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Low ratings, slow TV ad sales batter WWF.

The Neverending Story is typical of Hallmark Channel's family fare.

Nick's Rugrats All Growed Up was cable's highest-rated show this summer.
The WB and 21 affiliates throw a back-lot party for more than 400 local advertisers flown to Los Angeles to hang out with WB stars. Participating affiliates kicked in $300 per advertiser, in addition to paying their expenses. The WB supplied the back lot and the stars, including Nikki Cox (Nikki), Bob Saget (Raising Dad), Joshua Jackson (Dawson’s Creek) and David Boreanaz (Angel). The party also included a fly-over by the Goodyear Blimp billboarding WB shows. “Instead of throwing a party for 60 advertisers in their home community, they’ll find the top five or six advertisers and say, ‘You’ve been a big supporter, we’d like you to come to L.A. [for] this big network party,’” says Ken Werner, The WB’s EVP, network distribution. The party was co-hosted by KTLA-TV Los Angeles.—J.S.

David Boreanaz (at left in Angel) helped pitch The WB drama to advertisers in Los Angeles last week.

Dereg decisions

The FCC is on track to propose changes to the broadcast/newspaper crossownership restrictions and the cap on cable subs at its Sept. 13 meeting. Last week, the cable and mass media bureaus sent their recommendations to the commissioners’ offices. FCC Chairman Michael Powell has insisted the commission not appear to prejudge the issues given the panel’s Republican majority.

Consequently, the bureaus’ proposals are little more than broad requests for public/industry comment on how to proceed. Still, neither item is assured of making the final agenda. August vacations may make commissioners reluctant to tackle high-profile issues quickly, and deregulation faces stronger opposition from the Senate’s new Democratic leadership.—B.M.
A good ‘Get,’ but no ‘Gotcha’

Chung interview with Condit is most-watched program of the summer

By Paige Albinak

ABC News’ Connie Chung last week proved why The Get is the Holy Grail of network news. Scandal, or the whiff of one in this case, is the television equivalent of a trashy summer beach novel. It was bestseller stuff last week.

Chung’s half-hour live-to-tape interview with embattled Rep. Gary Condit (D-Calif.) garnered the network a 17.0 rating, 29 share and 23.6 million viewers, according to Nielsen Media Research’s fast nationals. That made Prime Time Thursday easily the most-watched program of the summer, followed by the July 30 episode of NBC’s Fear Factor, for which 19.4 million households tuned in.

(Those ratings also made the show the most-watched newsmagazine show since Barbara Walters interviewed Monica Lewinsky in March 1999. Walters, the acknowledged “Queen of The Get,” scored a 33.8 rating/48 share with that piece.)

Chung’s interview began with about 30 seconds of rapid-fire questions, ending with this one: “Did you kill Chandra Levy?” “I did not,” responded the Congressman. After that, it was clear this session would be no chummy chat around the coffee table.

Ultimately, Chung told Broadcasting & Cable, she was “quite shocked that he didn’t answer the question about his relationship with Chandra Levy.”

Chung failed to get Condit to admit anything other than he and intern Levy were “very close,” but she overwhelmingly succeeded with her real mission: proving herself as hard-nosed as any journalist and scoring astronomical ratings for the network.

“I think it will go right up there as one of the more difficult interviews I’ve ever done,” she said, “and maybe the most difficult.”

The whole spectacle must have been tough to take for the 24-hour cable news outlets. It has been CNN, Fox News Channel and MSNBC that have gone wall-to-wall with the Condit/Levy story since May. As a reward for their efforts, they got to spend the week promoting Chung’s interview somewhere else.

CNN’s Larry King tried to upstage Chung by running an interview with Vanity Fair reporter Judy Bachrach one hour before Chung’s. She had interviewed Condit earlier in the week for the magazine’s December issue.

ABC faced some criticism prior to the program for allowing two ground rules to be set: The interview would be limited to 30 minutes, and it would be unedited. In the end, though, neither ABC News brass nor critics thought the rules made any difference.

“It’s not unusual to agree to a set time that’s unedited,” Chung said, although she thought the interview would have been easier if she could have had time to warm up with Condit in front of the camera, as well as more time to explore a six-page list of questions she had prepared.

“She asked all the questions that should be asked,” said Victor Neufeld, ABC News’ senior executive producer of news magazines. “His responses were basically up to him.”

“A 30-minute interview was enough,” says CNN’s Jeff Greenfield, whose show ran during Chung’s interview with the subtitle “We’re Not Watching.” “Nobody’s crossed a Rubicon here. The dilemma of a live-to-tape interview is, you don’t have time to both try to hammer evasiveness and try to cover other grounds. The problem with the interview was not Connie Chung. The problem was Gary Condit.”

Chung’s interview was the start of a week-long media blitz by Condit—with interviews and stories appearing last week in Vanity Fair, People and Newsweek and on a local Sacramento television station—but reviews of Condit’s performances suggest he would have been better off staying quiet.

“It reminded me so much of Bill Clinton’s interview in August 1998, after he testified before the grand jury,” said Meet the Press host Tim Russert Friday morning on NBC’s Today show. “It took Bill Clinton a good year to finally come forward.”

The ABC spectacle must have been tough to take for CNN, Fox News Channel and MSNBC, which have gone wall-to-wall with the Condit/Levy story since May.
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growing network – up to almost 61 million subscribers. To add Court TV to your lineup, put Bob Rose on the case at 212.973.3348.
Whose news is it anyway?

It's kind of sad to watch an all-news net when all the news is happening on another network. Such was the fate last Thursday night of CNN, Fox News and MSNBC, which have feasted for months on the titillation surrounding the Gary Condit-Chandra Levy case, as they were forced to sit back and watch the main event elsewhere.

From 11 p.m. to midnight, Fox News' O'Reilly Factor got a cable-high 1.6 Nielsen rating, and Fox was tops among cable news networks with a 1.2 for the night.

Fox has spent the past few weeks lingering on the story and, last Thursday, went virtually all-Condit all the time. (At one point during a showbiz report, Tennon, of the '70s rock duo The Captain & Tennon, was asked what she thought of the congressman's truthfulness.)

But as the night wore on, cable wore thin and perhaps the cable nets should have gone dark for the hour while Connie Chung struggled with an evasive Condit on ABC.

MSNBC did the next best thing, running an hour of Headlines & Legends, with Matt Lauer examining the tabloid talk topic of July, actor Robert Blake.

CNN's Jeff Greenfield cut in at 10:30 p.m. with an earnest "We're not watching" printed on the bottom of the screen. He proudly declared that "most people aren't watching and we'll tell you why.

CNN's 11 p.m. post-interview special resembled the kind of sleepy newscast that follows a presidential debate, limping out at the top of the hour with a focus group of Modesto, Calif., voters.

Greenfield scolded his fellow journalists for rushing to spin the interview. CNN surrendered at 11:30, going to tape with Moneyline, while Fox News and MSNBC stayed live until 1 a.m.

"We know this was a very buttoned-up kind of interview," Greenfield said. "Anyone who was expecting a Perry Mason moment or an Oprah confession didn't get it, because he had a strategy."

Fox Newsies did what they do best: act indignant. After the first 15 minutes of the Chung interview, Paula Zahn hosted a panel generally appalled at what Condit said even though, over on ABC, he hadn't quite finished saying it. "I thought it was just a horrible job on Gary Condit's part," said David Bossie, apparently convinced that watching just half of a movie is enough.

Fox News followed at 11 p.m. with an hour of live Bill O'Reilly post-game featuring both Democratic and Republican strategists (an indication, O'Reilly signaled several times, of Fox News' "Fair and Balanced Coverage.")

O'Reilly revealed in slicing and dicing Condit. "He's a sociopath," he remarked.

—Allison Romano and John M. Higgins

I felt it was very rehearsed,
said reporter Jodi Hernandez, who had a local interview with Condit.

'...as a turning point. And that's how we've covered it.'

Chung studied The Get while she was a fellow at the Shorenstein Center for Press, Politics and Public Policy at Harvard University in 1998 and, in a paper, explained how the process of getting the big interview is a "symbiotic world where it's hard to tell who is manipulating whom: the media or the newsmakers. And it is radically changing the way journalists and news organizations carry out their mission."

She dismissed rumors that she had won the interview because of a friendship with Condit publicist Marina Ein or because her husband, Maury Povich, knows Condit lawyer Abe Lowell. "My husband competed with me; he doesn't help me get interviews," she laughed.

"I just worked it," she said, giving credit to her producer Santina Leuci, who helped her write letters, make phone calls and hold meetings.

Chung starting seeking the interview a few days after the story broke last May and found out she had gotten it on August 20, her 55th birthday. A member of Condit's camp called her and said, "Happy birthday. I have a present for you." Chung said she doesn't know exactly why Condit wanted to do the interview with her but she went after it in a persistent but "low-key" way.

—Additional reporting by John M. Higgins, Allison Romano, Susanne Ault, Ken Kerschbaum and Richard Tellesco
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Can AT&T stay Excited?

As Internet provider tanks, Armstrong faces angry consumers, MSOs

By John M. Higgins

A nxious to avoid antagonizing customers, AT&T is likely to step in with enough cash to keep ailing high-speed Internet service Excite@Home running, but not for very long.

That’s the assessment of Wall Street and media and Internet executives as the Excite@Home financial crisis escalates. AT&T is seen as taking the lead because it has the most invested in the company. Chairman Mike Armstrong has spent a total of $5.5 billion on AT&T’s 23% stake in Excite@Home, stock that fell to just 47 cents per share last week. That’s generally seen as unlikely to rise, particularly if Excite@Home slides into bankruptcy protection.

More important, though, Armstrong has a million high-speed Internet subscribers with e-mail and Web pages tied up in Excite@Home’s Web servers. If Excite@Home shuts down, they’ll be at least as hostile toward AT&T Broadband as they are toward the Internet company. The cable systems that AT&T acquired from Media-One Group use AOL Time Warner’s Road Runner.

Although cable operators install the service, Excite@Home handles a lot of other customer-service issues that cable operators lack the infrastructure to replace.

“It seems to me that AT&T is going to have to keep it alive and administer an orderly transition,” said one media analyst.

An AT&T spokeswoman said only that “we will continue to serve customers and our customers can rest assured that they will receive uninterrupted service now and in the future.”

Cox and Comcast have almost as many subscribers relying on Excite@Home, and any MSO that bought systems from AT&T lately has “legacy” customers as well. But they’re not likely to be as committed at AT&T. “I have a piece of paper that says, as long as @ Home is provisioning one AT&T customer, they have to provision ours,” said an executive with one Excite@Home affiliate.

“We’ll do what it takes to be supportive, but AT&T won’t let it go under.”

Right now, Excite@Home operations burn about $42 million in cash monthly, excluding restructuring costs from recent firings. The company has about $100 million in cash and more than $747 million in debt.

The company’s auditors warned last week that the high-speed Internet company could be headed for bankruptcy court. Excite@Home revealed in an SEC filing that accounting firm Ernst & Young has pulled its previously clean opinion of the company’s financial situation, saying financial decay raises “substantial doubt about the company’s ability to continue as a going concern.”

Those are deadly words in accounting-speak and come just after Excite@Home moved to dump Ernst & Young, with Price-waterhouseCoopers taking over by September. Controlling shareholder AT&T Corp. shows no signs of stepping in to prevent a collapse and is expected by analysts to jump in after any Chapter 11 filing.

Excite@Home’s financial position is no secret, with warning flags flying last spring as Chairman George Bell was squeezed out. Internet ad spending has plunged. Internet portal Excite, acquired to be the salvation of the capital-intensive @ Home, has become a real dog, and ad revenues dropped 64%.

WWF’s cash-flow smackdown

By John M. Higgins

T he economy is delivering World Wrestling Federation Entertainment a brutal hit, pile-driving revenues and earnings for the first fiscal quarter.

WWF said that, for the three months ended July, total revenues dropped 11%, to $90.7 million, while operating cash flow plunged 70%, to $7.1 million. During the quarter, the company suffered from a ratings slide following a shift from USA Network to TNN and has been caught up in the advertising slump. The cash-flow slide doesn’t include expenses of the disastrous XFL joint venture with NBC, which was shut down after the final game in April.

CEO Linda McMahon called the quarter “a challenging one.” Television advertising revenues decreased 17%, to $19.5 million, largely due to lower sales on its Sunday Night Heat show on MTV. TV-rights revenues doubled. Event revenues dropped 20%, to $14.9 million, while attendance fell 22%, from 611,500 last year to 415,100. Total pay-per-view revenues declined 12%, although PPV buys were up.

On a positive note, McMahon said the company has held on in the upfront ad market, selling about 60% of its inventory with CPMs down just 3%. “We have not been forced to effect some of the deep price cutting effected by other networks.”
Hallmark gets serious

Relaunched cable net pays $11 per sub for DirecTV carriage

By Allison Romano

Playing one of cable's richest per-sub fees to upgrade its DirecTV carriage, the Hallmark Channel signaled to MSOs that it has more to offer than just family-friendly programming.

Hallmark is shelling out about $11 per subscriber to add about 7 million DirecTV subs, and the relaunched net is on the prowl for more carriage deals.

"I don't think anyone in the industry has seen that before," one cable insider remarked of the launch fee.

It's far more than the usual $5 per subscriber fee, and MSOs are interested.

"The deal makes them much more attractive to cable operators and to national advertisers," said one cable executive whose system only partially carries the former Odyssey network. "They need to get distribution before they can sell ad space, and major advertisers don't want a network with a few million subs."

Hallmark's parent company Crown Media Holdings Inc. agreed last week to give DirecTV 5.4 million shares, worth about $80 million, in exchange for upgrading the net from DirecTV's Family Pack, where it had 750,000 subs, to the more popular Total Choice package. The upgrade will take place in September. The deal gives DirecTV a 4.7% stake in Crown Media.

It's the first time that the Hallmark Channel has exchanged equity for subs, but it might not be the last. Crown Media President and CEO David Evans says the network would consider a similar exchange with a cable operator. "A stock deal is attractive because it lessens the cash drain."

The former Odyssey network, which shed most of its religious programming and relaunched as Hallmark on Aug. 5, still needs widespread carriage on Cablevision, Comcast and Cox, systems on which it has little or no distribution.

Lehman Brothers analyst Stuart Linde says the deal helps Hallmark get closer to the important 40 million-subscriber threshold. "If you're an independent network, it becomes more difficult to roll out more subs. The independents have zero leverage, while the MSOs are getting bigger," he notes.

As competition between digital cable and DBS heats up, Hallmark's presence on DirecTV may push more operators to carry the channel.

"Hallmark is buying competitive leverage," says Kagan World Media analyst Larry Gerbrandt. "Being on DirecTV puts pressure on the operators."

A Hallmark executive says the deal could pay handsomely for the channel if Rupert Murdoch's News Corp. succeeds in acquiring DirecTV from its parent Hughes Electronics. "If News Corp. acquires [DirecTV], they will throw money at this thing," the executive says. "This is going to be a helluva deal in one year, 18 months, because that 7 million will double."

The Hallmark-DirecTV pact also includes provisions for potential pay-per-view offerings of Hallmark programming.

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What is real, really?

Complaints of rigging raise the specter of applying FCC rules to reality shows

By Joe Schlosser and Bill McConnell

With reality shows facing more and more questions of authenticity, last week’s complaint to the FCC by a contestant on UPN’s Manhunt could prompt the agency to place those shows under the same federal rules that govern TV game shows.

At the same time, a number of top network reality executives are questioning what constitutes “rigging” a reality show and what are simply “beauty” shots added to improve a show’s on-air appearance.

Jacqueline Kelly, a contestant on Paramount-produced Manhunt, complained to the FCC that corporate officials had rigged the competition, basing many of her allegations on statements by co-executive producer Bob Jaffe.

Jaffe had alleged that Paramount Network Television President Gary I Hart and Paramount TV Group Chairman Kerry McCluggage urged him to intervene to help another female contestant reach the final rounds in a bid to boost ratings.

Network officials have admitted adding scripted scenes shot in a Los Angeles park (Manhunt was originally taped in Hawaii) but deny rigging the outcome. Jaffe stepped down when he refused to shoot the added scenes, which were intended to create the impression of personal disputes among the 13 contestants.

Manhunt is the second Viacom-controlled reality show to face allegations of manipulat-
Week of August 4, 2001

% of Billboard Charts Written or Co-Written By ASCAP Members:

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DON'T MOCK US
A coalition of network affiliates seeking FCC help in ending what it says are abuses by the Big Four nets, told the commission last week that its opponents are misstating and exaggerating NASA's claims in hopes of making them appear ridiculous. The real issue, the Network Affiliated Stations Alliance said, is local control and diversity of programming. "The networks do not want to apply existing law, but to change it," NASA asserted.

MAKING MOVES
Spanish broadcaster Univision Communications has boosted network President Ray Rodriguez, adding COO to his title and putting cable's Galavision, startup broadcast network Telefutura and Univision Sports under him. ... ABC Entertainment Television Group co-Chairman Lloyd Braun has renewed his contract with the network with a new five-year deal to stay alongside Stu Bloomberg, who re-upped last month. ... FCC Commissioner Michael Copps has named Susanna Zwerling permanent adviser for media and consumer protection. Jordan Goldstein is now senior legal adviser. Both had been serving in interim capacities. ... Country Music Television has tapped music-programming veteran Brian Phillips to be the Viacom Inc. network's new senior vice president and general manager. Phillips most recently was Susquehanna Broadcasting's director of FM programming in Atlanta and Dallas and, in 2000, was named Billboard's "Major Market Programmer of the Year." ...

The Cartoon Network has found a successor for longtime GM Betty Cohen, who resigned earlier this summer. Jim Samples, who most recently headed Cartoon's online operation, is taking over as executive vice president and GM and will report to Turner Entertainment President Brad Siegel. Samples is charged with Cartoon's U.S. and international operations, as well as sister net Boomerang.

THE UNIVERSE EXPANDS!
There are 3.3 million more TV households this year than last, according to the latest TV-universe figures from Nielsen Media Research. It is the largest growth spurt in TV households since TV's early boom years in the 1950s, according to the ratings service. The 2001-02 TV-household universe figure is 105,055,000, which means that each rating point will now be worth 1,055,000 TV households. The new measurement takes effect the broadcast week of Aug. 27-Sept. 2. Nielsen cited use of new data from the 2000 census for what it calls the "atypically large" increase over last year's 102.2 million households.

THE NETWORKZ
NBC made it 18 straight weeks as the top-rated network in adults 18-49, even without Fear Factor. NBC averaged a 2.8 rating in adults 18-49 for the week of Aug. 13-19, according to Nielsen Media Research. ABC won the week in total viewers with a 7.8 million-viewer average. ... CBS, the network with the oldest demographics, will use the seven-month old computer-generated Baby Bob as its newest spokesman. Baby Bob rose to fame as the chatty spokesman for Free-Internet.com and will star in his own series on CBS later this year. ...

Michael Ovitz's financially troubled studio, Artists Television Group (ATG), won't be able to deliver its reality show, Lost in the U.S.A., to The WB for fall. In its place, at least for the first third of the season, the network will slate off-TBS repeats of Columbia TriStar Television Distribution's Ripley's Believe It or Not, perhaps the first time an original cable program has been "repurposed" for a broadcast network. ATG is also scheduled to deliver Ellen DeGeneres's new sitcom to CBS for the fall. Word from CBS is that the show is still a go, although sources say CBS Productions will likely take over production. ...

CNN is dumping Ahead of the Curve, its early-morning business-news show, in favor of a more consumer-oriented program, CNN Money Morning, which begins Sept. 10 and will air on both CNN and CNNfn. ...

Nobody's happier about the return of the football season than the folks at ESPN, where the NFL preseason has finally let them put some numbers of their own up on the board. After dropping out of the top-10 cable Nielsen for parts of the summer, languishing at a lowly 0.8, the sports network scored a 1.7 thanks to two NFL games in prime, one of which achieved a 4.4. Of course, selling ads in those games is a more difficult proposition. ...

Lifetime continued its hold on the top slot in prime with a 2.2, and Nickelodeon and Cartoon Network tied for the No. 2 place with a 1.8. ESPN and TBS tied for fourth.
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Emmys’ parents to remarry?

East and West Coast TV academies to talk after a 25-year separation

By Joe Schlosser

Spurred by new leadership and financial considerations, the Los Angeles-based Academy of Television Arts and Sciences and the New York-based National Academy of Television Arts and Sciences may be on their way to ending a 25-year-old separation.

A full-scale merger of NATAS and ATAS may be a way off, but the new heads of the two academies have started a discussion and will be meeting for the first time this week in Los Angeles.

The discussions come just two months after the death of longtime NATAS President John Cannon, who headed the East Coast branch from 1976 until last June and was considered a major factor in keeping the two sides separate for so long.

The break-up came in 1976 after Hollywood TV producers and writers argued that only members working in their part of the industry should vote on the prime time Emmys, not East Coast members who were distant.

ATAS Chairman Meryl Marshall-Daniels’s four-year run is up this October, and members just elected TV producer/writer Bryce Zabel to take her place. Marshall-Daniels, a longtime academy member who didn’t see eye-to-eye with NATAS’s Cannon, recently made efforts to bring the two factions together again.

The meeting also occurs as both sides prepare to open discussions with the Big Four broadcast networks on new TV packages for both the daytime and prime time Emmys.

When the two divisions split, NATAS took control of the daytime awards, along with the sports, documentary and news Emmys.

But ATAS got the prime time awards, the most valuable of all the TV awards.

Sources say the prime time Emmys bring in more than $20 million each year in license fees and advertising revenue, while the daytime Emmys garner about $7 million. Sports, news and documentary awards are no longer televised.

Both academies are said to be looking for richer contracts from the Big Four networks; some believe a unified academy could attract more money.

Stanley Hubbard, the acting chairman of NATAS is searching for Cannon’s replacement, but he’s traveling to Los Angeles this week and is scheduled to meet with Zabel and ATAS President Jim Chabin.

He downplays the significance of the Los Angeles meeting but agrees that it could be a start of better things to come. Hubbard says that the separation is “illogical.”

“Separated parents aren’t always the best thing for a child, and I’m not sure that two organizations are always the best thing in the long run for the Emmy.”

Zabel says, “We don’t have an agenda other than to get to know each other. I don’t feel rooted to the past in any case because I wasn’t here when the so-called divorce happened and, for me, this is not personal.”

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Top 25 media companies

What a difference a dog market makes.
In the past 12 months, not a single member of Broadcasting & Cable's Top 25 Media Groups disappeared. Blame it on the bears, because a bear market can freeze the deal market.

Most giant deals are paid for in stock, not cash, and when the bulls are running, stock prices hover close to private-market values, so buyers are happy to issue shares at high prices for a takeover. But the market slump immediately devalues the currency, without trimming the sellers' expectations. Buyers hesitate at issuing millions more shares and diluting existing shareholders too much. The result is stasis among the big companies.

The following list includes only those companies with significant U.S. broadcasting, cable or satellite TV holdings, either production or distribution. That excludes such companies as Germany's Bertelsmann because its U.S. interests are primarily in music. On the other hand, it includes big U.S. media companies like Bloomberg and McGraw-Hill, whose TV holdings are relatively small. The companies are ranked by 2000 media revenues, which include TV, radio, film, music, print and Internet properties.

1. AOL TIME WARNER
Dulles, Va./New York
(NYSE: AOL; TWX)
Fiscal year ended:
Dec. 31, 2000
Rank last year: 1
Stephen M. Case, chairman; Gerald Levin, CEO
Revenues: $36.2 billion
Operating cash flow: $8.4 billion
Operating income: $228 million
52-week high: $62.70
52-week low: $31.50
Forget buying AT&T Broadband. AOL’s challenge is to make its takeover of Time Warner work. For all the talk of synergy, there was precious little overlap between the two companies. Chairman Steve Case and CEO Jerry Levin have to squeeze efficiencies out, and selling Entertainment Weekly subscriptions via AOL online isn’t enough to impress. Skepticism is growing over their promised $40 billion in 2001 revenues and $11 billion in cash flow.

2. WALT DISNEY

Burbank, Calif. (NYSE: DIS)  
Fiscal year ended: Sept. 30, 2000  
Rank last year: 2  
Revenue: $25.4 billion  
Operating cash flow: $6.4 billion  
Operating income: $3.2 billion  
52-week high: $41.93  
52-week low: $25.67  
Who Wants to Be a Millionaire? was Disney’s big TV phenomenon in fiscal year 2000. Some analysts believe that the quiz show accounted for close to 25% of ABC- TV’s prime time during the year. Since then, the show has slipped in the key demographics, but it still continues to make a significant contribution to ABC’s prime time revenues. Meanwhile, just last month, the company made its largest media acquisition since buying ABC five years ago: It agreed to purchase Fox Family Worldwide for $5.3 billion.

3. VIVENDI UNIVERSAL

Paris; Montreal  
Fiscal year ended: June 30, 2001  
Rank last year: 3  
Jean-Marie Messier, chairman/CEO; Edgar Bronfman Jr., vice chairman  
Revenue: $24.3 billion  
Operating cash flow: $3.3 billion  
Operating income: $4.17 billion  
52-week high: $80.94  
52-week low: $50.50  
Vivendi Universal is targeting a 10% annual increase in media and communications revenues from 2000 to 2001. Hit movies Gladiator and Erin Brockovich helped, as did the company’s USA Network, which averaged a 3.5 rating for its original movies in 2000. Other cable happenings included Home Shopping Network sales’ growing 16% in the fourth quarter.

4. VIACOM

New York (NYSE: VIA)  
Fiscal year ended: Dec. 31, 2000  
Rank last year: 4  
Sumner Redstone, chairman/CEO; Mel Karmazin, president/COO  
Revenue: $20 billion  
Operating cash flow: $3.5 billion  
Operating income: $1.3 billion  
52-week high: $69.93  
52-week low: $37.90  
2000 was a really big year for Viacom. It bought CBS and agreed to buy BET, the black cable network. The BET acquisition closed earlier this year. The company also took its publicly traded radio/outdoor subsidiary, Infinity Broadcasting, in-house. Infinity continued to aggressively buy radio stations, including a bunch from Clear Channel in a $1.4 billion deal. CBS-TV won the network household prime time ratings race and is these days succeeding at efforts to attract younger viewers to the network, but it has a way to go.

5. NEWS CORP.

Sydney, Australia (NYSE: NWS)  
Fiscal year ended: June 30, 2001  
Rank last year: 6  
Rupert Murdoch, chairman/CEO  
Revenue: $13.8 billion  
Operating cash flow: $2.1 billion  
Operating income: $1.7 billion  
52-week high: $48.81  
52-week low: $24.55  
So strapped for cash that Chairman Rupert Murdoch committed the unheard-of act of selling a fully distributed cable network, Fox Family Channel. That’s because he’s marshaling resources to take over DirecTV.

6. AT&T BROADBAND

Englewood, Colo. (NYSE: T; LMG.A; LMG.B)  
Fiscal year ended: Dec. 31, 2000  
Rank last year: 7  
C. Michael Armstrong, chairman; Daniel E. Somers, president/CEO, AT&T Broadband; John Malone, chairman, Liberty Media  
Revenues: $9.6 billion  
Operating cash flow: $2.4 billion  
Operating income: $1.8 billion  
52-week high: $32.93  
52-week low: $16.50  
AT&T Broadband isn’t likely to be around for next year’s list. Comcast is gunning for the company, and AT&T Chairman Mike Armstrong is trying to dig up some other buyers or perhaps backers to help him go it alone. Whoever runs it has to figure out how to raise the cable unit’s woeful cash-flow margins.

7. SONY

Tokyo (NYSE: SNE)  
Fiscal year ended: March 31, 2001  
Rank last year: 5  
Nobuyuki Idei, chairman and CEO  
Revenue: $9 billion  
Operating cash flow: Unavailable  
Operating income: Unavailable  
52-week high: $116.30  
52-week low: $46.25  
One of the big changes at Sony was the sale of its 50% stake in the Game Show Network to Liberty Digital for $275 million in cash and stock. Sony had 34 television programs on-air in 2000, including Family Law, The King of Queens and Strong Medicine.

8. COMCAST

Philadelphia (Nasdaq: CMCSK; CMCSA)  
Fiscal year ended: Dec. 31, 2000  
Rank last year: 8  
Ralph Roberts, chairman; Brian...
DIGITAL’S THE WAVE OF THE FUTURE.

Face it, the future is now for digital. Industries like media, entertainment and advertising need to convert to digital to compete. But don’t worry. Our fast, secure, seamless global network was born to handle a tidal wave of content. With world-class IP+Optical, SONET and DWDM technologies from Cisco Systems:

As a truly integrated solutions provider, we’ll link the industry via our worldwide Media and Entertainment Extranet. Creating, collaborating on and distributing rich content will be nothing but smooth sailing. You’ll transmit broadcast-quality video, CD-quality audio and live-event broadcasting at speeds that’ll make you spin.

With core service protocol platforms built directly over a globally deployed DWDM fiber-based network, tiered multiplexing is eliminated and network performance improves dramatically. The platform is made for rapid scalability and has the “ready now” bandwidth to meet rich content demands. And with our optical Wavelength services, huge amounts of data can be transmitted at high speeds virtually anywhere. It’s a world-class backbone in place and ready for the industry to hop on and ride.

BETTER HAVE YOUR SURFBOARD. Surf’s up for digital. So ride the wave and stay on the board with Global Crossing.

Global Crossing® HOW BIG BUSINESS DOES BUSINESS.

GLOBAL NETWORK | GLOBAL SERVICE | GLOBAL SOLUTIONS

www.globalcrossing.com
Operating income: $2.5 billion
Operating income: $161 million
52-week high: $45.31
52-week low: $33.38
If Comcast succeeds in its fight for AT&T Broadband, Comcast will have to succeed in improving that telco’s terrible cash flow. If not, the company is in pretty good shape, with debt low and both shopping channel QVC and its cable systems showing strong growth lately.

9. NBC
New York (NYSE: GE)
Fiscal year ended: Dec. 31, 2000
Rank last year: 11
Jack Welch, chairman/CEO, GE; Bob Wright, president/CEO, NBC
Revenue: $6.8 billion
Operating cash flow: N/A
Operating income: $1.9 billion
52-week high: $60.50
52-week low: $36.42
NBC rode the economic and advertising boom of the 1990s to record revenues and profits. Last year, the NBC Television Network had higher revenue—$4.8 billion—and bigger profits—$770 million—than any other broadcast network. This spring, the network once again led the pack in upfront prime time ad sales with $2 billion. However, like other media companies, its Internet strategy foundered. In addition, Jack Welch is retiring, and, whenever CEOs change, other things do, too.

10. GANNETT
Arlington, Va. (NYSE: GCI)
Fiscal year ended: Dec. 26, 2000
Rank last year: 12
John J. Curley, chairman; Douglas H. Mccorkindale, president/CEO
Revenue: $6.2 billion
Operating cash flow: $2.2 billion
Operating income: $1.8 billion
52-week high: $70.02
52-week low: $48.37
Gannett made $4.8 billion in acquisitions in 2000, mostly on the publishing side of its business, which accounts for more than 85% of the corporation’s revenue base. The company did acquire one TV station last year—WJXX(TV) Jacksonville, Fla.—which gives it a duopoly in that market, the 53rd. Gannett is now the eighth-ranked TV-group owner, with 22 stations covering approximately 17.5% of the U.S. The company also sold its cable division last year for $2.7 billion.

11. CLEAR CHANNEL
San Antonio (NYSE: CCU)
Fiscal year ended: Dec. 31, 2000
Rank last year: 13
L. Lowry Mays, chairman
Revenue: $5.3 billion
Operating cash flow: $1.7 billion
Operating income: $304 million
52-week high: $85.81
52-week low: $43.87
2000 was a big acquisition year for Clear Channel, capped by the $19.4 billion purchase of group radio operator AM/FM Inc. Clear Channel also acquired SFX Entertainment (since renamed Clear Channel Entertainment) last year for $4.4 billion. Radio accounted for $2.4 billion of 2000 revenues, and outdoor accounted for $1.7 billion.

12. COX ENTERPRISES
Atlanta (privately held)
Fiscal year ended: Dec. 31, 2000
Rank last year: 10
James C. Kennedy, chairman
Revenue: $5.5 billion
Operating cash flow: Not available
Operating income: Not available
Cox has taken a breather from its periodic acquisition binges. Aside from the stumbling AT&T, it is the only other MSO investing heavily in marketing cable telephone services. Other major operators don’t see the returns. Will Cox’s multibillion investment prove the likes of Comcast and Cablevision wrong?

13. HUGHES
El Segundo, Calif. (NYSE: GMH)
Fiscal year ended: Dec. 31, 2000
Rank last year: 16
Eddie Hartenstein, chairman/CEO
Revenue: $5.2 billion
Operating cash flow: -$24 million
Operating income: -$289 million
52-week high: $38
52-week low: $17.50
Whoever winds up buying DirecTV is going to have to deal with the same problems parent companies Hughes Electronics and General Motors are trying to escape. Marketing costs are surging, churn is running up uncomfortably, and satellite costs are looming. After five years of slumber, cable operators’ deployment of digital cable is pinching DirecTV.

14. TRIBUNE
Chicago (NYSE: TRB)
Fiscal year ended: Dec. 31, 2000
Rank last year: 9
John W. Madigan, chairman, president/CEO
Revenue: $4.9 billion
Operating cash flow: $1.4 billion
Operating income: $1.0 billion
52-week high: $46.50
52-week low: $34.37
Tribune acquired two TV stations in 2000, WNOI(TV) New Orleans and WATL-TV Atlanta for $107 million. About 30%, or $1.5 billion, of Tribune’s 2000 revenue was derived from its broadcasting and entertainment segment. The 13% growth in those revenues was attributed in part to the acquisition of the two TV stations and also in the improved performance of The WB Network, in which Tribune has a 25% stake.

15. USA NETWORKS
New York (NASDAQ: USAI)
Fiscal year ended: Dec. 31, 2000
Rank last year: 18
Barry Diller, chairman/CEO
Revenue: $4.7 billion
Operating cash flow: $796 million
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Changing television for good.
Despite his recent marriage, Chairman Barry Diller always seems to be the bridesmaid and never the bride. Diller abandoned his broadcast-TV ambitions, selling his stations so Univision could start a new network. He has refocused his efforts on—gasp—buying more Internet companies. Brags about having the only profitable Internet group, one fueled by fee-generating sites like Ticketmaster, instead of sites dependent on evaporating online advertising.

16. MCGRAW-HILL
New York (NYSE: MHP)
Fiscal year ended: Dec. 31, 2000
Rank last year: 14
Harold W. "Terry" McGraw III, chairman, president/CEO
Revenue: $4.3 billion
Operating cash flow: $1.2 billion
Operating income: $820.2 million
52-week high: $70.87
52-week low: $52
Revenue at McGraw-Hill rose 7.2% to $4.3 billion, an all-time high for the company. The company's four TV stations (KMGH-TV Denver, KGTW(TV) San Diego, KERO-TV Bakersfield, Calif., and WRTV(TV) Indianapolis, all ABC affiliates) showed a 10.6% growth in revenues in 2000 to $127.8 million. Those 2000 numbers, however, were buoyed by the Super Bowl and the political season. They'll be challenged to do the same this year.

17. CABLEVISION
Woodbury, N.Y. (ASE: CVC)
Fiscal year ended: Dec. 31, 2000
Rank last year: 15
James Dolan, CEO
Revenue: $4.1 billion
Operating cash flow: $942 million
Operating income: $33 million
52-week high: $91.50
52-week low: $46.25
After lagging other operators in digital cable, Cablevision is preparing to take a huge plunge, putting expensive digital converters into 50% of its 2.8 million cable homes by 2003, whether they order new products or not. The Dolan family is convinced that, once the box is in the home, it can sell enough new VOD and interactive services to cover the $350-per-home bet.

18. HEARST
New York (privately held)
Fiscal year ended: Dec. 31, 2000
Rank last year: 17
Frank A. Bennack Jr., president/CEO
Revenue: $4.1 billion (estimate)
Operating cash flow: Not available
Operating income: Not available
Hearst-Argyle television stations (27 in all, covering 17.5% of U.S. households) contributed roughly $747 million to Hearst's bottom line, a gain of 13.5% over 1999. The remaining $3.4 billion was made up of revenues from the group's publishing units as well as cable-television networks. Cable-network ownership includes 50% of Lifetime, 20% of ESPN and 37.5% of A&E Television Networks.

19. CHARTER
St. Louis (NYSE: CHTR)
Fiscal year ended: Dec. 31, 2000
Rank last year: 20
Paul Allen, chairman, CEO; Jerry Kent, president
Revenue: $3.6 billion
Operating cash flow: $1.7 billion
Operating income: -$971 million
52-week high: $24.48
52-week low: $14
One of the few bright spots in Microsoft co-founder Paul Allen's corpse-laden investment portfolio. Fortunately, it's also his largest one. Charter declined to participate in the AT&T Broadband auction, with President Jerry Kent figuring that he had enough work—and debt—from two dozen or so system acquisitions in the past two years.

20. NEW YORK TIMES
New York (NYSE: NYT)
Fiscal year ended: Dec. 26, 2000
Rank last year: 19
Arthur Sulzberger Jr., chairman; Russell T. Lewis, president/CEO
Revenue: $3.48 billion
Operating cash flow: $673 million
Operating income: $635 million
52-week high: $47.98
52-week low: $32.62
More than 90% of the New York Times revenues in 2000 came from its publishing operations. The company's broadcast group contributed 5% to the top line. The broadcast group consists of eight network-affiliated TV stations in markets 40 to 118 and two New York radio stations.
21. ADELPHIA
Coudersport, Pa. (NYSE: ADLAC)
Fiscal year ended: Dec. 31, 2000
Rank last year: 22
John Rigas, chairman
Revenue: $2.9 billion
Operating cash flow: $1.1 billion
Operating income: $216 million
52-week high: $52.25
52-week low: $23.50
Adelphia has long been near the top of every deal-maker’s list of most likely MSOs to sell out, but the Rigas family keeps proving them wrong. The company’s huge debt load, which for years has run at nine times cash flow, continues to be a big cloud. So is cash-hungry telephone affiliate Adelphia Business Solutions, which investors fear will require a bailout.

22. BLOOMBERG
New York (privately held)
Fiscal year ended: Dec. 31, 2000
Rank last year: 23
Michael R. Bloomberg, president, CEO and founder
Revenue: $2.5 billion (estimated)
Operating cash flow: Not available
Operating income: Not available
Estimates put Bloomberg’s revenues up about 25% in 2000, with U.S distribution doubling to more than 11 million. Distribution deals on Time Warner digital cable systems open the door to 12.6 million new subscribers.

23. WASHINGTON POST
Washington (NYSE: WPO)
Fiscal year ended: Jan. 2, 2000
Rank last year: 21
Donald E. Graham, chairman/CEO
Revenue: $2.4 billion
Operating cash flow: $520 million
Operating income: $339 million
52-week high: $651.50
52-week low: $496.06
One of the most conservative and least acquisitive of the major media companies, Washington Post Co. is also supremely vulnerable to a recession. But the death of matriarch Katharine Graham at Herb Allen’s summer camp is not expected to trigger the kind of shakeup that might occur at other family-controlled companies.

24. ECHOSTAR
Littleton, Colo. (NASDAQ:DISH)
Fiscal year ended: Dec. 31, 2000
Rank last year: 25
Charles W. Ergen, president/CEO
Revenue: $2.3 billion
Operating cash flow: -$187 million
Operating income: -$424 million
52-week high: $56.43
52-week low: $20.50
Chairman Charlie Ergen’s struggle to steal DirecTV away from Rupert Murdoch seems an unlikely quest. But win or lose, he’ll have to deal with the DBS business’ slowing growth, surging marketing costs, competition from digital cable. Less competition from DirecTV would certainly help, of course.

25. E.W. SCRIPPS
Cincinnati (NYSE: SSP)
Fiscal year ended: Dec. 31, 2000
Rank last year: 24
Ken Lowe, president/CEO
Revenue: $1.72 billion
Operating cash flow: $464 million
Operating income: $345 million
52-week high: $71.70
52-week low: $47.43
The cable networks are Scripps’ fastest-growing business segment; its revenues rose 37% last year, to almost $314 million. Three existing networks—Home & Garden, Food Network and Do It Yourself—will be joined by a fourth, Fine Living, set to launch in the fourth quarter. Scripps has 10 TV stations, including nine network affiliates, six of which are affiliated with ABC. The stations generated $343 million in revenue last year.
—Compiled by John M. Higgins, Steve McClellan and Ken Kerschbaumer

Time Warner Cable goes 24/7 with ENPS.

Starting with NY1, the premier all news cable channel in the nation’s top market, Time Warner Cable is the newest group owner to revolutionize its news production process with ENPS. A news production system like no other, ENPS gives you the technology to run your newsrooms, while providing real-time access to the world’s richest multi-media content from the Associated Press. Designed by news professionals for news professionals. ENPS – it’s all about control. Visit enps.com.
Reeling in reality

Shipmates may tell if genre will go swimmingly in syndication

By Susanne Ault

Reality TV is all the rage with broadcast and cable networks. Syndication may be next, and today's national debut of Columbia TriStar's daytime strip, Shipmates, could indicate whether the genre will sink or swim in local markets.

Recent development deals include Rita, a spin on HBO's Taxi cab Confessions at Fox Studios; a self-explanatory tell-all called The TV Hairdresser at Columbia TriStar; and a beeped-up Blind Date called Matchmaker Mansion from Warner Bros.

Yet, before distributors can dive into something like Shipmates, they have to make sure they won't drown in the financing. Syndicators produce strips for $250,000 to $350,000 for a week's worth of shows. For network television, those reality shows cost $500,000 to $1 million for a single episode.

"The interest has always been there," says David Goldberg, U.S. chief at Endemol Entertainment, which makes CBS's Big Brother. "The biggest obstacle syndicators have had to overcome is the economics."

He says syndicators "were chomping at the bit to do Big Diet," about contestants trying to lose weight for cash, but Twentieth Television and others "looked at what it would cost to do it on a strip basis, and it was just too prohibitive." Twentieth is shelving Big Diet, though it's in the works at ABC, and Tribune Entertainment is benching Endemol's All You Need Is Love.

Production elements of NBC's stunt-heavy Fear Factor are "pretty daunting," admits Tribune's syndication chief, Dick Askin, noting that "if you're too cheap in your production values, no one is going to watch it."

Still, the ratings-challenged syndication arena could use a Survivor.

"We need a new format, for crying out loud!" says Stacy Lynn Koerner, senior vice president at advertiser-rep firm Initiative Media, pointing out that advertiser interest in strips is dismal.

So producers are finding partners to share the cost. Columbia TriStar hooked up with Carnival Cruise Line to offset promotion and production costs on Shipmates. Warner Bros.' ElimiDate is sharing key production people with The WB's ElimiDate Deluxe.

"Shipmates will thrill; it will look like a network show," promises Steve Mosko, Columbia TriStar's chief.

Stations may be willing to pay sizable license fees for what they see as alternatives to older-skewing network soap operas.

CBS "had such amazing success bringing in younger demographics in prime time with Survivor and Big Brother," says Rozanne Englehart, programming head at KCBS-TV Los Angeles, which will air Shipmates at 3 p.m. "Why can't we do that in daytime?"

Among other projects on tap:

- Paramount Domestic Television and Jonathan Goodson Productions will distribute reality series based on formats already turned into series in Europe by Scandinavia's Strix Television (responsible for the precursor to CBS's Survivor). Strix is said to be producing The Bar, in which contestants try to operate a neighborhood tavern for prizes, at very low cost.

- Other Strix formats include The Harem, in which women boss a group of men, and The Farm, with modern folks having to milk cows and use outhouses. In Trading Places, two families temporarily switch lives.

- Harem is targeted for network, and The Bar is likely to head either to cable or to a major station group for a limited run in syndication next summer. Paramount is also exploring daily versions on cable with a weekend network run.

- Paramount programming head Greg Meidel believes that syndicators need to be "more flexible" in distribution and says, "I think it's unfair to think that, just because you see it in syndication, it's not going to be as good as what you're seeing on the network."

- Buena Vista and Paramount are working on reality versions of ER, titled Real Medical and Doctors, respectively.

- Small Pie Town Productions, behind TLC's A Baby Story and Home & Garden TV's Designing for the Sexes, is said to be courting syndicators with reality projects.
Programming

SyndicationWatch

AUG. 6-12 Syndicated programming ratings according to Nielsen Media Research

TOP 20 SHOWS

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<thead>
<tr>
<th>Rank</th>
<th>Program</th>
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<tr>
<td></td>
<td></td>
<td>AA</td>
<td>GAA</td>
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<tr>
<td>1</td>
<td>Wheel of Fortune</td>
<td>8.2</td>
<td>8.2</td>
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<tr>
<td>2</td>
<td>Jeopardy</td>
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<td>3</td>
<td>Oprah</td>
<td>5.6</td>
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<tr>
<td>4</td>
<td>Judge Judy</td>
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<td>7.6</td>
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<td>5</td>
<td>Entertainment Tonight</td>
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<td>5.6</td>
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<td>6</td>
<td>Seinfeld (wknd)</td>
<td>5.3</td>
<td>6.1</td>
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<td>7</td>
<td>Friends</td>
<td>4.9</td>
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<td>8</td>
<td>Frasier</td>
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<td>9</td>
<td>Seinfeld</td>
<td>4.4</td>
<td>4.4</td>
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<tr>
<td>9</td>
<td>Wheel of Fortune (wknd)</td>
<td>4.4</td>
<td>4.4</td>
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<tr>
<td>11</td>
<td>Jerry Springer</td>
<td>3.8</td>
<td>3.9</td>
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<tr>
<td>11</td>
<td>Live With Regis and Kelly</td>
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<td>3.6</td>
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<tr>
<td>13</td>
<td>Judge Joe Brown</td>
<td>3.3</td>
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<td>13</td>
<td>The X-Files</td>
<td>3.3</td>
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<td>13</td>
<td>Maury</td>
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<td>16</td>
<td>3rd Rock From the Sun</td>
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<td>16</td>
<td>Entertainment Tonight (wknd)</td>
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<td>16</td>
<td>Extra</td>
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<td>16</td>
<td>Hollywood Squares</td>
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<td>20</td>
<td>Drew Carey</td>
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TOP COURT SHOWS

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<td></td>
<td></td>
<td>AA</td>
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<tr>
<td>1</td>
<td>Judge Judy</td>
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<tr>
<td>2</td>
<td>Judge Joe Brown</td>
<td>3.3</td>
<td>4.4</td>
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<tr>
<td>3</td>
<td>Divorce Court</td>
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<td>4</td>
<td>Power of Attorney</td>
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<tr>
<td>5</td>
<td>Judge Hatchett</td>
<td>1.8</td>
<td>2.1</td>
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</tbody>
</table>

According to Nielsen Media Research Syndication Service Ranking Report Aug. 6-12, 2001

HH/AA = Average Audience Rating (households)
HH/GAA = Gross Aggregate Average
One Nielsen Rating = 1,055,000 households, which represents 1% of the 105.5 million TV Households in the United States
NA = Not Available

Can a psychic connect in daytime?

It may be hard to describe a talk show on which a medium seriously attempts to conjure up the thoughts of dead family members for relatives. But that's the point, says Crossing Over With John Edward Executive Producer Paul Shavelson. "This isn't derivative of anything we've seen" in daytime.

The talk arena does seem ripe for something new like Sci Channel's Crossing Over, which debuts in syndication today. For the week ending Aug. 12, many talk series' Nielsen household ratings were down by double digits from last year: Oprah at 5.6, was off 10%; Maury 3.3, down 13%; Ricki 2.4, down 11%; Jenny Jones 2.2, down 19%; Sally 2.2, down 29%; and Rosie 2.1, down 13.5.

Sci Fi viewers may buy into the premise, but will daytime folks?

Yes, says Studios USA domestic syndication chief Steve Rosenberg, opining that you don't have to believe in the supernatural to believe in the show. It's not necessarily about the psychic elements, he says, "It's about the emotional connection" Edward provides in his readings "that everybody can understand and relate to."

To increase that connection, Crossing Over is doing more updates on guests, revealing what happened after Edward disclosed his news to them.

In addition, the core audience for Crossing Over on Sci Fi is women 25-54, the biggest demographic group in daytime syndication.

As for comparisons with infomercial psychic Miss Cleo, against whom fraud charges have been filed, Shavelson says, "John is a best-selling author" of such books as One Last Time: A Psychic Medium Speaks to Those We Have Loved and Lost. "John is different from a 1-900 phone line."

To further distinguish Edward, Studios USA has encouraged stations not to place any psychic-oriented advertising within the show and is not buying such spots for the show on a national basis.

—Susanne Ault

NEW SEASON DEBUTS TODAY!

Divorce Court

HIGHEST RATED NEW FIRST RUN STRIP 1999-2000

HIGHEST RATED NEW FIRST RUN STRIP 2000-2001

Power Attorney

The New Court Leader

20th Entertainment

Source: NOL. 1 Week in 8/26-9/1/00 and 8/28-9/4/01. AAM N/N.
Cable’s summer yield

Total viewership is up, albeit barely, from broadcast’s 2000 summer of Survivor

By Allison Romano

Though failing to make the dramatic inroads against broadcast nets that cable executives had predicted, cable’s vigorous promotion has produced some growth this summer.

Total cable viewership has increased slightly from summer 2000, when cable nets faced stiff competition from CBS’s Survivor and ABC’s Who Wants to Be a Millionaire? So far this summer, cable is averaging a 28.6 rating, two points higher than last summer’s average 26.6 rating, according to media buying firm Initiative Media. This summer’s highest ratings came in July, when several big movies and specials like Nickelodeon’s Rugrats 10th-anniversary special (July 21, 7.2 rating) and Discovery’s When Dinosaurs Roamed America (July 15, 3.6 rating) boosted cable to a 29.4 average rating.

Several nets scored single-night successes with original movies. As broadcast nets have moved away from expensive made-for-TV movies, nine networks filled the void with their own originals this summer. Lifetime’s Dangerous Child (July 16, 5.2 rating), TBS’s The Triangle (Aug. 12, 4.9 rating) and Animal Planet’s The Retrievers (July 30, 1.8 rating) were among the best performers, particularly in comparison with those networks’ usual ratings.

Original drama series thrived on three networks. HBO triumphed with its new hit Six Feet Under, logging an 11.1 rating among subscribers, and TNT’s fantasy drama series Witchblade averaged a 2.3 rating, good enough to earn a second run next summer. Lifetime’s Sunday-night original-drama block helped the women’s net retain the lead in prime time ratings all summer.

As broadcast nets moved away from made-for-TV movies, nine networks filled the void with their own originals.

H O W  T H E Y  F A R E D

A sampling of cable’s summer 2001 offerings

HITS

Rugrats: All Grown Up (Nickelodeon) 7.2 rating
The Rugrats 10th-anniversary special was cable’s highest-rated show this summer and helped Nick to a rare second-place finish in prime time for July.

Mists of Avalon (TNT) 4.8 overall rating
This two-part epic on the women of Camelot had star power (Angelica Huston, Julianna Margulies and Joan Allen) and Hollywood production quality. Part One on July 15th scored a 5.6 rating.

Primetime Glick (Comedy Central) 1.2 rating
Martin Short’s mock late-night talk show is Comedy’s second-highest-rated show after South Park. The show performed well enough to earn a second season.

MISSSES

MTV 20th Anniversary: Live and Almost Legal (MTV) 1.6 rating
MTV’s birthday party was hardly a bash. The music net invested a lot more promoting June’s MTV Movie Awards, which earned a 5.6 rating.

Cannonball Run (USA) 1.6 rating (avg. over five nights)
USA Network’s reality miniseries didn’t capture audiences, although network execs say it resonated with younger viewers.

James Dean (TNT) 2.8 rating
TNT execs say they never expected the show to be a smash hit, but, after putting heavy marketing muscle behind the original, they admit the soft ratings were a disappointment.

Source: Turner Entertainment Research analysis of Nielsen Media Research numbers
Focus Kansas City

THE MARKET

DMA Rank 31
Population 2,153,000
TV homes 836,000
Income per capita $18,333
TV revenue rank 31
TV revenue $172,800,000

COMMERCIAL TV STATIONS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Ch.</th>
<th>Affil.</th>
<th>Owner</th>
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<tr>
<td>1</td>
<td>KMBC-TV</td>
<td>9</td>
<td>ABC</td>
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<tr>
<td>2</td>
<td>KCTV(TV)</td>
<td>5</td>
<td>CBS</td>
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<tr>
<td>3</td>
<td>WDAF-TV</td>
<td>4</td>
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<tr>
<td>6</td>
<td>KCWE-TV</td>
<td>29</td>
<td>UPN</td>
</tr>
</tbody>
</table>

*Cable Subscribers (HH)* 543,400
Penetration 65%
ADS Subscribers** 150,480
ADS Penetration 18%
DBS carriage of local TV No

*Cable Delivery Systems include DBS and other non-cable services, according to Nielsen Media Research.

WHAT’S NO. 1

Syndicated show Rating/Share***
Wheel of Fortune (KMBC-TV) 11/20
Network show ER (KSHB-TV) 18/26
6 p.m. newscast KMBC-TV 9/18
10 p.m. newscast KMBC-TV 13/21

*A lively 2000 political market in Kansas City, Mo., makes this year’s ad business particularly lackluster in comparison.

A recipe for robustness

Like the BBQ it’s famous for, Kansas City, Mo., has the right ingredients—of a robust TV market. The top three stations are typically neck-and-neck in ratings races, big-time advertisers GM and Sprint are located here, and short rush hours allow for more after-work TV viewing.

But, as in many markets, a slow ad business is hindering Kansas City’s achieving its potential.

One problem is “that we had such an excellent year last year,” says Wayne Godsey, vice president and GM of both Hearst-Argyle’s KMBC-TV and the group’s LMA UPN station KCWE-TV.

Last fall, he points out, Kansas City stations were flush with money from several political campaigns, including the senatorial race between John Ashcroft and eventual winner Jean Carnahan, who was controversially named the Democratic candidate after her husband died in a plane crash just before the election. “Last year,” says Godsey, “there were a number of hotly contested, well-funded political campaigns that aren’t there this year.”

The market is committed to local programming, with Fox O & O WDAF-TV alone producing 49 hours a week in news. And each of the four network affiliates does four hours of morning news.

So it’s “frustrating” that, when “we’ve loaded our guns with some great stuff, we can’t capitalize” on it, says Godsey, who recently purchased high-profile Dr. Phil for 2002. “The marketplace isn’t supporting it.”

However, WDAF-TV vice president and GM Stan Knott notes Kansas City has other things going for it, too. The Chamber of Commerce reports more miles of controlled-access highway per person here than in any other city, which makes for “very good driving” and more time for TV.

Plus, there’s still a lot of shift work in Kansas City. With workers concentrated in the medical and automotive industries, which run three eight-hour shifts around the clock, “there’s always someone getting off work. That seems to help viewership.”

—Susanne Ault

Cincy Women Love JUDGE HATCHETT!

On WXIX at 10am, JUDGE HATCHETT is #1 Among All Key Women!

Rank Program Station W18-34 W18-49 W25-54
#1 JUDGE HATCHETT WXIX 2.3(#1) 1.7(#1) 2.4(#1)
#2 Family Feud/To Tell Truth WKRC 1.3 1.5 1.6
#3 Montel Williams WLWT 1.4 1.4 1.6
#4 Jeopardy/Curtis Court WCPO 0.7 0.9 1.2
#5 Jenny Jones WSTR 0.5 0.5 0.2

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Changin gH an ds

TVs
WENY-TV Elmira, N.Y.
Price: $10.2 million
Buyer: Mercury Capital Partners LP, Amherst, N.Y. (Charles W. Banta, president/limited partner); owns 81.2% of Millennium Radio Group LLC, which owns/is buying seven FMs and four AMs, all New Jersey
Seller: Lilly Broadcasting Holdings LLC, Natick, Mass. (Kevin T. Lilly, 35% manager). Kevin Lilly has interest in six other TVs, including WBNG-TV Binghamton, N.Y.
Facilities: Ch. 36, 468 kW visual, 85.4 kW aural, ant. 840 ft.
Affiliation: ABC

WASV-TV Asheville, N.C.
Price: $4.5 million
Buyer: Media General Communications Inc., Richmond, Va. (J. Stewart Bryan, chairman; James Zimmerman, president, Broadcast Group); owns 25 other TVs, including WSPT-TV Spartanburg, S.C./Asheville and WNEG-TV Toccoa, Ga./Greenville, S.C./Asheville. Notes: Media General had LMA with and option to buy WASV-TV dated March 22, 1999; it will have to sell one TV in Asheville to meet FCC ownership caps
Seller: Pappas Telecasting Cos., Visalia, Calif. (Harry J. Pappas, president/owner); owns 18 other TVs and KMPH-FM Hanford/Fresno, Calif.; has CPs or has filed for CPs to build 16 more TVs. Harry Pappas owns Azteca America Inc., which is buying eight other TVs
Facilities: Ch. 62, 5,000 kW visual, 250 kW aural, ant. 1,823 ft.
Affiliation: UPN

Combos
KRUS(AM)-KXXZ(FM) and KNBB(FM)
Ruston (between Monroe and Shreveport), La.
Price: $2.97 million
Buyer: Communications Capital Managers LLC, East Lansing, Mich.
(Michael H. Osterle, managing member). Osterle and other members of CCM own four other AMs. Osterle also is a manager of Southern Broadcast Group LLC, which is buying four AMs and live FMs
Seller: Ruston Broadcasting Co. Inc., Ruston (Dan Hollingsworth, president); no other broadcast interests
Facilities: KRUS: 1490 kHz, 1 kW; KXXZ: 107.5 MHz, 100 kW, ant. 1,066 ft.; KNBB: 99.3 MHz, 15.5 kW, ant. 328 ft.
Formats: KRUS: blues, gospel; KXXZ: country; KNBB: hot AC
Broker: Gordon Rice Associates

FMs
KJUN(FM) Tillamook/to be Scappoose/Portland, Ore.
Price: $35.8 million cash
Buyer: Salem Communications Corp., Camarillo, Calif. (Stuart W. Epperson, chairman/30% owner; Edward G. Atsinger III, president; Edward G. Atsinger III Trust, 44% owner); owns/is buying 80 other radios, including KDPQ(FM) Portland
Seller: Thunderegg Wireless LLC, Bellevue, Wash. (Lance Anderson, manager); owns KCBA(TV) Salinas, Calif., and three other FMs
Facilities: 104.1 MHz, 6.5 kW, ant. 197 ft.
Format: Oldies
Broker: Gary Stevens Inc. (seller)
—Compiled by Elizabeth A. Raibman

www.patcomm.com

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Larry Patrick, President • Susan Patrick, Executive Vice President
Terry Greenwood, Vice President • Greg Guy, Vice President

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- **Spanish-language stations dominate markets as ratings leaders**
- **Nielsen's Top 25 Spanish-language TV markets.**

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**Issue Date:**
**September 24**

**Ad Close:**
**September 14**

**Materials Due:**
**September 18**
If you can’t join ’em...

Excite@Home urges cable ops be cautious in rolling out multiple ISP services

By Bill McConnell

Struggling cable ISP Excite@Home says it wants to generate new business by supplying services to competing ISPs, but, behind the scenes, the company is working to slow the rollout of those competitors.

The company, which last week fired its auditor, Ernst & Young, after the firm raised doubts about Excite@Home’s viability, told the FCC that cable operators should take a cautious approach to rolling out multiple ISP services, according to reports from agency staffers about an Aug. 16 briefing they received from Excite@Home officials.

Company officials told members of the agency’s cable, engineering and policy offices that they believe that cable carriage of multiple ISPs may be hampered as system operators expand the service beyond small trials to the entire subscriber base of a cable franchise, according to staffers attending the meeting.

“We need to do things in prudent fashion rather than turning to new platform overnight,” said Michael Wendling, network architect for Excite@Home.

Competitors and company critics dismissed Excite@Home’s concerns about “scalability,” saying that either the company’s technology is behind the curve or it is hoping to persuade the cable industry to stick to its longstanding argument that multiple-ISP carriage poses serious technological challenges.

Wendling countered that his company, at 3.7 million subscribers the largest cable ISP, has amassed more operation knowledge about the business than any other company. Among the significant issues identified:

To better demarcate functions served by cable operators and ISPs, many MSOs say they want to switch from today’s destination-based routing system to one based on customers’ addresses. The change could pose unforeseen challenges, he said.

As exclusive contracts between cable systems and cable-focused ISPs such as Excite@Home expire, major MSOs are moving to take over some of the high-speed data-service functions themselves, while leaving others to the various ISPs they offer on their platform. Already, Charter Communications has offered to acquire parts of High Speed Access Corp., the cable-focused ISP serving its subscribers. Cox and Comcast are considering similar moves, according to sources.

Ragan Wilkinson, vice president of AP Engine’s Broadband Business unit, said the new cable strategy will offer opportunities for companies that supply behind-the-scenes services to cable systems. AP Engines provides technology to Time Warner, which is attempting to add multiple ISPs to its cable systems and participated in the recently completed trial for 50,000 cable Internet subscribers for Time Warner’s system in Columbus, Ohio.

AP Engines has proposed revisions to DOCSIS, the cable industry’s data-transport standard, that will enhance interfaces between cable operators and their Internet back-office providers.

Wilkinson says there’s no reason that scaling up to serve an entire MSO should be a problem. “We can make it so crossing business boundaries is invisible to the consumer,” he said.

As a prelude to competing with Excite

‘The cable industry and Excite don’t really support true open access;’

—Jeff Chester, Center for Digital Democracy
@Home when it loses its exclusive contract to serve AT&T Broadband systems next June. Wilkinson hopes to join AT&T's next multi-ISP trial in Massachusetts later this year. He has also had discussions with Comcast, another major client for Excite@Home.

Critics of the cable industry see Excite@Home caution as a continuation of cable's longstanding reluctance to offer a broad choice of ISPs. "The cable industry and Excite don't really support true open access," said Jeff Chester, executive director of the Center for Digital Democracy. "What the industry is doing is, in their terms, 'managed access'—providing a tiny handful of self-selected ISPs access to the network."

HITS gets Liberated

Initial interactive content will include news and info, program guide, and games

By Michael Grotticelli

Hop ing to jump-start lagging interest in interactive television in the U.S., Liberate Technologies and AT&T's Headend In The Sky (HITS) satellite service have signed a multi-year agreement for delivery of iTV services to 140 U.S. cable operators by year-end.

Under terms of the deal, Liberate TV PlatformCompact software will run on 6 million Motorola DCT-2000 digital set-top boxes served by HITS and will be available system-wide in November. Work has begun on final technical integration into the HITS satellite broadcast center in Littleton, Colo.

The companies plan an upgrade next year to enable video-on-demand, interactive advertising and e-commerce.

Initial interactive content will include news and information services, an electronic program guide, and interactive games that don't require a two-way infrastructure or additional billing systems. The companies plan to offer two-way software upgrades next year, using the cable systems' backchannel infrastructure, to enable video-on-demand, interactive advertising and e-commerce.

Liberate recently completed a trial in Cheyenne, Wyo., with 50 AT&T Broadband cable customers, according to Charles Tritschler, vice president of marketing for Liberate. Further agreements with AT&T Broadband, which has experimented with Liberate and Microsoft's Ultimate TV software on the Motorola DCT-5000 advanced set-top box, could be in the works, he says.

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<td>CNN.COM</td>
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<tr>
<td>ABC NEWS*</td>
<td>3,748</td>
<td>7%</td>
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<td>CNNF.N.COM</td>
<td>2,276</td>
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<tr>
<td>FOXNEWS.COM</td>
<td>1,614</td>
<td>22%</td>
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<tr>
<td>BLOOMBERG.COM</td>
<td>883</td>
<td>11%</td>
</tr>
<tr>
<td>CNBC.COM</td>
<td>817</td>
<td>-15%</td>
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<tr>
<td>WEBFN.COM</td>
<td>94,192</td>
<td></td>
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</tbody>
</table>

Total Digital Media 94,192

Unique visitors: The number of total users who visited the reported Web site or online property at least once in the given month. All unique visitors are unduplicated (counted only once).

* Represents an aggregation of commonly owned/branded domain names.

Chg.: Change from previous month.

-- Statistical insignificance.

Note: Sites categorized by Broadcasting & Cable.

NA: Comparison with previous month not available.

NC: No change from previous month.

Sample size: More than 60,000 individuals nationwide.
Riding out the downturn

Manufacturers of TV production gear downsize, cut prices, seek new markets and businesses

By Michael Grotticelli

Avid Technology laid off 140 people this month, Accent cut 28 jobs in May, and Pinnacle Systems trimmed 25 in June.

The cutbacks are symptoms of a sharp downturn in the TV production-equipment market. With the TV advertising slump, manufacturers of cameras, switchers, graphics and other production gear are seeing fewer orders from production houses and TV networks and stations.

Although some executives are "cautiously optimistic" that business will pick up early next year, the manufacturers are weathering the storm by downsizing, reducing prices, offering better financing, and seeking new revenue in foreign markets, systems integration and long-term maintenance contracts.

Pinnacle's broadcast business is "off substantially from last year, and it is still declining," says President Mark Sanders.

"If you go back to the last time we had a serious recession, in 1982, technology seemed to be immune," he notes. "This time, the technology industry is bringing the economy down—mostly due to Internet-related businesses."

How bad is it?

Avid, for the six months ended June 30, posted a loss of $25.3 million on revenue of $227.6 million.

The company's broadcast division, however, is doing better than others, says CFO Paul Milberry. "We've had slight growth [in broadcast systems] year over year."

Chyron Corp. reported a net loss of $13.5 million for the second quarter, ended June 30, compared with a net loss of $1.9 million for the same period in 2000. Revenue was down nearly $3 million from the year before, to $13.2 million, with $5.1 million from the graphics division and $8.1 million from signal distribution and automation products.

For the quarter that ended June 30, Pinnacle Systems reported a pro forma loss of $7 million on revenue of $30 million.

"If advertising goes down, broadcasters pull the plug on those areas where they have control—essentially, capital-equipment spending," says Pinnacle's Sanders. "That's what we're seeing now."

"Even last year, when the business was going great, a significant portion of the companies in the broadcast space were losing money," he says. "Now, with the economy slowing, it's really serious."

Larger companies like Grass Valley Group, Panasonic, Sony and Tektronix do not reveal exact financial numbers on their TV production divisions, making it hard to judge how much business is off. Yet they acknowledge that they are going through some tough times.

Grass Valley Group President and CEO Tim Thorsteinson says senior management has accepted a 10% pay cut until October. But, while business is soft in the U.S., he says, it is still fairly brisk in Europe and Asia.

"We're seeing most of our activity around our new products [Zodiac switcher and Vibrant newsroom systems]," he says. "Since our business bottomed out at..."
technology

‘If advertising goes down, broadcasters pull the plug on those areas where they have control—essentially, capital-equipment spending.’
—Mark Sanders, Pinnacle Systems

the end of last year, it’s been up sequentially 10% each of the last two quarters, thanks to overseas business.”

Panasonic Broadcast and Television Systems is “suffering as a result of the economy, just like all of our competitors,” says President Frank DeFina, “and there’s nothing we can do to change the economy. VTRs and cameras have been slower than anticipated.”

Sony Professional Co. President Ed Grebow says that, while some parts of his business are soft, others, such as systems integration, have been “slightly ahead of last year.”

According to Grebow, small-format digital cameras, such as the company’s professional DV and DVCAM, are up, while sales of the larger formats, like Betacam SX, are down. VTRs are also substantially down, reflecting the industry’s overall move to server and disk-based components. But plasma-screen monitors are doing well.

“In total, we hope to get even with last year,” Grebow says. “We’re a couple of points behind right now, but I think people know we’ll be around after this downturn to support their products.”

Another business sector recording gains for the company this year is maintenance service contracts, according to Grebow. “Both large and small broadcasters, which increasingly have fewer engineers in house, want us to maintain their equipment,” he says.

All of the companies interviewed say they’re not counting on any significant improvement in the overall market conditions until early next year.

Cable feels the pain

Is demand for digital cable slowing, or are the channels overstuffed with equipment? That’s the big question as equipment vendors see sales slowing.

Scientific-Atlanta’s stock has been hammered since it withdrew projections to investors that it would sell 4.8 million digital set-tops in the next 12 months. CFO Wallace Haislip withdrew his original forecasts of continued growth in fiscal 2002 after orders for set-top boxes slowed significantly in the fiscal fourth quarter. MSOs Time Warner Cable, Charter Communications Inc. and Adelphia Communications Corp. said they will not be ordering new shipments because the number of new digital subscribers declined from the first quarter to the second.

Morgan Stanley analyst Gary Lieberman now estimates the company will sell just 3.6 million units—about 500,000 of those overseas. “A declining economy may adversely affect consumer purchases of new digital services and, thus, purchases of our digital products by the MSOs,” Haislip noted. But some investors wonder whether S-A overloaded MSOs’ warehouses to make its fiscal fourth quarter—ended June—look strong.

MSO orders have slowed at Motorola’s networks sector as well, according to investor correspondence from division President Edward Breen. Third-quarter sales are expected to drop from the second quarter. Motorola has shipped over 16.5 million boxes total.—M.G.

Sony Professional Co.’s Ed Grebow: While some parts of the business are soft, others, such as systems integration, have been “slightly ahead of last year.”

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Dutch commercial banks wanted to create a “borderless” investment bank. But lately, the company is considering refocusing more on more pedestrian retail banking operations.

Barclays Capital
101 California St., Ste. 1800
San Francisco, CA 94111
Phone: 415-765-4700
Fax: 415-765-4760
www.barcap.com
Contacts: Andrew Wynn, Craig Lewis, John Webb
Recent deals:
- Syndication agent for Nexstar Finance, $275M senior secured facilities.
- Managing agent for Clear Channel Communications, $1.5B revolving credit facility.

The skinny: Division of venerable British bank well-known for drawing on worldwide pools of money on behalf of clients. In the U.S., sought out primarily to place debt.

FINANCE GUIDE

Media makers
MONITORING INVESTMENT BANKERS

By John M. Higgins

Even the smartest, richest, most powerful media moguls need help. Like Comcast, they need help launching an attack. Or like AT&T, they need help defending themselves. Or like News Corp.’s long stalking of DirecTV, they need to beg for money.

That’s where investment bankers come in. Whether big Wall Street players or smaller specialty shops, they know who might invest, who might lend or who might buy it all. This directory lists the key players, chosen because they’ve done big media deals lately or they’ve been media boutiques over many years.

ABN AMRO
55 East 52 St.
New York, NY 10022
Phone: 212-409-1000
Fax: 212-409-6167
www.abnamro.com
Contacts: Ivan Lustig, Gerald Cromack, Stuart Katz
Recent deals:
- Co-manager for Cox Communications on $926M 2 tranche convertible offering.
- Financial adviser to Endemol Entertainment Holding N.V. on $5.3B sale to Telefonica S.A.

The skinny: The combination of two
BMO Nesbitt Burns provides a full range of integrated financing services for the media and communications industry including senior bank financing, high yield, mezzanine debt, and private equity. Challenging times bring real opportunities, and BMO Nesbitt Burns will enable you to capitalize on them.

BMO Nesbitt Burns Investment Banking Group. Innovative Thinking. Integrated Solutions.
Contact: Robert Nolan, Bruce Eatroff, Yvonne Bos

Recent deals:
- Represented Liberty Livewire Corp. when it acquired Group W Network Services from Viacom.
- Financial adviser to EON Communications, a startup broadband communications company, and arranged $383M of financing.

The Skinny: Boutique media specialist, branched out early into international deals.

Daniels & Associates
711 Fifth Ave.
New York, NY 10019
Phone: 800-443-8508
Fax: 212-863-4859
www.Danielsonline.com
Contact: David Tollever, Robert Whyte, Peter Markham

Recent deals:
- Has handled virtually all AT& T Broadband's system sales and swaps.
- Represented Council Tree Hispanic Broadcasters in the acquisition of certain equity rights from Telemundo Communications Group Inc. for $181M.

The Skinny: Player in the early cable days. These days, does almost as much business in cellular as in cable. Handles some small financings but is best-known for sales of groups of cable and phone properties.

Deutsche Banc Alex. Brown
One South St., Baltimore, MD 21202
Phone: 410-895-4341
Fax: 410-895-2454
www.db.com
Contact: Jeff Amling, Christian Thun-Hohnstein

Recent deals:
- Joint adviser to SES for pending acquisition of GE Americom.
- Adviser, Clear Channel for $324M equity offering for sale of Lamar Advertising

The Skinny: Full service, armed with the lending clout of its German banking parent. Stronger in TV and radio.

First Union Securities
301 South College St., 4th Floor
Charlotte, NC 28288-0735
Phone: 704-715-6000
Fax: 704-715-1997
http://business.firstunion.com
Contact: Bruce Levy, Jim Wood

Recent deals:
- Co-manager for Nexstar Broadcasting Group's $160M senior subordinated notes.
- Arranger and administrative agent for Quincy Newspapers in $180M senior credit facility to finance the acquisition of five TV stations from Shockley Comm.

The Skinny: Regional commercial bank that has grown with a strong bond unit.

Frank Boyle & Co., LLC
2001 W. Main St., Ste. 280
Stamford, CT 06902
Phone: 203-969-2020
Fax: 203-316-0800
Contact: Frank Boyle

Recent deals:
- Broker of $1.95M asset sale of WEBK-FM Rutland, Vt., from Killington Broadcasting Ltd. to Pamal Broadcasting Ltd.
- Broker of $1.35M stock sale of WWWT-AM/WCVR-FM Barre/Randolf, Vt., from Stokes Communications to Excalibur Media Holdings.
- Broker of $5.35M stock sale of WRNJ-FM Allentown, Pa., from Radio New Jersey to Big City Radio.

The Skinny: Longtime broadcast broker.

Goldman, Sachs & Co.
85 Broad St.
New York, NY 10004
Phone: 212-902-1000
www.gs.com
Contact: Joe Ravitch, Mitch Scherzer, Ted Niedermayer

Recent deals:
- Advised Disney on its acquisition of Fox Family Worldwide.
- Advised Cinven Group on $1.6B sale of IPC Group PLC to AOL Time Warner.

The Skinny: One of the biggest players in any industry.

Kalil & Co.
3444 N. Country Club, Ste. 200, Tucson, AZ 85716
Phone: 520-795-1050
Fax: 520-322-0584
www.kalilco.com
Contact: Frank Kalil, Fred Kalil, Kelly Callan
Recent deals:
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<th>Company Name</th>
<th>Transaction Details</th>
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<td>INNER CITY MEDIA CORPORATION</td>
<td>$25,000,000, Private Equity Investor</td>
</tr>
<tr>
<td>TRANSWESTERN PUBLISHING COMPANY, LLC</td>
<td>$75,000,000, Senior Subordinated Notes Joint Books</td>
</tr>
<tr>
<td>PRINCETON VIDEO IMAGE, INC.</td>
<td>$17,500,000, Equity Investment Advisor &amp; Placement Agent</td>
</tr>
<tr>
<td>COTTER GROUP</td>
<td>has been acquired by SFX/Clear Channel Communications</td>
</tr>
<tr>
<td>QUINCY NEWSPAPERS, INC.</td>
<td>$180,000,000, Senior Credit Facilities Sole Arranger</td>
</tr>
<tr>
<td>THE FLORIDA OUTDOOR DIVISION OF THE ACKERLEY</td>
<td>has been acquired by Clear Channel Communications</td>
</tr>
<tr>
<td>CHARTER COMMUNICATIONS</td>
<td>$300,000,000, Senior Discount Notes Co-Manager</td>
</tr>
<tr>
<td>MEDIACOM COMMUNICATIONS CORPORATION</td>
<td>$450,000,000, Follow-On Equity Offering Co-Manager</td>
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<tr>
<td>MEDIACOM COMMUNICATIONS CORPORATION</td>
<td>$380,000,000, Initial Public Offering Co-Manager</td>
</tr>
<tr>
<td>CSC HOLDINGS, INC.</td>
<td>$1,000,000,000, Senior Notes Co-Manager</td>
</tr>
<tr>
<td>GOCOM COMMUNICATIONS</td>
<td>$28,653,000, Private Equity Investor</td>
</tr>
<tr>
<td>NEXSTAR BROADCASTING GROUP</td>
<td>$160,000,000, Senior Subordinated Notes Co-Manager</td>
</tr>
<tr>
<td>NEXSTAR BROADCASTING GROUP</td>
<td>$275,000,000, Senior Credit Facilities Documentation Agent</td>
</tr>
<tr>
<td>MEDIACOM COMMUNICATIONS CORPORATION</td>
<td>$450,000,000, Follow-On Equity Offering Co-Manager</td>
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<tr>
<td>MEDIACOM COMMUNICATIONS CORPORATION</td>
<td>$380,000,000, Initial Public Offering Co-Manager</td>
</tr>
<tr>
<td>INNER CITY BROADCAST HOLDINGS</td>
<td>$120,000,000, Senior Credit Facilities Co-Lead Arranger and Administrative Agent</td>
</tr>
<tr>
<td>INNER CITY MEDIA CORPORATION</td>
<td>$25,000,000, Private Equity Investor</td>
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<tr>
<td>TRANSWESTERN PUBLISHING COMPANY, LLC</td>
<td>$75,000,000, Senior Subordinated Notes Joint Books</td>
</tr>
<tr>
<td>GOCOM COMMUNICATIONS</td>
<td>$90,000,000, Senior Credit Facilities Co-Manager</td>
</tr>
<tr>
<td>NEXSTAR BROADCASTING GROUP</td>
<td>$160,000,000, Senior Subordinated Notes Co-Manager</td>
</tr>
<tr>
<td>NEXSTAR BROADCASTING GROUP</td>
<td>$275,000,000, Senior Credit Facilities Documentation Agent</td>
</tr>
<tr>
<td>BLOOMINGTON BROADCASTING CORPORATION</td>
<td>has been acquired by Citadel Communications Corporation</td>
</tr>
<tr>
<td>PAXTON MEDIA GROUP, INC.</td>
<td>$325,000,000, Senior Credit Facilities Syndication Agent</td>
</tr>
<tr>
<td>YOUNG BROADCASTING</td>
<td>$800,000,000, Senior Credit Facilities Co-Book Runner &amp; Syndication Agent</td>
</tr>
</tbody>
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New York, NY 10285
Phone: (212) 526-7000
Fax: (212) 526-4924
www.lehman.com
Contacts: Jack Langer, Alan Mnuchin
Recent deals:
- Advised Vivendi SA on $37.5B purchase of Seagram Co. and Canal Plus SA.
- Advised Terra Networks SA on its acquisition of Lycos Inc. for $12.6B.
The skinny: Top-tier advisers on mergers. Loss of biggest media specialist, Steve Rattner, hasn’t slowed its media business.

Morgan Stanley
1585 Broadway
New York, NY 10036
Phone: 212-761-4000
Fax: 212-761-0260
www.morganstanley.com
Contacts: Bea Cassou, Paul J. Taubman, Andrew Tisdale
Recent deals:
- Financial adviser to Time Warner in AOL merger with Time Warner.
- Adviser to Viacom in merger with CBS.
The skinny: Among largest, dominant in mergers, IPOs and junk bonds.

Quadrangle Group LLC
375 Park Ave., New York, NY 10152
Phone: 212-418-1700
Fax: 212-418-1701
www.quadranglegroup.com
Contacts: Peter R. Ezersky, Steven Rattner, Joshua L. Steiner
Recent deals:
- Assisting Comcast in $60B offer to merge with AT&T Broadband (pending).
The skinny: Started by ex-Lazard Frères media hitters Steven Rattner and Peter R. Ezersky, primarily a private equity fund, investing in deals. Also collecting fees giving merger advice, notably in longtime client Comcast’s chase after AT&T Broadband.

Richard A. Foreman Associates
330 Emery Dr. East
Stamford, CT 06902
Phone: 203-327-2800
Fax: 203-967-9393
Contact: Dick Foreman
Recent deals:
- Represented seller in sale of 18-station GoodStar radio group to Waitt Media for undisclosed price.
- Represented seller in sale of nine-station Cumulus Media group to Clear Channel for approximately $7M.
The skinny: Longtime station broker.

Salomon Smith Barney
388 Greenwich St.
New York, NY 10013
Phone: 212-816-6000
Fax: 212-816-5708
www.ssmb.com

Lazard Frères
30 Rockefeller Plaza
New York, NY 10020
Phone: 212-632-6000
Fax: 212-332-5381
www.lazard.com
Contacts: Marcus Agius, Robert Hougie, Peter Shawn
Recent deals:
- Advised Vivendi SA on $37.5B purchase of Seagram Co. and Canal Plus SA.
- Advised Terra Networks SA on its acquisition of Lycos Inc. for $12.6B.
The skinny: Top-tier advisers on mergers. Loss of biggest media specialist, Steve Rattner, hasn’t slowed its media business.

Merrill Lynch & Co.
4 World Financial Center, 29th floor
New York, NY 10281
Phone: (212) 449-7007
www.ml.com
Contacts: Gregg Seibert, Louis Zachary, Teresa Miles, Robert Wigley
Recent deals:
- Financial adviser to Comcast on potential merger with AT&T Broadband (pending).
- Financial adviser to GM on potential sale of GM Hughes (pending).
The skinny: Huge in all areas, including mergers, equity, junk bonds and conventional corporate bonds. Beefed up team last year by poaching CSFB bankers.

More Television Transactions Than Anyone.........Ever!

Brian E. Cobb
COBBCORP, LLC
202-478-3737
briancobb@cobbcorp.tv
Brokerage...Appraisals...Consulting...Merchant Banking
Contacts: Christina Mohr, Daniel Richards, Fehmi Zeko

Recent deals:
- Adviser to Mediacom in $2.2B acquisition and $2.3B financing of selected AT&T Broadband’s cable systems.
- Adviser to AOL in AOL’s $183B merger with Time Warner.

The skinny: Another powerhouse, handling the biggest deals and drawing on the capital base of fellow Citigroup subsidiaries, insurance group Travellers and commercial lender Citibank.

SG Cowen Securities Corp.
One Financial Sq.
New York, NY 10005
Phone: 212-495-6545
Fax: 212-269-9774
www.sgcowen.com
Contact: Edward Hatch

Recent deals:
- Co-manager, $1B Blockbuster IPO
- Co-manager, $3B Infinity B’casting IPO

The skinny: A division of French commercial bank Société Général, Cowen has long been a specialist in healthcare and technology, scoring big in the Internet boom. Parent company’s capital base helps.

UBS Warburg LLC
299 Park Ave.
New York, NY 10171
Phone: 212-821-3000
Fax: 212-821-3285
www.ubswarburg.com
Contacts: David Walker, 212-713-8502; Denise Kazmier, 212-713-3090

Recent deals:
- Co-advised Cinven when AOL Time Warner agreed to acquire IPC Group Ltd., for approximately $1.6B.
- Sole lead for EchoStar, raising $1B via a sole-led convertible bond offering.

The skinny: The Union Bank of Switzerland is an amalgam of several recent Wall Street houses. Snagged Morgan Stanley star banker Jeff Sine.

Veronis Suhler
350 Park Ave.
New York, NY 10022
Phone: 212-935-4990
Fax: 212-381-8168
www.veronissuhler.com
Contacts: James P. Rutherford, Jeffrey T. Stevenson

Recent deals:
- Initiator, financial adviser and negotiator for Fast Company Media Group LLC in sale to G+J USA.
- Initiator, financial adviser, negotiator and exclusive representative of VS&A Communications Partners III LP in acquisition of Phillips Business Information.

The skinny: The longtime newspaper and magazine specialist is well-known for annual media forecasts. The company has also raised the biggest media-specific private equity fund.

Waller Capital Corp.
30 Rockefeller Plaza, Ste. 4350
New York, NY 10112
Phone: 212-632-3600
Fax: 212-632-3607
www.wallercc.com
Contacts: John Waller III

- Advised Bresnan Communications $3.1 billion sale to Charter.
- Advised GS Communications on $725 million cable system sale to Adelphia Communications.

The skinny: A specialist in cable systems, has branched into small telecom mergers and raised two private equity funds.

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LONDON • MUNICH • DUSSELDORF • PARIS
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Broadcast TV
Rachael Amara, human resources manager, WPHL-TV Philadelphia, named director, human resources and community affairs.

Programming
Glenn Williamson, senior production executive, DreamWorks, Los Angeles, joins USA Films, Beverly Hills, Calif., as president, production.

Mike Hale, senior VP, marketing and business development, Starz Encore Group, Englewood, Colo., promoted to executive VP/chief marketing officer.

Appointments at TVN Entertainment, Burbank, Calif.: Dom Stasi, senior VP, technology and product development, promoted to CTO.

Steve Heckler, senior VP/CIO, Sony Pictures Entertainment, Culver City, Calif., joins as executive VP/CIO; Glenn Kopelson, VP, business development, News Corp., Los Angeles, joins as VP, business development and strategic planning; Brian Ricco, senior director, event programming, In Demand, New York, joins as VP, event programming.

Laurie Carr Zak, controller, eToys, Los Angeles, joins as VP/corporate controller.

Stacey Luchs, executive, PMK Public Relations, Los Angeles, named executive director, media relations and publicity, David E. Kelley Productions, Los Angeles.

Appointments at Viacom Plus: Marc Weinhouse, advertising director, Rolling Stone magazine, New York, joins as VP, sales, Eastern region, New York; Linda Perry, marketing director, KCBS-TV Los Angeles, joins as VP, sales, Western region, Los Angeles.

Appointments at Diplomatic: Steven Lewis, executive VP, AntEye.com, Los Angeles, joins as VP, production; Andrew Siegal, producer, MTV, New York, joins as VP, production, New York.

Appointments at Pie Town Productions, Los Angeles: Scott Templeton, co-executive producer, promoted to executive producer; Greg Spring, director, programming and development, King World Productions, Los Angeles, joins as executive and consulting producer.

Advertising/Marketing/PR
Lucy St. George, executive VP/managing director, direct-response division, Initiative Media North America, Los Angeles, named executive VP, Inter/Media Advertising, Encino, Calif.

Journalism
Tom Sides, news director, KTVX-TV Salt Lake City, joins KWGN-TV Denver, in same capacity.

—P. Llanor Alleyne
palleyne@cahners.com
212-337-7141

People
Launched by Discovery Networks in October 1991, The Learning Channel has evolved to become one of the most respected and recognized organizations in the industry. Mastering its niche in the market, The Learning Channel is renowned for its extraordinary reality shows and original programming, which has captured the attention of over 79 million subscribers to date.

Please join Broadcasting & Cable as we commemorate The Learning Channel's 10th anniversary with a very special supplement. Distributed with the October 1st issue, this tribute will be seen by industry leaders in every corner of the market.

Take this opportunity to both congratulate The Learning Channel on their vast accomplishments and educate your colleagues on your company's latest ventures. Reserve your space today.

Issue Date: October 1, 2001
Ad Close: September 14, 2001
Materials Due: September 26, 2001
Everybody loves Phil
And Rosenthal is content at the top-rated, Emmy-winning sitcom

Until he created CBS's Everybody Loves Raymond, Phil Rosenthal suffered through a host of miserable jobs, from falling asleep while a guard at New York's Metropolitan Museum of Art to working on several of what he calls "shitcoms."

Today, Raymond is a top-rated sitcom and has a third consecutive Emmy nomination for Best Comedy Series. Next month, King World will introduce the show in syndication, a move typically signaling that a series has made it into TV's big leagues.

And, besides having earned the affection of TV viewers and studio executives, Rosenthal has won over former President Bill Clinton, who last year asked the producer to direct his White House farewell video.

So how do you go from rejection—ideas for series starring British actor Peter O'Toole, Robert Mitchum and Joan Rivers fizzled—to affection?

People will eventually come around and accept you if you make sure you love what you do, Rosenthal maintains, recalling advice given to him by The Mary Tyler Moore Show producer Ed Weinberger: "Do the show you want to do because, in the end, they are going to cancel you anyway. That's a great philosophy of life."

When Rosenthal was pitching Raymond to CBS for the 1996-97 TV season, he had legitimate credits as a supervising producer on Fox's Down the Shore for three years and later on ABC's Coach for three years, but people tried to persuade him to significantly change the project.

His premise for Raymond did make good sense. Rather than copy the current hit Seinfeld—"the only bad thing you can say about Seinfeld is all the TV shows that tried to imitate it"—Rosenthal would "do the complete opposite."

"It wouldn't be a show about nothing. I wanted it to matter," he explains.

Instead of "Oh yeah, I hate it when I lose my car in the parking lot," he says, "I wanted people to come away and say 'That is how I feel about my father!' and 'That is how I feel about my wife!'"

Yet, when he outlined his series as a "classic, old-fashioned, traditional type of sitcom," an executive replied, "Those are all words we should be staying away from."

However, "it all worked out—obviously!" Rosenthal laughs.

He could have left Raymond several seasons ago—most series creators jump to their next project after the show's first year—but he has wanted to stay on, ensuring Raymond a smooth off-net rollout.

"When we started, I said I'm doing this show for CBS, but, in the back of my mind, I said it's for Nick at Nite. Years and years from now, I hope the show holds up."

Unlike most executive producers, who generally assign others to arrange a show's repeats, Rosenthal has "personally" edited every single Raymond episode for syndication. He's determined to have Raymond reach out to about half of the current CBS audience—those who didn't become addicted viewers of the show during its first two seasons.

Following his heart, doing only what he loves, is why he agreed to collaborate with Clinton on his comic video short. Predicting that the former president would have a lot more time to do laundry, among other chores, once he left office "was crazy. But it was a hell of a lot of fun," recalls Rosenthal, who was matched up with Clinton via a high school friend who is a former White House speechwriter.

The project, which continues to air on the Web site Atomfilms.com was so much of a blast, in fact, that Rosenthal hopes to use Clinton, who was "scarily good," for an upcoming TV series, in which he'd help people overcome such hardships as poverty.

Bottom line, however, Rosenthal is content at Raymond. "Why should I be in such a rush to leave something that's wonderful?"

—Susanne Ault
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For Information contact: Roseaire Sharpe, 212-481-3038
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TECHNICAL CAREERS

DIRECTOR OF ENGINEERING
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Bring your strong supervisory skills to USA Cable, a leading broadcast entertainment organization, featuring the highly acclaimed USA Network and Sci-Fi Channel. Currently, we are seeking an accomplished professional to assume an important managerial role at our Operations Center in Jersey City, NJ.

Reporting to the VP of Engineering, the successful candidate will manage the day-to-day operation of the Engineering Dept. Diversified responsibilities include design, planning and implementation of the Broadcast facility; performing administration and front-end office duties; and interfacing with contractors and vendors to ensure seamless Network Operations. Additionally, the right candidate is able to perform repairs and maintenance of Broadcast equipment and systems when necessary.

The experienced professional we seek should possess a strong background in hands-on broadcast engineering and a BSEE Degree. Prior supervisory experience and strong management and interpersonal skills are also most important.

USA Cable offers a competitive salary and benefits package. Please send/resume with salary requirements (only resumes with salary requirements will be considered) to: SW, USA Cable, 1230 Avenue of Americas, 18th Floor, New York, NY 10020.

Fax: (212) 413-6524.

NO PHONE CALLS PLEASE. AN EOE M/F/D/V

NEWS CAREERS

WEATHER ANCHOR
Rapidly growing, small market, dominant, Network affiliated Southwest station seeks M-F Weather Anchor. Experience preferred. Submit non-returnable resume tape to: Box 827, Broadcasting & Cable, 275 Washington Street, 4th fl., Newton, MA 02458, attn: N. Andrews. This employer is an Affirmative Action / Equal Opportunity Employer.

REPORTER
KXLY is looking for a creative reporter who wants to move to the next level. Must be a creative storyteller, self starter with strong writing skills. Previous live reporting experience a must. Degree in Journalism, Communications or equivalent required. Valid driver's license required. Rush tape and resume to: EEO Coordinator, KXLY Broadcast Center, 500 W.Boone Ave., Spokane, WA 99201 by September 7, 2001. Specify this position and your referral source. EEO.

ASSIGNMENT DESK MANAGER
Join the fastest-growing news station in Spokane. Supervisory position with day-to-day mgmt. of aggressive, fast-paced assignment desk. Responsibilities include planning future events, coordinating live shots, and staff scheduling. Excellent communication and organization skills a must! Previous TV news desk experience required. Journalism or equivalent degree preferred. Excellent opportunity for the right person! Send resume and qualifications to: Human Resources, KXLY 500 W. Boone Ave, Spokane WA, 99201 by 8/30/01. Visit www.KXLY.com for more information.

WEATHERCASTER
The KTRK -TV is looking for a Weathercaster. Applicants should be familiar with weather computer systems including WSI Weather Producer, Doppler Radar with Vigir, Baron Storm Tracker and other modern weather tools. Candidates must have a good knowledge of weather forecasting, weather pattern and storm coverage, able to present comprehensive, easy to understand weather forecasts and storm coverage on the air in a professional manner. Prior weather experience is preferred. A college degree in meteorology or similar field and an AMS seal are preferred. KTRK prefers to deal only with the applicants, and not third parties. Interested applicants should rush a resume, references, cover letter and non-returnable Beta or VHS resume tape to: Dave Strickland, KTRK-TV 3310 Bissonnet Street, Houston, TX 77005 No phone calls please. Equal Opportunity Employer M/F/V/D.

PHOTOGRAPHER
Must be highly skilled in the use of state-of-the-art network-quality audio and video equipment, ENG trucks, fixed microwave, and other field equipment. Duties include both live and recorded news events, and editing of video for air. 3-5 years experience as news photographer/editor required, along with valid drivers license. Tape and resume to Jim Chase, Broadcast Director, KYW-TV3, 101 S. Independence Mall East, Philadelphia, PA 19106. EOE ADA M/F.

WEEKEND WEATHER ANCHOR/REPORTER
WANE-TV has a future opening for a Weekend Weather Anchor/Reporter. Must have a love for weather. You will anchor weather on weekends and report 3 days a week. Ideal candidate will have a degree in meteorology or be willing to pursue degree. No phone calls please. Send VHS tape, resume and references to: Rick Moll, News Director, WANE-TV, 2915 W. State Blvd., Fort Wayne, IN 46808. WANE-TV is an Equal Opportunity Employer - M/F.

NEWS DIRECTOR
KSEE24, the NBC affiliate in the growing 55th market seeks an experienced News Director who will provide dynamic leadership to a very talented newsroom. We do more news than anybody in the market and are committed to news as the cornerstone of our growth. California location near Yosemite offers great year round recreation. Send resume to Gay Gutierrez HR Dept, KSEE, Inc. 5035 E. McKinley Avenue, Fresno, CA 93727. Final candidate will be required to undergo drug screening. EOE.

REPORTER
To produce longer pieces for noon newscasts. Live experience and college degree preferred. Resume to: News Opening, WCYB-TV 101 Lee Street, Bristol, VA 24201. EOE/M/F/V/H.

MAINTENANCE ENGINEER
Excellent opportunity for a person with a strong background in computers and networks. WREG-TV in Memphis, the flagship station of the New York Times Broadcast Group is looking for an experienced television engineer with an Associate degree (or equivalent) in electronics, 3 years television station experience, and knowledge of digital television. SBE or NovaU certification a plus. Females and minorities encouraged to apply. Send resume to Director of Engineering, WREG-TV, 803 Channel 3 Drive, Memphis, TN 38103. Jim.anhalt@wreg.com EOE

DIRECTOR OF BROADCAST OPERATIONS & ENGINEERING
KTNV News13, a Journal Broadcast company, is seeking a Director of Broadcast Operations & Engineering. Candidate should be able to provide a high level of competency in all areas of television's technical and operational positions. Preferred five years or more experience as an Engineering Manager, Assistant Chief Engineer or Chief Engineer in a network affiliated television station with a local and/or network news environment. Send resume to: Mr. Randy Oswald, KTNV - News13 3355 S. Valley View Blvd., Las Vegas, NV 89102 Equal Opportunity Employer.
VIDEO SPECIALIST
DePauw University, a liberal arts institution of 2300 students in Greencastle, IN, seeks a Video Specialist to help manage and support an expanded TV facility and new University eLearning® technical training program in the Pulliam Center for Contemporary Media. Applicant should have experience with modern digital video production, and the ability to effectively motivate and train others in the use of modern video equipment. Facility includes 2 studios and control rooms, Hi-8, Beta and non-linear equipment including a Macintosh-based Avid Express and various pc-based editing programs. This is a 12-month, salaried position with benefits. Please visit our web site at www.depauw.edu/adminhr for a complete job bulletin. Review of applications will begin immediately and continue until position is filled. DePauw University is an affirmative action, equal opportunity employer and encourages applications from women and members of under-represented groups. Please send resume, references, a tape of recent work (if available) and other supporting materials to Video Search Committee, Pulliam Center for Contemporary Media, 609 S. Locust, DePauw University, Greencastle, IN 46135.

SALES CAREERS

LOCAL SALES MANAGER
KFOR-TV (NBC affiliate) in Oklahoma City is looking for a Local Sales Manager to fill a newly created management position. Job functions include directing the sales team to achieve budget, developing new business and non-traditional revenue, providing regular status reports, managing departmental expenses and personnel evaluations, as well as building relationships with local clients by making frequent sales calls. The right candidate must be aggressive and highly motivated. Must also have a minimum of five years experience in television or related industry sales, the proven ability in directing a professional sales staff, and have an understanding of inventory control and research tools. Knowledge of Nielsen ratings, CMR, Bias, TV Scan and Marshall Marketing preferred. This position has excellent benefits. Send resume to West Milbourn, VP/General Sales Manager, KFOR-TV, 444 E. Britton Road, Oklahoma City, OK 73114 or fax to (405) 478-6227. No phone calls please. EOE.

SALES TRAFFIC CLERK
The KTRK-T Vivid Owned TV Station’s Traffic Department has an opening for a Sales Traffic Clerk. The candidate sought should have television station experience, with a working knowledge of all traffic functions including order entry, log preparation, program and break timing, copy sign-on and good night, reports, and interaction with other departments. The individual must have an excellent work record, be detail-oriented, have good verbal communication skills, possess good arithmetic skills, and the ability to handle a high volume of detailed input and computer work with pace and accuracy. Duties also include maintaining commercial inventory. Respond by mail or fax only.

CHILD ADOPTED
Send tape and resume to Jennifer Rigby, News Director, 11 TV Hill, Pittsburgh, PA 15214. No phone calls! WPXI is an equal opportunity employer.

SALES HELP NEEDED
Leading broadband entertainment provider with hundreds of affiliates seeks savvy sales executives to help build its global marketing & promotional network. Must have Gen Y targeted contacts/accounts and be results-oriented. We are seeking commission based sales help in New York, Chicago and Los Angeles. Great opportunity in an exciting, rapidly growing company. Email resume: bheth@tmiv.com or fax: 618-295-5480.

RESEARCH DIRECTOR
KTXL FOX40, Sacramento, CA a Tribune Broadcasting Station, seeks an experienced Research Director to analyze growth opportunities and help craft winning marketing strategies. Candidate will have previous broadcast research sales experience, strong written and verbal skills, and knowledge of research and selling tools including Nielsen products, TVScan, Scarborough and CMR. Responsible for monitoring cable/ADS carriage, copyright, protection and contract issues. Please respond to: H.R. Dept., KTXL FOX40, 4655 Fruitridge Road, Sacramento, CA 95820; Fax 916/733-3110 or see www.lx40.com. Include salary requirements & referral source. EOE.

MEDI A GENERAL BROADCAST GROUP
www.mgbc.com
WIAT-TV is looking for a News Director: Media General’s Birmingham CBS Affiliate is seeking a top-notch news director to run an aggressive newsroom. We need someone with a strong commitment to journalism and good people skills. 2-5 years previous television news management experience required, college degree preferred. EOE M/F Drug Screen. Please send resume, references, salary requirements and statement of news philosophy to: WIAT-TV, Human Resources, P.O. 59496, Birmingham, AL 35259, EEO. No phone calls please.

DIRECTOR OF PROGRAMMING
Person to research, negotiate, schedule all programs and movie schedules, and work with syndication companies. Excellent communication, negotiation and computer skills required. Must have minimum of 3 years experience in purchasing programming for a local affiliate station. UPN, WB or Fox experience preferred. College degree required. Send resume to HR Dept, PO Box 668400, Charlotte, NC 28266 (EOE, M/F).

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To place an ad in the magazine and on the web, contact:
Kristin at 617-558-4532, kparker@cahners.com or
Neil at 617-558-4481, nandrews@cahners.com
EXECUTIVE PRODUCER / PRODUCER
WFXT Fox 25 / Boston, MA (Fox O&O) has an immediate opening for a seasoned news producer to manage the on-air presentation of our nightly newscast including show content, look, and "live" remotes. Work with news management on story presentation, development, and special projects. Write news copy, and make editorial decisions regarding content and format, and ensure journalistic standards for fairness, accuracy and relevancy. Degree in Communications or related field and a minimum of five years broadcast news producing experience required. Experience in a major market news environment strongly preferred. Position requires a solid news professional with the ability to lead and manage news personnel, and make sound editorial decisions on show content and structure. Strong leadership, interpersonal, and organizational skills essential. Qualified candidates, send letter, resume and non-returnable tape to: Director of Human Resources - BC, WFXT Fox 25, 25 Fox Drive, P.O. Box 9125, Dedham, MA 02027. No Phone Calls Please. EOE/M/F/D/V

SPECIAL PROJECTS PRODUCER
WFXT Fox 25 / Boston, MA (Fox O&O) Research, plan, write and produce high quality stories for the nightly newscast. Work closely with anchors, reporters, and technical news staff in the planning and producing of promotable news segments. Degree in Communications or related field and three years producing experience required. Experience in a major market and knowledge of New England news strongly preferred. Requires strong interpersonal, organization, and written and verbal communication skills. Use of creative techniques essential to conceptualize and produce compelling news segments to maintain viewer interest. You must be highly motivated news professional with the ability to work under strict deadlines with minimal supervision. Qualified candidates, send letter, resume and non-returnable tape to: Director of Human Resources - BC, WFXT Fox 25, 25 Fox Drive, P.O. Box 9125, Dedham, MA 02027. No Phone Calls Please. EOE/M/F/D/V

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Broadcasting & Cable/8-27-01  49
A pilot by any other name

After some initial confusion about the state of his TV career last week, NAACP President Kwesi Mfume asked I Heart-Angle/ NBC not to pitch the talk show pilot/presentation tape/prospective pilot that had become the subject of debate in media-ethics circles. We think it was the right decision.

Mfume is certainly no stranger to TV. He hosts a talk show, *The Bottom Line*, on Hearst-Angle's Baltimore affiliate, WTVL- TV, and fronts a series of occasional syndicated specials, *The Remarkable Journey*, for Hearst-Angle’s production arm. The difference is that, since January of this year, Hearst-Angle and NBC have teamed up on the syndication side. That raised the issue of how effectively Mfume could criticize NBC, the network, while also working with NBC, the syndicator, on a daily talk show that has the potential to return many millions to its star (see Oprah, Maury, Jerry, Ricki, Jenny, Sally, etc.).

Frankly, we haven’t noticed his TV persona cooling his fire on the TV-diversity issue. Witness the dressing down he gave NBC and ABC two weeks ago over what he said was their “snail’s pace” on diversity. But the suggestion of conflict of interest did seem to have him scrambling for the right answer last week as NBC’s snail trail appeared to lead to his doorstep.

Mfume had told us that the joint syndication company owned by NBC and Hearst-Angle was not shopping a talk-show pilot. Well, there was a tape, he conceded, but he characterized it as a “presentation” in an interview with BROADCASTING & CABLE: “I’ve got enough to do right here. I can’t take on another project.”

We’re not sure there is enough room to wedge an AFTTRA membership card in the space between a presentation tape and a pilot. But that question seemed to have been rendered moot by Mfume’s conversation with *The New York Times*. Mfume appeared to acknowledge that *The Times* that it was a pilot, or at least a “prospective one” (Iarn, if that hair hasn’t been split into three parts), but, because the show would be syndicated and not on the network, it “would not be an NBC show.” He also said that no money had changed hands, no deal has been made, and, if it did turn into a syndicated show down the road, it would do nothing to temper his criticism of the network-television industry.

Again, we will take him at his word that he would have put his principles before his pocketbook. But let’s be real: With the end of fin-syn rules, networks are just as much in the syndication business as they are in the network business, or certainly want to be. NBC, last to that party, as much as anyone. If he had done the syndicated talk show for free or had taken a leave from the NAACP while doing it, there would always have been legitimate questions about the conflict. He has now put those questions to rest.
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