

## 'Judy' leads pack in '99

Judge Judy had quite a year; the outspoken TV jurist was one of the few bright spots among all nationally syndicated programs during the just-completed '98-'99 TV season. Only one talk show (*Maury*) showed any ratings improvement during the year, and nearly every game show, newsmagazine and weekly action series dropped off in the national ratings, according to data provided by Nielsen Media Research.

| TALK SHOWS                 | '98-'99 | '97-'98 | CHG  |
|----------------------------|---------|---------|------|
|                            | HH      | HH      |      |
| The Jerry Springer Show    | 6.3     | 6.5     | -3%  |
| Oprah                      | 6.3     | 7.0     | -10% |
| Sally Jessy Raphael        | 3.7     | 4.0     | -8%  |
| The Montel Williams Show   | 3.6     | 4.2     | -14% |
| The Rosie O'Donnell Show   | 3.6     | 4.2     | -14% |
| Live With Regis/Kathie Lee | 3.5     | 3.8     | -8%  |
| Ricki Lake                 | 3.3     | 3.4     | -3%  |
| The Jenny Jones Show       | 3.1     | 3.9     | -2%  |
| Maury                      | 3.1     | 3.0     | +3%  |
| Forgive or Forget          | 1.8     | —       | —    |
| The Roseanne Show          | 1.6     | —       | —    |
| Donny and Marie            | 1.5     | —       | —    |

| NEWSMAGAZINES         | '98-'99 | '97-'98 | CHG  |
|-----------------------|---------|---------|------|
|                       | HH      | HH      |      |
| Entertainment Tonight | 5.7     | 5.8     | -2%  |
| Extra                 | 3.7     | 4.1     | -10% |
| Inside Edition        | 3.3     | 4.2     | -21% |
| Access Hollywood      | 2.3     | 2.3     | Even |

| COURT SHOWS        | '98-'99 | '97-'98 | CHG  |
|--------------------|---------|---------|------|
|                    | HH      | HH      |      |
| Judge Judy         | 6.7     | 4.3     | +56% |
| Judge Joe Brown    | 3.2     | —       | —    |
| Judge Mills Lane   | 2.9     | —       | —    |
| The People's Court | 2.6     | 2.7     | -4%  |

| GAME SHOWS        | '98-'99 | '97-'98 | CHG |
|-------------------|---------|---------|-----|
|                   | HH      | HH      |     |
| Wheel of Fortune  | 10.9    | 11.1    | -2% |
| Jeopardy!         | 9.1     | 9.4     | -3% |
| Hollywood Squares | 4.0     | —       | —   |

| OFF-NET SITCOMS  | '98-'99 | '97-'98 | CHG  |
|------------------|---------|---------|------|
|                  | HH      | HH      |      |
| Friends          | 6.4     | —       | —    |
| Seinfeld         | 6.1     | 7.0     | -13% |
| Frasier          | 5.3     | 5.0     | +6%  |
| Home Improvement | 5.0     | 7.5     | -33% |
| The Simpsons     | 3.8     | 5.6     | -32% |

| WEEKLY SERIES                    | '98-'99 | '97-'98 | CHG  |
|----------------------------------|---------|---------|------|
|                                  | HH      | HH      |      |
| The X-Files                      | 5.1     | 6.3     | -19% |
| ER                               | 4.1     | —       | —    |
| Xena: Warrior Princess           | 3.8     | 5.1     | -25% |
| Star Trek: Deep Space Nine       | 3.8     | 4.4     | -14% |
| Hercules: The Legendary Journeys | 3.6     | 4.8     | -25% |

| NEW WEEKLY SERIES | '98-'99 | '97-'98 | CHG |
|-------------------|---------|---------|-----|
|                   | HH      | HH      |     |
| V.I.P.            | 2.9     | —       | —   |
| StarGate SG-1     | 2.8     | —       | —   |

**Gary E. Knell has been elected to be the new CEO and president of The Children's Television Workshop.** Knell will succeed David Britt, who has announced he will retire from CTW next summer. Knell, who had previously served as the non-profit company's executive vice president and COO, has also been elected to the Board of Trustees at Children's Television Workshop.

**Mel Harris is back at Sony Pictures Entertainment as the studio's co-president and chief operating officer.** Harris, who was president of Sony Pictures Entertainment Television Group from 1992-1995, will share his title with Bob Wynne. Harris will have responsibilities for Sony's worldwide television operations, while Wynne will manage the corporate and financial divisions.

**UPN has signed new long-term affiliation agreements with stations in San Diego, Lexington, Ky., and four other markets.** The network has also added WASV-TV Greenville/Spartanburg/Asheville, S.C., as a primary affiliate. WASV-TV was formerly a secondary UPN affiliate in the nation's 35th largest market. The new UPN affiliates include XUPN-TV San Diego; WBLU-TV Lexington, Ky.; WHDF-TV Huntsville, Ala.; XHRIO-TV Harlingen/McCallen/Brownsville/Weslaco, Texas; WAOE Peoria, Ill.; and WWSW-TV Columbus, Ga.

**Little Rock, Ark.'s KKKV-TV cancelled its two-year-old 'News at Nine' due to low ratings.** A dozen staffers have reportedly been laid off. Anchor and news director Doug

Krile, who left an anchor position at KARK-TV two years ago to launch the low power station's newscast, will stay on as director of public relations for Channel 22's owner, Equity Broadcasting.

**Competing applications to form broadcast station clusters in a single market would be processed by using a lottery,** under an FCC proposal issued last week. Lotteries would be necessary when the agency receives applications on the same day for markets in which the number of multistation combos is limited by an FCC "voice" test. New rules passed Aug. 5 allow TV duopolies and radio/TV combos in markets where a specific number of independent media outlets remain. For duopolies, a market must have eight separately owned TV stations remaining; for radio/TV combos, up to six radios and two TVs are allowed if 20 separate broadcast, newspaper and cable voices remain. The FCC called a lottery "the most prudent, easy to administer, and fair method" for determining which same-day applications have priority. Under the plan, each conflicting application would be assigned a number picked from a forced-air blower full of numbered Ping-Pong balls. The requests would then be processed in ascending order of their assigned numbers. The FCC said a pure first-come, first-served basis would be too difficult to administer because it would require application filings to be tabulated on a second-by-second basis.

**The FCC will allow TV networks and other U.S.-based Intelsat**

Source: Nielsen Media Research; national household ratings from Aug. 31, 1998 - Aug. 29, 1999.