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Virtual ads proved too illusionary for Princeton Video. It's scrambling after its auditors and then PricewaterhouseCoopers cautioned that negative cash flow and capital-spending needs "raise substantial doubt about its ability to continue as a going concern." PVI innovated virtual TV ad "billboards" at ballparks and the first-down line in NFL games on CBS (below). But CFO Larry Epstein says tech is a money pit; now PVI will switch gears to sell the ads themselves, then split revenues with networks. "It's made our Latin American licensee the only profitable virtual-advertising company in the world," New investors are due by the end of May.—J.M.H.

LOCAL NEWS

Shakin’ in S.F.

When NBC takes over Granite Broadcasting's KNTV(TV) San Francisco (San Jose) it's likely to bring in a new management team. Sources say GM Bob Franklin (above) will be out, and so might VP of News Scott Diener and News Director Bob Goldberger. Franklin led the station during the tough transition; Diener and Goldberger built up the news department.

NBC's KNTV transition leader Steve Schwaid probably won't become the new KNTV chief; instead, he may be tapped to replace Steve Doerr, who left earlier this year, as the NBC group's VP for news, programming and creative development. It appears Linda Sullivan, who runs NBC's WRC-TV Washington, is the best bet for KNTV's top job.—D.T.

TOWER ISLAND?

When New York stations began looking for a place to rebuild the shared broadcast tower lost on Sept. 11, an obvious option seemed the federally owned Governors Island, just off the southern tip of Manhattan. But the 1997 budget-reconciliation act requiring that the island be sold for fair-market value was a hurdle, because getting the tower on the island would require congressional approval. Not anymore. Last week, the Bush administration said it wants to sell the island to New York City. If that deal goes through, which is likely, it would move Governors Island way up the broadcasters' list of preferred sites for the 2,000-foot tower. A City Hall spokesperson says the broadcasters have yet to approach the city about using the island.—K.K.
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Digital TV: The Powell doctrine

Proposed plan would involve broadcasters, cable, DBS and TV-set manufacturers

By Bill McConnell

FCC Chairman Michael Powell gave the DTV transition the regulatory equivalent of a kick in the pants, floating a plan that would obligate broadcasters, cable, DBS and set manufacturers to provide specific levels of digital service.

Although the plan is billed as voluntary, industry officials speculate that Powell will use the threat of potentially tougher legislative or regulatory prods against lagging industry sectors to get everybody on board.

Powell’s outline was first presented to top lawmakers April 4. Some in Congress have suggested that legislation may be necessary to generate cross-industry cooperation. The FCC plan is aimed at pushing the industry into agreements that would end disputes snagging the DTV transition and, perhaps, obviate congressional action.

“I intend to seek commitments along these lines in the near future,” Powell wrote in letters to Sen. Ernest Hollings (D-S.C.) and Rep. Billy Tauzin (R-La.), chairmen of the Senate and House Commerce Committees, respectively.

Each group in the DTV business would be obligated to play a critical role.

Channels would not have to be broadcast channels. Subscribers must be offered set-top boxes capable of displaying HDTV, as well as the connectors necessary to link to DTV sets.

DBS: Satellite companies would have to carry up to five programmers offering digital during 50% of prime time.


Powell stressed that the plan would not preclude new DTV rules and that ongoing rulemakings would continue on mandatory cable carriage of local DTV signals, copy protection, “plug-and-play” TV sets, and other measures. “These are issues that can and must be resolved. But I do not believe we must defer all progress until we do.”

So far, only broadcasters have had specific DTV mandates: By May 1, all stations are supposed to offer DTV and are obligated to return their analog spectrum when 85% of households can receive digital signals.

Most industry trade groups were caught off guard by the proposal, which was dropped on them with no warning. Many question whether a voluntary initiative will motivate the cable and TV-manufacturing industries to take steps that broadcasters say are necessary to get DTV signals to the public.

The initiative, at a glance

Intended to speed the transition to DTV transmission, the voluntary plan asks that:

- Big Four broadcast networks, HBO and Showtime provide HDTV, “value-added” DTV, multicasting or interactive programming during 50% of prime time this fall.

- The Big Four broadcast networks’ local affiliates in the top 100 markets pass through network DTV with no signal degradation by Jan. 1, 2003.

- Cable operators with digital tiers carry, at no cost to stations and programmers, up to five channels with digital programming during 50% of prime time.

- By Jan. 1, 2004, TV manufacturers equip half of sets 36 inches and larger with DTV tuners, 100% by Jan. 1, 2005; all sets 13 inches and larger by Dec. 31, 2006. —B.M.
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DOMESTIC SYNDICATION
80% of TV homes that rely on cable.

Still, the initiative was almost immediately applauded by Disney President Robert Iger, who told Powell his ABC network "accepts your challenge" to shoot half of this fall's lineup in HDTV.

Other industry players were less sanguine. The Consumer Electronics Association reiterated its longstanding opposition to a DTV-receiver requirement while continuing to urge obligations for other industries. "A tuner mandate will undercut consumer choice," said Michael Petricone, vice president, technology policy. CEA also is leery of the call to make available so-called IEEE 1394 "firewire" set-top-box connections needed to render DTVs as interoperable as personal computers. The group continued to call for increased HDTV programming from broadcasters and for cable to finally establish standards for plug-and-play sets that won't need a set-top box.

Cable operators worry that the plan obligates them to devote spectrum to local broadcasters using digital multicast capabilities for little more than re-airings of prime time dramas and sitcoms. Their comment for public consumption, though, was plain old vanilla. "Chairman Powell has put forward some thought-provoking proposals," said National Cable & Telecommunications Association President Robert Sachs.

National Association of Broadcasters President Eddie Fritts called the plan "a major step forward" but added, "We have concerns over elements of the proposal." NAB wouldn't spell out reservations, but other broadcast lobbyists said the cable carriage mandate for "up to five" channels leaves operators leeway to carry only one or two digital channels—none of which, perhaps, have to be local broadcast stations.

That would seem a crucial reservation for broadcasters. Still, they generally are more enthusiastic, if only because multi-channel providers and manufacturers would face implementation benchmarks.

"It's encouraging," said Greg Schmidt, LIN Television lobbyist. "There has to be a comprehensive solution that takes into account cable and DTV tuners." 

Duoppportunity knocks

Court ruling could open door to small-market combos

By Bill McConnell and Steve McClellan

TV operators in some small markets may soon be able to add a second station, bringing them the same one-two ad punch and back-office efficiencies major metro owners have enjoyed for three years.

Last week, the federal appeals court in Washington ordered the FCC to rewrite its "eight-voice" test, governing ownership of two stations in a market. The rule limits one company's ownership of two local TV stations to markets where eight separately owned stations remain.

Broadcasters say they need the economies of scale that duopolies create to profit and pay for the switch to DTV in markets too small to pass the voice test. Although the decision still faces the uncertainty of court appeals and an FCC remand, some companies are already championing at the bit.

"We'll be there in a heartbeat," said Gary Chapman, chief executive of LIN Television. LIN has been a TV-duopoly pioneer since launching local marketing agreements in the early '90s. Today, LIN operates five station pairings and aims to set up similar arrangements in more markets.

Relaxed rules could herald a new round of consolidation in small markets, as well as give a reprieve to more than a dozen local marketing agreements under orders to disband. LMAs allow an owner to operate another company's station, and most were established to get around what was once an outright ban on owning two stations in a market. The eight-voice test replaced the duopoly ban in 1999. LMAs also must comply with the voice test.

Without relief, pairs operated by Pappas Telecasting in Lincoln, Neb., Communications Corp. of America in several small Louisiana and Texas towns, and Sinclair Broadcasting in seven markets must unwind.

"The rules governing television ownership are outdated, without basis, and anticompetitive in today's media environment," said Sinclair CEO David Smith.

Coupled with other likely deregulatory moves, such as elimination of bans on crossownership of broadcast stations by local newspapers and cable systems and relaxation of limits on national broadcast TV-household reach, the stage could be set for the most massive round of consolidation since the concentration of radio following the 1996 Telecommunications Act.

"If you get real in-market duopoly, along with newspaper/TV crossownership," said John Chachas, a Merrill Lynch investment banker specializing in media deals, "you could see a handful or two handfuls of players spending capital to get bigger in their markets because it makes for a better business."

A three-judge panel of the federal appeals court in Washington called FCC rules limiting ownership of two local TV stations "arbitrary and capricious."

The court took particular aim at the inconsistency between the duopoly voice
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test, which counts only television stations in a market, and the threshold for permitting crossownership of local radio and TV stations. Under the radio/TV limit, ownership of two TVs and six radio stations is permitted if 20 separately owned radio, TV, newspaper and cable outlets remain. In those markets, one TV and seven radios also can be commonly owned. “The commission never explains why such diversity and competition should not also be reflected” in the duopoly rule, wrote Judge Judith Rogers.

Last week’s ruling mirrors the court’s February order that the FCC justify or rewrite the 35% cap on a broadcast company’s national TV-household reach. The continuing court battle over the 35% cap is likely to decide the fate of duopoly rules, too, said one observer.

“To the extent the court rejected the FCC’s duopoly rule, it relied heavily on its decision on the 35% cap,” said Media Access Project President Andrew Schwartzman, an opponent of the media consolidation trend. “We’re taking that one to the Supreme Court, and I feel good about our chances.”

Last week, the National Association of Broadcasters, which wants duopoly relief but also wants to preserve the 35% cap, asked for a rehearing before the full complement of appeals judges on the District of Columbia circuit. The FCC, too, is expected to appeal the decision by April 19.

While it’s too early for the parties to map out their strategy on the duopoly ruling, an NAB spokesman said the decision would be a boon to broadcasters if it “ultimately provides much needed relief in small markets.”

In the meantime, the eight-voice threshold remains in force during the agency’s rewrite.

Although duopoly relief is a top priority for the NAB, the case was brought individually by Baltimore’s Sinclair, which operates pairs in 19 markets, seven of which have LMAs that would have to be divested unless the rules are substantially loosened.

Paxson Communications chief Lowell “Bud” Paxson predicted that the improved economics of duopolies will allow more small-market operators to resume or beef up local newscasts. “This is good for the industry,” he said, “and good for the local broadcaster.”

It’s unclear how big a victory last week’s ruling was for Sinclair because the judges also upheld a rule attributing LMAs toward a broadcaster’s ownership tally and allowed the FCC to deny grandfathering rights to LMAs established after November 1996. Under that reasoning, Sinclair might still be forced to unwind LMAs in Columbus and Dayton, Ohio; Charleston, S.C.; and Charleston, W.Va.

Schwartzman predicted that “they will have to get rid of them.”

But Sinclair attorney Barry Gottfried said no divestiture will be needed if the FCC establishes local ownership limits that are appropriate.

A capital solution for Benedek

From bankruptcy protection to bounty—that’s the path Benedek Broadcasting will take if a proposed deal to be acquired by Gray Communications Systems goes according to plan.

Last week, Gray signed a letter of intent to buy Benedek for $500 million and nearly doubled in size. The deal has to be approved by the FCC and the U.S. Bankruptcy Court in Delaware, where Benedek parent, Stations Holding Inc., filed for Chapter 11 protection March 22.

On its face, the deal would seem a happy ending for both Benedek, which had a capital structure that its stations simply couldn’t support in the recession, and Gray, which had to think about getting out of the TV business altogether.

“This was an elegant way for Benedek to solve what was not an operating problem but a capital-structure problem that happened in a very difficult year,” says John Chachas, the Merrill Lynch investment banker who represented Benedek in the negotiations. “Gray needed to get bigger to be a competitor, so it’s a good outcome for both parties.”

The combination would give Gray total household coverage of 6.14%, making Gray the No. 22 or 23 group owner, according to Jim Yager, president and co-founder of Benedek.

(According to the FCC formula that BROADCASTING & Cable uses in ranking station groups, however, Gray would still fall out of the Top 25; see the article and list that start on page 46.)

Yager will continue to run the Benedek group as president of a new subsidiary of Gray Communications Systems.

Richard Benedek, chairman and co-founder of Benedek, is expected to leave the company.

Together, the Benedek and Gray groups own a total of 35 stations, including 20 CBS affiliates, making it the largest owner of CBS stations outside of CBS itself. The two groups also own seven NBC and seven ABC affiliates and one Fox affiliate.

—Steve McClellan
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Where the Rigases went wrong

It's not Enron redux, but Adelphia's self-dealing scheme leaves investors shaky

By John M. Higgins

When you think of the crisis facing Adelphia Communications, don't think Enron. Think Worldcom.

At Enron, the emergence of debt hidden off the energy company's balance sheet was so enormous that it pulled the company under. The $2 billion to $3 billion in debt popping up at a partnership tied to Adelphia Chairman John Rigas probably isn't enough to do that, Wall Street credit analysts say. (And certain elements of the debt were disclosed earlier—perhaps not very clearly or completely—in Adelphia's SEC filings.)

The better comparison is to Worldcom-esque insider dealing. That telco's chairman, Bernie Ebbers, was harshly criticized for buying its stock, first by getting Worldcom to guarantee loans from a bank and then by borrowing $374.7 million directly from Worldcom. When the stock value sank below the outstanding debt, Ebbers had trouble repaying.

That's the big surprise here. The Rigas family—son Tim is CFO, son Michael an executive vice president—was using Adelphia's balance sheet to finance purchases of $824 million of Adelphia common stock and convertible debt. Existing public shareholders weren't told that they were financing the Rigases' dealings. Nor were the buyers of $2.5 billion in securities that Adelphia sold in November and January.

The family has steadily bought stock in Adelphia for years, piggybacking on every common-stock or convertible-debt deal sold to the public. That kept the new investors from diluting the family's control. The Rigases now have 24% of the equity but a majority of the shareholder votes.

For months, Adelphia watchers, particularly Merrill Lynch bond analyst Oren Cohen, have questioned the source of the Rigas family's cash. Clearly, the Rigases were borrowing to finance $824 million in recent stock purchases. But the securities don't yield enough cash flow to service much debt. So why would anyone lend?

The answer is that, like daddy co-signing son's car loan, Adelphia was co-signing loans to the Rigases' private Highland Holdings. Banks can collect from Adelphia if the stock price collapses and the Rigases can't pay.

It was analyst Cohen who asked in an investor conference call about an odd footnote in the company's earnings release. That and the company's awkward response triggered the panic.

"There is self-dealing here, and it should be disclosed in detail," Cohen said.

The Rigases have a long history of insider dealing. Adelphia's cable systems often sit in buildings owned by a privately held Rigas company. Adelphia sometimes sends system construction projects to the same company. Also, instead of buying converters from a manufacturer or arranging outside lease financing, a Rigas company finances the deal and collects lease payments. Adelphia's SEC filings show that, in 2000, the company paid $15.8 million to family-controlled companies for property, plant, equipment and services.

Morgan Stanley bond analyst David Allen argues that, "as they were putting money into the company, they should have disclosed where that money was coming from." However, though not a big fan of the Rigases, he believes that the company can probably restructure its debt by slashing capital spending and selling some assets: "It's manageable."

The Rigases were fairly quiet last week. They acknowledged that the SEC has begun an inquiry. They named a squad of bankers and lawyers. They delayed Adelphia's annual 10-K filing due last Monday.

But they didn't offer what investors are clamoring for: precise details on the structure of the debt and assets at Highland Holdings. Adelphia's crashing stock price (off 53%, from $22.34 to $10.50, in 10 days) means that Highland's debt may exceed its assets by $300 million to $500 million. Then the question is: Are the Rigases' shares actually at Highland, or does Highland hold a note to yet another family company? Highland holds 300,000 cable subscribers generating about $100 million in annual cash flow, but that's worth only $1.2 billion or so.

The Rigas silence is no surprise to Cohen. "We've all known for years there have been related-party transactions. We've always wanted greater clarity, never gotten it."
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WJXT and CBS part company

Frustrated by negotiations, the Jacksonville, Fla., affil opts out, after 53 strong years

By Steve McClellan

CBS is in discussions with Clear Channel Communications about affiliating with the network in Jacksonville, Fla. The network’s current affiliate, Post-Newsweek’s WJXT(TV), and CBS are breaking off their 53-year relationship.

After failing to come to terms on a new affiliate deal, Post-Newsweek President Alan Frank said WJXT will go independent this summer. He said the station will double its news output to 50-plus hours a week and launch a 10 p.m. newscast to take on the market’s only other newscast in that time period, Clear Channel Fox affiliate WAWS-TV.

Clear Channel operates a duopoly in the market, with UPN affiliate WTEV-TV. UPN, of course, is co-owned with CBS. Susan Adams Loyd, vice president and general manager of both Clear Channel stations in Jacksonville, confirmed that the talks with CBS.

Post-Newsweek and CBS have been trying to come to terms in Jacksonville for several years. The affiliation agreement expired a year ago, and the parties agreed to a one-year extension, hoping to use the time to hammer out a long-term deal.

But they failed. Frank’s position is that, while CBS acknowledged that WJXT has been one of CBS’s best-performing affiliates (it over-indexed network audience levels by a lot in most dayparts), the network failed to offer proper rewards and incentives. The network wanted to eliminate compensation completely; it paid “under $2 million” (minus a $300,000 contribution to help pay for the National Football League rights) over the past year.

Frank said the network’s proposed program-preemption caps and program clearance levels were unacceptable. “I know [Viacom President] Mel [Karmazin] woke up one day and just decided things were going to be different, but WJXT ranks in many instances number one in the nation in the audience they deliver to CBS,” Frank said. “And, if the network doesn’t want to pay anything for that, the station will go independent, be able to sell 40% more inventory, and be as good as or better off financially in the long run. It will be like TV used to be. We’ll be like real broadcasters.”

The station stockpiled syndicated product in anticipation of the move.

Clear Channel’s Adams Loyd called Frank’s decision a “gutsy move.” As she and her team continue their dialogue with CBS, they will be very mindful that both Clear Channel stations in the market are “very successful and profitable.” She doesn’t want an affiliation agreement that would jeopardize that.

“We would love the opportunity” that CBS affords, Adams Loyd says, including CBS coverage of the hometown NFL team, the Jaguars.

CBS Affiliate Relations President Peter Schruth tipped his hat to WJXT “one of our strongest affiliates for a long time.” He said the network’s offer was “really good. We tried real hard to sign them up again. So, that’s life.”

Don’t forget Where Things Stand

Where Things Stand, concise and timely updates on TV and radio issues before the Federal Communications Commission and Congress, returns to Broadcasting & Cable's Web site on Wednesday. Go to www.broadcastingcable.com and scroll to "Features."

Where Things Stand was, for years, a regular feature of the magazine. It covers everything from digital television to must-carry to the TV and radio ownership caps. In addition to the updates, it includes key facts about the FCC commissioners and their staffs, as well as a guide to other online resources that will help keep you briefed on what's happening.

This valuable information is compiled by Erwin G. Krasnow and Michael D. Berg, of Shook, Hardy & Bacon, two of the most prominent communications attorneys in Washington. With David Siddall, they authored FCC Lobbying: A Handbook of Insider Tips and Practical Advice.

Krasnow and Berg regularly update the information. So it is Broadcasting & Cable's hope that you will visit the site often — whenever you need a quick fix on where things stand in Washington.
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Correspondents under fire

News crews in West Bank are stunned by Israeli Army threats and bullets

By Dan Trigoboff

That the West Bank is a dangerous place is no surprise. With the rash of suicide bombings over the Passover holiday, no one going to try and get closed military zone. If ing Ramallah. "It's my sense said ABC's Operations region. West Bank TV New York's according to CBS, Kimberly Dozier, WCBS-TV New York's Jerusalem-based reporter who also files for the network, had bullets fired over her head while reporting from a place that had not been under fire.

"It's a night-and-day difference this week," said Fox Vice President for News Operations Shari Berg, compared with the atmosphere during other tense times in the region. West Bank reporters now travel in armored cars and wear Kevlar vests and helmets that say "TV" or "Press."

"I don't think they're shooting to kill," said ABC's Dan Harris, speaking from Ramallah. "It's my sense that they're shooting to scare. They're saying, 'Look, it's a closed military zone. If you don't want to get shot at, get out.' It's phenomenally stupid to shoot journalists. I don't think they're that dumb or that cruel. I'm not so much afraid that the Israeli soldiers are going to try and kill us as kill us by mistake. Or kick us out."

The Israeli Government Press Office last week revoked two Abu Dhabi TV journalists' credentials and threatened legal action against CNN and NBC for ignoring military orders and broadcasting from Ramallah. Whether fear of execution or expulsion, it was affecting the journalists' work. "We try to stay with stories that are close to where we are," Iarris said, referring to the centralized Arab TV facility where many Western journalists are headquartered. Because of the difficulty in getting around, a frustrated Harris said, he'd had to delay reporting a story about an obstetrician who, due to the dangers of travel, was delivering babies by phone.

"We weigh carefully every decision to move out of here," Harris said. "We don't venture out after dark." That further restrains reporting: If a reporter and crew do a live shot for a net's morning show, it's mid-afternoon in the Middle East, and, by the time it's over, few hours of daylight are left.

"It makes you question every single thing you're doing," said CBS News Senior Vice President for News Coverage Marcy McGinnis. "With the suicide bombers, you never know where it's going to hit. Now we've been barred from certain places, and we've been escorted out," she said, noting that a CBS News crew was expelled by Israeli forces last Monday.

The crackdown brought protests to the Israeli government from news organizations. CBS News President Andrew Heyward met with Israeli Consul General Alon Pinkas Wednesday to voice concern over recent events affecting CBS and other journalists; other groups wrote letters noting their concerns. CBS News said Pinkas would convey the network's concerns to Israeli leaders.

In letters to Israeli diplomats in Washington and to the Israeli delegation to the United Nations, Radio-Television News Directors Association President Barbara Cochran asked the Israeli government to preserve the right of journalists to cover the events "without obstruction, threats or endangerment." The Committee to Protect Journalists, the International Federation of Journalists, and the Foreign Press Association also protested military attempts to block reporters from working in Bethlehem, Ramallah and Qalqilya.
For years there have been two primary analog TV standards worldwide. Now, with DTV, there are over 18 digital delivery standards. Only film is compatible with every single one of them. And if history is a teacher, you can bet that these too will be superseded by tomorrow's new standards. The one sure way to protect your investment is to originate on film. No other medium has kept pace with broadcast changes quite like it. So your program can live happily ever after in syndication, well into the future. Which should please everyone—including the Joneses.
TOP OF THE WEEK

THE WEEK THAT WAS

LOOKING FOR A NEW GUMBEL

Among the list of candidates to replace Bryant Gumbel at The Early Show are four who have substituted for him: CBS News' John Roberts and current Saturday Early Show host Russ Mitchell, CBS Sports' Jim Nantz, and Tom Bergeron, the host of Hollywood Squares.

Gumbel said last week he won't renew his CBS contract and will leave after five years, the last 2½ as the Early Show anchor. Gumbel earlier spent 15 years as host of NBC's top-dog Today show but was never able to duplicate the feat at CBS; The Early Show, which launched in the fall of 1999, with Jane Clayson as co-host remains in third place in the Nielsen ratings.

For the first quarter of 2002, The Early Show averaged 2.8 million viewers, well behind both Good Morning America (5.2 million) and first-place Today (6.7 million). "While I am disappointed that the show didn't fare better in the ratings, I am pleased with the quality of the broadcast we created," Gumbel said in a statement.

Early Show executive producer Steve Friedman credits Gumbel with "building the morning-show franchise for CBS." He also says the network should "think outside the box" for a replacement.

As for Gumbel's departure, Friedman says it's more a "life decision" than anything else.

ALL OVER THE PLACE

Oprah Winfrey is closing Oprah's Book Club. "It has become harder and harder to find books on a monthly basis that I feel absolutely compelled to share," said Winfrey in a statement. Translation: She's as tired of novels about struggling women as the rest of us.

Such noodies! The FCC last week asked more than 300 TV stations to explain why they want to delay compliance with their May 1 DTV deadline. Larger group owners included Benedek, Granite and Duhamel. Inquiries to another 22 stations were mailed two weeks ago. In all, 810 stations have asked for a delay; 476 got one; 334 didn't.

Alec Gerster, former CEO of Grey Global Group's MediaCom, was named CEO of Initiative Media Worldwide, replacing Lou Schultz, who quit earlier. Entertainment Tonight is making its first foray into prime time with an ABC sweeps special, Entertainment Tonight Presents: LaVernie and Shirley Together Again, airing May 7.

THE BUSINESS

On a per-channel basis, cable rates increased 1.5% for the year ending July 1, 2001, according to the FCC. Against an inflation rate of 2.7% for that period, the price of cable actually decreased, however. Without value-added extra channels factored in, prices charged by cable systems increased 7.5%, from $34.42 to $36.99.

EchoStar's plan to spread local stations over two dishes is illegal, the FCC ruled. The commission says EchoStar can offer local TV signals on a second dish, but, if it does, it must put all the local TV signals on one dish, not divide them between two, thereby disenfranchising stations not carried on the main dish. EchoStar always said the two-dish solution was an interim fix until it launched spot-beam satellites.

Elsewhere, EchoStar and the Walt Disney Co. settled carriage disputes over Disney's ABC Family and ESPN Classic channels. ABC Family secured long-term carriage on EchoStar's Dish Network, while Classic will be restored to its previous tier.

The New York Times Company ponied up $100 million for a 50% stake in Discovery digitent Civilization. Discovery will manage the channel.

Under a second deal, the Times will produce content for Civilization and other Discovery channels.

CLARIFICATION/CORRECTIONS

Some cable vendors may not have been satisfied by Western Cable Show's exhibiting options. A B&C Eye item in March 25 did not mention the Western Show's $14,000 participant-level option, which included a hotel suite and full access to show events.

The March 25 Focus piece on the Clayettee, Wyo./Scottsbluff, Neb. market, should have said that signals there cover four states. Also, the chart should have listed KLWY (TV) as the second-ranked station in the DMA.

In the April 1 article "The new newsroom," comments by Fred Schultz, Sundance VP of news automation, were misattributed. On page 40, it was Schultz, not Avid Broadcast Director Dave Schleifer, who advised broadcasters to critically examine MOS systems' ability to provide machine control and ID piping.
True Nonlinear Workflow Arrives

NBC and Avid at the Winter Olympics

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It’s working fine

*Scripps’ new cable network rolled into Knoxville facility*

By Ken Kerschbaumer

Launching a new network is typically an overwhelming task for those on the engineering side. Racks of gear, miles of cabling, and a rush to get things in place by on-air date can create massive pressure.

That isn’t the case with Fine Living. Mark Hale, executive vice president, Scripps Networks, and his team have a facility in Knoxville, Tenn., that is able to easily handle not only the new network but four additional networks as well. Fine Living will be run alongside Food Network, DIY and HGTV in what could be called cable’s version of centralcasting.

Systems integrator A.F. Associates was responsible for the original construction and integration of the facility two years ago as well as the improvements to make room for Fine Living and new networks. That integration work was completed last November.

“Scripps is going to go after some additional growth in the upcoming years so a facility with only four networks wasn’t going to cut it,” says A.F. Associates Senior Project Manager Tom Michales. “There was a little bit of land left, and so they put up the last building segment on the master plan, which included a new broadcast-operations center with two network-control rooms, two operations areas and 60 equipment racks.”

Programming will be acquired from both internal and external production operations and shipped to Knoxville for preparation. Fine Living’s principal base is in Los Angeles, with back-office support and technical operations in Tennessee.

“We had three goals as part of the expansion,” Hale says. “One was to build for up to eight networks. Second was to raise the bar in minimizing unscheduled outages. And third was to integrate some hardware and applications to capture metadata associated with content so we could repurpose for different mediums.”

Hale says the facility was converted from an integrated signal flow to a mirrored-type design, with a dual path throughout the chain. Evertz AVM cards help monitor the signals. Michales notes that it isn’t a facility-wide alarm system but it does the job.

The mirrored approach permits quick switchover in case of a problem, Hale says. “It allows the operator to hit a button [to switch to the backup]. We wanted the ability to not have to troubleshoot through the chain if we had a fault or an error or a piece of equipment went down. We wanted it very quickly to jump to the backup; we never had that as an integrated feature of past facilities.”

Scripps was one of the first U.S.-based television companies to deploy the BTS (now Thomson Multimedia) Media Pool video server. Other Thomson Multimedia equipment includes Saturn master control, Mars routing switchers and Jupiter control systems.

The three Media Pool systems have 300 TB of storage and work in conjunction with a StorageTek Powder! form robotic archive system. Material is taken from the Media Pool and placed on tape for playout to air.

“We restore and archive on a daily basis. We don’t have as many failures or problems with the robotic archive hemos as we had with the hard drive.”

Scripps Networks’ Knoxville-based technical facility will handle programming for Fine Living as well as for DIY, Food Network and HGTV.

---

**Mambo and metadata**

Soon it’s going to be all about the metadata for the Scripps Networks.

The company’s initiative for next-generation developments includes asset management for VOD as well as asset management of back-office functions like sales and trafficking.

The initiative is just getting under way, but the result will be a breaking down of the “silo” systems used for each of the Scripps Networks. Also in place will be a VOD system that not only allows information on content to go out but information on VOD customers to flow back.

Chief Information Officer Skip Wager, who heads the initiative, explains the projects related to VOD deployment. One is the ingest of up to an hour of video content using Virage’s logging and ingestion.

Webware’s Mambo 3.1 software, which takes that content and outputs encoded VOD files complete with metadata for delivery to the cable operators. The system also allows for customer information to be sent back from the cable subscriber’s set-top box.

“We chose Mambo because of its flexibility in handling metadata,” says Wager. The use of improved asset management will facilitate system-wide scheduling. The result, ideally, will be more-efficient sales efforts at all Scripps networks.

Wager says any network looking to delve into working with more metadata better do a lot of research in taxonomy, metadata naming conventions and modeling structure prior to choosing a metadata system.

—K.K.
CAM Systems grows bigger

Traffic and billing company acquires MiTRA Technologies

By Ken Kerschbaumer

Traffic- and automation-system manufacturer CAM Systems has acquired MiTRA Technologies in a move that will broaden its product offerings and deepen its customer base.

“We’re going to expand all of our product lines so we’ll be in network cable; local cable, which we’ve already been dominant in; and then move into broadcast television,” says CAM Systems President Martino Mingione.

“We’re going to expand all of our product lines so we’ll be in network cable, local cable, and then move into broadcast television.’

—Martino Mingione, CAM Systems

CAM Systems acquired all of MiTRA’s assets, and all MiTRA employees have been offered work with CAM Systems. CAM will now have 80 employees. No purchase price was announced.

New York City-based MiTRA’s core software products are a program-rights manager and content-management system, a sales-plan and proposal manager, and an order, traffic and invoice manager. Its systems are used by Fox News Channel, ESPN Classic, MSNBC and Oxygen.

Mingione will try to expand to broadcast networks and stations: “We’ll bring two traffic-and-billing packages to market. One uses some of the MiTRA technology that will be focused on single stations; the other one uses our local cable technology that will be able to traffic and manage the back office of multiple television stations out of one database, like for centralcasting.”
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## Less is more as Viacom retakes top spot

**BROKERS MAY HAVE LAMANTED** that there were not as many individual station deals in the television industry in the past 12 months as in previous years. But the transactions in 2001 were significant, with a few station-group deals likely to have profound effect on the industry.

Using data pulled together by BROADCASTING & CABLE, BIA Financial and the station groups themselves, the annual list of the Top 25 tabulates each group's stations and their DMAs, with the 50% FCC discount for UHF, to rank the groups by household reach.

Changes from last year are due to changes not only in the number of stations but also in the sizes of the markets.

In most cases, the Top 25 groups are part of large, diverse companies with extensive media holdings. How wide is the reach of the Top 25 groups? Even the newly combined 40-station Benedek and Gray groups, merging in a recently announced deal, couldn't quite crack the list.

Several deals pursued the synergies of duopoly, even reconfiguring sales formulas to factor in the power of the combos. When No. 1 Viacom paid $650 million for Los Angeles independent KCAL(TV), seller Young noted that the station sold at a multiple of 32 times its 2001 cash flow of just over $20 million, while buyer Viacom—which already owns KCBS-TV Los Angeles—said the number would be about 12 times expected cash flow for its new No. 2-market duopoly.

KCAL was clearly the biggest single-station deal, and Young came close to being part of the top two such deals. Industry watchers spent the last days of 2001 watching NBC go back and forth in the San Francisco Bay Area between Granite's about-to-become-an-NBC-affiliate KNTV(TV) San Jose and Young's powerhouse KRON-TV San Francisco, which was about to become independent because of a disagreement with the network over reverse compensation. But Young couldn't get NBC to pay a KCAL-size price for the No. 5-market station the network had once coveted.

But busy NBC, which had already reached an agreement to purchase Spanish-language network Telemundo, did not walk away empty-handed, acquiring Granite's KNTV for a few hundred million less and giving up a few hundred million in reverse-compensation commitments. With KNTV moving into NBC's group, each of the Big Three networks' station groups now had a station—or two—in each of the top five markets.

NBC's big acquisitions not only strengthened the group's numbers among the top 25 but took Telemundo off the list—technically—as well as Granite. Beyond the Telemundo acquisition, the increasing influence of the Hispanic market is reflected in the addition of Spanish-language Azteca America and TeleFutura affiliates.

Bounding onto the list this year are major religious broadcaster Trinity Broadcasting Network and Clear Channel. The latter maneuvered for duopolies and for a station in its San Antonio home market and took over the Ackerley group in one of the year's biggest deals.

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### New to the list
- this year are religious broadcaster Trinity and Clear Channel

<table>
<thead>
<tr>
<th>Rank</th>
<th>Group</th>
<th>% of TV HHs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Viacom</td>
<td>39.5</td>
</tr>
<tr>
<td>2</td>
<td>Fox</td>
<td>38.1</td>
</tr>
<tr>
<td>3</td>
<td>Paxson</td>
<td>33.7</td>
</tr>
<tr>
<td>4</td>
<td>NBC</td>
<td>30.4</td>
</tr>
<tr>
<td>5</td>
<td>Tribune</td>
<td>28.7</td>
</tr>
<tr>
<td>6</td>
<td>ABC</td>
<td>23.8</td>
</tr>
<tr>
<td>7</td>
<td>Univision</td>
<td>21.0</td>
</tr>
<tr>
<td>8</td>
<td>Gannett</td>
<td>17.5</td>
</tr>
<tr>
<td>9</td>
<td>Hearst-Argyle</td>
<td>15.9</td>
</tr>
<tr>
<td>10</td>
<td>Trinity</td>
<td>15.8</td>
</tr>
<tr>
<td>11</td>
<td>Sinclair</td>
<td>15.0</td>
</tr>
<tr>
<td>12</td>
<td>Belo</td>
<td>13.1</td>
</tr>
<tr>
<td>13</td>
<td>Cox</td>
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<tr>
<td>14</td>
<td>Clear Channel</td>
<td>8.7</td>
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<tr>
<td>15</td>
<td>Pappas</td>
<td>8.1</td>
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<tr>
<td>16</td>
<td>Scripps</td>
<td>8.0</td>
</tr>
<tr>
<td>17</td>
<td>Raycom</td>
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<tr>
<td>18</td>
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<td>Post-Newsweek</td>
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<td>Media General</td>
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<td>Shop At Home</td>
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<td>22</td>
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<tr>
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<td>24</td>
<td>Emmis</td>
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<tr>
<td>25</td>
<td>Entavision</td>
<td>5.8</td>
</tr>
</tbody>
</table>

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**BY DAN TRIGOBOFF**

[46 Broadcasting & Cable/4-8-02]
Unrivaled.


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HOW TO READ THE TOP 25:
This exclusive list ranks the nation's largest TV groups based on percentage of U.S. household (HH) coverage as calculated by the FCC (shown on list as "HHs FCC"). The FCC's method discounts HH coverage by UHF stations—ch. 14 and above—by 50%. The ranking also displays total HH coverage without the "UHF discount" (shown on list as "U.S. HHs"). The DMAs and HH numbers are per Nielsen Media Research as of Jan. 1. Stations owned, operated or otherwise affiliated in the same DMA are not counted toward a group's total.

1. Viacom
(includes former CBS and UPN station groups)

40 stations/45.4% of U.S./39.5% FCC

Fred Reynolds, president, Viacom TV Stations Group

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (affiliate; ch.)</th>
<th>DMA</th>
<th>U.S. HHs</th>
<th>HHs FCC</th>
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<tbody>
<tr>
<td>WCBS-TV</td>
<td>New York (CBS; ch. 2)</td>
<td>1</td>
<td>6,924</td>
<td>6,924</td>
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<tr>
<td>KCBS-TV</td>
<td>Los Angeles (CBS; ch. 2)</td>
<td>2</td>
<td>5,030</td>
<td>5,030</td>
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<tr>
<td>KCAL-TV#</td>
<td>Los Angeles (Ind.; ch. 9)</td>
<td>2</td>
<td></td>
<td></td>
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<tr>
<td>WBBH-TV</td>
<td>Chicago (CBS; ch. 2)</td>
<td>3</td>
<td>3,187</td>
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<tr>
<td>KYW-TV</td>
<td>Philadelphia (CBS; ch. 3)</td>
<td>4</td>
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<tr>
<td>WPKN-TV</td>
<td>Philadelphia (UPN; ch. 57)</td>
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<td>2,301</td>
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<tr>
<td>KPIX-TV</td>
<td>San Francisco (CBS; ch. 5)</td>
<td>5</td>
<td>2,301</td>
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<tr>
<td>KHRC-TV</td>
<td>San Francisco (UPN; ch. 44)</td>
<td>6</td>
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<tr>
<td>WIRL-TV</td>
<td>Boston (UPN; ch. 49)</td>
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<td>WSBK-TV</td>
<td>Boston (UPN; ch. 38)</td>
<td>8</td>
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<tr>
<td>KTVI (TV)</td>
<td>Dallas (CBS) ch. 11</td>
<td>9</td>
<td>1,782</td>
<td>0.891</td>
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<tr>
<td>KTXA (TV)</td>
<td>Dallas/Ft. Worth (UPN; ch. 21)</td>
<td>10</td>
<td>1,782</td>
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<tr>
<td>WUFA (TV)</td>
<td>Atlanta (UPN; ch. 69)</td>
<td>11</td>
<td>1,562</td>
<td>1,562</td>
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<tr>
<td>WWJ-TV</td>
<td>Detroit (CBS; ch. 62)</td>
<td>12</td>
<td>1,492</td>
<td>1,492</td>
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<tr>
<td>WDKC (TV)</td>
<td>Seattle (UPN; ch. 11)</td>
<td>13</td>
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<tr>
<td>WCCO-TV</td>
<td>Minneapolis/St. Paul, Minn. (CBS; ch. 4)</td>
<td>14</td>
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<td>KCCO-TV#</td>
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<tr>
<td>KCWW (TV)#</td>
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<td>WTSP (TV)</td>
<td>Tampa/St. Petersburg, Fla. (UPN; ch. 44)</td>
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<tr>
<td>WFOR-TV</td>
<td>Miami/Ft. Lauderdale, Fla. (CBS; ch. 4)</td>
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<td>1,310</td>
<td>1,310</td>
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<tr>
<td>WBFS-TV</td>
<td>Miami/Ft. Lauderdale, Fla. (UPN; ch. 33)</td>
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<tr>
<td>KCMC-TV</td>
<td>Denver (CBS; ch. 4)</td>
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<td>1,089</td>
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<tr>
<td>KRAM-TV</td>
<td>Sacramento, Calif. (UPN; ch. 31)</td>
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<td>1,089</td>
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<tr>
<td>KDKA-TV</td>
<td>Pittsburgh (CBS; ch. 2)</td>
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<tr>
<td>WUPA (TV)</td>
<td>Pittsburgh (UPN; ch. 19)</td>
<td>23</td>
<td>0.971</td>
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<tr>
<td>WJZ-TV</td>
<td>Baltimore (CBS; ch. 13)</td>
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<td>0.481</td>
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<tr>
<td>WNYF (TV)</td>
<td>Indianapolis (UPN; ch. 23)</td>
<td>25</td>
<td>0.768</td>
<td>0.384</td>
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<tr>
<td>WWHO (TV)</td>
<td>Columbus, Ohio (WB/UPN; ch. 53)</td>
<td>26</td>
<td>0.768</td>
<td>0.384</td>
</tr>
</tbody>
</table>

Hugging Salt Lake City (CBS, ch. 2)
2. Fox TV Stations
(subsidiary of News Corp. Ltd.; includes pending Chris-Craft Industries Inc./United TV Inc. acquisition)

34 stations/44.7% of U.S./38.1% FCC

Thomas Herwitz, president, Fox station operations

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (affiliate; ch.)</th>
<th>DMA</th>
<th>U.S. HHs</th>
<th>HHs FCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTVF (TV)</td>
<td>Salt Lake City (CBS, ch. 2)</td>
<td>35</td>
<td>0.743</td>
<td>0.743</td>
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<tr>
<td>KUSC (TV)#</td>
<td>St. George/Salt Lake City (CBS, ch. 12)</td>
<td>36</td>
<td>0.620</td>
<td>0.310</td>
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<tr>
<td>WGN (TV)</td>
<td>Norfolk, Va. (UPN; ch. 27)</td>
<td>37</td>
<td>0.461</td>
<td>0.296</td>
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<tr>
<td>WWLP (TV)</td>
<td>New Orleans (UPN; ch. 54)</td>
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<td>0.619</td>
<td>0.310</td>
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<tr>
<td>WTVC (TV)</td>
<td>West Palm Beach, Fla. (UPN; ch. 34)</td>
<td>39</td>
<td>0.646</td>
<td>0.323</td>
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<tr>
<td>KAUL (TV)</td>
<td>Oklahoma City (UPN; ch. 43)</td>
<td>40</td>
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<td>0.296</td>
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<tr>
<td>WJLE (TV)</td>
<td>Providence, R.I. (WB/UPN; ch. 28)</td>
<td>41</td>
<td>0.570</td>
<td>0.285</td>
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<tr>
<td>KEYE (TV)</td>
<td>Austin, Texas (CBS; ch. 42)</td>
<td>42</td>
<td>0.527</td>
<td>0.264</td>
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<tr>
<td>WFRF (TV)</td>
<td>Green Bay, Wis. (CBS; ch. 5)</td>
<td>43</td>
<td>0.385</td>
<td>0.170</td>
</tr>
<tr>
<td>WBNF-TV#</td>
<td>Escanaba, Mich. (CBS; ch. 3)</td>
<td>44</td>
<td>0.080</td>
<td>0.080</td>
</tr>
<tr>
<td>WWRF (TV)</td>
<td>Huntsville/Decatur/Florence, Ala. (CBS, ch. 15)</td>
<td>45</td>
<td>0.339</td>
<td>0.170</td>
</tr>
</tbody>
</table>

OTHER MEDIA INTERESTS: CBS Television Network and United Paramount Network (UPN); CBS Enterprises (CBS Broadcast International and King World Productions); Paramount Television (Paramount Network Television, Viacom Productions, Spelling Television, Big Ticket Television, Paramount Domestic Television, and Paramount International Television); Infinity Broadcasting Corp. (operates more than 180 radio stations); equity position in Westwood One (radio syndicator); Viacom Outdoor. Cable channels: MTV Networks (MTV: Music Television, VH1, Nickelodeon, TNN: The National Network, MTV2, Nick at Nite, TV Land, Country Music Television, and The Digital Suite from MTV Networks); Showtime Networks Inc.; 50% of Comedy Central (co-owned with AOL Time Warner Inc.); BET (including BET on Jazz and BET.com); Paramount Pictures; Paramount Home Entertainment; book publisher Simon & Schuster Inc., Famous Music Publishing; about 80% of Blockbuster Inc.; Famous Players, United Cinemas International, United International Pictures (film distribution); Paramount Parks. Online interests: MTV.com, CBS.com, CBSNews.com, Nickilodeon Online, VH1.com, Viacom Interactive Ventures (CBS MarketWatch.com, CBS SportsLine.com, Hollywood.com).

KEY: B = being bought | * = operated under LMA | TBA = operated under time brokerage agreement | S = satellite station | NR = not a Nielsen-rated market
How many black dots can you see?

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**TOP 25 TELEVISION GROUPS**

West Palm Beach, Fla. 33401
Phone: (561) 659-4122;
Fax: (561) 659-4754
Web site: paxon.com
Lowell W. "Bud" Paxson, chairman/owner
Dean Goodman, president/CEO, Paxson TV Group

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (affiliate; ch.)</th>
<th>DMA</th>
<th>U.S. HHS</th>
<th>HHS FCC</th>
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<tbody>
<tr>
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<td>Greensboro, N.C. (Fox; ch. 8)</td>
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<td>WTVX-IV</td>
<td>Austin, Texas (Fox; ch. 7)</td>
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<td>WTVX-IV</td>
<td>Gainesville, Fla. (Fox; ch. 51)</td>
<td>164</td>
<td>0.102</td>
<td>0.051</td>
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</tbody>
</table>

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

3. **Paxson**
   (NBC Inc. 32.5% owner with option to take control in 2002; deal currently in dispute)

68 stations/65.9% of U.S./33.7% FCC
601 Clearwater Park Rd.

**KEY:** B=being bought | U=under management | TBA= operated under time brokerage agreement | S=satellite station | NR=not a Nielsen-rated market

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- BLOOMBERG® After the Bell Report
- BLOOMBERG® On the Weekend Report
- BLOOMBERG PERSONAL FINANCE™ Report

Call 212.318.2202 for more information.
### Top 25 Television Groups

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (affiliate; ch.)</th>
<th>DMA</th>
<th>U.S. H.H.</th>
<th>H.Hs. FCC</th>
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<tbody>
<tr>
<td>WPXV-TV</td>
<td>New York (NBC; ch. 51)</td>
<td>47</td>
<td>0.585</td>
<td>0.293</td>
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<tr>
<td>WPJS-TV</td>
<td>Oklahoma City (ch. 62)</td>
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<td>WPGA-TV</td>
<td>Greensboro, N.C. (ch. 16)</td>
<td>44</td>
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<tr>
<td>WPXI-TV</td>
<td>Providence, R.I. (ch. 69)</td>
<td>49</td>
<td>0.570</td>
<td>0.285</td>
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<tr>
<td>KAPX-TV</td>
<td>Albuquerque/Santa Fe, N.M. (ch. 14)</td>
<td>48</td>
<td>0.576</td>
<td>0.288</td>
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<tr>
<td>WPKX-TV</td>
<td>Wilkes-Barre/Scranton, Pa. (ch. 64)</td>
<td>52</td>
<td>0.538</td>
<td>0.269</td>
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<tr>
<td>WPCK-TV</td>
<td>Brun., Ga./Jackson, Fla. (ABC; ch. 21)</td>
<td>53</td>
<td>0.534</td>
<td>0.269</td>
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<tr>
<td>KYFX-TV</td>
<td>Fresno, Calif. (ch. 61)</td>
<td>55</td>
<td>0.498</td>
<td>0.249</td>
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<tr>
<td>WPPI-TV</td>
<td>Albany, N.Y. (ch. 55)</td>
<td>57</td>
<td>0.488</td>
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<tr>
<td>KTRK-TV</td>
<td>Tulsa, Okla. (ch. 44)</td>
<td>59</td>
<td>0.477</td>
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<tr>
<td>WPXK-TV</td>
<td>Charleston, W.Va. (ch. 29)</td>
<td>61</td>
<td>0.454</td>
<td>0.235</td>
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<tr>
<td>WPXK (subsidiary of General Electric)</td>
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<tr>
<td>WABA-TV</td>
<td>Knoxville, Tenn. (WB/Pax; ch. 54)</td>
<td>62</td>
<td>0.454</td>
<td>0.254</td>
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<tr>
<td>WACO-TV</td>
<td>Morehead/Levinton, Ky. (ch. 67)</td>
<td>66</td>
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<tr>
<td>WRGB-TV</td>
<td>Roanoke, Va. (ch. 38)</td>
<td>68</td>
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<td>0.201</td>
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<tr>
<td>WPXR-TV</td>
<td>Newton/Des Moines, Iowa (ch. 39)</td>
<td>70</td>
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<tr>
<td>WPXD-TV</td>
<td>Kaneohe/Honolulu (ch. 66)</td>
<td>72</td>
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<td>KPXJ-TV</td>
<td>Shawpeort, La. (ch. 21)</td>
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<tr>
<td>KSPL-TV</td>
<td>Spokane, Wash. (ch. 34)</td>
<td>78</td>
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<tr>
<td>WFMX-TV</td>
<td>Waterville/Portland, Maine (ch. 23)</td>
<td>80</td>
<td>0.355</td>
<td>0.178</td>
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<tr>
<td>WPVI-TV</td>
<td>Syracuse, N.Y. (ch. 56)</td>
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<td>KXAS-TV</td>
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<td>WPXM-TV</td>
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<tr>
<td>WPUL-TV</td>
<td>Jacksonville/Greensboro, N.C. (ch. 35)</td>
<td>137</td>
<td>0.160</td>
<td>0.080</td>
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<tr>
<td>WTXF-TV</td>
<td>Wausau/Rhineland, Wis. (Pac; ch. 46)</td>
<td>137</td>
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<td>0.080</td>
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<td>WPVT-TV</td>
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<tr>
<td>WMMV-TV</td>
<td>San Sebastian, P.R. (Ind., ch. 38)</td>
<td>NR</td>
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<tr>
<td>WPXO-TV</td>
<td>Christiansfield, V.I. (ch. 15)</td>
<td>NR</td>
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</tbody>
</table>

**OTHER MEDIA INTERESTS:** Pax TV network

### 4. NBC

(subsidiary of General Electric Co.)

**24 stations/33.7% of U.S./30.4% FCC**

**Address:** 30 Rockefeller Plaza, New York, N.Y. 10112

**Phone:** (212) 664-4444

**Fax:** (212) 664-4085

**Web site:** nbc.com

**Jay Ireland, president, NBC TV Stations Group**

**Jay Ireland, president, NBC Television Stations Group**

**Patrick Mullen, president, Tribune Television Broadcasting**

**Patrick J. Mullen, president, Tribune Television**

**5. Tribune**

**23 stations/38.4% of U.S./28.7% FCC**

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

**Phone:** (312) 222-3333

**Fax:** (312) 329-0611

**Web site:** tribune.com

John W. Madigan, chairman/CEO, Tribune Co. (parent)

Dennis J. FitzSimons, president/CEO, Tribune Co./president, Tribune Broadcasting

Patrick J. Mullen, president, Tribune Television

**Station**

**Market (all WB unless noted; ch.)**

**DMA**

**U.S. H.Hs.**

**H.Hs. FCC**

**Station**

**Market (all WB unless noted; ch.)**

**DMA**

**U.S. H.Hs.**

**H.Hs. FCC**

**TPX**

**New York (NBC; ch. 4)**

**1**

**6.924**

**6.924**

**TPX**

**New York (Tele.; ch. 47)**

**2**

**5.030**

**5.030**

**TPX**

**Los Angeles (NBC; ch. 4)**

**3**

**3.187**

**3.187**

**TPX**

**Los Angeles (Tele.; ch. 52)**

**4**

**2.019**

**2.019**

**TPX**

**Los Angeles (Ind., ch. 22)**

**5**

**1.888**

**1.888**

**TPX**

**Chicago (NBC; ch. 5)**

**6**

**1.737**

**1.737**
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To connect, contact us at: broadcast.services@intelsat.com

www.intelsat.com/broadcast
6. ABC
(subsidiary of Walt Disney Co.)

10 stations/24.1% of U.S./23.8% FCC
77 W. 66th St., New York, N.Y. 10023
Phone: (212) 456-7777
Fax: (212) 456-6850
Web site: abc.com

Robert Iger, president/COO, Disney
Steven Bornstein, president, ABC Television
Walter Liss, president, Stations Group

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (all ABC affiliates: ch.)</th>
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<td>WLS-TV</td>
<td>Chicago (ch. 7)</td>
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<td>WPVI-TV</td>
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<td>KGO-TV</td>
<td>San Francisco (ch. 7)</td>
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<td>KTRK-TV</td>
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<td>55</td>
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7. Univision

32 stations/40.2% of U.S./21.0% FCC
5999 Center Dr., Los Angeles, Calif. 90045
Phone: (310) 216-3434
Fax: (310) 348-3459
Web site: univision.com

A. Jerrold Perenchio, chairman/CEO
Ray Rodriguez, president/chief operating officer, Univision Networks
Thomas Arnost, Michael Wortsman, co-presidents, Television Group

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (Univision affiliate unless noted: ch.)</th>
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<td>KMEX-TV</td>
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<td>WGRO-TV</td>
<td>Chicago (ch. 66)</td>
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<td>WXPB-TV</td>
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<td>KDRTV</td>
<td>San Francisco (ch. 14)</td>
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<td>KFVP-TV</td>
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<td>WWFT-TV</td>
<td>Boston (TeleFutura; ch. 66)</td>
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<td>KSTR-TV</td>
<td>Dallas/Ft. Worth (TeleFutura; ch. 49)</td>
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<td>WFTC-TV</td>
<td>Washington, D.C. (TeleFutura; ch. 14)</td>
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<td>1.010</td>
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<td>WSVG-TV</td>
<td>Atlanta (ch. 34)</td>
<td>9</td>
<td>1.888</td>
<td>0.944</td>
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<tr>
<td>KXUN-TV</td>
<td>Houston (ch. 45)</td>
<td>11</td>
<td>1.737</td>
<td>0.869</td>
</tr>
<tr>
<td>KTFV-TV</td>
<td>Houston (TeleFutura; ch. 67)</td>
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<td></td>
<td></td>
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<tr>
<td>WWTI-TV</td>
<td>Tampa/St. Petersburg, Fla. (TeleFutura; ch. 50)</td>
<td>14</td>
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<td>WMAM-TV</td>
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<td>KPHN-TV</td>
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<td>KTWW-TV</td>
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<td>WQHS-TV</td>
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<td>KUSF-TV</td>
<td>Sacramento, Calif. (ch. 19)</td>
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<td>KLEX-TV</td>
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<td>37</td>
<td>0.673</td>
<td>0.337</td>
</tr>
</tbody>
</table>

KEY: B=being bought | *=operated under LMA | TBA=operated under time brokerage agreement | S=satellite station | NR=not a Nielsen-rated market
There's a better way to go digital.

Talk to Leitch.
The people who invented the shared-storage news server.

Going digital is the buzz of the industry. Everywhere you hear promises of simultaneous access, content sharing and instant playout. It's true that an all-digital newsroom will help you beat the competition to air, tighten your on-air look, and at the same time lower your costs. But what are the risks?

With Leitch integrated news solutions, there aren't any. We pioneered Fibre Channel shared storage. And while the other guys are moving to adopt this architecture, we've been refining its integration for years. So when we say "simultaneous instant access to all your news content, by your entire team", we're not kidding. No waiting to cut. No file transfers just before air. Ever. None.

Add our NEWSFlash™ playout-ready non-linear editor and integrated BrowseCutter™ desktop editing to the news server - that is also the most easily scalable for future interconnectivity - and taking your newsroom digital is no longer a leap of faith.

Leitch Integrated News Solutions. The way broadcast news should work.

Witness innovation in integrated solutions by visiting Leitch NAB booth #L19511.
9. Hearst-Argyle

HTV

34 stations/17.5% of U.S./15.9% FCC

888 7th Ave., New York, N.Y. 10106
Phone: (212) 887-6800
Fax: (212) 887-6875
Web site: hearstargyle.com
David Barrett, president, Hearst-Argyle TV
Frank A. Bennack Jr., president, Hearst Corp.
(parent/66% owner)
David Barrett, president, Hearst-Argyle Television

8. Gannett
GCI

22 stations/17.7% of U.S./17.5% FCC

1100 Wilson Blvd., Arlington, Va. 22209
Phone: (703) 284-6760; Fax: (703) 247-3114
Web site: gannett.com
Douglas H. McCorkindale, chairman, Gannett Co. Inc. (parent)
Craig A. Dubow, president/CEO, broadcasting

Craig A. Dubow, president, Gannett Broadcasting

Station  Market (affiliate; ch.)  DMA  U.S. HHS  HHS FCC

WUSA-TV  Washington (CBS; ch. 9)  8  2.019  2.019
WGA-TV  Atlanta (NBC; ch. 11)  9  1.888  1.888
KARE-TV  Minneapolis/St. Paul (NBC; ch. 11)  13  1.492  1.492
WTSP-TV  Tampa/St. Petersburg, Fla. (CBS; ch. 10)  14  1.487  1.487
WJXT-TV  Jacksonville, Fla. (CBS; ch. 12)  53  0.534  0.534
WXIX-TV  Jacksonville, Fla. (ABC; ch. 25)  123  0.122  0.122

OTHER MEDIA INTERESTS: 95 daily U.S. newspapers, including USA Today, USA Weekend, and 300 non-daily publications. Online interests: usatoday.com. Partner in iBlast

KEY: B=being bought  **=operated under LMA  TBA= operated under time brokerage agreement  S=satellite station  NR=not a Nielsen-rated market

56 Broadcasting & Cable/4-8-02
MxWeatherSpan™ advanced weather graphics and forecasting. Your edge, their angst.

Want to give the competition some sleepless nights? Let them see your new weather graphics as they’re watching your late news and weathercast.

They’ll wish you’d never gotten your hands on MxWeatherSpan. Its stunning, high-definition graphics raise the bar on visual quality, drawing viewers back to your station again and again. MxWeatherSpan combines an intuitive drag-and-drop interface with an extensive graphical library, so there’s literally no limit to the ways you can easily customize your graphics and build a distinctive weather brand.

As if that weren’t enough to give your competition ulcers, the MxWeatherSpan system also has modules for street-level storm tracking, hyperlocal weather, instant conversion for Web use, guaranteed on-time weather data delivery, and some of the most advanced forecasting models available.

Many of America’s most respected stations—like KARE 11 in Minneapolis, KIRO in Seattle, and WBBM in Chicago—turn to us for weather solutions that help them win the ratings war. To learn how we can do the same for you, call us today or try out our free online demo.

Hurry. If you snooze, you lose.

Call 800-817-2830 for more information | Try our free online demo at www.meteorlogix.com/broadcast
10. Trinity Broadcasting Network

**PRIVATE**

**23 stations/31.6%US/15.8% FCC**

Address: 2442 Michelle Drive, Tustin, Calif., 92780

**Phone:** (714) 832-2950

**Fax:** (714) 730-0657

**Web site:** www.tbn.org

Paul F. Crouch, president

Al Brown, chief financial officer

**Station** | **Market (affiliate; ch.)** | **DMA** | **U.S. HNs** | **HNs FCC**
---|---|---|---|---|
**WBTW**: | New York (ch. 54) | 1 | 6.924 | 3.462 |
**KTBN**: | Los Angeles (ch. 40) | 2 | 5.030 | 2.515 |
**WWHO**: | Chicago (ch. 35) | 3 | 3.187 | 1.594 |
**KDPX**: | Dallas (ch. 58) | 7 | 2.088 | 1.044 |
**WKGQ**: | Atlanta (ch. 63) | 9 | 1.888 | 0.944 |
**KTBS**: | Seattle (ch. 20) | 12 | 1.562 | 0.781 |
**WMHT**: | Miami (ch. 45) | 15 | 1.470 | 0.735 |
**KPAZ**: | Phoenix (ch. 21) | 16 | 1.458 | 0.729 |
**WOU**: | Cleveland (ch. 17) | 17 | 1.435 | 0.718 |
**WCCU**: | Indianapolis (ch. 42) | 25 | 0.961 | 0.481 |
**WPQG**: | Nashville, Tenn. (ch. 50) | 30 | 0.834 | 0.417 |
**WPT**: | Birmingham, Ala. (ch. 60) | 39 | 0.649 | 0.325 |
**WMB**: | Memphis, Tenn. (ch. 40) | 41 | 0.621 | 0.311 |
**KTBC**: | Oklahoma City (ch. 14) | 45 | 0.592 | 0.296 |
**KHAT**: | Albuquerque, N.M. (ch. 23) | 48 | 0.576 | 0.288 |
**KDOM**: | Tulsa, Okla. (ch. 17) | 59 | 0.477 | 0.239 |
**WFOX**: | Dayton, Ohio (ch. 43) | 60 | 0.469 | 0.235 |
**MWM**: | Mobile, Ala. (ch. 21) | 63 | 0.446 | 0.223 |
**KAAH**: | Honolulu (ch. 26) | 72 | 0.378 | 0.189 |
**KEZ**: | Honolulu (ch. 6) | 73 | 0.378 | 0.189 |
**WTRE**: | Chattanooga, Tenn. (ch. 23) | 86 | 0.320 | 0.160 |
**WMC**: | Montgomery, Ala. (ch. 45) | 114 | 0.222 | 0.111 |
**KSL**: | St. Joseph, Mo. (ch. 4) | 189 | 0.054 | 0.054 |

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

**11. Sinclair**

**SBGI**

**62 stations/24.9% of U.S./15.0% FCC**

10706 Beaver Dam Rd., Hunt Valley, Md. 21030

**Phone:** (410) 568-1500

**Fax:** (410) 568-1588

**Web site:** sbgi.net

David Smith, CEO, Sinclair Television

David B. Amy, EVP/COO

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (affiliate; ch.)</th>
<th>DMA</th>
<th>U.S. HNs</th>
<th>HNs FCC</th>
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</thead>
<tbody>
<tr>
<td>KMWB**:</td>
<td>Minneapolis/St. Paul (WB; ch. 23)</td>
<td>13</td>
<td>1.492</td>
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<tr>
<td>WTTA**:</td>
<td>Tampa/St. Petersburg, Fla. (WB; ch. 38)</td>
<td>14</td>
<td>1.487</td>
<td>0.744</td>
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<tr>
<td>KDVR**:</td>
<td>Sacramento, Calif. (CBS; ch. 13)</td>
<td>19</td>
<td>1.163</td>
<td>1.163</td>
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<tr>
<td>WPGR**:</td>
<td>Pittsburgh (Fox; ch. 53)</td>
<td>21</td>
<td>1.089</td>
<td>0.545</td>
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<tr>
<td>WCMC**:</td>
<td>Pittsburgh (WB; ch. 22)</td>
<td>22</td>
<td>1.085</td>
<td>0.543</td>
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<tr>
<td>KOKI**:</td>
<td>St. Louis (ABC; ch. 30)</td>
<td>24</td>
<td>0.971</td>
<td>0.486</td>
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<tr>
<td>WBN**:</td>
<td>Baltimore (Fox; ch. 45)</td>
<td>23</td>
<td>0.971</td>
<td>0.486</td>
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<tr>
<td>WMY**:</td>
<td>Baltimore (WB; ch. 54)</td>
<td>25</td>
<td>0.961</td>
<td>0.961</td>
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<tr>
<td>WTVI**:</td>
<td>Indianapolis (WB; ch. 4)</td>
<td>29</td>
<td>0.891</td>
<td>0.447</td>
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<tr>
<td>WDTI**:</td>
<td>Indianapolis (simulcasts wtnv; ch. 29)</td>
<td>31</td>
<td>0.806</td>
<td>0.403</td>
</tr>
<tr>
<td>WSRV**:</td>
<td>Raleigh/Durham, N.C. (WB; ch. 22)</td>
<td>30</td>
<td>0.834</td>
<td>0.417</td>
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<tr>
<td>WROS**:</td>
<td>Durham/Raleigh (UPN; ch. 28)</td>
<td>32</td>
<td>0.793</td>
<td>0.397</td>
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<tr>
<td>WFXI**:</td>
<td>Kansas City, Mo. (WB; ch. 62)</td>
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<td>0.789</td>
<td>0.395</td>
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<tr>
<td>WTVI**:</td>
<td>Milwaukee (UPN/Fox; ch. 24)</td>
<td>34</td>
<td>0.768</td>
<td>0.768</td>
</tr>
<tr>
<td>WSYX**:</td>
<td>Columbus, Ohio (ABC; ch. 6)</td>
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<td>0.768</td>
<td>0.768</td>
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<tr>
<td>WRTT**:</td>
<td>Columbus, Ohio (Fox; ch. 28)</td>
<td>36</td>
<td>0.732</td>
<td>0.732</td>
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<tr>
<td>WLOS**:</td>
<td>Greenville, S.C./Asheville, N.C. (ABC; ch. 13)</td>
<td>37</td>
<td>0.673</td>
<td>0.337</td>
</tr>
<tr>
<td>WBS**:</td>
<td>Greenville, S.C./Asheville, N.C. (WB; ch. 40)</td>
<td>38</td>
<td>0.673</td>
<td>0.337</td>
</tr>
<tr>
<td>WAKR**:</td>
<td>San Antonio (Fox; ch. 29)</td>
<td>39</td>
<td>0.649</td>
<td>0.325</td>
</tr>
<tr>
<td>WAB**:</td>
<td>Birmingham/Tuscaloosa, Ala. (WB; ch. 21)</td>
<td>40</td>
<td>0.601</td>
<td>0.301</td>
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<tr>
<td>WBB**:</td>
<td>Birmingham/Tuscaloosa (UPN; ch. 68)</td>
<td>41</td>
<td>0.601</td>
<td>0.301</td>
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<td>KTV**:</td>
<td>Sacramento (simulcasts wtnv; ch. 17)</td>
<td>42</td>
<td>0.620</td>
<td>0.310</td>
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<tr>
<td>WTVI**:</td>
<td>Norfolk, Va. (WB; ch. 33)</td>
<td>43</td>
<td>0.601</td>
<td>0.301</td>
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<tr>
<td>WFOX**:</td>
<td>Greensboro, N.C. (ABC; ch. 45)</td>
<td>44</td>
<td>0.601</td>
<td>0.301</td>
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<tr>
<td>WFXI**:</td>
<td>Greensboro, N.C. (UPN; ch. 48)</td>
<td>45</td>
<td>0.592</td>
<td>0.296</td>
</tr>
<tr>
<td>WCG**:</td>
<td>Oklahoma City (Fox; ch. 25)</td>
<td>46</td>
<td>0.585</td>
<td>0.293</td>
</tr>
<tr>
<td>WTVI**:</td>
<td>Buffalo, N.Y. (Fox; ch. 29)</td>
<td>47</td>
<td>0.585</td>
<td>0.293</td>
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<tr>
<td>WNYE**:</td>
<td>Buffalo, N.Y. (WB; ch. 49)</td>
<td>51</td>
<td>0.550</td>
<td>0.275</td>
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<tr>
<td>WCM**:</td>
<td>Las Vegas (WB; ch. 21)</td>
<td>52</td>
<td>0.550</td>
<td>0.275</td>
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<tr>
<td>WFFI**:</td>
<td>Las Vegas (Ind.; ch. 33)</td>
<td>60</td>
<td>0.469</td>
<td>0.235</td>
</tr>
<tr>
<td>WRGT**:</td>
<td>Dayton, Ohio (NBC; ch. 22)</td>
<td>61</td>
<td>0.469</td>
<td>0.235</td>
</tr>
</tbody>
</table>

**KEY:** B = being bought; * = operated under LMA; TBA = operated under time brokerage agreement; S = satellite station; NR = not a Nielsen-rated market
Unrivaled.


From Alaska to Argentina...Florida to Finland...Maui to Mumbai, SES AMERICOM is a leader in the delivery of end-to-end communications solutions to broadcasters, cable programmers, Internet service providers, government agencies, educational institutions and enterprise networks.

Our tradition of operational excellence continues with rock-solid broadcast reliability, unparalleled SNG inventory, premier cable penetration, and the best radio neighborhood.

Share in our tradition of customer success. Visit our NAB booth, Sands #S8127, or call +1-609-987-4200.
12. Belo

19 stations/13.8% of U.S./13.1% FCC

400 S. Record St., Dallas, Texas 75202
Phone: (214) 977-6600;
Fax: (214) 977-2030
Website: belo.com

Robert W. Decherd, chairman/president/owner of 17.3% of voting shares
John L. "Jack" Sander, EVP, media operations, and president, television group

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (affiliate; ch.)</th>
<th>DMA</th>
<th>U.S. HHs</th>
<th>HHs FCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>WFAA-TV</td>
<td>Dallas/Ft. Worth (ABC; ch. 8)</td>
<td>214</td>
<td>2.088</td>
<td>2.088</td>
</tr>
<tr>
<td>KDFW-TV</td>
<td>Dallas/Ft. Worth (Fox; ch. 4)</td>
<td>214</td>
<td>2.088</td>
<td>2.088</td>
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<tr>
<td>KMOV-TV</td>
<td>Dallas/Ft. Worth (WB; ch. 5)</td>
<td>214</td>
<td>2.088</td>
<td>2.088</td>
</tr>
</tbody>
</table>

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

13. Cox

15 stations/10.2% of U.S./10.1% FCC

205 Peachtree Dunwoody Rd., Atlanta, Ga. 30328
Phone: (678) 645-0000
Fax: (678) 645-5250
Website: cimedia.com
Andrew S. Fisher, president, Cox Television

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (affiliate; ch.)</th>
<th>DMA</th>
<th>U.S. HHs</th>
<th>HHs FCC</th>
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<tbody>
<tr>
<td>KTXV-TV</td>
<td>San Antonio (Fox; ch. 2)</td>
<td>210</td>
<td>2.301</td>
<td>2.301</td>
</tr>
<tr>
<td>KXIC-TV</td>
<td>San Jose/San Francisco (Ind.; ch. 36)</td>
<td>5</td>
<td>2.301</td>
<td>2.301</td>
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<tr>
<td>WSBS-TV</td>
<td>Atlanta (ABC; ch. 2)</td>
<td>210</td>
<td>2.301</td>
<td>2.301</td>
</tr>
<tr>
<td>KSRV-TV</td>
<td>Seattle (CBS; ch. 7)</td>
<td>210</td>
<td>2.301</td>
<td>2.301</td>
</tr>
<tr>
<td>WFXV-TV</td>
<td>Pittsburgh (NBC; ch. 11)</td>
<td>210</td>
<td>2.301</td>
<td>2.301</td>
</tr>
<tr>
<td>WTVF-TV</td>
<td>Orlando, Fla. (ABC; ch. 9)</td>
<td>210</td>
<td>2.301</td>
<td>2.301</td>
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<tr>
<td>WFOC-TV</td>
<td>Orlando, Fla. (Ind., ch. 27)</td>
<td>210</td>
<td>2.301</td>
<td>2.301</td>
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<tr>
<td>WROC-TV</td>
<td>Rochester (ABC; ch. 9)</td>
<td>210</td>
<td>2.301</td>
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<tr>
<td>WFTV-TV</td>
<td>Orlando, Fla. (Ind., ch. 27)</td>
<td>210</td>
<td>2.301</td>
<td>2.301</td>
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<tr>
<td>WJW-TV</td>
<td>Columbus (WB; ch. 6)</td>
<td>210</td>
<td>2.301</td>
<td>2.301</td>
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<tr>
<td>KALL-TV</td>
<td>Salt Lake City (WB; ch. 13)</td>
<td>210</td>
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<tr>
<td>KJTV-TV</td>
<td>San Antonio (Fox; ch. 2)</td>
<td>210</td>
<td>2.301</td>
<td>2.301</td>
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<tr>
<td>KFOX-TV</td>
<td>El Paso, Texas (Fox; ch. 14)</td>
<td>210</td>
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<tr>
<td>KVRX-TV</td>
<td>Reno, Nev. (Fox; ch. 11)</td>
<td>210</td>
<td>2.301</td>
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<tr>
<td>WAVE-TV</td>
<td>Palm Beach, Fla. (WB; ch. 6)</td>
<td>210</td>
<td>2.301</td>
<td>2.301</td>
</tr>
</tbody>
</table>

OTHER MEDIA INTERESTS: Cox Newspapers, Cox Radio Inc.; Cox Cable, high-speed Internet access and broadband services, Cox Interactive Media, 10.4% of E! Entertainment Television, 10% of Primetime. Online interests include investment in Excite@Home. Partner in iBlasT

KEY: B=being bought  | *=operated under LMA  | TBA= operated under time brokerage agreement  | S=satellite station  | NR=not a Nielsen-rated market
Helping broadcasters reach new heights.

Broadcasters today need flexibility. SpectraSite Broadcast Group delivers fully integrated services to meet the unique needs of each broadcaster and each market.

Complete tower design/engineering/fabrication/installation/analysis/ modification. The SpectraSite team includes the names you know best—Stainless, Inc. and Doty Moore.

Community Broadcast Facilities.
A Community Broadcast Facility allows multiple broadcasters to utilize a common tower and transmitter building. We obtain the site, complete the construction and manage the facility for one cost-effective monthly payment.

Turnkey financing/leasing solutions. A simple lease can take care of all your transmission infrastructure needs. Custom financing can cover selected parts of a project or an entire facility.
### 14. Clear Channel

**35 stations/12.6% of U.S./8.7% FCC**

Address: 200 East Basse Rd., San Antonio, Texas 78209  
Phone: 210 822 2828  
Web site: www.clearchannel.com  
L Lowry Mays, chairman/CEO  
William G. Moll, president, Clear Channel Television

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (affiliate, ch.)</th>
<th>DMA</th>
<th>U.S. Hhs</th>
<th>HHS FCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTFF-TV</td>
<td>San Francisco (Ind., ch. 50)</td>
<td>5</td>
<td>2.301</td>
<td>1.151</td>
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<tr>
<td>KYOV-TV</td>
<td>Seattle (Ind., ch. 12)</td>
<td>12</td>
<td>1.562</td>
<td>1.562</td>
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<tr>
<td>WMRK-TV</td>
<td>Cincinnati (CBS, ch. 12)</td>
<td>32</td>
<td>0.793</td>
<td>0.793</td>
</tr>
<tr>
<td>KVBC-TV</td>
<td>Salt Lake City (ABC, ch. 32)</td>
<td>35</td>
<td>0.743</td>
<td>0.743</td>
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<tr>
<td>KMNO-TV</td>
<td>San Antonio (NBC, ch. 100)</td>
<td>37</td>
<td>0.673</td>
<td>0.673</td>
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<tr>
<td>WPHY-TV</td>
<td>Memphis, Tenn. (ABC/WB, ch. 24)</td>
<td>41</td>
<td>0.621</td>
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<td>WMARTV</td>
<td>Memphis, Tenn. (UPN, ch. 30)</td>
<td>42</td>
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<td>WJTV-46</td>
<td>Jacksonville, Fl. (UPN, ch. 47)</td>
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<td>WKWF-FOX</td>
<td>Jacksonville, Fl. (Fox, ch. 30)</td>
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<td>KHTV-CBS</td>
<td>Fresno, Calif. (CBS, ch. 47)</td>
<td>55</td>
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<td>KASV</td>
<td>Little Rock, Ark. (UPN, ch. 38)</td>
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<td>0.429</td>
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<td>KRTV-Fox</td>
<td>Little Rock, Ark. (Fox, ch. 16)</td>
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<td>WOAI-TV</td>
<td>Albany, N.Y. (Fox, ch. 23)</td>
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<td>0.488</td>
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<td>KOKH-TV</td>
<td>Tulsa, Okla. (Fox, ch. 23)</td>
<td>59</td>
<td>0.477</td>
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<tr>
<td>KFOR-TV</td>
<td>Tulsa, Okla. (UPN, ch. 41)</td>
<td>63</td>
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<tr>
<td>WATE-TV</td>
<td>Mobile, Ala. (UPN, ch. 44)</td>
<td>81</td>
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<td>WPMI-TV</td>
<td>Mobile, Ala. (NBC, ch. 15)</td>
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<td>0.218</td>
<td>0.109</td>
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<td>KCAA-TV</td>
<td>Santa Barbara, Calif. (CBS, ch. 12)</td>
<td>120</td>
<td>0.214</td>
<td>0.214</td>
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<tr>
<td>KBMT-KMTV</td>
<td>Eugene, Ore. (NBC, ch. 16)</td>
<td>123</td>
<td>0.205</td>
<td>0.103</td>
</tr>
<tr>
<td>KXIT-TV</td>
<td>Eugene, Ore. (NBC, ch. 23)</td>
<td>123</td>
<td>0.205</td>
<td>0.103</td>
</tr>
<tr>
<td>KEQI-TV</td>
<td>Eugene, Ore. (NBC, ch. 46)</td>
<td>130</td>
<td>0.178</td>
<td>0.089</td>
</tr>
<tr>
<td>WSVI-TV</td>
<td>Binghamton, N.Y. (ABC, ch. 34)</td>
<td>156</td>
<td>0.125</td>
<td>0.063</td>
</tr>
<tr>
<td>WUTI-TV</td>
<td>Utica, N.Y. (ABC, ch. 20)</td>
<td>168</td>
<td>0.096</td>
<td>0.048</td>
</tr>
<tr>
<td>WATN-TV</td>
<td>Watertown, N.Y. (ABC, ch. 50)</td>
<td>176</td>
<td>0.081</td>
<td>0.041</td>
</tr>
<tr>
<td>WJXT-TV</td>
<td>Jacksonville, Tenn. (UPN, ch. 16)</td>
<td>183</td>
<td>0.069</td>
<td>0.035</td>
</tr>
<tr>
<td>KVII-TV</td>
<td>Eureka, Calif. (CBS, ch. 6)</td>
<td>195</td>
<td>0.052</td>
<td>0.052</td>
</tr>
<tr>
<td>KTVF-TV</td>
<td>Fairbanks, Alaska (NBC, ch. 11)</td>
<td>203</td>
<td>0.029</td>
<td>0.029</td>
</tr>
</tbody>
</table>

**OTHER MEDIA INTERESTS:** Clear Channel Entertainment (TV production and event promotions), Music Entertainment (joint venture with RLR Productions to develop music-based TV properties), 1,231 radio stations; Clear Channel Outdoor (billboards)

### 15. Pappas Telecasting

**21 stations/13.4% of U.S./8.1% FCC**

Address: 500 S. Chinnow Rd., Visalia, Calif. 93277  
Phone: (559) 733-7800;  
Fax: (559) 733-7878  
Howard Shier, EVP, English-language TV Group

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (affiliate, ch.)</th>
<th>DMA</th>
<th>U.S. Hhs</th>
<th>HHS FCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>KZAA-TV</td>
<td>Los Angeles (Azteca America, ch. 54)</td>
<td>2</td>
<td>5.030</td>
<td>2.515</td>
</tr>
<tr>
<td>KFMY-TV</td>
<td>Ft. Bragg/San Francisco (Azteca America, ch. 8)</td>
<td>5</td>
<td>2.301</td>
<td>2.301</td>
</tr>
<tr>
<td>KTMF-TV</td>
<td>Concord/San Francisco, Calif. (Azteca America, ch. 42)</td>
<td>11</td>
<td>1.737</td>
<td>0.869</td>
</tr>
<tr>
<td>WAKV</td>
<td>Greenville, N.C./Asheville, SC (UPN, ch. 63)</td>
<td>44</td>
<td>0.601</td>
<td>0.301</td>
</tr>
<tr>
<td>KMHF-FOX</td>
<td>Visalia/Fresno, Calif. (Fox, ch. 26)</td>
<td>55</td>
<td>0.498</td>
<td>0.249</td>
</tr>
<tr>
<td>KFRE-TV</td>
<td>Fresno (WB, ch. 59)</td>
<td>55</td>
<td>0.384</td>
<td>0.193</td>
</tr>
<tr>
<td>WMAM-TV</td>
<td>Green Bay/Fond du Lac, Wis. (Family, ch. 68)</td>
<td>70</td>
<td>0.384</td>
<td>0.192</td>
</tr>
<tr>
<td>KPMB-TV</td>
<td>Ames/Des Moines, Iowa (WB, ch. 23)</td>
<td>70</td>
<td>0.366</td>
<td>0.183</td>
</tr>
<tr>
<td>KPTM-FOX</td>
<td>Omaha, Neb. (Fox, ch. 42)</td>
<td>75</td>
<td>0.366</td>
<td>0.183</td>
</tr>
<tr>
<td>KVOO</td>
<td>Oklahoma (WB, ch. 15)</td>
<td>102</td>
<td>0.255</td>
<td>0.255</td>
</tr>
<tr>
<td>KHQT-ID</td>
<td>Lincoln, Neb. (ABC, ch. 13)</td>
<td>171</td>
<td>0.091</td>
<td>0.091</td>
</tr>
<tr>
<td>KTVG</td>
<td>Lincoln/Grand Island, Neb. (Fox, ch. 17)</td>
<td>209</td>
<td>0.014</td>
<td>0.014</td>
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</tbody>
</table>

**PRIVATE**

**20 stations/10.7% of U.S./4.9% FCC**

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (affiliate, ch.)</th>
<th>DMA</th>
<th>U.S. Hhs</th>
<th>HHS FCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>WXYZ-FOX</td>
<td>Detroit (ABC, ch. 7)</td>
<td>10</td>
<td>1.782</td>
<td>1.782</td>
</tr>
</tbody>
</table>

**EVP, English-language TV Group**

**Howard Shier, executive vice president/CEO, English-Language TV Group**

**16. E.W. Scripps**

**10 stations/9.9% of U.S./8.0% FCC**

Address: 312 Walnut St., Ste. 2300, Cincinnati, Ohio 45201  
Phone: (513) 977-3000  
Fax: (513) 977-3728  
Web site: scripps.com

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (affiliate, ch.)</th>
<th>DMA</th>
<th>U.S. Hhs</th>
<th>HHS FCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFSN</td>
<td>Reno, Nev. (WB, ch. 27)</td>
<td>110</td>
<td>0.240</td>
<td>0.114</td>
</tr>
<tr>
<td>KCNC-TV</td>
<td>Sacramento/Stockton, Calif. (Azteca America, ch. 42)</td>
<td>19</td>
<td>1.163</td>
<td>0.582</td>
</tr>
<tr>
<td>WWUX-TV</td>
<td>Opelika, Ala./Columbus, Ga. (UPN, ch. 66)</td>
<td>126</td>
<td>0.198</td>
<td>0.094</td>
</tr>
<tr>
<td>KPTM-TV</td>
<td>Sioux City, Iowa (Fox, ch. 44)</td>
<td>144</td>
<td>0.146</td>
<td>0.073</td>
</tr>
<tr>
<td>KSUT-TV</td>
<td>Yuma, Ariz./El Centro, Calif. (CBS, ch. 13)</td>
<td>171</td>
<td>0.091</td>
<td>0.091</td>
</tr>
<tr>
<td>KWBW-TV</td>
<td>Hayes Center, Neb. (ABC, ch. 6)</td>
<td>209</td>
<td>0.014</td>
<td>0.014</td>
</tr>
</tbody>
</table>

**SSP**

**OTHER MEDIA INTERESTS:** Two radio stations
OUR CLIENTS ENJOY GREAT WEATHER YEAR ROUND, BUT ESPECIALLY IN FEBRUARY, MAY AND NOVEMBER.

At WSI, we turn weather into ratings. That's why more than half the broadcasters in America choose WSI weather systems. But clients rely on us for much more than cutting-edge technology.

Improve your station's branding efforts with WSI's on-air promotional support, customized graphics and expert guidance for the presentation of your weather. Increase the precision and credibility of your newscast with the country's most popular real-time weather data and forecasting services. Every new service and innovation we develop is designed to help you win.

Be sure to join us at NAB for the premiere of VORTEX, the world's most powerful forecasting engine, and the revolutionary new TrueView system. See how WSI is working year round to improve your weather in ways that build viewer loyalty. Call Jeri Wesson at (978) 262-0612.

Visit us at NAB in Las Vegas, booth L9058.
17. Raycom

35 stations/10.0% of U.S./7.7% FCC

RSA Tower, 201 Monroe St., 20th Floor, Montgomery, Ala. 36104
Phone: (334) 206-1400
Fax: (334) 206-1555
Web site: raycommedia.com
Paul McTeir, president, CEO
Wayne Daugherty, Marty Edelman, Jeff Rosser, vice presidents, TV group

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (affiliate; ch.)</th>
<th>DMA</th>
<th>U.S. HHS</th>
<th>HHS FCC</th>
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<tbody>
<tr>
<td>WOIO-TV</td>
<td>Cleveland (CBS; ch. 19)</td>
<td>17</td>
<td>1.458</td>
<td>0.718</td>
</tr>
<tr>
<td>WUAJ-TV</td>
<td>Cleveland (UPN; ch. 43)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WWXI-TV</td>
<td>Cincinnati (Fox; ch. 19)</td>
<td>30</td>
<td>0.793</td>
<td>0.397</td>
</tr>
<tr>
<td>WFXP-TV</td>
<td>West Palm Beach, Fla. (Fox; ch. 29)</td>
<td>40</td>
<td>0.646</td>
<td>0.323</td>
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<tr>
<td>WWMG-TV</td>
<td>Memphis, Tenn. (NBC; ch. 5)</td>
<td>40</td>
<td>0.621</td>
<td>0.621</td>
</tr>
<tr>
<td>KASA-TV</td>
<td>Albuquerque/Santa Fe, N.M. (Fox; ch. 2)</td>
<td>48</td>
<td>0.576</td>
<td>0.576</td>
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<tr>
<td>WWTV-TV</td>
<td>Richmond, Va. (CBS; ch. 6)</td>
<td>60</td>
<td>0.479</td>
<td>0.479</td>
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<tr>
<td>WTVQ-TV</td>
<td>Knoxville, Tenn. (Fox; ch. 43)</td>
<td>62</td>
<td>0.454</td>
<td>0.227</td>
</tr>
<tr>
<td>WNOH-TV</td>
<td>Toledo, Ohio (NBC; ch. 24)</td>
<td>68</td>
<td>0.397</td>
<td>0.199</td>
</tr>
<tr>
<td>KHMK-TV</td>
<td>Honolulu (NBC; ch. 8)</td>
<td>72</td>
<td>0.378</td>
<td>0.378</td>
</tr>
<tr>
<td>KVEE-TV</td>
<td>Honolulu (UPN/WB; ch. 5)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KBIC-S</td>
<td>Honolulu (NBC; ch. 2)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KOGS</td>
<td>Honolulu (NBC; ch. 15)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KOLC-TV</td>
<td>Tucson, Ariz. (CBS; ch. 13)</td>
<td>73</td>
<td>0.372</td>
<td>0.372</td>
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<tr>
<td>KFVS-TV</td>
<td>Paducah, Ky./Cape Girardeau, Mo. (CBS; ch. 12)</td>
<td>77</td>
<td>0.363</td>
<td>0.363</td>
</tr>
<tr>
<td>KSLA-TV</td>
<td>Shreveport, La. (CBS; ch. 12)</td>
<td>79</td>
<td>0.353</td>
<td>0.353</td>
</tr>
<tr>
<td>WSTM-TV</td>
<td>Syracuse, N.Y. (NBC; ch. 3)</td>
<td>81</td>
<td>0.345</td>
<td>0.345</td>
</tr>
<tr>
<td>WAFB-TV</td>
<td>Huntsville, Ala. (NBC; ch. 48)</td>
<td>83</td>
<td>0.339</td>
<td>0.170</td>
</tr>
<tr>
<td>WACK-TV</td>
<td>Columbia, S.C. (Fox; ch. 57)</td>
<td>84</td>
<td>0.327</td>
<td>0.164</td>
</tr>
</tbody>
</table>

OTHER MEDIA INTERESTS: Scripps Productions/Cinetel Studios; cable channels Home & Garden TV, Food Network and Do It Yourself plus stake in SportSouth; United Media; Scripps Technology Center; 19 daily newspapers; Scripps Howard News Service. Online interests: 27 local portals, hgtv.com, foodtv.com, diynet.com, comics.com, 12% of AdOne.com, Scripps Ventures (invests in Internet startups). Partner in iBlast (to be national datacasting network)

18. Meredith

MDP

11 stations/8.7% of U.S./7.4% FCC

1716 Locust St., Des Moines, Iowa 50309
Phone: (515) 284-3000
Fax: (515) 284-2393 or -2700
Web site: meredith.com
William T. Kerr, chairman, Meredith Corp. (parent)
Kevin O'Brien, president, Broadcasting Group

<table>
<thead>
<tr>
<th>Station</th>
<th>Market (affiliate; ch.)</th>
<th>DMA</th>
<th>U.S. HHS</th>
<th>HHS FCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPCC-TV</td>
<td>Atlanta (CBS; ch. 46)</td>
<td>9</td>
<td>1.888</td>
<td>0.944</td>
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<tr>
<td>KPHO-TV</td>
<td>Phoenix (CBS; ch. 5)</td>
<td>16</td>
<td>1.458</td>
<td>1.458</td>
</tr>
<tr>
<td>KPTV-TV</td>
<td>Portland, Ore. (UPN; ch. 12)</td>
<td>23</td>
<td>1.014</td>
<td>1.014</td>
</tr>
<tr>
<td>KPOD-TV</td>
<td>Portland, Ore. (Fox; ch. 49)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WSPA-TV</td>
<td>Hartford/New Haven, Conn. (CBS; ch. 3)</td>
<td>28</td>
<td>0.904</td>
<td>0.904</td>
</tr>
<tr>
<td>WSMV-TV</td>
<td>Nashville, Tenn. (NBC; ch. 4)</td>
<td>30</td>
<td>0.834</td>
<td>0.834</td>
</tr>
<tr>
<td>KCTV-TV</td>
<td>Kansas City, Mo. (CBS; ch. 5)</td>
<td>31</td>
<td>0.806</td>
<td>0.806</td>
</tr>
<tr>
<td>WNKJ-TV</td>
<td>Greenville, S.C./Asheville, N.C. (Fox; ch. 21)</td>
<td>36</td>
<td>0.732</td>
<td>0.366</td>
</tr>
<tr>
<td>KMOL-TV</td>
<td>Las Vegas (Fox; ch. 5)</td>
<td>51</td>
<td>0.550</td>
<td>0.550</td>
</tr>
<tr>
<td>WNEM-TV</td>
<td>Flint/Saginaw, Mich. (CBS; ch. 5)</td>
<td>64</td>
<td>0.430</td>
<td>0.430</td>
</tr>
<tr>
<td>KFWO-TV</td>
<td>Bend, Ore. (Fox; ch. 39)</td>
<td>201</td>
<td>0.044</td>
<td>0.022</td>
</tr>
</tbody>
</table>

OTHER MEDIA INTERESTS: Two radio stations; Raycom Sports (production, marketing, events management)
Are You Stuck In Traffic?

Let CAM Systems Accelerate Your Business.

With Traffic & Billing applications specifically engineered for station groups, single stations, cable networks, and local cable, look to CAM Systems for a solution to meet your needs.

- Order & Inventory Management
- Commercial Traffic & Master Control
- Invoicing & Payment

Modular and integrated, CAM Systems' Traffic & Billing applications are the most scalable and robust imaginable.

So get moving today! Find out why CAM Systems is the technology partner of choice for the world's largest media companies. Contact Gregory Maugeri at 212.370.5760 or CAM Systems' Corporate Office at 408.446.7000, or e-mail sales@camsystems.com.

Visit CAM Systems at NAB 2002

Booth #L6819

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19. Post-Newsweek
(subsidiary of Washington Post Co.)

6 stations/7.3% of U.S./7.3% FCC

3 Constitution Plaza, Hartford, Conn. 06103
Phone: (860) 493-6530
Fax: (860) 493-2490
Web site: washpostco.com

Donald E. Graham, chairman, Washington Post

James Zimmerman, president, Broadcast Division

660-20, (to be newseek.com; Internet Broadcasting Systems Inc. (site developer). Partner in iBlast (to be national datacasting network).

20. Media General

26 stations/8.7% of U.S./6.9% FCC

100 N. Tampa St. Ste. 3150, Tampa, Fla. 33602
Phone: (813) 225-4600;
Fax: (813) 225-4601
Web site: media-general.com

J. Stewart Bryan III, chairman, Media General Inc. (parent)
James A. Zimmerman, president, Broadcast Division

5388 Hickory Hollow Pkwy, Nashville, Tenn. 37230
Phone: (615) 263-8000
Fax: (615) 263-8084
Web site: collectibles.com

George Ditomassi, president
Evert A. Hertel, executive vice president, affiliate relations

OTHER MEDIA INTERESTS: Parent owns 25 newspapers, including Tampa (Fla.) Tribune; about 100 other periodicals; 20% of Denver Post. Online interests: mgfs.com, stakes in Hoover's Online and AdOne LLC. Partner in iBlast (to be national datacasting network).

21. Shop at Home

5 stations/13.7% of U.S./6.8% FCC

5388 Hickory Hollow Pkwy, Nashville, Tenn. 37230
Phone: (615) 263-8000
Fax: (615) 263-8084
Web site: collectibles.com

George Ditomassi, president
Evert A. Hertel, executive vice president, affiliate relations
Shop at Home

OTHER MEDIA INTERESTS: Internet shopping

22. LIN TV

PRIVATE

28 stations/7.2% of U.S./6.2% FCC

4 Richmond Square, Ste. 200, Providence, R.I. 02906
Phone: (401) 454-2880

كةلأ - جان، (يركز على KWWH-TV; ch. 10)
كةلمي - جان، (يركز على KWWH-TV; ch. 7)
كةمي - ليونثورغ.، Ky. (ABC; ch. 36)
كةلمي - بانو. Va. (NBC; ch. 10)
كةلمي - صامونولا. Tenn. (CBS; ch. 12)
كةلمي - جاكسون، ميس. (CBS; ch. 12)
كةلمي - تري-سيتيز، تين.،فا. (CBS; ch. 11)
كةلمي - سافانا. غا. (NBC; ch. 3)
كةلمي - غرينفيل، N.C. (CBS; ch. 9)
كةلمي - خارلتون، S.C. (NBC; ch. 2)
كةلمي - فلورنس/ميتلي بيش، S.C. (CBS; ch. 13)
كةلمي - أودستا. غا. (ABC; ch. 6)
كةلمي - كولومبوس، غا. (CBS; ch. 3)
كةلمي - ريشتراي، مين. /ماسون، كلي. أوها. (CBS; ch. 3151)
كةلمي - مانيما. غا. (ABC; ch. 13)
كةلمي - هاتسبيج/لوريل، ميس. (CBS; ch. 72)
كةلمي - ألكساندريا، لا. (NBC; ch. 5)
كةلمي - تروي. سام. (CBS; ch. 3)
كةلمي - ريتشموند. را. (CBS; ch. 20)
كةلمي - ريجنتو. غا. (CBS; ch. 12)
كةلمي - دييترويت. غا. (CBS; ch. 11)
كةلمي - رولاند، تنس. (CBS; ch. 12)
كةلمي - بانكوبيا. فا. (ABC; ch. 13)
كةلمي - هاتسبيج/لوريل، ميس. (CBS; ch. 22)
كةلمي - كولومبوس، غا. (CBS; ch. 3)
كةلمي - فلورنس/ميتلي بيش، S.C. (CBS; ch. 13)
كةلمي - أودستا. غا. (ABC; ch. 6)
كةلمي - كولومبوس، غا. (CBS; ch. 3)
كةلمي - ريشتراي، مين. /ماسون، كلي. أوها. (CBS; ch. 3151)
كةلمي - مانيما. غا. (ABC; ch. 13)
كةلمي - هاتسبيج/لوريل، ميس. (CBS; ch. 72)
كةلمي - ألكساندريا، لا. (NBC; ch. 5)
كةلمي - تروي. سام. (CBS; ch. 3)
كةلمي - ريلند. را. (CBS; ch. 20)
كةلمي - ناشفيل، كن. (CBS; ch. 12)
كةلمي - إنسين. كان. (يركز على KWWH-TV; ch. 6)
**Dolby Quiets NAB**

Dolby is introducing the LM100 loudness meter. Designed to address loudness inconsistencies between channels and programs, the $2,995 unit gives broadcasters the ability to eliminate subjective loudness differences.

Also new from Dolby is the DP564 multichannel audio decoder for $4,900; it decodes and monitors Dolby Digital, Dolby Surround and PCM soundtracks and also has Dolby Digital Surround EX and Pro Logic II decoding.

**WSI Sees Sunny NAB**

Weather Services International (WSI) is introducing two products at NAB. Vortex is a proprietary weather-forecasting engine that works with the other product, TrueView, which takes the information from the Vortex and renders it so that past, present and future conditions can be accessed in real time.

The TrueView Hand Tracking option allows weathercasters to interact with Vortex data live and in-key via LCD drawing tablet, touch-screen or off-camera using a mouse. Pricing depends on configuration.

**SGI Adds Fuel to NAB**

SGI's latest visual workstation, Fuel, hits the NAB floor this week. The IRIX-based graphics workstations have a MIPS R14000A processor and VPro 3-D graphics system as well as 48-bit RGBA and support for up to 4 MB of cache and up to 4 GB of memory.

Also on display from SGI is a new HD graphics-to-video output option for Octane 2 with DMediaPro DM2 for editing, compositing and real-time graphic needs. A new SGI VOD server based on Thirddspace open video server (OVS) software is also being shown.

**VCI Shoots for Stars**

VCI's Stars II+ integrated sales, traffic and automation system offers new enhancements: integrated electronic contracting, improved automation capabilities and a reporting module with increased flexibility in report creation and scheduling.

Users also can e-mail reports and business documents in secure PDF formats from within the system—an industry first, according to the company.

The latest version of VCI Sales Desk, a sales-force-automation system, is also being demonstrated with new features, such as real-time graphical comparisons of revenue performance. Pricing on the products varies with the size of the system.

**Williams Launches IP Service**

Williams Communications is launching broadcast-quality video services over its Internet Protocol (IP) network at NAB. The service can be used to transmit file-based content and live MPEG-2 video among networks, affiliates and content owners.

The company says monitoring is done with Williams Communications' Web-based Net InView system.

**Andrew Intros LP Antenna**

The AL8 Plus antenna from Andrew is designed for low-power digital and analog TV needs. The horizontally polarized UHF antenna can handle 10 kW of power for digital broadcasts and 23 kW for analog. It also has an effective radiated power level up to 450 kW (1 MW analog).

The company's trade-up program permits broadcasters transmitting a low-power DTV signal to receive 50% of the AL8 Plus purchase price as a credit toward a high-end antenna. Pricing ranges from $5,200 for a 3-kW, eight-bay, omnidirectional antenna to $19,950 for a 10-kW, 12-bay directional.

**Real-Time Sets With Radamec's Scenario**

Radamec Broadcast Systems is introducing Scenario XR, a virtual set system that renders in real time. It runs on a Windows NT operating system and imports 3-D set designs from industry-standard software packages like 3D Studio Max. A touch-screen interface with operators' control panel provides dedicated control of the system.

It works in conjunction with another new Radamec product, the 436 studio robotic camera head. Pricing on both is to be determined.
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SeaChange offers mass storage

*MediaLibrary server provides more than 37 TB of capacity at lower cost point*

By Ken Kerschbaumer

Video-server manufacturer SeaChange is heading to NAB with a new system designed to help broadcast and program organizations move massive tape libraries off spindles and onto servers.

Broadcast MediaLibrary will be available later this year and will give users more than 37 TB of storage in a dual-point, fault-resilient 16-node library. According to Brian Cabecceiras, SeaChange vice president, broadcast systems, the system is highly scalable, and costs, as the system grows incrementally, are fairly linear. It can reach petabyte storage by interconnecting multiple libraries.

"It's about $40,000 per terabyte, and that is with two points of failure," he says. That $40,000 price point is in contrast to the cost of a typical storage area network at $200,000 per terabyte, according to Cabecceiras.

SeaChange calls the MediaLibrary an "online server" as opposed to its MediaCluster, which is a video server. The MediaLibrary is designed to be a central repository for content files to be pushed out to servers that are more closely tied to a given application, such as video playback or editing.

For example, with SeaChange's own Broadcast MediaCluster video server tied to a MediaLibrary, a user would buy less storage for the on-air server and instead stack storage on the MediaLibrary, which the company says will cost 4 cents per MB. Cabecceiras says it can store material at 8 to 24 Mb/s; storage at 10 Mb/s means that a 16-node library would hold 8,800 hours of content, at about $150 per hour of storage. Input and output rates for each of the storage nodes is 1.2 Gb/s.

"In a 16-node library, we have an aggregate of about 19.2 Gb per second, which is a huge amount of parallel bandwidth in and out," he says. "There is no encoding or decoding or video I/O, just high-speed bandwidth in and out."

Cabecceiras says the idea was to create a server that was format-agnostic. "One of the problems facing the industry is all the different server platforms within a facility," he explains. "The nonlinear editor, paint system and play-to-air servers may all be different platforms, and facilities are using Firewire, Fibre Channel or Ethernet and running different operating systems on the servers. [MediaLibrary] allows all the media to be stored in this one high-speed device that, to the outside world, appears to be directly attached to its own local storage."

SeaChange expects the MediaLibrary to provide organizations greater flexibility in deploying the best applications for their needs. Because it uses Louth's video archive control protocol (VACP) and video disc control protocol (VDCP), it can be dropped into existing plants.

"We can work with best-of-breed point products around the periphery of the centralized storage," Cabecceiras adds. "A station doesn't have to embrace a 'Company X' roadmap. It can buy the best products for different applications knowing they'll interact with the server."

Cabecceiras says the new market the system is designed to serve is about five to 10 times the size of the video-server market, which he puts at roughly $160 million worldwide. And he expects use of the system to extend from broadcast to interactive to VOD, where he thinks it can help jump-start the market.

"One of the gating factors of getting VOD happening has been a lack of content in digital form, and people involved with the massive content libraries have been waiting for the right price/performance ratio before they consider digitizing their libraries. The past couple of years have had pretty good success for the digital tape robotic formats," he says, adding that moving content from tape into online servers can be a cumbersome task. "There's a bit of a bandwidth problem as well: You can't get all the content out to where it needs to be as quickly as possible."

In fact, Cabecceiras says his company's Holy Grail is to link the program originator with the servers already installed in the cable industry, "rather than put in new servers at cable headends with massive I/O and storage just to extend the servers that are already there with more storage and I/O."

The enabling technology behind the system's fault redundancy is SeaChange's patented RAID Squared system. Parts of a file (for example, a movie) reside on all the server nodes as well as on all the disks within each node. Also, a shadow version, instead of a second complete copy, is associated with each part of the file as backup.
Panasonic gets new chief

Veteran John Baisley is handed reins heading into NAB

By Ken Kerschbaumer

Panasonic Broadcast & Television Systems (PBTS) has more than just new products to show off at NAB. It also has a new president.

John Baisley last week took over the post from Steve Yuhas, who was concurrently president/COO of Panasonic System Sales Co. Yuhas had been heading the company since Frank De Fina was promoted to president of the Panasonic Digital Communications & Security Co. a couple of months ago.

Baisley was most recently general manager of planning for Panasonic System Sales Co. and has spent 18 years at the company. He will be responsible for all sales of the company’s broadcast, professional video and presentation products and systems.

He sees his goal as a simple one. “One of the biggest changes in the broadcast industry has been that it has to run itself as a business while, in the past, decisions were made more related to technology than to cost-efficiency. We have to help our customers be more cost-efficient, help their profits and solve the problems they have.”

Baisley says the breadth of the company’s DVCPRO product line is an example of that approach. He also says, to better serve customer needs, Panasonic will continue to partner with companies that have areas of expertise it does not have.

Panasonic recently moved much of its Los Angeles-based operation back to Secaucus, N.J., and also cut back its direct sales force, relying more heavily on high-end dealers.

Baisley says the moves were simply a matter of more efficiently allocating and using its resources. “We’re fully supportive of the broadcast market and will continue to be.”

Panasonic hinted at most of its product intros six weeks ago but left a few to unveil at Sunday’s NAB press conference.

Among the new products announced for the DVCPRO50 line were two camcorders. The AJ-SDX900 (available in first quarter 2003 for less than $20,000) is an industry first, bringing 24p recording to a broadcast SD field camera. It is also switchable between 25 Mb/s 4:1:1 DVCPRO and 50Mb/s 4:2:2 DVCPRO50 modes and can acquire in 16:9 and 4:3 aspect ratios. The AJ-SDC915 ¾-inch CCD camcorder is priced at less than $20,000 and has DVCPRO50/DVCPRO and 16:9 and 4:3 switchability.

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Viper bites electronic cinema

By Ken Kerschbaumer

Tape or film, tape or film. To date, that has been the decision facing television episodic and movie producers deciding on a medium. But, this week, Thomson Broadcast Solutions is introducing the Viper FilmStream camera, a system that will add another option to the debate: data.

Expected to be available in July, the new camera, in an effort to help electronic cinema more accurately reflect the dynamic range and nature of film, sends data information to a disk recorder. Today’s HDTV formats, though making gains and offering cost savings, fall short of bringing all of the qualities of film to electronic production. The camera—minus lens, support gear and recording capability—is expected to cost around $110,000.

“What we’re trying to do is map this new digital technology into a similar process that film people are comfortable with,” says Jeff Rosica, vice president, worldwide strategic marketing and technology. “And we’re trying to give them the same latitude and versatility that they have in film.”

The technology was born out of the work done on Thomson’s LDK-7000 camera. Rosica says the camera uses three 9.2 million-pixel dynamically managed CCDs, which give the user the flexibility to easily “remap” the sensors to different aspect ratios or resolutions. Typically, such changes are made in signal conversion.

In designing the 7000, though, Thomson’s team realized something else. “It was possible to generate 4:4:4 RGB images that are uncompressed, unfiltered and unencumbered by video processing or other video artifacts,” says Rosica. And, by generating 4:4:4 RGB log images, he adds, the camera could more accurately replicate film’s dynamic range of blacks and whites (as well as colors) than the HD video formats can.

“At best, those formats are 4:2:2 color-space resolution,” he says. “In most cases, they’re less than that because of compression, prefiltroing and other tricks being done.”

Shooting indoors on HD tape and trying to capture action outside a window where it’s bright, he says, would be impossible with HD, which would not be able to resolve the extremes in range. But, shot with film, those extremes would be visible, and, in post-production, color correction could be adjusted to make the scene usable.

The same capabilities are possible with the Viper.

The camera works by grabbing all the picture information available at the sensors that can fit within the boundaries of the 4:4:4 signals. That 12-bit 4:4:4 linear signal bypasses the video circuitry that typically adds artifacts to the digital images and is sent through digital signal-processing circuits, where it is transformed into a

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Changing Hands

TVs
KAKE-TV Wichita, Kan.; KAUS-TV Wichita Falls, Texas; KDVL-TV Duluth, Minn.; KGWC-TV Casper, Wyo.; KGWN-TV Cheyenne, Wyo.; KHQA-TV Hannibal, Mo.; KKTV Colorado Springs, Colo.; KMIZ-TV Columbia, Mo.; WBKO-TV Bowling Green, Ky.; WHOI-TV Peoria, Ill.; WHSV-TV Harrisonburg, Va.; WIBW-TV Topeka, Kan.; WIRF-TV Freeport, Ill.; WIXL-TV Onondaga, Mich.; WMTV-TV Madison, Wis.; WOWT-TV Omaha, Neb.; WSAX-TV Wausau, Wis.; WATP-TV Parkersburg, W.Va.; WOTK-TV Meridian, Miss.; WTVY-TV Dothan, Ala.; and WTVY-TV Youngstown, Ohio
Price: $500 million
Buyer: Gray Communications, (J. Mack Robinson, president/CEO); operates 13 TVs in the Southeast and Midwest, has previously contracted to buy WTRF-TV Wheeling, W.Va., from Benedek
Seller: Benedek Broadcasting Corp. (A. Richard Benedek, chairman/CEO)

Combos
WDNT(AM) and WDN-FM Dayton, WAYB-FM Graysville, WQXO(AM) and WAYA-FM Springfield, Tenn.
Price: $1.1 million
Buyer: Brewer Broadcasting Corp. (Jim Brewer II, vice president); owns four other stations, none in this market
Seller: Walter E. Hooper III
Facilities: WDN-FM: 1280 kHz, 1 kW day; 94 W night; WDN-FM: 104.9 MHz, 420 W at 699 ft.; WAYA-FM: 103.3 MHz, 6 kW, ant. 328 ft.; WQXO(AM): 590 kHz, 400 W day; WAYA-FM: 93.9 MHz, 6 kW, ant. 574 ft.

FMs
KGLH-FM Kingfisher, Okla.
Price: $3.1 million
Buyer: Citadel Communications Corp. (Farid Suleman, CEO); owns 204 other stations, none in this market
Seller: Kingfisher County Broadcasting, (Tom McCoy, general manager)
Facilities: 105.3 MHz, 798 W, ant. 840 ft.
Format: Christian contemporary
Broker: Kalil & Co. Inc.
KSTB-FM Crystal Beach (Houston-Galveston), Texas
Price: $2.5 million
Buyer: Cumulus Broadcasting Inc. (Lewis W. Dickey Jr., president/CEO); owns 243 other stations, including KRWP-FM Houston-Galveston
Seller: Galtex Broadcasting Inc. (Irvin Davis, president)
Facilities: 101.5 MHz, 14 kW, ant. 449 ft.
Format: Hot AC
Broker: Doyle Hadden, Hadden & Associates

AMs
WABQ(AM) Cleveland
Price: $3 million
Buyer: D&E Communications Inc. (Dale Edwards, president); owns two other stations, none in this market
Seller: WABQ Inc. (John R. Linn, president)
Facilities: 1540 kHz, 1 kW day
Format: Gospel

Changing Hands

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—Information provided by BIA Financial Networks’ Media Access Pro, Chantilly, Va. www.bia.com
New fees for V's, U's

By Bill McConnell

Large-market VHF TV stations would pay an average 4% to 5% more in regulatory fees this year than in 2001 under a payment schedule proposed by the FCC. UHF stations in the same markets would see fees drop about 16%.

Despite the opposite directions of their obligations, both were helped by the greater-than-expected fee revenues last year, which reduce the size of the coffers that licensees in those groups must fill this year. UHF stations also were helped by 15 more licensees paying into the pool.

The FCC generally aims to increase the revenue generated in each licensee category proportionate to the agency-wide increase ordered by Congress—9.3% this year. Consequently, in categories in which there are relatively few licensees, an increase in the number of operators would decrease each station's payment.

Under the proposal, VHF stations in markets 1-10 and 11-25 would pay $47,050 and $34,700, respectively, while UHF stations in those markets would pay $12,800 and $10,300. In smaller markets, VHF duties also would rise and UHF fall.

For FCC licensees in all industries, the agency aims to collect $219 million from regulatory fees, up $18.6 million from 2001. Regulatory fees were ordered by Congress in 1994 to cover costs of overseeing the industry and managing spectrum.

Comments on this year’s duties are due April 23, replies May 3.

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### Fee Category FY '01 FY '02*

<table>
<thead>
<tr>
<th>Fee Category</th>
<th>FY '01</th>
<th>FY '02</th>
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<tr>
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<tr>
<td>Markets 1-10</td>
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<td>47,050</td>
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<td>Markets 11-25</td>
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<td>UHF TV</td>
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<tr>
<td>Markets 1-10</td>
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<td>Construction permits</td>
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<td>Other</td>
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<tr>
<td>Satellite TV stations (all mkt)</td>
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<td>Satellite TV construction permits</td>
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<td>LPTV, TV/FM translator</td>
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<td>Cable antenna relay service</td>
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<td>Cable TV systems (per sub)</td>
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<tr>
<td>Earth stations</td>
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<td>Space stations</td>
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### Radio Station Regulatory Fees by Market Population

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<tr>
<th>Fee Category</th>
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<th>FY '02</th>
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<tr>
<td>AM Class A</td>
<td>$4,55</td>
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<td>AM Class C</td>
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<td>AM Class D</td>
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<td>400,001-1 Million**</td>
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<td>FM Classes B,C1,C2</td>
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<td>125,001-400,000**</td>
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</tr>
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<td>FM construction perm</td>
<td>925</td>
<td>1,500</td>
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*proposed **market size Source: FCC

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**ECHOSTAR TO SUPREMES**

Satellite-TV company EchoStar last week asked the Supreme Court to decide whether it can offer out-of-market TV signals to anyone who wants them. EchoStar is challenging the decision of the 11th Circuit Court of Appeals in Atlanta. Ruling in September that the Satellite Home Viewer Act—which limits delivery of distant network signals to viewers "unserved" by a local affiliate—is not a content-based violation of speech, as EchoStar asserts, the court denied EchoStar's First Amendment arguments and remanded the rest of the decision to the U.S. District Court in Miami, where it still awaits a hearing.

EchoStar and broadcasters are opposed on this issue. "It is inconceivable that EchoStar professes support for local station carriage while at the same time attempting to undercut the U.S. system of broadcasting," said NAB President Eddie Fritts. That didn't stop EchoStar from sending out letters inviting broadcasters to sign carriage agreements with it during NAB's annual convention in Las Vegas this week.

**FCC WINGS TO PEGASUS**

Pegasus Communications will get to own two Tallahassee TV stations, even though the market doesn't have enough separately owned TV outlets to permit a duopoly, the FCC said Monday.

Pegasus won a waiver to buy WFXU(TV) from KB Prime Media under the FCC's "unbuilt-station" policy, allowing an operator to add a station if the second outlet's licensee was unable to construct the facility. Typically, duopolies are permitted only when eight separate TV voices would remain post-merger, but the WFXU sale was permitted because Pegasus funded the station's construction in 1997, Democrat FCC Commissioner Michael Copps dissented.
Radio giants want more turf

Biggest station groups say FCC deregulation of the industry didn’t go far enough

By Bill McConnell

Congress triggered massive radio consolidation when it removed national ownership limits and relaxed local-market restrictions in 1996. But, while activists and some policymakers voice concern about fallout from the merger explosion, the biggest station groups are, not surprisingly, singing a different tune.

Clear Channel, Infinity and Cox, which together own some 1,495 stations, to name just the three largest groups in terms of revenue, say the FCC didn’t go far enough.

Using an ongoing FCC review of its local-radio-ownership rules as a launching pad, the country’s top radio groups are asking the FCC to revamp its merger-review process to make it easier for the biggest owners to beef up their holdings in local markets.

The parent company of Infinity, the second-largest station group, is calling on the FCC to get out of the merger-review process entirely. “Repeal of the commission’s local-ownership regulation will not have any adverse impact on listeners,” Viacom officials said two weeks ago in comments filed with the FCC.

The FCC is considering a rewrite of local-ownership restrictions, including its four-year-old policy of “flagging” radio mergers for extra scrutiny when they create significant concentration of ad revenue. Also under the microscope is the way the commission measures the number of stations in a market. It has suggested replacing a complex formula based on the number of overlapping signals in a station’s coverage area with Arbitron’s standard market definition.

Critics of the FCC’s market-measurement policy say two different FCC measuring sticks used by the FCC often allow owners to get around local-ownership limits by overcounting the number of stations in a market or undercounting the number of stations one company owns.

Although revamping measurement procedures was a project of former commission Democrats Susan Ness and Gloria Tristani, current Chairman and Republican Michael Powell has pledged to “fix the problem” if current practices create higher levels of local ownership concentration than Congress intended.

The prospect of tighter merger rules apparently alarms the big groups.

“Many smaller radio markets generate insufficient advertising revenues to support more than two viable competitive groups,” Cumulus officials argued, “and permitting greater levels of consolidation will often generate more-diverse and better-quality programming.”

The big owners are lauding the increased diversity of programming formats while playing down the loss of other types of programming diversity, including the disparate voices of minority, female and smaller business owners, say critics of consolidation. “Ownership diversity should be promoted” through the FCC’s public-interest authority to impose merger conditions and divestitures, said American Women in Radio and Television.

Taking the hardest line against consolidation is the American Federation of Television and Radio Artists, which charged that industry giant Clear Channel may have “forever transformed and destroyed” the radio and recording industries. For instance, local and independent musicians are finding it nearly impossible to break onto the airwaves in the many markets dominated by Clear Channel’s 1,200 stations because the company relies on a “cookie-cutter” national playlist, according to the union for on-air talent, producers and writers.
THE MARKET

DMA rank: 135
Population: 445,000
TV homes: 174,000
Income per capita: $14,000
TV revenue rank: 141
TV revenue: $18,200,000

COMMERICAL TV STATIONS

<table>
<thead>
<tr>
<th>Rank*</th>
<th>Ch.</th>
<th>Affil.</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>KBJS-TV</td>
<td>NBC/UPN</td>
<td>Granite</td>
</tr>
<tr>
<td>2</td>
<td>WDIO-TV</td>
<td>ABC</td>
<td>Hubbard</td>
</tr>
<tr>
<td>3</td>
<td>KDLH(TV)</td>
<td>CBS</td>
<td>Benedek</td>
</tr>
<tr>
<td>4</td>
<td>KQDS-TV</td>
<td>Fox</td>
<td>ABC</td>
</tr>
</tbody>
</table>

*May 2001, total households. 6 a.m.-2 a.m., Sun.-Sat.

CABLE/DBS

Cable subscribers (HH): 85,260
Cable penetration: 49%
ADS subscribers (HH)**: 34,800
ADS penetration: approx. 20%
DBS carriage of local TV? No

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

WHAT'S NO. 1

<table>
<thead>
<tr>
<th>Syndicated show</th>
<th>Rating/share***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheel of Fortune (KBJS-TV)</td>
<td>18/33</td>
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</table>

<table>
<thead>
<tr>
<th>Network show</th>
<th>Rating/share</th>
</tr>
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<tr>
<td>ER (KBJS-TV)</td>
<td>20/34</td>
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<table>
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<th>Evening newscast</th>
<th>Rating/share</th>
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<tr>
<td>KBJS-TV</td>
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</table>

<table>
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<tr>
<th>Late newscast</th>
<th>Rating/share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDIO-TV</td>
<td>13/27</td>
</tr>
</tbody>
</table>

***May 2001, total households

Sources: Nielsen Media Research, BIA Research

On an even keel

A three-hour drive from Minnesota’s Twin Cities, alongside Lake Superior sit Minnesota’s and Wisconsin’s Twin Ports—Duluth and Superior, respectively—forming a TV market, execs say, as settled as the lake on a calm day.

“In Duluth, we never really seem to hit the highest highs,” says Debra Messer, GM at KDLH(TV), “but we never seem to sink to the lowest lows, either. [The area] is sometimes criticized as too conservative. But we’re consistent. The market seems to be very consistent. We seem to be doing better than the rest of the state.”

Unemployment in both the Duluth and Superior areas is about 5%. As a regional medical hub, the area derives much of its local employment from the health-care sector. Another major employer is Northwest Airlines, which does most of its airplane maintenance there. Local officials are hoping to attract business—especially high-tech—with the area’s quality labor force, developable land and transportation system.

In the difficult year of 2001, the Duluth-Superior market dropped a moderate 10% from the record-breaking 2000—from $20.2 million to $18.2 million, according to BIA Financial—and is projected to make up about half the difference this year.

Viewing patterns run deep. Both CBS affiliate KDLH and NBC/UPN affiliate KBJS-TV are nearly 50 years old; WDIO-TV is 36. Ray Spellerberg, GM at 37-year-old Fox affiliate KQDS-TV, says it’s not easy being the new kid on the block, chasing market leaders KBJS-TV and WDIO-TV, which vie for the top spot. The local Fox station’s daily half-hour of news, in fact, is produced by the top-rated KBJS-TV, using its primary male anchor Mark Mallory, and Spellerberg says it has been working well for the station. But change is inevitable—even in Duluth. Only last week, Benedek Broadcasting, which owns CBS affiliate KDLH, was purchased by Gray Communications. Still, Messer doesn’t predict radical times for the station or the market.

—Dan Trigoboff

THE JUDGE AMERICA IS WATCHING!

Season to Date, JUDGE HATCHETT Delivers Superior Results!

2.6 Household Rating!

+53% Season to Date!

Source: NSS, GAA HH Rtg., M-F (3/19/02 - 3/22/02) vs (9/17/01 - 9/21/01)
PUBLISH AND PERISH
WPVI-TV Philadelphia reporter Rose Tibayan remained off the air last week, suspended over her refusal to stop working on a book in possible violation of her contract. As of last week, she had hired entertainment lawyer Lloyd Remmick to represent her in talks with the station.

According to sources, Tibayan is barred by contract from publishing any outside work without station permission. That same contract, however, may require the station to reinstate her salary, since she can be formally suspended without pay for only two weeks, sources say.

Sources close to Tibayan say she's adamant about continuing to work on the book—a resource work for aspiring TV journalists that, she says, is far from publication. She doesn't believe any prohibition on publishing applies to her gathering information for the book. She refused to sign a pledge to stop working on the book prior to her suspension.

Station management, sources say, objects to Tibayan's using her position at the station to gain access and information. With her refusing to follow the management dictate, discipline for insubordination could also be part of the discussion. Principals in the dispute said they would not discuss the matter publicly.

SHOW AND TELL
The FCC gave the Emmis TV-station group three more months to sell one of its two Honolulu stations but only 30 days to detail its efforts so far to sell the station. Emmis had requested a one-year extension to divest either KHON-TV or KGMB(TV) following two six-month extensions, and the FCC cited a letter from a local TV investor, Donald Laidlaw, opposing the extension and questioning Emmis' efforts to sell. Emmis has told the agency it has made legitimate efforts to sell. The group said last week it will comply with the FCC directives.

HOLD THE PHONE
An Arizona appeals court denied a KTVK(TV) Phoenix request for the tape of a 911 call made after a 16-month-old child fell from his crib. The call was made by a woman later arrested in the incident. Applying an "alternative means" test, the state appellate panel said the Mesa Police release of a transcript of the call satisfied the state's Public Records Act.

The court said the public interest in the tape's release was outweighed by privacy interests: "We cannot imagine a more fundamental concern or one more directly associated with the intimate aspects of identity and family autonomy than the desire to withhold from public display the recorded suffering of one's child."

A dissenting opinion said such a standard could eliminate virtually all emergency calls from the public record. KTVK News Director Dennis O'Neill echoed the dissent. "The judges have set a new standard for public records in this state," he said. "It should be up to us whether we air something, not the police department. A transcript is less than a perfect record." The station is considering an appeal to the state Supreme Court.

RATING RECOGNITION
WCVB-TV Boston Research Director Adrienne Lotoski, considered an authority among authorities, was honored by the Television Bureau of Advertising with the "Harold E. Simpson Excellence in Research Award" at TVB's Annual Marketing Conference in New York. She was cited for her work on Nielsen rating systems, including peepometers, expected to launch in Boston this month but without participation by local TV stations.

POOLING PUBLIC INFO
Four of California's largest PBS stations are teaming up to produce a statewide news magazine distributed over both TV and the Internet. California Connected will be produced by KCET(TV) Los Angeles, KQED(TV) San Francisco, KVIE(TV) Sacramento and KPBS(TV) San Diego and will focus on statewide issues. Host David Brancaccio, best known for hosting NPR's Marketplace, called it "the first and only television show to focus entirely on California and its people."

The weekly hour-long program will debut Thursday, April 25, to be carried in all seven California markets. The show will also be accessible at www.californiaconnected.org.

All news is local. Contact Dan Trigoboff at (301) 260-0923, e-mail dirg@startpower.net or fax (413) 254-4133.
Recycling first-runs

The program-repurposing trend is catching on in first-run syndication. The Hallmark Channel has just picked up the rights to the Paramount-distributed Life Moments, which bows in first-run this fall. Under the terms of the deal, Hallmark will air daily episodes of the program one week after they air in syndication.

Also being repurposed this fall is the new Caroline Rhea, the Warner Bros. Domestic Television Distribution talk show that’s co-owned by ABC and will air on ABC’s owned stations. As part of the arrangement, Rhea will also air on ABC Family in late night.

As of last week, the time period hadn’t been finalized, an ABC Family official said, but it’s understood that the cable network will have the right to air Rhea episodes one week after they air on stations in the initial first-run exposure.

Other first-run programs have clauses in their station license agreements allowing for repurposing. Among them: the new John Walsh talk show from NBC Enterprises. There’s no announced deal yet, but stations picking up the show understand that it could happen.

Repurposing, though steadily increasing, is a controversial trend for network TV. Just last week, CBS gave up its repurposing of Amazing Race on UPN after complaints from affiliates, although some suggest that its ratings performance on UPN made CBS’s concession a lot easier. In syndication, the trend started last season with Crossing Over With John Edward, which started on the Sci Fi Channel and crossed over to syndication.

Bill Carroll, vice president of programming for Katz Media Group, says it’s here to stay. “Many, if not most, of the first-run shows now have clauses in the license agreements allowing for it. It’s just a natural progression in the way business is being done these days.”

—Steve McClellan
### MARCH 25-31

Broadcast network prime time ratings according to Nielsen Media Research

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5:00</strong></td>
<td><strong>9:00</strong></td>
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<td><strong>5:00</strong></td>
<td><strong>9:00</strong></td>
<td><strong>1:00</strong></td>
</tr>
<tr>
<td>NBC</td>
<td>5.8/9</td>
<td>3.5/6</td>
<td>9.6/10</td>
<td>3.2/9</td>
<td>5.2/10</td>
</tr>
<tr>
<td>FOX</td>
<td>6.0/10</td>
<td>9.0/15</td>
<td>7.5/10</td>
<td>4.5/8</td>
<td>1.0/2</td>
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<tr>
<td>PAX TV</td>
<td>2.6/4</td>
<td>0.9/1</td>
<td>0.9/2</td>
<td>2.1/3</td>
<td>2.0/3</td>
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<tr>
<td>UPN</td>
<td>2.3/3</td>
<td>1.4/2</td>
<td>2.5/4</td>
<td>1.8/3</td>
<td>0.9/2</td>
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<tr>
<td><strong>8:00</strong></td>
<td><strong>12:00</strong></td>
<td><strong>4:00</strong></td>
<td><strong>8:00</strong></td>
<td><strong>12:00</strong></td>
<td><strong>4:00</strong></td>
</tr>
<tr>
<td>NBC</td>
<td>6.8/9</td>
<td>1.0/2</td>
<td>2.9/4</td>
<td>2.9/4</td>
<td>2.9/4</td>
</tr>
<tr>
<td>FOX</td>
<td>4.2/6</td>
<td>5.6/9</td>
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<tr>
<td>PAX TV</td>
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<td>0.8/1</td>
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<td>—</td>
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<tr>
<td>UPN</td>
<td>2.3/3</td>
<td>2.5/4</td>
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<tr>
<td><strong>11:00</strong></td>
<td><strong>3:00</strong></td>
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<td>NBC</td>
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<tr>
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<td>2.7/4</td>
<td>2.4/4</td>
<td>2.4/4</td>
<td>2.4/4</td>
</tr>
</tbody>
</table>

**Notes:**
- Key: Ranking/Show Title/Program Rating/Share
- Top ten shows of the week are numbered in red.
- TV Universe estimated at 305.5 million households.
- One rating point is equal to 1,000,000 TV homes.
- Yellow tint is winner of time slot. *(NR)-Not Ranked.*
- Ratings/Share estimated for period shown.
- Premiere: Programs less than 15 minutes in length not shown.
- Source: Nielsen Media Research, CRF Research.
Programming

Mighty good Food

Cable net’s ratings up 50%, and it’s not just a steady diet of Emeril anymore

By Allison Romano

T urns out the Food Network didn’t need to ride the coattails of star chef Emeril Lagasse to build a following. Food stepped out of the kitchen two years ago, mixing how-to shows with prime time entertainment, and ratings are solidly on the rise.

“When we introduced Good Eats and Iron Chef, we said, 'Kiss our core viewers good-bye,’ but they stayed,” network President Judy Girard said of two popular prime time series. “Two or three years ago, Emeril was our tent pole. Now we have many shows in prime that can do the ratings Emeril does.”

Girard started mixing new ingredients about two years ago, when pop-culture food shows began replacing many of the network’s cooking shows in prime time. Most of the instructional were moved to other dayparts, such as early fringe and Saturday mornings.

The new recipe is a hit. Prime time ratings are up 50% from last year, to 0.6 in the first quarter. “People are realizing that Food TV is broader in scope than they had imagined,” says Senior VP of Programming Eileen Opatut.

Once, you could find Emeril there whenever you turned the net on. Now, Essence of Emeril and Emeril Live air just three times per day, regularly drawing about 500,000 viewers each.

Prime time favorites like Unwrapped, telling stories behind popular foods, and quirky Japanese import Iron Chef have joined Emeril among the highest-rated shows, Girard says. (Food does not release individual-show ratings.)

The network’s rating growth comes as distribution swells to 73 million. Food has picked up 17 million new subscribers since April 2000, second in growth only to WE: Women’s Entertainment, which added 20 million.

Operators say many subscribers hanker for popular niche nets like Scripps-owned Food.

“When capacity becomes available, we ask local managers what customers are asking for, and Food Network gets a lot of play,” said John Kauzlarich, of MSO Northland Communications. The distribution growth has piqued media buyers’ interest. “You can focus a buy-in very well with niches that have grown to major size like Food Network,” said Horizon Media Executive VP Aaron Cohen.

This year, Food’s increasing its programming budget 39%, launching 10 series and 65 specials, including food/lifestyle series Oliver’s Twist, hosted by British cooking celeb Jamie Oliver, author of bestseller The Naked Chef and host of a recently concluded BBC series.

A scripted drama can cost more than $1 million per episode; Food's originals—many done in-studio—run a modest $40,000 to $70,000 per half-hour, so Food can stretch its budget further than pure-entertainment programmers.

Girard wants to stretch Food creatively. Keeping one formula is a sure way to “lose your scrapper instinct,” she says. Future projects may include an animated series or a show pairing food with music. But Opatut cautions that Food won’t get too nouvelle: “We wouldn’t do food fights or food wrestling.”

IN BRIEF

LIQUOR INDUSTRY WILL PUSH FOR STANDARDS

Distilled Spirits Council President Peter Cressy says his group will work with “third-party advocacy groups” to encourage the beer and wine industries to accept higher ad standards that could be applied to beer, wine and liquor. The goal is to get hard-liquor ads onto network TV. NBC was planning to break the ice in the category but is holding off after being pressured by Congress. The idea of advertising standards across all alcohol categories has been discussed in the past, but beer and wine advertisers have opposed any new standards.

DSC believes national TV advertising “will help us get back some of the market share that we have lost,” Cressy says. According to DSC, since 1980, distilled spirits’ market share has declined from about 36% to 28% while beer’s has risen from 52% to 58% and wine’s from 10.5% to 12.5%.

NCAA BOOSTS CBS

CBS, NBC and Fox all claimed prime time victories in week 27 of the Nielsen-ratings race. CBS said it won in household and men 25-54 and 18-49, with a big boost from NCAA Basketball. NBC won in adults 18-49 for the seventh time in eight weeks (including three weeks influenced by the Olympics). Fox claimed victory among teens. CBS said CSI was the most-watched regular program, with an average audience of 25.2 million. But March 30’s Final Four basketball game (Maryland vs. Kansas) reached a total 35.6 million viewers, an average 18.5 million. Greg the Bunny’s March 28 debut gave Fox its highest ratings in the time period in almost two years.
To do that, detractors say, NAB needs to bone up on the high-technology issues that more and more are dominating Washington, like Internet streaming and copy protection for digital content. "Capitol Hill still considers NAB to be a very traditional organization that doesn't deal with cutting-edge issues very well, particularly copyright," says one Washington lobbyist.

NAB members don't seem worried and, in fact, feel that NAB is doing the job it should be when it comes to leading them forward.

"One of the things that NAB does really well is focus on what is on the table today, while thinking about what will be important in five years," says Peter Ferrara, senior vice president of Clear Channel's Southeast regional group, Orlando, Fla.

But some say that, in five years, broadcasting may be an entirely different business: "We're about two to three years away from a unanimous recognition," says Hundt, "that the most valuable things the broadcasters have are must-carry and spectrum."

With the proliferation of voices now provided by cable, satellite and the Internet, Hundt says, must-carry will not survive for long: "It will be a miracle if broadcasters keep winning this, and, eventually, they will lose."

Moreover, he points out, broadcasters' spectrum is "getting more valuable by the minute." That will force the government to put pressure on broadcasters to get off the spectrum so it can be used for other things—wireless data applications, in particular, he says. "You can't stop technology. Government will get rolled if it stands in the way.

If Hundt is right, broadcasters are in real danger of losing their two most valuable assets: spectrum and must-carry.

Fritts downplays the threat. "Congress made a considered decision," he says of its grant of a digital channel to each TV station. "They thought about it, studied it and made an objective decision that broadcasters should transition to digital television."

Congress won't go back on that decision, despite the regular threats from some lawmakers, he says. "Broadcasters already have given up channels in the 80s, 70s, and now we're giving up channels 60-69 and 52-59. At the end of the day, we are the only ones giving up spectrum."

NAB also has put its faith in Congress and the courts on must-carry. So far, the courts have gone against conventional wisdom and upheld the doctrine time and time again. Everyone thought the Supreme Court would throw out the doctrine in 1997, but the high court upheld it 5-4. The Fourth Circuit Court of Appeals in Richmond, Va., recently affirmed the rule again when it was challenged by satellite-TV companies. The Supreme Court could take another crack at must-carry if it chooses to review the Fourth Circuit ruling.

Even though broadcasters have their share of critics, you've got to bet on Fritts. The NAB hasn't shown a lack of vulnerability in recent years. And that means someone at the NAB is doing something right.

To its members, after 20 years, that someone is Eddie Fritts. Says Clear Channel's Ferrara, "NAB and Eddie have sort of become synonymous at this point."
lobbyist. "They are always saying, 'This is the big one, this is the big one,' like Fred Sanford."

Fritts makes no apologies for the DTV demands. "Ultimately, only we have the mandate of a government timeframe. Everyone else is riding on our coattails. And, yes, it is important to have cable carriage. And, yes, it is important to have plug-and-play interoperability between cable set-top boxes and digital television receivers. And, yes, it is important to have built-in tuners in every receiver."

NAB's membership has put Fritts in an awkward position. On one hand, he argues for maintaining the national TV-station-ownership cap on grounds that it would damage localism and diversity. On the other, he argues for relaxing every local ownership restriction as if it would have no negative effect on localism and diversity.

"The fundamental problem Eddie has from an FCC perspective is that NAB's overall message is to get government out of our business," says one Washington analyst, "but their fundamental Washington message is get government into other people's business."

Asked how he squares those positions, Fritts quotes Rep. Ed Markey (D-Mass.): "Consistency was never the mother's milk of the political process."

To justify its demands, NAB claims that TV and radio are special because of their commitment to local programming and community services. With most broadcast stations now owned and sometimes programmed by corporations in other cities, some think NAB's localism argument is wearing a little thin.

"That argument was sort of dead on arrival, but now everyone is at the funeral," says former FCC chairman Reed Hundt, never a fan of broadcasters. "If broadcast TV is not on cable, then it's finished."

Public-interest advocates believe localism is important and is the reason to preserve broadcasting. The problem is that, as broadcasters, "they think they are doing it," but they aren't, says Andrew Schwartzman, president of non-profit Washington law firm Media Access Project.

Fritts maintains, however, that broadcast localism is more than smoke and mirrors. "The radio industry has been able to diversify and be faithful to the government compact. They have been allowed to do it in ways that are consistent with current trends. While they may, in fact, take their back-office billing or their engineering and consolidate those, it seems to me that each of their stations has a separate identity. Part of what that is, it seems to me, is not necessarily the music they play but what the announcers say in between."

NAB's many friends in Congress say they still believe in localism. "Members know that their constituents tune into these stations because of the local content," says Rep. Billy Tauzin (R-La.), chairman of the House Energy and Commerce Committee. "I don't think NAB has to sell that argument to Congress. I think Congress is keenly aware of it and of their own constituents."

Fritts and NAB also take some hits from being too defensive and too short-sighted.

"I think they are a very muscular organization, but they aren't particularly strategic," says the analyst. "On the business-strategy side, the association certainly hasn't
‘We bring broadcasters to Washington, and they phone, fax and send e-mails to their congressmen.’

easy. The forces arrayed against NAB are growing stronger, and NAB has been weakened by the departure of some of its most influential members. And critics say the organization is suffering from tired and inconsistent rhetoric, a we-want-it-all attitude and soon sightedness.

Yet most believe Fritts and company will prevail. NAB members love their president and the team he has put together. No one squawks much about his million-dollar-a-year salary. And other Washington lobbyists still consider NAB one of the top shops in town.

“By any standard or measurement, we would have to be very pleased with Eddie’s performance,” says Steven Newberry, president and CEO of Commonwealth Broadcasting Corp., Glasgow, Ky. “Eddie’s a small-market broadcaster that has proved to be unbelievably adept in Washington, D.C.”

Says Walt Disney Co.’s top lobbyist, Preston Padden, “You’d be hard-pressed to find any Washington operative with a better track record than Eddie Fritts.” Disney-owned ABC is the last major network representative on NAB’s board.

“Eddie at heart is a politician himself. He’s a master at both managing his troops internally and delivering their message to the outside world,” says Carol Melton, head of Viacom’s Washington office. Viacom pulled the CBS network, CBS’s owned-and-operated stations, and Infinity Broadcasting out of the NAB in April 2000 over a policy dispute.

The association is fresh off a big win in Congress, where it soundly defeated an attempt by Sen. Robert Torricelli (D-N.J.) to force broadcasters to give deep discounts on campaign ads to federal politicians. NAB got what it wanted on low-power FM, getting Congress to pass legislation severely limiting what the FCC could do. With the help of the networks that were then members, NAB got the FCC to loosen TV- and radio-ownership rules. NAB also successfully lobbied Congress for legislation that allowed the consolidation in the radio industry that has brought that industry back to life.

And, perhaps most important, NAB persuaded Congress to give it a huge chunk of spectrum for its transition to digital and to write legislation that essentially gives broadcasters all the time in the world to convert. When more than half the TV stations in the country earlier this month asked the FCC for permission to delay their conversion, the reaction from policymakers has been to press cable harder for cooperation.

Fritts is first to share the credit—with his experienced staff and with the army of station owners and managers that can be called out to lobby virtually any lawmaker in the country. “That’s the backbone of what makes NAB effective,” he says. “We bring broadcasters to Washington, and they phone, fax and send e-mails to their congressmen. They also have news bureaus in Washington.”

It also helps that NAB is financially strong. Fritts says. The NAB has an annual operating budget of $48 million. And, because of the annual convention’s highly successful technology exhibition, it has amassed a war chest of $80 million.

But not all is well on N Street, where NAB has long maintained its headquarters in Northwest Washington. The lobby has been weakened by the loss over the past two years of three of its largest and most influential members: Viacom/CBS, NBC and Fox. They split primarily because of a dispute over the national 35% TV station ownership cap. The three want to eliminate it. But the smaller broadcasters who now control NAB want to preserve it as a check against the networks.

And critics also believe the gimmie-gimmie attitude will eventually catch up with the industry. NAB insists on must-carry, which guarantees TV stations free carriage on cable systems—without obligations. It demands digital TV channels—without obligations. It wants help with converting from analog to digital service—without obligations.

At the same time, the association complains loudly to Congress and to the FCC any time a potential competitor shows up—low-power FM, for example, or satellite radio.

“I think NAB cries wolf a lot,” says one

The Fritts File

**The job:** President, National Association of Broadcasters, Washington, which represents 7,600 radio and TV stations in the U.S.

**The background:** Born Feb. 21, 1941, in Cape Girardeau, Mo. Fritts attended the University of Mississippi, Oxford, 1959-61.

**The pre-NAB career:** He joined WENK(AM) Union City, Tenn., in 1962 as an announcer, sportscaster and salesman. The following year, he auctioned the Fritts Broadcasting Group with the purchase of WNLA(AM) in Jackson, Miss. Over the years, the group grew to include four more AM stations and five FM stations in Mississippi, Kentucky, Arkansas and Louisiana. He was joint board chairman of the NAB before becoming president in 1982.

**The family:** He married Martha Dale Richie on Sept. 10, 1961. They have three children—Kimberly, Timothy and Jennifer—and two grandchildren.

**The other duties:** The boards of the Ad Council, the National Commission Against Drunk Driving, and University of Mississippi Foundation; member of the U.S. Chamber of Commerce Committee of 100.

**The honors:** Member of the University of Mississippi’s Hall of Fame and the Broadcasting & Cable Hall of Fame. Recipient of the Broadcasters’ Foundation 2000 Golden Mike Award and the Media Institute’s American Horizon Award.
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NAB's Eddie Fritts expects to keep on winning and prove the critics wrong

After 20 years at the helm of the National Association of Broadcasters, Eddie Fritts can point to a long list of legislative and regulatory victories that have helped keep most TV and radio stations thriving, even in these tough economic times.

And the 61-year-old Fritts seems confident that NAB can ring up some more wins as it tries to ward off competition and ensure broadcasting's place in the mediascape of the future.

Those wins, if they come at all, will not come...
Good buzz for NAB ‘02

Pickup in ad market gives late boost in registrations

By Bill McConnell

ew opportunities for TV duopolies and the ongoing challenges of DTV conversion will dominate the official sessions during the NAB convention this week in Las Vegas. The buzz on the exhibit floors and in corporate suites, however, is likely to be about the recent and ever-so-slight pickup in the ad market and whether it will continue.

If NAB attendance is any indication, there is reason to be hopeful.

The upturn in the broadcast industry’s bottom line generated a late boost in registrations and turned what could have been an eerily sparse showing for the industry’s annual gathering into little more than a “mild decline” from last year’s convention. NAB officials say the new estimate mirrors the sluggish performance of other industry conventions in 2002.

The NAB is projecting an attendance drop-off of 10% to 15% from last year’s 113,000 official figure. If the numbers hold up, the NAB’s official tally could be as low as 96,000.

Of course, the convention’s official attendance figure frequently comes in a little higher than the educated guesses floated by Vegas cabbies, but, whatever the actual number, NAB is likely to be grateful for what it’s calling a respectable turnout during a rough year for business and travel. After all, NATPE and Comdex both suffered much more dramatic declines. “We’ve had a very healthy pickup in the last six weeks, with the rebound in the advertising economy,” said NAB spokesman Dennis Wharton.

The convention’s 850,000 square feet will accommodate 1,400 exhibitors, 100 fewer than last year.

Attendance has been given a boost by the addition of the Radio Television News Directors Association convention.

Highlights of the convention include the induction of Rowan & Martin’s Laugh-In into the NAB Broadcasting Hall of Fame. On hand will be Dick Martin and cast members Goldie Hawn, Ruth Buzzi, Joanne Worley, Lily Tomlin and Arte Johnson. Former FCC Chairman Richard Wiley will receive the distinguished-service award, and former House Commerce Committee Chairman John Dingell (D-Mich.) will be given the Grover Cobb award for improving broadcasters’ relations with the federal government. NBC’s Jay Leno was slated to entertain attendees on Sunday.

Broadcasters will get a little advice at Monday’s convention keynote by Richard Parsons, CEO-designate of AOL Time Warner Corp. Dallas Mavericks owner and HDNet Chairman Mark Cuban and Netscape co-founder Mark Andressen will headline a major Monday panel.

RTNDA’s second chance

By Dan Trigoboff

The tragedy that canceled the Radio-Television News Directors Association’s convention in Nashville last September has become the theme of the rescheduled conference this week in Las Vegas.

In addition to the general session—in which the state of local news will be addressed broadly, typically focusing on the troubled economy—the combined NAB-RTNDA conference will have a second session on journalism following the events of Sept. 11 and other sessions on crisis reporting, covering hoaxes and the battle over the post-9/11 grounding of news choppers.

Attendance is expected to be down from the 2,500 to 2,800 typical of recent RTNDA conventions. Association President Barbara Cochran said advance registration has exceeded expectations, although she would not say what those expectations were.

The 2001 conference was scheduled to begin last Sept. 12 in Nashville but was canceled. In January, RTNDA merged its show with the NAB show, which meant also canceling the RTNDA conference this September. NAB and RTNDA will combine for at least five annual conventions.

The stars will come out. Among them will be NBC’s Tom Brokaw, who will receive this year’s Paul White Award; CBS’s Steve Kroft; NBC’s John Siegenthaler; PBS’s Gwen Ifill; and ABC’s John Cochran (who is married to the RTNDA president).
TOP OF THE WEEK

MSNBC’s new Donahue factor

This summer, it will be liberal Phil vs. Fox News Channel’s right-wing Bill O’Reilly

By Allison Romano

While Fox News widens its ratings margin over CNN, third-place MSNBC is trying to claw back. The NBC- and Microsoft-owned net last week lured veteran talk-show host Phil Donahue out of retirement, pitting the fiercely liberal Donahue against Fox News Channel’s conservative combatant Bill O’Reilly at 8 p.m. Both of them will also face off against CNN’s Connie Chung, whose own interview show should launch in June.

Donahue’s addition comes as MSNBC revamps to what President Erik Sorenson calls “op-ed or point-of-view programming” in prime time.

“By 8 p.m., everyone has the news in this country. It’s a time to sit back and reflect and put the news in some context,” he said. MSNBC slashed more than 20 positions from its long-form-programming unit last month.

NBC President Neal Shapiro said that Donahue would be one of many changes to come at MSNBC but would not elaborate.

The addition of Donahue shakes up MSNBC’s evening lineup. The News With Brian Williams will move to 7, and Hardball With Chris Matthews, now exclusively an MSNBC property, will move to 9. Ashleigh Banfield and Allan Keys will shift back an hour. (Hardball and Williams were shown on both MSNBC and CNBC; now only Williams will repeat on CNBC.)

Donahue seems ripe to join the cable news war. “If you want to discuss me as coming from the left and O’Reilly from the right, that’s OK with me,” Donahue said last week during a conference call with reporters.

Still, he’ll have to adjust to a smaller arena. The O’Reilly Factor may be the hottest cable news show, drawing 2 million viewers regularly per night. MSNBC averaged 340,000 viewers in all of prime during the first quarter. In contrast, Donahue’s syndicated talk show, which ran from 1969 to 1996, at times counted 10 million viewers. Unlike with daytime show, Donahue’s new show won’t be done before a live audience.

Both Donahue and O’Reilly are repped by N.S. Beinstock. Uberagent Richard Liebner negotiated Donahue’s deal, and his wife, Carol Cooper, represents O’Reilly. Donahue and O’Reilly have squared off against each other in the past on ABC’s Good Morning America.

Fox News, usually quick to rail against rival CNN, dismissed MSNBC as “irrelevant.” On his show last Tuesday, before the deal was announced, O’Reilly chimed in, with mock horror: “And they want to put Phil up against The Factor. Uh-oh.”

Chung, who joined CNN from ABC in January, is expected to put on a more news-oriented show. Not everyone considers her a contender. “It’s all about the men,” said one industry exec. “No one is talking about Connie.”

CNN sniffs at its competitors’ 8 p.m. gabfests, contending that Chung “is the perfect choice for CNN because of her 30 years of experience in serious journalism.”

Donahue, 66, said Sept. 11 motivated him to return to the air. After retiring from TV in ’96, he championed consumer advocate Ralph Nader in the 2000 presidential campaign.

MSNBC needed an injection of energy. As Fox News and CNN posted double-digit ratings increases for the first quarter 2002 vs. the year before, MSNBC is flat, notching a 0.4 in both first quarter 2001 and 2002. Fox News logged a 1.2, up 33%, and CNN averaged a 0.9, up 29%. Donahue’s competition, The O’Reilly Factor, averaged a 2.0 in first quarter.

Sorenson, who usually touts MSNBC’s young demos as his channel’s ace, isn’t worried about Donahue’s jibing with the younger set. He claims young viewers don’t like to watch young talent. “Young people will enjoy Phil,” Sorenson said, “If middle-aged and older viewers come, too, that’s terrific.”

MSNBC, Fox News and CNN are benefiting from an audience swell since Sept. 11, as viewers defect from the broadcast nets. Cable news networks now attract 57% of household impressions, leaving broadcasters with 43%, according to Nielsen figures analyzed by CNN. That breakdown, however, does not include broadcast newsmagazines.
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The NAB streams both ways

Radio wants cheaper copyright fees; TV wants protection

By Paige Albinia

The NAB’s radio and television boards have determined a position on Internet streaming that sends radio broadcasters in one direction and television broadcasters in another.

The full board of directors last week held two conference calls to determine how NAB should approach Internet streaming on Capitol Hill. It ultimately concluded that the organization should push Congress to legislate a more workable economic model for radio streaming, while being clear that TV stations don’t want their signals anywhere near the Internet, and the board wants to make sure no door is opened that would lead to widespread streaming of television stations.

An unfavorable ruling by a three-judge copyright arbitration panel in February will make it far too expensive for most radio broadcasters to stream their signals over the Internet. The ruling, which the Librarian of Congress is scheduled to review and make final by May 21, would require radio stations to pay per-song, per-listener royalty fees that could cost radio broadcasters thousands of dollars per day.

NAB’s radio board of directors wants NAB staff to fight for legislation to change that decision.

NAB’s opportunity to join that fight comes next week, when the House Judiciary Committee begins an intra-industry discussion of how best to legislate the problem of distributing music over the Internet. The legislation on the table, sponsored by Reps. Rick Boucher (D-Va.) and Chris Cannon (R-Utah), mainly involves Napster-like problems of file-sharing, but radio broadcasters see the bill as their opportunity to get an amendment that would reduce those royalty fees.

In the meantime, TV broadcasters want their signals kept completely off the Internet. They already have some experience with beaming their signals into distant markets—superstations, for example—and have discovered that further exposure doesn’t translate into more money. In fact, they say, it just dilutes their advertising base.
What on Earth? It’s Sci Fi

Network’s plans to get its head out of the clouds and into ‘alternative’ reality

By Allison Romano

Sci Fi Channel wants to quit being so alien. “We’re trying to make the channel relatable, Earth-based with a twist of Sci Fi, whether it’s scripted drama or alternative reality,” President Bonnie Hammer said at an upfront presentation in New York last week.

Hammer said she wants to move “solidly into the top 10 as a fully branded niche network.”

Leading the charge are two off-net acquisitions. Sci Fi and TNT are sharing the cable rights for The X-Files, in its ninth and final season on Fox, beginning in October. Sci Fi will pony up about $325,000 per episode, while TNT will pay $225,000. Sci Fi landed prime time rights, accounting for the higher license fee. The X-Files had been on FX for five years.

Sci Fi also is close to a deal for UPN’s Roswell, paying $125,000 per episode for all three seasons beginning next January.

The off-nets will complement an ambitious slate of fantasy-themed originals. Sci Fi’s blockbuster will be Steven Spielberg’s $40 million miniseries Taken. The 20-hour project will air on 10 nights in early December.

New original series include an animated show, Tripping the Rift, and Rekindled, an extension of recent miniseries Firestarter: Rekindled, which earned a 2.2 rating.

Miniseries include Battlestar Galactica and Myst, based on a popular CD-ROM game.

Building on hit Crossing Over With John Edward, Sci Fi unveiled three shows Hammer bills as “alternative reality.” On daily strip Dream Team With Annabelle and Michael, humorous and sexy dreams are analyzed before a studio audience. Scare Tactics mixes elements of Candid Camera with supernatural dramas. The Belzer Connection, hosted by Richard Belzer, will poll celebrities and experts on conspiracy theories.

Elsewhere in the cable upfront market:

- While red-hot sit-com spoof The Osbournes continues to build its audience, MTV is moving ahead with six new original series. The latest reality twist will be Sorority Life (June 24), a behind-the-scenes look at pledging. Celeb series Virgin Chronicles (April 20) will survey stars on their special “firsts.” MTV News series Movie House (May 21) previews Hollywood releases. Taildusters (April 6), I Bet You Will (June 10) and Becoming Presents Wannabes (June 10) round out the slate.

Oxygen celebrated its second birthday last Thursday with a bash in New York after recently weathering frustrated comments from investor Oprah Winfrey and another round of layoffs. In the April 1 issue of Fortune, Winfrey said she “gave herself away too readily” when she licensed the show library to the women’s net. “I would rather have put $100 million into Oxygen and kept my shows than put in $20 million and given them away,” she said. Winfrey has creative control to package and select most episodes.

An Oxygen spokeswoman responded, “Three thousand hours of her heart and soul took a lot more of time and manpower than she had originally anticipated.”

Also, Oxygen bounced 20 staffers from its sports unit last month in cutting back on sports programming.

---

### Lifetime wins another cable quarter

Lifetime continued its run as the top basic-cable network in prime time, the channel’s fifth consecutive quarterly win. TNT, USA and Nickelodeon all lagged significantly, each with a 1.7 rating, but USA’s average-household delivery of 1.48 million edged the other two out. Big winners for the quarter include Hallmark Channel (up 50% to a 0.6), Court TV (up 33% to a 0.8) and Fox News (up 33% to a 1.2). The biggest losers include VH1, Travel Channel and Toon Disney, each off 40% to a 0.3. Nick remained the top network in total-day ratings at a 1.5, up 7%. The top 10 networks are listed at right.

<table>
<thead>
<tr>
<th>Network</th>
<th>Average HH rating 1Q 2002</th>
<th>Average HH rating 1Q 2001</th>
<th>Chg.</th>
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<tr>
<td>Lifetime</td>
<td>2.2</td>
<td>2.0</td>
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<tr>
<td>TNT</td>
<td>1.7</td>
<td>1.6</td>
<td>6%</td>
</tr>
<tr>
<td>USA</td>
<td>1.7</td>
<td>1.6</td>
<td>-11%</td>
</tr>
<tr>
<td>Nickelodeon</td>
<td>1.7</td>
<td>1.6</td>
<td>6%</td>
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<tr>
<td>TBS</td>
<td>1.6</td>
<td>1.9</td>
<td>-16%</td>
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<tr>
<td>Cartoon</td>
<td>1.6</td>
<td>1.7</td>
<td>-6%</td>
</tr>
<tr>
<td>Discovery</td>
<td>1.2</td>
<td>1.3</td>
<td>-8%</td>
</tr>
<tr>
<td>Fox News</td>
<td>1.2</td>
<td>0.9</td>
<td>33%</td>
</tr>
<tr>
<td>A&amp;E</td>
<td>1.1</td>
<td>1.4</td>
<td>-21%</td>
</tr>
<tr>
<td>TNN</td>
<td>1.0</td>
<td>1.1</td>
<td>-9%</td>
</tr>
</tbody>
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Source: Nielsen/TBS
20 great radio stations
fabulous television station
of the best employees in the industry
5 wonderful communities

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INTEGRITY

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WNND

SAN FRANCISCO
KOIT

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WTOP
WWZZ

ST. LOUIS
WIL
WSSM
WVRR
WRTH

SALT LAKE CITY
KSL

CHICAGO
WTMX-FM 101.9
WTNX-FM 96.9
WNND-FM 100.3
WLUP-FM 97.9
WDRV-FM 97.1

SAN FRANCISCO
KOIT-FM 96.5
KOIT-AM 1260
KDFC-FM 102.1
KZQZ-FM 95.7

WASHINGTON, D.C.
WGM5-FM 103.5
WTOP-AM 1500
WTOP-FM 107.7
WWZZ-FM 104.1
WWVZ-FM 103.9
WXTR-AM 920

ST. LOUIS
WIL-FM 92.3
WSSM-FM 106.5
WVRR-FM 101.1
WRTH-AM 1430

SALT LAKE CITY
KSL-TV Channel 5
KSL-AM 1160
Bonneville Communications
Bonneville Duplication
Bonneville Satellite
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<th>Station</th>
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<th>U.S. HHS</th>
<th>HHS FCC</th>
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<td>WISH-TV</td>
<td>Indianapolis (CBS; ch. 8)</td>
<td>25</td>
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<td>WTNH-TV</td>
<td>New Haven/Hartford, Conn. (ABC; ch. 8)</td>
<td>28</td>
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<td>WCTV-TV</td>
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<td>WOOD-TV</td>
<td>Grand Rapids, Mich. (NBC; ch. 8)</td>
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<td>WORV-TV</td>
<td>Battle Creek/Grand Rapids, Mich. (ABC; ch. 41)</td>
<td>36</td>
<td>0.620</td>
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<td>WAPV-TV</td>
<td>Norfolk, Va. (NBC; ch. 10)</td>
<td>42</td>
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<td>WBRN-TV</td>
<td>Virginia Beach/Norfolk, Va. (Fox; ch. 43)</td>
<td>49</td>
<td>0.570</td>
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<td>WABN-TV</td>
<td>Providence, R.I. (CBS; ch. 12)</td>
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<td>WMAAC-TV</td>
<td>Providence, R.I. (Fox; ch. 64)</td>
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<td>WMBF-TV</td>
<td>Buffalo, N.Y. (CBS; ch. 4)</td>
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<td>WNCN-TV</td>
<td>Buffalo, N.Y. (Ind.; ch. 23)</td>
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<td>KXAN-TV</td>
<td>Austin, Texas (NBC; ch. 36)</td>
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<td>KXAM-TV</td>
<td>Austin, Texas (simulcasts kxan-tv; ch. 14)</td>
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<td>WDTN-TV</td>
<td>Dayton, Ohio (ABC; ch. 2)</td>
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<td>WFLP-TV</td>
<td>Flint-Saginaw, Mich. (NBC; ch. 25)</td>
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<td>WUPW-TV</td>
<td>Toledo, Ohio (Fox; ch. 36)</td>
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**Station Market (affiliate; ch.)**
- WAND-TV: Champaign-Decatur, Ill. (ABC; ch. 17) 82 0.343 0.172
- WANE-TV: Ft. Wayne, Ind. (CBS; ch. 15) 104 0.248 0.124
- WMMT-TV: Springfield, Mass. (NBC; ch. 22) 105 0.241 0.121
- KBBR-TV: Abilene-Sweetwater, Texas (NBC; ch. 9) 162 0.107 0.107
- WFTI-TV: Lafayette, Ind. (CBS; ch. 18) 190 0.054 0.027
- KACE-TV: San Angelo, Texas (NBC; ch. 3) 199 0.048 0.048
- WAPA-TV: San Juan, P.R. (Ind.; ch. 4) NR
- WJNI-TV: San Juan, P.R. (simulcasts wapa-tv) NR
- WIPX-TV: San Juan, P.R. (Pax; ch. 24) NR
- WPIL-TV: Ponce, P.R. (Ind.; ch. 20) NR
- WANN-TV: San Sebastian, P.R. (Ind. ch. 38) NR

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**KEY:**
- B: being bought
- *: operated under LMA
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- S: satellite station
- NR: not a Nielsen-rated market

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---

#### 24. Emmis

**15 stations/6.8% of U.S./6.0% FCC**

<table>
<thead>
<tr>
<th>Station</th>
<th>Market</th>
<th>DMA</th>
<th>U.S. Hhs</th>
<th>HHs</th>
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<td>0.042</td>
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<tr>
<td>WKRN-TV</td>
<td>Nashville, Tenn. (ABC; ch. 2)</td>
<td>30</td>
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<td>Sioux Falls, S.D. (CBS; ch. 11)</td>
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</tbody>
</table>

**KEY:** *B*=being bought  *T*=operated under LMA  *TBA*=operated under time brokerage agreement  *S*=satellite station  *NR*=not a Nielsen-rated market

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Was this the phone you were using when you ordered your current traffic and billing system?

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- Best strategies for reducing churn and keeping cable, digital and broadband consumers happy
- New target markets in a competitive environment, including the urban market and its multicultural segments -- the largest and most receptive audience for programming and content, and the new global marketplace for American grown brands and content
- The mood of the nation and its impact on consumer intentions to purchase new media products -- from digital and interactive to high speed connections.

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Fax: (310) 447-3899

**Website**: entravision.com

Philip C. Wilkinson, president

Entravision

**Key**:
- B = being bought
- * = operated under LMA
- TBA = operated under time brokerage agreement
- S = satellite station
- NR = not a Nielsen-rated market

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**Dear General Manager:**

A simple message: **SignaSys can help improve your budget.**

Even if you are delaying the digital transition, SignaSys can show you how the latest technology can save your station money. Our SignaCast DTV compliance system gets you on the air in digital, then lets you expand as revenues allow. Pay nothing now, and defer your DTV costs until times are better. SignaSys can also help with the following:

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**SignaNews** - low cost, state-of-the-art news systems to handle text data, video and audio!

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People

**FATES & FORTUNES**

**Programming**

- **Jim Perry**, VP, new-business development, Nickelodeon, named senior VP, ad sales.
- **Norman Lesser**, VP, Eastern sales manager, Buena Vista Television, New York, promoted to senior VP.
- **Joan Blanski**, founder, JMB Marketing Consulting, New York, joins Lifetime Television, New York, as VP, marketing.
- **Cathy Weeden**, VP/GM, Fox Sports Net Arizona, Phoenix, joins Sunshine Network, Orlando, Fla., in the same capacity.

Appointments at A&E Networks, New York:
- **Will Corbin**, executive VP, Restaurantrow.com, Rye, N.Y., joins as VP, interactive production;
- **Fran Mersel**, director, marketing research, promoted to VP, research; **Jennifer Ball**, manager, affiliate marketing, promoted to director.

Appointments at Turner Broadcasting Systems Inc., Atlanta:
- **Greg Gajus**, VP, research, Turner Entertainment Group, named VP, audience analysis; **David Kudon**, VP, consumer insights and forecasting, named VP, marketing science and forecasting; **Robin Thomas**, VP, CNN audience and marketing research, VP, forecasting and planning.
- **Jacqueline Majers**, director, marketing, American Movie Classics, Jericho, N.Y., joins CMT: Country Music Television, Nashville, Tenn., as VP, marketing.
- **Jamie Rockman**, director, domestic division, King World Productions, New York, promoted to VP, distribution and operations, Viacom Video Services, New York.
- **Elizabeth Missan**, executive producer, EMY Entertainment, Los Angeles, joins Hallmark Channel, Los Angeles, as director, development, original programming.

**Broadcast TV**

- **Bryn Burns**, director, research, CNN/US, Atlanta, joins Meredith Broadcasting Group, Des Moines, Iowa, as VP, research.
- **Will Davis**, GM, WXLV-TV Winston-Salem/WUPN-TV Greensboro, N.C., named VP/GM, WJZY-TV Belmont/WWWB-TV Charlotte, N.C.
- **Gregory Oars**, account executive, CBS Spot Sales, Atlanta, joins WSVN-TV Miami as national sales manager.

**Cable TV**

Appointments at Charter Communications, St. Louis:
- **Doug Montandon**, senior VP, marketing and programming, Galaxy Cablevision, Sikeston, Mo., joins as VP, corporate operations; **Don Loheide**, director, engineering and technology, promoted to VP.

Appointments at Comcast Cable, Philadelphia:
- **Tina Waters**, senior director, customer sciences, promoted to VP; **Jared Romanski**, project manager, customer service technology, promoted to director.

Appointments at Cox Business Services, Atlanta:
- **Kenneth Conner**, support director, Network Service Group, Little Rock, Ark., joins as GM; **Bob Hattori**, director, engineering, promoted to VP, operations.

**Journalism**

- **Elliott Wiser**, VP/GM, Bay News 9, Pinellas Park, Fla., appointed VP, news programming, Time Warner Cable, Tampa, Fla.
- **Charles Holmes**, account executive, CNBC network ad sales, New York, promoted to senior VP, CNBC international sales, New York.
- **Jim Bandera**, lead account executive, New England Cable News, Boston, promoted to local sales manager.
- **Adam Housley**, reporter/anchor, KTXL(TV)

**Radio**

Appointments at Premiere Radio Networks:
- **Laura Gonzo**, director, affiliate relations, Indianapolis, promoted to senior director;
- **Kevin Smith**, manager, affiliate relations, Dallas, promoted to director; **Kate Fredland**, director, business development/synergy manager, Clear Channel, Los Angeles, joins as affiliate marketing manager, talk division.

- **Michael Saunders**, VP, programming and operations, WJLB(FM)/WMXDJ(FM) Detroit, joins WTJMJ(FM) New York, as program director.
- **Mark Hanson**, director, sales, Tallahassee, Fla., stations, Triad Broadcasting Company, named VP, marketing manager.
- **Clay Steely**, director, engineering, ABC Radio Group, Dallas, promoted to VP, engineering.

**Advertising/Marketing/PR**

- **Bruce Feniger**, VP/director, marketing and sales, Interep, Atlanta, promoted to VP, New York regional executive.

**Technology**


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

Ed Turner, who helped to shape CNN from its infancy, died in Washington March 30 of complications from liver cancer. He was 66.

Often introducing himself as Ed “no relation” Turner, he was tapped by Ted Turner in 1980 to bring the television tycoon’s vision of a 24-hour news channel alive. As CNN’s first managing editor and executive producer, Turner was responsible for hiring the numerous journalists and technicians deployed to cover events around the globe.

During Turner’s tenure as executive vice president for newsgathering (1984-97), CNN garnered several Peabody Awards as well as notice from New York City Press Club, Overseas Press Club and Sigma Delta Chi for its coverage of events from 1989’s Tiananmen Square protests in China to 1993’s Russian crisis.

Turner left CNN in 1998 but ventured into news again with the unsuccessful launch of California News Service, which was modeled after CNN. At the time of his death, he was co-writing a history of CNN with Peter Arnett, a former correspondent for the network.

Born in Bartlesville, Okla., Turner graduated from the University of Oklahoma with a BA in journalism in 1957. A documentary producer and director, he won a 1958 Cannes Film Festival Award for Best Documentary in 1958. The following year, he became an anchor and reporter for KWTV(TV) Oklahoma City. He stayed at the station until 1966, when he was hired as a producer for CBS Morning News, but returned to KWTV to serve as its vice president and news director from ’78 to ’79. He then headed to WTTG-TV Washington, where, as news director, he is credited with introducing the 10 p.m. newscast as well as young news upstarts Connie Chung, Maury Povich and Bob Schieffer.

He is survived by his son, Christopher, and two brothers, Bill and John.

Bert Robert Briller, writer and television executive, died from complications of multiple myeloma in Chicago on March 22. He was 82.

A graduate of City College, New York, Briller was drafted into the Army Air Corps during World War II, where he was assigned to create and edit the air force’s first newspaper, The Beacon, published from Mitchell Field, Long Island.

After the war, Briller—who had worked at experimental New York newspaper PM in 1940—and his wife headed off to Mexico, where he earned money writing freelance articles on that nation’s politicians. He returned to New York, joining the WNEW(FM) publicity department in 1947. He was nabbed by Variety in 1949 to become its broadcast editor, covering everything from nightclub acts to Westerns.

Briller was again stolen away in 1953, when Paramount took over ABC and President Oliver Treyz invited him to join the ranks. He eventually rose to become the network’s vice president for sales-development presentations and secretary of ABC’s executive committee.

After nine years with ABC, Briller left to pursue another of his loves: advertising. He spent two years at the Richard K. Manoff ad agency as an account executive, before moving on to TV-commercial-production company MPO in 1962.

From 1965 to ’87, he was executive editor for the New York City Television Information Office, which was set up to challenge the blame placed on television for society’s ills. He was a writer and editor for Television Quarterly starting in 1980.

At his death, he was working on a memoir chronicling his career.

He is survived by his wife, Sara; his daughter, Joan; three grandchildren; and two sisters. Briller lost his son, Robert, in 1999.

William W. Hansen, longtime general manager of WJOL(AM) Joliet, Ill., and founder of Midwest Broadcasting Inc., died of prostate cancer on March 20. He was 79.

Born in Burlington, Iowa, Hansen graduated from the University of Iowa in 1947, after serving as a decorated tailgunner during World War II. He fell into broadcasting in 1958 when his best friend encouraged him to take a job as general manager of the failing station KMCD(AM) Fairfield, Iowa. Hansen so impressed the station’s owners that he was asked to manage WJOL(AM) and WLLI(AM) Joliet in 1964.

He held this post until the radio stations were sold in 1987.

In the 1970s, Hansen began to purchase radio stations, eventually owning 10 in Colorado, Illinois, Wisconsin and Iowa. In 1987, he started Midwest Broadcasting Inc., a radio brokerage company.

He served as president of the Illinois Broadcasters Association in 1974 and was initial chairman of the National Association of Broadcasters Radio Code Board.

He is survived by his wife, Cecilia; two sons, Michael and Thomas; a daughter, Elizabeth; seven grandchildren; and a sister, Janet.

Lawrence P. Sweeney, retired director of music licensing for Broadcast Music Inc., died in West Caldwell, N.J., on March 26. He was 71.


He is survived by his wife, Lauretta; sons Lawrence, Terence and John; daughters Jane Ann and Mary Ellen; a brother; two sisters; and 14 grandchildren.

—P. Llanor Alleyne
Paul Karpowicz literally grew up in television. His father, Ray Karpowicz, was general manager of KSDK(TV) St. Louis for 25 years. “Even as a young kid, on vacations and holidays, I would hang out with the stagehands at the station,” Karpowicz remembers. “I appeared on Romper Room more times than any other kid in St. Louis.”

So, by the time he entered Notre Dame University in 1971, Karpowicz was pretty sure what he wanted to do. Drawn to television sales, he paid his dues as a mail boy in the traffic department at WNDU-TV South Bend, Ind. During his senior year, he was finally allowed to make sales calls for the station.

Returning home to St. Louis with a degree in management, Karpowicz was ready to transform his childhood haunt, the television station, into his career castle. But the transition wasn’t going to be simple: St. Louis’s competitive market and a no-nepotism policy at his father’s station kept him out.

“I knew I had to start in radio to break into television sales,” Karpowicz acknowledges. “But, down deep, I always knew I wanted to be in television.” Wanting to stay in his hometown, Karpowicz made lemons into lemonade: He became a sales rep first with WEW(AM) in 1975 and then with LIN-owned WIL(AM) a year later.

His television dream finally came to fruition in 1979. Gary Chapman, director of marketing and research of KSDK-TV St. Louis, was moving to WLNE-TV Providence, R.I. Knowing where Karpowicz’s true passions were, he invited him to come along.

“I expected to spend a few years with WLNE, but it turned out to be 10 years, climbing through the ranks,” Karpowicz recalls. He rose to become the station’s vice president and general manager in 1988.

The following year, Chapman became LIN’s president of television and again extended an invitation to Karpowicz to join him. Eager to return to the familiar territory of the Midwest, Karpowicz took the offer and rejoined LIN Television as president and general manager of WISH-TV Indianapolis.

“He was the greatest job in the world. There was an opportunity to get involved in so many things because it was the responsibility of community leaders to help the city develop,” Karpowicz recalls. “It was a comfortable place to live, having grown up in the Midwest.”

Five years later, LIN promoted him to vice president of television, operating out of its Rhode Island corporate offices.

It took some convincing by Chapman, currently LIN’s chief executive, for Karpowicz to leave the Midwest yet again. But at least he knew the state.

“We moved one block away from our old neighborhood,” he says.

His workload as LIN’s vice president of television seems to be growing. He already oversees the day-to-day operations of the company’s 25 stations, which garnered net revenue of $272.4 million in 2001, and the group is in the process of acquiring six STC Broadcasting (Sunrise) stations.

Karpowicz’s focus remains local. With the advent of digital television, he considers it vitally important that local television stations stay connected with the areas that they serve via community-based news, service and even television sales.

“Competing for people’s time and attention will become greater,” he says of the digital future. “As we go forward, those stations that know that will get stronger. Those stations that do not have ties [to the community] will have a problem.”

Karpowicz is leading by example. He is the current Television Board chairman for the National Association of Broadcasters and also serves on the group’s COLTAM Committee, which evaluates the research products and services that are available to the local broadcast industry.

—P. Llanor Alleyne
Classifieds

**Television**

**NEWS CAREERS**

### CHIEF ENGINEER

**METRO TRAFFIC AND WEATHER CHANNEL**

WOODBURY, NY LOCATION

Cablevision's highly successful regional network, consisting of five, 24-hour channels devoted exclusively to traffic and weather in the NY market, is currently seeking a Chief Engineer, with a minimum of 8 years experience with television broadcasting audio/video equipment. Position involves supervising the integration and ongoing maintenance for highly automated MCR facilities, an extensive remote camera network, production studios, and related equipment and networking. Applicants should have previous engineering management, equipment design, integration and installation experience. Background in troubleshooting electronic circuits down to the component level is a must. Experience with computers including DOS, MS Windows 95/98, NT, 2000, SGI Irix and Mac required. Incumbent will possess minimum AAS in Electronic or Electrical Engineering Technology or equivalent as well as the ability to work flexible hours in a high-pressure environment with strict deadlines. To apply, send resume, indicating REF # 0408BC710BSE in cover letter, to: careers@cablevision.com (Please send in subject line of email) or mail to: Cablevision Staffing Dept JFE, 1 Media Crossways, Woodbury, NY 11797.

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KFSN-TV, an ABC owned station, is looking for a Weekend Weather Anchor who will also report 3 days a week. Minimum 2-years of commercial television news experience is required. Qualified candidates should have working knowledge of weather graphics systems (Acuweather Ultra preferred), AMS or NWA seal a plus, but not required. Must be able to produce and anchor weathercasts, both in-studio and remotes. Should also have solid writing, reporting and live-shot skills. Please send a non-returnable tape and resume to: KFSN-TV, Dept. BC 02-08, 1777 G Street, Fresno, CA 93706. ABC, Inc., is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

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### NEWS REPORTER

Dominant NBC Affiliate in 93rd market seeks reporter with live experience. College degree preferred. Resume to WCYB, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V

### PROMOTION CAREERS**

### PROMOTION WRITER/PRODUCER (JOB #200MJ)

WBNS, CBS' longest-affiliated station, is looking for a motivated and creative Writer/Producer. Candidates need the drive to meet deadlines and the desire to produce the best spots in the industry. A willingness to work hard and have fun doing it is a must. Non-linear editing wanted, Avid preferred. We've got the tools to make your spots great: Avid, Quantel HAL, and After Effects. All in Ohio's biggest city, the state capital, and the home to the NHL's Blue Jackets. Send resume and reel to: WBNS-10TV, Human Resources Department, Job #200MJ, 770 Twin Rivers Drive, Columbus, Ohio 43215. WBNS is an equal opportunity employer and provides a smoke/drug free workplace.

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Do you have the imagination and vision to combine news and issue-oriented newstalk/information into a compelling daily television broadcast? We have an immediate opening for an experienced and imaginative producer for an early-evening hourly news program. The winning candidate should have at least 3 years producing experience in news or newstalk plus a journalism or related degree. Send tapes and resume to "Producer," Box 0408, Attn: K. Parker, B&C Magazine, 275 Washington St., 4th fl., Newton, MA 02458. Women and minorities are encouraged to apply. EOE.

To place an ad in the B&C magazine and online, email Kristin at kbparker@cahners.com or email Sarah at sjking@cahners.com

**Broadcasting & Cable/4-8-02 77**
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The ideal candidate will have 3-5 years of management or supervisory responsibility and extensive hands-on producing experience. Qualified candidates must be knowledgeable in all areas of marketing and promotion, including production, media placement, topical and image promotion, as well as sales marketing and commercial spot production.

If you would like to work for one of the most successful media companies in the world, and have experience with news promotion as well as the marketing of entertainment programming, please send your resume and tape for review to: CBS Human Resources, Attn: Creative Services Recruitment, 11 Stanwix Street, Pittsburgh, PA 15222.

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REEDmsconsulting@cs.com

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New equip. (310) 201-0380

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For more information, contact: Kristin at 617-558-4532 kbparker@cahners.com, or Sarah at 617-558-4481 (CA only) sjking@cahners.com
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(please note: Cable advertisements receive rate of $1.92 per col. inch gross w/ art.)

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Editorials

COMMITTED TO THE FIRST AMENDMENT

Walking the walk

As we said last year when the Network Affiliated Stations Alliance first took its list of network grievances to the FCC, inviting the government to police network affiliation relations is a bad idea in search of a worse result. Rather than recruiting the FCC, as some 800-pound enforcers, stations need to concede that the dynamics have changed and use their marketplace muscle.

For example, CBS was repeating Amazing Race II on co-owned UPN less than 48 hours after its CBS play. Affiliates balked in numbers too big to ignore; the net backed down.

Now WJXT(TV) Jacksonville, Fla., is dropping its CBS affiliation after more than half a century. By doubling news and offering top-drawer syndicated programming, says Post-Newsweek President Alan Frank, WJXT will eventually do at least as well as an independent as it did as a CBS affiliate, although it will miss those jaguar games on NFL Sundays. WJXT is Jacksonville’s dominant station. Its loss diminishes CBS.

Frank’s bold move suggests that affiliates, at least ones as strong as WJXT, have an alternative to either taking what the network dishes out or running to the government for help. It’s a shame that long-standing partnerships go bad, but, ultimately, a station’s power to walk away is its best leverage. Stations ought to make sure they are strong enough to do it. Perhaps even Frank, who spearheaded the NASA petition, will agree.

Scarcity of rationales

The FCC is beating a path to the woodshed, with the D.C. Court of Appeals holding it firmly by the ear. The court, which earlier threw out the cable/broadcast cross-ownership rules and remanded the 35% cap on audience reach, last week sent back the FCC’s duopoly rule, saying it is “capricious and arbitrary.” Although the court stopped short of vacating the rule or driving a nail through the heart of the scarcity argument, it is only a matter of time before the commission is forced to concede that it has been turning a deaf ear to a lot of voices when measuring a market’s diversity of outlets.

If the court hasn’t made its voice clear enough, some messages the FCC should hear are:

The congressionally mandated biennial review of the FCC’s regulations presupposes further deregulation unless the commission offers a clear justification for maintaining a rule. The commission cannot, as one judge wanting the court to go even further put it, “simply cry ‘diversity!’ and thus avoid meaningful appellate review.” Having used a more inclusive voice test in its justification for loosening radio-TV crossownership, a test that included radio, newspapers and cable, the FCC cannot pretend those voices suddenly don’t exist.

We expect the FCC will be getting the newspaper crossownership ban handed back to it were it not in the middle of rulemaking on the issue. Best to throw out that ban now, and save the wear and tear on the ears.
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