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Michael Willner, chief of Insight Cable, tells Washington what cable needs as he prepares to become NCTA chairman
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Maybe combining parts of CBS News with CNN makes sense. But that doesn’t mean it’s an idea that can be pulled off
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NBC hopes its summer ensemble comedy Downer Channel has a big upside.

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A PRINCESS FROM THE BEGINNING.
A WARRIOR TO THE END.

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1996-2001
Top of the Week June 4, 2001

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SPECIAL REPORT

TOP 25 CABLE OPERATORS

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Downer Channel is part of NBC’s summer initiative. See page 22.

Copps (l) and Abernathy (c) took office at the FCC, but Martin has to wait.

© Chris Nelson

KTTV(TV) Los Angeles’ Good Day LA was a May sweeps winner.

CBS’ Dan Rather may be sharing the stage with CNN news folk.
When they danced

No one died at last week's CBS affiliates meeting, but it reminded us that, not too long ago, these little wingdings were something like, well, harmonious. Take, for example, the 1982 CBS affiliates meeting, when, as the old Broadcasting magazine pointed out, the big moment, entertainment-wise, was a chorus-line dance number by, get this, "wives of affiliates and network executives" (pictured).

They got a standing ovation, we reported, blithely unaware that, less than 20 years later, such network/affiliate chuminess—not to mention such blatant chauvinism—would be impossible to imagine.

Back then, CBS had caterers who, between courses, served affiliates and other guests sherbet in ice-sculpted bowls that looked like decorative swans—1,200 of those, as a matter of fact. Things seemed easier, and why not? Things were good, and cable was, comparatively, an infant. Affiliates nodded in total agreement when Gene Jankowski, then-president of the CBS broadcast group, said he doubted advertisers would ever fall for cable television, which confused the potential audience with actual eyeballs. "I suspect a major re-evaluation of cable is about to take place," Jankowski told the gang. He got that right.—P.J.B.

Praise the messenger

Veteran Miami newsman Ike Seamans had more than 100 messages waiting for him Friday, largely in praise of a story he had done the night before. A good response? Well, yes, and no. The WTVJ(TV) story he reported concerned a great big problem: what's wrong with TV news.

Seamans said that the story grew from his experiences on panels discussing journalism. "They were suddenly more contentious, more bitter, than they'd ever been. Normally, people kill the messenger for bringing bad news. Now we're getting killed for not bringing the news they want." The prescription? Seamans' findings indicate that people want a broad range of news—including crime, accidents and even car chases—but with a better sense of proportion and relevance.—D.T.
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A CNN suitor?

*Why CBS or ABC would like to link with the cable network*

By Steve McClellan and Dan Trigoboff

In a media world where vertically integrated conglomerates dominate the landscape, NBC is perceived as the weakest link when its combined assets are compared with those of AOL Time Warner, Viacom and Disney. But the Peacock enterprise—with cable networks MSNBC and CNBC as additional outlets for its newsgathering resources—has the news model right. That's why CBS News and CNN are once again engaged in serious talks about combining forces in a merger or a joint venture.

Both sides confirm that the talks are ongoing but also stress that it's hard to say when or even if a deal will get done. However, one CBS source says its prospects have been heightened by the change in leadership at the Turner Broadcasting System group, now headed by Jamie Kellner.

"It's an easier conversation to have with Jamie," says a Viacom source familiar with the situation. "Before that, it was never quite clear that you could ever get to a discussion of a merger of equals."

Merging CNN, in some form or other, with a major broadcast news division is not a new idea. It's the second time in three years that such talks occurred between CBS and CNN. Before that, there were several similar rounds of negotiations between NBC and CNN.

The first go-round with NBC took place in 1985. NBC had recently abandoned an attempt to launch a cable news network from scratch when it failed to get the support of cable operators whose news needs, CNN founder Ted Turner assured them at the time, were being adequately served by CNN.

Turner then offered to sell half of CNN to NBC, recalls Tom Wolzien, an NBC News vice president at the time and now an entertainment analyst with Alliance Capital's Sanford Bernstein & Co.

"I never thought it was a bad idea," says Wolzien, who believes it makes a great deal of sense for CNN to form an alliance with CBS or ABC. But thorny issues mostly having to do with control have prevented such an alliance, he says. The NBC model is almost ideal, he says, because NBC controls both the cable and broadcast net-

Estimates are that each side might reduce costs by up to $200M annually by exploiting efficiencies of a combined operation.

But with CNN and CBS, "the key difference," says Wolzien, "is you're dealing with two entrenched institutions. And that makes it a lot harder to work it out unless you say, 'We're going to fold the two institutions together and make them one.' Otherwise, you have all kinds of governance issues."

But, he adds, the economic downturn may be just the spur to consummate a deal between CNN and someone—CBS or ABC. Indeed, both CNN and ABC News have embarked on aggressive cost cutting, including layoffs. CNN implemented a plan earlier this year to reduce its work force by up to 10% (600 jobs). ABC News wants to pare between $15 million and $20 million in annual expenses. To get there, nearly 10% of the ABC News work force (125 positions) will be eliminated through buyouts, layoffs and attrition by the end of this month.

ABC would love to strike a deal with CNN. But, for now, it's sitting on the sidelines. Sources confirm that ABC has asked CNN to call before finalizing any deal with CBS.

Sources at both Time Warner and Via-
com insist that cost cutting isn't the main motive behind the talks. Rather, they say, it is brand extension and revenue growth. Still, the cost savings will be substantial. Estimates are that each side might reduce costs by up to $200 million annually by exploiting efficiencies of a combined operation.

And that's a saving that could go right to the bottom line, which of course is what the parties hope to improve by doing the deal in the first place. CNN is said to contribute roughly $250 million in operating profit annually to parent AOL Time Warner. CBS News and ABC News contribute approximately $150 million and $130 million, respectively, including ad sales for the prime time magazines. Excluding prime time, both news divisions would be operating at a loss, according to Wolzien.

NBC News contributes about $300 million in operating profit to the network, thanks largely to the strong performance of *Today* and *Dateline*. In addition, cable networks CNBC and MSNBC contribute another $300 million or so in profit. Those numbers explain why the NBC News model is so compelling and why CNN and CBS are talking. The current talks are being led by CBS News President Andrew Heyward and CNN President Philip Kent, although sources say both Kellner and CBS Television President and CEO Leslie Moonves have been involved and support an arrangement if terms can be worked out.

Brown to take center stage at CNN

Goodbye, Bernie Shaw. Hello, Aaron Brown. CNN hopes to make the former ABC News staffer its star attraction as anchor of a planned new evening newscast set to debut this fall.

Shaw had been CNN's lead anchor and most recognized journalist for 20 years—until his retirement earlier this year. Since then, Shaw's anchor duties have been filled on a rotating basis by several CNN correspondents, including Wolf Blitzer and Greta Van Susteren.

Now Brown takes center stage. CNN said Brown would also serve as lead anchor for breaking news, as did Shaw, and will also anchor live event coverage. Brown, 52, has toiled for ABC News for the past decade as both reporter and anchor. He reported for *World News Tonight With Peter Jennings* and *Nightline* and anchored overnight show *World News Now* and, more recently, the Saturday edition of *World News Tonight*.

Before joining ABC, Brown was an anchor at KIRO-TV Seattle. His contract with ABC had another year or so to run, but he asked to be let out of it, and ABC News President David Westin gave the approval. Carole Cooper of N.S. Bienstock brokered the deal with CNN.

—S. McC.

While just about everybody says a deal makes sense on paper, some within the companies remain skeptical. "All the cultural, operational and organization issues that existed three years ago still exist today," says one insider who was there for the earlier round of talks.

What does Viacom President Mel Karmazin think of an alliance with CNN? "We'd all love to see it happen," says a Viacom source familiar with Karmazin's view. "It's one of these deals that makes all the sense in the world on paper. But personalities and business plans aren't just a piece of paper."

A CNN alliance with CBS News would have its ironies. In the mid-'80s, Ted Turner made an abortive play to take over all of CBS. The move prompted a raft of stories questioning the colorful mogul's integrity and lifestyle, which CBS at least had a hand in planting. Although Turner's junk-bond bid fizzled, he put CBS in play, and it was acquired by Laurence Tisch, whose slashing business sense certainly didn't help the news department. ■

CNN stalwart Larry King is the cable network's big prime time draw.
A package deal, literally

Starcom MediaVest brokers record-setting P&G-Viacom pact

By Steve McClellan

Back in March at the Four A's media conference in New Orleans, Starcom MediaVest's Kevin Malloy predicted that at least half of the ad agency's U.S. media billings would be tied to integrated marketing deals in five years.

What he knew and the rest of us didn't was that the company's U.S. arm, MediaVest USA, was working on a record-breaking cross-platform deal with Procter & Gamble and Viacom.

That deal was signed last week, with P&G committing $300 million in ad spending on 12 Viacom outlets over the next year.

The P&G-Viacom deal is the biggest single cross-platform ad-spending agreement yet. And that's six times bigger than the previous record deal put together by Viacom: a $50 million commitment from Fidelity, the financial investment company.

"This unprecedented deal not only takes our long and fruitful relationship with P&G to the next level; it also puts us at the forefront of a new way of doing business," said Viacom President Mel Karmazin. Indeed, agency executives predict that at least 40% of U.S. billings will be tied to cross-media deals in five years.

The package-goods maker will buy spots on 12 Viacom outlets: CBS-TV, VH1, MTV, MTV2, Nickelodeon, CMT, BET, UPN, TV Land, Comedy Central, and syndicated product from Paramount and King World.

Marketing objectives include pumping up the People's Choice Awards and targeting teens and minorities, especially during Black History month.

The deal, separate from buys that P&G will make in the upfront market, will give Viacom a greater share of P&G's almost $1 billion in TV ad spending, officials on both sides confirmed.

The agreement was two years in the making after an initial conversation between Karmazin and P&G's Global Marketing Officer Robert Wehling. Viacom Plus, the cross-platform sales unit, coordinated the sale for the media conglomerate.

Smiley's face at ABC

Former BET personality to be ABC News contributor

By Susanne Ault

Fired BET talk-show host Tavis Smiley has signed on with ABC News as a contributor to Primetime Thursday and Good Morning America.

That move looks nicely symbiotic, or maybe even doubly symbiotic, considering that BET canned Smiley in March shortly after he sold an exclusive interview with former Symbionese Liberation Army member Sara Jane Olson to ABC (rather than BET).

But the cable network never said that's why Smiley was shown the door.

There's also word that Smiley could get his own syndicated show with ABC sister company Buena Vista Television.

Plus, he's apparently close to coming on board with ABC Radio as a syndicated commentator for The Tom Joyner Radio Show, the host of which was one of Smiley's ardent supporters during the time of his firing from BET.

Separately, Smiley will also be featured on several CNN programs including TalkBack Live and Inside Politics.
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Source: Nielsen Media Research (1/01 - 4/01)
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** #1 in Total Day; Coverage AA% A18+ rating vs. all basic cable networks
*** #1 in Total Day, Coverage AA% W18-49, W25-54, W18+, WW18+
**** Top 3 Original Dramas; Coverage AA% HH rating vs. all basic cable networks
FOX TAKES TWINS TO COURT
In the latest fight over local sports rights, Fox Sports Net North has gone to court to retain Minnesota Twins games. Fox believes that the Twins are planning to start their own regional sports network, an obvious conclusion since the team hired Kevin Cattoor, who was general manager of the sports network before Viacom sold it two months ago.

Fox contends that Cattoor, now Twins COO, has said he does not plan to let Fox exercise options that would extend its current rights deal after the 2001 season.

A lawsuit filed in U.S. District Court in Minneapolis also contends that Cattoor knows trade secrets from his days at what was known as Midwest Sports Channel—secrets that he could use to snag TV rights for other local teams.

TRIBUNE, HEARST SIGN MULTIYEAR CONTRACT
In a new multiyear arrangement, Tribune Entertainment will handle key functions for Hearst Entertainment's domestic first-run programming, including contract administration and research.

Also as part of the deal, which expands the relationship announced earlier this year, Tribune and Hearst will work together in other areas, including distribution and marketing activities.

Previously, Tribune acquired the barter sales rights to Hearst's stable of weekly half-hour series, including Ron Hazelton's HouseCalls, Famous Homes & Hideaways and the upcoming The Bravest.

A look at local sweeps
May's regional news scores reflect heated competition and staffing changes

By Dan Trigoboff
At WGRZ-TV Buffalo, on the day before the end of the May sweeps, Darryl Green, the general manager, and Randal Stanley, the news director, assembled the troops and showed them the last 20 heroic minutes of Rocky.

"After that, we were ready to go," Green says, and the inspirational rally could have helped the NBC affiliate in its surprise May sweeps victory over longtime late-news leader WKBW-TV. "We've never won at 11 p.m. in households, and we've got employees who've been here for 30 years," Green notes. "Ch. 7 has been the market leader here for a long time."

As sweeps ended, WGRZ-TV hustled in Today Show host Katie Couric, already in Buffalo for a story on Oklahoma City bomber Tim McVeigh, to congratulate the staff.

News is what local television is all about, even in the big cities. In New York City, WNBC(TV) won again, with WABC-TV finishing second. WCBS-TV, which had a bright spot with its first-place noon news, finished well behind in the all-important late news, even behind Friends reruns in syndication on WPIX(TV). It tied with Seinfeld reruns on Fox's WNYW(TV).

But perhaps the big story in New York was the 10 p.m. battle, in which new Fox acquisition WWOR-TV squeaked out a victory for the first time during sweeps over Fox's WNYW(TV), and Jim Hill—all worked for him in the '80s at KABC-TV.

Aided as well by America's top news director—that would be Judge Judy—KCBS-TV claimed double-digit percentage gains at 5 p.m., 6 a.m. and 6 p.m., and a slight gain at 11 p.m.

In Philadelphia, ousted KYW-TV News Director Melissa Klinzing was perhaps the highest-profile casualty. After the May book, she was canned by GM Marcellus Alexander. Klinzing, formerly news director for cable station Bay News 9 Tampa, Fla., ABC station KMGH-TV Denver and KFOR-TV Oklahoma City, joined the station as executive producer, recruited by
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Source:
* Beta Research: In trend Among all Home Entertainment Networks
** 1998-2000, Beta Research Cable Subscriber Internet Studies
*** Beta Research December 2000 Evaluation of Emerging Networks Adults J8+
**** October 2000, Beta Channel Carriage Study Among Cable Affiliate Providers: 
***** Kaleidoscope (June 1998-April 2001)
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In Brief

Bruckheimer to Make TV Movies for Warner
Pearl Harbor producer Jerry Bruckheimer has signed a two-year deal to create TV projects exclusively for Warner Bros. Television. A force in the film world, he has also shown promise in TV, producing CBS' CSI, one of this season's best-performing rookie series.

City Guys Clears 80% of the U.S.
Tribune Entertainment has cleared the off-net episodes of teen sitcom City Guys in 80% of the U.S., representing 122 markets. Stations signed on to the show, launching next fall, include Tribune Broadcasting's WPIX-TV New York, KTLA-TV Los Angeles and WPCH-TV Philadelphia.

TNT Beats Lifetime for Top Spot
Lifetime slipped out of the No. 1 position for ad-supported cable networks in May, losing out to TNT. Lifetime notched a 1.7 rating, while TNT harvested a 1.9, according to Turner Entertainment Research's analysis of Nielsen Media Research data. Lifetime remains one of only two networks in the top ten that have seen positive ratings growth since May 2000. Lifetime's ratings are up 6%, along with TNT's 50% rise, which is largely attributed to its wrestling programming.

Paramount Network TV Names Russo SVP
Tom Russo was named senior vice president of current programs for Paramount Network Television. Previously, he served as president of long-form programming, overseeing TV movies since his appointment in 1994.

Joel Cheatwood in 1999. She replaced Cheatwood when he moved to New York to become WCBS-TV's news director and oversee all CBS-owned stations' news departments.

Philadelphia's long-dominant WPVI-TV recovered its top spot in late news, having dropped a sweeps period to hard-charging WCAU(TV) in February. The two stations were barely half a point apart.

In Boston, unflattering stories about WHDH-TV in local newspapers after it dropped popular anchor Kim Carrigan didn't stop the Sunbeam station from keeping its top spot in late news, although its ratings have dropped. Boston has become an increasingly tight market at 11 p.m. and at noon, with barely a point separating WHDH-TV, WCVB-TV and CBS-owned WBZ-TV.

Longtime anchor Natalie Jacobson continues to dominate for Hearst's WCVB-TV at 6 p.m. At 10 p.m., Tribune-owned WLVI-TV held a small lead over Fox's year-old WFTX(TV) newscast, which will introduce new anchor and former NBC personality Jodi Applegate.

Launching MMTV

MuchMusic set to air new music programming this month

By Allison Romano

After years with little distribution, Rainbow Media has set its makeover, MuchMusic USA, leaning on viewers to generate some of the shows.

MuchMusic's new slate, which launches on June 25th, is focused on music videos and viewer-designed music programs. The network hopes to redefine music television by letting viewers make programming decisions through the channel's Web site.

Documentaries, reality programming and game shows dominate the music television, but the music has largely gone missing. MuchMusic's acting General Manager Nora Ryan says the challenge is to strike a balance between real people and entertainment value.

MuchMusic GM Nora Ryan says the challenge is to strike a balance between real people and entertainment value.

Rainbow launched a U.S. version of the MTV clone in 1994 with Canadian program-

mer CHUM Group Television. But the network has scrounged for carriage and viewership, in large part because even the U.S. feed was saddled with strict Canadian TV content regulations. Those forced CHUM to load up on Canadian artists unknown or uninteresting to U.S. music fans. MuchMusic had a mere 11.3 million subs at year-end.

But Rainbow bought out CHUM last year and has started customizing the feed for the States. Four original programs will be stripped during the week. Tastemakers is a video block hosted by viewers who weigh in with their opinions on the videos. Oven Fresh lets viewers select whether videos should be dumped or put into the regular scheduling rotation. Mixtape Masterpiece will air videos that viewers custom build using music clips and graphics the network provides online. The audience will act as stringers for Random Intelligence, which showcases viewers' video of local music scenes. The network also plans to air videos in genre blocks, such as hip-hop or modern rock, beginning in the fall.

John Severino, departing GM of KCBS-TV, notes that three of his current stars worked for him at KABC-TV.
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Positive thinking

While U.S. majors are paring Promax contingents, the organization says foreign firms will make up the difference

By Susanne Ault

When the economy is slumping, one could hardly blame TV executives who haven’t determined whom they’re sending to Miami Beach for next month’s Promax/BDA conference.

But the organization, which caters to broadcast promotional and design professionals, doesn’t seem fazed by the fact that the Fox, Sinclair, NBC, ABC, Paramount and Tribune station groups aren’t expected to attend the event in large numbers.

Promax/BDA likewise isn’t concerned that both Paramount and King World, which together constitute a large conference presence, won’t be holding large marketing sessions this year for their shows.

Also, Warner Bros. is planning to host a smaller hospitality suite than in years past. Twentieth Television won’t be throwing a party for its clients like it did in 2000. Universal, which last year gave a Blind Date workshop, won’t be going at all. The same goes for Tribune Entertainment. There’s also NBC Enterprises, which will be overseeing its own Internet-delivered marketing workshop separate from Promax/BDA. Only Pearson Television, hyping its upcoming Card Sharks, will be going with the same force as last year.

You’d think that kind of fall-off would hurt.

“These are challenging times for everybody in this industry,” says Promax/BDA CEO Glyn Brailsford. However, “there is a general misunderstanding about the role of local stations and syndication in the overall picture of Promax/BDA,” with the U.S. station/syndication community “only really occupying 10% to 15% of conference activity.”

And to be downright cheery, while some syndicators and station groups may be taking a vacation from Promax, the down advertising market may be good for promoting syndicated products.

“What has happened is that stations can’t sell all the time to advertisers, so they’ve got more time to promote our shows,” says one top-level syndication executive.

That means syndicators don’t have to put the usual pressure on stations to invest their money promoting syndicated series. The current ad market may not give stations much choice but to do what syndicators want.

Brailsford contends that technology firms such as Quantel, Macromedia and Adobe have been a heftier force at the convention over the years and, if anything, are stepping up their presence this year. The collapse of major design firm Pittard Sullivan led competitors to eye June’s Promax/BDA as an opportunity to grab more clients.

Also, says Brailsford, international folks, eager to capitalize on U.S. fever for foreign formats like Survivor, have upped their numbers at the event by about 10%, “making up for any shortfalls.”

Overall, he says, Promax/BDA in Miami should attract 4,000 attendees, the same levels as last year. But the current soft ad market, leading to TV’s financial blues, could make for some slow action there.

The reduction should be temporary, say some. King World advertising and promotion chief Delilah Loud says her studio had “to look at the bottom line” in deciding to limit its presence, but she believes Promax/BDA will stay important because “we really need to hear the voice” of station promotion execs, “and not just by phone.”
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The sole survivor

Only CBS holds a get-together with its affiliates

By Joe Schlosser

No one exactly hung out the Welcome Home banner, but CBS and its affiliates last week attempted to put aside their differences—at least for the time being—and savor the network's success at what will turn out to be the only network affiliate meeting of the year.

The two sides have been at odds since the Network Affiliate Station Alliance filed its petition with the FCC in March, alleging abuse of power by the Big Three networks. CBS executives were upset with their affiliate board for failing to notify them in advance and had all but demanded the current affiliate board be ousted.

After two days at Las Vegas' Bellagio Hotel, the mood mellowed somewhat.

The affiliates voted “overwhelmingly,” sources said, to retain the current board; the network agreed to recognize and re-establish relations with them. The two sides cheered and applauded CBS TV President and CEO Les Moonves' fall schedule. There were even a few hugs and kisses thrown in.

Viacom President and CEO Mel Karmazin told affiliates that there are a number of areas where the two sides will probably never agree, especially the station-caps issue. But he said that they must work together in order to be successful and that the heated “rhetoric” between the two sides must be eliminated.

“Obviously, we believe that, if there were a model that were better for us than the model that exists today between networks and affiliates, believe me, we would have done it,” Karmazin said. “We love you, but at this point, if there were a better model, we'd be doing it. ... We have so much more stuff in common than we disagree on.”

Speaking later with reporters, Karmazin said that Viacom’s Infinity radio stations will not be returning to NAB, nor will the CBS broadcast stations. He also said there are currently no discussions taking place with News Corp. for joint ownership of UPN and continued his mantra that the upcoming upfront advertising period will not be as bad as expected.

“We’re not having any difficulty” attracting advertisers at CBS stations, he said. In fact, advertisers are getting great deals, and most of the company’s sales managers are “wimps” for caving in to lowball offers from advertisers.

“If, in fact, there’s no demand, then advertisers are going to have a field day in negotiating your prices,” he added.

To the affiliates, Karmazin played up the fact that NBC, ABC and Fox opted out of separate affiliate meetings this year. Not CBS.

“We wanted to have this meeting. I think this is to our advantage,” he said, stressing that it was “wrong” for the other networks to aban-
don them.

That elicited excited applause from the 250 or so affiliates, who are led by Ray Deaver, of KWTX-TV Waco, Texas—who, it’s significant to note, was still the chairman of the CBS affiliate advisory board when the parlay ended.

That was once in some doubt. After the NASA complaint was filed, CBS’ head of affiliate relations, Peter Schruth, sent a letter to affiliates threatening not to deal with the board. He softened his stance but added that CBS executives would still like to see more board representation by major station owners.

The hot topics going in were preemptions, repurposing programming and digital must-carry, and, at the end, those still were the hot topics. “We didn’t get enough time to really accomplish too much,” Deaver said as the confab was ending. “We hope to follow this up with subsequent meetings, but I think we all felt like it was a start.”

Schruth said, “I think we have more or less decided that, for starters, we are really going to cut down on the rhetoric that has been flying back and forth between the affiliates and the network.”

After going through the network’s fall schedule, Moonves reassured affiliates that the network’s “first and foremost” interest was also over-the-air broadcasting. He said CBS “got a bum rap” and was unfairly lumped together with other networks in the NASA petition.

Moonves said CBS will support assured transfer of affiliations to qualified buyers and reasonable preemption caps for local programming. He added that, while the network will continue to repurpose programming onto cable networks and other platforms, it would be done less aggressively than competitors.

For example, the network syndication deal to rebroadcast CBS’ freshman hit CSI: Crime Scene Investigation at co-owned TNN is one year after its network airing; at other networks, some prime time shows are rebroadcast on cable the same week.

And next year? Karmazin said there will likely be another affiliates meeting.

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**Job market for hire**

*Report shows employment ads as revenue source for radio and television*

By Michael Grotticelli

With the nation’s jobless figures on the rise, there’s money to be made by radio and television stations that use their channels and the Internet to generate revenue from employment advertising, a new report shows.

Over the last two years, daily newspapers experienced a revenue shortfall in employment ads, estimated at $1 billion to $2 billion each year. That’s based on what they would have taken in if it weren’t for new competitors, such as online job boards, local Pennysavers and billboard companies. Stations should be capitalizing on this.

The report was developed by Classified Intelligence L.L.C. and the Advanced Interactive Media Group L.L.C., two affiliated consulting groups that work with newspapers, broadcasters and Web-based companies to develop and implement interactive media strategies.

It recommends that broadcasters develop an online/on-air/audiotext combination service for employment ads and find a reputable company to run the necessary software to support it.

It cites the six Infinity Broadcasting stations in Baltimore that started a print employment magazine even before they launched their online employment Web site.

Nearly 75% of all radio stations report that they are pursuing recruitment revenue—up from almost none in 1990—while some TV stations have also developed both on-air and online employment services during the past few years.

“Newsapers’ market share in employment advertising is going to diminish steadily during the next few years as broadcasters, dotcoms and other specialty services challenge their rates, squeeze their margins and find new ways of helping employers reach prospective employees,” says Peter M. Zollman, executive editor of the report and founding principal of the consulting groups.

“Broadcasters have to understand how their competition works,” he says. “What do newspapers do that a broadcaster can capitalize on to build a business? How does employment advertising work to make an employer want to use radio or TV instead of a newspaper? These are the issues that stations need to understand if they want to take advantage of money that’s out there for the taking.”

The industry study offers a 12-point strategy section for broadcasters on ways to create on-air and online revenue from employers. For example, stations should be thinking about creating alliances with their local newspaper, complementing their offerings with promotion, combined sales efforts and joint job fairs. They can also take advantage of their local airtime, which drives traffic to the station’s Web site and employer Web sites.

In many markets, real-estate programs are now common on Sunday mornings. The report suggests that stations offer an employment show during overnight hours or early dayparts. This also might be useful programming for second-tier cable channels or stations that are considering multicasting.

Finally, the importance of providing a comprehensive package, not just a Web site, is stressed. “Merely offering a job-posting site is a limited service that will probably deliver limited (or no) results,” the report states. “Include employers in your on-air promotion for your site; offer audio-text and even print products, as well as online products.”

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The report recommends that broadcasters develop a combined online/on-air/audiotext service for employment ads.
Counting Peabodys
Noncommercial broadcasters take home the lion's share

By the time it was Jon Stewart’s turn to pick up his Peabody, the awards luncheon at New York’s Waldorf-Astoria was approaching three hours (four, if you count the 11 a.m. cocktail reception). “When I got here this morning, Mr. Peabody was clean-shaven,” quipped Stewart, who was nonetheless happy to receive the award for Comedy Central’s *The Daily Show*, which lampoons politics and TV news with equal vigor.

The University of Georgia’s Peabody Awards, named for the bearded philanthropist George Foster Peabody, are the most prestigious in electronic journalism, although they now also recognize the best in drama and comedy on TV.

Yeah, the ceremony was long. But you still kind of wanted to see more of every clip from the 33 programs that earned awards: news segments, documentaries, made-for-TV movies, dramas and, in the case of *The Daily Show*, a series of programs (“Indecision 2000”). They were that good. They were funny, poignant, informative, entertaining and important. I made notes to call for review copies of some of the ones I hadn’t seen (a perk of this job).

If you sat through the whole program, you’d have to agree that the health of electronic journalism is good, perhaps as good as it has ever been. But you might also be surprised by who is doing the best work, according to the Peabody judges.

For the most part, it isn’t broadcasters and cable news networks. It’s noncommercial TV and radio and HBO. Of the 24 Peabodys for news, documentaries and public affairs, noncommercial entities and the pay-cable giants accounted for 14.

The Big Four broadcast networks garnered four awards, with CBS and NBC picking up two each and ABC and Fox being shut out. Local TV stations coped just two.

Cable news networks—CNN, Headline News, MSNBC, CNBC, Fox News Channel—crank out a lot of news in a year, yet they could muster only one Peabody. CNN won it for a documentary on the fighting in Sierra Leone.

Meanwhile, PBS and other noncommercial broadcasters mounted the Waldorf stage 10 times to be honored for news and public affairs programming. HBO made the trip four times. It was much the same last year.

So what are PBS and HBO doing that the others aren’t? Quite simply, ignoring ratings.

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So what are PBS and HBO doing that the others aren’t? Quite simply, ignoring ratings. They have that luxury because neither relies on advertising, PBS gets its money from the government and donations; HBO, from subscription fees. Without the imperative to draw large audiences, PBS and HBO can do stories that may not have a direct impact on American viewers, stories that can’t be packaged neatly, stories that may not show an immediate return on investment, stories that need telling even if not many want to listen.

Longtime Belo Broadcasting executive Marty Haag, who won this year’s only individual Peabody for his long career in local TV news, says the advertiser-supported networks simply have their news priorities out of touch with the small television audience. “They start with the basic premise that the show must get respectable ratings, rather than this is a subject that needs to be illuminated.”

The cable news nets seem to be so busy with spot news and punditry that they have lost their interest in investigative reporting. And it’s not that the broadcast networks don’t devote considerable time to news. A slew of newsmagazines—60 Minutes, 60 Minutes II, 48 Hours, 20/20 and Dateline—now checker the prime time schedule.

But many of the segments are light fare: consumer news, celebrity profiles and, way too often, crime-and-punishment stories. And many are based on newspaper and magazine articles or books. Peabody judges and discriminating viewers would like to see a little enterprise, some real investigations.

*Dateline* last week did an hour on a vet accused of smacking a Dalmatian on the head and saying nasty things (“rotten dog”) to it after it tried to bite him. Not exactly *Harvest of Shame*.

More often than not, the networks are doing little more than local sweeps specials, puffed up with better production value. “It’s pseudo news,” says Haag.

The newsmagazines score every once and awhile. For 60 Minutes II, CBS’ Ed Bradley told the story of the 23 million people suffering from HIV and AIDS in Africa and the cultural and political obstacles to dealing with the pandemic. It was everything TV journalism should be. And, of course, it was one of the three broadcast newsmagazine shows recognized with a Peabody.

Advertising and news grew up together, first in newspapers and magazines, then in radio and TV. They now seem to be growing apart. Let’s hope that’s not so. I’ll be counting the Peabodys again next year.

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The long (hot?) summer

By Joe Schlosser

It used to be, the summer prime time schedules at the broadcast networks were filled with repeats and those horribly mislabeled half-hours called Summer Showcase, where, if you wanted, you could treat yourself to a weekly diet of failed pilots.

But summer isn’t so dead anymore; this year, there will be more original programming on the top six broadcast networks than ever before.

The launch of Who Wants to Be a Millionaire? in 1999 and last summer’s breakout hit Survivor changed the landscape of what was once deemed network TV’s off season. This summer, NBC is vowing to have one-third of its prime time summer schedule in originals, Fox will have close to 40%, and all of the other networks have their share of new scripted and reality fare.

“This has become a 52-week schedule. I think you cannot ignore in any way the summer months,” says Nancy Tellem, CBS Entertainment president.

Pay- and basic-cable channels have used the three-month window from June through August to make sizable inroads over the past decade with a mixture of original programming, specials and blockbuster movies. Now with cable shows like The Sopranos, Sex and the City and others catching on, the broadcast networks—already dealing with erosion during the regular season—are defending the summer months.

They’ve at least held the line. During the summer of 1999, basic cable averaged a 22.7 rating/43 share in households. Last summer, even against Survivor, basic cable improved to a 23.4/43 average, according to Nielsen Media Research.

“I think the whole dynamic of network television and cable television has changed in the last few years,” says NBC Entertainment President Jeff Zucker. “It’s clear that, as we promote our season finales in May and everyone knows that we go into repeats for the summer, it gives the cable networks a clear advantage. What we are doing this summer is an announcement that we are open for business and we don’t want you to
Programming

go anywhere."

Fox Entertainment President Gail Berman observes, "I don't think it's a deliberate attempt to take on the cable audience. The reality is that our audience will not stand for an entire summer of repeats. They are going to go elsewhere where they can find original programming."

All true, perhaps, but, while some of the summer programs may be diamonds, there are plenty of zircons, too.

"The networks did a whole lot of development and got a lot in the can this year before the summer because they didn't know what they were going to be dealing with in the fall with the potential for strikes," says TN Media's Stacey Lynn Koerner. "So I think we will see a great deal of original programming over the summer, but it's not going to be the A-list programs—because, if they were A list, they would have been on the schedule in the fall."

Jordan Levin, The WB's co-president of entertainment, considers a lot of the summer programming "strike burn-off" and questions whether the major networks can actually afford a year-round business.

"I think the industry as a whole has woken up to the fact that you need to try to be aggressive year-round," says Levin, whose network will launch the drama Dead Last this summer. "But there are certain limits to what you can and cannot do. To some extent, if you forgo all repeats from your schedule, especially during the summer, your amortization cost is going to be such that you can't afford the level of production that networks are used to."

Levin says shared windows, exemplified by USA Network and NBC's pact with Law & Order: Special Victims Unit, will have to happen more often if networks want to "keep the lights on" during the summer months in the future.

And summer can be lucrative. Studios and producers aren't complaining as much about a summer slot since Survivor and Millionaire caught fire in the hot months. "For the right piece, it's absolutely as good as midseason, and I think summer and midseason are actually easier to break out of the pack than in the fall," says Steve McPherson, Touchstone Television's executive vice president. Of course, he has his bias. His studio launched Millionaire and will have two summer introductions this year.

Fresh off its success with Temptation Island, Fox is set to premiere Love Cruise this summer.

No vacations, no doldrums

NBC isn't taking much of a summer vacation. It was the first to announce its ambitious summer slate earlier this year, kicking off this Tuesday with the premiere of comedy Kristin. Reality series Fear Factor will debut June 11, followed by comedy Go Fish June 19 and another reality series, Spy TV, which will join the schedule on July 10.

Steve Martin's sketch/reality hybrid series The Downer Channel will be launched July 24. NBC also has original episodes of Mysterious Ways (shared with Pax TV), Dateline NBC and Weakest Link (two weekly installments—one original).

Fox has a pair of reality series, original episodes of Night/Visions and perhaps some new comedies before the end of the summer. Possibly the next Temptation Island, a reality show called Love Cruise will get singles together on Fox—probably in late July or early August. Murder in Small Town X, which was formerly known as End Game, will pit 10 contestants against each other in a reality murder-mystery series.

ABC has scheduled drama The Beast for later this month and is expected to launch The Wayne Brady Show in August. Brady, one of the guys on ABC's Whose Line Is It Anyway?, stars in his own sketch-comedy show from co-owned Touchstone. Millionaire will continue to air in originals throughout the summer, as well.

CBS has reconfigured its summer 2000 reality series Big Brother and brought in veteran producer Arnold Shapiro to make it more like Survivor. CBS has not committed to any other plans; its big reality project, The Amazing Race, once planned for the summer, is being held until the fall.

The WB is launching Dead Last and has added a movie night that will incorporate new and older titles from co-owned Turner Broadcasting's vast library. UPN has the reality series Manhunt from the producers of its WWF Smackdown! and some specials set for the summer—including a pair of Iron Chef network installments.

—J.S.
Programming

Summertime, cable's ratings are easy

Its viewership goes up with the thermometer; heaviest promos set for hot weather

By Allison Romano

The cable industry has gotten used to having free rein on summer programming. And while the industry is buzzing about broadcast networks' increased summer awareness, cable has no intentions of backing down.

The cable industry's optimism is buoyed by last summer's ratings growth. In third quarter 2000 (June 6 to Oct. 1), ad-supported cable viewership increased 5% in prime time, to 23.2 million homes, according to Turner Entertainment Network's analysis of Nielsen data.

"The difference between summer and winter viewing levels has been shrinking for years," said Tim Brooks, Lifetime's research chief. "Cable viewing actually goes up, and the only part of the business that goes down is broadcast networks. It's a real time of opportunity for cable."

The ad-supported cable networks back up their plans with some of their heaviest promotion of the year. "Promotion tends to go farther in the summer because you can put the same amount of money in as July and August and buy more media than you can in March," said John Ford, president of Discovery Networks content group. "The prices go down, and there isn't as much noise in the market."

Many cable networks plan to roll out new programming this month, rather than in July and August, as they've done in years past. The Discovery Channel's biggest stunt will be its two-hour special When Dinosaurs Roamed America on July 15, three days before the movie Jurassic Park III appears in theaters. The special is being heavily cross-promoted with the Universal Pictures production.

Drama is the name of the game this summer, according to Ursula Bailey, an industry consultant. She estimates 37% more drama programs will debut this summer than last year.

"The networks are in production and are positively affecting their ratings," she said.

For the third straight summer, TBS will premiere one of its biggest original movies in the summer, The Triangle, airing on Aug. 12. "This is our chance to shoot over the moon," said Bill Cox, senior vice president of programming. "We made sure it was in a key, off-ratings period in the summer when we could take advantage of it."

Another new strategy for TBS: During the May sweeps, TBS showed repeats of Ripley's Believe It or Not! and kept fresh episodes for July when there would be less competition for ratings.

Sister network TNT is using the summer to break out of the general-entertainment clutter and redefine itself as a drama network. On Tuesday nights, recently acquired Law and Order reruns will sandwich the highly publicized new series Witchblade, based on an original movie from last summer, which earned a 4.3 rating in about 3.5 million households.

"The networks' plans affect how we're going to do our marketing, because we know the environment will be more cluttered," said Scot Saffron, TNT's senior vice president of marketing. "The bar is raised in how active we need to be in getting our message out." TNT expects big ratings from its NASCAR coverage, which begins in July. But the network scrapped plans to air two original shows, Breaking News and a second season of the Wall Street drama Bull.

As it did last summer, Lifetime is staggering its premieres throughout the summer to draw more attention to each production. Saturday nights will focus on reality programming, including Women Docs and Beyond Chance, while Sunday nights will center on dramas.

And, in an odd way, broadcast TV's revved-up summer plans may help E! Entertainment's own plans. "That the networks are in production can be a boon for us since we do programming about the TV biz," said E! President Mindy Herman. "We're on the set of Weakest Link and Temptation Island. We look at it as a positive."

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## Programming

**BroadcastWatch**

**MAY 21-27** Broadcast network prime time ratings according to Nielsen Media Research

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**KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE**
- Top ten shows of the week are numbered in red.
- TV universe estimated at 100.2 million households.
- One ratings point is equal to 1,022,000 TV homes.
- Yellow tint is winner of time slot.
- Ratings/share estimated for period shown.
- *PREMIERE OR PROGRAMS LESS THAN 15 MINUTES IN LENGTH NOT SHOWN = RATING/SHARE FROM 30 TO 45 MINUTES.*
- Sources: Nielsen Media Research, CBS Research.

**Notes:**
- **abc** represents ABC Network.
- **CBN** represents CBS Network.
- **NBC** represents NBC Network.
- **Fox** represents Fox Network.
- **PTV** represents PTV Network.
- **UPN** represents UPN Network.
- **WB** represents WB Network.

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**Monday, May 21:**
- "The King of Queens" (9:00-9:30 PM, CBS)
- "CSI: Crime Scene Investigation" (10:00-11:00 PM, CBS)

**Tuesday, May 22:**
- "Dawson's Creek" (9:00-9:30 PM, The WB)
- "笙克内特" (10:00-11:00 PM, The WB)

**Wednesday, May 23:**
- "NYPD Blue" (9:00-10:00 PM, CBS)
- "ER" (10:00-11:00 PM, NBC)

**Thursday, May 24:**
- "Dateline NBC" (9:00-10:00 PM, NBC)
- "Boston Legal" (10:00-11:00 PM, ABC)

**Friday, May 25:**
- "CSI" (9:00-10:00 PM, CBS)
- "The King of Queens" (10:00-11:00 PM, CBS)

**Saturday, May 26:**
- "Family Guy" (9:00-10:00 PM, FOX)
- "Teenage Mutant Ninja Turtles" (10:00-11:00 PM, The WB)

**Sunday, May 27:**
- "The Simpsons" (8:00-8:30 PM, FOX)
- "The King of Queens" (9:00-9:30 PM, CBS)
# Tough-talking kids

*Kids Talk Sports,* a new weekly half-hour program profiling athletes, is definitely late to the syndication game, having just been given the green light for a September debut. Although it is an underdog—most syndicators have had their players assembled since NATPE—distributor SportsWorld Media Group thinks *Kids Talk Sports* will score points with viewers next season.

For one thing, says Jason Charles, chief of SportsWorld Media Group, *Kids Talk Sports* features child interviewers that “blow Marv Albert away.” The show, which originally ran on the New England News Channel from 1996 to 1998, offered its young talent in conversations with such A-list athletes as Michael Jordan, Sammy Sosa and Mark McGwire. These sports heroes were so accessible because they thought “a 14-year-old is not going to beat me up,” says Charles. “But the reality is that the kids are trained to ask great questions.”

Admittedly, the series “looked rough,” he says, as produced by the small regional channel. But, with the backing of SportsWorld, Charles thinks a relaunched *Kids Talk Sports* can attract fans nationally.

Charles is behind in syndication’s fall 2001 race but on the right track with the show, which is already cleared in 74% of the U.S., representing eight of the top-10 markets. Moreover, the FCC-friendly *Kids Talk Sports* is nabbing Saturday 7 a.m. to noon time periods, its target for grabbing kid viewers.

To accomplish this, Charles touted the fact that stations can insert their own two-minute segment within the show, plugging in a clip of a local kid interviewing a star athlete in their market. “At the end of the day, there aren’t a lot of shows that provide this kind of local opportunity,” he points out.

With *Kids Talk Sports,* stations can hold auditions for kids at a sponsor’s location, he notes, “a huge value-added bonus when they go to sell spots on the show.” Top-market stations that see a potential winner in *Kids Talk Sports* include KCBS-TV Los Angeles, WGN-TV Chicago, WTXF-TV Philadelphia and KTUU(TV) San Francisco. —Susanne Ault

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### TOP 25 SHOWS

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<td>Judge Judy</td>
<td>5.7</td>
<td>8.2</td>
</tr>
<tr>
<td>4</td>
<td>Oprah Winfrey Show</td>
<td>5.7</td>
<td>8.5</td>
</tr>
<tr>
<td>5</td>
<td>Entertainment Tonight</td>
<td>5.6</td>
<td>5.6</td>
</tr>
<tr>
<td>6</td>
<td>Friends</td>
<td>5.5</td>
<td>6.3</td>
</tr>
<tr>
<td>7</td>
<td>Frasier</td>
<td>5.2</td>
<td>5.9</td>
</tr>
<tr>
<td>8</td>
<td>Seinfeld (w/kind)</td>
<td>5.0</td>
<td>5.7</td>
</tr>
<tr>
<td>9</td>
<td>Seinfeld</td>
<td>4.1</td>
<td>4.1</td>
</tr>
<tr>
<td>10</td>
<td>Wheel of Fortune (w/kind)</td>
<td>4.1</td>
<td>4.1</td>
</tr>
<tr>
<td>11</td>
<td>Live with Regis and Kelly</td>
<td>3.8</td>
<td>3.8</td>
</tr>
<tr>
<td>12</td>
<td>Jerry Springer</td>
<td>3.8</td>
<td>3.9</td>
</tr>
<tr>
<td>13</td>
<td>Hollywood Squares</td>
<td>3.5</td>
<td>3.5</td>
</tr>
<tr>
<td>14</td>
<td>Judge Joe Brown</td>
<td>3.3</td>
<td>4.6</td>
</tr>
<tr>
<td>15</td>
<td>Maury</td>
<td>3.3</td>
<td>3.5</td>
</tr>
<tr>
<td>16</td>
<td>Extra</td>
<td>3.3</td>
<td>3.3</td>
</tr>
<tr>
<td>17</td>
<td>The X-Files</td>
<td>3.3</td>
<td>3.6</td>
</tr>
<tr>
<td>18</td>
<td>Drew Carey</td>
<td>3.2</td>
<td>3.4</td>
</tr>
<tr>
<td>19</td>
<td>ER</td>
<td>3.1</td>
<td>3.6</td>
</tr>
<tr>
<td>20</td>
<td>Andromeda</td>
<td>3.1</td>
<td>3.3</td>
</tr>
<tr>
<td>21</td>
<td>Montel Williams</td>
<td>3.1</td>
<td>3.1</td>
</tr>
<tr>
<td>22</td>
<td>Friends (w/kind)</td>
<td>3.0</td>
<td>3.3</td>
</tr>
<tr>
<td>23</td>
<td>3rd Rock From the Sun</td>
<td>3.0</td>
<td>3.2</td>
</tr>
<tr>
<td>24</td>
<td>Xena</td>
<td>2.9</td>
<td>3.0</td>
</tr>
<tr>
<td>25</td>
<td>Inside Edition</td>
<td>2.9</td>
<td>2.9</td>
</tr>
</tbody>
</table>

### TOP FIRST-RUN WEEKLIES

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>HH</th>
<th>HH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>AA</td>
<td>GAA</td>
</tr>
<tr>
<td>1</td>
<td>Entertainment Tonight (w/kind)</td>
<td>3.7</td>
<td>3.8</td>
</tr>
<tr>
<td>2</td>
<td>Andromeda</td>
<td>3.1</td>
<td>3.3</td>
</tr>
<tr>
<td>3</td>
<td>Xena</td>
<td>2.9</td>
<td>3.0</td>
</tr>
<tr>
<td>4</td>
<td>Stargate SG-1</td>
<td>2.7</td>
<td>2.8</td>
</tr>
<tr>
<td>5</td>
<td>VIP</td>
<td>2.4</td>
<td>2.5</td>
</tr>
</tbody>
</table>

According to Nielsen Media Research Syndication Service Ranking Report May 14-20, 2001

**HH/AA** = Average Audience Rating (households)  
**HH/GAA** = Gross Aggregate Average  
**One Nielsen Rating** = 1,022,000 households, which represents 1% of the 102.2 million TV Households in the United States  
**NA** = Not Available
AFTRA UNDER FIRE AT WPXI(TV)
With negotiations between WPXI(TV) Pittsburgh and the American Federation of Television and Radio Artists going months past the contract’s expiration, there’s a move at the station to decertify the union. A petition was filed by with the National Labor Relations Board by reporter Alan Jennings, and a hearing is set for this week, which could lead to a decertification vote.

Jennings, who would not comment on the petition or labor issues, led a successful drive to decertify AFTRA at WTAE-TV Pittsburgh when he was a reporter there four years ago. According to the petition, a significant number of the 30 AFTRA-covered employees back decertification, but local AFTRA leader Mark Wirick said he believes the union would survive a decertification vote. A meeting between union and management was postponed following the petition filing.

“We’ve known for some time that the members are unhappy about their conditions there,” Wirick acknowledged. “We’ve been attempting for eight months to gain a contract that deals with work hours and workload. Now we’re hamstring by this.”

General Manager John Howell would not comment on negotiation specifics or decertification but said that each of the past few AFTRA negotiations have been protracted. Members have been working without a contract since December, he said, “and [decertification] just came up.”

KWCH-TV GOES TO COURT OVER TRIAL
KWCH-TV Wichita, Kan., is seeking greater media access to a sensational local trial of two brothers charged with several murders. The station, joined by the Wichita Eagle newspaper, has asked the state Supreme Court to unseal documents kept from the public by order of the Sedgwick County judge overseeing the case.

“The defense says their clients can’t get a fair trial because of the publicity” that freeing the documents would generate, said News Director Mitch Jacob, “and the prosecution agrees.” But the records, he added, deal with the alleged motivations of the accused and are normally available to the media in criminal cases. It’s unknown when the state’s high court will rule on the media motion, but a county judge last week denied a defense motion to stay the criminal proceedings while the motion is pending.

DISCRIMINATION TRIAL BEGINS IN MIAMI
The age-discrimination lawsuit brought by former WPLG(TV) Miami weekend anchor Steve Alvarez against the station got under way in federal court last week. It was expected to draw a witness list that includes, according to local reports, General Manager John Garwood, News Director Bill Pohovey, sports anchor Jimmy Cefalo, anchor Dwight Lauderdale and departed station anchors Ana Azucu and Elliot Rodriguez. Charges of racial discrimination against the station were dismissed before the trial began.

It’s not the first high-profile discrimination case for Post-Newsweek Stations. In 1999, Janet Peckinpaugh won a multimillion-dollar verdict on a gender-discrimination claim, which was settled out of court while the case was being appealed.

WSBK-TV SLATES 7 P.M. NEWSCAST
Viacom-owned WSBK-TV Boston will launch a 7 p.m. newscast this fall, using resources from sister CBS station WBZ-TV but with a different on-air look. The station will be running access titans Wheel of Fortune and Jeopardy, acquired in April after they were dropped by WHDH-TV, during the hour before news.

Ed Goldman, who runs both stations, said the station plans to gear the half-hour newscast to people who are not home in time for earlier newscasts. It will not, he said, “be the WBZ news at 7. We will be building two independently branded products” with some additional resources likely. The stations, which are in the process of moving in together, will also share news resources.

Also at WBZ-TV, Bruce Schwoegler, 33-year station veteran meteorologist, was let go. His agent, Stephen Freyer, said his client is not retiring and will be looking for opportunities inside and outside the market.

CLARIFICATION
Stefan Mychajliw contacted Station Break to say that, although he continues to partner with Scott Jones on other Web sites, he is no longer involved in F---television.com (see May 28 issue).

All news is local. Contact Dan Trigoboff at 301-260-0923, e-mail dtrig@erols.com, or fax 202-463-3742.
FocusSan Diego

THE MARKET

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>DMA rank</td>
<td>25</td>
</tr>
<tr>
<td>Population</td>
<td>2,890,000</td>
</tr>
<tr>
<td>TV homes</td>
<td>996,000</td>
</tr>
<tr>
<td>Income per capita</td>
<td>$17,270</td>
</tr>
<tr>
<td>TV revenue rank</td>
<td>17</td>
</tr>
<tr>
<td>TV revenue</td>
<td>$289.2 million</td>
</tr>
</tbody>
</table>

COMMERICAL TV STATIONS

<table>
<thead>
<tr>
<th>Rank*</th>
<th>Ch.</th>
<th>Affil.</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>39</td>
<td>NBC</td>
<td>NBC</td>
</tr>
<tr>
<td>2</td>
<td>10</td>
<td>ABC</td>
<td>McGraw-Hill</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>CBS</td>
<td>Midwest TV</td>
</tr>
<tr>
<td>4</td>
<td>51</td>
<td>Ind.</td>
<td>Texas TV</td>
</tr>
<tr>
<td>5</td>
<td>69</td>
<td>WB</td>
<td>Tribune</td>
</tr>
<tr>
<td>6</td>
<td>8</td>
<td>Fox</td>
<td>Grupo Televisa</td>
</tr>
<tr>
<td>7</td>
<td>19</td>
<td>Uni.</td>
<td>Entravision</td>
</tr>
<tr>
<td>8</td>
<td>49</td>
<td>UPN</td>
<td>Televsora Alco</td>
</tr>
</tbody>
</table>

*Cable subscribers (HH): 826,680
Penetration: 83%
ADS subscribers** (HH): 59,760
ADS penetration: 6%
DBS carriage of local TV? Yes

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

WHAT'S NUMBER ONE

<table>
<thead>
<tr>
<th>Syndicated show</th>
<th>Rating/Share***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeopardy* (KNSD)</td>
<td>10/17</td>
</tr>
<tr>
<td>Network show</td>
<td></td>
</tr>
<tr>
<td>ER (KNSD)</td>
<td>20/35</td>
</tr>
<tr>
<td>5 p.m. newscast</td>
<td></td>
</tr>
<tr>
<td>KGBT</td>
<td>7/15</td>
</tr>
<tr>
<td>11 p.m. newscast</td>
<td></td>
</tr>
<tr>
<td>KNSD</td>
<td>7/18</td>
</tr>
</tbody>
</table>

***February 2001, total households

San Diego, says Darrell Brown, GM of KGBT, is an "awesome market." But his description doesn't apply only to the weather-beach combo. He says "awesome" also describes the television there: "It's a very competitive news market with good operators, good competition."

That competition has resulted in more newscasts, says Phyllis Schwartz, president/GM of KNSD. "There have been a lot of additions to morning and late-morning news," she says. "The most competitive time period over the years has been the 11 p.m. news, but the most growth in terms of viewers is the morning. Within the last two years, we added an hour of news, and some of the other stations have added noon shows, morning blocks and 6:30 p.m. shows.

Can the market bear it? I think it can. The commute has gotten so difficult that people are coming home and going at all different hours, and the shows have been supported."

In addition to KGBT's newscasts and three-times-a-week editorials, the A3C affiliate is partners with Cox in a 24-hour local newscast that's on all three cable systems in the DMA.

Being "awesome" means San Diego benefits from tourism. "Even though the market is the 25th DMA, revenue-wise it's 17," Brown says. "That's because of a lot of tourism and the influence of Tijuana. The Tijuana border crossing is the busiest border crossing in the world. If the growth continues, and no one sees it slowing down, probably within 18-24 months, we'll be ranked 23."

And Schwartz sees positive economic signs: "The first two quarters have been tough, although we see things possibly getting slightly better. One of the areas of big growth is Indian gambling. There's big competition going on, so there's money coming into the market as they try to brand themselves and compete. There's also a rise in the home-improvement category. So you're seeing some newly competitive things as we head into the end of the year."

-Mark K. Miller (mrkmiller@aol.com; 301-773-0058)

Dallas Is Wild About Sheena!
Part Animal, Part Legend, All Woman! SHEENA Is Attracting An Impressive Audience On Saturdays at 3:00pm On KDAF!

Sheena Starring Gena Lee Nolin

CTTD.com
Source: Nielsen WRAP"Forecast, 1999-2000"

Growth Over Year Ago!

Sheena May '01
1.8
2.9
+61%

Back to Back Action
May '00

The Leader In Young Adult Programming.
SPECIAL REPORT

For the first time, B&C adds satellite providers to the annual ranking

Cable slows, DBS sprints

BY JOHN M. HIGGINS AND GERARD FLYNN

EchoStar adds DBS subscribers so quickly that it could spawn the equivalent of the 11th-largest cable operator every quarter, with about 460,000 subscribers. By the end of the year, the 1.7 million new subscribers it expects to generate would make it the 9th-largest operator, just behind Cablevision Systems Corp.

DirecTV is growing at a slower pace, adding enough subscribers to create the 15th-largest operator each quarter and the 10th-largest operator each year.

Meanwhile, cable operators plod along with 1-2% annual growth, with the entire industry adding a million or so subscribers per year. That’s basically the rate at which new households are created.

The only thing cable operators can brag about is having beaten predictions that their subscriber counts would be declining by now.

The magnitude of DBS’ continuing surge is one of the starkest patterns that emerges from Broadcasting & Cable’s annual compilation of the Top 25 MSOs. This year, for the first time, we’re including EchoStar and DirecTV in what has historically been a list of cable operators. Previously, the compilation had noted the DBS providers in a sidebar. But that distinction is becoming increasingly irrelevant. DirecTV and EchoStar have grown to be-
One network continues to shatter expectations.

This ain't no ordinary plug, ya get me? Thanks to you, fifty-million guys and dolls make TCM a big-time network kingpin and we deliver "the goods" with over 350 commercial-free movies a month, exclusive original documentaries, unparalleled film festivals, and unique community-based marketing programs. And with TCM ranking #1 in interest among cable subscribers, it's clear to see who the big cheese is in classic movies. To get a piece of the action, you'll wanna call 404-827-2250 (4-5-975-5000 on the West Coast) ...that is, if you know what's good for ya.
come the third- and eighth-largest multi-
channel video providers, respectively. And
while, even after six years, some Wall Street
players speak of DBS as “maturing,” the
DBS segment, compared with cable, is a
quickly maturing teenager.

Except for the addition of DirecTV and
EchoStar, the ranks of operators haven’t
changed much. Overbuilder RCN Corp.
added 50% to its subscriber base, the only
overbuilder not yet hitting a cash crunch.
RCN would have risen two notches from
last year’s 13th rank had the DBS operators
not been mixed in.

The cable consolidation wave has pretty
much ceased. America Online completed
its takeover of Time Warner, but that does
not count as consolidation. In last year’s list,
merger activity was so frenzied that nine of
1999’s Top 25 MSOs had disappeared into
the bowels of larger operators.

In the past 12 months, only one Top-25
operator was sold. CS Communications,
which squeaked into the 25th rank last year,
Meet the interactive cable guys

Cable 2001
June 11 - 13 2001
Booth 2771

The digital cable revolution is raging on!
That's why you should visit NDS today.

NDS delivers the interactive TV and security solutions you need to attract new subscribers, reduce churn and deliver new revenue streams. These solutions include: interactive television, personal television (PVR) services, targeted advertising, efficient use of bandwidth, T-commerce, Video on Demand and conditional access.

Making staying in, the new going out.

NDS understands the business of cable and delivers technology that powers you to success. Technology designed to be open and work on multiple platforms so you get the right solutions for today and tomorrow.

Visit us at Cable 2001, June 11 - 13, Booth 2771 and see why NDS, the new interactive cable guys, will power you to success.
was acquired by Adelphia Communications, which had initially agreed to pay an astonishing $6,200 per subscriber. After going to court over the deal after the tech markets soured, though, Adelphia managed to chisel the price down by about $1,000 per subscriber.

Other cable transactions have pretty much involved trades or straight sales by AT&T Broadband. The other major move is the completion of Cablevision Systems’ shedding of all systems outside the metro-New York market. That includes not just minor markets like Kalamazoo (which went to Charter) but Cablevision’s lucrative Boston cluster (bought by AT&T).

AT&T remains the largest operator, despite falling from 16.4 million subscribers to 15.9 million through system sales. The cutoff for the list is Galaxy Cablevision’s 150,000 subscribers, whose financial troubles will probably lead it to sell systems or sell out entirely.

Among the interesting patterns in this
Get off the sidelines! Include ESPN GamePlan in your pay-per-view offerings and watch your system get into the game.

ESPN GamePlan will increase revenue, drive your digital penetration, and help you tackle the competition.

ESPN GamePlan runs from September 1 through November 24. Don't delay—call your ESPN or iN DEMAND rep now to make sure you give your customers what they want—ESPN GamePlan.

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Southeast Region 860-766-2479
North Central Region 312-228-5818
South Central Region 312-228-5820
Rocky Mt. Region 303-298-7880
Western Region 818-460-7500
Special Markets 860-766-7240

iN DEMAND Offices
Main Office/New York 646-638-8200
Atlanta 404-766-2840
Denver 303-712-3360
Los Angeles 310-407-4603

Games televised locally may also be included in ESPN GamePlan. Commercial locations require an appropriate license agreement.
year's list is how much progress operators are making in digital cable. It took a while for many large operators to risk the capital required to widely deploy digital cable.

A year ago, AT&T, which started pushing digital heavily in 1996, had sold the product to about 10% of subscribers on systems with digital available. This year, they've doubled it to 20%. More interesting is that latecomers are doing just as well. Charter Communications went from 3.3% penetration to 15% in a year, adding more than 1 million subscribers. AOL Time Warner Cable went from 4.9% penetration to 20%, adding 1.6 million digital subs. Adelphia has the highest digital penetration, at 22%. Several operators have zero: Cablevision, RCN, Ameritech and Blue Ridge Cable. But Cablevision plans an exceptionally aggressive strategy of putting digital-cable converters in about 50% of its homes over three years beginning in the fall.

Cable modem penetration is less
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impressive. Some MSOs have managed to break into the double-digit penetration with their high-speed Internet service: Time Warner Cable 12%, Cablevision 13% and tiny Armstrong Utilities 14%. But other major operators are hovering in the 6% to 7% range after three or four years of deploying and peddling the product. Part of the problem is competition from telcos’ DSL service. But operators seem to have not yet been able to convince many users that the $30 to $40 extra a month is worth it.

The data for this listing were gathered primarily from the companies themselves, and the ranking was determined by the number of basic subscribers. In the case of uncooperative companies, we rely on securities and other regulatory filings or estimates by analysts, industry executives and, sometimes, former employees of the company. In a few instances, no reliable estimates were available. Those items are marked N/A.
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Network Providers

STB's

Media Servers

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- Comprehensive Back Office Solution for ITV & VOD
- Complex marketing and bundled service offerings
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- Unmatched ITV Experience

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Booth # 4108

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SPECIAL REPORT

B&C's ready for NCTA in Chicago ...

Broadcasting & Cable's expansive coverage of the National Cable Television Association convention in next week's edition includes special reports from all facets of the cable business, including:

- A look inside the battle between interactive program guides
- Profiles of major cable network advertising gurus.

Plus, B&C will guide you through other late-breaking news you'll need to know in Chicago. For subscribers, the June 11 edition of the magazine will be delivered, of course, and will also be available at the publication kiosks at McCormick Place.

18

Top executive: John S. Whetzell, chairman

NORTHLAND COMMUNICATIONS
1201 Third Ave.
Seattle, Wash. 98101
206-621-1351
Ownership: NTC, privately held by more than 100 individual shareholders, with the officers controlling over 35% of the outstanding shares
Homes passed: 409,000
Basic subscribers: 248,000
Basic penetration: 61%
Digital-ready homes: 165,000
Digital subs: 17,000
Digital penetration: 10%
High-speed Internet-ready homes: N/A
High-speed Internet subs: N/A
Internet penetration: N/A
Major clusters: Texas, Northwest, Southeast

19

Top executive: Michael Haislip, president

ARMSTRONG UTILITIES
1 Armstrong Pl.
Butler, Pa. 16001
724-283-0925
www.amstrongcable.com
Ownership: Privately held
Homes passed: 274,237
Basic subscribers: 208,719
Basic penetration: 75.1%
Digital-ready homes: 24,570
Digital subs: 5,589
Digital penetration: 4.5%
High-speed Internet-ready homes: 124,570
High-speed Internet subs: 17,407
Internet penetration: 14%
Major clusters: Pittsburgh; Youngstown, Ohio

20

Top executive: Larry Bentson, CEO

MIDCONTINENT COMMUNICATIONS
7900 Xerxes Ave. S., Ste. 1100
Minneapolis, Minn. 55431
952-844-2600
www.midcom.com
Ownership: Midcontinent Communications
Homes passed: 362,600
Basic subscribers: 205,000
Basic penetration: 56.5%
Digital-ready homes: 15,000
Digital subs: 17,407
Digital penetration: 5.5%
High-speed Internet-ready homes: 147,000
High-speed Internet subs: 13,500
Internet penetration: 6.75%
Major clusters: Sioux Falls, S.D.; Bismarck, N. D.; Rapid City-Black Hills, S.D.

21

Top executive: Peter Brubaker, CEO

SUSQUEHANNA CABLE
140 E. Market St.
York, Pa. 17401
717-848-5500
www.susqcomm.com
Ownership: Susquehanna Media
Homes passed: 260,000
Basic subscribers: 193,000
Basic penetration: 74.2%
Digital-ready homes: 188,000
Digital subs: 24,000
Digital penetration: 12.8%
High-speed Internet-ready homes: 147,000
High-speed Internet subs: 10,000
Internet penetration: 5.8%
The fastest growing 24-hour digital business and financial news channel

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For more information, stop by the booth or call 212.893.4220.
... and daily editions, Web site will keep readers informed

At the NCTA convention, Broadcasting & Cable will publish special daily editions on Tuesday, June 12, and Wednesday, June 13. In addition, our Web site, broadcastingcable.com, will be reporting news from the show.

In our daily editions, highlights include:

- A candid interview with Leo Hindery, the ex-TCI and AT&T titan who has a new perspective on the cable industry
- An update on video on demand servers
- Digital channel expert Jeffrey Reiss on the future for startup networks. Our cable specialists, John M. Higgins and Allison Romano, plus a squadron of reporters, editors and photographers, will cover the scene.

We will be in room 5406A on level 4 of McCormick Place South; phone: 312-791-7069 through 7074; fax: 312-791-7080.

---

**MILLENNIUM DIGITAL MEDIA**
120 S. Central Ave., Ste. 150
St. Louis, Mo. 63105
314-802-2400
www.mdm.net

Ownership: Privately held
Homes passed: 325,000
Basic subscribers: 175,000
Basic penetration: 54%
Digital-ready homes: 212,000
Digital subs: 16,000
Digital penetration: 7.5%
High-speed Internet-ready homes: 160,000
High-speed Internet subs: 10,200
Internet penetration: 6.4%
Major clusters: Baltimore suburbs; Michigan (Lansing, Flint, Detroit corridor); metro, suburban and ex-urban Seattle; suburban Portland, Ore.; ex-urban Idaho

---

**BLUE RIDGE CABLE/ PENCOR SERVICES**
613 Third St.
Palmerton, Pa. 18071
610-826-2552
www.brctv.com

Ownership: Pencor Services Inc.
Homes passed: 184,000
Basic subscribers: 170,000
Basic penetration: 92%
Digital-ready homes: N/A
Digital subs: 3500
Digital penetration: N/A
High-speed Internet-ready homes: N/A
High-speed Internet subs: 6,500
Internet penetration: N/A
Major clusters: Stroudsburg, Pa.; Lehighton, Pa.

---

**U.S. CABLE CORP**
Montvale Plaza
28 W. Grand Ave.
Montvale, N.J. 07645
201-930-9000

Ownership: Private partnership
Homes passed: 277,535
Basic subscribers: 157,429
Basic penetration: 56.7%
Digital-ready homes: 139,647
Digital subs: 9,348
Digital penetration: 6.7%
High-speed Internet-ready homes: 12,898
High-speed Internet subs: 181
Internet penetration: 3.2%
Major clusters: Charleston, S.C.; Northern Minneapolis; Hobbs, N.M.; Hannibal, Miss.

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Ownership: Farm Bureau Life Insurance Co., T.A. Associates, Tom Gleason
Homes passed: 327,393
Basic subscribers: 151,141
Basic penetration: 48%
Digital-ready homes: 35,155
Digital subs: 4,776
Digital penetration: 13.5%
High-speed Internet-ready homes: 28,930
High-speed Internet subs: 1,644
Internet penetration: 5.7%
Major clusters: Oxford, Miss.; Wilber, Neb.; Alma, Mont.; Graves County, Ky.
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NCTA’s insightful new chairman?

If it’s business as usual, Willner will get top billing at cable’s top organization

By Bill McConnell

The NCTA board picks a new chairman Wednesday, June 13, the closing day of its annual convention. NCTA custom would give the nod to current Vice Chairman Michael Willner, president and CEO of Insight Communications. Insight is the country’s 10th-largest MSO, with 1.5 million subscribers in Illinois, Indiana, Kentucky, Ohio and Georgia. With the caveat that sometimes the board bucks tradition and refuses to promote the vice chairman, the 49-year-old Willner recently talked to Broadcasting & Cable Assistant Editor Bill McConnell about the issues confronting cable today and NCTA’s priorities.

What are the biggest challenges facing the cable industry right now?

It’s important that we start acting competitive as opposed to being complacent and relying solely on our core multichannel business. If we don’t innovate, we’re going to be slaughtered. Once, cable was the only way people could get multichannel television. Today, customers all over the United States have at least two choices and sometimes even more.

DBS has gone from zero to 18% penetration in five years. We have a two-way platform that can do more things than other platforms. We need to exploit that with multiple products for video and voice, such as local phone services and interactive television.

What should the cable industry and NCTA do to promote new services?

To develop new businesses, the industry needs to make additional investments in the interactive digital environment. There are many young, under-funded companies that need financing in what today is a difficult market to obtain financing. Cable operators have to make huge economic decisions to make investments on what needs to happen. NCTA and the industry must make Washington understand that virtually all of the competition anticipated as a result of the 1996 Telecommunications Act has occurred, with the exception of the local phone loop.

We’re the only logical option to provide that competition. Too much tinkering with the legislation will only disrupt progress. We need to keep status quo and provide a stable investment environment.

You’re asking Washington to give you the benefit of the doubt on prospective business, but how should the industry deal with Capitol Hill frustration over continual cable rate increases?

All we can do is educate legislators that our costs are not necessarily increasing in line with the general rate of inflation. Double-digit increases in sports programming is our highest single external cost. Operators, to keep rate increases below the level of the increase in costs, can launch new services that spread revenue growth over multiple businesses. We have the ability to build new business on the existing platform for relatively small incremental capital investments. That helps us with political pressure by keeping rates relatively stable.

Does product bundling really offer much opportunity? After all, AT&T, once the most dedicated bundler, has backed away from that strategy and is breaking the company into separate parts.

AT&T is still one of most aggressive operators launching bundled products. And it’s clear that, once customers take a package of services, they will keep the relationship with a single company and single biller. Customers also understand that buying multiple services will get them a bottom-of-bill discount they like.

Disney and other independent programmers have asked the government to guarantee carriage of their ITV services. Do you worry that the ITV dispute is a harbinger of future disputes between integrated operators/programmers and stand-alone programmers?

The notion that government should regulate a business that barely exists is the most absurd notion I’ve ever heard. This is exactly the same approach broadcasters took on digital must-carry. If Disney wants to come up with a product that makes sense for cable operators to deliver, they can come in and discuss it, just like they did when they launched Disney Channel. They didn’t get regulated into business; they created a product people wanted. Anybody that comes to us with an idea that makes sense is going to get carriage. If you want carriage, deliver a product that cable operators will want to deliver.
SHINING A LIGHT ON SERVICE

A Celebration of Service To America Awards Gala

June 11, 2001, 6:00 p.m. - 9:30 p.m.
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For additional information on purchasing tables or individual tickets to the Celebration of Service to America Awards Banquet on June 11th, please contact the NAB Education Foundation at (202) 775-2550 or visit www.nabef.org
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**Issue Date:** August 6, 2001  
**Ad Close:** July 27, 2001  
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**ISSUE DATE:**  
**JULY 9, 2001**

**AD CLOSE:**  
**JUNE 29, 2001**

**MATERIALS DUE:**  
**JULY 2, 2001**

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Two take seats

Abernathy, Copps are sworn in as new FCC commissioners

By Bill McConnell

FCC Chairman Michael Powell swore in two members of the FCC’s new lineup last week, while the remaining new commissioner’s posting was mired in bungled paperwork.

Republican Kathleen Abernathy and Democrat Michael Copps took the oath of office May 31 in separate ceremonies in Powell’s office.

“To be an active participant in the deliberations of the FCC as the telecommunications revolution transforms our lives and remakes our world is a real privilege,” said Copps following his induction. Abernathy said she felt “a particular sense of pride and responsibility” to be named to her post after having served as an adviser to former commissioners Sherrie Marshall and James Quello.

A top priority on their mass-media and cable agendas will be getting up to speed on Fox Television’s pending $5.4 billion acquisition of Chris-Craft Inc. and its 10-station TV group. The deal has been stalled, thanks to a 2-2 split along party lines of the previous commission. Unfortunately for the companies, a miscue with the confirmation of incoming Republican Kevin Martin may further delay approval.

The previous Republican lineup, including Powell, wanted the deal approved on condition that Fox parent News Corp. be required sell the New York Post only if the agency upholds the ban on crossownership of TV stations and newspapers in the same market.

Abernathy said last week that she’s educating herself on the deal now, but she wouldn’t say how she’s leaning. “The FCC should move on it, but that’s all I can say.”

Following her swearing-in, Abernathy’s private-sector experience was on display when she pledged to serve her “customers,” who, she explained, include citizens, industry, trade and consumer groups and state telecommunications regulators. “I truly value input from all sectors of my customer base,” said the former lobbyist for

IN BRIEF

SPORTS BLACKOUT FOR OVERBUILDER RCN

The FCC last week tossed out RCN’s request that the agency force Cablevision to permit RCN to carry Fox Sports/NY and the Madison Square Garden Network, even though the networks are distributed terrestrially in the New York area.

RCN argued that Cablevision illegally circumvented program-access rules, which require programming be offered to all multichannel providers in a market when it is transmitted to the local cable monopoly by satellite. The FCC said the programmers legitimately transmitted the coverage terrestrially to cable operators to offer a “hyper-local” service.

CHEAP GOVERNMENT MONEY FOR CABLE

The federal government would provide loans at 2% interest to cable companies and other broadband providers that roll out services in markets with fewer than 20,000 people, according to a bill introduced by Sen. Byron Dorgan (D-N.D.). Up to $3 billion in loans would be available through Sept. 30, 2006. Reps. Bart Stupak (D-Mich.) and Earl Pomeroy (D-N.D.) sponsored similar legislation in the House.

FCC RETAINS CAP ON CABLE POLE RATES

Pending a decision by the U.S. Supreme Court next year, the FCC is delaying reconsideration of a pole-attachment–pricing formula for cable operators offering Internet services. With its price formula in effect at least until the court’s ruling, the FCC on May 25 also rejected Alabama Power’s bid to raise annual per-pole rates for cable Internet providers from $7.47 to $38.81.
BroadBand Office Inc., US West and AirTouch Communications.

As for her overall regulatory philosophy, Abernathy said the agency should be doubly careful to make sure government rules don’t slow technological development. “I don’t want to prevent or delay new products and services from reaching consumers.”

The Fox/Chris-Craft deal, which awaits approval well beyond the FCC’s self-imposed 180-day review deadline, is controversial because News Corp. already has an FCC waiver allowing it to own WNYW(TV) New York and the Post. The Chris-Craft deal would add WWOR-TV to its Big Apple stable. And regulators won’t extend the existing waiver to a TV duopoly.

The FCC is expected to consider dropping the newspaper crossownership ban this summer, but that decision won’t come for more than a year.

Democrats on the previous panel, Commissioner Gloria Tristani and former Commissioner Susan Ness, pushed for a specific divestiture date that would have obligated News Corp. to sell the Post regardless of the crossownership review’s outcome.

Like Abernathy, Copps wouldn’t say how he was leaning on the deal, but it’s conceivable that, without Martin’s vote, the Republican Powell may face another 2-2 party-line deadlock. Of the incoming commissioners, Martin, who served as an aide to former Commissioner Harold Furchtgott-Roth and in the Bush presidential campaign, is viewed as the most opposed to ownership regulations.

Like his rookie colleagues, Copps and Abernathy, Martin received Senate confirmation May 25. He was expected to take the vacant seat of former agency chairman William Kennard with them but, unfortunately, was approved only for his seat’s next five-year term, which doesn’t begin until July 1. For Martin to take the seat before

The delay in seating Martin may extend the deadlock on approval of the Fox/Chris-Craft deal.

then, he will need a second appointment to finish out Kennard’s unexpired term. The most likely option for getting Martin on the board before the end of June is a temporary recess appointment by the White House, which doesn’t require Senate confirmation.

Copps had not yet begun picking his staff late last week.

Abernathy named Bryan Tramont as senior legal adviser. Tramont previously served in the same capacity and as wireless adviser for Republican Harold Furchtgott-Roth. Other permanent additions to her staff will be named by the end of this week.

Tramont served five years as an attorney at Washington law firm Wiley Rein and Fielding. The Missouri native also worked as a law clerk at his home state’s Supreme Court. He is a graduate of George Washington University and Yale Law School.
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IN BRIEF

ABCNEWS.COM TO HOST WEBBY AWARDS
ABCNews.com will host the live Webcast of the 5th Annual Webby Awards to be held on Wednesday, July 18, at the San Francisco War Memorial Opera House. The Webcast will kick off with the Webby preshow, which will be hosted by Sam Donaldson, host of SamDonaldson@ABCNews.com, who will also present an award.

The Webby Awards recognize specific Web sites and individual achievement in creativity and technology on the World Wide Web.

TIVO GETS PATENT
Tivo Inc. has received patent No. 6,233,389 for its "Multimedia Timewarping System." Applied for in July 1998, the patent covers many of the key innovations, such as program search by title and viewer profiling, in personal video recording software and hardware.

FOXSPORTS.COM, IVAST PARTNER ON MPEG-4
A provider of MPEG-4 content-delivery software, IVAST Inc. is working with FoxSports.com to bring new, interactive features and functionality to sports fans visiting the Web site over broadband from PCs and other access devices.

:CueTV cues NBC quiz
Web-based sweepstakes drives viewers to on-air programming

By Michael Grotticelli
NBC is using :CueTV technology and a Web-based sweepstakes promotion to bring people back to their television. In a marked departure from its previous strategy of encouraging TV viewers to log on to its NBC Web site, the network is looking to bolster its core business by encouraging repeated viewing of on-air content.

On Thursday, May 24, audio cues and a small red :C icon began appearing in the lower-right corner of the screen during ER to promote the NBCIQ trivia sweepstakes. The contest, running June 13 to July 11, tests viewers' knowledge of NBC programs.

At the cue, viewers participating in NBCIQ can go to their computer to see an automatically displayed Web page designated by the program producer. Correctly answering a series of questions relating to the program earns viewers the chance to win more than $400,000 in prizes.

The :CueTV technology was developed by Dallas-based Digital:Convergence, a joint venture of Belo Broadcasting, Young & Rubicam Inc., E.W. Scripps Co. and RadioShack Corp., the company created the :CueCat, a wired device that allows consumers to scan print magazines—currently, Forbes, Gear, and Adweek—and automatically launch a dedicated Web site.

The system sends a signal, via an audio "cue" embedded in television programming, to a PC or Macintosh with an audio cable between the audio input on the computer and the audio output of the TV. If the same mode is chosen in the :CueQ software, the cue's tone is identified and automatically translated, and a corresponding Web page with additional information is launched onto the viewer's computer screen. The computer must be on when the cue is issued, though not necessarily connected to the Internet. Messages can be collected in the background as a list to be accessed later.

According to Jay Feldman, executive vice president of the Media Group at Digital:
Convergence (and a former Discovery Travel Channel executive), the :CRQ software “listens” for four video frames of silence, which alerts it to be ready for the audio cue in the following three frames. The software translates the cue to instruct Digital:Convergence servers throughout the country to display the related Web page on the consumer’s PC.

To participate in the sweepstakes, consumers must obtain a free :CueTV kit, containing a 20-foot cable and :CRQ software, at a RadioShack retail location. As of May 28, more than 50,000 people had acquired the kit, according to Feldman. A wireless system is available for use in houses where the computer and TV are not in the same room. No setup box or fee is required.

Cues during morning, afternoon and prime time promotional spots will direct viewers’ computers to a Web page featuring the NBCIQ trivia contest. The first shows to use the technology during the sweepstakes will be NBC Nightly News, Dateline NBC and selected sitcoms. During NBC Nightly News, for example, viewers’ Web browsers will automatically launch pages with further information about a particular news segment.

For viewers who play along on their PC in the same mode as the cue appears, six instant prizes will be offered in each of the three broadcast zones on each day of the contest.

"Until now, watching television and using a computer have been disconnected experiences," said John Miller, president of The NBC Agency, the network’s in-house advertising/promotion division. "With :CueTV, we can build a bridge between these two media and, at the same time, reward loyal NBC viewers."

The NBCIQ sweepstakes questions, covering a range of NBC-related trivia, will be a mixture of time-sensitive and basic questions. Participants will have the chance to win General Motors vehicles, Compaq computers, RCA 32-inch TVs, DVD players, magazine subscriptions and one of five grand prizes of 1 million American Airline miles each.

NBCIQ is being produced and hosted by Gold Pocket Interactive, and Promosity Inc. is administering the sweepstakes.

"It’s all about using the Web to enhance the TV experience," Feldman says. "Which is the exact opposite of what media companies were talking about two years ago."

Referring to the 50,000 people who went to RadioShack stores to pick up the :CueTV kit over the Memorial Day weekend, Kim Reed, an NBC spokesman, notes that "we find the number to be very impressive. It shows that the potential is there and we plan to monitor the participation very closely as we get through the contest dates."

---Jay Feldman, Digital:Convergence

WebWatch
TV-NEWS SITES
April 2001
 Ranked according to average minutes spent on the site
Source: Jupiter Media Metrix

<table>
<thead>
<tr>
<th>Site</th>
<th>Avg. min. spent</th>
<th>Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 CNBC.COM</td>
<td>51.2</td>
<td>-19.1%</td>
</tr>
<tr>
<td>2 CNN.COM</td>
<td>28.6</td>
<td>7.3%</td>
</tr>
<tr>
<td>3 CNBCN.COM*</td>
<td>27.7</td>
<td>-37.9%</td>
</tr>
<tr>
<td>4 FOXNEWS.COM</td>
<td>23.5</td>
<td>-19.6%</td>
</tr>
<tr>
<td>5 MSNBC.COM</td>
<td>22.2</td>
<td>2.7%</td>
</tr>
<tr>
<td>6 ABC News*</td>
<td>13.5</td>
<td>-9.6%</td>
</tr>
<tr>
<td>7 BLOOMBERG.COM</td>
<td>7.6</td>
<td>1.3%</td>
</tr>
<tr>
<td>8 WebN.com</td>
<td>NA</td>
<td></td>
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<tr>
<td>All WWW</td>
<td>721.5</td>
<td>4.5%</td>
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CABLE-TV SITES

<table>
<thead>
<tr>
<th>Site</th>
<th>Avg. min. spent</th>
<th>Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ESPN*</td>
<td>70.2</td>
<td>-18.9%</td>
</tr>
<tr>
<td>2 CNBC.COM</td>
<td>51.2</td>
<td>-19.1%</td>
</tr>
<tr>
<td>3 BET.COM</td>
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</tr>
<tr>
<td>4 CARTOONNETWORK.COM</td>
<td>34.3</td>
<td>9.9%</td>
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<tr>
<td>5 CNN.COM</td>
<td>28.6</td>
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<tr>
<td>6 FOXNEWS.COM</td>
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<td>7 MSNBC.COM</td>
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<tr>
<td>8 ABC</td>
<td>20.5</td>
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<td>9 HGTV.COM</td>
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<tr>
<td>10 FOODTV.COM</td>
<td>17.5</td>
<td>14.9%</td>
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<td>11 NBC*</td>
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<td>12 SCIFI.COM</td>
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<td>3.7%</td>
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<tr>
<td>13 CBS.COM SITES*</td>
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<td>14 WEATHER.COM</td>
<td>12.3</td>
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<tr>
<td>15 THEGOLFCHANNEL.COM</td>
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<td>All WWW</td>
<td>721.5</td>
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<tr>
<td>Cable/Network Universe</td>
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<td>1.5%</td>
</tr>
</tbody>
</table>

Average minutes spent: The average total number of minutes spent on the Web site, channel or application during the month per visiting person.
* Represents an aggregation of commonly owned/branded domain names.
-Statistically insignificant traffic.
Note: Sites categorized by Broadcasting & Cable.
NA: Comparison with previous month not available.
NG: No change from March 2001 to April 2001.
Sample size: More than 60,000 nationwide.
AMV ACQUIRES UNITEL
All Mobile Video (AMV) has completed the $26 million purchase of Unitel Video's television studios and stages in New York City. The purchase, which took place via public auction in January, has resulted in a new company called AMV/Unitel.

The acquisition comprises four veteran production stages, which are located on the West Side of Manhattan and have been fixtures of New York's television-production scene for almost 25 years.

NBC'S TOTALVIEW OF NBA FINALS
For its live telecast of the 2001 NBA Finals series beginning June 6, NBC Sports will supplement its usual multi-camera coverage with a full-court perspective of selected replays via the TotalView broadcast system from Los Angeles-based Be Here Corp.

The system comprises a special wide-angle lens, image-processing software, and production and playback hardware. Full-motion and freeze frames of panoramic (360-degree) images will be created with Be Here's patented compositing software and used before and after commercial breaks to enhance game analysis.

ACKERLEY MEETS CENTRALCASTING GOAL
After nearly two years, The Ackerley Group has completed the linking of 16 local television stations in three station groups in New York, California and Oregon.

Digital CentralCasting, a term Ackerley copyrighted, is a system for delivering digital programming to several television stations from a centrally located server via fiber-optic network.

ROUTEING GETS SMART
Thomson digital system will handle 18 Turner cable channels

By Michael Grotticelli

When you're handling up to 18 cable channels from one digital facility and must access each one independently, the need for sophisticated signal routing is significant. So where do you find such a system that can automatically control the necessary functions with a small staff?

That's the question engineers at Turner Broadcasting System Inc.'s Turner Entertainment Networks faced a year ago when they agreed to work with Philips Broadcast (now Thomson Multimedia Broadcast Systems) on development of a new routing-switcher control system.

The result is a $2 million project that will accommodate TBS Superstation, TNT, TCM, Cartoon Network and other Turner Entertainment Network feeds for the U.S.-domestic and Latin and South American markets. The system will be installed this November, with operations set to begin in October 2002.

In the process of this collaboration, Thomson has developed a modular routing-switcher product line called Trinix, which will handle both standard-definition (SD) and high-definition (HD) signals from the same rack. It's expected to ship later this year.

"Among a number of features, we need to execute deterministic [frame-accurate, on-demand] switching on a large number of cross points simultaneously," says Clyde Smith, vice president of R&D at Turner Entertainment Networks. "This requirement would stress the ability of most of products today." A test of the prototype system at Philips' Salt Lake City R&D facility, he reports, indicates that the project is on schedule.

Turner also specified that the system had to work with the company's Probel automation system and that its modules be "hot-swappable": Software upgrades must be handled quickly while the system is on-air. This is done to free up bandwidth for creation of new channels and for adjusting the data rates of existing ones.

"We said the system had to be able to download new software within 10 seconds or it wouldn't work for us," Smith adds. Even Philips' existing Jupiter control system could not meet that requirement. "And automation was key to operating the system the way we wanted to."

The need to accommodate HD signals also is important to Turner's system design. The capability will be used, Smith says, "when appropriate in the future. We see a lot of potential in high-definition programming, and we're building for it now."

Another requirement was the capability of monitoring and controlling the network via Simple Network Management Protocol (SNMP) and HTTP (Web-based content). This allows routing-switcher status to be checked on any computer in the building or remotely, as well.

The Trinix switcher routes both SD and HD signals.
A High Definition Look at HDTV

How will media companies capitalize on the additional digital bandwidth they have at their disposal?

Broadcasting & Cable's upcoming issue closely examines the opportunities in developing a Datacasting strategy for maximizing this new avenue for revenue development.

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ISSUE DATE: June 25, 2001
AD CLOSE: June 15, 2001
MATERIALS DUE: June 19, 2001

Streaming Media remains a major component in how technology is shaping the industry. On June 18, Broadcasting & Cable takes an in-depth look at this growing innovation, including the thriving developments, successes, and advancing opportunities in Streaming Media deployment.

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Broadcast TV
Bob Romine, VP/GM, KOHA-TV Quincy, Ill., joins WYTV(TV) Youngstown, Ohio, in same capacity.

Tristan Richards, director, operations, WWBX(FM)/WABI(AM) Bangor, Maine, joins Maine Public Broadcasting, Bangor, in same capacity.

Stephen Ullman, senior VP, worldwide business development and account services, Pittard Sullivan, Los Angeles, joins WPHL-TV Philadelphia, as national sales manager.

Angela Betasso, local sales manager, KTXA(TV) Arlington, Texas, named market development manager, WTFA-TV Dallas.

Cable TV
Appointments at Insight Communications: Lawrence Collins, division VP, engineering, Time Warner Cable, Liberty, N.Y., joins as director, network architecture, New York; Charles Harper, regional headend engineer, AT&T Broadband, El Segundo, Calif., joins as state engineer, Illinois region.

Radio
Kenneth J. O’Keefe, radio president/COO, Clear Channel Worldwide, San Antonio, will retire from the company on June 30.

Programming
Charles Stanford, senior VP, business and legal affairs, Crown Media Holdings Inc., Denver, promoted to executive VP.

Dick Ross, senior VP, network operations, USA Cable, New York, promoted to senior VP, operations and production.

Susan Kantor, executive VP, Studios USA Domestic Television, New York, joins VH1, New York, as senior VP/creative director.

Kim Hatamiya, senior VP, marketing, Passport New Media Inc., Los Angeles, joins JP Kids’ Television, San Francisco, as senior VP/GM.

Bill Yeager, VP, news operations, Metro Networks/Shadow Broadcast Services, Los Angeles, promoted to senior VP.

Michael Kadenacy, VP, worldwide technical services and feature mastering, Fox Family Productions, Los Angeles, promoted to senior VP.

Elizabeth Dorée, VP, sales planning and program inventory, Warner Bros. New York, joins Women’s Entertainment, Jericho, N.Y., as VP, program planning.

Bob Salazar, creative director, Lifetime Entertainment Services, New York, promoted to VP, network image.

John Spadaro, research director, CNN Marketing Services/Turner Broadcasting Sales, New York, named VP, sales research, Comedy Central, New York.

Craig McMurray, VP/director, business development, Earforce, Seattle, joins Westwood One, Los Angeles, VP, advertising sales, West Coast.

Cindy Berenson, manager, Gullane Entertainment, New York, joins A&E Networks, New York, as licensing manager.

Andrew Deutscher, account executive, southeastern region, Columbia TriStar Television, Atlanta, promoted to division manager, Midwestern region, Chicago.

Leah Tatum, coordinator, creative affairs, Regency Television, Los Angeles, promoted to manager, creative affairs.

Claudia Cagan, senior producer, King World Productions, Los Angeles, joins Politically Incorrect, Los Angeles, as coordinating producer.

Laura Hockridge, segment producer, CNBC, Fort Lee, N.J., promoted to senior segment producer.

Timothy S. Kuryak, director, Big Brother, Los Angeles, joins Moviewatch, Los Angeles, as development executive.

Advertising/Marketing/PR
Bill Bruce, senior creative director, BBDO New York, promoted to executive
VP/executive creative director.

Appointments at Adelphia Media Services: Jimee Adams, research coordinator, Riviera Beach, Fla., promoted to regional marketing manager; Isabie Agagon, regional marketing manager, AT&T Media Services, San Francisco, joins as regional marketing manager, western region, Ontario, Calif.

Tim Murray, director, east coast sales, 180 Solutions, New York, joins National Cable Communications, New York, as sales manager.

**Journalism**

Patrice Harris, reporter, KSBW(TV) Salinas, Calif., joins WGAL(TV) Lancaster, Pa., as reporter.

**Technology**


Seth Skolnik, VP, development and e-commerce, Paramount Digital Entertainment, Hollywood, Calif., promoted to senior VP, business development.

Larry Shenosky, director, operations, Chronicle Broadcasting, San Francisco, joins SignaSys, Silicon Valley, Calif., as VP, marketing and development.

Andrew Capone, executive VP, marketing and operations, Microcast Inc., Danbury, Conn., joins USA Electronic Commerce Solutions, New York, as senior VP, sales.

Jonathan Herbert, co-founder, Zero Degrees Kelvin, New York, joins Sideshow Post, New York, as creative director, motion design.

Scott Beeler, director, North American sales, Harris Broadcast, Mason, Ohio, joins Electronics Research Inc., Chandler, Ariz., as director, worldwide sales.

—P. Lloror Alleyne
212-337-7141
palleyne@cabners.com

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**Datebook**

**This Week**


June 7 Pioneer Studios, Sony, Artists@Work Second Industry Bash. Pioneer Studios, Goshen Corporate Park, West Chester, Pa. Contact: Debbie Rodriguez, 484-701-1501.


**Also in June**


June 19 Nevada Broadcasters Association Sixth Annual Nevada Broadcasters Hall of Fame charity dinner dance. MGM Grand Conference Center, Las Vegas. Contact: Jarred Katz, 702-794-4994.

June 20-23 PROMAX & BDA 45th Annual Convention & Exposition. Miami Beach Conference Center, Miami Beach. Contact: Gregg Balko, 310-788-7617.


June 24-26 New York State Broadcasters Association 40th Annual Executive Conference. Sagamore Resort Hotel on Lake George, N.Y. Contact: Mary Anne Jacon, 518-458-8888.


**July**


—Compiled by Beatrice Williams-Rade
bwilliams@cabners.com
Applying Lear’s lesson

VH1’s programming chief looks to serve the audience online and on-air

After six years of toiling for Late Night With David Letterman, Fred Graver thought he knew how to create good television. But it wasn’t until he worked for Norman Lear’s failed comedy Sunday Dinner that he learned the key to great television: playing to the audience.

Ten years later, VH1’s new executive vice president of programming says Lear’s lessons are still the most valuable.

“Sometimes when people are programming, they say, ‘We’re doing this for ratings, or for a trend, or for our branding and packaging,’” Graver observes. “All of those are important, but, ultimately, you have to come back and ask: What does the audience see?”

In May, VH1 President John Sykes tapped Graver, who most recently was executive producer of VH1’s Web sites, to bring his intense audience focus to VH1’s television side.

“Being at VH1 is like working at the record store in High Fidelity,” says Graver, a self-described music fanatic.

Graver didn’t begin his career in music or in programming. His roots are in writing, first at National Lampoon magazine and later on hit TV shows Late Night With David Letterman, Cheers and In Living Color.

“After 15 years on the other side of the desk, pitching to people, working for programming execs and working for channels and studios,” he notes, “I know what it takes to get the best out of creative people.”

Graver was a free-lance writer in New York when he met Gerry Laybourne, current chairman and CEO of Oxygen Media. Laybourne was at Disney at the time, laboring on new ways to integrate television and computers for children. Graver jumped at the chance to work on her experiment.

“So here are all these brilliant guys from MIT and Stanford and some of the people who had just built the Macintosh interface,” says Graver, who majored in American studies and English at University of Notre Dame. “I was the comic relief. I was joke boy.”

Graver’s contributions were far from comical. He spent two years designing interactive programming that would connect Disney's online and on-air properties. His team created a four-hour weekend block for the Disney Channel that sent kids back and forth between the TV and the computer—and ultimately become the foundation for most of the channel’s weekend schedule.

Graver craved a full-time New York position. In New York, he learned, there were cable nets ripe for Internet development, and he landed at VH1 in 1999, charged with building the network’s Web site.

“The biggest challenge at VH1.com,” he says, “was to get people at the network to understand that what we were going to build was a Web site first and a channel-marketing site second.”

The Net has revitalized VH1’s core TV audience of adult music fans, according to Graver. He wants VH1’s programming to speak to their renewed, contemporary interests. “Our audience is still connected to music, still passionate, still curious. We have two tools to serve the audience, and we'll be looking at what they need online and on-air.”

Graver points to last November’s My VH1 Music Awards as a model for convergence. The program bucked the model for awards shows, giving VH1.com users the chance to select the award categories, the artists and the winners online months before the broadcast.

The result: quirky awards (“Your Song Kicked Ass But Was Played Too Damn Much” award), new categories (“Double Threat Musicians/Actors award) and strong ratings (15.2 million viewers tuned in during seven broadcasts, plus 24,000 unique visitors to VH1.com on premiere night).

He promises to continue popular VH1 shows, such as Behind the Music and Storytellers, while his team ferrets out new ideas.

“The challenge,” he observes, “is to find new ways to show performance, new ways to show videos, and more ways to get the artist and the audience closer together.”
—Alison Romano
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Television

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The real prim Powell?

When the FCC released its compendium of broadcast indecency actions, we were a bit worried. It was, in essence, a guidebook for filing indecency complaints. We feared it would encourage anti- decency zealots to once again begin flooding the FCC with complaints about raunchy radio personalities, vulgar lyrics and too little left to the imagination on prime time TV. We have no evidence that that flood has yet occurred. But we do have our first piece of evidence that Chairman Michael Powell may consider anti-indecency enforcement part of his mandate.

Last Friday, the FCC tentatively fined Citadel's KKMG(FM) Pueblo, Colo., $7,000 for airing Eminem's “The Real Slim Shady” even though the station played a version in which all the dirty words had been bleeped out. The FCC offered little justification: “The edited version of the song contains unmistakable offensive sexual references. In this regard, a portion of the lyrics contains sexual references in conjunction with sexual expletives that appear intended to pander and shock.” The bureaucrats must have been working overtime on that language.

What is particularly disturbing about this case is that the song was a big hit for the popular rapper. The album including the song won three Grammys. If KKMG is guilty, so are hundreds (thousands?) of other stations that played it. Presumably, all it will take to get your local station in trouble for playing it is to send the FCC a recording or transcript.

At this point, we can only hope that this action is not an opening blow in another war on broadcast indecency. The last ended when the voters turned out George Bush Sr. and his FCC chairman, Al Sikes, in 1993. But before it was over, many broadcasters had been stung by fines and black marks on their broadcast licenses.

Like a lot of other policymakers in Washington, Powell talks a lot about what a strong proponent of the First Amendment he is and how he would never do anything to interfere with broadcasters’ free-speech rights. We now have to question whether he means what he says. He just effectively banned a popular song from the airwaves because he and a few others running the FCC these days don’t like it. Here’s a worse thought: He banned the song because the White House doesn’t like it.

When Sikes went after over-the-air smut, he would argue that he was only doing his job, applying the law and responding to complaints. Powell may take the same rhetorical tack. But we’ve been writing this page long enough to know that indecency enforcement is discretionary. Mark Fowler ignored indecency up to his final days. Sikes went after it. Reed Hundt and Bill Kennard paid it no mind.

In “The Real Slim Shady,” Eminem rambles all over the place in an apparent effort to offend as many folks as he can. “Sometimes,” he sings, “I wanna get on TV and just let loose but can’t, but it’s cool for Tom Green to hump a dead moose.” After this, he may not be able to get on the radio.
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