

# BROADCASTING & CABLE

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## THE 2004 SUMMER OLYMPICS

### Live ... From Athens! It's Friday Afternoon

BY STEVE MCCLELLAN

In a highly unusual move, NBC has opted to air a major chunk of its broadcast network coverage of the 2004 Summer Olympics in Athens live.

Live coverage—or more specifically the lack of it—has been a subject of controversy for NBC since it acquired its Olympics package (for \$3.6 billion) covering the Games from 2000 to 2008.

Critics—"purists," others might say—have complained that NBC has diluted the "must see" nature of Olympic competition by its frequent use of taped packages, often accompanied by lengthy biographies of many of the star athletes at the Games.

But NBC has countered that the Olympics are much more

than a sporting event and that they cry out for story telling in a dramatic fashion that wouldn't necessarily be appropriate for your typical NFL

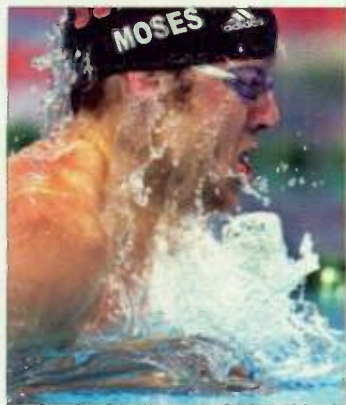


PHOTO: GREG WOOD

telecast. The Games draw hundreds of millions of viewers worldwide. Women make up half or more of that audi-

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## NATPE Plots Next Act

Seeks new president, purpose in tough era of media consolidation

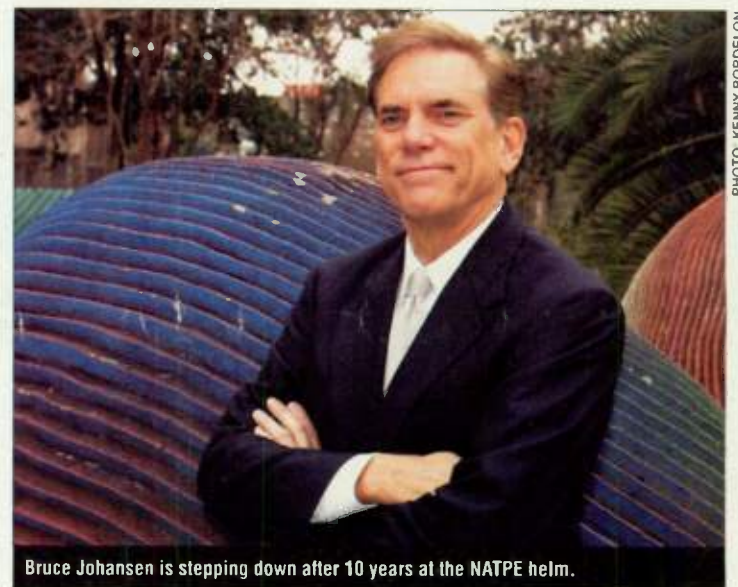
BY P.J. BEDNARSKI

Last summer, leaders of the National Association of Television Programming Executives met to decide the fate of the show it holds every January. It didn't look good.

"It was really dicey," said President and CEO Bruce Johansen. "We looked at every option, including the most dire: not doing it at all. It could have been such a disaster."

But what motivated Johansen and the board was a simple and staggering realization: Had NATPE canceled, it would have been out \$8 million in revenue and faced multimillion dollar lawsuits from the city of New Orleans and hotels that had set aside rooms for the confab guests.

NATPE dodged that bullet, staging a downsized convention in the Big Easy last week. Now its problem is what happens next. At the show, Johansen officially announced that, after a decade at the NATPE helm, he's leaving sometime this year after a re-



Bruce Johansen is stepping down after 10 years at the NATPE helm.

PHOTO: KENNY BORDELON

placement is found.

The next chief will have to redefine the organization.

It's a show for syndicators, for independent producers, for advertisers, for foreign buyers and sellers, for TV stations and, Johansen says, for cable networks. The problem is whether it can satisfy any of those constituencies sufficiently or find a focus. It's the

press that keeps on calling NATPE a syndication conference, Johansen has complained; he thinks it has gone way beyond that. The association calls itself "the alliance of media content professionals."

Johansen, who made \$540,000 in the year ended March 31, 2001, according to the IRS filing, seems to sense that NATPE is

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## TV BUYER

### PRODUCT PLACEMENT

Game Show Network, TLC and Fox Sports Net are getting good at putting plugs into their shows **PAGE 14**



NEWSPAPER

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## Television on the Family Plan

BY BILL MCCONNELL

Kevin Martin, the soft-spoken maverick of the FCC, last week joined the policymakers and citizen activists pounding out a drumbeat for more family-oriented TV.

The Bush-appointed Republican called on broadcast networks and cable operators to carve out G-rated programming packages. With the concern about objectionable programming expressed two weeks ago by Commission Democrats Michael Copps and Jonathan Adelstein, that makes an FCC majority troubled about content.

Whether the agency will act on those concerns remains an open ques-

tion. FCC Chairman Michael Powell sets the agenda. On a C-SPAN call-in show last Friday, he expressed his own worry over indecent programming, saying he would prefer stiffer penalties for violators, but also reiterated that the commission should take a conservative approach to regulating free speech.

During a NATPE panel discussion in New Orleans, Martin urged broadcast networks to resurrect the old family hour. He also asked cable operators to try something new: a tier of family-friendly shows.

"Devote the first hour of prime time to programs that parents and children can enjoy together," Martin said during a panel session on family-friendly pro-

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The FCC's Kevin Martin

PHOTO: KENNY BORDELON



# Will Local TV Go to Front Lines?

Networks will be 'embedded,' but policy for affiliates unclear

BY DAN TRIGOBFF

**A**mid confusion, the Pentagon and Washington-based news managers last week continued planning for the "embedding" of journalists with the military in the event of a second Gulf War, but there was confusion about what access local stations will have.

At a meeting with Washington bureau chiefs earlier this month, Pentagon officials indicated that it will consider news personnel to take on missions based on audience size as well as whether the news organization had indicated a "desire to embed" by taking Pentagon-sponsored training for high-risk reporting situations.

But perceptions surfaced last week that local newspeople would be blocked from contact with the military. The Pentagon said that was not the case.

While the Pentagon was looking to Washington bureau chiefs (at both network news organizations and large station groups, such as Belo and Tribune, that maintain a presence in the nation's capital) to aid in the embedding, there was no prohibition on affiliates' and all other news organizations' operating as usual.

Affiliates are and will be free to send their reporters to the region even if they're not part of the embedding, said Major Timothy Blair, a Pentagon spokesman.

But embedding is another matter, apparently, and one that still seems unsettled.

It appears, however, that local reporters wishing to be embedded would signal their intentions to their

affiliated network news Washington bureau chief. "We're going to allocate [embedding] slots to the networks. They will pick the allocations," said Blair. As far as embedding, "the networks will decide. Some organizations will get more than one, and some will get none."

There have been 240 requests for

er to have one single point of contact for each group. I'm pretty comfortable with what they're offering."

But, while some affiliates' concerns that they would be completely shut out at the Pentagon for war information were exaggerated, it nonetheless appears likely that, because of space limitations and emerging criteria likely to favor the biggest news organizations—networks or large station groups with a Washington presence—few if any affiliates will be embedded with the troops in an early campaign.

That concern prompted Radio-Television News Directors' Association President Barbara Cochran to ask the Pentagon to reserve space for local as well as network TV reporters in military operations. "While network journalists play a critical national role," she said, "local reporters also have an important role, particularly those at stations with military units based in their communities."

Added Lucy Dalglish, executive director of the Reporters Committee for Freedom of the Press, "There are affiliates based in parts of the country that have always covered the military." Having those reporters, she said, "makes sense" even if they aren't in the largest markets.

WAVY-TV Norfolk-Portsmouth-Newport News, Va., News Director Gary Stokes concurs, saying networks would benefit from the expertise of a station like his, which routinely covers the military. "Our network knows the value of having our people involved in this. We have the knowledge and the context." ■



The Pentagon has begun training some journalists about how to handle the rigors of battle.

embedding as of last week, he said. "I've had lots of affiliates calling me. If an affiliate calls me, I tell them the networks will decide."

Some Washington journalists believe that the Pentagon wanted the bureau chiefs involved so that it could work with experienced people it knows. "The Pentagon is saying that the last thing they want to deal with are 150 affiliates. They're saying, 'You take care of them,'" said one source.

Blair noted, "There's no way in this situation to make every news organization and to make every individual reporter happy."

Fox News Washington Bureau Chief Kim Hume pointed out that "it's easi-

## BREAKING...

### Decisions by Spring, Powell Says

WASHINGTON—FCC Chairman Michael Powell, appearing Friday on C-Span, said to expect a decision on any changes to the media-ownership

rules by "very late spring."

Responding to viewer calls, he complained of the "treadmill" of having to review the rules every two years and explained a court's ruling that the FCC be jettisoned unless the FCC can prove they are needed.

On the issue of indecency, he said that he

wishes the fines were more "significant" and pointed to the increases in the number of prosecutions and fines over the past few years. But he warned against a heavy hand toward regulating speech.



FCC's Michael Powell

### Hot Topics Coming From Litton, Cox

Litton Syndication will distribute a new day-and-date daily strip news show, *Hot Topics*, produced by Cox Television, for launch this fall. Tim Voit, Litton's executive vice president for sales, said *Hot Topics* is a younger-skewing news show that averages 36 stories per half-hour. Cox tested it as a weekly for 53 weeks at its WSB-TV Atlanta, which improved its late-night time period rating against *Saturday Night Live* by 27%.

### FTC Slams Weight-Loss Infomercials

The Federal Trade Commission on Friday filed suit against Slim Down Solution LLC and related companies for its D-Glucosamine weight-loss products sold in infomercials that have aired on Bravo, Comedy Central and Pax.

It also sought an injunction against any future false claims for similar products, including *Fight the Fat*, *Everslim* and *Mini Max*.

Asked whether the FTC would go after the media companies that carried the infomercials, Howard Beales, director of the FTC's Bureau of Consumer Protection, said "not today." But he added that the FTC needs to better explain its fraudulent claims to media outlets.

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# Younger ABC Family Takes Shape

Net picks The WB's *Gilmore Girls* for 2004

BY ALLISON ROMANO

Last fall, new ABC Family President Angela Shapiro pledged that, come January, the Disney-owned net would chart a younger, fresher course. With a new reality block on Monday nights and fresh off-net acquisition, the latest transformation of the former Fox Family is under way.

ABC Family last week acquired The WB drama *Gilmore Girls* from Warner Bros. Domestic Cable Distribution in a deal said to be worth \$400,000-\$500,000

per episode, or as much as \$750,000 with bartered ad time. ABC Family gets exclusive off-net rights, which means that *Gilmore Girls* won't be repurposed on any other network and won't go into broadcast syndication. The only other contender for the show, sources said, was WE: Women's Entertainment. (WE already airs off-net runs of WB's *Felicity*)

Shapiro's first major acquisition indicates that she is free to shop outside the Disney family for shows. *Gilmore Girls* joins the schedule in fall 2004, where it could be paired with WB's *7th Heaven*.

"*Gilmore Girls* won't do a huge house-



ABC Family has acquired exclusive off-net rights to The WB drama *Gilmore Girls*.

hold rating," said Horizon Media's head of research Brad Adgate of *Gilmore Girls*. "but it's a very targeted 18- to 34-year-old vehicle."

That is the audience that ABC Family is gunning for as it tries to broaden out to more-contemporary definitions of family, what Shapiro has called more *Will & Grace* and *Friends* than *Ozzie and Harriet*.

New breeds of family are on display in

reality/scripted hybrid *My Life as a Sitcom*, where real families vie to star in a sitcom based on their lives. It debuted to Jan. 20 to a 0.8 rating, on par with ABC Family's prime time average last year. Original reality show *The Last Resort* debuted to a 0.6 that night.

"It's not what I would have hoped for, but it is still good," Shapiro said. "I have great hopes for both of the shows." ■

## WB 100+ Attracts Rival

BY ALLISON ROMANO

TV station executives were left grumbling last week when Warner Bros. sold two syndicated talk shows to The WB's 100+. Soon, though, they may have a way to challenge the small-market giant.

When Warner Bros. Domestic Cable Distribution cleared its upcoming *The Sharon Osbourne Show* and *The Ellen DeGeneres Show* into the WB 100+—a collec-

tion of cable channels in 111 small markets—it blocked broadcast TV stations in those markets from bidding for either show. Now Raycom Media is spearheading an effort to band together small-market stations and compete with The WB's buying power.

Mary Carole McDonnell, the top programmer for the Raycom station group, has recruited about 40 Fox affiliate stations to a buying clearinghouse. Under her plan, when a syndicated show comes up, small-market stations would submit bids to her. She, in turn, would go to the studios with an aggregate bid.

"There are only five shows right now that are a firm go, and they've taken two out of the mix already [for small-market stations]," said McDonnell.

She envisions the group's bidding on shows within two months.

Some station executives are receptive to the idea but want to make sure it's practical.

"Each market is so uniquely different," said Granite Broadcasting COO John Dueshane. "What works for one market wouldn't be the same for a different station." Granite owns stations in Fort Wayne, Ind., Peoria-Bloomington, Ill., and Duluth, Minn./Superior, Wis.—markets 102, 110 and 134, respectively.

McDonnell intends to ensure flexibility, though. Under her plan, stations would have a choice whether to bid on a given show. That way, she said, "it doesn't take away the autonomy of a station."

Compatibility is not a problem for The WB 100+ group. On its stations, each syndicated show airs at the same time, receives the same marketing support and reaches a fairly consistent demographic. "I don't know another station group that can offer 111 clearances in 111 markets across the board," said Lynn Stepanian, senior vice president of programming and distribution for the group.

Some broadcasters gripe that Warner Bros.' latest arrangement with its corporate cousin is a sweetheart deal. But The WB group's blanket distribution clearly appeals to syndicators: Making sales calls to individual cities is a costly and time-intensive effort, particularly as consolidation squeezes sales forces.



Clearing *Ellen DeGeneres* on WB 100+ group kept smaller-market stations out of the bidding.

McDonnell added that the clearinghouse also could offer syndicators more appealing barter deals. Its stations (Fox affiliates so far; CBS, NBC and ABC stations may come on board) would likely have higher ratings than the WB channels in most markets.

John Tupper, owner of a cluster of TV stations in Bismarck, N.D., says WB 100+ is only partly to blame. Small-market stations are experiencing difficulties because syndicators are introducing fewer original shows, he explained, and the flow of good off-network sitcoms is slowing because the networks are ordering more reality shows. Less content "puts more pressure on stations to fill up their time slots." ■

WEEK OF JAN 17-23

### B&C INDICES

THE B&C 10

WEEK

-2.1%

YTD

1.7%

### BROADCAST TV GROUPS

WEEK

-0.6%

YTD

4.5%

### CABLE TV MSO'S

WEEK

-5.3%

YTD

6.7%

### RADIO

WEEK

-2.6%

YTD

8.2%

CLOSE WEEK YTD

Dow Jones	8369.47	-3.8%	0.3%
Nasdaq	1388.27	-2.5%	4.0%

### The B&C 10

CLOSE WEEK YTD

AOL Time Warner	\$14.48	-5.4%	10.5%
Clear Channel	\$41.57	-2.7%	11.5%
Comcast Corp.	\$25.68	-4.2%	13.7%
Cox Comm.	\$30.50	-5.4%	7.4%
Disney	\$17.68	-2.0%	8.4%
EchoStar	\$24.48	-7.7%	10.0%
Fox Ent.	\$28.75	1.1%	10.9%
Hearst-Argyle	\$24.48	-0.2%	1.5%
Tribune	\$48.55	0.7%	6.8%
Viacom	\$39.53	-4.5%	-10.7%

### GOOD WEEK

XM Satellite	\$4.50	15.4%	67.3%
Meredith Corp.	\$42.95	2.1%	4.5%
Grey Global	\$635.00	1.7%	3.9%
LIN TV	\$25.83	1.5%	3.3%
New York Times	\$46.90	1.5%	2.6%

### BAD WEEK

Insight	\$11.33	-15.3%	-8.5%
Interop	\$1.81	-12.1%	-22.3%
Scientific-Atlanta	\$12.05	-11.4%	1.6%
TiVo	\$5.37	-11.1%	3.1%
Mediacom	\$8.95	-10.9%	1.6%

### JANUARY GAIN

2%

So much for the January Effect. After perking up at the beginning of the month, media stocks slumped back and, so far, show just 2% average gain for the month. One Wall Street theory states that stocks rise in January in the wake of year-end dumping by money managers.

Source: CNET Investor (investor.cnet.com). This information is based on sources believed to be reliable, and while extensive efforts are made to ensure 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.



## FAST TRACK

## On the Media-Ownership Front

The FCC set its hearing on media ownership for Thursday, Feb. 27, in Richmond, Va., at a site still to be decided. The announcement follows University of Southern California Annenberg School of Communication's confirmation of Tuesday, Feb. 18, as the date for its forum. That and the forum two weeks ago at Columbia University in New York have been sponsored by private parties. More privately sponsored hearings are being considered for Seattle, San Francisco and Chicago.

Meanwhile, **HOUSE ENERGY AND COMMERCE COMMITTEE** Chairman **BILLY TAUZIN** (R-La.) wasn't predicting success for an effort by independent producers to get the FCC to cap at 75% the amount of self-owned programming the networks air in prime time. "I don't hear of anybody discussing anything right now," he said in a speech at the NATPE confab.

Well, former FCC Chairman **JAMES QUELLO** is talking about the proposed cap but is not saying anything nice about it. With "seven networks, more group broadcasters, hundreds of cable channels, more oncoming satellite channels and Internet outlets ... the independent program producers' [proposal] is far more unjustified and untimely. ... Today's multiplicity of program choices provides more than adequate diversification and individual choice."



## Sajak Tries New Spin

*Wheel of Fortune* host Pat Sajak (above) will try his hand at a weekend talk show on Fox News Channel in addition to his *Wheel* duties. *Pat Sajak Weekend* will be an hour Sunday-night show, with Sajak interviewing newsmakers. Come spring, the show will air at 9 p.m. ET, with *At Large With Geraldo Rivera* moving to 10 p.m. Sajak had a short-lived late-night talk show on CBS in 1988.

## Block That Mandate

An alliance of technology firms, consumer groups, think tanks and taxpayer rights groups yesterday called on the government to resist Hollywood's fight for federal copy-protection mandates for TV broadcasts, CDs and movies. "A mandate will raise the price of everything from CD players and DVD players to personal computers," said **FRED MCCLURE**, president of the **ALLIANCE FOR DIGITAL PROGRESS**. "It will make the devices consumers own today obsolete."

A warrior in the copy-protection fight, **HILARY ROSEN**, last week called it quits as of the end of 2003. As chairman of the **RECORDING INDUSTRY ASSOCIATION OF AMERICA**, Rosen led the music industry's fight against Internet piracy.

## No. 1 Reason To Buy an HDTV...

Starting next September, **DAVID LETTERMAN** will air in HDTV, **CBS** told its affiliates at NATPE last week. He will be years behind his **NBC** rival, **JAY LENO**.

"Welcome to the 21st Century, Dave," quipped NBC Hollywood chief **JEFF ZUCKER** when he heard of the Letterman initiative.

CBS also said that it is working hard to produce some of its **NFL** coverage in HD next season. CBS operations and engineering executive **BOB ROSS** said it would be unrealistic to produce all the games in HD, but the network wants to do one game per week. CBS already generates more HDTV than any other, with most of its prime time, a daily soap opera (*Young and the Restless*) and college football produced in the format.

**VIACOM** executives briefed members of the **UPN** affiliate board Monday and promised stations a significantly expanded effort to cross-promote UPN on an array of Viacom-owned properties, including cable, radio and broadcast TV. Network programmers also filled the stations in on more than a dozen shows that are in development for midseason and beyond, a slate one station exec praised as "A-level."

As one example of increased UPN cross-platform promotion, **CBS TELEVISION** President and CEO **LESLIE MOONVES** cited UPN's hip hop music show, *Platinum*, which will get promo time on both **MTV** and **BET**, two Viacom owned cable networks. In addition, he said, Viacom-owned **INFINITY BROADCASTING** radio stations will promote the network.

## Correction

In the Jan. 20 story "Dotcom Scores With TV Web Sites," Cox Television should have been identified as the owner of 15 TV stations, not Cox Communications.

## The Vivendi Saga Continues

Diller still angling for Universal, USA Networks

BY JOHN M. HIGGINS

**B**arry Diller and Vivendi Universal CEO Jean-René Fourtou met last week to hash out the future of the ailing French company's TV and movie assets, but there was no showdown—or resolution.

The two executives hooked up in New York as part of a budget review of the Vivendi Universal Entertainment (VUE) division, of which Diller serves as chairman even though he's also chairman and CEO of USA Interactive. Diller is angling to secure control of Vivendi's Universal movie studio and USA Networks operation, with backing from Liberty Media.

Fourtou, in turn, is courting other suitors including former Fox boss and Diller enemy Marvin Davis and broadcast network NBC, which acknowledged last week that it has talked to Vivendi about some of its entertainment assets.

In other words, it's just another convoluted media mess, complete with corporate incest, intrigue and power grabs.

The companies issued a joint statement trying to squelch widespread speculation of an abrupt change. "We have previously said we are each desirous of renegotiating various aspects of the VUE joint venture," the companies

said. "These discussions, cordial and collegial, continue." Meanwhile, Diller will continue his odd, dual-management role.

The wrestling match ties back to Fourtou's attempts to unwind Vivendi's messy finances. The acquisition binge by ousted Vivendi Chairman Jean-Marie Messier aimed to use Vivendi's utility assets as fuel for a worldwide entertainment, Internet and telecommunications empire. An abrupt liquidity crisis sent Messier's replacement, Fourtou, on a mission to refinance, slim down and refocus the company as a telecommunications company. That means somehow letting go of Vivendi Universal, which could be worth \$20 billion. That could be through an outright sale, as Davis is proposing. Davis, who owned 20th Century Fox in the 1980s, says he can finance a \$20 billion bid, orchestrated by a former CFO of Seagram, which owned Universal when Seagram was taken over by Vivendi.

It could also mean something more complicated but possibly more lucrative for Vivendi. Diller

and Liberty are proposing creating an entity that would combine VUE with Liberty's Starz! and Encore pay movie networks. Liberty would contribute a billion or so in cash, and the new venture would borrow more. Vivendi would get some cash but also a continuing interest in the venture. ■



**Barry Diller and Liberty Media propose a new entity combining VUE with Liberty's Starz! and Encore pay movie networks.**

## Ergen Changes Course

BY JOHN M. HIGGINS

**W**hat does Charlie want? That's the question media executives were asking when word broke that EchoStar Communications Chairman Charlie Ergen had approached Liberty Media and News Corp. about their buying his operation rather than his DBS competitor DirecTV.

The move derailed the conventional wisdom that DBS-hungry Rupert Murdoch would simply sweep up the pieces of EchoStar's failed takeover of DirecTV parent Hughes Electronics and secure the national U.S. satellite footprint for which he has lusted for more than a decade.

Wall Street executives say Ergen might simply be trying to complicate DirecTV's search for a buyer or supporter given the financial needs of its controlling shareholder, General Motors. But some believe that Ergen is looking toward the end of his company as an inde-

pendent in a world where media conglomerates own his cable and DBS competitors and network suppliers.

"Three years from now, after he's picked off all the Charter and AT&T Broadband cable subscribers he can, maybe he doesn't want to be an independent company," said

Bank of America securities analyst Doug Shapiro. Also, News Corp. and partner Liberty would get a pure U.S. consumer DBS business, without all the other satellite assets that come along with DirecTV.

EchoStar's stock actually moved down on the talks, as Wall Street focused on Ergen and Murdoch's bitter history. The two were partners in 1997 but clashed over control issues, and News Corp. bailed out of EchoStar, leaving a precious satellite slot behind. News Corp. also lobbied an-

titrust regulators mightily—and successfully—to thwart EchoStar's takeover of Hughes.

Buying EchoStar would take about \$18 billion at its recent of \$25 per share. A \$35 price would cost News Corp. \$22 billion. ■

**DOUG SHAPIRO,**  
Bank of America

**'Three years from now, after [Ergen has] picked off all the Charter and AT&T Broadband cable subscribers he can, maybe he doesn't want to be an independent company.'**





SUNDAY, JANUARY 12TH,  
OVER **23 MILLION** VIEWERS  
WATCHED TELEVISION'S  
MOST-ANTICIPATED EVENT

# AMERICA'S PRINCE

—THE JOHN F. KENNEDY JR. STORY—

#**1** MOVIE THIS SEASON  
ON BASIC CABLE

ADULTS 18-49\*

TBS Superstation brought you basic cable's #1 original movie and Sunday theatrical premiere of 2002. And our Sunday night movie dominance continues, with more of the biggest films on television ready to debut in 2003. When it comes to delivering viewers, TBS Superstation makes history again and again.

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Source: TBS Research from Nielsen Media Research, Nielsen Client Cable System based on P2+  
time telecasts combo, one-cinema qualifier. Ranking based on Original Movie average audience  
delivery. Periods -- 2002 (12/31/01-12/29/02), Season (9/26/02-1/12/03). \*Excludes mini-series.  
Qualifications available upon request.

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World Radio History



## GOVERNMENT

Once more: Tauzin  
Is Staying Put

**P**erennial rumors of Rep. Billy Tauzin's imminent departure for the private sector resurfaced last week, forcing spokesman Ken Johnson to risk a finger sprain as he phoned denials to clamoring reporters. This time, Tauzin was said to be replacing octogenarian Jack Valenti at the Motion Picture Association of America (although Valenti has not indicated he's stepping down). The furor, lobbyists say, prompted House Speaker Dennis Hastert to ask that Tauzin clarify his plans. A previous rumor had the House Energy and Commerce Committee chairman taking Tom Wheeler's old spot at the Cellular Telecommunications & Internet Association. What's next, Johnson asked, Hilary Rosen's soon-to-be vacant post atop the Recording Industry Association of America? Johnson's unofficial statement: "Yesterday, it was CTIA, today, it's MPAA, tomorrow maybe it will be RIAA. Frankly, we're F-E-D-U-P."

—B.M.

## BEHIND THE SCENES | BEFORE THE FACT

## IN THE LOOP

## SYNDICATION

Sony Sticks With *eBayTV* Bid

Sony Pictures Television left NATPE last week without major-market clearances for *eBayTV*, the new reality show it has been developing with the online auction house. But Sony says not to worry. "We're in very deep negotiations with major station groups," one executive there says without naming names.



And even without them, "we have critical mass to launch right now." The executive cited agreements with Belo, Gannett, Media General, Raycom, Pegasus, Clear Channel and Viacom. Sony has opened production offices in Los Angeles and is looking for an executive producer and production team. It already has a host: Molly Pesce (left), a former Miss Florida, who has hosted shows on Comedy Central. "For us, whether we will launch is not even a question," said the Sony executive. "We are going forward." —P.A.

## TV NEWS

House  
Hunting

While we are on the subject of eBay and TV (see item at left), Scott Jones, former TV news director and current proprietor of the maverick Web site with the not-ready-for-print name (we will call it F\*\*edtelevision.com), is auctioning, via eBay, a day at the helm of his Web site, which dishes TV-station dirt. He is inviting people to trash their bosses, in keeping with the overall tone of the site and within the bounds of civil law. Jones wants to raise money for "a blowout party at RTNDA" in Las Vegas. He hopes to rent out the house used by MTV's *Real World Las Vegas*—which, he says, will cost about \$5,000—and would like a few grand more for food, beverages, entertainment, etc. The idea was inspired by recent uses of eBay to market news sets and even low-power TV stations. "If KCBS can sell its sets online," he said, "why should I be left out?" Bidding ends early this week. —D.T.

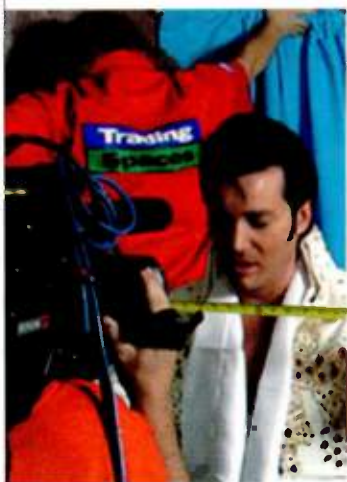


## CABLE

*Spaces* Gets a Surprise

Late-night *Trading Spaces* addicts got a surprise all right, but it was not the surprise ending to the show's Jan. 18 episode, on which the last 10 minutes were live. In the midnight repeat of *Trading Spaces* "Vegas: Live Reveal" episode, instead of seeing the usual redecorator reactions, viewers watched a bland camera walk-through and some tape hiccups in which bits of segments repeated themselves. TLC blamed the production glitch on technical problems with its uplink facility. To make it up, TLC planned to replay the Vegas episode last Sunday night.

The premiere of the Vegas episode (in which the live ending went off without a hitch) nabbed a 4.4 rating, the series' best-ever Nielsen marks. —A.R.



## CABLE

*Soul-less* Journalists

Some BET viewers learned that Showtime drama *Soul Food* (below) was coming to the channel before reporters did. BET started running promotions for its



first big acquisition more than a week before the off-net deal for the Paramount show was unveiled at the Television Critics Tour in Los Angeles. BET execs were nervous that the promotions would spoil the surprise, but their secret was safe: Reporters apparently didn't catch the on-air ads or break the news. —A.R.

## Thomson Grass Valley Floats New Kayak Production Switcher

BY KEN KERSCHBAUMER

**T**he first new product to spring from last year's merger of Thomson Broadcast and the Grass Valley Group is a low-end production switcher. It will make its official debut at April's NAB convention.

Dubbed the Kayak, the \$30,000 switcher has one mix-effect and is designed for smaller live applications, post-production or outside-broadcast use.

"This is the first product with technology from both engineering groups," said Thomson Grass Valley's Jay Shinn of the Kayak switcher. "It's akin to the GVG

Model 100 or 110 switchers as far as features, value and price point."

The unit is Thomson Grass Valley's response to the tougher economic climate. "We're going to look to get our price points down and start enlarging our market by trying to go downmarket," said Marc Valentin, president of Thomson Broadcast and Media Solutions.

"The integration of Thomson and Grass Valley Group could have taken place in a better market situation," he said. "But what we've successfully done is the integration and reducing costs, and we did that very well."

Valentin said that one of the most im-

portant new developments from Thomson Broadcast won't even be a product. It's that the Grass Valley and the Thomson product lines now interface properly. For example, the production switchers and routing switchers are now interoperable, he said. "That's important for customers because our routers and production switchers are two strong product areas, and the key worry from customers was how would those products interface? Now we don't hear those concerns."

Valentin said the company is also trying to improve its research-and-development process. "The new process has more organization and more steps, which is nothing

new in Thomson's other industries, but it was new for the broadcast market, which has been a cottage industry with its own processes," he said. "The biggest difference will be that, if product development takes a wrong turn, the previous steps are well-documented so that design and engineering don't lose as much time."

But, for now, Valentin's principal concern is finding new ways to grow the company. He is keeping an eye on costs and figuring out ways to increase revenues from existing customers. "If technology is more affordable, we can drive more revenue," he said. "Also important are service revenues." ■



# MANAGEMENT HALL OF FAME GALA

**Tuesday, April 15, 2003  
Copacabana, New York City**

The National Academy of Television Arts and Sciences invites all colleagues of the television industry, their friends and guests, to inaugurate the Management Hall of Fame at a gala cocktail and dinner at the new Copacabana. On this memorable occasion we will celebrate the induction of industry leaders elected by a blue ribbon panel, chaired by Dennis Swanson, Chair of the National Television Academy, in cooperation with the Television Bureau of Advertising. Please register as soon as possible so we may reserve your place at the event, which will conclude by 7:30 sharp in order to accommodate your busy schedules in New York.

## **Management Hall of Fame Inaugural Honorees Who Pioneered Broadcast Station Management**

**Robert M. Bennett**  
Past President of Metromedia  
Television (now Fox)

**Stanley E. Hubbard\***  
Founder of Hubbard  
Broadcasting

**Donald H. McGannon\***  
Past President of  
Westinghouse Broadcasting  
(formerly Group W, now CBS)

**Thomas S. Murphy**  
Chairman and Ceo Emeritus,  
CapCities ABC (now ABC)

**Ward L. Quall**  
Past President of WGN  
Continental (now  
Tribune Broadcasting)

**J. Leonard Reinsch\***  
Past Chairman of Cox  
Broadcasting

**Danny Villanueva, Sr.**  
Partner, Spanish International  
Communications (now Univision)

*\* In Memoriam*

**When:** Tuesday, April 15, 2003

**Time:** Cocktails 5-6:00 PM  
Dinner & Awards 6-7:30 PM

**Where:** Copacabana  
560 34th St, New York City  
(On the corner of 34th & 11th Ave,  
directly across the street from the  
Jacob Javits Center)

**Tickets:** \$195/guest

**Attire:** Business Attire

**RSVP:** Contact Katharine Ordway for tickets.  
The National Academy of Television Arts & Sciences  
212-484-9440  
events@natasonline.com  
Deadline for tickets is April 1, 2003.



**NATIONAL  
TELEVISION  
ACADEMY**



## STATION BREAK

BY DAN TRIGOBOFF

## Cyber Sting

ORLANDO, FLA.—A sting operation by WFTV(TV) led to the arrest of a Palm Beach, Fla., prosecutor after, police report, he exposed himself to a girl he thought was 13 and tried to lure her into cyber-sex.

Police made the arrest in West Palm Beach, interrupting a trial that 38-year-old Ira Karmelin was prosecuting. The station was investigating pedophilia on the Internet using a Webcam and a young-looking staffer posing as an underage girl.

The Webcam video with Karmelin speaks for itself, the station said. "You see Karmelin's face, but let's just say that's not the first thing he exposed during the first video chat." WFTV reported that Karmelin asked his cyber-partner to take off her top (she did not) and told her, "I want you to be bad with me." The station said that, "when he was not nude, Karmelin was bold enough to wear a shirt with the criminal justice logo visible."

The station contacted police, who tracked Karmelin through his Internet account.

Karmelin, a former deputy sheriff who reportedly was considered a likely candidate for judgeship some day, has been suspended without pay and is free on bond.

Some journalism ethicists were critical of the report, contending that it amounted to entrapment and blurred necessary lines between reporting and law enforcement. Station news management did not return phone calls for comment.



## Good Neighbor

WFOR-TV Miami will commemorate the 10th anniversary of its local aid campaign with *Neighbors 4 Neighbors: A Decade of Kindness*, broadcast Jan. 25. The program was hosted by station anchor and *Neighbors* spokesperson Maggie Rodriguez (pictured) and chief meteorologist and original *Neighbors* spokesperson Bob Soper. The campaign began following the devastating Hurricane Andrew in 1992.

five city sites previously managed by Cox Interactive Media: BayInsider.com, SeattleInsider.com, goCarolinas.com, Pittsburgh.com and icFlorida.com.

## Coakley Is Back at WSOC-TV

CHARLOTTE, N.C.—WSOC-TV anchor Vince Coakley returned to anchor his 5:30 p.m. newscast just two months after brain surgery. Coakley, 37, took time off at the end of November when a brain tumor was diagnosed after he appeared to have lost his sense of smell. He will work part-time initially.

## Barnes Joins KOIN

PORTLAND, ORE.—Joe Barnes, who for five years was vice-president of news at KOMO-TV Seattle, has resurfaced in television as marketing director for Emmis's KOIN(TV). Since leaving KOMO-TV, the former news and marketing consultant has been director of strategic communications and media relations for Washington State University and has had previous marketing experience as vice president of news and news marketing for KTTV-TV Los Angeles.

Barnes said he does not expect to return to news but feels that his understanding of news will complement the news team and help him in promotions. It also gives the station three veteran newsmen in management with News Director Rick Howard and GM and former News Director David Lipoff.

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



Much of the target audience for The WB's *The Jamie Kennedy Experiment* resides in college dorms.

## Nielsen Gives It the New College Try

WB, ABC to pay for test of 'extended home viewing'

By STEVE MCCLELLAN

Nielsen Media Research is planning a major test this spring of "extended home viewing": viewing that takes place at vacation homes and in the college dorm rooms where students in "Nielsen families" reside.

So far, broadcast networks ABC and The WB have agreed to participate in the test.

The WB has been pushing hard for such a test, given that a huge chunk of the network's core audience (18-24) is in college, turned on to shows like *Angel*, *The Jamie Kennedy Experiment* and *Smallville*. According to census figures, roughly 7% of the population age 18-24 resides in college dorms. One of the goals of the test is to determine whether the Nielsen national household sample has a comparable level of dorm-residing students.

Nielsen confirms that approximately 11% of its national viewer sample lives within a family that owns a second home. Currently, viewing in second homes is not monitored by Nielsen's people-meter service.

Jack Wakshlag, chief research officer at WB parent Turner Broadcasting System, considers getting a fix on viewing in second homes important because it represents viewing by higher-income families with greater spending power, families that advertisers covet. "Advertisers buy us for impressions. More and more viewing takes place out of the home, and it has to be measured wherever it takes place."

According to Wakshlag, if the test goes well and demonstrates that there's a viable way to retrieve reliable data from dorms and second homes, the data might be incorporated into Nielsen's national ratings report by 2005. No confirmation on a date from Nielsen although a source there said such data could be available earlier if the test goes well.

Andy Fessell, senior vice president, re-

search, ABC Television Network, confirmed that network's participation: "We've agreed to it." Several years ago, ABC commissioned Nielsen to do a special out-of-home research study that showed significant and uncounted viewership for *Monday Night Football* and its daytime shows outside of the primary residence.

Sources say Nielsen wants four or five of the networks to pay \$400,000 each to conduct the test.

Fox, CBS and UPN are still mulling whether to participate. At Fox, sources say, research executives are awaiting word from News Corp. President Peter Chernin as to whether the company will participate in the test.

NBC, on the other hand, has decided to pass, according to Alan Wurtzel, president of research and media development, for several reasons, even though he believes that Nielsen should be measuring both areas: "They should measure as much of the audience as they possibly can."

But Wurtzel says it's unfair of Nielsen to keep coming back to the broadcast networks to underwrite its research and development. "The CAB and cable keep

saying the networks are just one more channel now and that they're at parity. Yet, when it comes to writing the check, those guys don't seem to show up. Instead of asking \$400,000 from four or five networks, why not have everybody pay \$20,000 because everybody benefits from more-accurate ratings."

Wurtzel is also skeptical that Nielsen will be able to get access to college dorms, let alone get reliable data from an age group that is least reliable when it comes to pushing the right buttons on the people meter back at their primary residences. He said he urged Nielsen to do a small feasibility study several years ago to see whether it could even get access to dorms before asking the networks for big bucks for a full-blown test. But nothing came of it, he said.

As for second-home measurement, he says, Nielsen ought to be doing that now, without the extra charge. ■

**'More and more viewing takes place out of the home, and it has to be measured wherever it takes place.'**

**JACK WAKSHLAG,**  
Turner Broadcasting  
System



# TOP

## Cable Systems

the  
GIANTS  
behind the  
GIANTS

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

Send a message about your company to the giants behind the giants. Call your representative and reserve your space today!

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Materials Due: 2/3/03



# PROGRAMMING



PHOTO KENNY BORDELON

Despite empty aisles, last week's NATPE convention in New Orleans was still a place for doing business.

## Syndicators Spread Out But Still Attracted Buyers

Almost every major distributor announced clearance deals during NATPE gathering

BY PAIGE ALBINIAK

**S**yndicators, the major ones anyway, were in hotel suites all over town last week during the NATPE convention—mainly, it seemed, filling holes in their distribution efforts. Almost every major syndicator had deals to announce, after spending two days holding meetings with clients from all over the country.

By buzz alone, the show belonged to Warner Bros. Domestic Television Distribution, which gained further clearances for its two new talkers, *The Ellen DeGeneres Show* and *The Sharon Osbourne Show*. Warner Bros. has cleared *DeGeneres* in more than 78% of the country and sold *Osbourne* in more than 67% of the country, according to Jim Paratore, executive vice president of Warner Bros. Domestic and president of Telepictures Productions.

It's possible that *DeGeneres* could end up being repurposed on a cable network in a late-night slot, a Warner Bros. executive said. During a brief NATPE appearance, *DeGeneres*

joked about the language of the business, and quipped, "I might be 'repurposed.' I hope I'm 'repaid.'"

Clearances for *DeGeneres* include Sunbeam's WHDH-TV Boston, Meredith's WGCL-TV Atlanta and KPHO-TV Phoenix, Viacom's WKBD(TV)/WWJ-TV Detroit, Belo's KING-TV Seattle, Hubbard's KSTP-TV Minneapolis, Gannett's KUSA-TV Denver, Cox's WPXI(TV) Pittsburgh, Belo's KGW(TV) Portland, Ore., and LIN's WISH-TV Indianapolis. Warner Bros. had already cleared the show on the NBC owned-and-operated stations.



Buzz propelled sales of shows from Ellen DeGeneres and Sharon Osbourne (above).

Clearances for *Osbourne* include Cox's KTVU(TV) San Francisco; Bahakel's WCCB(TV) Charlotte, N.C.; Pappas's WASV-TV Asheville, N.C.; Media General's WJWB-TV Jacksonville, Fla.; and Four Seasons' KTUD-TV Las Vegas.

Both shows have been cleared on The WB 100+, a cable-delivered feed that goes out to affiliated stations in markets 100 and higher. The WB 100+ is owned by a coalition of The WB Network, broadcasters and cable operators.

### SUITE OF KINGS

From its perch atop the Windsor Court hotel in New Orleans, King World increased first-year clearances for morning talk show *Living It Up! With Ali and Jack*. The distributor also continued to renew *Dr. Phil* at a record pace.

*Living It Up!* is now sold in more than 75% of the country for a fall 2003 launch. Clearances include Belo's KMOV-TV St. Louis; Meredith's WFSB-TV Hartford, Conn.; WSMV-TV Nashville, Tenn.; Spartan's WSPA-TV Greenville, S.C.; Raycom's WSTM-TV Syracuse, N.Y., and WMC-TV Memphis, Tenn.; WISH-TV Indianapolis; and Freedom's WLNE-TV Providence, R.I. *Dr. Phil* has been renewed in more than 70% of the country and has also been upgraded to access, prime time and fringe time slots.

Sony Pictures Television's *eBay TV* has been cleared on most of Raycom's 32 stations for a fall 2003 launch, a spokeswoman confirmed

*Continued on page 25*

## Off-Net Shows Will Be Harder To Find

BY PAIGE ALBINIAK

**O**ff-net syndication may see lean times come 2006, when the number of prime time shows that have made it to 100 episodes are few and far between, says Bill Carroll, vice president of programming for Katz Television Group.

This year, there are 36% fewer half-hour shows on prime time than there once was, and reality programs, which cannot be aired in syndication, have taken over a good portion of network schedules.

Except for *CSI: Crime Scene Investigation* and *CSI: Miami*, no network has launched a drama to big ratings in years. Self-contained crime dramas, such as *CSI* and *Law & Order*, tend to repeat well, but serial dramas, such as *ER* and *Providence*,



Self-contained dramas like *CSI: Miami* do well in syndication.

have a tougher time on the rerun circuit.

Many dramas also are being repurposed on cable soon after they begin airing on network prime time, and industry executives wonder whether all the exposure will reduce the shows' value once they make it to syndication.

From this year's crop of sitcoms, ABC's three new shows—*8 Simple Rules for Dating My Teenage Daughter*, *Life With Bonnie* and *Less Than Perfect*—and CBS's *Still Standing* have a shot of making it to syndication. Still, until a show is an established hit, with 100 episodes behind it, a syndicator cannot seal a deal with stations.

The lack of inventory could leave station groups like Fox and Tribune, which rely heavily on syndicated comedy blocks, without much to look forward to. It also could mean that viewers have several more years of *Friends*, *Seinfeld*, *Everybody Loves Raymond* and *Will & Grace* reruns ahead of them. ■



## SYNDICATION WATCH

RATINGS | Jan. 6-12

Nielsen Media Research

## Top 25 Shows

Adults 18-34

RANK/PROGRAM	AA	GAA
1 <i>Friends</i>	6.3	7.3
2 <i>Seinfeld</i>	5.6	6.5
3 <i>Seinfeld (wknd)</i>	4.6	5.6
4 <i>That '70s Show</i>	3.6	4.2
4 <i>Will &amp; Grace</i>	3.6	3.9
6 <i>Everybody Loves Raymond</i>	3.4	3.8
7 <i>King of the Hill</i>	3.1	3.4
8 <i>Home Improvement</i>	2.4	2.9
9 <i>Wheel of Fortune</i>	2.3	NA
9 <i>Entertainment Tonight</i>	2.3	2.3
11 <i>Oprah Winfrey Show</i>	2.2	2.2
12 <i>Dharma &amp; Greg</i>	2.1	2.2
12 <i>Maury</i>	2.0	2.2
14 <i>Jeopardy</i>	1.9	NA
14 <i>Frasier</i>	1.9	2.1
14 <i>Drew Carey</i>	1.9	2.0
14 <i>Friends (wknd)</i>	1.9	1.9
18 <i>Just Shoot Me (wknd)</i>	1.7	2.1
18 <i>That '70s Show (wknd)</i>	1.7	1.7
18 <i>Elmidae</i>	1.7	1.6
21 <i>Judge Judy</i>	1.6	2.2
21 <i>Blind Date</i>	1.6	1.8
23 <i>Everybody Loves Raymond (wknd)</i>	1.5	NA
23 <i>Stargate SG-1</i>	1.5	1.6
23 <i>Dr. Phil</i>	1.5	1.5
23 <i>She Spies</i>	1.5	1.5

## Top Action Hours

Adults 18-34

RANK/PROGRAM	AA	GAA
1 <i>Stargate SG-1</i>	1.5	1.6
1 <i>She Spies</i>	1.5	1.5
3 <i>Mutant X</i>	1.2	1.2
3 <i>Maximum Exposure</i>	1.2	1.2
5 <i>Adventure, Inc.</i>	0.9	0.9

According to Nielsen Media Research Syndication Service Ranking Report Jan. 6-12, 2003

AA = Average Audience Rating

GAA = Gross Aggregate Average

ONE NIELSEN RATING = 1,067,000 households, which represents 1% of the 106.7 million TV Households in the United States

NA = not available

| ratings |

## Good Day Live Starts Soft

BY JOHN EGGERTON AND PAIGE ALBINIAK

Twentieth Television's new morning talk show *Good Day Live* didn't exactly set the world on fire with its national launch last week after rolling out slowly over the past several months.

The show opened on 140 stations covering 89% of the country to a 0.8 national Nielsen rating. "The first NTI [national rating] isn't a fair evaluation of the show's capabilities," said Twentieth President Bob Cook. "A better indication of what *Good Day Live* can do is the 2.0 rating that the original test markets are now enjoying as the show has grown from book to book."

*Good Day Live* fared better in the 52 metered markets, with a 1.3 rating/4 share, but it was still down 38% from its lead-in and off 24% from the year-ago average in the time period.

Telepictures' *Caroline Rhea* fared a bit better, with a 0.9. It's cleared mainly in late night in the big markets and is unlikely to be renewed.

The top rookie talker remains King World's *Dr. Phil*, up 7% to a 4.8. In second was NBC Enterprises' *The John Walsh Show*, down 19% to a 1.3.

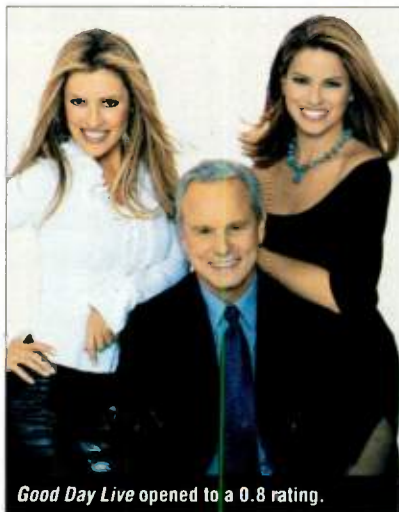
Paramount rookie *Life Moments* plunged 36% to a new low of 0.7. The reason was a massive defection not of viewers but of stations: Eight of the NBC O&Os scrapped the show, dropping its national coverage from 92% to 74%.

Although the NBC replaced *Life Moments* with its own *The Other Half*, that show remained flat week to week at a 0.9 but was down 25% year-to-year. The show's fate rests on how it performs in February sweeps.

The top new reality strip, Telepictures' *Celebrity Justice*, remained at its season high of 1.4 for a second week. It is slated to return next season.

Buena Vista's rookie game show, *Who Wants To Be a Millionaire*, was up 6% to a personal-best 3.3, while Sony's *Pyramid*, at a 2.0, was down 5% from its previous-week personal-best 2.1. Both game shows will be back next year.

Magazine shows remained strong, with three recording double-digit increases. Paramount's *Entertainment Tonight* was up 12% to a 5.8; King World's *Inside Edition* was second, up 3% to a 3.4. Warner Bros.' *Extra*, up 15% to a 3.0, tied for third with NBC's *Access Hollywood*, up 11% to a 3.0. ■



Good Day Live opened to a 0.8 rating.

## Syndie

## Insider

## NBC Syndie Unit, MGM Renew Pact

NBC Enterprises and MGM Studios have renewed their international distribution agreement for the next four years, the two said last week at NATPE in New Orleans. The deal gives MGM the right to handle all the international sales and distribution of NBC programs, such as prime time shows *Boomtown*, *American Dreams*, *Hidden Hills*, *Will & Grace* and *Crossing Jordan*; mid-season drama *Kingpin*; and daytime drama *Passions*.

## First Millionaire Syndie Winner Coming

Buena Vista Television's *Who Wants To Be a Millionaire* will find its first million-dollar winner during February sweeps and will host three theme weeks. Feb. 3-7 will be "College Week," which will feature students from such colleges as Harvard University, Pennsylvania State University and Tuskegee University. Feb. 17-21 will be "Twins Week," and, Feb. 24-28, the show will spotlight its hometown with "New York Week," featuring all-New York guests and audiences.

## Starz! Buys Films From UDT, Buena Vista

Starz Encore Group has licensed several films and series from Universal Domestic Television and Buena Vista Pay Television Sales to air on three of its channels: Westerns, Wam! and Starz! Cinema. The programs also will be available for viewing on subscription video-on-demand service Starz On Demand. From UDT, the network has purchased films *Cookie's Fortune*, *Secrets & Lies*, *Topsy Turvy* and *The Apostle* for its Starz! Cinema channel. Wam! will get *Young Hercules* and *Weird Science*. Westerns gets the rights to *Alias Smith and Jones*, a TV series from the early 1970s. From Buena Vista, Starz has picked up many classic films from the David O. Selznick library, including *Duel in the Sun* and *Intermezzo*. It also bought the rights to *Notorious*, *Rebecca*, *Spellbound* and *The Paradine Case*.

## Chronicle Signs Deal With Warner Bros.

Digital cable and satellite network Chronicle DTV last week signed a programming acquisition deal with Warner Bros. Domestic Cable Distribution, according to Rick Blume, the channel's president. The deal includes feature-length programming from Warner Bros., as well as content from AOL Time Warner-owned Turner Productions and CNN.

Judge  
Larry Joe Doherty

TEXAS  
JUSTICE

A NEW  
**ALL-TIME  
HIGH!**

**3.5**  
ONE YEAR  
ANNIVERSARY

**+30%**  
HH Rtg

**2.7**  
NATIONAL  
DEBUT  
WK OF 01/07/02

**20<sup>th</sup>**  
TELEVISION

THE NEW  
COURT  
LEADER

Source: NSS, Galaxy Explorer, w/o 1/6/03 vs. w/o 1/7/02 thru 12/30/02, w/o 1/6/03 vs. 1/7/02 % growth, GAA HH Rtg



NIELSEN | Jan. 13-19 | RATINGS

THE PRIME TIME RACE

Top 10 Basic Cable Shows

Jan. 13-19

Total Households (in millions)

PROGRAM	DATE	NET	HH
1. Mv: Monte Walsh	1/17	TNT	4.9
2. Trading Spaces	1/18	TLC	3.8
3. Mv: Monte Walsh	1/18	TNT	3.5
4. WWE 10 pm	1/13	TNN	3.4
5. NBA: Lakers/Rockets	1/17	ESPN	3.3
5. WWE 9 pm	1/13	TNN	3.3
7. Mv: Hunger Point	1/13	LIFE	3.0
8. Spongebob Square	1/18	NICK	2.9
8. Jimmy Neutron	1/18	NICK	2.9
10. Fairly Odd Parents	1/18	NICK	2.8

Adults 18-49

PROGRAM	DATE	NET	HH
1. Trading Spaces 8 pm	1/18	TLC	4.0
2. WWE 10 pm	1/13	TNN	2.9
3. NBA: Lakers/Rockets	1/17	ESPN	2.8
3. Real World XII	1/14	MTV	2.8
3. What Not to Wear	1/18	TLC	2.8
6. The Osbournes	1/14	MTV	2.6
6. WWE 9 pm	1/13	TNN	2.6
8. Trading Spaces 9 pm	1/18	TLC	2.5
9. Mv: Monte Walsh	1/17	TNT	2.3
10. The Shield	1/14	FX	2.2

SOURCE: Turner Entertainment Research, Nielsen Media Research

Broadcast Networks

Jan. 13-19

Total households (in millions)

	WEEK	STD
1. CBS	11.3	9.0
2. NBC	9.7	8.4
3. FOX	5.3	6.1
4. ABC	6.5	6.9
5. WB	2.8	2.9
6. UPN	2.2	2.5
7. PAX	0.9	0.9

Adults, 18-49 (in millions)

	WEEK	STD
1. FOX	4.7	4.8
2. CBS	7.3	5.2
3. NBC	7.0	5.9
4. ABC	4.5	4.9
5. WB	2.5	2.4
6. UPN	1.6	2.1
7. PAX	0.4	0.4

Top 10 Broadcast Shows

Total Households (in millions)

	WEEK	STD
1. AFC Championship Game	CBS	26.2
2. CSI	CBS	18.8
3. Friends	NBC	16.1
4. ER	NBC	15.0
5. Golden Globe Awards	NBC	14.3
6. AFC Chmpship Postgame	CBS	14.0
7. Law & Order	NBC	13.8
8. Without a Trace	CBS	12.5
9. Scrubs	NBC	12.3
10. The Bachelorette	ABC	11.7
10. Law & Order: SVU	NBC	11.6

Adults, 18-49 (in millions)

	WEEK	STD
1. AFC Championship Game	CBS	20.7
2. Friends	NBC	14.4
3. ER	NBC	13.4
4. CSI	CBS	12.7
5. Joe Millionaire	FOX	12.1
6. Scrubs	NBC	11.3
7. AFC Chmpship Postgame	CBS	11.1
8. The Bachelorette	ABC	11.0
9. Will & Grace	NBC	10.7
10. Golden Globe Awards	NBC	10.0

SOURCE: Nielsen Media Research

	abc	cbs	nbc	fox	pax	upn	wb
Week 17	8.2/12	8.4/13	8.2/12	8.3/12	0.7/1	2.2/3	2.5/4
8:00		25. King of Queens 7.9/12	22. Fear Factor 8.2/12	52. Boston Public 6.0/9	125. Dirty Rotten Cheater* 0.6/1	94. The Parkers 2.4/4	89. 7th Heaven 2.8/4
8:30		25. Yes, Dear 7.9/11				91. One on One 2.5/4	
9:00	20. 30th Annual American Music Awards 8.4/12	14. Ev Lvs Raymond 9.6/14	31. Third Watch 7.5/11	12. Joe Millionaire 10.6/15	125. Sue Thomas, F.B. Eye 0.6/1	101. Girlfriends 2.0/3	97. Everwood 2.2/3
9:30		27. Still Standing 7.8/11				105. Half & Half 1.7/2	
10:00		19. CSI: Miami 8.7/14	18. Crossing Jordan 8.9/14		116. Diagnosis Murder 1.0/2		
10:30							
TUESDAY	6.7/11	6.9/11	6.1/10	5.9/9	0.7/1	1.6/2	4.1/6
8:00	30. 8 Simple Rules 7.6/12	28. JAG 7.7/12	71. Just Shoot Me 4.4/7	63. That '70s Show 4.8/8	120. Weakest Link 0.8/1	103. Funky Flubs 1.8/3	79. Gilmore Girls 3.9/6
8:30	47. According/Jim 6.4/10		67. In-Laws 4.6/7	55. That '70s Show 5.8/9			
9:00	58. Life With Bonnie 5.3/8	44. The Guardian 6.5/10	23. Frasier 8.1/12	44. 24 6.5/10	127. Just Cause 0.5/1	109. Abby 1.4/2	71. Smallville 4.4/7
9:30	61. Less Than Perfect 5.1/8		50. Hidden Hills 6.2/9			108. Girlfriends 1.5/2	
10:00	24. NYPD Blue 8.0/13	39. Judging Amy 6.7/11	37. Dateline NBC 6.8/11		112. Diagnosis Murder 1.2/2		
10:30							
WEDNESDAY	8.1/13	7.5/12	9.8/15	4.8/7	0.9/1	1.6/2	2.5/4
8:00	39. My Wife & Kids 6.7/11	21. Star Search 8.3/13	35. Ed 7.0/11	76. Bernie Mac 4.1/7	120. Candid Camera 0.8/1	101. Enterprise 2.0/3	91. Dawson's Creek 2.5/4
8:30	43. George Lopez 6.6/10			71. Cedric the Entertainer 4.4/7			
9:00	10. The Bachelorette 10.9/16	39. 60 Minutes II 6.7/10	14. The West Wing 9.6/14	58. Man vs. Beast 5.3/8	120. Doc 0.8/1	112. The Twilight Zone 1.2/2	90. Angel 2.6/4
9:30							
10:00	39. Celebrity Mole Hawaii 6.7/11	31. 48 Hours Investigates 7.5/12	7. Law & Order 12.9/21		112. Diagnosis Murder 1.2/2		
10:30							
THURSDAY	4.8/7	11.5/18	12.3/19	4.9/7	1.0/2	3.4/5	1.9/3
8:00		14. Star Search 9.6/15	3. Friends 15.1/23	68. Joe Millionaire 4.5/7	124. It's a Miracle 0.7/1	85. WWE Smackdown! 3.4/5	105. High School Reunion 1.7/3
8:30	61. The Disco Ball 5.1/8		9. Scrubs 11.5/17				96. Surreal Life 2.3/3
9:00		2. CSI 17.6/26	12. Will & Grace 10.6/15	60. Joe Millionaire 5.2/8	115. Diagnosis Murder 1.1/2		103. Jamie Kennedy 1.8/3
9:30			17. Ed Mornig Miami 9.3/14				
10:00	75. Primetime 4.2/7	8. Without a Trace 11.7/19	4. ER 14.1/23				
10:30							
FRIDAY	5.0/8	5.2/9	8.6/14	3.9/7	0.9/1	1.4/2	2.5/4
8:00	54. America's Funniest Home Videos 5.9/10	66. Presidio Med 4.7/8	33. Mister Sterling 7.2/12	78. Fastlane 4.0/7	118. Friday Night Flx—Beyond the Prairie 0.9/1	109. UPN's Movie Friday—Species 1.4/2	98. What I Like About 2.1/4
8:30							98. Sabrina/Witch 2.1/4
9:00	83. Whose Line Is It 3.5/6	51. Hack 6.1/10	28. Dateline NBC 7.7/13	79. John Doe 3.9/6			83. Reba 3.5/6
9:30	88. Drew Carey 2.9/5						94. Greetings/Tucson 2.4/4
10:00	55. 20/20 5.8/10	63. Queens Supreme 4.8/8	10. Law & Order: Special Victims Unit 10.9/19		120. Diagnosis Murder 0.8/1		
10:30							
SATURDAY	6.0/10	6.2/11	6.1/11	3.3/6	0.5/1		
8:00		49. CSI 6.3/11	63. Law & Order 4.8/8	79. Cops 3.9/7	127. Diagnosis Murder 0.5/1		
8:30				74. Cops 4.3/8			
9:00	52. U.S. Figure Skating Championship 6.0/10	37. The District 6.8/12	47. Law & Order: Criminal Intent 6.4/11	91. Fox NFL Saturday Night 2.5/4	127. PAX Saturday Night Movie—MHC: All Around the Town 0.5/1		
9:30		57. The Agency 5.6/10	33. Law & Order: Special Victims Unit 7.2/13				
10:00							
10:30							
SUNDAY	4.0/6	22.9/35	11.7/18	4.2/6	0.9/1		2.2/3
7:00	68. Wonderful World of Disney—Sounder 4.5/7	1. AFC Championship—Tennessee Titans vs. Oakland Raiders 24.6/38	44. Golden Globes Arrival Special 6.5/10	68. The Simpsons 4.5/7	130. Dirty Rotten Cheater 0.4/1		107. Gilmore Girls 1.6/3
7:30							
8:00				76. Fox Movie Special—There's Something About Mary 4.1/6	116. Doc 1.0/1		87. Charmed 3.0/4
8:30			5. 80th Annual Golden Globe Awards 13.4/20		109. Sue Thomas, F.B. Eye 1.4/2		98. High School Reunion 2.1/3
9:00	86. Alias 3.3/5						
9:30							
10:00	82. The Practice 3.6/6	6. AFC Chmp Post 13.2/20			118. Just Cause 0.9/1		
10:30							
Averages							
Week	6.0/10	10.6/17	9.1/14	5.0/8	0.8/1	2.0/3	2.6/4
8-T-D	6.4/11	8.5/14	7.9/13	5.7/9	0.9/1	2.4/4	2.7/4

KEY: Each box in grid shows rank, program, total-household rating/share | Blue bar shows total-household rating/share for the day | Top 10 shows of the week are numbered in red | TV universe estimated at 106.7 million households; one ratings point is equal to 1,067,000 TV homes | Tan tint is winner of time slot | (NR)=Not Ranked; rating/share estimated | \*Premiere | Programs less than 15 minutes in length not shown | S-T-D = Season to date | SOURCES: Nielsen Media Research, CBS Research | Compiled By Kenneth Ray



## Priest/Station Chair Shoves Reporter

BY DAN TRIGOBFF

**A** South Bend, Ind., TV reporter was considering charges against the chairman of the board of the Notre Dame-owned station following an alleged shoving prior to a mass for a missing university student.

Police last week were investigating WNDU-TV Bonnie Druker's claim that university Executive Vice President Father Timothy Scully shoved her and WSBT-TV's Jennifer Kuk when he became angry



Bonnie Druker was unable to do a live shot after a priest accosted her for parking illegally.

over television vehicles parked illegally prior to the mass. Scully has apologized to both reporters.

Druker says that she was shocked when the priest confronted her and that she smelled alcohol on his breath when he shoved her. She said Scully asked her, "Do you know who I am?" Neither she nor Kuk, who had not contacted police by mid week, was able to do a live shot from the mass.

Druker said that the university-owned station had not pressured her to back off her report to police and that management was supportive. The station referred calls to university spokesman Matthew Storin, who noted that the priest, who lives on the same floor of the residence hall as the missing young man, has been upset over the disappearance of 18-year-old freshman Chad Sharon. ■

## MARKET | Parkersburg | FOCUS

### AT A GLANCE

#### The Market

DMA rank	188
Population	159,000
TV homes	64,000
Income per capita	\$15,980
TV revenue rank	197
TV revenue	\$5.8 million (2002)

#### Commercial TV Stations

RANK*CH.	AFFIL.	OWNER
1 WTAP-TV	15 NBC	Gray Television

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

#### Cable/DBS

Cable subscribers (HH)	51,200
Cable penetration	80%
ADS subscribers (HH)**	10,240
ADS penetration	16%
DBS carriage of local TV?	No

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

#### What's No. 1

Syndicated Show	RATING/SHARE***
Wheel of Fortune (WTAP-TV)	15/29
Network Show	
Friends (WTAP-TV)	21/32
Evening Newscast	
WTAP-TV	30/56
Late Newscast	
WTAP-TV	22/60

\*\*\*November 2002, total households

SOURCES: Nielsen Media Research, BIA Research

## Looking For a 'Great' 2003

**P**arkersburg, W.Va., is close enough to the larger cities, and TV markets, of Columbus, Cleveland and Cincinnati, Ohio, and Pittsburgh, Pa., for an easy drive but not so close that its one local over-the-air broadcaster has to worry about over-the-air signals' confusing local viewers.

"We're not easily reachable with programming from other markets," says General Manager Roger Sheppard. "Cable brings in other networks from Huntington, W.Va., and from Columbus, Ohio, but we get all the local advertisers to ourselves."

Sheppard, undoubtedly one of Parkersburg's biggest boosters, has spent most of his life in West Virginia, and in Parkersburg, and says, "I feel very blessed" as general manager. Early in his career, he was a reporter and anchor in Parkersburg, at WTAP-TV. "I think that, if most of us had our druthers, they'd work in the community that meant the most in their lives. I started out in TV here, and this is where I want to be."

The somewhat underperforming market had a significant, though not extraordinary drop of 11% from its record year 2000 to 2001. "I sometimes think our market's economy runs about six months behind the rest of television markets. We were hurting for the first nine months of this year. But the fourth quarter blew through the roof, and we're going to have a great year in 2003."

WTAP-TV carries the West Virginia lottery and benefits from the lottery as a major advertiser. The largest local advertiser is the furniture sector, with health care, particularly Camden-Clark Memorial Hospital, another strong source of local advertising. Because of changes in configuring the DMA, the market lost political advertising that might have come from the nearby Youngstown, Ohio, area.

Naturally, WTAP-TV dominates in local news, but it also won an award last year from the West Virginia Associated Press Broadcasters Association as the top small-market television newscast.—Dan Trigoboff



### WHAT THEY DO

**23** Fortune 500 companies do significant business in the Parkersburg, W.Va., area, including DuPont, GE, Goodyear and Union Carbide.

**3,000** residents of Parkersburg work in local tourism industry.

**100%** of all U.S. Savings Bonds bought or redeemed have passed through Parkersburg for processing.

SOURCE: BROADCASTING & CABLE

## CHICAGO DISCOVERS PYRAMID!

PYRAMID delivers its **BEST** weekly performance to date on WCIU at 7:30pm!

# PYRAMID

**3.1** Household rating!

**+19%** Over lead-in!

**+63%** Over year ago!

Source: NSI, WRAP Overnights, (1/13/03-1/17/03), lead-in = 1/2 hr, year ago = Jan '02

www.sonypicturestelevision.com



## TV BUYER

## Cable Takes to Product Tie-Ins

Sales execs, buyers agree: Placement must be subtle, well matched

BY ALLISON ROMANO

**O**n *Cram*, the Game Show Network's latest original game show, sleep-deprived contestants are ferried from an all-night study session to the set in the "Cram Car," and it's clear what kind of car it is: a Saturn Ion decked with the network's logo. Saturn, of course, is a major advertiser on the show.

Broadcast networks aren't the only ones trying to woo advertisers with product placements, integrating their products or logos into the content of a program. As broadcasters increasingly slip logos into reality shows and dramas, cable networks are following suit, particularly in game, reality and lifestyle shows.

"The goal is to integrate naturally," said Michael Sakin, Game Show's ad sales chief. "Games have always used products. Now we're just using them in a modern way."

On *Cram*, contestants—who stay awake all night preparing for the next day's competition—needed transportation, and Saturn's sponsorship was an easy fit. The Ion gets about 15 seconds of airtime per episode and is worked into some questions. Game Show has signed automaker Suzuki for original *Whammy: The All New Press Your Luck*.

Whatever the genre or niche, network sales execs and media buyers agree that product placements need to be subtle and well matched: Screaming advertisements could cause viewers to flee.

Increasingly, though, cable networks are weaving product tie-ins into media deals. "It's an enhancement, a reward for a media commitment, not in place of one," said Discovery Networks' new Ad Sales President Joe Abruzzese.

On TLC's *Trading Spaces*, redecorators use supplies from Lowe's home-improvement store. In ABC Family reality show *My Life as a Sitcom*, a family chows down on KFC. Court TV is exploring product placement for documentary *The Great Gardner Art Heist*, perhaps giving investigators a particular brand of computer or wireless phone as they hunt a \$300 million cache of stolen art.

Abruzzese, who engineered product placement on *Survivor* when he headed CBS's ad sales, warns that shows with poorly placed products "get overexposed and watered down and can become offensive to the viewers."

Instead, advised Starcom Entertainment's Kathryn Thomas, "the product needs to be necessary and organic to moving the storyline forward."

One of the most aggressive in using product placement is Fox Sports Net. Its *Best Damn Sports Show* features a bar area sponsored by Labatts (previously branded by Mike's



Fox Sports Net aggressively uses product placement, as with its *Best Damn Sports Show*.

Hard Lemonade); a back deck will bear the Home Depot name, and Lincoln Aviators will cart guests and hosts around. Even so, says Fox Sports Cable Executive Vice President of Ad Sales Guy Sousa, moderation is key: "We don't do it every day. Imagine how forced it would feel."

Broadcast networks can clearly offer larger audiences and more exposure. But cable has advantages, too. Most cable programmers and marketers wield a heavier hand in show production, making it easier to tie in products. Cable channels are free to strike deals without battling with news execs who fret over commercial conflicts. And niche networks offer more-pinpointed demographics.

In a tight and crowded advertising market, "cable networks need to be creative with types of deals," said Stacey Shepatin, vice president/director of national broadcast for Interpublic Group of Cos.' Boston-based Hill, Holliday, Connors, Cosmopolis.

Scripps Networks' HGTV and Food Network would seem a natural fit, but the company passes on product tie-ins. "We don't want to deteriorate the real value of those programs," said Executive Vice President of Ad Sales Steve Gigliotti.

On new diginets DIY and Fine Living, Scripps does allow advertisers to get products into vignettes between shows "to get a little closer to the content," said Gigliotti.

One deterrent for cable nets: Product placement may reduce shows' shelf life. On broadcast, much of the product placement is on reality shows, which don't have much of an afterlife in syndication. Cable channels rely more on repeating programs to fill out the schedule and amortize production costs. Products can become outdated or deter other advertisers from buying traditional ad time.

New technology is making product placement more evergreen. Physical products can be edited out to create a "virgin tape," as one network exec said, and companies like Princeton Video Imaging offer virtual product placement, in which images can be edited and swapped. ■



There's no question where this Saturn Ion is ferrying its passengers.

## EBB &amp; FLOW

## War and Other Reality Shows

Foreign powers aren't the only ones worried about war. Network gurus also ponder its impact.

"If there are a lot of preemptions of programming, it would affect us," says Andy Dolchin, SVP, network broadcast, Carat. "If we do go to war, some network advertisers might want to stay out of news or might want to wait and see the tone of the coverage."

## Big Four Share

47%

The Gulf War, recalls CBS EVP, Research & Planning, Dave Poltrack, "was over so fast, there weren't many preemptions. But, if we have a protracted war with heavy casualties, I think advertisers who want a positive environment would avoid newsmagazines."

Planning for the May upfront goes on, though.

Bob Flood, Optimedia EVP, director of national electronic media, notes that, despite reality television's successes, advertisers remain hesitant to buy more. "It's all about pricing and environment. *Joe Millionaire* is a very different environment from *Amazing Race* or *Survivor*."

Dolchin concurs: "Advertisers still prefer scripted programming."

NBC President, Research, Alan Wurtzel, while praising the positive re-launch of its *Meet the Folks* last week, says, "Reality programs will continue to play a role in our [upfront] schedule but will never replace NBC's core programming: scripted drama and comedy."

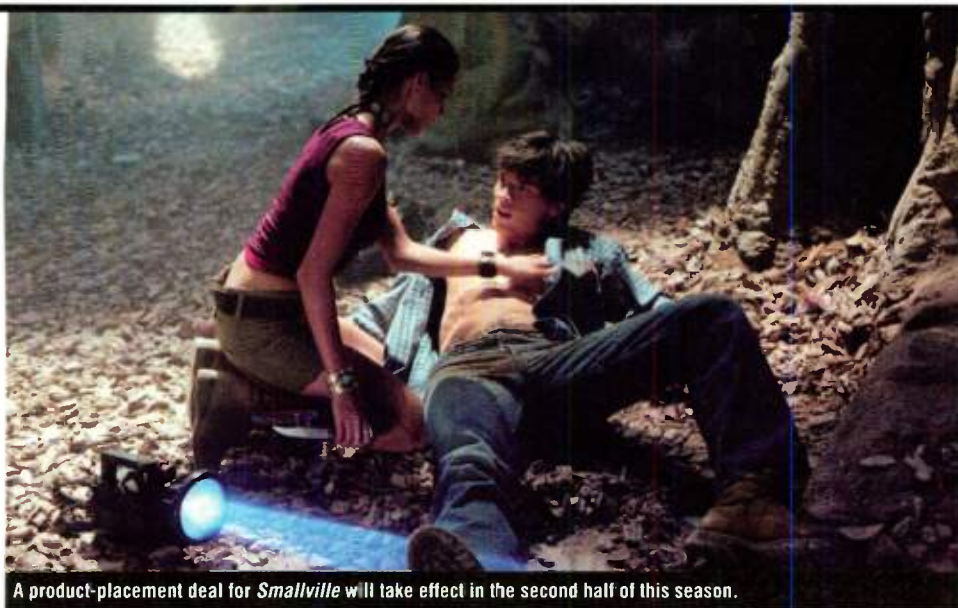
And, says Flood, "high sellout rates and a robust marketplace" have network television entering the upfront "thriving," despite ratings erosion. "Current share for the four networks remains the same, 47%," Poltrack explains, "despite a 3% ratings decline overall. And, while basic cable's combined ratings are up 2%, the top 10 cable-network numbers are actually down 5%."

—Jean Bergantini Grillo

## NEXT WEEK:

## Cable





A product-placement deal for *Smallville* will take effect in the second half of this season.

| natpe |

## The WB Tries Product Placement

Panelists: Distributors, advertisers will collaborate more

BY STEVE MCCLELLAN

**T**he WB's first product-placement deal, for the hit show *Smallville*, will take effect with episodes coming up in the second half of the current season. Bruce Rosenblum, executive vice president, television, for Warner Bros., disclosed the agreement during a panel session at NATPE Tuesday but declined to identify the advertiser or any other details by press time.

He described the deal as a "small experiment" that Warner Bros. is doing to test product-placement effectiveness. During the panel, Rosenblum said product-placement opportunities abound in reality shows like *American Idol* and *Survivor* but it's more of a challenge to integrate them "seamlessly" into a scripted comedy or drama in a way that doesn't distract or offend viewers.

Others on the panel agreed that, in the future, program distributors and advertisers will work much more collaboratively to market products in a viewing universe that is increasingly fragmented and where it's unclear how much attention viewers are paying to the traditional 30-second commercial.

Discovery Networks President Billy Campbell recalled meeting with a sponsor of *Trading Spaces*, the popular home-decorating show, who was a little miffed that one of the segments featured on-air participants using a com-

petitor's products. Campbell said the sponsor indicated to him that "that would never happen again" and he agreed that it would not and should not. "Advertisers will have a role on what goes on the air," he said. "You need to have client partnerships, or you won't be in business."

Bill Cella, chairman of Magna Global, the buying arm of the Interpublic Group of ad agencies, said his unit got into program production to create unique opportunities

WB can claim bragging rights to women 18-24 and so forth.

"There are many ways of looking at the audience," explained Jack Wakshlag, chief research officer, Turner Broadcasting System. Think of it more as putting a best face on things than as misrepresentation, he said. "We all focus on different demos that we target. It's not a household world anymore."

Indeed, Betsy Frank, executive vice president, research and planning, Viacom's MTV

**'Advertisers will have a role on what goes on the air. You need to have client partnerships, or you won't be in business.'**

**BILLY CAMPBELL**, Discovery Networks

that are basically tailor-made for specific clients. He cited made-for-TV movies that are produced by Magna Global Entertainment, are fully sponsored by Johnson & Johnson and air on the Turner networks.

At a separate panel on ratings research, moderator Cynthia Turner asked research executives whether everybody can really be No. 1 in a sweeps period or a season as it seems from the press releases that individual networks put out. The answer, they said, is yes, because, with all the data available today, it is easier to pinpoint strengths in specific age or income groups. So, while CBS might be No. 1 in households most nights, NBC can say the same about adults 18-49, and The

Networks, took the Cabletelevision Advertising Bureau to task for its seemingly endless stream of press releases touting claims that cable has surpassed broadcast in audience size. "They're pretty much meaningless," she said, also indicating that she feels the same way about Television Bureau of Advertising releases proclaiming the small number of cable networks that achieve a 1 rating or better during a sweeps. "You have to look at specific audiences" because that is what advertisers are buying.

Within those audiences, added Intermedia Advertising Group President Cheryl Idell, advertisers increasingly want more-detailed data about how engaged viewers are when they're watching TV. ■

## HOT SPOTS

### Campaigns

The Chicago-based **OPTIONS INDUSTRY COUNCIL** has started a new TV campaign to educate investors on "the use of equity options to enhance stock portfolios." Two spots produced by **CREATIVE ALLIANCE**, also Chicago, will be run.

The first, airing on CNBC, focuses on "What is an option?" and depicts an investor riding solo up an escalator while nearby down escalators are crowded, to illustrate that options can enhance an investment portfolio even when stock prices are falling. The second commercial, breaking in February, will explain "what is not an option."

### Accounts

**CAPITAL ONE**, whose estimated \$140 million-plus account went into review after **PUBLICIS GROUPE** decided to close incumbent **D'ARCY MA-SIUS BENTON & BOWLES**, has narrowed its list of contenders from 10 to five. Besides Publicis's **KAPLAN THALER GROUP**, New York, which is currently handling the account, the semifinalists are **GREY GLOBAL GROUP'S GREY WORLDWIDE**, New York; **INTERPUBLIC GROUP OF COS.' MCCANN-ERICKSON WORLDWIDE**, New York, and **MARTIN AGENCY**, Richmond, Va.; and **OMNICON GROUP'S ELEMENT 79 PARTNERS**, Chicago. DMB&B created Capital One's ongoing "What's in your wallet?" campaign in 1999.

**RAINBOW MEDIA HOLDINGS' AMC** network (formerly American Movie Classics) is conducting an agency search. There is no incumbent. AMC spokespersons declined comment.

**CHAMPION MORTGAGE CO.**, whose longtime ad theme is "Champion says yes," is expected to start looking soon for a new ad agency, **MARTIN AGENCY** having resigned the account. The Interpublic Group of Cos. agency, Champion's first agency of record, had handled the client since January 2001. The account is estimated at \$20 million.

**TOYOTA MOTOR SALES USA** has named **PUBLICIS GROUPE'S ZENITH MEDIA**, New York, to handle media for its upcoming youth-oriented model, the Scion. Scion is expected to debut in June in California, with a national launch set for 2004. Independent agency **ATTIK**, San Francisco, handles Scion's creative account. Billings are estimated at \$50 million-plus.

**FOOD NETWORK** has named **MARGEOTES FERTITTA + PARTNERS** in New York as its new agency. Food had recently narrowed the field of finalists to **GREY GLOBAL GROUP'S GWHIZ! ENTERTAINMENT**, the incumbent, as well as **CMG COMMUNICATIONS** and **ZICCARDI PARTNERS FRIERSON MEE**; all are New York-based shops. The account is estimated at \$5 million-plus. Earlier this month, Food's **SCRIPPS NETWORKS** stable mate **HGTV** tapped **DONER** as its agency.

### Sponsored Programming

In the latest twist of the reality genre, **NBC** and **INTERPUBLIC'S MAGNA GLOBAL USA** are developing *The Restaurant* as a six-hour, unscripted summer series. The concept: Follow a restaurant's staffers as they start an eatery in Manhattan and deal with their customers. Unlike on *Candid Camera*, however, participants will know upfront that they're in a TV show.

Magna and NBC will share the program's ad inventory and develop eatery-related product-placement opportunities, with **AMERICAN EXPRESS** the first known commitment. Magna recently put together the deal under which **JOHNSON & JOHNSON** has sponsorship and development roles on a package of TNT movie dramas, including *Door to Door* and *Miss Lettie & Me*.

### Research

**INTERPUBLIC GROUP OF COS.' INITIATIVE MEDIA** studies the increasing number of reality-genre television series on a case-by-case basis, to determine whether they're appropriate to its clientele. The media-buying unit points out that the TV networks' midseason prime time roster offers a batch of reality shows that fall into three major categories: the relationship show (like **FOX's Joe Millionaire**), the talent contest (**CBS's Star Search**) and the minor-celebrity vehicle (**ABC's I'm a Celebrity...Get Me Out of Here!**). "One advertiser's gem is another advertiser's stone," said SVP/Group Director **PETER BUTCHEN**, adding, "Can you imagine any leading advertiser running spots in a program where dead rats are tossed from mouth to bucket three years ago? Today, it's a regular occurrence on *Fear Factor*," a consistently sold-out NBC series. Said Initiative Media EVP **TIM SPENGLER**, "It is our responsibility to be vigilant in monitoring program content in this genre."



## BUSINESS

## Cable Cuts Hurt Suppliers

BY JOHN M. HIGGINS

**C**able operators sneeze, cable-equipment manufacturers catch the flu. That's no surprise. It's seen among all sorts of industry sectors of the economy.

Unlike in past down cycles, a recovery among operators may not revive Motorola, Scientific-Atlanta and other cable-hardware companies because MSOs plan sharp and permanent reductions in capital spending. That means less money for fiber, amplifiers, nodes, signal modulators and the like.

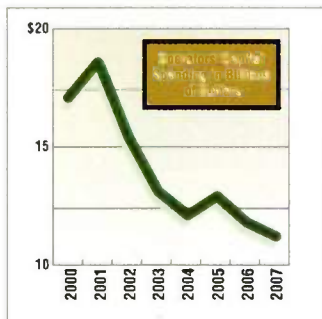
S-A Chairman James MacDonald expects a turnaround once the economy improves. "I don't think there's any question, when the economy got tired, that pressured the set-top volumes."

The rebound will also come, he added, as operators increasingly deploy products like video-on-

## Good News, Bad News

The completion of system rebuilds means that cable operators are cutting capital spending by billions of dollars per year. That's bad news for equipment manufacturers like S-A and Motorola, which probably won't see a spending rebound even if the economy rebounds.

SOURCE: Morgan Stanley analyst Richard Bilotti



demand, which generates tons of network traffic.

Operators' cutbacks were clearly visible in the recently announced results of equipment companies. Motorola's broadband communications division disclosed Tuesday that sales for the fourth quarter ended December dropped to \$489 million. That's off 16% from \$589 in 2001,

off 55% from the \$1.1 billion the cable division generated in 2000. Quarterly operating earnings have shrunk from \$279 million two years ago to just \$65 million.

S-A's sales of subscriber products for the quarter dropped 19% to \$229 million, down from \$422 million during the same period in 2000. Sales of transmission products—hardware deployed at a central headend and along the route of the cables—dropped 12% to \$104 million, from \$184 million two years ago.

It's not likely to get better soon. Certainly, some of the drop in sales can be blamed on financial troubles like those at Adelphia and Cablevision. But MSOs insist that they've completed rebuilds and won't have to invest as intensively again. They will be spending capital on hardware like digital set-tops and video servers, but the days of \$18 billion in annual capital expenditures seen in 2001 are gone.

Morgan Stanley media analyst Richard Bilotti estimates that cap ex fell to \$15.2 billion last year and will sink to an annual \$11 billion-\$12 billion after 2004. Comcast will be busy upgrading AT&T Broadband's systems, but that should be finished within two years. A rebound in international markets will help offset the U.S. slump but won't cure it.

Then there are pricing problems. Cable set-tops are becoming cheaper. Digital units priced at \$350 each two years ago sell for \$200-\$250. Motorola has a limited-capacity unit that's just \$170.

S-A has succeeded in pushing pricier units with personal video recorders or HDTV capability built in; Motorola is lagging.

New digital cable standards mean consumer-electronics manufacturers will build set-top functions into TVs and VCRs. ■



announces the closing of the following purchases by its affiliates:

CASA of Austin purchased

**KXLK-CA, Austin, Texas**

CASA of Corpus Christi purchased

**KXCC-CA, Corpus Christi, Texas**

From Nicolas Communications Corp. for

**\$1.15 Million**

and

CASA of Washington purchased

**KBKI-TV (Full Power) Channel 9 & K14JH**

Yakima-Pasco-Richland-Kennewick, Washington

From Northwest Broadcasting for

**\$3.0 Million**



## CHANGING HANDS

## Combos

**KBTC(AM) and KUNQ-FM**  
Houston, Mo.

**PRICE:** \$300,000

**BUYER:** Quorum Radio Partners (Todd Fowler, chairman/CEO); owns seven other stations, none in this market

**SELLER:** Metropolitan Radio Group Inc. (Mark Acker, president)

**FACILITIES:** KBTC(AM): 1250 kHz, 1 kW day 51 W night; KUNQ-FM: 99.3 MHz, 30 kW, ant. 604 ft.

**FORMAT:** KBTC(AM): Country/Blue Grass/Gospel; KUNQ-FM: Country/Blue Grass Gospel

**KPWB(AM) and KPWB-FM Piedmont, Mo.**

**PRICE:** \$100,000

**BUYER:** Dockins Communications Inc. (Fred M. Dockins Sr., president); owns two other stations, neither in this market

**SELLER:** Hunt Broadcasting Group Inc. (Steven Fuchs, owner)

**FACILITIES:** KPWB(AM): 1140 kHz, 1 kW day; KPWB-FM: 104.9 MHz, 4 kW ant. 856 ft.

**FORMAT:** KPWB(AM): Country; KPWB-FM: Country

**WCVA(AM) and WCUL-FM**  
Culpeper, Va.

**PRICE:** Swap (see item below)

**BUYER:** Piedmont Communications Inc. (John Schick, president); owns one other station, not in this market

**SELLER:** Joyner Radio Inc. (A. Thomas Joyner, president treasurer)

**FACILITIES:** WCVA(AM): 1490 kHz, 680 ft.; WCUL-FM: 103.1 MHz, 600 W, ant. 1,027 ft.

**FORMAT:** WCVA(AM): Nostalgia; WCUL-FM: Country

## FMs

**WKIE-FM Arlington Heights, WDEK-FM De Kalb and WKIF-FM Kankakee (Chicago), Ill.**

**PRICE:** \$22 million

**BUYER:** Spanish Broadcasting System (Raul Alarcon Jr., president); owns 24 other stations, including WLEY-FM Chicago.

**SELLER:** Big City Radio (Charles Fernandez, president CEO)

**FACILITIES:** WKIE-FM: 92.7 MHz, 2 kW, ant. 381 ft.; WDEK-FM: 92.5 MHz, 20 kW, ant. 489 ft.; WKIF-FM: 92.7 MHz, 3 kW, ant. 328 ft.

**FORMAT:** WKIE-FM: Spanish AC; WDEK-FM: Spanish AC; WKIF-FM: Spanish AC

**KCSX-FM Lee's Summit (Kansas City), Mo.**

**PRICE:** \$2.6 million

**BUYER:** First Broadcasting Co. LP (Gary M. Lawrence, president/vice chairman); owns four other stations, none in this market

**SELLER:** Best Broadcasting Inc. (Phillip A. Chirillo, president)

**FACILITIES:** 97.3 MHz, 55 kW, ant. 1,171 ft.

**FORMAT:** Country

**COMMENT:** Purchase price was based on the station's move from Mobley, Mo., to Lee's Summit, which allows the station to cover the Kansas City market

**KWSZ-FM Lompoc (Santa Maria-Lompoc), Calif.**

**PRICE:** \$1.05 million

**BUYER:** Mapleton Communications LLC (Michael Menerey, president); owns 22 other stations, none in this market

**SELLER:** Coast West Broadcasting Corp. (Brian E. Costello, president)

**FACILITIES:** 105.1 MHz, 420 W, ant. 1,217 ft.

**FORMAT:** Lite Rock

**WQYZ-FM Ocean Springs (Biloxi-Gulfport-Pascagoula), Miss.**

**PRICE:** \$1.29 million

**BUYER:** Star Broadcasting Inc. (Ronald E. Hale Jr., president); no other broadcast interests

**SELLER:** Golden Gulf Coast Broadcast (Lawrence Steelman, president)

**FACILITIES:** 92.5 MHz, 6 kW, ant. 322 ft.

**FORMAT:** '70s and '80s

**COMMENT:** Star Broadcasting will immediately transfer the station to Clear Channel as part of a swap deal for WTKE-FM Holt, Fla.

**KMGR-FM Delta, Utah**

**PRICE:** \$1.25 million

**BUYER:** 3 Points Media LLC





(Bruce Buzil, manager); owns five other stations, none in this market

**SELLER:** Canyon Media (Kent Frandsen, director)

**FACILITIES:** 95.7 MHz, 100 kW, ant. 7 ft.

**FORMAT:** Soft AC

#### KGZH-FM Nyssa, Ore.

**PRICE:** \$1 million

**BUYER:** Educational Media Foundation (Richard Jenkins, president); owns 58 other stations, none in this market

**SELLER:** First Western Inc. (G.W. Gilbert, president/director)

**FACILITIES:** 98.7 MHz, 100 kW, ant. 968 ft.

**FORMAT:** Country

#### KZHR-FM Dayton (Richland-Kennewick-Pasco), Wash.

**PRICE:** \$1 million

**BUYER:** Commonwealth Communications LLC (Dex Allen, president); owns 23 other stations, including KONA(AM) and -FM Richland-Kennewick-Pasco.

**SELLER:** Bridge Broadcasting Inc. (Ralph Broetje, president)

**FACILITIES:** 92.5 MHz, 54 kW, ant. 1,243 ft.

**FORMAT:** Spanish

#### WSOH-FM New Washington (Louisville), Ind.

**PRICE:** \$950,000

**BUYER:** Evangel Schools Inc. (Gregory A. Holt, vice president); owns one other station, WJIE-FM Louisville

**SELLER:** Lifetalk Broadcasting Association (Phil Follett, president)

**FACILITIES:** 88.3 MHz, 1 kW, ant. 272 ft.

**FORMAT:** Christian

#### WFBZ-FM Trempealeau, Wis.

**PRICE:** \$520,000

**BUYER:** S&S Broadcasting LLC (Michael W. Schmitz, member); no other broadcast interests

**SELLER:** Riverview Communications (Pat Delaney, president)

**FACILITIES:** 105.5 MHz, 2 kW, ant. 532 ft.

**FORMAT:** Alternative

#### KKOL-FM Hampton, Ark.

**PRICE:** \$250,000

**BUYER:** Noalmark Broadcasting Corp. (William C. Nolan Jr. president); owns 13 other stations, none in this market

**SELLER:** Equity Broadcasting Corp. (Gordon W. Heiges, vice president)

**FACILITIES:** 106.5 MHz, 18 kW,

ant. 302 ft.

**FORMAT:** Oldies

#### WMGO-FM Yazoo City (Jackson), Miss.

**PRICE:** \$207,500

**BUYER:** SSR Communications Inc. (Matthew K. Wesolowski, officer); no other broadcast interests

**SELLER:** WMGO Broadcasting Corp. (Jerry Louseau, president/CEO)

**FACILITIES:** 93.1 MHz, 4 kW, ant. 394 ft.

**FORMAT:** Oldies

#### WJMA-FM Orange (Fredericksburg), Va.

**PRICE:** Swap (see item above)

**BUYER:** Joyner Radio Inc. (A. Thomas Joyner, president treasurer); owns four other stations, none in this market

**SELLER:** Piedmont Communications Inc. (John Schick, president)

**FACILITIES:** 98.9 MHz, 3 kW, ant. 322 ft.

**FORMAT:** Country

**COMMENT:** At the request of Joyner Broadcasting, Piedmont has filed a petition to change WJMA-FM's city of license from Orange to Midlothian, Va., and upgrade the station from a Class A to a Class B1.

#### WTKE-FM Holt (Pensacola), Fla.

**PRICE:** Swap

**BUYER:** Star Broadcasting Inc. (Ronald E. Hale Jr., president); no other broadcast interests

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

**FACILITIES:** 98.1 MHz, 100 kW, ant. 482 ft.

**FORMAT:** Sports

**COMMENT:** Clear Channel is swapping WTKE-FM Holt, Fla., for Star Broadcasting's WQYZ-FM Ocean Springs. Star Broadcasting purchased WQYZ-FM and immediately spun the station to Clear Channel

#### AMs

##### KSDO(AM) San Diego

**PRICE:** \$10 million

**BUYER:** Hi-Favor Broadcasting LLC (Roland Hinz, president); owns three other stations, including KURS(AM) San Diego

**SELLER:** Chase Radio Partners (Tony Case, CEO)

**FACILITIES:** 1130 kHz, 10 kW

**FORMAT:** Talk

##### KCUV(AM) Englewood (Denver-Boulder), Colo.

## Station Sales Decline

	2001		2002	
	NUMBER	VALUE (MILLION)	NUMBER	VALUE (MILLION)
TELEVISION	113	\$4,945,435	92	\$2,493,142
RADIO	1,033	\$3,858,085	805	\$5,459,826

SOURCE: BIA Financial Networks

**PRICE:** \$3.32 million

**BUYER:** Newspaper Radio Corp. (Tim Brown, chairman/CEO); owns one other station,

**KNRC(AM) Denver-Boulder**

**SELLER:** Radio Unica (Joaquin Blaya, chairman)

**FACILITIES:** 1150 kHz, 10 kW day/1 kW night

**FORMAT:** Spanish/News/Talk

**WJOB(AM) Hammond, Ind. (Chicago)**

**PRICE:** \$3.25 million

**BUYER:** Starboard Broadcasting Inc. (Mark Follett, chairman/CEO); owns 12 other stations, including WWCA(AM) Chicago

**SELLER:** St. George Broadcasting (Robert J. Macinni, receiver)

**FACILITIES:** 1230 kHz, 1 kW

**FORMAT:** News/Talk/Sports

**BROKER:** Dick Kozacko, Kozacko Media Services, and Bob Maccini, Media Services Group

##### WEFF(AM) Highland Park (Chicago), Ill.

**PRICE:** \$1 million

**BUYER:** Polnet Communications Ltd. (Kent Gustafson, vice president); owns four other stations, including WKTA(AM) and

WNVR(AM) Chicago

**SELLER:** Leveton Communications Inc. (Howard Leveton, president)

**FACILITIES:** 1430 kHz, 1 kW day/29 W night

**FORMAT:** Ethnic

**BROKER:** Broadcasting Asset Management Corp.

##### WAAT(AM) Olyphant (Wilkes Barre-Scranton), Pa.

**PRICE:** \$170,000

**BUYER:** Holy Family Communications (James Wright, president); owns two other stations, none in this market

**SELLER:** Fennessy Broadcasting Stations Corp. (Kevin M. Fennessy, president)

**FACILITIES:** 750 kHz, 2 kW

**FORMAT:** Religion/Ethnic

##### WCMP(AM) Pine City, Minn.

**PRICE:** \$100,000

**BUYER:** Quest Broadcasting Inc. (Paul Estenson, owner); owns two other stations, neither in this market

**SELLER:** Alan Quarnstrom

**FACILITIES:** 1350 kHz, 1 kW day/52 W night

**FORMAT:** Easy

##### WMGR(AM) Bainbridge, Ga.

**PRICE:** \$90,000

**BUYER:** Decatur Broadcasting Inc. (Gordon Van Mol); no other broadcast interests

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

**FACILITIES:** 930 kHz, 5 kW day/500 W night

**FORMAT:** Oldies

##### WGLL(AM) Auburn (Ft. Wayne), Ind.

**TERMS:** Donation

**BUYER:** Raymond & Dorothy Moore Foundation (Raymond Moore, secretary); no other broadcast interests

**SELLER:** Kovas Communications (Frank Kovas, president/director)

**FACILITIES:** 1570 kHz, 500 W day/151 W night

**FORMAT:** Dark

##### WQYZ-FM Ocean Springs (Biloxi-Gulfport-Pascagoula), Miss.

**PRICE:** Swap

**BUYER:** Clear Channel Communications (John Hogan, CEO Radio); No. 1 group owns 1,210 other stations, none in this market

**SELLER:** Star Broadcasting Inc. (Ronald E. Hale Jr., president)

**FACILITIES:** 92.5 MHz, 6 kW, ant. 322 ft.

**FORMAT:** '70s and '80s

**COMMENT:** Star Broadcasting is swapping WQYZ-FM for WTKE-FM Holt, Fla., immediately after buying the station from Golden Gulf Coast Broadcasting

**INFORMATION PROVIDED BY:**  
BIA Financial Networks' Media Access Pro, Chantilly, Va., [www.bia.com](http://www.bia.com)

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## TECHNOLOGY

## ESPN Gets in the HD Game

Network gears up to build facility in its first major overhaul

By KEN KERSCHBAUMER

**T**alk about a first step. ESPN's new 120,000-square-foot digital facility is more than two years from completion, but, at the end of March, the network will broadcast the first of 100 events to be aired in HDTV this year. Then the network will turn its attention squarely to the new facility, with the goal of having an HD version of *Sportscenter* on the air by second quarter 2004 and the entire facility completed a year later.

For now, the burden of the future falls on ESPN's field operations and the truck companies that help with field ops.

"They're busier than a flock of seagulls on the first day of spring," says Chuck Pagano, ESPN senior vice president of technology, engineering and operations.

Rehearsals for the HD coverage will begin in March, he says, with the HD transponder being lit up early in that month and HD colorbars hitting the skies.

ESPN will handle HD events with one truck. "We'll produce in HDTV, bring it back in HD and do a downconversion for the normal channel, and then pipe out the rest as HD," says Pagano. Some events may be handled differently, especially larger productions.

Pagano says offering the HD content makes sense today, especially with blossoming TV-set sales and the falling prices of flat-screen televisions.



ESPN's digital facility will have three production-size control rooms, four edit-control rooms and three studios.

The impact of the launch scenario on ESPN's facilities in Bristol, Conn., isn't that large, according to Pagano, because most of the content will be an upconversion. "It's almost impossible to get an HD facility up and running in that time frame, so we're going to upconvert a majority of the ESPN signal for viewing in a different aspect ratio and better quality than 4:3 NTSC."

As for the digital facility itself, planning and equipment decisions are still being made and equipment contracts beginning to be finalized. It will feature three production-size control rooms, four edit-control rooms, and three studios measuring between 3,400 and 9,200 square feet. There will also be an ingest theater, where about 50 people will watch and tag with metadata the more than 200 hours of content brought in every day.

"It's not the technology that is the daunting part," Pagano says. "It's really the cultural, educational and philosophical paradigm shift that people will have in going to those tools."

His goal is to create a nonlinear, file-based facility with pipes big enough for delivering files, heightening the collaborative and creative processes.

"We'll be going to an enterprise-wide computer system for video production and distribution within our facilities," he says. "In the late spring or early summer, we'll begin a pilot system to get a better understanding of some of the variables that will impact workflow and people."

This will be the first major overhaul for ESPN's facilities. Pagano says that, until recently, the technology he wanted to use was not stable or robust enough to support the magnitude of ESPN's content. ■

Cutting  
Edge

## New Head for Chyron

Michael Wellesley-Wesley has been named president and CEO of Chyron, succeeding Roger Henderson, who will remain as director but is stepping aside to spend more time geographically closer to his family. The new role for Wellesley-Wesley is actually an old one: He was chairman and CEO of Chyron from 1995 to 1997. Henderson took the post in 1999, succeeding Ed Grebow, who left to join Sony.

## Charter Picks Terayon

Charter Communications is using Terayon's Network CherryPicker DM 6400 for its HDTV service. The unit delivers three HD programs on a single channel by doing real-time adjustments of a digital video program's bit rates to accommodate a given amount of bandwidth. The unit has the capability of handling as many as four HD programs within a single 256 QAM channel.

## Dielectric Gets Flash

Antenna manufacturer Dielectric has acquired Flash Technology from American Tower Corp. Flash Technology designs, assembles, monitors and services available-obstruction lighting systems. Dielectric believes the move will give it the ability to offer more-comprehensive systems and reduce costs of monitoring capabilities.

## DIGITAL TICKER

Newest Digital  
Stations

WBDC-DT	Washington, DC (WB)
WALB-DT	Albany, GA (NBC)
WWMB-DT	Myrtle Beach, SC (UPN)
WPDE-DT	Myrtle Beach (ABC)
KTAB-DT	Abilene, TX (CBS)
WHMB-DT	Indianapolis (Ind)
WXPX-DT	Tampa-St. Pete, FL (Pax)
WTTA-DT	Tampa-St. Pete, FL (WB)
WHME-DT	South Bend, IN (Rel)
KXLT-DT	Rochester, Minn. (Fox)
KDTX-DT	Dallas-Ft. Worth (TBN)
KPTH-DT	Sioux City, IA (Fox)
WABM-DT	Birmingham, AL (UPN)
WTO-DT	Homewood, AL (WB)
KSCC-DT	Hutchinson, KS (UPN)
KISU-DT	Idaho Falls, ID (PBS)

SOURCE: Decisionmark

## Sportvision Ignites Its Business

By KEN KERSCHBAUMER

**M**erging with Ignite, a company whose roots are in interactive and marketing, has given Sportvision a new way to grow its presence among broadcasters, advertisers and interactive media.

"We built up a good sports-marketing team," says Ignite founder Hank Adams, now CEO of Sportvision, "and, when Sportvision realized they need to move the needle on the marketing side, as opposed to just selling their enhancements to broadcasters, we were the fit."

Sportvision is best-known for its 1st and Ten technology, which overlays a yellow line where the first-down mark is on a football field. Traditionally, the company has relied on the broadcaster to foot the bill. Problem is, the technology is expensive, limiting growth opportunities and pricing it

self out of the reach of most broadcasters. One solution is to find a sponsor for the technology and create new marketing opportunities that tie in 30-second spots and other marketing devices. That's where Ignite's expertise comes in.

The key, says Tom Worcester, Sportvision executive vice president of sales and marketing, is to develop features that seamlessly fit into the telecast and make sense for a brand. "We need to convince the marketers that there is something in the telecast that is unique to their brand and can be extended to interactive or Web content."



Sportvision could offer branded information on NASCAR races.

One example is a deal being negotiated with NASCAR. A fast-food chain could sponsor the on-air pit clock and tie in with the restaurant's drive-through windows, timing the speed it takes to place and receive an order. Marketing can also be extended to take-out bags, tray liners or other items.

Sportvision is working with Equibase on a system that would apply its NASCAR technology to horseracing. Those at the track and watching on TV would have a better sense of

speeds being run, distance from the lead and other information currently unavailable. ■



## WASHINGTON



## CAPITAL WATCH

## Tauzin Prepares Broadband, Copyright Bills

While industry representatives work to find compromises on the issues of digital copyright and broadband deployment, House Energy and Commerce Committee Chairman Billy Tauzin (R-La.) is working on new drafts of bills on both.

Tauzin will be ready to introduce a new bill on digital copyrights as early as next month, with hearings to follow in March or April, he said after a speech at the NATPE convention in New Orleans last week. "In the end, the last bill I file and that we pass will be very simple. It will codify and enforce industry agreements."

Tauzin also plans a mid-February introduction for a new broadband-deployment bill. Last February, his broadband bill, co-authored with Rep. John Dingell (D-Mich.), won a vote in the House but found little support in the Senate. Tauzin said telecommunications companies are motivated to find some compromise because they are looking for a jumpstart in tough economic times. Tauzin also will watch what the FCC does while it works on several broadband-related proceedings.

Tauzin didn't predict success for an effort by independent producers to get the FCC to put a 75% cap on the networks' amount of self-owned programming.

## FDA Study Supports DTC Ads

According to the FDA's new direct-to-consumer-advertising impact survey, a study of 500 doctors concluded that drug ads "can and do help increase patient awareness about the availability of effective treatments for their health problems."

Arguably as important to advertisers was the survey's finding that 92% of patients had asked about an advertised prescription drug, with 86% identifying the brand and 59% requesting a prescription for that drug. The FDA has generally been supportive of DTC advertising, but the ads have come under fire in Congress as part of a broader reform movement that portrays them as a major contributor to the escalating cost of health care.

## BEALES WILL BE BACK



**C**har Beales, president and CEO of the Cable & Telecommunications Association for Marketing, has agreed to a new three-year contract extension (through 2005). Beales joined the association in February 1992 from Comsat Video Enterprises. Before that, she spent a decade guiding marketing and programming strategies for National Cable & Telecommunications Association.

## Broadcasters Split on EEO Rules

NAB keeps hands off; state groups fight paperwork

BY BILL MCCONNELL

**S**mall broadcast groups and single-station owners can't count on help from the major broadcast companies in their battle against the paperwork requirements of the FCC's new EEO recruiting rules.

The umbrella group of state broadcasters associations is expected to call on the FCC to reconsider its new rules next month after successfully challenging the previous version in court as an undue burden on stations. The National Association of Broadcasters eschewed the court fight last time around but did urge the FCC to examine a lengthy list of objections mirroring the state broadcast groups'. This time around, the NAB is leaving the fight entirely to the state associations. Two weeks ago, the NAB board said it will not challenge the FCC's new EEO rules and directed the organization's staff to use "all possible efforts" to help stations comply.

Ostensibly, the two organizations represent the same industry, but separate factions of the industry hold sway over each. National holdings allow groups like Clear Channel, Hearst-Argyle, Cox, Tribune and Post-Newsweek to concentrate their power to direct much of the NAB's actions. Their influence is more diluted among state associations, though, and the smaller owners have more say in the state groups' umbrella association.

Small station groups oppose new recruiting rules—set to go into effect March 10—that require stations to document their recruiting out-

reach efforts in the public files they have to maintain at their main studios. Stations must "widely disseminate" vacancy notices and participate in several recruiting options, including job fairs, scholarships and internships. All sources of referrals, dates and publications of ad listings and job vacancies must be recorded.

The group of state broadcasters associations has been fighting for a simpler rule that would allow Internet job postings to suffice. "The commission's refusal unnecessarily forces broadcasters to rely more heavily upon less efficient and less effective dissemination methodologies and,

as a consequence, to unnecessarily increase their recordkeeping and reporting burdens," the group said in comments to the FCC two weeks ago.

"It's not cheap," said Phil Roberts, executive director of

the New Jersey Broadcasters Association. To help Garden State stations comply, he has set up a job-posting Web site and issues a joint job-vacancy announcement for non-profits that ask to be contacted. The association also hosts four job fairs annually and offers scholarships for broadcasting students attending in-state colleges.

The package costs his group roughly \$100,000 a year, and not all stations can count on their state association to foot the bill, he said. Large station groups, however, can set up similar programs and spread the cost across hundreds of stations.

One large-group lobbyist agreed that the rules are not such a burden for the bigger companies and said the NAB "was wise to let go" of the fight. ■

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oppose new outreach  
requirements.

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# TV BUYER

## Special Focus

*TV BUYER is a special weekly section within Broadcasting & Cable, written specifically for the Media Buyers and Planners who control the majority of television advertising dollars. Television Media Buyers and Planners, as well as executives of major advertising brands, consider Broadcasting & Cable a leading source of information for the business of television.*

### ■ Syndicated Television The Business of Buying Syndicated Television

On February 24, *TV Buyer* will examine the business of buying syndicated television programming. What is the strategy behind buying this unique category of programming and who are the major players and advertisers that support syndicated product? Our special focus on syndication is scheduled to coincide with the first annual SNTA conference in New York.

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

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

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

**BONUS DISTRIBUTION AT**  
SNTA: Feb 25-26

### ■ Top TV Buyers TV's Leading Media Buyers and Planners

This in-depth profile singles out the major players, both the agencies and companies, with the biggest buying clout in the television buying world. On March 3, we'll provide an exclusive over-view and in-depth coverage of where these majors are heading and what they're buying.

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

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

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

**BONUS DISTRIBUTION AT**  
AAAA Media Conference: March 5 - 7

### ■ Women's Programming A Demographic Focus for Media Buyers and Planners

On March 10, *TV Buyer* examines this much sought after female demo across broadcast & cable programming. Which networks or programs are effectively delivering this all-important audience, along with the type of content that delivers it for them?

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

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

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

### ■ Hispanic Television A Demographic Focus for Media Buyers and Planners

On March 17, *TV Buyer* examines the buying power of this influential, growing audience, across both broadcast and cable audiences, focusing on product categories, ratings and content.

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

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

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



## PEOPLE

## THE FIFTH ESTATE

## Wimmer Fights for Greater Press Freedom

Covington &amp; Burling chief has 'a problem with authority'

**D**efending press freedom from autocrats is more than a job for Covington & Burling attorney Kurt Wimmer. It's a family tradition.

As he was growing up in Wichita, Kan., his mother lit his imagination with the tale of his grandfather, a printer in World War II Luxembourg whose business was shut down by occupying German troops angered by his anti-Nazi circulars. And Wimmer's uncle was sent to prison camp for a year "because he wouldn't keep quiet." Fortunately, both men survived their run-ins with the Gestapo, but the realization that millions didn't survive taught Wimmer the importance of press freedom as a vital check on government power.

"I come from a long line of people who have a problem with authority," Wimmer jokes in a telephone interview from his firm's London office, where he is managing partner.

A journalist in college, Wimmer left reporting to take up law and planned to practice libel law in his hometown.

While supplementing his law degree with a master's in media studies from Syracuse University, he circulated a paper to Washington telecommunications attorneys for comment. Encouragement from civil-rights attorney David Honig persuaded him to consider a Washington firm, so Wimmer joined Sidley & Austin out of law school, then moved to a Dallas firm to represent Belo Corp. before returning to D.C. as a Covington & Burling associate in 1991.

Defending journalists in authoritarian countries and advising pro-free-speech politicians in the former Eastern Bloc and other countries have been the major aims of Wimmer's office. Some of the most critical assignments, defending individual journalists imprisoned or resisting government clampdowns, are for free. Wimmer says he tries to keep 10% of the office's work pro bono.

Covington & Burling began to develop its overseas press-freedom practice after the American Bar Association asked it to help Romania

craft a public-broadcasting law. That work led to an assignment helping members of parliament strengthen press freedoms in Bulgaria.

In nearly every country of the former Soviet Bloc, even those making strides toward democracy, leaders have been hesitant to permit criticism of government and access to official information that Western countries consider a critical component of democracy.

Defending press freedom in countries with no heritage of free-speech rights has been a "fantastic experience" that required Wimmer to articulate his dedication to the First Amendment, he says. "It's easy for us in the U.S. to tell Congress or the FCC they can't impose some restriction because of the First Amendment. When you're in country with nothing like the First Amendment, you are forced to think about and explain how free speech benefits society and how openness is necessary if your country is going to be a place to do business."

After 10 years in the field, how does he see the state of press freedom overseas? Progress has been "great," Wimmer says, but it's still a relative measure. Most of Eastern Europe has "workable but not terrific" mass-media laws on the books. There's still too much power for government to step in and shut down journalists, but, at the least, acknowledgement of free speech has been put on the books in more countries.

The nexus of Covington & Burling's press-freedom and intellectual-property work has developed into a third area for the London office: global Internet policy.

Another related problem is the international oversight of Internet libel law. International bodies such as the European Union appear inclined to recognize the libel

laws of the home country of individuals suing Web journalists for slander. "Internet law is going so badly," Wimmer says, "the only real hope is for some kind of international agreement." —Bill McConnell

## Kurt A. Wimmer

Managing Partner,  
Covington & BurlingB. March 21, 1959,  
Wichita, Kan.

## EDUCATION

Bachelor of Journalism,  
University of Missouri, 1982;  
MA, communications, JD,  
Syracuse University, 1985

## EMPLOYMENT

Copy editor, *Wichita Eagle-Beacon*, winter 1980 and summer 1981; clerk, Chief Judge Jerry Buchmeyer, U.S. District Court for the Northern District of Texas, Dallas, 1985-86; associate, Sidley & Austin, Washington, 1986-88; associate, Locke Liddell Sapp, Dallas, 1988-91; associate, Covington & Burling, Washington, 1991-95; partner, 1995-2000; current position since 2000

## PERSONAL

M. Stephanie, Aug. 4, 1984;  
children: Max (15); Nick (10),  
Grace (6)

## FATES &amp; FORTUNES

## Broadcast TV

**BILL SCHNEIDER**, VP/director, sales, WAGA(TV) and Fox Sports Net South, Atlanta, named VP/GM, KDVR(TV) Denver.

**ROBERT SIMONE**, VP/GM, KDVR(TV) Denver, joins WTXF-TV Philadelphia in the same capacity.

At Blair Television: **MICHAEL O'BRIEN**, VP/regional sales manager, Philadelphia, named senior VP/regional sales manager; **CRAIG HICKOX**, group sales manager, Los Angeles, named VP/group sales manager; **ROY HOWIE**, group sales manager, New York, named VP/group sales manager; **RICHARD QUIGLEY**, sales manager, St. Louis, named VP/sales manager; **RICK ROLLINS**, group sales manager, Chicago, named VP/group sales manager; **TERRI TRAVIS**, group sales manager, Chicago, named VP/group sales manager; **SABRINA ZAMBARDINO**, group sales manager, Dallas, named VP/group sales manager.

At Mission Broadcasting: **JOHN DITTMER**, GM, WYOU(TV) Scranton, Penn., adds executive VP/COO, Mission Broadcasting; **DAVID JONES**, business manager, WYOU-TV, promoted to corporate controller, Mission Broadcasting; **STEVE GENETT**, national sales manager, WYOU-TV, adds general sales manager to his duties.

**LILA HAMPTON**, traffic manager, KTVL(TV) Medford, Ore., named national sales manager.

## Cable TV

**DARREN BELICK**, managing director, Raritan Valley system, Cablevision, New Jersey, joins Comcast Cable, as area VP, central New Jersey systems.

## Programming

**PETER KERAMIDAS**, senior VP, programming and new media content for Showtime, New York, appointed executive VP, programming.

**SALAAM COLEMAN SMITH**, VP, programming and acquisitions, Nickelodeon and Nick at Nite, Los Angeles, named VP, programming, E! Networks, Los Angeles.

**SUSAN SHEPPARD**, director, legal and business affairs, A&E Television Networks, New York, joins Lifetime Entertainment Services, New York, as VP, business and legal affairs.

**JOANNA KLEIN**, director, series television, Lions Gate Entertainment, Los Angeles, promoted to VP.

**DOROTHY SOURLIS**, director, event marketing and sales, ESPN ABC Sports Sales, New York, promoted to VP.

**LUCA BENTIVOGLIO**, founder/producer, Luca Bentivoglio Productions, Los Angeles, named executive director,

**BILL SCHNEIDER**  
KDVR-TV Denver**PETER KERAMIDAS**  
Showtime, New York

Latino Public Broadcast, Los Angeles.

**YONI COHEN**, independent consultant, London, joins Twentieth Century Fox Television Distribution, London, as VP, sales, Europe.

**JOHN MCMAHON**, executive VP/managing director, Sony Pictures Television International, London, named senior executive VP/managing director.

**STAN WEIL**, former executive VP, advertising sales, Turner Broadcasting, Atlanta, joins The Partnership for a Drug-Free America, New York, as executive VP/director, strategic marketing partnerships.

## Journalism

**MARC WEINER**, news director, WLFL(TV) Raleigh, N.C., joins KVVU-TV Las Vegas in the same capacity.

At WLVI-TV Boston: **PAMELA JOHNSTON**, assistant news director, promoted to news director; **CHRIS ROACH**, special projects producer, promoted to assistant news director.

## Media

**L. FREDERICK SUTHERLAND**, executive VP/CFO, Aramark Corp., Philadelphia, elected to the board of directors of WHYY Inc., Philadelphia.

**CHUCK CORDRAY**, VP, circulation business development, consumer magazine and media group, Primedia Inc., New York, named VP, consumer marketing, TV Guide Publishing Group, New York.



# CLASSIFIEDS

## TELEVISION

### Sales Careers

**VICE PRESIDENT/DIRECTOR OF SALES**  
KMSP/WFTC TV Sales dept has an immediate opening for a strategic, goal oriented, competitive sales exec to spearhead full scope of sales initiatives and pgms, including traffic and research dpts for the FOX duopoly in Minneapolis. Duties include overseeing entire sales operations for KMSP, WFTC, and Fox Sports Net North. Responsibilities include developing and executing competitive and effective sales strategies encompassing inventory mgmt and rate/pricing positioning to ensure optimal revenue potential and market share opportunities. Individual will direct sales, traffic, and research management staff. Comprehensive and demonstrated knowledge of sports sales/marketing, local and national television sales, market variable analysis and interpretation, and staff/team integration and facilitation required. Strong organizational skills and working knowledge of computer software applications essential. Experience w/ Encoda Traffic system a plus. Must be a highly effective verbal and written communicator, 5-7 yrs in major market and supervisory experience required. Undergraduate or comparable work experience. Overtime and flexible hours required. Please submit cover letter and resume to KMSP/WFTC TV; Attn: Human Resources; 11358 Viking Drive, Eden Prairie, MN 55344. EOE/M/F/D/V

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#### LOCAL SALES MANAGER

Market Leader seeks dynamic, LSM who can motivate, train, and lead experienced SALES TEAM in meeting station goals. This position requires hands-on leadership skills and an understanding that new business development is key to future success. WSAZ-TV, POB 2115, Huntington WV 25721; 304-690-3003; Resume to matt.jaquint@wsaz.com

#### NATIONAL SALES MANAGER

WCTV6, CBS, Tallahassee, seeks an experienced television sales professional to grow revenue for one of the nation's top rated affiliates operated by Gray Television, Inc. College degree. Prior station sales management or major national rep firm experience. Pre-hire drug screening. Equal opportunity employer. Cover letter and resume to National Sales Manager, WCTV6, P.O. Box 3048, Tallahassee, Florida 32315.

### Sales Careers

**GENERAL SALES MANAGER**  
ABC7, the number one station in Los Angeles, is seeking an experienced and dynamic General Sales Manager with a proven track record of sales success in both new and existing business. Qualified applicants must be able to demonstrate excellent sales management techniques, strong organizational skills, and be a whiz at inventory management. Prior experience as a national, local or general sales manager required. Please send resume to: ABC7 Los Angeles, attn: Human Resources, Dept. GSM/BC, 500 Circle Seven Drive, Glendale, CA 91201. Equal Opportunity Employer.

### Various Careers

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### Creative Careers

#### WRITER/PRODUCER

Work with most aggressive and talented Creative Services staff in Oklahoma City. We're "Live. Local. Latebreaking." We want creative person that can effectively execute our brand! KOCO 5, Hearst-Argyle ABC affiliate, needs highly motivated writer/producer with 3-5 years of experience to take station to new heights as Assistant Promotion Manager. Hands-on supervision of daily news promotion, integral part of accomplishing marketing strategy. Additional responsibilities include writing, producing station image advertising, planning outside media campaigns, community projects. Experience includes effective graphic design and familiarity with AVID non-linear editing systems. College degree preferred. Send resume, tape, cover letter including references to Matt Laws, Creative Services Director, KOCO 5, 1300 East Britton Road, Oklahoma City, OK 73131. EOE.

### Technical Careers

**DIRECTOR/TECHNICAL DIRECTOR**  
KSAT-TV 12, a Post-Newsweek Station the number one news leader in San Antonio, TX seeks an enthusiastic, energetic, progressive thinking, team playing & creative director/technical director. Our newscasts are fast-paced & loaded with effects, so you must be able to think & react quickly. If you believe you have what it takes, rush your resume & tape (with PL track) to Helen Pena, Supv. Dir., KSAT-TV, 1408 N. St. Mary's, San Antonio, TX, 78215. PLEASE NO PHONE CALLS. Any job offer contingent upon results of pre-employment physical, including drug screen and reference & education verification. EOE/M-F/DV/ADA

#### VP ENGINEERING

Immediate and challenging oppty. for exp. strategic manager to direct all engineering and technical operations for FOX, O&O television duopoly in Washington, DC. Responsibilities include spearheading and overseeing all technical projects, facilities management, technical staff supervision, labor management, technical assistance/support to News and Creative Service depts. and technical equipment contract negotiations, and department budget preparation. Knowledge of digital transmission technologies, satellite transmission systems, non-linear editing systems and technologies; knowledge of news operations, and track record for providing news support. Ability to effectively interact w/ all staff levels. Strong written, verbal interpersonal communication skills. Experience administering and interpreting collective bargaining agreements. Ten years progressive exp. in television broadcasting five of which are technical management and supervision in major market. Bachelors degree in relevant technical field. For consideration, please forward resume and letter of interest to: Mary Talley, Regional VP/Human Resources, FOX 5/WTTG - 5151 Wisconsin Avenue, NW, Washington, D.C. 20016; Fax number (202) 895-3286; wttg-hr@foxtv.com EOE/M/F/D/V.

### Management Careers

#### GENERAL MANAGER

Media General Broadcast Group - WSAV-TV, a NBC affiliate serving the Savannah, GA market, is seeking a dynamic and progressive individual to lead the station into the digital age. The qualified candidate will have substantial station management experience and a proven track record, which demonstrates research-based strategic thinking, a proactive style and an aggressive bottom-line delivery. Send resume to Media General Broadcast Group, Human Resources Department, 111 N 4th Street, Richmond, VA 23219; Fax (804) 775-4603 or email to hr@mgbg.com. Pre-employment drug screen. EOE: F/M/D/V

### Caption Services

Digital Captioning  
and Subtitling  
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### News Careers

#### NEWS DIRECTOR

WSAW, the CBS affiliate serving North Central Wisconsin, is looking for someone to head our award-winning News Department. This person must be passionate about News and have the desire to be #1. Minimum 5 years of broadcast journalism experience with previous reporting, producing, or news management background required. Send resume and news philosophy to Human Resources, WSAW-TV, 1114 Grand Avenue, Wausau, WI 54403 E.O.E.

#### GENERAL ASSIGNMENT REPORTER

KFSN-TV, the ABC owned station in Fresno, CA, is seeking an aggressive and resourceful General Assignment Reporter. Must be an experienced live reporter with a proven ability to enterprise and break stories. No phone calls. Send resume to: KFSN-TV, Human Resources, Dept. EM 03-08, 1777 G Street, Fresno, CA 93706. ABC, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

#### NEWS DIRECTOR

KHBS/KHOG TV, a Hearst-Argyle television station located in Ft. Smith/Fayetteville, Arkansas, is seeking an accomplished news professional to lead our news operation. Interested professional should have 3-5 years experience as Executive Producer, Managing Editor, Assistant News Director or News Director position, big market producing experience is a plus. We need a proven leader with good coaching, teaching and mentoring skills. Interested parties need to be able to handle the day to day duties of running the operation, oversee an operating budget as well as strategically plan the future of our news product. Please send a resume with references and a non-returnable tape to Marilyn Taylor, Executive Assistant, KHBS/KHOG, 2415 North Albert Pike, Ft. Smith, AR 72904. EOE

#### METEOROLOGIST

Enjoy the sun, surf and sand! (Also, hurricanes, nor'easters and a little bit of the white stuff.) WBOC is looking for an experienced meteorologist who knows east coast weather, and can present it clearly to our audience. Computer experience is a must, as is the ability to work with a well-established team. Send tape, resume and cover letter to: "Weather Job" c/o WBOC-TV, P.O. Box 2057, Salisbury, MD 21802 No calls, please. "Equal Opportunity Employer"

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## TELEVISION

## News Careers

## EXECUTIVE PRODUCER

Our Long Island News operation has a highly visible position available for a professional News Manager to supervise producers and reporters and production of morning & daytime newscasts. Minimum of 5 years experience in television a must. Management background preferred. Dedication to journalistic standards of accuracy required. We offer an excellent comprehensive benefits package. For consideration, e-mail resume to Kferrari1@cablevision.com (please include Ref #0124BC9089KMF in subject line of e-mail) or mail resume to: Rainbow Staffing, 1 Media Crossways, Woodbury, NY 11797. Equal Opportunity Employer.

## VICE PRESIDENT/NEWS DIRECTOR

KMSP/WFTC TV is seeking strategic leader with solid and proven news judgment to join senior mgmt team at FOX duopoly in Minneapolis. Must develop and execute vision for multiple newscasts on two stations through a team of experienced professional journalists. Must have strong creative, interpersonal, communication, and organizational skills. 5-7 yrs of progressive news mgmt exp in major markets necessary. Previous News Director exp required. Please send cover ltr and resume to KMSP/WFTC TV; Attn: Human Resources; 11358 Viking Drive, Eden Prairie, MN 55344. EOE/M/F/D/V

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## Promotion Careers

## TELEVISION PROMOTION DIRECTOR

Medium market network affiliate in Northeast is looking for someone who can do it all and wants a chance to prove it. News promotion is the priority. The individual is supported by a six-person creative services department and will be responsible for production of on-air promotion and local PSA's. Additional responsibilities will include scheduling of promotion both on-air and in outside media. The station has state-of-the-art equipment including a top-of-the-line digital editing suite and a non-linear editing system. Resumes sent to: K. Knox, WHEC-TV, Job #01-03, 191 East Avenue, Rochester, NY 14604. EOE

## PROMOTION PRODUCER

So just how creative are you? Our last promo ace got snatched up by a big market. Now it's your turn to showcase your talents at a great station. Seeking a writer/producer/Avid Editor to join our winning team. Show us your stuff on VHS, beta or DVC pro. Please send your resume and tape to: KSEE TV, 5035 E. McKinley Avenue, Fresno CA 93727, Attn: HR Dept. No phone calls. EOE

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## EXPERIENCED LIGHTING DIRECTOR

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## RADIO

## Producer Careers



Radio Producer wanted for award winning national programs that focus on financial and consumer issues from a Biblical perspective.

Proven track record of reporting, producing, and writing world class, relevant and entertaining features. We're changing lives not just balancing checkbooks.

Tape and resume to:  
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Crown Financial Ministries  
601 Broad St SE, Gainesville, GA 30501

## Financial Careers

## FINANCIAL EXECUTIVE

Mapleton Communications is looking for an experienced financial executive who understands all aspects of the radio business, corporate reporting, accounting and forecasting requirements and also has thorough knowledge of the controls required for the daily activity at the station group level. A CPA or MBA degree is preferred. If assuming a key leadership role for an aggressive privately-held newcomer to the radio industry appeals to you, Mapleton would like you to e-mail or fax your resume to: Michael Menerey, President, [mmenerey@mapletoninvestments.com](mailto:mmenerey@mapletoninvestments.com) fax (310) 208-3185 Mapleton Communications is an Equal Opportunity Employer.

## Situation Wanted

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All other stations go to [www.ccrcollect.com](http://www.ccrcollect.com)  
Or Call/Write:

CCR - George Stella  
1025 Old Country Rd., Ste. 403S  
Westbury, NY 11590  
Telephone: 516-997-2000 or  
212-766-0851  
Fax: 516-997-2071  
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**This Week**

Jan. 26-29

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

Jan. 30-Feb. 2

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

Jan. 31

**New York Festival** 2002 International TV & Cinema Advertising Awards and AME International Awards. Marriott Marquis, New York. Contact: 212-643-4800.

**February**

Feb. 2-4

**Women In Cable & Telecommunications** Chapter Leadership Conference. Georgian Terrace, Atlanta. Contact: Linda Magad, 312-634-4233.

Feb. 4-5

**Arizona Cable Telecommunications Association** Annual Meeting. Airport Marriott Hotel, Phoenix. Contact: Susan Bitter Smith, 602-955-4122.

Feb. 6-7

**National Association of Broadcasters** Radio Group Executive Fly-

In. Washington. Contact: Dennis Wharton, 202-429-5350.

Feb. 6-8

**Hollywood Post Alliance** 8th Annual Technology Retreat. Palm Springs Marquis, Palm Springs, Calif. Contact: Eileen Kramer (626) 799-1733.

Feb. 7-11

**National Religious Broadcasters** Annual Convention. Opryland Hotel,

Nashville, Tenn. Contact: 703-330-7000.

Feb. 8

**Women In Film and Video** Washington, D.C. 7th Annual WIFV Job Fair. Atlantic Video, Washington, D.C. Contact: 202-429-WIFV.

Feb. 10-12

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

Feb. 11

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

Feb. 12

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

**MAJOR MEETINGS**

Jan. 30-Feb. 2

**Radio Advertising Bureau 2003** Annual Conference. Hyatt Regency, New Orleans. Contact: Dana Honor, 800-722-7355.

Feb. 11

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

Feb. 25-26

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

April 5-10

**National Association of Broadcasters 2003.** Las Vegas Hilton, Las Vegas. Contact: Mona Gabbin, 202-775-2521.

April 7-9

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

April 15

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

June 8-11

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

**B&C SMART REPORT**

**TV BUYER Cable Advertising**

Even though their audiences continue to grow, cable networks are having a hard time closing the revenue gap with their broadcast counterparts. On Jan. 13, TV Buyer takes a look at how cable will try again to get a bigger cut in this spring's upfront ad market.

It's a must-read for all leading media buyers responsible for TV dollars and a must-show for all smart television executives.

**Issue Date:**  
**February 10, 2003**  
.....

**Space Close:**  
**Wednesday, Jan. 29, 2003**  
.....

**Materials Close:**  
**Monday, Feb 3, 2003**  
.....

**BROADCASTING & CABLE**

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Classified Advertising: Yuki Atsumi: 646-746-6949  
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# Most Major Syndicators Report NATPE Sales

Continued from page 10

Tuesday. That adds to the show's mostly daytime clearances on stations in the Viacom, Gannett, Belo, Clear Channel, Pegasus, and Media General groups.

Sony also has had some success clearing its off-net strip *Ripley's Believe It or Not*, which currently runs on TBS Superstation. The show is cleared in 65% of the country.

Sony game show *Pyramid* has been renewed for a second season, a spokeswoman confirmed.

## VERY BRADY BUENA VISTA

Buena Vista Television gained some clearances for *The Wayne Brady Show*, selling it on KARE-TV Minneapolis and WPXI(TV) Pittsburgh for fall 2003. *Wayne Brady* was rolled out slowly this year and is being sold for a national launch in the fall.

The talk/variety show has been renewed for a second season on Raycom's WOIO-TV Cleveland. It was already renewed on the ABC owned-and-operated stations for season two. BVT game show *Who Wants To Be a Millionaire* has been renewed for another season in 60% of the country.

NBC Enterprises said it has cleared reality strip *Starting Over* and renewed talker *The John Walsh Show* in more than 60% of the country. Specific clearances weren't available at press time. *Starting Over* will launch next year with its first group of women in a house in Chicago for the first 20 weeks and then moving to another city for the second 20 weeks.

Although Universal Domestic Television didn't have a clearance announcement, the syndicator says its talk show *Fergie* will be on the air next year, though most likely launched in midseason. Once NBC agreed to carry *DeGeneres*, Universal pushed back its plans for *Fergie*, but it expects cancellations to open space for the show next year.

Universal is bringing back all its first-run strips: *Maury*, *The Jerry Springer Show*, *Blind Date*, *The Fifth Wheel* and *Crossing Over With John Edward*. *Maury* and *Springer* have been re-upped through 2005;

the rest are one-year deals.

Twentieth Television renewed *Divorce Court*, *Texas Justice* and *Cops* for two more years and cleared *Extreme Dating* on enough stations to launch it this June.

In off-net business, Paramount Domestic Television cleared its sit-

com *The Parkers* in 60% of the country, according to President John Nogawski. The show will air next fall on Fox's owned-and-operated stations in the top 10 markets.

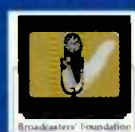
In addition, *The Parkers* is cleared on Weigel Broadcasting stations, including WCIU-TV Chi-

cago; the Viacom Station Group; and WBDC-TV Washington. Paramount this month also signed an agreement for Viacom-owned BET to air the show. *The Parkers* airs on UPN Mondays at 8 p.m. ET as part of that network's successful urban-comedy block. It is produced by

Saradipity Productions in association with Viacom's Big Ticket Television.

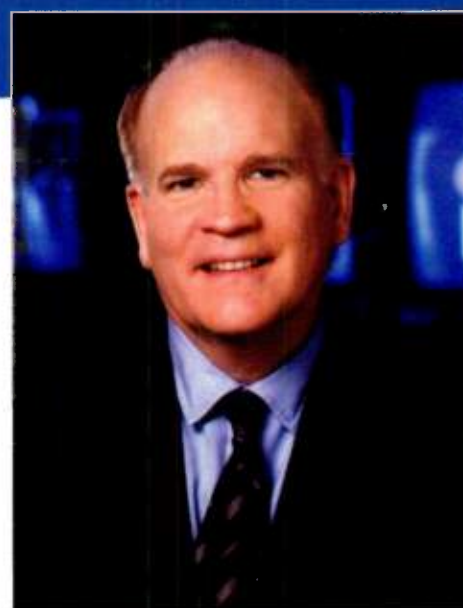
Sony Pictures Television has cleared *Yes, Dear* for next fall in 85% of the country. And Litton Syndications has cleared late-night strip *Ask Rita* in 50% of the country. ■

## BROADCASTING-CABLE SPECIAL SALUTE EDITION



BROADCASTERS' FOUNDATION 2003

GOLDEN MIKE RECIPIENT



BOB WRIGHT

NBC Chairman and GE Vice Chairman

NBC Chairman and GE Vice Chairman Bob Wright has been selected by the Board of Directors of the Broadcasters' Foundation as the 2003 recipient of the broadcast industry's top honor, the Golden Mike Award. Bestowed annually by the Broadcasters' Foundation for more than a quarter century, the Golden Mike honors individuals who have made and continue to make outstanding contributions to radio and television.

Mr. Wright will receive this prestigious award at the Broadcasters' Foundation annual black-tie gala on February 24, 2003 at New York's Plaza Hotel. (For additional information about the dinner contact Gordon Hastings at the Broadcasters' Foundation at 203-862-8577).

In recognition of this industry honor, *Broadcasting & Cable* will publish a special salute to Bob Wright acknowledging his many contributions to the broadcast and cable television industry.

Plan now to send a congratulatory message of your own to recognize Mr. Wright for his many accomplishments.

SPECIAL SALUTE ISSUE:

Issue Date: Feb. 24 • Space Close: Feb. 10 • Material Due: Feb. 14

**BROADCASTING & CABLE**

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ISIT OUR WEB SITE: [www.broadcastingcable.com](http://www.broadcastingcable.com)



King World cleared *Living It Up! With Ali and Jack* in 75% of the country.



# FCC's Martin Wants More Family-Friendly Fare

Continued from page 1

gramming. "Give parents one hour, five days a week, when they can turn to broadcast television with comfort, confidence and enthusiasm."

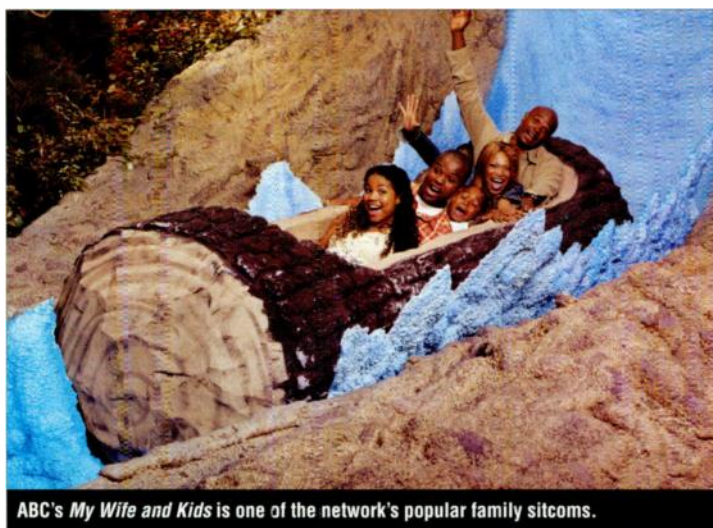
## BRING BACK THE CODE

The original family viewing hour was part of the National Association of Broadcasters Code of Conduct. A provision designating 7-9 p.m. as "family viewing hours" was eliminated in 1976 after the court sided with TV writers, who argued the dictate hindered production of shows that tackled touchy social issues, such as *All in the Family*. Judges shot down the entire code 1983 when they found that limits on hourly ad time violated antitrust rules.

Martin and others who want to bring back the family hour argue that the idea won't face such a harsh review from courts today. The family hour never raised antitrust issues and the number of cable and broadcast outlets has grown dramatically from the three-network world of 1976, alleviating any concern that edgy shows won't be carried.

The legal problems of the past "don't mean broadcasters couldn't do it today," Martin said in an interview with BROADCASTING & CABLE last week.

Martin stressed that his goal is a voluntary agreement among TV networks "at this stage," but would not say whether a mandate should be pursued if programmers refuse. "I'm just focusing on trying to convince industry to provide better tools for parents on their own."



ABC's *My Wife and Kids* is one of the network's popular family sitcoms.

Martin's entry into the campaign heartened fellow panelist Michael Copps. "It's a serious proposal meriting serious consideration," said Copps after the session. "It would be a wonderful thing for the industry to move on it without the heavy hand of government getting into the act." Copps wants broadcasters to revive the entire code of conduct, but his repeated appeals have failed to stir broadcasters.

The broadcast networks declined comment on Martin's appeal last week, perhaps hoping the latest call for revival would dissipate into the ether as previous ones have.

## NAB DEFENDS ITSELF

Sen. Fritz Hollings (D-S.C.) has repeatedly pushed his own version of family-friendly programming by introducing bills in the last five Congresses that would require broadcasters to institute

a "safe harbor" time, during which TV stations could not air violent programming. Kansas Republican Sam Brownback, who chairs the Senate Commerce's Science, Technology and Space Subcommittee, also has called for ways to rein in TV sex and violence.

As to whether individual TV stations are doing enough, National Association of Broadcasters spokesman Dennis Wharton said V-Chip channel blocking ratings, which broadcasters must transmit, give parents sufficient power to stop objectionable programming. He also noted that the old broadcasting code has been replaced with an NAB "statement of principles" that calls for stations to air some family-oriented programming.

Martin also said cable and satellite TV operators should make themselves more family friendly. They could offer tiers

comprising only family-friendly programming, he said. "Such a package might include ABC Family, Disney Channel, Nickelodeon, Discovery, History Channel, National Geographic, CNN, Fox News, Food Network, ESPN, and C-SPAN, to name a few."

"Alternately, cable and DBS operators could offer programming in a more a la carte fashion," he said. "They would permit parents to request not to receive certain programming that is part of a package, and they could reimburse the parents for that programming. Parents could then purchase additional channels on an individual basis. The combined result would enable parents to receive (and pay for) only that programming they are comfortable bringing into their home."

National Cable & Telecommunications Association spokesman Rob Stoddard said the V-Chip and cable's leadership in the creation of children's and family-oriented networks has provided parents with tools to ensure that appropriate programming is available to kids.

## 'MEGA-PROGRAMMERS'

Martin counters that the V-chip has had limited adoption by parents and new technologies, such as program guides that allow specific channels to be blocked, are not widely available.

Tiering and a la carte mandates have long been opposed by cable, which argues that well-regarded niche channels such as C-SPAN and BET would go out of business if customers could pick small blocks of channels or

individual networks.

During the session, Copps said the concern about excessive violence and indecency in programming is one more reason the FCC should move slowly in the relaxation of ownership restrictions, which would lead to more stations in fewer hands.

Industry consolidation has led to more stations controlled by "mega-programmers" and youth-obsessed advertisers with little interest in the communities that the stations are supposed to serve.

"What do you think will trump their interest or the public interest?" Copps asked.

The commissioner said he does not know what impact further media consolidation will have on the amount of indecency and violence in programming or the availability of family-friendly programming. But before the FCC votes on new rules this spring, Copps said, "we ought to know a lot more about this connection than we do."

For the sake of diversity, the FCC should also give "serious consideration" to proposals that the FCC mandate that the broadcast networks set aside 25% of their prime time schedule for programming in which they had no financial interest. Pushing the plan is a coalition of producers who feel that they cannot get their programming into prime time without giving up interest in the programming to the networks.

Copps said the proposal could be modified into a carve-out for "independently produced family friendly programming." ■

# NBC Logs Strong Ad Sales for Athens Games

Continued from page 1

ence, and, according to NBC's research, they like the story telling nature of the network's approach.

At its affiliate meeting in New Orleans last week, the network told stations that it would air live coverage of the Athens games (Aug. 13-29, 2004) from 12:30 p.m. to 4 p.m. ET each weekday afternoon throughout the competition.

For most of its non-U.S.-based Games, NBC has aired very little live coverage on the broadcast network, delegating much of it to its co-owned cable networks, CNBC and MSNBC.

But 12:30 to 4 p.m. roughly equates to prime time in Europe, when a number of wide appeal events are expected to be scheduled. And NBC Network Television President Randy Falco said the network believes there will be enough high-demand events in Athens to go live in the afternoon

and still present a taped prime time package that will generate big ratings.

"We wouldn't do anything to jeopardize the high ratings in prime time that our advertisers have come to expect," said Falco.

The network has not yet announced the roster of on-air talent for the Athens Games, but network insiders say it's a safe bet that Bob Costas, who has been the prime time host for the past several Games will once again have a prominent role.

With just 564 days left before the start of the Athens Olympics, the network has a healthy start on the ad sales front. It's estimated that the network is more than half way to its goal of \$1 billion-plus in ad sales for the Games (NBC's ad sales total for the 2002 Sydney Summer Olympics was \$900 million). That's largely due to the fact that a number of advertisers have packages that apply to all the Olympics for which NBC holds the rights.

General Motors is paying NBC \$900 million alone for sponsorship rights and exclusive dibs on the domestic car and truck categories for all five Games through 2008.

Other major sponsors include Coca-Cola, McDonalds and Visa. Home Depot also has a multi-Games package, under which it is spending about \$10 million for the Athens Olympics. Anheuser-Busch, AT&T, Bank of America and Chevron Texaco are also sponsors.

Meanwhile, both ad agency executives and NBC affiliates say they like the live component that NBC is adding to the Athens mix. "With the time difference that's a smart thing to do," said Bob Riordan, senior vice president for MPG, New York.

"When ever you start doing a lot of tape delays the numbers just don't work," he said, referring to the fact that the U.S.-based games, which are for the most part live, usually command bigger audiences

than foreign-based games. That trend was demonstrated by the last two Olympics. The network was forced to give advertisers make goods during the 2002 Sydney Olympics, while coverage of the Salt Lake games surpassed NBC's ratings guarantees.

During the Athens games, NBC will present taped packages in prime time due to the time difference. And Riordan believes the ratings will hold up if the network makes the right choices. "It shouldn't hurt them too much if they get the right events."

Joe Berwanger, president and general manager of NBC affiliate WDIV-TV Detroit, praised the network's move to put the live afternoon coverage on the air. "That would be good," he said, noting that much of NBC's live coverage of non-U.S. games to date has been on its cable networks.

Berwanger said he likes NBC's storytelling approach. "I'm a big fan of what they've done with the past Olympics." ■



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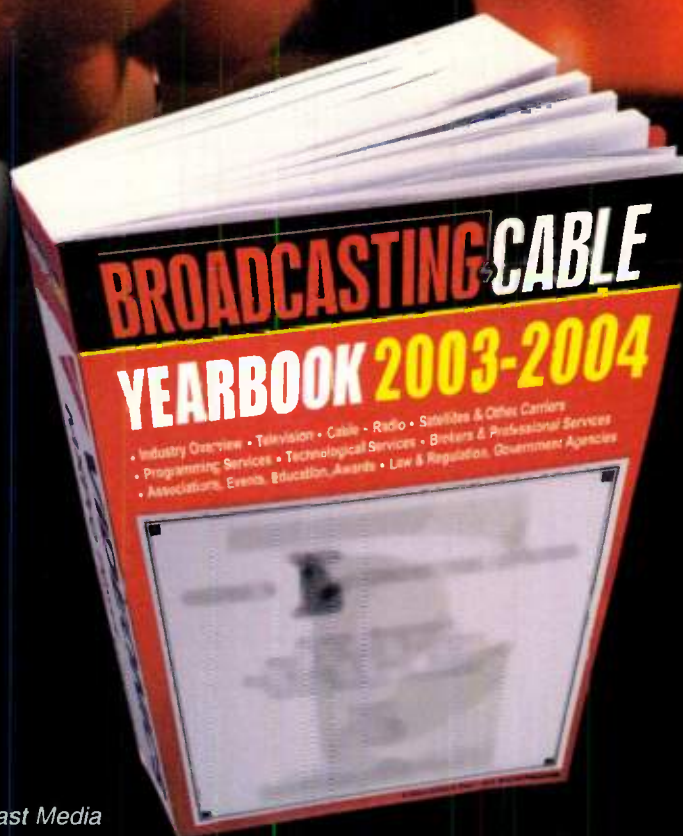
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## EDITORIALS

BROADCASTING &amp; CABLE COMMITTED TO THE FIRST AMENDMENT

## FCC's Wink Is as Good as a Prod

FCC Commissioner Kevin Martin last week was sounding like one of those regulators-by-proxy that give this page the willies. At a family-friendly programming session at NATPE in New Orleans, he talked about reviving the 8-9 p.m. family hour on the networks and counseled the cable and satellite industries to restructure their business models so that networks he thinks are family-friendly could be bought on an à la carte basis.

The problem with the social-engineering theories proffered by FCC commissioners is that they are not merely helpful suggestions to be taken or not at the editorial discretion of the interested party. There is *always* a big stick, brandished or implied, in their power as regulators. As former Commissioner Harold Furchtgott-Roth said of the V-Chip, "once the government becomes involved in pressuring parties to take part in any particular program, the program ceases to be 'voluntary' in any real sense of the word." Furchtgott-Roth elaborated on the potential for abuse in a later speech: "It is no coincidence that the commitments extracted from regulated entities in the guise of voluntary standards tend to be things that the agency lacks statutory authority straightforwardly to require. Voluntary standards, as opposed to duly promulgated rules, can all too easily be used to bootstrap jurisdictional issues: Got jurisdiction to approve or [deny] the transfer of licenses but no express statutory authority to require unbundling of the licensee's product offerings? Just make it an 'optional' condition of the license transfer, add water, mix, and you have fresh jurisdiction to regulate a whole new area."

If the broadcast networks think that appeasing Martin's taste in programming might grease the skids toward loosening ownership restrictions, we might suddenly see a raft of "voluntary" programming choices. Cable, not so nearly under the thumb of the content police, is not likely to start repackaging its services per the commissioner, although a satellite company interested in getting merger approvals might. And then there are broadcasters, who in the past have shown themselves willing to go along to get along—think the aforementioned V-Chip and children's-TV quotas.

A family hour is not necessarily a bad idea, particularly as one choice of many. But it would be onerous if created to placate regulators. What Martin (or Martin plus Copps plus Adelstein) thinks should be on at 8 should not determine what is on at 8.

## Everybody into the Pool

We want to applaud the NAB for deciding to work within the FCC's newest EEO rules. It was a politically expedient move to be sure, given the wingtip-in-mouth disease of Eddie Fritts's fellow Mississippian, Trent Lott. It was also an easier decision for the large groups, on which additional reporting requirements are not as burdensome. The FCC's third crack at rules that pass judicial muster isn't perfect, but the rules aren't quotas, either. The debate over affirmative action continues, but there is no doubt that the nation benefits when it has a broader pool of talent to tap.



## AIRTIME

GUEST COMMENTARY

## It's About Time To Kill the Caps

The Federal Communications Commission should abandon its six slabs of ill-conceived media-ownership rules to crown its outstanding omnibus rulemaking proceeding. To paraphrase Oliver Cromwell on the Rump Parliament, they have sat too long for any good they have ever done. Let them depart and be done with them.

The commission was conceived in New Deal gospel and dedicated to the proposition that the broadcast media should be fragmented to promote a rich emporium of diverse news and views. Time and a new birth of old wisdom have discredited the FCC's origins.

Since the Communications Act of 1934, not a crumb of evidence has surfaced hinting that competitive broadcasting markets or submarkets require more-stringent "public-interest" policing than the Sherman Act and Clayton Act prohibitions against anticompetitive mergers or acquisitions enforced by the Department of Justice, the Federal Trade Commission and private lawsuits.

Further, the commission's diversity rationale for splintering media ownership is as unpersuasive as the geocentric theory of the universe. It has never defined diversity; it has never measured diversity; and it would flagrantly violate the First Amendment to prefer one broadcast owner to another based on political or ideological views that the commission insisted were "underrepresented" in media markets.

The antitrust laws shipwreck all media mergers or acquisitions that would cause unreasonable restraint of trade, lessen competition or "tend to create a monopoly." Accordingly, every FCC ownership-limitation rule is either mischievous or superfluous.



**'Big media is necessary to scrutinize big government. Could media midjets have driven the Watergate and Iran-contra investigations?'**

**BRUCE FEIN**  
Fein & Fein

repetitious preachings by the untutored to the untutored.

If the commission mulishly persists in its ownership rules, regulatory history will summon the reproach of the French Bourbons: "They learned nothing, and forgot nothing." Fein is former general counsel of the FCC (1983-84). His Web site is [feinandfein.com](http://feinandfein.com).



## TWO CENTS

"Maybe if it were preaching a different sermon, I'd find it more interesting. But to have some staff person giving these long, flowery, idealistic lectures to the president of the United States—always in the same vein—is just not that entertaining to me."

Former U.S. Senator **FRED THOMPSON** to the *Chicago Sun-Times* on why he refuses to watch *Law & Order* lead-in *The West Wing*.

Thompson currently appears on *L&O* as District Attorney Arthur Branch.

"People who are my friends come over to me and they say, 'Oh, Sam, we miss you—it's not nearly the show it was.' I say, give George a chance. First of all, he has to find the men's room, get comfortable. Second, he has to settle in."

Former *This Week* host **SAM DONALDSON** to *The New York Observer's* Jason Gay on the show's new host George Stephanopoulos.

"For me, this is the only kind of show I can do that would reflect my act. There's no comparison with the freedom I would not have on the major networks. They have so many people approve what you say and do that you could be Richard Pryor, but by the time you get on television, you're Urkel."

**DAVE CHAPPELLE** to *The Boston Globe* on his new show's landing on cable's Comedy Central.

"Surely one of the few things that do not go better with Coke is an epidural."

**ALESSANDRA STANLEY**, *The New York Times*, on the conspicuous appearance of the phrase "Coca-Cola moment" as an American Idol contestant welcomed his newborn child into the world.

"I have gone from 'B-List' to 'D-List.' I skipped 'C' altogether. I jumped right to 'D.'"

Comedienne **KATHY GRIFFIN** regretting her appearance on ABC's *The Mole*. As reported by the Associated Press.

"The true problem is simply that reality shows are the quintessence of banality. They're just prime time litter, free air time for plastic people who fall somewhere in the murky area between *Entertainment Tonight* anchors and porn stars."

**MATTHEW GILBERT**, *The Boston Globe*.

"For those who enjoy British comedy at its blackest, enjoy the next six weeks at *The Office* before an American network buys the rights and turns it into a *Suddenly Susan* clone."

**ALAN SEPINWALL**, *The Star-Ledger* (New Jersey), on BBC America's latest British comedy import, *The Office*.

"*Seinfeld* was famously about nothing ... But *The Office* is about the nothing of ordinary folks, life in the slow lane. It's no less funny, but a lot more painful to behold."

**JOY PRESS**, *The Village Voice* (New York).

## WE LIKE LETTERS

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





**P.J. BEDNARSKI**

EDITOR

# Reality. Please. Stop.

Once they were novelties. Now they're revolting

For a few years, I wrote the television year in review for the *World Book* encyclopedia. It's a funny assignment, because, somewhere in the midst of doing it, you realize you're writing for *history* and you also realize that terms we understand easily in this day and age need to be explained in encyclopedias as if they are foreign phrases.

I found myself writing things like "At the four major providers of national television fare, called the networks, the staple programs were called situation comedies, or sitcoms, usually a half-hour long."

When I would read these pieces back to myself, I sounded like Alistair Cooke narrating a PBS documentary about splitting an atom.

Oddly enough, I was thinking about this last week as I watched an episode of NBC's *Fear Factor*, the part where contestants were assigned to drink big glasses of liquefied pig livers and eat duck embryos and a cereal consisting of some crunchy bug-like thing. Some of them couldn't hold all that down.

The eating-gross-things started, I guess, with *Survivor*, but it's *Fear Factor* that has made it famous. Its Christmas special called on contestants to chomp down on reindeer testicles.

Imagine, I said to myself, trying to explain "reality" television in an encyclopedia. Imagine, I said to myself, trying to explain it to anyone 10 or 20 years from now, when, you have to hope, reality as we know it ceases to exist. Imagine, I said to myself, being NBC's Jeff Zucker and having to explain airing a program with contestants eating reindeer balls to, say, well, actually, anyone who asked.

The great thing about television, they always say in television land, is that no one forces you to watch people eating deer testicles. That's why there's a remote control. The problem is that, as reality television has proliferated, the alternatives have become just as pointless.

A few days after *Fear Factor* held its liquefied-pig-liver kegger, Fox repeated a reality special it first aired last January called *Man vs. Beast*, which featured as its ultimate competition "44 little people" (that's what they called them) harnessed together like sleigh dogs competing against one great big elephant.

Each was attached to a DC-10 airliner. The object was to see which could pull it past the jet past a line 75 feet away. The elephant won.

Earlier in the show, *Man vs. Beast* proved, to my satisfaction anyway, that a world-class sprinter can take a giraffe in a 100-yard dash. And a former Navy SEAL can beat a chimp

doing for the overall image of television is beyond calculation.

Television suffered for years by merely creating a show called *My Mother the Car*, which in four words summed up the insipid level of 1960s television. (Gee Marge, I think that Newton Minow fellow is right. It is a wasteland.)



Forty-four little people were no match for an elephant on Fox's *Man vs. Beast*.

**The great thing about television, they always say in television land, is that no one forces you to watch people eating deer testicles. That's why there's a remote control.**

on an obstacle course.

Now, the television apologist says, "It's awful. But you watched, right?" And that's right. But I'm hired to watch, as I am to watch a guy pretend to be a millionaire; a family compete to become a sitcom (*My Life as a Sitcom*); a bunch of has-beens do, kinda, nothing (*Surreal Life*); and a talentless overfed bimbo literally fall over herself (*Anna Nicole Smith*). And I can tell you that, almost without exception, anything is better than all but a handful of reality shows out there.

I happen to actually like television, but not this. I would rather know a lot about the backstory of *Frasier* characters than even a sentence or two about the winning *Bachelorette*. Caring about what happens to Sipowicz on *NYPD Blue* is what watching television is all about.

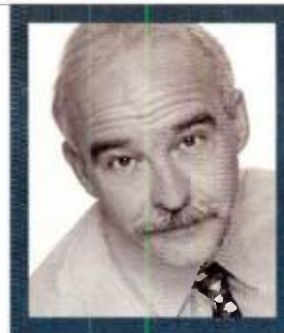
What damage reality television is

Reality shows already planned for February include *The Will* (family members compete to get a bigger share), *Are You Hot?* (No intelligence necessary, ABC promises) and the especially humiliating *I'm a Celebrity...Get Me Out of Here!* Given what we've already seen, we're setting a whole new low for commercial television, and, quite gleefully, television can't wait to get there.

The medium has the habit of taking a good idea and beating it to death. In the case of reality television, after next month, it might be good to have an ambulance standing by.

But whatever you do, don't read the television year in review in any encyclopedia next January. ■

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# What's Next for NATPE?

Continued from page 1

chasing a market in flux: "The cheese moved, and we moved with it," he said, alluding to the hit self-help book about adapting to change. "It will keep moving, and we'll go wherever that damn cheese goes."

Next year, to satisfy syndicators, NATPE makes its permanent convention home in Las Vegas.

Not surprisingly, though, on the floor of this last New Orleans NATPE, there was a sort of institutional melancholy for the days past when NATPE was an extraordinary carnival of excess and a place where a syndicator could announce a new talk show on Monday and use the buzz to ratchet up clearances to a "firm go" by Wednesday.

## CONSOLIDATION'S EFFECT

The fall of NATPE is an example of the consolidation of the business. Its decline is in large part because of station consolidation, the fin-syn rules, and even the collapse of dotcoms. For the past three years, the show operated on a negative cash flow. Attendance fell from about 14,000 in 2001 to 9,600 in 2002 and maybe 7,000 last week. In 2000, when the show became a magnet for Web startups, the show's attendance swelled to nearly 18,000. "Thank God that happened," Johansen said. "It gave us a reserve for those rough years."

NATPE last week announced a committee to find Johansen's replacement, chaired by Lew Klein, a co-founder of NATPE. Other members are Peggy Kelly, senior vice president, global client services, at Universal McCann, New York, who is also NATPE's new chairperson; Tony Vinciguerra, NATPE's outgoing

chairperson and president and CEO of Fox Networks Group, who got much credit for persuading major station groups to attend this year's show; Lifetime President Carole Black; Emerson Coleman, vice president of programming for Hearst-Argyle; Dick Lippin, chairman of the Lippin Group public-relations firm; Mickey Gardner, NATPE's Washington counsel; and Dennis Williamson, senior corporate vice president of Belo Corp.

They have their work cut out for them. The major studios' in-house organization, the Syndicated National Television Association, plans its own, first-time-ever conference in New York next month that will serve as a kind of syndicated up-front for advertisers. The advertising industry made deals at NATPE in greater numbers in the past than they have recently, and addressing that will be a major NATPE initiative.

"To be frank, some people who aren't here might have come to NATPE had it not been for SNTA," said Kelly. As an ad executive, she said, she was still able to plan overall ad strategies easier at NATPE than she thinks SNTA will facilitate.

Johansen, 63, spent at least the past three years persuading major studios to show up and stay on the floor. Like anchor tenants in a mall, they were the big draw, but some wondered why they should essentially deliver customers to their smaller competitors.

In October 2001, by which point six syndicators had said they would leave the floor for their own hotel sites for the 2002 show, Johansen labeled them

"nothing more than parasites. ... They're siphoning off the efforts we're doing"

By the eve of NATPE 2002, Warner Bros. Domestic Television President Dick Robertson said Warner Bros. could stage its own show: "I don't think it's really necessary that NATPE be involved."

## A GHOST TOWN

Nothing was much the same after that. In 2002, the convention floor was a ghost town with key chains. Johansen said last week that the association was aware of market forces that would have reduced the show even if the exhibition-space squabble hadn't occurred. "We did see what was happening but didn't see it happening as quickly as it did. ... And this is a ship you just can't turn around so quickly."

The new, right-sized NATPE, Johansen feels, would be heavier on the conference side, lighter on the exhibition. In fact, he says, it is that now, and, while this is a "transition year," no one expects that NATPE will get much bigger than it is now.

That's good enough, maybe. "We had all the major players here this year, every major group on the buyer and seller side," Johansen said. "We had 10 people who make the decisions, instead of 40,000 general managers walking around collecting [give-away trinkets at booths.]"

In the wake of Johansen's decision not to renew his contract, some of the reaction to his departure was laudatory. "He did a terrific job. He actually helped build a market that was maybe starting to stagnate," said NBC Enterprises President Ed Wilson.

In fact, although NBC Enter-



Hearst Entertainment had one of the larger booths on NATPE's exhibition floor.

prises was in a hotel suite like other studios in New Orleans, Wilson said he would consider returning to the main exhibition hall next year, when NATPE's conference moves to the Venetian Hotel and Sands Convention Center.

## GOOD FRIENDS

Johansen and Warner Bros.' Robertson profess to be good friends—just disagreeing about how NATPE needs to work for the biggest players.

"You'd probably be hard pressed to find a bigger Bruce Johansen fan than me," Robertson said. "His leadership has been extraordinary, and I mean it. But the business has radically changed. That's not his fault. I used to come here, and we'd make 200 sales. Now it's more like 25 or 30." Still, he says, he recognizes that the industry needs to meet. "You put a bunch of people together and stuff hap-

pens." Warner Bros., he says, will be in Las Vegas next year.

Johansen says he will stay on as long as necessary to find a new chief for NATPE. "There are a number of people who are eminently qualified to do the job," he said, but he denied that there is already a roster of favorites. "Honest to God, there is nobody on any list." He said the future will see a "leaner, meaner NATPE, but it is a leaner, meaner industry."

As for Johansen himself, there's another world out there. He just bought a home in Palm Springs, Calif., and owns a home in France. He is an abstract painter good enough that people have offered to buy his work, although he has never sold it. "I never intended to stick around for 10 years," he said last week. "You don't have to keep doing the same thing all your life." Leaving, he said, "is healthy for me, and it's healthy for NATPE." ■

# Golden Globe Loves Cable

By Allison Romano

Cable is fast becoming the belle of the awards balls, scooping up nearly all the television awards at the recent Golden Globe Awards.

Cable's take at the Jan. 19 awards show included a Best Actor in a Drama nod for *The Shield's* Michael Chiklis and Best Actress in a Drama for *The Sopranos'* Edie Falco. The one elusive reward was Best Actress in a Comedy, which went to Jennifer Aniston for NBC's *Friends*.

The recognition comes on the heels of the Prime Time Emmy Awards, when cable also claimed

multiple awards (including Best Actor for Chiklis again). With more cable networks venturing into original scripted projects, the hit parade may only stand to increase.

"Cable's tide is rising, and it's indicative of how cable has begun to take over the mantle of creativity of broadcasting," said Lifetime's head of research and television historian Tim Brooks.

Increasingly, cable is shedding its reputation as a second-class creative option.

Academy Award winner Diane Keaton, who plays an addict single mom in an upcoming Lifetime movie *Breaking Through*, said cable offers more creative expanses. "Who's going to be-

lieve I'm a drug addict?" Keaton said at the recent Television Critics Association tour in Los Angeles. "No one else was interested in me doing a program like that."

HBO, often lauded for the creative freedom it gives its producers, writers and actors, garnered the most recognition for cable, with seven awards, including Best Comedy for *Curb Your Enthusiasm*. And basic-cable networks FX and USA, which had each ponied up more than \$1 million per episode to create broadcast-quality shows, were rewarded as well: FX's *The Shield* was honored as Best Drama, and USA's *Monk* earned Best Actor in a Comedy for star Tony Shalhoub. ■



Michael Chiklis shows off the Golden Globe Awards given to FX's *The Shield*.



# Broadcasting & Cable Magazine and the NAB present...



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