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Vince McMahon's new football league is a hit, and it's not even totally offensive yet
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NBC TO AFFILIATES: STAY HOME
The network cancels its affiliate confab in favor of regional meetings
» PAGE 10

SONY'S BIG HDTV ROLLOUT
The electronics giant unveils lots of high-def products timed for 'A3
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POWELL'S HANDS-OFF APPROACH
In chairman's debut with the press, he sets a new course for FCC
» PAGE 34

DUMBING DOWN POLITICS
Report says election coverage was mighty thin at some stations
» PAGE 6

Network's latest effort to build a sports franchise begins this Sunday with NASCAR's Daytona 500
» PAGE 18

Fox on wheels
We want to thank Women
(and some great men, too)
for making us #1.

#1 with all adults in total day.

#1 in primetime for all basic cable networks.

#1 with all key female demos in primetime and total day.

And for making Any Day Now, Strong Medicine and The Division the top three original dramas on basic cable.
Top of the Week
February 12, 2001

SHORT SHRIFT  Study finds TV stations gave little time to pre-election political discourse.  » 6

ON THE BIAS  Rep. Tauzin blames election-night fiasco on flawed VNS data, not network slant.  » 7

THE PARTY’S OFF  NBC scraps its annual affiliates meeting.  » 10

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 Pearson has shelved Colosseum after peddling the Andrew Dice Clay vehicle aggressively at NATPE.
Baywatch’s bogus bounce

When you consider it was “the most popular show on earth,” having to say goodbye to Baywatch has the ring of history. Well, the ring is actually a wake-up call: That widely cited “most watched” moniker was a mistake.

During Baywatch’s third season, publicity executives, frustrated that the show was stuck in the ratings behind the Star Trek (TNG and DS9), were determined to boost its standing. At a creative meeting, one executive jokingly offered: “Well, we can say that we’re the most popular show that takes place on Earth!” A source at the brainstorming session says the line got stuck in the head of a Baywatch executive producer who, during an interview, misstated the comment: “Baywatch? Oh, it’s the most popular show on Earth.” The superfluity gained traction and, the source adds, “To this day people think that’s true.” That’s not saying it’s inconceivable the claim is true. Baywatch is seen in over 100 countries.

History lesson

Any who think HDTV is the new kid on the block might have had second thoughts upon attending a private luncheon organized by CBS last Wednesday (Feb. 7), celebrating—by its reckoning—the 20th anniversary of that technology. Their starting point: The Feb. 7, 1981, introduction of the first HDTV production system by CBS and NHK at the SMPTE winter conference in San Francisco. Appropriately, the luncheon was hosted by Joe Flaherty, generally considered the father of HDTV, for some two dozen colleagues who played key roles in bringing the idea to fruition.

CNBC’s Cloning Failure

CNBC is having a little trouble getting its new digital network off the ground and on the air. CNBC2 was slated to launch Jan. 1 and, indeed, if you were a Time Warner Cable digital subscriber, you did start getting a channel marked CNBC2. But it was merely the same feed as CNBC’s main channel, not the Euro and Asia-heavy news channel that CNBC and Time Warner had touted. That annoyed subscribers who wanted more for their money, not the same thing they got on basic cable. So, after getting complaints from around the country, Time Warner yanked the channel last Wednesday, replacing it with CSPAN3. CNBC execs haven’t quite figured out how to complement the core network’s programming during its prime time, which is daytime. Network execs are still looking to launch CNBC2 sometime this year. What’s not clear is exactly when CNBC informed Time Warner—before or after the subscriber complaints came in.

Credit Where It’s Due

TV-equipment manufacturers, including Harris Corp., are pushing for legislation that would give TV stations a tax credit for purchasing digital-TV equipment. President George W. Bush last week sent a $1.6 trillion tax cut plan to Capitol Hill that will open the door, if not floodgates, to myriad tax-related amendments. Another possible add-on: A bill sponsored by Sen. John McCain (R-Ariz.) that would give telcom and media companies tax credits for selling properties to minorities and women.
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- The bandwidth and reach necessary to enable efficient, streamlined distribution processes.
- ATM and other IP-based applications for easy access to live video broadcasts.
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Annenberg School, Alliance for Better Campaigns say TV stations provided little candidate-centered discourse

By Dan Trigoboff

Annenberg released a study last week on TV stations’ commitment to candidate-centered discourse during the elections. Their conclusion: Don’t blink.

Ironically, the coverage of politics after the election was pretty good, noted Paul Taylor, the Washington Post reporter-turned-advocate for greater political coverage on television. “Broadcast television did a good job.” Certainly, he acknowledged, the unprecedented post-election battle for the White House was a better story than the battle before the election. “But they were committed; they stayed with it. I wish they had brought some of that to the campaign itself.”

Criticism of TV’s political coverage resurfaced last week when the survey—in which Taylor’s Alliance for Better Campaigns participated—from the USC Annenberg School found less than a minute given to candidate discourse by most of the 74 TV stations studied in 58 markets. This was “barely enough time to clear your throat,” said Martin Kaplan, associate dean and director of the school’s Lear Center.

Released last week to only moderate coverage, the study may have been overshadowed by another report last week on television and sex. “Sex trumps politics,” said one of the report’s authors.

According to the report, stations that committed during the month before the election to a five-minute-per-night voluntary standard contributed much more airtime to the political discussion. The standard was pushed by an administration advisory committee, formed by then-Vice President Gore, on public-interest obligations in the digital age.

Yet it found only one station within its top-markets sample—Scripps-owned KNXV-TV Phoenix—that met or exceeded the five-minute average. A handful of others, including Scripps stations WFTV(TV), Palm Beach, Fla.; WCPO(TV), Cincinnati; and KJRH-TV Tulsa, Okla., and Capitol Broadcasting’s WRAL-TV Raleigh, N.C., averaged approximately three minutes.

Hearst’s KCRA-TV Sacramento, Calif., and WCVB-TV Boston, NBC’s WTVD-TV Miami, and Scripps’ WXYZ-TV Detroit did not come close to the five-minute suggested average, but the stations were cited for other quality efforts toward airing political news.

At the other end were Fox’s WBRC-TV Birmingham, Ala.; Belo’s KTVK-TV Phoenix and WVEC-TV Norfolk, Va.; WSOCTV Charlotte, N.C.; and KWTW-TV Oklahoma City, which the study found averaged only seconds a night. “The TV industry did a great job of selling ads to candidates for public office,” said Cindi Canary, director of the Illinois Campaign for Political Reform. “It’s too bad TV stations didn’t put the same level of effort into airing the views of candidates in local newscasts and specials.”

Echoing comments from some of the
stations rated low on the survey. National
Association of Broadcasters spokesman
Dennis Wharton said, “It’s hard to take
some of this research seriously when they
ignore all the political candidates that
appear on morning programs and early-
afternoon local news. And they also don’t
count Sunday-morning political programs.
They’re only counting news programs that
air between 5 p.m. and 11:30 p.m.”

That, USC and Taylor said, is by design.
“The study was pegged to the recommenda-
tion of the Gore commission,” said
Taylor. “That was quite specific. And
between 5 o’clock and 11:30 is when you
have the largest viewership.”

Matt Hale, research director for the
study, said that the study chose stations that
had received the most money in political
advertising. “The Gore Commission
believed that there’s a responsibility to
cover politics in exchange for spectrum,”
he said. “You can also make the argument
that there’s also a responsibility if a station
is getting all of these political dollars.”

“We feel a deep disappointment,” said
Taylor, whose alliance includes former
Presidents Gerald Ford and Jimmy Carter
and news icon Walter Cronkite. “While the
stations that said they would try to meet
the standard did three times better [in provid-
ing airtime for politics] than stations that
didn’t even try, most of them only got
halfway to the goal. Campaign 2000 saw
the development of a world that was all ads
and little news.”

The Alliance for Better Campaigns
is expected to release a survey soon that finds
that the heavy ad spending for political can-
didates and issue advertising has negated
the practice of stations’ providing candi-
dates with the lowest unit rate it offers to
volume commercial advertisers.

With nearly three years before a na-
tional campaign heats up again, the Alliance
will likely focus on legislative solutions to
what it perceives as the campaign-coverage
dilemma. On March 15, the Alliance will
hold a conference in Washington keynoted
by Sen. John McCain (R-Ariz.), the camp-
aign-finance-reform champion.

News execs
head for Hill

Tauzin says election-night bias was in statistics, not
reporting; ABC, Fox weigh in with their internal reviews

By Paige Albinak

E
etwork news heads will troop up to
Capitol Hill this week to talk about
election-night mishaps, but House
Energy and Commerce
Committee Chairman Billy
Tauzin (R-La.) no longer is sugges-
ting the networks’ reporting
was biased in favor of Al Gore.

“Our investigators … have
found no evidence of misleading
or biased reporting,”
Tauzin said. Although Tauzin is
letting the networks off the
hook a bit, he claimed initial
results have found “statistical
bias” in Voter News Service’s
information-gathering methods. “We
have concluded, along with the networks’ reports,
that VNS used clearly flawed data models and
clearly flawed statistical results,” Tauzin said.
VNS is a consortium formed by the networks
to collect exit-poll data during elections.

“There is no basis whatsoever for con-
cluding that there was any intentional bias
on the part of anyone who took part in the
projection process at ABC News,” said a
report released by ABC last week.

“Mistakes made by NBC on election
night 2000 were regrettable, but we find
not a trace of evidence to suggest that politi-
cal or partisan considerations led to any
slant or errors in the broadcast,” NBC said.

The networks said there may have been
statistical bias because VNS has been using
the same models to conduct exit polls for the
past 30 years without updating them to
account for precinct and population
changes. VNS exit-polls some 1,500 to 2,200
people per state, not enough to indicate how
close the presidential race was in Florida.

Tauzin also criticized the networks for
what he said was letting their desire to be first
outweigh their commitment to be correct.
“Accuracy and completeness of information
were sacrificed to the goals of competition.”
The networks don’t disagree with Tauzin.
In a report released last week, ABC recom-
mented that its decision desks be kept apart
from other news sources so those calls don’t
influence decisions. NBC made a similar rec-
ommendation last month.

“Competition, in news reporting as in
other enterprises, can be a good thing,” said
ABC News. “But competition that encour-
ages a journalist to report a story prematurely is bad.”

CNN, CBS and Voter News Service have already
released reports on election night. ABC and Fox gave
Tauzin their results last week.

All the networks found critical errors in their coverage.

In addition to isolating the
decision desk, the networks
suggested changes in elec-
tion-night reporting, includ-
ing waiting until all the polls in a state have
closed before calling the result, favoring
uniform poll closings, doing more of their
own independent newsgathering to supple-
ment VNS’ results, explaining the differ-
ence between “projecting” a race and call-
ing the final result of an election, and com-
prehensively reviewing and upgrading
VNS’ practices and systems.

Witnesses set for Tauzin’s hearing on
Valentine’s Day are ABC News President
David Westin, NBC News President
Andrew Lack, CBS News President
Andrew Heyward and CNN Chairman
Tom Johnson. Voter News Service Director
Ted Savaglio also plans to testify.

In addition, Ben Wattenberg, James Risser
and Joan Konner, who wrote CNN’s report,
will be on hand. Tom Goldstein, a consultant
who worked on NBC’s report, and Dr.
Kathleen Hall Jamieson of the University of
Pennsylvania’s Annenberg School, also are
expected to testify.
When business gets more competitive, veterans rise to the occasion.
A partial list of CEA's record-breaking cable transactions in 2000.

<table>
<thead>
<tr>
<th>Month</th>
<th>Transaction Type</th>
<th>Company Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>SOLD</td>
<td>Star Cable Associates serving approximately 58,000 subscribers to Universal Cable Holdings, Inc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CEA represented the buyer</td>
</tr>
<tr>
<td>March</td>
<td>ACQUIRED</td>
<td>Callahan Associates International, LLC acquired a 55% interest to Classic Cable, Inc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CEA Germany represented the buyer</td>
</tr>
<tr>
<td>May</td>
<td>ACQUIRED*</td>
<td>Callahan Associates International, LLC acquired a 55% interest to Deutsche Telekom AG</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CEA Germany represented the buyer</td>
</tr>
<tr>
<td>June</td>
<td>SOLD</td>
<td>Tri-Lakes, Inc serving approximately 5,400 subscribers to Adelphia Communications Corporation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CEA represented the seller</td>
</tr>
<tr>
<td>September</td>
<td>SOLD</td>
<td>Lewis County Cable and Henderson Cable TV serving approximately 1,150 subscribers to Time Warner Cable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CEA represented the sellers</td>
</tr>
<tr>
<td>October</td>
<td>SOLD</td>
<td>EWT Elektro- und Nachrichtentechnik GmbH serving approximately 645,000 subscribers to UPC</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CEA Germany represented the seller</td>
</tr>
<tr>
<td>December</td>
<td>SOLD</td>
<td>Cablevision of Lake Travis serving approximately 6,100 subscribers to Time Warner Entertainment-Advance Newhouse Partnership</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CEA represented the seller</td>
</tr>
</tbody>
</table>

The investment banker with over a quarter-century of success.
INBRIEF

GM REVALUES DirecTVM
General Motors executives seem to have cleared the biggest hurdle in planning the future of DirecTV: settling for less. GM, which controls DirecTV parent Hughes Communications, was looking for a $50 billion-plus valuation of the satellite unit from News Corp. and its partners, Microsoft Corp. and Liberty Media.

However, Hughes is now trading for $23 billion or so. A News Corp. executive said the companies hope to seal a deal within "weeks" by merging Hughes into News Corp.'s Sky Global international DBS arm.

But an investment banker involved in the deal notes that "inertia reigns supreme" at GM, and the company could back away until the market revives.

VIOLENCE SHMIOLENCE
"The Media Violence Myth," an article by Pulitzer Prize-winning author Richard Rhodes, has been posted on the Web site of the American Booksellers Foundation for Free Expression (www.abffe.com).

The article and accompanying interview assert that the "solid cultural consensus" that "violent media make kids violent" is wrong.

Rhodes maintains that charges of a causal connection between media violence and violent behavior, which spurred adoption of the V-chip, are unsupported and that a key violence study used to buttress those charges consists of a statistically meaningless survey.

The Web site planned to post a response from study co-author, L. Rowell Huesmann, over the weekend.

TOP OF THE WEEK

NBC: The party's over

After years of wooing affiliates with spring wingdings, the network is replacing 'this anachronistic practice'

By Steve McClellan

They used to be late-spring affiliate boondoggles—mini-vacations you could write off as a business expense. But over the past several years, the annual affiliate gatherings of the Big Four networks have evolved into shorter, much more businesslike affairs.

Last week, however, NBC went a step further and canceled its annual meeting altogether, saying it is time to "replace this anachronistic practice with a communications strategy that better serves all of us."

That's the way NBC-TV President Randy Falco and network affiliate relations head John Damiano put it in a letter sent to affiliates on Feb. 8.

And the situation at Fox is unclear. Affiliate sources say the network has considered canceling its spring meeting, too. Fox says it's still deciding whether to do a meeting or a satellite video conference.

The news didn't come as a big surprise to affiliates. "I think they're doing what everybody else is doing," says Rick Lipps, vice president, general manager, KWWL-TV Waterloo, Iowa. "If they don't all go away this year, they'll go away next year."

Well, maybe next year. ABC is planning to hold its annual confab at the Disney Adventure Park in Anaheim, Calif., while CBS is planning a return to Las Vegas.

Last year, both ABC and NBC had half-day meetings in New York that were held at the same time the networks unveiled their fall schedules to advertisers.

But the stay-at-home trend started before NBC's action. Last month, The WB convened a nationwide live satellite feed to update affiliates, instead of an in-person presentation at the NATPE convention as it had in previous years.

NBC's annual conference, which in previous years was more celebration and dog-and-pony show (NBC held three-day gatherings twice in Maui, Hawaii, in the 1980s), will be replaced with a short meeting at the NAB convention and two regional meetings later in the year. Those will focus on one or two key issues, with those agendas ultimately set with feedback from affiliates, NBC said.

In their letter, the executives said the restructured meetings were designed to improve communication between the network and stations. It "does not represent a disengagement from the affiliate body on NBC's part," according to the letter.

And it's not just about costs, although cost is a factor: "Given our financial goals and the current uncertain economic environment, we thought it would be best to replace this annual gathering with alternatives that enable us to focus, with new intensity, on growing our respective businesses."

Bruce Baker, executive vice president, Cox Broadcasting, says networks and affiliates need to have "productive and candid dialogue" with each other to keep the relationships on track. How networks decide to do that "is their prerogative."
Journeys in Black

BET's new signature series takes viewers on a fascinating journey into the lives of African-American trailblazers who have changed our lives and defined our culture.

2/6 Russell Simmons 8:00 p.m. ET/PT
2/13 Master P 7:30 p.m. ET/PT
2/20 CeCe Winans 8:00 p.m. ET/PT
2/27 Rev. Al Sharpton 7:30 p.m. ET/PT

Jazzy Sunday Brunch on BET: Celebrate the music that transcends time, people and space with BET's entertaining series of jazz performances.

2/4 Thelonious Monk 11:00 a.m. ET/PT
2/11 George Duke 11:00 a.m. ET/PT
2/18 Billie Holiday 11:00 a.m. ET/PT
2/25 Will Downing 11:00 a.m. ET/PT

Celebration of Gospel

A star-studded special celebrating gospel's rich legacy. You will see today's hottest stars as they go back to their gospel roots in unforgettable performances.

2/20 Celebration of Gospel 9:00 p.m. ET/PT

Conversation with Ed

CONVERSATION with ED GORDON. BET's award-winning journalist Ed Gordon sits down for a one-on-one conversation with one of today's most acclaimed artists.

2/27 Conversation with Ed 8:30 p.m. ET/PT

BET Movie of the Week: A priest ignites the beginning of the civil rights movement in New Orleans through an interracial basketball game. Starring Andre Braugher, Ruby Dee, Rip Torn and Bill Nunn.

2/26 Passing Glory 8:00 p.m. ET/PT
2/24 Passing Glory 11:00 p.m. ET/PT
NBC GOES WITH WEakest Link
NBC has ordered 13 episodes of British game show The Weakest Link. It will be hosted by Anne Robinson, who also hosts the prime time BBC version. NBC Enterprises and Syndication is said to still be considering a version for syndication, with Survivor champ Richard Hatch said to still be in the mix. Former Martin Short Show and Ricki Lake producer Stuart Krasnow is executive producer. NBC has scrapped plans for magazine-themed game show On the Cover.

NAB WEIGHS IN
NAB has filed a lawsuit challenging an element of the FCC rules requiring satellite TV companies to carry all local TV stations in all markets they serve. Filed Feb. 1 in the U.S. Court of Appeals for the D.C. Circuit, the suit takes issue with a provision that allows satellite TV providers to sell individually only the local TV signals subscribers want, rather than bundling all a market's local signals in a package. The Satellite Broadcasting & Communications Association and satellite TV company EchoStar previously filed suits seeking to do away with the rules.

FOX DIVERSITY APPOINTMENTS
Wenda Fong has been named executive director of diversity development and Gerald Alcantar director of diversity recruitment at Fox Broadcasting Co. Fong was formerly a producer on The Steve Harvey Show and has worked on a number of TV specials, including Fox's Opening the Lost Tombs: Live From Egypt. Alcantar was formerly director of work force management at Times Mirror Co.

TOP OF THE WEEK

Syndie market slump

Caroline, Colosseum shelved, while other first-run offerings scramble for big-city outlets

By Susanne Ault

Considering the splash Paramount made with Caroline at NATPE, it must have been tough crossing Caroline Rhea off the fall 2001 production list, as the studio syndicator did last week.

But several shows are missing key clearances in New York and/or Los Angeles, holes that need to be filled. Series holding "incomplete" grades post-NATPE include Universal's dating strip The Fifth Wheel and Pearson's action hour Lean Angle, which haven't confirmed New York homes.

New Line's action series Hard Knox has nailed down such markets as Philadelphia and Boston (both duopoly situations on WPVI-TV/KYW-TV and WSBK-TV/WBZ-TV respectively), but there's no news from Los Angeles, New York or Chicago. Nor has Lions Gate/Mercury Entertainment's action effort Tracker unveiled clearances in those top cities.

Moreover, Pearson's Colosseum, which was to have starred Andrew Dice Clay, was peddled aggressively to NATPE buyers but is not going forward in syndication. And, it's expected that Lions Gate/Mercury Entertainment's Who Wants To Date a Hooters Girl? will land on a cable network instead of on broadcast stations as originally planned.

"I think this has been a very difficult market. It's been tougher than usual," notes Paramount's chief of domestic distribution Joe Scotti, who declined to reveal any clearances on a new weekly series Pearson just announced called Man O' Man.

One of the problems has been the suspected program-buying freeze at the Chris-Craft stations stalling activity until their purchase by News Corp. is finalized. Pearson was able to fill Card Sharks' last clearance hole on Chris Craft's WFOR New York, "but this won't trigger a buying spree," says Scotti.

Then there's the possible soft ad market on the horizon, driven by a slumping economy, which is making "the syndication market go sideways," especially in daytime, says a source. Stations are making projections on what they think they'll be making, and it looks awful," says one syndication source. In the case of Caroline, John Nogawski, the domestic syndication president, says Paramount called it quits because stations weren't willing to pony up high enough license fees to offset production costs.

The syndication landscape looks even darker when you throw in last week's cancellation of Pearson's Baywatch Hawaii, which, after 12 seasons seemed like a perennial.

"Now with Pearson telling stations they don't have Baywatch to run, stations ... may have four hours to fill," says Ira Bernstein, president of Mercury Entertainment.

Now, he believes he can score better time slots and/or stronger stations for Tracker. Has Bernstein already contacted these stations? "It's already happened. It was happening yesterday," he says.

"Stations are making projections on what they think they'll be making, and it looks awful." —Syndication executive

Paramount abandoned Caroline because stations were not willing to pay stiff license fees.
What now for iBlast?

Both departing Solomon and Chairman Lambert claim datacaster’s on track

By Ken Kerschbaumer

Given the economic climate, the departure of Ken Solomon from iBlast looks like a warning sign. However, he makes it clear that his decision to move to Fine Living (see story below) has nothing to do with impending troubles for the nascent datacaster.

“I would not be doing this if iBlast weren’t in terrific shape,” says Solomon. “iBlast is important to me. I have blood in it, my friends and colleagues have blood in it, and I’m committed to make sure iBlast succeeds.”

iBlast’s Michael Lambert, co-founder, chairman and CEO, credits Solomon with having done a great job of helping iBlast gain 246 station partners. But even Solomon says that going forward it would be hard for him to match the contributions he has already made. Lambert says the company is now ready to move into its next stage, and that will involve deals related to content and technology.

“And Ken will hopefully move on to sign up cable systems for Fine Living,” he adds. “This is a natural move for him and the right move for us because our priority is moving in the direction of content and technology.”

Lambert’s strategy sounds similar to Granite Broadcasting President Stuart Beck’s, whose Broadcasters Digital Cooperative has 85 stations. Beck told BROADCASTING & CABLE in July that the issue isn’t membership, but whether the technology partners are ready to play. Seven months later that question is still unanswered, and like other technologies waiting for revenues, there are doubters. Geocast, another would-be datacaster, for example, recently dismissed 40% of its work force.

Lambert says the company plan calls for a commercial service to be launched at the end of the year and that iBlast is actually a little ahead of schedule and projections of revenue. On Jan. 1, iBlast fired up the network for the first time sending content from its Beverly Hills, Calif., offices to the network operations center in Marina Del Rey by fiber optic cable. From there, British Telecom’s facility uplinked the content to the Galaxy 10 satellite where a transponder sent information to five TV stations across the country.

“We’re datacasting in Phoenix; Orlando, Fla.; San Jose; Los Angeles and San Diego, and it’s working,” adds Lambert. “The next move is to 50 stations, and that will be a beta test with content so that people can see how this really works, and that will be in the third quarter. And then we’ll begin to install stations at the rate of a couple week for the next 18 months or so.”

Viewing the good life

Ken Solomon to run new lifestyle network and seek analog

By Joe Schlosser

Veteran TV executive Ken Solomon sold syndicated shows and then datacasting. Now, he’ll sell cable as the former DreamWorks TV and Universal TV president is joining Scripps Networks to head up the companies’ latest venture, Fine Living.

Solomon, who is leaving his post as president of digital content distributor iBlast Networks, takes over the helm at the new network, set to debut later this year. Fine Living aims its programming at upscale viewers seeking top notch products and vacations, and here’s the tricky part: Scripps is seeking analog distribution, which is no slam dunk.

“This is a once in a lifetime opportunity,” says the 38-year-old Solomon. “What Scripps has done to create these three brands out of thin air is unprecedented. Home & Garden and Food Network have incredible loyal audiences behind them. Fine Living will hopefully be the next successful one.”

There’s also the Do-It-Yourself channel, launched in Sept. 1999 as a digital channel and Web site, which pretty much does what the name suggests.

Solomon and Scripps executives won’t comment, but the company strategy may be to use its leverage with Food, with over 50 million subscribers and HGTV, with more than 60 million, to quickly get Fine Living up in the analog world, rather than a digital tier like D-I-Y. “Make no mistake, this is the launch of a major cable network,” Solomon said. “There are high-level conversations taking place right now about carriage on a number of different platforms.”

Solomon says the set up for Fine Living won’t be anything like a 24-hour Lifestyles of the Rich and Famous channel.

“We are the exact opposite,” he says. “While people remain interested in the ultra-rich and ultra-famous, the idea with this is never to be voyeuristic. It should be comfortable and something that’s well within your reach. When you want to take that ultimate golf vacation, we want to be ready with the five best potential places you should go to.”

Solomon says that much of the network’s programming will be done on location around the world and that Scripps’ existing facilities in Knoxville, Los Angeles and New York will all be utilized for production. Solomon will be based in Los Angeles.
ABC’s now Liss-less

By Steve McClellan

Walter Liss, president of the ABC-owned television stations, has resigned, effective May 4. No word yet on a replacement.

Internal candidates are said to include station General Managers Tom Kane (New York), Emily Barr (Chicago), Joe Ahearn (San Francisco), Arnold Kleiner (Los Angeles) and David Davis (Philadelphia).

An internal memo from ABC Broadcast Group President Robert Callahan said Liss has “decided to move in a new career direction.” Sources say that’s not corporate-speak meaning that Liss was not shown the door. Callahan, in fact, wanted Liss to stay but ultimately couldn’t convince him to do so.

Liss didn’t return calls, but sources speculate he became weary of the corporate life at Disney. People who know him believe he’ll re-emerge at another station post after a break. Liss has been in his current post since 1999. He had been chairman of Buena Vista Television from 1996 until ‘99.

Before that, he ran WABC-TV New York for nine years, and prior to that he was president of Cox Broadcasting. The fifty-something Liss, his wife Lisa and their two school-age children, reside in the Los Angeles area.

Panasonic taps Yuhas

24-year company veteran to head PBTS, as well as systems sector

By Ken Kerschbaumer

Panasonic Broadcast & Television Systems Co. held its annual pre-NAB press briefing on production introductions last week, but it was an introduction of the human kind that left the biggest impression.

Steve Yuhas, who has been president of Panasonic’s “systems sector” since June, is now also president of Panasonic Broadcast & Television Systems Co., taking over for Warren Algier, who resigned in late December. Yuhas, a 24-year Panasonic veteran, has worked in sales and handling of management-information systems for Matsushita North America. The systems sector includes the television, broadcast and systems company.

“The immediate challenge is to respond to the needs of both our direct and dealer customers and to maximize the opportunities that are there,” says Yuhas.

“I think everyone knows they want to convert to digital, but they need to know how they’re going to get their money back and pay for it. Until they do that, it’s going to be difficult,” he explains.

Besides Yuhas’ appointment, new products were announced, but the number of intros this year was light compared with previous years. Topping the list was a multiframe-rate 720p DVCPRO HD camcorder, the AJ-HDC24A with three 2/3-inch IT CCDs and sensitivity of f13 at 2000 lux.
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FCC gets gender check

GOP looks to add woman to one of two open seats on the commission

By Bill McConnell

Vexed by the sudden realization that a remade FCC could raise charges of a gender gap, the Bush transition team is determined to add a GOP woman to the list of commissioner candidates, according to sources familiar with the search.

Adding a Republican woman to the panel virtually eliminates the chances that both men once thought to be front-runners for the two open GOP seats—Texas utility regulator Pat Wood and Bush campaign aide Kevin Martin—will be named to the commission.

The women reportedly at the top of the GOP list:

- Rebecca Armendariz, previously an aide on the former Texas governor's policy staff, specializing in telecommunications, Mexican border issues and military affairs. She currently is working with Martin on the telecommunications transition team.
- Janis Obuchowski, administrator for the National Telecommunications and Information Administration during the first Bush administration and a former FCC staffer. She runs an international communications consulting practice.
- Kathleen Arbernathy, lobbyist for the Broadband Office and a former partner at Washington telecom law firm Wilkinson, Barker, Knauer. She also was a lobbyist for US West and an adviser to former FCC Chairman James Quello.

Sources say it's unclear which of the three is the leading candidate. Others said to have an outside shot are Lauren "Pete" Belvin, former aide to Senate Commerce Committee Chairman John McCain; Texas Public Utility Commissioner Judy Walsh; and Maria Cino, a staffer for the Republican National Committee.

The other GOP seat is said to be Wood's to turn down, but the chairman of the Texas Public Utility Commission hasn't said whether he will accept anything less than a position as an agency head. As a close ally of Bush, Wood once was rumored to be in the running to chair either the FCC or the Federal Energy Regulatory Commission. Both of the jobs went instead to incumbent GOP commissioners.

The picture for the open Democratic seat is becoming clearer.

Susan Ness, riding out a temporary appointment since her term expired in June 1999, acknowledged last week that she won't receive a permanent reappointment. She hasn't decided when she will step down but plans to stay long enough to allow a "smooth transition."

Senator Ernest Hollings and Representative John Dingell are vying to name Ness' replacement. Hollings is pushing Mike Copps, the Clinton Commerce Department's assistant trade secretary. Dingell is backing Andrew Levin, a key staffer in the drafting of the 1996 Telecommunications Act.

The second Democratic seat, held by Gloria Tristani, may open up soon. Her term won't expire until June 2002, but many expect her to leave earlier, perhaps this summer.

Belo Corp. lobbyist Michael McCarthy also is said to have a long-shot chance at the job.
Telling it like it might be
What if television signed off for one day a week?

It was a Sunday town meeting in a Southern city where this plain spoken politician had grown up, folks knew him here. He was remembering the Little League where he played second base and the old folks' home where his sister was a volunteer.

And, as he remembered the way it was—this wasn't scripted—he recalled, "Back then, there wasn't so much television to divert our family—just three network affiliates that signed off at midnight or one in the morning.

"Television, you know, it does a great job, despite some of the things we hear now and then. But back then, it was just becoming a part of our lives—but only a part. We had other things to do.

"I sometimes think, you know, it would be great to go back to those days somehow, if, let's imagine, all the television stations, all the cable networks, would just go dark. What if they just sign-off on Sunday? If they did that, our families, which mean so much to us, could have the time to reconnect. There is just so much distraction out there."

He was about to go on when, slowly, applause began and then swelled and then went on, and on, louder and louder. In a week, this politician, known for his common sense and lack of pretense (or vocabulary for that matter) was suddenly America's most admired man, according to the pollsters. Yearning for a simple life, Americans liked his even simpler message.

Instantly, the networks and Broadcasting & Scrabble magazine screamed about censorship. But the network news divisions hit that angle softly. That's because they figured out early that no candidate could try to close down the news divisions and survive the First Amendment onslaught. So for the first time since the corporatization of television news, the journalists had a leg up. They could have the only show in prime time!

In fact, three days after the speech, the candidate said that watching Meet the Press and 60 Minutes was almost a civics lesson of which he certainly didn't want to deprive the people, and Sunday NFL games, he laughed, bonded more dads and sons than the Boy Scouts. Each of the networks and CNN and Fox News quickly announced new Sunday news programs.

Meanwhile, the network bean counters had a change of heart. When they first heard about losing a whole day of revenue, they blanched. Then they realized the candidate was creating scarcity. By eliminating one whole day of programming, the politician was causing a land rush for avail that could raise rates by 30%-40%. Plus, programming costs were going up while viewership was declining. This would be a great breather.

At the same time, if nobody was putting on a television schedule, no one would be at a competitive disadvantage, and syndication libraries wouldn't be depleted as quickly.

Down the hall, the research department deduced that prime time Saturday, once the night of the week with the least viewing, would quickly become the night with the most. Better than that, because Sunday was an off-day before the work week, viewers would watch more and longer on Saturday (when Sunday "began" was bound to be complicated).

The communications staff at the networks advised the brass to adopt the correct wounded attitude. You don't want to tip off your adversaries. "We have families too," said one network executive, pretending to be indignant and sympathetic at the same time. "And while we oppose this idea, we endorse its spirit. Americans ought to spend more quality time together with their families. We like to think our network provides some of that quality, but certainly, there is more to life than television."

Well, that's true. Because most of the networks owned a movie studio or two, and all of them made millions from video rentals. Either way, the Sunday television ban was a godsend at the box office and Blockbuster, and they finally found a way to force a mass audience to look at that dreadful streaming media stuff on their Web sites. Radio listener-ship went up, too, to the delight of the four companies that owned all the stations.

Americans yearned for that simple life again, and that's what they got. The politician showed that, indeed, he was a man of the people. The next January, he was named Man of the Year by Time Magazine, where, incidentally, the circulation had gone up 14%.

P.J. Bednarski is the editor of Broadcasting & Cable. His column appears every other week. He can be reached at pbednarski@cabnrs.com or 212-337-6965.
In 1993, News Corp. Chairman Rupert Murdoch made what many industry experts asserted was the most foolish deal in the history of both modern television and professional sports.

Murdoch's $1.6 billion bid for the NFL's National Football Conference rights was considered shortsighted and very much overpriced. Eight years later, that deal is now regarded as somewhat of a bargain and invaluable to Murdoch's Fox network.

The Australian media-mogul's Fox Sports division has continued to play by those same rules ever since. After acquiring the NFL rights, Fox Sports quickly added Major League Baseball and NHL coverage to its fold, building a network sports powerhouse almost overnight. In doing so, Fox Sports went about things in its own way—offering viewers new visual angles, statistics and information in unorthodox ways and a plethora of technological advances. Think glowing hockey pucks and the FoxBox.

Starting this Sunday (Feb. 18), Fox takes its sports strategy down a new road, literally, with wall-to-wall coverage of the Daytona 500. The telecast of the Winston Cup race is the first in the network's new billion-dollar pact with NASCAR.

Fox Broadcasting, Fox Sports Net and FX will be the exclusive home to NASCAR's Winston Cup and Busch Series races for the first half of the NASCAR season through 2008. Everything from qualifying races, to Happy Hours and even nightly NASCAR highlight programs will be spread across Fox's network and cable properties. NBC and TBS, the other two partners in NASCAR's new $2.4 billion TV package, will pick up the action at the halfway point in June. Fox's share of that rights fee is around $1.4 billion.

In true Fox Sports fashion, NASCAR is bracing for a much more intense, louder and gadget-heavy broadcast season. "We have some tricks up our sleeve to try to Foxify it," notes Tracy Dolgin, Fox Sports Net's president. "We're not only going to appeal to the hard core NASCAR fans, but we're going to try and reach out to the moderate fans and bring them in, trying not to alienate the serious fans at the same time."

When Fox's NASCAR deal was first announced in November of 1999, NASCAR Web sites and fan clubs were swamped with calls and e-mails from fans worried that Fox would make cars glow and that NFL announcers like John Madden and Pat Summerall would be calling the action. Well, that's not the case—at least not yet, anyway.

Fox has hired several high-profile NASCAR figures to man the booth, including Darrell Waltrip and Larry McReynolds. On the technology front, Fox executives...
are going to shake things up a little bit, but Fox Sports Television Group Chairman and CEO David Hill promises it "won't be a science project on the screen." Low-angle cameras, louder audio, a NASCAR-special FoxBox and possibly some viewing enhancements are in the works.

"But one of the things that we have never done, is we have never tried to change a sport," says Hill. "Because we figure the guys who run it—no doubt—know more about it than we do. But that's not going to stop us from putting forward suggestions."

FX Networks President Peter Liguori explains: "Fox built its reputation basically on the philosophy of Same Game, New Attitude and that's what I think Fox is going to bring to NASCAR. Guys aren’t going to be making right-hand turns. They are not going to be driving three-wheeled cars. It's basically going to be the same sport with just better coverage."

NASCAR executives say they never doubted Fox's intentions.

"I think the worries or different discussions you heard were coming from fans and media that just didn’t know the details of how things were going to shake out," says Paul Brooks, NASCAR's VP of broadcasting. "But Fox Sports is a very smart, bright group of people and they understand sports and they understand fans and we were not worried at all. They reassured us that they were going to bring the Fox magic to our sport and at the same time not alienate our core fan. And that's exactly what they are doing."

THE GREAT THING WITH THIS SPORT IS THE CARS, WHICH SOUND LIKE CAGED PREHISTORIC BEASTS.

—David Hill, Fox TV

GETTING IT TOGETHER

Hill and Murdoch put together Fox's original bid for the NFL rights in 1993 and Hill has been the network's point man for new sports deals ever since—including Fox Sports' recent six-year, $2.5 billion renewal with Major League Baseball. Hill says he had been eyeing NASCAR for more than five years and had informed league officials a few years back that Fox would make a deal for the sport's broadcast rights if and only if NASCAR could "pull itself together."

Pulling itself together meant all of NASCAR's race tracks had to form one unified body, something that had never been the case in the sport's first 51 years of racing. Networks, including CBS and ABC, had previously been forced to make deals with individual racetrack owners for events like the Daytona 500. In 1999, NASCAR brought the tracks together and Hill made good on his word—bringing Fox into the auto racing game later that year.

"The key to our interest, was very simple," says Hill. "In a world of fragmented entertainment choices where everything is slipping, you look at NASCAR and the ratings for the sport over the last five years have remained pretty static. What that means in this day and age is you had an increasing and very loyal fan base."

NASCAR's Winston Cup series, the major league of auto racing that features the Jeff Gordons and Dale Earnhardts of the world, has remained at or just below a 5.0 national household rating for the last five years. But NASCAR and Fox executives are expecting big things in the Nielsens this year for one simple reason—the sport is going to be easy to find and will be promoted better than ever before. Last year NASCAR races were on seven different cable or broadcast networks, leaving viewers wondering each week where a given race was.

"You are going to see a dramatic increase...
in the total number of viewers for NASCAR," says NASCAR consultant Neal Pilson. "Under the old program schedule two-thirds of the races were on cable. Under the new program schedule, two-thirds of the races are going to be on [broadcast] network television and that should assure NASCAR and Fox of a very substantial increase in total viewership."

But Fox has come into other sports with high expectations and been burned. Fox Sports' five years broadcasting NHL games (1995-1999) were a bust. "I think hockey is one of the great stadium events and what we never could do was translate the excitement onto the television set," says Hill.

And even with the highly publicized New York Subway World Series this past season, Fox's baseball coverage is suffering as well. The network suffered an estimated $70 million in losses and was forced to give advertisers millions of dollars in make-goods.

In terms of NASCAR advertising, Fox executives say their first season is about 75% sold (including FX and Fox Sports Net), with some 60 sponsors on board. "We are doing quite well, obviously if it were a stronger economic climate, we'd be doing gangbusters," says Jon Nesvig, president of advertising sales.

Sources say the Fox broadcast network is getting between $250,000 and $275,000 per spot for this weekend's Daytona 500—NASCAR's premier event. Lesser races later on are commanding $150,000-$175,000 per spot, they say. And FX is getting $50,000-$100,000.

NASCAR ranks as the second-highest rated sport nationally, well behind the NFL, but ahead of the NBA and Major League Baseball, but NASCAR's ad rates don't reflect its high-ratings status. "I think we're going to get there. This is really the year for us to prove that NASCAR belongs in the second spot," Nesvig adds.

**GLOWING CARS**

Fox Sports tries to put its own mark on sports coverage. With the NFL, Fox customized our camera positions. We did the same thing with audio, because the great thing with this sport is the sound of the cars. They sound like caged prehistoric beasts."

Robotic cameras will provide new views and more than 75 microphones—some in the infield grass, lodged in the walls and even attached to crew members—will make NASCAR an earful. A new graphics package, developed for NASCAR, will include in-car telemetry and a running race order. The network's staple, the FoxBox, has been customized and will include a pit clock, driver interview box and special animation.

An ever-moving scroll of driver's names and their positions will also be featured in the special NASCAR FoxBox, run like a stock ticker across the top of the screen. And if the advertisers sign on, Fox's NASCAR coverage may follow TBS' experiment from a year ago—nonstop racing through the commercials. TBS ran a small picture-in-picture feed over commercials last year that allowed viewers to catch every mile of selected races. Hill says he'd love to go that direction.

**FAST LANE OR BUST**

Whether NASCAR turns out to be another NHL for Fox Sports or possibly an NFL-type bread winner, only time will tell. This weekend's Daytona 500 will give Fox, NASCAR and the rest of the country its first taste of the future of auto racing on television.

"The fact that we have been able to hold the ratings and audience that we have is incredible, especially in a fragmented market," says NASCAR's Brooks. "So we think our new deals can only help with the promotion, the distribution and continuity of that."

As for Hill, "To us, life is a gamble and we took a bet, but we think it's a pretty safe bet. I think NASCAR can get much bigger than what it is now, if it's on every week and people get used to it. From a ratings standpoint, I don't think it's anywhere near maxed out."
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News is made in an instant. Producing the story should be just as fast.
Programming

Boom, bust, both?

XFL premieres bad football, bad girls, great ratings for NBC, UPN

By Richard Tedesco

The XFL played to a big TV audience in its inaugural weekend, with provocative hoopla, dizzying camera angles, sexual sideshows and third-rate football action.

Observers agreed it would take a few weeks to tell whether the WWF and NBC could sustain broad viewer interest in their brand of TV football. But the opening numbers were telling: a 10.1 rating among men aged 18-49 for NBC's Saturday night kick-off and a 10.3 among the narrower—more likely target—demo of males aged 12-34. It was NBC's biggest male audience on a Saturday night since the sixth game of the 1997 World Series. NBC took the night with a 9.5 rating and a 17 share in all households.

Up against a couple of strong NBA matchups and the NHL All-Star game on Sunday afternoon, UPN averaged a 4.2 rating with an 8 share nationwide.

WWF honcho Vince McMahon kept pumping the hype as he strode, grim-faced, onto the field before the Las Vegas Outlaws' mugging of the New York/New Jersey Hitmen 19-0. Even 27 cameras, including the overhead skycam, and 26 wireless microphones couldn't make the game interesting. NBC lost audience and switched to another contest.

The league expects more advertisers to jump in after the first few weeks. Meanwhile, sources say the WWF and NBC are canvassing charter advertisers (which included the U.S. Army) for feedback.

"They got a real strong tune-in based on the quality of their promotion," says independent TV sports consultant Neal Pilson. "The real test is the next three weeks. It's too early to tell if we have a new sport or if this is going to go the way of other football leagues."

Pilson joined critics who slammed the XFL's jazzy production riffs, like the end-zone angle from the skycam. John Gonzalez, NBC coordinating director for the XFL, concedes the skycam was oversued and will only be used for running situations from now on. He says NBC will be more "selective" on sideline interviews and will cut back on the risqué interludes between players and cheerleaders.

Ad agency executives were suspending judgment on the new league last week. "I don't think it's groundbreaking or earth-shaking in any way," says Chris Geraci, director of national TV buying for OMD. Geraci expects some ratings fall off but says close, high-scoring games should draw.

John Rush, director of broadcast negotiations for Campbell Mithun Esty, says the issue is whether the WWF and NBC can really sell games with "NFL has-beens and never-wes" beyond the initial novelty phase. "Clearly the appeal may be more to WWF fans than to NFL fans."

From the peanut gallery

"If every advertiser were as good at introducing new products as the XFL has been, our economy would be booming."
—Jon Mandel of Mediacom, quoted in USA Today.

"Once the real football fans tune out, count on the X further obscuring the FL."
—The New York Times' Harry Aron on the future course of McMahon's XFL.

"Dress the athletes in leather and fringed buckskin."
—Slate magazine's Andrew Vozz's suggested improvements.

"For however much longer the XFL lasts, there's really only one scoreboard worth keeping. It's the one that notes all the sellouts who lent their names, careers, reputations and consciences to this predictably unmitigated garbage."
—New York Post's Phil Musnick.

"They were not at all the lewd and slutish bimbos that we were led to expect, almost promised by NBC and the league. No. The lewdness level varied from team to team, but in the main, they were Pretty girls, Friendly girls, Sexy girls but no lewder than the Dallas Cowboy Cheerleaders or the Laker Girls—at least for now."
—Hunter S. Thompson on the XFL.
Big Apple noncoms, unite!

CPB urges three public stations to talk synergy

By Dan Trigoboff

At the urging of the Corporation for Public Broadcasting, three New York-area public TV stations are talking about consolidating operations—and possibly more.

WNED-TV New York, Long Island-based WLII-TV and Brooklyn-based, NYC Board of Education-owned WNYE-TV have been talking for about a year about a common master control, but in recent weeks, the talks have gone further, according to executives at the stations.

"There are a lot of 'ifs'," said Terrel Cass, president and general manager at WLII. "Presently, we've agreed to a joint master-control project: the merging of our technical facilities to put the signal out. We got a grant from the Corporation for Public Broadcasting to build the master-control facility, but about three months ago, WNED started talking about a full blown merger. Our board thought that was interesting," Cass said, and the stations have been talking ever since.

"This was started by the Corporation for Public Broadcasting in an effort to make overlapping stations as efficient as possible," said WNET President Bill Baker. CPB provided a $450,000 feasibility study for combining the master-control operations. "And it makes sense. Digital was a catalyst to get this started. Things are getting tougher in fund-raising. There's no way to raise all that money for digital conversion at all three stations."

As WLII and WNET-TV explored possibilities, Baker said, the New York City Board of Education approached WNED about participating in the partnership. The other stations were receptive. "We are used to dealing with public agendas and public entities," Baker said. Signals from all three stations would likely come from WNET-TV's master-control facility.

Regarding potential job losses, Baker said, "We haven't determined that yet. I think it would be relatively minimal. We're looking to do more; we're not looking to make profits" like commercial stations.

And while Plainview-based WLII would want to maintain some of its Long Island localism and would maintain a studio there, local programming from WNET would also be local for WLII. "We also cover the New York City market," said Cass. "About 25% of our audience is on Long Island; another 50% is in New York and Westchester [County]."

CPB's goal, said Andy Russell, senior vice president, media, "is improving operating efficiencies at all our stations. In situations like New York, there are opportunities to take advantage of technology to lower operating costs and the cost of digital conversion. We have three stations looking at substantial digital conversion costs. Instead, the stations can turn those funds into strengthening local content."

Through grants and guidance, CPB has been promoting consolidation in several geographic areas. "We've been at this for a while," said Russell. "We've spent nearly $10 million across 18 markets, investing in trying out approaches along the lines of 'hubbing,' or sharing broadcast functional capabilities."

Those investments have included various consolidation efforts at four public stations in Colorado and in Philadelphia, Indianapolis and the Pacific Northwest. Boston and Dallas, where there are also significant overlaps in public television and radio stations, also have joint operations, CPB said.

INBRIEF

DESPITE SURVIVOR, NBC WINS KEY RATINGS

CBS may have received all the headlines last week with Survivor, but NBC still managed to clean up in the national ratings. With help from the XFL and its Thursday lineup, NBC was first in both total viewers (13.6 million) and the key adults 18-49 demo (5.7 rating) in the 18th week of the season (Jan. 29-Feb. 4), according to Nielsen Media Research.

CBS did finish the week in a first-place tie with NBC in households, at a 9.2 rating/15 share, and took second place in total viewers (13.4 million). CBS' Thursday-night introduction of the highly promoted Survivor: The Australian Outback was the most watched show of the week, averaging 29 million viewers.

Fox finished the week in second place in adults 18-49 (5.1 rating) and won the week in adults 18-34.

NO RUSH ON FOX FAMILY

Rupert Murdoch sees no quick resolution of the future of Fox Family Worldwide. News Corp. partner and FFW Chairman Haim Saban has exercised an option to "put" his 49.5% stake to News Corp., and investment bankers on both sides are still valuing the company.

Saban contends the whole company is worth $6 billion, making his equity worth $2 billion in cash. News Corp. sees the troubled Fox Family Channel and other assets as worth much less and doesn't want to pay cash.

Furthermore, News Corp. is loath to take all $2 billion of FFW's debt onto its balance sheet. Murdoch said that a deal is "several, if not many, months away."
IN BRIEF

HBO WON'T SELL SEX

HBO is killing plans to sell a sanitized version of its hit Sex and the City series on basic cable, sources report.

It's not clear whether HBO is balking because it wants to preserve Sex's creative integrity or because it wouldn't back down on its $750,000-per-episode price tag to strike a deal. HBO declined comment on whether it had dropped its Sex plans.

Lifetime, USA, TBS, TNN, FX, A&E and Comedy Central all received presentations on the series, as HBO edited six episodes, eliminating nudity and profanity. At least one basic cable player was willing to pay the freight for a fall 2002 debut.

WOLF BOOSTS HIS NBC 'BENCH'

NBC officially gave Law & Order producer Dick Wolf an order for a record fourth legal series. The network picked up 13 episodes of Trial & Error, a reality/drama series that follows five actual first-year assistant district attorneys.

The Studios USA TV Distribution series will be ready for the fall and is co-produced by Bill Guttentag and David J. Kanter. It will be edited by Wolf and shaped into a drama à la Law & Order. Wolf also produces Law & Order: Special Victims Unit and the upcoming NBC series Law & Order: Criminal Intent.

NATPE ATTENDANCE SETS RECORD

NATPE unveiled final attendance numbers for last month's conference, which topped all previous records. A total of 20,348 people attended NATPE 2001, in contrast to 2000's tally of 17,520.

SEX AND THE SURVEY

Kaiser Foundation study says racy content is racing ahead

By Susanne Ault

To TV executives, it wasn't really a surprise that Fox's Temptation Island would become such ... well, a lure for viewers. The networks must have gotten the idea by now that that sex sells.

According to research released last week compiled by The Henry J. Kaiser Family Foundation (a nonprofit health philanthropy, not related to Kaiser Permanente), the number of shows featuring some form of sexual content, either physical or verbal, jumped from one-half during the 1998-1999 season to two-thirds in 1999-2000. Two years ago, about 67% of prime time series featured sex.

Today, this survey says, 75% do.

Kaiser's "Sex on TV: Content and Context" examined 1,114 broadcast and cable programs, airing between 7 a.m. to 11 p.m. from October 1999 to March 2000. It looked for the following behaviors: talked-about sex, flirting, intimate touching, passionate kissing and "sex depicted or strongly implied."

Under that last activity—Kaiser cites the infamous car-wash/sex scene in Ally McBeal as an example—the study found that sexual intercourse was firmly suggested in 10% of all shows. That's up from 7% during the 1997-1998 season.

Some advertisers are looking to shower TV with a strong blast of cold water. "At Procter & Gamble, as with most advertisers, we have guidelines as far as what we will and won't sponsor. The guidelines say that we don't want to associate with excessive or gratuitous sex," said P&G's global marketing officer Robert Wehling at a panel discussion in response to the study.

Advertisers are also apparently skittish over portrayals of safe sex on TV, and that upset Kaiser. Currently, just 10% of all shows with sexual content make even a passing reference to the risks of sex.

"There is an interesting juxtaposition that the networks aren't resistant to putting on scenes of a sexual nature but are resistant to putting on advertisements about condoms," said Kaiser Vice President Vicky Rideout.

Darlene Lieblich, formerly an executive with Beverly Hills 90210, now director of Fox Broadcasting's standards & practices, recalls trying to write episodes about the treatment and prevention of sexually transmitted chlamydia but was told no because "the advertisers would drop out like flies."

Temptation Island refused to make room for an ad for a condom maker, but Fox's Roland McFarland, vice president, standards & practices, said that request was made on too-short notice and Fox couldn't fit the company in. But "if they resubmit, we'd be glad to reconsider it," he said.

Technically, Fox can charge advertisers a hefty rate with Temptation Island, which regularly tops nearest Wednesday rival, NBC's The West Wing, in adults 18-49, according to Nielsen Media Research. But sources indicate Fox has had to bargain with advertisers.

"We have had ratings for Temptation Island, but there has been some advertiser fallout," said one Fox source. "But every show is a negotiation [with the numbers] unless you’re a Friends. And more-controversial reality shows get slightly lower rates with advertisers."
Ya' Gotta Walk in Their Shoes to Know What They Watch

Getting kids and teens to watch television has never been a difficult feat. With the multitude of options young adults now have at the touch of the remote, the challenge for industry leaders has been developing programs that will be voted most popular among the rest.

Broadcasting & Cable's upcoming issue details the school of thought that programmers are working from when planning their broadcast curriculum for this significant demographic. With the latest news on this targeted category in syndication, broadcast, and cable television, our special report explores the new programs for kids and young adults and how these shows are shaping this generation.

Take this opportunity to educate key executives in children's television about the programs on your roster. Contact your local Broadcasting & Cable representative to reserve your space.

KIDS & TEENS

ISSUE DATE
March 5

CLOSING DATE
FRIDAY
February 23

MATERIALS DUE
TUESDAY
February 27

Broadcasting & Cable

Chuck Bolkoom: 775-852-1290  *  Marcia Orcutt: 323-549-4114  *  Yvonne Petrus: 212-337-6945
VISIT OUR WEB SITE: www.broadcastingcable.com
RULING RAINS ON TANNENBAUM
A Las Vegas judge didn’t buy the tale that weatherman Nate Tannenbaum’s tease to viewers on his new station, KTNV (TV)—that he was there, just out of sight—didn’t violate the noncompete clause he had with his old station, KVBC. Under the order from Judge Kathy Hardcastle, KTNV is enjoined from using Tannenbaum’s likeness or his name in any form—including, presumably, the “Natecast”—on its air or its Web site for a year.

According to KVBC(TV) lawyer Al Marquis, the judge’s determination will add to the time Tannenbaum will be off the air. He left KVBC in December, although his contract had expired last summer. But, Marquis said, the noncompete period will now begin with the judge’s ruling this month.

JUDGE WON’T DISMISS
A controversial story on rowdy student behavior last spring break could provide a test case for a new cause of action in Tennessee. Nashville’s WTVF(TV) was sued last fall by two young women who claim that their inclusion in the story on alcohol and sexual excesses in Panama City, Fla., portrayed them in a “false light.”

The station sought dismissal of the lawsuit, but the judge allowed the case to continue and, according to local sources, will require that the station be proven to have acted recklessly or maliciously and published the offensive material widely. Proving the latter shouldn’t be difficult since the story was aired in May (a sweeps month) and drew high ratings. Proving the former may be a challenge, considering that the women made only a fleeting appearance in the stories, according to News Director Mike Cutler.

A jury will decide whether that inclusion tainted the women, given that lewd behavior was the points of the story. More commonly brought defamation charges would require that the defendants be proven to have aired false reports.

CALIFORNIA CUTBACK
NBC cutbacks have been felt at the station level, with O&O KNSD(TV) San Diego laying off about a dozen employees. General Manager Phyllis Schwartz said the layoffs were in direct response to a company edict stemming from the soft ad market. Further layoffs are likely later in the year when the station moves—NBC plans to “hub” Southern California operations into its facilities at KNBC(TV) Los Angeles—and jobs are eliminated. “These things are never easy,” said Schwartz. “It’s tough on the people who were asked to leave and tough on the people who are staying.”

ALOHA SYNERGY
Another TV-newspaper partnership has developed, this one in Hawaii. Top-rated KHON-TV Honolulu and local newspaper, The Honolulu Advertiser, are partnering on news projects that will include weather and the use of the paper’s reporters and columnists “to provide analysis and discussion of news stories and features.”

Beginning next month, the station’s weather anchor Trini Kaopuiki will be featured on the paper’s weather page daily. The partnership, the parties said, “could eventually include collaboration on community-service projects, joint sponsorships and even a new Web-site development.” The station and paper already co-sponsor such events as political debates, spelling bees and the Hawaii Poll.

NEWSCAST BEACHED
WFIX(TV) Myrtle Beach, S.C., is ending its half-hour newscast after a little more than a year. Insiders say sales and ratings never took off for the JME Media-owned outlet, which was competing against established local stations. Seven people have been laid off. News Director Joel Allen said news will continue in the form of a five-minute update. Allen has been anchoring the brief newscast. But even that may not last, as Allen himself is pursuing other business opportunities locally.

MAJOR MARKET MOVE
“We’re not going to do it overnight,” says Scott Diener, exiting news director at WCPO-TV Cincinnati, who is moving to KNTV San Jose, Calif., to be news VP. Diener says the move to KNTV—which is jumping more than a hundred market sizes to become the Bay Area’s NBC affiliate next year—is a daunting but exhilarating challenge. With what is essentially a new entry into an already strong and competitive news market, Diener says, “that means we’ll have to be a little smarter and a little more aggressive. We’ll have the same toys as everyone else, and there are some good people there.”

All news is local. Contact Dan Trigoboff at (301) 260-0923, e-mail dtrigoboff@erols.com, or fax (202) 463-3742.
The game’s the same

Her name starts with a "K" and has two syllables.Already Kelly Ripa is shaping up as a replacement for Kathe Lee. But seriously, Ripa, anointed Kathie Lee Gifford's replacement last week, had already been displaying some ratings-related results during her nine "try-out" sessions on Live With Regis, soon to be rechristened Live With Regis and Kelly.

Ripa revved up Live's performance within the females 18-34 demographic, which is an accomplishment considering that Live currently pulls the worst numbers in that advertising-friendly bracket among the top nine talk shows, posting a 1.0 average during last November sweeps, according to Nielsen Media Research. Among those topping Live are Oprah (3.0), Rosie (2.1) and Sally (1.5).

In her nine Live gigs (three dates each in November, December and January), Ripa averaged a 1.2 in females 18-34, which is 20% higher than the show's sweeps average.

"We're hoping we can add a younger demographic," notes Janice Marinelli, president of live distributor Buena Vista Television. "We have our core 25-54 audience, and that's who audience has always been. If we can add the 18-34s on top of that, that would be wonderful."

Yet Marinelli insists that, while Ripa "does have the ability to draw in a younger, female audience, ... all that was secondary to the fact that she and Regis really have this wonderful, wonderful on-air chemistry." She adds, "We liken it to his being married for a very long time and that ended. Then he went dating, and he kept coming back to the very same girl. He knew there was something special there."

Another bonus is the fact that Ripa brings to Live a faithful ABC-based audience from her days at All My Children (she insists she'll continue to do both). This can only help Live, a show that has a big ABC-station base in syndication. "That ended up being an added benefit," notes Marinelli. "But it wasn't really factored into the decision. What we, including Regis, made the decision on is that he loved sitting next to her. There were so many times when Kathie would say something that would just stop Regis in his tracks. And Kelly really has that ability."

---Susanne Ault
# Programming

**BroadcastWatch**

**COMPILED BY KENNETH RAY**

**JAN. 29–FEB. 4**

Broadcast network prime time ratings according to Nielsen Media Research

<table>
<thead>
<tr>
<th>Date</th>
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<th>Show</th>
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**KEY:**
- **RATING:** Average Number of Viewers Reached
- **SHARE:** Percentage of TV Households Watching

*TOP TEN SHOWS OF THE WEEK ARE SHOWN IN RED*

- **TV Universe:** 102.2 million households
- ** Nielsen's Research Point in Total Homes:** 1,022,000 HOMES
- **Young Adult (18-34):** 60%
- **18-49:** 47%
- **Female**: 57%
- **Male**: 43%
- **Households**: 7%
- **Persons 12 Years and Older**: 9%
- **Persons 18 Years and Older**: 6%
- **Persons 25-54**: 4%

**Sources:** Nielsen Media Research, CBS Research
CableWatch

JAN. 29-FEB. 4 Cable programing ratings according to Nielsen Media Research

CABLE'S TOP 20

Ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 100.8 million TV households.
Sources: Nielsen Media Research, Turner Entertainment.

<table>
<thead>
<tr>
<th>Rank</th>
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<th>Network</th>
<th>Day</th>
<th>Time</th>
<th>Duration</th>
<th>Rating</th>
<th>Cable U.S. (000)</th>
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DEMO TRACKER: MALES 50 PLUS

Ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 100.8 million TV households.
Source: Fox Family Channel

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In Brief

Armstrong: Regulators Just Don't Get It
Misguided regulation is hindering local telephone competition, over both cable and traditional lines, AT&T Chairman Michael Armstrong told the National Press Club last week.

The problem is two-fold, he said. First, the FCC's 30% cap on cable companies' national household reach prevents AT&T from rolling out cable-phone service nationwide.

Second, regional monopolies' wholesale rates are so high that competitors cannot make a profit by leasing traditional lines. "The Bell companies still have a tight grip on Boardwalk," Armstrong said, and "now they're closing in on Park Place."

Cox Sets Low 2001 Goal
Cox Communications surprised investors by forecasting just 12% to 13% growth in cash flow this year.

The forecast was part of the company's fourth-quarter report, which cited a 13% boost in revenues, to $945 million, and a 14% rise in cash flow, to $386 million. The company attributed the results to slower growth in basic subscriber and phone hook-ups.

Razorfish Scales Back
Razorfish is laying off 400 employees throughout its offices in 15 cities in what will amount to a 22% reduction of its staff of 1,800. It's the second round of layoffs since October for the digital-technology/design firm that has worked with CBS, NBC, PBS and Court TV.

Business

Bad News Bared

By Steve McClellan

The soft ad economy is suppressing earnings among the major media companies. Two of TV's power players—News Corp. and Disney—reported quarterly earnings (for the period ended Dec. 31) last week, and many of the key numbers were down from the previous year.

TV operating income at Fox was down 22%, to $189 million. TV-station earnings were down 3%, to $249 million. The first six months of Fox's fiscal year (ending June 30, 2001) saw TV-station revenues drop 8% to 9%, and company executives said the full-year decline may be as much as 12%, due largely to the soft advertising market.

The Fox Network posted a $60 million loss for the quarter, attributed largely to $70 million in losses related to the network's coverage of post-season baseball last year.

For its part, Disney reported a 10% drop in operating income for its broadcasting division (ABC-TV and its owned stations), to $309 million, and a 5% drop in operating income for its cable division (ESPN, Disney Channel, Toon Disney), to $281 million.

Revenues at the broadcasting division were essentially flat, at $1.72 billion, while cable revenues were up 14%. The company attributed declines at ABC-TV to the soft ad marketplace, "lower ratings and higher programming costs."

The news wasn't all bad. Fox's cable division nearly doubled its operating income, to $44 million. And Fox News reached break-even for the first time in its four-year history.

The all-news network's earnings gains came from higher ad sales that were boosted by bigger ratings and deeper penetration, 12 million TV homes having been added over the past year, the company said. Driven by election news, Fox News' ratings were up 211% in prime time during the quarter, according to the company.

And, while the Fox network took a loss because of baseball, revenues were up slightly in the quarter, thanks to across-the-board ratings gains in households, adults 18-49 and 18-34, and teens.

News Corp. Chairman Rupert Murdoch told analysts that, although the ad market is soft, "it's not the disaster it's been reported to be." He added that dotcoms and domestic autos are the two weakest advertising categories right now but the auto companies "have assured us it's only temporary." With ratings gains at the Fox network and the company's cable networks, he said, "we are well-positioned for terrific growth, particularly when the ad market recovers."

News Corp. President and COO Peter Chernin predicted that Fox will generate $1.2 billion to $1.8 billion in syndication profits over the next six years. He stressed that roughly one-third of that figure comes from projected barter advertising in the company's syndicated shows.

Disney CFO Thomas Staggs said that "there are some signs of underlying strength," including current pricing in the advertising scatter market that is slightly ahead of pricing in last spring's upfront. Disney believes that FY 2001 earnings growth will be in the single digits but should bounce back to 13% to 15% in 2002.

The results were largely in line with Wall Street's expectations. Merrill Lynch's Jessica Reif Cohen maintained her "neutral" rating (read: don't buy) on Disney, observing that "it will be difficult for the stock to outperform in the intermediate term."
**Changing Hands**

**COMBOS**

WDBZ(FM), WLRS(FM) and WULV(FM) (formerly WLRS) Louisville, Ky.; WBLO(FM) Charlestown, Ind./Louisville, WZGB-FM Corydon, Ind./Louisville and WMJN(FM) Jefferson, Ky./Louisville; KTTB(FM) (formerly KARP) Glencoe/Minneapolis/St. Paul, Minn.; WIZF(FM) Erlanger, Ky./Cincinnati; WCKX(FM) Columbus, Ohio; WXML(FM) Upper Arlington/Columbus and WYJO(FM) (formerly WZZZ) London/Columbus, Ohio; WING-AM/FM Dayton, WGTZ(FM) Eaton/Dayton and WKSW(FM) Urbana/Dayton, Ohio, and LMA for WDBZ(AM) (formerly WUBE) Cincinnati

**Price:** About $190 million

**Buyer:** Radio One Inc., Lanham, Md. (Catherine L. Hughes, chairwoman; owner; Alfred Liggins, president); owns/is buying 50 other radio stations

**Seller:** Blue Chip Broadcasting Inc., Cincinnati (L. Ross Love, president); owns WLXO(AM) Lexington and WBLO(AM) Midway/Lexington, Ky.; is selling WING(AM) Louisville

**Facilities:** WDBZ: 99.7 MHz, 24 kW, ant. 720 ft.; WLRS: 105.1 MHz, 2 kW, ant. 194 ft.; WULV: 102.3 MHz, 3 kW, ant. 300 ft.; WBLO: 104.3 MHz, 3 kW, ant. 328 ft.; WZGB: 96.5 MHz, 5 kW, ant. 328 ft.; WMIM: 101.3 MHz, 2 kW, ant. 194 ft.; KTTB: 96.3 MHz, 29.5 kW, ant. 584 ft.; WZFF: 100.9 MHz, 1.25 kW, ant. 508 ft.; WCKX: 107.5 MHz, 1.9 kW, ant. 413 ft.; WXML: 98.9 MHz, 3 kW, ant. 328 ft.; WYJO: 106.3 MHz, 6 kW, ant. 328 ft.; WING(AM): 1410 kHz, 4 kW; WING-FM: 102.9 MHz, 50 kW, ant. 492 ft.; WGTZ: 92.9 MHz, 31.6 kW, ant. 600 ft.; WKSW: 101.7 MHz, 3.2 kW, ant. 407 ft.; WDBZ: 1230 kHz, 1 kW

**Formats:** WDBZ: CHR/top 40; WLRS: alternative rock; WULV: soft AC; WBLO: young urban; WZGB-FM: urban; WMIM: Jammin' Oldies; KTTB: urban pop; WZFF, WCKX: urban; WXML: Jammin' Oldies; WYJO: gospel; WING(AM): ESPN; WING-FM: classic rock; WGTZ: CHR/top 40; WKSW: country; WDBZ: urban talk

**WMOV-AM-FM Ravenswood, W.Va.**

**Price:** $500,000 (half cash, half stock)

**Buyer:** Legend Communications LLC, Ellicott City, Md. (spouses Larry and Susan Patrick, principals); owns/is buying four other AMs and six other FMs

**Seller:** H. Rex Osborne and Lawrence D. Koenig, Ravenswood; no other broadcast interests

**Facilities:** AM: 1360 kHz, 1 kW; FM: 93.1 MHz, 3.3 kW ant. 446 ft.

**Format:** Both oldies

**Broker:** Patrick Communications

**FM's**

**WDRR(FM) San Carlos Park/ Fort Myers, Fla.**

**Price:** $2.5 million (for stock)

**Buyer:** CAM Broadcasting Co., Inc., San Antonio (Van H. Archer III, director). Archer owns/has interest in one AM and nine FMs

**Seller:** Ray Broadcasting Inc., Fort Myers (Ruth H. Ray, president); no other broadcast interests

**Facilities:** 98.5 MHz, 20.5 kW, ant. 371 ft.

**Format:** New AC

**Broker:** Blackburn & Co. Inc.

**KMXU(FM) Manti, Utah**

**Price:** $2 million

**Buyer:** Mag Mile Media LLC, Chicago (Bruce Buzil, president); owns/is buying 36 AMs and 73 other FMs

**Seller:** Sanpete County Broadcasting Co., Manti (Doug Barton, president); owns KMT(AM) Manti

**Facilities:** 105.1 MHz, 63 kW, ant. 2,360 ft.

**Format:** Easy Listening

**Broker:** Media Services Group Inc.

**KLVW(FM) Odessa, Texas**

**Price:** $1.475 million

**Buyer:** Tommy R. Vascocu, Midland, Texas; no other broadcast interests

**Seller:** Educational Media Foundation, Sacramento, Calif. (Richard Jenkins, president); owns/is buying 26 FMs and two AMs

**Facilities:** 99.1 MHz, 100 kW, ant. 500 ft.

**Format:** Religion

**WMOI(FM) Bar Harbor, Maine**

**Price:** $697,000

**Buyer:** Mariner Broadcasting Corp., Kennebunk, Maine (Louis Vitali, principal); owns four other Maine FMs

**Seller:** Bridge Broadcast Corp., Bar Harbor (R. Scott Hogg, principal); no other broadcast interests

**Facilities:** 107.7 MHz, 11.5 kW, ant. 489 ft.

**Format:** Classic rock

**Broker:** George Silverman & Associates

**Construction permit for FM in Needles, Calif.**

**Price:** $270,000

**Buyer:** William J. and Donald W. Jaeger (brothers), Redlands, Calif. Jaegers also own three AMs and two other FMs, including KLLU(FM) Needles


**Facilities:** 107.1 MHz, 50 kW, ant. 450 ft.

**WCN(AM) Hazlet, N.J.**

**Price:** $175,000 (for stock)

**Buyers:** Kanwarjit Kaur, Arvid Mahal and Jaspal Suri, Lawrenceville, N.J.; no other broadcast interests

**Sellers:** Maria Alberto, Stefananos and Giorgia Liadis (spouses) and Michael McManamon, Hazlet; no other broadcast interests

**Facilities:** 89.3 MHz, 100 W, ant. 260 ft.

**Format:** Rock/AOR

**AM's**

**Construction permit for WPGR Monroeville, Pa.**

**Price:** $625,000

**Buyer:** Sheridan Broadcasting Corp., Wilmington, Del. (Ronald R. Davenport Sr., chairman); owns two other AMs and two FMs

**Seller:** Mortenson Broadcasting Co., Lexington, Ky. (Gilbert B. Warren, president); owns/is buying 12 AMs and five FMs

**Facilities:** 1510 kHz, 1 kW

—Compiled by Alisa Holmes
Mel’s rose-colored outlook

Viacom chief predicts U.S. advertising will rise nearly 6% this year

By Steve McClellan

Call him Mel Karmazin, optimist. Of course, that comes with the territory for any salesman. And one could argue that it’s the required outlook for any chief operating officer whose company, like Karmazin’s Viacom, derives more than half its revenue from advertising sales—particularly in the current ad environment, which is sluggish at best.

In a speech at the annual conference of the Cabletelevision Advertising Bureau last week, Karmazin was in full optimistic mode. Despite those in the press “who write those obnoxious articles” reporting the current downturn in the advertising economy, the Viacom Inc. president and COO predicted that total U.S. advertising will climb 5.8% this year.

Overall TV advertising growth will be slower over the next four years than in the previous four, he said, but should still climb at an annual pace of more than 6%.

And he threw out a challenge to his audience, more than half of which, he noted, comprised people in ad-sales businesses. “If all of you sell 20% more advertising this year than last year, then guess what? The industry will be up 20%.”

This year, he predicted, network cable advertising will grow 12.5%, to $10.1 billion. The cable industry currently gets about 5% of all U.S. advertising, compared with about 22% for newspapers. “We will not be satisfied getting such a small share of the pie” going forward, he said.

Even if there is a recession this year, as Morgan Stanley Dean Witter (for one) is now predicting, Karmazin claims that advertising “will not dip.” Why? Because advertising has become too important to companies trying to build brands and retain their products’ market share.

Advertising is extremely good,” he said. “It’s a growth industry that’s going to grow even more.” Ad-sales people can thank the Internet for some of that growth, he added: Despite the problems of the dot-com industry, it is forcing “brick-and-mortar” retailers to advertise more than in the past to compete with the e-tailers.

Lots of new business opportunities are emerging daily, he observed. In 2000, some 31,000 products were introduced in the U.S., “all fighting for recognition and opportunities to brand themselves.”

Separately, Karmazin confirmed that CBS sold its Super Bowl spots for an average $2.3 million per unit, up from the $2.1 million that ABC averaged in 2000. And CBS did it with just three dotcom spots vs. the 17 that aired in the ABC telecast and drove up the price considerably.

Sales types should not expect the kind of windfall from dotcoms that occurred in 1999-2000 to happen again anytime soon, he warned: Those dotcom businesses were spending “with no relevance to return on investment.”

He also confirmed that Viacom has changed its mind about spinning off its Internet assets into a separate publicly traded company. Internet valuations aren’t as inflated as they once were, and the investment community is no longer valuing those assets at a higher level than Viacom itself. “We’ve come to a normalization” in that regard, he said. “We no longer feel like we have to spin them off.”

The company would like to buy more cable networks, which he said is “one of the businesses we like the most.” And, he added, it has its eye out for more TV stations in the top-20 markets and more radio stations and outdoor-advertising companies in the top 50 markets.

Separately at the CAB conference, New York-based media consultant Jack Myers threw out some projections on ad spending that should give broadcasters something to ponder. Over the next five years, he predicted, ad revenues for the seven over-the-air networks (the Big Four, The WB, UPN and Pax TV) will climb from roughly $17 billion to about $19 billion.

Meanwhile, cable advertising will climb from about $9.8 billion to $24 billion.

Online advertising, though, will see even larger growth, climbing from $4.8 billion in 2000 to more than $32 billion in 2005-06, Myers said. Veronis, Suhler & Associates (B&C, Aug. 14) last summer predicted similar growth patterns for the three media.
Media buying and planning takes solid strategy, focused direction, and effective decision-making. Broadcasting & Cable's upcoming issue takes an in-depth look at this process and explores the rapidly growing role of the Internet in this significant facet of the media.

Our special report detailing how media buying firms, advertising agencies, and financial companies allocate their advertising budgets will be in the hands of over 36,000 industry leaders. Contact your Broadcasting & Cable representative to reserve your space and plan on making some news of your own.
The chairman elucidates

Powell says he’s putting the breaks on an activist FCC and will let the issues ‘come to him’

TV shows too much “garbage” that children shouldn’t see, new FCC Chairman Michael Powell said last week, but he insisted that it’s not his job to clean up the airwaves. In fact, he pledged in a Feb. 6 press conference, his first since taking the agency’s top post three weeks ago, to reverse the activist course taken by his Democratic predecessors and let issues come to him. He also questioned whether there is a “digital divide” leaving minorities and the poor out of the computer and broadband revolution. An edited transcript of his answers to questions from a variety of reporters follows (a more extensive version is available on www.tvinsite.com).

Will you try to eliminate the 35% cap on broadcasters’ national audience reach?
If competition were the only issue, I would most strenuously suggest the cap has no purpose. But there are other goals embedded in the Telecom Act, like diversity of viewpoints, that are much more visceral. I’m skeptical that caps benefit consumers in the form of greater and more diverse products. We have to be able to justify regulatory intervention on something more than sentiment.

What are your plans for FCC restructuring?
We have multiple bureaus dealing with the same competitive environments. To the extent one can responsibly combine them so the same set of eyes is focused on them, that’s probably for the better. But restructuring is limited by many things, including the need to have changes approved by Congress, the personnel system and the government service system that limits flexibility, and by the rightful and important role of the unions.

Should there be an open-access requirement for cable Internet service?
I really believe this is one of the hardest questions I’ve seen. The real issue is whether an intervention is timely, premature, late, or will distort.

Some say, “Openness is always good. Why are you fighting?” You know why? Because openness isn’t always good. If openness were always good, nobody would be fighting over copyright protection. I am hesitant to suggest that the Internet model should be driven into every kind of communications industry. I don’t know that the Internet has produced a viable economic model.

Cable prices continue to rise faster than inflation. Should rates be re-regulated?
I don’t think rate increases in and of themselves warrant re-regulation. Look, Americans like TV, and they like multichannel TV, and there are mechanisms for them to express their preferences in terms of what they are willing to pay. We have an increasing amount of competition, particularly from direct-broadcast satellite.

There are a lot of downstream reasons for price increases. Programming, by anyone’s honest estimation, is a big part of what’s driving rates.

Should the FCC limit violence and sex on TV?
If you look at the top 10 [cable] programs in America, I’m not always heartened by fact that eight of them are WWF wrestling. But I love my countrymen, and they love their wrestling. But I’m always cautious about being judgmental about whether those value judgments, even if they’re not mine, necessarily present a problem.

Should the government have any role over TV content? What about free time for federal candidates?
It’s very easy to articulate a general anxiety. But I don’t get paid to write general anxiety rules. I get paid to write specific ones that have sufficient clarity to sustain judicial review as not being arbitrary and capricious and not just an expression of my preference.

It doesn’t mean I don’t get outraged. I think there’s a lot of garbage on television. There are a lot of things children shouldn’t be
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-Maggie Wilderotter, CEO, President & Director, Wink Communications

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IN BRIEF

NCTA NAME CHANGE
Robert Sachs, president of the newly renamed National Cable and Telecommunications Association, took advantage of the fifth anniversary of the 1996 Telecommunications Act Tuesday to unveil the new moniker (it had been National Cable Television Association). He told the Washington Metro Cable Club that it reflects "cable's transformation from a one-way video service to supplier of a broad range of advanced, two-way services."

FCC SCRAPS STERN FINE
Howard Stern's flagship station, WXRK(FM) New York, is off the hook for indecency fines the FCC levied in 1997. After fining stations in Richmond, Va., and New Orleans based on transcripts of three Stern shows that aired in 1995 and 1996, the FCC decided to fine WXRK $6,000 "assuming" that the CBS-owned station also had aired them. It said it is rescinding the fine because more than five years have elapsed since the broadcasts aired.

MARKEY STAYS AT TELCOMSUBCOM
Rep. Edward Markey (D-Mass.) will remain the top Democrat of the House Telecommunications Subcommittee instead of becoming ranking member of the House Resources Committee. As senior Democrat, he could become chair of the subcommittee (he served as chair 1987-94) but is more likely to stake his claim on a full committee chairmanship in the event of a party change. In other subcommittee news, Will Norwood has been named counsel to the House telecom subcommittee. He comes to the post from the office of subcommittee Chairman Fred Upton (R-Mich.).

If openness were always good, nobody would be fighting over copyright protection.

But this is a big national question, and the place where this is best resolved is not going to be here.

What can be done to eliminate the so-called digital divide that seems to be leaving minorities and the poor out of the digital revolution?
You said the most important thing, the "so-called" digital divide. There is a danger if we suggest, the minute a new and innovative technology comes to market, that there's a divide unless it's equitably distributed among every part of the society. That's just an unrealistic understanding of the American capitalist system.

In the early stages of innovation, it is going to be the wealthy people who buy $4,000 digital TVs first. Does that mean there is an HDTV divide on the first day they're out there? No. I could say there's a Mercedes divide: I'd like to have one and can't afford it.

I don't mean to be completely flip about it. But ... if your stand is "You can't produce it unless you produce for all, all the time," I'm very worried it doesn't get produced. As this matures, what will emerge are clearer pockets of the problem. When we get those, we can have a focused understanding of what doesn't work and where you can act.
For the 5th consecutive year, Broadcasting & Cable will provide a TV network and station group rundown of what's on executives' capital spending wish lists for NAB 2001. Find out on February 26 what Television Networks will be investigating in Las Vegas to bring their networks the technology edge they need to win in a changing environment.

On March 26, our NAB Sellers Guide to TV Station Groups will include over a dozen interviews with Station Group technology executives laying out what's on their shopping list at NAB.

Always insightful, Broadcasting & Cable's NAB Sellers Guides provide advertisers with an excellent environment to reach Station Group and Network executives, General Managers, Chief Engineers and News Directors. Contact your Broadcasting & Cable representative to take advantage of this pre-NAB 2001 opportunity.

**NAB Sellers Guide Part 1:**
**TV NETWORKS**

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**NAB Sellers Guide Part 2:**
**MAJOR STATION GROUPS**

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Interactive Media

Changing with the Weather.com

Revised Web site seeks to attract visitors by addressing various lifestyles and making forecasts more relevant

By Kim McAvoy

It may be hard to improve on a good thing, but that’s exactly what Weather.com had in mind when it re-launched its site last week.

The leading weather-related Web site, Weather.com, is undoubtedly a winner. It ranks among the top 30 Web sites worldwide and is firmly entrenched among the top five cable and broadcast sites, according to Media Metrix.

“They are in the enviable position of having this great brand name and this great URL,” says Robert Hertzberg, Internet analyst at Jupiter Media Metrix Research. None would argue that the site’s sister company, the 24-hour Weather Channel cable network, drives many users to Weather.com. As Hertzberg notes, “weather forecasts are all well and good, but you have to wait for them to come to you when you’re talking about television and radio. The Internet is a great place to go and find out how the weather is going to affect you.”

The relaunch is intended to “refresh the look, feel and organization of our content,” says Weather.com President and CEO Debora Wilson. According to her, the goal is also to enable the site, which has been up and running since 1995 to accommodate more traffic and content, as well as incorporate database functions.

Now, Weather.com is delivering even more-highly personalized weather content. For example, local forecasts have been enhanced by the inclusion of local severe-weather alerts, says Wilson. “If there is a tornado watch for a specific area, we would proactively send that information to a local forecast.”

Yet another change at the site is the addition of hour-by-hour forecasts for the four days ahead. Wilson believes these forecasts will help...
Weather.com is using its database to offer access to the average highs and lows and weather conditions for 77,000 locations across the world.

Another major improvement, made late last year before the relaunch, has been the expansion of forecasts from five to 10 days. Wilson says, "that was very important to our users—to be able to plan through the weekend."

Certainly, business for Weather.com remains strong. Ad revenues have been up, according to Wilson, although she declined to discuss specific numbers. "We are in the top 30 sites in terms of ad revenue."

On average, the site receives about 8 million "unique visitors a month," says the Weather.com executive. And, of course, bad weather is good news for the site. December was a busy month: "We had all kinds of winter storm activity across the country. We grew significantly. We had 14 million unique visitors that month. We had over half a billion page views."

The relaunch is a good idea, Hertzberg thinks: "They are trying to add new features that will enhance the kind of content that is there and ties into more lifestyle things, as opposed to what the weather is going to be in Poughkeepsie tomorrow. That makes sense—businesses can't stand still."

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TV-NEWS SITES

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CABLE-TV SITES

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Source: Media Metrix

Average Unique Pages: The average of the sum of the number of Unique Pages viewed per day over the course of the month by those persons visiting a specific Web site or category, channel or application.
* Represents an aggregation of commonly owned/branded domain names.
** From November to December 2000.
—Statistically insignificant traffic.
NA: Comparison with previous month not available.
NC: No change from November to December 2000.
Sample Size: More than 60,000 nationwide.
Plain vanilla, please
Simplicity, not splashiness, is key to site usability, says Web guru

If I have to sit through one more two-minute splash-page presentation on a Web site, I’m gonna hurl. It’s wrong, and I have some Nielsen data to back me up. For those of you who don’t know, a splash page is an opening page screen on a Web site that shows a series of graphics, some of which morph from one to the next. Some sites that use splash pages offer a “Skip Intro” link on the splash page that, when clicked, will take the site visitor to the content he or she really wants to read. But the splash page is unnecessary, and Nielsen agrees.

“Nielsen” is not the audience-measurement company but Jakob Nielsen, hailed by The New York Times as the “guru of Web page usability.”

Nielsen travels all over the world giving lectures about how you don’t need fancy, edgy stuff to make Web sites work. His latest book is Designing Web Usability: The Practice of Simplicity. Read it.

He charges that fancy, extraneous effects on Web sites “exist for plain ego. That’s the Web site’s way of saying, ‘We are so important, we can impose on you this extra step.’ That is contrary to the nature of the Web, which is user oriented: ‘I offer something, you click on a link and go get it.’”

I think that part of the problem is that the designers of these sites live in a world of supercharged apps, peer pressure to be cooler than rival sites, fast connections, etc. At the same time, when it comes to television network, station and individual show sites, the site-design concept needs to be bought into by visually oriented people. They work in television, and they are predisposed to like the glitzier presentation, as opposed to plain vanilla. They carry those prejudices with them to the Web.

Not only that, but there’s a mentality out there that, if you pay a Web-design house a fairly substantial chunk of change, you should get at least some eye candy for your efforts.

Television Web-site developers and the executives who oversee or contract for their services must realize “a Web site is not a television show,” Nielsen notes. “You have got to recognize that each medium is used for different purposes.”

Nielsen makes the distinction that, although most television shows have entertainment as a goal, the Web sites that are about these shows are not entertainment but are best positioned as offering “solutions” or “answers.” These “answers” need not be thundering truths but may be something as simple as brief biographies of show cast members without cascading screens and thunderous music.

The usability guru also sees several other deadly sins, including slow-loading pages and irritating pop-ups and “interstitials.”

Many television-program sites are optimized for users with broadband connections, “but most people don’t have broadband. It should not be the core design goal,” Nielsen advises.

Nielsen thinks the maximum download time over a dial-up modem connection should be 10 seconds—and preferably less. If it’s any longer than 10 seconds, he says, the human attention span wanders.

Again he is so right. The problem is a cultural one, I think. Design shops that test Web concepts before they are posted have at least T1-speed Internet connections and large monitors with great resolution.

I didn’t ask Nielsen specifically about this, but there’s also the problem that Web-design assessment focus groups are self-selected for keen interest in cool stuff.

Nielsen suggests a better method would be to test your Web page on a laptop at dial-up modem speed.

“The freedom of movement—I click on something and get what I want—is what makes the Web live. Interstitials destroy the feeling I am in control,” Nielsen says. “Plus, there’s a risk the interstitial may crash the user’s browser. If you crash the system, they won’t be back.”

Jakob Nielsen charges that fancy, extraneous effects on Web sites “exist for plain ego.”

Russell Shaw’s column about Internet and interactive issues appears regularly. He can be reached at russellsbaw@delphi.com
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Sony gung-ho for HDTV

Aims to introduce a trove of high-def production equipment at NAB convention in April

By Harry A. Jessell

Don't tell Sony that HDTV is a bust. The nation's leading TV equipment supplier is heading into the National Association of Broadcasters convention this April with an expanded line of high-def production gear.

"We've had trouble keeping up with demand," says Ed Grebow, president of Sony Broadcast and Professional Products.

"The acceptance of 24p by program producers has exceeded even our own expectations," Grebow says. "Whether it be for motion picture feature production or prime time episodic television, 24p is firmly established throughout the world."

The 24p refers to HDTV with progressive scanning and a 24-per-second frame rate that permits easy transfer to 35mm film—still the medium of choice for movie theaters.

HDTV for live production is also growing, Grebow says. CBS used the Sony HDCAM 60i line (interlaced scanning at 60 frames per second) to produce the Sony Open golf tournament and the Super Bowl last month, he says, and plans to use it for its Masters golf tournament coverage this April.

"Price points for HDCAM 60i production systems are becoming more affordable, comparable with industry-standard Digital Betacam systems for standard definition," Grebow says.

So here's what's debuting at NAB:

■ The MAV-777 Multi-Access Video Disk Recorder—Using HDCAM compression, the MAV-777 HD recorder can handle live sports and news production. It's compatible with the Sony BE editors and with controllers for the MAV-555 standard-definition (SD) disk recorder. With one input, one output and three hours of storage, the recorder is listed at $94,000. With two inputs, two outputs and six hours of storage, the price rises to $131,000.

■ The HDW-2000 series—Intended to speed HD into newsrooms, the series comprises the HDW-2000, a HDCAM video cassette recorder; the HDW-M2000, an
HDCAM recorder that can playback other formats, including Digital Betacam, MPEG IMX, Betacam SX and Betacam SP; and the HDW-2100, a player with the same half-inch format compatibility. The entire line provides built-in up conversion and down conversion. The HDW-2000 lists for $40,000; the HDW-M2000, for $60,000; and the HDW-M2100, for $50,000.

- The XPRI nonlinear editing system—Taking over for the ES-3 and ES-7 systems, the XPRI can handle a variety of signal formats, including compressed HDCAM; uncompressed HD at 1080i-50, 1080i-60 or 1080p-24; and compressed 50 Mb/s MPEG. Users can buy an SD-only version and upgrade later to HD. XPRI uses the same effects algorithms as the Sony DME-7000 effects system. Sony says the systems will be available in April but, as of last week, had not announced prices.

- The MVS switcher—Sony is attempting to extend its reach into the live-switcher market with this flexible new switcher that can shift from SD to HD “in a matter of seconds.” It can be configured with two, three or four mix-effects banks—each with four keyers. The switcher also incorporates full-blown 3-D digital effects with multiple time lines per channel and LCD buttons that can be labeled electronically. It will be ready in August, but Sony isn’t talking prices yet.

- HDW-750 and HDW-730—Sony’s two new HDCAM camcorders, which differ only in the type of CCDs they use, will take some of the weight off the news shooter. Sony’s first-generation HD camcorder, the HDW-700, was the size of a Digital Betacam camcorder; the new models are the size of Betacam SX—that is, significantly smaller. The new camcorders cost about the same as the HDW-700 but are better in low light and give the operator more control over color and gamma. The HDW-750, fitted with FIT CCDs, sells for $65,000 and will be available right after NAB; the HDW-730, with IT CCDs, will be ready (and priced) by the end of the year.

- The BVW-F24U CineAlta Monitor—Designed for 24p movie makers, the 24-inch flat-panel features circuitry that, Sony says, “virtually eliminates flicker.” Available this October, it sells for $27,000.

The acceptance of 24p by program producers has exceeded even our own expectations.

—Ed Grebow, Sony

Surrounded by dancing girls

Sony has come up with a product that should turn some heads at NAB—or maybe not. It’s a 360-degree camera that captures everything going on around it. On playback, then, the viewer can pan around in the full circle without moving his or her neck.

Right now, the only medium with the bandwidth and the Interactive control needed to handle the 360-degree images is Sony’s PlayStation 2 videogame console. Demonstrating the technology for reporters in Tokyo two weeks ago, Sony played a 360-degree disk by the Morning Musume, Japan’s hottest girl troupe, on a PlayStation. Using the game controller, viewers could watch any of the 10 girls as she sings and dances around the camera. They could also zoom in and out as they panned. In just one month, Sony has sold 130,000 copies of the disk. It’s now involved in the production of another.

The so-called multi-directional camera is actually eight cameras mounted inside an eight-sided cylinder. Each camera points down and picks up one-eighth of the 360-degree image off one of eight mirrors mounted at a 45-degree angle below the cylinder. Software combines the individual images into one seamless image. The cylinder also has eight microphones to ensure true 360-degree audio.

Sony says the camera is available for lease.—H.A.J.
Sony collars Bulldog

Hardware supplier targets asset-management market

By Harry A. Jessell

aking dead aim at the expanding asset-management market, Sony Electronics has linked up with a leading supplier of asset-management software, The Bulldog Group.

Under terms of the deal, Sony Electronics will be the exclusive marketer of the Bulldog software in the U.S. and Japan and will integrate it into its asset-management systems, the tape-based Petasite and the disk-based NewsBase.

Sony Electronics also picks up a minority stake in the privately held Bulldog. Neither would comment on the size of the investment. But one source pegged it at $10 million.

Sony Electronics joins Sony Pictures on the board of the Toronto-based Bulldog. Other investors include Sun Microsystems; MSD Capital, the venture-capital firm of Michael Dell; and Bell Canada.

The deal positions Sony to capitalize on one of the fastest-growing segments of media technology. According to a Frost & Sullivan study for Sony, the asset-management market will grow to $2.4 billion by 2006.

“We wanted to carve out a strong position,” says Ed Grebow, deputy president of Sony Electronics and president of the Sony unit that sells broadcast equipment in the U.S. “We are the only five companies writing software.”

Chris Strachan, CEO of Bulldog, says having Sony pushing its software is a “major benefit. … Sony is the clear leader in the broadcast space.”

Asset-management systems store and index digitized content—video, audio, graphics and text—so that it can be easily retrieved and distributed in any format. TV networks and other content owners hope that such systems will allow them to tap additional revenue by facilitating the reuse of the content.

Bulldog, founded in 1991, has carved out a significant share of the asset-management business. Its clients include Sony Pictures, Microsoft Studios, Disney, Sears, EMI and the BBC. According to Strachan, Bulldog is also working on a video-on-demand service for Cablevision.

Bulldog software manages vast media databases. That “middleware” can be linked with its own user-interface software or that of companies like Virage, Vignette and Convera, Strachan says.

Under Grebow’s direction, Sony has become increasingly open to using components and software of other companies to get a jump on the market, or the competition.

The strategic relationship could take many forms. The Bulldog deal, Grebow says, is “a good example of allowing small companies to remain independent and do what they do best: writing software.”

Last year, Sony struck a deal with Panavision, under which Panavision now rents HDTV cameras to movie producers along with its regular 35mm gear. In the deal, Sony acquired an 8% stake in Panavision.

The openness also stretches to Sony’s systems-integration business, Grebow says. “Though there’s the perception that we only integrate Sony products, the truth is that better than 50% of the products we integrate comes from third party companies.”

The future of ENG?

How would you like a portable camera that would allow you to broadcast live pictures without having to hassle with cables? Or how about an ENG camcorder with the convenience of optical-disk technology? Recognizing that many news and sports producers would like such gear, Sony is hard at work developing it.

During a tour of its Atsugi manufacturing plant in Tokyo two weeks ago, Sony showed a prototype of a wireless camcorder and new optical-disk technology it hopes will become the guts of a new breed of camcorder.

The digital wireless camera comprises a 4.5-pound transmitter that fits on the back of conventional ENG cameras. It transmits an MPEG-compressed COFDM signal back to a lunch-box-size receive antenna mounted on a tripod.

According to Sony engineers, the transmitter, which operates in the 2 GHz band and requires 8 MHz of bandwidth, has a range of about 500 meters. The system will work as long as the transmit does not stray outside the receiver’s 60-degree “field of view.” Also, unlike today’s analog wireless cameras, the engineers say, the digital camera doesn’t necessarily have to have a line of sight to the receive antenna.

Sony had hoped to show the wireless camera at NAB, but a spokesman last week that it may not: “We’re still a couple a years before it goes into production.”

Sony’s lastest hope for an optical-disk camcorder, which would simplify operation and speed editing, is based on its DVR-Blue technology. With a recording rate of 35 Mb/s and a per-disk capacity of 22.5 GB, DVR-Blue could deliver enough video quality and recording time to make it practical. Engineers say the biggest problem is making the system rugged enough for camcorders.

At Atsugi, the disk recorder was shown by itself on a tabletop. Sony hopes to have it built into a camera for demonstrations at NAB.—H.A.J.
GVG bullish heading into NAB

Company foresees growth in newsroom editing as well as servers

By Ken Kerschbaumer

The current glitch in the economy doesn’t faze Grass Valley Group President and CEO Tim Thorsteinson. Right now, he is seeing the beginning of a growth spurt for the Nevada City, Calif., manufacturer.

“Most of our purchases today are being driven by broadcasters wanting to effect cost savings and efficiencies in their operations,” Thorsteinson says. “That’s the primary driver of our business today, and we see that increasing bandwidth being put online every day around the world is creating the demand for high-quality video content.”

The two big growth opportunities he sees for GVG are in newsroom editing and in the server market, especially as broadcasters move from tape-based to disk-based environments. “We probably sell twice as many servers as anyone else so we expect that to be a real growth opportunity for us.”

The past few months have been interesting ones for the economy, and business at GVG was no exception. According to Thorsteinson, the company, which was taken private about 18 months ago, had a relatively smooth first four quarters of existence.

“But, in the fourth calendar quarter of last year, the market took a reset,” he explained. Much of that was related to a dotcom shake-out that is rippling through nearly every economic sector.

“But, if you step back from this and go to 30,000 feet, I don’t think it changes the long-term fact that people are going to want to take content and stream it to other portals, with TV being one portal,” he said. “It’s just that the segment got overheated and we’re in an adjustment.”

And Thorsteinson is encouraged by recent sales. “The market has flattened out in the last couple of quarters, but this month is starting out strong, so we’re happy with that but cautious.”

A key driver to GVG’s successful relaunch has been its new products, with offerings like the Kalypso production switcher finding believers in 2000.

The company sees new products for the upcoming National Association of Broadcasters convention providing similar momentum this year. In the area of news production, the big news from GVG is the introduction of its real-time Media Area Network (MAN), a system the company describes as a “no-compromise” option for shared storage.

The real-time storage area network is compatible with Profile XP Media Platform systems and uses Ethernet to allow Profile video servers to communicate with other components on the network. Any client on the system can access the RAID storage via multiple full-speed gigabit-per-second connections. Pricing starts at $46,000.

GVG also will offer a new server for news and sports productions.

The PVS1100 Profile XP Media Platform provides 600 Mb/s of bandwidth, features up to 32 audio channels and eight video channels, and is upgradable to HD. It also has built-in SDTI support to allow ingestion of compressed material at four times real-time speed. Pricing starts at $40,000 for the two-channel version.

Also introduced was the Profile Network Archive, a fiber-channel-network-based system designed to allow users to access archives faster than real time. Based on Avalon’s management software, the system allows archiving of standard-definition, HD, DVCPRO and MPEG-based material in SMPTE-based GXF standard file format. One feature that GVG is touting is the ability to offer partial-file restore: The system can recover a specific segment of a given video file, instead of requiring transfer of the entire file.

Also looking to expand the Profile’s capabilities is the company’s NetCentral II. NetCentral I offered facility-wide monitoring, and NetCentral II builds on that with worldwide monitoring from a standard Internet browser. Pricing starts at $2,000.

In news editing, GVG will offer a new Vibrant newsroom editing system that can handle MPEG/DV video at up to 50 Mb/s (except progressive formats), real-time effects for production bumps and teases, and expanded audio capabilities including eight mix-down channels, four audio out channels, scrubbing and equalization. ■
### Datebook

#### This Week
- **Feb. 10-13** National Religious Broadcasters
  58th Annual Convention & Exposition.
  Wyndham Anatole Hotel, Dallas. Contact:
  Karl Stoll (703) 330-7000, ext. 517.
- **Feb. 13** Nevada Broadcasters Association
  Nevada Broadcasters Day. Nevada State
  Legislature, Carson City, Nev. Contact:
  Bob Fisher (702) 794-4994.
- **Feb. 17** Scripps-Howard Foundation
  National Roundtable: Collision Course?
  Business and Journalism. National Press
  Club, Washington. Contact: Patty
  Cottingham (513) 977-3847.

#### February
- **Feb. 19-22** Monte Carlo Festival
  Monte Carlo TV Market. Monte Carlo Grand
  Hotel, Monaco. Contact: Liliane J.F. Vitale
  (201) 869-4022.
- **Feb. 21-23** BCCA Credit Conference.
  Omni Houston, Houston. Contact: Mary
  Teister (847) 296-0200.
- **Feb. 21-24** ATSC/ITS Joint seminar on
  PSIP and datacasting; ITS Technology
  Retreat. Hyatt Regency Suites, Palm
  Springs, Calif. Contact: Tracy Murley
  (703) 319-0800.
- **Feb. 21-25** IRTS Foundation
  Faculty/Industry Seminar. Marriott East
  Side, New York City. Contact: Michelle
  Marsala (212) 867-6650, ext. 303.
- **Feb. 20-22** SCTE
  First in a series of telephony seminars. Doubletree Club Hotel,
  El Segundo, Calif. Contact: Ginny Nagle
- **Feb. 23** IRTS Foundation
  Newsmaker Luncheon. Waldorf-Astoria, New York
  City. Contact: Michelle Marsala (212) 867-
  6650, ext. 303.
- **Feb. 23** SCTE
  Chapter Leadership Conference. Exton, Pa. Contact:
  Lilibet Coe (800) 542-5040.
- **Feb. 25-27** North American Broadcasters
  Association
  Creative Capital: Harnessing Your Digital Future (Jack Valenti to
  speak). Hollywood, Calif. Contact: Joan
  Gladwell (416) 598-9877, ext. 14.

#### Major Meetings

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<tr>
<td>April 21-26</td>
<td>National Association of Broadcasters Annual Convention. Las Vegas</td>
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<tr>
<td>June 10-13</td>
<td>National Cable Television Association Annual Convention. McCormick</td>
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<td></td>
<td>Convention Center, New Orleans. Contact: Gene Sanders (202) 429-4194.</td>
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<tr>
<td>Sept. 5-7</td>
<td>National Association of Broadcasters Radio Show. Ernest Morial Convention Center, Nashville. Contact: Rick Osmanski (202) 467-5200.</td>
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#### Datebook

- **March**

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Compiled by Beatrice Williams-Rude (bwilliams@cahners.com)
Broadcasting

Appointments at Equity Broadcasting Corp., Little Rock, Ark.: Max Hooper, founder and senior VP; appointed national director, affiliate relations; Doug Krile, corporate director, public relations, adds news operations to his duties.

Steven N. Weinberg, VP, business operations, News 12 Networks, New York, named VP, operations.

Appointments at WJZY(TV) WJZY(TV) WVFT(TV) Charlotte, N.C.: Yolanda Thomas, assistant traffic manager, promoted to manager; Deborah Rapa, research director, WWMT(TV), Kalamazoo, Mich., joins as research/marketing director; L'Tonya Hopkins, sales consultant, WJZY(WJZY(TV) WJZY(TV) WVFT(TV) Greenville, N.C., joins as local sales manager, WVFT(TV); Matt Livoti, account executive, WJZY(TV), promoted to national sales manager; Angela Roper, media buyer, Griffin Pools and Spas, Charlotte, N.C., joins as national sales assistant.

Victor Brust, local sales manager, Jacksonville, Fla., joins WJZY(TV) Orlando, Fla. as national sales manager.

John A. Russell, chief engineer, KLCS(TV) Los Angeles, joins KCAL(TV) Los Angeles as chief engineer.

Julie Timmer, senior account executive, Continental Television Sales, Minneapolis, promoted to sales manager.

Cable

Appointments at Cox Communications: Howard Tigerman, VP, accounting and financial planning, Atlanta, named VP, business operations, Phoenix: Frank Loomans, financial analyst, Atlanta, appointed manager, finance; Erin Hand, director, executive development, Atlanta, named director, learning and talent development.

Valerie Green, VP, marketing and brand development, Women Entertainment Network, New York, appointed VP, product strategy, Cablevision, Bethpage, N.Y.

Timothy Sylvester, CFO, Clientlogic, Dover, Del., named director, customer service, Delmarva area, Comcast, Dover, Del.

Programming

Robert Schurgin, VP, production, New River Media, Washington, named COO.

Appointments at Showtime, New York: Gary Levine, president, Icebox, New York, appointed executive VP, original programming; Mark Zakarin, executive VP, original programming, named writer/producer, series.

Judy Harris, senior VP/GM, consumer and educational products, Discovery Communications, Bethesda, Md., joins PBS, Alexandria, Va., as executive VP, business.

Andra Shapiro, senior VP and general counsel, Nickelodeon, New York, promoted to executive VP, business affairs and general counsel.

Tad Vogels, VP, finance and administration, Warner Bros. Entertainment 100+ Station Group, Burbank, Calif., promoted to senior VP.

Barbara Zaneri, VP, programming, acquisitions and scheduling, USA Broadcasting, Los Angeles, joins TNN, New York, as senior VP, program planning and acquisitions.

David Payne, senior VP/GM, CNN/Sports Illustrated Interactive, Atlanta, appointed senior VP, business operations, domestic networks and Web sites.

Richard Turner, executive director, business and legal affairs, Starz Encore Group, Englewood, Colo., promoted to VP, business affairs and programming.

Lorin Decker, director, planning and development, Discovery Communications, Bethesda, Md., joins Susquehanna Media Co. as director, corporate development, York, Pa.

Shannon Dashiell-Rapp, creative director, Odyssey Network, Los Angeles, promoted to VP, design.

Tom Brown, director, program production, Turner Classic Movies, Atlanta, promoted to VP.

Lori Morley, local sales manager, KUSB(TV) Modesto, Calif., named manager, national sales and marketing, Univision, New York.

Appointments at Golf Channel, Orlando, Fla.:
Steve Barker, account manager, QQJ-TV Detroit, joins as account manager, Detroit; Michelle Jones, media director, DeFalco Advertising, Orlando, Fla., joins as account manager, infcommercials, direct response and international sales, Orlando, Fla.; Lisa Mesloh, director, tour relations, moves to Los Angeles, as account manager; Jeff Dilley, director, accounting, promoted to VP, finance; Nicci Fry, director, satellite and Canadian markets, promoted to director, consumer marketing.

Radio
Promotions at Premiere Radio Networks: Dan Metter, national account manager, talk programming ad sales, New York, promoted to VP; Doug Francis, Internet account manager, Los Angeles, named national manager, integrated media sales; Ed Rivera, sales manager, AMFM/Premiere Radio Networks, New York, promoted to sales manager, eastern region.

Journalism

Ken Taylor, fill-in host, E! News Daily, E! Entertainment Television, Los Angeles, joins TV Guide Channel, Los Angeles, as co-host, Quick Flicks.

Appointments at KMEX-TV, Los Angeles: Teresa Quevedo, weekend anchor/reporter, promoted to news anchor; Socorro Cruz, host, Televisa and Television Azteca, Mexico, named weekend news anchor; Teo Torres, reporter and weekend anchor, KTRV(TV) Nampa, Idaho, joins KROM-TV San Francisco, as general-assignment reporter.

Advertising/Marketing/PR
Win Peniston, VP, New Media, Whitney Group, Chicago, joins Pittard Sullivan, New York, as senior VP, business development and account services.

Technology

Sarah Foss, director, marketing, CivicZone.com, Washington, appointed director, marketing, Harris Corp., Cincinnati.

Associations/Law Firms
Appointments at American Federation of Television and Radio Artists: Tom Carpenter, national representative/staff counsel, Chicago, promoted to national director, news/broadcasting, New York; Megan Capuano, supervisor, agency department, New York, appointed, manager, agent relations.

Allied Fields
C. Stanley Ellington, senior designer, broadcasting and entertainment studio, HLW International LLP, promoted to design director.

--- Compiled by P. Llanor Alleyne (212)337-7141, palleyne@cabners.com, or fax: (212) 337-7028.

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Susan Eid, mass media and cable adviser to new FCC Chairman Michael Powell, credits her career success to good fortune. Blind luck might be an even more apt description. Of course, putting herself through law school at night while holding down a day job didn't hurt either.

Eid, who entered the field of telecommunications law in 1988 after answering a blind ad in the Suffolk University law school bulletin, says she has been blessed with two big career opportunities.

The first one came when the anonymous job poster turned out to be Continental Cablevision, which hired her almost straight out of law school. By taking the job, she broke into the business with two of the most respected names in cable: Amos Hostetter, Continental's founder, and Robert Sachs, Hostetter's number two and current president of the National Cable Television Association.

Her second big break came last summer, when Marsha MacBride quit as mass media adviser to then-Commissioner Powell to become a lobbyist for Walt Disney Co. (MacBride has since returned to the FCC as Powell's chief of staff.)

"I feel like I've had these two great opportunities," Eid says. "I don't know if it's fate or if I fell into a bucket of luck."

But Eid's mentors from her early days at Continental give her more credit than she gives herself. For starters, she came to the company with five years experience as an aide in the Massachusetts legislature—an excellent background considering that the company needed a junior lobbyist in its Massachusetts district government affairs office. Company officials were equally impressed that she had earned her law degree at night, while working as a legislative staffer.

She got her basic training working in the Massachusetts state house, which is a pretty good place to hone your political skills," Sachs says. "After joining us, she spent a number of years working on state and municipal issues. The best way to learn about the cable business from a government-relations perspective is working with local officials. Cable's roots are local, and the industry is heavily regulated at the local level."

After cutting her teeth lobbying Massachusetts policymakers, Eid steadily moved up the company's ranks. She became corporate counsel for the region in 1995 and stayed in that post after the company was acquired by US West and renamed MediaOne in June 1998. Soon after US West reversed course and spun off MediaOne, Eid moved to Washington as the cable company's FCC lobbyist. She stayed in that job until AT&T closed its acquisition of MediaOne in June and phased out her employer's Washington lobbying team.

Again luck was with her when MacBride announced in the same month that she was leaving her post as Powell's mass media and cable aide to join Disney's Washington crew. For Eid, the synchronicity couldn't have been better.

"When I came down to Washington, the only government post that appealed to me would be working for Commissioner Powell," she says. "So timing is everything."

Although she was an advocate on behalf of a major cable industry player for years, Eid says she made a determined effort not to let her past lobbying color her policy advice to Powell. "You have to close a door in your life, give the issues a fresh look and not let prior positions or advocacy influence the way you look at issues," she says. "It's not easy, but it's necessary."

Powell's own regulatory philosophy—he views the FCC's duty as narrowly interpreting the telecommunications law, rather than taking advantage of vaguely worded statutes to carry out his own social activism—helped her make the switch.

"Michael insists on being absolutely faithful to the law and looking at our job as judicial rather than legislative," she says. "The transition was made easier for someone like me because we have that model to follow."

Powell agrees that Eid has made a quick adjustment. "Susan is a gem," he says. "She is a very talented professional and came to us with a wealth of practical experience that helps immeasurably."

—Bill McConnell
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1 column width = 2\(\frac{3}{8}\)" 
2 column width = 4\(\frac{3}{8}\)" 
3 column width = 7\(\frac{3}{8}\"
BLIND BOX - $35 extra charge, will forward replies.

Situations Wanted Rates:
BASIC LINE ad - $1.60 per word (20 word minimum):

Professional Cards Page Rates:
13X contract = $122 per issue,
26X contract = $117 per issue,
or 51X contract = $86 per issue.
Size = 1\(\frac{3}{4}\)" wide X 1" deep

Coming soon.....
Advertise your print ad online.
Visit our website
www.tvinsite.com

We have a new issue every Monday!

Deadlines:
SPACE AND MATERIALS DUE: Tuesday by 5:00 pm EST prior to the following Monday's issue date.

Payment: You may pay with a credit card, or we can bill you per issue.

For more information
Kristin Parker (Account Executive)
kbparker@cahners.com
Neil Andrews (Account Executive)
nandrews@cahners.com
Phone: 617-558-4532 or 617-558-4481
Fax: 617-630-3955

ORDER BLANK

☐ Check Enclosed ☐ Please Bill me

CREDIT CARD PAYMENT: ☐ American Express ☐ Visa ☐ Mastercard
Cardmember Name:______________________________________________
Credit Card Number:____________________________________________
Card Number Expires:____________________________________________
Name_________________________________________________________
Company_______________________________________________________
Address________________________________________________________
City_________________________ State________ Zip______________
Telephone__________________ Fax_______________________________
E-mail_______________________

Please indicate your preferences:
Industry Category:
☐ Television ☐ Radio
☐ Allied Fields ☐ Interactive Media
Job Category:
☐ Sales ☐ Management
☐ Marketing ☐ Technical
☐ News ☐ Programming
☐ Production ☐ Research
☐ Finance & Accounting ☐ Other
Online: ☐ 1 Week ☐ 2 Weeks

Please attach a type written copy of your ad to this order form and fax to:
Broadcasting & Cable, 275 Washington St., 4th Flr., Newton, MA 02458  Attention: Kristin Parker or Neil Andrews
Fax Number: 617-630-3955 • kbparker@cahners.com • nandrews@cahners.com
Sinclair Broadcast Group, Inc. owns or programs 62 TV stations in 40 markets and has affiliations with all 6 networks. We reach nearly 25% of the U.S. and aggressively lead the evolution of broadcasting in technology, programming, promotions, and sales. We seek the one element which gives us the edge on the competition and the power to stay on top - the best people in the business. If you're looking for a position in the broadcast industry at any level, chances are we have the perfect place for you. Some of our current vacancies include:

- Engineer
- News Director
- News Photographer
- Local Manager
- Technical Director
- Master Control Operators
- Account Executives
- Graphic Artist/WebMaster

Explore your opportunities at [www.sbginet](http://www.sbginet)

Sinclair is proud to be an Equal Opportunity Employer and a Drug-Free Workplace. Women and Minorities are encouraged to apply.

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### Creative Services

**DIRECTOR, PROMOTION & PRODUCTION**

This is one of the best Creative Services jobs in the country. Live at the beach & guide the promotion and production efforts of the #1 UPN affiliate in the country. You'll supervise our promotion producers, production staff & graphic artists. You'll also plan & implement all outside media. A college degree & a minimum of three years experience in broadcast promotion is required. Send letter, awesome Enhance reel (on VHS or Beta SP) and resume to:

UPN 27 Dept.#152, 1318 Spratley St.
Portsmouth, VA 23704.

WGNT is an EQUAL OPPORTUNITY EMPLOYER. No phone calls, please.

### Director/Careers

**NEWS DIRECTOR:**

Domination is the mission for this applicant. Must be aggressive, responsible, a good communicator and coach. We have a great team and are searching for a talented leader to move us to the #1 position. Are you interested in running a news organization for a major network affiliate in a mid-size southeast market with excellent benefits and stock options? Reply to: Broadcasting & Cable, Box 212, 275 Washington St., 4th Fl., Newton, MA 02458 c/o K. Parker. EOE.

**DIRECTOR/TECHNICAL DIRECTOR**

WTVD-TV has an immediate opening for an experienced director/technical director to direct and switch fast-paced, graphic-intensive newscasts. Minimum of two years experience required. GVG 300, Kaleidoscope and Chyron INFINITI! Experience a plus. Send resume and non-returnable BETA or VHS copy of most recent newscast to: Jeffrey Hester, Production Manager, WTVD-TV, PO Box 2009, Durham, NC 27702. No telephone calls. Equal Opportunity Employer.

**MARKETING DIRECTOR**

Toss the shovel and park the swinsuit. A Clear Channel NBC affiliate and a UPN affiliate are seeking someone with management skills, technical abilities, both linear and non-linear, and unique ideas to lead a team of five. We provide research, training, good salary and excellent benefits. Improved results, more money for you! Send tape and resume to WPMI/WJTC, Human Resources Department, 661 Azalea Road, Mobile, AL 36609 EOE

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### Closed Captioning Services

**VISUAL AUDIO CAPTIONING, INC.**

Provides Superior Quality Real-Time Captioning

Excellent Service

Competitive Rates

www.visualaudiocaptioning.com

703-278-9110

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**Caption Services**

[800-322-3566]

**CaptionMAX**

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**Manager, Government Affairs**

Cablevision's Monmouth County area operations has an excellent opportunity for a hands-on professional to act as a liaison with various government bodies/officials. Position also involves implementing franchise developments and compliance and continuing a positive perception of our company to customers, appointed officials and the media. A minimum of 2 years experience in government relations activities within a similar environment highly desired. Ability to interpret State and Federal regulations and legislation required. A bkgd in the franchise renewal process along with a background in the Government Affairs is preferred. Excellent public speaking & writing skills along w/ a BS or MBA a must.

Cablevision offers competitive salary and excellent company benefits. Mail or fax your resume, which must include REF #

0212/CN2694T0 to: Staffing Dept TOT, Cablevision, 275 Centennial Ave. Placeatway, New Jersey 08854; Fax: 732-885-3350

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**Promotion Careers**

**NEWS PROMOTION PRODUCER**

We are competitive midsize market looking for a forward thinking, high energy, creative person for a full-time position writing and producing daily topical promotions, creating daily news opens and other promo projects. Opportunity to work with two Avid Media 1000's. Degree and one to two years similar experience preferred. Must have strong writing skills and experience with Avid editing a plus. Great benefits! Send cover letter and resume to: Human Resources, WSBT TV, 300 W. Jefferson Blvd., South Bend, IN 46601. EOE

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**Classifieds**

**Television**

**MISCELLANEOUS CAREERS**

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**CREATIVE SERVICES**

**DIRECTOR, PROMOTION & PRODUCTION**

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Excellent Service

Competitive Rates

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[800-322-3566]

**CaptionMAX**

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Cablevision offers competitive salary and excellent company benefits. Mail or fax your resume, which must include REF #

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**Caption Services**

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**CaptionMAX**
**Classifieds**

**Television EXECUTIVE CAREERS**

**PRESIDENT ASSOCIATION FOR MAXIMUM SERVICE TELEVISION, INC.**

The premier television broadcast technical trade association is looking for leadership in the 21st Century. MSTV, located in Washington, D.C., is an organization of 425 television stations owned by many of the country's preeminent broadcast companies and including stations ranging from network O&O's in the largest markets to independent stations in small markets and non-commercial stations. For 43 years, MSTV's mission has been to serve as the broadcast industry's spectrum watch-dog, preventing interference, protecting the technical integrity of broadcast television and assuring television broadcasters in implementing new technologies. For more than 15 years, MSTV has spearheaded the industry's transition to digital television, securing the allocation of digital channels and facilitating the development of appropriate standards and technologies to assure the creation of viable digital broadcast system, a job which has never been more critical than it is today.

The President of MSTV is responsible for oversight of the organization's operations, finances and professional staff. The position includes responsibility for the recruitment, management, and evaluation of members, committees, and the staff. The President is MSTV's primary spokesperson and is responsible for its visibility to the media, the Federal Communications Commission, and Congress. The President is also responsible for the Executive Board and the Red Seal Plan.

Qualified candidates should send resumes to:

Ms. Elizabeth Burns
Chair, MSTV Board Search Committee
c/o MSTV
1776 Massachusetts Ave, NW, Suite 310
Washington DC 20036

**NEWS CAREERS**

**Chief Photographer**

WCTI, Eastern North Carolina's News Leader, has an immediate opening for a Chief Photographer. We're looking for a go-getter who can shoot great pictures in the field, lead in the house and manage a staff of seven photographers, their gear, and vehicles. Two years television photography a must. Send VHS tape, cover letter and resume to Jeff Phillips, News Director, WCTI-TV, PO Box 12325, New Bern, NC 28561 EOE

**Spanish Language Sports Announcer**

Fluent English & Spanish, with neutral South American accent, 2 years experience as broadcast announcer, sport journalist, specialized sports vocabulary, good knowledge of soccer and variety of other popular telecast sports, good on-air language skills. Legal workers only. Send resume and tape to: ESPN, Inc. ADMIN-03, ESPN Plaza, Bristol, CT 06010 EOE/P/F/DV

**Evening News Co-Anchor**

WCTI, Eastern North Carolina's News Leader, has an immediate opening for an Evening News Co-Anchor. Our pioneering female co-anchor is retiring after 25 years with the station and we're looking for a "Ready for Prima Time" player to fill some big shoes. The person we choose will be a great communicator, writer and reporter who's willing to spend time getting to know and getting involved in a great coastal community. Send VHS tape, cover letter and resume to Jeff Phillips, News Director, WCTI-TV, PO Box 12325, New Bern, NC 28561 EOE

**On-Air Sports Host Wanted**

Are you a woman between the ages of 20 and 35 with a passion and strong knowledge of women's sports? The Oxygen network is looking for an on-air host for Oxygen Sports, a weekly 2-hour show dedicated to women's sports. Applicants should have 1-3 years of experience as a TV Sports host. Send resume and tape to: Oxygen Media; c/o Kim Chessler/SPORTS HOST; 75 Ninth Avenue, 7th floor; New York, NY 10011

**News Photographer**

KTRK-TV has an immediate opening for a full time News Photographer. Applicants must be knowledgeable on the operation of Sony Betacam Cameras and be able to show a good knowledge of news photography. We are looking for someone who can demonstrate a knowledge of lighting, be able to edit in the field and complete news assignments in a timely manner. Candidates must be able to work quickly in the field in breaking news situations by themselves as well as with reporters and others in the newsroom environment. You should expect night and weekend work as warranted. Applicants should send a non-returnable videocassette with a returnable reel to: Phil Grant, News Operations Manager, KTRK-TV 3310 Bissonnet, Houston, TX 77005

**Meteorologist**

KVUE-TV, the Belo-owned station in Austin, TX has a meteorologist opening. Ideal candidate possesses a meteorology degree and AMS seal, must be able to work weekends and report. Please send tape, resume and references to Brent Annear, KVUE-TV, PO. Box 9927 Austin TX 78766. Pre-employment drug screen required. EOE

**Meteorologist**

Media General Broadcast Group
www.mgmb.com
WIAT-TV

WIAT-TV has an opening for a full-time Meteorologist. Job responsibilities include, but are not limited to, formulating and forecasting developing weather and design graphics. Candidates must have the ability to handle live emergency weather on-air, possess the technological knowledge of weather forecast instruments/gear, 2-4 years on-air television experience, good writing skills, excellent communication skills, and be a team player. AMS and NWA certification preferred. EOE M/F Drug Screen. Send recent tape, resume, and references to: Human Resources, WIAT-TV, P.O. Box 59496, Birmingham, AL 35259. No phone calls please.

**Resume Tapes**

CAREER VIDEOS

pre备es your personalized demo. Unique format, excellent rates, coaching, job search assistance, tape critiques. Great track record.

847-272-2817.
**ANCHOR/REPORTER**
WDAV-TV, The number one news station in Fargo, North Dakota, has an immediate opening for a week-end anchor/reporter. Successful candidate will have exceptional writing, communication and organizational skills. Join a great team, at a station committed to news. Send tape and resume to: Al Amrict, News Director, WDAV-TV, Box 2466, Fargo, ND 58108. EOE

**REPORTER**
9 News in Mpls./St. Paul is looking for a reporter. Your tape must prove you're a strong writer and creative storyteller, with a demonstrated track record of enterprise stories. Rush tape & resume to: Dana Benson, News Director, KMSP-TV, 11358 Viking Dr., Eden Prairie, MN 55344. No phone calls. KMSP is an equal opportunity employer.

**METEOROLOGIST**
Fort Wayne's #1 weather leader has a full-time opening for a meteorologist to join the most educated weather team in the area. The successful candidate will possess a 4-year college degree in meteorology or related atmospheric science, and should be eligible to apply for AMS seal of approval. NBC33 has the best weather equipment in the market including the new Kavouras RT SGI weather system and the Kavouras Storm Pro. If you are a team player who has a passion for winning rush your VHS tape and resume to: Personnel, WKJG-TV NBC33, 2633 W. State Blvd., Fort Wayne, IN 46808. E.O.E.

**TECHNICAL CAREERS**

**CHIEF ENGINEER**
UNIVISION Sacramento, California, is looking for a self-starter, "hands-on" candidate with a minimum of 5 years experience as a Chief Engineer or Assistant Chief Engineer. SBE certification a plus. Candidate must have excellent leadership, project management, and communication skills. Substantial experience in all areas of broadcast engineering, including UHF transmitters, ENG systems, studio equipment, technical arrangements, and related broadcast technology. Must be capable of working with engineers, technicians, managers, and owners. Experience with broadcast automation systems, specific broadcast technology, and broadcast law is required. Send resume and references to: Dick Fraim, KLAS-TV, One Nationwide Plaza, Las Vegas, NV 89114. EOE. Phone: (702) 892-7792. Fax: (702) 892-6091.

**AVID/EDITOR PRODUCER**
Championship Auto Racing Teams, the sanctioning body for the premier North American open wheel series, is searching for a creative AVID editor/producer. Working in the fast paced environment of motorsports you will have the opportunity to work on a variety of exciting projects. You will act as Senior Editor of our nationally televised magazine program TAT. Additionally you will provide support to our various departments in addition to our race teams and advertising partners. Our edit suite is equipped with the latest AVID, Digibeta and Beta SP. Minimum of 4 years of AVID editing experience. Experience in editing broadcast feature material preferred. Knowledge of motorsports helpful. CART-Human Resources, 755 W. Big Beaver Rd. Suite 800 Troy, MI 48084.

**ENGINEER, BROADCAST NEW YORK CITY (MANHATTAN)**
Design, implement systems for live digital TV production & news including satellite links, internal studio systems, integead cameras, routers, switches, recording devices, character generators, paint boxes, 3D image manipulators, internal studio communication systems; redesign equipment circuitry, assure compliance all technical specifications, industry standards in video recording, make all technical arrangements for cables,路由, 安装 technical developments as needed, supervise engineers, technicians, and operations. Requires education AS to BS (or equiv) electrical engineering experience in a digital technology field. Must have experience in design and fabrication of digital and analog broadcast equipment; knowledge of state of the art techniques is required. Send resume plus 3 references to: Brailler, NBC World Sales, Suite 800, 1 Pennsylvania Plaza, New York, NY 10001.

**CHIEF ENGINEER**
FOX-13 WHBO, FOX O&O in Memphis is seeking a Chief Engineer to lead our conversion to Digital Broadcasting and to direct the station’s overall technical operation and manage the technical staff. This position interfaces with department heads and works closely with the News Department. Degree in electrical engineering and Technical SBE certification is preferred. Send resume to: William Littauer, American Television News, Inc., 311 W. 43rd St. #1401, New York, NY 10036.

**TELEVISION MAINTENANCE ENGINEER**
TELEVISION MAINTENANCE ENGINEER CBS-58 is seeking a full-time Television Maintenance Engineer to perform system and component level trouble-shooting. Candidate should possess strong computer skills. Must have FCC license or SBE Certification, minimum 5 years experience in a television broadcast environment and a minimum of an associates degree in electronics. RF and LAN experience a plus. Rush your resume to: Director of Human Resources, WOBT-TV 809 S. 60th Street, Milwaukee, WI 53214. EOE No Phone calls Please.

**CHIEF ENGINEER**
ABC Affiliate WTVL Channel 7 is looking for a “CAN DO” Chief Engineer. Qualified candidate must have strong communication skills and the ability to work well with others. Must possess FCC license. Your station is headed into the Digital Phase and we need someone to lead the way. Our format is DVC-Pro and we’re airing commercials via a new Digital ASC/Leitch video Server. If you want to live in Sunny Florida, this is your chance. Please rush your resume to: tom.hanson@wabc.com.

**STUDIO MAINTENANCE ENGINEER**
Must be able to perform the following duties: install and maintain studio transmission equipment including video switchers, audio consoles, DVE, CG, SS, cameras, and robotics. Familiarity with automation systems and master control environment. Should possess a general computer/networking background. Must be able to work on a rotating shift schedule. Candidate should have an engineering degree or equivalent technical training. SBE/FCC certification a plus. If you want to be a part of the exciting transition to HDTV in the most exciting city in the world, please send your resume and cover letter to: Kurt Hanson, Chief Engineer, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

**TELEVISION NEWS**
NEWSWEEKLY The Weather Channel, 300 Interstate North Parkway, Atlanta, GA 30339.

**REMOTE BROADCAST TECHNICAL MANAGER**
Manage the installation, operation and mainte- nance of the SKYCAM camera system. The SKYCAM covers a multitude of high-profile televised events such as the Final Four, the Super Bowl and the summer Olympics. 2 years live remote broadcast experience at EIC or E2 required. Travel required. Send or Fax resume to: Glenn Gordon, CF InFlight, 5 Great Valley Parkway Malvern, PA 19355 ggordon@cfinflight.com. Fax: 610-722-9161

**CHIEF TECHNICAL OFFICER**
KLAS-TV, CBS, Las Vegas, is looking for an outstanding leader with one foot in the analog world and a demonstrated aptitude, willingness and record of effectively managing change in broadcasting, cable or a related field. Must have a demonstrated track record of acquired knowledge in electronics, broadcast transmitters, system design, digital technologies, broadband, wireless, server-based technologies, computers, Teleco and cable sufficient to provide leadership for the station's transition from an analog environment to digital. Solid, top-line knowledge of Information Technology. Minimum of five years experience as a Chief Engineer in medium to large television market or seven years as an Assistant Chief in a large market. To apply, send resume and references to: Dick Fraim, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE.

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**TECHNICAL CAREERS**

**CHIEF ENGINEER**
WTVL Channel 7 in Thomasville, GA is seeking a Chief Engineer to lead our conversion to Digital Broadcasting and to direct the station’s overall technical operation and manage the technical staff. This position interfaces with department heads and works closely with the News Department. Degree in electrical engineering and Technical SBE certification is preferred. If you are a manager looking for a rewarding offer from 6 years to 8 years for AS. 35 hours/week $60,500 per year. Resume to William Littauer, American Television News, Inc., 311 W. 43rd St. #1401, New York, NY 10036.

**ENGINEER, BROADCAST NEW YORK CITY (MANHATTAN)**
Design, implement systems for live digital TV production & news including satellite links, internal studio systems, integrate cameras, routers, switches, recording devices, character generators, paint boxes, 3D image manipulators, internal studio communication systems; redesign equipment circuitry, assure compliance all technical specifications, industry standards in video recording, make all technical arrangements for cables, routing, installation, technical developments as needed, supervise cameramen, technicians, requires education AS to BS (or equiv) electrical engineering experience in a digital technology field. Must have experience in design and fabrication of digital and analog broadcast equipment; knowledge of state of the art techniques is required. Send resume plus 3 references to: Brailler, NBC World Sales, Suite 800, 1 Pennsylvania Plaza, New York, NY 10001.
**MARKETING CAREERS**

The ABC owned station in Raleigh-Durham is seeking a knowledgeable, hard-working, and enthusiastic person to handle and oversee our sales marketing efforts. Duties will include handling both traditional and non-traditional revenue-producing opportunities. Must possess ability to get appointments with key decision-makers.

**FOR SALE**

Twenty-nine foot Air Stream trailer built into Radio promotional diner. Front area is 1960's diner motif, rear is broadcast production area. Built in 5500 watt propane generator, 50 foot air mist/compressor, air conditioner/ heater and small sink with holding tank. Large promotional sign area across front. View pictures at www.dispatchbroadcast.com/radiodiner or contact Marvin Born. 614-460-3914.

**Classifieds**

**Television**

**SALE CARNERS**

**WFAA SEeks Director of Sales and Marketing**

WFAA-TV, the flagship station of Belo and one of the leading ABC affiliates is looking for a Director of Sales and Marketing. This individual is responsible for all sales activities and oversees the traffic and research departments. Responsibilities include inventory pricing and control, forecasting and budgeting spot revenue and the creation and administration of expense budgets for the above departments. This person must be able to maximize revenue from existing clients while increasing non-traditional revenue streams. This position works closely with other Belo properties to create integrated media campaigns. The right individual must possess strong motivational and leadership skills, and be able to establish a clear vision for the sales force of tomorrow. Please send resumes to Nick Nicholson, Vice President/Marketing, WFAA-TV, 605 Young St., Dallas, TX 75202, or e-mail your resume to sales@wfaa.com. No phone calls please.

**FIND ACCOUNT EXECUTIVES!**

Sales Managers! Marketing - Research - Traffic Production Pros! www.MediaRecruiter.com $295 Total Fee - 303-368-5900 40,000 Sales Pros see your ad monthly!

**ACCOUNT EXECUTIVE**

Seeking self-motivated & organized person with ability to handle multiple tasks to work existing client base & generate new business. Sales experience a plus & Bach Degree pref. Resume to HR Dept., WRCO-TV, 201 Humboldt St., Roch., NY 14610 or e-mail to mjaromin@wrcov.com. No calls. EOE.

**KTEL General Manager**

Albuquerque’s Telemundo Affiliate KTEL has an immediate opening for a General Manager. The ideal candidate should have a sales background, “start up” experience, Spanish language television experience, speak and write Spanish, and enjoy an entrepreneurial environment. KTEL is located in Albuquerque, New Mexico, the twelfth largest Hispanic DMA. Please send your resume to Brad Moran, Ramar Communications at bmoran@ramarcom.com or to 9800 University Avenue, Lubbock, Texas 79423. Ramar Communications is an EOE.

**MANAGEMENT CAREERS**

**EXPLORER COMMUNICATIONS**

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jhoff@worldnet.att.net

**SOUTHWEST**

FM in mountain community .................. $550,000
FM + 2 AMs in two nearby towns .... $800,000
FM-AM combo in two-stn. town ...... $440,000
FM in rated market ........................................... $900,000
FM in rated market ........................................... $400,000

**EXPLORE COMMUNICATIONS**

(727) 865-1221

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Time to move on DTV
Overdue service should be at the top of the FCC agenda

By Richard E. Wiley

Over four years ago, the FCC established a new digital-transmission standard for the country, mandated an aggressive DTV implementation program for the broadcast industry, and set 2006 as the date by which conventional television service would be phased out. Although hopes were high, the DTV transition clearly has been slower and more uncertain and contentious than expected.

It has been beset by first-generation consumer equipment that did not always perform optimally, a lack of digital programming that might compel purchases of expensive DTV sets, division within the broadcast industry over elements of the standard, and a failure to resolve such key issues as cable interoperability, carriage and copy protection.

However, with the dawning of a new year, there is reason to believe that the transition finally might begin to gather steam. First, the broadcast industry has reached a consensus to retain the current transmission standard (8-VSB), to make the investment necessary to cure remaining transmission concerns (notably, indoor reception and portability), and perhaps to commence an effort to vigorously promote the advantages of DTV to the viewing audience. Moreover, over two-thirds of the nation is already served by digital signals, with further growth certain to follow. Nevertheless, given all the past uncertainties, I think a case can be made for granting smaller broadcasters a brief extension in the digital build-out schedule.

Second, a new FCC is just beginning to take shape, raising the hope that digital television might become something that it has never been at the commission: a priority item.

While a Republican-led agency understandably may be reluctant to dictate the future course of DTV, it can play an essential role in bringing various video industries together to discuss and ultimately surmount the continuing obstacles. Moreover, the FCC could use its “bully pulpit” to encourage the private sector to move the transition forward.

Some might suggest that a laissez-faire approach would be preferable, avoiding any suggestion of an “industrial policy.” However, this viewpoint overlooks the unique, decade-long partnership between government and industry that caused DTV to happen not only in the United States but, due to our technical leadership, around the world as well.

Third, set manufacturers now can produce more high-quality digital equipment, safe in the knowledge that it will not be made obsolete by changes in the standard. Already, new generations of receivers are showing marked improvements. In addition, DTV set prices are beginning to fall within the range of the average American’s pocketbook. The pace of consumer sales would be further stimulated by an assurance that digital receivers will work with all media, including cable.

Fourth, outstanding sports attractions (such as the Masters golf tournament, the U.S. Open tennis and NCAA Final Four basketball tournaments and the NFL Super Bowl) have been presented in dramatic wide-screen HDTV, truly a whole new viewing experience. In addition, the broadcast networks (especially CBS) are converting their prime time programming, shot in 35mm cinematography, to high-definition (and even experimenting in HD production on a cost-saving basis). Further, major motion pictures have been delivered in digital format by broadcast, cable (especially Time Warner) and satellite networks. If agreement can be reached on the nagging copy-protection issue, many more will be shown. More than anything else, the transition would be spurred by the availability of compelling digital programs.

In this regard, video programmers also may develop shows in standard-definition format (the digital equivalent to today’s transmission quality), particularly during daytime hours. And without question, data transmission of all kinds (including interactive material) will be delivered, providing audiences with valuable content and broadcasters with a second revenue stream. To date, a number of data consortia have been formed, with more on the way (even perhaps between broadcast networks and their affiliates).

What clearly is needed to make the DTV transition a success is a firm commitment by both government and industry to make it happen—and soon. This will take continuing vision and leadership—vision to perceive the tremendous public and business benefits that lie ahead with this new technology and leadership to resolve expeditiously the outstanding issues.

The opportunity to get the job done presents itself today as never before. It is an opportunity that, in the public interest, should not be missed.
"More of my union is unemployed than employed. So you have to ask yourself, what's the impetus for them to vote against a strike?"

—Peter Aronson, President of Regency Television and member of the Writers Guild of America, on the possibility that the looming strike will materialize, from the San Francisco Chronicle.

“We buy because we enjoy the cheap thrill. We want to escape. We escape because we have become so numbed to our own deep desires that it is just easier to watch others in phony hot pursuit.”

—Monica Collins, Boston Herald, on the results of a study by the Kaiser Family Foundation finding that sex on television has increased dramatically.

“My name is often followed by the son of Colin Powell. So if you’re here for a State Department briefing, you’re in the wrong place.”

—FCC Chairman, Michael Powell, at the beginning of his first press conference as FCC chairman.

“It used to be that all you had to do to win valuable prizes was open your purse for Monty, tell Bob the right price or pick the right door. But nowadays, you’re actually expected to think.”


“Doesn’t anyone here think this sounds like a vision of hell? While we are all competing or dying, when will there be time for sex or music or books? Stop the world, I want to get off.”

—Howard Stringer, chairman of Sony America, speaking at the Davos World Economic Forum on the vision for the 21st century corporation.

“Can a Kelly Ripa women’s clothing line at Wal-Mart, featuring the latest fashions from Honduras sweatshops, be far behind?”

—Lisa Mones, Washington Post, on Regis Philbin’s new co-host and her striking similarities to former host Kathie Lee Gifford.

“People in this country are compartmentalized by age, financial status, upbringing, geography, education and social grouping. Puffy and I are not in the same compartment. I do like writing his name.”

—Andy Rooney, writing in the Star Tribune on his lack of interest in current famous folks, including Sean Puffy Combs.

“Carol Marin had to be persuaded to do this ... to anchor a local newscast again. ‘Don’t worry, Carol Ann,’ we said. No more of the story behind tonight’s movie. No more disease-of-the-week stories: Vitamin C, coffee, fat, sugar, cholesterol, red meat, white bread, green tea. Researchers say they’re good for you. No, they’re bad for you. ‘No more lipstick, pantyhose or nail-polish tests. No more killer garage doors. No more Tonight’s guests on Leno or Letterman.’ No more cancer-screening partnerships with for-profit pharmacies or for-profit hospitals. No more ‘Survive Alive’ deals with the fire department. No moreiggling over jelly beans or silly kickers. No more water-skiing squirrels or love-sick moose. No more empty warehouse fires. No more empty car chases. No more empty news.”

—Danice Kern, former assistant news director at Chicago’s WBBM-TV, in a speech recalling the failed experimental “serious” newscast anchored by Carol Marin that was discontinued last October, as reported by Chicago Sun-Times columnist Robert Feder.
Instant editorial

Well, for us, it’s instant. Pulitzer Prize-winning author Richard Rhodes, on the other hand, has clearly put many hours of research and careful thought into his article “The Media Violence Myth.” You can read it in its entirety by going to broadcastingcable.com, scrolling down to Elsewhere on the Web and clicking on “Challenging the Media Violence Myth.” Or you can go directly to the site of the American Booksellers Foundation for Free Expression at abffe.com.

For those of you still working without a Net, what you would have found is a thorough and well researched debunking of the “general cultural consensus” — fueled by wishful thinkers and Congressional fulminators — that media violence begets societal violence. As such, the article should also be required reading for those, like us, who are suspicious of highly touted studies that finger media violence, but perhaps more important for Sen. Lieberman and all other culture cops who use them as ammunition against the media.

Rhodes skewers the Eron/Huesmann study on violent behavior, a study used to help push the V-chip through Congress, pointing out that it was based on a sample size of three. Yes, that’s not a misprint. The co-author of the study admits as much (sounds like a case of publish and perish to us), although he refuses to take the next step and concede that the study is statistically meaningless. He has promised to respond to abffe.com, as have other academics and interested parties. In fact, by the time you log on, a vigorous and healthy debate of the reigning politically correct wisdom on media violence may already be in progress. We hope so.

No thanks

Imagine we have a big red flag and are now waving it: The network news heads have no business parading to Washington to testify at this week’s hearings on election snafus and how to fix them. And the government has no business asking. Just try getting The New York Times’ Pinch Sulzberger to testify on suggestions that the paper’s coverage is biased or that it might have misreported election results. Never happen.

Broadcasters have recognized the problems with their election-night coverage and are taking steps to correct them. That’s their business. Congress should stick to doing the people’s business, which is fixing the voting machines and passing a uniform poll-closing bill. The only group the TV news executives should be answering to is the court of public opinion. Once the government starts trying to decide how journalists should do their jobs, you might as well hand Rep. Tauzin the earpiece and let Dan Rather chase armadillos.

Thanks

The Fraternal Order of Police honored America’s Most Wanted, its host John Walsh and network, Fox, with a lifetime achievement award last week. The honor was pegged to the show’s help in apprehending the seven Texas fugitives, but those were just the most recent in a string of captures that have taken fugitives off the street and almost certainly saved lives.

The show has already been the recipient of the FBI’s highest civilian award, not to mention numerous plaudits from this page. Reality television, like that little girl with the curl, can be horrid. But AMW continues to show that it can also be very, very good.
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