

Flash!
NEW EXIT-POLL ANGER
PAGE 6



Pop-Ups Sell

NBC runs the most in-program promos of any network. Producers and advertisers hate the clutter, but the network managed to sell several thousand Donald Trump bobblehead dolls on its Web site. **Page 20**



Overheard:

Why Katie Couric should replace Dan Rather **Page 3**

DECEMBER 20, 2004

BROADCASTING & CABLE

\$4.95

Reed Business Information

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SPECIAL REPORT

The Hit Parade

Meet five executive producers who have succeeded in creating syndicated programming. Our star makers: **Linda Bell Blue**, *Entertainment Tonight/The Insider*; **Carla Pennington Stewart**, *Dr. Phil*; **Michael Gelman**, *Live*



Linda Bell Blue

With Regis and Kelly; **Randy Douthit**, *Judge Judy*; and **Harry Friedman**, *Wheel of Fortune, Jeopardy!* **Page 14**

2004 B & C NEWS QUIZ

FIND OUT WHAT YOU REMEMBER (AND MIGHT LIKE TO FORGET) ABOUT AN AMAZING YEAR

Who Said, "They're Staring Because They Think You're Hot"?

1. Bill O' Reilly and *Desperate Housewives* had something in common this year: tawdry talk. The following quotes were attributed to the *O'Reilly Factor* host in a sexual-harassment suit filed by associate producer Andrea Mackris—except one, from *Desperate Housewives*. Which statement is it?

- A.** "What? You've got a vibrator, don't you? Every girl does."
- B.** "In these days of your celibacy and your hibernation, this is good for you to have a little fantasy outlet."
- C.** "They're staring because they think you're hot."
- D.** "You know they drink during the day, they lay there ... they have dinner and fool around."

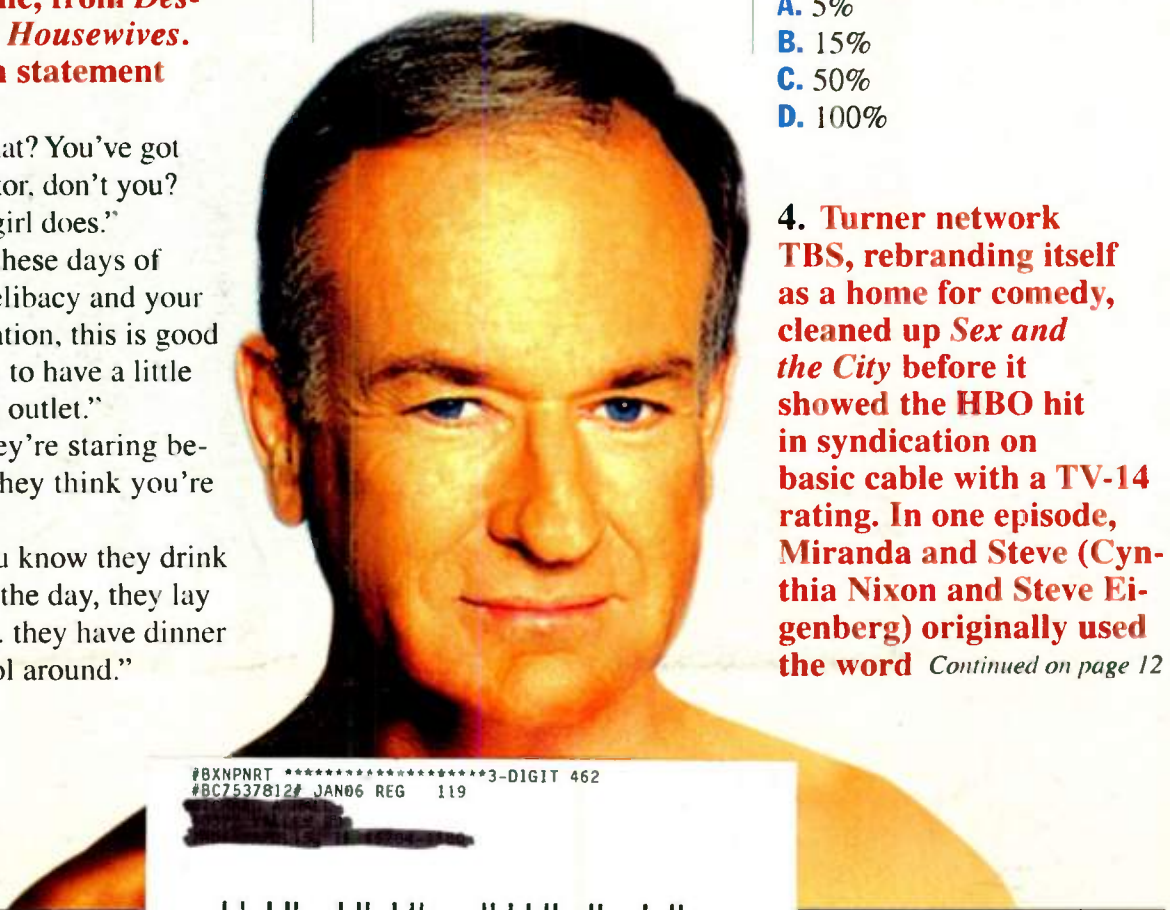
2. The first Bush-Kerry presidential debate cost the Big Four broadcasters how much in estimated Thursday-night ad revenue?

- A.** \$42 million
- B.** \$61 million
- C.** \$77 million
- D.** \$101 million

3. How much did Sirius' stock price rise the day Howard Stern announced he would jump to the satellite radio company from Viacom's Infinity Radio, in a deal worth \$500 million?

- A.** 5%
- B.** 15%
- C.** 50%
- D.** 100%

4. Turner network TBS, rebranding itself as a home for comedy, cleaned up *Sex and the City* before it showed the HBO hit in syndication on basic cable with a TV-14 rating. In one episode, Miranda and Steve (Cynthia Nixon and Steve Eisenberg) originally used the word *Continued on page 12*



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World Radio History



OTHER NETWORKS AREN'T GETTING ANY YOUNGER

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WE ARE GETTING 34% MORE ADULTS 18-49*

WITH AIRLINE, FAMILY PLOTS, DOG THE BOUNTY HUNTER AND GROWING UP GOTTI

WE ARE GETTING YOUNGER DEMAND:

A&E viewers 18-49 are 43% more likely to use VOD.[†]

WE ARE GETTING YOUNGER CONNECTIONS:

A&E viewers 18-49 are 20% more likely to use high-speed Internet at home.[†]

WE ARE GETTING YOUNGER BY DEFINITION:

A&E viewers 18-49 are 36% more likely to own an HDTV set.[†]



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World Radio History

B&C WEEK

Where to be and what to watch...

Monday, Dec. 20

God bless those busy elves at the NCTA! The rest of the media industry might be going on auto-pilot this week as a prelude to next week's total work stoppage, but not the **National Cable & Telecommunications Association**. Soon-to-exit **CEO Robert Sachs** is even holding a year-end media briefing après lunch at the group's **Washington** headquarters. What's this? Ah, a press release: "TV Guide's Greatest Moments 2004 to be hosted by **Tom Bergeron**, with special appearance by TV Guide Channel's signature talent, **Joan Rivers** and **Melissa Rivers**." Signature? Talent?

Still, we're a sucker for fond looks back at the recent televisual past. Here's hoping the show (ABC, 8 p.m. ET) doesn't skimp on footage of **Howard Dean's** "I Have a Scream" speech and newly hired **Fox News Channel** contributor and Civil War re-enactor **Zell Miller** rattling his saber at **Chris Matthews** on *Hardball*.

Tuesday, Dec. 21

Tonight, **CBS** shows *The 27th Annual Kennedy Center Honors: A Celebration of the Performing Arts* (9 p.m. ET). The honorees, hosted by **President Bush** and **Laura Bush**: **Warren Beatty**, **Ossie Davis** and **Ruby Dee**, **Elton John**, **Joan Sutherland**, and **John Williams**. Yes, we all read the field dispatches after the taping on Dec. 5, but there will still be something other-worldly about hearing the loopy **Robert Downey Jr.** in this setting touting **Elton John** as "the other first lady."

Wednesday, Dec. 22

Unless they are out Christmas shopping, the **FCC** enforcement bureau is likely scouring **NBC's** tapes of the **Summer Olympics'** opening

Moonves' Best Choice

By **J. Max Robins**



Today's **Katie Couric**

The favorite guessing game these days in the network news business is who will replace **Dan Rather** at the *CBS Evening News*. While everyone waits for the inevitable fallout from the investigation into his notorious *60 Minutes* piece on **George Bush's** National Guard service, speculation abounds on who will get his anchor chair.

One scenario gaining commerce among industry cognoscenti is that **CBS** Chairman **Leslie Moonves** will name an interim placeholder—*The Early Show* co-host **Harry Smith**, *Face the Nation* moderator **Bob Scheiffer** or *60 Minutes* correspondent **Ed Bradley**—until

he can land a superstar to take over. If that's the tack he takes, what I hear is that the big name he's most likely to court is **Katie Couric**, arguably the most incandescent of all the stars in the news constellation.

In 2002, the *Today* co-host signed what may have been the richest deal in network news—reportedly worth about \$15 million a year. That pact still has about 18 months to run. **Rather** vacates *Evening News* in March. **Moonves** would have to wait only a tad more than a year to get his superstar. And it's not as if there are a lot of alternatives out there: Virtually everyone in the news pantheon who's younger than 60 is tied up even longer than **Couric** or simply doesn't want the gig. **Diane Sawyer**, who also has about 18 months remaining on her deal, told *New York* magazine she wasn't interested. And two other great picks, **Couric's** **NBC** News cohorts **Matt Lauer** and **Tim Russert**, each have years left on their contracts.

That leaves **Couric** as **Moonves'** best choice. Swiping the *Today* co-host would be a move right out of his playbook. When he took the reins of the then-moribund **CBS** entertainment division, he opened the checkbook and signed such megastars as **Bill Cosby**, **Steven Bochco** and **Bette Midler**. The resulting shows didn't produce any hits, but **Moonves** had sent a message to the industry: **CBS** was in it to win.

After years of struggling, the entertainment division is on top, and now **Moonves** has the opportunity to fix the one part of his network that still lags behind the competition. Prying **Couric** from her secure roost at **NBC** would certainly give him the sort of firepower with viewers that *CBS Evening News* has lacked for years, but it would also send a broader message that the news division itself is moribund no more. **Couric** would be a draw for other top talent, who currently are reluctant to make the leap to a perceived also-ran.

Moonves could easily justify the \$20 million or more that he'd have to pay **Couric**: Aside from the ratings jolt she'd almost certainly give the evening news, she could also be deployed to do a raft of prime time specials and contribute to *60 Minutes*. Twenty mil? Hell, **David Letterman** makes more than that.

Moonves also wouldn't mind roughing up *Today*. Credit for the show's success isn't **Couric's** alone—**Lauer**, **Al Roker**, et al, deserve props for making the dominant wakeup show a \$450 million money machine. But without **Couric**, the franchise potentially takes a serious hit.

Beyond a multi-million-dollar raise from her current salary, the attraction for **Couric** would be to say "adios" to those brutal morning hours and reinvent herself after 14 years at *Today*. There's the rush factor, too. She'd have the chance to be the main player in the reinventing and reinvigorating of a legendary news operation, the top dog in a position that has always been the province of men. **Couric's** able agent, **Alan Berger**, says that, with a year and a half left on her contract, "there's nothing to talk about." **Moonves** may be thinking differently. ■

E-mail comments to bcrbinsreport@reedbusiness.com



Decent!

ceremony for evidence of indecency. (They're looking in the wrong place: Check out the U.S. men's

basketball team's performance in

Athens.) Since the **FCC** maintains that it has to launch an investigation if it receives a single indecency complaint, it won't be long before free-speech groups realize they can tie up the whole commission by raining down complaints about everything from **Ann Coulter's** short skirts to **Big Pharma's** nonstop advertising for erection medicine.

Thursday, Dec. 23

On **E!** Entertainment Television tonight: *The 2004 Nobel Peace Prize Concert* (8 p.m. ET) from the **Oslo Spektrum**.



Oprah Winfrey

Performers include **Tony Bennett** ("I left My Heart in Sandnessjøen..."), **Diana Krall** and **Joss Stone**. The

shindig is in honor of this year's laureate, **Wangari Maathai** of **Kenya**, who seems to have toned down her bizarre AIDS theorizing lately. Your hosts: **Tom Cruise** and **Oprah Winfrey**. C'mon, don't you think that, when **Oprah** got the call mentioning "Nobel" and "come to Oslo," she thought for half a second it was about something a lot bigger than a hosting gig?

Friday, Dec. 24

The hypnotic fireplace-in-your-TV Yule log video immortalized by **WPIX** **New York** goes national on **Superstation WGN** in the wee hours (1:30 a.m. ET).



S. Claus

Network news assistants stare into the flames, thinking about the skeleton crews at bureaus during the holidays and wondering if **Santa** will bring them a big break for Christmas. *Bin Laden's been captured! Where's Jennings? Where's Koppel? Topher, get in that chair and tell America!*

—Mark Lasswell

E-mail info for **B&C Week** to b&cweek@reedbusiness.com

FAST TRACK

Norville Signs Off MSNBC Talk Show

MSNBC's *Deborah Norville Tonight* is ending in mid-January; she'll continue with the syndicated magazine *Inside Edition*. Her cable show, weeknights at 9, is a distant third against its cable news competitors, *Larry King Live* on CNN and Fox News' *Hannity & Colmes*.

Chosen Ones: Trump at NBC, 'Model' at UPN

The Apprentice finale was enough to give NBC the Thursday-night 18-49 crown last week, with a 7.8 Nielsen rating and 17 million total viewers. West Point grad **Kelly Perdew** will be **Donald Trump's** newest employee.

UPN's surprise hit, *America's Next Top Model*, chose 19-year-old **Eva Pigford** as winner of



Eva Pigford

the reality show produced by and starring model **Tyra Banks**. Viewership of the finale topped the previous two editions, with UPN grabbing 6.5 million viewers and a 2.9 rating/8 share in adults 18-49.

Fox Sued Over 'Trading Spouses'

RDF Media, which produces Britain's *Wife Swap* reality series, has sued Fox and producer **Rocket Science Laboratories**, arguing their *Trading Spouses* series infringes on its copyright. The suit says Fox and Rocket Science "willfully and illegally develop[ed] a show, *Trading Spouses*, that incorporated all of the expressive elements and trade dress of *Wife Swap*, versions of which have aired on British television since January 2003 and in the U.S. on the ABC-TV network since September 2004."

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ABC Affiliates Pony Up for 'MNF'

The majority of ABC affiliates approved a new four-year agreement that calls for stations to ante up more dollars for ABC's *Monday Night Football* package. The network affiliate plan, the third such deal for ABC, is an addendum to stations' individual affiliation agreements and is meant partly as a signal to the NFL that stations will help pay big bucks.

ABC needs assistance paying for the hefty \$500 million-per-year contract, which expires after the 2005-06 season; affiliates at first were balking at upping their contribution.

In the new deal, ABC is getting a financial boost from stations and assurances on clearances. In return, stations will get additional advertising and promotional inventory in prime time. The deal will run through 2008 only if ABC re-ups with the NFL. The network has not yet struck a deal for its NFL rights past the 2006 Super Bowl.

Fox Names Reality Channel Chief

After starting his career more than two decades ago as a geologist, 25-year reality programming veteran **David Lyle** will now mine for TV hits as the head of Fox's new **Fox Reality Channel**. "It's digging for gold in a different way," says the Sydney, Australia, native, who comes to the new reality channel from **FremantleMedia North America**, where he served as president of entertainment since 2001.

CBS Boosts Role For Schweitzer

Viacom Inc. Co-Chairman **Les Moonves** created a new CBS marketing group, naming veteran **George Schweitzer** president. Schweitzer will run all marketing and ad efforts for CBS and sister netlet UPN.

Correction

During the week of Nov. 28, new magazine show *The Insider* posted a Nielsen household rating of 2.9, beating *Access Hollywood's* 2.3 rating. A page 27 story in the Dec. 13 edition misstated the ratings. Season-to-date, the shows are tied with a 2.5 household rating.

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SIX DEGREES IS FIVE TOO MANY!

Paul Jackson

Tom Gutteridge

David Garfinkle

Phil Gurin

Gay Rosenthal

Scott Sternberg

Robert Greenblatt

David Janollari

Chuck Lorre

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Chris Sloan

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Jim Burrows

Dick Wolf

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Discord Over Exit Strategy

On Election Night last month, there was much consternation over misleading exit polls, but soon the conventional wisdom set in: Ignorant, irresponsible bloggers disseminating early numbers had generated the deceptive Kerry-in-a-cakewalk rumors. News organizations that form the **National Election Pool (NEP)** encouraged the perception that, if only the exit polling had remained in their control, everything would have been fine.

Not so fast. An executive from one NEP-member organization is still fuming over the exit polling, and is alarmed by how few repercussions there have been for what amounted to a journalistic near-disaster. He thinks bloggers were scapegoated and the problem really lies with exit pollers **Mitofsky International** and **Edison Media Research**. He points out that early projections for 11 states were off by as much as 20%, a mistake that had news outfits misallocating resources to report a Kerry win.

The NEP is reviewing its election performance and



The voting's over, but the ire over polling continues



A red-tailed hawk like the nomad of Fifth Avenue



Fox News' CEO and C-SPAN guest Roger Ailes

will release a report in mid-January. But the frustrated news exec says the lack of a plausible explanation for the skewed numbers six

weeks after the election is worrisome: "The American people deserve to

know what happened." In a statement, the NEP says it looks forward to the report. They're not the only ones.

FLASH!

A Flighty TV Story

News regarding neighbor-to-neighbor combat in the war zone of New York co-op apartment living doesn't often spill beyond the city's borders. But the saga of **Pale Male** and **Lola** vs. 927 Fifth Avenue has spread every-

where—and the eviction of the redtail hawks and their nest from the building's façade is an all-in-the-TV-family affair. **Mary Tyler Moore**, who owns an apartment in the building, went public to emotionally denounce the nest's removal. **CNN anchor Paula Zahn's** husband, developer **Richard Cohen**, runs the co-op board, which put out the order for the birds' banishment.

As the outcry over the hawks' sudden homelessness increased last week, one protestor was arrested for harassing Zahn's family after he allegedly reduced Zahn's 7-year-old son to tears by screaming, "House of shame! Bring back the nest!" The man arrested is **Lincoln Karim**, who works as video engineer for APTV. Karim, 43, later signed an order of protection, agreeing to stay at least 1,000 feet away from Zahn and her family.

Despite all the TV overlaps (Moore rushed to the police station out of concern for Karim before learning the reason for his arrest), it looks like Karim won't be disciplined by APTV, since the incident occurred when he was on his own time.

"He was just exercising his freedom of speech," says an AP senior executive. Meanwhile, the hawks likely will be exercising their wings over Fifth Avenue soon; the co-op board caved last week and agreed to build a new nest.

Ailes Speaks

C-SPAN founder **Brian Lamb** made a smart move on Dec. 12, recruiting **Fox News CEO Roger Ailes** as a guest to help launch *Q&A*, the interview show replac-

ing Lamb's Sunday fixture, *Booknotes*. A few nuggets from the ever-quotable Ailes:

On focus groups: "You go to a mall, you get 12 people who need \$40 and somebody to talk to, and then you try to get them to explain how to do your job. That strikes me as pathetic."

On Brian Williams: "He didn't do great in cable. May have been the wrong show, wrong place, wrong time—maybe even the wrong medium. But Brian is a capable anchor for broadcast news, and a smart guy ... He's polite, got a lot of nice shirts. He's articulate, sincere ... I mean, what's not to like about Brian?"

On one of the 27 qualities he looks for in on-air talent: "Do I hate their agent? If I hate their agent, they have a little more trouble negotiating with me ... If the agent's an idiot, this is going to be a problem."

On J-School: "I was asked by a university to give them some money. I went to the university, and I taught a couple of classes, and I interviewed a bunch of students, and I said, 'I'm not going to give you any money until you can graduate somebody who likes America.'"

JERRY IS ON THE RISE!

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2.0
WEEK OF
11/1/04

2.2
WEEK OF
11/8/04

2.2
WEEK OF
11/15/04

2.4
WEEK OF
11/22/04

2.5

JERRY
SPRINGER

WEEK OF
11/29/04

NBC UNIVERSAL TELEVISION DISTRIBUTION

SOURCE: NSS GALAXY EXPLORER, HH GAA RATINGS. PERCENT CHANGE BASED ON WEEK OF 11/29/04 VS. 11/1/04.

THE ADVERTISING COUNCIL'S PUBLIC SERVICE EVENT

JANUARY

- Family Fit Lifestyle Month**
Disease Prevention
Obesity Prevention
- 1-7 Diet Resolution Week**
Obesity Prevention
- Financial Wellness Month**
Housing Discrimination
Predatory Lending
- National Cancer Prevention Month**
Childhood Cancer Resource
Secondhand Smoke
Skin Cancer Prevention
- National Volunteer Blood Donor Month**
Blood Donation
- Back to School Winter Term**
Afterschool Programs
American History Resource
Bullying Prevention
High School Drop Out Prevention
Math/Science for Girls
Parental Involvement in Schools
United Negro College Fund
- National Mentoring Month**
Community Drug Prevention
Mentoring
Volunteerism
Youth Volunteerism
- 9-18 Home/Office Safety and Security Week**
Terrorism Preparedness
- 10-18 Wilderness Wildlife Week of Nature**
Earth Share
Environmental Conservation
Wildfire Prevention
- 17 Martin Luther King, Jr. Day**
Racial Cooperation
Housing Discrimination
United Negro College Fund
- 18 Lewis & Clark Bicentennial Expedition Commissioned, Anniversary**
Lewis & Clark Bicentennial
- 20 Women's Healthy Weight Day**
Disease Prevention
Obesity Prevention

FEBRUARY

- Child Passenger Safety Month**
Booster Seats
- Black History Month**
Housing Discrimination
Racial Cooperation
United Negro College Fund
- American Heart Month**
Disease Prevention
Obesity Prevention
Stroke Early Response
- Youth Leadership Month**
Youth Volunteerism
Youth Voter Participation
- Fire Season in the East – Feb, Mar, Apr, May**
Wildfire Prevention
- 1 Women's Heart Day**
- 1-7 Women's Heart Week**
Obesity Prevention
Stroke Early Response
- 6-12 National Consumer Protection Week**
Environmental Conservation
Housing Discrimination
Online Sexual Exploitation
Predatory Lending
- 14 Valentine's Day**
Blood Donation
- 21 President's Day**
First Amendment Freedoms
Volunteerism
- 17 National PTA Founders Day**
Parental Involvement in Schools
- 20-26 National Engineers Week**
- 24 Introduce a Girl to Engineering Day**
Math/Science for Girls

MARCH

- National Nutrition Month**
Breastfeeding Awareness
Infant and Child Nutrition
Obesity Prevention
- Women's History Month**
American History Resource
Math/Science for Girls
- American Red Cross Month**
Blood Donation
- 6-12 Girl Scouts Week**
Math/Science for Girls
- 21 Day for the Elimination of Racial Discrimination**
Housing Discrimination
Predatory Lending
Racial Cooperation

APRIL

- Alcohol Awareness Month**
Drunk Driving Prevention
Hispanic Underage Drinking Prevention
- Cancer Control Month**
Childhood Cancer Resource
Skin Cancer Prevention
Secondhand Smoke
- Child Abuse Prevention Month**
Modeling Non-Violent Behavior
- Month of Community Spirit Days**
Blood Donation
Community Drug Prevention
Earth Share
Environmental Conservation
Historic Preservation
Housing Discrimination
Mentoring
Volunteerism
Youth Volunteerism

Fair Housing Month

- Housing Discrimination
- 1-3 Alcohol Free Weekend**
Drunk Driving Prevention
- 3-9 National Public Health Week**
Breastfeeding Awareness
Infant and Child Nutrition
Secondhand Smoke
- 7 World Health Day**
Breastfeeding Awareness
Childhood Cancer Resource
Global AIDS Awareness
HIV Detection
Obesity Prevention
Secondhand Smoke
Skin Cancer Prevention
Stroke Early Response
- 10-6 National Women's Nutrition Week**
Disease Prevention
Obesity Prevention
- 15-17 National Youth Service Days**
Community Drug Prevention
Mentoring
Volunteerism
Youth Volunteerism
- 16-20 Consumer Awareness Week**
Housing Discrimination
Online Sexual Exploitation
Predatory Lending
- 17-23 National Wildlife Week**
Earth Share
Energy Efficiency
Environmental Conservation
Wildfire Prevention
- 17-23 National Volunteer Week**
Blood Donation
Community Drug Prevention
Mentoring
Volunteerism
Youth Volunteerism
- 22 Earth Day**
Earth Share
Energy Efficiency
Environmental Conservation
Wildfire Prevention
- 24 Library of Congress Anniversary**
American History Resource
- 29 Arbor Day**
Earth Share
Wildfire Prevention

MAY

- Clean Air Month**
Child Asthma Attack Prevention
Earth Share
Energy Efficiency
Environmental Conservation
Secondhand Smoke
- National Allergy/Asthma Awareness Month**
Breastfeeding Awareness
Child Asthma Attack Prevention
Secondhand Smoke
- National Melanoma/Skin Cancer Detection and Prevention Month**
Skin Cancer Prevention
- National Stroke Awareness Month**
Disease Prevention
Stroke Early Response
- National Physical Fitness & Sports Month**
Disease Prevention
Obesity Prevention
- National Family Month**
Adoption
Afterschool Programs
Early Childhood Development
Family Literacy
Father Involvement
High School Drop Out Prevention
Infant and Child Nutrition
Modeling Non-Violent Behavior
Parental Involvement in Schools
Reducing Gun Violence
- National Women's Health Care Month**
Breastfeeding Awareness
Disease Prevention
Infant and Child Nutrition
Obesity Prevention
Skin Cancer Prevention
- Oncology Nurses Month**
Childhood Cancer Resource
- 1-7 National PTA Teacher Appreciation Week**
Parental Involvement in Schools
- National Foster Care Month**
Adoption
- 7 Unity in Diversity Day**
Housing Discrimination
Racial Cooperation
- 8 World Red Cross Day**
Blood Donation
- 2-8 National Historic Preservation Week**
Historic Preservation
- 7-11 Newspapers in Education Week**
Family Literacy
First Amendment Freedoms
Parental Involvement in Schools
- 8 Mother's Day**
Breastfeeding Awareness
Infant and Child Nutrition
- 14 Lewis & Clark Bicentennial Expedition Sets Out: 200th Anniversary**
Lewis & Clark Bicentennial
- 15-21 National Running & Fitness Week**
Obesity Prevention
- 15-17 Reading is Fun Week**
Family Literacy
- 20 National Bike to Work Day**
Obesity Prevention
- 25 National Missing Children's Day**
Online Sexual Exploitation

JUNE

- Internet Safety Month**
Online Sexual Exploitation
- Graduation**
Drunk Driving Prevention
High School Drop Out Prevention
United Negro College Fund
- National Safety Month**
Booster Seats Education
Bullying Prevention
Drunk Driving Prevention
Wildfire Prevention
- National Book Month**
Family Literacy
- Cancer From the Sun Month**
Skin Cancer Prevention
- Fire Season in the West – Jun, Jul, Aug**
Wildfire Prevention
- 1-7 International Volunteers Week**
Blood Donation
Community Drug Prevention
Mentoring
Volunteerism
Youth Volunteerism
- 5 AIDS First Noted (June 5, 1981)**
Global AIDS Awareness
HIV Detection
- 5 United Nations World Environment Day**
Earth Share
Energy Efficiency
Environmental Conservation
Wildfire Prevention
- 5 Stand for Children Day**
Breastfeeding Awareness
- 5 National Cancer Survivors Day**
Childhood Cancer Resource
Vacation for Children with Life Threatening Illness
- 14 Flag Day**
First Amendment Freedoms
Terrorism Preparedness
Volunteerism
- 16-22 Healthy Weight Week**
Obesity Prevention
- 19 Father's Day**
Father Involvement
- 24-26 Lewis & Clark Days**
Lewis & Clark Bicentennial
- 26 International Day Against Drug Abuse**
Community Drug Prevention
- Summer**
Energy Efficiency
Skin Cancer Prevention
Wildfire Prevention

JULY

- National Purposeful Parenting Month**
Booster Seats Education
Breastfeeding Awareness
Child Asthma Attack Prevention
Early Childhood Development
Father Involvement
High School Drop Out Prevention
Hispanic Underage Drinking Prevention
Infant and Child Nutrition
Math/Science for Girls
Modeling Non-Violent Behavior
Parental Involvement in Schools
Skin Cancer Prevention
- 4 Independence Day**
First Amendment Freedoms
Terrorism Preparedness
Volunteerism
- 7 Father-Daughter Take a Walk Together Day**
Father Involvement
- 24 Parents' Day**
Breastfeeding Awareness
Father Involvement
Infant and Child Nutrition

AUGUST

- Back to School**
Afterschool Programs
American History Resource
Bullying Prevention
Family Literacy
High School Drop Out Prevention
Math/Science for Girls
Mentoring
Parental Involvement in Schools
United Negro College Fund
Youth Volunteerism
- 1-7 World Breastfeeding Week**
Breastfeeding Awareness
Infant and Child Nutrition
- 2 National Night Out**
Bullying Prevention
Reducing Gun Violence
Terrorism Preparedness
- 12 UN International Youth Day**
Youth Volunteerism
Youth Voter Participation
- 20 Children's Day**
Adoption
Afterschool Programs
American History Resource
Booster Seat Education
Breastfeeding Awareness
Bullying Prevention
Childhood Cancer Resource
Early Childhood Development
Father Involvement
Math/Science for Girls
Mentoring
Parental Involvement in Schools
Vacation for Children with Life Threatening Illness

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MISSION

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

SPONSOR CONTACT INFORMATION

CAMPAIGN	SPONSOR ORGANIZATION	PHONE	HOTLINE	WEBSITE
Adoption	HHS' Collaboration to AdoptUSKids	202-205-8807	1-888-200-4005	www.adoptuskids.org
Afterschool Programs	Afterschool Alliance / Mott Foundation	202-347-2030	1-866-KIDS-TODAY	www.afterschoolalliance.org
American History Resource	Library of Congress	202-707-9190		www.americaslibrary.gov www.loc.gov
Blood Donation	American Association of Blood Banks/ American Red Cross/ America's Blood Banks	301-215-6557		www.bloodsaves.com
Booster Seat Education	U.S. Department of Transportation, NHTSA	202-366-4000	1-800-424-9393	www.boosterseat.gov
Breastfeeding Awareness	Office on Women's Health / U.S. Dept. of Health and Human Services		1-800-994-WOMAN	www.4woman.gov
Bullying Prevention	National Crime Prevention Council	202-466-NCPC		www.McGruff.org
Child Asthma Attack Prevention	Environmental Protection Agency		1-866-NO-ATTACKS	www.noattacks.org
Childhood Cancer Resource	CureSearch National Childhood Cancer Foundation	240-235-2200		www.curesearch.org
Community Drug Prevention	Office of National Drug Control Policy	202-395-6700	1-877-KIDS-313	www.helpyourcommunity.org
Disease Prevention	American Cancer Society American Diabetes Association American Heart Association	703-299-2054	1-866-399-6789	www.everydaychoices.org
Domestic Violence Prevention	Family Violence Prevention Fund	415-252-8900	1-800-END-ABUSE	www.endabuse.org
Drunk Driving Prevention	U.S. Department of Transportation, NHTSA	202-366-4000	1-800-424-9393	www.nhtsa.dot.gov
Early Childhood Development	United Way of America / Success by 6	703-836-7100		
Earth Share	Earth Share	202-333-0300		www.earthshare.org
Energy Efficiency	Energy Outreach Colorado	303-825-8750		www.energyhog.org
Environmental Conservation	Environmental Defense	212-616-1288		www.getgreen.com
Family Literacy	National Center for Family Literacy	502-584-1133	1-877-FAMLIT-1	www.famlit.org
Father Involvement	National Fatherhood Initiative	301-948-0599	1-800-790-DADS	www.fatherhood.org
Financial Literacy	National Endowment for Financial Education	303-741-6333		
First Amendment Freedoms	The Advertising Council, Inc.	212-922-1500		www.explorefreedomusa.org
Global AIDS Awareness	United Nations Foundation	202-462-4900	1-866-AIDS-FUND	www.apathyslethal.org
High School Dropout Prevention	U.S. Army	1-877-FOR-A-KID	1-866-ESTUDIA	www.operationgraduation.com
Hispanic Underage Drinking Prevention	Mothers Against Drunk Driving (MADD)	1-800-GET-MADD	1-877-POR-TU-HIJO	www.portuhijo.org or www.foryourchild.org
Historic Preservation	National Trust for Historic Preservation	202-588-6000	1-800-315-NTHP	www.nationaltrust.org
HIV Detection	U.S. Department of Health and Human Services	202-690-6343	1-800-342-AIDS	



Foldout Calendar

JANUARY / FEBRUARY / MARCH / APRIL / MAY / JUNE / JULY / AUGUST / SEPTEMBER / OCTOBER / NOVEMBER / DECEMBER

PUBLIC SERVICE EVENTS



World Radio History

TS CALENDAR

SEPTEMBER

- National Preparedness Month**
Terrorism Preparedness
- National Hispanic Heritage Month (Materials Available in Spanish)**
Adoption
Afterschool Programs
Bullying Prevention
Breastfeeding Awareness
Child Asthma Attack Prevention
Disease Prevention
Domestic Violence Prevention
Drunk Driving Prevention
Early Childhood Development
Family Literacy
Father Involvement
High School Drop Out Prevention
Hispanic Underage Drinking Prevention
Housing Discrimination
Obesity Prevention
Parental Involvement in Schools
Predatory Lending
Reducing Gun Violence
Terrorism Preparedness
Volunteerism
- National School Success Month**
Early Childhood Development
Parental Involvement in Schools
- Childhood Cancer Month**
Childhood Cancer Resource
Vacation for Children with Life Threatening Illness
- National Alcohol & Drug Addiction Recovery Month**
Community Drug Prevention
Drunk Driving Prevention
Hispanic Underage Drinking Prevention
Underage Drinking Prevention
- 5 Labor Day**
- 8 International Literacy Day**
Family Literacy
- 11 Attack on America, 4th Anniversary**
First Amendment Freedoms
- 12-16 National No Bully Week**
Bullying Prevention
- 17 Citizenship Day**
Volunteerism
Youth Volunteerism
- 23 Lewis & Clark Bicentennial, Expedition Returns Anniversary**
Lewis & Clark Bicentennial
- 24 Family Health and Fitness Day USA**
Breastfeeding Awareness
Disease Prevention
Obesity Prevention
Secondhand Smoke
- 20-26 National Family Week**
- 26 Family Day**
Adoption
Family Literacy
Father Involvement
Parental Involvement in Schools

- Disease Prevention
Hispanic Underage Drinking Prevention
Infant and Child Nutrition
Obesity Prevention
Secondhand Smoke
Underage Drinking Prevention
- 20 National Day of Concern about Young People and Gun Violence**
Reducing Gun Violence
Modeling Non-Violent Behavior
- 22 Make a Difference Day**
Adoption
Blood Donation
Community Drug Prevention
Mentoring
Vacation for Children with Life Threatening Illness

NOVEMBER

- Lung Cancer Awareness Month**
Secondhand Smoke
- American Diabetes Month**
Disease Prevention
Obesity Prevention
- National AIDS Awareness Month**
Global AIDS Awareness
HIV Detection
- National Adoption Month**
Adoption
- 1 National Family Literacy Day**
Family Literacy
- 8 General Election Day**
Youth Voter Participation
- 8 National Young Readers Day**
Family Literacy
- 8 National Parents as Teachers Day**
Early Childhood Development
Father Involvement
Parental Involvement in Schools
- 11 Veteran's Day**
First Amendment Freedoms
- 13-19 American Education Week**
Afterschool Programs
American History Resource
Family Literacy
Father Involvement
High School Drop Out Prevention
Math/Science for Girls
Parental Involvement in Schools
United Negro College Fund
- 15 America Recycles Day**
Environmental Conservation
- 16 200th Anniversary: Lewis & Clark Expedition Reaches Pacific**
Lewis & Clark Bicentennial
- 16 International Day for Tolerance**
Housing Discrimination
Lewis & Clark Bicentennial
Racial Cooperation
- 18 National Great American Smokeout Day**
Disease Prevention
Secondhand Smoke
- 20 United Nations Universal Children's Day**
Adoption
Afterschool Programs
American History Resource
Booster Seat Education
Breastfeeding Awareness
Bullying Prevention
Childhood Cancer Resource
Early Childhood Development
Father Involvement
Infant and Child Nutrition
Math/Science for Girls
Mentoring
Parental Involvement in Schools
Vacation for Children with Life Threatening Illness
- 20-26 National Adoption Week**
Adoption
- 20-26 National Family Week**
Adoption
Early Childhood Development
Family Literacy
Father Involvement
High School Drop Out Prevention
Infant and Child Nutrition
Modeling Non-Violent Behavior
Parental Involvement in Schools
Reducing Gun Violence
Secondhand Smoke
Vacation for Children with Life Threatening Illness

OCTOBER

- Energy Awareness Month**
Energy Efficiency
- Diversity Awareness Month**
Housing Discrimination
Lewis & Clark Bicentennial
Racial Cooperation
- National Domestic Violence Awareness Month**
Domestic Violence Prevention
Reducing Gun Violence
- National Crime Prevention Month**
Bullying Prevention
Community Drug Prevention
Domestic Violence Prevention
Drunk Driving Prevention
Father Involvement
Reducing Gun Violence
Modeling Non-Violent Behavior
Terrorism Preparedness
Youth Volunteerism
- National Communicate With Your Kid Month**
Domestic Violence Prevention
Early Childhood Development
Father Involvement
Girls Go Tech
Hispanic Underage Drinking Prevention
Parental Involvement in Schools
Underage Drinking Prevention
- Second Fire Season in the East – Oct, Nov**
Wildfire Prevention
- 3 Child Health Day**
Booster Seat Education
Breastfeeding Awareness
Child Asthma Attack Prevention
Childhood Cancer Resource
Early Childhood Development
Hispanic Underage Drinking Prevention
Infant and Child Nutrition
Obesity Prevention
Secondhand Smoke
Vacation for Children with Life Threatening Illness
Underage Drinking Prevention
- 7 National Diversity Day**
Housing Discrimination
Racial Cooperation
- 9-15 Fire Prevention Week**
Wildfire Prevention
- 9-15 Lights On Afterschool Week**
Afterschool Programs
- 3 World Habitat Day**
Earth Share
Environmental Conservation
Wildfire Prevention
- 16-22 Teen Read Week**
American History Resource
Family Literacy
- 16-22 National Chemistry Week**
Math/Science for Girls
- 17-23 National Health Education Week**
Breastfeeding Awareness
Child Asthma Attack Prevention
Childhood Cancer Resource

DECEMBER

- National Drunk and Drugged Driving Prevention Month**
Drunk Driving Prevention
Hispanic Underage Drinking Prevention
Underage Drinking Prevention
- 1 United Nations World AIDS Day**
Global AIDS Awareness
HIV Detection
- 15 Bill of Rights Day**
First Amendment Freedoms
- Holiday Season**
Adoption
Blood Donation
Booster Seats Education
Childhood Cancer Resource
Drunk Driving Prevention
Hispanic Underage Drinking Prevention
Underage Drinking Prevention
Vacation for Children with Life Threatening Illness
- 25 Christmas**
- 26-2 Chanukah**
- 26-January 1, 2004 Kwanzaa**
- 31 MADD's New Year's Designate a Driver Campaign**
Drunk Driving Prevention
Hispanic Underage Drinking Prevention
Underage Drinking Prevention



MAY

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DEAR COLLEAGUE

I would like to extend my heartfelt gratitude for your outstanding support of Ad Council PSAs. Countless Americans benefit from your efforts. Your commitment to providing the public with useful information about the most pressing social issues facing our nation is truly commendable.

As we enter 2005, we ask you to think beyond the traditional PSA, and remember that the Ad Council is available to you as a resource for all of your Public Service needs.

- All Ad Council Campaigns are backed by fully vetted and rigorously selected non-profit organizations and government agencies.
- Because of the thorough research that goes into our campaign selection process, you can be certain that our campaign docket addresses the most pressing social issues of the day.
- The majority of Ad Council campaigns:
 - Have local coalitions
 - Can provide collateral materials (brochures, etc)
 - Can deliver local statistics
 - Can offer pre-localized/localizable PSAs
 - Can create community tie-ins (fairs, walks, etc.)
- All Ad Council campaigns can be tagged with your company logo, to better ensure that your audience is aware of your commitment to public service.
- We also encourage you to think of us as a content provider for your editorial projects. The Ad Council can deliver issue experts for all of our campaigns.
- The Ad Council can help you to:
 - Retain your audience by providing high-quality materials for your public service inventory
 - Choose the PSAs that are best suited to your target audience
 - Gain recognition in your community as a socially responsible company

As always, we are proud to provide you with the tools you need to better serve your audience. We hope that our 2005 Public Service Events Calendar will help you shape your efforts for the coming year by providing you with relevant dates for all of our campaigns.

There's a big change waiting for you at www.adcouncil.org: an enhanced version of "PSA Central." Current Ad Council PSAs for all media types are available for previewing, and production-quality materials can be downloaded or ordered instantly. The next time you need new materials or would like to preview a PSA, visit us at PSA Central or give us a call!

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

Sincerely,



Peggy Conlon
President & CEO
The Advertising Council, Inc.



The Advertising Council
261 Madison Avenue, 11th Fl.
New York, NY 10016
Phone: 212-922-1500
Fax: 212-922-1676
www.adcouncil.org

CAMPAIGN	SPONSOR ORGANIZATION	PHONE	HOTLINE	WEBSITE
Housing Discrimination	Leadership Conference on Civil Rights Education Fund, National Fair Housing Alliance, U.S. Department of Housing and Urban Development	202-466-3311	1-800-669-9777	www.fairhousinglaw.org
Infant and Child Nutrition	National WIC Association	202-232-5492	866-WIC-INFO	www.nwica.org
Lewis & Clark Bicentennial	National Council of the Lewis and Clark Bicentennial	503-223-3299		www.lewisandclark200.org
Math/Science for Girls	Girl Scouts of the USA	800-223-0624		www.girlsgoitech.org
Mentoring	Big Brothers Big Sisters of America	215-567-7000	1-888-412-BIGS	www.bigbrothersbigsis.org
Modeling Non-Violent Behavior	American Psychological Association/ National Association for the Education of Young Children	202-336-5500	1-877-ACT-WISE	www.actagainstviolence.org
Obesity Prevention	U.S. Department of Health and Human Services	212-922-1500		www.smallstep.gov
Online Sexual Exploitation	National Center for Missing & Exploited Children	703-274-3900	1-800-THE-LOST	www.cybertipline.com
Parental Involvement in Schools	National PTA	312-670-6782	800-307-4PTA	www.pta.org/parentinvolvement
Predatory Lending	National Fair Housing Alliance	202-898-1661	1-800-222-FAIR	www.nationalfairhousing.org
Racial Cooperation	National Underground Railroad Freedom Center	513-333-7500		www.freedomcenter.org
Reducing Gun Violence	Department of Justice	(202) 353-3639		www.psn.gov
Second Hand Smoke	American Legacy Foundation	202-454-5555	1-888-NO-PASS-GAS	www.don'tpassgas.com
Skin Cancer Prevention	The Skin Cancer Foundation	212-725-5176		www.skincancer.org
Stroke Early Response	American Stroke Association	214-706-1134		www.strokeassociation.org
Terrorism Preparedness	Department of Homeland Security	202-282-8010	1-800-BE-READY	www.ready.gov
Terrorism Preparedness Business	Department of Homeland Security	202-282-8010		www.ready.gov
Underage Drinking Prevention	U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration	240-276-2130		www.ready.gov
United Negro College Fund	United Negro College Fund	703-205-3400	1-800-331-2244	www.unctf.org
Vacation for Children with Life Threatening Illness	Give Kids The World	407-396-1114	1-800-995-KIDS	www.gktw.org
Volunteering	USA Freedom Corps		1-877-USA-CORPS	www.usafreedomcorps.gov
Wildfire Prevention	USDA Forest Service/ National Association of State Foresters	202-205-1483		www.smokebear.com
Youth Volunteerism	National Crime Prevention Council	202-466-NCPCC	1-800-WE-PREVENT	www.weprevent.org
Youth Voter Participation	Federal Voting Assistance Program	703-588-1584		www.registerandvote2004.org



World Radio History

The Worst Stock in Television

How Drew Carey can be blamed for this broadcaster's woes

Don Cornwell picked a great name when he created Granite Broadcasting. Projecting an image of stability could only help as he asked Wall Street for support in building a portfolio of TV stations.

If only Granite had lived up to that image. Sixteen years later, the broadcaster is a crumbled mess. Profits are a trickle, while debt is a tsunami. Operating cash flow doesn't come anywhere close to covering Granite's interest costs. The company is living with the legacy of bad deals and poor operating decisions. NASDAQ delisted Granite's stock in August.

All that gives Granite the unfortunate distinction of being this year's single worst stock in the TV and radio business. Of all the public media companies *B&C* tracks, Granite is running dead last, off 75% from the beginning of the year.

That could conceivably change in the remaining days of the year (Paxson Communications is close behind), but Deutsche Bank TV analyst Drew Marcus has a sell rating on Granite. Even assuming Cornwell could sell some stations he wants to unload, Marcus estimates the value of Granite stock at zero.

Granite's sales are expected to grow 5% to \$113 million, and its cash-flow margins are substantially lower than its peers'. Its \$7.3 million in cash

agriculture wouldn't cover Granite's interest payments.

Since World War II, Palau had been a U.S. protectorate, but Beck, a lawyer, helped the island negotiate its independence in 1993. Even though Granite had been sinking on his watch for four years, Beck got a \$1.1 million going-away deal, payments owed him under his contract.

In the U.S., Granite owns eight stations covering about 7% of the country, which makes it the largest black-controlled TV broadcaster. That's a small distinction, Cornwell notes, since so few stations are owned by minorities of any kind.

Some of Granite's problems are obvious. Six stations are affiliated with one of the Big Three networks, and they operate in small markets. Those are growing and make money.

Two others are in more-lucrative, large markets—San Francisco and Detroit—but are affiliates of The WB. Sales are shrinking, and the stations are losing money. Part of the problem is The WB, whose national ratings are plunging.

Syndication Misstep

But Granite has made its own missteps. The company badly overpaid for syndicated sitcoms that are now underperforming. The company committed to pay \$6 million to air *The Drew Carey Show* on two stations in San

Francisco and Detroit. Ratings tanked. The show is being replaced by *My Wife & Kids*—at a price 90% less.

Overpayment for *Dharma & Greg* in San Francisco has been costing \$3 million per year, but the show will be replaced next year by *According to Jim* for just \$600,000. All of this demonstrates how damaging a few bad syndication buys can be.

Cornwell started Granite in 1988, seizing on federal tax breaks available to black-owned companies. An investment banker at Goldman Sachs, he got backing from the firm and started buying stations, mostly in smaller markets but also in Detroit and San Jose, Calif.

Most station groups can trace their decline to the dotcom bust or the recession. Not Granite. The trigger for its slide was the company's bizarrely expensive "reverse-compensation" deal to secure an NBC affiliation for its San Jose station, KNTV.

Other stations were fighting to preserve the antiquated compensation system by which the major networks paid the stations to secure distribution. Granite stunned the industry by agreeing to pay \$362 million over 10 years to become NBC's sole affiliate, not just in San Jose (the No. 119 TV market) but in all of San Francisco (the fourth-largest market).

"Permanently Unprofitable"

The size of that payment panicked investors, because it rendered the station "permanently unprofitable," says one securities analyst. Investors caused Granite's healthy \$14 stock price to sink 40%. Within months, the company was in a financial crisis and struggling to refinance its debt. It quickly sold the station to NBC for \$230 million. Cornwell considers the KNTV panic "old news." But some analysts say it marks an important break in Wall Street's faith in the company.

All those past sins would be forgiven if Granite somehow gets back on track. Cornwell is encouraged by the price of recent TV-station deals. He wants to sell his WB stations, hopefully to the owners of larger stations in the markets, which can create duopolies and eliminate the losses.

Says Cornwell, "We've been pretty clear that we didn't think we had the right mix of assets." ■

E-mail comments to jhiggins@reedbusiness.com

MONEY TALKS By John M. Higgins



Don Cornwell created Granite Broadcasting.

"We've been pretty clear that we didn't think we had the right mix of assets."

DON CORNWELL, GRANITE BROADCASTING

flow for 2004 will fall well short of the \$38.7 million in cash required to service Granite's \$517 million in total debt. The company is borrowing more money to keep all the balls in the air.

"We Need a Break"

"Operationally, we've had a good year, mid-single-digit revenue growth," Cornwell told me in a recent conversation. "We can compete. We need a break or two here and there."

He is still leading the charge, but Granite co-founder Stuart Beck has left. The longtime president resigned in August to take another post: full-time ambassador to the United Nations for the tiny nation of Palau. A lovely Pacific island with a population of 21,000, Palau subsists pretty much on payments for hosting U.S. military bases. Its revenues from tourism and

THE B&C

WEEK OF DEC. 10-16

THE B&C 10

WEEK	YTD
▲ 1.4%	▼ -4.0%

BROADCAST TV GROUPS

WEEK	YTD
▼ -2.8%	▼ -17.4%

CABLE OPERATORS

WEEK	YTD
▲ 1.0%	▼ -3.9%

RADIO

WEEK	YTD
▼ -2.3%	▼ -29.6%

	CLOSE	WEEK	YTD
Dow Jones	10,705.64	+0.5%	0.9%
Nasdaq	2,146.15	+0.3%	6.6%

THE B&C 10

	CLOSE	WEEK	YTD
Clear Channel	\$34.40	1.8%	-28%
Comcast Corp.	\$30.81	1.0%	-3%
Cox Comm.	\$34.77	0.0%	1%
Disney	\$27.57	-0.2%	18%
EchoStar	\$33.27	2.9%	-5%
Fox Ent.	\$31.61	3.4%	5%
Hearst-Argyle	\$25.68	1.0%	-8%
Time Warner	\$19.46	5.9%	2%
Tribune	\$41.29	-2.8%	-18%
Viacom	\$35.98	1.2%	-20%

GOOD WEEK

Scientific-Atlanta	\$32.29	10.4%	7%
Gemstar	\$5.96	10.4%	6%
TiVo	\$5.61	9.5%	-31%
ValueVision	\$12.80	9.3%	-30%
Pegasus	\$8.13	8.3%	-47%

BAD WEEK

Motorola	\$17.07	-3.7%	27%
Gannett	\$79.59	-2.8%	-8%
Tribune	\$41.29	-2.8%	-18%
World Wrestling	\$11.77	-1.9%	-8%
Entercom	\$34.93	-1.4%	-33%

GEMSTAR JUMP

+10.4%

Investors didn't panic when two execs left Gemstar-TV Guide in one week. After CEO Jeff Shell and EVP of Affiliate Sales Ray Hopkins departed, its stock ended the week up 10.4%.

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.

2005 Local Ad Market Takes Shape

Autos and mergers may boost future media buys **By Allison Romano**

What a difference a year makes. After a booming 2004, TV's local ad market is expected to cool down in 2005.

Heavy election and Olympic spending powered this year's ad market. If the estimates hold, local broadcast ad spending for 2004 will surpass 2002 levels, the latest growth year. Local and national spot sales will grow an estimated 10% to \$17.9 billion in sales, according to the Television Bureau of Advertising (TVB).

Local cable, the chief competitor, is also pacing up, increasing 14% over last year to \$5.3 billion in sales this year, according to the Cabletelevision Advertising Bureau.

The growth isn't distributed equally across the station groups. The Athens Summer Games were a major contributor to local TV's ad revenue, generating \$285 million, according to TNS Media Intelligence/CMR. Gannett, which counts 13 NBC affiliates, pulled in \$28 million in Olympic sales. Hearst-Argyle Television's 10 NBC stations generated \$19.5 million from Olympic advertising. NBC's own station group posted an estimated \$100 million in sales.

The Political Effect

But revenue from political money dwarfed the Olympic take. From January to October, political campaigns spent \$1.2 billion on spot TV. Of that, \$547 million was presidential money, according to TNS/CMR. The Bush and Kerry campaigns dumped money into 18 swing states, including Ohio, Florida and Pennsylvania.

In Cincinnati, local broadcasters raked in \$25 million in presidential spending. In Philadelphia, stations booked close to \$60 million. Station groups in geographically key areas, like Raycom Media, Hearst and Clear Channel, found the swing-state full-court press profitable.

Other big events also kick up 2004's bottom line. CBS stations benefited from the Super Bowl, and last season's *Friends* and *Frasier* finales were sales bonanzas for NBC stations.

In 2005, *Everybody Loves Raymond* will be the biggest series finale. Fox has the Feb. 1 Super Bowl, which will mean additional millions in ad dollars to Fox's station group and companies with Fox affiliates, like Sinclair Broadcasting.

Forecasts for 2005 range from pessimistic to energized. There will be no Olympic money or political bonanzas

until 2006. In a TVB poll of 18 investment banks and ad firms regarding their 2005 projections for national spot advertising, estimates range from down 10% to up 3%, excluding political monies. Local spot fares better, with forecasts calling for low-single-digit growth.

"With the amount of money that came in this year, that's a pretty good rate," says Jay Ireland, president of NBC Universal's station group.

Harris Nesbitt media analyst Leland Westerfield says a primary question for stations is how much advertisers will shift spending from local broadcast to local cable.

TVB projects that local TV spending will be flat in 2005.

Still, major categories, such as entertainment and restaurants, look strong for next year. Merging telecommunications companies—AT&T and Cingular, Sprint and Nextel, Bank of America and Fleet—are likely to mean



Foreign carmakers like Toyota are expected to be aggressive advertisers next year.

increased advertising. "When companies go through mergers," says Ireland, "they brand and expand."

Most forecasts call for a healthy climate in 2005 in automotive, the biggest and most important category. Foreign carmakers, like Toyota and Nissan, have been particularly active in recent months.

"Excess supply causes tremendously aggressive marketing," says TVB President Chris Rohrs. "That won't change, especially when you add in that car companies have more and important new models to introduce."

Yet, sales execs say, in many markets fourth-quarter auto and retail ads are soft. Advertisers displaced by election buys may not have returned in full force.

If these key categories don't rebound, it spells trouble for next year. "There has not been a bounce, and we need to see that," says Craig Dubow, president and CEO of Gannett Broadcasting.

On the retail front, Westerfield says the category "will motor along with retail-sales growth up 3%-4%."

New Ad Targets

Stations are also targeting pharmaceuticals as an emerging category. To date, drug manufacturers have focused on network TV and magazines, but local broadcasters are pitching hard. "We offer a geographic targeting component," says Rohrs. "We're getting some traction."

Even with healthy projections, station groups' measurements vary with the company. Belo Corp, with its 20 stations, forecasts mid-single-digit growth, which is slightly above market averages.

But Belo's stations, concentrated in Texas, Washington and Arizona, did not book as much political money as other big groups (\$52 million in political versus \$90 million for Gannett, for example), so the fall in a non-political year shouldn't be as dramatic.

Despite the political barrage, Hearst-Argyle reports five of its top ad sectors—retail, furniture and housewares, telecommunications, and financial—improved in 2004 over previous years. Hearst is pushing a sales initiative called "Thrive in 05," focused on growing retail spending and special projects. "We aren't laying back just waiting for 2006," says Chairman David Barrett.

As for Tribune Broadcasting, its stations weren't big political plays. Its top three are in Illinois, New York and California, which missed out on the heavy political spending, while its younger-skewing WB affiliates were not as attractive to political advertisers.

In off-years like 2005, says Patrick Mullen, president of the broadcast group, Tribune stations typically gain share, which helps ad-sales initiatives.

Conversely, ABC stations, bolstered by a stronger prime time, should see heightened demand next year. And CBS' ratings dominance gives its stations a boost.

NBC's softness in prime could hurt its stations next year, particularly if the network doesn't rebound in February sweeps. Says Hearst-Argyle's Barrett, "A lot of people are waiting to see the November ratings books before they make their buy." ■

STATION TO STATION

On New Year's Eve, Local Rules

By Allison Romano

On New Year's Eve, NBC's Atlanta affiliate won't tune into the Carson Daly-hosted special in New York. Instead, Gannett-owned WXIA will air the city's Peach Drop celebration, where an 800-pound crystal peach signals midnight.

"This is an alternative to the networks," says VP/GM Robert Walker. "What makes us different is covering local events."

The Peach Drop, hosted by WXIA weatherman Paul Ossmann and staged by downtown group Underground Atlanta, is so popular that this year's event will be carried in 30 TV markets across the Southeast.

Regis Philbin will fill in for ailing Dick Clark on ABC's annual show, and *American Idol*'s Ryan Seacrest will host a Fox program. CBS will offer *The Late Show With David Letterman* and *The Late Late Show*. But some local stations are avoiding or delaying network fare in favor of homegrown events.

For example, in Las Vegas, where the city's centennial celebration kicks off New Year's Eve, local stations will blanket the festivities. "The network coverage is a little ahead of us," says KVBC Executive VP/GM Gene Greenberg. "When it is midnight in New York, it's still only 9 p.m. here." KVBC will dispatch 70 staffers, including anchors, across the city, and will send up its helicopter. At midnight, 15 cameras will capture the eight-minute fireworks show. Competitor KVVU, Meredith Broadcasting's Fox affiliate, will cover the events live from the trendy Palms Hotel, the Fashion Show mall and downtown.

Live music gets top billing on CBS' Chicago O&O WBBM, which will broadcast the New Year's Chicago Rocks Live concert from the House of Blues in HD. WBBM's Susan Carlson and Bill Zwecker host the hour-long show, Chicago's first locally produced live non-sports event in HD. "This is about breaking new ground," says Joe Ahern, president/GM.

For a calmer Christmas celebration, 13 Tribune stations, including WPIX New York, will air WPIX's traditional Yule log. The image, which aired from 1966 to 1989 and returned in 2001, will burn a little brighter this year—in HD.

Send station news to aromano@reedbusiness.com

RATINGS 11/29-12/5/04

Nielsen Media Research

**Top 25 Shows
ADULTS 18-34**

PROGRAM	AA	GAA
1 ESPN/NFL	4.7	NA
2 Friends	4.5	5.7
3 Seinfeld	4.3	5.3
4 Everybody Loves Raymond	3.9	5.0
5 Seinfeld (wknd)	3.8	4.7
6 CSI: Crime Scene Investigation	3.0	3.3
7 Oprah Winfrey Show	2.8	2.8
8 That '70s Show	2.7	3.3
9 Malcolm in the Middle	2.5	2.9
10 Jeopardy!	2.2	NA
10 King of the Hill	2.2	2.6
10 Wheel of Fortune	2.2	NA
10 Will & Grace	2.2	2.6
14 Dr. Phil	1.8	1.8
14 Home Improvement	1.8	2.2
16 Entertainment Tonight	1.7	1.8
16 Maury	1.7	1.9
16 That '70s Show (wknd)	1.7	1.9
19 Everybody Loves Raymond (wknd)	1.6	1.6
19 King of Queens	1.6	1.9
19 King of Queens (wknd)	1.6	2.1
22 Cops	1.5	1.8
22 Judge Judy	1.5	2.3
24 Drew Carey	1.4	1.7
25 Fear Factor	1.3	1.3

**Top Off-Net Sitcoms
ADULTS 18-34**

PROGRAM	AA	GAA
1 Friends	4.5	5.7
2 Seinfeld	4.3	5.3
3 Everybody Loves Raymond	3.9	5.0
4 Seinfeld(wknd)	3.8	4.7
5 That '70s Show	2.7	3.3

According to Nielsen Media Research Syndication Service Ranking Report Sept. 13-19, 2004

AA = Average Audience Rating

GAA = Gross Average Audience

One Nielsen rating point = 1,096,000 households, which represents 1% of the 109.6 million U.S. TV Households

LPMs Shock Ratings

Impact felt in station syndication deals **By Paige Albiniaik**



Judge Mathis is up 200% among women 18-34 in L.A. but off 20% in New York.

Local people meters (LPMs) are wreaking havoc on stations and syndicators. In major markets like Boston, New York and Los Angeles, overall ratings have dropped. And that decline is affecting syndication deals. Stations that renewed shows like *Dr. Phil*, *Entertainment Tonight* and *Wheel of Fortune* may face a situation they didn't anticipate when signing long-term agreements.

"If a station has paid license fees on ratings that are now 75% of what they were and they renewed out for six years based on higher ratings, that's a huge problem," says one syndication researcher. As a result, stations may take in less ad revenue on the shows in the future, hurting their profit margins. And on

some of the more expensive programs, such as *The Oprah Winfrey Show*, those margins are already slim.

"LPMs are changing the TV currency," says Dawn Abel, senior vice president of research for Paramount Domestic Television. "Any time you change the methodology, you impact the business." (LPMs are also used in San Francisco and will arrive in the remaining six of the top 10 markets by May 2006. They have been measuring local audiences only since 2002.)

Another side effect of LPMs: Syndicators expect to stop producing specific shows for sweeps, since stations in the biggest markets are getting ratings information on a minute-by-minute basis. King World's *Oprah*, for example, tends to have the biggest stars and giveaways during sweeps periods, but that may change. Says Frank Comerford, president and general manager of WNBC New York: "Now we focus on 52 weeks a year, no stunts, no gimmicks."

While stations expect ratings to settle, they are seeing strange fluctuations. For example, entire genres are down in one market but up in another. The court shows are down 36% among women 18-34 in New York but up 60% in Los Angeles. More precisely, Warner Bros.' *Judge Mathis* is up 200% in that demo in L.A. but off 20% in New York. Another oddity: *Megaman NT*, an animated afternoon show, once beat out *The Tonight Show With Jay Leno* in New York.

"People meters have the capability of being more accurate," says Lew Leone, VP/GM of WCBS New York. But Michael Carson, GM of NBC affiliate WHDH Boston, isn't convinced: "The only reason I'm a client is because Nielsen is a monopoly." ■

IN FOCUS

'OPRAH', 'DR. PHIL' LEAD SWEEPS

In the November sweeps, *The Oprah Winfrey Show* and *Dr. Phil* reign as syndication leaders. (Due to local people meters' skewing the year-to-year measurements, comparisons are with October '03 rather than November.) King World's *Oprah* was the talk leader with a huge 8.1, up 7% to hit a nine-year November-sweeps high. King World's *Dr. Phil*, equaling its highest rating ever, ran a strong second in week three of the sweeps, up 8% to 5.5. Buena Vista's *Live With Regis and Kelly* held on for third place at 3.5, up 3%.

In access, Paramount's *Entertainment Tonight* was the No. 1 magazine for the 57th major sweeps in a row, gaining 15% to 5.5. In the runner-up spot, King World's *Inside Edition* was up 13% to 3.6. Paramount's *The Insider* snared third, jumping 12% to 2.8 in its first major sweeps.



Oprah Winfrey reigns supreme.

'WHEEL OF FORTUNE' TOP GAME

King World's *Wheel of Fortune* was the No. 1 game, averaging a 9.2 in November, up 7%. King World's *Jeopardy!* averaged an 8.2, up 5% as superstar Ken Jennings lost in his 75th game Nov. 30. At a distant third was Buena Vista's *Who Wants To Be a Millionaire* with 3.5, up 9%. Tribune's *Family Feud* was unchanged at 2.0.

reba Season 4 Repeats Are Higher Than Ever!



Beating The Originals of Every Other



Sitcom & Variety Show

**HH, W18-34,
W18-49 & W25-54**

Source: N11 Galaxy Explorer Higher Than Ever - 4th Qtr 2004 thru 12/13/04 vs. 4th Qtr 2001-2003, avg. all of TC's. Excludes: HH, W18-49, & W25-54 Pgm. Beating the Originals - 2004-405. 5/10 thru 12/13/04. Reba (pts. in sitcom & variety originals) (Blue Color TV, D Color Green Screen, Generated For L.A., S. Heres Big Time, and What I Like About You. HH, W18-34, W18-49, & W25-54 Pgm. Subject to Qualifications (Open Reg. Act. N11 Galaxy Explorer Higher Than Ever - 4th Qtr 2004 thru 12/13/04 vs. 4th Qtr 2001-2003, avg. all of TC's. Excludes: HH, W18-49, & W25-54 Pgm. Beating the Originals - 2004-405. 5/10 thru 12/13/04. Reba (pts. in sitcom & variety originals) (Blue Color TV, D Color Green Screen, Generated For L.A., S. Heres Big Time, and What I Like About You. HH, W18-34, W18-49, & W25-54 Pgm. Subject to Qualifications (Open Reg. Act.





How To Target Religious Conservatives

This unpredictable demo likes Oxygen's sex shows and Pax TV



Sue Johanson hosts Oxygen's *Talk Sex*.

Oxygen has worked hard to position itself with edgy programming about sex, women's rights and lifestyle issues. If the network had a political voice, it's probably left-of-center. So it's a surprise to the network—and its advertisers—to discover that it has a loyal audience base in religious conservatives: the same group political analysts say re-elected George W. Bush, wants women to adhere to traditional values and prefers discussions of sex be kept in the bedroom.

"[These findings] do fly in the face of what the conventional perception is," says Debbie Beece, president of programming at Oxygen.

Simmons, a leading New York-based market researcher, a division of data giant Experian, conducted an analysis of the media habits of religious conservatives. This group isn't cookie-cutter media consumers who listen to right-wing talk radio and watch Fox News Channel. They are a complex consumer base, as likely to watch steamy sex shows on Oxygen as wholesome, family-values fare on Pax or the Hallmark Channel. (Simmons estimates they are 21% of the U.S. population.)

Advertisers looking to target religious conservatives are often stunned by their viewing habits. One reason the community has been overlooked to date: It is self-contained.

Jane Lacher, VP, director of research and consumer context planning at MediaVest, says, "There are networks of ministries. It's an industry of its own with contact lists that can be bought and sold. If you want, you can do a very targeted campaign against them, but unless you have a specific product, you might not think of them."

That rationale may be changing as the

demo's TV preferences are revealed.

Part of the Simmons analysis, which utilized its BehaviorGraphics system, matched the viewing patterns of religious conservatives to actual Nielsen TV ratings. Predictably, the spiritually slanted Pax has the greatest composition of religious-conservative viewers. But CBS ranks third and Oxygen fifth in the tally, which caught Simmons' analysts off guard.

"Pax was no surprise, but CBS and Oxygen aren't known for being conservative," says John Fetto, a project manager at Simmons who conducted the analysis. Per his findings, religious conservatives are 40% more likely to watch Oxygen's and 47% more likely to watch CBS' programs than the average adult viewer.

Among their favorite TV shows are Oxygen's *Talk Sex With Sue Johanson*, *Nighty Night* and *Bliss*, a show based on erotic fiction for women. While initially taken aback by the findings, Beece says it makes sense. *Nighty Night* is a dark, edgy show about an evil woman ruining the lives of other characters. "It's really a religious setting," she says, noting that

core, fundamental beliefs, but they are just as likely to watch violent and sexually provocative programming as the average viewer, according to the study.

While the motivation behind the TV-viewing patterns of religious conservatives may be debated, Madison Avenue is focused on potential sales. Rob Frydlewicz, vice president, research director at Carat Insight, says advertisers are beginning to pay more attention to that segment.

"Products that do exceptionally well with this group include domestic autos and men's and women's clothing purchased at Dillards, JC Penney, Sears or Wal-Mart," he says. Tools, mint candies, greeting cards, photo-related items and houseware that enhances gracious living are also popular.

"We're a trending society," says Lacher. "Because we have a president who is a born-again Christian, the religious right has come out of the closet. Will this be a trend, like low-carbohydrate diets? I don't know."

AD INFINITUM
By Joe Mandese

The religious right is as likely to watch steamy sex shows as wholesome, family-values fare.

even though bad things occur, the show is meant more as a morality play than simple titillation.

Beece also understands the appeal of Oxygen's sex shows: They are handled in a "sincere" and "thoughtful" way. "It's about increasing intimacy," she explains. "Everyone wants to have a good sex life. Everyone wants to have a good relationship with their spouse or boyfriend."

Similarly, CBS' popularity among religious conservatives may seem odd at first, given its reputation as a left-leaning news division among conservatives. But CBS' prime time lineup includes a host of family dramas, such as *Joan of Arcadia* and *Judging Amy*. The network also airs many crime dramas, like *CSI*, *JAG* and *NCIS*, as well as racy daytime soap operas that score with religious conservatives. This interest in unlikely shows explains why ABC's Soap Opera network, which indexes second behind Pax, performs so well.

"If you think about it," says Andy Donchin, executive vice president, director of national broadcast at Carat North America, "it's kind of hypocritical. What's pushing the envelope more than daytime soaps? They're more edgy than prime time shows." Religious conservatives may preach God-fearing, churchgoing conservative values as their

What impact the religious right will have on Madison Avenue and in the media-planning strategies of advertisers is unknown, but Lacher says she is been spending more time analyzing the underlying trends in this group.

"It is an undercurrent of our society. They seem to be in vogue currently, and if you look at what's happening with the kids, it has suddenly become OK to admit to spiritual inclinations," she notes. MediaVest research suggests America's youth is becoming more open and vocal about religious conservatism.

While doing research in the youth sector, she discovered that teens were spending extracurricular time in Bible clubs. "They were admitting it openly," reports Lacher. "That's not something that would have been cool to do a few years ago."

According to researchers, addressing the religious right is akin to addressing the African-American and Hispanic communities. Both groups used to be about assimilation; now there is a significant amount of pride and influence on the larger culture, says Lacher. "The same thing is happening with religion. It's cool to be religious."

Madison Avenue just needs to translate religious cool into its pitches. ■

THE RIGHT'S RATINGS			
Religious conservatives have their own ranking for TV networks			
TOP 10			
NETWORK	ADULT 18+ RATING	RELIGIOUS CONSERVATIVE RATING	INDEX*
Pax	0.24	0.40	167
Soap Opera	0.04	0.06	150
CBS	2.34	3.46	148
Hallmark	0.20	0.29	145
Oxygen	0.05	0.07	140
WGN	0.08	0.11	138
DHLT	0.03	0.04	133
GSN	0.06	0.08	133
Lifetime Movie Network	0.10	0.13	130
TV Land	0.21	0.27	129
Bottom 10			
Nick	0.22	0.15	68
E!	0.09	0.06	67
Comedy Central	0.16	0.10	63
ESPN2	0.12	0.07	58
ENCY	0.07	0.04	57
VH-1	0.09	0.05	56
ESPN	0.39	0.21	54
Biography	0.02	0.01	50
MTV	0.14	0.07	50
Toon Disney	0.03	0.01	33

*Indexed vs. total adult 18+ rating.
SOURCE: Simmons BehaviorGraphics analysis of TV ratings data from Nielsen Media Research.

AT A GLANCE

The Market

DMA rank	30
Population	2,331,000
TV homes	916,000
Income per capita	\$18,335
TV revenue rank	38
TV revenue	\$151,900,000

Commercial TV Stations

Rank*	Ch.	Affil.	Owner
1	WTVF	5	CBS Landmark Comm.
2	WSMV	4	NBC Meredith Bcstg.
3	WKRN	2	ABC Young Bcstg.
4	WZTV	17	Fox Sinclair Bcstg.
5	WUXP	30	UPN Sinclair Bcstg.
6	WNAB	58	WB Lambert Bcstg.

*November 2004, total households, sign-on to sign-off

Cable/DBS

Cable subscribers (HH)	549,600
Major cable operator	Comcast Cable
Cable penetration	60%
ADS subscribers (HH)**	238,160
ADS penetration	26%
DBS carriage of local TV?	Yes

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

What's No. 1

Syndicated Show	Rating***
Oprah (WSMV)	10.3
Network Show	
CSI (WTVF)	22.0
Evening Newscast	
WSMV	12.0
Late Newscast	
WTVF	13.9

***November 2004, total households

SOURCES: Nielsen Media Research, BIA Research

Why Nashville Rocks

Ads are up, and Oprah rules By Allison Romano



WTVF evening-news anchors

Country music may be Nashville's best-known product, but this isn't a one-note town. The country's 30th-largest TV market and Tennessee's state capital enjoys a healthy local economy and growing national profile. The NFL and NHL have added franchises there, and unlike in many Northeast and Midwestern cities, Nashville's population is rising. "This is a citified place where people want to live," says Debbie Turner, president and GM of Landmark Broadcasting's CBS affiliate WTVF.

On the station front, WTVF and Meredith Broadcasting's NBC affiliate WSMV are locked in a heated local-news battle. In the recent November sweeps, WSMV prevailed at 5 and 6 p.m., while WTVF won late news. Strong lead-in programming helps both stations maintain their dominance. In prime, the advantage shifts to WTVF. CBS' parade of hit shows makes the station's 10 p.m. newscast a winner. Sinclair Broadcasting operates the market's only duopoly: Fox station WZTV and UPN affiliate WUXP. Lambert Broadcasting runs The WB station WNAB.

In the afternoon, WSMV ramps up with *Dr. Phil* and *The Oprah Winfrey Show*. As a result, "40% of the rating points in this market are watching WSMV from 3 p.m. to 7 p.m.," says VP and GM Steve Ramsey. One big reason for *Oprah's* popularity: Winfrey is a homegrown success. She spent her teenage years in Nashville and attended Tennessee State University, where she won local beauty pageants in her freshman year. Her first broadcast job was at a local radio station. Those roots help ratings. *Oprah* averaged a 10.3 rating/22 share on WSMV in November; that's double what the 4 p.m. newscasts on WTVF and ABC affiliate WKRN earned.

The ad market is strong, despite Tennessee's missing out on big election-year monies. Ad spending is up about 10% this year, according to station execs. Like most markets, automotive continues to power ad sales; the furniture, grocery and health-care categories are also strong.

Local broadcasters will pull in an estimated \$151.9 million in TV revenues in 2004, up 8.5% from last year, according to BIA. But Nashville's TV revenue doesn't live up to its market size. Though ranked 30th among all 210 TV markets, Nashville is 38th in revenue. According to station management, boosting national spot ads and keeping rates strong could help erase the gap.

Comcast Cable is Nashville's dominant cable operator; Comcast's regional ad sales operation, Comcast Spotlight, offers advertisers options to buy time in the area and across the mid South. "This is a strong and growing market and a great place to live," says Ramsey, adding, "Nashville viewers love their television." ■

NEXT: PHILADELPHIA

THE DEMOS

Nashville residents love the Tennessee Titans and are avid NASCAR fans, as well. They also love outdoor activities, with 25% of them fishing and 10% hunting in the past year.

WHO	SHARE OF POPULATION	INDEX*
18-34	32%	104
18-49	63%	102
25-54	58%	100
35+	68%	98
Married	60%	109
Never married	20%	79
College grad	19%	79
White	86%	104
Black	11%	89
Hispanic	3%	25
Asian	NM	NM
\$100K+ HH	11%	70
\$50K+ HH	41%	84
Below \$50K HH	59%	115



BY THE NUMBERS**

NFL fans	51%	116
NASCAR fans	32%	167
Fishing in last year	26%	126
Hunting in last year	10%	159
Own a home	74%	110

*Index is a measurement of consumer likelihood. An index of 100 indicates that the market is on par with the average of the 75 local markets.

NM = Not large enough to be measured

**Activities engaged in past 12 months

SOURCE: Scarborough Release 1 2004 75 Markets Report (Feb. 03- March 04)

HATCHETT RULES BALTIMORE!

JUDGE HATCHETT
Delivers Supreme
Ratings on WUTB
at 3:30pm!

JUDGE
HATCHETT

www.sonypicturestelevision.com



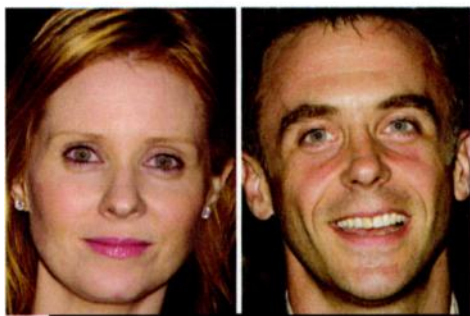
+45% WEEK TO WEEK!
+14% OVER YEAR AGO!
+14% OVER LEAD-IN!

Source: NSI WRAP Overnights, 12/6-12/10/04. M-F 3:30PM Year ago = December 03. Monte Williams 1/2 hour lead out = Divorce Court

Who Said

Continued from page 1

“shitty” repeatedly in the course of a conversation. On the TBS version, what word is substituted?



Cynthia Nixon and David Eigenberg

- A. crappy
- B. lousy
- C. yucky
- D. namby-pamby

5. “I know the images will be around forever. I’m personally comfortable having it out there.” Who said it?

- A. *Desperate Housewives* star Nicollette Sheridan, after her *Monday Night Football* naked romp
- B. Janet Jackson, after her Super Bowl halftime performance but before “wardrobe malfunction” became the year’s most over-used phrase
- C. WOIO Cleveland news anchor Sharon Reed, after her naked sweeps-month stunt in the name of art
- D. *Extreme Makeover* subject “Jeanene,” whose “before” punk look included 30 body piercings. Her “after” look was achieved with rhinoplasty, ear-lobe reconstruction, lip augmentation, breast augmentation, liposuction, laser hair removal, retinoic peel, mole removals, Invisalign and Zoom whitening.

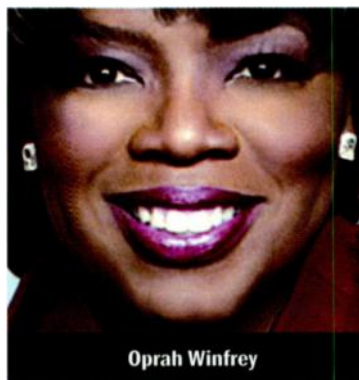
6. Comcast stormed the Magic Kingdom with a hos-



Magic Kingdom

tile-take-over bid for Disney initially worth \$66 billion in stock and assumed debt. Comcast investors hated the deal and beat the cable operator’s price down. How much was the offer worth when Comcast abandoned it on April 28?

- A. \$60 billion
- B. \$56 billion
- C. \$46 billion
- D. \$40 billion



Oprah Winfrey

7. When Oprah Winfrey gave away 276 Pontiac G6s to surprised members of her studio audience in September, the stunt cost General Motors about \$7.7 million, given that the cars retail for about \$28,000. How many 30-second commercials on the show would that have bought?

- A. 72
- B. 82
- C. 92
- D. 102

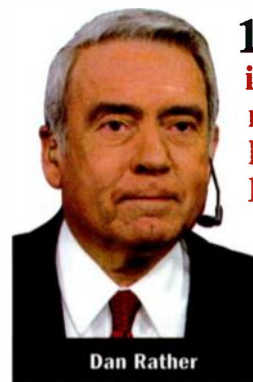
8. After several tough years, the TV advertising market is staging a comeback. According to the Television Bureau of Advertising, in the first nine months of 2004, broadcast television—local,

network and syndication—raked in \$34.2 billion in advertising revenue. That’s up how much over the same period in 2003?

- A. 11.8%
- B. 8.2%
- C. 19%
- D. 9%

9. The New York Times’ just-before-the-election scoop about missing explosives in Iraq turned out to be a bit of a dud. But this Midwestern ABC station got some bang for its travel bucks when it found archived footage from Iraq that appeared to show the missing materiel.

- A. KSTP Minneapolis
- B. WLS Chicago
- C. WXYZ Detroit
- D. WISN Milwaukee



Dan Rather

10. In his ill-fated report on President Bush’s National Guard service, Dan Rather

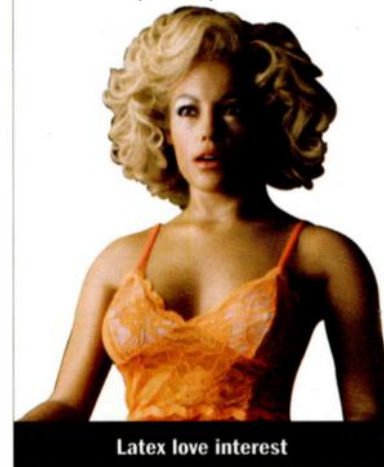
relied on documents provided by Bill Burkett, a long-standing Bush critic. Burkett says he obtained them from a mysterious man who handed an envelope to him:

- A. At a Dallas Cowboys game in Texas Stadium.
- B. In the Neiman Marcus men’s department in Dallas.
- C. Outside the Alamo’s front gate.
- D. At the Houston Livestock Show and Rodeo.

11. Which Golden Globe-nominated drama series showed a character having

sex with an anatomically correct latex doll?

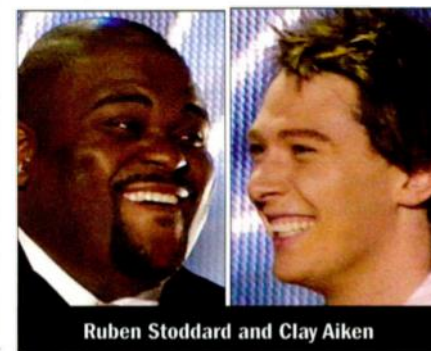
- A. *Deadwood* (HBO)
- B. *24* (Fox)
- C. *Nip/Tuck* (FX)
- D. *The Sopranos* (HBO)
- E. *Lost* (ABC)



Latex love interest

12. The 2004 finale of American Idol drew 31 million viewers. How many watched Ruben Stoddard beat Clay Aiken in 2003?

- A. 25 million
- B. 29 million
- C. 32 million
- D. 38 million



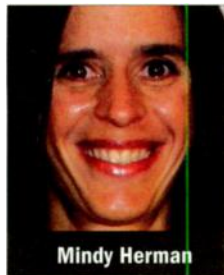
Ruben Stoddard and Clay Aiken

13. KUSA Denver became the first local-news broadcaster in the country to:

- A. Land an exclusive interview with Kobe Bryant’s chauffeur.
- B. Broadcast live HD images from a helicopter.
- C. Expand its weather segment, the most popular part of most newscasts, to 15 minutes.
- D. Fire a reporter who, during a sweeps-month hidden-camera investigation into escort services, consummated the act he had paid for.

14. Which show this year became the only program in TV history to be resurrected after cancellation thanks to the CPR performed by the sales of a million DVDs?

- A. *Futurama*
- B. *Tarzan*
- C. *Family Guy*
- D. *Wonderfalls*

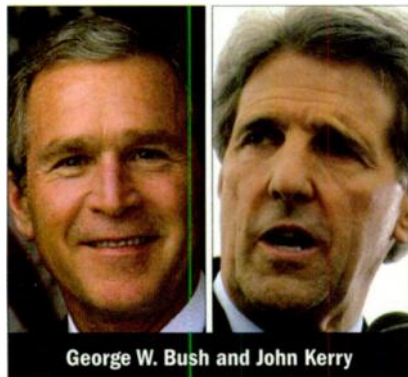


15. E! Entertainment CEO Mindy Herman resigned this year amid al-

legations that included misappropriating company funds and filching these items intended for other employees:

- A. Flowers from Robin Leach
- B. DKNY dresses
- C. Treo Smartphones
- D. Grammy gift bags

16. During the race for president, Sinclair Broadcast Group created a media firestorm when CEO David Smith decreed that his stations would air:



- A. Attack ads produced by Swift Boat Veterans for Truth.
- B. The anti-President Bush documentary *Fahrenheit 9/11*.
- C. Portions of the anti-John Kerry documentary *Stolen Honor*:

Wounds that Never Heal.

D. Allegations based on phony documents asserting that President Bush failed to honor his National Guard obligations.

17. This year, MSNBC and CNN U.S. got new presidents (Rick Kaplan and Jonathan Klein, respectively). Fox News Channel is beating both MSNBC and CNN in the ratings. Fox has held the news-network lead since:

- A. January 2002
- B. July 1999
- C. August 2001
- D. April 2004



Queer Eye for the Straight Guy fab five

18. In 2003, NBC replayed its sister cable network Bravo's *Queer Eye for the Straight Guy*. In 2004, what NBC Universal cable network show earned a rare replay on NBC?

- A. Bravo's *Celebrity Poker Showdown*
- B. USA's *Monk*
- C. Sci Fi Channel's *Ghost Hunters*
- D. USA's *The 4400*

19. Which reality series was sued in 2004 for "idea theft"?

- A. CBS' *Survivor*
- B. Fox's *The Next Great Champ*
- C. Fox's *The Swan*
- D. CBS' *Big Brother*

20. The Rigas family, proprietor of the Adelphia Communications cable company, became news fod-



der with the prosecution of several family members for looting company coffers. All the following statements are true except one. Which one is false?

- A. John Rigas used a company jet to transport Christmas trees to decorate the home of his daughter, Ellen.
- B. John Rigas and his travel agent used the jet for a safari vacation in Kenya.
- C. Tim Rigas ordered 100 pair of bedroom slippers.

D. Tim Rigas used company money to buy land and build a hockey rink for his club team.

21. A full-page newspaper ad attacking the new local-people-meter system depicted a white man standing in the living room of a black family watching television. The headline read: "Nielsen has control over what you watch. So shouldn't somebody be watching Nielsen?" Who paid for the ad?

- A. NAACP
- B. BET
- C. Fox
- D. Univision

22. DirecTV and EchoStar embarrassed cable operators in 2003 by adding 2.3 million subscribers versus cable's 87,000. How many subscribers are the satellite companies expected to add in 2004?

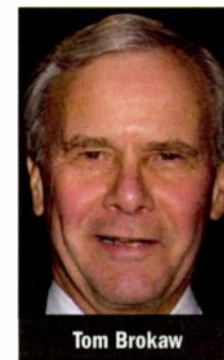
- A. 200,000
- B. 1.2 million
- C. 3.1 million
- D. 7.3 million

23. Viacom Co-President Les Moonves said, "This is becoming the cable awards" after HBO won how many Emmy Awards?

- A. 27
- B. 43
- C. 32
- D. 34

24. As of Dec. 12, CBS' *The Young and the Restless* had been the top-viewed daytime soap opera for how many consecutive weeks?

- A. 832
- B. 503
- C. 28
- D. 5



Tom Brokaw

25. On Dec. 1, NBC *Nightly News*' Tom Brokaw anchored his final broadcast after

23 years, with 15.4 million viewers tuning in. It was his largest audience since:

- A. January 1997
- B. September 2001
- C. March 2003
- D. November 1986

BONUS:

In court papers for the sexual-harassment lawsuit he eventually settled out of court, a fantasizing Bill O'Reilly seemed to mix up the absorbent bathtub accessory known as a loofah with this ethnic food:

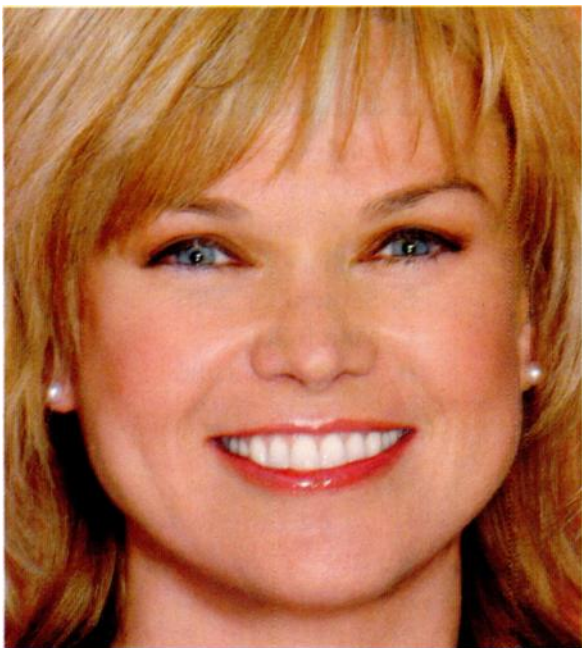
- A. Latke
- B. Falafel
- C. Goulash
- D. Fattoush

Answers on page 28

Behind the Scenes With the Execs Who Make the Hits

Meet five executive producers who have succeeded
in the tough business of creating syndicated programming
that hits the Nielsen mark, day after day

By Jim Finkle



Linda Bell Blue

Executive Producer

Entertainment Tonight/The Insider

Linda Bell Blue won't be taking too much time off from work to celebrate the holidays. As executive producer of *Entertainment Tonight* and Paramount's brand-new companion show, *The Insider*, she manages a staff of 250 that covers entertainment news

365 days a year, 24 hours a day.

Bell Blue rarely goes on vacation. When she does, it's more like telecommuting, because she spends so much time on the phone dealing with work matters. It's the same story when she's ill.

"This is what happens when I'm out sick: I'm lying in bed with three phones to my head."

But most days she's in the newsroom by 5 a.m. and generally doesn't punch out until after 6 p.m. Her husband, Steve, vice president of production for E! Entertainment Television, gets up to have breakfast with her at 4 a.m. They're able to spend more time together on Sundays, when she works only half days.

At age 48, Bell Blue is at the top of her profession. She's entering her 10th year at the helm of *ET*, the No. 1-rated syndicated entertainment news show. She's also executive producer of *The Insider*, a show that tries to dig deeper than *ET* by concentrating on fewer stories.

Bell Blue has been working long hours for almost three decades, having launched her career producing local news at television stations in Detroit and San Francisco. In 1982, she moved to Los Angeles, where she was executive news producer for KCBS.

When she arrived at *Entertainment Tonight*, it was already one of the most successful shows in syndication. To keep ahead, she pushes her staff to stay on top of breaking news, championing reporters who have good relationships with celebrities and can score key interviews on short notice.

"It's about breaking news. If we stay in front of the news, then we'll stay in the lead." And she likes her team. "I don't know anybody out there that I want to hire that I don't already have here."

There is one area where Bell Blue is not so eager to be first: The debate over sexual content on television has made *Entertainment Tonight* more selective about

the stories it covers and the video it airs.

One example: She says a story on a public figure such as Paris Hilton appearing in a pornographic video would probably get less attention today than in the very recent past.

"America has become a much more conservative place. I think it is unwise to try to shove something down somebody's throat that they don't want to see," she says. "When it's time to decide whether to air something that might offend, we air that very carefully."

For the most part, though, it's all about getting the scoop on glittery Hollywood news. Of course, *ET* isn't always first with the big stories. But Bell Blue knows how to get up when she gets knocked down. "There's always a way to take ownership," she says. "There's always the next day."



Mary Hart and Mark Steines anchor *ET*, the top magazine.



Carla Pennington Stewart

Executive Producer

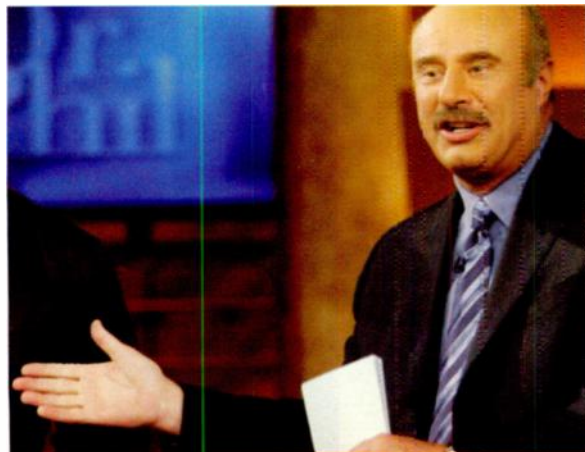
Dr. Phil

As *Desperate Housewives* raced up the Nielsen ratings chart in its first weeks on the air, the show struck a chord with Carla Pennington Stewart, executive producer of *Dr. Phil*. She noticed something familiar about the characters on the risqué ABC Sunday-night soap.

"I said, 'My God, we get tons of letters from women just like that. Why don't we do 'Dr. Phil's Desperate Housewives?'" She broached the idea with the show's host, Dr. Phil McGraw.

"He didn't get why that was even remotely interesting," she recalls.

That didn't put her off. She went ahead and explored



Dr. Phil McGraw gives good advice, and he takes it, too.

the subject, eventually coming up with enough material to fill four hour-long episodes. The episodes pulled in some of the show's highest ratings since it debuted in 2002.

The producer's ability to get McGraw on board for shows he's initially hesitant to do is one of the factors behind *Dr. Phil*'s popularity with women. "The staff is sort of his feminine side," says Pennington Stewart.

Another example: She decided to do a show on millionaire-chasers when *The Bachelor* was hot.

"He just said, 'I don't get why that's interesting.' I said, 'Trust me. Women love to hear stories about other women chasing after rich men.'" The ratings proved her to be right.

More recently, she produced two shows about a doctor whose family was devastated to learn that he'd had an affair with a nurse who became pregnant. They turned to McGraw for help as they struggled to heal from the crisis.

"The doctor didn't get it," says Pennington Stewart. "We ended up doing two shows. When somebody doesn't get it, that's when the viewer ends up shouting at the television, 'Come on! Listen to Dr. Phil!'"

Pennington Stewart admires McGraw's ability to see into the male psyche. He's also known for his strong opinions and brash style. But that doesn't bother Pennington Stewart.

"He's not a laid-back guy, but I'm not a laid-back girl. So we get along really well."

Their partnership has been a successful one. *Dr. Phil*'s distributor, King World, recently announced that it has renewed the show in about half the country through the 2008-09 season. She says she's not worried about running out of ideas to fill the hundreds of hours that lie ahead.

Pennington Stewart's run as executive producer began after she made it through a series of rigorous interviews, including sessions with McGraw and Oprah Winfrey, who had helped usher *Dr. Phil* into the talk arena. She was co-executive producer of *Entertainment Tonight Weekend* when she applied for the job. Prior to that she had worked on *Hard Copy* and, early on, as Los Angeles bureau chief for the national portion of *PM Magazine*.

McGraw was in Texas when he formally offered her the position over a video feed to her *ET* office.

By then, she'd already met with plenty of bigwigs from the three companies behind the show: Oprah Winfrey's Harpo Productions, Paramount Domestic Television and King World. But she wasn't expecting him to offer her the job that day.

McGraw wanted to surprise her with the offer, then watch her reaction. He wasn't disappointed.

"I started jumping up and down and screaming like we were on *Let's Make a Deal*," she says. "The security guard came running down the hall to see if somebody was stabbed."

WHAT'S COMING

The Foundations of Syndication Special Reports on tap for future weeks:

Jan. 3: The Executives: Syndication's top execs and their views of the business

Jan. 10: The Station Groups: The big broadcasters that make or break syndicated programs



Michael Gelman

Executive Producer

Live With Regis and Kelly

Most TV viewers know him simply as "Gelman," the guy who sits on a stool smiling and taking playful jabs just off the set of *Live With Regis and Kelly*. In fact, Michael Gelman, the show's executive producer, laughs, "Many people believe that's most of my job."

Hardly. Gelman has been running the show since 1987. In the late '80s, he was the youngest producer of a national talk show. Seventeen years later, he's 43 and the longest-lasting producer in syndicated talk.

It has been a wild ride that started when Gelman was just 23 and working with Regis Philbin on a cable show. "At first, it was hard for me to tell Regis what to do," says Gelman. "But after working for him so long, it's not nearly so hard for me to tell him what I want. He trusts my judgment."

Continued on page 16



Regis Philbin and Kelly Ripa make Gelman their foil.

FOUNDATIONS OF SYNDICATION PART III: THE PRODUCERS

SPECIAL REPORT

Continued from page 15

Within years of graduating from the University of Colorado, Gelman helped bring the morning show that Philbin hosted in New York to national syndication through Disney-owned Buena Vista. It has been a consistent ratings-grabber ever since, with its ranking among the top 10 in first-run syndication.

When initial co-host Kathie Lee Gifford left the show in 2000, Gelman kept things on track by grooming soap star Kelly Ripa as her successor. Ripa began her co-hosting duties in 2001.

Gelman is still best-known for his appearances on the show as the straight-man on

the fringe of the action. Making the producer part of the cast is something Philbin had been doing on other talk shows for some 20 years by the time Gelman came around.

But those antics are only a small part of his job, which is a little tougher than some because *Live* is usually, well, live.

On most days he arrives at the office around 7 a.m. to go over which news items should be discussed on the show. Then he runs through rehearsals to go over music and other issues. That's followed by a quick talk with Philbin, the show's 73-year-old mainstay, whom Gelman describes as his mentor. Because she's newer, he has longer chats with

34-year-old Ripa. At 8:50, he escorts Philbin to makeup. At 8:52, he warms up the audience, as he has for all of his 17 years with the show. About 8:59, he gets Ripa from her dressing room, then they hook up with Philbin and walk onto the set. By 9:00, Gelman is sitting in his familiar chair. An hour later, it's all over.

On most days, Philbin and Ripa are gone before noon; by the time Gelman leaves at 6 or 7 p.m., he has prepared notes that he messengers to Ripa and Philbin for them to read in preparation for the next day's show.

One thing that Gelman isn't eager to talk about is Philbin's departure from the show. But he notes, "Regis is going to be

around for a long time. Even at his age, he has boundless energy. He has the energy of a 50-year-old guy." Still, Gelman concedes that his mentor will eventually slow down. "At some point, he will retire. And I think he will retire before me."

Sheindlin's shtick is reflected in the title of the book she wrote: *Don't Pee on My Leg and Tell Me It's Raining*.

There are no plans to make any changes to the show in the near future, says Douthit.

"This is what this show is.

When it's done, it's done. For some reason it's still going, and it's going well. I don't see any reason for it to drop off for at least another five years.

"Essentially, the show is *Judy*. She has not changed. We are searching for what we believe the daytime audience cares about and what most of us do care about. It's about broken relationships. That's what pulls you in."

His schedule is about as consistent as the show, which he produces, directs and edits along with

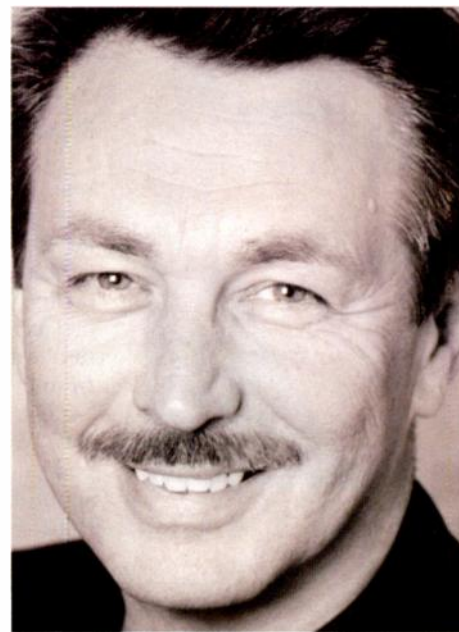
a staff of 30.

Every other week, he spends three days shooting several shows with Sheindlin. He works with producers as they screen litigants and write up the case files that she reviews before each hearing. Before Douthit signs off on a show, he watches it at least three times to make sure everything is perfect.

"I'm very hands-on," he says. "It's fun. I live for this."

Douthit's television career took off about two decades ago on the set of *Seattle Today*, a local show whose ratings he helped bring from last to first place.

He moved on to CNN, where he executive-produced *Larry King Live* and *Crossfire*. He has also produced *Jenny Jones* for Warner Brothers and worked as an executive at Quincy Jones Entertainment, where he oversaw work on NBC's *The Fresh Prince of Bel-Air*.



Randy Douthit

Executive Producer

Judge Judy

There aren't too many bells and whistles on *Judge Judy*. There are also no repeats.

Each year, the TV show's executive producer, Randy Douthit, brings some 650 claims to the set, where retired New York magistrate Judge Judy Sheindlin presides over quick-paced arbitration sessions.

At their core, each case is about the same thing, says Douthit: broken relationships.

Entering its ninth season, *Judge Judy* has been a hit since its launch, bringing in the highest ratings of any court show. The series is a production of Big Ticket Television, distributed by Paramount.

Douthit attributes the show's success to the consistency of Sheindlin's no-nonsense approach to solving small-claims cases that usually result from conflicts between couples, family members, friends or neighbors.



Judge Judy: No-nonsense approach

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Douthit, 49, says one of the best things about his current job is working with Sheindlin.

"I respect her for her realm of authority, which is the law and being a judge. And she respects mine, which is being a television producer."

The two have also become friends. "She's a warm and wonderful person," says Douthit. Unless, that is, you get on the bad side of this tough judge.

It would be tough for an audience member to identify Friedman, 58, as the big boss on the set. He's the executive producer of *Wheel of Fortune* and *Jeopardy!*, game shows from Sony Pictures Entertainment and King World Productions that have long been the No. 1- and No. 2-rated programs in first-run syndication.

The success of these illustrious game shows means that Friedman has one of the highest-pressure gigs in syndication. He doesn't act like it.

He first learned about television from his father, who owned one of the first stores in Omaha, Neb., to sell TV sets.

Friedman graduated from the University of Nebraska in Lincoln, subsequently holding jobs in journalism, real estate, public relations and advertising. His dream was to work in television, so he headed to Hollywood in 1971.

It took him about six months to land his first job, as a part-time question-writer on *Hollywood Squares*. The producers encouraged him to make suggestions on how to improve the show.

"I thought, 'Wow.' I didn't know I was supposed to have ideas," he says. "They were secure enough about their own positions to let new people have ideas."

His bosses brought him on staff and promoted him several times through the ranks of writing and production jobs. He stayed with the show for 11 years and some 3,000 episodes. During that period, he also helped develop other shows, including *Gambit* and *High Rollers*.

The work on *Squares* taught him that a show's creators need to work well as a team for a product to succeed.

"The most important thing I learned is how collaborative the creative process should be."

Friedman says he has worked hard at both *Wheel* and *Jeopardy!* to develop a culture that is conducive to collaboration.

He doesn't spend a lot of time focusing on such issues

as the occasional error on the *Jeopardy!* scoreboard.

Instead, he works on bigger issues, such as when and how to renovate the set of his shows or how to spice things up by tweaking the games' rules.

One of his most successful moves was a decision to stop limiting the number of times each contestant could win on *Jeopardy!*

After about two years of deliberation, the change finally went into effect last year. The move turned Ken Jennings into a millionaire, significantly boosting the ratings of *Jeopardy!* in the process.

Jennings, a Salt Lake City native, appeared for 75 consecutive shows and won more than



Everybody knows Vanna and Pat.

\$2.5 million; he now holds the record for most money won on a game show.

Other innovations on *Jeopardy!* include the Clue Crew, a growing team of on-screen correspondents billed by the show as adventurous and inquisitive folks who travel the world helping to bring clues to life.

Friedman is a big fan of road

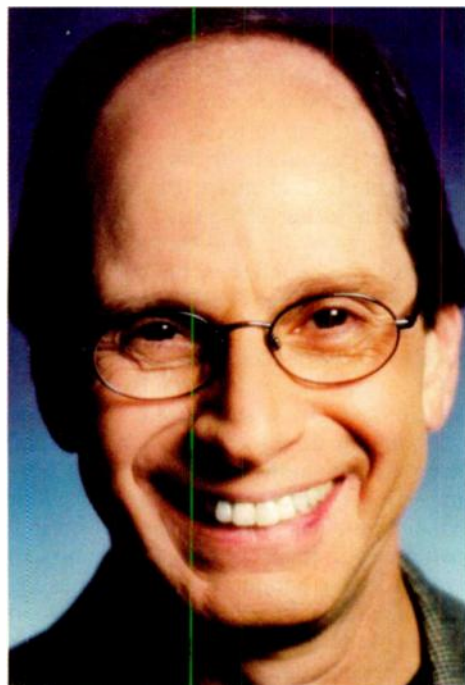
trips, a tool for promoting both shows in local markets. Pat Sajak and Vanna White will shoot *Wheel* in Las Vegas next month, right before the start of NATPE.

In that case, it's about promoting the show with key customers.

Friedman also introduced an Internet-based "Wheel Watchers Club," which is sort of a mix between a frequent-fliers club and Lotto that gets viewers more involved.

He has no intention of shaking things up too much.

"There is an inherent risk," he says. "Viewers don't like change. We can change the show, but we must never change the game." ■



Harry Friedman

Executive Producer

Wheel of Fortune

Jeopardy!

Wearing a leather jacket to keep him warm in the chilly studio, Harry Friedman quietly watches from his usual seat next to a row of writers sitting behind a long table in front of the *Jeopardy!* audience. During the taping of the day's final episode, action briefly stops when one of the 110 employees who help produce the show discovers that a contestant's score is off by 100 points.

Friedman doesn't say a word. He stretches his legs, smiles and quietly waits for the action to resume.

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Globes: The Big Wakeup Call

Pre-dawn nomination show is tough on talent and crew **By Deborah Starr Seibel**

It's 6 a.m. and staffers from Dick Clark Productions, having just wrapped up their part in the 62nd Annual Golden Globes nominations, are waiting for the call from the boss.

They're well aware that much of the West Coast is still asleep and that 75-year-old Clark is recovering from a mild stroke. "Believe me, he's watching us today from his hospital bed, and we'll be getting the feedback," says Barry Adelman, Clark's second in command. Clark's company will produce the glittering awards show for NBC on Sunday Jan. 16. Nominations were announced Monday Dec. 13.

Adelman is sure his boss will approve their pre-dawn efforts, but, he says, "it's different when he's not here, because he's such an amazing presence. But he taught us well. It went smoothly."

To the casual observer, the Hollywood Foreign Press Association's annual early-morning ritual of naming the brightest stars in this year's film and television constellations is a simple affair: Book the Beverly Hilton

As 'ET' producer Bonnie Tiegel notes, the Golden Globes mark the start of the awards "season"

Hotel. Grab a few celebrities like Brendan Frasier, Mira Sorvino and Drea De Matteo. Have them read off a few lists of names: "Marcia Cross, *Desperate Housewives*. Teri Hatcher, *Desperate Housewives*. Felicity Huffman, *Desperate Housewives*." Hear the room erupt in astonished laughter as the ABC tongue-

in-cheek drama becomes the story of the day with five nods, including three in the best-actress category.

E! Entertainment and the *Today* show cover the nominations live. HFPA also makes a live satellite feed available, "so anyone from anywhere in the world can pull the nominations off the satellite," explains Steve Locascio, the organization's publicity director. Organizers put together 100 reporters, 29 television crews and 125 publicists, and then let the name-dropping begin.

Simple? The selling of the Golden Globes is, in fact, a highly choreographed, time-sensitive operation that sets in motion the awards-show season. The technical crews worry over the possibility of transmissions' going dark and the loss of sound or power. "That's why I bring my own generator," says E!'s Brian Quacquareni, technical manager of live events. "And we've done three rehearsals since midnight to make sure the mikes work."

Others worry about their verbal skills at such an ungodly hour. The timing is a necessity because the awards get the exposure from the *Today* show at 8:40 a.m. ET—and that makes it easy for HFPA to live with the three-hour time difference.

"It's the earliest I've ever had to get up," says Madison Michele, a reporter from the TV Guide Channel who fell out of bed at 3 a.m. Michele is sneaking a peek at the E! News team, which includes newlywed and red-carpet diva Star Jones Reynolds, to see how the awards-show veterans handle their 5 a.m. pre-nomination live chats. "I actually wanted to see how

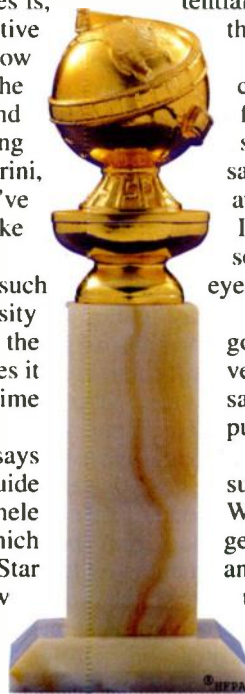
much is on the prompter and how much they ad-lib," says Michele. "They *do* ad-lib, but they take it slow. And I need to do that, because otherwise, you have a tendency to trip up on your words."

Says E! anchor Giuliana DePandi, "People ask me, 'Are you really all that concerned about doing the Globe nominations when it's on so early in the morning?' Yes, because everyone in the industry, everyone you've ever come across on the red carpet, every potential future employer is watching this show. And they know when you've screwed up."

The room packed with ruffled, bleary-eyed camera crews trying to focus in on chic, perfectly coiffed and made-up TV reporters is a strange sight. E! makeup artist Marilyn Lee says the talent in her charge is "pretty wide-awake and wired by the time they come to me. I think it's the adrenaline of having to get up so early in the morning. They might need some eye-drops for red eyes."

Jones Reynolds, resplendent in a red suit and gold shoes, needs no such camouflage. "I'm a very disciplined girl when I need to be," she says. "I was in bed by 8 o'clock last night and put ice on my face in the morning."

Bonnie Tiegel, *Entertainment Tonight* senior supervising producer, finds it "very exciting. We have crews in place all over the country to get reactions to the nominations. As soon as the announcements are done, I'm out the door and usually booking stuff in the car as I'm driving back to Paramount. ... It's the beginning of the season!" ■



THE TV NOMINEES

Best Television Series—Drama

◀ **24** (Fox), Imagine Television and 20th Century Fox Television
DEADWOOD (HBO), Red Board Productions and Paramount Television/HBO Entertainment

LOST (ABC), Touchstone TV
NIP/TUCK (FX), The Shephard/Robin Co. and Warner Bros. Television
THE SOPRANOS (HBO), Brad Grey Television and Chase Films/HBO Entertainment

Best Performance by an Actress in a Television Series—Drama

◀ **EDIE FALCO**, *The Sopranos* (HBO)
JENNIFER GARNER, *Alias* (ABC)
MARISKA HARGITAY, *Law & Order: Special Victims Unit* (NBC)
CHRISTINE LAHTI, *Jack & Bobby* (The WB)
JOELY RICHARDSON, *Nip/Tuck* (FX)

Best Performance by an Actor in a Television Series—Drama

◀ **MICHAEL CHIKLIS**, *The Shield* (FX)
DENIS LEARY, *Rescue Me* (FX)
JULIAN MCMAHON, *Nip/Tuck* (FX)
IAN MCHANE, *Deadwood* (HBO)

JAMES SPADER, *Boston Legal* (ABC)

Best Television Series—Musical or Comedy

◀ **ARRESTED DEVELOPMENT** (Fox), 20th Century Fox Television/Imagine Television
DESPERATE HOUSEWIVES (ABC), Touchstone TV

ENTOURAGE (HBO), Leverage and Closest to the Hole Productions/HBO Entertainment
SEX AND THE CITY (HBO), Darren Star Productions/HBO Entertainment
WILL & GRACE (NBC), NBC Universal Television/KoMut Entertainment and Three Sisters

Best Performance by an Actress in a Television Series—Musical or Comedy

◀ **MARCIA CROSS**, *Desperate Housewives* (ABC)
TERI HATCHER, *Desperate Housewives* (ABC)
FELICITY HUFFMAN, *Desperate Housewives* (ABC)
DEBRA MESSING, *Will & Grace* (NBC)
SARAH JESSICA PARKER, *Sex and the City* (HBO)

Best Performance by an Actor in a Television Series—Musical or Comedy

JASON BATEMAN, *Arrested Development* (Fox)



◀ **ZACH BRAFF**, *Scrubs* (NBC)

LARRY DAVID, *Curb Your Enthusiasm* (HBO)

MATT LEBLANC, *Joey* (NBC)

TONY SHALHOUB, *Monk* (USA)

CHARLIE SHEEN, *Two and a Half Men* (CBS)

Best Miniseries or Motion Picture Made for Television

◀ **AMERICAN FAMILY: JOURNEY OF**

DREAMS (PBS)

IRON JAWED ANGELS (HBO)

THE LIFE AND DEATH OF PETER SELLERS (HBO)

THE LION IN WINTER (Showtime)

SOMETHING THE LORD MADE (HBO)

Best Performance by an Actress in a Miniseries or a Motion Picture Made for Television

◀ **GLENN CLOSE**, *The Lion in Winter*

BLYTHE DANNER, *Back When We Were Grown Ups*

JULIANNA MARGULIES, *The Grid*

MIRANDA RICHARDSON, *The Lost*

Prince
HILARY SWANK, *Iron Jawed Angels*

Best Performance by an Actor in a Miniseries or a Motion Picture Made for Television

MOS DEF, *Something the Lord Made*



◀ **JAMIE FOXX**, *Redemption*

WILLIAM H. MACY, *The Wool Cap*

GEOFFREY RUSH, *The Life and*

Death of Peter Sellers

PATRICK STEWART, *The Lion in*

Winter

Best Performance by an Actress in a Supporting Role in a Series, Miniseries or Motion Picture Made for Television

◀ **DREA DE MATTEO**, *The Sopranos*

ANJELICA HUSTON, *Iron Jawed*

Angels

NICOLLETTE SHERIDAN,

Desperate Housewives

CHARLIZE THERON, *The Life and Death of*

Peter Sellers

EMILY WATSON, *The Life and Death of*

Peter Sellers

Best Performance by an Actor in a Supporting Role in a Series, Miniseries or Motion Picture Made for Television

◀ **SEAN HAYES**, *Will & Grace*

MICHAEL IMPERIOLI, *The*

Sopranos

JEREMY PIVEN, *Entourage*

OLIVER PLATT, *Huff*

WILLIAM SHATNER, *Boston Legal*



WRAL Goes Cellular

New service links to station's Web site **By Ken Kershbaumer**



WRAL Raleigh, N.C., news and weather is accessible via local Sprint cellphones.

vice president and general manager of DTV Plus, the subsidiary of WRAL parent company Capitol Broadcasting responsible for its Internet, datacasting and cellular services. "We're taking the power of the WRAL newsroom and offering it to viewers in a new and valuable way."

Phone to Web

Matheny says he doesn't know how many subscribers will sign up for the \$3.99 monthly service, but the station is working closely with Sprint to promote it at local Sprint stores. The service is also pitched on WRAL's Web site and on the air.

While the cellphone service won't provide video or audio content, it does give users the full text of stories published at WRAL's Web site, as well as

with local-news content are natural fits for the service. "They need to create another feed off the Web site that goes to the phone," says Matheny. "Things like Doppler radar maps will need to be uniquely outfitted for the phone."

The new cellphone application is the result of six months of work by Sprint and DTV Plus. Sprint's PCS Vision network has a faster data speed than many other data networks. Any media company interested in providing a well functioning cellular-delivered service, says Sprint rep Tom Matthews, needs an application similar to the one WRAL is offering.

"Often, when a cellphone user tries to open a Web link, there may be too much information formatted, which can ultimately overwhelm the phone."

"What we're able to do is take the power of the WRAL newsroom and offer it to viewers in a new and valuable way." SAM MATHENY, DTV PLUS

access to still photos from traffic cameras and Doppler weather radar. The system is based on Sprint's Vision data network and will be available on eight types of cellphones.

Subscribers who have one of the appropriate phone models can visit WRAL's Web site and enter their cell number. A call is then placed to the phone, and the application is downloaded. Users then set their preferences to one of the 19 stations that WRAL uses to keep track of weather conditions.

"We designed the application so that it can be ported to other TV stations," says Matheny. Helping other stations provide a similar service is a second business opportunity for WRAL.

DTV Plus has already established a carrier relationship, developed the software application and ensured it can work on various handsets. Matheny believes that makes the application attractive to other stations. DTV Plus will license it to them, thereby establishing a revenue-sharing relationship.

Costs Will Vary

While he says DTV Plus invested hundreds of thousands of dollars in the project, he can't estimate how much it will cost other stations. Those costs depend on how much integration work needs to be done with an individual station's newsroom, as well as the price of upgrading existing IT infrastructure, he says.

Stations already feeding a Web site

he says. "The WRAL application makes that information more usable because it employs Java-enabled handsets."

Today, the WRAL service is simply text and photos, but Matheny says other features, like local sports coverage, could be added. A video component is still in the future; Matthews says that, when it is made available, the Vision network will accommodate it. For now, the extra bells and whistles aren't a priority.

"We think this service is much more appropriate and beneficial to consumers as is," he says.

"People think nothing of downloading a game or ring tone for \$2," Matheny adds. "So we're optimistic a news-and-information service with real-world usefulness is viable for consumers."

His optimism is based on the current data rates on the Sprint Vision network, which can reach 144 kbps download and upload. That is fast enough to send video at 15-20 frames per second.

And next year, says Matthews, the company will introduce a next-generation service based on EVDO (Evolution Data Only) technology. That new service will be able to deliver speeds up to a whopping 2.4 Mbps. Although network traffic will probably limit speeds to 500 kbps-1Mbps, the higher rate is still enough to transform cellphones into small-screen versions of their TV-set cousins. ■

TECH Q&A

ESPN Rings In 2005

Sport fans stay connected via phones

Manish Jha, ESPN Mobile senior vice president, is a busy man. Next year, the company will roll out ESPN Mobile, branded phones offering in-depth sports information along with video and audio content. Jha spoke with *B&C's* Ken Kerschbaumer about the project.

Why is ESPN pushing its branded products so hard?

Wherever the fans are and whatever technological means they use to connect to sports, we want to be a conduit. Wireless technologies are more than just voice. We think we have a tremendous opportunity here, hence the creation of ESPN Mobile.

Are mobile applications something all content owners or distributors should consider?

It's another way to connect with your audience. The value of mobility is pretty significant: the ability to access content you care about when you're not near a TV or PC. That's something people are willing to pay for. So if you have something where timely access is valuable, you should take a look at it.

When ESPN Mobile owners turn on their cellphones next year, what will they get?

They'll be able to see basic information on the front screen. We're still working through the level of personalization we'll be able to provide. If they care about particular players, teams or sports, that information will be easier to get. One of the things we're going to try to do, which hasn't been done very well in the marketplace, is hide the complexity of the technology from the fan. Asking people to launch a browser if they want to see certain types of information on the phone or asking them to go to a messaging gateway to send or receive messages is not the optimal fan experience. We want to create a sports experience and let the different protocols work behind the scenes.

Pop-up Promos Drive Industry Crazy

Advertisers and producers object to additional clutter **By Anne Becker**

Isn't Donald Trump's head swelled up enough? Obviously, NBC doesn't think so. To hawk Trump bobblehead dolls on the NBC Web site, the network stuck an animated mini-Donald on the bottom of the screen twice during last week's episode of *The Apprentice*.

The two in-program promo spots ran for five seconds each, and in the first five days after the ads aired, NBC sold \$80,000 worth of the dolls.

For networks, this may be one way to fight an ad-zapping TiVo world.

In-program promos—or snipes—are becoming increasingly sophisticated, using CGI animation and video clips. And their frequency is expanding. NBC is the biggest culprit, averaging the most in-program promos of all the broadcast networks: nine in three hours of prime time. ABC and Fox average four pop-ups during prime time, reports PhaseOne Communications.

Broadcast and cable networks rely on snipes to promote shows and sell their merchandise, much to the chagrin of some TV producers. Clutter-adverse advertisers also cry foul, saying the snipes detract from viewers' appreciation of commercials.

"It's another hurdle for the advertisers," says Peter Butchen, SVP, group director, national television, Initiative Media. "It's one thing to have a little bug telling you which network you're watching, but it's out of control on some networks."

On cable, FX and ESPN are notorious for their elaborate snipes. In October, Food Network upped the ante. It started airing two snipes, 20 seconds in each segment of prime time. The

first is a video clip of the next show, the second plugs merchandise or pitches a future show. The video snipes are a boon to Food Network, which struggles to keep viewers for long periods, since its programming is divided into bite-sized segments rather than narrative stories.

Food Network runs 35 new snipes per week, all thanks to the Pinnacle DekoCast character generator, which is triggered to play back computer-generated graphics and video at preset times.

Comedy Central has taken the same approach, but it relies on a snazzier Pinnacle system, the \$35,000 Power Promo, which creates less snipes for greater usage. Power Promo builds the video portion of the snipe once, then drops in the appropriate information. The system solves the "now, next, later" dilemma by letting programmers change titles, graphics, spellings or dates on individual snipes without involving several people in master control, says Jay Wasack, Pinnacle DekoCast's business manager. "The Power Promo means savings and flexibility," he adds.

Now Food Network is considering souping up its snipes for their January *Iron Chef America* series, with names of the advertiser sponsoring the shows. "Once you've crossed that line of interrupting a program for a message, why not use it as aggressively as you possibly can?" asks Michael Smith, Food Network's VP of on-air strategy and creative services.

The benefit to the networks is clear, but what about the audience? Based on focus group research, NBC estimates 20% of



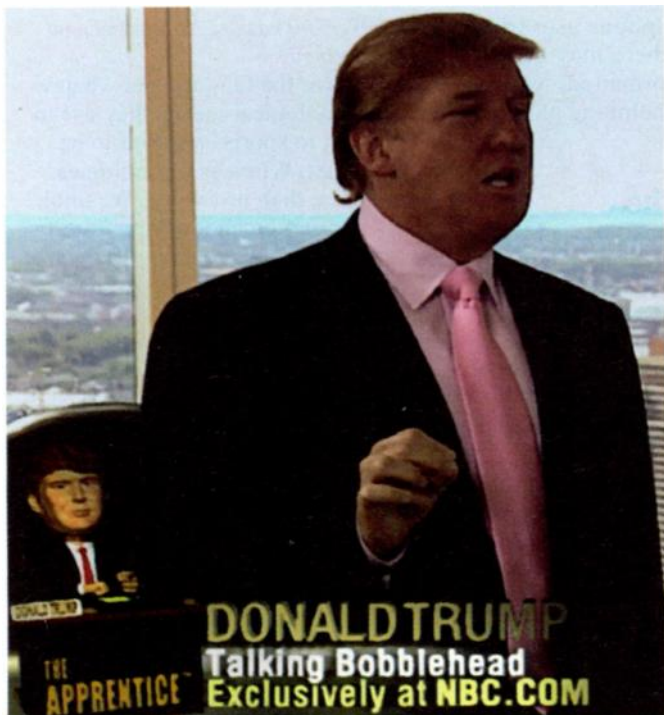
Emeril Live snipe on Food Network

viewers find the snipes off-putting. During the Summer Olympics, NBC used snipes as navigational tools to direct viewers to other coverage. But when the strategy was employed in scripted and reality shows this season, airing two promos in each program rather than one, producers complained they interrupted the flow of content.

"The Olympics stories are fast, but when the stories are more methodical in a scripted show, [snipes] can be distracting," admits John Miller, Chief Marketing Officer for the NBC Universal Television Group.

So NBC is voluntarily pulling back on mid-show snipes. It aired just one bobblehead promo near the beginning of the three-hour *Apprentice* finale. "It's a self-policing kind of thing," Miller says. "There's always an internal debate about how much are you informing and how much are you detracting from the viewers' enjoyment."

Initiative's Butchen is clear: "I'm watching the bug, not the show. After a while, people say, 'I'm going to turn the channel.' It's bad for everyone in the long run." ■



The Donald bobblehead popped up during *The Apprentice*.

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THE FOUNDATIONS OF SYNDICATION

When it works, syndication is a powerful audience draw and an attractive advertising vehicle. But as NATPE draws near, it's also clear syndication is a tricky and intricate business. So through December leading into NATPE, *Broadcasting & Cable* will detail The Foundations of Syndication, giving our readers an up-close look at how the hits are made. We'll look at these component parts:

ISSUE: JANUARY 3RD - THE EXECUTIVES
SPACE CLOSE: DECEMBER 23RD

They're the syndication honchos who green light what gets a "firm go" and what gets lost in the shuffle. B&C will talk to the top bosses at the top studios to get their view on the business, the competition and the future.

ISSUE: JANUARY 10TH - THE STATION GROUPS
SPACE CLOSE: DECEMBER 30TH

In the new consolidated world of television, shows don't happen unless big station groups sign on to turn a syndication idea into a syndication reality. B&C will talk to the decision makers who decide a show is going to play at 4 p.m.—or 2 a.m.

SPECIAL REPORT: THE FOUNDATIONS OF SYNDICATION

THE BUSINESS OF TELEVISION



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N I E L S E N D E C . 6 - 1 2 R A T I N G S

THE PRIME TIME RACE
Top 10 Basic Cable Shows

Dec. 6-12

Total Households (in millions)

PROGRAM	DATE	NET	HWS
1. NFL: Eagles vs. Redskins	12/12	ESPN	7.3
2. 3-Premiere	12/11	ESPN	4.4
3. WWE Raw 10p	12/6	SPIK	3.4
3. WWE Raw 9p	12/6	SPIK	3.4
3. Law & Order 9p	12/7	TNT	3.4
6. SpongeBob SqrPants 9:30a	12/11	NICK	3.3
7. Fairly OddParents 10a	12/11	NICK	3.2
7. SpongeBob SquarePants 9a	12/11	NICK	3.2
9. Sportscenter	12/12	ESPN	3.1
10. Fairly OddParents 10:30a	12/11	NICK	3.0
10. Law & Order 9p	12/6	TNT	3.0
10. SpongeBob SqrPants 9:30a	12/12	NICK	3.0

Adults 18-49 (in millions)

PROGRAM	DATE	NET	HWS
1. NFL: Eagles vs. Redskins	12/12	ESPN	5.8
2. 3-Premiere	12/11	ESPN	4.1
3. Sportscenter	12/12	ESPN	2.6
4. WWE Raw 10p	12/6	SPIK	2.4
5. WWE Raw 9p	12/6	SPIK	2.2
5. NFL Prime Time	12/12	ESPN	2.2
7. Real World XV	12/7	MTV	1.9
7. The Nanny Reunion	12/6	LIFE	1.9
7. South Park	12/8	COM	1.9
7. Laguna Beach	12/7	MTV	1.9

SOURCE: Turner Entertainment Research, Nielsen Media Research

Broadcast Networks

Dec 6-12

Total Households (in millions)

	WEEK	STD
1. CBS	9.1	9.5
2. NBC	7.1	7.4
3. ABC	7.3	7.3
4. FOX	5.0	6.4
5. UPN	2.5	2.7
6. WB	2.3	2.8
7. PAX	0.5	0.5

Adults 18-49 (in millions)

	WEEK	STD
1. CBS	5.6	5.4
2. NBC	4.6	5.0
3. ABC	4.8	5.0
4. FOX	3.9	4.6
5. WB	1.6	2.1
6. UPN	1.8	1.9
7. PAX	0.2	0.2

Top 10 Broadcast Shows

Total Households (in millions)

	WEEK	STD
1. CSI	CBS	20.1
2. Desperate Housewives	ABC	14.8
3. Without a Trace	CBS	14.3
4. ER	NBC	13.4
5. Survivor: Vanuatu	CBS	12.8
6. Lost	ABC	12.5
7. Barbara Walters Presents	ABC	12.0
7. Survivor: Vanuatu Finale	CBS	12.0
9. Monday Night Football	ABC	11.9
10. Law & Order	NBC	11.7

Adults 18-49 (in millions)

	WEEK	STD
1. CSI	CBS	13.9
2. Desperate Housewives	ABC	11.9
3. ER	NBC	11.0
4. The Apprentice	NBC	9.9
4. Survivor: Vanuatu	CBS	9.9
6. Survivor: Vanuatu Finale	CBS	9.7
7. Lost	ABC	9.1
8. Survivor: Vanuatu Reunion	CBS	8.4
8. Without a Trace	CBS	8.4
10. Monday Night Football	ABC	8.3

SOURCE: Nielsen Media Research

Week	abc	cbs	NBC	FOX	PAX	UPN	WB							
	8/5/13		8/7/13		7/1/11		5/0/7		0/1/1		1/9/3		2/3/3	
8:00	7L. Life of Luxury 3.9/6	43. Still Standing 6.0/9	30. Fear Factor 7.3/11	5L. Trading Spouses 5.1/8	129. Model Citizens 0.1/1	103. One on One 1.9/3	84. 7th Heaven 2.7/4							
8:30		44. Listen Up 5.9/9				103. Half and Half 1.9/3								
9:00	7. Monday Night Football— Dallas Cowboys vs. Seattle Seahawks 10.9/18	13. Evrybody Lvs Raymond 9.8/14	25. Las Vegas 8.0/12	56. The Swan 5.0/7	129. World Cup of Comedy 0.1/1	98. Girlfriends 2.1/3	103. Everwood 1.9/3							
9:30		16. Two and a Half Men 9.1/13				103. Second Time Around 1.9/3								
10:00		11. CSI: Miami 10.6/17	44. Dateline NBC 5.9/9		129. Second Verdict 0.1/1									
10:30				TUESDAY										
	6/9/11		8/4/13		7/1/11		1/3/5		0/2/1		1/7/3		2/4/4	
8:00	29. A Charlie Brown Christmas 7.4/12	14. NCIS 9.5/15	39. The Biggest Loser 6.3/10	90. Rebel Billionaire 2.4/4	125. World Cup of Comedy 0.2/1	100. All of Us 2.0/3	89. Gilmore Girls 2.5/4							
8:30						100. Eve 2.0/3								
9:00	31. According to Jim 7.0/11	28. The Amazing Race 7.5/11	57. Scrubs 4.8/7	67. House 4.3/7	125. Cold Turkey 0.2/1	110. Veronica Mars 1.4/2	92. High School Reunion 2.3/4							
9:30	39. Rodney 6.3/10													
10:00	37. NYPD Blue 6.6/11	22. Judging Amy 8.2/13	15. Law & Order: Special Victims Unit 9.3/15		125. Cold Turkey 0.2/1									
10:30				WEDNESDAY										
	10.1/16		6.4/10		8.1/13		4/5/7		0.4/1		2.9/4		2.3/4	
8:00	6. Lost 11.4/18	5L. 60 Minutes Wednesday 5.1/8	48. Clay Aiken Christmas 5.5/9	63. 15th Annual Billboard Music Awards 4.5/7	123. Doc 0.4/1	74. America's Next Top Model 3.6/6	92. Smallville 2.3/4							
8:30														
9:00	7. Barbara Walters Presents 10.9/16	38. King of Queens 6.5/10	21. The West Wing 8.3/12		116. Sue Thomas, F.B. Eye 0.6/1	95. Kevin Hill 2.2/3								
9:30		47. Center of the Universe 5.7/8												
10:00	27. Wife Swap 7.8/13	25. CSI: New York 8.0/13	10. Law & Order 10.7/17		124. Early Edition 0.3/1									
10:30				THURSDAY										
	3.6/6		14.4/23		9/9/15		3.5/6		0.5/1		3.5/5		1.7/3	
8:00	62. Extreme Makeover 4.6/7	5. Survivor: Vanuatu 11.7/18	3L. Joey 7.0/11	65. The O.C. 4.4/7	116. America's Funniest Home Videos 0.6/1	76. WWE Smackdown! 3.5/5	98. Grandma Got Run Over by a Reindeer 2.1/3							
8:30			3L. Will & Grace 7.0/11				112. 6th Annual Family Television Awards 1.2/2							
9:00	90. Life As We Know It 2.4/4	1. CSI 18.4/28	12. The Apprentice 10.5/16	87. North Shore 2.6/4	120. Diagnosis Murder 0.5/1									
9:30														
10:00	7L. Primetime Live 3.9/6	3. Without a Trace 13.0/21	4. ER 12.2/20											
10:30				FRIDAY										
	4.9/9		6.3/11		5.1/9		1.0/5		0.6/1		1.5/3		2.6/5	
8:00	68. 8 Simple Rules 4.1/7	50. Joan of Arcadia 5.2/9	42. Dateline NBC 6.2/11	82. The Simpsons 2.8/5	120. America's Most Talented Kids 0.5/1	108. Enterprise 1.5/3	87. How Grinch Stole Xmas 2.6/5							
8:30	74. Complete Savages 3.6/6			84. King of the Hill 2.7/5		84. Scooby Doo Christmas 2.7/5								
9:00	7L. Hope & Faith 3.9/7	3L. JAG 7.0/12	60. Third Watch 4.7/8	78. The Family Guy 3.3/6		110. America's Next Top Model 1.4/2	8L. Reba 2.9/5							
9:30	69. Less Than Perfect 4.0/7			79. The Family Guy 3.1/5	115. MGM Night at the Movies— A Green Journey 0.7/1	95. Blue Collar TV 2.2/4								
10:00	35. 20/20 6.9/12	36. Cold Case 6.7/12	63. Medical Investigation 4.5/8											
10:30				SATURDAY										
	3.0/6		3.5/7		3.0/6		4.3/9		0.5/1					
8:00	79. Wonderful World of Disney—Naughty or Nice 3.1/6	100. Robbie the Reindeer 2.0/4	95. NBC Saturday Night Movie— The Last Ride 2.2/4	65. Cops 4.4/9	5L. Cops 5.1/10	116. Universal Family Movie— Little Miss Marker 0.6/1	Tan tint indicates winner of time slot							
8:30		76. Crimetime Saturday 3.5/6		57. America's Most Wanted: America Fights Back 4.8/9										
9:00														
9:30														
10:00	82. Wife Swap 2.8/5	5L. 48 Hours Mystery 5.1/9	60. Law & Order: Criminal Intent 4.7/9			125. Faith Under Fire 0.2/1								
10:30				SUNDAY										
	8.9/14		10.0/15		5.4/8		6.8/10		0.9/1		1.4/2			
7:00	5L. America's Funniest Home Videos 5.1/8	18. 60 Minutes 8.9/15	57. Dateline 4.8/8	(nr) NFL Game 2 13.3/25	120. America's Most Talented Kids 0.5/1	108. Steve Harvey Big Time 1.5/2								
7:30														
8:00	19. Extreme Makeover: Home Edition 8.7/13	7. Survivor: Vanuatu Finale 10.9/16	48. NBC Movie of the Week— National Lampoon's Christmas Vacation 5.5/8	39. The Simpsons 6.3/10	69. Arrested Development 4.0/6	112. Mary Christmas 1.2/2	107. Charmed 1.7/3							
8:30				92. My Big Fat Obnoxious Boss 2.3/3										
9:00	2. Desperate Housewives 13.5/19						114. Mountain 0.9/1							
9:30														
10:00	23. Boston Legal 8.1/13	17. Survivor: Vanuatu Reunion 9.0/14	46. Crossing Jordan 5.8/9			116. Diagnosis Murder 0.6/1								
10:30				Averages										
Week	6.7/11	8.3/13	6.5/10	4.5/7	0.5/1	2.3/4	2.0/3							
S-T-D	6.7/11	8.7/14	6.8/11	5.9/9	0.4/1	2.4/4	2.5/4							

KEY: Each box in grid shows rank, program, total-household rating/share • Blue bar shows total-household rating/share for the day • Top 10 shows of the week are numbered in red • TV universe estimated at 109.6 million households; one rating point is equal to 1,096,000 U.S. TV homes • Tan tint indicates winner of time slot • (NR)=Not Ranked; rating/share estimated • *Premiere • Programs less than 15 minutes in length not shown • S-T-D = Season to date SOURCES: Nielsen Media Research, CBS Research • Compiled By Kenneth Ray

Glickman Seizes MPAA Spotlight

Trade chief makes intellectual-property protection his top priority **By Bill McConnell**

Daniel Glickman's government expertise earned him a plum job. In September, he became MPAA president and CEO, Hollywood's top lobbyist. But it was his passion for films that fueled his desire for the post.

"Movies have always been a big part of my life," says Glickman, who replaced the legendary Jack Valenti. Members include the studios that produce both films and TV, and Glickman is an avid media consumer. He and his wife see 100 movies a year.

A love of movies, though, isn't the only lure in the MPAA job. Running the trade group is one of the most lucrative opportunities in Washington. Glickman's salary hasn't been revealed publicly; it doesn't need to be filed with the federal government until next year. His predecessor, though, was the highest-paid trade-group chief in town, earning \$1.3 million a year in 2002.

The post is also a natural progression for Glickman, since it taps the skills he acquired during his 35-year career in government, including 18 years in Congress and six as President Clinton's Secretary of Agriculture. His experience in trade policy and intellectual property will be invaluable to the MPAA. Movies—like the wheat and soybeans that occupied his attention at Agriculture—are a huge export product.

They are also in need of protection. As a member of many trade delegations, Glickman pressed the case for copyright protections so critical to overseas movies and DVD sales. During a portion of his nine terms in Congress, he also was a senior member of the House Judiciary Committee, which oversees copyright-protection laws.

The issue is so serious that safeguarding intellectual property has become

"Movies are the face of America."

DANIEL R. GLICKMAN

Glickman's top priority. In addition, the threat of unrestrained duplication due to peer-to-peer file sharing, coupled with various types of Internet distribution, threatens to suck huge amounts of profit from producers.

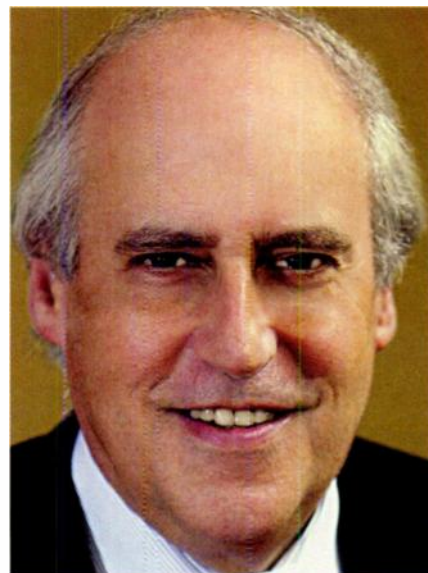
Glickman's appointment caused a stir on Capitol Hill. After an offer to former Republican House Commerce Committee Chairman Billy Tauzin fell through, the MPAA tapped Glick-

man, a Democrat. The choice enraged many Republicans, particularly GOP activists who had been pressing Washington trade groups to hire from within the party's ranks. Grover Norquist, a founder of the GOP's K Street Project, called Glickman's hiring a "studied

FIFTH ESTATER

insult" that liberal Hollywood would regret when favors were needed on Capitol Hill.

But Glickman, a Kansas native, points out that he hails from one of the most Republican of states. "I was a red-state



DANIEL R. GLICKMAN
President and CEO, Motion Picture Association of America

B. Nov. 24, 1944, Wichita, Kan.

EDUCATION

BA, University of Michigan, 1966;
JD, George Washington University, 1969

EMPLOYMENT

Trial attorney, U.S. Securities and Exchange Commission, 1969-70; partner, Sargent, Klenda and Glickman, Wichita, Kan., 1970-76; Wichita School Board, 1973-76; U.S. Congress, 1976-1995; Secretary of Agriculture, 1995-2001; senior advisor, Akin Gump Strauss Hauer & Feld, Washington, 2001-02; director, Institute of Politics, Harvard University, 2002-04; current position since Sept. 1.

PERSONAL

Married; two children

congressman, and here I am in what is called a blue-state industry. There is red and blue in all of us. That's true in government, and that's true in the entertainment industry."

His detractors may take some comfort from his hometown approach to films.

"It's funny how you get your start," he recalls. "When I was a kid, my dad had a fetish about movie popcorn. He took us to the Crest Theater in Wichita every night during the 1950s just to buy the popcorn. Sometimes, we didn't go to the show."

That nightly ritual created a familiar, comforting association with movies that lasts to this day.

"The movie theater is a very positive experience for me. It was a joyful place to go and still is." (The love of Hollywood also rubbed off on son Jonathan, president of Spyglass Entertainment and producer of *Mr. 3000*, *Rush Hour 2* and *Shanghai Noon*.)

En route to his MPAA job, Glickman graduated from the University of Michigan, attended law school at George Washington University and worked as a trial lawyer before entering politics.

He admits his favorite film, *Animal House*, might speak to his lack of "intellectual acuity," but he sees value in the shared national experience of movies. "In many respects, movies are the face of America around the world," he told GWU law students recently. "It's really a part of our national soul."

As he travels the country, he takes time to speak to college students, the demo most notorious for violating anti-copying restrictions through peer-to-peer programs. While slow online speeds discourage Internet duplication of movie-quality videos, Glickman knows it's only a matter of time before bandwidth is large enough to allow transmission of the latest release.

That's why he wants the first generation of content swappers to rethink their cavalier attitude toward consuming the hard work of writers, actors and producers without paying for it.

"Why do some people think it's wrong to steal a movie from Tower Records but don't give a second thought to illegally downloading a new movie?" he asks.

He concedes that there may be an emotional difference between walking out of a record store with a CD in your hand versus downloading a movie, but it's a distinction he wants eradicated.

Are college kids starting to get his message? Glickman thinks so. His goal is to get them to see downloads as a tangible product that should be paid for. "[Stealing] should not be a part of our culture." ■

FATES & FORTUNES

BROADCAST TV

At WQED Multimedia, Pittsburgh: **DEBORAH ACKLIN**, senior VP/chief content officer, named executive VP/general manager; **RICK VACCARELLI**, executive director, sales and underwriting, named VP; **DARRYL FORD WILLIAMS**, owner, Ford-Williams Agency, Pittsburgh, appointed VP, production; **PATTY WALKER**, director, content and product distribution, named executive director, business affairs; **ALLISON LEE-MANN**, director, human resources, named executive director, human resources and administration; **STEVE REUBI**, controller, adds interim treasurer/board officer; **JO ROMINE**, project accountant, named director, project finance.

At Scripps Networks, New York: **WILLARD STANBACK**, VP, promoted to senior VP, legal affairs; **DAVID MATLIN**, director, legal affairs, promoted to VP; **ERIK HESTNES**, director, legal affairs, appointed VP.

At Pappas Telecasting Companies: **TED STEPHENS**, VP/director, business development, Pappas Telecasting, also named general manager, KPWB Des Moines, Iowa; **MARY ANN JOHNSON**, interim general manager/general sales manager, KPTH Sioux City, Iowa, promoted to general manager/general sales manager.



Ed Hersh
Court TV

PROGRAMMING

ED HERSH, senior VP, documentaries and specials, Court TV, New York, upped to executive VP, current programming and specials.

REBECCA MARKS, senior VP, publicity, NBC Universal Television Group, Los Angeles, promoted to executive VP.

PAM JENSEN, VP, affiliate sales, central region, OLN, Chicago, promoted to VP, national affiliate sales operations, Chicago.

MARY JO ROMEO, VP/publisher, Working Mother Media, New York, appointed VP/regional manager, The Weather Channel

Continued on page 24



Continued from page 22
Media Solutions, New York.

KAREN FLISCHEL, former managing director, international division, Nickelodeon, New York, appointed general manager, here! network, New York.

KEVIN WALSH, VP, broadcast sales, Southeastern region, Twentieth Television, Atlanta, promoted to VP, broadcast sales, Northeastern region, New York.

At BET: **BRIAN SCHOLDER**, manager, planning, Court TV, New York, named director, revenue management and sales planning, New York; **DAWNA CARNEY**, national sales planning manager,

ABC Family Adults/ABC Network Kids/Toon Disney and Disney Channel, Chicago, named director, revenue management and sales operations, Chicago.

ALFREDO RICHARD, senior VP, communications, Claxson Interactive Group, Miami, named VP, corporate communications, Telemundo, Miami.

CHRIS MONTELEONE, director, affiliate relations, E! and The Style networks, Los Angeles, named director, affiliate sales, Western region, GSN, Santa Monica, Calif.

At Channel One News, Atlanta: **KATHY GOODMAN**, senior VP, school operations, promoted to executive VP; **BARBARA**



Rebecca Marks
NBC Universal Television Group

CABLE TV

TOM SHEVLOT, director, sales and operations, East Tennessee/general manager, wireless division, North

Carolina/
market
manager,

Southern
Indiana, BellSouth/
Cingular Wireless, Indian-
apolis, appointed district

FATES & FORTUNES



Mary Jo Romeo
The Weather Channel

VP, Insight Communications, Northeast Indiana district.

ROBERT V. MOEL, president, Kansas City division, Time Warner Cable, Kansas City, Mo., appointed president, Southwest division, Flower Mound (Dallas), Texas.

JOURNALISM

At Bay News 9, Pinellas Park, Fla.: **JENNIFER ANDERSON**, reporter, WCJB Gainesville, Fla., joins as reporter, Manatee County, Fla.; **MELISSA ARMSTRONG**, designer, WBBM Chicago, named art director, marketing; **MARCIA WASHINGTON**, producer/assignment desk editor, Florida's News Channel, Tallahassee, named associate producer/assignment editor.

ROB BLAIR, morning co-host and weathercaster, KHSL Chico, Calif., joins

KTNV Las Vegas as weekend weathercaster.

RADIO

MARK TURNER, director, information technology, ABC Radio, Dallas, promoted to VP, business technology and data systems.

ADVERTISING/MARKETING/PR

At Turner Media Group/Turner Advertising Group: **STEPHEN CARMASSI**, VP, advertising and programming sales, OpenTV/WINK Communications, San Francisco, joins Turner Ad Group, San Francisco, as senior VP, ad sales; **FRED BYERS**, senior account executive, Comcast Spotlight, Denver, joins Turner Advertising Group as senior account executive, Denver; **ERICA KRAUSE**, account manager, WDWB Detroit, joins as senior account executive, Denver.

TECHNOLOGY

TIM HANSON, partner, communications and high tech unit, Accenture Ltd., Wellesley, Mass., named executive VP, worldwide sales and customer service, Cedar Point Communications, Derry, N.H.

SHEENA HARDY, consultant, interactive TV, NDS Asia Pacific, Hong Kong, named VP, international sales, ICTV, London.

ALLIED FIELDS

DEBI PICCILOLO, senior VP, Comcast, Southern California region, elected president, Southern California Cable and Telecommunications Association, Los Angeles.

SETH MORRISON, senior VP, marketing, CTAM, Alexandria, Va., promoted to senior VP/general manager, corporate initiatives.

JUAN MORALES, editor-in-chief, *Detour*, named director, membership publications/editor-in-chief, *emmy*, The Academy of Television Arts and Sciences, Los Angeles.

WHAT'S YOUR MOVE?

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Debi Picciolo
Southern California Cable and Telecommunications Association

BENKEDAH, regional sales manager, AudioAudit, Paramus, N.J., joins as senior VP, sales and marketing.

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DIRECTOR OF NEWS OPERATIONS

WPVI-TV seeks a manager to oversee our news photography, engineering and editing units. The ideal candidate is a seasoned television news manager with the ability to balance daily editorial and engineering needs in an aggressive, highly competitive newsroom. The job includes scheduling, procurement and making sure our equipment is always ready to roll. Send resume (no calls/faxes) to Cathy Simonds, News Business Manager, WPVI-TV, Suite 400, 4100 City Ave., Philadelphia, PA 19131 EOE

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DIRECTOR

WAVY-TV has an immediate opening for a newscast director. This director will TD weekday PM newscasts and direct weekend newscasts. Additional duties will be to run audio and robotic cameras for various newscasts. Experience in newscast directing and switching is required. Send tape and resume to Dave Whitener, Production Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls, please. EOE

PRODUCER

Full time. Strong writer needed to produce 2 newscasts per week and fill-in for sick and vacationing producers. Also help with writing, video editing and other newsroom tasks. Willingness to shoot a plus. Send resume, references, and writing samples to Job #L103, WFMZ-TV, 300 East Rock Road, Allentown, PA 18103. EOE

NEWS CAREERS

EXECUTIVE PRODUCER/NEWS

Nashville's news leader wants someone with a proven track record to help lead and motivate the news team. Candidate must be competitive, creative and energetic. Exceptional writing and people skills are a must. Minimum 4 years experience as a newscast producer; 2 years news management experience preferred. Send a resume and tape to Mike Cutler, WTVF-NewsChannel 5 Network, 474 James Robertson Parkway, Nashville, TN 37219. Application deadline is January 15, 2005. EOE

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SALES CAREERS

SALES ASSISTANT

Looking for a Sales Assistant to work for (3) Account Executives at WABC-TV Sales. Heavy phone contact with major advertisers/buyers. Processing of orders and makegoods, heavy paperwork and filing. Must be proficient in Word, Excel and PowerPoint. Requires excellent organizational skills. Please send resumes to: Scott Simensky, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes, please. We are an Equal Opportunity Employer.

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MANAGEMENT CAREERS

PRESIDENT & CEO

Chief Executive Officer of RI's public television station. Primary responsibility will be running the day-to-day operation and activities of WSBE-TV and WSBE-DT. Must possess significant progressive experience in public television, broadcasting, telecommunications or related field. Demonstrated ability to lead & manage staff. Knowledge of fundraising techniques, understanding of finances, budgeting and principles of marketing and promotion as they apply to a broadcast station. Potential candidates should demonstrate the intellectual and physical vigor, confidence, integrity, listening skills, personality, and administrative versatility required for successful leadership of a comprehensive telecommunications organization. Send confidential resume postmarked by January 14, 2005 to Search Committee, WSBE-TV/Rhode Island PBS, 50 Park Lane, Providence, RI 02907-3145. NO PHONE CALLS OR FAXES PLEASE. WSBE-TV is an EOAAE.

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Fight the Tyranny of the Minority

We are glad to see that the rest of the world is finally catching on to the fact that a flood of indecency complaints is no barometer of broad-based opposition to media content.

Last March, FCC Chairman Michael Powell himself conceded that the majority of indecency complaints for all of 2003 had come from one source, the Parents Television Council. Those are frequently point-and-click e-mail complaints that PTC makes as easy as possible. Nothing wrong with that, but nothing to suggest a groundswell, either, since such complaints do not even require the complainant to have seen the show.

So we were somewhat surprised by press accounts earlier this month, offered in breathless tones by the general media, that relatively nobody was really complaining. It reminded us of *Casablanca* and Claude Rains' mock shock to learn that gambling was going on in a casino.

Unfortunately, as some at the FCC have been eager to point out, it takes only one complaint to get the ball rolling. That means, if three of five commissioners agree with the complainant, it has taken only four people to decide what millions in the rest of the country can see and hear.

Remember, it was basically one guy with a typewriter and a dislike for Howard Stern's show that got the FCC to fine Infinity \$1.7 million and started Stern on the road to satellite radio when Infinity agreed to settle Stern fines back in 1995.

Frankly, we are more worried by how few people it takes to chill speech than how many complaints come from the PTC.

We have been arguing for years that e-mail campaigns give a false sense of groundswell. But it cuts both ways. The hundreds of thousands of complaints against media consolidation

that helped send the FCC's ownership-rule revamp to legal-challenge limbo were also overwhelmingly from a few groups.

The United Church of Christ has set up a Web site to push surfers to join its challenge of a couple of Florida TV licenses over the stations' not carrying a UCC commercial. Who knows how many more e-mails to the FCC that will mean? Again, volume does not equate to a mandate. It just confirms the power of the Web to magnify the minority, whatever its beef.

The FCC doesn't seem to acknowledge that point. Powell has told the National Association of Broadcasters that the FCC's increased indecency enforcement is a direct response to the increase in complaints, even as he acknowledged that most of the complaints were not exactly coming independently from irate viewers who were springing up, Howard Beale-style, to proclaim that they're mad as hell.

Frankly, you can get a half million people to endorse (or complain about) almost anything. But if we start magnifying those minority views through a distorted lens, the view isn't pretty.

Almost as troubling are the complaints nobody knows about.

By settling rafts of indecency complaints and potential fines through consent decrees, as some broadcasters have done, those corporations let the government subtly decide what is indecent. The industry furtively agrees to cover its backside with its checkbook.

Those actions by broadcasters are in addition to the dismissals of indecency complaints that are usually informal FCC staff decisions. Those decisions usually aren't even made public.

But the chill is in the air, created by a few and suffered by many, including the industry as a whole. The sooner Viacom goes to court over the ridiculous Janet Jackson fine, the better. Americans, broadcasters, judges and even lawyers have better things to worry about.

EDITORIAL

TWO CENTS

"Hollywood is controlled by secular Jews who hate Christianity in general and Catholicism in particular. It's not a secret, OK? And I'm not afraid to say it. That's why they hate this movie. It's about Jesus Christ, and it's about truth. It's about the Messiah. Hollywood likes anal sex. They like to see the public square without nativity scenes. ... We have nothing in common. But you know what? The culture war has been ongoing for a long time. Their side has lost."

William Donahue, president of the Catholic League, on MSNBC's Scarborough Country, explaining the popularity of *The Passion of the Christ*

What the f--- is wrong with that guy? First, secular Jews don't control Hollywood. Over-representation in Hollywood is not the same as control. If secular Jews controlled it, I'd be on a network. Leno, Letterman and O'Brien would be on Animal Planet, you know what I mean? Second, Hollywood doesn't like anal sex. It loves anal sex. You cannot go to a restaurant there *without* being sodomized."

Daily Show host Jon Stewart, responding to Donahue's remarks

"Maybe they just decided to nominate actresses over 40."

Desperate Housewives star Teri Hatcher, noting the Golden Globe nominations of all major female cast members except for 29-year-old Eva Longoria

QUIZ ANSWERS

Give yourself four points for each correct answer:

1-C; 2-B; 3-B; 4-B; 5-C; 6-B; 7-D (each ad costs about \$75,000); 8-A; 9-A; 10-D; 11-C; 12-D; 13-B; 14-C; 15-D; 16-C; 17-A; 18-C; 19-B; 20-D (the land was for a golf course); 21-C; 22-C; 23-C (up from 18 in 2003 and three more statues than the six broadcast networks combined); 24-A; 25-A; Bonus-B

Scoring

92-100: You should be running Viacom
80-91: Hello, Executive Producer!
72-79: Your future in cable ad sales is limitless.
60-71: Time to actually start reading B&C.
0-59: We're pretty sure DirecTV will install a dish up in Prudhoe Bay.

WE LIKE LETTERS

If you have a comment you would like to share, send your letters, with a daytime phone number. E-mail: bnletters@reedbusiness.com; fax: 646-746-7028; or mail to BROADCASTING & CABLE, Letters to the Editor, 360 Park Ave. South, New York, NY 10010. We reserve the right to edit.

Thou Shalt Be Careful

TM Entertainment's two miniseries, *Walking the Bible: A Journey by Land Through the Five Books of Moses* and *Abraham: A Journey to the Heart of Three Faiths*, are scheduled to air on PBS during prime time next fall. The programs, each three hours long, are based on *The New York Times* bestselling books of the same names, written by award-winning author Bruce Feiler.

Imagine, if you will, the difficulties encountered in transporting Feiler; our co-executive producer, Jim Coane; our supervising producer, Rebecca Dobbs; our biblical archaeologist, Avner Goren; our film crews; and sophisticated technical equipment (including HDTV video cameras) to Iraq, Israel, Turkey, Egypt and Jordan—during war time.

With danger on all sides and production challenges of historical proportions, the sheer logistics of filming take on a new "let's get in and get out" sense of urgency.

The TMC Entertainment production team and I, in the spirit of the biblical Ten Commandments, would like to share with you our Five Command-

ments for a successful Middle Eastern production:

Honor thy Middle Eastern government officials by securing approvals well ahead of time: To avoid expensive delays, Dobbs got the critical production permits, visas, licenses and consents from the Iraqi,

AIRTIME
By Drew S. Levin

Israeli, Turkish, Egyptian and Jordanian governments two months prior to principal photography.

Thou shalt not commit major logistical mistakes: Don't put the talent or crew in dangerous situations. For example, to protect everyone's safety during our upcoming filming of Abraham's birthplace in the ancient village of Ur (a few miles northeast of Basra, Iraq), we have devised a plan we are hopeful will permit us to drive equipment from Kuwait City to Basra under the Kuwaiti flag, escorted by the British SAS. If our plan is finalized, Feiler and the crew will

be flown to a nearby Air Force base and shoot this critical footage in less than 12 hours.

Honor thy hosts by respecting their faiths, customs and issues: As an example: Out of respect to our Kurdish guides, when they took us up the slopes of Mount Arrarat in search of Noah's Ark, we asked our Turkish crew to remain at base camp.

Thou shalt not kill thy budget by burning it in the hot summer sun: It is critical in filming the many stories of the Bible that filmmakers adhere to a strict shooting schedule, because summer temperatures in the Sinai Desert can soar to 120 degrees. This could cause significant equipment failure and heat stroke for us, dramatically increasing production costs.

Remember to keep holy on the Sabbath: To avoid exhaustion and burnout under these stressful circumstances, contrary to typical production schedules, we include time off for rest and recovery and for the spiritual connection essential to everyone's morale.

Levin is chairman and CEO of Los Angeles-based TMC Entertainment.

SECOND ANNUAL

THE NATPE BRANDON TARTIKOFF

LEGACY award



Legacy Award

TUESDAY, JANUARY 25, 2005 | 6:00PM | MANDALAY BAY RESORT & CASINO | LAS VEGAS, NV

THE 2005 BRANDON TARTIKOFF LEGACY AWARD HONOREES

CAROLE BLACK
PRESIDENT & CEO

LIFETIME ENTERTAINMENT SERVICES

JAMES BURROWS
DIRECTOR/PRODUCER

DICK WOLF

NBC UNIVERSAL

On January 25, NATPE, in association with *Broadcasting & Cable*, *Multichannel News* and *Variety*, will pay tribute to a select group of outstanding television professionals who have exhibited extraordinary passion, leadership, independence and vision throughout their careers in the television industry. These are the individuals who through their work exemplify Brandon Tartikoff's philosophy, spirit and creative leadership, both in their lives and their careers.

Join *B&C*, *Multichannel News* and *Variety* as we salute these exceptional individuals in a Special Supplement that will be published in the January 24th issue of all three publications. For further information or to reserve your space please call your advertising sales representative today.

Awards will be presented during the NATPE 2005 Conference and Exhibition. January 25-27, 2005, Mandalay Bay Resort, Las Vegas



Multichannel NEWS

VARIETY

NATPE



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LEGACY AWARD SUPPLEMENT

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World Radio History

Kill Him on TV

If two-thirds of us say we favor the death penalty, let's take a look

I want to see Scott Peterson die. Don't misunderstand: I don't want him dead, despite his conviction for the murder of his wife, Laci, and their unborn son. Too many innocent souls have landed on Death Row through the years for me to endorse capital punishment.

Not everyone shares my disdain for the death penalty. It's on the books in 38 states, and 66% of Americans still give it the thumbs up, according to Gallup polls.

Regardless, body counts shouldn't be abstractions, flicked away like lint and banished to the subconscious.

That's true for Iraq, where deaths of U.S. troops, innocent civilians and others are rising while the Pentagon, largely with media acquiescence, resists exposing these bodies to public view, as if Americans should not witness the human cost of a war most of them support.

And it's true for executions.

So televise them. I want to see for myself, not just hear from others, what it's like when government ends a life. That would be a reality show.

Details would have to be worked out, but try this:

Executions would be videotaped and telecast late at night, beyond normal viewing hours of young children. They would be tightly structured. Attention would be given to the crimes and victims and their loved ones, with no softening of pain. There would be no glorifying eulogies or metaphorical walks into a sunset for doomed inmates. Each condemned person would have limited time for final remarks. And if there were expletives, not to worry, FCC; they'd be bleeped.

Peterson's death penalty must still be formalized by the judge in the case. Moreover, the appeals process should keep him on California's Death Row for years.

If he is executed, watching won't be pleasant. I can take it, though, and you can, too. We're veterans of death on TV, after all, from Jack Ruby gunning down Lee Harvey Oswald in 1963 to an armed motorist blowing away half his face on a Los Angeles freeway in 1998. As Matt Roush noted in this magazine recently, TV crime dramas now serve a "forensic feast of splatter analysis and body-cavity voyeurism."

If the TV lens is our designated peeper—from fictional *CSI* to gratuitous "gotcha" footage on newscasts—then have it count for something beyond frivolous diversion.

Would televising executions change minds? Possibly. How much sooner, for example, would Florida have switched to lethal injections, as it did in 2000, if its electric chair, nicknamed "Old Sparky," had been shown torching men like Roman candles as it killed them?

Televising executions might even completely turn around death-penalty advocates, although just as likely it would desensitize them to the process.

In any case, enlightenment, not grisly titillation, would be the goal. At last, Americans would gain visual access to public policy whose full extent reaches them now only through the thick filters of Hollywood and a handful of reporters designated as eyewitnesses. Sean Penn was chillingly persuasive when meeting the big needle in *Dead Man Walking*, observed by Susan Sarandon as his pious pen pal. But actual executions aren't scenes that end with "Cut!"

Democracies are meant to operate in the open. If there is nothing to hide, if Americans truly dislike government in shadows, they shouldn't oppose TV cameras inside state killing rooms. Nor, for the same reason, should pro-choicers resist telecasts of legal abortions.

It's true that we sanction many things without desiring to witness them. We approve surgery, for one, but are too queasy to watch it. Also, meat eaters haven't the stomach to peek inside a slaughterhouse, even through a TV lens.

The difference is that government doesn't ban cameras from these venues, which are televised on occasion. Government does ban cameras from executions.

Dead issue walking? I hope not.

Televised executions were my crusade long before 2001, when Attorney General John Ashcroft made an exception and approved the closed-circuit telecast of Oklahoma City bomber Timothy McVeigh's death by lethal injection in Terre Haute, Ind. He did so to accommodate nearly 300 surviving victims and family members who wanted to watch.

I applauded Ashcroft, thinking that seeing McVeigh die might bring those folks peace or closure. But when I requested a seat myself at the closed-circuit telecast, the U.S. Bureau of Prisons rejected me because I wasn't a bombing survivor or victim's relative.

If McVeigh's execution was fit viewing for them, why not for the rest of us? If they had earned this opportunity, why hadn't all Americans, many of whom also bore emotional scars from the bombing?

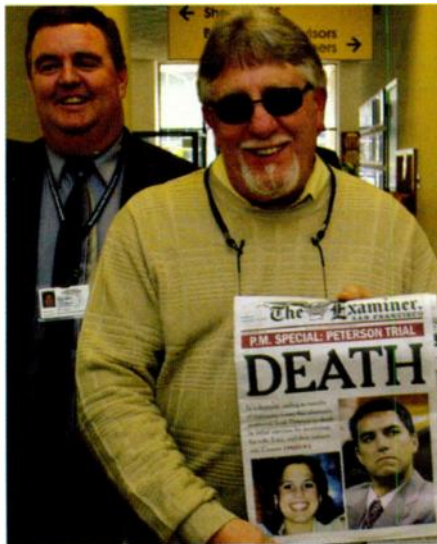
In 1998, since-imprisoned Dr. Jack Kevorkian was shown giving a lethal injection to someone with advanced Lou Gehrig's disease in a *60 Minutes* segment that tackled mercy killing. Similarly, televising executions would sharpen dialogue about the death penalty, in the news increasingly now because of the potential of enhanced DNA to either affirm or disprove guilt.

This would not foster a return to an earlier age of public hangings and beheadings, when executions were viewed as family entertainment.

Would televising executions be tasteless, though? I imagine—just as they are when occurring beyond public view. ■

HOWARD ROSENBERG

I want to see for myself what it's like when the government ends a life.



Laci Peterson's stepdad with a bulletin edition

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#1 in **EVERY**
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WFSB-TV/DT Hartford New Haven

Source: Nielsen Media Research November 2004 Households



#1 for **Live News Coverage**
#1 for **Late-Breaking News**
#1 for Hard-Hitting **Investigations**

Kansas City's
#1 **NEW**
10 p.m.
Newscast



Katie Horner

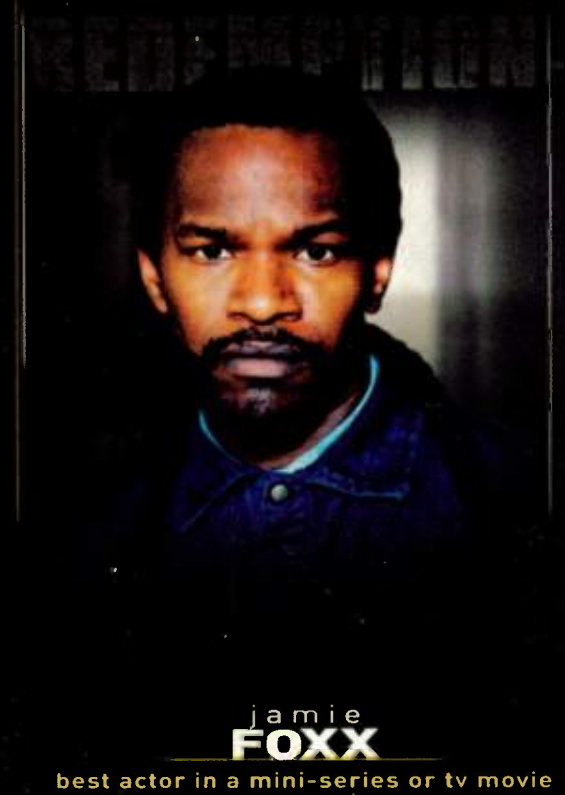
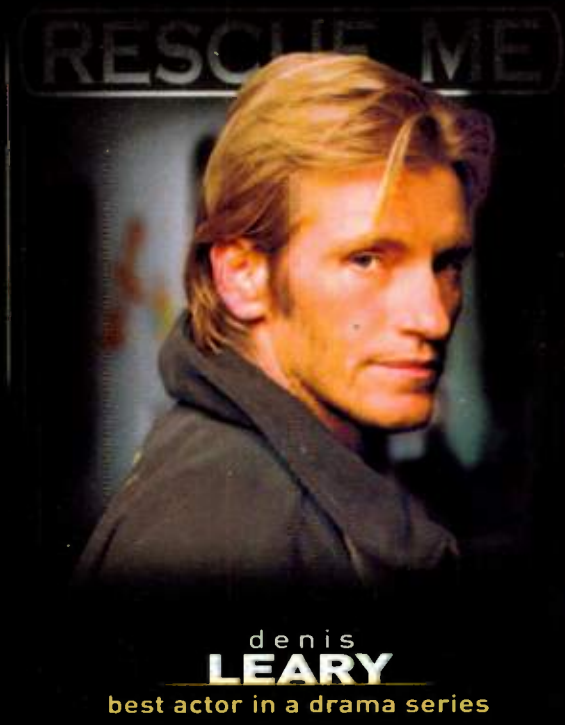
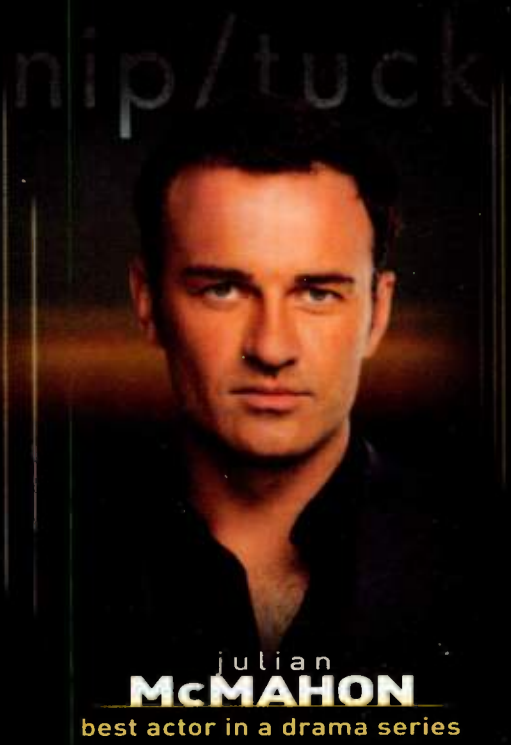
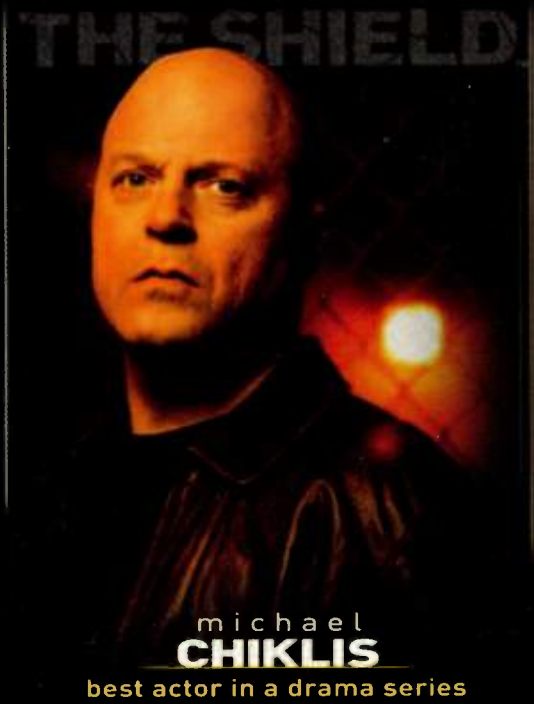
Michael Scott

Karen Fuller

Source: Nielsen Media Research
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World Radio History

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More Nominations Than Any Basic Cable Network In History.