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April 7, 2003



AP PHOTO: DENNIS COOK

Defense Secretary Donald Rumsfeld and Joint Chiefs head Richard Myers are miffed at some veterans who are knocking the war plan on news networks.

Target: TV Analysts

BY DAN TRIGOBOFF

Along with their medals, some honored military veterans moonlighting as television war analysts last week seemed to be wearing a

target on their chests as big as an old test pattern.

Wearing the biggest target was Gen. Barry McCaffrey, a retired military expert who appears on MSNBC and NBC and has written on the Iraq *Continued on page 62*

ENG: No Moving Parts

Panasonic to show solid-state camcorder using memory cards

BY KEN KERSCHBAUMER

Panasonic will try to one-up Sony at the NAB convention this week with a prototype of a camcorder that the company says will record nearly 20 minutes of video on a removable memory card the size of a dozen business cards stacked together.

With no moving parts, the unit's recording system is lighter, less power-hungry, more rugged and, Panasonic promises, easier to maintain than rival electronic newsgathering recorders with *Continued on page 65*

EXCLUSIVE The Panasonic Promise



- Easier to maintain equals cheaper to maintain
- Rugged: takes a licking and keeps on ticking
- Cost of record medium subject to Moore's Law
- Lower power, smaller batteries, less weight

Q & A WITH SHEPARD SMITH



Fox Anchor Talks About War, News and Patriotism

PG. 57

'We were Americans before we were journalists. I think I can be American and still report factually.'

MADISON AVE.



FAR OUT RATING

4.1

Encouraged by the big audience for *Taken* last December, Sci Fi Channel is promising advertisers more original programming.
TV BUYER, PAGE 14

Major Cap Relief? Wouldn't Bet on It

BY BILL MCCONNELL

If Las Vegas bookies followed the FCC, broadcast networks would face increasingly long odds on a dramatic increase in their local-TV-ownership stakes.

That's good news to most of the attendees at this week's NAB convention. The National Association of Broadcasters has adamantly opposed any change in the 35% limit on one company's TV-household reach.

The most controversial regulatory issue facing the television

industry has pitted the networks—especially Fox, CBS and NBC—against affiliate groups big and small as well as independents. Across the board, non-network owners worry that larger station stables for the nets will put affiliates at a bigger disadvantage when it comes to negotiating network contracts.

Because of the industry split, there has always been a sizable contingent betting against a higher limit, even after federal appeals judges two years ago ordered the FCC to better justify a

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NEWSPAPER

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 #BC7537812# JAN04 REG 113



TOP 25 SPECIAL REPORT | PAGE 27
2003 Ranking of TV Giants

FCC Threatens WKRK-FM's License

Like others before it, Infinity station is slapped for indecency violations

BY BILL MCCONNELL

The FCC appears to be losing patience with Viacom's Infinity Radio, which has employed some of the industry's most notorious shock jocks and, over the past decade, has been ordered to pay millions in fines for indecent programming.

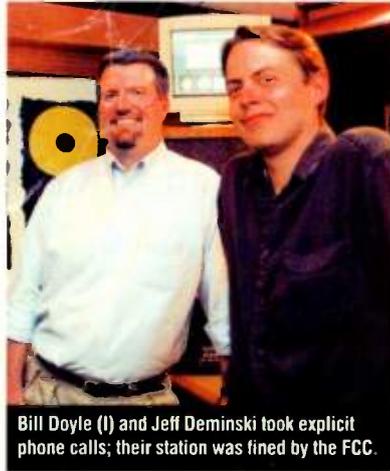
Last week, regulators threatened to launch a rare license-revocation proceeding for future violations by Infinity, the country's second-largest radio group, as part of an order explaining a \$27,500 fine against Infinity's WKRK-FM Detroit.

The fine was levied for a 4:30-5 p.m. segment of the Jan. 9, 2002, *Deminski & Doyle* show, in which nine callers each described a different extreme or violent sexual act. Infinity has the right to appeal before the sanction becomes official.

"Additional serious violations by Infinity may well lead to initiation of a revocation proceeding," the FCC warned, meaning the station could lose its license.

Although many radio groups have absorbed FCC indecency fines as a cost of business, threat of a license revocation may create more worry among company execs. WKRK-FM, a talker doing roughly \$8 million in annual revenues, could be worth as much as \$45 million, estimated an industry analyst who asked not to be named.

The decision also could lead to much larger indecency fines, especial-



Bill Doyle (l) and Jeff Deminski took explicit phone calls; their station was fined by the FCC.

ly for raunchy call-in shows. The FCC said that, going forward, it holds the right to treat indecent material aired from each caller as a separate violation of agency rules rather than levy just a single fine for the entire program.

In this case, the FCC found WKRK-FM's transgression so great that it bumped up its standard \$7,000 indecency fine to the maximum \$27,500 permitted by law for a single violation. WKRK could have been fined as much as \$243,000 if the nine calls had been treated as distinct transgressions.

Despite the stepped-up penalty and revocation warning, Commissioners Michael Copps and Kevin Martin said their colleagues did not go far enough. Both said a higher fine was warranted, and Copps argued that a revocation hearing should be initiated immediately. "I wonder when this commission will finally take a firm stand

against broadcast's 'race to the bottom' as ... the public's airwaves get progressively coarser and more violent."

Under FCC rules, indecent broadcasts depicting sexual or excretory functions in a manner intended to pander, titillate and shock are prohibited between 6 a.m. and 10 p.m. The WKRK-FM broadcast appears almost tailored to fit that definition, warning children and even women away, then proceeding with a string of sexual and excretory descriptions. One of the sex acts described on the program was called the "Tony Danza," which calls for a male partner to smack a woman to "show her who's the boss." Some other described acts were extremely graphic and violent, and several involved defecation on a partner.

Infinity officials had little to say about the revocation threat or the fine.

"We've been offered an opportunity to respond, and we intend to do so," said company spokesman Dana McClintock. During the initial investigation, Infinity argued that the FCC's indecency rules violate free-speech protections.

Infinity's on-air personalities have been among the most high-profile shock jocks over the past decade. Infinity stations were fined \$1.7 million in 1995 to settle a series of indecency cases involving Howard Stern. Most recently, WNEW-FM New York generated scores of complaints when its "Opie & Anthony" described an alleged sex act on the grounds of St. Patrick's Cathedral. An FCC investigation into the stunt is pending. ■

BREAKING...

Embeds Find Facts: Pew Study

WASHINGTON—A study of the reports generated by embedded journalists in the war in Iraq concludes that the overwhelming number of stories from the frontlines are primarily factual, according to The Project for Excellence in Journalism.

The PEJ study found embedded coverage "lacks context but it is usually rich in detail. It has all the virtues and vices of reporting only what you can see."

Although the reports came from active battle areas, "not a single story examined showed pictures of people being hit by fired weapons." Yet, the report found, "too often the rush to get information on air live created confusion, errors and even led journalists to play the game of 'Telephone,' in which partial accounts become distorted and exaggerated in the retelling." So far, the report said, embedded reporting suggests that "the war is less like reality television than [it is like] reality itself—confusing, incomplete, sometimes numbing, sometimes intense, and not given to simple story lines."

War Hurts Syndie Ratings

LOS ANGELES—War coverage during the week ended March 23 hurt syndicated shows and preempted many of them.

After war broke out, the audiences for cable news networks shot up: 208% for CNN, 167% for MSNBC and 137% for Fox News Channel.

Conversely, syndication tanked. "Dating" shows took some of the hardest blows, because their late-night clearances meant they weren't preempted, although fewer viewers watched them. Universal's *Blind Date* topped the genre but was down 25% to a 1.5. As for off-net sitcoms, Warner Bros.' *Friends* regained the lead over Sony's *Seinfeld*, despite falling 17% to a 5.9. The biggest decline among talkers was NBC Enterprises' *The John Walsh Show*, which fell 28% to a 1.3. It was preempted twice.

BROADCASTING & CABLE

April 7, 2003

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Murdoch Still Eyeing DBS Buy

News Corp. chief sees competitors disappear

By JOHN M. HIGGINS

Once again, Rupert Murdoch is near to getting his hands on a U.S. satellite television service. The big question seems to be how little he can get away with paying General Motors. The News Corp. chairman is one of the last men standing in the sale of GM's Hughes Electronics, parent of DBS service

satellite

DirecTV. After dancing with Hughes for a couple of months, the Baby Bell SBC Corp. declined to submit an offer. Although few outsiders expected SBC Chairman Ed Whitacre to reverse his distaste for the video business, SBC's due diligence was indeed serious. "They had 100 financial people and lawyers in here at one point," said a Hughes executive. Murdoch sidekick John Malone had been wrestling with the idea of making a solo bid for DirecTV. Liberty Media fi-

nally agreed to back Murdoch's bid with \$500 million in cash.

The only other suitor even making any noise is Cablevision Systems, which is stuck with its own DBS orbital and slot but lacks a business plan that investors find convincing. But it only recently dug itself out of a financial crisis and, as a cable operator trying to buy a DBS service, would be a likely target for

antitrust regulators. Still, the MSO needs to keep a high profile in DBS to command any kind of a decent price for its own slot and bird, whether it's from DirecTV or rival DBS service EchoStar or—as Cablevision CEO James Dolan contends—from investors needed to back its HDTV DBS plan.

Murdoch wasn't gloating but instead teased GM about not asking too high a price. "We may not make [a bid] yet; it depends what their asks are," he told reporters after an appearance at an economic conference in Los Angeles.



News Corp. Chairman Rupert Murdoch is one of the last men standing in the DirecTV sale.

Murdoch is expected to bid only for GM's 20% stake in Hughes, but that portion is composed of supervoting stock powerful enough to let him control Hughes' board. That would probably cost less than \$3 billion. He is expected to later target another 20% stake is held by GM's pension fund as well as part of the public's stake.

But don't expect too much of a price squeeze on GM. "He's never been known for underpaying," said one industry executive close to Murdoch. ■

Trade Groups Seek New Execs

By PAIGE ALBINIAK

If you're looking to run a trade association, there are jobs aplenty in the television industry. The National Association of Television Programming Executives (NATPE) and the Cabletelevision Advertising Bureau (CAB) are looking for presidents. The National Association of Broadcasters (NAB) is seeking a chief lobbyist. And the Syndicated Network Television Association (SNTA) is at least making noises about looking for a new president, although the current one, Gene DeWitt, insists he's not stepping down despite reports to the contrary.

NATPE's top slot came open when Bruce Johansen stepped down after the association's annual confab in New Orleans last January. After a decade at the helm, he struggled through his final year while syndicators fought each other on how NATPE ought to be positioned and convention attendance plummeted as station consolidation and other factors kept attendees away.

Johansen earns \$540,000 a year, but it's unlikely the next president will come in at exactly that level. A NATPE spokesman says the next president will earn a salary "commensurate with his or her experience," as well as with market conditions.

Top contenders for the job continue to be former Emmis Communications executive Madelyn Bonnot, former Columbia TriStar Television President Barry Thurston and former USA Networks COO Rick Feldman. NATPE's search committee plans to have a single

name for the board of directors to consider when they meet on April 23.

Also after 10 years, CAB President Joe Ostrow is retiring. He had planned to depart at the end of March, but CAB has yet to tap a successor so, last week, Ostrow extended his contract through May.

Leading candidates for the \$420,000-a-year position appear to be Erica Gruen, formerly of the Food Network, and Michael Lotito, formerly the CEO for media-management firm Mindport.

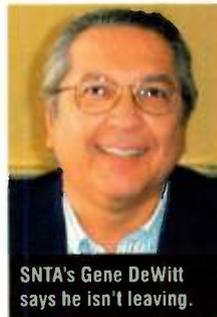
At NAB, Jim May, the highly successful head of government affairs, left in January to head the Air Transport Association. The leading contender to replace him appears to be Dave Marventano, Republican staff director for the House Energy and Commerce Committee. Others with their hat in the ring are John Orlando, acting chief lobbyist; Marsha MacBride, chief of staff for FCC Chairman Michael Powell; and Robert Giese, former lobbyist for Chris-Craft Industries.

SNTA's DeWitt is a different story. A published report suggests that he is headed out the door. But he says otherwise.

"I'm not going anywhere," he said. "There's a regime change going at the SNTA not caused by any invasion or artillery or anything like that. ... If I were to leave here it would be pretty much my de-

cision because of the way my contract is written.

"Any time you work for a group of people," he added, "some are going to be happy, and some aren't." He dismissed reports that he wanted SNTA to buy out his contract. "That sounds like somebody else trying to make a story to encourage me to leave. If I want to leave, I'll leave. I don't really need the money."



SNTA's Gene DeWitt says he isn't leaving.



Joe Ostrow will delay his retirement 'til June.

Two weeks ago, reports surfaced that he was considering leaving, but SNTA board members say he has not been released from his three-year contract and hasn't submitted a resignation.

Sources say that, six weeks before SNTA's first annual advertising conference, the board of directors, unhappy with DeWitt's performance, held an emergency meeting to determine whether to keep him.

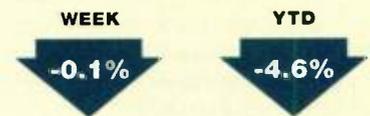
"SNTA has not terminated Gene, nor have we had any conversations with Gene about separation," said Howard Levy, chairman of

the SNTA board and executive vice president of ad sales for Buena Vista Television. Levy recently took over as chairman from Marc Hirsch, president of Paramount Advertiser Services. Reportedly, Hirsch and DeWitt did not get along, and the board wants to see if DeWitt works better under Levy. DeWitt last week called Levy "very charming." ■

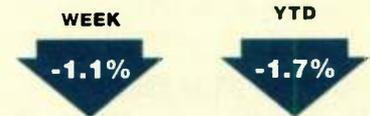
WEEK OF MARCH 28-APRIL 3

B&C INDICES

THE B&C 10



BROADCAST TV GROUPS



CABLE TV MSO'S



RADIO



	CLOSE	WEEK	YTD
Dow Jones	8240.38	0.5%	-1.2%
Nasdaq	1396.58	0.9%	4.6%

The B&C 10

	CLOSE	WEEK	YTD
AOL Time Warner	\$11.26	-2.4%	-14.0%
Clear Channel	\$36.44	1.5%	-2.3%
Comcast Corp.	\$27.93	-1.3%	23.6%
Cox Comm.	\$31.14	-1.9%	9.6%
Disney	\$17.65	0.4%	8.2%
EchoStar	\$29.10	-2.4%	30.7%
Fox Ent.	\$28.10	3.4%	8.4%
Hearst-Argyle	\$21.08	-0.8%	-12.6%
Tribune	\$45.77	-1.5%	0.7%
Viacom	\$39.38	3.0%	-11.0%

GOOD WEEK

Paxson	\$2.68	27.6%	30.1%
Charter	\$1.07	21.6%	-9.3%
Young Bcstg.	\$13.56	8.9%	3.0%
Acme	\$7.02	8.8%	-11.9%
Salem Comm.	\$17.59	8.0%	-23.5%

BAD WEEK

XM Satellite	\$6.15	-9.2%	128.6%
USA Interactive	\$25.99	-7.8%	13.7%
Granite	\$1.52	-7.3%	-25.9%
Sony	\$34.97	-6.4%	-15.3%
Gemstar	\$3.38	-6.4%	4.0%

SINCLAIR SAGS

\$2.2M

That's the revenue loss Sinclair Broadcasting has suffered since the onset of war on Iraq. The company trimmed its estimate for revenues for the first quarter ended March citing "advertiser cancellations and preemptions, many coming from the automotive sector." That's only a 1.4% drop, so not too bad.

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

FAST TRACK

Going to NAB? Or RTNDA?

NAB 2003 officially opens its doors today, and the question of the week is just how many attendees will show up. Preregistration is in line with last year's numbers, and NAB spokesman **DENNIS WHARTON** says that 50 international delegations are expected to attend, up from last year's 38. So attendance should be in line with last year's show, which NAB says attracted 92,350.

Also facing the challenge is **RTNDA**, which piggybacks its conference to the NAB show. **BARBARA COCHRAN**, RTNDA president, says that preregistration is over 1,000, about 20% over last year's numbers, despite fears that the Iraq war might keep some newsies away.

Reality and Other Shows

NBC is teaming up with **GRANADA ENTERTAINMENT USA** on a six-episode summer reality series, **American Princess**, which will bring 10 American girls to England to live the royal life. ...

NBC's latest reality program, **Most Talented Kid in America**, started well, winning the 8 p.m. hour on Friday, March 28 in adults 18-49, with a 3.5 rating/11 share. ...

THE WB has ordered six episodes of **Who Wants To Be a Superhero?**, with plans to match up real people who have an idea of what kind of superhero they want to be. The show is from comic-book legend **STAN LEE**, creator of **SPIDER-MAN**, and **BRUCE NASH**, producer of such reality shows as **Meet My Folks** on NBC and the upcoming **Mr. Personality** on **FOX**. Quite a résumé! ...

UPN will launch reality series **America's Next Top Model** on Tuesday, May 20 at 9 p.m., following the series finale of **Buffy the Vampire Slayer**. The show—featuring supermodel **TYRA BANKS**—faces some stiff competition during its run, including the finale of Fox's **American Idol**. ...

FOOD NETWORK's 2003-04 menu includes 12 new series, specials and a dash of reality TV. Food says it is upping its programming budget nearly 60% this year. According to **KAGAN WORLD MEDIA** estimates, Food spent about \$65 million on programming last year. Samples: **Jamie's Kitchen: The Fifteen**, celeb chef **JAMIE OLIVER's** search for 15 unemployed street kids to run his new restaurant, and **How to Boil Water**.

Weekly YES Story

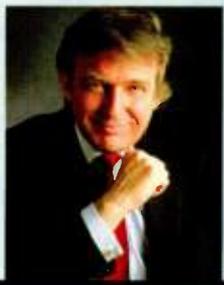
CABLEVISION subscribers saw the **NEW YORK YANKEES** win their season opener against the Toronto Blue Jays after the MSO cut another last-minute deal with

sports net **YANKEES ENTERTAINMENT & SPORTS NETWORK**. The agreement was pretty much the same as Cablevision and YES had agreed to earlier, but YES apparently balked (well, not in the baseball sense) at the last minute. Cablevision will carry the network for a year, after which the two companies agree to abide by terms set by an arbitrator.

People Actually Like Radio

According to a new **ZOGBY** poll, a vast majority of radio listeners are satisfied with the news, information and entertainment they are getting out of their local radio stations. While unsatisfied listeners were the minority in all the demographic groups, the most likely groups to be unsatisfied were independent-voting, single college graduates living in a large Western city.

Zogby said 74% of the respondents said that they were getting at least as much or more variety from their radio stations as they did five years ago. There were no questions on the hot-button issue of consolidation. Pollster **JOHN ZOGBY** said, by excluding "politically charged" issues, the study was able to "get a pure idea of levels of satisfaction: Do they listen? Do they like?"



Thumped by Trump!

Survivor producer Mark Burnett is making **The Apprentice** and **The Restaurant** for NBC, while The WB is tapping Burnett for upcoming surfing reality show **Boarding House: North Shore** and sitcom **Are We There Yet?** The biggest buzz is about **The Apprentice**, in which 20 contestants get to master a business-oriented task to Donald Trump's satisfaction; he tosses them off the show if they blow it. But the winner gets a six-figure job working for The Donald (above).

Lifetime Will Battle Back

Plans to spend \$800M on programs over two years

BY ALLISON ROMANO

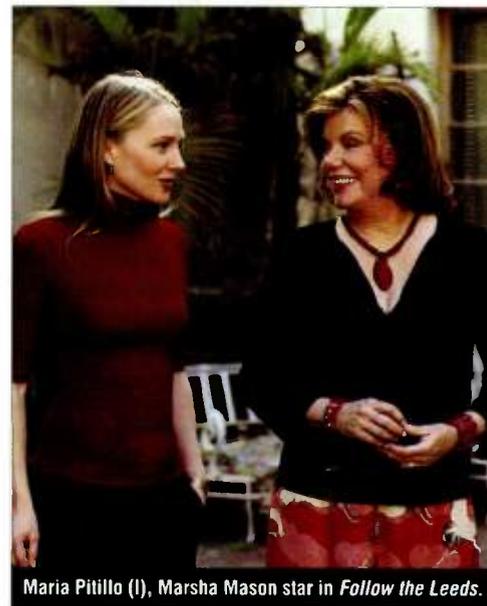
After many months of growth, Lifetime Television's Nielsen ratings have been sliding since November. Even so, at its upfront presentation last week in New York, upbeat network executives touted a fresh slate of programming aimed at reversing those recent stumbles.

Lifetime plans to add two original dramas to its schedule in August and open up a second night of original programming on Saturdays. (The women's network already has two successful dramas, **The Division** and **Strong Medicine**, ensconced on Sunday nights.) Entertainment chief Barbara Fisher, who joined Lifetime nearly a year ago, has four promising new pilots to choose from; they are the first series she has developed for the channel.

The pilots play up what Fisher has described as lighter drama. **Nick & Shelley** features a divorced couple who are still detective partners. **Wild Card** stars Joely Fisher as a former blackjack dealer trying to raise her sister's kids and investigate frauds. **Follow the Leeds** stars Sharon Lawrence as a woman who runs a private-investigation business with her mom (Marsha Mason) and sister (Maria Pitillo). And in **1-800 Missing** former **ER** star Gloria Rueben teams with a teenage psychic to solve cases.

"Even with the most loyal viewers and the strongest brand," Fisher pointed out, "you still have to keep letting the audience know you have new, fresh voices."

She has the backing of President and CEO Carole Black, who says Lifetime will spend \$800 million on programming over the next two years. "Never before have we had a bigger



Maria Pitillo (l), Marsha Mason star in *Follow the Leeds*.

or better slate of new programming," Black said. In fact, by the 2003-04 season, almost 60% of its prime time lineup will be original.

The new programming comes at a critical time for Lifetime. Its first-quarter ratings were off 23% to a 1.7. While that's still a strong cable rating, it's not the sky-high averages that were nearly routine a year ago.

"There is more competition than they've ever had before," said media buyer Howard Nass. "This is not going to be an easy upfront for them."

In time for the upfront, Lifetime is creating a "Lifetime Partnerships" team to coordinate multiplatform deals among Lifetime's various TV, print and online extensions, with Lifetime vet Elise McVeigh heading the department. Television for Women also plans to offer more cross-selling opportunities with its corporate parents Hearst and Walt Disney Co., according to Executive Vice President of Sales Lynn Picard. ■

MTV's Got Fickle Strategy

BY ALLISON ROMANO

If you haven't watched MTV in a few months, no matter, said MTV Entertainment President Brian Graden; the network always looks different. That's because the network introduces new shows nearly every week in an effort to satisfy its teenage viewers' fast-moving and fickle tastes.

To keep up that flurry of fresh programming, MTV last week ushered in its latest development slate, highlighted by "gimmick-free reality," said Graden.

About a year ago, the music network decided to steer clear of deceptive and shocking reality. "MTV had outrageous all to itself, but we don't anymore," said Graden, who also heads VH1's programming. "Now we're going for something very real and softer and gentler."

One upcoming example he said, is an unnamed reality show on which MTV moves in with newlywed music stars Jessica Simpson and Nick Lachey, set for an August debut.

MTV is making pilots of several reality shows in the same vein, including **When I Was 17**, surveying celebrities on their lives at 17 (premiering April 16 as part of **Total Request Live's** High School Week) and **High School Stories: Scandals, Pranks and Controversies**, featuring tales from high schools across the country (also part of **TRL's** High School Week).

Other reality shows under consideration include a reality show with band Blink-182, a Paula Abdul cheerleading reality show, and **Girl Makes Band**, on which girls select and mold their ideal band.

MTV is still having its fun, too. On the way is **The New Tom Green Talk Show**, a one-hour nightly show with the comedian, premiering June 12. In development is **Roomates**, a reality/game-show hybrid on which a person searches through three bedrooms trying to figure out who is his

or her perfect mate, and **Posse**, on which MTV hangs around with friends of celebs.

Graden also wants to build off the success of afternoon live show **TRL**, planning more live, real-time shows and some **TRL** spinoffs. ■



Tom Green's new show launches June 12.

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REGULATION

Senators To Back Kids Research

Look for Sens. Joe Lieberman (pictured) and Sam Brownback to make news Wednesday at a Washington panel on the effects of media on children. The two, who have teamed before on legislation targeting the media's marketing of violence to children, are expected to announce legislation to set aside federal funds

for a child-development study on the "consequences and use of a range of media." The forum's sponsor, Children's Digital Media Center, says it expects the

pair to back bucks for research by the National Institute of Child Health and Human Development. Neither Lieberman's nor Brownback's office would comment.

It is unclear whether Lieberman, who is a contender for the 2004 Democratic presidential nomination, plans to make media's impact on children a campaign issue, but it has been a concern of his since well before his run in 2000.—J.E.



BEHIND THE SCENES | BEFORE THE FACT

IN THE LOOP

PROMOTION

NBC Scores *Matrix* Deal

Warner Bros. and NBC sports have signed a cross-promotion deal that gives NBC rights to the TV debut of Warner Bros.' 2½-minute trailer for *Matrix Reloaded*, the R-rated sequel to the Keanu Reeves hit film. The trailer for the action film will air in its entirety during the half-time break from the action of Arena Football League coverage April 13. It will air simultaneously in the three AFL stadiums hosting NBC games: Los Angeles, Indiana and Colorado. It's the kind of footage that



the entertainment magazines drool over, and they'll get snippets this week. NBC's syndicated *Access Hollywood* is expected to get first dibs on the trailer snippets. But the network will be the first outlet to air the trailer in its entirety. The target demo (young men) is the same for the film and football. Both companies will promote the upcoming debut of the trailer on their Web sites, and NBC will promote it this week in prime time. Sources say no money is changing hands, just promo time.—S.M.

ADVERTISING

TVB Confab Is Sold Out

The Television Bureau of Advertising is expecting an SRO crowd of 1,000 for its second annual marketing conference at New York's Javits Center Tuesday, April 15—

one of the preliminaries to the massive New York Auto Show at the convention center. The

daylong conference focuses on the closely intertwined fortunes of the auto industry and the TV stations that make up TVB's membership.

With auto sales (hence, auto advertising) sagging, the two businesses should have much to talk about. Putting the national economy in the context of world events will keynote speaker Tim Russert (above) of NBC News. Several major station groups will hold management or sales meetings in conjunction with the TVB conference: Hearst-Argyle, LIN, Post-Newsweek, Raycom, Scripps and Tribune. Plus, the NBC affiliates will gather.

—H.A.J.

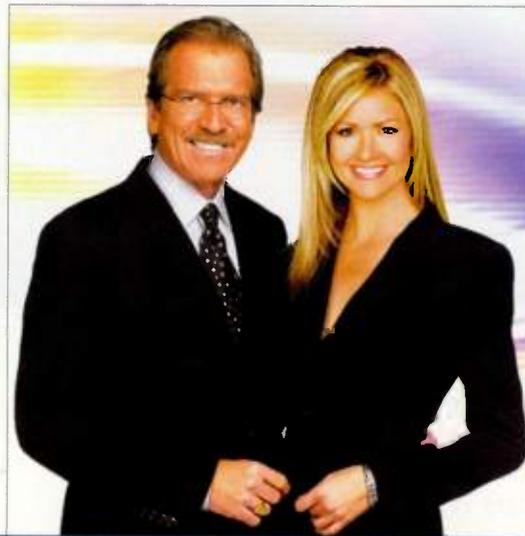


ADVERTISING

Peacock Lends *Access* a Claw

NBC Enterprises is giving affiliates an extra 30 seconds of ad time to sell in *Access Hollywood* through April, NBC sources say. Stations are losing money because of the decline in ad sales due to the war in Iraq, so the syndicator added the 30 seconds to the barter time already included in the show to help the stations carrying the show. NBC isn't giving up any revenue because it is

taking the time out of production, not from existing ad time. Thanks to the access in *Access*, some of those spots will be worth even a little more. Stations get more money for ads sold in access than in other dayparts—anywhere from \$500 to \$10,000 more, depending on the market. *Access Hollywood* (at right) airs in the pricier daypart in just under half the country.—S.M.



Sports Model Is Broken, Robbins Tells Cable Forum

BY JOHN EGGERTON

Cox Communications President and CEO James Robbins had some tough talk for programmers last week. An outspoken critic of rising programming fees, said the "entire food chain" of sports is broken and needs to be fixed.

"There are only two people making money in the sports business," he said, "ESPN and the players." Given escalating costs, putting pricey channels on à la carte tiers or dropping some altogether are both options, he told a Cable Televi-

sion Public Affairs Association (CTPAA) forum crowd in D.C. last week.

Robbins said consumers, "at least in the eyes of some people in Washington, are getting hosed by rate adjustments, adjustments coming about because some programmers choose to push very high rates and increases through to cable operators." He also said operators were partly to blame for having agreed to those contracts.

The industry needs to solve the problem internally, he opined, rather than create the sort of situation that happened in New York between YES and Cablevision, where "the government had to in-

tervene and glued together some compromise that blew up last week (and was eventually patched back together again). This is not going to help our industry."

Responding to questions from Court TV's Catherine Crier at the CTPAA opening session, Robbins said the idea of putting "very high-priced" services on an à la carte tier as one solution to the rate-increase problem "makes some sense," although he did not see tiering as a general solution to rate complaints.

An ESPN spokeswoman responded: "Cox has a very healthy business by any measure, and sports is a major driver of it,

such that Cox is expanding its own sports cable interests. Operators select ESPN number one in value, importance to systems, local ad sales, and driving new businesses [broadband, high-speed modems, and interactive TV]. À la carte would reduce that value, and consumers would pay more for less. It's not a successful formula for anyone in this business.

One of the Washington types whose ire has been raised by cable-rate issues is Senate Commerce Committee Chairman John McCain (R-Ariz.). The GAO is reviewing cable rates and packaging at McCain's request. ■

Paramount Proudly Congratulates

Dr. Phil

On these Daytime Emmy Nominations

Outstanding Talk Show Host

Dr. Phil McGraw, *HOST*

Outstanding Talk Show

Carla Pennington Stewart, *EXECUTIVE PRODUCER*

Gwynne Thomas, *SENIOR PRODUCER*

Kandi Ameloir, *SENIOR COORDINATING PRODUCER*

Angie Kraus Bell, *SUPERVISING PRODUCER*

Chere Graham, *PRODUCER*

Julie Johnson, *PRODUCER*

Julie Ross, *PRODUCER*

Judy Rybak, *PRODUCER*

Edward Santos, *PRODUCER*

Lisa Steinke, *PRODUCER*

Kathy Gianconia, *PRODUCER*

Katerina Monemvassitis, *PRODUCER*

Marsha Armstrong, *PRODUCER*

HARPO
PRODUCTIONS, INC.

KINGWORLD



A VIACOM COMPANY

World Radio History

STATION BREAK

BY DAN TRIGOFF

AFTRA To Represent WSNS

CHICAGO—A long-awaited election among on-air staffers at NBC-owned Telemundo station WSNS(TV) saw the selection of the American Federation of Television and Radio Artists as bargaining representative. The vote was 6-3, with one additional challenged vote.

AFTRA and the station and its owners had been haggling over union recognition for the better part of a year, following NBC/GE's takeover of the Telemundo network and station group and the announced integration of NBC's WMAQ-TV Chicago and WSNS. The union wanted recognition as a bargaining unit based on petitions signed unanimously by eligible WSNS employees, but NBC held out for an NLRB-supervised election despite AFTRA-recruited pressure from local political and religious leaders, even the Congressional Hispanic Caucus.

Following the election, NBC, which indicated no intention to challenge it, said, "We look forward to working closely with the entire team of employees in making Telemundo the network of choice for our Spanish-speaking audience and our advertisers."

WISH-TV's Giles To Retire

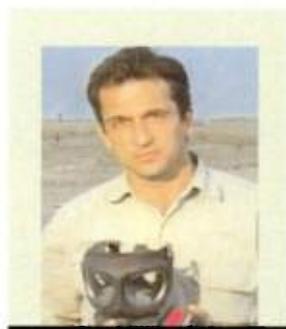
INDIANAPOLIS—Lee Giles, arguably the dean of local news directors, told his staff Wednesday that he will retire in May after 35 years running the news at WISH-TV. Giles's legendary career includes nearly 40 years at the station and nearly 50 in news. His longevity as news director is especially unusual in a job where tenure is better measured in dog years.

Giles said he will hold onto his VP stripe through the summer so he can hit the 40-year mark with WISH-TV. The search for a replacement, he said, is on and is wide-open.

Friends and admirers can toast Giles's retirement this week at the RTNDA annual conference in Las Vegas. Among many achievements, he is well-known as an early mentor for NBC's Jane Pauley, who recently announced her own retirement.

Noncompetes Targeted in N.C.

RALEIGH, N.C.—A North Carolina legislator has revived a proposal that would restrict non-compete clauses for on-air broadcast talent in that state. State Sen. Bob Rucho has said that use of the clause amounts to the creation of "indentured servants to the broadcasting industry," and he specifically targeted restrictive clauses that prohibit talent from appearing in



On the Scene

WFOR-TV Miami's Mike Kirsch was the first reporter to reach the Iraqi hospital where a U.S. soldier had been held and rescued. He has been following a more personal story back home (see "Long-Distance Check-Up," below).

the market even after they've been terminated.

That bill, though, went down to defeat in a May 2001 voice vote after vigorous opposition from the North Carolina Association of Broadcasters. That organization once again pledges to oppose this legislation, which it says is identical to the previous bill, and expects to defeat it. Rucho could not be reached for comment.

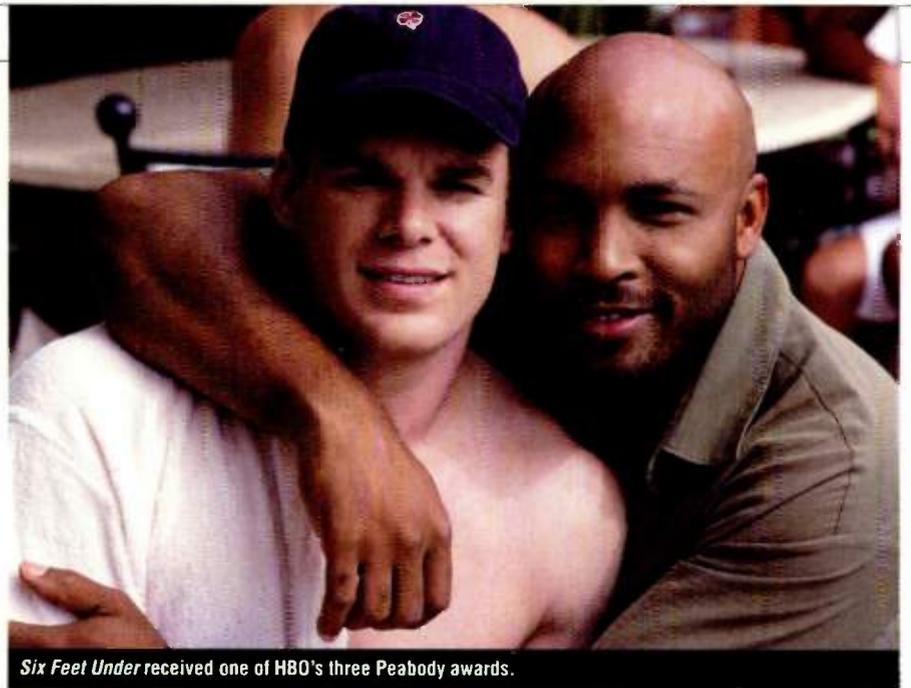
Viacom Stations Get Program Head

NEW YORK—Tom Remiszewski, vice president of creative services and marketing for the Viacom Stations Group, will also oversee programming for the 39-station group. Working with him will be Mark Cooper, who has been named director of program acquisition for the group. Cooper has been program director for Viacom's Philadelphia duopoly, KYW-TV and WPSG(TV). Remiszewski was one of the executives who arrived from WNBC-TV New York when former WNBC-TV General Manager Dennis Swanson became executive VP and COO for Viacom stations. Remiszewski had previously been VP of advertising and promotion for ABC Sports.

Long-Distance Check-Up

MIAMI—WFOR-TV's Mike Kirsch was the first reporter to arrive, post-rescue, at the hospital from which Private Jessica Lynch was saved last week by Navy SEALs, but he has been following closely a more personal story back home. Kirsch's wife is six months pregnant, and he has been able to use his satellite phone and station equipment to monitor his unborn daughter's progress.

"She lifted her shirt on camera and showed me her belly," said the father-to-be, "and our technology allowed me to see our second ultrasound." The veteran war correspondent has not been officially embedded but has managed to get around and find a temporary home with Allied troops on the fly.



Six Feet Under received one of HBO's three Peabody awards.

Peabody Likes WGBH-TV Best

BY JOHN EGGERTON AND P.J. BEDNARSKI

The 62nd Annual Peabody Award winners were announced last week, with noncommercial WGBH-TV taking top honors with four statues.

Cable networks took home a total of nine awards, public TV stations eight, commercial broadcasting networks and stations eight, and noncommercial radio

three. International radio and TV organizations won three.

In addition to HBO's three awards—for *Six Feet Under*, *The Gathering Storm* and *Def Poetry Jam*—other cable winners were CNN's *Terror on Tape* about the al-Qaeda terror network, Court TV for *The Interrogation of Michael Crowe*, Showtime for *Bang, Bang You're Dead*, TNT for *Door to Door*, ESPN for *The Complete Angler* and BBC

Continued on page 68

Turner Touts Cable's 'Reach'

BY JOHN M. HIGGINS

Aimed at the most number-crunchy of ad buyers, Turner Broadcasting Systems is entering this year's up-front with a highly technical pitch targeting broadcast networks' perceived superiority in overall "reach" to TV viewers.

Turner has stitched together a high-end database package employing Nielsen ratings and commercial-pricing data to allow media planners to make quicker and extremely detailed substitutions among various broadcast and cable networks. The goal is to convince buyers that despite cable's small and fragmented viewership, cable networks' reach of unduplicated viewers isn't as inferior as many buyers think. And, with cable viewers selling for 50% less than broadcast eyeballs, Turner executives argue that a campaign that can achieve its targeted reach lowers the average cost of an ad schedule.

The T-MAP database (for Turner Multidimensional Analytical Platform) focuses on major advertisers' desire for high reach; that is, to direct a commercial to as many different individual viewers as possible at least once.

Hitting the same viewer with a commercial twice boosts a campaign's frequency without bolstering reach.

Barry Fischer, executive vice president of marketing and research and the leader of Turner's Media at the Millennium III effort, said that most buyers see cable as a way to cheaply build frequency, hitting the same viewers again and again. Both cable and broadcast "deliver reach. They both deliver frequency," he said. "It's all about finding balance."

Turner plans to use T-MAP in one-on-one meetings with agencies, to run them through the paces of their own previous campaigns. The argument is that, after the first airings on big broadcast shows, reaching for those last few unduplicated broadcast viewers can be expensive. Even if the cost per ratings point is rather low, the cost per incremental "reach point" can be extraordinarily high.

Fischer gave examples of ad campaigns in which the reach points at the start were very cheap, less than \$100,000 per point. But after hitting, say, 65% of the audience, the push to 75% (or 10 reach points) could hit \$1 million to \$4 million on broadcast. But a random grab of spots on cable brought the cost of those last reach points down. ■



TBS's Fischer pitches to number-crunchers.



Paramount Proudly Congratulates

Big Ticket Television's

Judge Judy

On this Daytime Emmy Nomination

Outstanding Special Class Series

Randy Douthit, *EXECUTIVE PRODUCER*

Timothy Regler, *CO-EXECUTIVE PRODUCER*

Victoria Jenest, *SUPERVISING PRODUCER*

Shannon Weber-Arellano, *SENIOR PRODUCER*

Cybil Jordan-Malachi, *PRODUCER*

Jonathan Sebastien, *PRODUCER*

Richard Russakoff, *PRODUCER*

Jenifer Faison, *PRODUCER*

Christopher Thomas, *PRODUCER*

Kirk Leins, *PRODUCER*

Hon. Judge Judy Sheindlin, *HOST*



PROGRAMMING

Should the Networks Abandon Sports?

Morgan Stanley's Richard Bilotti analyzes profitability to broadcasters

By JOHN M. HIGGINS

Think of it as a weak defense spoiling the efforts of a brilliant prime time offense. The cost of sports rights is so high—all sports, including the college level—that it overpowers the benefit of promoting a broadcast network's schedule, concludes a new report by Morgan Stanley media analyst Richard Bilotti.

He contends the networks are wasting hundreds of millions of dollars each year licensing professional- and college-sports rights and that network claims that sports pays hidden benefits by improving a network's overall demographics, or as a promotions carrier for prime time, don't change the bottom line.

Losses from sports overwhelm the games' potential value for promotion, the report finds, eating up 40% to 50% of the profits that networks generate from their prime time schedules and losing \$500 million to \$600 million a year.

Sports "are no longer acceptable as a promotional platform for the rest of the schedule," Bilotti said in an interview. "When you put the two together"—prime time programming profits and sports losses—"you have a virtually unprofitable industry."

He did not, however, address in detail the significant financial benefits of sports to networks' local stations.

The networks having big sports problems are ABC and Fox. One-time powerful *Monday Night Football* accounted for about 40% of ABC's losses for the fiscal year ended September 2002. Bilotti sees a total of \$1 billion in losses for the length of the ABC/ESPN football package. Likewise, a year ago, Fox took a \$909 million write-off against its Major League Baseball package.

Bilotti lauds NBC for bailing out of the arms race for sports rights and sticking primarily with winter and summer Olympics, plus the risk-free and viewer-lite Arena Football League.

NBC Entertainment President Jeff Zucker, unsurprisingly, agrees with Bilotti's assessment. "There is no question that professional sports are not worth the price tag for what they give you in prime time television," he said.

It's not that he sees zero value. "I believe one of the reasons *Joe Millionaire* was a success for ABC was the promotion [of

the reality show] on pro football," which helped bring in the volume of male viewers required to make it such a hit.

But that said, Zucker adds, "I still wouldn't want that pro football contract around my neck."

CBS Television President Les Moonves disagrees. Given the effects on O&O stations in markets that also have football teams, "the NFL does not lose money," Moonves said. "We wouldn't be doing this if it didn't make money."

As for sports' promotional value, Moonves contends that football dramatically helped boost male viewership to the network's entertainment product. Looking at where CBS was in 1995—before CBS re-acquired rights to football—"we went from last place to first place. *Survivor*, *CSI*, *Everybody Loves Raymond*, of course, had a lot to do with that. But the promotional value of those [sports] spots are tremendous."

Bilotti's ambitious 100-page report *Primetime Programming Cost Analysis* significantly addresses sports but also tries to calculate the profits and losses of each part of the Big Four networks' prime time schedules, program by program. Some of the conclusions are eye-popping.

Bilotti calculates that, on a combined basis, the prime time profits from NBC, CBS, ABC and Fox dropped a dramatic 65% in recent years, from \$1.7 billion in the 1999-2000 season to just \$611 million last season.

Much of that, of course, stems from the absence of advertising from free-spend-

ing Internet companies. But Bilotti also blames volatile programming costs and cable's erosion of broadcast audiences.

So even if the economy recovers, he doesn't see the networks' regaining that lost ground between now and 2007.

His report also gauges the profitability of individual shows on the networks' schedules. Working from the 2001-02 season, he sees *Will & Grace* (before a subsequent pay boost for actors and show producers) as the most profitable entertainment series, carrying an 85% profit margin, supplying \$124 million in revenues but costing just \$22 million for that season.

Even *Friends*—with its \$1 million-an-episode stars—remained profitable for NBC, generating a 25% gross profit margin, generating \$171.7 million in revenues but costing \$128.7 million.

Among Bilotti's conclusions is that, while a steady diet of short-lived reality programming is potentially hazardous, it's not a bad substitute for Hollywood movies, which are moderately rated money losers for broadcasters.

The hazard of reality shows is that they do nothing to build a syndication library because viewers reject repeats. That, in turn, could leave a broadcaster's stations and cable networks starved for strong product down the road. Some experts predict a dearth of off-network sitcoms ready for syndication by the 2007 season.

Bilotti believes that prime time is getting difficult enough that some networks should either give time back to their sta-



Prime Time Scorecard

2002-03 Season

NETWORK	REVENUE (MILLION)	PROFIT (MILLION)	MARGIN
ABC	\$1,492	-\$58	-4%
CBS	\$1,739	\$421	24%
Fox	\$950	\$41	4%
NBC	\$2,187	\$742	34%
UPN	\$170	-\$123	-72%
The WB	\$423	\$14	3%
Total	\$6,961	\$1,037	15%

SOURCE: Morgan Stanley analyst Richard Bilotti: Primetime Programming Cost Analysis

tion affiliates or simply make Friday or Saturday "repeat" nights, simply load up reruns of stronger programming.

"Are there enough aggregate profits for all six networks to program all seven nights of the week?" Bilotti asks. And he answers: He doubts that the Big Three can continue to program 22 hours a week and all stay profitable. ■



Prime Time Profits

Low ratings don't always mean low profits. ABC's profit margin on *Whose Line Is It Anyway?* beat Fox's on *The Simpsons*. But *Frasier* shows how high salaries and other costs can hurt.

SHOW	NETWORK	NET REVS (MILLION)	SERIES COSTS (MILLION)	GROSS PROFIT (MILLION)	MARGIN	PRICE PER AD SPOT
<i>Will & Grace</i>	NBC	\$146.3	\$22.0	\$124.3	85%	\$230,015
<i>That '70s Show</i>	Fox	\$94.5	\$14.6	\$79.9	85%	\$130,231
<i>The King of Queens</i>	CBS	\$85.9	\$14.3	\$71.6	83%	\$162,334
<i>Whose Line Is It Anyway?</i>	ABC	\$61.5	\$10.3	\$51.2	83%	\$65,247
<i>Malcolm in the Middle</i>	Fox	\$81.9	\$13.9	\$68.0	83%	\$183,291
<i>CSI</i>	CBS	\$288.6	\$55.0	\$233.6	81%	\$256,733
<i>Survivor</i>	CBS	\$206.3	\$44.4	\$161.9	78%	\$315,648
<i>Everybody Loves Raymond</i>	CBS	\$177.3	\$61.6	\$115.7	65%	\$282,701
<i>The Simpsons</i>	Fox	\$108.2	\$66.0	\$42.2	39%	\$185,335
<i>Frasier</i>	NBC	\$116.9	\$140.8	-\$23.9	-20%	\$177,058
<i>The X-Files</i>	Fox	\$68.8	\$96.8	-\$28.0	-41%	\$133,885
<i>What About Joan</i>	ABC	\$2.1	\$14.3	-\$12.2	-581%	\$93,162

SOURCE: Morgan Stanley analyst Richard Bilotti: Primetime Programming Cost Analysis

SYNDICATION WATCH

RATINGS | March 17-23

Nielsen Media Research

Top 25 Shows Adults 18-49

RANK/PROGRAM	AA	GAA
1 Friends	4.3	4.9
2 Seinfeld	3.9	4.5
3 Seinfeld (wknd)	3.4	3.9
4 Everybody Loves Raymond	3.2	3.6
5 Entertainment Tonight	2.8	2.8
6 Oprah Winfrey Show	2.6	2.7
6 That '70s Show	2.6	3.1
6 Will & Grace	2.6	2.9
9 Wheel of Fortune	2.5	NA
10 Jeopardy	2.4	NA
11 King of the Hill	2.2	2.4
12 Home Improvement	2.0	2.6
13 Friends (wknd)	1.9	1.9
14 Dr. Phil	1.8	1.8
14 Judge Judy	1.8	2.6
16 Dharma & Greg	1.6	1.7
16 Maury	1.6	1.7
18 Frasier	1.5	1.7
18 Live With Regis and Kelly	1.5	NA
20 Drew Carey	1.4	1.4
20 Entertainment Tonight (wknd)	1.4	1.4
20 Everybody Loves Raymond (wknd)	1.4	NA
20 Just Shoot Me (wknd)	1.4	1.7
24 Access Hollywood	1.3	1.3
24 Divorce Court	1.3	1.7
24 ER	1.3	1.5
24 Inside Edition	1.3	1.3
24 Jerry Springer	1.3	1.4
24 Mutant X	1.3	1.4
24 WW Police Videos	1.3	1.4

Top Talk Shows Adults 18-49

RANK/PROGRAM	AA	GAA
1 Oprah Winfrey Show	2.6	2.7
2 Dr. Phil	1.8	1.8
3 Maury	1.6	1.7
4 Live With Regis and Kelly	1.5	NA
5 Jerry Springer	1.3	1.4

According to Nielsen Media Research Syndication Service Ranking Report March 17-23, 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

| game show |

Millionaire Is Cashing In

BY PAIGE ALBINIAK

Buena Vista Television is taking its rookie game show *Who Wants To Be a Millionaire* to the market for third- and fourth-year clearances, according to Executive Vice President John Bryan.

"The fact that *Millionaire* is gaining traction with men as well as with women gives us a bright outlook," says Senior Vice President Lloyd Komisar.

Buena Vista originally cleared *Who Wants To Be a Millionaire* for two years. After showing steady growth, the syndicator hopes to get the show improved time periods while renewing it.

Millionaire faces one big problem it needs to resolve before next fall: Where is it going to air in New York? WCBS-TV is replacing the show at 4 p.m. next fall with Warner Bros.' *People's Court*. With an ABC-owned station in the New York market, Buena Vista has a guaranteed place for the show, but WABC-TV might not be able to give it a strong time period.

The show has been averaging a 3.5 in national household ratings, making it the third-highest-rated syndicated game show, behind King World's *Wheel of Fortune*, at an average 9.7, and King World's *Jeopardy*, at 7.5.

Millionaire has access clearances on Big Three affiliates in 30 out of the top 100 markets. In those markets, it is averaging a 5.4 rating/8 share among households, up 14% from the time-period performance in February 2002 sweeps, says Katz Television Group Vice President Bill Carroll. *Millionaire's* share is flat in women 18-34, up 17% in women 25-54, and flat in men 18-49 and men 25-54.

By comparison, the show's closest competitor, King World's *Hollywood Squares*, is averaging a 5.3/9 on Big Three affiliates in access in 25 of the top 100 markets, says Carroll. That's flat in households from February 2002 sweeps and down 29% in share in women 18-49, 25% in women 25-54, 33% in men 18-49 and 14% in men 25-54.

In February 2002, however, Olympics coverage on NBC affiliates in Seattle; Portland, Ore.; and Tucson, Ariz., preempted *Hollywood Squares*, which skewed the show's performance downward this year, says King World. In ratings (as opposed to share), *Hollywood Squares* is up a bit in female demos and flat or down in male demos. ■



Buena Vista's *Who Wants To Be a Millionaire* has shown steady growth.

Syndie

Insider

King World's Heavy Metal Jacket

King World's *Wheel of Fortune* will air Armed Forces week next month, featuring members of the U.S. Coast Guard, Air Force and Marines. Last week, the game show shot three weeks' worth of shows in San Diego—Armed Forces Week, San Diego Week and College Week—all of which will air during May sweeps.

Wheel of Fortune had planned the San Diego trip since October, well before U.S. troops were sent to Iraq. One fan treated himself to a VIP trip to the San Diego set, cashing in 45,000 points he had earned on the Wheel Watchers Web site plus \$275 of his own money, which covered the entire trip, including airfare and hotel. Wheel Watchers, a Web site that promotes *Wheel* by giving viewers points for solving puzzles presented each night on the show, is offering several other vacations to fans.

Ricki Lake Plans Teen-Pregnancy Special

Sony Pictures Television's *Ricki Lake* will talk to teenage parents on May 7, the second-annual National Day to Prevent Teen Pregnancy. The show transformed its set into a hangout for teens, who talk to Lake about the consequences of having children when they are still children themselves.

Pyramid Ties In With Daytime Emmys

To celebrate the 30th Annual Daytime Emmys, Sony Pictures Television's *Pyramid* is hosting Emmy-awarded and -nominated soap stars each day during the week of May 12. *The Young and the Restless's* Doug Davidson and Kristoff St. John, *Days of Our Lives's* Eric Winter and Kyle Lowder, and *Soap Talk's* Ty Treadway and Lisa Rinna will join *Pyramid's* Emmy-nominated host, Donny Osmond, leading into the Daytime Emmy Awards prime time broadcast on Friday, May 16.

See John Walsh in Auto Parts Store

No medium is too big or too small for John Walsh. Last week, NBC Enterprises' *The John Walsh Show*, the National Center for Missing & Exploited Children in Washington, and Advance Auto Parts signed a deal that puts Walsh on the Advance Auto Parts Television Network, airing in 2,000 retail locations in 37 states. The partnership will create "missing-children" segments to be hosted by Walsh and will provide information about missing children.

BIG Growth. BIG Mac.

Year to Year Growth

5.0

W18-49

FEB - MAR '02 FEB - MAR '03

6.2

M18-49

FEB - MAR '02 FEB - MAR '03

3.8

TEENS

FEB - MAR '02 FEB - MAR '03

4.3

TEENS

FEB - MAR '02 FEB - MAR '03

The Bernie Mac Show

Wed. 9pm FOX

5.9

TEENS

FEB - MAR '02 FEB - MAR '03

6.3

TEENS

FEB - MAR '02 FEB - MAR '03

#1 IN ITS TIME PERIOD

#1 W18-49

#1 M18-49

#1 TEENS

--- COMING SOON ---

NIelsen | March 24-30 | RATINGS

THE PRIME TIME RACE

Top 10 Basic Cable Shows

Mar 24-30

Total Households (in millions)

PROGRAM	DATE	NET	HHS
1. The O'Reilly Factor	3/27	FOXN	4.4
2. The O'Reilly Factor	3/24	FOXN	4.3
2. The O'Reilly Factor	3/25	FOXN	4.3
4. Hannity & Colmes	3/24	FOXN	3.9
5. The O'Reilly Factor	3/26	FOXN	3.8
6. The O'Reilly Factor	3/28	FOXN	3.7
7. Newsnight/A. Brown	3/24	CNN	3.6
8. Spongebob Sqrpnts	3/29	NICK	3.5
8. On the Record	3/26	FOXN	3.5
8. Mv: Miss Cngentiality	3/28	TBS	3.5

Adults 18-49 (in millions)

PROGRAM	DATE	NET	AA
1. WWE 9p	3/24	TNN	2.9
2. WWE 10p	3/24	TNN	2.6
3. Trading Spaces	3/29	TLC	2.5
4. Newsnight/A. Brown	3/24	CNN	2.4
4. Mv: Miss Cngentiality	3/28	TBS	2.4
6. The O'Reilly Factor	3/24	FOXN	2.2
6. Hannity & Colmes	3/24	FOXN	2.2
6. Real World XII	3/25	MTV	2.2
6. Larry King Live	3/24	CNN	2.2
10. Mv: Miss Cngentiality	3/29	TBS	2.1

SOURCE: Turner Entertainment Research, Nielsen Media Research

Broadcast Networks

Mar 24-30

Total households (in millions)

	WEEK	STD
1. NBC	8.0	8.3
2. CBS	7.5	8.9
3. FOX	6.1	6.5
4. ABC	5.8	7.0
5. WB	2.4	2.8
6. UPN	2.3	2.4
7. PAX	0.9	0.9

Adults 18-49 (in millions)

	WEEK	STD
1. FOX	5.5	5.4
2. NBC	5.3	5.8
3. CBS	4.5	5.1
4. ABC	3.6	5.1
5. WB	1.9	2.3
6. UPN	1.7	2.0
7. PAX	0.4	0.4

Top 10 Broadcast Shows

Total Households (in millions)

	WEEK		
1. American Idol Tue	FOX	12.3	
2. American Idol Wed	FOX	11.6	
3. Law & Order	NBC	11.5	
4. Law & Order: SVU	NBC	11.3	
5. Friends	NBC	11.2	
6. Survivor: Amazon Wed	CBS	10.8	
7. Everybody Loves Raymond	CBS	10.7	
8. Law & Order: Crim Intent	NBC	10.2	
9. 60 Minutes	CBS	9.7	
9. Will & Grace	NBC	9.7	
9. Celine in Las Vegas	ABC	9.7	

Adults 18-49 (in millions)

	WEEK		
1. American Idol Tue	FOX	12.1	
2. American Idol Wed	FOX	11.2	
3. Friends	NBC	8.9	
4. Wanda at Large	FOX	8.3	
5. Scrubs	NBC	8.2	
6. Survivor: Amazon Wed	CBS	8.1	
7. Will & Grace	NBC	8.0	
7. Fear Factor	NBC	8.0	
9. 24	FOX	7.9	
10. Law & Order	NBC	7.8	

SOURCE: Nielsen Media Research

	abc	CBS	NBC	FOX	PAX	upn	WB
Week 27	6.6/10	8.5/13	7.8/12	4.8/7	0.6/1	2.2/3	2.1/3
MONDAY							
8:00	51. ABC News: War With Iraq 6.0/9	19. King of Queens 8.0/12 20. Yes, Dear 7.7/11	13. Fear Factor 8.8/13	60. Boston Public 5.5/8	137. Dirty Rotten Cheater 0.4/1	102. The Parkers 2.2/3 96. One on One 2.3/3	94. 7th Heaven 2.5/4
9:00	27. The Practice 7.1/10	7. Ev Lvs Raymnd 10.0/15 20. Still Standing 7.7/11	25. Miss USA Pageant 7.3/11	80. Married by America 4.1/6	135. Sue Thomas, F.B.Eye 0.5/1	96. Girlfriends 2.3/3 102. Half and Half 2.2/3	111. Everwood 1.7/3
10:00	35. The Practice 6.6/11	14. CSI: Miami 8.7/14			125. Diagnosis Murder 0.8/1		
10:30							
TUESDAY							
8:00	35. 8 Simple Rules 6.6/10	26. JAG 7.2/11	71. Friends 4.8/7 84. Scrubs 4.0/6	1. American Idol 11.5/18	133. Weakest Link 0.6/1	96. Buffy the Vampire Slayer 2.3/3	108. Gilmore Girls 2.0/3
9:00	47. According to Jim 6.2/9	9. Celine in Las Vegas 9.1/14	44. Will & Grace 6.4/10 62. Good Mrng Miami 5.4/8	27. 24 7.1/11	135. Just Cause 0.5/1	116. The Parkers 1.4/2 115. One on One 1.5/2	96. Smallville 2.3/3
10:00	74. Life with Bonnie 4.7/7	48. 48 Hours Investigates 6.1/10	51. Dateline NBC 6.0/10		124. Diagnosis Murder 0.9/1		
10:30	75. ABC News Special 4.5/8						
WEDNESDAY							
8:00	30. My Wife & Kids 6.8/11	6. Survivor: Amazon 10.1/16	48. Dateline NBC 6.1/10	56. That '70s Show 5.9/9	133. Candid Camera 0.6/1	108. Enterprise 2.0/3	102. Dawson's Creek 2.2/3
9:00	51. George Lopez 6.0/9	15. 60 Minutes II 8.6/13	23. The West Wing 7.6/12	2. American Idol 10.8/16	129. Doc 0.7/1	116. The Twilight Zone 1.4/2	102. Angel 2.2/3
10:00	35. The Bachelor Revealed 6.6/10	29. CSI 7.0/12	3. Law & Order 10.7/18	17. Wanda at Large* 8.2/12	129. Diagnosis Murder 0.7/1		
10:30	77. All American Girl 4.3/7						
THURSDAY							
8:00	80. Whose Line Is It 4.1/7	48. NCAA Basketball Championships 6.1/10	4. Friends 10.5/17 12. Scrubs 9.0/14	92. Married by America 2.9/5	121. It's a Miracle 1.0/2	89. WWE Smackdown 3.2/5	107. Sabrina/Witch 2.1/3 116. On the Spot 1.4/2
9:00	79. Whose Line Is It 4.2/7	42. NCAA Basketball Championships 6.5/12	9. Will & Grace 9.1/14 16. Gd Mrng Miami 8.3/13	The Pulse Sustaining	119. Diagnosis Murder 1.2/2		94. Jamie Kennedy 2.5/4 111. On the Spot 1.7/3
10:00	76. World Figure Skating Championships 4.4/7		20. ER 7.7/13				
10:30							
FRIDAY							
8:00	51. America's Funniest Home Videos 6.0/10	65. NCAA Basketball Championships—Oklahoma State vs. U. of Connecticut 5.2/9	24. America's Most Talented Kid* 7.5/13 35. Ed 6.6/11	90. Fastlane 3.1/5 86. John Doe 3.5/6	125. Friday Night Flx—Killer Bees 0.8/1	111. UPN's Movie Friday—The Accidental Spy 1.7/3	110. What I Like About 1.8/3 102. Reba 2.2/4 93. Reba 2.8/5 96. Grounded for Life 2.3/4
9:00	69. 8 Simple Rules 4.9/8	67. NCAA Basketball Championships 5.1/10	4. Law & Order: Special Victims Unit 10.5/19		125. Diagnosis Murder 0.8/1		
10:00	80. Regular Joe* 4.1/7						
10:30	60. 20/20 5.5/10						
SATURDAY							
8:00		31. NCAA Basketball Championships—Arizona/Kansas 6.7/13	71. Law & Order 4.8/9	80. Cops 4.1/7 77. Cops 4.3/8	125. Diagnosis Murder 0.8/1		
9:00	65. World Figure Skating Championships 5.2/9	71. 48 Hours Investigates 4.8/8	31. Law & Order: Criminal Intent 6.7/12	69. AMW: America Fights Back 4.9/8	129. PAX Saturday Night Movie—Another Pretty Face 0.7/1		
10:00		88. The Agency 3.4/5	18. Law & Order: Special Victims Unit 8.1/14				
10:30							
SUNDAY							
7:00		(nr) NCAA Basketball 6.7/13	35. Dateline NBC 6.6/11	90. Futurama 3.1/5 84. King of the Hill 4.0/7	129. Candid Camera 0.7/1		114. Gilmore Girls 1.6/3
7:30	62. Wonderful World of Disney—Disney's The Kid 5.4/9	9. 60 Minutes 9.1/15	46. American Dreams 6.3/10	35. The Simpsons 6.6/10 64. Oliver Beene 5.3/8			86. Charmed 3.5/5
8:00		44. Big Fat Gnk Life 6.4/10		57. Malcolm Middle 5.8/9 67. The Pitts* 5.1/8	120. Sue Thomas, F.B.Eye 1.1/2		96. Black Sash* 2.3/3
9:00	57. Alias 5.8/9	51. Becker 6.0/9	8. Law & Order: Criminal Intent 9.6/14				
10:00		57. CBS Sunday Movie—Shanghai Noon 5.8/10	31. Boomtown 6.7/11				
10:30	35. Dragnet 6.6/11				121. Just Cause 1.0/2		
Averages							
Week	5.5/9	7.0/11	7.5/12	5.7/9	0.8/1	2.1/3	2.2/3
S-T-D	6.6/11	8.3/14	7.8/13	6.1/10	0.9/1	2.3/4	2.6/4

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

MARKET | Missoula | FOCUS

As NCAAs End, New Net Begins

BY ALLISON ROMANO

Right after the NCAA men's basketball champion is crowned tonight on CBS, the new College Sports Television Network has its own tip-off. At launch, its sole distributor is DirecTV, although network executives expect to recruit more MSOs soon.

CSTV goes on-air around 11:30 p.m. ET today with a 2003 men's college basketball year-in-review.

DirecTV is offering CSTV on its "Sports Pack" tier. The company does not reveal how many of its 11 million subscribers take the package.

CSTV co-founder

Brian Bedol, who started up Classic Sports and sold it to ESPN, said the channel is in "late-stage negotiations" with major MSOs and expects to unveil more carriage deals within a month. "These are long-term, seven- to 10-year deals. It takes time to get the terms right."

CSTV has programming deals with more than 1,200 universities and scores of athletic conferences. Some men's basketball and football games are on the schedule, but most programming will be less-covered sports, such as lacrosse, hockey, baseball, volleyball, golf, track and gymnastics.

Operators usually grumble about the high price of sports programming, but CSTV is in a different league, with cheaper college sports. Michael Thornton, DirecTV senior vice president of program acquisitions, says the network has a "reasonable price structure in a world where prices are clearly escalating beyond controllable rates."

Financial details of the DirecTV-CSTV deal were not disclosed. ■



AT A GLANCE

The Market

DMA rank	169
Population	260,000
TV homes	105,000
Income per capita	\$15,053
Revenue rank	178
TV revenue	\$9,100,000

Commercial TV Stations

RANK*	CH.	AFFIL.	OWNER
1	KPAX(TV)	8 CBS	Evening Post
2	KECI(TV)	13 NBC	Eagle
3	KTMF(TV)	23 ABC	Max Media
4	KMMF(TV)	17 Fox	Equity

*February 2003, total households, 6 a.m.-2 a.m., Sun.-Sat.

Cable/DBS

Cable subscribers (HH)	47,350
Cable penetration	45%
ADS subscribers**	36,000
ADS penetration	34%
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 (KPAX)	13/26
Network Show	
ER (KECI)	18/31
Evening Newscast	
KPAX	15/35
Late Newscast	
KECI	12/30

***February 2003, total households
SOURCES: Nielsen Media Research, BIA Research

Pretty, and Thriving, Too

Writer John Updike has rhapsodized about the beauty and cultural charms of Missoula, Mont., likening them those of the City of Lights, Paris. Even the state's promotional Web site, Montana.com, says that's a "flattering but somewhat gross exaggeration." In the understated way of plains folk, the Web site says Missoula is a "pretty nice place to live."

Indeed, locals liken their growing city to Denver before overcrowding and smog. It's a pretty place, surrounded by big sky, well-stocked rivers, mountains, a handful of national parks (Yellowstone and Glacier to name two) and forests all within short driving distance.

And, despite the shaky national economy, Missoula's local TV-ad market is thriving.

"Missoula has remained strong even during tough times," says Keith Sommer, vice president and general manager, KECI(TV). "It's seems to be almost in its own little world. It's been surprising but also quite nice."

Bob Hermes, vice president and general manager at KPAX(TV), agrees. "The whole area is bustling, actually."

In the first quarter and so far in the second, the market is up a couple of percentage points over last year—which station executives say is rather remarkable given last year's Olympic and election money. The war is a wild card, but, that aside, Sommer and Hermes think the market can maintain the current pace through year's end.

Even a double-digit gain is achievable, Hermes says. "In our market, we are poised to kind of break loose" once the war is over.

Local advertising is the big driver, accounting for 60% to 65% of the market. But national spot is healthy, too. Auto and fast foods are perennially hot, along with furniture, hotels, and other tourist and service categories. New on the hot list is telecom, which hadn't previously filtered down to markets Missoula's size (169), says Sommer.—*Steve McClellan*



WHAT THEY DO

47 hotels dot the City of Missoula proper, which is almost one per 1,000 residents.

1st woman elected to Congress was Missoula native Jeanette Rankin, in 1917 (before women gained the right to vote nationally).

96 lbs is the weight of the biggest fish ever caught in Montana, a white sturgeon in the Kootenai River in 1968.

SOURCES: Montana.com; Montana Fish Wildlife & Parks Service

THE King RULES LOS ANGELES!



Feb '02 to Feb '03,
THE KING OF QUEENS
grows in LA with
BIG results!

+33% AMONG HOUSEHOLDS!

+71% AMONG ADULTS 18-34!

+19% AMONG ADULTS 18-49!

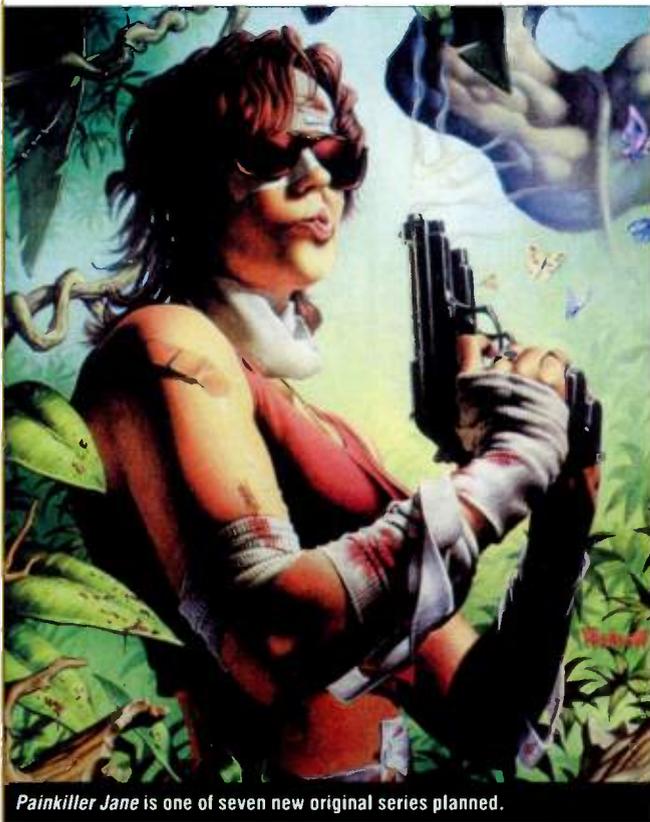
+26% AMONG ADULTS 25-54!

Source: NSI Rtg, WRAP SWEEPS, KCBS, Mon. 8P www.sonypicturestelevision.com



TV BUYER

Sci Fi Seeks a New Universe



Painkiller Jane is one of seven new original series planned.

With higher ratings, it vies to compete with the 'big's' for ad buys

BY ALLISON ROMANO

The Sci Fi Channel is trying to unearth another universe. Another part of the Nielsen universe, that is. With its ratings on the rise, Sci Fi, long considered one of the strongest niche channels on cable, is venturing into what President Bonnie Hammer calls cable's "big leagues."

Sci Fi's prime time numbers jumped 25% in the first quarter to a 1.0 average; showing the biggest growth among major entertainment channels. In March, the network recorded a 1.1 average. Back in December, when Steven Spielberg's ratings smash *Taken* was playing to a 4.1 average, it swelled to a 1.6 average.

The driver, Hammer contends, is original programming, led by projects like the 10-part, 20-hour maxi-miniseries *Taken* and last month's *Children of Dune* mini. From here out, Sci Fi will beef up original production and scale back on acquisitions. "Now we have a choice of what we want to put on the channel," she said. "We don't have to throw [acquisitions] up there and hope something sticks."

After its success with *Taken*—which alone cost \$35 million—Sci Fi is ready to pony up for big projects. This year, the network will spend about \$190 million on programming, according to industry estimates. Sci Fi plans to double spending over the next three years. So far, so good: Its latest original series *Tremors: The Series* got off

to a good start March 28 with a 2.0 rating.

Going into the upfront, media buyers say Sci Fi is well-positioned to increase business and attract new clients. "One of the reasons that they are successful," said veteran media buyer Howard Nass, of HN Media, "is that no one else is really talking to this niche. They really own it."

Said Jeff Lucas, ad-sales chief for Sci Fi parent Universal Television, "We've jumped from a tier-two network to a tier-one network."

In last year's upfront, Sci Fi, like sister USA Network, slashed pricing 10%, according to Morgan Stanley estimates, to increase sales volume and, in the process, attracted 40 new advertisers.

No one is expecting Lucas to use the same strategy this year. Sci Fi is in better shape—with strong ratings and higher sell-out—and the overall cable marketplace is widely expected to be more robust. Sci Fi is also a cheaper option for buyers, with lower CPMs than general-entertainment cable networks like Turner's TNT and TBS or USA.

With more ambitious programming like *Taken*, "they can compete among the higher-ranked cable networks," said John Rash, senior vice president, broadcast negotiations, Campbell Mithun.

Sci Fi's development slate for 2004-05 is headlined by big miniseries, including another project with Spielberg and DreamWorks. The "trilogy miniseries"—not a *Taken* spin-off—would consist of six hours aired each quarter for three consecutive quarters. It would be Sci Fi's "own *Lord of the Rings*, our own *Harry Potter*," Hammer explained, "when one lives and breathes on the heels of another."

Other miniseries plans include a futuristic murder-mystery *6 Days 'til Sunday*, a six-hour miniseries that will play over six straight nights; *The Thing*, a four-hour project about explorers trapped in Antarctica; and *Red Mars*, a six-hour series about adventurers who colonize the planet.

Sci Fi is pushing forward on seven new original series. *Dead Lawyers* is about lawyers who come back from the dead to defend clients they failed. In *The Divide*, a trio of characters—a DJ, the ghost of his dead twin sister, and the local coroner—team up to fight crime. *Painkiller Jane*, based on an Event Comics series about a female superhero, is being made as a two-hour backdoor pilot. And the first *Stargate* spinoff could be *Stargate Atlantis*, linking *Stargate* with the lost city of Atlantis. ■

Sci Fi Grows Up

In a business where fractional gains make huge differences, Sci Fi seems to have climbed permanently into the 1 rating category since airing Steven Spielberg's *Taken* (below) in December.



MONTH	HH*
March 03	1.1
Feb. 03	1.0
Jan. 03	1.0
Dec. 02	1.6
Nov. 02	1.0
Oct. 02	0.9
Sept. 01	0.9
Aug. 01	1.0
July 01	0.9
June 01	0.9
May 02	0.7
April 02	0.8
March 02	0.9

*Prime time average

SOURCE: Nielsen Media Research

EBB & FLOW

War Slows Scatter Sales

April Fool's Day was the deadline for agencies and advertisers to exercise options to take back third-quarter upfront advertising commitments. But the joke could be on the advertisers if they opt out. The networks aren't laughing, though: Scatter sales have slowed significantly.

"Scatter is so much higher than upfront pricing," reports

OK on War Ads

84%

one key media buyer, "it will be interesting to see whether or not a lot of money is given back. But canceling is risky, especially if the war stops or the economy revs up."

Networks, of course, are mum on the topic. But, in these uncertain times, NBC has been scoping out the war on another front. Its research shows that viewers have a high tolerance for advertising despite the war. Over 84% of those surveyed say it's "appropriate" to advertise on late-night, morning shows and prime time entertainment programs.

As for scatter, "we're not going to get a true picture for a few weeks," says Bill Cella, U.S. chairman, Magna Global, "but I think people will hold their positions."

Tim Spengler, executive VP/director, national broadcast, Initiative Media, agrees. "I see very little cancellation."

Cella adds that third-quarter buying has slowed down.

"The war is having an effect," Cella says, "but this slowdown began before the war."

Such unease caused one major buyer to call recent reports of 15% to 20% upfront increases "silly numbers."

Spengler refuses to guess. "Nobody had budgets in yet," he says. "The networks are doing a good job fanning the flames about anticipated demand. But our intelligence is not showing that."

—Jean Bergantini Grillo

NEXT WEEK:

Cable

The benefits of a little

me timesm

never seem to end.



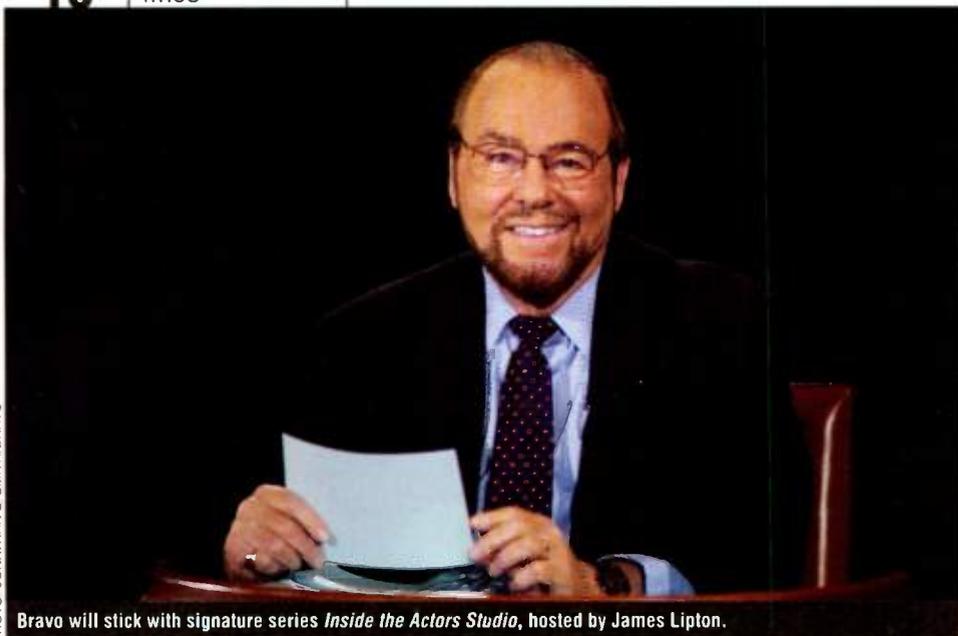
Just ask anyone who participated. Systems increased high-speed Internet sales and local ad sales revenue. Our viewers got to take time for themselves. **Me Time** proved to be a powerful, integrated marketing promotion — delivering women to your door and revenue to your bottom line. Thank you for participating.



For more information about WE: Women's Entertainment, contact Kim Martin at (516) 803-4311.

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PHOTO: JONATHAN L. SMITH/BRAVO

Bravo will stick with signature series *Inside the Actors Studio*, hosted by James Lipton.

Bravo Chief 'No's' What He Wants

Under NBC umbrella, Gaspin wants to extend reach

BY ALLISON ROMANO

Bravo President Jeff Gaspin had a few heartfelt "No's" for media buyers last week in New York. No, he said, Bravo would not become NBC's repurposing dumping ground. And no, Bravo is not abandoning its arts-and-entertainment roots.

What Bravo will do, Gaspin contends, is broaden its reach and enhance the brand.

"Bravo will continue to be an arts-and-entertainment network. This focus has been abandoned by others, and this is an opportunity to own it," Gaspin said at Bravo's upfront presentation, the first since it joined the NBC stable last December.

Said NBC Sales President Keith Turner, "Bravo's upscale, educated audience is the perfect compliment to the rest of our properties."

Gaspin, who also serves as NBC's executive vice president of alternative programming, unveiled his first slate for Bravo's 2003-04 season, headlined by three new series and a pricey acquisition. New series include a Cirque Du Soleil variety show and *More Than Music*, an eight-episode series tracing the roots of hit songs like "Heartbreak Hotel" and "Smells Like Teen Spirit." Bravo's first reality show, *Queer Eye for the Straight Guy*, on which five gay lifestyle "experts" make-over a desperate straight man, debuts in July.

Bravo, which just passed 70 million subscribers, also plans 11 specials and limited series tied to arts and entertainment. *The Reality of Reality*, a five-part series, will examine the reality-TV craze. *Sage Moms* looks at the mothers of wannabe child stars, and *The TV Revolution* explores TV's impact on society from *Will & Grace* to *All in the Family*. Both are five-part series.

Trying to explain his vision for Bravo,

Gaspin said, "I want Bravo to be to TV what Cirque du Soleil is to the circus, what Off-Broadway is to Broadway and what Miramax is to movies."

John Rash, director of broadcast negotiations for media buyer Campbell Mithun, said, "Bravo effectively positioned itself as an entertaining but erudite option. That could be broadened, but it's imperative not to lose their point of distinction."

Of course, some Bravo classics, like *Inside the Actors Studio* and high-brow movies, are still front and center.

| transitions |



'I want Bravo to be to TV what Cirque du Soleil is to the circus, Off-Broadway is to Broadway, and Miramax is to movies.'

JEFF GASPIN,
Bravo

One of NBC's biggest Bravo pushes, though, is actually an inherited acquisition: reruns of *The West Wing*. Under former parents Cablevision and MGM, Bravo coughed up a rich \$1.2 million per episode for reruns of the hit drama. Now NBC is under pressure to make the acquisition work. Bravo debuts *West Wing* in August, and Gaspin promised NBC would give it strong promotion.

NBC paid \$1.25 billion to buy Bravo last December from Cablevision and MGM and straightaway started tinkering. NBC sharpened up Bravo's promos and even gave it a few plugs on the broadcast network. There has been some repurposing, too. NBC's re-aired last January's Golden Globe Awards on Bravo, as well as NBC dramas *Boomtown* and *Kingpin*. (A racier, alternate version of *Kingpin* also ran on Bravo.)

The key to repurposing, Gaspin said, is balance. "Only a small amount of NBC programming will appear on Bravo and only when it is a natural fit."

So far, ratings are relatively unchanged. Bravo's 0.3 prime time average in the first quarter was flat with last year.

Bravo will also look for a few ratings pops from some event programming. The biggest will be the 2004 Athens Summer Games, courtesy of rightsholder NBC. Other upcoming events The 18th Independent Spirit Awards, Entertainer of The Year and next January's Golden Globe Awards. ■

HOT SPOTS

New Campaigns

BIG LOTS, a closeout retail chain with 1,300-plus outlets, last week broke its first national TV campaign, starring sitcom actor **JERRY VAN DYKE**. Besides its four general-market TV spots, Big Lots will run one in Spanish via Univision, Telemundo and Telefutera, according to Big Lots EVP of Marketing **KENT LARSSON**. **SBC ADVERTISING**, Columbus, Ohio, is the agency on the campaign, which has a budget of \$50 million. ...

AMERICAN EXPRESS last week broke its first broadcast/cable campaign featuring **NBA** and **WNBA** players and coaches and touting its "official card" status with the hoop leagues. The light-hearted campaign, to run through the NBA Playoffs, NBA Finals and the WNBA season, follows on last summer's similar campaign, tied to the U.S. Open tennis tourney. WPP Group's Ogilvy & Mather, New York, is the agency. ...

Hall of Fame pitcher **NOLAN RYAN** will be featured in TV and other advertising for **NESTLÉ'S** Baby Ruth candy bar this spring. The campaign will emphasize **ESPN's SportsCenter**, ESPN Radio and **ESPN The Magazine**—given Baby Ruth's alliance with ESPN—plus some other outlets. Nolan will plug the Baby Ruth "Real Deal Fan Search," in which baseball fans will be urged to submit a one-minute video on their passion for sports. The top 10 entries will be posted online at Baby Ruth's Web site, where consumer votes will narrow that to the top five. The winner will face the all-time strikeout king in August.

Nielsen, Scarborough Debut Ad-Research Tool

NIelsen MEDIA RESEARCH and **SCARBOROUGH RESEARCH** will jointly market a new ad-sales software tool called **NIelsen PROFILER**. The software links the databases of Scarborough's qualitative research program with local TV ratings from the Nielsen Station Index service.

So, if you're trying to find out if Cadillac buyers who eat at McDonald's and go to the movies once a week watch your newscast, the Profiler software could tell you. The joint effort stemmed from an ongoing collaboration by the two companies under which NMR serves as a rep of sorts for Scarborough products to its station clients.

Account Review

The **DUPONT** account review has narrowed to seven agencies. Billings are estimated at \$60 million-plus. Twenty-two agencies got the marketer's initial request for information in February.

Product-Placement Deals

CHEVROLET and **MCDONALD'S** have signed brand-integration, or product-placement, deals for **USA NETWORK's** new talent series **Nashville Star**. Series producer **REVELLE** and **UNIVERSAL TELEVISION GROUP**, partnered in that production firm with **BEN SILVERMAN**, said that Chevy's Silverado is being used as the "official transportation vehicle" on the time series and that McDonald's integration will entail contestants' seeking out dining opportunities.

Magna's Mid-Season Review

Looking over 26 weeks of Nielsen ratings through March 23, **MAGNA GLOBAL USA** cautioned that "an extended [Iraq] conflict could have negative effects on prime time averages but it is still too early to be felt."

CBS remains the frontrunner in household ratings thus far, 4% ahead of its year-ago performance, but Magna's latest ratings analysis pointed out that NBC is just a point behind. Similarly, in the 18-49 demo numbers, **NBC** leads with a 12 share—just one share point ahead of the runners-up—with **ABC**, **CBS** and **FOX** in a three-way tie.

Among persons 12-34, Fox's first-place rank also is a mere two share points ahead of NBC and ABC, Magna added.

New Hire

Buoyed by its healthy sales so far this year, spot cable rep **NATIONAL CABLE COMMUNICATIONS** is continuing its aggressive staffing and restructuring efforts, including luring **RAINBOW ADVERTISING SALES CO.'s** **DEBORAH CUFFARO** as director of news sales. She had been senior vice president at **RASCO's CABLE NEWS INC.** since 1996. NCC said it's adding 78 new positions, which will expand its staff by 18%.

Sponsorships

GENERAL MOTORS and **MUTUAL OF OMAHA** have extended their sponsorship deals at **DISCOVERY COMMUNICATIONS**. GM's sponsorship of **DISCOVERY CHANNEL's** *Quest* series of quarterly prime time specials continues into the new season. The three new specials due in the coming year will focus on human evolution, sacred mummies and rare baby elephants.

WASHINGTON



CAPITAL WATCH

Abernathy Is Minding the Kids

FCC Commissioner Kathleen Abernathy wants to make it easier for parents to find kid-friendly TV fare and to file complaints against objectionable programming.

She is teaming with the FCC's Consumer and Government Affairs Bureau to create a "Parents Page" on the FCC Web site to help educate parents about children's television. The page, which will be up and running in a couple of weeks, stemmed from meetings with broadcasters about their educational-TV requirements. It will provide information on those requirements, the V-chip and other blocking technology, the ratings system, what indecency rules prohibit, and how to file an indecency complaint. It will also link to information on family-friendly programming on any station "willing to coordinate with us," she said.

Abernathy unveiled the initiative at the Cable Television Public Affairs Association forum in Washington. When asked by a reporter whether she supported either the creation of a broadcast family hour or family-friendly cable programming tiers, as have been suggested by Commissioner Kevin Martin, she said she "had no problems" with a family hour if the industry decided to create one, and would even encourage it, but wasn't sure that traditional model still fit.

She also said she likes the idea of family-friendly cable tiers, although she isn't sure how the economics would work. In either case, she said, she does not plan to use the FCC as a bully pulpit, as Martin has, to pressure the industry. Instead, Abernathy favors having family-friendly programming available "virtually on demand"—made possible by a multichannel world—and giving parents the tools to help their children find it.

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FCC Sets EEO Grace Period

Broadcasters will get a 10-day grace period of sorts to comply with new documentation requirements for their EEO outreach efforts.

New recruiting rules require broadcasters to seek job applicants from diverse sources and document outreach programs. Yearly updates are due on the anniversary of a station license-renewal date, but the State Broadcasters Association has asked that stations be given 10 extra days beyond the anniversary to comply in order to have sufficient time to collect and process information. While the FCC decides whether to approve the 10-day grace period, the commission will put a slight twist on the idea. For the time being, stations must still file a report on their license anniversary but must account for activities engaged in only through the period ending 10 days prior. The reports must be kept in stations' public files and, when stations have them, posted on Web sites. Because the interim policy was announced March 31, stations due to report April 1 will have until April 11 to file.

C-SPAN Is Golden

C-SPAN's Presidential Timeline Giveaway won the Golden Beacon Award last week at the Cable Television Public Affairs Association's annual forum in Washington. The award, CTPAA's highest honor, goes to a campaign that combines impact and image enhancement. The campaign distributed history timelines to middle schools and generated requests from over 60,000 teachers and administrators, according to CTPAA

Squaring Off On 'Analog Hole'

Battle lines form over protecting DTV signal from pirates

BY BILL MCCONNELL

After years of debate, the TV industry has a deal that will help fight a piracy problem that could plague producers in the future: illegal digital-to-digital copying and distribution of high-resolution, high-definition content. Now the industry can concentrate on fighting today's piracy problem: digital duplication of low-resolution analog programming.

Disputes over how to stop illegal copying of HDTV have helped stall the manufacture of cable-ready sets and discouraged broadcasts of HDTV movies. But HD content isn't likely to face an Internet piracy problem anytime soon; the network capacity just isn't there to support a widespread bandwidth-eating attack.

Despite the lack of an imminent threat, copy-protection standards governing HD—expected to get government approval soon—have been a priority for cable operators and set manufacturers. Without them, no one will be able to make cable-compatible "plug-and-play" sets that that work without need for a separate converter box.

Still, the standards won't solve the biggest piracy problem facing the industry today: copying digital content through old analog outputs, then reconvert it to digital.

Last week, the Motion Picture Association of America put Washington on notice that analog reconversion should now be the top priority of the digital transition.

"Because of the continued availability of unprotected analog connections permitted under this agreement, it fails to achieve meaningful protection of digital content," MPAA told the FCC in March 28 comments on last December's cable/set-maker plug-and-play agreement, which includes requirements for some FCC rules.

This week, an interindustry task force, the Analog Digital Reconversion Group, will ask MPAA to spell out which specific types of illegal copying should be prevented.

"Are there ways to put speed bumps in the road to discourage reconversion?" asks James Burger, a Washington attorney representing Silicon Valley companies. His clients oppose expensive copy-protection measures for PCs. "We think there may be, but solving reconversion should not be turned into a research-and-development project."

Closing the so-called "analog hole" was not a mission of the plug-and-play deal, so MPAA's protests are not viewed as a threat to derail the

FCC rules, particularly given the pressure the FCC is under to speed the transition to DTV. Instead, they are viewed as a not-so-subtle suggestion as to what the next priority should be.

That's okay with Robert Schwartz, who represents the Home Recording Rights Coalition, whose members include both consumers and electronic-equipment companies. "We've recognized this as a potential problem since at least 1998, and we're open to a solution," he said. Like Burger, he insists that MPAA list specific copying practices to be prevented but wants it to drop an open-ended prohibition aimed at stopping any conceivable copying practice that could be devised in the future.

Hollywood's reservations may be getting the most attention, but others have complaints, too. Starz Entertainment, the Liberty Media-owned pay-channel network, wants the FCC to specify that viewers of subscription movie channels are entitled to duplicate any program once to view when convenient. Starz Chairman John Sie said the movie channels are already entitled to that and wording to the contrary in the cable/consumer-equipment agreement is "a little blip that nobody paid attention to."

Sie blamed movie channels' inclusion in the "copy never" category on a failure to differentiate between "subscription video-on-demand," a term sometimes used for movie channels like Starz in which viewers have no choice in

viewing times or the programs available, and conventional pay-per-view.

But others say Sie is trying to get government help in negotiations with Hollywood.

HD-copy protections are one component of the broader plug-and-play deal, which also sets technical standards for cable-ready DTV sets.

To put the agreement in place, the FCC must require cable operators to transmit video signals that can be decoded by any set that earns the cable-ready label. Also, equipment makers would be forced to build sets to the appropriate specs for the right to label products as cable-ready. The mandate would include connections that obey copy-protection codes governing how many times, if any, a program may be copied. The FCC is also considering making the signal-encoding rules apply to satellite providers.

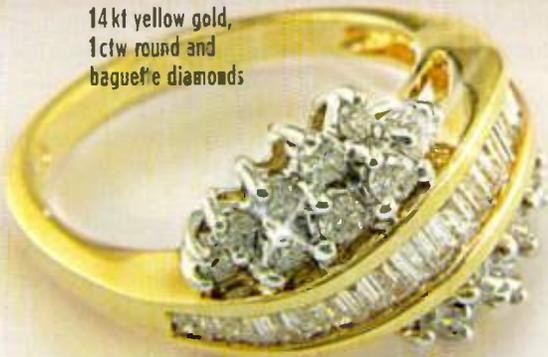
Also voicing complaints were satellite-TV providers, who argue they shouldn't be required to follow the same encoding rules as cable systems, and broadcast trade groups miffed that cable-ready sets aren't required to include over-the-air digital tuners. ■



Starz Chairman John Sie blamed classification of movie channels as 'copy never' on a failure to differentiate between SVOD and PPV.

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BUSINESS



CHANGING HANDS

Combos

WPNI-AM and WRNX-FM Amherst (Springfield), Mass.

PRICE: \$8 million

BUYER: Pamal Broadcasting Ltd. (James Morrell, chairman/CEO); owns 27 other stations, none in this market

SELLER: Western Massachusetts Radio Co., (Thomas G. Davis, president)

FACILITIES: WPNI-AM: 1430 kHz, 5 kW; WRNX-FM: 100.9 MHz, 1 kW, ant. 692 ft.

FORMAT: WPNI-AM: News/Talk; WRNX-FM: AAA
BROKER: Doug Ferber of Star Media Group, Inc.

WQKI(AM) and -FM St. Matthews, S.C.

PRICE: \$900,000

BUYER: Miller Communications Inc. (Harold Miller Jr., president/CEO); owns eight other stations, none in this market

SELLER: Radio Four Broadcasting Inc. (Robert Newsham, president)

FACILITIES: WQKI(AM): 710 kHz, 1 kW day; WQKI-FM: 93.9 MHz, 6 kW, ant. 328 ft.

FORMAT: WQKI(AM): Urban AC; WQKI-FM: Gospel/Urban AC
BROKER: Gordon Rice Associates

KNET(AM) and KYYK-FM Palestine (Tyler-Longview), Texas

PRICE: \$750,000

BUYER: Jason and Ingrid Hightower (Jason Hightower, president/treasurer); owns one other station, not in this market

SELLER: Witko Broadcasting LLC (Dick Wilkowski, president)

FACILITIES: KNET(AM): 1450 kHz, 630 W; KYYK-FM: 98.3 MHz, 50 kW, ant. 492 ft.

FORMAT: KNET(AM): R&B/Gospel/News; KYYK-FM: Country

BROKER: Bill Whitley of Media Services Group

KCIJ-FM Atlanta and KNOC(AM) Natchitoches, La.

PRICE: \$348,000

BUYER: Elite Broadcasting Co. (Jim Bethard, president); owns one other station, not in this market

SELLER: A T Moore
FACILITIES: KCIJ-FM: 106.5 MHz, 25 kW, ant. 328 ft.; KNOC(AM): 1450 kHz, 1 kW

FORMAT: KCIJ-FM: Urban AC; KNOC(AM): News/Talk

FMs

KTND-FM Georgetown (Austin), Texas

PRICE: \$16 million

BUYER: Univision Communications Inc. (A. Jerrold Perenchio, chairman/CEO); owns 60 other stations, none in this market

SELLER: Simmons Media Group Inc. (Craig Hanson, president)

FACILITIES: 107.7 MHz, 25 kW, ant. 328 ft.

FORMAT: Alternative

COMMENT: In the event that the merger between HBC and Univision should close before approval, control of the station will go to Univision. Simmons is also looking at upgrading the facilities of KTND-FM.

WXIR-FM Plainfield (Indianapolis), Ind.

PRICE: \$5.6 million

BUYER: ABC Radio Inc. (John Hare, president, ABC Radio); No. 5 group owns 72 other stations, none in this market

SELLER: Radio 1500 (Edwin Torberg, president)

FACILITIES: 98.3 MHz, 3 kW, ant. 299 ft.

FORMAT: Christian Contemporary

BROKER: Bill Schutz of Schutz and Co. and John Pierce of John Pierce and Co.

WBPM-FM Kingston (Poughkeepsie), N.Y.

PRICE: \$3.5 million

BUYER: Cumulus Broadcasting Inc. (Lewis W. Dickey Jr., president/CEO); No. 8 station group owns 259 other stations, including WEOK(AM), WCZX-FM, WPDH-FM and WRRB-FM Poughkeepsie

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

FACILITIES: 94.3 MHz, 2 kW, ant. 545 ft.

FORMAT: Oldies

KYFX-FM Little Rock, Ark.

PRICE: \$2.56 million

BUYER: ABC Radio Inc. (John Hare, president, ABC Radio); No. 5 group owns 73 other stations, none in this market

SELLER: Nameloc Broadcast-

ing (Lorretta Lever House, president)

WSHI-FM Columbia City (Ft. Wayne), Ind.

PRICE: \$1.8 million

BUYER: Artistic Media Partners (Arthur A. Angotti, chairman/CEO); owns 13 other stations, including WBTU-FM Ft. Wayne

SELLER: SBS Inc. (Mary Beth Halle, general manager)

FACILITIES: 106.3 MHz, 2 kW, ant. 407 ft.

FORMAT: Adult Standard

WGFG-FM Branchville and WIGL-FM Orangeburg, S.C.

PRICE: \$1.25 million

BUYER: Miller Communications Inc. (Harold Miller Jr., president/CEO); owns eight other stations, none in this market

SELLER: Boswell Broadcasting Inc. (Charles Boswell, president)

FACILITIES: WGFG-FM: 105.1 MHz, 6 kW, ant. 328 ft.; WIGL-FM: 102.9 MHz, 3 kW, ant. 492 ft.

FORMAT: WGFG-FM: Oldies; WIGL-FM: Country

KRWA-FM Waldron, Ark.

PRICE: \$360,000

BUYER: Pharis Broadcasting Inc. (William Pharis, president); owns four other stations, none in this market

SELLER: Family Communications Inc. (Marilyn Lynch, president)

FACILITIES: 103.1 MHz, 50 kW, ant. 305 ft.

FORMAT: Gospel

KDJR-FM De Soto (St. Louis)

PRICE: \$250,000

BUYER: Sabatino Cupelli; no other broadcast interests

SELLER: Grizzly Broadcasting Trust (Dorothy M. Stein, trustee)

FACILITIES: 100.1 MHz, 5 kW, ant. 371 ft.

FORMAT: Dark

AMS

WLXE(AM) New York

PRICE: \$37 million

BUYER: Multicultural Radio Broadcasting Inc. (Arthur Liu, president); owns 33 other stations, including WNSW(AM), WPAT(AM) and WZRC(AM)

SELLER: New York

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(W/S)²

SELLER: Mega Communications Inc. (Adam Lindemann, chairman/president/CEO)
FACILITIES: 1380 kHz, 5 kW
FORMAT: Mexican

KBIS-AM Highland Park (Dallas-Ft. Worth), Texas
PRICE: \$3.25 million
BUYER: NT Radio LLC (Don L. Turner, president); owns one other station, not in this market

SELLER: Marcos Rodriguez Inc. (Marcos Rodriguez, president)
FACILITIES: 1150 kHz, 1 kW day/6 W night
FORMAT: Ethnic

KENS(AM) San Antonio
PRICE: \$3.2 million
BUYER: ABC Radio Inc. (John Hare, president, ABC Radio); No. 5 group owns 71 other stations, none in this market

SELLER: Belo Corp. (Robert W. Decherd, CEO)
FACILITIES: 1160 kHz, 10 kW day/1 kW night
FORMAT: News/Talk

WBRI(AM) Indianapolis
PRICE: \$1.5 million
BUYER: Wilkins Communications Network Inc. (Robert Wilkins, president); owns eight other stations, none in this

market
SELLER: Radio 1500, (Edwin Torberg, president)
FACILITIES: 1500 kHz, 5 kW
FORMAT: Religion
BROKER: Bill Schutz of Schutz and Co. and John Pierce of John Pierce and Co.

KTME(AM) Lompoc and KUHL(AM) Santa Maria (Santa Maria-Lompoc), Calif.

PRICE: \$1.3 million
BUYER: Mapleton Communications LLC (Michael Menerey, president); owns 24 other stations, including KWSZ-FM Santa Maria-Lompoc
SELLER: Blackhawk Communications Inc. (Roger Blaemire, president/director)
FACILITIES: KTME(AM): 1410 kHz, 500 W day/77 W night; KUHL(AM): 1440 kHz, 5 kW day/1 kW night
FORMAT: KTME(AM): Talk; KUHL(AM): Talk
BROKER: McCoy Broadcast Brokerage Inc.

WGIT(AM) Canovanas (Puerto Rico), P.R.
PRICE: \$1.3 million
BUYER: Pedro Roman Collazo; owns five other stations, including WIBS(AM), WMTI(AM), WXR(AM) and WVOZ(AM) and -FM Puerto Rico
SELLER: Aureo Matos, et al
FACILITIES: 1660 kHz, 10 kW day/1 kW night
FORMAT: Spanish/Tropical/Variety

WRRE-AM Juncos, P.R.
PRICE: \$625,000
BUYER: Hacienda San Eladio Inc. (Nitzza L. Mendoza, president); no other broadcast interests
SELLER: Radio Emanuel (Jose Pagan, president)
FACILITIES: 1460 kHz, 500 W
FORMAT: Spanish/Christian

WHTR-AM Albany (Albany-Schenectady-Troy), N.Y.
PRICE: \$500,000
BUYER: WAMC/Northeast Public Radio (Alan Chartock, executive director); owns seven other stations, including WAMC-FM and WCAN-FM Albany-Schenectady-Troy
SELLER: Galaxy Communications (Ed Levine, president)
FACILITIES: 1400 kHz, 1 kW
FORMAT: Modern Rock

WDGR(AM) Dahionega, Ga.
PRICE: \$500,000
BUYER: USK Broadcasting Inc.; no other broadcast interests
SELLER: Small Town Radio Inc. (Don Boyd, president)
FACILITIES: 1210 kHz, 10 kW
FORMAT: Oldies
BROKER: Cable Media Brokers and Ron Kempff of Ron Kempff Communications

Clarification

In Emmis Communications' purchase of KLBJ-FM and KLBJ-AM Austin, KGSR-FM Bastrop, KROX-FM Buda and KXMG-FM Cedar Park (Austin), all Texas, from LBJs Broadcasting LP, reported in the March 17 issue, Don Bussell of Questcom Media Brokerage Inc. was broker for the buyer.

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has obtained a

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ACME TELEVISION
ACME TELEVISION, LLC
Santa Ana, CA

has obtained a

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Oklahoma, MO

has obtained a

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Senior Credit Facility

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ZGS BROADCASTING HOLDINGS, INC.
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Providence, RI
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A Columbus Affiliate
and amended its

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VIBE/SPIN VENTURES, LLC
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For more information about the program or for a copy of the McCormick Fellowship reports go to www.namme.org on the web or call the NAMME Foundation at 888/968-7658 or email at nammefound@att.net.

Photos by Harlee Little © 2003

TECHNOLOGY

VDR Unites Server, VTR

BY KEN KERSCHBAUMER

Thomsen Grass Valley is unveiling a new type of digital video recorder at NAB that has all the external trappings of a VTR but the internal guts of a video server or disk-based recorder.

The company sees the unit as a complement to its higher-end Profile server line and as a new way for broadcasters to replace tape machines for uses like recording incoming satellite feeds.

"It looks, feels and operates like a VTR but has power inside that leverages server technology," says Mike Cronk, vice president of marketing for the Grass Valley Group.

The M-Series iVDR is 4RUs, includes traditional VTR connectors on the back (plus support of 100Base-T), a touch-screen controller on the front, and a jog shuttle control. Content is stored on an internal server that can accommodate up to 64 hours of DV material recorded at 25 Mb/s. It also supports MPEG-2 video.

"We wanted to make it so that the user could hook up the audio and video and do VTR functions without having to look at a manual," adds Cronk.

Of course, a key feature of the VTR is the ability to move content around a facility on recordable media like a videotape. Cronk says the iVDR includes a 5¼-in. bay that, with the use of industry-standard inputs and outputs, can record content onto writable DVDs, magneto optical drives, flash cards and other storage media.

"Users will be able to walk away with media like in a VTR but a feature like the iVDR's two-in and two-out, which give it the ability to record while playing back content, is something a VTR can't do," he says. "The iVDR can also bring in format in graphic formats like TIF or even streaming media like Quicktime files."

A base-level, four-channel unit will have a street price of less than \$20,000. Cronk says the unit's multichannel aspect gives it capabilities that previ-

ously required two to four VTRs. As a result, he expects it to be attractive for smaller-market broadcasters who have traditionally been unable to afford the cost of server-based storage systems. Other advantages over a VTR include the ability to find specific timecodes and also build clip playlists and even



'It looks, feels and operates like a VTR but has power inside that leverages server technology.'

MIKE CRONK, Grass Valley Group

trimming of clips.

"They can buy a VTR and replace one of their decks, or they could buy the M-Series iVDR and really begin transforming their station," he adds. "For something like recording syndication, a server like this has tremendous benefits."

Cronk says Grass Valley thought it was important that the system be as open as possible when it comes to recording format. Support of AVI and MXF (Material eXchange Format) goes a long way towards that goal.

"With a universal format for

media exchange, the user will be able to find recording media at stores in their local town," he says. "And if you can burn material onto a DVD, it will be usable with more nonlinear editors, making it more ubiquitous and cheaper. It's important that we don't tie people in to one format."

The unit has room for six internal storage drives. They can be RAID-0 without redundant drives or RAID-1, on which three of the drives are backups. The size of the drives can be 37, 73 or 146 GB.

A number of manufacturers have already signed on to support the iVDR, including Sundance Digital, Floral Systems, Encoda Systems, DNF Controls and Dixon Sports Computing.

And at least one broadcast organization has also already signed on for the product. Broadcast station group Media General plans to deploy 40 iVDR units to at least 10 of its 26 TV stations over the next year. Ardell Hill, Media General senior vice president of broadcast operations, says the server-operation characteristics coupled with the usability and control features of a VTR and the plug-and-play networking capabilities of a PC make the unit attractive.

"It has wonderful cross-facility applicability," he adds.

Hill says the units will be used to help centralize master control operations for the 10 stations. ■



The M-Series iVDR will complement the company's higher-end Profile server line.



Windows Media 9 will allow the Linx Electronics VSB-based transmission system to broadcast HDTV images at 9 Mb/s to mobile devices.

A Very VSB Vegas

New standard shows potential for transmission to mobile devices

BY KEN KERSCHBAUMER

It's one of those good-news/bad-news things. The good news is that, at the NAB Show this week, Linx Electronics and Microsoft will demonstrate VSB-based transmission of HDTV images to mobile devices. The bad news is that the VSB system is incompatible with the ATSC 8-VSB standard.

Nonetheless, Bob Rast, president of Linx Electronics, whose truck roaming Las Vegas will actually receive the signal, believes the development will silence the remaining holdouts that consider COFDM the superior transmission method because of its mobile applications. And given that a station owned by Sinclair Broadcasting—COFDM's most ardent supporter—is taking part in the demonstration, he may be right.

"The idea that it's a VSB-derived system that would provide for mobile and portable reception fascinated us," says Sinclair technology chief Nat Ostroff. "So I'll be taking one of the first rides on the van myself."

Rast says Linx co-developed an 8-MHz offset-QAM mobile receiver for the Chinese market. South American broadcasters also want a DTV standard that allows for mobile applications so Linx created a 6-MHz VSB version that can receive HD signals.

The demonstration will provide mobile transmission with a payload of 9 Mb/s, in what is also referred to as 2-VSB half-rate mode (8-VSB is full-rate, 19 Mb/s). The signal will originate

from KFBT-DT Las Vegas, using Tandberg's Windows Media 9 encoder to encode the content in the Windows Media 9 format before transmission via an Acrodyne high-power UHF transmitter. During the test, current receivers in the Las Vegas market will be unable to receive the signal.

"The 2-VSB mode is not in the existing standard, and therefore current receivers do not receive them," says Rast. "The 2-VSB mode would have to be added to the standard, and the proposal would include the ability to do mixed modes, so that, within a single transmission, one can do more than one of the modes."

Rast adds that receiving mobile is the most demanding reception situation, with heavy time-varying multipath concerns. The issue is how the signal is acquired, synchronized and equalized with changing multipath conditions. The Linx receiver handles those issues, and Rast says it could be licensed by consumer-electronics manufacturers.

He says 2-VSB is more suitable for mobile applications because it can deal more easily with the multipath issues. The ATSC is working on an enhancement of 8-VSB, the spec expected to be available this summer.

"The enhancement of 8-VSB will have additional coding on the transmission and receiver sides, and the result allows a lower noise threshold, enabling reception of weaker signals," Rast explains. "But that does not benefit the equalization, which

Continued on page 24



it's a family affair

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Continued from page 22

means that the performance in the presence of heavy multipath is not improved. The 2-VSB system lowers the threshold and is easier to equalize."

The mobile system, he adds, could become a new ATSC standard, which could include "normative references" to existing ATSC standards. That would create a new consistent standard,

which would allow ATSC 8-VSB receivers to also include a mobile capability.

The use of Microsoft's Windows Media 9 encoder will be used in the demonstration to insert the content into the broadcast signal.

"If you're a broadcaster, strategically, you want to reach out to people who aren't on cable's tether," says Mike Aldridge, lead product manager for the Windows Digital Media division.

demonstrated at NAB can be handled at 1.5 Mb/s. Tandberg's Windows Media 9 encoder will be used in the demonstration to insert the content into the broadcast signal.

"This can provide video and data to devices like computers, TVs or a hybrid. It's another missing piece to what broadcasters can do with the new capacity."

Regarding use of the standard here in the states, Rast says it's a sensitive issue because transition is picking up steam. "As soon as people start talking about tampering with the standards and obsoleting receivers, it

has the risk of slowing down the transition. And there are a number of broadcasters who have no interest in slowing down the transition. But there are others who want mobile."

A WIDER AUDIENCE

One of those broadcasters is Sinclair. Ostroff says Sinclair believes that anything that demonstrates the capability of digital transmission to reach a wider audience is of interest. Three years ago, the company was involved with a demonstration of mobile transmission using the DVB standard at an 18-Mb/s data rate. This year's demonstration will replicate that one but with a system that requires only 9 Mb/s.

"The great price that broadcasters seem willing to pay," he says, "is to give up simple indoor-antenna reception, mobile reception and portability, and the business opportunities that arise out of all of that."

Noting the example set by the cable industry, which constantly updates its capabilities and set-top boxes to remain current with technology, Ostroff wonders why the broadcast industry doesn't want the same flexibility with its digital standards.

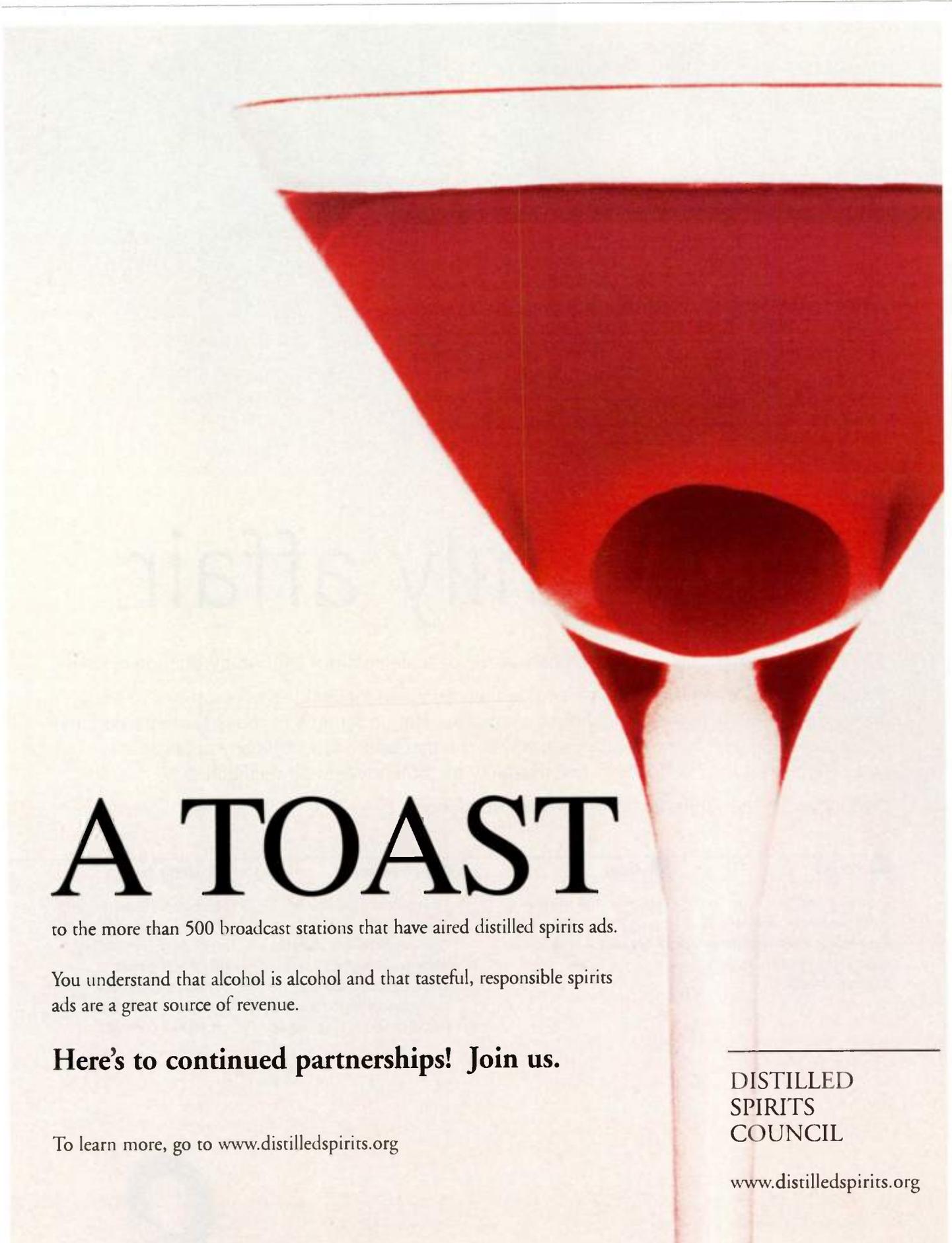
"Why is the broadcast industry willing to tie itself to a 15-year-old technology like VSB" he asks, "and offer no upward mobility of technology because we have to remain compatible with a fraction of a percent of the total number of receivers in consumer's hands?"

VERY LONG TERM

While there is no opportunity for broadcasters to take advantage of the new technology anytime soon, it isn't ruled out for the future. ATSC President Mark Richer is interested in the demo, but, he says, the lack of backwards compatibility is a problem here in the U.S. "That isn't to say there couldn't be a migration path to it in the very long term. But, if you switch to that mode today, you can't provide programming to existing receivers or stuff in the pipeline."

With ATSC working on its own compatible enhancement of 8-VSB, long term could become very long term. But the demonstration could lay the groundwork for one of those "told you so" moments.

"I'm hopeful," says Ostroff, "that, when broadcasters see millions of automobiles built with TVs in the back seat and people in Europe receiving signals on cellphones and PDAs, someone will remember that, at NAB 2003, there was a demonstration of mobile and portability applications." ■



A TOAST

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Alliance Unveils Digital Rights Specifications

BY KEN KERSCHBAUMER

The Internet Streaming Media Alliance (ISMA) disclosed its content-protection specifications last week for peer review, the first step in creating a new way for content owners to securely deliver streaming and downloadable content via the Internet.

It also could mean new competition for digital rights-management (DRM) solutions from RealNetworks and Microsoft, which are not part of the alliance.

"This is an open, standards-based alternative to the closely held proprietary systems that companies like Real and Microsoft have put together," says Tom Jacobs, ISMA board president. Founding member companies of the non-profit ISMA include Apple, Cisco, IBM, Philips, Sun Microsystems and Kasenna, with nearly 30 additional companies also on the roll.

The absence of Real and Microsoft may come as a surprise given the name of the organization, but developments like the content spec, one that poses a competitive threat, make the absence less surprising.

"We've sent them both an invitation many times, but they haven't decided to become official members," says Jacobs.

"When you have a proprietary solution and an organization comes along seeking to commoditize that and allow different companies to provide players, encoding, and digital rights management, the proprietary company will fight until the open-standards alternative begins to hurt them. And then they'll adopt it."

This is the second major specification that the ISMA has introduced, following a spec for the delivery of MPEG-4 audio and video streams across a network in multiple profiles. Jacobs says the new one builds on the first and adds in content protection.

"The feedback we've heard is that no high-quality content will be available for digital delivery or download without a sufficient way to make owners comfortable that the content is protected."

The spec is based on open standards, including the National Institute of Standards & Technology's 128-Mb AES encryption standard. Either streamed or downloadable content is protected from end-to-end.

"The content is never open on the Net, and it can either be streamed in encrypted packets or downloaded," Jacobs explains. "It uses the same encryption techniques and packetization scheme to do it for both."



'This is an open, standards-based alternative to the closely held proprietary systems that companies like Real and Microsoft have put together.'

TOM JACOBS, ISMA

One of the advantages of the system is that it allows easier distribution through third-parties or syndicators. For example, Sony could encrypt the movie and ensure that they hold the keys to unlocking the content. And if AOL Time Warner wants to make the content accessible to AOL subscribers, information resident in the data stream could include information about the user's media player, the content, where to complete the transaction and then how to provide the key.

"Mechanisms for security and authentication are part of the spec," Jacobs adds, "but it's intended to easily integrate with the rights-management and key-management system the content owner specifies."

Another advantage, according to Jacobs, is that the spec blows up the notion that a streaming system has to be purchased from only one vendor and, if a customer doesn't like the pricing or the architecture doesn't

fit into the IT infrastructure, then it's too bad for the customer. "This gives the content owner greater control over their business and how they manage their content and decide to release it," he says. "And the hope is that all vendors will offer the technology."

The hope is that it will also reduce the cost of streaming content because it creates competition while also enabling more content to become available.

"When content owners buy into a standard, then the companies on the sideline will see more revenue opportunities and release more content," Jacobs explains.

He says there will be two months of gathering feedback on the new spec, with a final release slated in June. ■

Pinnacle, Sony Team Up

Goal is integration of editing, recording systems

BY KEN KERSCHBAUMER

Pinnacle Systems and Sony Electronics will announce several joint initiatives at NAB designed to more closely integrate their product lines. They include a broader agreement that will make it easier for Sony's integration services to offer Pinnacle products.

According to Pinnacle Systems Senior Vice President Bob Wilson, the goal is to make it easier for customers to take advantage of some of the newer technologies that both Pinnacle and Sony are introducing. Pinnacle's Vortex and Liquid nonlinear editing systems will be integrated with Sony's new optical-disk recording system, demonstrating how quickly content can move into the editing environment.

"It'll show top-to-bottom integration

of editing systems with the optical-disk camcorders," Wilson says. "We've only been involved in nonlinear editing for a couple of years so this is an important deal for us."

Focus

STATION OPS



Pinnacle Vortex links to Sony optical-disk system.

Another editing demonstration will couple Sony's Liquid Purple NLE with Sony's DV-based DSR-DU1 camcorder with hard-disk recorder.

"The war has shown how important it is to move production into the field, whether for the big networks or stringers," says Wilson. "With this integration, the NLE and camcorder will link up instantaneously."

Sony's eVTR will also be integrated into Pinnacle's products, including the MediaStream server and Liquid Blue NLE system. Wilson says that allows eVTRs to be linked back into the MediaStream server and is designed to help customers handle network connectivity and collaborative workflow more easily.

The final agreement involves integrating the MediaStream server with Sony's PetaSite mass-storage system. Larger organizations increasingly use the PetaSite for offline archives while the MediaStream can be used for online and near-line storage. Wilson says a MediaStream gateway now manages data sent throughout the network: "The real trick is file format compatibility." ■

Cutting Edge

PESA Gets Control

PESA Switching Systems is introducing the 3500PRO router-control system at NAB. It's compatible with all RCP-type control panels and can be installed internally on all large-scale routers or supplied in a single- or dual-controller chassis. Up to 600 inputs and outputs can be configured on 16 levels or 2,400 inputs and outputs on four levels. It also supports up to 500 control panels, each user-programmable and customizable. PESA's Excelerate program is standard, along with a GUI that gives users the capability to configure remote-control panels, system tielines, virtual matrix mapping, and diagnostic monitoring with drag-and-drop or import options.

NVision's Everything

NVision will offer NAB attendees a chance to check out the NV5128-MC, offering the combined capabilities of routing, master control and signal format conversion in a single product. It's 8RUs high and comprises a 128x128 router chassis that can include analog video inputs and outputs, analog video decoder inputs and encoder outputs, SDI inputs and outputs, AES3 audio inputs and outputs, and analog audio A/D input and D/A outputs. It also includes the full master-control functions on two cards, offering three video key and fill processors and a fourth video key for channel branding. A DVE provides effects, and audio processing for eight channels is standard (enough for Dolby E). It can handle up to four channels of master control in one frame, and each engine has access to all 128 inputs.

NBC Tokes MediaPipe

NBC News Channel has selected BitCentral's MediaPipe software to integrate broadcast, IP-over-satellite and MPEG file technologies seamlessly for the end user. MediaPipe's browser-based application will allow NBC news producers to sort through a database of stories organized by user-defined categories, view browse- or broadcast-quality video on demand, track stories, and build rundowns from their desktops. Digital servers located at each affiliate station download news stories through a Pathfire system. Rollout is slated to begin this month and is expected to be completed by the fall.

Asaca, Leitch Agreement

Asaca and Leitch reached an agreement whereby Leitch will integrate Asaca's FireFly DM series digital virtual libraries into its server products. Carsten Baumann, Leitch director of product management, says FireFly is capable of providing users with RAID-like file access at a price close to that of many tape-based solutions. FireFly uses new Serial Advanced Technology Attachment disk drives and delivers up to 48 terabytes of data per library at an unprecedented 400MBps. The system incorporates as many as 192 200GB or 250GB Serial ATA drives within a single Asaca library. The Digital Virtual Library systems integrating 200GB Serial ATA drives will be available in first quarter of 2003 and 250GB Serial ATA drives will be available in second quarter of 2003. Starting price is expected to be \$100,000.

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HARRIS

SPECIAL REPORT

EXCLUSIVE

The Top 25

TV Station Groups

FCC Coverage, 2003

RANK	GROUP	% OF U.S. TV HOMES
1	Viacom	39.0
2	Fox	37.8
3	NBC	33.5
4	Paxson	30.9
5	Tribune	30.0
6	ABC	23.5
7	Univision	21.3
8	Gannett	17.5
9	Hearst-Argyle	16.0
10	Trinity	15.6
11	Sinclair	14.2
12	Belo	12.9
13	Cox	10.0
14	Entravision	9.3
15	Clear Channel	8.6
16	Scripps	8.0
17	Raycom	7.7
18	Pappas	7.5
19	Meredith	7.3
20	Post-Newsweek	7.2
21	Media General	7.0
22	Summit American*	6.8
23	Emmis	6.1
24	Young	6.0
25	LIN	5.9

*Formerly Shop At Home

SOURCES: BROADCASTING & CABLE, BIA Financial Network, Nielsen Media Research

The Top 25 Station Groups are ranked according to the percentage of the 106.7 million U.S. TV homes they reach as calculated for compliance with the FCC ownership rules (FCC coverage). The FCC method discounts the reach of UHF stations (ch. 14 and above) by half. The ranking also shows reach without the UHF discount (total coverage). If a group owns or manages others stations in a market, those stations are not counted in the group's total. Nielsen Media Research supplied the markets (DMAs) and their percentages of total TV homes. The BIA Financial Network assisted in assembling the lists of stations and calculating the reaches.

Calm Before the Storm

BY MARK K. MILLER AND DAN TRIGOBOFF

The past 12 months did not produce any major shifts in among the country's Top 25 TV-station groups. Several companies changed positions from last year, but all of this year's 25 are returnees from 2002. "There wasn't a lot of trading activity last year," says Mark Fratrick, vice president, BIA Financial Network. "In fact, the number of sales and the dollar volume of sales in 2002 were less than in 2001, which was less than previous years."

Says Bear Stearns & Co. Senior Managing Director Victor Miller, "It was not a year marked by consolidation; that's for sure." That was partly due to 9/11, he says: "A lot of people's balance sheets became a lot more precarious in 2001, and I think it sent shock waves through the industry." Companies were concentrating "on how to just operate, not acquire."

BROADCASTING & CABLE ranks the Top 25 by audience reach: the percentage of the nation's 106.7 million homes with TV sets. We use the FCC method for calculating reach—that is, we assume that VHF stations (chs. 2-13) reach every home in their markets but UHF (chs. 14-83) stations reach only half. And, like the FCC, we don't count the reach of groups' second stations in a market.

Topping the list once again is Viacom, whose former CBS and UPN station groups give it coverage of 39% of the country through 39 stations. Second is Fox with 37.8% coverage from 37 stations;

third is GE-owned NBC (33.5%/29 stations), which moved up one spot from last year at the expense of this year's No. 4, Paxson (61/30.9%). Tribune rounds out the top five (27/31.5%), in the same spot as last year.

A DIFFERENT RANKING

The FCC caps a station group's reach at 35% but has allowed Viacom and Fox to exceed the cap, pending review of the ownership rules this spring.

The ranking would be different if the FCC's UHF discount were not taken into account. Based on total household coverage, Paxson is No. 1, followed by Viacom, Fox, Univision and Tribune.

Paxson's one-slot drop from third in the 2002 Top 25 (B&C, 4/8/02) to fourth came after it sold a number of what it called "non-core" TV assets last year to raise its liquidity to approximately \$100 million. The largest, WPXB(TV) Merrimack, N.H.

Continued on page 28



Frank Kalil
Kalil & Co.

For whatever reason, [the station groups] haven't found something to add to their portfolios, and I don't think it means anything more than that. Will they add? You can bet that they're looking all the time.

Continued from page 27

(officially part of the Boston DMA), was bought by NBC for \$26 million.

Tribune Broadcasting almost surpassed Paxon for fourth place, thanks to its purchases of KPLR-TV St. Louis, KWBP-TV Portland, Ore., and WTTK-TV Indianapolis and its satellite, WTTV-TV Kokomo, Ind.

The biggest mover was Santa Monica, Calif.-based Entravision, which jumped from 25th last year to 14th this year on the strength of adding company chairman Walter F. Ulloa's KJLA(TV) Ventura-Los Angeles to its holdings in addition to three time-brokerage agreements in the San Diego market. In addition to its television stations, Entravision's holdings include 53 radio stations, a radio network, newspapers and outdoor displays.

Most of the other moves from last year were small, up or down only one, two or three slots, and were due to changes in Nielsen's coverage numbers for the DMAs, not from station sales or acquisitions.

That there are no new companies in the Top 25 "doesn't mean

a thing," says Phoenix, Ariz.-based broker Frank Kalil. "For whatever reason, [the station groups] haven't found something to add to their portfolios, and I don't think it means anything more than that. Will they add? You can bet that they're looking at everything all the time."

One company changed its name in the past year. Shop At

Home Inc. became Summit America Television last November. The Naples, Fla.-based firm owns five stations (in San Francisco; Boston; Cleveland; Raleigh-Durham, N.C.; and Bridgeport, Conn.), putting it at No. 22. Last year, it sold 70% of the Shop At Home Network to E.W. Scripps for \$49.5 million.

Although the past year was not filled with blockbuster deals, the

next 12 months could be interesting. With the FCC set to consider relaxing media-ownership rules, Fratrick says, "everyone is thinking about acquisitions."

AWAITING NEW RULES

"Television groups are waiting to see the new rules, see what the new lay of the land will be, where they will play, what their business strategy will be," he

continues. "I assume a lot of these groups have plans for what they will do, who they're looking at acquiring in the markets they're in or expanding into other markets. The commission is going to decide soon, and, once that happens, I don't think there will be a rush to the door, but there will be a nice stream of TV acquisitions that won't be surprising and that will make TV a



WHO WHAT WHEN

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TELEVISION NEW

Total Coverage, 2003

BROADCASTING & CABLE ranks stations groups by percentage of TV homes covered as calculated for compliance with the FCC ownership. In that method, groups' UHF stations are credited for covering just half their markets. Here, the same group is ranked for total coverage, in which UHF stations are given full credit for their markets.

RANK GROUP		% OF U.S. TV HOMES
1	Paxon	61.8
2	Viacom	44.8
3	Fox	44.4
4	Univision	41.8
5	Tribune	40.1
6	NBC	38.3
7	Trinity	31.3
8	Sinclair	24.1
9	ABC	23.8
10	Gannett	17.7
11	Hearst-Argyle	17.6
12	Entravision	17.5
13	Belo	13.7
14	Summit American	13.6
15	Clear Channel	12.6
16	Pappas	12.3
17	Cox	10.2
18	Raycom	10.1
19	Scripps	9.9
20	Media General	8.8
21	Meredith	8.6
22	Post-Newsweek	7.3
23	LIN	7.1
24	Emmis	6.9
25	Young	6.1

SOURCE: BROADCASTING & CABLE, Nielsen Media Research, BIA Financial Network

stronger industry."

Kalil agrees. "Two things are inevitable: the [35%] ownership-cap change and duopoly. Both of those are a matter of when, not if. It flies in the face of logic to think otherwise. There are a lot of people who are trying to buy television stations. The real push we're going to see is from people who know television, are successful in television and want

more television."

Bear Stearns's Miller says a prolonged Iraq war could slow down a post-rule-change boom in station sales. "Otherwise, I expect there will be swaps—newspaper for newspaper, TV for TV. I think another big wave of duopoly will happen in markets if they loosen the ownership rules. That really needs to be done, especially in the smaller markets.

The margins of a top-10 ABC, CBS or NBC affiliate are in the 60% range. When you get down to markets 121-130, that drops down to about 31%-32%, so it's a much different marketplace."

If the FCC loosens up the duopoly restrictions, Miller says, "people are going to focus initially on strategic asset swaps and on trying to double up in markets where they can double up." (To-

day, the FCC allows ownership of two stations in a market—duopoly—in only the largest market. It is considering permitting them in smaller markets.)

Among groups considered likely to be looking for deals in the months ahead are those with both broadcast and newspaper holdings like Gannett, Tribune and Media General.

"The groups that have been in

the industry for a long time will make strategic acquisitions," says Fratrik. "The networks will expand their owned-and-operated stations. If you look at the top 25 groups you have now, I suspect that next year—and two, three and four years from now—20 to 22 of them will still be on the list, but they will be stronger, bigger players because they will have acquired a lot of the smaller groups."

'PENT-UP STRATEGY'

The companies probably won't take too long to put deals together once the FCC acts, Miller believes. "There's a certain amount of pent-up strategy out there. I think they've been waiting a number of years for some relief. I'm sure that every company has a certain number of transactions or swaps or duopolies or whatever that they'd like to form. You're not going to see people completely surprised by a rule change and going, 'Oh my God, we can do things, let's explore it.'"

Groups likely to be in a buying mood include Cox and LIN, which indicated interest in owning 100 stations, says Miller. "And Sinclair has already told people that they've got five or more TV stations that they want to do strategic reviews on. I think they'll be able to do something smarter with dereg; it gives them a lot more options. Almost anybody who went out of their way to file

Continued on page 30



WHERE WHY HOW

TECHNOLOGY

ENPS A family of news production tools which enable you to revolutionize your workflow. ENPS will take your newsroom to the next level. Including AP SNAPfeed, Publishing, Stats and OPENS.

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WHAT HAPPENS HERE

FCC Coverage, 2002

RANK GROUP		% OF U.S. TV HOMES
1	Viacom	39.5
2	Fox	38.1
3	Paxson	33.7
4	NBC	30.4
5	Tribune	28.7
6	ABC	23.8
7	Univision	21.0
8	Gannett	17.5
9	Hearst-Argyle	15.9
10	Trinity	15.8
11	Sinclair	15.0
12	Belo	13.1
13	Cox	10.1
14	Clear Channel	8.7
15	Pappas	8.1
16	ScrIPps	8.0
17	Raycom	7.7
18	Meredith	7.4
19	Post-Newsweek	7.3
20	Media General	6.9
21	Summit American*	6.8
22	LIN	6.2
23	Young	6.1
24	Emmis	6.0
25	Entravision	5.8

*Formerly Shop At Home

SOURCES: BROADCASTING & CABLE, BIA Financial Network, Nielsen Media Research

Continued from page 29
comments with the FCC [in this rulemaking], I think, would find this an interesting climate."

Station trading may pick up even before the FCC acts, says Fratrik. "If there is a consensus sometime prior to the FCC issuing a rule, there may be some pre-activity. This happened with the 1996 act; there were a lot of radio stations that were acquired

in late 1995 before the bill was actually signed, so, if there's an understanding on where these rules are going to go, there may be some acquisitions."

Fratrik is optimistic about television's economic prospects for this year and the next. "The networks are doing very well, and that optimism weaves its way into local-station operations and station sales. I think

that 2004 is going to be a really great year for television. The economy will be stronger for the full year, and there will be a lot of political advertising coming down, both on Senate races and the presidential campaign where the incumbent president will have an awful lot of money.

"And the way the electoral maps look now," he continues, "the best way to get to the swing

states is to buy local television, not network television. That's going to be a strong, positive force for television advertising revenue in 2004. And that's to say nothing about the synergies of duopolies in mid-size markets, that could have a profound effect on the television industry at the end of 2003, going into 2004, if there's enough regulatory relief." ■

TV Deals of 2002: From Top 25 to Bottom

Although 2002 was one of the slowest years ever for the buying and selling of TV stations, the year was not without deals that reshaped the Top 25 and other, smaller station groups. Here's a look at some of those deals. The names in parentheses after the companies are those of the chief executive or owner. The dates referred to when the deals appeared in BROADCASTING & CABLE's Changing Hands section, which is prepared by the BIA Financial Network.

KCAL(TV) Los Angeles—Purchased by Viacom/CBS (Mel Karmazin) from Young Broadcasting (Vincent Young) for \$650 million. Feb. 25, 2002

KAKE-TV Wichita, Kan.; KAUZ-TV Wichita Falls, Texas; KDLH-TV Duluth, Minn.; KGWC-TV Casper, Wyo.; KGWN-TV Cheyenne, Wyo.; KHQA-TV Hannibal, Mo.; KKTU-TV Colorado Springs, Colo.; KMIZ-TV Columbia, Mo.; WBKO-TV Bowling Green, Ky.; WHOI-TV Peoria, Ill.; WHSV-TV Harrisonburg, Va.; WIBW-TV Topeka, Kan.; WIFR-TV Freeport, Ill.; WILX-TV Onondaga, Mich.; WMTV-TV Madison, Wis.; WOWT-TV Omaha, Neb.; WSAW-TV Wausau, Wis.; WTAP-TV Parkersburg, W.Va.; WTOK-TV Meridian, Miss.; WTVY-TV Dothan, Ala.; and WYTV-TV Youngstown, Ohio—Purchased by Gray Communications (J. Mack Robinson) from Benedek Broadcasting Corp. (Richard Benedek) for \$500 million. April 8, 2002

WPWR-TV Gary, Ind.—Purchased by Fox Television (Mitch Stern) from NewsWeb (Fred Eychaner) for \$425 million. July 15, 2002

WTTK-TV Kokomo and WTTV-TV Bloomington, both Ind.—Purchased by Tribune Broadcasting Co. from Sinclair Broadcast Group for \$125 million. April 29, 2002

KOLO-TV Reno—Purchased by Gray Television (Mack Robinson) from Smith Broadcasting Corp. (Robert N. Smith) for \$41.5 million. Sept. 23, 2002

WOWK-TV Huntington, W.Va.—Purchased by Cary Communications (Albert Cary) from SLL Communications (George Lilly) for \$40.5 million. March 4, 2002

WOGX-TV Ocala and WOFL-TV Or-
Continued on page 44

REACH THE WORLD IN 50 LANGUAGES

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How To Read the Top 25

The Top 25 Station Groups are ranked according to the percentage of the 106.7 million U.S. TV homes they reach as calculated for compliance

with the FCC ownership rules (coverage, FCC). The FCC method discounts the reach of UHF stations (ch. 14 and above) by half. The ranking

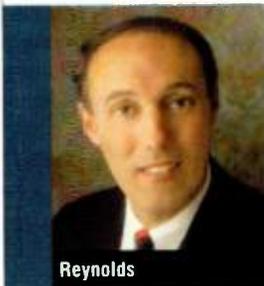
also shows reach without the UHF discount (coverage, total). If a group owns or manages other stations in a market, those stations are not

counted in the group's total. Sources: BROADCASTING & CABLE, The BIA Financial Network, Nielsen Media Research.

1 Viacom

VIA

(includes former CBS and UPN station groups)



Reynolds

38.81% coverage (FCC)
39 stations

44.82% coverage (total)

524 W. 57th St., New York, NY 1009

Phone: (212) 975-4321

Fax: (212) 975-6910

Web site: cbs.com

Sumner M. Redstone,
chairman/CEO

MEL KARMAZIN, president-COO

LESLIE MOONVES, president/CEO,
CBS

FRED REYNOLDS, president, CEO VIACOM TV Stations Group

DENNIS SWANSON, executive vice president, COO

Station	Market (affiliate; ch.)	DMA	Coverage %	
			Total	FCC
WCBS-TV	New York (CBS; ch. 2)	1	6.829	6.829
KCBS-TV	Los Angeles (CBS; ch. 2)	2	4.987	4.987
KCAL(TV)	Los Angeles (Ind.; ch. 9)	2		
WBBM-TV	Chicago (CBS; ch. 2)	3	3.143	3.143
KYW-TV	Philadelphia (CBS; ch. 3)	4	2.654	2.654
WPSG(TV)	Philadelphia (UPN; ch. 57)	4		
KPIX-TV	San Francisco (CBS; ch. 5)	5	2.284	2.284
KBHK-TV	San Francisco (UPN; ch. 44)	5		
WBZ-TV	Boston (CBS; ch. 4)	6	2.207	2.207
WSBK-TV	Boston (UPN; ch. 38)	6		
KTVT(TV)	Dallas (CBS; ch. 11)	7	2.059	2.059
KTXA(TV)	Dallas-Ft. Worth (UPN; ch. 21)	7		
WUPA(TV)	Atlanta (UPN; ch. 69)	9	1.848	0.924
WWJ-TV	Detroit (CBS; ch. 62)	10	1.782	0.891
WKBD(TV)	Detroit (UPN; ch. 50)	10		
KSTW(TV)	Seattle (UPN; ch. 11)	12	1.556	1.556
WCCO-TV	Minneapolis-St. Paul (CBS; ch. 4)	14	1.495	1.495
KCCO-TV ^S	Alexandria-St. Paul. (CBS; ch. 7)	14		
KCCW-TV ^S	Walker-Minneapolis (CBS; ch. 12)	14		
WTOG(TV)	Tampa-St. Petersburg (UPN; ch. 44)	13	1.519	0.760
WFOR-TV	Miami-Ft. Lauderdale (CBS; ch. 4)	17	1.394	1.394
WBFS-TV	Miami-Ft. Lauderdale (UPN; ch. 33)	17		
KCNC-TV	Denver (CBS; ch. 4)	18	1.281	1.281
KMAX-TV	Sacramento, Calif. (UPN; ch. 31)	19	1.151	0.576
KDKA-TV	Pittsburgh (CBS; ch. 2)	21	1.093	1.093
WNPA(TV)	Pittsburgh (UPN; ch. 19)	21		
WJZ-TV	Baltimore (CBS; ch. 13)	24	0.994	0.994
WNDY-TV	Indianapolis (UPN; ch. 23)	25	0.956	0.478
WWHO(TV)	Columbus, Ohio (WB-UPN; ch. 53)	34	0.784	0.392
KUTV(TV)	Salt Lake City (CBS; ch. 2)	36	0.721	0.721
KUSG (TV) ^S	St. George-Salt Lake City (CBS; ch. 12)36			
WTVX(TV)	W. Palm Beach, Fla. (UPN; ch. 34)	39	0.657	0.329
WGNT(TV)	Norfolk, Va. (UPN; ch. 27)	41	0.635	0.318
WUPL(TV)	New Orleans (UPN; ch. 54)	42	0.618	0.309
KAUT(TV)	Oklahoma City (UPN; ch. 43)	45	0.597	0.299
WLWC(TV)	Providence, R.I. (WB-UPN; ch. 28)	48	0.585	0.293
KEYE-TV	Austin, Texas (CBS; ch. 42)	54	0.518	0.259
WFRV-TV	Green Bay, Wis. (CBS; ch. 5)	69	0.393	0.197
WJMN-TV	Escanaba, Mich. (CBS; ch. 3)	177	0.083	0.083

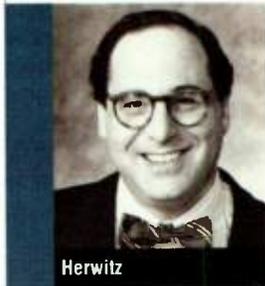
OTHER MEDIA INTERESTS: CBS Television Network and United Paramount Network (UPN); CBS Enterprises (CBS Broadcast International and King World Productions); Paramount Television (Paramount Network Television, Viacom Productions, Spelling Television, Big Ticket Television, Paramount Domestic Television, and Paramount International Television); Infinity Broadcasting Corp. (operates more than 180 radio stations); equity position in Westwood One (radio syndicator); Viacom Outdoor. Cable channels: MTV Networks (MTV: Music

Television, VH1, Nickelodeon, TNN: The National Network, MTV2, Nick at Nite, TV Land, Country Music Television, and The Digital Suite from MTV Networks); Showtime Networks Inc.; 50% of Comedy Central (co-owned with AOL Time Warner Inc.); BET (including BET on Jazz and BET.com); Paramount Pictures; Paramount Home Entertainment; book publisher Simon & Schuster Inc., Famous Music Publishing; about 80% of Blockbuster Inc.; Famous Players, United Cinemas International, United International Pictures (film distribution); Paramount Parks. Online interests: MTV.com, CBS.com, CBSNews.com, Nickelodeon Online, VH1.com, Viacom Interactive Ventures (CBS MarketWatch.com, CBS SportsLine.com, Hollywood.com)

2 Fox TV Stations

FOX

(subsidiary of News Corp. Ltd.)



Herwitz

37.82% coverage (FCC)
37 stations

44.44% coverage (total)

1999 S. Bundy Dr.,

Los Angeles, CA 90025

Phone: (310) 584-2000

Fax: (310) 584-2087

Web site: FOX.com

K. RUPERT MURDOCH, chairman,
News Corp.

MITCHELL STERN, chairman, Fox
TV Stations

THOMAS HERWITZ, president, station operations

Station	Market (affiliate; ch.)	DMA	Coverage %	
			Total	FCC
WNYW(TV)	New York (Fox; ch. 5)	1	6.829	6.829
WWOR-TV	New York (UPN; ch. 9)	1		
KTTV(TV)	Los Angeles (Fox; ch. 11)	2	4.987	4.987
KCOPTV	Los Angeles (UPN; ch. 13)	2		
WFLD(TV)	Chicago (Fox; ch. 32)	3	3.143	1.572
WPWR-TV	Chicago (UPN ch. 50)	3		
WTXF(TV)	Philadelphia (Fox; ch. 29)	4	2.654	1.327
WFXI(TV)	Boston (Fox; ch. 25)	6	2.207	1.104
KDFW(TV)	Dallas-Ft. Worth (Fox; ch. 4)	7	2.059	2.059
KDFI(TV)	Dallas-Ft. Worth (Ind.; ch. 27)	7		
WTTG(TV)	Washington (Fox; ch. 5)	8	2.034	2.034
WDCA(TV)	Washington (UPN; ch. 20)	8		
WAGA-TV	Atlanta (Fox; ch. 5)	9	1.848	1.848
WJBK(TV)	Detroit (Fox; ch. 2)	10	1.782	1.782
KRIV(TV)	Houston (Fox; ch. 26)	11	1.701	0.851
KTXH(TV)	Houston (UPN; ch. 20)	11		
KMSP(TV)	Minneapolis-St. Paul (Fox; ch. 9)	14	1.495	1.495
WFTC(TV)	Minneapolis-St. Paul (UPN; ch. 29)	14		
KFTC(TV) ^S	Minneapolis-St. Paul (UPN; ch. 26)	14		
WTVT(TV)	Tampa-St. Petersburg (Fox; ch. 13)	13	1.519	1.519
WJW-TV	Cleveland (Fox; ch. 8)	15	1.434	1.434
KSAZ-TV	Phoenix (Fox; ch. 10)	16	1.429	1.429
KUTP(TV)	Phoenix (UPN; ch. 45)	16		
KDVR(TV)	Denver (Fox; ch. 31)	18	1.281	0.641
KFCT(TV) ^S	(Fox; ch. 22)	18		
WRBW(TV)	Orlando, Fla. (UPN; ch. 65)	20	1.148	0.574
WOFL(TV)	Orlando, Fla. (Fox; ch. 35)	20		
KTVI(TV)	St. Louis (Fox; ch. 2)	22	1.084	1.084
WUTB(TV)	Baltimore (UPN; ch. 24)	24	0.994	0.497
WITI(TV)	Milwaukee (Fox; ch. 6)	31	0.807	0.807
WDAF-TV	Kansas City, Mo. (Fox; ch. 4)	33	0.799	0.799
KSTU(TV)	Salt Lake City (Fox; ch. 13)	36	0.721	0.721
WBRC(TV)	Birmingham-Tuscaloosa (Fox; ch. 6)	40	0.647	0.647
WHBQ(TV)	Memphis, Tenn. (Fox; ch. 13)	43	0.613	0.613
WGHP(TV)	Greensboro, N.C. (Fox; ch. 8)	46	0.595	0.595
KTBC(TV)	Austin, Texas (Fox; ch. 7)	54	0.518	0.518

WOGX(TV) Gainesville, Fla. (Fox; ch. 51) 162 0.109 **0.055**

OTHER MEDIA INTERESTS: Fox only: Fox Television Network; Fox Television Entertainment Group (Fox Entertainment, Fox Television Studios, 20th Century Fox Television, Twentieth Television); cable channels Fox News Channel, Health Network, FX, 34% of Outdoor Life, 33% of Golf Channel; Fox-Liberty (sports). Networks (including Fox Sports Net): 49.5% of Fox Family Worldwide (Fox Family Channel, Fox Kids Network). Online interests: Fox.com. News Corp. is a partner in In Flight Network (airline audio, video and information service)

3 NBC

GE

(subsidiary of General Electric Co.)



Ireland

33.55% coverage (FCC)
29 stations

38.27% coverage (total)

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New York, N.Y. 10112

Phone: (212) 664-4444

Fax: (212) 664-4085

Web site: nbc.com

JEFF IMMELT, president/CEO, GE

BOB WRIGHT, chairman/CEO, NBC

JAY IRELAND, president, NBC Tele-
vision Stations Group

Station	Market (affiliate; ch.)	DMA	Coverage %	
			Total	FCC
WNBC(TV)	New York (NBC; ch. 4)	1	6.829	6.829
WNJU(TV)	New York (Tele.; ch. 47)	1		
KNBC(TV)	Los Angeles (NBC; ch. 4)	2	4.987	4.987
KVEA(TV)	Los Angeles (Tele.; ch. 52)	2		
KWHY-TV	Los Angeles (Ind.; ch. 22)	2		
WMAQ-TV	Chicago (NBC; ch. 5)	3	3.143	3.143
WSNS(TV)	Chicago (Tele.; ch. 44)	3		
WCAU(TV)	Philadelphia (NBC; ch. 10)	4	2.654	2.654
KNTV(TV)	San Jose-San Francisco (NBC, ch. 11)	5	2.284	2.284
KSTS(TV)	San Francisco (Tele.; ch. 48)	5		
WNEU(TV)	Boston (Tele.; ch. 60)	6	2.207	1.104
KXAS-TV	Dallas-Ft. Worth (NBC; ch. 5)	7	2.059	2.059
KXTX-TV	Dallas-Ft. Worth (Tele; ch. 39)	7		
WRC-TV	Washington (NBC; ch. 4)	8	2.034	2.034
KTMD(TV)	Galveston-Houston (Tele.; ch. 48)	11	1.701	0.861
KPHZ (TV)	Phoenix (Ind., ch. 11)	16	1.429	1.420
WTVJ(TV)	Miami-Ft. Lauderdale (NBC; ch. 6)	17	1.394	1.394
WSCV(TV)	Miami-Ft. Lauderdale (Tele.; ch. 51)	17		
KMAS-TV	Steamboat Sp.-Denver (Tele.; ch. 24)	18	1.281	0.641
KNSD(TV)	San Diego (NBC; ch. 39)	26	0.942	0.471
WVIT(TV)	Hartford-New Haven (NBC; ch. 30)	27	0.919	0.460
WNCN(TV)	Raleigh-Durham, N.C. (Tele.; ch. 17)	29	0.872	0.436
WCMH-TV	Columbus, Ohio (NBC; ch. 4)	34	0.784	0.784
KVDA(TV)	San Antonio (Tele.; ch. 60)	37	0.673	0.337
WVTM-TV	Birmingham-Tuscaloosa (Tele.; ch. 13)40	40	0.649	0.649
WJAR(TV)	Providence, R.I. (NBC; ch. 10)	48	0.570	0.570
KNSO(TV)	Fresno-Visalia, Calif. (Tele. Ch. 51)	57	0.487	0.243
KHRR(TV)	Tucson, Ariz. (Tele; ch. 40)	74	0.375	0.188
WKAQ-TV	San Juan, P.R. (Tele.; ch. 2)	NR		

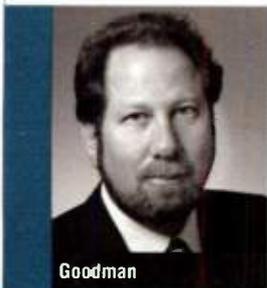
OTHER MEDIA INTERESTS: NBC TV Network; Spanish-language Telemundo net; NBC Enterprises; cable channels Bravo, CNBC and MSNBC (with Microsoft Inc.), A&E TV Networks (joint venture with ABC Inc. and Hearst-Argyle), Telemundo cable channels Mun2 and Telemundo International, CNBC Europe; 32.5% of Paxson Communications (with option to take control); 15% of ShopNBC (formerly home shopping ValueVision International Network). Online interests: MSNBC.com

The Top TV Station Groups

4 Paxson

PAX

(NBC Inc. 32.5%)



Goodman

30.91% coverage (FCC)
61 stations

61.83% coverage (total)

601 Clearwater Park Rd.,
West Palm Beach, Fla. 33401

Phone: (561) 659-412

Fax: (561) 659-4754

Web site: www.pax.tv

LOWELL W. "BUD" PAXSON, chairman/CEO, Paxson Communication Corp.

DEAN GOODMAN, COO/president,

Paxson Communications Corp.

KWPX(TV)	Seattle (ch. 33)	12	1.556	0.778
WXPX(TV)	Tampa-St. Petersburg (ch. 66)	13	1.519	0.760
KPXM(TV)	Minneapolis-St. Paul (ch. 41)	14	1.495	0.748
WVPX(TV)	Cleveland (ch. 23)	15	1.434	0.717
KPPX(TV)	Tolleson-Phoenix (ch. 51)	16	1.429	0.715
WPXM(TV)	Miami-Ft. Lauderdale (ch. 35)	17	1.394	0.697
KPXC-TV	Denver (ch. 59)	18	1.281	0.641
KSPX(TV)	Sacramento, Calif. (ch. 29)	19	1.151	0.576
WOPX(TV)	Orlando, Fla. (ch. 56)	20	1.148	0.574
KPXG-TV	Portland, Ore. (ch. 22)	23	0.995	0.498
WIPX(TV)	Bloomington-Indianapolis (ch. 63)	25	0.956	0.478
WHPX(TV)	New London-Hartford (ch. 26)	27	0.919	0.452
WFPX(TV)	Fayetteville-Raleigh, N.C. (ch. 62)	29	0.872	0.436
WRPX(TV)	Rocky Mount-Raleigh, N.C. (ch. 47)	29		
WNPX(TV)	Nashville, Tenn. (ch. 28)	30	0.826	0.413
WPXE(TV)	Milwaukee (ch. 55)	31	0.807	0.404
KPXE(TV)	Kansas City, Mo. (ch. 50)	33	0.801	0.401
KUPX-TV	Salt Lake City (ch. 16)	36	0.721	0.361
KPXL(TV)	Uvalde-San Antonio (ch. 26)	37	0.674	0.337
WZPX(TV)	Battle Creek-Grand Rapids (ch. 43)	38	0.669	0.335
WPXP(TV)	West Palm Beach, Fla. (ch. 67)	39	0.657	0.329
WPXH(TV)	Birmingham-Tuscaloosa (ch. 44)	40	0.647	0.324
WPXV(TV)	Norfolk, Va. (ch. 49)	41	0.635	0.310
WPXL(TV) ^T	New Orleans (ch. 49)	42	0.619	0.310
WPXJ(TV)	Buffalo, N.Y. (ch. 51)	44	0.599	0.300
KOPX(TV)	Oklahoma City (ch. 62)	45	0.597	0.299
WGPX(TV)	Greensboro, N.C. (ch. 16)	46	0.595	0.298
WPXQ(TV)	Providence, R.I. (ch. 69)	48	0.585	0.293
WBNA(TV) ^T	Louisville, Ky. (ch. 21)	50	0.574	0.287
WPXC-TV	Brunswick, Ga.-J'ville, Fla. (ABC; ch. 21)	51	0.551	0.276
WQPX(TV)	Wilkes-Barre-Scranton, Pa. (ch. 64)	53	0.544	0.272
WYPX(TV)	Albany, N.Y. (ch. 55)	55	0.499	0.250
KTPX(TV)	Tulsa, Okla. (ch. 44)	60	0.466	0.233
WLTX-TV	Charleston, W.Va. (ch. 29)	61	0.464	0.232

WPXK(TV)	Knoxville, Tenn. (WB/Pax; ch. 54)	63	0.459	0.230
WAOM(TV)	Morehead-Lexington, Ky. (ch. 67)	65	0.426	0.213
WPXR(TV)	Roanoke, Va. (ch. 38)	67	0.417	0.209
KPXQ(TV)	Kaneohe-Honolulu (ch. 66)	71	0.378	0.189
KFPX(TV)	Newton-Des Moines (ch. 39)	72	0.376	0.188
KGPX(TV)	Spokane, Wash. (ch. 34)	79	0.357	0.179
WSPX-TV	Syracuse, N.Y. (ch. 56)	80	0.352	0.176
KPXJ(TV)	Shreveport, La. (ch. 21)	81	0.350	0.175
KPXR(TV)	Cedar Rapids, Iowa (ch. 48)	88	0.304	0.152
WEPX(TV)	Greenville, N.C. (ch. 38)	103	0.250	0.125
WPXU-TV	Jacksonville, N.C. (ch. 35)	103		
WTPX(TV)	Wausau, Wis. (Pax; ch. 46)	134	0.165	0.083

OTHER MEDIA INTERESTS: Pax TV network

5 Tribune

TRB



Mullen

29.98% coverage (FCC)
27 stations

40.11% coverage (total)

435 N. Michigan Ave., Ste. 1800,
Chicago, IL 60611

Phone: (312) 222-3333

Fax: (312) 329-0611

Web site: tribune.com

JOHN W. MADIGAN, chairman,
Tribune Co.

DENNIS J. FITZSIMONS,

president/CEO, Tribune Co.

PATRICK J. MULLEN, president, Tribune Broadcasting Co.

Station	Market (affiliate; ch.)	DMA	Coverage %	
			Total	FCC
WPXN-TV	New York (ch. 31)	1	6.829	3.415
KPXN(TV)	Los Angeles (ch. 30)	2	4.987	2.494
WCPX-TV	Chicago (ch. 38)	3	3.143	1.572
WPPX(TV)	Philadelphia (ch. 61)	4	2.654	1.327
KKPX(TV)	San Francisco (ch. 65)	5	2.284	1.142
WBPX(TV)	Boston (ch. 63)	6		
WDPX(TV) ^S	Vineyard Haven-Boston (ch. 58)	6		
WPXG(TV) ^S	Concord, N.H.-Boston (ch. 21)	6		
KPXD(TV)	Dallas-Ft. Worth (ch. 68)	7	2.059	1.030
WPXW(TV)	Manassas, Va.-Washington (ch. 66)	8	2.034	1.017
WWPX(TV) ^S	Martinsburg, W.Va. (ch. 60)	8		
WPXA(TV)	Atlanta (ch. 14)	9	1.848	0.924
WPXD(TV)	Detroit (ch. 31)	10	1.782	0.891
KPXB(TV)	Houston (ch. 49)	11	1.701	0.851

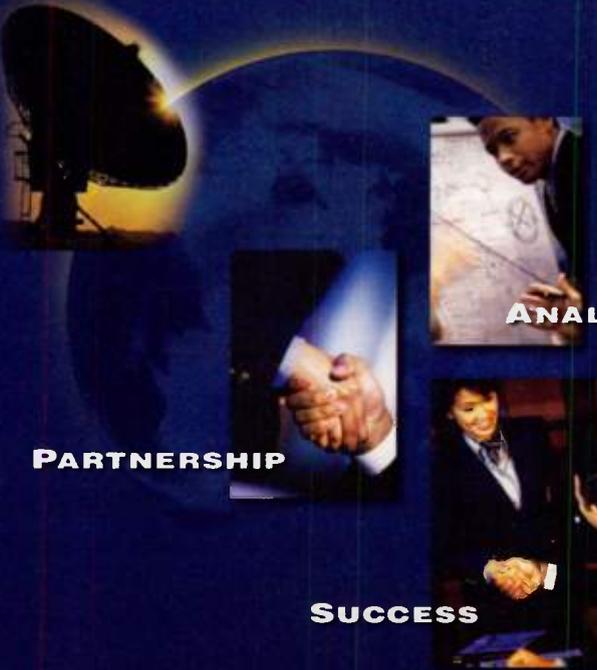
Key: B=being bought * =operated under LMA. j=joint marketing and programming agreement. T= operated under time brokerage agreement. S= satellite station. NR=not a Nielsen rated market



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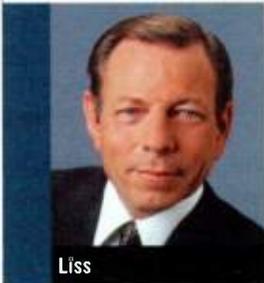
Station	Market (affiliate; ch.)	DMA	Coverage %	
			Total	FCC
WPIX(TV)	New York (ch. 11)	1	6.829	6.829
KTLA(TV)	Los Angeles (ch. 5)	2	4.987	4.987
WGN-TV	Chicago (ch. 9)	3	3.143	3.143
WPHL-TV	Philadelphia (ch. 17)	4	2.654	1.327
WLVI-TV	Boston (ch. 56)	6	2.207	1.104
KDAF(TV)	Dallas-Ft. Worth (ch. 33)	7	2.059	1.030
WBDC-TV	Washington (ch. 50)	8	2.034	1.017
WATL(TV)	Atlanta (ch. 36)	9	1.848	0.924
KHWP(TV)	Houston (ch. 39)	11	1.701	0.851
KCPQ(TV)	Seattle (Fox; ch. 13)	12	1.556	1.556
KTWB-TV	Seattle (ch. 22)	12		
WBZL(TV)	Miami-Ft. Lauderdale (ch. 39)	17	1.394	0.697
KWGN-TV	Denver (ch. 2)	18	1.281	1.281
KTXL(TV)	Sacramento, Calif. (Fox; ch. 40)	19	1.151	0.576
KPLR-TV	St. Louis (WB; ch. 11)	22	1.084	1.080
KWBP-TV	Portland, Ore. (WB; ch. 23)	23	0.995	0.497
WTTV(TV)	Indianapolis (WB; ch. 4)	25	0.956	0.956
WXIN(TV)	Indianapolis (Fox; ch. 59)	25		
WTTK(TV) ^S	Indianapolis (WB; ch. 29)	25		
KSWB-TV	San Diego (ch. 69)	26	0.942	0.471
WTIC-TV	Hartford-New Haven (Fox; ch. 61)	27	0.919	0.460
WTXX(TV)	Hartford-New Haven (ch. 20)			
WXMI(TV)	Grand Rapids, Mich. (Fox; ch. 17)	38	0.669	0.335
WGNO(TV)	New Orleans (ABC; ch. 26)	42	0.618	0.310
WNOL(TV)	New Orleans (ch. 38)	42		
WPMT(TV)	Harrisburg, Pa. (Fox; ch. 43)	47	0.588	0.294
WEWB(TV)	Albany, N.Y. (ch. 45)	55	0.499	0.250

OTHER MEDIA INTERESTS: Tribune Entertainment, The WB Television Network (22%) and TV Food Network (31%), CLTV Chicago and News 13 (partnership with Time Warner), WGN-AM Chicago, Tribune Interactive; 12 English-language daily newspapers, three Spanish-language weeklies, 50% of Los Angeles Spanish-language daily *La Opinion*

6 ABC

DIS

(subsidiary of Walt Disney Co.)



Liss

23.56% coverage (FCC)
10 stations
23.80% coverage (total)
77 W. 66th St., New York, NY 10023
Phone: (212) 456-7777
Fax: (212) 456-6850
Web site: abc.com
ROBERT IGER, president-COO, Disney
ALEX WALLAU, president, ABC Network

WALTER LISS, president, Stations Group

Station	Market (affiliate; ch.)	DMA	Coverage %	
			Total	FCC
WABC-TV	New York (ch. 7)	1	6.829	6.829
KABC-TV	Los Angeles (ch. 7)	2	4.987	4.987
WLS-TV	Chicago (ch. 7)	3	3.143	3.143
WPVI-TV	Philadelphia (ch. 6)	4	2.654	2.654
KGO-TV	San Francisco (ch. 7)	5	2.284	2.284
KTRK-TV	Houston (ch. 13)	11	1.701	1.701
WTVD(TV)	Raleigh-Durham, N.C. (ch. 11)	29	0.872	0.872
KFSN-TV	Fresno, Calif. (ch. 30)	57	0.487	0.244
WJRT-TV	Flint-Saginaw (ch. 12)	64	0.437	0.437
WTVG(TV)	Toledo, Ohio (ch. 13)	68	0.406	0.406

OTHER MEDIA INTERESTS: ABC TV Network; 68 radio stations; ABC Radio Networks; ABC Entertainment TV Group (production and prime time development); Disney/ABC Cable Networks Disney Channel, Toon Disney, 80% of ESPN, 50% of Lifetime Television (joint partner with Hearst Corp.), 39.5% of E! Entertainment Television, A&E Television Networks (joint venture with NBC and Hearst); Walt Disney Television International. Online interests ABC Multimedia Group, ABC.com, ABCNews.com, ESPN.com

7 Univision

UVN

21.73% coverage (FCC)

36 stations

41.79% coverage (total)

5999 Center Dr., Los Angeles, CA 90045

Phone: (310) 216-3434

Fax: (310) 348-3459

Web site: univision.com

A. JERROLD PERENCHIO, chairman/CEO

RAY RODRIGUEZ, president/COO, Univision Networks

THOMAS ARNST, Michael Wortsman, co-presidents, Television Group

Station	Market (affiliate; ch.)	DMA	Coverage %	
			Total	FCC
WXTV(TV)	New York (ch. 41)	1	6.829	3.415
WFUT(TV)	New York (TeleFutura; ch. 68)	1		
WFTY(TV)	Smithtown, N.Y. (TeleFutura; ch. 67)	1		
KMEX-TV	Los Angeles (ch. 34)	2	4.987	2.494
KFTR(TV)	Los Angeles (TeleFutura; ch. 46)	2		
WGBO-TV	Chicago (ch. 66)	3	3.143	1.572
WXFT(TV)	Chicago (TeleFutura; ch. 60)	3		
WUVP(TV)	Philadelphia (ch. 65)	4	2.654	1.327
KDTV(TV)	San Francisco (ch. 14)	5	2.284	1.142
KFSF(TV)	San Francisco (TeleFutura; ch. 66)	5		
WUTF(TV)	Boston (TeleFutura; ch. 66)	6	2.207	1.035
KUVN(TV)	Dallas-Ft. Worth (ch. 23)	7	2.059	1.030
KSTR-TV	Dallas-Ft. Worth (TeleFutura; ch. 49)	7		
WFDC(TV)	Washington (TeleFutura; ch. 14)	8	2.034	1.017
WUVG(TV)	Atlanta (ch. 34)	9	1.848	0.924
KXLN-TV	Houston (ch. 45)	11	1.701	0.851
KFTH(TV)	Houston (TeleFutura; ch. 67)	11		
WFTT(TV)	Tampa-St. P'burg (TeleFutura; ch. 50)	13	1.519	0.760
WQHS-TV	Cleveland (TeleFutura; ch. 61)	15	1.434	0.717
KFPH(TV)	Phoenix (TeleFutura; ch. 13)	16	1.429	1.429
KTVW-TV	Phoenix (ch. 33)	16		
WLTV(TV)	Miami-Ft. Lauderdale (ch. 23)	17	1.394	0.697
WAMI-TV	Miami-Ft. Lauderdale (ch. 69)	17		
KUVS(TV)	Sacramento, Calif. (ch. 19)	19	1.151	0.576
WOTF(TV)	Orlando, Fla. (TeleFutura; ch. 43)	20	1.148	0.574
WKFT(TV)	Fayetteville-Raleigh-Durham (Ind. 40)	29	0.872	0.436
KWEX-TV	San Antonio (ch. 41)	37	0.674	0.337
KAPX-TV ^B	Albuquerque-Santa Fe (Tele; ch. 14)	49	0.582	0.291
KAKW(TV)	Austin, Texas (ch. 62)	54	0.518	0.259
KFTV(TV)	Fresno, Calif. (Univision; ch. 21)	57	0.487	0.244
KTFF(TV)	Fresno, Calif. (TeleFutura; ch. 61)			
KFTU(TV)	Tucson, Ariz. (TeleFutura; ch. 3)	74	0.375	0.375
KAKW(TV)	Waco, Texas (ch. 62)	93	0.285	0.143
KUVI(TV)	Bakersfield, Calif. (ch. 45)	130	0.175	0.088
WLII(TV)	San Juan, P.R. (Ind.; ch. 11)	NR		
WSUR-TV ^S	Ponce, P.R. (Ind.; ch. 9)	NR		

OTHER MEDIA INTERESTS: Spanish-language network Univision; Spanish-language network TeleFutura; cable network Galavision; 31% of TV-radio group Entravision Communications, Univision Music Group and Univision Online

8 Gannett

GCI



Dubow

broadcasting

17.51% coverage (FCC)

22 stations

17.68% coverage (total)

7950 Jones Branch Dr.,

McLean, VA 22107

Phone: (703) 854-6000

Fax: (703) 854-2002

Web site: gannett.com

DOUGLAS H. MCCORKINDALE,

chairman, Gannett Co. Inc.

CRAIG A. DUBOW, president/CEO,

Station	Market (affiliate; ch.)	DMA	Coverage %	
			Total	FCC
WUSA(TV)	Washington (CBS; ch. 9)	8	2.034	2.034
WXIA-TV	Atlanta (NBC; ch. 11)	9	1.848	1.848
KARE(TV)	Minneapolis-St. Paul (NBC; ch. 11)	14	1.495	1.495
WTSP(TV)	Tampa-St. Petersburg (CBS; ch. 10)	13	1.519	1.519
WKYC-TV	Cleveland (NBC; ch. 3)	15	1.434	1.434
KPNX(TV)	Phoenix (NBC; ch. 12)	16	1.429	1.429
KNAZ-TV ^S	Flagstaff, Ariz. (NBC; ch. 2)	16		
KMOH-TV ^S	Kingman, Ariz. (WB; ch. 6)	16		
KUSA-TV	Denver (NBC; ch. 9)	18	1.281	1.281
KXTV(TV)	Sacramento, Calif. (ABC; ch. 10)	19	1.151	1.151
KSDK(TV)	St. Louis (NBC; ch. 5)	22	1.084	1.084
WZZM-TV	Grand Rapids, Mich. (ABC; ch. 13)	38	0.669	0.669
WGRZ-TV	Buffalo, N.Y. (NBC; ch. 2)	44	0.599	0.599
WFMY-TV	Greensboro, N.C. (CBS; ch. 2)	46	0.595	0.595
WTLV(TV)	Jacksonville, Fla. (NBC; ch. 12)	51	0.551	0.551
WJXX(TV)	Jacksonville, Fla. (ABC; ch. 25)	51		
KTHV(TV)	Little Rock (CBS; ch. 11)	56	0.491	0.491
WBIR-TV	Knoxville, Tenn. (NBC; ch. 10)	63	0.459	0.459
WCSH(TV)	Portland, Maine (NBC; ch. 6)	76	0.368	0.368
WLTX(TV)	Columbia, S.C. (CBS; ch. 19)	84	0.336	0.168
WMAZ-TV	Macon, Ga. (CBS; ch. 13)	122	0.208	0.208
WLBZ(TV)	Bangor, Maine (NBC; ch. 2)	153	0.129	0.129

OTHER MEDIA INTERESTS: 29.31% of Entravision; 100 daily U.S. newspapers, including *USA Today*, *USA Weekend*, and 400 non-daily publications. Online interests: usatoday.com, more than 100 Web sites in the US linked to TV and newspapers; Partner in iBlast

9 Hearst-Argyle

HTV



Barrett

16.00% coverage (FCC)

34 stations

17.64% coverage (total)

888 7th Ave., New York, NY 10106

Phone: (212) 887-6800

Fax: (212) 887-6875

Web site: hearstargyle.com

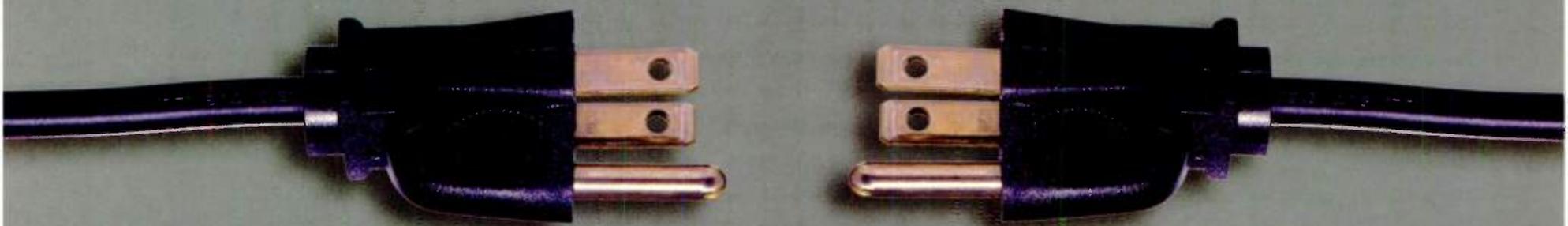
VICTOR GANZI, president/CEO,

Hearst Corp. (66% owner)

DAVID BARRETT, president, Hearst-

Argyle Television

Station	Market (affiliate; ch.)	DMA	Coverage %	
			Total	FCC
WCVB-TV	Boston (ABC; ch. 5)	6	2.207	2.207
WMUR-TV	Manchester, N.H.-Boston (ABC; ch. 9)	6		
WMOR(TV)	Tampa-St. Petersburg, (WB; ch. 32)	13	1.519	0.760
KCRA-TV	Sacramento, Calif. (NBC; ch. 3)	19	1.151	1.151
KQCA(TV)	Sacramento, Calif. (WB; ch. 58)	19		
WESH(TV)	Orlando, Fla. (ch. 2)	20	1.148	1.148
WTAE-TV	Pittsburgh (ABC; ch. 4)	21	1.093	1.093
WBAL-TV	Baltimore (NBC; ch. 11)	24	0.994	0.994
WISN-TV	Milwaukee (ABC; ch. 12)	31	0.807	0.807
WLWT(TV)	Cincinnati (NBC; ch. 5)	32	0.801	0.801
KMBC-TV	Kansas City, Mo. (ABC; ch. 9)	33	0.799	0.799
KCWE-TV*	Kansas City, Mo. (UPN; ch. 29)	33		
WYFF(TV)	G'ville, S.C.-A'ville, N.C. (NBC; ch. 4)	35	0.743	0.743
WPBF(TV) ^M	West Palm Beach, Fla. (ABC; ch. 25)	39	0.657	0.329
WDSU-TV	New Orleans (NBC; ch. 6)	42	0.618	0.618
WXII-TV	Greensboro, N.C. (NBC; ch. 12)	46	0.595	0.595
KOCO-TV	Oklahoma City (ABC; ch. 5)	45	0.597	0.597
WGAL(TV)	Harrisburg, Pa. (NBC; ch. 8)	47	0.588	0.588
KOAT-TV	Albuquerque-Santa Fe (ABC; ch. 7)	49	0.582	0.582
KOCT(TV) ^S	Carlsbad, N.M. (ABC; ch. 6)	49		
KOFT(TV) ^S	Albuquerque, N.M. (ABC; ch. 3)	49		
KOVT(TV) ^S	Silver City, N.M. (ABC; ch. 10)	49		
WLKY-TV	Louisville, Ky. (CBS; ch. 32)	50	0.574	0.287
KCCI(TV)	Des Moines, Iowa (CBS; ch. 8)	72	0.376	0.376
KITV(TV)	Honolulu (ABC; ch. 4)	71	0.376	0.376
KHVO(TV) ^S	Hilo, Hawaii (ABC; ch. 13)	71		
KMAU(TV) ^S	Wailuku, Hawaii (ABC; ch. 12)	71		
KETV(TV)	Omaha, Neb. (ABC; ch. 7)	78	0.363	0.363



INTEGRATION MAKES ALL THE DIFFERENCE

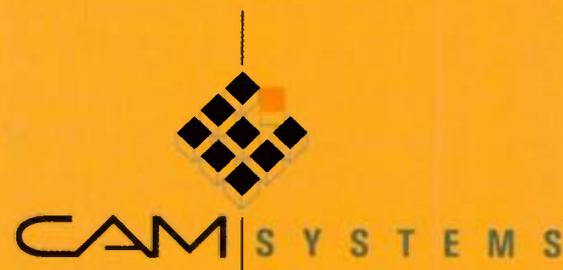
A Sales Automation system. A Traffic and Billing system. A Programming, Rights, and Clearances system. Chances are that you need these tools to run your business effectively. Chances also are that separate vendors supply those systems to you.

However, to achieve peak performance, those systems must plug into each other. CAM Systems brings this total, integrated solution to its broadcasters through its TVia application. Within a single database, running on a proven technology platform, TVia empowers you to plan, schedule, traffic and track complicated channel environments even in multiple markets.

Paying for interfaces between vendors is yesterday's approach. Having an integrated solution from one vendor with no excuses is in your future. Find out why CAM Systems is a trusted partner for premiere media companies that want to leverage their technology investment.

Visit CAM Systems at NAB 2003, **BOOTH # C3733**.

For a product demonstration, call 212-370-5757 or e-mail sales@camsystems.com



Station	Market (affiliate; ch.)	DMA	Total	FCC	Coverage %
WAPT(TV)	Jackson, Miss. (ABC; ch. 16)	89	0.300	0.150	
WPTZ(TV)	Burlington, Vt.-Platts., N.Y. (NBC; ch. 5)	91	0.298	0.298	
WNNE(TV) ^S	Hartford, Vt. (NBC; ch. 31)	91			
KHBS(TV)	Ft. Smith, Ark. (ABC; ch. 40)	108	0.239	0.120	
KHOG-TV ^S	Fayetteville, Ark. (ABC; ch. 29)	108			
KSBW(TV)	Monterey-Salinas, Calif. (NBC; ch. 8)	120	0.214	0.214	

M=management agreement, station owned by Hearst Corp.

OTHER MEDIA INTERESTS: Two radio stations; program and syndication partner with NBC Enterprises. Online interests: ProAct Technologies Corp. (personal-finance-human-resources Web site); about 24% of Internet Broadcasting Systems Inc. (site developer). Parent Hearst owns Hearst Entertainment and Syndication, 50% of Lifetime Television (joint partner with ABC Inc.), New England Cable News (with MediaOne), TVA (Brazilian pay-TV company, with ABC), 20% of ESPN, A&E Television Networks (joint venture with NBC and ABC), newspapers, monthly consumer magazines including *Esquire*, *Town & Country*, *Good Housekeeping*, *Harpers' Bazaar*

10 Trinity Broadcasting PRIVATE

15.68% coverage (FCC)

23 stations

31.29% coverage (total)

2442 Michelle Dr., Tustin, Calif., 92780

Phone: (714) 832-2950

Fax: (714) 730-0657

Web site: www.tbn.org

PAUL F. CROUCH, president

AL BROWN, chief financial officer

Station	Market (affiliate; ch.)	DMA	Total	FCC	Coverage %
WTBY(TV)	New York (ch. 54)	1	6.829	3.415	
KTBN-TV	Los Angeles (ch. 40)	2	4.987	2.494	
WWTO(TV)	Chicago (ch. 35)	3	3.143	1.572	
KDXT(TV)	Dallas (ch. 58)	7	2.059	1.030	
WHSG(TV)	Atlanta (ch. 63)	9	1.848	0.924	
KTBW(TV)	Seattle (ch. 20)	12	1.556	0.778	
WDLI(TV)	Cleveland (ch. 17)	15	1.434	0.717	
KPAZ(TV)	Phoenix (ch. 21)	16	1.429	0.715	
WHFT(TV)	Miami (ch. 45)	17	1.394	0.697	
WCLJ(TV)	Indianapolis (ch. 42)	25	0.956	0.478	
WPGD(TV)	Nashville, Tenn. (ch. 50)	30	0.826	0.413	
WTJP(TV)	Birmingham, Ala. (ch. 60)	40	0.647	0.324	
WBUY(TV)	Memphis, Tenn. (ch. 40)	43	0.613	0.307	
KTBO(TV)	Oklahoma City (ch. 14)	45	0.597	0.299	
KNAT(TV)	Albuquerque, N.M. (ch. 23)	49	0.582	0.291	
KDOR(TV)	Tulsa, Okla. (ch. 17)	60	0.466	0.233	
WKOI(TV)	Dayton, Ohio (ch. 43)	58	0.475	0.238	
WMPV(TV)	Mobile, Ala. (ch. 21)	62	0.460	0.230	
KAHA(TV)	Honolulu (ch. 26)	71	0.376	0.188	
KLEI(TV) ^S	Honolulu (ch. 6)	71			
WELF(TV)	Chattanooga, Tenn. (ch. 23)	85	0.330	0.165	
WMCF(TV)	Montgomery, Ala. (ch. 45)	116	0.225	0.113	
KTAJ(TV)	St. Joseph, Mo. (ch. 4)	193	0.054	0.054	

OTHER MEDIA INTERESTS: Trinity Broadcast Network, Trinity Music City, USA; International Production Center in Dallas, and TBN Films

11 Sinclair sbgi

14.19% coverage (FCC)

63 stations

24.07% coverage (total)

10706 Beaver Dam Rd.,

Hunt Valley, MD 21030

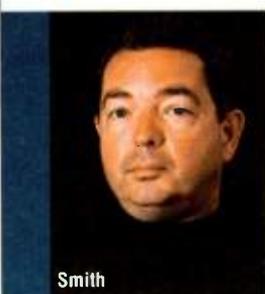
Phone: (410) 568-1500

Fax: (410) 568-1588

Web site: sbgi.net

DAVID D. SMITH, president/CEO

DAVID B. AMY, EVP/CFO



Smith

Station	Market (affiliate; ch.)	DMA	Total	FCC	Coverage %
WTTA(TV)	Tampa-St. Petersburg (WB; ch. 38)	13	1.519	0.760	
KMWB-TV	Minneapolis-St. Paul (WB; ch. 23)	14	1.495	0.748	
KOVR(TV)	Sacramento, Calif. (CBS; ch. 13)	19	1.151	1.151	
WPGH-TV	Pittsburgh (Fox; ch. 53)	21	1.093	0.547	
WCWB(TV)	Pittsburgh (WB; ch. 22)	21			
KDNL-TV	St. Louis (ABC; ch. 30)	22	1.084	0.542	
WBFF(TV)	Baltimore (Fox; ch. 45)	24	0.994	0.497	
WNUV(TV)	Baltimore (WB; ch. 54)	24			
WLFL(TV)	Raleigh-Durham, N.C. (WB; ch. 22)	29	0.872	0.447	
WRDC(TV)	Durham-Raleigh (UPN; ch. 28)	29			
WZTV(TV)	Nashville, Tenn. (Fox; ch. 17)	30	0.826	0.413	
WUXP(TV)	Nashville, Tenn. (UPN; ch. 30)	30			
WNAB(TV) ^O	Nashville (WB; ch. 58)	30			
WCGV-TV	Milwaukee (UPN-Fox; ch. 24)	31	0.807	0.404	
WVTV(TV)	Milwaukee (WB; ch. 18)	31			
WSTR-TV	Cincinnati (WB; ch. 64)	32	0.801	0.401	
KSMO-TV	Kansas City, Mo. (WB; ch. 62)	33	0.799	0.400	
WSYX(TV)	Columbus, Ohio (ABC; ch. 6)	34	0.784	0.784	
WTTE(TV)*	Columbus, Ohio (Fox; ch. 28)	34			
WLOS(TV)	G'ville, S.C.-A'ville, N.C. (ABC; ch. 13)	35	0.743	0.743	
WBSC-TV	G'ville, S.C.-A'ville, N.C. (WB; ch. 40)	35			
KABB(TV)	San Antonio (Fox; ch. 29)	37	0.674	0.337	
KRRT(TV)	San Antonio (WB; ch. 35)	37			
WTTO(TV)	Birmingham, Ala. (WB; ch. 21)	40	0.647	0.324	
WABM(TV)	Birmingham, Ala. (UPN; ch. 68)	40			
WDBB(TV)*	Birmingham, Ala. (sim. WTTO; ch. 17)	40			
WTVZ(TV)	Norfolk, Va. (WB; ch. 33)	41	0.635	0.318	
WUTV(TV)	Buffalo, N.Y. (Fox; ch. 29)	44	0.599	0.300	
WNYO-TV	Buffalo, N.Y. (WB; ch. 49)	44			
KOCB(TV)	Oklahoma City (WB; ch. 34)	45	0.597	0.299	
KOKH-TV	Oklahoma City (Fox; ch. 25)	45			
WXLV-TV	Greensboro, N.C. (ABC; ch. 45)	46	0.601	0.301	
WUPN-TV	Greensboro, N.C. (UPN; ch. 48)	46			
KVWB(TV)	Las Vegas (WB; ch. 21)	52	0.549	0.275	
KFBT(TV)	Las Vegas (Ind.; ch. 33)	52			
WKEF(TV)	Dayton, Ohio (NBC; ch. 22)	58	0.475	0.238	
WRGT-TV*	Dayton, Ohio (Fox; ch. 45)	58			
WRLH-TV	Richmond, Va. (Fox; ch. 35)	59	0.474	0.237	
WCHS-TV	Charleston, W.Va. (ABC; ch. 8)	61	0.464	0.464	
WVAH-TV*	Charleston, W.Va. (Fox; ch. 11)	61			
WEAR-TV	Mobile, Ala.-Pensacola (ABC; ch. 3)	62	0.460	0.460	
WFGX(TV)*	Mobile, Ala.-Pensacola (Ind.; ch. 35)	62			
WSMH(TV)	Flint-Saginaw, Mich. (Fox; ch. 66)	64	0.437	0.219	
WDKY-TV	Lexington, Ky. (Fox; ch. 56)	65	0.426	0.213	
KDSM-TV	Des Moines, Iowa (Fox; ch. 17)	72	0.376	0.188	
KBSI(TV)	Paducah, Ky. (Fox; ch. 23)	75	0.371	0.186	
WDKA(TV)*	Paducah, Ky. (WB; ch. 49)	75			
WGME-TV	Portland, Maine (CBS; ch. 13)	76	0.368	0.368	
WUHF(TV)	Rochester, N.Y. (Fox; ch. 31)	77	0.364	0.182	
WSYT(TV)	Syracuse, N.Y. (Fox; ch. 68)	80	0.352	0.176	
WNYS-TV*	Syracuse, N.Y. (WB; ch. 43)	80			
WICD(TV)	Champaign-Decatur, Ill. (NBC; ch. 15)	82	0.348	0.174	
WICS(TV)	Springfield-Decatur, Ill. (NBC; ch. 20)	82			
WMSN-TV	Madison, Wis. (Fox; ch. 47)	86	0.327	0.164	
KGAN(TV)	Cedar Rapids-Dubuque (CBS; ch. 2)	88	0.304	0.304	
WEMT(TV)	Tri-Cities, Tenn.-Va. (Fox; ch. 39)	90	0.299	0.150	
WMMP(TV)	Charleston, S.C. (UPN; ch. 36)	105	0.246	0.123	
WTAT-TV*	Charleston (Fox; ch. 24)	105			
WGGB-TV	Springfield, Mass. (ABC; ch. 40)	106	0.242	0.121	
WTWC(TV)	Tallahassee, Fla. (NBC; ch. 40)	107	0.240	0.120	
WTXL(TV) ^O	Tallahassee (ABC; ch. 27)	107			
WYZZ-TV	Peoria, Ill. (Fox; ch. 43)	117	0.222	0.111	

O=outsourcing agreement

OTHER MEDIA INTERESTS: Sinclair Ventures (makes Internet-related investments); Acrodyne Industries Inc.

12 Belo Corp.

BL



Sander

12.97% coverage (FCC)

19 stations

13.69% coverage (total)

P.O. Box 655237, Dallas, TX 75265

Phone: (214) 977-6606

Fax: (214) 977-6603

Web site: belo.com

ROBERT W. DECHERD,

chairman/president/CEO

JOHN L. "JACK" SANDER, EVP,

media operations/president, tele-

vision group

Station	Market (affiliate; ch.)	DMA	Total	FCC	Coverage %
WFAA-TV	Dallas-Ft. Worth (ABC; ch. 8)	7	2.059	2.059	
KHOU-TV	Houston (CBS; ch. 11)	11	1.701	1.701	
KING-TV	Seattle (NBC; ch. 5)	12	1.556	1.556	
KONG-TV	Seattle (Ind.; ch. 16)	12			
KTVK(TV)	Phoenix (Ind.; ch. 3)	16	1.429	1.429	
KASW(TV)	Phoenix (WB; ch. 61)	16			
KMOV(TV)	St. Louis (CBS; ch. 4)	22	1.084	1.084	
KGW-TV	Portland, Ore. (NBC; ch. 8)	23	0.995	0.995	
WCNC-TV	Charlotte, N.C. (NBC; ch. 36)	28	0.903	0.452	
KENS-TV	San Antonio (CBS; ch. 5)	37	0.674	0.674	
WVEC-TV	Norfolk, Va. (ABC; ch. 13)	41	0.635	0.635	
WWL-TV	New Orleans (CBS; ch. 4)	42	0.618	0.618	
WHAS-TV	Louisville, Ky. (ABC; ch. 11)	50	0.574	0.574	
KVUE-TV	Austin, Texas (ABC; ch. 24)	54	0.518	0.259	
KMSB-TV	Tucson, Ariz. (Fox; ch. 11)	74	0.375	0.375	
KTTU-TV	Tucson, Ariz. (UPN; ch. 18)	74			
KREM-TV	Spokane, Wash. (CBS; ch. 2)	79	0.357	0.357	
KSKN(TV)	Spokane, Wash. (UPN-WB; ch. 22)	79			
KTVB(TV)	Boise, Idaho (NBC; ch. 7)	124	0.2083	0.203	

OTHER MEDIA INTERESTS: Two AMs; local-regional cable news channels Northwest Cable News, Texas Cable News, Arizona News Channel (joint venture with Cox Communications Inc.), Local News on Cable and NewsWatch on Channel 15, Virginia; eight daily newspapers, including *Dallas Morning News*, *Providence Journal*, *Riverside, Calif.*, *Press-Enterprise*. Online interests: dallasnews.com, AdOne LLC

13 Cox PRIVATE

PRIVATE



Fisher

10.07% coverage (FCC)

15 stations

10.20% coverage (total)

6205 Peachtree Dunwoody Rd.,

Atlanta, GA 30328

Phone: (678) 645-0000

Fax: (678) 678-5290

Web site: www.coxenterprises.com

ANDREW S. FISHER, president,

Cox Television

Station	Market (affiliate; ch.)	DMA	Total	FCC	Coverage %
KTVU(TV)	Oakland-San Francisco (Fox; ch. 2)	5	2.284	2.284	
KICU-TV	San Jose-San Francisco (Ind.; ch. 36)	5			
WSB-TV	Atlanta (ABC; ch. 2)	9	1.848	1.848	
KIRO-TV	Seattle (CBS; ch. 7)	12	1.556	1.556	
WFTV(TV)	Orlando, Fla. (ABC; ch. 9)	20	1.148	1.148	
WRDQ(TV)	Orlando, Fla. (Ind.; ch. 27)	20			
WPXI(TV)	Pittsburgh (NBC; ch. 11)	21	1.093	1.093	
WSOC-TV	Charlotte, N.C. (ABC; ch. 9)	28	0.903	0.903	
WAXN(TV)	Charlotte, N.C. (Ind.; ch. 64)	28			
WHIO-TV	Dayton, Ohio (CBS; ch. 7)	58	0.475	0.475	
WJAC-TV	Johnstown, Pa. (NBC; ch. 6)	96	0.270	0.276	
KFOX-TV	El Paso, Texas (Fox; ch. 14)	101	0.259	0.130	
KRXI(TV)	Reno, Nev. (Fox; ch. 11)	114	0.227	0.227	



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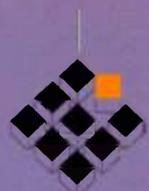
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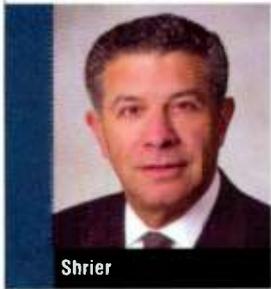

CAM SYSTEMS

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World Radio History

18 Pappas Telecasting

PRIVATE



Shrier

7.57% coverage (FCC)
20 stations
12.29% coverage (total)
500 S. Chinowth Rd., Visalia, CA 93277
Phone: (559) 733-7800
Fax: (559) 733-7878
HARRY J. PAPPAS, president/CEO
HOWARD SHRIER, senior EVP/COO

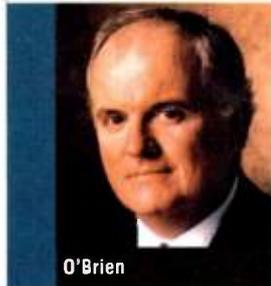
Coverage %

Station	Market (affiliate; ch.)	DMA	Total	FCC
KAZA-TV	Los Angeles (Azteca America; ch. 54)	2	4.987	2.494
KFWU(TV)	San Francisco (Azteca America; ch. 8)	5	2.284	2.284
KTNC-TV	San Francisco (Azteca; ch. 42)	5		
KAZH(TV)	Baytown-Houston (Azteca; ch. 57)	11	1.701	0.851
WTWB-TV	Lexington-G'boro, N.C. (WB; ch. 20)	46	0.595	0.298
KMPH(TV)	Visalia-Fresno, Calif. (Fox; ch. 26)	57	0.487	0.244
KFRE-TV ^B	Fresno (WB; ch. 59)	57		
WMMF-TV	Green Bay, Wis. (Family; ch. 68)	69	0.393	0.200
KPWB-TV	Ames-Des Moines, Iowa (WB; ch. 23)	72	0.376	0.188
KPTM(TV)	Omaha, Neb. (Fox; ch. 42)	78	0.363	0.182
KXVO [*]	Omaha, Neb. (WB; ch. 15)	78		
KHGI-TV	Lincoln, Neb. (ABC; ch. 13)	102	0.250	0.250
KTVG [*]	Lincoln-Gr. Island, Neb. (Fox; ch. 17)	102		
KSNB ^{*5}	Lincoln-Superior, Neb. (Fox; ch. 4)	102		
KREN-TV	Reno, Nev. (WB; ch. 27)	114	0.227	0.114
WSWS-TV	Columbus, Ga. (UPN; ch. 66)	126	0.191	0.096
KAZW-TV	Yakima-Pasco, Wa. (Ind.; ch. 9)	127	0.187	0.187
KPTH(TV)	Sioux City, Iowa (Fox; ch. 44)	140	0.148	0.074
KSWT(TV)	Yuma, Ariz. (CBS; ch. 13)	172	0.090	0.090
KWNB-TV	North Platte, Neb. (ABC; ch. 6)	209	0.015	0.015

OTHER MEDIA INTERESTS: Two radio stations

19 Meredith

MDP



O'Brien

7.27% coverage (FCC)
11 stations
8.59% coverage (total)
1716 Locust St.,
Des Moines, IA 50309
Phone: (515) 284-3000
Fax: (515) 284-2393 or -2700
Web site: meredith.com
WILLIAM T. KERR, chairman,
Meredith Corp.
KEVIN O'BRIEN, president, Broad-

casting Group

Coverage %

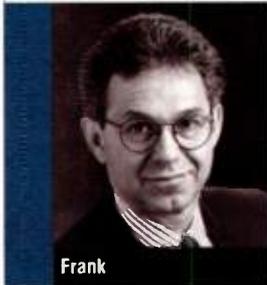
Station	Market (affiliate; ch.)	DMA	Total	FCC
WGCL(TV)	Atlanta (CBS; ch. 46)	9	1.848	0.924
KPHO-TV	Phoenix (CBS; ch. 5)	16	1.429	1.429
KPTV(TV)	Portland, Ore. (UPN; ch. 12)	23	0.995	0.995
KPDX(TV)	Portland, Ore. (Fox; ch. 49)	23		
WFSB(TV)	Hartford-New Haven (CBS; ch. 3)	27	0.919	0.919
WSMV-TV	Nashville, Tenn. (NBC; ch. 4)	30	0.826	0.826
KCTV(TV)	Kansas City, Mo. (CBS; ch. 5)	33	0.799	0.799
WHNS(TV)	G'ville, S.C.-A'ville, N.C. (Fox; ch. 21)	35	0.743	0.372
KVVU-TV	Las Vegas (Fox; ch. 5)	52	0.549	0.549
WNEM-TV	Flint-Saginaw (CBS; ch. 5)	64	0.437	0.437
KFXO-TV	Bend, Ore. (Fox; ch. 39)	201	0.044	0.022

OTHER MEDIA INTERESTS: Parent owns more than 20 magazines, including *Better Homes and Gardens* and *Ladies' Home Journal*, publishes Meredith, Home Depot and Ortho book lines. Partner in iBlast (to be national datacasting network)

20 Post-Newsweek

WPO

(subsidiary of Washington Post Co.)



Frank

7.25% coverage (FCC)
6 stations
7.25% coverage (total)
550 W. Lafayette Blvd,
Detroit, MI 48226-3123
Phone: (313) 223-2260
Fax: (313) 223-2263
Web site: washpostco.com
DONALD E. GRAHAM, chairman,
The Washington Post Co.
ALAN FRANK, president, Post-
Newsweek Stations

Coverage %

Station	Market (affiliate; ch.)	DMA	Total	FCC
WDIV(TV)	Detroit (NBC; ch. 4)	10	1.782	1.782
KPRC-TV	Houston (NBC; ch. 2)	11	1.701	1.701
WPLG(TV)	Miami-Ft. Lauderdale (ABC; ch. 10)	17	1.394	1.394
WKMG-TV	Orlando, Fla. (CBS; ch. 6)	20	1.148	1.148
KSAT-TV	San Antonio (ABC; ch. 12)	37	0.674	0.674
WJXT(TV)	Jacksonville, Fla. (IND; ch. 4)	51	0.551	0.551

OTHER MEDIA INTERESTS: Parent owns *The Washington Post* and other daily and weekly (community) newspapers; *Newsweek* magazine; *Arthur Frommer's Budget Travel* magazine; Kaplan Inc. (educational and career services); Cable One Inc. (cable systems). Online interests: washingtonpost.com; newsweek.MSNBC.com; Internet Broadcasting Systems Inc.; iBlast

21 Media General

MEG-A



Zimmerman

7.10% coverage (FCC)
26 stations
8.81% coverage (total)
111 N. Fourth St.,
Richmond, VA 23219
Phone: (804) 775-4600
Fax: (804) 775-4603
Web site: mediageneral.com
J. STEWART BRYAN III, chairman,
Media General Inc.
JAMES A. ZIMMERMAN, president,

Broadcast Division

Coverage %

Station	Market (affiliate; ch.)	DMA	Total	FCC
WFLA-TV	Tampa-St. Petersburg (NBC; ch. 8)	13	1.519	1.519
WSPA-TV	G'ville, S.C.-A'ville, N.C. (CBS; ch. 7)	35	0.743	0.743
WNEG-TV	G'ville, S.C.-A'ville, N.C. (CBS; ch. 32)	35		
WASV-TV	G'ville, S.C.-A'ville, N.C. (UPN; ch. 62)	35		
WIAT(TV)	Birmingham, Ala. (CBS; ch. 42)	40	0.647	0.324
WJWB(TV)	Jacksonville, Fla. (WB; ch. 17)	51	0.551	0.276
WKRG-TV	Mobile, Ala. (CBS; ch. 5)	62	0.460	0.460
WTVQ-TV	Lexington, Ky. (ABC; ch. 36)	65	0.426	0.213
KWCH-TV	Wichita, Kan. (CBS; ch. 12)	66	0.418	0.418
KBSD-TV ^S	Ensign, Kan. (reb. KWCH-TV; ch. 6)	66		
KBSL-TV ^S	Goodland, Kan. (reb. KWCH-TV; ch. 10)	66		
KBSH-TV ^S	Hays, Kan. (reb. KWCH-TV; ch. 7)	66		
WSLS-TV	Roanoke, Va. (NBC; ch. 10)	67	0.417	0.417
WDEF-TV	Chattanooga, Tenn. (CBS; ch. 12)	85	0.330	0.330
WJTV(TV)	Jackson, Miss. (CBS; ch. 12)	89	0.300	0.300
WJHL-TV	Tri-Cities, Tenn.-Va. (CBS; ch. 11)	90	0.299	0.299
WSAV-TV	Savannah, Ga. (NBC; ch. 3)	98	0.266	0.266
WNCT-TV	Greenville, N.C. (CBS; ch. 9)	103	0.250	0.250
WCBQ-TV	Charleston, S.C. (NBC; ch. 2)	105	0.246	0.246
WBTW(TV)	Myrtle Beach, S.C. (CBS; ch. 13)	110	0.238	0.238
WJBF(TV)	Augusta, Ga. (ABC; ch. 6)	115	0.226	0.226
WRBL(TV)	Columbus, Ga. (CBS; ch. 3)	126	0.191	0.191
KIMT(TV)	Rochester, Minn. (CBS; ch. 3)	152	0.130	0.130
WMBB(TV)	Panama City, Fla. (ABC; ch. 13)	159	0.123	0.123
WHLT(TV)	Hattiesburg, Miss. (CBS; ch. 22)	168	0.95	0.048

KALB-TV	Alexandria, La. (NBC; ch. 5)	179	0.080	0.080
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OTHER MEDIA INTERESTS: Parent owns 25 newspapers, including *Tampa (Fla.) Tribune*; about 100 other periodicals; 20% of *Denver Post*. Online interests include: mgfs.com, Boxerjam.com, investment in PowerOne Media, Inc. and partner in iBlast.

22 Summit America TV

SATH

(formerly Shop at Home)

6.75% coverage (FCC)
5 stations
13.63% coverage (total)

400 5th Avenue S., Ste. 205, Naples, FL 34102
Phone: (786) 206-0047
Fax: (239) 643-3682

Web site: www.summitamericatv.com

J.D. CLINTON, chairman of the board

GEORGE R. DITOMASSI, president/CEO

CHARLES W. BONE, chairman, executive committee/secretary

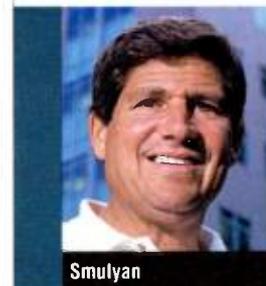
Coverage %

Station	Market (affiliate; ch.)	DMA	Total	FCC
WSAH(TV)	Bridgeport, Conn.-New York (ch. 43)	1	6.829	3.415
KCNS(TV)	San Francisco (ch. 38)	5	2.284	1.142
WMFP(TV)	Boston (ch. 62)	6	2.207	1.035
WOAC(TV)	Cleveland (ch. 67)	15	1.434	0.717
WRAY-TV	Raleigh-Durham, N.C. (ch. 30)	29	0.872	0.436

OTHER MEDIA INTERESTS: Internet shopping, 30% interest in Shop At Home Network LLC

23 Emmis

EMMS



Smulyan

6.03% coverage (FCC)
16 stations
6.88% coverage (total)
1 Emmis Plaza, 40 Monument Circle,
Indianapolis, IN 46204
Phone: (317) 266-0100
Fax: (317) 684-2900
Web site: emmis.com
JEFFREY H. SMULYAN, chairman
RANDY BONGARTEN, president, TV
Group

Coverage %

Station	Market (affiliate; ch.)	DMA	Total	FCC
WKCF(TV)	Orlando, Fla. (WB, ch. 18)	20	1.148	0.574
KOIN(TV)	Portland, Ore. (CBS, ch. 6)	23	0.995	0.995
WVUE(TV)	New Orleans (Fox, ch. 8)	42	0.618	0.618
KRQE(TV)	Albuquerque-Sante Fe (CBS, ch. 13)	49	0.582	0.582
WSAZ-TV	Huntington, W.Va. (NBC, ch. 3)	61	0.464	0.464
WALA-TV	Mobile, Ala. (Fox, ch. 10)	62	0.460	0.460
WBPG(TV)	Mobile, Ala. (WB, ch. 55)	62		
KSNW(TV)	Wichita, Kan. (NBC, ch. 3)	66	0.418	0.418
WLUK-TV	Green Bay, Wis. (Fox, ch. 11)	69	0.393	0.393
WFTX(TV)	Ft. Myers, Fla. (Fox, ch. 36)	70	0.388	0.194
KGMB(TV)	Honolulu (CBS, ch. 9)	71	0.376	0.376
KHON-TV	Honolulu (Fox, ch. 2)	71		
KGUN(TV)	Tucson, Ariz. (ABC, ch. 9)	74	0.375	0.375
KMTV(TV)	Omaha, Neb. (CBS, ch. 3)	78	0.363	0.363
KSNT(TV)	Topeka, Kan. (NBC, ch. 27)	138	0.158	0.080
WTHI-TV	Terre Haute, Ind. (CBS, ch. 10)	146	0.142	0.142

OTHER MEDIA INTERESTS: 18 FMs, 3 AMs, 6 city/regional magazines, other ancillary businesses

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24 Young

YBTVA

**6.01% coverage (FCC)****15 stations****6.14% coverage (total)**599 Lexington Ave., New York, N.Y.
10022

Phone: (212) 754-7070

Fax: (212) 758-1229

Web site: youngbroadcasting.com**J. VINCENT YOUNG,**

chairman/35.4% owner

DEBORAH A. MCDERMOTT, EVP,

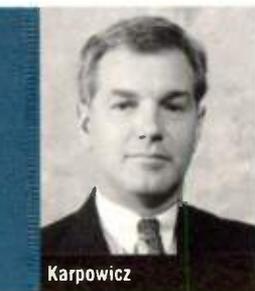
operations

Station	Market (affiliate; ch.)	Coverage %		
		DMA	Total	FCC
KRON-TV	San Francisco (Ind., ch. 4)	5	2.284	2.284
WKRN-TV	Nashville, Tenn. (ABC; ch. 2)	30	0.826	0.826
WTEN(TV)	Albany, N.Y. (ABC; ch. 10)	55	0.499	0.499
WCDC(TV) ^S	Albany, N.Y. (ABC; ch. 19)	55		
WRIC-TV	Richmond, Va. (ABC; ch. 8)	59	0.474	0.474
WATE-TV	Knoxville, Tenn. (ABC; ch. 6)	63	0.459	0.459
WBAY-TV	Green Bay, Wis. (ABC; ch. 2)	69	0.393	0.393
KWQC-TV	Davenport, Iowa (NBC; ch. 6)	92	0.287	0.287
WLNS-TV	Lansing, Mich. (CBS; ch. 6)	111	0.233	0.233
KELO-TV	Sioux Falls, S.D. (CBS; ch. 11)	112	0.229	0.229
KPLO-TV ^S	Sioux Falls, S.D. (CBS; ch. 5)	112		

KDLO-TV ^S	Florence, S.D. (CBS; ch. 3)	112		
KLFY-TV	Lafayette, La. (CBS; ch. 10)	125	0.200	0.200
WTVO(TV)	Rockford, Ill. (NBC; ch. 17)	135	0.165	0.083
KCLO-TV	Rapid City, S.D. (ch. 15)	175	0.086	0.043

25 LIN TV

private



Karpowicz

5.97% coverage (FCC)**26 stations****7.09% coverage (total)**

4 Richmond Square, Ste. 200, Providence, RI 02906

Phone: (401) 454-2880

Fax: (401) 454-5286

Web site: lintv.com**GARY R. CHAPMAN,** president/CEO**PAUL KARPOWICZ,** vice president,
television

Station	Market (affiliate; ch.)	Coverage %		
		DMA	Total	FCC
WISH-TV	Indianapolis (CBS; ch. 8)	25	0.956	0.956
WTNH-TV	New Haven-Hartford (ABC; ch. 8)	27	0.919	0.919
WCTX(TV)*	New Haven-Hartford (UPN; ch. 59)	27		
WOOD-TV	Grand Rapids, Mich. (NBC; ch. 8)	38	0.669	0.669
WOTV(TV)	Grand Rapids, Mich. (ABC; ch. 41)	38		

WAVY-TV	Norfolk, Va. (NBC; ch. 10)	41	0.635	0.635
WVBT(TV)	Virginia Beach-Norfolk (Fox; ch. 43)	41		
WPRI-TV	Providence, R.I. (CBS; ch. 12)	48	0.585	0.585
WNAC-TV*	Providence, R.I. (Fox; ch. 64)	48		
WIVB-TV	Buffalo, N.Y. (CBS; ch. 4)	44	0.599	0.599
WNLO-TV	Buffalo, N.Y. (Ind.; ch. 23)	44		
KXAN-TV	Austin, Texas (NBC; ch. 36)	54	0.518	0.259
KXAM-TV	Austin, Texas (sim. KXAN-TV; ch. 14)	54		
KNVA(TV)*	Austin, Texas (WB; ch. 54)	54		
WDTN(TV)	Dayton, Ohio (ABC; CH. 2)	58	0.475	0.475
WEYI-TV	Flint-Saginaw, Mich. (NBC; ch. 25)	64	0.437	0.219
WUPW(TV)	Toledo, Ohio (Fox; ch. 36)	68	0.406	0.203
WAND(TV)	Champaign-Decatur, Ill. (ABC; ch. 17)	82	0.348	0.174
WANE-TV	Ft. Wayne, Ind. (CBS; ch. 15)	104	0.248	0.124
WWLP(TV)	Springfield, Mass. (NBC; ch. 22)	106	0.242	0.121
WLFI-TV	Lafayette, Ind. (CBS; ch. 18)	189	0.055	0.028
WAPA-TV	San Juan, P.R. (Ind.; ch. 4)	NR		
WTIN-TV*	S Ponce, P.R. (simulcasts WAPA-TV)	NR		
WJPX(TV)	San Juan, P.R. (Pax; ch. 24)	NR		
WKPV(TV)	Ponce, P.R. (Ind.; ch. 20)	NR		
WJWN-TV	San Sebastian, P.R. (Ind. ch. 38)	NR		

OTHER MEDIA INTERESTS: Local weather cable stations; 50% of Banks Broadcasting (KWCV Wichita, KNIN(TV) Boise). WAND(TV) is managed by but only one-third owned by LIN. Also owns 20.38% of NBC's KXAS Dallas and KNSD San Diego

Key: B=being bought, *=operated under LMA, j=joint marketing and programming agreement, T= operated under time-brokerage agreement, S=satellite station, NR=not a Nielsen-rated market

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TOP 25 MEDIA GROUPS

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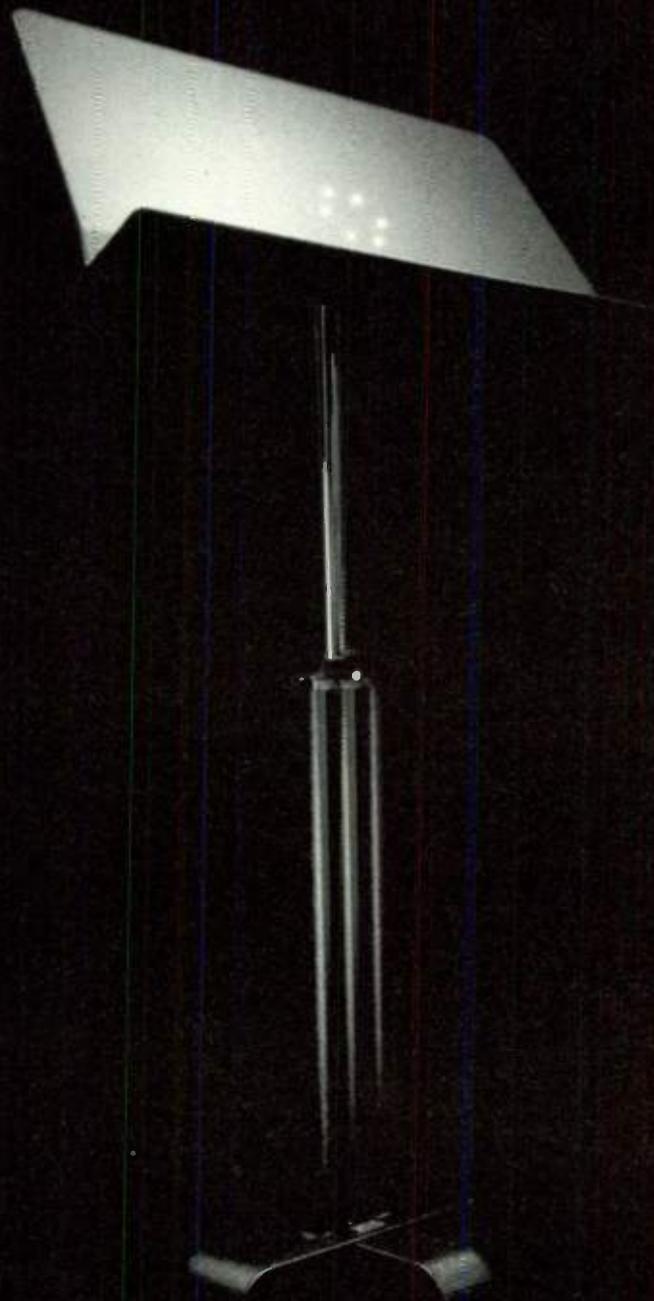
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Continued from page 30

Iando, both Fla.—Acquired by Fox Television in exchange for KPTV-TV Portland, Ore., from Meredith Corp. (Kevin O'Brien). April 1, 2002

KPTV-TV Portland, Ore.—Acquired by Meredith Corp. (Kevin O'Brien) in exchange for WOGX-TV Ocala and WOFL-TV Orlando, both Fla., from Fox Television

(Mitch Stern). April 1, 2002

KSBY-TV San Luis Obispo, Calif.—Purchased by New Vision Group (Jason Elkin) from SJL Communications (George Lilly) for \$39.5 million. June 24, 2002

KPXF-TV Porterville, Calif.—Purchased by Univision (Jerrold Perenchio) from Paxson Communications (Lloyd Paxson)

from \$35 million. Aug. 5, 2002

KNSO-TV Merced, Calif.—Purchased by NBC (Jay Ireland) from Sainte Partners for \$33 million. Oct. 14, 2002

WPXB-TV Merrimack, N.H.—Purchased by NBC (Jay Ireland) from Paxson Communications (Lloyd Paxson) for \$26 million. Sept. 23, 2002

KHRR-TV Tucson, Ariz.—Bought by NBC (Jay Ireland) from Apogee Companies (James Johnson) for \$20 million. Oct. 14, 2002

WKJG-TV Fort Wayne, Ind.—Purchased by New Vision Group (Jason Elkin) from Cloutier Trust (Joseph Cloutier) for \$20 million. Dec. 2, 2002

WTRF-TV Wheeling, W.Va.—Pur-

chased by Cary Communications (Albert Cary) from Benedek for \$18.5 million. Jan. 28, 2002

KVII-TV Amarillo, Texas, and KVIH-TV Clovis, N.M.—Purchased by New Vision Group (Jason Elkin) from Marsh Media Corp. for \$16.85 million. Aug. 26, 2002

WRGT-TV Dayton, Ohio—Bought by Sinclair Broadcast Group (David Smith) from Cunningham Broadcasting (Eddy Edwards) for \$14.6 million. July 29, 2002

KSIX(AM) and KZTV-TV Corpus Christi and KVTV-TV Laredo, all Texas—Purchased by Eagle Creek Broadcasting (Brian Brady) from Corpus Christi Broadcasting (Kathleen Kennedy) for \$11.5 million. Feb. 4, 2002

WMPX-TV Waterville, Maine, and WPXO-TV Christiansted, V.I.—Purchased by Corporate Media Consultants from Paxson Communications (Lloyd Paxson) for \$10 million. Dec. 2, 2002

WSEE-TV Erie, Pa.—Purchased by Initial Broadcasting of Pennsylvania (Kevin Lilly) from WSEE Television (William Mustard) for \$10 million. June 24, 2002

WVAH-TV Charleston, W.Va.—Purchased by Sinclair Broadcast Group (David Smith) from Cunningham Broadcasting Corp. (Robert L. Simmons) for \$8.476 million. Aug. 12, 2002

KPHZ-TV Holbrook (Phoenix), Ariz.—Purchased by NBC (Jay Ireland) from Venture Technologies Group (Lawrence Rogow) for \$7.5 million. May 13, 2002

WTAT-TV Charleston, S.C.—Purchased by Sinclair Broadcast Corp. from Cunningham Broadcasting Corp. (Robert L. Simmons) for \$7.3 million. Aug. 26, 2002

WHPN(TV) Janesville, Wis.—Purchased by Acme Television (Jamie Kellner) from Harish Puri for \$5.6 million. April 15, 2002

WNUV-TV Baltimore—Purchased by Sinclair Broadcast Group (David Smith) from Cunningham Broadcasting Corp. (Robert L. Simmons) for \$4.5 million. Aug. 12, 2002

KOCM-TV Norman, Okla.—Purchased by Daystar Television Network (Marcus Lamb) from Norman TV (Cyril Miller) for \$3.6 million. July 29, 2002

WTTE-TV Columbus, Ohio—Purchased by Sinclair Broadcast Group (David Smith) from Cunningham Broadcasting Corp. (Robert L. Simmons) for \$3.3 million. Aug. 12, 2002



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<p>BENSLEY BROADCAST GROUP</p> <p>\$100 Million</p> <p>Senior Secured Credit Facility Underwritten Institutional Tranche Add-on</p> <p>Sole Arranger & Bookrunner September 2002</p>	<p>Network Communications, Inc. A Gallerus Media Holdings Company</p> <p>\$90 Million</p> <p>Senior Secured Credit Facility</p> <p>Co-Lead Arranger & Syndication Agent June 2002</p>	<p>WILKS BROADCASTING, LLC.</p> <p>\$80 Million</p> <p>Senior Secured Credit Facility</p> <p>Syndication Agent March 2002</p>	<p>Millennium Radio Group, LLC.</p> <p>\$110 Million</p> <p>Senior Secured Credit Facility</p> <p>Documentation Agent February 2002</p>	<p>FOREVER 70</p> <p>\$20 Million</p> <p>Senior Secured Credit Facility</p> <p>Sole Agent January 2002</p>

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BROADCASTING & CABLE TECH LEADERSHIP AWARDS

EACH YEAR, THE NAB CONVENTION PROVIDES AN OPPORTUNITY FOR MANUFACTURERS to roll out their latest wares, in the hopes of finding customers who can, in turn, provide the capital that will help drive next year's innovations. Call it one of those circle-of-technology things: Manufacturer inspires customer, customer inspires manufacturer.

But, with all the emphasis on hardware and software, sometimes the personalities that make it all possible are overlooked. To ensure that doesn't happen, BROADCASTING & CABLE annually uses the NAB Show as an opportunity to honor new recipients of the Annual BROADCASTING & CABLE Technology Leadership Awards.

This year's honorees are Bruce Allan, president and general manager, Harris Broadcast Communications Division; Christopher Bowick, senior vice president and engineering and chief technology officer, Cox Communications; Preston Davis, president, ABC Broadcast Operations & Engineering; and Marty Faubell, vice president, engineering, Hearst-Argyle. Together, they represent the breadth of the industry's reach, from cable to broadcast to manufacturing, and the excellence demanded.

The honorees exemplify qualities far beyond mere leadership. Their focus is on innovative thinking, a desire to advance the industry and to drive new revenues with technology. Most important, they blaze new trails with unique sets of professional capabilities. The pages that follow give a brief glimpse at this year's, the sixth, group of honorees.

Cox's Technology Pilot

Bowick looks to deliver broadband bundle safely to consumer homes

CHRISTOPHER BOWICK

Born Dec. 2, 1955, Columbus, Ga. B.S., electrical engineering, Georgia Institute of Technology, 1977; MBA, University of Colorado, 1997
Author of reference book *RF Circuit Design* and co-author of *Introduction to Satellite TV*; also author of magazine columns and technical papers.
Member Society of Cable Telecommunications Engineers, the CableLabs Technical Advisory Committee and Board of Directors of Liberate Technologies.
Married Maureen Brown, 1977; children: Zoe (22) David (20)

Christopher Bowick, vice president of engineering and CTO, Cox Communications



BY GLEN DICKSON

As a pilot, Christopher Bowick knows the importance of managing complicated technology in order to travel safely.

As senior vice president of engineering and chief technical officer for Cox Communications, Bowick has taken the same measured approach to deploying the "broadband bundle," Cox's combined offering of video, voice and data services. A particular success has been Cox's telephony business, which Bowick, 45, attributes to a well-conceived rollout.

"We launched it on a market-by-market basis, based on a business-case analysis for each market, and we did it methodically," he says. "As a result over the last five or six years, we've done 10 markets, installed 16 circuit switches, and now handle 25 million calls per day."

Bowick is patiently deploying voice over IP (VoIP) technology, which has been touted as an inexpensive way to provide phone service. Cox is interested in using VoIP technology to expand its existing telephony customer base, says Bowick, not as a replacement for circuit-switched gear.

He began his career in 1977 at Georgia Tech's Engineering Experiment Station, doing research for government and commercial applications. Then, in 1978, Bowick, who learned to fly in high school, got his dream job: working for Rockwell Collins in Florida designing next-generation electronics, navigation and communications

equipment for light airplanes.

Aviation slumped as fuel prices rose, and, in 1981, Bowick joined cable set-top and infrastructure supplier Scientific-Atlanta as an engineer, working for S-A veteran Alex Best.

Eventually, Bowick assumed responsibility for S-A's earth-station line and started the digital video group at S-A to explore the nascent technology of digital compression. About then, Best left to become Cox's vice president of engineering.

Bowick, meanwhile, was eager to

telephony service.

Though enjoying Jones's culture, he was eager to return to Georgia. So, in 1998, he gave Best a call, which turned into a job as Cox's vice president of technology development, a job he held until Best retired at the end of 2000 and Bowick assumed his post.

Bowick's priority upon joining Cox was digital video, which was experiencing problems with software from vendors Motorola and S-A. He created a software-quality-assurance lab,

'[In 1999,] we believed that the three-product bundle was video, voice, data, and we haven't let up on that.'

CHRISTOPHER BOWICK

tackle the cable business on a more strategic level. He joined Jones Inter-cable, Denver, as group vice president, technology, and chief technical officer. He credits CEO Glenn Jones and President Jim O'Brien, with "going out on a limb" to hire someone with R&D and product-development experience but no operational background.

"I had a lot to learn," Bowick recalls. "I didn't know that side of the business, so I had to go out in the field, ride in the trucks and do installs to better understand it."

In 1994, Jones expanded into telephony, and Bowick oversaw creation of a state-of-the-art plant in Alexandria, Va., to provide circuit-switched

where Cox engineers combed set-tops to fix bugs. In 1999, Bowick got more involved in Cox's new businesses of telephony and high-speed data. "At the time, we believed that the three-product bundle was video, voice, data, and we haven't let up on that," he says.

"As a company, as a result of our overall focus on network reliability, product reliability, and looking at all software before we allow it to be deployed, our service calls have come down amazingly over the last seven years," Bowick says. "Actually, in 2002 over 2001, we reduced service calls by 16% across all product lines, and we'll continue to drive that lower." ■

Cox Communications

joins Broadcasting & Cable
in saluting our own

Chris Bowick

for his contributions to the development
of technology for television.

Congratulations to Chris
and all of this year's honorees.



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BROADCASTING & CABLE TECH LEADERSHIP AWARDS

PRESTON DAVIS

Born July 28, 1949, Portsmouth, Va. Served in Vietnam as communications technology specialist for the U.S. Army and studied at Louisiana State University before going to work as an audio engineer with Fidelity Sound Co., Washington, in 1972.

At ABC, maintenance engineer, *Good Morning America*, 1976; director, ENG studio/field operations, 1986; VP, East Coast television operations, 1988; current position since 1993

Member Board of Directors of the Foundation for Minority Interests in Media, which provides programs for bringing talented minority youth into the communications industry; President's Council of The Cooper Union for the Advancement of Science and Art; Technical Advisory Committee of the Museum of Television and Radio.

Married Michelle Brown, 1982; children: Ashley (18), Preston III (12)

Preston Davis, president ABC Broadcast Operations and Engineering

Davis Stays Progressive

Having championed 720p, he finds support for HD's 'other' standard

BY GLEN DICKSON

As an early expert in ENG technology whose knowledge of 1/4-inch tape launched a rapid rise through ABC's engineering ranks, Preston Davis, 52, isn't afraid of new technology. But Davis, president of ABC Broadcast Operations and Engineering since 1993, knew he was venturing into uncharted territory in early 1998 when ABC decided to adopt the 720-line progressive scan HDTV format.

The choice of 720p ran counter to the conventional thinking among broadcasters and manufacturers that 1080-line interlace was the right HDTV format. Davis realized he would face hard questions, from both affiliates and vendors, as to why ABC was bucking the tide.

His first step was to organize an affiliate chief engineers' meeting in New York in March 1998 so that ABC's technology leadership could explain the benefits of 720p before the decision was made public in April 1998. "So many affiliates heard from manufacturers so many reasons that 1080i was a better solution, we knew we had to put the case before them," Davis recalls.

By the end of the meeting, most of the affiliate body was convinced, says Davis. Manufacturers, though, were another matter.

"It was clear in those days that the manufacturers tried very hard to persuade ABC to go in another direction, some with less subtlety than others," says Davis. "I hadn't been in

that position before. I never remember a time that ABC was going into the marketplace looking for a solution and it just wasn't there."

That skepticism extended to the post-production community in Los Angeles, which ABC would need to perform transfers of 35mm film into 720p high-definition video to launch prime time HDTV movies.

"Even doing the movies in HD required that I go visit all the post houses in Los Angeles and talk them through what we were going to do," says Davis. "In the same way we had

distribution by affiliates," Davis says. "And I remember vividly, I was surprised to not be hearing more buzz from the set manufacturers, or viewers for that matter."

He thinks a combination of factors, including a lack of awareness among consumers and too little manufacturing output from set makers, was responsible. Of course, another controversial issue was then plaguing the industry: the debate over the DTV transmission standard.

While the decision was made to stop the HD telecasts after the Super

'It was clear in those days that the manufacturers tried very hard to persuade ABC to go in another direction, some with less subtlety than others.'

PRESTON DAVIS

to manage the affiliates on the issue, it was important to manage the post houses on whom we relied."

A few post houses invested in the necessary transfer equipment, and ABC found another 720p supporter in Panasonic, which supplied the ABC network with much of the hardware needed to show film product in 720p HDTV. On Nov. 1, 1998, ABC aired its first 720p broadcast with the Disney movie *101 Dalmatians*, which was followed by more HDTV movies that season.

There were still significant technical challenges, including a more labor-intensive film-to-tape transfer process than expected, lip-synching problems, and decoder glitches at the 11 ABC owned and affiliated stations that carried the early 720p broadcasts.

ABC refined the film-transfer process, and software revisions fixed most of the decoder bugs, and the network marched on with 720p. Its HDTV ambitions grew considerably in May 1999, when it closed a sponsorship deal with Panasonic to produce *Monday Night Football* and the Super Bowl in HDTV for the 1999-2000 season. That gave the network and its partner Panasonic less than four months to equip a 720p production truck and coordinate a separate HDTV production of *MNF*.

ABC and Panasonic managed to get the truck ready for testing by the first preseason game; Davis largely credits the "sheer horsepower" that Panasonic brought to the project.

"By that time, we were starting to hit some critical mass in terms of

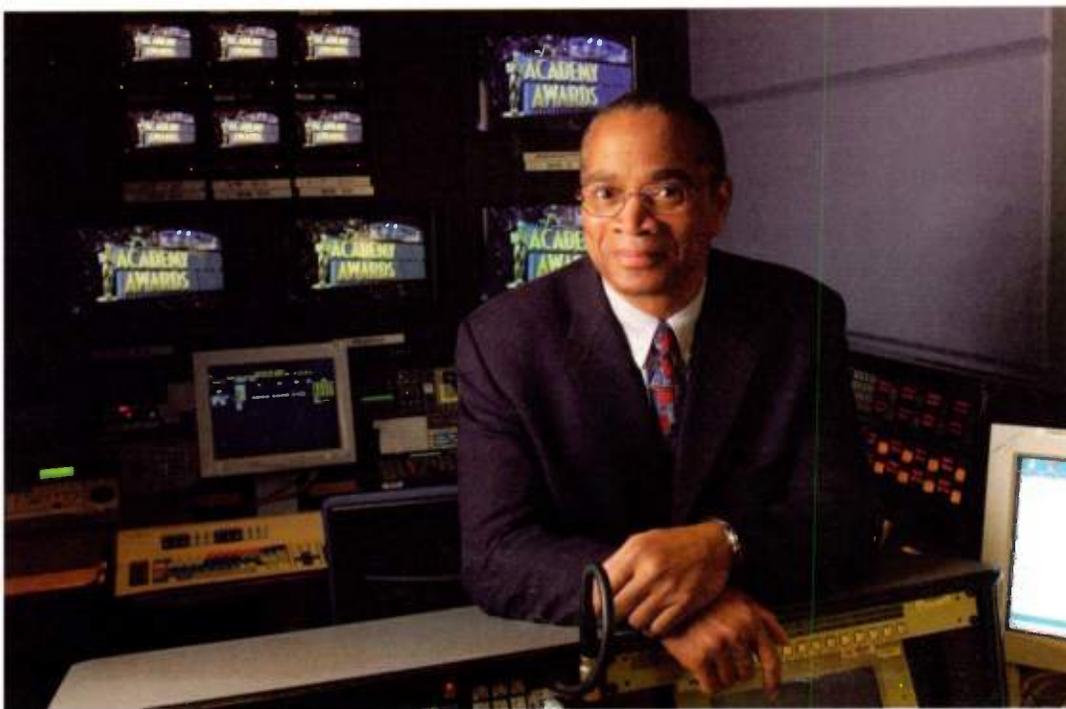
Bowl ABC continued to broadcast 720p movies and stepped up its HDTV offerings in 2001 with the addition of prime time series such as *NYPD Blue*, airing more than 260 hours of HDTV for the 2001-2002 season.

Eighty-nine ABC stations currently broadcast HDTV, and the network will air more than 300 hours of HDTV in the 2002-2003 season, including the NHL Stanley Cup and NBA Finals. ABC also aired Super Bowl XXXVII in HDTV, with support from Thomson's RCA brand, and received a warm response.

"It's clear, based on the buzz we heard after the Super Bowl, that viewers were aware of what we were doing, and more people than we expected were able to see it, either over the air or, in limited cases, on cable," says Davis. "It's also clear that the CE manufacturers found some benefit in what we were doing."

ABC will produce the next season of *MNF* in HDTV. Improvements in 720p technology, including new cameras from Ikegami, will allow ABC to do a fully integrated HDTV telecast and "carve out of that a center-cut SDTV telecast," removing many logistical hurdles, says Davis. Given the HDTV sports that corporate sibling ESPN just launched, he expects a much better reception this time.

"I think being partnered with ESPN [on HDTV sports] should help move the issue forward," he says. "The combination of ABC and ESPN prime time HDTV should give the market a pretty good push in the right direction." ■



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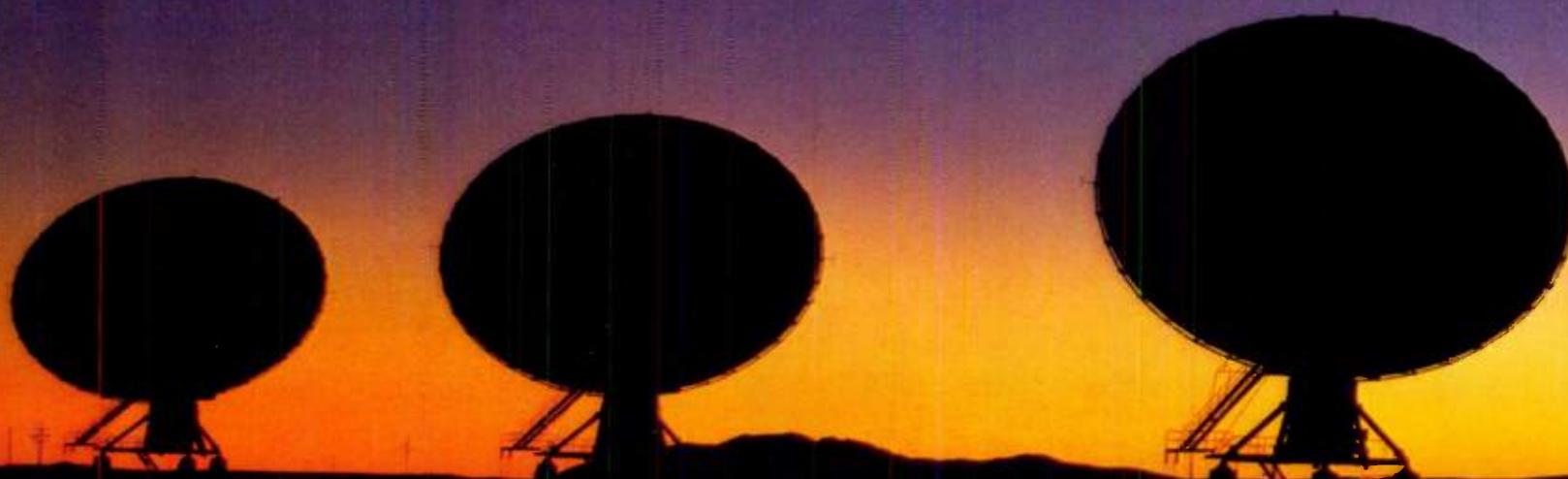
6th Annual Technology Leadership Awards

Preston Davis - President, Broadcast Operations and Engineering, ABC

Marty Faubell - Vice President of Engineering, Hearst-Argyle

Chris Bowick - Senior Vice President of Engineering and Chief Technology Officer, Cox Communications

Bruce Allan - President and General Manager, Harris Broadcast Communications Division



 **FUJIFILM**

BROADCASTING & CABLE TECH LEADERSHIP AWARDS

MARTY FAUBELL

Born July 9, 1955, El Paso, Texas
BS, broadcast engineering, 1977, MS,
broadcast management, 1979, Bob Jones
University
Member Society of Broadcast Engineers
and the Society of Motion Picture and
Television Engineers; volunteer with
Habitat for Humanity.
Married Ginny Schmidt, 1981; children:
son Chris (18), daughter Nikki (16)

Marty Faubell, vice president of
engineering, Hearst-Argyle

PHOTO: ANDREW KIST



Faubell Drives News Tech

His goal: Competitive, cost-effective local operations

By GLEN DICKSON

Though vice president of engineering for one of the country's largest station groups, Marty Faubell spends a lot of time thinking local. That's because 24 of the 27 stations that Hearst-Argyle Television owns or manages produce local newscasts, and Faubell has been a pioneer in using technology to make their news operations more competitive and cost-effective.

"Hearst-Argyle as a station group is committed to news, from Plattsburgh [N.Y.] all the way to Honolulu," says Faubell, 47. "News is a local business. What we're doing is try to be aggressive in using technology, and we've done a number of things to push that agenda along."

Faubell's current priority is evaluating digital microwave gear for Hearst-Argyle's ENG trucks. Finding a solution is crucial, as the FCC plans to reclaim 35 MHz of the 2 GHz ENG band for new mobile communications services. Although the new users are expected to compensate broadcasters for the lost spectrum, that doesn't solve the technical problem of squeezing ENG applications that used to be served by 18 MHz into a new 12-MHz channel.

"No one has yet been successful in doing ENG as we know it in the compressed spectrum," says Faubell. "We believe it's a watershed issue. The lifeblood of local news is the ability to go live, and that's being imperiled with the existing technology."

Hearst-Argyle is exploring a solution at WCVB(TV) Boston, working with transmission supplier Tandberg and ENG vendor Wolf Coach to send compressed video using COFDM modulation. They have discovered some significant challenges in converting analog ENG to digital.

"We've chosen to make [Boston] the focal point of our testing," says Faubell. "Not all of the pieces for the application are in place, such as monitoring for signal. It's difficult to know that you're about to lose the signal. All of a sudden, it's not there. And you say, 'How did that happen?'"

each station is challenging," he says. "The trick is to look several years ahead and try to develop ways to take advantage of technology in a larger way."

For example, Hearst-Argyle, which had three different newsroom systems running among its stations, has moved to implement AP's ENPS newsroom automation software across the group. Another shift to a common technology platform is the selection of Sony digital production switchers to move Hearst-Argyle stations to full SDI news production. Hearst-Argyle is also being "aggressive"

'Today, we record Oprah in 15 markets 15 times, and all those stations repeat the same workflow. We want to get to the point where we do it once and distribute through the hub.'

MARTY FAUBELL

In solving the ENG problem and other challenges of the digital age, Faubell draws on years of hands-on engineering experience. After beginning his career in 1979 as an engineering maintenance supervisor at WRAL-TV Raleigh, NC, Faubell moved in 1981 to be assistant chief engineer at WPIX-TV New York, helping to complete a technical renovation at the station.

He joined Hearst Broadcasting in 1987 as chief engineer for WTAE-TV Pittsburgh. "It was the early days of SNG and ENG, and over the course of a year, we did the technical renovation, moving from 3/4-inch tape to Beta," he recalls.

In 1996, Faubell was promoted to vice president of engineering for Hearst, based in New York, as the six-station group embarked on several acquisitions that dramatically expanded its station portfolio. The merger with Argyle Television bulked the group up to 16 stations; subsequent acquisitions of Pulitzer Publishing and Kelly Broadcasting stations brought it to its current size (Hearst-Argyle also owns two radio stations).

Faubell's biggest challenge in moving to the corporate post was managing the increasing scope of the station group while finding common areas for technical improvement.

"To try to coordinate among stations on a technical basis when you have different levels of infrastructure, investment and knowledge at

order to share content, working with Pinnacle to integrate graphics automation with both the ENPS system and proprietary software.

"Making the newsroom more efficient is the key to productivity and survival going forward," Faubell explains.

Another new technology area Faubell is pursuing is "sharecasting," a store-and-forward system that will allow Hearst-Argyle to distribute syndicated programming and national spots throughout the group from its technical hub at WESH-TV Orlando, Fla. Content is stored as IP files in Orlando on large asset-management servers, then "pushed in or pulled out" via satellite delivery through edge servers to the stations, where it is accessible to automation software and on-air servers. Hearst-Argyle utilizes its own satellite capacity for the distribution: half of a Ku-band transponder that it also used for SNG feeds.

WCVB Boston and WMUR Manchester, N.H., are already using the system, and Faubell plans to roll out it gradually throughout the group.

"Today, we record *Oprah* in 15 markets 15 times, and all those stations repeat the same workflow," he says. "We want to get to the point where we do it once and distribute through the hub. That will have saved a great deal of work, and that's one show a day. The more we can do that, the more efficient we've become." ■

Congratulations

**Marty Faubell
&
Preston Davis**

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BROADCASTING & CABLE TECH LEADERSHIP AWARDS

BRUCE ALLAN

Born June 29, 1945, Detroit
BS, economics, 1968, MBA, marketing,
1970, University of Maryland—College Park
Served on the executive committee of the
Grand Alliance; his efforts in developing
the U.S. digital television standard help
Thomson Consumer Electronics win an
Emmy Award for technical achievement
In 1999, appointed to FCC's Technological
Advisory Council, in 2001 to Media
Security and Reliability Council, whose
mandate is to develop crisis response
and prevention measures for broadcasters
in the wake of 9/11; chairs the Council's
working group on communications
infrastructure security, access and
restoration
Married Kathryn Giddings, 1968; children:
David (32) Carrie (28)

Bruce Allan, president, Harris Corp.,
Broadcast Communications Division

Allan Sees Both Sides of DTV

From RCA to Harris his career is defined by leadership

By GLEN DICKSON

As an executive who has worked to develop digital television in both the consumer-electronics and broadcast-equipment industries, Bruce Allan has a unique perspective on how the DTV transition has progressed and the challenges that lie ahead.

So far, so good, says the 57-year-old president of Harris Corp.'s Broadcast Communications Division and a former top executive with Thomson Consumer Electronics. "A lot of things that have happened are market- or customer-driven. We've got about 4 million sets in the marketplace, and we expect that to grow again this year. Each week, there are about 102 hours of broadcasting in high-definition, and 72% of households are covered by a digital signal. It's getting to the point where the consumer is getting involved with this."

Allan has been involved for a long time. After starting at RCA Consumer Electronics, Indianapolis, in 1970, he served in various marketing, product-planning and sales roles before rising to vice president of strategic planning in 1985. Subsequent high-level jobs within Thomson Consumer Electronics led him to Washington in 1994 to work on the U.S. digital-television standard, as vice president of technology and business development for Thomson Multimedia.

When Allan left to head transmitter manufacturer Harris in 1997, his biggest challenge was adapting to the scale of the broadcast infrastructure market. "I was coming out of an industry where we were selling 25

million TV sets and 44 million audio products. Then I came to a business with 1,688 customers; that's your customer base."

However, the lessons Allan had learned about managing costs, driving profitability and meeting customers' needs were still applicable at Harris. He also knew that an open dialogue between the consumer-electronics and broadcast industries would be essential to DTV's success. So he worked with CEMA (now CEA) to organize "DTV in the Desert" at the 1998 Consumer Electronics Show in Las Vegas, an event that brought broadcasters and set manufacturers together.

broadcast signals, despite paying for a professional installation.

"Despite everybody's efforts, an awful lot of education has to be done with the CE retailers on how this works," Allan says. "There is no consumer information as to what's available, and this is far enough along now that consumer education needs to improve."

One reason consumers are confused, he believes, is that DBS companies, cable operators and set manufacturers have used "digital" to describe so many things. Though encouraged by the efforts of MSOs like Comcast and Time Warner to promote HDTV service, Allan says

'Despite everybody's efforts, an awful lot of education has to be done with the CE retailers on how this works. There is no consumer information as to what's available, and this is far enough along now that consumer education needs to improve.'

BRUCE ALLAN

"That's one of the challenges we faced," Allan recalls. "There were a lot of issues, and it was important to get information flowing back and forth between people who may have a different perspective, so these issues can get aired."

The controversy over the DTV transmission standard in 1999-2000 was a good example of the need for communication, he says. "We saw a lot of that when the standard was challenged and all these issues on tuner reception and tuners were brought up. It was made a major issue, and some good came out of that. What our broadcasters needed to understand was the standard was not fundamentally flawed, but there were some issues that required good technical solutions. If there was an unfortunate part of that debate, it was that it slowed the industry down and cost everybody about a year."

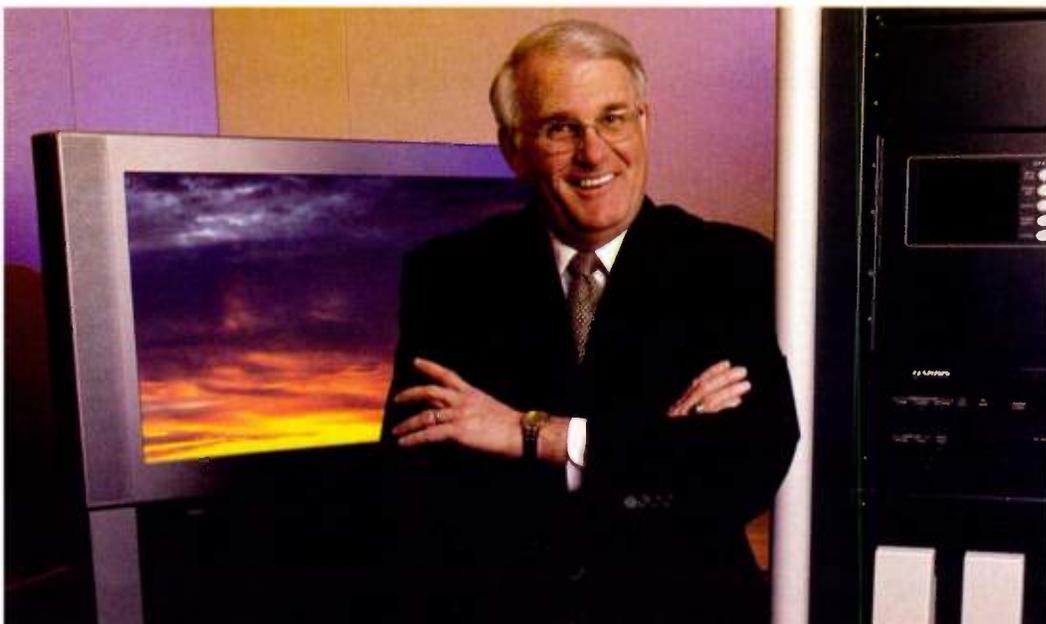
Misinformation is still a problem for DTV on the retail sales floor. Allan points to a Harris visit with an Indianapolis couple who complained about the pictures on their new 40-inch HDTV set: Actors' heads were getting chopped off. He found that they were watching standard-definition DirecTV pictures in the set's "expand" mode and didn't have the necessary antenna to receive DirecTV's HDTV programming or local HDTV

an industry-wide agreement to carry local DTV signals on cable is still needed for the mass adoption of DTV.

Another benchmark issue is a "broadcast flag" to protect HDTV programming from unauthorized copying. "We've got to find a way to protect a broadcaster's signal and a way for a consumer to receive it and make a copy for individual use in some form," he says. "It's one of those things that would go a long way toward getting more HDTV content out there."

In the meantime, Harris's broadcast business is progressing nicely. The company has sold 700 DTV transmitters, including a low-cost entry-level system aimed at small-market stations, and expanded into other DTV-related businesses, such as encoders and automation software. Harris also sells radio transmitters and runs a large systems-integration business. The company has \$355 million in annual sales, a healthy increase from \$200 million in 1997.

"From the Harris standpoint, we want to be a transmitter, software and services company going forward," says Allan. Automation software currently represents 10% to 15% of Harris's business now; he would like to see that double in five years. ■



CONGRATULATIONS

CableLabs® salutes

Chris Bowick

of Cox Communications

for his leadership and commitment to
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Cox Communications

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PEOPLE

THE FIFTH ESTATER

Catching Breaks Without Breaking a Leg

He got his showbiz career, via the backoffice route

When Ken Williams, chief operating officer at Ascent Media Group since August, was graduating from high school, he had a sense of where he wanted to go to college: somewhere near his home in Tulsa, Okla., preferably Southern Methodist University in Dallas, where many of his friends were studying.

But his grandmother, who had never quite forgiven his father for leaving the East Coast and New York City, had a simple request: Can you apply to one East Coast school? Williams, being the good grandson, complied, applying to Harvard College. Lo and behold, he was accepted. Grandma was happy, and an unusual career in the entertainment business was born.

"I showed up at Harvard in a taxi cab having never been there before," he recalls. "It took me about 10 seconds to realize I was way behind people who had spent their whole life grooming themselves to go to Harvard."

He obviously adapted, becoming a member of Harvard's famed Hasty Pudding Theatricals, and, after graduation, considered a showbiz career (His father had been a choirmaster, his mother a music teacher). After "chickening out" from pursuing a career in front of the scenes, he got his showbiz job, but behind the scenes. It began when he took part in a training program at Chase bank that placed him in the entertainment-lending division.

It also put him on the fast track. Soon after he joined as the junior member, Chase was caught with two well-publicized bad loans. Other Chase executives were soon gone, and, within a year, Williams was field leader for the lending team trying to collect. He was mainly successful. He says, obliquely: "We didn't have to foreclose on the vineyard of a movie director who shall remain nameless."

Ken Williams

CEO, Ascent Media Group



B. Dec. 31, 1955
Tulsa, Okla.

EDUCATION

AB, history and philosophy, Harvard College, 1978; MS, business policy, Columbia University, 1985

EMPLOYMENT

The Chase Manhattan Bank: second vice president/team leader, 1981. Columbia Pictures: director, corporate financing, 1982; treasurer, 1984; VP/treasurer, 1984-86; SVP/treasurer, 1986-87; VP, administration/treasurer, 1987-90. Sony Pictures: SVP, corporate operations, 1990-95; EVP, studio operations, 1995-96; president, Digital Studios Division, 1997-2000. Stan Lee Media: president and CEO, 2000-01. Technicolor Digital Cinema, president, 2002; current position since August

PERSONAL

Married Jann Wolfe, May 20, 1989; children: Catherine (12), Michael (10)

Three years later, he joined Columbia Pictures' treasurer's office and, when Coca-Cola acquired the company, was named treasurer. He was 27.

A reverse merger with Tri-Star Pictures, a spin-off vehicle designed to get Columbia off the Coca-Cola balance sheet, provided his next opportunity. Williams describes it as a minnow swallowing a whale, but it gave him the chance to get more involved with studio operations as opposed to just finance.

"Sony swapped an interest in Warner Bros. studio for the old MGM lot in Culver City, and I was given the huge mandate and budget to rehabilitate the lot," he says. It took his career in a brand-new, more technological path.

His job at Sony put an incredible toolbox at his fingertips, and Williams and Sony made the facility one of the top technical studios in Hollywood. Digital audio, Sony's HDTV lab and the creation of Sony ImageWorks, a leading digital effects facility, were all part of the success.

After brief stints with Stan Lee Media (a failed dotcom) and Technicolor Digital Cinema (a digital-motive effort that fell victim to the studios' hunt for standards), he received a call from Liberty Livewire. The company, which owns more than 50 post-production audio and distribution facilities, offered Williams the COO job. He accepted and was part of the company's rebranding effort as Ascent Media. Already, the company is living up to the new name.

"We just picked up an Academy Award for best sound on *Chicago*, and a couple of large clients have given us multiple-year revenue commitments," he says. "That allows us to build and invest our business capabilities against those large-volume procurement commitments."

—Ken Kerschbaumer



FATES & FORTUNES

Broadcast TV

DARRIN T. MCDONALD, director, sales and marketing, KOKI-TV and KTFO-TV Tulsa, Okla., named general sales manager, KPTM(TV) and KXVO(TV) Omaha, Neb.

BOHDAN ZACHARY, executive producer, KCET(TV) Los Angeles, has expanded duties as executive producer, broadcast and pledge scheduling.

Programming

JOHN SHEA, senior VP, strategic programming, MTV: Music Television, New York, promoted to executive VP, sponsorship development and integrated marketing, MTVN Music Group.

CHRISTIAN VESPER, executive director, ancillary rights acquisitions, Sundance Channel Entertainment, promoted to VP, acquisitions.

RAY ROTOLO, group director, the gem group, NBC Cable Networks, New York, appointed director, marketing.

KAREN STEIN SOLOMON, executive producer, Banyan Productions' *Epicurious*, Philadelphia, named to Banyan's *Trading Spaces: Boys vs. Girls*, in the same capacity.

LAURA MOLEN, senior VP, general sales manager, Paramount Advertiser Services, New York, joins TNN, New York, as VP, director of ad sales.

ARICK B. WIERSON, acting GM, Crosswalks NYC, New York, promoted to GM.

Journalism

JAMES PLATZER, managing editor, Bay News 9, Tampa, Fla., joins Central Florida News 13, Orlando, Fla., as assistant news director.

Radio

At WENS(FM) and WYXB(FM), Indianapolis: **JO ROBINSON**, interactive manager, Emmis Communications' Indianapolis FM stations, named director, marketing, for both stations; **MELISSA HOOK**, assistant promotion director, WENS(FM), named promotions director for both stations.

JIM WEISKOPF, GM, Clear Channel Communications' Washington AM stations, joins IDT Media, Washington, as president, owned and operated stations group.

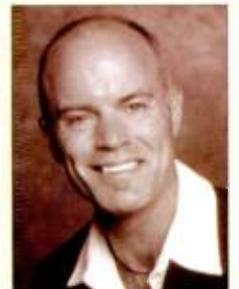
Advertising/Marketing/PR

NANCY HILL, executive VP/managing director, Hill Holliday, New York, joins BBDO New York in the same capacity.

WOLFGANG LIEBERTZ, account executive, Millennium Sales & Marketing, New York, named GM, Miami.

Technology

Laurie Sillay Lahr, director, marketing communications, Pathfire,



JOHN SHEA
MTV Networks Group



DARRIN T. MCDONALD
KPTM(TV) and
KXVO(TV) Omaha, Neb.

Atlanta, joins Concurrent Computer Corp., Duluth, Ga., as director, strategic communications.

BRUCE STEIN, director, sales, McGraw-Hill Broadcasting, San Diego, joins WideOrbit Inc., San Francisco, as director, professional services.

CHRIS SUMMEY, VP, marketing and business development, Kasenna, Mountain View, Calif., joins Teranex, Los Angeles, as VP of sales.

DAVID M. COBOSCO, VP, marketing, Media 100 Inc., Marlboro, Mass., promoted to VP, sales and marketing.

Internet

REBECCA BARNETT, advertising effectiveness manager, The Weather Channel Media Solutions' weather.com, Atlanta, named account manager.

Satellite

DAVID SPRECHMAN, COO/CEO, GlobeCast America, Miami, appointed CEO.

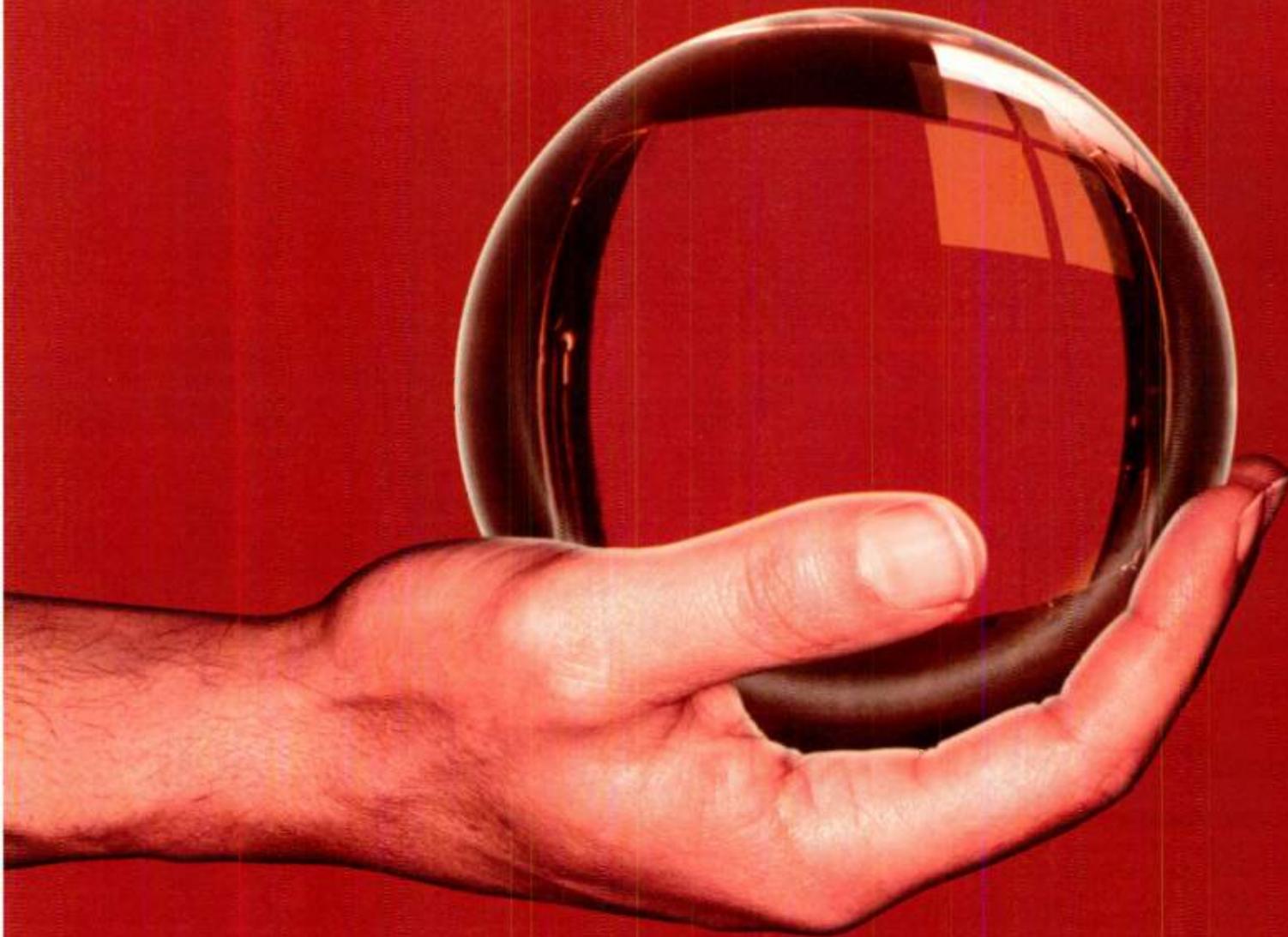
Associations/Law Firms

SANDY RAY, coordinator, marketing communications, The Society of Cable Telecommunications Engineers, Exton, Pa., promoted to manager.

WHAT'S YOUR FATE?

Send it to Lianor Alleyne, editorial assistant, BROADCASTING & CABLE (e-mail: palleyne@reedbusiness.com; fax: 646-746-7024; mail: 360 Park Avenue South, New York, NY 10010).

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**This Week**

April 4-7

Broadcast Education Association Annual Convention & Exhibition. Las Vegas. Contact: 888-380-7222 or Mark Tolsted, m.tolsted@uwsp.edu.

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 Osanski, 800-80-RTNDA.

April 8-11

Cable & Telecommunications Association for Marketing Digital Conference. Hilton New Orleans Riverside, New Orleans. Contact: Seth

Morrison, 703-549-4200.

April 9

Broadcasters' Foundation American Broadcast Pioneers Awards. Las Vegas. Contact: 203-862-8577.

April 9

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

April 9

Society of Cable Telecommunication Engineers Wheat State Chapter Annual Golf Tournament. Wichita, Kan. Contact: Paul Truitt, 316-262-4270.

April 9-12

American Association of Advertising Agencies Management Conference. New Orleans. Contact: Michelle James, 212-850-0733.

April 10-11

Cable Television Law 2003 Seminar: Competition in Video, Internet & Telephony. Practising Law Institute, San Francisco, with Los Angeles Videoconference. Contact: 800-260-4PLI.

April 11-12

Texas Associated Press Broadcasters Annual Convention and Awards Banquet. Austin Marriott North, Round Rock, Texas. Contact: Diana Heidgerd, 972-991-2100.

April 2003

April 13-18

National Association of Broadcasters Management Development Seminar for Television Executives. Northwestern University, Evanston, Ill. Contact: Tracy Guerra, 202-429-5368.

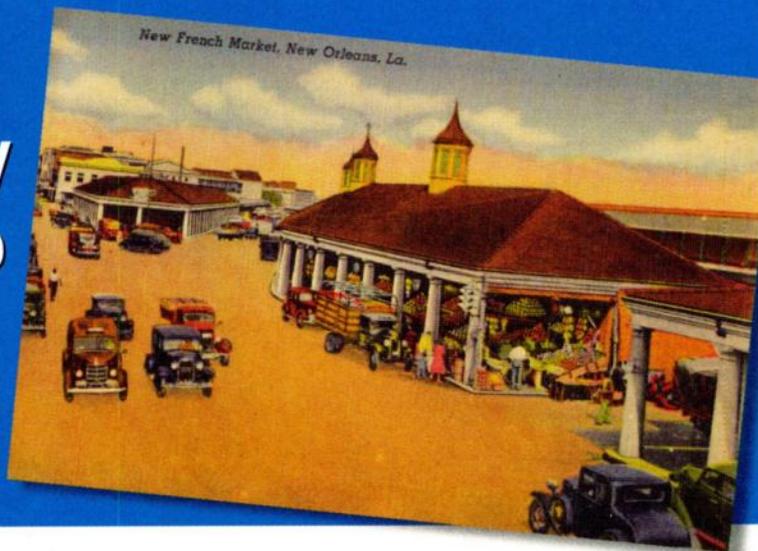
April 15

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

April 21-23

Tennessee Association of Broadcasters RAB Radio Training Academy. Courtyard by Marriott, Nashville. Contact: Jill Green, 615-399-3791.

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Interviewed by Matt Stump, Broadband Week

VOD Update. A report by Michael Kokernak**DVRs: How Will They Play Against VOD?** A report by Steve Nelson**The Cable Roundtable: Event PPV**

Moderated by Tom Umstead, Multichannel News

Bloomberg Edge. Analysis of cable stocks**THE CABLE CHANNEL®**

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April 7-9

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

April 15

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

June 8-11

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

July 20-23

Cable & Telecommunications Association for Marketing Summit Washington State Convention and Trade Center, Seattle. Contact: Seth Morrison, 703-549-4200.

'Getting to the Truth' in Iraq Coverage

When the war in Iraq started on March 19, Fox News Channel anchor Shepard Smith calmly took his post, leading the six-year old channel into its first major war. Since then, he has anchored three daily newscasts and tried to keep up with a fast-moving war story.

Smith shared his take on the war, news coverage and patriotism with BROADCASTING & CABLE's Allison Romano. What follows is an edited transcript:

At this point in the war, is 24 hours of coverage overload?

As 24-hour news channels, it's our responsibility to be there when people want us, not to make them work under our schedule. This is not just a nighttime bombing campaign or just nighttime advancing. This war is happening all the time. If we're up and live, we do a better job staying on top.

Has there been a point in the war coverage that you recall as par-

knew there were dead Americans. That means there is a process under way, that somewhere the military is notifying families; they can't hear that from us. None of that is Pentagon-imposed. The Pentagon doesn't tell us when to report news. You wait on death.

Are you satisfied with the flow of information from the Pentagon? The embeds provide great first-hand looks, but are you getting the big picture?

long as you're sure of the facts. I don't think we're always sure on a real-time basis.

Your critics have said Fox has gone easy on the administration. How do you respond?

We all have our different truths. As a news organization, we bring in every slice of information and put them into a larger editorial machine. The slices get evaluated, and we tried to get the big picture to the screen. I'm sure everyone doesn't do that. After

I think I can be American and still report factually.

If someone suggests that I can't be objective in my reporting because I'm an American, is that like suggesting I can't be objective in covering racial issues because I'm white or I can't be objective covering issues between the Jews and Palestinians because I am Christian? Who I am and where I come from and what my background is doesn't effect whether I can be objective.

How are your embeds faring? Is this the experience they signed up for?

They are very tired and very hot, but, without exception, they have been involved in the most rewarding experience of their lifetimes. I talk to [Fox embedded reporters] Rick Leventhal and Greg Kelly. These are friends of mine, pool-playing buddies of mine, and they say their lives are changed. They are inspired in ways I haven't been.

What was your reaction to the firestorm surrounding Peter Arnett and Geraldo Rivera last week?

One of those situations is an editorial situation; one is a technical situation. That's how it seems to me. Peter Arnett's statements speak for themselves. Anyone who has watched Geraldo's coverage through this war knows the last thing Geraldo Rivera would do is aide and comfort the enemy. He didn't do that.

What do you think of the coverage so far?

It's been pretty fair. I think some tough questions have been asked, fair questions asked. Anybody who says we were in line with the Pentagon or Centcom weren't watching our coverage.

Rick Leventhal was one of the ones reporting the supply lines have broken down, we're low on food and water. That's a little piece of news, a little slice of news. Was it important? Yes, it was important enough that they knew they had to reinforce those supply lines.

This was a three- or four-hour story that [created] headlines and enormous questions about the war plan being flawed. I was dumbfounded. Yes, that's a story. But the bigger story is that every tiny thing that has gone wrong has been fixed expeditiously.

But doesn't that illuminate a potentially larger war story?

There are certain people who look at this thing [as] where can I get 'em, where can I find they are screwing up, how can I get

them on the front page. That's not the way to approach a news story, not any more than saying 'We're Americans so we're going to pretend this isn't happening.' There is somewhere in the middle. I think Fox has found that place. ■



The Shepard Smith File

At 39, Fox News Channel anchor Shepard Smith keeps some esteemed company. A recent *TV Guide* poll named him in a virtual tie with ABC News anchor Peter Jennings and CBS's Dan Rather as the second-most-trusted network news anchor, behind NBC's Tom Brokaw.

Smith anchors Fox's nightly newscast *The Fox Report*, the third-highest-rated cable news show. He has guided Fox's coverage of major news stories including 9/11, the Columbia space shuttle disaster and, most recently, the war in Iraq. In 2001, he was one of two network news observers at the execution of Timothy McVeigh.

Since he joined Fox when it launched in 1996, Smith's rise has been swift. He started off as a New York-based general assignment reporter.

Smith, who also once worked for syndicated show *A Current Affair*, is a Holly Springs, Miss., native. He attended the University of Mississippi but left about 6 hours short of a degree to take a job at a Florida television station.—A.R.



ticularly difficult to report?

On April 1, when we had word of hostage rescue, there was a sense of euphoria in the newsroom: We have something good to report. But, at the same time, we also knew there was a darker side to that story, and we couldn't talk about it yet. We knew there were a lot of dead Americans in that hospital. But we didn't know if the families had been notified and what all the details were yet.

Was that a self-imposed embargo or one imposed by the Pentagon?

That was entirely self-imposed. We knew the reality there. We

We haven't been able to get our hands around the big picture. It hasn't been accessible. But I don't think personally that's because of the Pentagon. This thing is happening 6,000 miles away in the middle of the desert.

Some people who analyze TV and analyze war have decided there are facts we're not getting by Pentagon design. I do not believe that. Why would they not tell us what's going on? The theory is they don't want bad info out; they want only good information out. I think what they want is right information out. You can deal with information as

the [POW] was rescued, a mistake happened, and information on dead bodies wound up on another network [Editor's Note: It was CNN.] Something broke down within a system.

Do you think the patriotism belongs in news coverage? Is a flag pin or a logo acceptable?

I don't think there is ever a time when patriotism is a bad thing. Ever. I don't care what sort of mistakes this country makes, I will defend it. But, like we've said so often at our organization because it's true, we were Americans before we were journalists.

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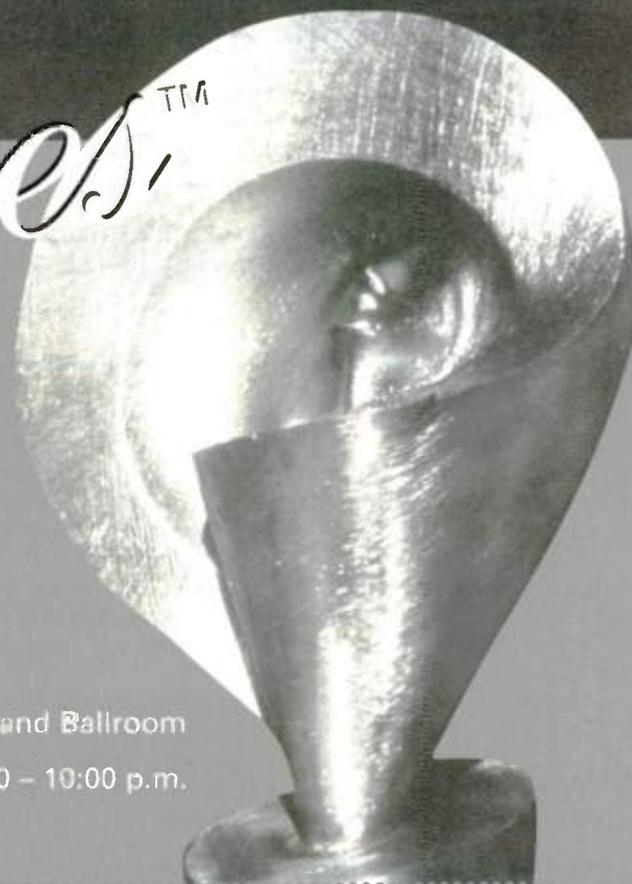
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Caption Services



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Sinclair Broadcast Group is searching for News Managers for new prime time news operations to begin later this year in Birmingham, Las Vegas and Cincinnati. We're looking for energetic and creative news managers to help build the operation and hire the staff. This position requires an enthusiastic newsroom leader with strong editorial decision making ability. This position requires a good manager who is very hands-on in the daily production of the news product. Must have previous news management experience. Qualified candidates should send resumes to newscentresumes@sbgnet.com. Please type News Manager in the subject line of your e-mail. Sinclair is proud to be an Equal Opportunity Employer and a Drug-Free Workplace. Visit us at WWW.SBGI.NET

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We need an aggressive, high-energy newscast producer. College degree and one year of experience required. Send us your tape that shows us how you make a difference in your newscast. Andy Still, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

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MIS/TECH

WVTV-Milwaukee, WI. is looking for a MIS/TECH. Candidate must be able to use Avid Unity editing and I-News newsroom computers and various state-of-the-art broadcast systems. Extensive computer networking experience and a background in broadcast or multi-media engineering preferred. A+ and Network+, Cisco certified (CCNA) (CCNE) and have Linux/Unix Certification. Please email resumes, with salary, MS WORD FORMAT ONLY, to dbrechli@sbgnet.com "ENGINEER" in subject line! SBG is an EOE/DRUG FREE WORKPLACE.

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Trinity Broadcasting Network station in New York City area. Experience in maintenance and repair of UHF transmitters, studio systems and personnel supervision and training. SBE certification a plus. Send resume to Ben Miller, P. O. Box C-11949, Santa Ana, CA 92711. E-mail: bmiller@tbn.org Fax: (714) 730-0661 EOE

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Some Old Soldiers Didn't Fade Away

Continued from page 1
war for *The Wall Street Journal*. He argued last week that what he considers inadequate ground forces have put the early arrivals at risk. Others analysts, including active—but typically unnamed military figures—have joined the criticism.

And that rankles the White House and Pentagon, which had heretofore been enjoying what amounted to a media love-in. Particularly on all-news networks, anchors and embedded reporters have seemed extremely careful about criticizing war strategy as it unfolded.

But, as sniping has emerged, Bush administration officials both backed their current plan and suggested that some old soldiers should just fade away.

"It is not helpful to have those kinds of comments come out when we've got troops in combat," said Gen. Richard B. Myers, chairman, Joint Chiefs of Staff. "First of all, they're false, they're absolutely wrong. They bear no resemblance to the truth, and it's just, it's just harmful to our troops that are out there fighting very bravely, very courageously."

Not to "stifle freedom of speech," said Sen. John Warner (R-Va.), chairman of the Armed Services Committee, "but I think they should follow the tradition of the presidents, the commanders-in-chief. You do not see former presidents criticizing a sitting president during a war."

Gen. Joseph Ralston, recently retired Supreme Allied Commander of NATO, now working for CBS, said that, "in no way, do I infer that Gen. McCaffrey should not be able to do whatever he wants to. We're all Ameri-

cans, and we all have a right to our opinions. But Gen. Myers said that it's not helpful, and I agree. Sen. Warner took the position that we ought to be like retired presidents. There's some validity to that.

"If you disagree strongly," he continued, "there are non-public avenues of expression. I would not take an opposing opinion public during a time of war."

The job, he said, "is to explain a complex military situation to the American public. There is

'You do not see former presidents criticizing a sitting president during a war.'

SEN. JOHN WARNER (R-Va.)

some clarity we can bring."

CBS News Vice President Marcy McGinnis, who has been supervising war coverage, said, "The soldiers in the field will not have lower morale because General McCaffrey says we need more troops in the field.

"This doesn't mean," she added, "that [McCaffrey and those who agree with him] don't want America to win this war or are anti-American. Everybody should calm down. I can't imagine that, when they were getting the war plan together, there weren't people arguing. When we were putting people together to plan our coverage, we had arguments. It would be a pretty boring country without that. Isn't that what Iraq is like?"

Veteran producer Marty Ryan, who has been running much of Fox News' war coverage, said,

"Our experts help us to make sense of it all. We hold a conference call every day with our Pentagon reporters, our executive producers, our newsgatherers and our experts. The experts help us behind the scenes to figure out where the coverage is going to go. But we're all mindful to make sure we don't say anything that could put anybody in danger."

Fox News' experts have been supportive of the military campaign so far, Ryan noted, adding, "but we wouldn't hesitate to put a critical opinion on the air. We're not worried about our audience being offended. They expect us to be fair and balanced."

Lt. Gen. Thomas McInerney, retired since 1994 and now providing analysis for Fox News, doesn't object to retired military people voicing opinions on the air, even opinions contrary to current policy.

However, he adds, "you've got to be careful. I was critical myself of the Clinton administration not using enough air power during [the conflict in] Kosovo. But I was a strong supporter of what they were doing."

He believes that McCaffrey, for whom "I've got a great deal of respect," isn't sufficiently informed about the power behind the military's joint forces today and comes from an Army-centric point of view. McCaffrey couldn't be reached for comment.

Ralston recalled one conversation with an anchor who asked him what he would do if he were Saddam Hussein. "I said it was impossible to answer that. But I'm not going to give Saddam Hussein any good ideas, just in case he hasn't thought of them." ■

THE BRIEFING ROOM

EDITED BY JOHN EGGERTON

Iraqnewsphobia: Arnett Says Government Shuns Truth

Peter Arnett wasn't out of work long. Only hours after Arnett was fired by NBC and National Geographic for an interview he gave Iraqi TV, Britain's *Daily Mirror* hired him.

He was quoted in the newspaper as saying, "I report the truth of what is happening here in Baghdad, and I will not apologize for it."

On NBC's *Today*, Arnett did apologize for appearing on Iraqi state-run TV and for the firestorm of criticism it caused. He praised NBC as a great news organization and said he was sorry the networks had cause to question their judgment in hiring him. He did not retract or apologize for his statements.

Missing Journalists Safe

Four journalists missing in Iraq since March 24 turned up safe in Jordan. The four are freelance photographers Molly Bingham and Johan Rydeng Spanner and *Newsday* correspondent Matt McAllester and photographer Moises Saman. McAllester told his editors that they had been taken from their hotel rooms, handcuffed, imprisoned and interrogated by Iraqi officials, who suspected them of being American spies. Still unaccounted for are ITN News cameraman Fred Nerac and translator Hussein Othman, who disappeared in southern Iraq March 22 after an incident that killed ITN correspondent Terry Lloyd.

Non-Embedded Geraldo Un-Non-Embeds Himself

Geraldo Rivera left the frontlines in Iraq after all. Fox News' embattled combat correspondent "volunteered" to return

SCOOP

'AP Is Reporting...'

AP got a big beat when White House correspondent Ron Fournier broke the news of the rescue of injured POW Private Jessica Lynch from an Iraqi hospital last week. AP was cited by CNN and others in the half-hour between Fournier's report and CENTCOM's release of the statement confirming the daring recovery. That followed AP's earlier scoop on the first suicide-bombing deaths of U.S. or British forces in the Iraq war.



AP PHOTO: RICHARD LEWIS

to Kuwait from Iraq, where he had been traveling with the 101st Airborne division. It is unclear whether he would have been required to leave, but it was understood that military leaders wished him gone. Rivera, who was an unofficial embed, was criticized after drawing a few too many lines in the sand—a map apparently divulging too much information about his unit's location. Fox said Rivera left his unit "after learning of concerns that he may have inadvertently violated the rules." A Fox spokesperson added that Fox "believes that Geraldo did not knowingly disregard the rules."

BBC Cameraman Killed

An Iranian freelancing as a cameraman for the BBC was killed and three other members of the news crew were slightly injured last week when they tripped a mine in northern Iraq. Kaveh Golestan detonated the mine while getting out of his car, the BBC's John Morrissey confirmed to the New York-based Committee to Protect Journalists.

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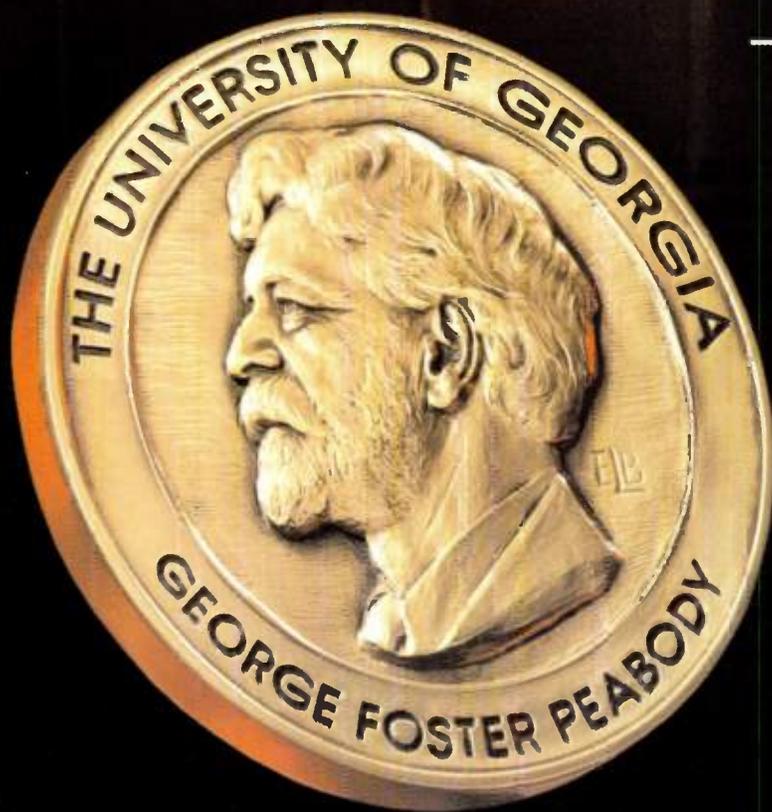
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Panasonic's ENG Challenges Sony Camcorder

Continued from page 1

tape, hard-drive or optical-drive systems. And transferring video will be as easy as popping the card out of the camcorder and into a companion editor.

One possible negative is the cost of the memory cards. Each may cost hundreds of dollars, although the camcorder will come packaged with a few. On the plus side, the cards can be reused thousands of times. So, as long as they don't get lost or stolen, the cards can be used for years.

Unveiling the prototype this week, Panasonic may give pause to broadcasters and other newsgatherers considering the optical-disk-based camcorder that Sony is bringing to market at NAB. Sony's system is based on blue-laser technology and has a much cheaper medium. But the optical

'We anticipate three flavors of storage. First will be the 4 GB; then, in 2005, there will be a 16-GB version, and then beyond that is a 64-GB version.'

STUART ENGLISH, Panasonic

disk doesn't have all the potential benefits of a solid-state recorder.

In any event, with the two leading manufacturers of ENG gear committed to non-tape camcorders, it is clear that tape is on its way out as a professional newsgathering medium.

"The SD memory card is very compact, dense and fast," says Panasonic Vice President, Marketing, Stuart English.

Panasonic plans to show a non-working version of the camcorder in its NAB booth and a working model in its by-invitation-only technology suite. English says the camcorder will be available next spring at a "competitive" price.

The memory card is a standard PCMCIA card commonly used in laptop computers. It is loaded with four smaller, 1-GB SD memory cards—for a total of 4 GB of memory.

The unit records in the DVCPRO format. At 25 Mb/s, a single PCMCIA card with 4 GB of memory will hold 18 minutes of video; at the higher video resolution of 50 Mb/s, nine minutes.

The recording capacity of the camera can be expanded in a couple of ways. Panasonic intends to configure the unit so that it can handle multiple PCM-

CIA cards—perhaps as many as six. Just one additional PCMCIA slot would double recording time, if each slot contains a card.

"We anticipate three flavors of storage," he adds. "First will be the 4 GB; then, in 2005, there will be a 16-GB version, and then be-

yond that is a 64-GB version."

A single PCMCIA card with 64 GB of SD memory would provide 72 minutes of recording at 25 Mb/s, 36 minutes at 50 Mb/s and 18 minutes at HD data rates.

Panasonic's AJ-DE10 laptop editor, which also will be shown

at NAB, has a PCMCIA card slot, permitting an ENG crew to plug a card taken from a camcorder directly into the laptop. "That eliminates digitizing time and mounts the card as a virtual hard drive," notes English.

The bump in the road may be

the cost of the PCMCIA cards. Panasonic wasn't talking prices, but, given that 1-GB SD cards now sell for about \$400 each, it is safe to assume that each PCMCIA card (with four SD cards) will go for several hundred dollars each next year. ■

Office of National Drug Control Policy Monitoring the Future study, December 2002, University of Michigan

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EDITORIALS

BROADCASTING & CABLE COMMITTED TO THE FIRST AMENDMENT

War in Iraq: And You Are There

As with no other conflict before, the human side of the war in Iraq is being brought home to America and the world, thanks in large part to the electronic media. The Pentagon's decision to embed journalists, combined with instantaneous satellite transmissions and the sheer number of outlets covering the conflict, has made it into a first-person experience for the world. Credit for that unprecedented view is being given to Assistant Secretary of Public Affairs Torie Clarke, who knows something about the cable news business, having been public-affairs point person for NCTA in another life. The Pentagon may have gotten more than it bargained for when it allowed so many witnesses to the realities of conflict, but, whatever the reasons, it has, quite literally, changed how we look at war.

In an eerily prescient piece for *TV Guide* in 1980, then NBC News producer (now securities analyst) Tom Wolzien saw a not too distant future in which war was covered live, posing the questions: "Is it ethical to show a war live on television? Is it moral not to? We allow our governments to wage war, so why shouldn't people at home see what they're allowing their armies to do as it happens." Although today's coverage is still edited to exclude the most gruesome, what Wolzein called "sanitized to make war palatable to a viewer eating a TV dinner," it is far closer to Wolzien's scenario than any previous coverage.

Although it is far from the first time that journalists have traveled with the troops, it is the first time that a war has been

reported in something approaching real time. While watching the latest air strike on Baghdad by this war's general's, viewers get a running commentary from the last war's generals, with pauses for interviews with the grieving relatives of casualties and the anxious families of POWs and MIAs.

One anecdote that struck us last week involved an embedded AP reporter, who lent his satellite phone to a marine—the driver of an ammunition truck—so she could call home from the battlefield and tell her mother she was OK. "I was really missing home right about now," Lance Cpl. Tatta told AP. "I know that they're worried sick about me. And I could just let them know that I was alright and that we're probably going to be coming home soon."

We get the feeling that some of the journalists, as well as many of the American people, were unprepared for the fierceness of combat, perhaps lulled by the antiseptic-seeming Gulf War (an impression contributed to by the lack of embedded reporters) and some Pentagon PR. Thanks to the electronic media, some of them dangerously close to the fighting themselves, the sacrifice and pain are inescapable.

War in real time has magnified the impact of casualties, or perhaps only now are they able to be put in proper perspective. What might sound like relatively few casualties in a statistic looks, through TV's lens, like human heroism and suffering. Whether that makes it easier or harder to fight the next war, it is a worthy mission by today's combat journalists.



AIRTIME

GUEST COMMENTARY

James Quello, What Would You Do?

I was an FCC commissioner for 23 years and managed to rise to the chairmanship during the 1993 interregnum—after Alfred Sikes left and before Reed Hundt arrived. Now in semi-retirement, I continue to watch closely the doings at the FCC.

Jumping into the FCC's controversial media-ownership proceeding might appropriately come under the banner "Fools Rush In Where Angels Fear to Tread." Nonetheless, at BROADCASTING & CABLE's invitation, I offer here what I would do if I were back at the commission today.

First off, I would remind my fellow commissioners to add those lawmakers with FCC oversight to the Fourth Commandment: It is a good idea to honor them. And then I would pledge to decide this issue independently based on a full FCC record and with practicable common sense.

On media ownership, I would be in tune with Chairman Michael Powell. In deciding the issue, I would rely mainly on the antitrust merger guidelines to protect both diversity and competition, and I would be responsive to market-dominance problems in advertising and the overall economy.

I would also oppose bringing back the financial-interest and syndication rule in any form. Until 1993, the rule barred the major broadcast networks from having any interest in their prime time programming.

Broadcast television and the networks are no longer the dominant players. Today, cable reaches 98% of all television homes, and more than 85% subscribe. Satellite is another fast-growing program-distribution source. Cable with hundreds of different channels has brought undreamed-of programming that responds to every conceivable program want or wish. Also vying for public hearts, minds and eyes: the In-



I would also oppose bringing back the financial-interest and syndication rule in any form.

JAMES QUELLO,
Former FCC
commissioner

ternet, the VCR (in 95% of TV homes) and the new DVD (in 30% of TV homes).

The government should not force the Big Four networks to set aside 25% of prime time for independent producers as those producers are now advocating. This would come at the expense of important news and information programs that are regular features in prime time. If any producer needs advice on how to sell his or her wares, he or she should ask Bocho, Wolf or Kelley.

I would also support the public outcry against excessive sex and violence on TV and become a leading advocate for voluntary corrective action by TV as well as by cable, radio and the Internet. I would warn that our founding fathers did not guarantee First Amendment rights for indecent, obscene purposes harmful to society.

Although it is unpopular to admit, the public itself promulgates sex and gratuitous violence. An audience is essential for cable and TV programmers to survive. Programs don't survive weak ratings. All the majority of the public has to do is tune out explicit sex and violence rather than condemn it publicly and seek it privately. Also,

parents with children must exercise responsibility with personal guidance and more-frequent use of the V chip. A concerned, more responsible public has the power to self-correct excessive sex and gratuitous violence in programming.

I will say it again: The scarcity argument formerly used to justify regulation is no longer valid in today's over-abundant converging multimedia communications marketplace. ■

Quello served as an FCC commissioner from 1974 to 1997 under six presidents. He was interim chairman for most of 1993.



TWO CENTS

"If we are to penetrate the fog of the real war, journalism must be the clear victor over the inherent need of TV to impose its surefire entertainment formulas, its proven arsenal of slick storytelling and rousing characterization, on a reality that may not be nearly so neat."

FRANK RICH, *The New York Times*

"Sounds to me like some rats at my former network NBC are spreading some lies about me. They can't compete fair and square on the battlefield, so they're trying to stab me in the back. ... I'm having a great relationship with the 101st Airborne, and I intend to march into Baghdad alongside them!"

GERALDO RIVERA, just before the military kicked him out of Iraq for revealing sensitive information.

"Why didn't someone tell us we could kick out Geraldo?"

CRAIG KILBORN, CBS's *Late, Late Show*

"Today, the Spice Channel said no more *ménages à trois*."

Tonight Show host **JAY LENO,** joking about out-of-control boycotts against the French.



"You know you're in the house too long when Dr. Phil starts making sense."

DAVID LETTERMAN, referring to his month of bed rest while recovering from shingles.

"All things considered, MSNBC and Olbermann are a match made in heaven; the network changes strategies about as often as he changes jobs."

LISA DE MORAES, *The Washington Post,* on Keith Olbermann's return to MSNBC.



"So far, meanness on TV, in the so-called reality genre, has included such reprehensible lows as sinking 'Downtown' Julie Brown into a water tank filled with leeches on ABC's *I'm a Celebrity...Get Me Out of Here!*, feeding people maggot-infested cheese on NBC's *Fear Factor* and exposing contestants and viewers to the alleged wit and wisdom of Lorenzo Lamas on ABC's *Are You Hot? The Search for America's Sexiest People*."

DAVID BIANCULLI, *New York's Daily News,* during a rant against Sci Fi's *Scare Tactics*.

"When this gray-haired grandmother gives suggestions to a caller on how three willing partners might accomplish a sex act for which two are usually sufficient—well, at times like that, her plainspoken, often playful style can make your jaw drop."

FRAZIER MOORE, *The Associated Press,* on Oxygen's Sue Johanson's *Sunday Night Sex Show*.

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 or fax: 646-746-7028 or mail to: Broadcasting & Cable, 360 Park Avenue South, New York, N.Y., 10010).

**P.J. BEDNARSKI**
EDITOR

Let's End the Game

Broadcast nets should get out of the sports business

Over the years, I have bought thousands of dollars of worth of insurance—for cars, homes, my health and something the insurance companies call my “life,” whatever that is. Mainly, most of these policies have been a big waste of money, but I buy them unblinkingly (oh, yes, there's that optical plan, too) because you never know when something is going to go. (To be truthful, the one time something did—my roof, in Chicago—Allstate refused to renew my policy the next year.) Earlier, my dad bought all those policies for me and my siblings from an insurance company whose motto was “Better to have it and not need it than need it and not have it.”

In the case of television, insurance over the years has turned out to be buying the rights to major-league sports. At one time, I'm certain, having the Game of the Week on NBC was a big deal for the network, and for Major League Baseball, too, but those memories are as dim as Curt Gowdy was even back then.

Now, pro baseball and football and basketball, at least on the broadcast level, are events that networks buy only because they don't want some other network to have them. Rights to pro sports are just protection. That's why it was revolutionary when NBC got out of the NFL business a few years ago. On this side of the business, lots of people predicted that Dick Ebersol had erred fatally. Actually, it was brilliant. (He did err, just about fatally, when he helped start the XFL, but that was one of the few times somebody nearly *did* go broke underestimating the American sports public.) NBC is still No. 1 in 18-49s in prime time.

We have a story on page 16 in this week's edition about a new study by Morgan Stanley analyst Richard Bilotti, who makes the rather unstartling conclusion that broadcast networks are wasting hundreds of millions of dollars buying sports. What's good in this report is that Bilotti puts some numbers to it and notes that, if the broadcast networks would exit the business, they would become fatter cash machines. Instead, they give a lot of their profits away trying to pay for the NFL or MLB or the NBA.

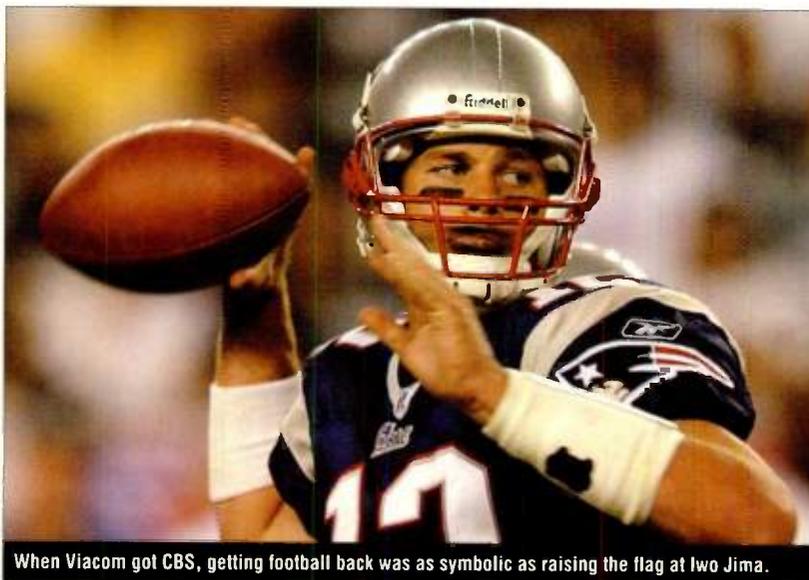
But it's so daring not to. CBS is the

television example of this, the poster child of What Happens When You Cancel Your Insurance.

In 1994, it lost its long-time rights to the NFL to upstart Fox. Then Fox swiped some of CBS's best affiliates nationwide. At the same time, CBS had a pitiful prime time schedule and a miserly owner. CBS tumbled out of

For all sports, though, I'd argue that, in most cases, the real risk of taking them off broadcast television is that it hurts a network's image more than its bottom line. In fact, I've read the same analysis for cities that lose sports franchises. *Having* a baseball team in Minneapolis doesn't mean that much. But *losing* the baseball

For all sports, I'd argue that, in most cases, the real risk of taking them off broadcast television is that it hurts a network's image more than its bottom line.



When Viacom got CBS, getting football back was as symbolic as raising the flag at Iwo Jima.

sight. This was the Tiffany network, all of a sudden transformed into the jewelery case at Sears.

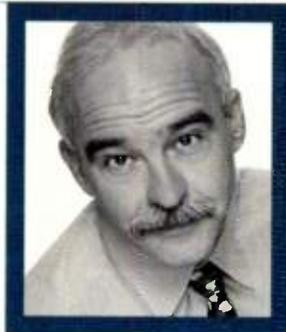
“In three years, CBS went from first place in male demos to fourth place,” said Les Moonves, the president of CBS Television, in a speech last month to the World Congress of Sports. “Six of our major-market affiliates went over to Fox. Some of those CBS markets still haven't recovered.”

And so, when Westinghouse and then Viacom got CBS from Laurence Tisch, getting football back was as symbolic as raising the flag at Iwo Jima, and the Viacom-owned CBS had cross-platform opportunities—its cable networks, its Infinity radio stations—the old CBS did not. Still, if it weren't for CBS's owned-stations, the NFL apparently would be a money-loser for Viacom, too.

team does; it's the equivalent of being delisted from the handful of major American cities. (This sounds like a version of the motto of my dad's insurance agent, I've just noticed.)

I say: So what? Broadcast networks have to have the nerve to change their ways of doing businesses. They say that all the time. If I were in the broadcast-network business, I'd give expensive sports up to cable and let the cable nets (or fans) deal with the ways to pay for them. Cruel. But it's the American way, and, in the long run, it would probably lower the ridiculous salaries teams pay to .220 hitters, hopeless point guards and stumbling cornerbacks. ■

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Cable Networks Take Nine Peabody Awards

Continued from page 8

America for *Almost Strangers*.

Commercial-station winners were WISN-TV Milwaukee for a story on smoke detectors that children can often sleep through in the event of a fire, KPRC-TV Houston for a story about road-

blocks to the use of the DNA of military members involved in criminal cases, and WFAA-TV Dallas for a bogus drug sting.

Three of the five broadcast-network awards went to shows whose fate had come into question. Two went to ABC's *Night-*

line, which, for a while, wasn't sure whether it would be replaced by David Letterman (it wasn't), and CBS's *9/11* documentary, which had been criticized before its March 2002 airing as too much too soon (Peabody's conclusion appeared

to be that it wasn't).

Fox's *Boston Public* was honored for an episode about the "n word," and NBC was cited for *Boomtown*.

The awards will be given out May 19 at the Waldorf Astoria hotel in New York. Barbara Wal-

ters hosts, and A&E will carry the ceremonies sometime in June.

The other winners:

■ *Bringing Down a Dictator*, from York Zimmerman Inc. and presented on PBS, about student movements to topple Serbian strongman Slobodan Milosevic.
 ■ *The Sonic Memorial Project*, from Kitchen Productions and presented on NPR, capturing the voices of those involved with the World Trade Center and its history.

■ *Nightline: The Survivors*, from ABC and producers Paul and Holly Fine, about the survivors of 9/11.

■ *Nightline: Heart of Darkness*, from ABC, looking at the decade-long war in the Congo, where 2.5 million have died.

■ *Frontline: Shattered Dreams of Peace: The Road from Oslo* by several organizations, including WGBH-TV Boston for PBS, about the collapse of the Middle East peace process.

■ *File on 4: Export Controls*, from BBC Radio 4, about how nations such as Iran procure materials to develop nuclear weapons.

■ *The Hepatitis C Epidemic: A 15-Year Government Cover-Up*, from Japan's Fuji TV, about a massive cover-up by the Japanese government and a manufacturer.

■ *How High Is the Mountain*, from Taiwan public television, about the power of families to link generations even in remote areas.

■ *The Yiddish Radio Project*, from NPR and Sound Portrait Productions, examining old Yiddish radio programs.

■ *Stories of Home*, from public WBEZ-FM Chicago, which examines the many different ways people experience "home" life.

■ *The Rise and Fall of Jim Crow*, from WNET(TV), about race relations and racism in America.

■ *Monkey Trial*, from WGBH-TV and Nebraska ETV, for *The American Experience* on PBS, about the Scopes Trial.

■ *EGG The Arts Show*, from WNET New York, which explains the world of art in novel ways.

■ *Stage on Screen*, from WNET, in which stage works are brought to television, exploring the work of Samuel Beckett.

■ *ExxonMobil Masterpiece Theatre: Othello*, WGBH-TV and London Weekend Television's production of the Shakespeare play.

■ *ExxonMobil Masterpiece Theatre's American Collection: Almost a Woman*, WGBH-TV and ALT Films' new rendering of an old American story. ■

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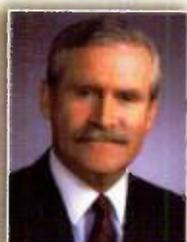
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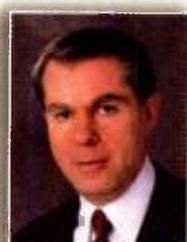
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FCC May Increase Cap, But Not Too Much

Continued from page 1

cap or jettison it. But to satisfy judges and give the networks some relief, the FCC may provide a bump—to somewhere between 40% and 45%. That would give Fox and CBS enough leeway to keep stations already acquired in recent mergers and let smaller groups grow.

COUNT THE CAP VOTES

"The FCC is very dysfunctional," says Precursor Group analyst Rudy Baca. "Perhaps the FCC will allow smaller and mid-cap groups to grow but not the large networks."

FCC Chairman Michael Powell is believed to favor a significantly higher cap, and fellow Republican Kathleen Abernathy hasn't given deregulation advocates any reason to think she won't follow suit. But the unpredictable voting dynamics of the five FCC commissioners, a GOP split over dereg, and a punt by support staff—who say the issue is too close to call—make the odds longer on a major change.

Democratic Commissioners Michael Copps and Jonathan Adelstein engineered a string of forums on the FCC's broad me-

dia-ownership rulemaking, which includes the 35% cap and reexamination of other ownership limitations. Their hearings in Chicago, Durham, N.C., and Seattle have carried a decidedly anti-deregulation aura.

That leaves maverick Republican Kevin Martin, who recently thwarted Powell on telephone rules by brokering a side deal with Copps and Adelstein. As one Washington lobbyist put it, "everything hinges" on Martin's actions.

Will he stick with Republicans? Strong recent statements suggesting he has a higher hurdle for preserving rules than either Powell or Abernathy indicate that he may want to do away with the 35% cap. But he has also called on his colleagues to investigate possible links between media concentration and a perceived decline of standards on broadcast TV, a statement that triggers alarm bells with network lobbyists.

Further complicating the outlook for the national ownership cap is a split among Republicans. Key GOP leaders—including the chairmen of both Commerce Committees, Rep. Billy

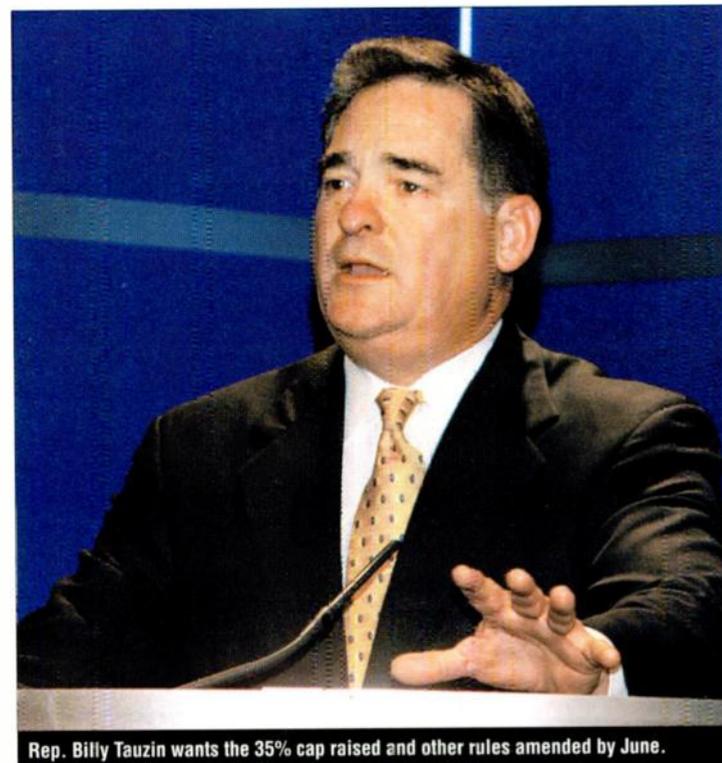
Tauzin and Sen. John McCain—want to raise the 35% cap. Just last week, a Tauzin-led group of nine Republicans (and one Democrat) wrote Powell to say that the FCC needs to amend "all" the ownership rules and get it done by June.

That followed a letter to Powell from Senator Sam Brownback (R-Kan.) also pushing for rule changes by June. Elsewhere, though Tauzin's Commerce Committee Vice Chairman, North Carolina Rep. Richard Burr, said it would be a "bad idea" to "nationalize" the broadcast industry by raising the cap. GOP Sens. Olympia Snowe and Susan Collins, both of Maine, and Sen. Wayne Allard of Colorado, in a letter to Powell expressed somewhat veiled reservations about deregulation by calling on the FCC to allow specific changes to be reviewed publicly before making them official.

NETWORKS KEEP COOL

Those wary Republican voices would give Martin cover for brokering another deal with the Democrats if need be.

If the networks are worried, they aren't showing it. Although, on March 27, Fox, CBS and NBC urged Powell to "stay on track," the nets otherwise have been playing it cool. "The procedural imperative of the biennial review trumps battling letters," said NBC lobbyist Robert Okun. He predicts the networks would immediately go to court and win hands down if the cap isn't raised significantly or eliminated.



Rep. Billy Tauzin wants the 35% cap raised and other rules amended by June.

Unpredictable voting dynamics of the FCC commissioners, a GOP split, and a punt by support staff make the odds longer on a major change.

Ironically, a successful fight against the cap threatens to stall the entire media-ownership review, which includes two possible changes that NAB members are eager to win: removal of the ban on crossownership of newspapers and broadcast stations in the same market and the right to operate TV duopolies in small and mid-size markets.

A protracted battle over the cap would force Powell to extend

the debate beyond his June 2 target for approving new rules.

With that in mind, media companies with both TV and newspaper holdings have been lobbying Powell to deal with crossownership as a stand-alone issue if it becomes clear that the FCC won't reach a decision on the other issues by the June 2 special meeting. Media General floated that idea to the FCC two weeks ago. ■



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Tauzin's Tough Letter to Powell

Below is an excerpt from a terse letter sent March 28 to FCC Chairman Michael Powell by Rep. Billy Tauzin (R-La.) and signed on to by other members of the Energy and Commerce Committee. In the letter, Tauzin and Cliff Stearns (R-Fla.) urge Powell to amend "all" broadcast ownership rules by June.

Dear Mr. Chairman:

With respect to our procedural concerns, you have outlined a schedule for completing the biennial review that calls for the Commission to release its decision by June of this year. We respectfully request that the Commission adhere to this schedule. Permitting this important proceeding to slip into summer or fall will not make the issues involved any easier to resolve. It would, however, call into question the ability and willingness of the FCC to adhere to statutory deadlines clearly laid out in the Telecommunications Act of 1996.

In our view, the Commission's ownership restrictions are outdated. It is time for the Commission to

amend all of its broadcast ownership rules and bring them into alignment with the realities of today's media marketplace. The public interest is in ensuring consumers a diverse source of local news, public affairs, and community interest programming. The extensive public record developed by the Commission underscores that perpetuation of outdated ownership rules in light of today's marketplace does not satisfy the requirements of the Telecommunications Act or the public interest.

The Commission has before it an extensive record that provides the factual underpinning for a decision that amends the rules to reflect the current marketplace. Therefore, we urge the Commission to conclude its media ownership proceeding and to reach a final decision on the fate of all its ownership rules by June of this year.

Sincerely,
W.J. "Billy" Tauzin, Chairman
Energy and Commerce Committee

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