



CABLE

A Feverish Pace

ABC Family has huge plans

Page 16



JOURNALISM

Too Gruesome?

The news gets graphic

Page 9

JESSSELL

Coming Unglued

Can Fritts, affils make peace?

Page 33



BROADCASTING & CABLE

Reed Business Information

THE BUSINESS OF TELEVISION & RADIO

www.broadcastingcable.com

\$4.95

July 28, 2003

THE CIRCUS IS COMING

Will Bryant Trial Be an O.J.-Style Media Event?

BY DAN TRIGOBÖFF

To cover the sexual assault trial of L.A. Lakers star Kobe Bryant, joked Ed Helms, "senior legal analyst" for Comedy Central's *Daily Show*, last week, "what I lack in accuracy, I will make up for in volume." Stories reported in the morning will be discredited by noon, he said, and "no source will be too unreliable."

Obviously, memories of the excesses of 1995's O.J. Simpson criminal trial looms over the Bryant trial to come. The Simpson case undoubtedly prompted more legal analysis and babble than had ever been on TV or radio, but, back then, there seemed to be less media to start with. For exam-

Continued on page 30



Bryant: From hero to accused rapist.

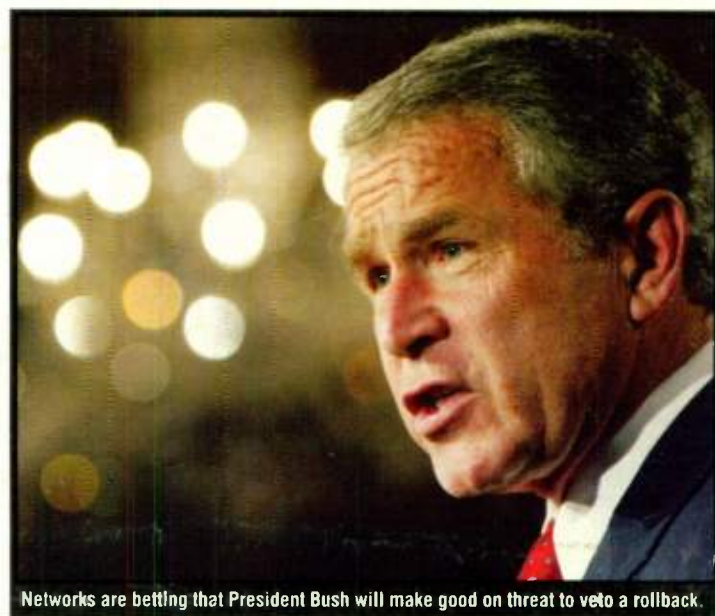
REG ROLLBACK ROLLS

House vote raises affiliates' hope of 'clean' 35% law

BY BILL MCCONNELL

The House of Representatives last week stunned the White House, GOP leaders and the broadcast networks by voting to reinstate the 35% audience-reach cap on TV-station ownership. And, even though the Senate is expected to follow the House lead in September, the shell-shocked proponents of the 45% cap set by the FCC on June 2 are not giving up the fight.

The 45-percenters are now focusing on the backroom negotiations that will ensue when lawmakers from both sides of Capitol Hill meet to resolve differences between the two bills and then send the package back



Networks are betting that President Bush will make good on threat to veto a rollback.

to members for a final vote.

Supporters of the FCC action are using the threat of a veto to convince congressional negotiators that all broadcast-owner-

ship reregulation should be struck from the underlying bill, a \$38 billion appropriation that will fund the FCC as well as the

Continued on page 34

MADISON AVE.

POLTRACK SEZ

30%

CBS research chief David Poltrack says 30% of ad buyers seek 25-54 demo, only 21% seek 18-49. **TV BUYER, PAGE 15**



PHOTOS (TOP TO BOTTOM): MORRIS SEMATIN; AFP; ALEX WONG; MORRIS SEMATIN

Critical Voices

CENTRALCASTING, VOICE TRACKING:

Both are "antithetical to localism"
—Sen. Byron Dorgan (D-N.D.)

LOCAL RADIO STATIONS:

"They've fired everyone but the ad salesman and the door is locked."
—Sen. Fritz Hollings (D-S.C.)
"They really don't exist."
—Sen. Trent Lott (R-Miss.)

DUOPOLIES, TRIOPOLIES AND CROSSOWNERSHIP:

Part of the "galloping orgy of concentration"—Dorgan

CAMPAIGN COVERAGE:

It's "nonexistent"—Frank Lautenberg (D-N.J.)

CONSOLIDATION AND INDECENCY:

"FCC utterly failed to analyze" the issue—
FCC Commissioner Michael Copps

LICENSE RENEWAL:

"A farce."—Copps

THE FCC

"Apex of irresponsibility"—Dorgan



Fritz Hollings



Byron Dorgan



Michael Copps

Broadcasters Catching Hill

BY JOHN EGGERTON

Still fuming over the FCC's June 2 relaxation of TV- and radio-ownership limits, lawmakers last week sharply criticized broadcasters and threatened new laws governing everything from indecency to license renewals.

The rhetoric was harsh, even by Congressional standards, both during House floor debate over a broadcast-ownership provision in an FCC spending bill and later in a Senate Commerce Committee hearing on localism and broadcasters' public-interest obligations. The broadcast provision would rein-

backlash

Continued on page 30

NEWSPAPER

#BXNPRT *****3-DIGIT 462
#BC7537812# JAN04 REG 107



Four Former Charter Executives Indicted

By JOHN M. HIGGINS

Accounting games with purchases of digital set-top box and kind treatment of subscribers who had stopped paying their bills lay at the base of the new indictment of four former Charter Communications executives.

Federal prosecutors charge that the executives—particularly former COO David Barford and former CFO Kent Kalkwarf—crafted schemes to overstate financial performance and prop up stock price.

This is not an embezzlement case in which any of the four executives pocketed cash from the maneuvers. All, however, had Charter stock or options that gained in value as a result of Charter's reported growth.

Barford and Kalkwarf face 14 counts of mail fraud, wire fraud and conspiracy to commit wire fraud. The former heads of two regions face fewer charges. Former Western Regions Senior Vice President Trey Smith was indicted on eight counts of wire fraud and conspiracy. Eastern Region Senior Vice President David McCall was indicted on one count of conspiracy to commit wire fraud.

Bloomberg News reported that McCall pleaded guilty Friday afternoon to conspiring with three other officers to inflate the number of reported subscribers. Sentencing was set for Oct. 17. Barford and Kalkwarf were due in court at press time.

Although the indictment describes accounting games conducted at the

highest level of the company, former CEO Jerry Kent—himself an accountant at Charter's auditor Arthur Andersen—was not charged. Neither was the company itself nor deep-pocketed controlling shareholder Paul Allen, who has lost about \$7 billion in cash on Charter investments. Prosecutors praised Charter for its co-operation in the investigation.

Prosecutors charge that, beginning in 2000, Barford and Kalkwarf realized that Charter was falling short of financial goals. Their solution was to cut a deal with manufacturers of dig-

Federal prosecutors charge that the executives crafted schemes to overstate the cable operator's financial performance and prop up its stock price.

ital set-top converters, agreeing to pay an extra \$20 on each of hundreds of thousands of boxes if the suppliers bought advertising time on Charter systems. The extra set-top costs were counted as capital spending, which doesn't affect reported revenues or profits. The advertising sales, though, would be counted as revenue and fell straight to the bottom line.

When auditor Arthur Andersen challenged the deal, Kalkwarf allegedly reworked the contracts to make it seem that the new set-top prices were unrelated to the ad purchases. Char-



Controlling shareholder Paul Allen is not among those implicated.

ter bought 850,000 boxes under the scheme, booking \$17 million in artificial revenue. Not much compared with reported cash flow of \$433 million, but it accounted for 17% of Charter's cash-flow growth for the quarter.

Prosecutors contend that, in 2001, all four executives also inflated subscriber counts. First, they let non-paying cus-

tomers stay on the books longer than normal policy dictated, calling the process "managed disconnects." The indictment says McCall and Smith initially protested but later instructed employees to relax non-pay policies.

Then, Charter started manufacturing accounts and giving service to certain customers. By year-end 2001, the overstatement totaled 120,000 subscribers. Again, not much compared with the 6.9 million base that Charter reported, but, if the numbers hadn't been inflated, Charter would have reported a 2% decline rather than the 1% increase reported at the time.

In cable, investors focus closely on basic-sub counts, and even a 2% drop would have drawn huge attention on Wall Street. ■

BREAKING...

Fox, Affils Deal on NFL

LOS ANGELES—Fox and its affiliates are close to renewing its so-called NFL-exclusivity agreement for another three years. Terms call for an

annual \$14 million to \$15 million cash contribution from the affiliates, which is in line with the previous three-year agreement. Also under the new plan, affiliates would grant the network the right to repurpose a certain number of hours of programming (yet to be finalized).

In exchange, the stations would get additional advertising in the repurposed shows. Previously, the network went to affils on a case-by-case basis as it did with the hit 24. The network has also agreed in principle to give affiliates some additional ad inventory in NASCAR coverage, but that is not quite finalized yet, said Fox affiliate board chairman John Tupper last week.

License Freeze Near an End?

WASHINGTON—The freeze in new broadcast licenses might thaw soon, Washington attorneys predicted Friday. The FCC last week submitted for approval by the Office of Management and Budget license-application forms that account for changes to media-ownership rules. Approval is expected in roughly three weeks. After the FCC's vote to change ownership rules, the agency stopped accepting applications until new forms could be readied.

Reporter's Assailant Sentenced

PITTSBURGH—The man who beat KDKA-TV reporter Mary Berecky with a lead pipe last year was sentenced last week to two 50- to 100-year terms for attempted homicide and aggravated assault. John Bolam, 35, had a prior conviction for rape and kidnapping and served eight years. He was sentenced by the same judge in that case, according to KDKA-TV.

BROADCASTING & CABLE

July 28, 2003

Volume 133 | Number 30

CONTENTS

Top of the Week

| | |
|--|----|
| DIGGING OUT AOL Time Warner makes some progress, but AOL is still a problem..... | 8 |
| CROWD PLEASER Viacom reports record second-quarter revenue and declares a dividend..... | 8 |
| TOUGH CALL News executives defend decision to run images of dead Hussein brothers..... | 9 |
| CTAM Friction over costs made things awkward at marketing summit in Seattle..... | 9 |
| ECHOSTAR PACKAGE SBC will bundle Dish Network with its telephone services..... | 12 |
| RATING DBS Nielsen will monitor DirecTV..... | 14 |
| RADIO REREG New FCC rules could block expansion and force station sales..... | 34 |

PG 14

Top of the Week



GO-AHEAD

Denver TV stations get approval for new tower

TV Buyer

| | |
|--|----|
| DEMO DEBATE CBS's Poltrack says adults 18-49 are not the most important to advertisers..... | 15 |
| EBB & FLOW | 15 |
| Programming | |
| ABC FAMILY Cable net's ambitious plans..... | 16 |
| REPORT CARD How cable's summer is faring..... | 16 |
| SYNDICATION WATCH | 17 |
| NIELSEN RATINGS | 18 |
| MARKET FOCUS: Reno, Nev. | 19 |

Business

| | |
|--|----|
| TV GUY Former Citadel radio chief Larry Wilson builds stable of TV stations in midsize markets..... | 20 |
| CHANGING HANDS | 20 |

Technology

| | |
|---|----|
| SONY REORG Supplier lays off 100, brings professional, prosumer divisions closer together..... | 21 |
|---|----|

| | |
|---|----|
| DIGITAL HIGHLIGHTS IBM signs three-year deal to develop "asset warehouse" for NFL..... | 21 |
| CUTTING EDGE | 21 |

Tech Focus

| | |
|---|----|
| SALES AUTOMATION Marketron will host traffic and billing system for NBC, Telemundo stations..... | 23 |
|---|----|

People

| | |
|-----------------------------------|----|
| FIFTH ESTATER | 24 |
| FATES & FORTUNES | 24 |
| DATEBOOK | 25 |

Voices

| | |
|-------------------------|----|
| EDITORIALS | 32 |
| AIRTIME | 32 |
| OPEN MIKE | 32 |
| JESSELL | 33 |

*Television's
One and Only
Talk Show Franchise
is now...*

Over 75

Market

Station

| | |
|------------------|---------|
| New York | WABC-TV |
| Los Angeles | KABC-TV |
| Chicago | WLS-TV |
| Philadelphia | WPVI-TV |
| San Francisco | KGO-TV |
| Boston | WCVB-TV |
| Dallas/Ft. Worth | WFAA-TV |
| Atlanta | WSB-TV |
| Detroit | WXYZ-TV |
| Houston | KHOU-TV |
| Seattle | KING-TV |
| Tampa | WFLA-TV |
| Minneapolis | WCCO-TV |
| Cleveland | WEWS-TV |
| Phoenix | KTVK-TV |
| Miami | WFOR-TV |
| Denver | KCNC-TV |
| Sacramento | KCRA-TV |
| Orlando | WFTV-TV |
| Pittsburgh | WTAE-TV |
| Portland, OR | KGW-TV |
| Baltimore | WBAL-TV |
| Indianapolis | WTHR-TV |

Market

Station

| | |
|-------------------|---------|
| San Diego | KFMB-TV |
| Hartford/N. Haven | WFSB-TV |
| Charlotte | WSOC-TV |
| Raleigh/Durham | WTVD-TV |
| Nashville | WSMV-TV |
| Milwaukee | WISN-TV |
| Cincinnati | WCPO-TV |
| Kansas City | KMBC-TV |
| Columbus, OH | WBNS-TV |
| Greenville/Spart. | WYFF-TV |
| Salt Lake City | KUTV-TV |
| San Antonio | KSAT-TV |
| Grand Rapids | WWMT-TV |
| W. Palm Beach | WPTV-TV |
| Norfolk | WVEC-TV |
| New Orleans | WWL-TV |
| Oklahoma City | KOCO-TV |
| Greensboro | WXII-TV |
| Harrisburg | WGAL-TV |
| Providence | WJAR-TV |
| Albuquerque | KOAT-TV |
| Louisville | WHAS-TV |
| Jacksonville | WJXT-TV |

% Sold...

| <u>Market</u> | <u>Station</u> | <u>Market</u> | <u>Station</u> |
|--------------------|----------------|--------------------|----------------|
| Austin, TX | KVUE-TV | Davenport | KWQC-TV |
| Fresno/Visalia | KFSN-TV | Savannah | WSAV-TV |
| Richmond | WRIC-TV | Charleston, SC | WCBD-TV |
| Tulsa | KOTV-TV | Ft. Smith | KHBS-TV |
| Charleston | WSAZ-TV | Florence | WBTW-TV |
| Mobile | WALA-TV | Lansing | WLAJ-TV |
| Knoxville | WATE-TV | Sioux Falls | KELO-TV |
| Flint | WNEM-TV | Salinas | KSBW-TV |
| Wichita | KWCH-TV | Boise | KTVB-TV |
| Green Bay | WFRV-TV | Beaumont | KFDM-TV |
| Honolulu | KHON-TV | Topeka | KSNT-TV |
| Des Moines | KCCI-TV | Medford | KDRV-TV |
| Springfield, MO | KYTV-TV | Wheeling | WTOV-TV |
| Portland, ME | WGME-TV | Rochester, MN | KAAL-TV |
| Rochester, NY | WOKR-TV | Panama City | WMBB-TV |
| Omaha | KMTV-TV | Utica | WUTR-TV |
| Spokane | KREM-TV | Laurel/Hattiesburg | WHLT-TV |
| Syracuse | WIXT-TV | Elmira | WETM-TV |
| Chattanooga | WTVC-TV | Watertown | WWTI-TV |
| Jackson, MS | WJTV-TV | Alexandria, LA | KALB-TV |
| Tri-Cities | WJHL-TV | Eureka | KVIQ-TV |
| Burlington/Platts. | WPTZ-TV | Fairbanks | KTVE-TV |

...Through



2008!

**NOW SOLD TO THE ABC O&O,
HEARST-ARGYLE, BELO, COX, SCRIPPS-HOWARD,
VIACOM, MEDIA GENERAL, POST-NEWSWEEK,
DISPATCH, EMMIS, MEREDITH, CLEAR CHANNEL,
YOUNG, FREEDOM, MIDWEST, NBC, SINCLAIR,
GRIFFIN, SCHURZ, CHAMBERS
AND HUBBARD STATIONS!**



PRODUCED BY
HARPO
PRODUCTIONS, INC.

DISTRIBUTION AND
MEDIA SALES BY
KINGWORLD

©2003 King World. All Rights Reserved.

World Radio History

WEEK OF JULY 18-24

B&C INDICES

THE B&C 10

WEEK

3.8%

YTD

11.0%

BROADCAST TV GROUPS

WEEK

-0.8%

YTD

7.7%

CABLE TV MSO'S

WEEK

-4.3%

YTD

14.2%

RADIO

WEEK

-3.1%

YTD

4.9%

CLOSE WEEK YTD

| | | | |
|-----------|---------|------|-------|
| Dow Jones | 9112.51 | 0.7% | 9.2% |
| Nasdaq | 1701.42 | 0.2% | 27.4% |

The B&C 10

CLOSE WEEK YTD

| | | | |
|-----------------|---------|-------|-------|
| AOL Time Warner | 15.31 | -6.6% | 16.9% |
| Clear Channel | 40.65 | -2.4% | 9.0% |
| Comcast Corp. | 28.4 | -4.2% | 25.7% |
| Cox Comm. | 30.99 | -6.0% | 9.1% |
| Disney | 20.85 | 0.1% | 27.8% |
| EchoStar | 36.4201 | 4.2% | 63.6% |
| Fox Ent. | 30.3 | 1.7% | 16.9% |
| Hearst-Argyle | 23.23 | -4.4% | -3.6% |
| Tribune | 46.86 | 0.5% | 3.1% |
| Viacom | 44.45 | 1.5% | 0.5% |

GOOD WEEK

| | | | |
|--------------------|---------|-------|--------|
| Scientific-Atlanta | \$30.19 | 20.8% | 154.6% |
| Young Bcstg. | \$22.58 | 8.7% | 71.5% |
| Pegasus | \$34.16 | 8.6% | 158.8% |
| New Frontier | \$2.67 | 6.8% | 167.0% |
| XM Satellite | \$13.15 | 6.1% | 388.8% |

BAD WEEK

| | | | |
|-----------------|---------|--------|--------|
| Paxson | \$5.22 | -13.0% | 153.4% |
| Gemstar | \$5.03 | -9.4% | 54.8% |
| Cox Radio | \$20.25 | -8.5% | -11.2% |
| Sinclair Bcstg. | \$10.74 | -8.2% | -7.7% |
| Cumulus | \$16.40 | -8.0% | 10.6% |

PAXSON DROPS

-13%

The guy with the neon "for sale" sign got hurt the worst when the House moved to block media dereg. Paxson Communications traded off 13%, largely because its recent rise is tied to hope that CEO Bud Paxson will sell his station portfolio. Paxson will find more suitors if the FCC's loosened ownership rules stand.

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

AOL Time Warner Still Fixing Holes

BY STEVE MCCLELLAN

AOL Time Warner Chief Executive Richard Parsons says the company has made some progress in digging itself out of the financial sinkhole it fell into after the merger of AOL and Time Warner. He also said there's "a lot of hard work in front of us" before all the company's moving parts are in sync, back on track and operating at maximum efficiency.

With major problems at America Online, questions about its cable strategy, and two major government investigations looking into its accounting practices, analysts and investors could not agree more.

Investors tagged AOL TW's stock with a nearly 7% decrease the day it issued its second-quarter earnings results last Wednesday, as America Online continued to be a drag on its revenue and profits. The stock was down another 3% in midday trading the following day (to \$15.19).

The company said that both the Securities and Exchange Commission and the Department of Justice continue to investigate "a range of transactions principally involving" AOL. Recently, the Office of the Chief Accountant at the SEC

affirmed an earlier SEC staff conclusion that AOL incorrectly allocated \$400 million paid to it by Bertelsmann as advertising; the company said it disagreed with that conclusion.

Even so, the company said it may have to restate past earnings results, pending the final outcome of the investigations.

During a conference call, company officials said they continue to consider a possible spinoff of Time Warner Cable, al-

though an initial public offering wouldn't occur before the SEC investigation is resolved. The agency won't allow the IPO to go forward before then, the company said.

Of some concern within the cable unit was a second quarter slowdown in the number of new high-speed-modem hook-ups, which averaged about 13,100 a week for the period, down 14% from second quarter 2002.

One factor there, analysts said, was aggressive rate cutting by the phone companies for their own high-speed services. "Given the increasingly competitive nature of the market, this is a trend that will be watched closely," said Jessica Reif Cohen, Merrill Lynch's top entertainment-company analyst.

AOL TW is "not fully out of the woods yet," she continued. On the other hand, investors probably overreacted, at least

somewhat. "We believe the operating and restructuring story at AOL Time Warner is just under way."

There are some positive signs, she noted, including reduced debt and "continued impressive results" from the company's filmed entertainment, cable networks and cable divisions. Companywide revenues were up 6% to \$10.8 billion, led by gains at those three units.

It's America Online that is the prob-



There's 'a lot of hard work in front of us.'

RICHARD PARSONS, AOL Time Warner

lem. AOL revenues were down 6% to \$2.1 billion.

Corporate operating income was down 15% to \$1.3 billion, with AOL, networks and publishing posting declines. Filmed entertainment was the big gainer, up 24% to \$407 million, while cable was up 11% to \$752 million.

Network advertising was up 17%, including a 16% increase at the Turner networks and a 23% gain at The WB.

The company reported second-quarter write-downs of \$364 million (\$945 million for the first half) on investments (AOL Japan and NTV-Germany among them) showing "other-than-temporary" declines. ■

Viacom 2Q Is a Real Crowd Pleaser

BY STEVE MCCLELLAN

Investors drove Viacom's stock up \$1.50 to \$44.45 last Thursday, the day the company reported record second-quarter revenues of \$6.4 billion, up 10% from the same period a year ago, with a 12% gain in operating income to \$1.3 billion.

Maybe those results caused the runup. But investor response could have been because Viacom issued an initial quarterly dividend of 6¢ per share, payable Oct. 1 to shareholders of record on Aug. 15.

Analysts applauded Viacom's decision. Morgan Stanley called it the "highlight of quarter" for the company. The Wall Street firm estimated that the dividend will pay investors \$420 million annually and said it's a better use of the money than other investments.

"We have been critical of the entertainment companies that generate 5%-6% return of investment on television acquisitions and a 4%-5% return on share repurchases in an effort to supplement their long-term organic growth rates," the Morgan Stanley media analyst team wrote in a report. "All of these investment options are significantly below the 8%-9% expect-

ed long-term return on the S&P 500."

It wasn't entirely rosy for Viacom. The company's radio unit Infinity Broadcasting remained a weak link among operating units that otherwise turned in positive results. Radio revenue was down 3% to \$551 million for the quarter, with a 5% drop in operating income to \$266 million.

But President and COO Mel Karmazin refrained from giving Infinity the kind of tongue lashing he issued three months ago, which was followed shortly by a major management shakeup at the division. Instead, he reported that the division seems to be improving each month.

The cable network division reported the biggest profit figure for the quarter: \$493 million, up 33% from second quarter 2002, on a 32% revenue gain to \$1.3 billion.

The broadcast TV division showed a 13% gain in operating income to \$392 million, with a 10% gain in revenue to almost \$1.9 billion. The company said that the station group and networks UPN

and CBS each posted an 8% gain in ad revenue for the quarter. Within the station group, KCAL-TV Los Angeles accounted for 4% of the overall increase.

"Our ratings, our brands and our future are all looking better than at any time in our history," said Karmazin, noting that Viacom networks (broadcast and cable) now grab 26% of the available prime time audience.

He claimed that's a 63% advantage over both Disney and AOL Time Warner, which have the next biggest shares of the prime time audience, using total viewers as the yardstick.

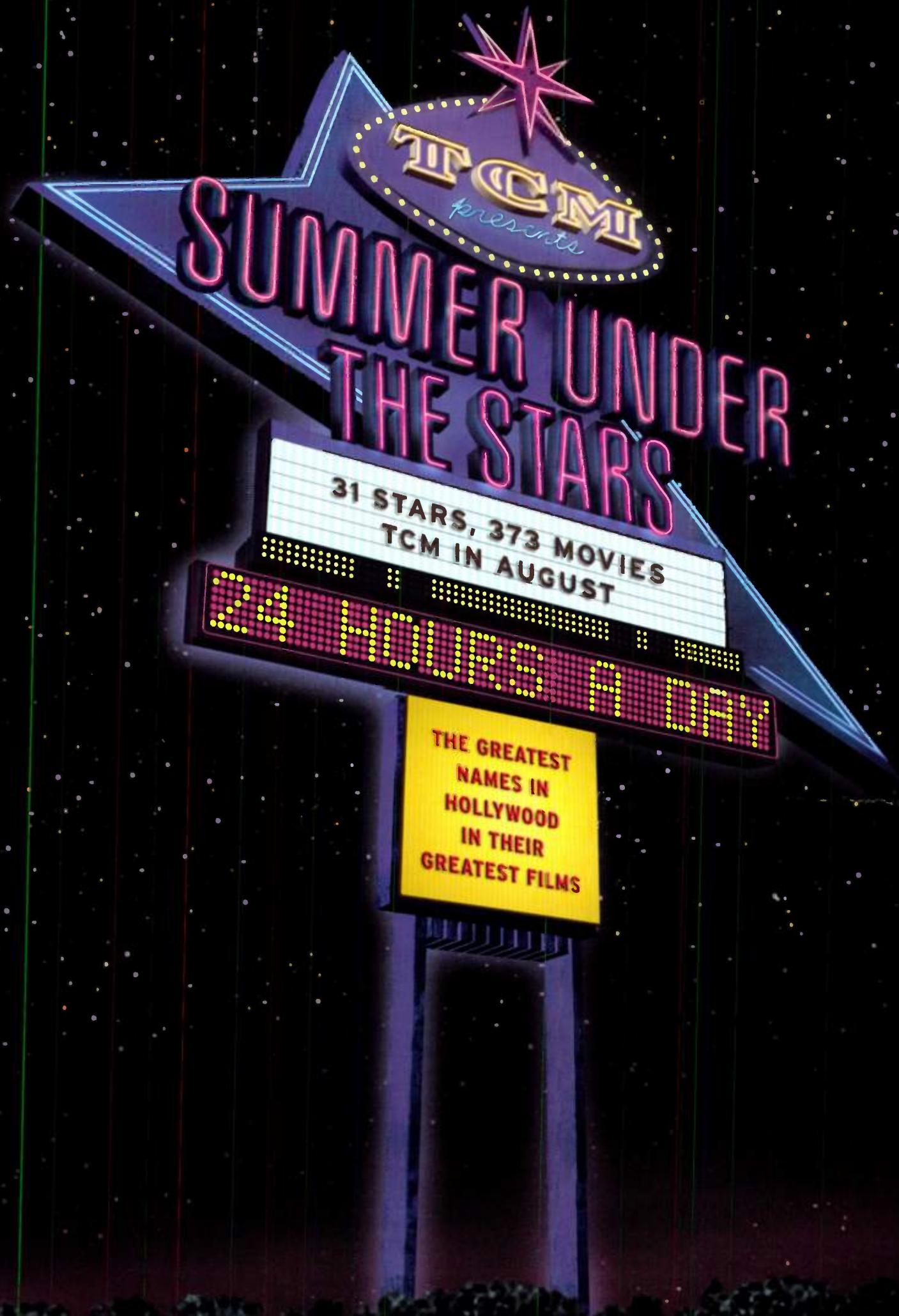
Addressing rumors that a good chunk of this year's upfront market might evaporate by the time advertisers place their written orders later this summer, Karmazin said, "We are not hearing anything to be concerned about" along those lines.

He also said the Super Bowl will be 50% sold by the end of July. He didn't dispute reports that CBS is charging \$2.4 million per 30-second unit for it. ■



'Our ratings, our brands and our future are all looking better than at any time in our history.'

MEL KARMAZIN, Viacom



starring

*James STEWART Clint EASTWOOD Peter O'TOOLE Joan CRAWFORD Fred ASTAIRE Robert MITCHUM James CAGNEY Elizabeth TAYLOR Cary GRANT
Jack LEMMON Frank SINATRA Greta GARBO Gary COOPER Charlton HESTON Katharine HEPBURN Steve MCOQUEEN Gene KELLY
Marlene DIETRICH Gregory PECK Humphrey BOGART Judy GARLAND Clark GABLE John WAYNE Myrna LOY Kirk DOUGLAS
Lana TURNER Bette DAVIS Spencer TRACY Paul NEWMAN Doris DAY William HOLDEN*

SUMMER UNDER THE STARS

AUGUST 2003

PRIMETIME HIGHLIGHTS
All Times Eastern



FRI 1

James Stewart
8:00 PM
Mr. Smith Goes to Washington
10:15 PM
The Man Who Shot Liberty Valance
12:30 AM
Harvey



SAT 2

Clint Eastwood
8:00 PM
Where Eagles Dare
11:00 PM
Escape from Alcatraz
1:00 AM
The Outlaw Josey Wales



SUN 3

Peter O'Toole
8:00 PM
Lawrence of Arabia
10:00 PM
The Last Emperor
1:00 AM
Goodbye, Mr. Chips



MON 4

Joan Crawford
8:00 PM
Mildred Pierce
10:00 PM
The Women
12:30 AM
Flamingo Road



TUE 5

Fred Astaire
8:00 PM
Holiday Inn
10:00 PM
Yolanda and the Thief
12:00 AM
Roberta



WED 6

Robert Mitchum
8:00 PM
Macao
9:30 PM
The Night of the Hunter
11:15 PM
Thunder Road



THU 7

James Cagney
8:00 PM
White Heat
10:00 PM
The Public Enemy
11:30 PM
Each Dawn I Die



FRI 8

Elizabeth Taylor
8:00 PM
Father of the Bride
10:00 PM
Father's Little Dividend
11:30 PM
Life with Father



SAT 9

Cary Grant
8:00 PM
Operation Petticoat
10:30 PM
North by Northwest
1:00 AM
Arsenic and Old Lace



SUN 10

Jack Lemmon
8:15 PM
The China Syndrome
10:30 PM
Days of Wine and Roses
12:30 AM
The Great Race



MON 11

Frank Sinatra
8:00 PM
From Here to Eternity
10:00 PM
Some Came Running
12:30 AM
Guys and Dolls



TUE 12

Greta Garbo
8:00 PM
Grand Hotel
10:00 PM
Camille
12:00 AM
Ninotchka



WED 13

Gary Cooper
8:00 PM
The Pride of the Yankees
10:15 PM
Meet John Doe
12:30 AM
Sergeant York



THU 14

Charlton Heston
8:00 PM
Touch of Evil
10:00 PM
Ben-Hur
2:00 AM
Soylent Green



FRI 15

Katharine Hepburn
8:00 PM
Woman of the Year
10:30 PM
Bringing Up Baby
12:00 AM
The Philadelphia Story



SAT 16

Steve McQueen
8:00 PM
The Blob
9:30 PM
The Magnificent Seven
12:00 AM
The Cincinnati Kid



SUN 17

Gene Kelly
8:00 PM
Gene Kelly: Anatomy of a Dancer
9:30 PM
On the Town
11:30 PM
Summer Stock



MON 18

Marlene Dietrich
8:00 PM
Witness for the Prosecution
10:00 PM
Judgment at Nuremberg
1:00 AM
Rancho Notorious



TUE 19

Gregory Peck
8:00 PM
MacArthur
10:30 PM
Spellbound
12:30 AM
Moby Dick



WED 20

Humphrey Bogart
8:00 PM
The Big Sleep
10:00 PM
High Sierra
12:00 AM
Across the Pacific



THU 21

Judy Garland
8:00 PM
The Harvey Girls
10:00 PM
A Star is Born
1:00 AM
Meet Me in St. Louis



FRI 22

Clark Gable
8:00 PM
It Happened One Night
10:00 PM
Mogambo
12:00 AM
Run Silent, Run Deep



SAT 23

John Wayne
8:00 PM
Chisum
10:00 PM
Hondo
11:30 PM
She Wore a Yellow Ribbon



SUN 24

Myrna Loy
8:00 PM
The Best Years of Our Lives
9:00 PM
The Thin Man
11:00 PM
After the Thin Man



MON 25

Kirk Douglas
8:00 PM
Champion
10:00 PM
Paths of Glory
11:30 PM
The Big Sky



TUE 26

Lana Turner
8:00 PM
The Postman Always Rings Twice
10:00 PM
Honky Tonk
12:00 AM
The Bad and the Beautiful



WED 27

Bette Davis
8:00 PM
The Old Maid
10:00 PM
The Man Who Came to Dinner
12:00 AM
The Petrified Forest



THU 28

Spencer Tracy
8:00 PM
Adam's Rib
10:00 PM
Guess Who's Coming to Dinner?
12:00 AM
A Guy Named Joe



FRI 29

Paul Newman
8:00 PM
Cool Hand Luke
10:15 PM
The Mackintosh Man
12:00 PM
Absence of Malice



SAT 30

Doris Day
8:00 PM
Pillow Talk
10:00 PM
Send Me No Flowers
12:00 AM
Julie



SUN 31

William Holden
8:00 PM
The Bridge on the River Kwai
9:00 PM
The Devil's Brigade
11:30 PM
Executive Suite

SPEND 24 HOURS WITH YOUR FAVORITE SUPERSTAR

TCM devotes 31 full days and nights to 31 film legends.
For a complete schedule, go to turnerclassicmovies.com



turnerclassicmovies.com

For all of your affiliate needs, go to TurnerResources.com or call your Turner representative at 404-827-2250 (on the West Coast call 415-975-5000).

World Radio History

News Execs Defend Their Use of Gruesome Images

BY ALLISON ROMANO

News executives last week defended their decisions to air grisly photos of former Iraqi leader Saddam Hussein's slain sons, calling the images an integral part of their coverage of the war in Iraq.

"An awful lot of people here want to see them as much as people in Iraq," said Jim Murphy, executive producer of CBS News' *Evening News With Dan Rather*.

Fox News Channel, CNN and MSNBC first started showing the graphic stills of Uday and Qusay Hussein, released by the U.S. government, last Thursday morning. TV news organizations received five or six photos, and most

photos the Bush administration wants the American public, as well as Iraqis, to see.

Last week's photos, news executives agreed, had significant news value. But two Washington stations, WRC-TV and WUSA-TV, did not carry the photos, and anchors nationwide warned viewers what they were going to see.

"When something is very important and very relevant to a big story, you sort of have to do it," said Murphy, recalling CBS's decision in May 2002 to air pieces of a videotape made by the kidnappers of slain *Wall Street Journal* journalist Daniel Pearl.

The cable news channels flashed the images often in the first hours, sometimes juxtaposing them with old pictures of the two men.

Online, the photos received different treat-



The cable news nets flashed the images often in the first hours, sometimes with old pictures of the two men.

ments between two and four images. The sons were killed in a shootout with U.S. troops last Tuesday in the northern city of Mosul.

There were more gruesome pictures Friday morning, when cable news nets played new videotape of the bodies on display at Baghdad Airport.

None of the broadcast networks interrupted regularly scheduled programming, but CBS displayed a news crawl alerting viewers that the photos were available. CBS, ABC and NBC included brief glimpses on evening newscasts.

The willingness to display the images stood out in contrast to news organizations' hesitation earlier in the war to air graphic images of dead American soldiers. Certainly, these were

ments. ABC News, CNN and MSNBC (which maintains NBC's news site) did not show them on their home pages. Instead, viewers were directed—with a disclaimer—to a link to view the images. In contrast, Fox News and CBS displayed the photos on their opening pages.

At the Poynter Institute think tank for journalism, broadcast pro Al Tompkins said he had heard from six stations (he wouldn't name them) that had decided not to air the images because they were too gruesome.

Whatever the policy, he urged news executives to communicate with their audiences. "If you don't use them, you should explain why," he said. And those that do should "limit the usage and justify why." ■

Friction Over Costs Casts Pall Over CTAM

BY JOHN M. HIGGINS

As hard as they tried to stay focused on the nuts and bolts of pushing cable products, marketing executives at last week's annual CTAM Summit in Seattle couldn't keep away from the industry's hottest topic: operators' growing annoyance at the high cost of cable networks.

The rising friction between cable operators and programmers cast an awkward pall over the annual convention of the Cable & Telecommunications Association for Marketing, because marketing is the place where systems and networks are intensely co-dependent.

Co-dependence, though, creates dysfunction. "There are some very serious problems in parts of our relationships," warned Insight Communications CEO Michael Willner. In particular, he cited "vertical integration," a reference to media giants that use rights to retransmit their broad-

cast stations as a weapon to jack up license fees for their cable networks.

He raised the prospect that rising political pressure could spur a return to rate regulation. "We're going to have to deal with those things, or we're going to have people outside our industry dealing for us."

But attendees spent much more of their time in Seattle discussing how to better sell cable's array of products.

RealNetworks CEO Rob Glaser emphasized that cable operators need to add features to distinguish their high-speed Internet service from telephone companies' DSL service or risk becoming a commodity product. Of course, what he wants is for operators to package his RealOne online video and audio programming into their Internet products.

Attendance met CTAM's target, drawing 2,361. That's down slightly from last year's 2,400 and even further off the group's peak of 2,938 in 2000. ■

FAST TRACK

Comcast Looks at Vivendi

Just to make **VIVENDI UNIVERSAL ENTERTAINMENT**'s odd, lengthy auction just a little odder, parent company Vivendi has coaxed **COMCAST** to take a look. It was just three weeks ago that the cable giant was being praised for maintaining financial discipline by agreeing to sell its half of **QVC** to partner **LIBERTY MEDIA** for \$7 billion, rather than buying Liberty out. But, with the QVC deal pending and the turnaround of **AT&T BROADBAND** progressing, Comcast executives have become emboldened to start sniffing around. Meanwhile, **MGM**'s temper tantrum seemed to work. After protesting that Vivendi was providing too little information too slowly, the company had meetings and information exchanges with Vivendi last week.

Minority Reports

A carve-out aimed at helping minorities, women and small businesses get into radio does little to offset the damage caused by the **FCC**'s broadcast-ownership deregulation, agency Commissioner **JONATHAN ADELSTEIN** told minority media executives last week. The commissioner expressed concern to the **MINORITY MEDIA TELECOMMUNICATIONS COUNCIL** about a provision of the new rules intended to increase chances that some local radio clusters would be sold to minorities. Trouble is, Adelstein said, he doubts that minority buyers will be able to get the capital to afford to buy. ...

Meanwhile, Adelstein and fellow commissioner **MICHAEL COPPS** are scheduled to join some Democratic legislators, **PBS** President **PAT MITCHELL** and anti-deregulation activists at the University of Wisconsin in Madison for a Nov. 7-9 media conference organized by **MEDIAREFORM.ORG**. ...

RADIO ONE and **COMCAST** made their partnership on a new, black-oriented cable network official last week. The two companies, **CONSTELLATION VENTURES**, **OPPORTUNITY CAPITAL PARTNERS**, **PACESETTER CAPITAL GROUP** and **SYNDICATED COMMUNICATIONS** are new investors. The channel debuts in January. The six companies will pony up \$130 million over the first four years. ...

TV GUIDE CHANNEL will promote Spanish-language programming in its digital cable listings. Beginning in August, it will add a tier, in Spanish, promoting listings and descriptions as well as offering operators their own opportunities to run Spanish-language promotions.

Private Stories

CBS NEWS President **ANDREW HEYWARD** said CBS News mishandled its attempt to get an interview with **PVT. JESSICA LYNCH**, in suggesting via a letter that other units of CBS and its corporate owner, **VIACOM**, would probably also be interested in making contractual deals with her. Heyward said no quid pro quo was suggested to Lynch, but, he admitted to critics on the press tour, "the letter was misconstrued, and a perception of such a link was created. ... So, to the degree that people misunderstood or thought it was inappropriate, that's not good. And we're obviously going to handle it differently the next time." Meanwhile, **NBC ENTERTAINMENT** chief **JEFF ZUCKER** said NBC is about to start filming its Jessica Lynch biopic, which he said is in its fifth rewrite and is being "constantly" revised. NBC's version is based in part on the account of an Iraqi attorney who Zucker said helped save her life. But he also acknowledged that the film is also being based on information as it is being made public.

Clarification

A Breaking item in the July 21 edition correctly reported that Dick Askin would replace Bryce Zabel as the new head of Academy of Television Arts and Sciences but neglected to note Zabel will stay on until Oct. 1.

spinoff



Joey Gets Own Show

NBC will spin off a sitcom titled *Joey* and starring *Friends* star Matt LeBlanc (above) in fall 2004, NBC Entertainment President Jeff Zucker announced last week at the television critics press tour in Los Angeles. *Friends* ends after this season, as the whole world knows.

CONGRATULATIONS TO OUR 109 EMMY® NOMINEES



NORMAL

An Avenue Pictures Production
in association with HBO Films

OUTSTANDING MADE FOR TELEVISION MOVIE

Cary Brokaw, Lydia Dean Pilcher, Executive Producers

OUTSTANDING LEAD ACTRESS

Jessica Lange as Irma

OUTSTANDING LEAD ACTOR

Tom Wilkinson as Roy

OUTSTANDING WRITING

Jane Anderson, Writer

OUTSTANDING MAKEUP (NON-PROSTHETIC)

Hallie D'Amore, Key Makeup Artist; Linda Melazzo, Makeup Artist;
Dorothy Pearl, Makeup for Ms. Lange

OUTSTANDING MAIN TITLE DESIGN

Antoine Tinguely, Jasmine Jodry, Title Designers

LIVE FROM BAGHDAD

An Industry Entertainment Production
in association with HBO Films

OUTSTANDING MADE FOR TELEVISION MOVIE

Rosalie Swedlin, Sara Colleton, Executive Producers;
George W. Perkins, Producer

OUTSTANDING LEAD ACTRESS

Helena Bonham Carter as Ingrid Formanek

OUTSTANDING DIRECTING

Mick Jackson, Director

OUTSTANDING WRITING

Robert Wiener, Richard Chapman, John Patrick Shanley,
Timothy J. Sexton, Writers

OUTSTANDING CINEMATOGRAPHY

Ivan Strasburg, B.S.C., Director of Photography

OUTSTANDING ART DIRECTION

Richard Hoover, Production Designer; Matthew C. Jacobs,
Art Director; Brian Kasch, Set Decorator

OUTSTANDING CASTING

John Papsidera, C.S.A., Casting by

OUTSTANDING SINGLE-CAMERA

PICTURE EDITING
Joe Hutshing, A.C.E., Editor

OUTSTANDING SOUND EDITING

Glenn T. Morgan, M.P.S.E., Supervising Sound Editor; Ben Wilkins,
Jon Tittle, Greg Hedgepath, Lisle Engle, Jon Mete, Daniel Irwin,
Larry Kemp, Michelle Pazar, Scott Sancers, Fred Stahley, Kelly Oxford,
Sound Editors; James Bladon, Music Editor; Diane Marshall,
Michael Bloomberg, Foley Artists

OUTSTANDING SINGLE-CAMERA SOUND MIXING

Rick Ash, Adam Jenkins, Drew Webster, Re-Recording Mixers;
Jim Tanenbaum, C.A.S., Production Sound Mixer

MY HOUSE IN UMBRIA

Canine Films/Panorama Films
in association with HBO Films

OUTSTANDING MADE FOR TELEVISION MOVIE

Frank Doelger, Robert Allan Ackerman, Executive Producers;
Ann Wingate, Producer

OUTSTANDING LEAD ACTRESS

Maggie Smith as Mrs. Delahunty

OUTSTANDING SUPPORTING ACTOR

Chris Cooper as Thomas Riversmith

OUTSTANDING DIRECTING

Richard Loncraine, Director

OUTSTANDING WRITING

Hugh Whitmore, Writer

OUTSTANDING CASTING

Irene Lamb, Casting by

OUTSTANDING ART DIRECTION

Luciana Arrighi, Production Designer; Maria Cristina Onori,
Art Director; Alessandra Querzola, Set Decorator

OUTSTANDING COSTUMES

Nicoletta Ercole, Rosa Palma, Assistant Costume Designers;
Maria Erminia Melito, Costume Supervisor

OUTSTANDING HAIRSTYLING

Maria Teresa Corradoni, Hair Department Head; Desidera Corradoni,
Gianna Viola, Anna De Santis, Hair Stylists

SIX FEET UNDER

The Greenblatt/Janollari Studios and Actual Size, Inc.
in association with HBO Original Programming

OUTSTANDING DRAMA SERIES

Alan Ball, Robert Greenblatt, David Janollari, Alan Poul,
Executive Producers; Bruce Eric Kaplan, Co-Executive Producer;
Rick Cleveland, Scott Buck, Jill Soloway, Supervising Producers;
Kate Robin, Robert Del Valle, Lori Jo Nemhauser, Producers

OUTSTANDING LEAD ACTOR

Peter Krause as Nate Fisher

OUTSTANDING LEAD ACTRESS

Frances Conroy as Ruth Fisher

OUTSTANDING SUPPORTING ACTRESS

Lauren Ambrose as Claire Fisher
Rachel Griffiths as Brenda Chenoweth

OUTSTANDING GUEST ACTOR

James Cromwell as George Sibley

OUTSTANDING GUEST ACTRESS

Kathy Bates as Bettina

OUTSTANDING DIRECTING

Alan Poul, Director "Nobody Sleeps"

OUTSTANDING WRITING

Craig Wright, Writer "Twilight"

OUTSTANDING CASTING

Junie Lowry Johnson, C.S.A., Libby Goldstein, Casting by

OUTSTANDING CINEMATOGRAPHY

Alan Caso, A.S.C., Director of Photography "Nobody Sleeps"

OUTSTANDING ART DIRECTION

Suzuki Ingerslev, Production Designer; Philip Dagort, Art Director;
Rusty Lipscomb, S.D.S.A., Set Decorator "The Opening"

OUTSTANDING COSTUMES

Jill Ohannesson, Costume Designer; Danielle Launzel, Assistant
Costume Designer; Bridget Ostersehltz, Costume Supervisor
"Tears, Bones And Desire"

OUTSTANDING MAKEUP (PROSTHETIC)

Todd Masters, Mark Garbarino, Makeup Artists; Dan Rebert,
Erik Schaper, Makeup Designers "Perfect Circles"

OUTSTANDING MAKEUP (NON-PROSTHETIC)

Donna-Lou Henderson, Makeup Department Head; Justin Henderson,
Key Makeup Artist; Megan Moore, Makeup Artist "Perfect Circles"

OUTSTANDING HAIRSTYLING

Randy Sayer, Hair Department Head; Dennis Parker, Key Hair Stylist;
Pinky Babajian, Hair Stylist "Perfect Circles"

HYSTERICAL BLINDNESS

A Karuna Dream/Blum Israel Production
in association with HBO Films

OUTSTANDING SUPPORTING ACTRESS

Gena Rowlands as Virginia
Juliette Lewis as Beth

OUTSTANDING SUPPORTING ACTOR

Ben Gazzara as Nick

OUTSTANDING WRITING

Laura Cahill, Writer

OUTSTANDING CINEMATOGRAPHY

Declan Quinn, Director of Photography

OUTSTANDING CASTING

Sheila Jaffe, C.S.A., Georgianne Walken, C.S.A., Casting by

OUTSTANDING MAIN TITLE DESIGN

Laurent Fauchere, Antoine Tinguely, Chris Haak, Title Designers

HBO.com AOL Keyword: HBO

©2003 Home Box Office, Inc. All rights reserved. HBO®, The Sopranos®, Six Feet Under®, Sex and the City® and Curb Your EnthusiasmSM are service marks of Home Box Office, Inc.

World Radio History

SEX AND THE CITY

Darren Star Productions
in association with HBO Original Programming

OUTSTANDING COMEDY SERIES

Michael Patrick King, John Melfi, Cindy Chupack,
Sarah Jessica Parker, Executive Producers

OUTSTANDING LEAD ACTRESS

Sarah Jessica Parker as Carrie Bradshaw

OUTSTANDING SUPPORTING ACTRESS

Cynthia Nixon as Miranda Hobbes
Kim Cattrall as Samantha Jones

OUTSTANDING DIRECTING

Michael Engler, Director "I Love A Charade"

OUTSTANDING WRITING

Cindy Chupack, Michael Patrick King, Writers "I Love A Charade"

OUTSTANDING CASTING

Jennifer McNamara, Casting by

OUTSTANDING SINGLE-CAMERA

PICTURE EDITING

Michael Berenbaum, A.C.E., Editor "Anchors Away"
Wendey Stanzler, A.C.E., Editor "Luck Be An Old Lady"

OUTSTANDING ART DIRECTION

Jeremy Conway, Production Designer; Fredda Slavin, Stephen Carter,
Art Directors; Karin Wiesel Holmes, S.D.S.A., Set Decorator
"Plus One Is The Loneliest Number"

OUTSTANDING COSTUMES

Patricia Field, Costume Designer; Patricia Trujillo, Wendy Stefanelli,
Assistant Costume Designers; Molly Rogers, Mark Agnes, Costume
Supervisors "I Love A Charade"

OUTSTANDING HAIRSTYLING

Wayne Herndon, Key Hair Stylist; Mandy Lyons, Hair for Ms. Parker;
Suzana Nezir, Donna Marie Fischetto, Hair Stylists "Plus One Is
The Loneliest Number"

OUTSTANDING MAKEUP (NON-PROSTHETIC)

Judy Chin, Nicki Ledermann, Department Heads for Makeup;
Kerrie Plant, Maryann Marchetti, Makeup Artists "Plus One Is
The Loneliest Number"

JOURNEYS WITH GEORGE

Purple Monkeys Productions
in association with HBO Original Programming

OUTSTANDING NONFICTION SPECIAL (TRADITIONAL)

Sheila Nevins, Executive Producer; Julie Anderson,
Supervising Producer; Alexandra Pelosi, Producer

OUTSTANDING DIRECTING

Alexandra Pelosi, Aaron Lubarsky, Directors

OUTSTANDING WRITING

Alexandra Pelosi, Writer

OUTSTANDING CINEMATOGRAPHY (SINGLE OR MULTI-CAMERA)

Alexandra Pelosi, Director of Photography

OUTSTANDING PICTURE EDITING (SINGLE OR MULTI-CAMERA)

Aaron Lubarsky, Editor

OUTSTANDING SOUND MIXING (SINGLE OR MULTI-CAMERA)

Colli Anderson, M.P.S.E., Production Mixer

THROUGH A CHILD'S EYES: SEPTEMBER 11, 2001

HBO Original Programming

OUTSTANDING CHILDREN'S PROGRAM

Sheila Nevins, Executive Producer; Dolores Morris,
Supervising Producer; Amy Schatz, Lynn Sadofsky, Producers

POINT OF ORIGIN

New Redemption Pictures
in association with HBO Films

OUTSTANDING SPECIAL VISUAL EFFECTS FOR A MINISERIES, MOVIE OR A SPECIAL

Patrick Clancey, Visual Effects Supervisor; Linda McDonnell, Visual
Effects Coordinator; Mark Intravartolo, Danny Mudgett, Lead Visual
Effects Compositors; Rocco Passionino, Lead 3D Artist

THE SOPRANOS

Chase Films/Brad Grey Television
in association with HBO Original Programming

OUTSTANDING DRAMA SERIES

David Chase, Brad Grey, Robin Green, Mitchell Burgess,
Ilene S. Landress, Executive Producers; Terence Winter,
Co-Executive Producer; Henry J. Bronchtein,
Martin Bruestle, Producers

OUTSTANDING LEAD ACTOR

James Gandolfini as Tony Soprano

OUTSTANDING LEAD ACTRESS

Edie Falco as Carmela Soprano

OUTSTANDING SUPPORTING ACTOR

Michael Imperioli as Christopher Moltisanti
Joe Pantoliano as Ralph Cifaretto

OUTSTANDING DIRECTING

John Patterson, Director, "Whitecaps"
Tim Van Patten, Director, "Whoever Did This"

OUTSTANDING WRITING

Robin Green, Mitchell Burgess, David Chase, Writers "Whitecaps";
Robin Green, Mitchell Burgess, Writers "Whoever Did This";
Terence Winter, Writer "Eloise"

OUTSTANDING CASTING

Georgianne Walken, Sheila Jaffe, Casting by

OUTSTANDING SINGLE-CAMERA

PICTURE EDITING

William B. Stich, A.C.E., Editor "Whoever Did This"

OUTSTANDING SINGLE-CAMERA SOUND MIXING

Kevin Burns, Todd Orr, Re-Recording Mixers; Matthew Price, C.A.S.,
Production Sound Mixer "Whoever Did This"

UNCHAINED MEMORIES: READINGS FROM THE SLAVE NARRATIVES

HBO Original Programming

OUTSTANDING NONFICTION SPECIAL (TRADITIONAL)

Sheila Nevins, Donna Brown Guillaume, Executive Producers;
Jacqueline Glover, Thomas Lennon, Producers; Lisa Heller,
Senior Producer

OUTSTANDING DIRECTING FOR NONFICTION PROGRAMMING

Ed Bell, Thomas Lennon, Directors

OUTSTANDING WRITING FOR NONFICTION PROGRAMMING

Mark Jonathan Harris, Writer

OUTSTANDING SOUND EDITING (SINGLE OR MULTI-CAMERA)

Ira Spiegel, Marlena Grzaslewicz, Sound Editors

ROBIN WILLIAMS: LIVE ON BROADWAY

Cream Cheese Films and Blue Wolf Productions
in association with HBO Original Programming

OUTSTANDING VARIETY, MUSIC OR COMEDY SPECIAL

Marsha Garces Williams, David Steinberg, Executive Producers;
Marty Callner, Randall Gladstein, Producers

OUTSTANDING INDIVIDUAL PERFORMANCE

Robin Williams, Performer

OUTSTANDING WRITING

Robin Williams, Writer

OUTSTANDING TECHNICAL DIRECTION, CAMERAWORK, VIDEO

Keith Winikoff, Technical Director; Ted Ashton, Rob Balton,
Tom "Scoop" Geren, Bob Highton, Lyn Noland, Mark O'Herlihy,
David Plakos, Jofre Rosero, Jim Scurdi, Mark Whitman, Camera;
Mark Sanford, Paul Ranieri, Video Control

OUTSTANDING SOUND MIXING

Ish Garcia, Production Sound Mixer

CURB YOUR ENTHUSIASM™

HBO Original Programming

OUTSTANDING COMEDY SERIES

Larry David, Jeff Garlin, Gavin Polone, Executive Producers;
Robert B. Weide, Co-Executive Producer; Tim Gibbons, Producer

OUTSTANDING LEAD ACTOR

Larry David as Himself

OUTSTANDING SUPPORTING ACTRESS

Cheryl Hines as Cheryl David

OUTSTANDING DIRECTING

Larry Charles, Director "The Nanny From Hell"; Bryan Gordon,
Director "The Special Section"; Robert B. Weide, Director
"Krazee-Eyez Killa"; David Steinberg, Director
"Mary, Joseph and Larry"

OUTSTANDING CASTING

Ronnie Yeskel, C.S.A., Richard Hicks, C.S.A., Casting by

OUTSTANDING SINGLE-CAMERA PICTURE EDITING

Steve Rasch, Editor "The Corpse-Sniffing Dog"; Jonathan Corn,
Editor "Krazee-Eyez Killa"

DA ALI G SHOW

Talkback Productions in association with
HBO Original Programming and C4

OUTSTANDING NONFICTION PROGRAM (ALTERNATIVE)

Sacha Baron Cohen, Peter Fincham, Executive Producers;
Dan Mazer, Producer

OUTSTANDING DIRECTING

James Bobin, Director "Episode 3"

OUTSTANDING WRITING

Sacha Baron Cohen, Dan Mazer, Anthony Hines, Jamie Glassman,
James Bobin, Writers

ROLLING STONES— LICKS WORLD TOUR, LIVE FROM MADISON SQUARE GARDEN

RST Concerts and Cream Cheese Films
in association with HBO Original Programming

OUTSTANDING VARIETY, MUSIC OR COMEDY SPECIAL

Michael Cohl, Executive Producer; Marty Callner, Randall Gladstein,
Steve Howard, Jake Berry, Producers

OUTSTANDING TECHNICAL DIRECTION, CAMERAWORK, VIDEO

Keith Winikoff, Technical Director; Ted Ashton, Rob Balton,
Justin Bomberg, Adrian Brister, Simon Cadiz, Jim Covello,
David Eastwood, Joe Favor, Tom "Scoop" Geren, Manny Gutierrez,
Marc Hunter, Marty Kell, Dave Levisohn, Gabriel Lopez, Jay Millard,
Jeff Muhlstocck, Lyn Noland, Ken Patterson, Brian Reason,
Jofre Rosero, Jim Scurdi, Dave Smith, Aaron Stephenson,
Ron Washburn, Mark Whitman, Camera; Mark S. Sanford,
Matty Randazzo, Chuck Reilly, Video Control

OUTSTANDING LIGHTING DIRECTION (ELECTRONIC, MULTI-CAMERA)

Patrick Woodroffe, Robert Barnhart, Dave Hill, Jim Straw,
Ethan Weber, Lighting Directors

OUTSTANDING SOUND MIXING

Don Worsham, Ed Cherney, Production Sound Mixers

DENNIS MILLER: THE RAW FEED

HBO Original Programming

OUTSTANDING INDIVIDUAL PERFORMANCE IN A VARIETY OR MUSIC PROGRAM

Dennis Miller, Performer

THANK YOU, ATAS, FOR 109 EMMY® NOMINATIONS

HBO®

REGULATION

Powell Watch

MICHAEL POWELL'S aides last week tried to squelch rumors that he will be exiting as FCC chairman, but they couldn't extinguish Washington gossip generated by a *Time* report asserting that he had notified the White House of plans to resign this fall. On the contrary, his office said, he has a fall agenda that includes tackling broadband



Is FCC chief Powell planning to leave soon?

regulation, spectrum policy and other critical areas. The real key to Powell's future, said other Washington sources, is whether he gets strong White House backing in the media-ownership fight, including help in building support for his much embattled 45% cap on national TV-house-

hold reach. So the thinking goes this way: If the President walks away, Powell does, too.—*B.M.*

BEHIND THE SCENES | BEFORE THE FACT

IN THE LOOP

MARKETING

Idol Talk

The three major sponsors of *American Idol* are back for next season's installment, and why not? The show was a huge hit and made up a lot of lost ground for the network in the second half of last season. The returning sponsors are Coke, ATT Wireless and Ford. A source familiar with the deals says all are paying record sums—upwards of \$20 million each—for the ad packages.

If the idols-in-waiting get a visit from Heather Locklear tossing her tawny locks while talking on a cell phone and eating a turkey on honey oat bread with Vidalia onion sauce, you'll know why. Fox has signed secondary sponsorships with five advertisers that get product tie-ins for one episode. They include Old Navy, Clairol and Nokia—all of which had similar deals last season—and newcomer Subway.

Beyond that, the network sold some of the show's inventory in the upfront and has reserved time for the scatter marketplace.—*S.M.*



Renewal Reminders

Broadcasters will be getting some help in spreading the word that their licenses are up for renewal. The radio-renewal cycle begins in Washington this fall, with petitions to deny D.C. renewals due Sept. 1. Part of the purpose of Commissioner Michael Copps's planned license-

REGULATION

renewal town hall meetings, which he announced last week, is to let the public know when and where those licenses are coming due. While there may not be enough time for a Washington meeting before September, it has not been ruled out. If Washington doesn't make the schedule, look for the first one in North or South Carolina in October, then perhaps Florida early next year. Word is, there isn't enough money to do one in every region, though.—*J.E.*

STATIONS

CALLING ALL CALLS



Ira Tumpowsky is a man of (call) letters.

Do you know the story behind your station's call letters? If you do, you ought to get in touch with Ira Tumpowsky. He has just retired from the Ad Council and intends to dedicate his next few years to a book on call letters and what they mean. According to Tumpowsky, some call letters, like KDKA of the pioneering Pittsburgh AM, mean nothing at all. They were just randomly assigned by the government, he says. But most calls tell something of the station's history of the community it serves, he says. KTRH mean "Come to The Rice Hotel," the hotel where the Houston AM got its start, he says.

Many are mysteries, or partial mysteries. For instance, Tumpowsky knows that WMAQ of NBC's Chicago TV station stands for "We Must Ask Questions," but he doesn't know why. "Was it a talk, call-in type of format?" he asks. In any event, Tumpowsky would appreciate your call-letter stories. His contact info: 25 Colony Rd., Westport, CT 06880; tump1@optonline.net; 203-227-2229.—*H.A.J.*

REGULATION

Sauce for the Goose

AMONG the criticisms of the FCC leveled by anti-deregulation activists was its acceptance of travel expenses to attend the conferences of deep-pocketed folks who wish to affect its decisions regarding media ownership. But now FCC Commissioners Michael Copps and Jonathan Adelstein are on the agenda to join some Democratic legislators in meeting with and



talking to thinly funded anti-deregulation activists at a November media conference in Madison, Wis., organized by Free Press and its Mediareform.org Web site.

Will the organizers be footing the bill for any of the government attendees? Conference coordinator Nina Huntemann says it may have to. It has set aside funds, she said, adding, "It's par for the course, and some of these people expect it." We're told Copps, for one, has no such expectation. Commissioner Adelstein, for two, told B&C he also would expect to pay his own way.—*J.E.*

SBC Signs Deal To Bundle EchoStar Package

BY JOHN M. HIGGINS

SBC Chairman Ed Whitacre has scrapped just about every video venture the telco has been involved with, from a takeover of Cox Communications to a Midwestern cable overbuild. But he says he's really, really serious about video this time, cutting a \$500 million deal to bundle EchoStar's Dish Network service with SBC's telephone services.

Under the deal, SBC will offer Dish Network to its residential telephone customers in a bundle including extra dis-

counts on SBC's high-speed DSL data or Cingular cellular-phone products.

SBC and other telcos have had co-marketing agreements with EchoStar and DBS rival DirecTV before, which even SBC acknowledges have been only marginally successful.

The difference here is that SBC will be more intricately involved. It will handle sales, billing and installation; customers will no longer get a separate bill from EchoStar. Control of the customer relationship is critical to cable marketing executives.

Telco Qwest cut a less intensive, co-

marketing agreements with EchoStar and DirecTV last week.

SBC had studied bidding for DirecTV, which is being acquired by News Corp. "We have made no secret of the strategic importance of video," Whitacre said.

The EchoStar move is a defensive one. SBC is losing 7%-9% of its residential access lines a year, says CSFB media and telecom analyst Lara Warner. Part is to Cox Communications, which asserts that it's getting 20% or more of the market where it delivers telephone service over its cable systems, notably in SBC markets San Diego and Phoenix. AT&T and MCI

are also snagging local customers.

SBC wouldn't disclose many financial details, but Executive Director of Alliance Management Gordon Brown said that EchoStar is serving largely as a supplier of programming at a set price and thus is insulated from discounts SBC builds into its bundles.

Cable operators were underwhelmed by the announcement. "They've partnered with DBS before without much success," said Cox Senior Vice President of Marketing Joe Rooney. "We control everything in our bundle; it all comes over the same wire. It makes a difference." ■

MONSTERFEST IS COMING

THE SCARIEST THING IS MISSING OUT
For a monstrous experience, take advantage of our
High Speed, Marketing and Local Ad Sales tools.
Monsterfest on AMC, October 26-31:

Don't get left in the dark.

Call Kim Martin at (516) 803-4311 or log onto
amcnetworks.com before it's too late.



World Radio History



TV FOR MOVIE PEOPLE



STATION BREAK

BY DAN TRIGOBOFF

WAGT Delays *Queer Eye*

AUGUSTA, GA.—WAGT(TV) decided not to air NBC's half-hour version of Bravo's *Queer Eye for the Straight Guy* at its regular time on July 24 but rescheduled the show for 2:30 a.m. the next morning. President and General Manager John Mann said that, "after reviewing the program, management felt it was not appropriate by local community standards for prime time viewing. We offered NBC a late-night clearance, which it accepted, and we're advising people of the change with an on-air billboard." The station planned to air instead a syndicated rerun of *Home Improvement*, which usually runs overnight.

In Cedar Rapids, Iowa, KWWL(TV) General Manager Rick Lipps said he had some issues with the show after watching it beforehand and was receiving complaints based on promos but decided to air it on time, at 8:30 p.m. CT. "There are some comments in bad taste," he said, "and the title is in bad taste, but it's a decent show." Will it offend community standards? "I guess I'll know tomorrow."

Bibbity Bobbity View

NEW YORK—Could the next co-host of ABC's *The View* come from local television? Even from a market as small as DMA No. 157? Last Monday, Barbara Walters, Meredith Vieira, Star Jones and Joy Behar hosted Tracy Kornet, morning co-anchor from KNXV-TV Phoenix (DMA No. 16). This week, Monday's show will be joined by Rebecca Powers, a news anchor from WLOX-TV Biloxi Miss.

According to Kornet, Powers has a lot to look forward to. "It was a blast," she said. Both women could be candidates to replace Lisa Ling and add the

journalism



Shootout in New York

Stations in the No. 1 DMA were on quickly last week with the dramatic story of the shooting of City Councilman James Davis at City Hall by a political rival, then the shooting of his assailant by a security guard. Both Davis and his attacker died. These images were provided by WNBC-TV New York.

younger demo to the daytime panel. A formal announcement is expected in November. Following the show, Kornet returned to Phoenix and took with her interviews with *Good Morning America's* Tony Perkins and Robin Roberts—the latter, coincidentally, is an alum of WLOX-TV.

Powers says she had never thought much of going beyond New Orleans, where she grew up the daughter of a WDSU(TV) floor director.

Kornet has gotten some interesting breaks before. She got into television when she was spotted by the general manager at WLEX-TV. She was six months pregnant and appearing in a local TV commercial when she was invited to audition for an anchor spot. Before broadcasting, she toured Japan as a backup singer and dancer and performed as Cinderella, Mary Poppins and Sleeping Beauty at Tokyo Disneyland.

Back to You, Mom

DETROIT—Scripps's WXYZ-TV may become the only station in the country with mother-daughter anchors. Glenda Lewis, daughter of longtime station anchor Diana Lewis, will join the station as a reporter/anchor in September. She will co-anchor with Dave LewAllen Saturday and Sunday at 6 p.m. and 11 p.m. and on WKBD(TV)'s 10 p.m. newscast. She joins from WJRT-TV Flint, Mich., and earlier worked at WBKB-TV Alpena and WLNS(TV) Lansing. WXYZ-TV General Manager Grace Gilchrest called the younger Lewis "part of the Channel 7 family" and said, "We're thrilled she's coming home."

Jacksonville *Idol*

JACKSONVILLE, FLA.—As networks fill their prime time with talent competitions, WJXT-TV Jacksonville, Fla.—which eschewed network programming a year ago and went independent—is hosting its own talent show, offering a chance to perform before some key talent reps plus prizes that include a trip to Jamaica. The station has narrowed the field to 25 from more than 500 singers.

All news is local. Contact Dan Trigoboff at (301) 260-0923, e-mail dtrigoboff@reedbusiness.com or fax (413) 254-4133.



Denver is the only top-30 market where over-the-air DTV signals are yet not offered to viewers.

Denver DTV: Finally, It's a Go

BY KEN KERSCHBAUMER

After a four-year battle, Denver TV stations have been granted approval to build a tower on Lookout Mountain to provide over-the-air digital signals. Denver is the only top-30 market not yet offering over-the-air DTV.

"We hope to break ground next spring and be up with digital TV signals to meet the 2006 deadline," says Fred Niehaus, Lake Cedar Group spokesman. The Lake Cedar Group comprises the Mile High City's KCNC-TV (CBS), KMGH-TV (ABC), KTVD(TV) (UPN) and KUSA-TV (NBC).

The Jefferson County board of commissioners approved the most recent proposal by a 3-0 vote. Lookout Mountain currently is home to three large towers and a number of smaller towers. The new facility will consolidate those towers and buildings into one tower and one building on an 80-acre site (72 acres of which will be set aside for open-space purposes). The new tower will be 730 feet tall, 130 feet shorter than the existing KCNC-TV tower. It will also be located 200 feet farther down the mountain, effectively making it 300 feet shorter. Three

buildings will be consolidated into one, with half of that underground.

The vote concluded hours upon hours of testimony in recent weeks as concerned citizens under the direction of Canyon Area Residents for the Environment (CARE) argued against the site because of concern over RF emissions.

"Our community already had a statistically significant elevation in brain cancers," says CARE spokeswoman Deb Carney. "This proposal would immediately add 9 million Watts of effective radiated power."

Niehaus says the approved proposal was designed to meet citizen concerns and issues. For example, FM transmitters will not be included on the new tower.

The Lake Cedar Group will meet with the commissioners on Aug. 19, he adds, to formally adopt written recommendations. Carney says an appeal is likely and would have to be filed within 30 days of Aug. 19.

"There is great distress within the community," she adds. "Physicians, electrical engineers, scientists and many others gave strong testimony against this. The decision is contrary to the evidence."

Niehaus says an appeal would not deter the LCG from moving forward. "It could hold up the issuing of building permits and the construction phase, but we're going to proceed as if it's a go." ■

transmission

Nielsen To Monitor DirecTV

BY ALLISON ROMANO

Seeking to boost ad sales, DirecTV Inc. can now keep tabs on viewing on ad-supported networks carried on its DBS system. DirecTV has partnered with Nielsen Media Research to measure ratings for the satellite company's 11.5 million subscribers.

DiracTV claims to be the first cable or DBS operator to have its audience tabulated by Nielsen. The company needs ratings to compete with broadcast networks, cable networks and syndicators for national ad dollars, says Vice President of Ad Sales Kirk Kopic.

DiracTV's ratings will represent "clusters," or groups of networks that have similar viewers, instead of track-

ing individual networks. Lifetime and Food Network fall into the women's cluster, for example, and Bloomberg Television and Fox News Channel are in the news category.

DiracTV's ad time, handled by Sony Pictures Television since 1999, is sold in clusters.

DiracTV has been lobbying Nielsen to measure its audiences for nearly two years. Six months ago, the companies agreed to forge ahead, but Nielsen needed to increase its representation in DirecTV homes. Previously, out of about 5,000 Nielsen homes, 200

were DirecTV subscribers, Kopic said. That number is up to 500, which he calls "a reasonable percentage" of DirecTV's market share. This summer, Nielsen will also begin to break out DBS homes in its local-market ratings. ■

DiracTV's ratings will represent 'clusters,' or groups of networks that have similar viewers.

Players listed above are scheduled to participate.

Golf's Home.

THE GOLF CHANNEL.



EXCLUSIVELY ON

NOW PLAYING
JELD-WENTRADITION
featuring HALE IRWIN, CRAIG STADLER, TOM WATSON & MORE
RATED AUGUST 28th-31st

NOW PLAYING
SOLHEIM CUP
starring USA vs. EUROPE
LIMITED ENGAGEMENT SEPT. 12th - 14th

It's A Major Premiere

Now Playing on The Golf Channel



JELD-WEN
TRADITION



JELD-WEN TRADITION
AUGUST 28th - 31st



SOLHEIM CUP
SEPTEMBER 12th - 14th



THE GOLF CHANNEL

Golf's Home.™

We're rolling out the red carpet at TGCAffiliate.com (password: GOLFTV) so you can stock up on spots, slicks, banners & scripts for these marquee events! Sorry - popcorn not included.

TV BUYER

EBB & FLOW

3Q Scatter: Tight and pricey

Third-quarter scatter is pretty much done, although buyers say there wasn't a lot of spending because most of the inventory had been sold in last year's up-front market. Scatter prices, were up 30%-60%, according to both buyers and sellers.

Mel Berning, president of broadcasting, MediaVest USA, says the scatter market moved

Ad Rates +30%-plus

"very quickly" at his agency, but "there wasn't that much. Some went to the networks, but most went to cable and syndication." Because networks are meeting their ratings guarantees, he adds, they have put up for sale some inventory set aside for make-goods. "It's largely reality shows. There's very little of the good stuff out there."

More worrisome to some agency executives is just how legitimate all that upfront ad spending was.

"There's still a big question about whether all this year's up-front money is real," says Andy Donchin, senior vice president director of national broadcasting, Carat. "It's possible some clients over-committed and might have to call dollars back. Towards the end of the summer, we'll know just how many commitments go to orders."

Tom Wolzien, research analyst, Sanford Bernstein, says, "It's premature to say contracts will hold. We just don't know. But a lot also depends on the economy's not going south."

Jessica Reif Cohen, lead entertainment and media analyst at Merrill Lynch, feels "pretty confident upfront commitments will hold." Auto spending in the up-front was basically flat, she says. But her sense now is that spending in the sector will strengthen in next season's scatter market.

—Jean Bergantini-Grillo

NEXT WEEK:

Cable

CBS Says Oldies Can Be Goodies, Too

Survey shows 18-49 demographic is not perfectly golden to buyers

By STEVE McCLELLAN

Boomers rule, and advertisers covet them above and beyond any other single group. Sound familiar? If you know David Poltrack, executive vice president, research and planning, CBS, it ought to.

He has been saying it for years, and he said it again to reporters at the TV Critics Association's spin-fest in Hollywood last week. This time, though, he was armed with a new survey of more than 1,000 ad executives conducted by an outside firm that Poltrack said validated his position.

But wait: What about all those young demos that networks tout so heavily?

The networks "are just plain wrong" when they tout adults 18-49 as the most important demographic group to advertisers, said Poltrack. According to the survey, conducted online by research firm InsightExpress, it's adults 25-54 that advertisers want. Conveniently, that's what CBS thinks, too.

Poltrack insisted that the survey was objective. The network's only involvement, he said, was to contribute 10 DVD players used more or less as incentives to get ad buyers and planners to complete the survey. CBS did not pay for the survey.

But it liked the results. The survey found that 30% of the ad executives responding cited adults 25-54 as the most important age segment in broadcast-network television. Twenty-one percent cited 18-49; 18%, 35-64; 17%, 18-34; and 15%, "other." The breakouts were similar for a question about cable TV.

Just as important, Poltrack said, advertisers weigh other considerations besides age and sex: notably, income level, product-usage information, audience composition, reach and, of course, price.

Competing networks dismissed CBS's pitch and the new survey. ABC and NBC weren't buying the part about

the dominance of the 25-54 demo.

According to ABC's estimates, a little more than 68% of the money spent in this year's prime time up-front market on the six broadcast nets was put against adults 18-49 or younger demos. About 54% was spent against 18-49 alone, while about half that, 27%, was spent on adults 25-54.

Poltrack's pitch. Steve Sternberg, senior vice president, director of audience analysis at Magna Global USA, said that, over the past decade, advertisers have shown increasing interest in the 25-54 demo. "It would not surprise me if it was now equal or even slightly higher in demand" than the 18-49 demo.

Part of CBS's agenda is to get TV writers to stop focusing on 18-49 as the preferred demo among advertisers. That's going to be an uphill battle, particularly in the consumer press, where editors aren't going to waste ink detailing a lot of demo breakouts that might interest a buyer but not necessarily your typical JAG fan, said Sternberg. "They often refer to 18-49 as the demo advertisers are interested in. While misleading, they don't have room to talk about every demo. But it would be equally accurate—or inaccurate—to refer to 25-54 the same way."

Stacey Lynn Koerner, executive vice president, director of global research integration for Initiative Media, said Poltrack's presentation rings true and probably doesn't come as a big surprise to most media plan-

ners and buyers. "When anyone asks me if the 18-49 is the most important demographic, typically my response is, every advertiser is different."

Further, she added, "when we decide which consumers to target, it goes way beyond age and sex. It has everything to do with psychographics and lifestyle and product usage," among other considerations.

Part of what Poltrack is battling, said Koerner, is a culture that is "obsessed with youth." The fact is, she said, there's not a lot of difference between the 18-49 and 25-54 demos. "It's the perception of going over the age of 50, and all it is is perception."

Indeed, advertisers aren't going to ignore the peak buying power of ages 50-60, Koerner added. "No self-respecting agency will plan and develop media based on age and sex alone." ■

What Ad Execs Consider



JAG fans have value, too, CBS's David Poltrack says.

| Top 5 audience factors | |
|---------------------------|----------|
| CHARACTERISTIC | CITED BY |
| Age | 89% |
| Sex | 79% |
| Income | 75% |
| Product usage | 59% |
| Education | 46% |
| Top 5 programming factors | |
| CHARACTERISTIC | CITED BY |
| Audience composition | 68% |
| Reach | 55% |
| Cost | 51% |
| Content | 38% |
| Coverage | 26% |

SOURCE: "The Role of Demographics in Television Time Planning and Buying: A Reality Check," conducted by InsightExpress, July 2003

"This survey is like taking a voter poll after the election," said Mike Shaw, president, ABC Sales and Marketing. "We already have the results of the upfront."

Alan Wurtzel, president of research and media development at NBC, agreed, estimating that roughly two-thirds of all the money spent by advertisers on broadcast-network TV is targeted to adults 18-49. "It's the advertisers telling us that this is the group primarily that they want to appeal to. Advertisers pay a premium for this group because older viewers are easy to get."

But the bottom line, said Wurtzel, is that "it's not up to the network to decide what's appropriate for their customers. It's up to the customer to say this is what we're looking for."

Agency executives, though, said last week there is some validity to

PROGRAMMING

ABC Family Just Getting Started

Net plans to produce 300 hours of new programming in next year

BY ALLISON ROMANO

ABC Family Channel President Angela Shapiro would rather think of her network as barely seven months old, rather than as a cable entity that Disney adopted from Fox (for \$5.2 billion) in 2001. For Shapiro, who joined in April 2002, things got started last December, when programming chief Linda Mancuso signed on and new ideas started flowing.

The first move was an afternoon teen block of reality and acquired shows like *7th Heaven*, which kicked off in late May. The block is scoring well with **| cable |** Family's young viewers. Compared with a year ago, ratings are up 83% among teens 12-17 this month and 41% in total viewers.

But the afternoon is a playground, and prime time is the real proving ground. Family's prime needs help. Ratings were off 25% to a 0.6 in the second quarter. Starting in July, though, Family is attacking with a stronger lineup headlined by Sunday-night reality shows.

"Prime time is a whole different animal," Shapiro said in a recent interview. "It's not about just running three or four strips."

So she has launched original programming for her 85 million subscribers. First up was *Dance Fever*, a hip re-creation of Merv Griffin's classic variety show. Despite a strong promotional push, the show averaged a modest 0.9 for its first two weeks, in line with ABC Family's July prime time average.

But the next two additions, due July 27, could hit bigger. Reality dating show *Perfect Match New York* comes



'Now that we finally have a brand, and a brand we're sure of, we can work smarter.'

ANGELA SHAPIRO,
ABC Family

from *Who Wants To Be a Millionaire* producer Michael Davies. Six-episode *Tying the Knot: The Wedding of Melissa Joan Hart* follows Hart, of *Sabrina the Teenage Witch*, from her engagement to her wedding in Italy.

And there's more to come. The net plans to produce 300 hours of original programming over the next year. Perhaps its most ambitious plan: two original sitcoms for early '04.

Sitcoms are tough to do well, admits Mancuso, who previously headed NBC Saturday-morning teen programming like *Saved by the Bell*. But comedies are "where you get the home run. They rerun very well." Six pilots, including one starring actress Rosanna Arquette, are in development.

More reality is on tap. Roseanne Barr's *The Domestic*



Tying the Knot, a six-episode series that follows Melissa Joan Hart from her engagement to her wedding in Italy, debuts July 27.

Goddess Hour, a proposed lifestyle and cooking show, will start as an ABC reality show chronicling its development. Another reality show may go inside Florida's IMG Sports Academy, a boarding school for budding sports stars (Tiger Woods and the Williams sisters are alums).

"This channel has changed hands so many times," said Shapiro, who had a very successful run heading ABC's daytime programming before taking on ABC Family. "Now that we finally have a brand, and a brand we're sure of, we can work smarter."

ABC Family is targeting young viewers, particularly female. The net boasts one of the youngest median ages for adult cable nets, 36 years old in prime.

"They have taken a step forward," noted Horizon Media ad buyer Aaron Cohen. "Now they need to put significant support and promotion behind it." Family needs to keep its development going, he added.

Family's original movies, all romantic comedies, are playing well. June's *This Time Around* scored a 2.2 debut rating, and July's *Lucky 7* notched a 2.1 rating, both more than double Family's usual Nielsen marks. In August comes *See Jane Date*, and eight more are on tap, starting in October. Eventually, Family would like to air one per month. *Friends'* Courteney Cox is in talks to star in one.

As for the acquired series, *Gilmore Girls* arrives in fall 2004; ABC's recent hit *My Wife and Kids*, in 2008.

For now, repurposing ABC shows is less of a focus. Repurposed shows, Shapiro says, have to fit Family's youthful focus, so ABC's reality and comedies work, but dramas likely will not. And she favors spicing up reruns of *The Bachelor* or *Celebrity Mole* with added footage and extra information. ■

New Cable Shows a Mixed Summer Bag

BY ALLISON ROMANO

As cable's barrage of summer original programming continues, here is B&C's report card on how cable's new series are faring:

NIP/TUCK (FX)—The network's latest original drama nabbed a hearty 3.1 rating with 3.7 million viewers for its July 22 debut. The plastic-surgeon drama scored well with viewers 18 to 49 years old.

QUEER EYE FOR THE STRAIGHT GUY (BRAVO)—The July 15 debut garnered a 1.6 rating and 1.6 million viewers, big for Bravo. NBC planned to re-air a 30-minute version on July 24. Episode two ratings dipped to a 1.4.

AMERICAN CHOPPER (DISCOVERY)—Discovery found a hit with *American Chopper*, featuring a father-and-son team that customizes motorcycles. The July 14 play nabbed a 2.2 rating, double Discovery's average in prime.

DOGGY FIZZLE TELEVIZZLE (MTV)—Rapper Snoop Dog's sketch comedy is scoring well, and building. Its best showing so far was a 1.7 on July 13.

TEEN TITANS (CARTOON NETWORK)—The net's latest original notched a solid 1.7 rating at its debut July 19. The repeat was even better. *Teen Titans* replayed in Cartoon's Adult Swim late-night block July 20 to a 2.3 rating.

STRIPPERELLA (SPIKE TV)—Pamela Anderson's cartoon debuted to a strong 1.7 rating in June but is waning a bit. Repeats after *WWE Raw* are attracting more-sizeable crowds.

MI-5 (A&E)—The British spy drama, a BBC co-production, notched a 1.6 rating with 1.8 million viewers in mid-July.

GARY THE RAT AND REN AND STIMPY ADULT PARTY CARTOON (SPIKE TV)—*Stripperella's* companions are struggling. After solid debuts, both slipped to a 0.5 rating on July 17.

THE ORLANDO JONES SHOW (FX)—The late-night entry is troubled, with ratings rarely above a 0.3.

DANCE FEVER (ABC FAMILY)—ABC Family's reality dance competition is averaging a so-so 0.9 rating after two weeks. ■



Rapper Snoop Dogg's *Doggy Fizzle Televizzle* sketch comedy on MTV is building, its best rating so far a 1.7 on July 13.

SYNDICATION WATCH

RATINGS | July 7-13

Nielsen Media Research

Top 25 Shows

Adults 18-49

| RANK | PROGRAM | AA | GAA |
|------|--------------------------------|-----|-----|
| 1 | Friends | 4.4 | 5.3 |
| 2 | Seinfeld (wknd) | 4.0 | 4.8 |
| 3 | Seinfeld | 3.9 | 4.6 |
| 4 | Everybody Loves Raymond | 3.3 | 3.6 |
| 5 | That '70s Show | 2.5 | 3.1 |
| 6 | Will & Grace | 2.4 | 2.7 |
| 6 | Oprah Winfrey Show | 2.4 | 2.5 |
| 8 | Wheel of Fortune | 2.1 | NA |
| 8 | Entertainment Tonight | 2.1 | 2.1 |
| 10 | Home Improvement | 2.0 | 2.4 |
| 10 | King of the Hill | 2.0 | 2.2 |
| 12 | Jeopardy | 1.8 | NA |
| 13 | Judge Judy | 1.7 | 2.4 |
| 13 | Maury | 1.7 | 1.8 |
| 15 | Frasier | 1.6 | 1.8 |
| 15 | Friends (wknd) | 1.6 | 1.6 |
| 17 | ER | 1.5 | 1.7 |
| 17 | Dr. Phil | 1.5 | 1.5 |
| 17 | WW Police Videos | 1.5 | 1.5 |
| 20 | Everybody Loves Raymond (wknd) | 1.4 | NA |
| 20 | Dharma & Greg | 1.4 | 1.5 |
| 20 | Entertainment Tonight (wknd) | 1.4 | 1.5 |
| 20 | Jerry Springer | 1.4 | 1.5 |
| 24 | Live With Regis and Kelly | 1.3 | NA |
| 24 | Access Hollywood | 1.3 | 1.4 |
| 24 | Mutant X | 1.3 | 1.4 |
| 24 | Drew Carey | 1.3 | 1.3 |

Top Court Shows

Adults 18-49

| RANK | PROGRAM | AA | GAA |
|------|-----------------|-----|-----|
| 1 | Judge Judy | 1.7 | 2.4 |
| 2 | Divorce Court | 1.2 | 1.5 |
| 2 | Judge Joe Brown | 1.2 | 1.5 |
| 4 | Texas Justice | 1.0 | 1.2 |
| 4 | Judge Mathis | 1.0 | 1.0 |

According to Nielsen Media Research Syndication Service Ranking Report July 7-13, 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

| roundup |

Mags Lead Rebound

BY JOHN EGGERTON

With Wimbledon preemptions and lowered July 4 HUT levels behind them, most syndicated shows turned in solid ratings gains for the week ended July 13. According to Nielsen, magazine shows were the hot ticket, with double-digit gains all around.

Genre leader *Entertainment Tonight* was up 14% to a 4.8. *Inside Edition*, up 11% to a 3.0; *Extra*, 32% to a 2.5; and *Access Hollywood*, a whopping 47%, tying *Extra* at a 2.5.

In daytime, four of the top five talk shows perked up. *Oprah* led with a 12% gain to a 5.5; runner-up *Dr. Phil* was down 5% to a 4.1; *Live With Regis and Kelly* was up 9% to a 3.5; and *Maury* inched up 3% to a 3.3. *The Jerry Springer Show* rose 8% to a 2.7.

The verdict on court shows was an even split between winners and losers. Up: leader *Judge Judy*, 12% to a 4.7; *Judge Joe Brown*, 6% to a 3.3; and *Judge Mathis*, 6% to a 1.9. Down: *Divorce Court*, 11% to a 2.5; *Texas Justice*, 8% to a 2.2; and *Judge Hatchett*, 11% to a 1.7. *People's Court* was flat at a 1.9.

Among rookies, Ask Rita appeared on the national list with a 0.4. Among the other rookie first-runs, *Who Wants To Be a Millionaire* recorded a 3% gain to a 3.0; *Pyramid* was up 25% to a 2.0; *The John Walsh Show*, a no-show last week (the victim of Wimbledon preemptions on NBC), earned a 1.4. *Celebrity Justice* was up 8% to a 1.3; *Good Day Live* was unchanged at a 1.1; and *Ex-Treme Dating* was flat at a 0.9 in its fifth week on the national chart after an 11-month slow rollout.

All the top five weekly hours gained vs. the previous week and last year: No. 1 *ET Weekend*, at 3.4, 10% for the week and 13% year-to-year; No. 2 *ER*, with a 2.5, 19% for both the week and the year; *World's Wildest Police Videos*, at 2.3, 15% and 10%, respectively; *Buffy the Vampire Slayer*, at 2.1, 5% for both; and *Mutant X*, also at 2.1, 24% and 11%, respectively. ■



Who Wants To Be a Millionaire averaged 3.0 July 7-13.

Syndie

Insider

Tribune Lands Big DreamWorks Deal

Effective in 2006, Tribune Co. has acquired exclusive distribution and barter rights for DreamWorks SKG's feature-film library, which includes 34 titles that in total did \$6 billion in box-office business, or an average of \$183 million per film. The films include *Saving Private Ryan*, *American Beauty*, *Gladiator* and *Shrek*.

The immediate beneficiaries are Tribune stations themselves: The films will get plays in 22 major markets where Tribune owns stations and also on its cable channel, WGN Superstation, giving advertisers a wide window nationwide. An elated Dick Askin, president and CEO of Tribune Entertainment, said he hopes the alliance leads to other collaborations with DreamWorks. Tribune probably won't put the package on the market until sometime in 2004, he said, but, even without other stations, "Tribune's station group adds a lot of market force to the studio."

Tribune Co. has rarely been in the film-packaging business, but the DreamWorks deal was an opportunity Askin jumped at pursuing. He made it clear that Tribune means to treat these films with kid gloves when, inevitably, they will have to be trimmed somewhat for television: "Who would dare edit one of Steven Spielberg's films?" The package of films has won 23 Oscars, including 11 in the so-called Big Five categories.

Oprah Has Strong Renewal Tally Through '08

King World has cleared *The Oprah Winfrey Show* for the 2006-07 and 2007-08 seasons in more than 75% of the country. Renewing stations are part of the ABC, Hearst-Argyle, Belo, Cox, Post-Newsweek, Emmis and Viacom chains. Winfrey announced in May that she would continue her talk show through 2008; originally, she said she intended to step down in '06. By mid June, King World had already landed clearances in 60% of the nation. The show enters its 18th season this fall.

Jeopardy Winners Unleashed

King World is raising the stakes on game-show staple *Jeopardy*. Returning champions can now play as long as they keep winning. For its first 19 first-run seasons, the show capped a returning champion at five days, although a Tournament of Champions was developed to decide a winner among winners. Now, to celebrate its 20th season, starting Sept. 8, there will be no limit on return visits (there will still be a tournament).

CONGRATULATIONS!

To Our Emmy® Nominees...



Outstanding Lead Actor
In A Comedy Series
- Bernie Mac -

Outstanding Writing
For A Comedy Series

AVAILABLE FALL 2005

The
**Bernie
Mac**
Show.



MARKET | Reno | FOCUS

AT A GLANCE

The Market

| | |
|-------------------|--------------|
| DMA rank | 114 |
| Population | 643,000 |
| TV homes | 242,000 |
| Income per capita | \$20,248 |
| TV revenue rank | 101 |
| TV revenue | \$38,300,000 |

Commercial TV Stations

| RANK* | CH. | AFFIL. | OWNER |
|-------|----------|--------|------------------|
| 1 | KOLO-TV | 8 ABC | Gray MidAmerica |
| 2 | KTVN(TV) | 2 CBS | Sarkes Tarzian |
| 2 | KRNV(TV) | 4 NBC | Sunbelt |
| 4 | KRXI-TV | 11 Fox | Cox |
| 5 | KRNV-LP | 41 Uni | Entravision |
| 6 | KAME-TV | 21 UPN | Bcst. Dev. Corp. |
| 7 | KREN-TV | 27 WB | Pappas |
| 8 | KWNV(TV) | 7 NBC | Sunbelt |

*May '03, total households, 6 a.m.-2 a.m., Sun.-Sat.

Cable/DBS

| | |
|---------------------------|---------------------------|
| Cable subscribers (HH) | 169,400 |
| Cable penetration | 70% |
| ADS subscribers (HH)** | 55,660 |
| ADS penetration | 23% |
| DBS carriage of local TV† | Dish yes; DirecTV shortly |

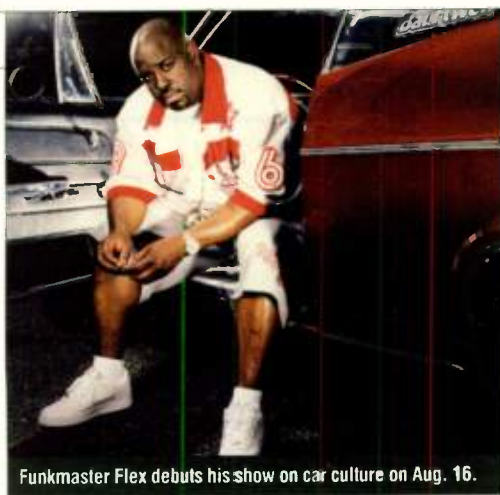
**Alternative Delivery Systems, includes DBS and other non-cable services, according to Nielsen Media Research

What's No. 1

| Syndicated Show | RATING/SHARE*** |
|--------------------|-----------------|
| Jeopardy (KOLO-TV) | 113/27 |
| Network Show | |
| CSI (KTVN) | 20/34 |
| Evening Newscast | |
| KOLO-TV | 12/23 |
| Late Newscast | |
| KOLO-TV | 4/19 |

***May 2003, total households

SOURCES: Nielsen Media Research, BIA Research



Funkmaster Flex debuts his show on car culture on Aug. 16.

Spike To Start, Finally, Aug. 11

BY ALLISON ROMANO

Nearly two months late, TNN will officially become a men's channel called Spike TV on Aug. 11. Along with new on-air branding, the Viacom net will debut two programming features that day: twice-daily *CBS Marketwatch* financial updates and *Zero to Sixty*, daily updates on the latest in automotive trends.

A special prime time lineup includes *Party With Spike*, a celeb-packed special at the Playboy Mansion, and *Most Extreme Elimination Challenge*, a spoof on old Japanese game shows. Both were to air June 16, the original launch date, which was scuttled while Viacom tussled with filmmaker Spike Lee over the Spike name.

Also playing Aug. 11, *Road to Slamball*, a behind-the-scenes special on Spike's extreme-sports league Slamball (a mix of basketball, football and trampoline) and a two-hour, live *WWE Raw*.

Ride With Funkmaster Flex, a series on car culture and celebrity hosted by DJ and car enthusiast Funkmaster Flex, bows Aug. 16. Spike plays tribute to the 25th anniversary of *Animal House* Aug. 24 with documentary *Go Inside: Animal House*.

In the works are two shows from start-up cabler Football Network: *Football 101* and *Fantasy Football 2003*. ■

More Than Gaming

The Reno, Nev., DMA encompasses dozens of communities, from state capital Carson City to Lake Tahoe, a popular tourist locale. Outsiders, says KOLO-TV Station Manager Matt James, "don't understand the vast distances and the type of market that we work with here. It is a real challenge for a station located in the wide open west" to cover its communities. The ABC station uses a satellite truck, two live trucks and translators to cover the 14-county DMA.

"It is a challenge," observes Lawson Fox, general manager of CBS affiliate KTVN(TV), "but, certainly, you can cover where the people are very effectively" because most of the residents live in towns and cities.

Population growth is about 3%. "Reno is a fast-growing community that has been cited again and again as being business-friendly," he notes, adding that the city is more than just a gaming center. "The quality-of-life aspects of Reno are great. We are much more diverse than Las Vegas."

Reno "is a changing market [that] has been diversifying," James says, citing such industries as distribution, high-tech, small manufacturers and even gold mining. It is "a well-rounded community. There are a lot of people that like the desert lifestyle here, and Nevada has no income tax."

Notes Fox, "We have a strong 18-49 population and a growing retirement pop in the outlying communities."

"The market is doing reasonably well," James says. "We haven't had a blockbuster year; it has been decent. Third quarter is not as active as we would like."

KTVN, PBS affiliate KNPB(TV), and NBC affiliate KRNV(TV) broadcast digital channels.

Gray MidAmerica, which took control of KOLO-TV in December, has been "streamlining the way we operate to put additional emphasis on news products and community involvement," James says. The station will celebrate its 50th anniversary in September.—Henry Seltzer



WHAT THEY DO

78 lanes are available in the National Bowling Stadium, "The Taj Mahal of Tenpins."

160K people attend July Artown, a festival including music, dance and opera performances.

18 ski resorts around Lake Tahoe make the area winters brisk with business.

55K square feet make up the new Nevada Museum of Art.

SOURCE: Reno-Sparks Convention and Visitor's Authority; NMA

HATCHETT EXCELS IN LOUISVILLE!

JUDGE HATCHETT delivers the time period's BEST performance in 10 years on WFTE from 2-3pm!

3.1

HOUSEHOLD RATING!

+121%

UP FROM SEASON PREMIERE!

+343%

UP OVER YEAR AGO!

JUDGE HATCHETT

www.sonypicturestelevision.com

Source: NSI, WRAP Overnights, HH Rtg. M-F (7/14/03-7/16/03), best=July histories, premiere=(9/16/02-9/20/02), year ago=July 02

SONY
PICTURES
TELEVISION

©2003 Sony Pictures Television Inc. All Rights Reserved.

BUSINESS

Former Citadel Chief To Build Stable of Midsize TV Stations

BY STEVE McCLELLAN

After two decades as a radio guy, Larry Wilson, a co-founder of Citadel Communications, is going to turn on the TV. As reported earlier, he has agreed to buy Williamsport, Pa.-based Lamco Communications, a small- and mid-market operator of nine TV stations.

The price wasn't disclosed, but financial analysts put it at \$125 million to \$130 million, although neither buyer nor seller would confirm. (Kalil & Co. brokered the deal.)

Contacted recently at his Kalispel, Mont., ranch, not far from three of the TV stations he's about to buy, Wilson said he wants to build a TV-group owner that is "substantially bigger than this platform" in midsize markets.

Estimated annual cash flow for the Lamco stations is about \$15 million. Wilson wouldn't confirm the number but said he intends to create a TV group with \$50 million to \$60 million cash flow "within a couple of years." BIA put Lamco's 2002 revenue at close to \$33 million.

Wilson co-founded Citadel in 1984, bought out his partner in 1991

and went public in 1997. The company was sold to buy-out specialist Forstmann Little in 2001 for \$2 billion (including a \$500 million contribution from JP Morgan Chase). According to SEC filings, Wilson received about \$50 million for his stake in the company.

So why does a radio guy want to be-

Wilson's New TV Group

| CALL LETTERS | MARKET | AFFILIATION |
|--------------|------------------------|-------------|
| KRCR-TV | Chico-Redding, CA | ABC |
| KAFF-TV | Eureka, CA | ABC |
| KECI-TV | Missoula, MT | NBC |
| KCFW-TV | Missoula, MT | NBC |
| KTVM-TV | Butte-Bozeman, MT | NBC |
| KTXS-TV | Abilene-Sweetwater, TX | ABC |
| KTXE-LP | San Angelo, TX | ABC |
| WCYB-TV | Tri-Cities, TN-VA | NBC |
| WCTI-TV | Greenville, NC | ABC |

SOURCE: Lamco Communications

come a TV guy? "I didn't feel I could build the mass in radio that I want," he said. "Consolidation has gone faster and farther than anybody dreamed. There's just not much left to buy."

The new company will be based in Las Vegas, where Wilson is based when not at his ranch (and where Citadel is based, too). ■



CHANGING HANDS

Combos

WBBK(AM) and FM Blakely, WSEM(AM) and WGMK-FM Donalsonville, Ga.

PRICE: \$1.65 million

BUYER: Convergent Broadcasting LLC (Bruce Biette, president/COO); owns seven other stations, none in this market

SELLER: Merchants Broadcasting (Gilbert M. Kelley Jr., president)

FACILITIES: WBBK(AM): 1260 kHz, 1 kW; WBBK-FM: 93.1 MHz, 25 kW, ant. 328 ft.; WSEM(AM): 1500 kHz, 1 kW; WGMK-FM: 106.3 MHz, 6 kW, ant. 331 ft.

FORMAT: WBBK(AM): Country/Talk; WBBK-FM: Country; WSEM(AM): Country/Talk; WGMK-FM: Hot AC

WFYY-FM Bloomsburg (Wilkes-Barre-Scranton), WYGL-FM Elizabethville and WLGL-FM Riverside (Harrisburg-Lebanon-Carlisle) and WYGL(AM) Selinsgrove, and WWBE-FM Mifflinburg, Pa.

PRICE: \$7.5 million

BUYER: Max Media Properties (John Trinder, president/COO); owns 14 other stations, none in this market

SELLER: Radio Friendz Inc. (Scott Richards, VP), Max Media Properties (John Trinder, president/COO) and B-98 Broadcasting Inc. (Scott Richards, VP).

FACILITIES: WFYY-FM: 106.5 MHz, 11 kW, ant. 1,027 ft.; WYGL-FM: 100.5 MHz, 1 kW, ant. 515 ft.; WLGL-FM: 92.3 MHz, 930 W, ant. 833 ft.; WYGL(AM): 1240 kHz, 1 kW; WWBE-FM: 1 kW, ant. 482 ft.

FORMAT: WFYY-FM: Hot AC; WYGL-FM: Country; WLGL-FM: Country; WYGL(AM): Country; WWBE-FM: Country

BROKER: Ted Hepburn of The Ted Hepburn Co.

COMMENT: Max Media is purchasing five stations operated by Sunair, which owns WYGL(AM), WYGL-FM and WLGL-FM. B-98 Broadcasting owns WWBE-FM, and Radio Friendz owns WFYY-FM.

FMs

KPUS-FM Gregory, KCCG-FM Ingleside, KKPN-FM Rockport and KTKY-FM Taft (Corpus Christi), Texas

PRICE: \$6.3 million

BUYER: Convergent Broadcasting LLC (Bruce Biette, president/COO); owns seven other stations, none in this market

SELLER: Pacific Broadcasting (Rick Dames, managing member)

FACILITIES: KPUS-FM: 104.5 MHz, 14 kW, ant. 446 ft.; KCCG-FM: 107.3 MHz, 14 kW, ant. 446 ft.; KKPN-FM: 102.3 MHz, 50 kW, ant. 446 ft.; KTKY-FM: 106.5 MHz, 50 kW, ant. 446 ft.

FORMAT: KPUS-FM: Classic Rock; KCCG-FM: Rock; KKPN-FM: Modern AC; KTKY-FM: dark

COMMENT: \$5 million is for KCCG-FM, KKPN-FM and KPUS-FM; \$1.3 million is in the form of an option agreement for KTKY-FM Refugio, Texas

INFORMATION PROVIDED BY: BIA Financial Networks' Media Access Pro, Chantilly, Va., www.bia.com

CLOSED

PATRICK  COMMUNICATIONS

is proud to have served as the broker in this transaction

(410) 740-0250, www.patcomm.com

Hawes-Saunders Broadcast Properties, Inc.

has agreed to sell

WRNB-FM

West Carrollton, Ohio

to

**Radio One
Incorporated**

for \$9,500,000

and

WOKL-FM

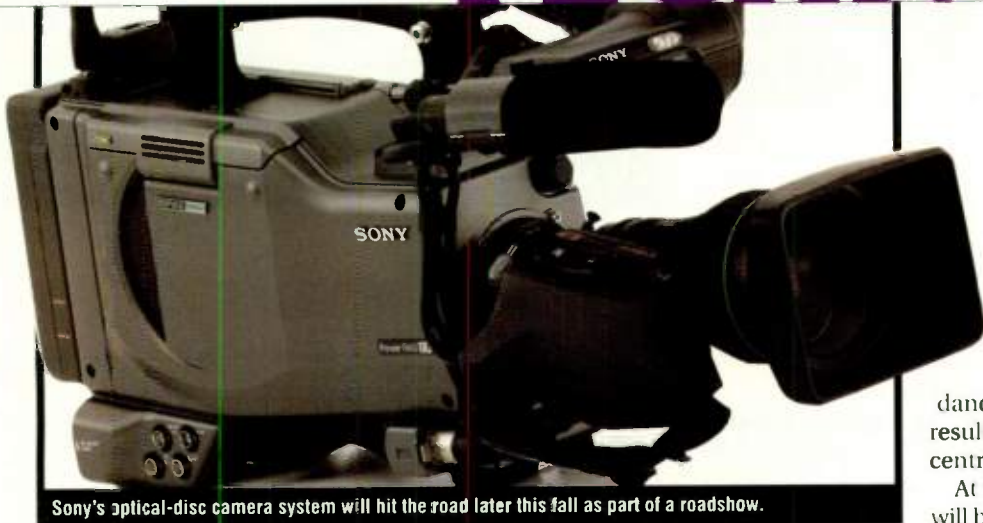
Troy, Ohio

to

**Educational
Media Foundation**

for \$1,200,000

TECHNOLOGY



Sony's optical-disc camera system will hit the road later this fall as part of a roadshow.

Sony Reorg Results in Layoffs

About 100 get pink slip as professional, prosumer divisions are brought closer together

BY KEN KERSCHBAUMER

Sony Broadcast and Professional Co. recently laid off about 100 workers, the result of a reorganization of Sony's division companies as well as continued weak equipment sales.

Sony Broadcast president Pat Whittingham says the move puts the division's operations more closely in line with what is happening in Japan.

It leaves the division with about 600 employees. Particularly affected were the marketing, sales, back-office and service-support areas as Sony tied the

professional and prosumer areas closer together.

Besides a reorganization, the move also reflects the pain felt by nearly all broadcast-equipment manufacturers: Business continues to be weak as stations postpone facility digitization plans.

"We're not seeing any recovery yet, and our business in 2003 is relatively flat to 2002," says Whittingham.

The reorganization has created a sales and marketing division to serve the broadcast and post-production markets. The direct-sales force will serve larger customers and the dealer channel. And the national account or-

ganization has expanded to serve sports leagues while also selling to the networks and large station groups.

The company also has moved from a regional approach with two zones and six regions to one with only four regions, again reducing redundancy. Whittingham says this was the result of trying to be less headquarter-centric and more sales-centric.

At the end of the day, however, Sony will be attempting to do more with less. It expects to rely more on third-party integrators and resellers, an approach increasingly used by other manufacturers as direct-sales efforts are scaled back.

Steve Jacobs, senior vice president of the broadcast and professional systems division, says Sony can feel comfortable about relying more on third parties. "The sophistication of resellers and integrators has come a long way in the last 10 years."

He is heavily involved with a new Sony effort: a digital roadshow with a 50-foot tractor trailer that will demonstrate Sony's equipment, including the new optical-disc acquisition system, across the country this fall.

"The [stations'] CIO or CFO doesn't go to Las Vegas for NAB," says Jacobs. "We need to talk to them not only about the technology but also about ROI and workflow savings in a way that is accessible."

Jacobs says the launch of the truck will coincide with the official launch of the format sometime this fall. ■

NFL and IBM Huddle on 'Warehouse'

BY KEN KERSCHBAUMER

The National Football League has signed a three-year contract with IBM for a Digital Content Engine, a digital-asset "warehouse" that will make it easier for NFL media partners to access video, audio, statistics and text related to the league.

"We want to create the aggregation and distribution mechanism that will bring content from our network partners, clubs, NFL Films and even radio together," says Brickman. "Then we can parse it out to clubs and partners in an efficient way and even possibly do consumer-based applications."

Highlights for broadcast, VOD and even streaming are all potential applications, he

adds. And clubs can access game films without having to ship tapes. IBM will consult with the NFL for about six months to figure out what content will be included and where it resides. The goal is to have the warehouse up and running for the 2004 season.

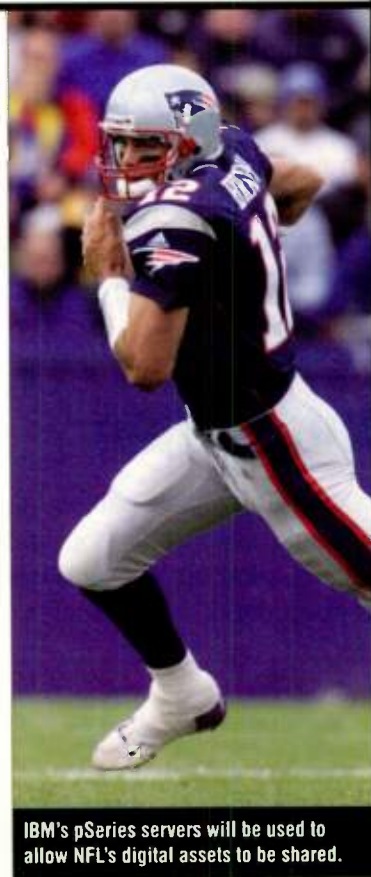
According to IBM Digital Media Manager Art Weiss, the facility will have IBM's DB2 Content Manager and Universal Database software driving IBM xSeries and pSeries servers. Ancept's Media Server software will be used for cataloguing, and Tivoli's Storage Manager will work with an IBM LTO (linear tape open) storage system for deeper tape-based archives.

The choice of server series, Weiss says, depends on how much content the NFL decides to place on the system.

"The pSeries is a heavy-duty, mission-critical server that is Unix-based and can meet broadcaster's criteria for reliability. The xSeries is an Intel-based server."

The LTO system will also play an important part, allowing large amounts of data to be accessed quickly. Weiss says open access allows the system to be very modular in scale, with cassette capacities of 100, 200 and 400 GB. The Tivoli system coordinates server databases to figure out which content to push to the tape-based system.

Brickman says the cost of storage has fallen to the point where it won't be a hurdle. "For broadcasters, I think we can look forward to a high-light-package system where everyone shares the same assets and resources." ■



IBM's pSeries servers will be used to allow NFL's digital assets to be shared.

Cutting Edge

Emmys for Advanced Media

The National Television Academy has created two technical Emmys: one for interactive television and another for new-media content and applications. The official titles of the categories: Outstanding Achievement in Advanced Media Technology for the Enhancement of Original Television Content and Outstanding Achievement in Advanced Media Technology for the Creation of Non-Traditional Programs or Platforms. The deadline for entries is Aug. 11 for work that was aired or distributed between Sept. 1, 2002, and July 31, 2003.



Comcast, TWC Test Microsoft TV

Comcast and Time Warner Cable will perform trials of Microsoft TV's interactive program guide using Motorola DCT2000 set-top boxes. Time Warner's trial will take place in Beaumont, Texas; Comcast will conduct its test in Seattle. The Comcast trial will also include Microsoft TV Foundation, the company's digital-TV software platform designed to help network operators tie in on-demand and other digital TV services.



Comcast will test the Microsoft TV Foundation DTV software platform.

BBC Tech Profit Jumps 225%

BBC Technology reported an operating profit of 6.8 million Euros in 2003, a 225% increase from an operating loss of 8.5 million Euros in 2002. Deals with DirecTV, the Associated Press and ESPN helped give the company enough momentum to report a 298% profit on ordinary activities before interest and taxes and retained profits for the year of 4.9 million Euros, up 327%.

Surf's Up for TMS

Tribune Media Services acquired a portion of iSurfTV's assets, including an interactive programming guide (IPG) application, a patent portfolio related to IPGs, and other interactive-television services. According to TMS, the assets will enable it to offer an IPG application alongside its current passive electronic programming guide and other products. TMS President and CEO David D. Williams says the acquisition will allow a new approach to graphical information displays for IPGs. The patent portfolio includes nine U.S. patents and 83 pending patent applications in the U.S., along with 20 international applications.

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.*

■ **Station Operations/Transmission & Towers**

Stations today face a myriad of choices when determining how to operate their facility. Each station operation focus will profile a station which recently updated its operations, examining the hardware and the reality of bringing in new technology.

ISSUE DATE: August 11, 2003
SPACE CLOSE: August 1, 2003
MATERIALS CLOSE: August 5, 2003

■ **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. Also, in this issue, a wrap-up of all the technology news and events out of this year's NAB show.

ISSUE DATE: August 18, 2003
SPACE CLOSE: August 8, 2003
MATERIALS CLOSE: August 12, 2003

■ **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: August 25, 2003
SPACE CLOSE: August 15, 2003
MATERIALS CLOSE: August 19, 2003

■ **News Technology: Newsroom Automation**

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: Sept. 1, 2003
SPACE CLOSE: August 22, 2003
MATERIALS CLOSE: August 26, 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: Sept. 8, 2003
SPACE CLOSE: August 29, 2003
MATERIALS CLOSE: Sept. 2, 2003

TECH FOCUS

TRAFFIC AND SALES AUTOMATION

Marketron To Host NBC TV-Station Group

29 NBC, Telemundo stations will be converted to Web-based system by end of '04

BY KEN KERSCHBAUMER

The NBC TV-station group will begin transitioning its stations to Marketron's traffic and billing system in September, with Telemundo station KMAS-TV Denver the first to make the leap. All of the group's 29 NBC and Telemundo stations are expected to be switched over by the end of 2004, when the company's contract with Encoda expires.

According to Group Director of Sales Digitization Christine Napoli, NBC was attracted chiefly by the fact that Marketron, an Application Service Provider (ASP), will provide the maintenance for NBC's traffic and billing system. "We aren't in the business of maintaining systems, and we want to get out of the IT business as much as possible," she explains. "They came in with a completely outsourced system and a disaster-recovery system that spoke to our needs."

NBC looked at 15 vendors during a nine-month period before selecting the system. NBC's traffic and billing operations are pretty much isolated, with sales assistants required to manually enter orders so that they can begin wending their way through the traffic system. The Marketron system, Napoli says, brings more fluidity to the process. "It allows for a spot to be cleared and for inventories to be pulled up without having to toggle and search for information."

The system will be used by eight to 10 employees at each station through a Web browser.

"We're putting a link between unknown inventory information and the sales people who need it," says Kristin Fechner, Marketron general manager, Hailey, Idaho, operations. "They don't even need the software application at their station."

According to Marketron CEO Mike Jackson, software updates will be handled without NBC's

needing to get involved. Kicking people off the system for updates is a thing of the past, Napoli observes, because the updates will be done in the background on weekends or weeknights.

The system comprises three parts: Marketron TV Sales, Marketron TV traffic and Marketron TV Business Intelligence. The last allows sales and traffic data to be more easily visualized by setting up sales-report templates on both an individual-station and group basis.

"The general manager, traffic directors, business managers and sales people will all be able to access the system any time, any place," Jackson explains. "This interface simplifies how a station uses the system even though it's more complicated

'Each [station] will go on independently so we can learn and tweak the process as we go.'

CHRISTINE NAPOLI, NBC

than what they've been using in the past."

Napoli finds the interface intuitive enough that users can sit down and figure out how to use it. "You can cut and slice the data any way you want."

Despite the simple interface, training will be involved. She believes it will take six to eight weeks to make sure the stations use the system properly to best meet their individual needs. Station sales departments will still handle transactions with advertising agencies through Donovan Data Systems' Media Ocean platform, which will interface with the Marketron system to fulfill traffic requirements.

Outsourcing a critical function like sales, especially when revenues total more than \$1.5 billion per year, requires a great degree of faith in not only the system but its disaster-recovery capabilities. Napoli says the proposal from Marketron laying out the data integrity and backup procedures was the most impressive one submitted.

The ability to provide the level of security required by a company like NBC, Jackson says, is the result of three years of work. The hosting centers have redundancies built in, and everything is duplicated to a backup facility every 15 minutes.

Marketron can provide such depth on disaster recovery, he

adds, because costs are spread out across the company's 2,500 clients. "With 29 stations, it's difficult to spend the amount of time and resources needed to have security. But we leverage those costs across all of our clients."

As for the rollout, Napoli says the non-duopoly Telemundo stations will be the first to make

the move. They are using a variety of traffic systems and aren't included in the Encoda contract that expires at the end of next year. So moving them over is a priority and is expected to be completed by the end of this year. "Each will go on independently so we can learn and tweak the process as we go." ■

V I S I O N A R I E S

WE ARE ALWAYS LOOKING TO THE
FUTURE
SO YOU DON'T HAVE TO.

VCI represents reliability and stability
in the broadcast and cable
traffic community.

We continuously evolve
with the industry and
set the standard for
modern day traffic
systems.

STARS II+ Product Features

Centralized Multi-Station Solutions

Real Time Inventory Control

Sales Proposal and Program Management Integration

Detailed Sales and Financial Reporting

...the End to End Solution

Call sales today to find out
more about VCI's STARS II+™
at 413.272.7200.



W W W . V C I S O L U T I O N S . C O M
SALES, TRAFFIC, AND AUTOMATION SOLUTIONS

PEOPLE

THE FIFTH ESTATER

Instead, Slovin Directs a Film, TV Museum

She turned an enthusiasm for theater to preservation

If circumstances had been different, Rochelle Slovin might have been a film director. "I grew up in a conventional period," she says. "Had I not been a woman, I would be directing and producing."

As things stand, Slovin is content to be the founding director of Queens, N.Y.-based American Museum of the Moving Image. A preservation house for film- and TV-related artifacts, Moving Image differentiates itself from the Manhattan-based Museum of Television and Radio, which deals exclusively with programming and tape recordings.

When she accepted the post in 1981, the museum had a minuscule budget of \$90,000 and an idea. Seven years and \$45 million later, Moving Image opened with an archive of more than 90,000 items—most donated—from which a core exhibition was drawn. With a focus on the how and why of television and cinema, the museum is outfitted with a 200-seat auditorium and features experiment television models dating back to the medium's infancy, as well as merchandise from such shows as *I Love Lucy* and *Welcome Back Kotter*, props, and demonstrations of equipment and techniques. In recent years, it has added digital media and has taken to the road with a travelling exhibition.

As a girl, Slovin staged backyard theatricals at her family's South Shore Long Island home. Her enthusiasm for theater gave way to performances at New York's theater-oriented Henry Street Settlement Playhouse. "I loved the world that existed on the stage," she says. "Living in that fantasy space."

At the end of her Henry Street days, Slovin campaigned for 1952 Democratic presidential candidate Adlai Stevenson. She was 12 years old. "I would say I had an interest even younger than that," she explains. "You hear dinner talk. You see the newspaper. I don't think that is very unusual."

Stevenson got creamed by Dwight Eisen-

hower, but Slovin's thirst for both acting and activism never slackened, even though her parents openly disapproved of her show-business pursuits.

As the '60s dawned, she returned to New York from Cornell University and joined avant-garde theater company La Mama. Two years later, in 1965, she joined the anti-Vietnam organization Women Strike for Peace and became close to the group's leader, New York activist Bella Abzug.

Married and pregnant with her second son, Slovin quit La Mama in 1967. "I didn't have the ego strength for theater, to face the inevitable rejection of theater."

But she kept her activism bug. She worked on Abzug's 1970 congressional campaign, got a job with the city planning department and went to Columbia University to get a master's degree in business. By 1977, she was back in the arts, as director of the publicly funded New York City Artists Project. Three years later, the program was defunct.

A year later, she was called upon by members of the Astoria Motion Picture and Television Foundation to head the re-opening of the Astoria Studios for feature-film production, a project that she would steer into the American Museum of the Moving Image.

"I think of myself as a non-profit impresario," Slovin says. "It involves politics, urbanism, the arts and my business education. And it's theatrical."

With more than 80,000 annual visitors and an archive that is "bursting at the seams," Slovin does not rule out possible expansion. For the time being, though, growth will happen only in cyberspace. "We are undertaking a major initiative to catalog and make our collection accessible via the Web."

Slovin remains an active supporter of theater and political campaigns. Sons Karl and Eric have fulfilled her childhood dream, becoming, respectively, a film director/producer and *Saturday Night Live* writer and comic.

—P. Llanor Alleyne

Rochelle Slovin

Director, American Museum of the Moving Image



B. Sept. 24, 1940

EDUCATION

BA, Cornell University, 1962;
MS, Columbia University,
1977

EMPLOYMENT

Performer at La Mama and other off-off-Broadway theaters, 1960s; member of Congresswoman Bella Abzug's campaign staff, 1970; New York City Department of City Planning, 1971-73; staff adviser for cultural affairs, education and libraries to Bronx Borough President Robert Abrams, 1973-76; director, CETA Artists Project of the Cultural Council Foundation, 1976-1980; current position since 1981

PERSONAL

M. Edmund Leites; sons Karl and Eric Slovin



FATES & FORTUNES

Broadcast TV

RONALD THORPE, senior program officer, education, Wallace Foundation, New York, joins WNET(TV) New York, as director, Educational Resource Center.

At KGO-TV San Francisco: **ERIC L. DAUSTER**, systems manager, TeleSuite Corp., Englewood, Ohio, joins as technical operations manager; **JACK FRASER**, production technician, promoted to assistant director, engineering; **JACK LIVOLSI**, executive producer, special projects and promotions, WBZ-TV/WSBK-TV Boston, joins as promotion manager; **LISA WELDON PHELAN**, lead artist, Video Design Group, Glendale, Calif., joins as art director.

Programming

At Discovery Networks, Silver Spring, Md.: **MATT KOCHAN**, director, retention and partnership marketing, AT&T Broadband, Denver, joins as VP, marketing strategy, affiliate sales & marketing; **LISA DELLIGATTI**, VP, sales strategy and distribution, Southern region, Comedy Central, Atlanta, joins as senior VP, affiliate sales and marketing; **KELLY PICCIOTTA**, account director/team leader, affiliate sales and marketing, promoted to director, marketing, national accounts, affiliate sales and marketing.

ERIC W. STRONG, VP, eastern sales, Sony Pictures Entertainment, New York, joins NBC Enterprises, New York, as VP, Eastern syndication sales.

MICHELLE VICARY, director, scheduling, Hallmark Channel, Los Angeles, promoted to VP, program scheduling and administration.

At NFL Network, New York: **ARTURO MÁRQUEZ**, vice president of affiliate sales, NBC Cable Networks, New York, joins in the same capacity; **TOM BRADY**, senior account manager/global coordinator, Publicis, New York, join as manager, program scheduling.

DEIRDRE A. SCOTT, managing director, licensing, NASCAR, Daytona Beach, Fla., joins Discovery Consumer Products, Silver Spring, Md., as VP, domestic licensing.

JAY SCHMALHOLZ, executive producer/creative director, Nickelodeon Games and Sports, New York, promoted to VP/creative director.

At A. Smith & Co., Los Angeles: **SEAN ATKINS**, CEO/president, Mediaconnex, Los Angeles, joins as senior VP, development; **EMMY DAVIS**, line producer, MTV Networks, Los Angeles, joins as executive in charge, production.

CHRIS COOKSON, chief technology officer, Warner Bros. Entertainment, Burbank, Calif., adds president,



RONALD THORPE
WNET(TV) New York



MATT KOCHAN
Discovery Networks



MICHELLE VICARY
Hallmark Channel



TRISHA ZARIN
NATPE

Warner Bros. Technical Operations Inc., to his duties.

GAIL PECK RAUNER, manager, affiliate ad sales, MTV Networks, New York, promoted to director.

MARK BOXER, Eastern and Central district manager, Artisan Entertainment, New York, joins IFC Films, New York, as director, national film sales.

NADIA SAAH, director, licensing, consumer products division, Discovery Communications, Silver Spring,



DATE BOOK

Md., named director, marketing and sales, 4Kids Entertainment, New York.

DAVID M. GREEN, managing editor, KMGH-TV Denver, joins HDNet, Dallas, as executive producer, news and documentary programming.

Journalism

DON LEMON, correspondent, WNBC(TV) New York, named news anchor/late news reporter, WMAQ-TV Chicago.

CASEY CLARK, assistant news director, KYW-TV Philadelphia, joins WBAL-TV Baltimore, as executive producer.

VIRGINIA KERR, weekend anchor/general assignment reporter, KHQ-TV Spokane, Wash., joins KMOV(TV) St. Louis, as weekday reporter/weekend co-anchor.

DAVE ERICKSON, executive producer, TV Guide Channel, Hollywood, Calif., named freelance news reporter, KUSI-TV San Diego.

PATRICK NOLAN, reporter, KTRK-TV Houston, joins WFTX(TV) Fort Myers, Fla., as main anchor.

RICHELLE CAREY, morning news anchor, KVVU-TV Las Vegas, joins KMOV(TV) St. Louis, as co-anchor, morning news.

At WPTV(TV) West Palm Beach, Fla.: **LORI DELGADO**, reporter, News 12 Bronx, New York, joins as bureau reporter; **HARRY KIM**, producer, WHP-TV Harrisburg, Pa., and **JULIE GOWAN**, producer, WSJV(TV) South Bend, Ind., join as morning producer.

RUSS KENN, executive producer, *Red Sox This Week*, WBZ-TV and WSBK-TV, named executive sports producer for the stations.

CHRIS CALLAHAN, weekend sports anchor, KODE-TV Joplin, Mo., joins KCEN-TV Temple, Texas, as sports reporter/photographer.

Radio

MARILYN SANTIAGO, program director, WLXX(AM) Chicago, joins Latino Broadcasting Co., Miami, as director, affiliate relations.

At WNYC-FM New York: **SOTERIOS JOHNSON**, fill-in host, *Morning Edition*, named permanent host; **MARC SIEGEL**, manager, corporate underwriting, named assistant director, local corporate underwriting.

ALLISON KEYES, City Hall and politics reporter, WNYC-FM New York, named national reporter, *The Tavis Smiley Show*, National Public Radio, New York.

Associations/Law Firms

TRISHA ZARIN, marketing and project manager, George Elkins Mortgage Banking Co., Los Angeles, named marketing manager, National Association of Television Program Executives, Santa Monica, Calif.

WHAT'S YOUR FATE?

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

This Week

July 30-Aug. 2

Association for Education in Journalism & Mass Communications Annual Convention. Hyatt Regency Crown Center and Westin Crown Center, Kansas City, Mo. Contact: 803-798-0271.

July 30

Women in Cable and Telecommunication—Washington/Baltimore Chapter Seminar: *Impact as Leader—Be a Catalyst, Fearless and Inspire*. NCTA, Washington. Contact: Joan Berler, 703-354-5062.

July 31

National Association of Minorities in Cable New York Panel: Diversity in Sports Entertainment. Madison Square Garden, New York. Contact: 212-969-8622

August

Aug. 1

National Association of Television Program Executives Television Producers' Boot Camp. Wyndam Bel Age Hotel, Los Angeles. Contact: Les Eisner or Don Ciaramella, The Lippon Group, 323-965-1990 or 212-986-7080.

Aug. 4

Association of National Advertisers Seminar: *Creative, Media, Agency, Internet, Strategic Marketing*. New York. Contact: Patricia Hanlon, 248-391-3121.

Aug. 5

Hollywood Radio & Television Society Newsmaker Luncheon: Kids Day. Regent Beverly Wilshire Hotel, Calif. Contact: 818-789-1182.

Aug. 6-10

National Association of Black Journalists 28th Annual Convention. Dallas. Contact: 301-445-7100.

Aug. 10-12

Prepaid Markets Expo 2003 Marriott Marquis, New York. Contact: 727-399-2812.

Aug. 12-14

Minnesota Cable Communications Association Annual Meeting. Superior Shores Resort, Two Harbors, Minn. Contact: 651-641-0268.

Aug. 12-15

Scarborough Sales, Research and Marketing Conference 2003 The Fairmont Miramar Hotel, Santa Monica, Calif. Contact: Lisa Dean-Kluger, 212-896-1229.

Aug. 20

South Dakota Cable Association 3rd Annual PAC Golf/Sporting Clays Tournament. Sioux Falls, S.D. Contact: Jerry Steever, 605-342-1870, x114.

September

Sept. 2-5

The Advertising Festival New York Hotel and Convention Centre at Disneyland Resort, Paris. Contact: Tel: 00 44 (0)845 6441750

Sept. 7-9

Association of National Advertisers Sponsorship and Event Marketing Conference.

Chicago. Contact: Patricia Hanlon, 248-391-3121.

Sept. 10

Kagan Media BrandVisions: Sponsored Programming & Product Placement. The Helmsley Park Lane Hotel, New York. Contact: 831-624-1536.

Sept. 10

Association of National Advertisers Western Region Meeting. Los Angeles. Contact: Patricia Hanlon, 248-391-3121.

Sept. 11-16

IBC2003 RAI Exhibition, Amsterdam, The Netherlands. Contact: Robin Lince or Daniel Coderoy, 44(0)20 7611 7500.

Sept. 16-17

Kagan Media Broadband Summit. The Helmsley Park Lane Hotel, New York. Contact: 831-624-1536.

MAJOR MEETINGS

Sept. 21

The Academy of Television Arts and Sciences 55th Annual Emmy Awards. Shrine Auditorium, Los Angeles. Contact: 818-761-2827.

Nov. 10

Broadcasting & Cable Hall of Fame Marriott Marquis, New York. Contact: Steve Labunski, 212-889-6716.

Dec. 2-5

California Cable Television Association Broadband Plus: The New Western Show. Anaheim Convention Center, Anaheim, Calif. Contact: Clark Franklin, 510-428-2225.

Sept. 18

Cable & Telecommunications Association for Marketing Collaborative Marketing Seminar—Partnering for Profit: Join Forces. Gain Resources. New York. Contact: Phyllis Dickerson-Johnson, 703-837-6575.

Sept. 21

Academy of Television Arts and Sciences 55th Annual Emmy Awards. Shrine Auditorium, Los Angeles. Contact: 818-761-2827.

Sept. 22-23

CNA Wireless International Wireless Symposium 2003. San Diego Convention Center, San Diego. Contact: Isaac Lopez, The Bernhardt Group, 866-509-3775.

Sept. 22-24

Association of National Advertisers Seminar: *Creative, Media, Promotion, Integrated Marketing, Direct Marketing, Agency, TV, Marketing Research*. Phoenix. Contact: Patricia Hanlon, 248-391-3121.

Sept. 25

Society of Broadcast Engineers Central

New York Regional Convention. Turning Stone Casino Resort Convention Center, Verona, N.Y. Contact: Tom McNicholl, 315-768-1023.

October

Oct. 1-3

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

Oct. 14-16

The Society of Broadcast Engineers National Meeting. Madison, Wis. Contact: John Poray, 317-846-9000.

Oct. 14-17

National Association of Broadcasters Satellite Uplink Training Seminar. NAB Headquarters, Washington. Contact: Stacy Perrus, 202-429-5479.

Oct. 15-17

Institute of Electrical and Electronics Engineers 53rd Annual IEEE Broadcast Symposium. The Hotel Washington, Washington, D.C. Contact: David H. Layer, 202-429-5339.

Oct. 16-19

Association of National Advertisers Annual Conference. Dana Point, Calif. Contact: Patricia Hanlon, 248-391-3121.

Oct. 20-23

Association of National Advertisers Seminar: Marketing Leadership. Chicago. Contact: Patricia Hanlon, 248-391-3121.

Oct. 21-24

The Society of Cable Telecommunications Engineers 2nd Annual SCTE Seminar Central. Cisco Systems campus, San Jose, Calif. Contact: Susan Parno, 610-524-1725 ext. 231.

Oct. 22

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

November

Nov. 2-4

Association of National Advertisers Multicultural Marketing Conference. Key Biscayne, Fla. Contact: Patricia Hanlon, 248-391-3121.

Nov. 6-7

The News Xchange 2nd Annual News Xchange Conference. The Intercontinental Hotel, Budapest, Hungary. Contact: Jim Gold, +44 20-7631-4533.

Nov. 7-14

Banff Television Foundation Alliance Atlantis Banff Television Executive Program. Alberta, Canada. Contact: 403-678-9269.

Nov. 9-12

The Virginia Cable Show Norfolk Waterside Marriott, Norfolk, Va. Contact: Barbara Davis, 804-780-1776.

Nov. 10

Broadcasting & Cable Hall of Fame Marriott Marquis, New York. Contact: Steve Labunski, 212-889-6716.

BROADCASTING & CABLE YEARBOOK 2003-2004

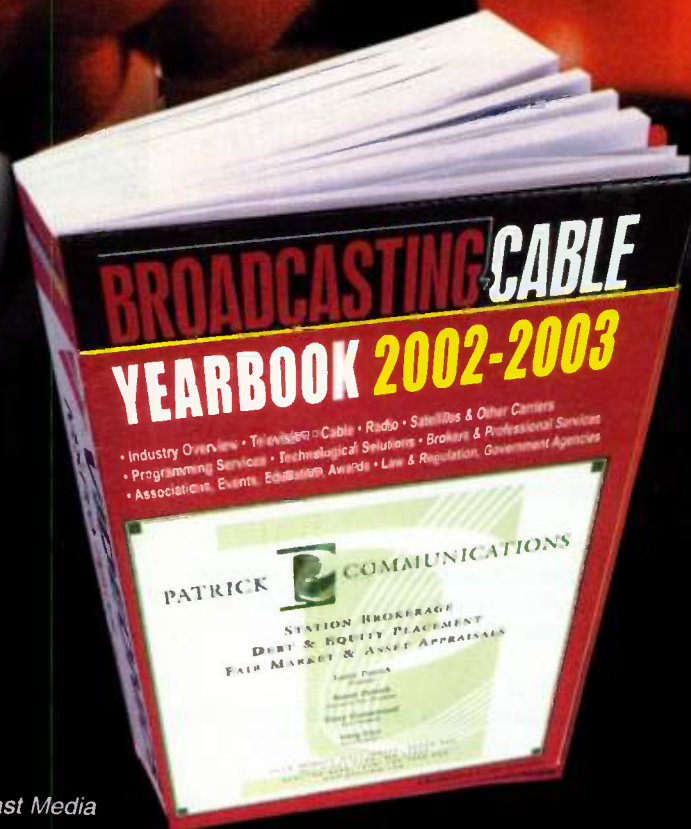
The Television Industry Heavyweight

“... the source

of information about radio, television and cable in the US and Canada... extensive information about all aspects of the industry.”

—Communications Research Guide for Broadcast Media

- ▶ Over 17,000 listings of every radio and TV station, and cable system in the U.S. and Canada
- ▶ Over 6,300 listings of companies serving the industry
- ▶ Hundreds of statistics like Cable Market Penetration, Nielsen Data and Arbitron markets
- ▶ An expanded listing of Digital TV Stations



To order your copy of the new 2003-2004 edition today or place a Standing Order and get an additional 10% discount:

**Call 1-800-521-8110
ext.1, Customer Service**

Price: \$199.95

First Time Standing Order Price: \$179.95

September 2003

TO ADVERTISE IN THE 2003-2004
Broadcasting & Cable Yearbook contact:
Yuki Atsumi - 646-746-6949 or
Toll Free: 866-258-1075
email: yatsumi@reedbusiness.com

CLASSIFIEDS

TELEVISION

Sales Careers

FRESH START - NEW CHALLENGE!

50 MAJOR MEDIA COMPANIES

OVER 100 POSITIONS AVAILABLE

www.MediaRecruiter.com

DIRECTOR OF SALES, BALTIMORE

We are looking to hire a highly proficient & aggressive DOS for WBFF-TV & WNUV- Baltimore. Responsibilities will include directing the Local & Natl. Sales Dept. in generating sales revenue & exceeding sales budget, partnering with station sales managers to develop new non-traditional revenue streams & sales promotions and meeting sales goals monthly as set by the station. Candidate MUST HAVE Previous TV Sales Management experience 5 years min. Candidate must have strong presentation skills & be effective at developing NTR. E-mail resumes to: wfanshaw@sbgnet.com. EOE Drug Free.

DIRECTOR OF SALES AND BUSINESS DEVELOPMENT

PGA TOUR Productions, the TV, Film and Video Production company of the PGA TOUR, located at the World Golf Village in St. Augustine, FL, has an immediate opening for the following position: DIRECTOR OF SALES AND BUSINESS DEVELOPMENT. This position is responsible for the overall sales and business development for PGA TOUR Productions. Primary responsibilities include developing and managing the business plan to meet targeted revenue goals. Also responsible for tracking TOUR Media partner commitments in existing and new programming, supervising the development of creative business proposals, and overseeing the Sales Coordinator in scheduling and tracking of all network ad units. You will work closely with production teams to generate ideas, and serve as the liaison with Broadcasting, pगतour.com and International TV new project development. A minimum of ten years in the television industry with a strong background in Television sales, marketing and business development is required. Candidates will be expected to have a thorough knowledge of all facets of production and program development, a proven track record in developing new business, and experience working with ad agencies and sports marketing companies. BBA in Management, Marketing, Communications or related discipline required. For consideration, please mail or fax your resume to: PGA TOUR Productions, Attn: SalesDev, 21 World Golf Place, St. Augustine, FL 32092. Fax 904-273-3588. EOE.

USE THE CLASSIFIEDS
SECTION OF

BROADCASTING & CABLE

TO REACH YOUR
TARGET AUDIENCE!!!

LOCAL SALES MANAGER & NATIONAL SALES MANAGER

WB21 and UPN68 Birmingham is expanding the management team with the addition of a local sales manager and a national sales manager. Send letter of introduction and resume to Jim Perry, Director of Sales at jperry@wtto.sbgnet.com. No phone calls please.

ACCOUNT EXECUTIVE & BUSINESS DEVELOPMENT

For Television, Video, DVD Production. A southeast sports television programming & production company is seeking a seasoned account executive in sales & business development. Candidate must have television production experience as well as a strong background in sales. Experience & understanding of TV, video/dvd production and sports advertising, marketing, sales is a PLUS. Excellent company offering salary, commission & benefits. Please send resume to: Box #BC728, c/o Broadcasting & Cable, 360 Park Avenue South, New York, NY 10010, Attn: Yuki Atsumi.

Technical Careers

BROADCAST ENGINEER PROFESSIONAL

Large manufacturer of broadcast products and solutions is launching a product demonstration vehicle immediately and is seeking, on a contract basis, a broadcast engineer professional to staff and manage the truck at all stops. Responsibilities will include product demonstrations; especially live switcher and non-linear editing systems, acquisition and camera products and all formats of VTR's. 100% travel required. Interested candidates should send resume to broadcast_truck@eventpro.com

BROADCAST TECHNICIANS

ENG Personnel for a major broadcast facility in NYC. *ENG field operations with camera (and microwave truck) experience. *Videotape Editors *ENG Maintenance Broadcast studio personnel. *Studio Technical Directors *Audio Operators *CG (Pinnacle Deko) Operators *Broadcast Equipment Maintenance Technicians. Candidates must have experience operating in a live news and/or entertainment show environment. Employment would commence Spring/Summer 2003. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resume to: BMC, Box 322, 998C Old Country Road, Plainview, NY 11803. Fax: 212-308-6996 Phone: 212-751-2393. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An equal opportunity employer.

Production Careers

TELEVISION PRODUCTION

WIIH-TV seeks bi-lingual director/producer. Duties include directing 30-minute newscast, producing promos/commercials, editing. Must be fluent in Spanish and have 3 years minimum television production background & directing experience. Scheduling flexibility necessary. NO PHONE CALLS! Resume and cover letter to Production Manager, WISH-TV 1950 N. Meridian, Indianapolis, IN 46202. M/F EOE

News Careers

REPORTER

Do you look at stories with a critical eye, and ask questions no one else even thinks of? Are you a news junkie who doesn't stop until you have all the details? This shop may be for you. We are looking for a front-line reporter with at least 2 years of experience, anchoring experience is a plus. Send resume, references and VHS tape to: Patti McGettigan, News Director, WOOD TV 8, 120 College SE, Grand Rapids, MI 49503, careers@woodtv.com. No phone calls please.

REPORTER

WAVY-TV/WVBT-TV/FOX 43 News is looking for a Reporter. The ideal candidate will have three years experience as a reporter. Strong writing and editorial judgment are critical. Please send cover letter, resume, VHS tape and news philosophy to Gary Stokes, News Director, WAVY-TV/WVBT-TV/FOX 43 News, 300 Wavy Street, Portsmouth, VA 23704. No phone calls, please. EOE

GENERAL ASSIGNMENT REPORTER

Cover a broad range of stories for all ABC7 newscasts; generate enterprise stories in addition to covering daily breaking news. Must be a strong live reporter who works well under deadline pressure and be willing to work flexible hours, including nights and weekends. We have a modified beat system at ABC 7 News. We're looking for someone who knows how to develop sources and contacts and break stories on a regular basis. Your audition tape should contain at least three hard news stories you've done in the past three months that were exclusive to your station as a result of your enterprise. Please include in your cover letter an explanation of the news gathering process detailing the sources you used and the path you followed. We expect everyone at this level to be able to do good live shots and tell an interesting story. But it's excellent journalism that will give you a competitive edge. PLEASE SEND TAPE and RESUME TO: KGO-TV / ABC 7, 900 Front Street, San Francisco, CA 94111, Attn: Human Resources Department. NO PHONE CALLS ACCEPTED EOE

News Careers

REPORTER/PRODUCER

WLVT-TV PBS needs a high-energy storyteller to produce long-form packages for our award winning weekly newsmagazine show TEMPO. Must be civic minded and able to turn issues into people stories. If you have a desire to get away from short commercial news packages and do in-depth pieces with high production value, we'd love to hear from you. You'll have the opportunity to join our EMMY award winning production team. Key skills required: written and oral communication, teamwork, goal-oriented, self-starter, organized and able to meet stringent deadlines. You must have a minimum of three years television reporting experience and a bachelor's degree in Journalism or Radio, TV, Film. Rush resume and non-returnable VHS tape to: WLVT-TV, Amy Burdett/VP of Production, 123 Sesame Street, Bethlehem, PA 18015. No phone calls please. EOE. Excellent Salary and benefits.

NEWS DIRECTOR

WSFA, the Dominant Number One Station in the Capital City of Montgomery, Alabama, has an immediate opening for a News Director. Candidates must have 5+ years of news management experience with a demonstrable track record of leadership and ratings success. Excellent communication and people skills are a must. College Degree required, all applicants subject to a background check. Send resume, letter of introduction and references to Hoyt Andres, VP & General Manager at 12 E. Delano Avenue, Montgomery, Alabama 36105. No phone calls please. EOE.

WEATHER FORECASTER/REPORTER

WCBDB, Media General Broadcast Group www.mgbg.com Weather Forecaster/Reporter. WCBDB TV in Charleston, SC is looking for a Weekend Weather Forecaster. If you have a degree in Meteorology and are looking for your first break in TV we are looking for you. Must be able to forecast and report news. EOE M/F/D/V Drug Screen. Send current tape and resume to 210 W. Coleman Blvd. Mt. Pleasant, SC 29464 or fax 843-216-4923 or email hr@wcbd.com

DIRECTOR AND GENERAL MANAGER

KVCR - Public Radio/TV. \$98,448 - 104,748/yr. Deadline: 08/29/03. San Bernardino Community College District (909) 382-0778. www.sbccd.cc.ca.us

CO-ANCHOR

Weekday co-anchor wanted for our 6:00 and 9:00 news. We're a very successful FOX affiliate with tremendous ratings growth. Our original anchor is now in Minneapolis. Looking for a strong anchor presence, highly motivated, good writer and producer. Send tapes to: Jim Shaw, KVRR-TV News Director, P.O. Box 9115, Fargo, ND 58106.

TELEVISION

Producer Careers

EXECUTIVE PRODUCER

WTVD-TV, the ABC Owned station in Raleigh-Durham North Carolina is searching for an executive producer for our Eyewitness News morning broadcast. The executive producer will supervise producers and multiple live crews to ensure content and production goals are accomplished. We index among ABC affiliates as the second highest rated morning newscast in the country and the executive producer is charged with making certain we build on that success. Candidates should have at least three years experience producing major newscasts. Please send non-returnable tapes and resumes to Rob Elmore, News Director, WTVD-TV, 411 Liberty Street, Durham, North Carolina, 27701. EOE.

Marketing Careers

MARKETING PRODUCER/EDITOR

WCBD, Media General Broadcast Group www.mgbg.com Marketing Producer/Editor. WCBD TV in Charleston, SC, is looking for an experienced Marketing Producer/Editor. A minimum of two years television promotion or production experience and a college degree preferred. If you are a team player and can shoot, edit (especially non linear), and write copy full of viewer benefit send demo tape and resume to: WCBD-TV, Attn: HR Dept., 210 W. Coleman Blvd., Mt. Pleasant, SC 29464, fax 843-216-4923, or hr@wcbd.com. EOE, M/F/D/V, Drug Screen.

Writer/Producer Careers

SPECIAL PROJECTS
WRITER/PRODUCER

WPVI-TV has a spot for a highly motivated individual with several years television news field and/or show producing experience to enterprise and produce investigative and consume-related series. The successful candidate will be responsible for turning stories each week, and must also have the ability and willingness to fill in as a show producer or writer. Send non-returnable VT and resume (no calls/faxes) to Rob Royal Executive Producer of Special Projects, WPVI-TV, Suite 400, 4100 City Ave., Philadelphia, PA 19131 EOE

Executive Careers

DIRECTOR

University of Alabama, Center for Public Television and Radio. Oversees operations, personnel, budgeting, community support for the broadcasting facilities. Must have proven track record in fundraising. Visit jobs.ua.edu for more information and to apply. CLOSING DATE 8/10/03. EOE/AA

August Special Features and Reports

Aug. 4 TV Sports Programming

Aug. 11 Cable Giants: Top MSOs*

Aug. 18 Syndication's Fall Season

Technology Special Features and Reports

Aug. 4 Servers, Storage, Networking

Aug. 11 Station Operations: Transmissions and Towers

Aug. 18 DTV: Migration to Digital

Aug. 25 Interactive Media

*Advertising Supplement

To advertise in the Classifieds section contact: **Yuki Atsumi**

Phone: 646-746-6949; Fax: 646-746-6954; Email: yatsumi@reedbusiness.com

Broadcasting & Cable, 360 Park Avenue South, New York, NY 10010

Professional Cards & Services

du Treil, Lundin & Rackley, Inc.
CONSULTING ENGINEERS

201 Fletcher Avenue
Sarasota, Florida 34237
(941) 329-6000
www.DLR.com

Member AFCCE

CARL T. JONES
CORPORATION
CONSULTING ENGINEERS

7901 Yarnwood Court
Springfield, Virginia 22153
(703) 569-7704 fax (703) 569-6417

MEMBER AFCCE www.ctjc.com

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115

Member AFCCE

COHEN, DIPPELL AND EVERIST, P.C.
CONSULTING COMMUNICATIONS ENGINEERS

Domestic and International
Since 1937
1300 "L" Street, N.W., Suite 1100
Washington, DC 20005
(202) 898-0111 FAX: (202) 898-0895
E-Mail: cdepc@attglobal.net
Member AFCCE

John F.X. Browne
& Associates

A Professional Corporation
Member AFCCE
BROADCAST/TELECOMMUNICATIONS
Bloomfield Hills, MI Washington, DC
248.642.6226 (TEL) 202.293.2020
248.642.6027 (FAX) 202.293.2021
www.jfxb.com

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS

Box 280068
San Francisco, California 94128

HE 707/996-5200
202/396-5200

www.h-e.com

HATFIELD & DAWSON

Consulting Engineers
9500 Greenwood Ave., N.
Seattle, Washington 98103
(206) 783-9151
Facsimile (206) 789-9834
MEMBER AFCCE

Cavell, Mertz & Davis, Inc.
Engineering, Technology
& Management Solutions

7839 Ashton Avenue
Manassas, VA 20109
(703) 392-9090
Fax (703) 392-9559
www.cmdconsulting.com
www.DTVinfo.com

CARL E. SMITH
CONSULTING ENGINEERS

AM FM TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the broadcast industry
for over 60 years"
Box 807 Bath, Ohio 44210
(330) 659-4440

Denny & Associates, P.C.
Consulting Engineers

301 686 1800 tel.
301 686 1820 fax
www.denny.com
Member AFCCE

WALLACE
ASSOCIATES

Dennis Wallace

SPECIALIZING
IN DIGITAL TELEVISION

101 West Ohio St.
20th Floor
Indianapolis, IN
46204
(317) 684-6754
wallededtv@aol.com

Munn-Reese, Inc.

Broadcast Engineering Consultants
P.O. Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339
Fax: 517-278-6973
www.munn-reese.com

COMING THIS FALL

BROADCASTING & CABLE AND **Multichannel NEWS**

HISPANIC TELEVISION SUMMIT

**Tuesday, Sept. 30 -
Wednesday, Oct. 1, 2003**
**Marriott Marquis,
New York City**

This September, *Broadcasting & Cable* and *Multichannel News* combine forces to produce a 1 1/2-day Summit exploring all areas relevant to tapping into the burgeoning Hispanic Marketplace.

Topics to be covered include:

- **Census/Buying Power/Trends**
- **Ad Sales and Ad Spending**
- **Marketing to Hispanics**
- **Packaging - what works and what doesn't?**
- **Programming - a look at the latest issues facing this business**
- **The importance of Bundling**
- **Sports - importance of to the Hispanic Consumer**
- **Local News, Local Events**
- **Online Usage**

and much more.... Watch this space for further details

Sponsorships available - contact Paul Audino, 646-746-7111
or paudino@reedbusiness.com

For more information contact - Sandy Friedman, 646-746-6740
or safriedman@reedbusiness.com

BROADCASTING & CABLE
Multichannel NEWS

Sponsored by:

 **NBC Cable Networks**



mun2

Schramm
sports & entertainment

World Radio History

Industry Gets 'Axis of Evil' Treatment

Continued from page 1

state the 35% cap on one station group's national TV-household reach. The FCC had raised it to 45%.

During the floor debate, Rep. Lynn Woolsey (D-Calif.) accused the FCC of trying to impose a centralized "Saddam-style information system in the United States."

Woolsey was speaking in favor of an unsuccessful amendment that would have gone beyond the 35% cap to restore other FCC ownership limits. The amendment was defeated 254-174, but not before legislators got their licks in.

Adding more fire, so to speak, was Rep. David Price (D-N.C.), co-author of the failed amendment, who predicted "people with pitchforks and torches" in front of the Capitol if the amendment was defeated.

The Senate hearing a day later contained plenty of venting as well (see box), with Sen. Fritz Hollings (D-S.C.) saying that FCC Chairman Michael Powell "had the bit in his teeth to ruin a regulatory commission."

Broadcast programming came in for heavy criticism, particularly an episode of Fox's *Keen Eddie* featuring a scene involving horse semen and a prostitute, which was even more troubling to at least one senator because its lead-in was the teen-targeted *American Juniors*.

Beyond talk, there was some action. Senate Commerce Committee Chairman John McCain (R-Ariz.) promised to revisit the low-power-FM issue in light of a study showing that more such stations may be added without undue interference to full-power stations.

McCain also pledged to reintroduce a bill next week to mandate candidate- and issue-centered broadcasts in the run-up to an election and vouchers for

political ads, likely paid for by a broadcast user fee.

McCain and Hollings talked of possible actions, including reduced license-renewal periods and tougher indecency rules.

FCC Commissioner Michael Copps told the Senate panel he would call for an FCC proceeding to gauge the effects of consolidation on broadcast indecency. He said the heads of the National Association of Broadcasters and the National Cable & Telecommunications Association should discuss ways to cut down on indecency.

Copps also gave hope to producers who want to limit broadcast networks' ownership interest in prime time programming, saying the FCC "must confront the substantial reduction in independent programming."

Sitting in defense of the industry at the hearing were Sinclair's Barry Faber and WPVI-TV Philadelphia General Manager Dave Davis. Davis detailed a list of public-service programs and initiatives that generally drew the approval of his audience, and Faber fielded most of the criticism, primarily directed at Sinclair's centralcasting news strategy.

Faber argued that combining local stories with ones produced and fed from the company's Baltimore hub had allowed it to add news staffers and newscasts in markets where they would otherwise be infeasible. Neither Hollings nor Sen. Byron Dorgan (D-N.D.) appeared satisfied by Faber's explanations. Responding to Faber's assertion that Sinclair had added over 200 people to its news operation, Hollings said, "They must be turning into witnesses to come to Washington because they're not putting on the news." ■

Additional reporting by Bill McConnell

FCC Chairman Michael Powell 'had the bit in his teeth to ruin a regulatory commission.'

SEN. FRITZ HOLLINGS (D-S.C.)



Fox's *Keen Eddie* drew congressional ire for an episode involving horse semen and a prostitute.

The Bryant Trial Looms in the Post-O.J. Era

Continued from page 1

ple, there was no Fox News, and the Internet was relatively new. It's right to wonder what this Kobe story will bring.

The battle over publicity in the case accelerated late last week, as Eagle County (Colo.) Judge Frederick Gannett issued a gag order to keep trial participants from continuing to leak sensitive facts about the case to media. That order followed numerous disclosures regarding the history and mental health of Bryant's accuser, and the *Los*

host Tom Leykis revealed the name of Bryant's accuser on the air. Leykis thinks shielding alleged rape victims and naming the alleged attacker is unfair. If the accusation proves false, he said, then Bryant is actually the victim.

The Bryant case is already a major local story in the Denver—which includes the alleged crime scene in far suburban Eagle—and in Los Angeles, where Bryant is a star. The prosecution's and defense's press conferences of July 18 proved compelling television—especially when an intense Bryant showed up with his attorneys and his photogenic wife and admitted adultery but denied rape.

With so much yet to be determined regarding access, CNN, Fox News and MSNBC said it was too soon to know how much coverage the case would get. "We haven't had a serious discussion about that yet," said CNN spokesman Matt Furman.

Denver's KUSA(TV) and KCNC-TV maintain bureaus in Eagle, and other Denver stations make frequent trips to the mountain area to report weather and other news. Fox, Viacom and Tribune have stations in both markets and are likely to take advantage of that potential synergy. And L.A. stations are likely to send crews out to Colorado, particularly for major developments.

Bryant's eventual return to the Denver DMA, says KMGH(TV) News Director Byron Grandy, will be a huge event. "It will be overwhelming for Eagle residents and frustrating for some."

The sheer volume of journalists descending on the small town of Eagle, cautions KCNC-TV Denver News Director Angie Kuckarski, "is going to make a certain amount of noise. We have a responsibility to be accurate and responsible. No decision is too small to discuss."

The Bryant case is "a great story," says Jerry Burke, Fox News Channel's executive producer for daytime programming. "It's a great crime story; it's a great pop-culture story and a great relationship story. By doing those stories, we are accused of contributing to the media frenzy. But you could go all the way back to Homer. Why was he writing about Achilles and about Troy? Because they were great stories."

Veteran sports journalist Vince Doria, vice president for news at ESPN, agrees that, "if you're an athlete and you haven't committed sexual abuse or been arrested drunk driving, you're pretty much lionized. If an athlete hasn't been arrested and makes himself accessible to the media, the media tends to think he's a good guy."

Now, since the Bryant allegations surfaced, ESPN has done a special report on marital infidelity and sexual aggression among professional athletes. ■



Bryant, with wife Vanessa, confessed to adultery.



NBC showed pixelated image of Bryant's accuser.



L.A. radio host Tom Leykis named the accuser on-air.

Angeles Times has petitioned the court to unseal documents assembled by police during the investigation.

According to reports from Eagle, Gannett said he will likely issue orders this week to limit still and TV cameras in his courtroom to one each and a separate order asking the media to exercise suitable decorum in and around the small courthouse. Good luck.

Court TV has already asked to put a camera in the courtroom for Bryant's Aug. 6 arraignment and says it will cover the trial live if given the chance. Its location might be moved if the defense seeks a venue change, possibly to Denver.

Photos and IDs of Bryant's accuser—both accurate and inaccurate—were distributed over the Internet last week, and radio talk took center stage for a while when Los Angeles-based

SYNDICATION'S FALL SEASON

Issue Date:
AUGUST 18, 2003

Space Close:
AUGUST 8

Materials Close:
AUGUST 12

The syndication season is in full swing and *Broadcasting & Cable* is there with the newest shows airing in syndication this fall. What's new? What's most likely to succeed? Don't miss this important special report and don't miss the opportunity to get your message seen by key television executives. Call your *Broadcasting & Cable* representative today.

BROADCASTING & CABLE

Paul Audino: 646-746-7111
Cheryl Mahon: 646-746-6528
Chuck Bolcom: 775-849-8404
Marcia Orcutt: 323-549-4114
Rob Payne: 646-746-7022

Classified Advertising:
Yuki Atsumi: 646-746-6949





EDITORIALS

BROADCASTING & CABLE COMMITTED TO THE FIRST AMENDMENT

They-Who-Must-Not-Be-Named

Voldemort was about the only villain not invoked last week as reregulatory-minded members of both the House and Senate beat up on broadcasters, suggesting that they were a combination of Saddam Hussein, Stalin and Frankenstein. Even cable got pulled into the debate when Commissioner Adelstein suggested it needed to clean up its programming act, or else.

We were hoping some other story would push this issue off the editorial page, but, alas, such was not the case. In a Senate Commerce Committee hearing and on the floor of the House last week, legislator after legislator took the microphone to fulminate and excoriate. Michael Powell's ears must have been burning, too, as his commission, its policies and his leadership were dragged through the mud, while his 45% ownership cap was rolled back to 35%, at least in the House.

Amid the attacks, it was refreshing to hear Sinclair's Barry Faber stand up to the Commerce Committee rather than pussyfoot apologetically, as so many do, around the generalizations and occasional inaccuracies peppering the bombastic declarations and accusations in such hearings. We don't know how solid Sinclair's case is for the benefits of centralcasting beyond the economics, but Faber gave no quarter in making it, and he did not let some of the Senators' characterizations go unchallenged. We understand that some in broadcasting circles were concerned Faber's feistiness might work against them, but we found it a welcome change. Inquiry is ill-served by obsequiousness. Also on the broad-

caster side, WPVI-TV GM Dave Davis acquitted himself well, with an impressive list of public-service initiatives.

Included in the characterizations challenged by Faber were the 2 million ownership comments lauded in the hearing as a "spontaneous" outpouring of opposition to deregulation. There is opposition, to be sure, but vast quantities of those comments were generated by a handful of groups, including the NRA, through form e-mails. Ask the question right and make responding easy enough, and you could get a fraction of one percent of the population (which is what 2 million is) to overturn the Constitution or ban Shakespeare from your local library.

They may not have been spontaneous comments, but they were powerful ammunition nonetheless, and the newly empowered groups behind them are not going away. Witness the ownership-reform conference sponsored by Free Press and its Mediareform.org set for November in Madison, Wis., complete with snazzy convention logo, speeches and entertainment. Then there was last week's e-mail from Moveon.org to its members celebrating the 35% rollback but saying that it was not enough: "The House-Senate appropriations conference won't happen until September. In the meantime, we are working tirelessly to ensure that the Senate is skillfully coordinated and that the House Democrats are unified when this comes back to the floor." Will broadcasters be equally organized? Given their conflicting goals, we tend to doubt it.

Moveon.org and others aren't moving on until they get more than a 35% rollback.



AIRTIME

GUEST COMMENTARY

Who Has the Right To Dissent?

Recently, there has been a lot of Congressional hand-wringing about media conglomeration, focusing on the red herring that consolidation results in, as Senator Barbara Boxer put it, "Communist and Nazi tactics in controlling opinions their citizens hear."

That's a little silly, because, as a Democrat, Boxer should know that there *has* been a witch hunt in an effort to limit freedom of expression and controlling opinions—and it rests not with the new Scary Big Company bogeyman but with her cronies who run leftist special-interest groups.

After all, the thought police haven't suddenly been unleashed. The technique of trying to virtually assassinate those who dissent was perfected by leftist special-interest groups years ago, with Dr. Laura [Schlessinger] as the target of an effort by gay extremists fronted by the Gay and Lesbian Alliance Against Defamation (GLAAD) because she dared to utter an opinion unapproved-of by the Left Elite.

The National Organization for Women continues its "Flush Rush" campaign, decrying Rush Limbaugh's "hate" speech. These days, of course, anything that counters the leftist agenda is labeled "hate."

Many have compared Cumulus's decision to pull the Dixie Chicks from the airwaves for a month in response to listener outrage at their insult of the president to the specious attacks against Dr. Laura. The two couldn't be more different. One was a corporation responding to a natural and massive marketplace rejection of the singing trio. Americans en masse were insulted and disgusted by their behavior, and we want-



It must remain individuals in the free marketplace, not GLAAD or Barbara Boxer, who determines who stays on the air and who goes.

TAMMY BRUCE

ed them to know. Cumulus had every right to respond to American sentiment as it saw fit.

The same can't be said when it comes to what happened to Dr. Laura. As a feminist and gay activist, and as a friend of the woman at issue, I saw the attacks as vile as they were false and perpetuated by a well funded group of *five people* fronted by a gay special-interest group.

Did Congress launch hearings over that brouhaha? Did Barbara Boxer bemoan how we were all turning into Nazis? Of course not. Because it's fine with Democrats when the agenda suits their own. Actually, the current concern over media consolidation has less to do with worry about a singing trio and everything to do with Rupert Murdoch, a man who doesn't identify as a Democrat and offers an alternative political and cultural point of view to Americans.

The reality is this: Americans like Dr. Laura, and they don't like the Dixie Chicks. And no matter how hard they try, it must remain *individuals* in the free marketplace, not GLAAD or Barbara Boxer, who determine who stays on the air and who goes. There's also nothing that leftwing bullies or Senate Democrats can do about the fact that Americans are rejecting CNN and embracing Fox. But watch: They'll continue to try to limit alternative ideas and silence the opinions of those who disagree all in the name of freedom of expression.

Tammy Bruce, a former president of the Los Angeles chapter of the National Organization for Women, is the author of The New Thought Police and The Death of Right and Wrong.



OPEN MIKE

Two Cheers for B&C

Editor: I got a little backed up on my summer reading ... and almost missed two really extraordinary, valuable and timely pieces in your essential publication which somehow managed to elude the attention of the other trades.

The first was Jim Quello's magnificent and statesman-like call for all the disparate elements of our tribe to come together once more under the NAB banner [Open Mike, July 14]. His plea instructs us all to set aside our parochial differences and concentrate instead on the very real threat to our profession from government intrusion and incursions against Free Speech and the First Amendment.

Commissioner Quello is a wise man indeed. And every pronouncement which proceeds from this great public servant benefits not only us but the American people as well.

The other piece I would commend you for was Gary Fisher's earthy and touching paean to radio itself [Airtime, July 21]. Everyone in the New York area knows Gary as a great salesman. He now stands revealed as a graceful advocate and devoted, sensitive student of the profession.

No summer doldrums for B&C. Don't you guys ever take a vacation? Come to think of it ... we're glad you don't.

WILLIAM O'SHAUGHNESSY

president, *Whitney Radio WVOX and WRTN, Westchester, N.Y.*



TWO CENTS

The Fab Five are your guides to the post-macho lifestyle, and who better to play that role than gay men who live for shopping and are willing to turn the Other chic.

RICHARD GOLDSTEIN, *The Village Voice*, on Bravo's *Queer Eye for the Straight Guy*.



The Mulletts has, even before a single episode has been aired, earned a place in the pantheon of Shows That Make Critics Ashamed They Cover TV—a collection that, given how young the network is, contains an impressive number of UPN series.

LISA DE MORAES, *The Washington Post*.

On Sunday morning, the 42-year-old Stephanopoulos has appeared a bit green, a toothy Spider-Man to Tim Russert's Hulk—which leaves CBS' Bob Schieffer as Professor X from the X-Men. Mr. Stephanopoulos' primary challenge, his handlers believed, was transcending his former career as a political operator for Bill Clinton without losing his super powers. That hasn't happened.

The New York Observer's **JOE HAGAN**, questioning the rightness of George Stephanopoulos as host of ABC's *This Week*.

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, fax: 646-746-7028 or mail: BROADCASTING & CABLE, 360 Park Avenue South, New York, NY 10010).

**HARRY A. JESSELL**
EDITOR IN CHIEF

The Man in the Middle

Eddie Fritts is at odds with the network affiliates he represents

I'm curious to see what happens to Eddie Fritts this week. Today, the president of the National Association of Broadcasters is to preside over a special meeting of his board of directors in Washington. The stated purpose is to figure out what the NAB should do next on media-ownership reform, an issue that has riven broadcasters and the association itself. Unofficially, the purpose is to get Fritts

On the other hand, the networks want to raise the cap so they can own more stations, where they make all of their money. Owning stations is also the best way to ensure that all network programming is cleared without complaint and without having to pay compensation to stations.

A few years ago, over the vehement objections of the networks, the affiliates made preservation of the 35%

FCC might not have raised it.

The affiliates believe the NAB should now be working for "clean" legislation that would reinstate the 35% cap. By "clean," they mean legislation without other regulations they don't want but many lawmakers do. There has been talk about coupling the 35% provision to tightening up other just-relaxed restrictions or to reduced license-renewal periods, tougher indecency enforcement, free time for political candidates, and other troubling fare.

Because of those potential add-ons, Fritts thinks pushing for 35% legislation is too risky. Fritts would like to believe such "clean" legislation might pass the House (as it did last week) and Senate. But he is pragmatic enough to fear that somewhere along the line, perhaps in the wee hours of a cold October night during a conference to reconcile House and Senate bills, the bad stuff could be added.

So, two weeks ago, Fritts got himself into hot water when he announced the NAB would oppose all legislation and sent word to NAB's friends on Capitol Hill. The affiliates were not happy. They felt Fritts had abandoned the clean 35% effort way too early, and they let him know it. With their own team of lobbyists and Washington reps, the affiliates continued to work for the clean 35% bill in the House and, to the surprise of many, got it. (When newspapers reported last week that broadcasters suffered a stunning loss on Capitol Hill, they missed more than half the story. For many stations, it was a big victory.)

The latest word from the Senate is that it will produce a companion bill. For the first time, Washington insiders are saying that a clean 35% law is possible, despite President Bush's veto threat.

I agree with Fritts that the NAB should walk away from the 35% bill. Fritts's warning is real. And to win passage, affiliates have to go into debt to lawmakers hostile to their business. They will one day collect on that debt.

Then again, I don't work for the Barrett-Fisher-Frank triumvirate. Fritts does. ■

Jessell may be reached at
hjessell@reedbusiness.com



Fritts got out in front of his members when he said he would oppose all rollback legislation.

and the TV board on the same page.

Right now, Fritts has a problem. He is where no trade association executive ought to be: out of sync with his TV board, a large number of the folks who pay his salary.

The basic rub is that Fritts is not as gung ho about preserving the 35% audience-reach cap on TV-station ownership as the affiliate station group heads who dominate the TV board, most notably Hearst-Argyle's David Barrett, Cox's Andy Fisher and Post-Newsweek's Alan Frank.

For the affiliates, no regulatory issue is more important than that 35% cap, which has come to symbolize the deep enmity between the affiliates and the networks. Without the 35% cap, the affiliates fear they will continue to lose market power and leverage in dealing with the networks. It's a legitimate fear.

cap NAB policy. One by one, the networks quit.

Here's where it gets sticky for Fritts. The affiliates appear content to have the NAB all to themselves. Fritts believes in unity. He wants an association that represents all broadcasters—network affiliates as well as the networks and O&Os. This is a matter of pride. He doesn't want to be remembered as the NAB president who lost the networks. It's also a practical matter: The NAB is stronger with the networks on board. And arguing for the 35% cap is inconsistent with NAB's call for deregulation almost everywhere else. Believe it or not, consistency does matter in Washington.

On June 2, the FCC raised the cap to 45%—a blow to the affiliates. Some grumbled that had the NAB believed in 35% more and sold it harder, the

BROADCASTING & CABLE

www.broadcastingcable.com

Harry A. Jessell/Editor in Chief/646-746-6964
P.J. Bednarski/Editor/646-746-6965

REED TV GROUP

William McGorry/Senior VP/646-746-6543
Lawrence Oliver/VP and Group Publisher/646-746-6544
Marianne Paskowski/Group Editorial Director/646-746-6581
Carol Jordan/Group Deputy Editorial Director/646-746-6582
William Knight/Group Design Director/646-746-6512
Rawle Moore/Director of Finance/646-746-6445

EDITORIAL/NEW YORK

Harry A. Jessell/Editor in Chief/646-746-6964
P.J. Bednarski/Editor/646-746-6965
Steve McClellan/Deputy Editor/646-746-7023
John M. Higgins/Deputy Editor/646-746-7024
Susan Qualtrough/Managing Editor/646-746-6432
Ken Kerschbaumer/Assistant Managing Editor/646-746-7011
Eric J. Smith/Assistant Managing Editor/646-746-6962
Allison Romano/Staff Writer/646-746-7027
Linda Moss/Contributing Editor/646-746-6592
P. Llanor Alleyne/Editorial Assistant/646-746-7141
Henry Seltzer/Editorial Intern/646-746-6855
Melanie M. Clarke/Editorial Intern/646-746-7411

DESIGN/NEW YORK

Todd J. Gast/Art Director/646-746-7017

EDITORIAL/WASHINGTON

John S. Eggerton/Deputy Editor/202-463-3712
Dan Trigoboff/Senior Editor/301-260-0923
Bill McConnell/Assistant Editor/202-463-3706
Kim McAvoy/Contributing Editor/540-341-4234

EDITORIAL/LOS ANGELES

Paige Albiniak/Bureau Chief/323-549-4111

INTERNET/NEW YORK

Dave Levin/Director of Web Operations/646-746-6736

ADVERTISING/NEW YORK

Paul Audino/Publishing Director/646-746-7111
Rob Payne/National Sales Manager/Special Projects/646-746-7022
Cheryl Mahon/Regional Sales Manager/646-746-6528
Georgina Sculco/Art Director/Creative Services/646-746-7154

ADVERTISING/LOS ANGELES

Marcia Orcutt/Advertising Director/323-549-4114
Eric Low/Sales Coordinator/323-549-4113
Chuck Bolkom/Director of Technology Advertising/775-849-8404
Fax 775-849-8403; email: chuckbolk@aol.com

ADVERTISING/ASIA

Yukari Media Inc./Masayuki Harihara/81-6-6942-2358;
Fax 81-6-6942-2308; e-mail: mymi8860@rapid.ocn.ne.jp

CLASSIFIED ADVERTISING/NEW YORK

Yuki Atsumi/Account Executive
yatsumi@reedbusiness.com
Direct: 646-746-6949
Toll Free: 866-258-1075
360 Park Ave. South, New York, NY 10010; Fax: 646-746-6954

EVENTS

Sandy Friedman/Director, Special Projects/646-746-6740
Carolyn Gibson/Convention Services Manager/303-470-4832
Steve Labunski/Special Events Sales/212-889-6716

PRODUCTION/NEW YORK

David Rice/Production Manager/646-746-6524

CIRCULATION/NEW YORK

John LaMarca/Circulation Director/646-746-7080

SUBSCRIPTIONS/DELIVERY

Broadcasting & Cable: 800-554-5729
Online Customer Service: www.broadcastingcable.com/renew
Broadcasting & Cable Yearbook: 800-521-8110
TV Fax: 800-554-5729, TV Buyer: 800-554-5729

LISTS/REPRINTS

Julie Cronin/List Rental/800-323-4958 ext.
8348/jcronin@dm2lists.com
Scott Olson/Reprints/651-582-6037/sdo@rsicopyright.com

OFFICES

New York: 360 Park Avenue South, New York, NY 10010
646-746-6400;
Edit Fax: 646-746-7028 or 646-746-6610; Ad Fax: 646-746-6948
Washington: 1627 K Street NW, 20006
202-463-3711; Edit Fax: 202-463-3742
Los Angeles: 5700 Wilshire Blvd., Suite 120, 90036
323-549-4100; Edit Fax: 323-965-5327; Ad Fax: 323-965-2432

REED BUSINESS INFORMATION

Jim Casella/Chief Executive Officer
Ted Smith/President, Media Division
Dan Hart/Vice President, Finance
Sol Taishoff/Founder and Editor (1904-1982)

Broadcasting & Cable (ISSN 1068-6827) (USPS 0066-0000) (GST #123397457) is published weekly, except at year's end when two issues are combined, by Reed Business Information, a division of Reed Elsevier Inc., 360 Park Avenue South, New York, NY 10010-1710. Broadcasting & Cable © 2003 by Reed Elsevier Inc., 275 Washington St., Newton, MA 02458-1630. All rights reserved. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post IPM Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster, please send address changes to: Broadcasting & Cable, P.O. Box 15157, North Hollywood, CA 91615-5157. Rates for non-qualified subscriptions, including all issues: USA \$179, Canada \$239 (includes GST), Foreign Air \$350, Foreign Surface \$199. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues, except for special issues where price changes are indicated, single copies are \$7.95 U.S., \$10 foreign. Please address all subscription mail to: Broadcasting & Cable, P.O. Box 15157, North Hollywood, CA 91615-5157 or call 1-800-554-5729. Outside the U.S. call 1-818-487-4552. Microfilm of Broadcasting & Cable is available from University Microfilms, 300 North Zeeb Rd., Ann Arbor, MI 48106 (800-521-0600). Broadcasting & Cable was founded in 1931 as Broadcasting: The News Magazine of the Fifth Estate. It was named Broadcasting & Cable in 1993. Broadcasting & Cable® is a registered trademark of Reed Publishing (Nederland) B.V., used under license.

House Throttles 45% Rule

Continued from page 1

Commerce, Justice and State Departments.

Presidential aides, House Speaker Tom Delay (R-Texas) and House Commerce Committee Chairman Billy Tauzin will be working phones during summer recess bargaining for lawmakers' commitments to sustain a threatened veto. Lawmakers can also count on hearing from hometown broadcasters.

Following the lead of its House counterparts, the Senate Appropriations Committee is expected to approve reinstating the 35% cap as part of an FCC-funding bill. The Senate panel might go further. Many following the debate expect close votes on additional riders that would revive the ban on local broadcast/newspaper crossownership or other restrictions.

At the same time, efforts are

to forge ahead, confident that a "clean" 35% bill can win. "So far, we've been right," said NASA Chairman and Post-Newsweek Stations chief Alan Frank.

Last week's rhetoric was fiery. For example, Rep. Ed Markey (D-Mass.) said the FCC's June 2 vote was "the worst decision made by the Federal Communications Commission ever!"

But Tauzin accused reregulation supporters of "backward thinking" and warned Republicans that the deregulation they have fought for so long "would stop in its tracks" if they joined the anti-FCC bandwagon.

Even FCC Chairman Michael Powell, who rarely comments on congressional debate, chimed in with a statement penned (or least approved) from his undisclosed vacation site. "Our democracy is not threatened," he said, by a

issues," said one congressional staffer, whose boss backs the reregulation effort. "What happens in Appropriations, the Senate floor, the conference and the veto at each stage is a game of chicken."

How long President Bush is willing to aim for the oncoming headlights is the big question. Last week, White House Budget Director Joshua Bolten wrote Tauzin, pledging that "senior advisers" would "recommend" a veto if the appropriations bill landed on the president's desk containing any rewrite of the FCC's media-ownership rules.

That pledge gives Bush a lot of room to wiggle out. He can always reject his advisers' recommendations.

Despite a victory last week for supporters of tighter ownership rules, the final outcome is wildly unpredictable. Although many in

Fox, Viacom Worry About House Vote

For reasons that are fairly clear both Fox and Viacom/CBS are perhaps the two groups most disappointed by last week's move by the House of Representatives to roll back the FCC's expansion of the national TV-station ownership cap from 45% to the previous 35%.

Viacom and Fox own the two biggest station groups in the country. At 39% and 38% coverage, respectively, of U.S. TV households (including the FCC's 50% discount for UHF stations), Viacom and Fox also happen to be the only two groups that exceed the 35% threshold that the House voted to roll the cap back to.

Both companies stress that the cap fight is far from over and they intend to do all in their power to get regulators to retain the 45% limit.

"We are troubled by it," said Viacom President and COO Mel Karmazin about the rollback momentum. "It's political and not based in fact, and we will continue to monitor it and influence it to the best of our ability." He stopped short of saying Viacom would sue if need be to

retain the 45% cap but that was the strong hint: "We still have the court option to look at as time goes on."

A spokesman for Fox parent News Corp. said the company was "very disappointed" by the House's action last week. "We run extremely good local stations that are integral parts of their local communities."

The Fox spokesman said the company would try to persuade lawmakers not to rescind the new limits. What the company's strategy would be, failing that, is premature to talk about, he said. "There's a long way to go on this."

Both companies have stated repeatedly during the cap battle that they'll abide by whatever rules are adopted.

But last week, Karmazin made a point of noting that, "under the current language [of the House bill], there is no talk of us having to roll back" from 39% to 35%. Asked specifically whether Viacom would have to divest of stations, he replied, "There is nothing in any language that is saying that."—*Steve McClellan*

under way by the White House and House Republican leaders to win commitments from lawmakers to sustain the veto threatened by the Bush administration. A letter circulating on both sides of Capitol Hill had few signers late last week, but more will be pressed to sign on during their break in the home districts.

The debate has divided broadcasters. Networks are pushing to retain the new 45% cap approved by the FCC on June 2. Affiliates want to return to 35% to prevent the nets from gaining more leverage over affiliation contracts. But even they are divided, by political strategy. The National Association of Broadcasters opposes any legislation now, fearing that it would be loaded up with the other provisions they hate. The Network Affiliated Stations Alliance wants

measure that would do little more than let Fox and CBS increase their current national audience reach by half a percent.

He said the FCC toiled to create legally enforceable rules "that reflect the realities of today's media marketplace." That's important because the FCC rules are guaranteed to face lawsuits and federal judges ordered the commission to rewrite the old rules.

Although both the Appropriations Committee and the full Senate are expected, at a minimum, to approve a rollback from the FCC's new 45% cap, the White House and House leaders are counting on winning enough commitments to sustain a veto.

Supporters of the 35% predict that Bush will chicken out, if a sustained veto can't be assured. "A veto will only help Democrats looking for presidential-campaign

the press made hay of the 400-12 margin of victory, the bill also contained key measures on anti-terrorism and free trade as well as funds for critical agencies.

The battle over deregulation won't be limited to appropriations. The Senate Commerce Committee is slated to vote on a "legislative veto" sponsored by Sens. Byron Dorgan (D-N.D.), Russ Feingold (D-Wis.) and Trent Lott (R-Miss.). Also in the wings are Senate Commerce Committee bills that would ban newspaper crossownership and force divestiture of some radio stations. In the House, Reps. Richard Burr (R-N.C.) and John Dingell (D-Mich.) have more than 170 members signed on to a bill to reinstate the 35% cap, and Rep. Maurice Hinchey (D-N.Y.) has legislation introduced that would ban crossownership. ■

Radio Rereg Would Limit Clear Channel

By BILL MCCONNELL

A new report suggests that the FCC's June 2 rule rewrite could put the bite on Big Radio. For example, 82 stations in 31 markets owned by radio giant Clear Channel do not comply with new ownership rules.

While the majority of those are grandfathered, Clear Channel will have to sell at least 16 stations or unwind joint sales agreements (JSAs) there. In addition, "the real damage [of the rules] will be to block Clear Channel's ability to grow in large markets," said Arthur Belendiuk, a Washington attorney who has petitioned the FCC to block some Clear Channel acquisitions.

Clear Channel and other owners complain that, by forbidding them from selling entire clusters intact, the FCC is also significantly reducing the value of each station in the group.

Although passage is a long shot, legislation passed by the Senate Commerce Committee could force companies to sell all their non-complying stations.

The FCC's new ownership rules are deregulatory for TV broadcasters, but the opposite is largely the case for radio, where two new rules will force owners to divest stations and will forbid them from selling others as part of intact local clusters. Industrywide, 215 of the country's nearly 11,000 commercial radio stations are affected by the changes, according to a report supplied to BROADCASTING & CABLE by Bear, Stearns & Co.

Pressure on Big Radio

New FCC rules could force station sales

| | CLEAR CHANNEL | CUMULUS | ALL RADIO* |
|------------------------|---------------|---------|------------|
| Non-compliant stations | 82 | 17 | 215 |
| Total stations | 1,230 | 264 | 10,977 |
| Portion non-compliant | 6.7% | 6.4% | 1.9% |

*All commercial radio

SOURCE: Bear, Stearns & Co.; BIA

The FCC's rule changes were motivated in large part by the growth of Clear Channel into a supergroup that combined market-leading radio holdings with a concert-promotion business (the Justice Department is conducting an antitrust investigation).

The changes also were an answer to complaints that, because of a loophole, Clear Channel and others were able to own more stations in small communities than the government intended.

The FCC's local ownership limits allow one company to own eight stations in markets with at least 45 stations; that drops according to a sliding scale, bottoming out at five in markets with 14 or fewer stations. Under the previous method of determining the number of stations in market, a complex mapping of stations' overlapping signal contours tended to overstate the total and, therefore, the number any one company could own.

"There are a hell of a lot of markets that once allowed ownership of eight stations but now permit only seven," said report author, Victor Miller. The FCC said it will rely on Arbitron's geographic boundaries to decide which stations are in a market. The FCC is still reviewing how to add up stations in markets not rated by Arbitron.

A more immediate impact is likely to be felt by the FCC decision to attribute many JSAs to a station's ownership tally. Previously, JSAs didn't count; now they do when the brokering company accounts for 15% or more of the ad time sold a station. Any JSAs that push a brokering company past a local ownership cap must be disbanded within two years. Of Clear Channel's 75 JSAs, 16 are in markets where the company would exceed ownership limits. ■

BROADCASTING & CABLE

HALL OF FAME

2003

SAVE THE DATE MONDAY, NOV. 10

The 13th Annual *Broadcasting & Cable Hall of Fame* – recognized as the leading industry venue honoring the pioneers, the innovators and the stars of the electronic arts – will be celebrated on November 10, 2003, at a formal dinner in New York's Marriott Marquis. Please save the date and watch for further information on how you can be part of this prestigious event.

INDUCTEES

Robert Alter

Radio Advertising Bureau
and Cabletelevision
Advertising Bureau

Candice Bergen

Actor

Jeff Bewkes

AOL Time Warner

Eduardo Caballero

Caballero Spanish Media

Ben Hoberman

ABC Radio

Ted Koppel

ABC News

Frank N. Magid

Frank N. Magid Associates

Pat Sajak

Wheel of Fortune

The Simpsons

Fox

Posthumous Awards

Steve Allen

Entertainer

Fred Rogers

Mr. Rogers Neighborhood

Margita White

FCC Commissioner,
Association of Maximum
Service Television

BROADCASTING & CABLE

LET'S BE TV PARTNERS.

KINDA LIKE

STARSKY & HUTCH.

BUT WITH LESS SHOOTING

AND BETTER HAIR.

You want to sell digital services. We have proven, round-the-clock promotion that makes audiences burn with desire for your products. Let's hook up.



The perfect partner.
Call Ray Hopkins at 323-817-4790.