park Plaza  
St. Paul, MN 55107  
651-493-5000

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 330,000 (St. Paul, Roseville and Brooklyn Park, MN)  
**EXPANDED BASIC:** \$36.33 for 72 channels

**PENETRATION:**  
**PAY:** NA  
**DIGITAL:** 32.1%  
**MODEM:** 11.5%



**TOP EXECUTIVE:** Bill Wright, area VP; b. Miami, 1959; B.S., journalism, University of Florida, 1981; immediate past position: VP/GM, Comcast Tucson; voice: 651-493-5805; fax: 651-493-5837; e-mail: Bill\_Wright@cable.comcast.com

## 44 Time Warner Columbus

1266 Dublin Rd.  
Columbus, OH 43215  
614-481-5000

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 330,000 (Columbus metropolitan area and 19 counties in Central and Southeast Ohio)  
**EXPANDED BASIC:** \$34.10 for 67 channels  
**PENETRATION:** NA

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**TOP EXECUTIVE:** Rhonda Fraas, division president; b. Louisville, KY, 1957; attended Springhill College and Sullivan Junior College; immediate past position: VP/GM, Time Warner Cable, Columbus Division; voice: 614-481-5300; fax: 614-481-5052

**45 Time Warner Rochester**

71 Mt. Hope Ave. Rochester, NY 14620 585-756-5000  
**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 325,000 (Rochester, Batavia and the greater Finger Lakes region)  
**EXPANDED BASIC:** \$46.75 for 66 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Jeffrey Hirsch, division president; b. Providence, RI, 1972; B.A., communications, University of Pennsylvania, 1994; M.B.A., Amos Tuck School, Dartmouth, 1999; VP/GM, Time Warner Cable South Carolina; voice: 585-756-1111; fax: 585-756-1672; e-mail: jeffrey.hirsch@twcable.com

**46 Time Warner Austin**

12012 N. MoPac Expwy. Austin, TX 78758 512-485-6100  
**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 320,000 (Austin, Round Rock, San Marcos and Cedar Park, TX)  
**EXPANDED BASIC:** \$43.83 for 76 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Tom Kinney, division president; b. Council Bluffs, IA, 1956; B.S., business administration, Lubbock Christian University, 1978; immediate past position: division president, Time Warner New England; voice: 512-485-6200; fax: 512-485-6105; e-mail: tom.kinney@twcable.com

**47 Cox Kansas**

701 E. Douglas Wichita, KS 67202 316-262-4270  
**OWNERSHIP:** Cox  
**BASIC SUBS:** 320,000  
**EXPANDED BASIC:** \$38.72 for 70 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Donald Karell, VP/GM; bachelors' degree, University of Montana; M.A., statistics, Texas A&M University; immediate past position: VP/GM, Cox Middle Georgia; voice: 316-262-4270, ext. 303; fax: 316-262-2330; e-mail: don.karell@cox.com

**48 Comcast Western Michigan**

3260 Eagle Park Dr. NE, Ste. 111 Grand Rapids, MI 49525 616-977-2200  
**OWNERSHIP:** Comcast  
**BASIC SUBS:** 319,000 (central and western Michigan, including Adrian, Grand Rapids, Jackson, Lansing, Muskegon and Holland)  
**EXPANDED BASIC:** average \$35.75 for average 61 channels  
**PENETRATION:** NA  
**PAY:** NA  
**DIGITAL:** 32.1%  
**MODEM:** 11.5%

**TOP EXECUTIVE:** Steve Makowski, area VP; b. Manistee, MI, 1959; B.S., accounting, Ferris State University, 1981; M.B.A., finance, University of Colorado, 1990; immediate past position: VP of finance & CFO, AT&T Broadband Midwest Markets; voice: 616-464-2232; fax: 616-464-2220; e-mail: Steve\_Makowski@cable.comcast.com

**49 Comcast Middle Tennessee**

660 Mainstream Dr. Nashville, TN 37228 615-244-7462  
**OWNERSHIP:** Comcast  
**BASIC SUBS:** 315,000 (communities of Adams, Ashland, Brentwood, Burns, Carthage, Cedar Hill, Charlotte, Cowan, Decherd, DeKalb, Dickson, Estill Springs, Fairview, Fort Campbell, Franklin, Gallatin, Goodlettsville, Greenbrier, Hartsville, Hendersonville, Hickman, Kingston Springs, Lafayette, LaVergne, Metro Nashville, Murfreesboro, Nolensville, Peagram, Portland, Red Boiling Springs, Ridgetop, Slayden, Smithville, Smyrna, South Carthage, Springfield, Vanleer, Waverly, Westmoreland, White Bluff, Winchester and Woodbury, and Cannon, Cheatham, Dickson,

Franklin, Lynchburg/Moore, Macon, Robertson, Rutherford, Smith, Sumner, Williamson and Wilson counties)

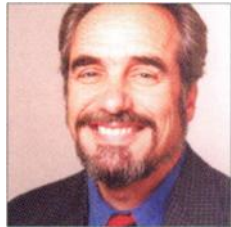
**EXPANDED BASIC:** \$39.95 for 70 channels  
**PENETRATION:** NA  
**PAY:** NA  
**DIGITAL:** 24.9%  
**MODEM:** 11.1%



**TOP EXECUTIVE:** Virgil Caudill, area VP; b. Springfield, OH, 1948; B.S., accounting, Wright State University, 1976; immediate past position: Midwest region customer service VP, MediaOne; voice: 615-244-7462; fax: 615-254-6857; e-mail: virgil\_caudill@cable.comcast.com

**50 Time Warner Albany**

1021 Highbridge Rd. Schenectady, NY 12303 518-242-8890  
**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 310,000 (many communities in 15 central New York counties, including Albany, Troy, Saratoga Springs, Schenectady and Glens Falls)  
**EXPANDED BASIC:** \$40.55 for 71 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Stephen Pagano, president; b. Lawton, OK; B.A., anthropology, University of Wisconsin; immediate past position: president, Time Warner Staten Island; voice: 518-242-8993; fax: 518-869-1007; e-mail: Stephen.Pagano@twcable.com

**51 Time Warner Kansas City**

6550 Winchester Ave. Kansas City, MO 64133 816-358-5360  
**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 309,000 (54 communities, including Kansas City, MO; Kansas City, KS; and Overland Park, Lee's Summit and Shawnee, Mo; and other suburbs)  
**EXPANDED BASIC:** \$36.89 for 77 channels  
**PENETRATION:** NA  
**PAY:** NA  
**DIGITAL:** 49.8%  
**MODEM:** 19%  
**TOP EXECUTIVE:** Robert Moel, president; b. Brooklyn, NY; M.B.A., Columbia, 1987; M.E.E., California State University, Long Beach, 1999; immediate past po-

sition: president, Time Warner Shreveport; voice: 816-222-5823; fax: 816-358-7987; e-mail: robert.moel@twcable.com

**52 Cox Orange County**

29947 Avenida de las Banderas Rancho Santa Margarita, CA 92688 949-546-2000  
**OWNERSHIP:** Cox  
**BASIC SUBS:** 271,800 (Aliso Viejo, Dana Point, Irvine, Laguna Beach, Laguna Hills, Laguna Niguel, Lake Forest, Mission Viejo, Newport Beach, Palos Verdes, Rancho Palos Verdes, Rancho Santa Margarita, Rolling Hills, Rolling Hills Estates, San Clemente, San Juan Capistrano, San Pedro and Tustin, CA)  
**EXPANDED BASIC:** \$40.99 for 75 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Leo Brennan, VP/GM; b. Pecksville, NY, 1950; B.S./B.A., marketing, Ohio State University, 1972; immediate past position: VP, Times Mirror Cable's Northeast region; voice: 949-546-2400; fax: 949-546-3400; e-mail: leo.brennan@cox.com

**53 Comcast Atlanta North**

2925 Courtyards Dr. Norcross, GA 30071 770-559-2424  
**OWNERSHIP:** Comcast  
**BASIC SUBS:** 271,547 (North Metro Atlanta, including Gwinnett, North Fulton, Cobb and Cherokee counties)  
**EXPANDED BASIC:** \$39.91 for 64 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Greg Capranica, VP/GM; voice: 770-559-2841; fax: 770-559-2479

**54 Cox New Orleans**

338 Edwards Ave. Harahan, LA 70123 504-304-7345  
**OWNERSHIP:** Cox  
**BASIC SUBS:** 268,850 (Jefferson, Orleans, St. Charles and St. Bernard, LA, parishes)  
**EXPANDED BASIC:** \$39.99 for 80 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Greg Bicket, VP/GM; B.A., finance, University of Illinois, 1973; M.B.A., University of Phoenix, 1990; immediate past position: VP/GM Cox New England; voice: 504-304-7345, ext. 4208; fax: 504-304-7450

**55 Insight Louisville**

4701 Commerce Crossings Dr. Louisville, KY 40229 502-357-4660  
**OWNERSHIP:** Insight Communications  
**BASIC SUBS:** 260,805 (Greater Louisville, KY)  
**EXPANDED BASIC:** \$40.15 for 66 channels  
**PENETRATION:** NA  
**PAY:** 62%  
**DIGITAL:** 32%  
**MODEM:** 4.8%



**TOP EXECUTIVE:** Gregg Graff, operations senior VP; b. Cleveland, 1961; B.A., communications, John Carroll University, 1983; immediate past position: GM, Insight Columbus; voice: 502-357-4550; fax: 502-357-4663; e-mail: graff.g@insight-com.com

**56 Cox Northern Virginia**

3080 Centreville Rd. Herndon, VA 20171 703-378-8400  
**OWNERSHIP:** Cox  
**BASIC SUBS:** 260,000 (Fairfax, Stafford and Spotsylvania counties; cities of Fredericksburg, Fairfax and Falls Church; and towns of Herndon, Vienna and Clifton)  
**EXPANDED BASIC:** \$40.40 for 86 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Gary McCollum, VP/GM; b. Richmond, VA, 1959; B.A. Russian studies, James Madison University, 1981; M.B.A., University of Connecticut, 1983; immediate past position: VP/GM, Cox Roanoke; voice: 703-480-4988; fax: 703-480-4990; e-mail: gary.mccollum@cox.com

**57 Cox Oklahoma City**

2312 NW 10th St. Oklahoma City, OK 73107 405-600-2771  
**OWNERSHIP:** Cox  
**BASIC SUBS:** 260,000  
**EXPANDED BASIC:** \$35.50 for 67 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Dave Bialis, VP/GM; b. Los Angeles; B.S., accounting/finance, University of Southern California; immediate past position: CFO, *Atlanta Journal & Constitution*; voice: 405-600-6202; fax: 405-600-9268; e-mail: dave.bialis@cox.com

**58 Cox West Texas**

6710 Hartford Ave. Lubbock, TX 79413 806-771-6001  
**OWNERSHIP:** Cox  
**BASIC SUBS:** 250,000 (Amarillo, Lubbock, Midland, Abilene and San Angelo)  
**EXPANDED BASIC:** \$30.86-\$37.73 for 64 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Connie Wharton, VP/GM; B.A., psychology, Southern Methodist University; immediate past position: human resources director, Cox West Texas; voice: 806-771-6003; fax: 806-771-6004; e-mail: connie.wharton@cox.com

**59 Comcast Salt Lake City**

9602 South 300 West Sandy, UT 84070 801-401-3271  
**OWNERSHIP:** Comcast  
**BASIC SUBS:** 246,870 (Salt Lake City, Provo, Ogden, West Valley City, Logan and Park City, UT)  
**EXPANDED BASIC:** \$30.48-\$38.54 for 33-69 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Gary Waterfield, area VP; b. Milwaukee, 1952; B.S., business administration, University of New Hampshire, 1975; immediate

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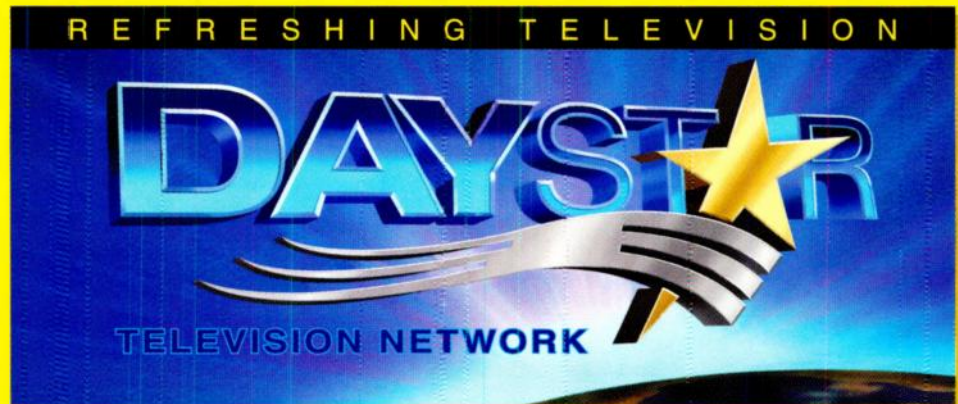
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## 40 TELEVISION STATIONS ACROSS THE COUNTRY, MOSTLY IN MAJOR MARKETS.



# Top 100

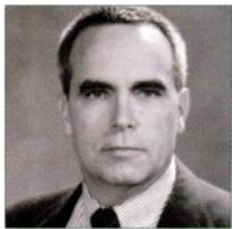
past position: VP/GM Comcast Charleston; voice: 801-401-2622; fax: 801-401-2688

## 60 Comcast Jacksonville

6805 Southpoint Pkwy. Jacksonville, FL 32216 904-374-7529

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 242,000 (Jacksonville, Jacksonville Beach, Atlantic Beach, Neptune Beach, Baldwin, Lake Butler, Union County, Crescent City, Welaka, Putnam County, Duval County, Baker County, Nassau County, St. John's County, Hilliard, Callahan and Fernandina Beach)  
**EXPANDED BASIC:** \$39.95 for average 51 channels

**PENETRATION:**  
**PAY:** NA  
**DIGITAL:** 21%  
**MODEM:** 7.5%



**TOP EXECUTIVE:** Doug McMillan, senior VP; b. Georgia, 1957; B.S., science and business administration, Shorter College; immediate past position: VP/GM Comcast Augusta, GA; voice: 904-374-7529; fax: 904-374-7622; e-mail: Doug\_McMillan@cable.comcast.com

## 61 Charter Greenville/Spartanburg

P.O. Box 850 Simpsonville, SC 29681 800-955-7766

**OWNERSHIP:** Charter  
**BASIC SUBS:** 242,000 (Greenville, Spartanburg and Anderson)

**EXPANDED BASIC:** \$44.50 for 76 channels  
**PENETRATION:** NA  
**TOP EXECUTIVE:** position currently vacant

## 62 Charter Madison

5618 Odana Rd., Ste. 150 Madison, WI 53719 608-754-3644

**OWNERSHIP:** Charter  
**BASIC SUBS:** 233,000 (Janesville, Fitchburg, Lake Mills, Waunakee, Middleton, Stoughton, Sun Prairie, Verona, Baraboo, Watertown and Beloit, WI)

**EXPANDED BASIC:** \$42.35 for 74 channels  
**PENETRATION:** NA  
**TOP EXECUTIVE:** position currently vacant

## 63 Comcast New Mexico

4611 Montbel Pl. NE Albuquerque, NM 87107 505-761-6200

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 230,000 (Albuquerque, Deming, Farmington, Gallup, Grants, Las Cruces, Las Vegas, Los Alamos, Lovington, Portales, Raton, Santa Fe, Silver City, Socorro, Taos and Tucumcari)

**EXPANDED BASIC:** \$38.29 for 72 channels  
**PENETRATION:**  
**PAY:** NA  
**DIGITAL:** 4.9%  
**MODEM:** 11%



**TOP EXECUTIVE:** Lisa Dettweiler, VP/GM; b. Albuquerque; B.A., communications, University of New Mexico; immediate past position: area operations director, Comcast Southwest; voice: 505-761-6202; fax: 505-344-7301; e-mail: lisa\_dettweiler@cable.comcast.com

## 64 Time Warner Memphis

6555 Quince Rd., Ste. 400 Memphis, TN 38119 901-365-1770

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 222,000 (52 communities)  
**EXPANDED BASIC:** \$42.55 for 68 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Dean Deyo, division president; b. Chicago; B.A., broadcast journalism, Northern Illinois University; also studied executive financial management, University of Denver; has held current post 22 years; voice: 901-365-1770 ext. 4001; fax: 901-369-4518; e-mail: dean.deyo@twcable.com

## 65 Charter Worcester

95 Higgins St. Worcester, MA 01606 508-853-6600

**OWNERSHIP:** Charter  
**BASIC SUBS:** 220,000 (Worcester and Chicopee)

**EXPANDED BASIC:** \$41.99 to \$46.99 for 71 channels

**PENETRATION:** NA  
**TOP EXECUTIVE:** Gordon Champion, group director, operations; b. Boston, 1947; B.S., business administration, New Hampshire College, 1972; M.A., University of New Hampshire, 1973; J.D., Massachusetts School of Law, 1994; immediate past position: regional manager, government relations, Charter; voice: 508-853-1515, ext. 72317; fax: 854-5042

## 66 Comcast Atlanta Central

305 Bucknell Court Atlanta, GA 30336 770-559-6723

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 217,547 (Atlanta, Fulton County and DeKalb County)  
**EXPANDED BASIC:** \$39.91 for 64 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Michael Hewitt, VP/GM; B.S. mechanical engineering, Stony Brook University; M.B.A., Hofstra University; voice: 770-559-6723; fax: 770-559-7621; e-mail: Michael\_Hewitt@cable.comcast.com

## 67 Charter Ft. Worth

4800 Blue Mound Rd. Fort Worth, TX 76106 817-509-6272

**OWNERSHIP:** Charter  
**BASIC SUBS:** 215,000 (Ft. Worth metro area, Denton and parts of North Texas)  
**EXPANDED BASIC:** \$42.45 for 85 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Dan Spoelman, operations VP; b. Muskegon, MI, 1958; B.A., accounting, Western Michigan University; immediate past position: operations VP, Charter Western and Northern Michigan

## 68 Charter Central North Carolina

P.O. Box 2989 Hickory, NC 28603 828-322-3875

**OWNERSHIP:** Charter  
**BASIC SUBS:** 212,000 (Lincolnton, Lenoir, Taylorsville, Granite Falls, Denver, Vale, Hudson, Catawba, Connelly Springs, Rutherford College, Marion, North Wilkesboro, Boone, Blowing Rock, Beech Mountains, Sugar Mountain, Cahaj's Mountain, Conover, Newton, Claremont, Drexel, Valdese, Glen Alpine, Maiden, Rhodhiss, Sawmills, Dallas, Roxboro, Roanoke Rapids, Camp LeJeune, Outerbanks, Carolina Beach, Sanford, Erwin, Lillington, Coats, Buies Creek, Anderson Creek, Whispering Pines, Broadway, Siler City, Troy, Kenly, Princeton, Micro, Lucama, Harnett County, Sampson County, Snow Hill, Spivey's Corner and Brookford)  
**EXPANDED BASIC:** \$44.80 for 69 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Landon Barefoot Jr., operations VP; studied business at University of North Carolina-Chapel Hill; immediate past position: group director of operations, Charter Central North Carolina; voice: 828-322-2288; fax: 828-322-5492; e-mail: lbarefoot@charter.com.com

## 69 Time Warner Minnesota

801 Plymouth Ave. N. Minneapolis, MN 55411 612-522-5200

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 209,511 (Minneapolis, Bloomington, Minnetonka, Edina, Eden Prairie, Richfield and St. Louis Park)  
**EXPANDED BASIC:** \$38.27 for 78 channels  
**PENETRATION:**

**PAY:** 53%  
**DIGITAL:** 27%  
**MODEM:** 24%



**TOP EXECUTIVE:** Eric Brown, division president; b. Hampton, VA, 1960; bachelor's degree, po-

litical science, UCLA, 1982; M.B.A., Darden School of Business Management, University of Virginia, 1984; immediate past position: VP/GM, Time Warner Los Angeles North; fax: 612-521-7626

## 70 Time Warner San Diego

8949 Ware Court San Diego, CA 92121 858-695-3110

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 205,000  
**EXPANDED BASIC:** \$43.40 for 75 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Jeffrey Schwall, division president/CEO; b. Akron, OH; B.S., University of Akron; M.B.A., Tuck School of Business, Dartmouth University; immediate past position: president, Time Warner Cable International; voice: 858-635-8297; fax: 858-566-6248

## 71 Time Warner Binghamton

120 Plaza Dr., Ste. D Vestal, NY 13850 607-644-0646

**OWNERSHIP:** AOL/TWE-AN  
**BASIC SUBS:** 200,000 (Binghamton, Corning, Elmira, Oneonta and Hornell, NY, and Sayre, PA)  
**EXPANDED BASIC:** \$37-\$42 for 69 channels  
**PENETRATION:**

**PAY:** 66%  
**DIGITAL:** 25%  
**MODEM:** 32%



**TOP EXECUTIVE:** Jon Scott, division president; b. New Rochelle, NY, 1950; B.A., political science, Kalamazoo College, 1973; immediate past position: division president, Time Warner Eastern Pennsylvania; voice: 607-644-0646, ext. 7307; fax: 607-644-1501; e-mail: Jon.Scott@twcable.com

## 72 Comcast Fresno

2441 N. Grove Industrial Dr. Fresno, CA 93727 559-253-4050

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 190,000 (Fresno, Visalia, Merced and Los Banos)

**EXPANDED BASIC:** \$37.96 for 65 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Scott Barbee, VP/GM; b. Warrensburg, MO, 1958; B.S., business administration, 1980; M.B.A., 1989, both from Central Missouri State University; immediate past position: VP, High Speed Data and Telephony, AT&T Broadband; voice: 559-455-4212; fax: 559-455-4321; e-mail: scott\_barbee@cable.comcast.com

## 73 Cox Omaha

11505 W. Dodge Rd. Omaha, NE 68154 402-933-2000

**OWNERSHIP:** Cox  
**BASIC SUBS:** 185,000 (Omaha and Bellevue, NE, and Council Bluffs, IA)

**EXPANDED BASIC:** \$35.45 for 70 channels  
**PENETRATION:**

**PAY:** 37%  
**DIGITAL:** 33%  
**MODEM:** 30%  
**PHONE:** 50%



**TOP EXECUTIVE:** Janet Barnard, VP/GM; b. Diller, NE, 1959; B.S., business administration and accounting, University of Nebraska, 1981; immediate past position: VP, business, Cox-Omaha; voice: 402-933-2000; fax: 402-933-0010; e-mail: janet.barnard@cox.com

## 74 Cox Baton Rouge

5428 Florida Blvd. Baton Rouge, LA 70806 225-615-1000

**OWNERSHIP:** Cox  
**BASIC SUBS:** 175,000 (Baton Rouge, Gonzales, Sorrento, Denham Springs, Walker, Plaquemine, Addis, Brusly, St. Gabriel, White Castle, Rosedale, Grosse Tete, Donaldsonville, Port Allen, Zachary, Slaughter, Baker, Litcher, Gramercy, East Baton Rouge Parish, West Baton Rouge Parish, Iberville Parish,





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Toni Morrison



Shelby Foote



David McCullough



Robert Caro

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St. James Parish, Ascension Parish, Livingston Parish and East Feliciana Parish)

**EXPANDED BASIC:** \$39.99 for 72 channels

**PENETRATION:**

**PAY:** 24%  
**DIGITAL:** 26%  
**MODEM:** 15%



**TOP EXECUTIVE:** Jacquelin Vines, VP/GM; b. Norwalk, CT, 1959; B.B.A., University of Redlands, 2000; immediate past position: VP, human resources, Cox San Diego; voice: 225-930-2219; fax: 225-925-1668; e-mail: jacqui.vines@cox.com

## 75 Cox Tulsa

8421 E. 61st St., Ste. U  
Tulsa, OK 74133  
918-628-3500

**OWNERSHIP:** Cox  
**BASIC SUBS:** 173,500 (Tulsa, Bixby, Broken Arrow, Catoosa, Claremore, Coweta, Glenpool, Jenks, Kiefer, Owasso, Sand Springs and Sapulpa)

**EXPANDED BASIC:** \$33.50 for 68 channels

**PENETRATION:**

**PAY:** 40%  
**DIGITAL:** 27%  
**MODEM:** 9.5%



**TOP EXECUTIVE:** John Bowen, VP/GM; b. New Orleans; B.A., management, Loyola University; immediate past position: director of marketing operations, Cox Pensacola; voice: 918-628-3540; fax: 918-628-3539

## 76 Charter Birmingham

4601 Southlake Pkwy., Ste. 200  
Birmingham, AL 35244  
205-443-3300

**OWNERSHIP:** Charter  
**BASIC SUBS:** 171,000 (Birmingham, Hoover, Vestavia, Homewood and Mountain Brook)

**EXPANDED BASIC:** \$42.90 for 76 channels

**PENETRATION:** NA

**TOP EXECUTIVE:** position currently vacant

## 77 Charter Suburban Atlanta

3075 Breckinridge Blvd., Ste. 450  
Duluth, GA 30096  
770-806-7060

**OWNERSHIP:** Charter  
**BASIC SUBS:** 165,000 (Athens, Duluth, Gainesville, Milledgeville and Smyrna)

**EXPANDED BASIC:** \$41.95 for 79 channels

**PENETRATION:** NA



**TOP EXECUTIVE:** J. Rob Bridges, operations director; b. Kings Mountain, NC, 1956; B.S., radio/television communications, Western Carolina University, 1979; immediate past position: digital programming VP, Inspiration Networks; voice: 770-806-7060, ext. 154; fax: 770-806-7099; email: rbridges@chartercom.com

## 78 Cox Pensacola

2205 LaVista Ave.  
Pensacola, FL 32504  
850-477-2695, Pensacola  
850-862-4142, Fort Walton Beach

**OWNERSHIP:** Cox  
**BASIC SUBS:** 165,000 (Ft. Walton Beach, Destin, Niceville, Crestview, Eglin AFB, Hurlburt AFB, Shalimar, Pensacola and Freeport), FL

**EXPANDED BASIC:** \$33.75 for up to 59 channels

**PENETRATION:**

**PAY:** 55%  
**DIGITAL:** 16.6%  
**MODEM:** 12.2%



**TOP EXECUTIVE:** L. Keith Gregory; bachelor's degree, University of Florida, 1974; M.B.A., Old Dominion University, 1993; voice: 850-857-4506; fax: 850-479-3912

## 79 Comcast Indiana

5330 East 65th St.  
Indianapolis, IN 46220  
317-275-6370

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 157,000  
**EXPANDED BASIC:** \$41.95 for 58 channels

**PENETRATION:**

**PAY:** N/A  
**DIGITAL:** 24.9%  
**MODEM:** 11.1%



**TOP EXECUTIVE:** Rusty Robertson, area VP; b. Russiaville, IN, 1959; B.S., mass communications, Florida International University, 1983;

immediate past position: VP/GM Comcast Indianapolis; voice: 317-275-6441; fax: 317-275-6617; e-mail: rusty\_robertson@cable.comcast.com

## 80 Charter Reno

9335 Prototype Dr.  
Reno, NV 89511  
775-850-1200

**OWNERSHIP:** Charter  
**BASIC SUBS:** 156,000 (Reno, Sparks, Washoe Valley, Carson City, Gardnerville, Fallon and Elko, NV, and North Lake Tahoe and South Lake Tahoe, CA)

**EXPANDED BASIC:** \$39.99 for 76 channels

**PENETRATION:** NA

**TOP EXECUTIVE:** LaFawn Vannest, group VP; b. Princeton, WV, 1959; associate's degree, National Business College, 1979; immediate past position: regional VP, AT&T Broadband; voice: 775-850-1296; fax: 775-850-1229; email: lvannest@chartercom.com

## 81 Comcast Richmond

6510 Ironbridge Rd.  
Richmond, VA 23234  
804-743-1171

**OWNERSHIP:** Comcast  
**BASIC SUBS:** 150,000 (City of Richmond, counties of Chesterfield, Goochland, Hanover and Henrico, portion of Louisa county and town of Ashland)

**EXPANDED BASIC:** \$42.81 for 66 channels

**PENETRATION:**

**PAY:** 62%  
**DIGITAL:** 40%  
**MODEM:** 11%

**TOP EXECUTIVE:** Kirby Brooks, VP/GM; B.A., University of Virginia; M.B.A., College of William & Mary; immediate past position: VP/GM, Comcast Alexandria/Arlington; voice: 804-915-0629; fax: 804-915-5424

## 82 Time Warner Green Bay

1001 W. Kennedy Ave.  
Kimberly, WI 54136  
920-749-1400

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 150,000 (Green Bay, Appleton, Oshkosh and Marinette)

**EXPANDED BASIC:** \$36.51 for 63 channels

**PENETRATION:** NA



**TOP EXECUTIVE:** Kathy Keating, division president; attended University of Wisconsin-Eau Claire; immediate past position: regional manager, Time Warner Cable; voice: 920-831-9100; fax: 920-831-9172; e-mail: kathy.keating@twcable.com

## 83 Cox Tucson

1440 E. 15th St.  
Tucson, AZ 85719  
520-629-8470

**OWNERSHIP:** Cox  
**BASIC SUBS:** 140,066 (southern Arizona)

**EXPANDED BASIC:** \$37.79 for 70 channels

**PENETRATION:** NA



**TOP EXECUTIVE:** Stephen Ritzley, VP/GM; b. Glendora, CA; B.A., communications, Brigham Young University; master's in international management, Thunderbird, The American Graduate School; immediate past position: regional VP, Cox Communications Advertising Sales; voice: 623-322-7137; fax: 623-322-7918; e-mail: steve.ritzley@cox.com

## 84 Charter Los Angeles

4781 Irwindale Ave.  
Irwindale, CA 91706  
626-430-3300

**OWNERSHIP:** Charter  
**BASIC SUBS:** 140,000 (Pasadena, Alhambra, Norwalk and other parts of Los Angeles County)

**EXPANDED BASIC:** \$36.40 for 78 channels

**PENETRATION:** NA



**TOP EXECUTIVE:** Pete Eliason, operations VP; b. St. Paul, MN, 1955; immediate past position: operations GM, TCI/AT&T Seattle

## 85 Toledo Buckeye CableSystem

5566 Southwyck Blvd.  
Toledo, OH 43614  
419-724-9802

**OWNERSHIP:** Block Communications  
**BASIC SUBS:** 134,774 (Toledo, OH, and 24 surrounding cities, townships and villages)

**EXPANDED BASIC:** \$36.99 for 63 channels

**PENETRATION:**

**PAY:** 20.4%  
**DIGITAL:** 18.7%  
**MODEM:** 16.1%



**TOP EXECUTIVE:** W.H. "Chip" Carstensen, president/GM; b. Toledo, OH, 1950; B.S. mechanical engineering, 1972, and M.S., industrial engineering, 1974, University of Toledo; immediate past position: VP human resources, Clairson International, Ocala; voice: 419-724-7220; fax: 419-724-7074; e-mail: askus@buckeyecablesystem.com

## 86 Time Warner California Desert Cities

41-725 Cook St.  
Palm Desert, CA 92211  
760-340-1312

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 134,000 (Banning, Beaumont, Cherry Valley, Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, La Quinta, Indio, Coachella, Thermal and Thousand Palms)

**EXPANDED BASIC:** \$32.10 for 51 channels

**PENETRATION:**

**PAY:** 35%  
**DIGITAL:** 19%  
**MODEM:** 10.5%



**TOP EXECUTIVE:** Robert Barlow, president; b. South Bend, IN, 1952; B.A., biological science, M.B.A., finance, Indiana University; immediate past position: regional VP/GM, Time Warner Pinellas County; voice: 760-674-5300; fax: 760-674-2392; e-mail: bob.barlow@twcable.com

## 87 Insight Peoria/Bloomington/Normal, IL

3517 N. Dries Ln.  
Peoria, IL 61604  
309-686-2600

**OWNERSHIP:** Insight  
**BASIC SUBS:** 125,000 (Peoria, County of Peoria, Norwood, Tazewell County, West Peoria, East Peoria, Washington, Creve Coeur, Peoria Heights, Bellevue, Bartonville, Bloomington, Normal, Galesburg, Knoxville, E. Galesburg, Monmouth, Pekin, Groveland, N. Pekin, S. Pekin, Marquette Heights and Green Valley)

**EXPANDED BASIC:** \$34.25-\$37.25 for 52-60 channels

**PENETRATION:**

**PAY:** 53%  
**DIGITAL:** 20%  
**MODEM:** 10%

**TOP EXECUTIVE:** John Niebur, district VP; b. Randolph,

MN, 1956; associate's degree, cable television engineering, Dakota County AVTI, 1976; immediate past position: GM, Insight Bloomington; voice: 309-686-2612; fax: 309-688-9828; e-mail: niebur.john@insight-com.com

## 88 Charter Charleston

4038 Teays Valley Rd.  
P.O. Box 1220  
Scott Depot, WV 25560  
304-757-8001

**OWNERSHIP:** Charter  
**BASIC SUBS:** 124,189 (Shrewsbury, Pinch, Madison, Milton, St. Albans, Wayne, Summersville, Logan, and Kermit, WV, and Jenkins, Prestonsburg and Paintsville, KY)

**EXPANDED BASIC:** \$42.25 for 76 channels

**PENETRATION:** NA

**TOP EXECUTIVE:** Stephen Knouse, operations VP; b. Altoona, PA, 1955; B.S., accounting, Pennsylvania State University, 1976; immediate past position: regional fiscal operations VP, Charter Mid-Atlantic; voice: 304-757-8001; fax: 304-757-5807

## 89 Time Warner Indianapolis

3030 Roosevelt Ave.  
Indianapolis, IN 46218  
317-632-9077

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 120,345 (Indianapolis, Carmel, Zionsville, Fortville, Ingalls, McCordsville, Avon, Pittsboro, Lizton, Marion, Gas City and Jonesboro, and Hamilton, Hancock, Madison, Hendricks, Boone and Grant counties)

**EXPANDED BASIC:** \$35.09 for 71 channels

**PENETRATION:**

**PAY:** 47%  
**DIGITAL:** NA  
**MODEM:** NA



**TOP EXECUTIVE:** Buz Nesbit, division president; b. Columbia, TN; B.A., political science, Memphis State University, 1977; immediate past position: VP/GM, Time Warner Florida; voice: 317-632-9077 ext. 501; fax: 317-632-5311; e-mail: buz.nesbit@twcable.com

## 90 Time Warner Jackson/Monroe

5375 Executive Pl.  
Jackson, MS 39206  
601-982-1187

**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 118,000 (Jackson, Clinton, Madison, Ridgeland, Florence, Richland, Raymond, Bolton, Edwards, Pearl River Valley Water Supply

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# 100

District, Hinds County., Madison County and Rankin County, MS, and Monroe, West Monroe, Ouachita Parish and Richwood, LA)

**EXPANDED BASIC:** \$39.69 for 73 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** William Farmer, president; b. High Point, NC, 1955; B.A., radio/TV/motion pictures, University of North Carolina, 1977; immediate past position: GM, Wade Cablevision Philadelphia; voice: 601-982-1187, ext. 3882; fax: 601-982-9532; e-mail: Bill.Farmer@twcable.com

**91**  
**Time Warner El Paso**  
7010 Airport Rd.  
El Paso, TX 79906  
915-772-1123

**OWNERSHIP:** Texas Cable Partners LP  
**BASIC SUBS:** 117,781 (Anthony, Canutillo, Clint, El Paso, El Paso County, Fabens, Fort Bliss, Horizon City, La Mesa, San Elizario, Socorro and Vinton, TX, and Anthony, Del Cerro, Dona Ana County, Mesquite, San Miguel, Santa Teresa, Sunland Park and Vado, NM)

**EXPANDED BASIC:** \$37.50 for 76 channels  
**PENETRATION:**  
**PAY:** 46%  
**DIGITAL:** NA  
**MODEM:** NA



**TOP EXECUTIVE:** Alan Spencer, VP/GM; b. Winnipeg, Canada, 1956; B.S., business, University of Northern Colorado, 1980; immediate past position: VP/GM, Time Warner Fayetteville, NC; voice: 915-775-7456; fax: 915-772-4605; e-mail: alan.spencer@twcable.com

**92**  
**Insight Northeast Indiana**

335 E. 10th St.  
Anderson, IN 46016  
317-913-4755  
**OWNERSHIP:** Insight  
**BASIC SUBS:** 117, 625 (Anderson, Noblesville, Greenfield, Hartford City, Portland, Richmond, New Castle and Lebanon)

**EXPANDED BASIC:** \$35.95 for 59 channels  
**PENETRATION:**  
**PAY:** 41%  
**DIGITAL:** 23%  
**MODEM:** 10%



**TOP EXECUTIVE:** Sean Hogue, director of operations; b. Denver, 1963; B.A., management, Western State College, 1987; immediate past position: GM, AT&T Broadband, Chico, CA; voice: 765-646-9104; fax: 765-649-1532; e-mail: hogue.s@insight-com.com

**93**  
**Insight Springfield**

711 S. Dirksen Pkwy.  
Springfield, IL 62703  
217-788-5898  
**OWNERSHIP:** Insight  
**BASIC SUBS:** 116,353 (Springfield, Decatur, Lincoln, Quincy and Macomb, IL)

**EXPANDED BASIC:** \$20.60-\$26.80 for 34-43 channels  
**PENETRATION:**  
**PAY:** 57%  
**DIGITAL:** 20%  
**MODEM:** 6%

**TOP EXECUTIVE:** Libbie Stehn, GM; b. Winona, MN, 1957; attended University of Illinois; immediate past position: regional director of business operations, Insight Communications; voice: 217-788-5898 ext. 668; fax: 217-788-8093; e-mail:

**94**  
**Time Warner Waco**

215 Factory Dr.  
Waco, TX 76714  
254-776-1141  
**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 114,000 (Woodway, Hewitt, Robinson, Beverly Hills, Lorena/Bruceville, Eddy, McGregor, Temple, Cooperas Cove, Harker Heights, Lacy Lakeview, Killeen, Waco, Temple, Belton, Nolanville, Bellmead and Fort Hood, TX)

**EXPANDED BASIC:** \$31.95-\$38.35 for 78 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Johnny Mankin; b. Tyler, TX; immediate past position: district manager, United Cable of Tulsa; voice: 254-761-3700; fax: 254-761-3796; e-mail: johnny.mankin@twcable.com

**95**  
**Adelphia Colorado Springs**

213 N. Union Blvd.  
Colorado Springs, CO 80909  
719-457-4501  
**OWNERSHIP:** Adelphia  
**BASIC SUBS:** 113,000 (Colorado Springs, Monument, Fountain, Security, Widefield and Cascade, CO)

**EXPANDED BASIC:** \$39.95 for 76 channels  
**PENETRATION:**  
**PAY:** 51%  
**DIGITAL:** 46%  
**MODEM:** 13.3%

**TOP EXECUTIVE:** Mike Ross; b. Colorado Springs, CO; B.A., business and marketing, Colorado Mountain College, 1980; immediate past position: GM, AT&T Broadband Baton Rouge; voice: 719-457-4554; fax: 719-457-4503

**96**  
**Comcast Atlanta Perimeter**

3425 Malone Dr.  
Chamblee, GA 30304  
770-559-2846  
**Ownership:** Comcast  
**BASIC SUBS:** 112,464 (Atlanta suburbs, including those in Floyd, Paulding, Rockdale and Walton counties)  
**EXPANDED BASIC:** \$39.93 for 64 channels  
**PENETRATION:** NA  
**TOP EXECUTIVE:** Kirk Dale, VP/GM; B.S., b. Pontiac, MI; degree in electronic engineering, DeVry Institute of Technology, 1987; M.B.A., University of Michigan, 1993; immediate past position: field operations VP, AT&T Atlanta; voice: 770-559-2846; e-mail: Kirk\_Dale@cable.comcast.com

**97**  
**Time Warner Lincoln**

5400 S. 16th St.  
Lincoln, NE 68512  
402-421-0330  
**OWNERSHIP:** Time Warner  
**BASIC SUBS:** 111,000 (17 communities, including Columbus, Fremont, York, Nebraska City and Auburn, NE)

**EXPANDED BASIC:** \$42.15 for 72 channels  
**PENETRATION:**  
**PAY:** 43%  
**DIGITAL:** 28%  
**MODEM:** 16%



**TOP EXECUTIVE:** Beth Scarborough, division president; b. McRae, GA, 1954; A.B.J., journalism, University of Georgia, 1976; M.B.A., University of Georgia, 1979; immediate past position: division president, Time Warner Savannah; voice: 402-421-0330; fax: 402-421-0305; e-mail: beth.scarborough@twcable.com

**98**  
**Time Warner Maine**

118 Johnson Rd.  
Portland, ME 04102  
207-253-2200  
**OWNERSHIP:** Time Warner  
**Basic subs:** 110,000 (Portland, Biddeford, Cape Elizabeth, North Berwick, Casco, Ogunquit, Cumberland, Wells, Falmouth, York, Gray, Old Orchard Beach, Gorham, Saco, New Gloucester, North Yarmouth, Pownal, Raymond, Scarborough, South Portland, Westbrook, Yarmouth, Presque Isle, Caribou, Westfield, New Sweden, Woodland, Caswell, Limestone, Fort Fairfield and Connor)  
**EXPANDED BASIC:** \$39.25 for 75 channels  
**PENETRATION:** NA



**TOP EXECUTIVE:** Keith Burkley, division president; M.Tel., University of Denver; immediate past position: division president, Time Warner Bakersfield; voice: 207-253-2310; fax: 207-253-2404; e-mail: keith.burkley@twcmaine.com

**99**  
**Charter Fond du Lac**

165 Knights Way  
Fond du Lac, WI 54935  
920-907-7720  
**OWNERSHIP:** Charter  
**BASIC SUBS:** 107,051  
**EXPANDED BASIC:** \$42.95 for 76 channels

**PENETRATION:** NA  
**TOP EXECUTIVE:** Lisa Washa, VP, operations; b. St. Paul, MN, 1963; studied business administration at University of Wisconsin-Stevens Point and hotel/restaurant management at University of Wisconsin-Stout; immediate past position: group manager, Marcus Cable; voice 920-907-7720, ext. 1700; fax: 920-907-7723; e-mail: lwasha@charter-com.com

**100**  
**Time Warner Rio Grande Valley**

2921 South Expressway 83  
Harlingen, TX 78551  
956-425-7880  
**OWNERSHIP:** Texas Cable Partners.  
**BASIC SUBS:** 106,362 (Alamo, Alton, Brownsville, Cameron County, Combes, Donna, Edcouch, Edinburg, Elsa, Escobares, Garciasville, Harlingen, Hidalgo County, Indian Lake, La Feria, La Grulla, La Joya, La Villa, Laguna Heights, Laguna Vista, Las Milpas, Lopezville, Los Fresnos, Lyford, McAllen, Mercedes, Mission, Olmito, Palm Valley, Palmhurst, Palmview, Penitas, Pharr, Port Isabel, Primera, Rancho Viejo, Raymondville, Rio Del Sol, Rio Grande City, Rio Hondo, Roma, San Benito, San Juan, Santa Rosa, South Padre Island, Starr County, Sullivan City, Weslaco and Willacy County, TX)

**EXPANDED BASIC:** \$36.33 for 73 channels  
**PENETRATION:**  
**PAY:** 30%  
**DIGITAL:** NA  
**MODEM:** NA

**TOP EXECUTIVE:** Sal Grenillo, GM; b. Detroit, 1943; attended Hampton Institute; immediate past position: VP, deployments and operational planning, High Speed Access Corp., Denver; voice: 956-412-5451; fax: 956-425-5756

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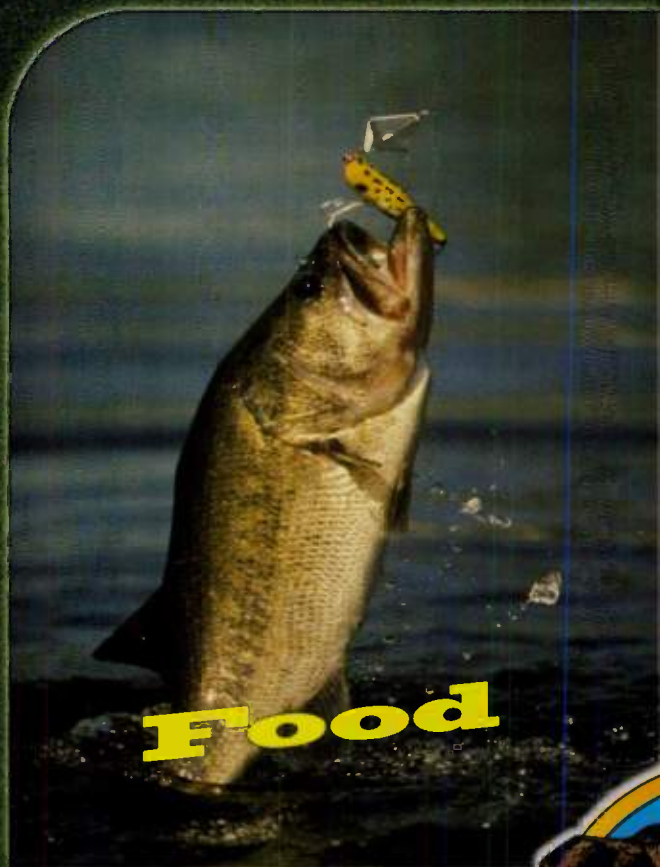
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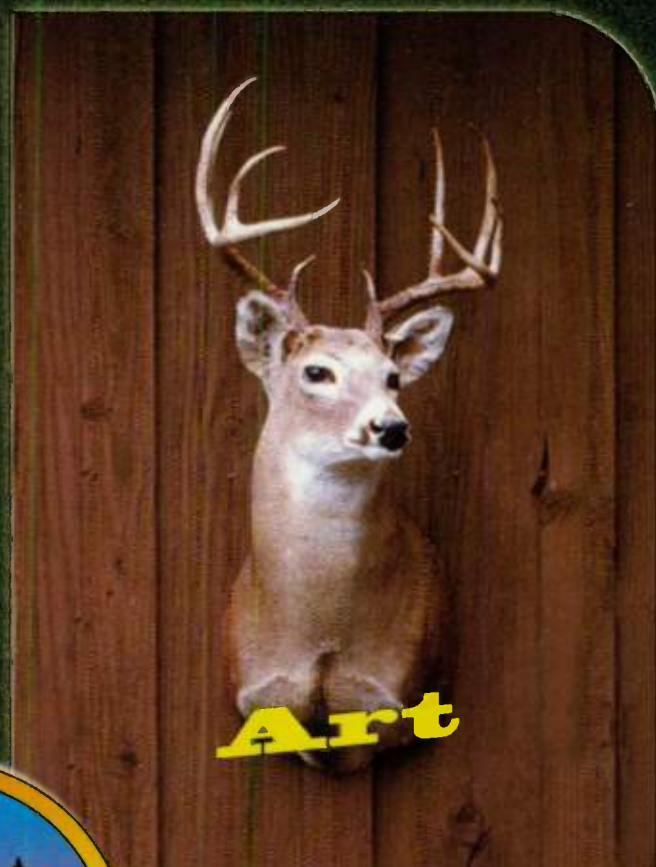
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Brennan, Leo	Cox Orange County	14B	McCollum, Gary	Cox Northern Virginia	14B
Brett, Larry	Adelphia Southeast Region	10B	McMillan, Doug	Comcast Jacksonville	16B
Bridges, J. Rob	Charter Suburban Atlanta	18B	McMillan, Ron	Time Warner Houston	8B
Brooks, Kirby	Comcast Richmond	18B	McQuinn, Jeffrey	Time Warner Tampa Bay	8B
Brown, Eric	Time Warner Minnesota	16B	Moel, Robert	Time Warner Kansas City	14B
Burch, Steve	Comcast Atlantic Division	8B	Montgomery, Ann	Comcast Dallas	10B
Burkley, Keith	Time Warner Maine	20B	Nesbit, Buz	Time Warner Indianapolis	18B
Capranica, Greg	Comcast Atlanta North	14B	Niebur, John	Insight Peoria/ Bloomington/Normal	18B
Carstensen, W.H. "Chip"	Toledo Buckeye CableSystem	18B	Pagano, Stephen	Time Warner Albany	14B
Caudill, Virgil	Comcast Middle Tennessee	14B	Picciolo, Debi	Comcast Southern California	10B
Champion, Gordon	Charter Worcester	16B	Reed, Virgil	Time Warner Cincinnati	12B
Cleland, Mike	Comcast Greater Detroit	8B	Rigsby, John	Time Warner Central Florida	8B
Contos, Pennie	Adelphia Southeast Southern California	12B	Rizley, Stephen	Cox Phoenix	10B
Cotter, Mary	Time Warner Syracuse	12B	Rizley, Stephen	Cox Tucson	18B
Dale, Kirk	Comcast Atlanta Perimeter	20B	Robertson, Rusty	Comcast Indiana	18B
DeGrazia, Gerald	Time Warner Western Ohio	10B	Rosenblum, Barry	Time Warner New York & New Jersey	8B
Dettweiler, Lisa	Comcast New Mexico	16B	Ross, Mike	Adelphia Colorado Springs	20B
Deutsch, Dan	Adelphia Desert Coastal Los Angeles	10B	Sansom, Doug	Comcast Pittsburgh	10B
Deyo, Dean	Time Warner Memphis	16B	Scarborough, Beth	Time Warner Lincoln	20B
Dolan, James	Cablevision Greater New York	8B	Schena, Don	Comcast Bay Area	8B
Doyle, Mike	Comcast Eastern Division	8B	Schwall, Jeffrey	Time Warner San Diego	16B
Dvoskin, Steve	Comcast Florida Gulf Coast	10B	Scott, Jon	Time Warner Binghamton	16B
Ellason, Pete	Charter Los Angeles	18B	Smith, Nate	Oceanic Time Warner Hawaii	12B
Farmer, William	Time Warner Jackson/Monroe	18B	Spencer, Alan	Time Warner El Paso	20B
Feige, Thomas	Time Warner Los Angeles	12B	Spoelman, Dan	Charter Ft. Worth	16B
Fraas, Rhonda	Time Warner Columbus	12B	Stackhouse, Joe	Comcast Greater Chicago	8B
Fry, Stephen	Time Warner Northeast Ohio	12B	Stanley, Jack	Time Warner Greensboro	12B
Geppert, William	Cox San Diego	10B	Stehn, Libbie	Insight Springfield	20B
Germano, Rick	Comcast Seattle	8B	Sweeney Jr., James	Adelphia New England	10B
Graff, Gregg	Insight Louisville	14B	Vannest, LaFawn	Charter Reno	18B
Gregory, L. Keith	Cox Pensacola	18B	Vines, Jacqueline	Cox Baton Rouge	16B
Grenillo, Sal	Time Warner Rio Grande Valley	20B	Wahl, Bob	Adelphia Great Lakes Region	8B
Henninger Curt	Comcast Oregon & Southwest Washington	10B	Washa, Lisa	Charter Fond du Lac	20B
Hevey, Carol	Time Warner Milwaukee	10B	Waterfield, Gary	Comcast Salt Lake City	14B
Hewitt, Michael	Comcast Atlanta Central	16B	Wharton, Connie	Cox West Texas	14B
Hirsch, Jeffrey	Time Warner Rochester	14B	White, Mary L.	Comcast Denver	10B
Hogue, Sean	Insight Northeast Indiana	20B	Wright, Bill	Comcast St. Paul	12B

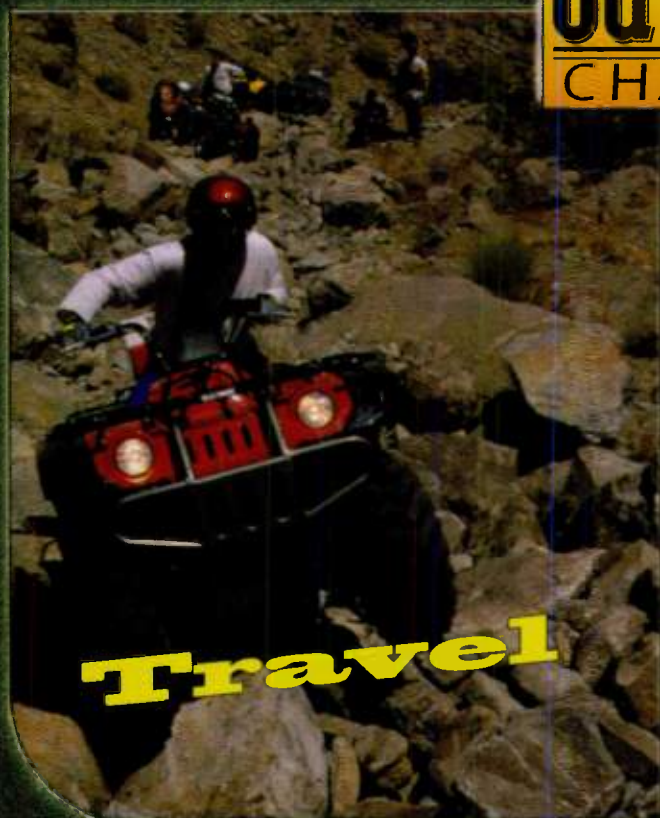
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## WASHINGTON

## Foes Say Spectrum Fee Will Fall

But it may be tougher to get out of the budget this year

BY BILL MCCONNELL

**L**ike gardeners fighting a tenacious weed, broadcasters again will spend political capital this spring clearing a proposed spectrum tax from the federal budget.

Nobody in the industry seems particularly worried about the ultimate success of their effort—many a spectrum tax has sprouted before, and none has survived—but they acknowledge that the roots will be a bit tougher to extract than those of similar proposals.

"In years past, the degree of difficulty in killing the spectrum fee ranked a 1 on a scale of 1 to 10. Now it's a 3," said one industry source. "The outcome is the same: It will not see the light of day."

For the moment, page 300 of the 2004 budget states: "To encourage television broadcasters to vacate the analog spectrum after 2006, as required by law, the Administration is proposing legislation authorizing FCC to establish an annual lease fee totaling \$500 million for the use of analog spectrum by commercial broadcasters beginning in 2007."

So why has this spectrum tax gained a little more traction? Policymakers face not only the ever-present need for new money but also are under increasing pressure to sell analog TV spectrum to wireless companies and others hoping to roll out cutting-edge services.

Under the president's plan, TV stations would pay a tax on their analog spectrum beginning in 2007, one year after the government's ostensible target date for completing the switch to all-digital TV broadcasting and retrieving spectrum now used for analog channels.

Wireless companies that covet the frequencies are pushing what they call a "squatters tax" because it's clear to them that too few consumers will have digital TV sets by 2006 to meet the 85% penetration test that will legally trigger the analog giveback. That push, however, does not appear to be a match for the broadcast lobby.

Few in the broadcast industry will diss the president's plan on the record, lest ticked-off officials ramp up the degree of difficulty to a 4 or 5, but annoyance rather than fear seems to be the reigning sentiment of network and TV-group owners.

The National Association of Broadcasters will again take the lead in fighting the proposal.

"Free, over-the-air broadcasters are doing everything possible to complete the transition

to digital," NAB President Eddie Fritts said in a statement. "Congress has wisely rejected spectrum taxes on broadcasters for the past several years, because lawmakers recognize the timetable for the transition to digital television will be determined by consumer acceptance and not by arbitrary government dictates."

Those lawmakers are searching for ways to speed the transition, but Rep. Billy Tauzin (R-La.), chairman of the House Energy and Commerce Committee, has dismissed the idea. "We want the spectrum back as soon as possible, but we don't think a squatters tax is the best way," said Tauzin spokesman Ken Johnson. "Smaller stations might find it's cheaper to pay the fee and sit on the spectrum than convert to digital." Johnson said that alternatives to pushing the DTV switch are being considered, including DTV legislation Tauzin hopes to submit this year.



**'Congress has wisely rejected spectrum taxes on broadcasters for several years, because lawmakers recognize the timetable for the transition will be determined by consumer acceptance.'**

**EDDIE FRITTS,**  
NAB

The bill is expected to address a number of DTV issues by requiring affiliates to pass through a network's entire digital signal without degradation, mandating that all TV sets recognize a "broadcast flag" that prevents unauthorized copying, prohibiting manufacture of sets with analog outputs, and forcing cable operators to transmit "plug-and-play" signals that don't need set-top converters.

A previous Tauzin bill called for a hard 2006 date for retaking analog spectrum, but the prospect of a potential consumer backlash makes revival unlikely.

Senate Commerce Committee Chairman John McCain (R-Ariz.) has included spectrum fees as part of his campaign-finance-reform drive, but that element of his push has gained little traction on Capitol Hill.

Broadcasters point out that the 2006 deadline was created to satisfy Clinton-era budget balancing and was not based on realistic estimates of how long it would take consumers to adopt DTV. Punishing broadcasters for not meeting an unrealistic deadline is unfair, they say.

Public advocates have mixed feelings about spectrum fees. On one hand, they say, broadcasters have not lived up to their promises to convert to DTV quickly, and they see nothing wrong with penalizing them for sitting on their spectrum. On the other hand, they are troubled by government's apparent willingness to view spectrum sales and fees as a cash cow. "Traditional public-interest concerns get squeezed out by the overwhelming need to balance the budget," said Harold Feld, Media Access Project associate director. ■



## CAPITAL WATCH

## Clear Channel Beefs Up in D.C.

Clear Channel has added two Capitol Hill staffers to its new Washington lobbying offices. Robert Fisher, a Republican telecommunications aide with the Senate Commerce Committee, and Brendan Kelsay, a Democratic telecom aide with the House Energy and Commerce Committee, will join the company March 3.

Fisher's hiring gives the company some much-needed GOP representation and a conduit for contacts with the majority party. "We couldn't be more thrilled they're joining our team," said Andrew Levin, who heads Clear Channel's Washington office. Levin, a former aide to Rep. John Dingell (D-Mich.), became Clear Channel's first in-house lobbyist when he joined the company in December.

## ENG Plan by September

Just how much money broadcasters will be entitled to receive for relinquishing backhaul, or electronic-newsgathering, spectrum to satellite communications companies will be outlined before Sept. 6, when mandatory negotiations between the two industries expire.

The FCC said as much in a ruling last week. Backhaul is located on the 2GHz swath of spectrum and is used to transmit news and sports from remote locations back to studios. The FCC is requiring broadcasters to relinquish 35 MHz of the band and will shrink the size of ENG channels. Broadcasters are entitled to compensation if they have to buy new equipment, but negotiations over specifics have dragged on since summer 2000.

## Probation for Pirate

An Orlando, Fla., pirate DJ who broadcast under the on-air name "Copafeel" has been sentenced to 18 months probation, including four months of home detention, the FCC said last week. The pirate operated War 94, an unlicensed hip-hop station. He pleaded guilty in November to seven counts of unlicensed operation. His given name is Benjamin Leroy Carter. The native of Haiti also goes by the name Malik Abdul.

## Lawmakers Push Broadband Tax Breaks

Reps. Philip English (R-Pa.) and Robert Matsui (D-Calif.) have reintroduced a bill to give tax breaks to companies that build broadband distribution facilities in rural and underserved areas. The Broadband Internet Access Act of 2003 would provide a 10% tax credit to companies that provide "current-generation" facilities capable of delivering at least 1.5 million bits per second to a subscriber. A 20% credit would be provided to companies that construct "next-generation" networks capable of delivering 22 million bits per second.

## Bush Rallies 'Armies of Compassion'

A martial-sounding President George W. Bush last week praised religious broadcasters for bringing "words of truth, comfort and encouragement into millions of homes," saying, "America is grateful."

In a speech to the National Religious Broadcasters convention in Nashville, Tenn., Bush said America's "deep and diverse" beliefs were one of the country's strengths. "In scripture, God commands us to reach out to those who are different and to reconcile with each other." That and a couple of explicit Muslim references were as close as the speech came to addressing criticisms over words of Islam exclusion that have been uttered by some religious broadcasters. The references included citing the crescent as one of the symbols that should not be discriminated against and talking of not denying federal assistance to certain Christian, Muslim or Jewish schools.

## ROBERTS TO BE HONORED BY NAB



**A**BC chief congressional analyst Cokie Roberts will receive NAB's Distinguished Service Award April 7 during its annual convention in Las Vegas. Roberts, who is also an analyst for NPR, is no stranger to the winner's circle. Her other accolades include an Edward R. Murrow and an Emmy. She has been with ABC since 1988 and before that contributed to the *MacNeil-Lehrer NewsHour*.

# TECHNOLOGY

## Sony Aims To Change Broadcast Workflow



New HDC-F950 portable camera can be connected to new HDCAM SR recorders.

BY KEN KERSCHBAUMER

**S**ony officially ended its streak of relatively quiet NAB product introductions last week with the unveiling of its optical disk product line.

"These products are designed to change the way workflow runs in station operations," says Alec Shapiro, Sony vice president, marketing communications.

The optical-disk system is expected to attract the most attention at Sony's NAB booth in April. Using blue-laser technology (not Sony's Blu-Ray as reported

in Top of the Week last week), the new optical-disk system is capable of reaching the data rates required for professional-quality recording.

### HIGHER THROUGHPUT

Blue laser allows up to 27 GB to be stored on each layer of the disk, and throughput is up to 144 Mb/s thanks to a cartridge case that has two ports into the data.

"It also uses MXF for file structure inside the disk, another change from Blu-Ray," says Hugo Gaggioni, Sony Business Solutions and Systems chief technology officer and vice president of business development. It can record in MPEG-IMX,

DV, or MPEG Long GOP formats.

Sony will offer two camcorders and three recording decks based on the format. A DVCAM camcorder can capture 29.97 frames per second interlace natively or 29.97 progressive with an accessory board. The other camcorder, a DVCAM/ MPEG IMX, can record MPEG IMX material at 30, 40 or 50 Mb/s.

The MPEG Long GOP format groups 15 frames at a time and, at 15 Mb/s, offers the same quality of production as I-frame only, which handles just one frame at a time at 50 Mb/s. In the end, it will be up to users to decide whether they're comfortable with Long GOP algorithms.

The feature that holds the most promise is the camcorders' ability to record a low-resolution MPEG4-based proxy-video version of captured content simultaneously with the capture of high-resolution images. Gaggioni says the low-res version can be sent at up to 60 times real time to an editing system so that an edit decision list can be created. Once the list is created, the low-res proxy video can be reimported into the camera, making the disk ready for conforming final content.

Files in the Media Exchange Format (MXF) can be sent via TCP/IP over a Gigabit port at approximately 300 Mb/s.

Another important feature is a 2.5-inch color LCD monitor that shows the first frame of video for each clip. Users can select the clips they need and have the camera send only those segments to the editing system.

"Up to 45% of the time of editing is wasted searching for images," says Gaggioni. "The quick picture search and scene selection mean users don't have to waste transmission time by sending content they don't want."

The three decks are a battery-powered portable viewer with an LCD monitor; an optical-disk studio recorder that handles both DVCAM and MPEG IMX recording and playback; and a half-rack feeder optical-disk recorder for nonlinear editing.

**CUTTING WASTED TIME**

Sony is aware that a radical new concept like optical-disk recording will take some time to catch on. For that reason, the company says, the format is designed to work alongside tape-based operations and can be easily connected to more-traditional tape-based facilities. Products like Sony's eVTR will serve as a bridge between tape-based and disk-based operations.

### NAB preview

"People will need to learn to appreciate the changes in the workflow this offers," says Gaggioni. "Tape and optical will co-exist as the interfaces are seamless."

Sony will also debut two new cameras at NAB. The HDC-910 studio camera uses Super IT CCDs to capture 1080i images at 60, 59.98 and 50 frames per second. It will be available in July priced at \$80,000.

A new CineAlta camera, the HDC-F950 portable, also is 4:4:4 and can be connected via dual HD-SDI to the new HDCAM SR recorders or to third-party hard disks. A 3-Gb/s fiber-optic link can also be used for a camera-control unit, extending the cable length when the camera and CCU are separately powered. The new camera is priced at \$115,000; the control unit, at \$45,000. Both will be available in October.

**HD CAPABILITY NEAR**

With new low-cost HDCAM products (see box) coupled with the new optical disk technology Sony will give NAB attendees much to think about. One of the questions that will be on attendees' minds is, if they make the jump to optical disk, will the investment become obsolete when HDTV production needs become the standard?

Thorpe says no, because the system will continue to advance. He and the others at Sony expect the optical-disk system to be HD-capable within a few years time. That may seem like a lofty goal given how long it took the industry to get to its current level.

"It took us 50 years of tape development to get to where we are today, and optical is already almost at the same level," says Shapiro. "Optical is an IT technology. Think about the speed that it's going to progress at. It will be much, much faster than tape's progression." ■

## New Capabilities, Lower Cost for Sony's HDCAM Product Line

**B**esides moving toward a hybrid optical/tape future, Sony is continuing to advance its HDCAM product line. The biggest development is the new HDCAM-SR VTR, a deck that can record up to 600 Mb/s, with 450 Mb/s dedicated to the video portion. It will also be able to migrate up to 900 Mb/s and will play a role in Sony's 1080/60p development.

According to Larry Thorpe, senior vice president, Content Creation Systems, Sony Business Solutions and Systems, the VTR brings new capabilities to broadcast use and especially to movie-industry applications. Today's HDCAM decks have a data rate of 140 Mb/s for the video portion and also has prefiltering, which throws away resolution. The new deck is full-bandwidth and has no filtering and much less compression thanks to the 12-bit MPEG-4 studio profile algorithm. It's also backward-compatible.

The deck will go head to head with Panasonic's D-5 deck, which, to date, has been the only multiformat deck for HD mastering. But, at \$88,000, the new Sony studio deck will be solid competition.

And it won't be alone. Joining it is a portable, battery-operated version that can handle cassettes with up to 50 minutes



Sony's new HDCAM-SR VTR can record up to 600 Mb/s, with 450 Mb/s dedicated to video.

recording time. Two can be tied together so that one can record after the other, or they can also be used for 3-D 24p applications.

Other features of the decks include 12 channels of 24-bit audio, with four channels assignable purely to metadata needs.

Lowering HDCAM costs will be the JH1 and JH3 HDCAM video players. The JH1 deck is an HDCAM player, with 1080/50 or 59.94 interlace available for \$12,000. The JH3 deck, designed for HD post-production needs, costs \$22,000 and features a 3:2 downconversion engine. Both are significant reductions over the previous lowest-priced Sony HDCAM deck, which cost \$45,000.

"The intent with those decks is to flesh out the system and make it available for broadcasters to use for more applications," says Thorpe. "It also brings more flexibility to 24p prime time production." —K.K.



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## PEOPLE

## THE FIFTH ESTATER

## Petrick Found a Network To Suit His Style

There's no sports, but he likes targeting young adults

**J**ed Petrick, president and CEO of The WB, always wanted to be in television. He wasn't sure what role he wanted to play—sportscaster, game-show host, network news anchor—but he knew television was for him. He never dreamed, though, of running a broadcast network.

Petrick started his professional life by taking the journey many TV executives do, leaving the East Coast for sunny Los Angeles. Having graduated from Ohio Wesleyan College, he went to live with his uncle, a famed entertainment attorney.

He spent six months commuting on a bicycle from tony Hancock Park to downtown Los Angeles to work the night shift as a copy boy at the *Los Angeles Herald Examiner*. When the holidays came and temperatures remained near 70 degrees, Petrick missed the cold and returned home to New Jersey.

He began his television career as a media planner with Grey Advertising in New York and spent four years helping clients decide where to place their ads for best effect. He then took a job as an account executive at the CBS Television Network after deciding not to go with upstart cable network ESPN, even though his heart was in sports.

Petrick stayed at CBS for five years but found it a less-than-perfect fit. "I was a little more independent, and their way of doing things was more regimented."

In 1988, he heard about a network that was more his style. Rupert Murdoch was launching Fox and planning to target 18- to 34-year-olds with fresh, edgy programming. Jamie Kellner, Garth Ancier and Barry Diller were running it. Petrick got hired on, reporting to John Nesvig, who came to the network from NBC.

Seeing a chance to finally get involved with sports, he began working on a plan to bring to Fox the big sports packages: the National Football League, Major League Baseball and the National Hockey League.

"We developed a whole platform to tell the

NFL how important young people were and why Fox was the place to reach them," he says. "Jamie and I set the table really."

Says Kellner, now chairman of Turner Broadcasting System, "It's one of the things that first impressed me about him. I like people who want to contribute more than they are asked."

Fox didn't pick up any major sports contracts while Petrick was there, but his efforts laid the groundwork for many of its later sports deals, including the NFL.

When Murdoch changed direction to target 18- to 49-year-olds and Kellner left, Petrick branched out on his own, starting a sports-marketing business called The 27 Co. Shortly thereafter, though, he became vice president of sales at The Baseball Network, a joint venture of Major League Baseball, NBC and ABC. Major League Baseball's strike in August 1994 stopped that business short, but, luckily for Petrick, Kellner had decided to start up another TV network targeting young adults.

Reading about The WB in May 1994, Petrick wished secretly that Kellner would call. In July, Kellner's assistant phoned, and Petrick knew his chance had come. He started at The WB on his birthday.

Two years ago, Petrick became president and chief operating officer of the young network. He handles the business of producing programming that is mainly targeted at young women and includes not a whiff of sports, but he says he couldn't be happier.

"I think The WB has been successful" he says, "because we've paid attention to our own business, our own goals, and to achieving our own plan and by not being distracted by the successes or failures of others."

His advertisers agree. "He's very straightforward about how his network can benefit

various clients with different targets," says Magna Global USA Chairman Bill Cella. "He's expanding a youth-oriented network to the 25-34 age group. The WB has been very successful with that effort."—Paige Albinak

John Edward  
'Jed' PetrickPresident and COO,  
The WB

B. Oct. 11, 1956, Summit, N.J.

## EDUCATION

BA, journalism, Ohio Wesleyan University, 1977

## EMPLOYMENT

Copy boy, *Los Angeles Herald Examiner*, 1978; media planner, Grey Advertising, New York City, 1979-83; account executive, CBS Television, 1983-88; account executive, Fox, 1988-92; president, The 27 Co., 1992; vice president of national sales, The Baseball Network, 1993-94; senior vice president, media sales, The WB, 1994-2001; current position since 2001

## PERSONAL

M. Patty Keane, Sept. 3, 1988; children: Katherine (9), Kevin (8)



## FATES &amp; FORTUNES

## Broadcast TV

**STEVE CARVER**, regional VP, Tribune Television, and VP/GM, WGN(AM) Chicago, named president/GM WATL(TV) Atlanta.

**JOEL VILMENAY**, general sales manager, WZZM-TV Grand Rapids, Mich., appointed president/GM, KETV(TV) Omaha, Neb.

**POLLY HEATH**, VP, key audiences, America Online, Dulles, Va., named senior VP/CFO, WETA-TV and WETA(FM) Washington.

**JOE COOK**, VP/GM, WVUE(TV) New Orleans, adds regional VP and WALA-TV and WBPB-TV Mobile, Ala., to his duties.

**GLEN P. CALLANAN**, national sales manager, WGN-TV Chicago, joins KPLR-TV St. Louis, as general sales manager.

## Programming

**HAROLD AKSELRAD**, executive VP, business affairs, HBO, New York, adds general counsel to his title.

**LANCE B. TAYLOR**, senior VP, current programs, Fox Broadcasting Company, Los Angeles, joins ABC Entertainment as senior VP, current programming.

AT NBC Entertainment, Los Angeles: **JENNIFER O'CONNELL**, director, movies and miniseries, promoted to VP; **JAMILA HUNTER**, director, alternative programs, promoted to VP.

**DEBORAH LAKE**, senior director, standards, NBC, New York, promoted to VP, commercial standards and program compliance.

**ANITA STEWART**, national marketing and sales director, sponsorship group, PBS, New York, named VP, corporate sponsorship, Sesame Workshop, New York.

**BETH R. NASSBAUM**, senior VP, Dan Klores Communications, New York, appointed VP, public relations, Hallmark Entertainment, New York.

**DAN KENDALL**, VP, network distribution, iBlast Inc., Los Angeles, joins Starz Encore, Englewood, Colo., as division VP, DirecTV.

**PAUL MONTOYA**, senior VP, advertiser sales and new business development, Warner Bros. Domestic Television, Los Angeles, appointed VP, sales and new business development, Paramount Advertiser Services, Los Angeles.

**SHAWN GIANGERUSO**, senior producer, *Catherine Crier Live*, Court TV, New York, promoted to supervising producer.

## Journalism

**CORY JOHNSON**, editor-at-large, *Industry Standard*, San Francisco, joins CNBC, Palo Alto, Calif., as Silicon Valley correspondent.

STEVE CARVER  
WATL(TV) AtlantaJOEL VILMENAY  
KETV(TV) Omaha, Neb.

## Radio

**MARK KRIESCHEN**, director, sales, WGN(AM) Chicago, promoted to VP/GM.

## Internet

At MSNBC.com, New York: **MARY PARIS**, director, business development, NBC, joins as director, cross media sales; **THOMAS BOSCO**, founder, Compare Credit Cards Online, New York, joins as regional sales director, East and Midwest; **HOLLY HERITAGE**, sales director, Economist Group, joins as regional sales manager, Chicago.

## Advertising/Marketing/PR

At Arbitron, New York: **LINDA DUPREE**, senior VP, advertiser/agency services, promoted to senior VP, portable people meters; **BRAD FELDHAUS**, director, strategic initiatives, radio station services, promoted to VP, radio product management and client services; **PAT DUGGAN**, manager, client services, will retire in March.

At National Cable Communications: **BRUCE RAISNER**, director, training, eBusiness applications, Boston, promoted to VP, customer relations; **MICHELLE GOYETTE**, controller, Bloomfield, N.J., named VP/controller; **PETER D'URSO**, regional sales manager, Bravo, Dallas, and **APRIL PANSTER**, account executive, AT&T Media Services, Miami, join as account executives, New York.

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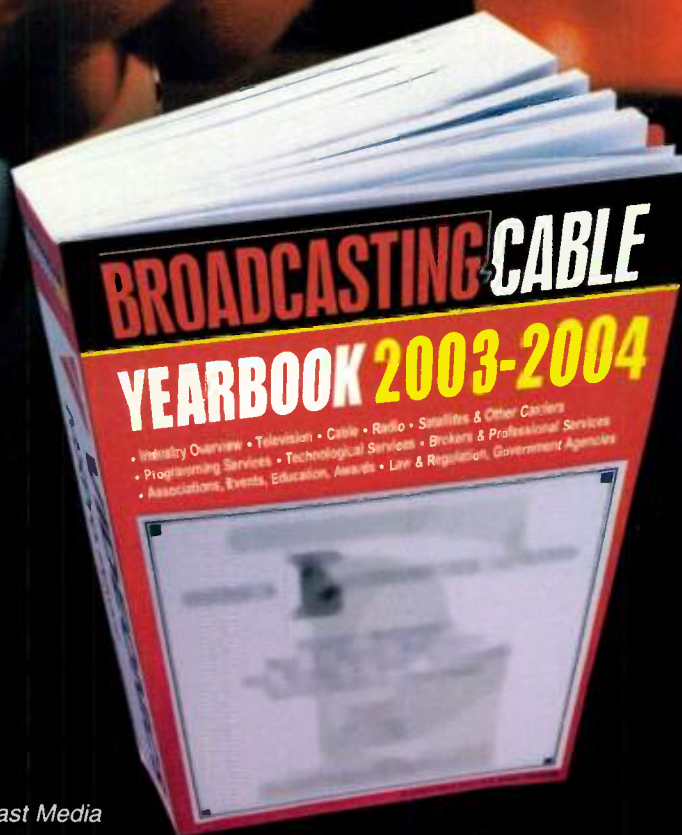
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## FACETIME



## Chairmen on Board

Court TV Chairman and CEO Henry Schleiff (l) and AOL Time Warner Chairman and CEO Richard Parsons were happy to be at the We Are Family Foundation ceremony last month.

Schleiff was honored with the foundation's Visionary award for raising awareness about social and judicial issues through Court TV's programs. R&B diva Diana Ross was also honored.

We Are Family, lead by musician Nile Rodgers, was founded to support programs that encourage multiculturalism, family values and tolerance.

## Russert Talks Politics in Hollywood



Tim Russert (c), managing editor and moderator of NBC's *Meet the Press*, was at the Hollywood Radio & Television Society Newsmaker Luncheon in Beverly Hills last week to discuss the role of the media in a time of threatening war.

Also participating in the discussion (l-r): FX's Kevin Reilly, president, HRTS; NBC's Jeff Zucker; ABC's Andrea Wong; and Andy Friendly, consultant to NBC.

**PETER LIGUORI** (c), president and CEO of Fox Cable Networks, and **DOUG HERZOG** (r), president of USA Networks, sit on the couch for *EI*'s *Revealed* host, **JULES ASNER**. The two cable execs were at the Cabletelevision Advertising Bureau's conference last week to discuss their programming strategies.



## Cheney Wants Fire To Cool

In a C-SPAN interview, Lynne Cheney (below), wife of the vice president and a former (1996-98) host of CNN's *Crossfire*, has some surprising criticism of the show these



days. While attending C-SPAN's National Affiliate and Educator Conference in Washington last Monday, Cheney was asked by the cable net's Brian Lamb what she thought of *Crossfire*'s confrontational over-

tones. She replied candidly, "I think we now live in times that all of us recognize are so serious, that [it] doesn't feel quite as much fun as it used to. It used to be fun, and I don't think we think that these topics are so much fun now."

Cheney was at the two-day conference to discuss her recent children's book, *America: A Patriotic Primer*.



Trio Vice President of Original Programming **ANDREW COHEN** (l) keeps a straight face next to **DENNIS HOPPER** and wife **VICTORIA**, as the three posed a couple of weeks ago at The Egyptian Theater in Los Angeles when Trio screened the documentary *Easy Riders, Raging Bulls*. Hopper directed and co-wrote the doc with fellow actor Peter Fonda. *Easy* airs on March 9.



## DATE BOOK

## MAJOR MEETINGS

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: Mona Gabbin, 202-775-2521.

April 7-9

**Radio-Television News Directors Association** RTNA@NAB—International Conference and Exhibition. Las Vegas Hilton, Las Vegas. Contact: Rick Osmanski, 800-80-RTNDA.

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.

Oct. 1-3

**National Association of Broadcasters** Radio Show. Philadelphia. Contact: 202-429-5300.

## Media Biz Quiz

1) PGA Champions Tour golfer Fuzzy Zoeller was disqualified from a tournament because:

- A) Rule 1489.3 states that no golfer shall have more than two z's in his name.
- B) The former Masters champion told a radio reporter he planned to play this year's Masters in drag.
- C) His demonstration shots (on the tournament course) for a Florida TV reporter violated a no-practice rule.
- D) He chanted "miss it, miss it" while Jack Nicklaus was lining up a putt.

2) Paris Hilton is:

- A) The new site of next year's

NATPE convention and show.

- B) The lead character in a USA Network remake of *Hotel*.
- C) One of the heiresses in Fox's new reality show *The Simple Life*.
- D) The setting of a new reality show, *Insult the French*.

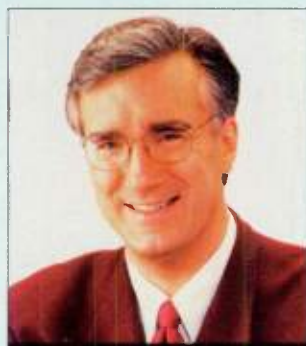
3) Which of the following is *not* an actual academic paper based on *The Simpsons*?

- A) Advertising of America's Beer Companies and the Duff Corporation.
- B) An Analysis of the Medical Care in *The Simpsons*.
- C) Engaging Students With Significant Mathematical Content From *The Simpsons*.
- D) Avogadro's Wrong Number:

Pseudo Science in *The Simpsons*.

4) After the success of *Meet My Folks*, NBC is planning a spin-off of sorts. It's called:

- A) Meet My Folks' Psychologists.



Can't Olbermann hold a job?

B) Who Wants To Marry My Mom?

- C) Guess What Boring Story My Parents Will Tell.
- D) Secrets My Parents Told Me About Each Other.

5) Counting his new gig as a host of NBC's cable coverage of the 2004 Summer Olympics on CNBC and MSNBC, Keith Olbermann has now worked for:

- A) CNN, ESPN, Fox Sports, MSNBC, CNBC, NBC and ABC Radio.
- B) CBS, ESPN, Westwood One, Bravo, CNBC, MSNBC and FX.
- C) ESPN, ABC, Comedy Central, CNBC, MSNBC and the now-defunct Ha!

D) ESPN, C-SPAN, HBO, E!, CNBC, MSNBC, PBS.

6) According to a new survey, there's more "sex" on television, but

- A) afterward, only 6% of the participants smoke!
- B) they use fewer positions.
- C) there's less foreplay.
- D) more people practice safe sex.

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**Technology Focus:** *Underscores Broadcasting & Cable's commitment to routinely cover 6 pressing technological issues, at both the station and operator level. Weekly, Broadcasting & Cable will devote coverage to these issues.*

## ■ **DTV: Migration to Digital:**

The migration to digital continues to move forward, as stations and cable operators search for proper balance of services and solutions. This focus will update readers on the latest trends, from the aisles of consumer electronics stores to the halls of Washington.

**ISSUE DATE:** **Mar. 3, 2003**

**SPACE CLOSE:** Feb. 21, 2003

**MATERIALS CLOSE:** Feb. 25, 2003

**BONUS DISTRIBUTION AT**  
AHAA \Media Conf., New Orleans, 3/5-3/7

## ■ **Interactive Media:**

It's all about critical mass, and with broadband and digital cable showing gains so too will interactive media. Cable operators and content providers will discuss how they're deploying interactive services, VOD and SVOD and why this once-again growing industry segment will be important.

**ISSUE DATE:** **Mar. 10, 2003**

**SPACE CLOSE:** Feb. 28, 2003

**MATERIALS CLOSE:** Mar. 4, 2003

## ■ **News Technology:**

Most local news operations continue to provide an important revenue stream, along with valuable and distinct content. The tools of the TV news trade are constantly evolving. This focus will look at the latest trends and how news operations are improving their on-air look with behind-the-scenes tools.

**ISSUE DATE:** **Mar. 17, 2003**

**SPACE CLOSE:** Mar. 7, 2003

**MATERIALS CLOSE:** Mar. 11, 2003

## ■ **Traffic & Sales Automation:**

Today's broadcast facilities are a complex mix of cables, servers and computer files. As such, the automation system which plays traffic cop, gets the burden of keeping things running smoothly. This focus is all about tips and trends, providing direction for stations to help maximize the potential of their facilities.

**ISSUE DATE:** **Mar. 24, 2003**

**SPACE CLOSE:** Mar. 14, 2003

**MATERIALS CLOSE:** Mar. 18, 2003

**BONUS DISTRIBUTION AT**  
Great Lakes Cable Expo, Indianapolis, 3/26-3/27  
AHAA Conference Dallas, TX, tbd

## ■ **Servers Storage and Networking:**

Servers, Storage and Networking comprise one of the biggest issues and trends in the broadcast industry: the move to a digital infrastructure. This section will look at recent installations, new products and developments in this ever-growing sector.

**ISSUE DATE:** **Mar. 31, 2003**

**SPACE CLOSE:** Mar. 21, 2003

**MATERIALS CLOSE:** Mar. 25, 2003

**BONUS DISTRIBUTION AT**  
CTPAA Forum 2003, Washington, DC, 3/30-4/2



# CLASSIFIEDS

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### Finance Careers

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### News Careers

#### ANCHOR/REPORTER

Deliver news on air during regularly-scheduled newscasts, special programs, or story assignments and contribute to station website. Report, research, cover, write, edit TV news stories. Must have 2-3 years commercial TV newsroom reporting/anchoring experience. One person band experience a plus. Must be willing to work any shift including weekends. Send resume and non-returnable tape to: Yuki Atsumi, Box # BC217, 360 Park Avenue South, New York, NY 10010

#### ANCHOR

WFMJ-TV has an immediate opening for a morning newscast anchor. Serious candidates will have previous reporting and anchoring experience. This is a top-rated morning newscast and the position requires strong on air and leadership skills. We are looking for someone who can do hard news and still have fun. Send tape, resume and references to: Mona Alexander, News Director, WFMJ-TV, 101 W. Boardman Street, Youngstown, Ohio 44503, EOE. No phone calls.

#### REPORTER

WYFF-TV, a Hearst-Argyle NBC affiliate, is searching for a reporter, a digger and storyteller with exceptional writing, reporting and live skills. College degree and two years of experience required. Tape/Resume to Andy Still, News Director, 505 Rutherford Street, Greenville, SC, 29609. EOE

#### PHOTOJOURNALIST

Do you have a passion for great pictures and sound? Do you relish an atmosphere where your ideas count? If so, there is a rare opportunity to join our team. At least one year of experience in commercial television required. Resume/tape to John Hendon, Assistant Chief Photojournalist, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. EOE

#### TV NEWS REPORTER/ANCHOR BILINGUAL (SPANISH-ENGLISH)

Three-to-five years commercial TV news reporting/anchor experience required. Bilingual (Spanish-English) a must. Superior on air abilities, especially including LIVE extemporaneous reporting essential. Seasoned news judgment, versatility, and the flexibility to adjust to varied work schedules necessary. College degree in journalism and/or related field and a strong academic record definite asset. Working knowledge of NewsStar computer system or computer expertise a plus. Initiative, enterprise abilities, work ethic, and team philosophy required. Must be able to continue to learn and grow with critiquing. This is not an entry-level position. Qualified applicants only should submit letter, resume and a non returnable videotape of on air work sample to: News Director, WISH TV, 1950 North Meridian St., Indianapolis, IN 46202. M/F EEO

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Contact: Yuki Atsumi by  
Phone: 646-746-6949  
Fax: 646-746-6954  
or Email:  
[yatsumi@reedbusiness.com](mailto:yatsumi@reedbusiness.com)

## ALLIED FIELDS

### Royalty Administration

#### CABLE & SATELLITE RETRANSMISSION ROYALTY ADMINISTRATION

Major trade association in Washington, DC seeking individual to work with association VP in the administration of cable and satellite retransmission royalties. We seek the following skills and background: Minimum of Bachelor's degree in accounting / business / economics / statistics / law. Detail-oriented with facility with numbers. Excellent public speaking skills (to appear as witness in litigation). Must be service-oriented and enjoy working with people. Good research and writing skills. Facility with Word/Excel/Access, etc. FCC/Copyright experience a plus. Experience in tv / cable / satellite industries a plus. Experience with television ratings a plus. Legal experience a plus. Please send resume by March 14 to Yuki Atsumi, Box # BC203, 360 Park Avenue South, New York, NY 10010 or email to [yatsumi@reedbusiness.com](mailto:yatsumi@reedbusiness.com) (subject line MUST read Box # BC203).

### Faculty Careers

#### NEWS DIRECTOR

Department of Communicative Arts and Science and KENW-TV at Eastern New Mexico University are seeking an individual who will serve half-time as news director for the university's public television station and teach half-time in mass communication. This is a tenure-track, academic year faculty position. Professional experience in television news production is required and a master's degree in communication or related field. Individual will produce an evening newscast five days a week, and teach basic and intermediate television production courses and other courses based on academic training and background. Send letter of application, curriculum vitae, tapes, and a reference list of five names with addresses and telephone numbers to Broadcast Journalism Search, Personnel, Station 21, Eastern New Mexico University, Portales, NM 88130. ENMU is an AA/EO Title IX employer. **Deadline February 20 until filled.** Starting August 2003. For info: contact Anthony Schroeder (505-562-2130), [a.schroeder@enmu.edu](mailto:a.schroeder@enmu.edu).

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Issue Date	May 19
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**BROADCASTING & CABLE**

# NBC Not Wasting Any Time Remolding Bravo

Continued from page 1

more experimenting this year," promises Jeff Gaspin, NBC's head of alternative programming and now Bravo programming chief. His deputy is Bravo SVP of Programming Frances Berwick, a leftover from Bravo's Cablevision days who made the move to NBC.

## NBC'S POTENT WEAPONS

Gaspin, who programmed VH1 during its hot streak in the late 1990s, favors shows that grab attention, maybe even make headlines. To get there with Bravo, he is plotting original movies and series, theme weeks, and stunts.

The first move is reality series *Queer Eye for the Straight Guy*, in which five gay men make over a straight man. It was one of six pilots he inherited from Bravo's previous owner and the only one that got the greenlight.

With NBC behind it now, Bravo wields some potent weapons. Gaspin can repurpose NBC shows. He can use powerful promotional time on NBC to lure viewers to thinly viewed Bravo, which averages about a 0.4 Nielsen rating in prime time. And it can forge ahead with projects the mother network is not ready to do: for example, NBC plans to launch 24-hour high-definition channel, Bravo HD, this summer.

But Gaspin wants to be clear: Bravo is not NBC 2.

"We want Bravo to stand for a certain point of view and attitude," Gaspin said. Arts and entertainment programming, he says, will remain a major component. But he wants to add dashes of style and pop-culture programming. One example, he suggested, could be a special on the reality-



Bravo staple *Inside the Actors Studio* (with *The Simpsons* cast, above) is still a draw.

TV craze itself, albeit from a high-brow Bravo perspective: What makes these shows popular? What are the "stars" really like? Why do seemingly intelligent people agree to do such stupid things?

"It's important that Bravo not just be historical and so upscale and sophisticated that it doesn't tap into what the mass audience is interested in," Gaspin said.

He contends that only 15% of Bravo's schedule will be NBC fare. And when Bravo does repurpose NBC shows, he believes they should be infused with fresh footage or wrap-around programming.

## SALTIER KINGPIN

For example, after the first reruns of *Kingpin* Bravo next month will show an alternative version (or "director's cut," as NBC likes to call it) loaded up with racier content, language that wouldn't cut it on broadcast television, and partial nudity. Gaspin explains none of it will be "as extreme as HBO or Showtime."

A little less daring example of

"value-added" repurposing was Bravo's replay of the *Golden Globe Awards*. On Bravo, it was accompanied by a special on the awards' 60-year history.

These efforts make repurposing more palatable, said Kathryn Thomas, associate director of entertainment for ad firm Starcom Entertainment. "It's important," she said, "to add value for the viewer because normally repurposing can dilute."

But a rival programmer says the changes just masquerade plain old reruns. "Bravo doesn't create any identity with *Kingpin*," the executive said. "It should be about what is right for the Bravo brand."

NBC envisions the repurposing working in two directions. Bravo's *Queer Eye*, which debuts in July, may repeat on NBC in the summer, possibly on Saturday night, Gaspin said. It will also be promoted on NBC's air.

With the NBC-Bravo combination, says *Queer Eye* executive producer David Collins, "I'm going to get promotion and marketing now

from a broadcast network for a cable show." (That sort of thing can backfire: Affiliates' hackles often are raised when the mother network invites viewers to change channels.)

## ADDS HOMES

NBC is working to bulk up Bravo's distribution. Since the deal closed before Christmas, NBC Cable has added 2 million new subscribers for Bravo, bringing its count to 70 million.

One enticement for MSOs could be the new Bravo HD service, which will carry a mix of original and acquired fare. Pricing for it is still in flux because NBC expects some operators to offer it à la carte and others in HD packages.

So far, Bravo's 0.4 rating is the same as in its Cablevision days. The first two episodes of *Kingpin* on Feb. 7 earned about the same marks. A recent *Inside the Actors Studio*

featuring *The Simpsons* characters, though, perked up to a 0.9 rating (NBC did not promote that show).

"We're not looking to get a 2.0 rating on Bravo," insists NBC Cable President David Zaslav. "We're looking for consistently strong programming and will build the brand in the niche."

Bravo may get some ratings relief from *The West Wing*. The drama was supposed to hit Bravo this fall, but Gaspin is moving it up to the summer. He says NBC will promote the Bravo syndicated run.

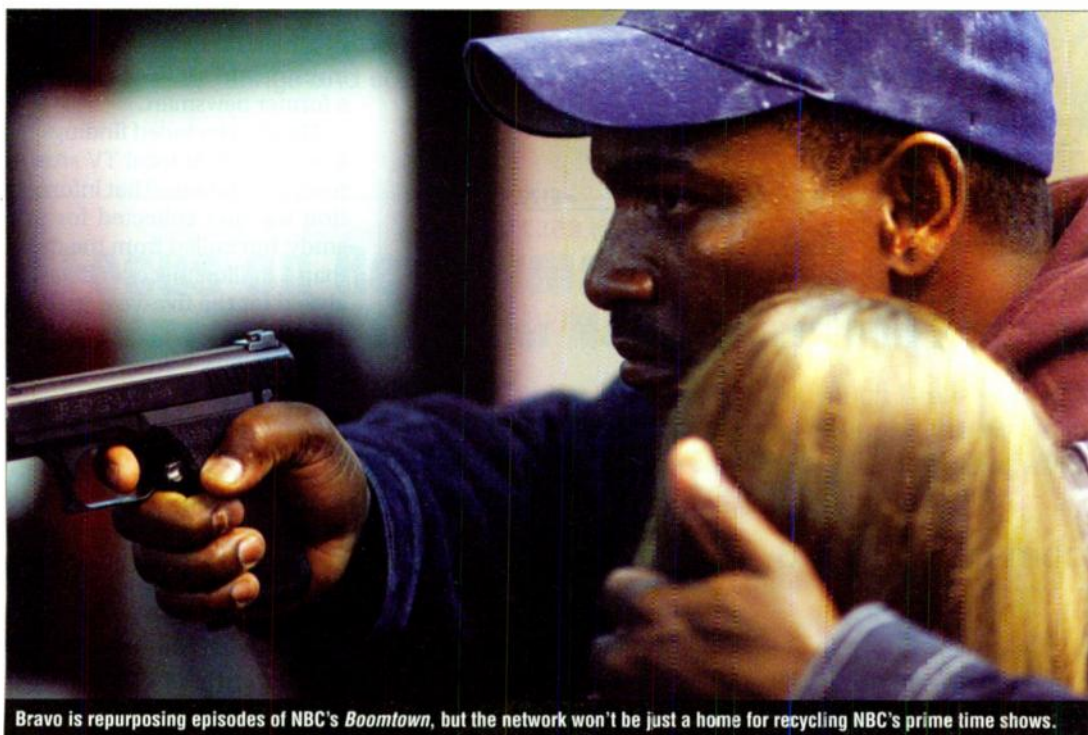
The network is pressured to make the *West Wing* acquisition work after coughing up a rich \$1.2 million per episode for off-net

rights. Rainbow Media execs expected the show to get a 0.7 to 1.0 rating. With NBC promotion, ratings could be slightly higher. ■



**'It's important that Bravo not just be historical and so upscale and sophisticated that it doesn't tap into what the mass audience is interested in.'**

JEFF GASPIN,  
NBC



Bravo is repurposing episodes of NBC's *Boomtown*, but the network won't be just a home for recycling NBC's prime time shows.

## In Loving Memory



**Peter S. Rodgers**

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## EDITORIALS

BROADCASTING &amp; CABLE COMMITTED TO THE FIRST AMENDMENT

# Give *The Simpsons* a Sitcom Emmy

Dollars to Doh!-nuts, more people today would identify Homer as a bald yellow cartoon couch potato than a Greek poet. That says a lot about the power of TV and the genius of Matt Groening and company.

Fox's *The Simpsons* celebrated its 300th episode over the weekend, although at least one online fan argues that the 300th was actually the Feb. 2 *Strong Arms of the Ma* episode. We'll go with the show's producers on this one, though it is another testament to the series that fans are out there counting the episodes.

Of course, *The Simpsons* has itself to blame for cultivating—make that demanding—such attention to detail. The show is more densely packed than a Tokyo subway car and requires true devotees to record and replay the episodes to keep from missing any good bits of business, of which there are many. An average sitcom could live on the lines Bart and company throw away or the set dressings (signs, products) that are packed with hilarious satire and in-jokes aplenty.

Why devote the editorial page to a cartoon show? Because it deserves to be saluted as one of the best-written and -performed series in TV history, period.

It is now the longest-running animated show and will soon overtake *Ozzie & Harriet* as the longest-running sitcom (*Gunslinger* was the longest-running scripted show at something over 600 episodes). By beating NBC's vaunted *Cosby Show* in some head-to-head matchups in the early 1990s, *The Simp-*

*sons* helped put Fox, then a struggling netlet, on the network map. Today, Homer, Marge, Bart, Lisa and Maggie are a TV family to rival the Huxtables, Nelsons or Bunkers in our communal consciousness. Cultural literacy now demands at least a passing knowledge of them.

With public acceptance came merchandise (check eBay) and fan clubs, books and even academic theses (check [www.snpp.com/misc.html](http://www.snpp.com/misc.html)). You know you've really made it when your cast is interviewed for Bravo's tony *Inside the Actors Studio* series. When James Lipton sat down with *The Simpsons'* voice actors, the program delivered more 25- to 54-year-old fans than ever before. The voices even beat out Oscar-winner Michael Douglas.

Meaning no disrespect to any past Emmy winners, but one of the major miscarriages of TV justice (where is Matt Dillon when you *really* need him?) is that *The Simpsons* has never even been nominated for an Emmy as Best Situation Comedy (although this page gave it our first ever Eddy award for best overlooked show back in 1992). First, it wasn't eligible in the sitcom category. Then, when it was, it wasn't nominated. It has since returned to the animated-series category, where it cleans up (18 creative-arts Emmys to date, including voice-over nods to its wonderful cast). We chalk up its snub in the sitcom category to animation prejudice, or maybe the judges quaffed a few too many Duffs at voting time.

Here's to another 300.



## AIRTIME

GUEST COMMENTARY

# Rally Round the Broadcast Flag

A few apparently ill-informed voices from within the ranks of the broadcast industry have recently called into question the necessity of a broadcast "flag" to the survival of our industry and the motivations of its inventors and supporters.

Unfortunately, this small group has mischaracterized the effect the flag would have on DTV viewers. While they have a right to their opinion, the comments coming out of that camp are just that—opinion, not fact—and, sadly, most of their opinions are just plain wrong. Let me clearly state what the flag does not do:

- The broadcast flag does not restrict home recording of DTV.
- It does not restrict the making of multiple physical copies.
- It does not restrict the unending physical copying of those copies.
- It does not restrict where such physical copies may be played or to whom they are lent or given.
- The flag will not render obsolete or change the feature set of even one DTV product that has been sold to consumers to date. Not one.
- It will not restrict the movement of recorded DTV shows about the personal digital network, no matter if you are upstairs at home, in your car or boat, or at a permanent or temporary vacation spot. Technology exists to enable that movement while simultaneously complying with the flag's true purpose: eliminating redistribution outside the personal digital network.
- It will not stifle innovation.
- Digital recorders and personal digital networks of all sorts can and do comply with the flag's simple rules. Examples



**If a broadcaster can't assure a sports league or entertainment producer that a program will not show up in other markets worldwide, such content will go directly to pay-TV channels.**

**ANDREW G. SETOS**, president, engineering, The Fox Group

include PVRs, D-VHS, DVDs, and computers and related technologies. Wired or wireless, software or hardware, any future innovation complying with the flag's meaning can receive, record and otherwise process DTV. And Table A, an important element of the flag proposal (and, sadly, far too involved to explain here), is the very embodiment of marketplace competition and innovation.

■ It will not affect the viewers' experience as they make their home recordings. But "flagged" recordings will not be able to be redistributed in an indiscriminant fashion—say, on the Internet.

The broadcast flag is important to broadcasters. In fact, it is exclusively for the benefit of broadcasters and all the people who work in broadcasting, every single one of us. If a broadcaster can't assure a sports league or entertainment producer that a program broadcast over its stations will not show up in other markets worldwide, such content will bypass stations and go directly to pay-TV channels that are already putting content-protection systems in place.

And for those who correctly point out that DTV signals take a long and therefore impractical amount of time to be sent over the Internet today, here is a cautionary tale: Ten years ago, it took eight hours to download a single song; today, a 10-year-old with no computer savvy can do it in a minute with a click of the mouse.

Those are the facts. Broadcasting must not become the medium that redistributes licensed content in indiscriminant ways. If that were to happen, television would become little more than public access, and then all of our jobs would be at stake—literally, every single one.



## TWO CENTS

"Now, I'm a forgiving television viewer, but in its current incarnation *Jimmy Kimmel Live* ... is a gloopy mess. Not an interesting, Jackson Pollock-ish mess either. More like the kind of mess created by a sick infant with a leaky diaper."

**MELANIE MCFARLAND**,  
*Seattle Post-Intelligencer*.

"We're not trying to turn the guy gay. We want him to go back to his wife or girlfriend cooler and feeling better about himself. We want him to know it's OK to think about his shoes or get a manicure."

**DAVID COLLINS**, co-executive producer of Bravo's new *Queer Eye For the Straight Guy*, in which gay men make-over a straight guy, to *The Philadelphia Inquirer*.

"The celebrity cemetery out back of MSNBC's New Jersey headquarters, where hotshot hosts are buried when their shows die, is about full to the brim: Keith Olbermann, Alan Keyes, Paul Begala, Oliver North, Laura Ingraham, Ashleigh Banfield. ... The next addition is likely to be Phil Donahue."

**GLENN GARVIN**, *The Miami Herald*, listing the names of anchors who fled or were fired from the weak-performing cable news net.

"This show is flatter than Lara Flynn Boyle's stomach and has more dead space than Anna Nicole Smith's head."

**JONATHAN STORM**, *The Philadelphia Inquirer*, on ABC new reality show, *Are You Hot?*

"For several years, watching *The Simpsons* chase *Ozzie & Harriet's* record for the longest-running sitcom has been like watching the late-career Pete Rose: There's still greatness there, and you get to see a home run now and then, but mostly it's a halo of reflected glory."

**CHRIS SUELLENTROP**, *Slate.com*, speculating on the fading brightness of Fox's animated sitcom, *The Simpsons*, which celebrated its 300th episode last Sunday.

"Americans are so obsessed with the idea of becoming celebrities that they will sacrifice their first born if it will get them a development deal. Fox is only limited by its imagination."

**STAURT FISCHOFF**, professor of media psychology, California State University, to *The Boston Globe*, on Fox's success in the reality show arena.

"I have had the experience, and it is not fun. It is frightening. And anyone who tells you they are not scared when bullets and bombs are headed in your direction and you are unarmed is not being honest with you or him or herself."

NBC News national correspondent **JIM AVILA** to the *Chicago Sun-Times* on his war-reporting experience. Avila is currently based in Kuwait pending a U.S. war with Iraq.

## 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, (e-mail: [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).

**HARRY A. JESSELL**  
EDITOR IN CHIEF

## Telcos and TV Don't Mix

Recent history says Ed Whitacre steers clear of DirecTV

No. No. No. Not for a New York minute do I believe that SBC Communications will mount a bid for DirecTV. Why? Because nobody knows better than SBC chief Ed Whitacre that the big telephone companies have no business in show business. Ed has been there, done that. And it wasn't pretty.

In fact, all the telephone companies heard the Siren call of TV in the 1990s, and they all learned the hard lesson about how big, fat companies that grew up on monopoly ratepayer profits should avoid a highly competitive business where billions can disappear as quickly as sitcoms with no appeal to 26-year-old high school dropouts.

The telco craze started in the early 1990s when the policymakers in Washington and the courts said the telcos could get into the TV business. The telcos apparently misunderstood and interpreted the rulings as saying they had to get into TV. So off they went.

Even the long-distance companies got burned. AT&T, in fact, was the biggest loser of all. It thought it could reinvent itself as a full-service provider of telephone and television service if it could buy a big enough cable footprint. So, starting in 1998, AT&T boss Mike Armstrong spent more than \$100 billion buying up Tele-Communications Inc. and other big cable companies. But no sooner had he amassed the properties than he discovered he couldn't manage them and began looking for a buyer. He found one in Comcast—and booked a cool \$20 billion in losses.

You've got to give Bell Atlantic some credit. It made a deal to acquire Tele-Communications Inc. in 1993, four years before AT&T. But, before the closing, some Bell Atlantic executives apparently visited the TCI systems. Instead of on-ramps to the information superhighway, they found the two-lane asphalt roads of community-antenna television. Never mind, Bell Atlantic's Ray Smith told TCI's John Malone in February 1994.

Let's not forget two of the biggest telco cash sinkholes: Tele-TV and Americast. At the height of the telco TV craze in the mid 1990s, each of the big telcos poured money into one of these two ventures in an effort to jump-start its entry into TV. SBC, Bell

South, Ameritech and GTE formed Americast with Disney, while Nynex, Bell Atlantic and Pacific Telesis joined forces under the banner of Tele-TV.

For a few years, the two ventures brought in high-power talent (CBS's Howard Stringer ran Tele-TV; ABC's Steve Weiswasser, Americast), rented offices, plotted strategies, developed services and spent money, lots of money.

And then suddenly they were closed down, with no clear public accounting of just how much had been spent or what they had accom-

plished. Americast seems to have been a mere funnel for money leading from the telcos to Disney.

Americast was not SBC's only misstep. In 1993, it purchased Gus Hauser's big systems in suburban Washington for \$650 million. But, discovering shortly thereafter that the Clinton FCC intended to regulate cable, it put the systems back on the trading block. In 1997, it finally sold them to Prime Cable, which turned around and sold them to Comcast.

About the same time it was figuring out that the Hauser buy was a mistake, SBC called off a planned \$4.9 billion cable joint venture with Cox Enterprises Inc. SBC joined Americast in 1995, but, before long, it quit sending in its checks.

By 1996, Whitacre concluded that what telcos are best at is running tel-



This is more like it: SBC's Whitacre (r) and Williams' Keith Bailey do some kind of telecom deal.

PHOTO: BOB STRONG

would build a system to serve the entire state of Connecticut. But, in October 1998, Whitacre bought the company and promptly shut down the cable unit, saying it was uneconomical.

The same happened with Pacific Telesis. After buying it in 1996, SBC shuttered its wireless cable system in Los Angeles and its overbuild in San Jose, Calif.

Come now, does SBC sound like a company hankering to get into a bidding war with Rupert Murdoch to enter a business in which it will have to battle Charlie Ergen and nasty entrenched cable operators who seem to be adding new channels and services every day? I don't think so either. ■

By 1996, Whitacre concluded that what telcos are best at is running tel-

cos. So, instead of rolling up cable companies, he focused on his fellow regional Bell operating companies.

During a Senate hearing on his acquisition of Ameritech, Whitacre said the company's aggressive cable overbuilding program in the Midwest "looks real good." Once the deal was done, though, he pulled the plug, lumping Ameritech New Media in on a \$2.3 billion write off.

Southern New England Telecommunications executives professed love for the cable business, boasting that it

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# Universal Takes a Swing at Fin-Syn Rules

Continued from page 1

Sony Pictures Television and Carsey-Werner-Mandabach last month. The two producers are part of a coalition that also includes writers, actors and directors unions and ad agency Medi-aCom. Also seeking to rein in the nets is the Caucus for Television Producers, Writers and Directors.

So far, Universal isn't backing the other groups' call to revive limits on networks' in-house share of prime time but are simply urging policymakers to recognize that a problem exists. "We're asking officials to look at how the television market has changed for independents, but we're not pushing a solution," said a Universal executive. "Although we're part of much bigger company, we're still finding it difficult to crack into prime time."

In a Feb. 5 FCC filing, Universal asserted that the rising share of network-owned or affiliated programming has diminished the "diversity and quality of broadcast network television" since the 1993 repeal of financial-interest and syndication (fin-syn) rules limiting network ownership in prime time shows. In January, the Sony-led Coalition for Program Diversity asserted that non-networks' share of prime time lineups had dropped from 68% to 24% since 1993. In terms of weekly hours, independents now average 17 hours weekly, down from 47.5 hours.

The networks deride that calculation and say they account for only 35% of prime time if news, sports and shows co-produced with non-network shops



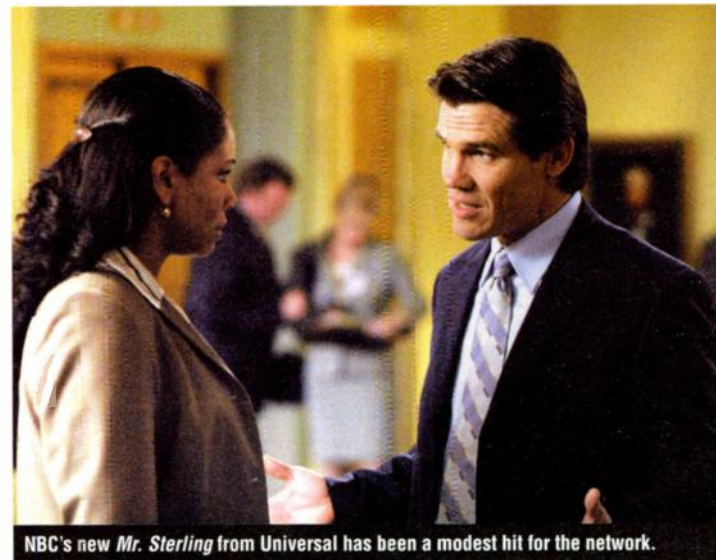
American Dreams is among nine prime time shows Universal has on the air.

are excluded.

Universal might have an uphill battle proving that fin-syn repeal created an irreversible decline in non-net production. After all, the company announced this spring that fall 2002 was a "banner year," with nine of its series picked up for fall network schedules in last year's upfront. According to a May 16 press release, the total was the "largest volume of series since the 1994-95 television sea-

son." New network picks this year include *American Dreams* and midseason replacements *Dragnet* and *Mister Sterling*.

As for complaints about the declining quality on network TV, Universal has created a multi-series franchise out of critically acclaimed *Law & Order*, which airs on NBC. Many critics also would argue that Universal's syndicated *Jerry Springer*, *Maury* and *Blind Date* have contributed as much to the decline of TV as any



NBC's new *Mr. Sterling* from Universal has been a modest hit for the network.

shows on the air.

So far, the effort to revive fin-syn hasn't caught on at the FCC.

Sony's coalition asked the FCC to impose the 25% set-aside as part of a sweeping revision of ownership rules now being drafted by agency staff. A fin-syn revival was not among the proposed changes, but the plan could legally be included because the FCC did make an open-ended request for alternatives to today's numerical ownership caps that would encourage programming diversity.

Still, FCC officials caution that, while fin-syn supporters have shown that non-network share of prime time has dropped, they haven't proved that, from a viewer's point of view, program quality and diversity have diminished.

Democrat FCC Commissioner Michael Copps, whose early support would be critical to moving the idea onto the commission radar screen, told an industry gathering last week that the idea isn't being actively considered. Republican colleague Kevin Martin, the likely choice to be a Republican swing vote, hasn't discussed his views with his staff.

Still, the networks aren't taking the challenge lightly.

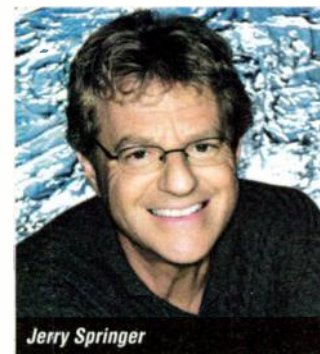
After word circulated that Universal's team met with the staffs of Sens. John McCain (R-Ariz.) and Ernest Hollings (D-S.C.) and Reps. Billy Tauzin (R-La.) and John Dingell (D-Mich.), the nets demanded a chance to rebut the idea in person, and meetings are being scheduled.

"Fin-syn was applicable when television consisted almost entirely of three networks," said Disney/ABC lobbyist Preston Padden. "The courts threw it out when there were four broadcast networks and 100 cable networks. It plainly makes no sense in a world with seven broadcast

networks and 300 cable networks."

Said a CBS spokesman, "Beyond the dubious legality of the proposal, lifting the rule enabled networks to see the benefits of a successful run on their air, while continuing to provide opportunities to independent producers. A regressive new rule limiting ownership would load all the risk back on the networks and undermine the entire financial structure of the television business, making it highly destructive even to those who have made this proposal." ■

## Universal Appeal



Jerry Springer

You don't have to look far to find Universal-produced shows:

AMERICAN DREAMS	(NBC)
BLIND DATE	(syndicated)
DRAGNET	(ABC)
JERRY SPRINGER	(syndicated)
JUST SHOOT ME	(NBC)
LAW & ORDER	(NBC)
LAW & ORDER: SVU	(NBC)
LAW & ORDER: CRIMINAL INTENT	(NBC)
MAURY	(syndicated)
MISTER STERLING	(NBC)
ROBBERY HOMICIDE DIVISION	(CBS, canceled)
THE AGENCY	(CBS)
THE DISTRICT	(CBS)
THE 5TH WHEEL	(syndicated)

SOURCE: Universal



Dragnet from Dick Wolf and Universal was a midseason pickup on ABC's Sunday-night schedule.

# SPECIAL ISSUE

On April 15th, NATAS inaugurates the Management Hall of Fame, celebrating the induction of 7 industry leaders. These honorees pioneered broadcast station management and will be recognized for their accomplishments at a special dinner that evening at the Copacabana in New York City. (For dinner information call Katharine Ordway at (212) 484-9440 or [events@natasonline.com](mailto:events@natasonline.com))

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