"To be sure, we've seen better days on Wall Street....But the fundamentals of our business remain solid."

-NCTA President
Robert Sachs

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SOLD!

earst-Argyle, G, Media General, eek, Lin, Emmis, era,
The Franchise Continues...
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Remembering Munich

ESPN is planning an original movie on the 1972 Munich Olympics, where Israeli athletes were taken hostage and killed. According to ESPN SVP of Programming Mark Shapiro, the movie is being contemplated for summer 2004, in time for the Summer Olympics in Athens. ESPN may try to time its originals to other big events. The channel's first original movie, A Season on the Brink, about basketball coach Bobby Knight, debuted March 10, right after the NCAA men's basketball tournament selection show. Shapiro says he'd like to air four originals per year.—A.R.

During the hostage crisis, West German police worked to free the captured Israeli athletes.

D.C. LINE

With former WRC-TV Washington GM Linda Sullivan starting today at new NBC station KNTV(TV) San Francisco, NBC's station group has a big job to fill in D.C. Observers note that NBC has a good bench and even staying in-house doesn't present a narrow field. Sources tell us strong candidates are three well-regarded NBC GMs: Michael Jack, from WCMH-TV Columbus, Ohio; Lisa Churchville, from WJAR(TV) Providence, R.I., where Sullivan worked before going to Washington; and Mike Ward, WNCN(TV) Raleigh, N.C.—D.T.

PENALTY PHASE

At its meeting this week, the FCC will propose a plan for sanctioning TV stations that can't justify missing the May 1 DTV deadline. Those sanctions could include fines or even license revocation. More than two-thirds of the country's 1,300 commercial stations failed to meet the target. Of those, 525 have been granted a six-month waiver. Another 324 have been asked for more info, and most are expected to get waivers once they spell out their efforts and provide timetables for service. The commission also is expected to extend waivers to the handful of stations in top-30 markets that haven't launched DTV due to zoning disputes, interference and other problems. Those were supposed to have gone digital Nov. 1, 1999.—B.M.

Crime free

USA Networks has scrapped plans to launch a crime channel, executives confirmed last week. That leaves the Vivendi Universal unit with just two digital channels, Trio and New World International. There has been some talk that USA is now planning an action channel, filled with off-network series and movies from the Universal library. USA dismisses the talk. But everyone expects it to roll out some new channels soon. Last December, it paid EchoStar $1.5 billion for a 10% stake and space for five new channels.—A.R.
USA NETWORK CONTINUES TO BE THE #1 A18-49 PRIMETIME CABLE NETWORK.

GET READY FOR THE NEW USA.
BIG. BOLD. BLOCKBUSTER.
TOP OF THE WEEK

This May, it’s good old NBC

Helped by its 75th anniversary special, strong series, it’s sweeping up

By Steve McClellan

NBC’s package of nostalgia TV (tied to the network’s 75th anniversary) and its regular program lineup got the job done in the first half of the May sweeps. Through the first two weeks, the network is winning in households, total viewers, adults 18-49 and adults 25-54.

CBS is a solid No. 2 in all the aforementioned categories, an average 1 million viewers per night behind NBC.

NBC is up 9% from last year’s May sweeps in households and up 13% in among adults 18 to 49—and holds a commanding 49% lead in that key demo.

CBS is down 12% in household and 14% in 18-49 demo. But that’s in part because, last May, the Survivor: Outback finale was included in the first half of the sweeps. But the Survivor: Marquesas finale doesn’t air until the second half of the sweeps. That leads CBS executives to conclude that the network will hang on to second place in the key measurements.

Despite the hearty competition from Survivor on Thursdays, NBC has won the night, with Friends and ER driving the victories. The network has also dominated Wednesdays with West Wing and Law & Order.

And on Sunday nights, which the network plans to revamp next season, NBC has stunted well in the sweeps. A three-hour 75th anniversary special on May 5 added two Nielsen household rating points to its season average for Sundays—that’s a whopper.

And this Thursday, the Friends season finale. Rachel (Jennifer Aniston) is about to have her daughter—and NBC is no doubt about to have one of its best-viewed half-hours of comedy since the last year of Seinfeld.

Against NBC, CBS’s regular shows have also held up well in the sweeps, especially Monday nights, and last week. CSI on Thursday had the biggest audience of any show in prime time. In the specials category, an Everybody Loves Raymond 6th anniversary special performed strongly. The CBS miniseries Living With the Dead with Ted Danson also put up some winning numbers.

Then there’s ABC. Its May numbers reflect its problems: down 18% in households, down 15% in total viewers, down 13% in adults 18-49.

But the network has shown some flashes of brilliance in the sweeps. It won last Tuesday in the key demos with a pair of specials: Laverne & Shirley: Together Again and Favorite Stars: Then & Now. And NYPD Blue put up solid numbers that night as well.

My Wife and Kids and According to Jim have also delivered solid demo ratings.

For ABC, the best better be yet to come: the highly promoted mega-miniseries Dinotopia is the prehistoric epic that ABC needs to keep from near Nielsen extinction.

Fox is down 14% in both household and 18-49 ratings in the sweeps. Despite the declines, Fox is still ahead of ABC among adults 18 to 49. And it’s No. 2 among adults 18-34 and tops with teens. The Simpsons, Malcolm in the Middle, That ‘70s Show and Boston Public all remain bright spots. Still, to go in the sweeps: series finales for The X-Files and Ally McBeal, another Celebrity Boxing, and the final two episodes of 24.

As for the weblets, both show growth in May, more so for The WB, which is up 13% among adults 18 to 49. Still, it’s very competitive, with WB averaging a 1.8 rating in the demo while UPN’s at a 1.7, up 6%. Both are averaging a 5 share in that demo. In total viewers, The WB is up 17% (the best growth story of all the networks) and averaging 4.2 million viewers a night vs. 4 million (up 8%) for UPN.
BASED ON CHARACTERS FROM THE STEPHEN KING NOVEL

PREMIERES SUNDAY JUNE 16, 10PM/9C
Network mystery lineups

On eve of upfronts, fall slates are still under wraps

By Steve McClellan

So few holes to fill, but NBC’s going down to the wire nevertheless. That’s the situation with NBC’s new fall prime time program lineup, scheduled to be unveiled at Radio City Music Hall this afternoon. The rest of the networks will follow day by day, all filled with overstated hope and understated dread.

Unlike the past few years, when NBC’s schedule was set the week prior to its formal announcement, the network’s programmers were still debating, analyzing and considering all scheduling options over the past weekend. At deadline late last week, network officials weren’t expecting the new schedule to be finalized until late Sunday.

In fact, NBC denied a report last week that it was circulating bogus schedules in order to throw the press off the trail.

Meanwhile, the network wasn’t giving much away about its new plans. But the network has picked up a new workplace comedy, Good Morning Miami. Network and producer sources say NBC is leaning toward a pick-up of the family drama Miss American Pie, although Entertainment President Jeff Zucker has also said he’s keen on two other dramas as well, War Stories and Kingpin. A comedy with Chevy Chase also has a good shot at making the new lineup. A key scheduling move under consideration: shifting Just Shoot Me to Tuesday and Scrubs to Thursday.

Meanwhile, ABC, which is in virtual shambles, is pondering 29 new pilots. High on the list of comedy favorites: Eight Simple Rules (for dating my daughter) with John Ritter; Bonnie in the Morning with Bonnie Hunt; Legally Blonde; and the still-untitled workaholic-dad comedy from Michael Jacobs. Dramas in contention are said to include Push, Nevada and That Was Then.

Steven King’s The Kingdom and Dick Wolf’s Dragnet have been picked up for midseason.

Already renewed at ABC: NYPD Blue, The Drew Carey Show, According to Jim, My Wife and Kids, Alias, The Practice and Whose Line Is It Anyway?

Here’s the difference a year and a few hundred million dollars will make: Who Wants to Be a Millionaire will appear sporadically as a special, not as a weekly series. In its heyday, it aired four times a week on ABC.

CBS has picked up a CSI spin-off set in Miami. The network has also reportedly picked up Life of the Party, a comedy with Nathan Lane.

At Fox, executives are very high on a couple of shows, including cop buddy show Fast Lane and John Doe (he knows everything but his name). A new David Kelly show, Girls Club (they’re San Francisco lawyers), has a commitment. Others still in contention: Keen Eddy, Save the Last Dance and Time Tunnel. Comedies that look promising: The Grubbs, Oliver Beene, The Pitts, Beat Cops and Becoming Glen.

Boston Public, Malcolm in the Middle, That ’70s Show and The Simpsons all have firm renewal commitments.

At The WB, a new drama with Treat Williams, Everwood, has been picked up. Strong contenders on the comedy side are said to include What I Like About You, with Amanda Bynes, and Do Over. Already renewed: Smallville, Reba, Seventh Heaven, Gilmore Girls, Dawson’s Creek, Charmed and Sabrina.

UPN is playing it close to the vest. But sources say Enterprise, Buffy and wrestling show Smackdown will return.

Renewals on Pax TV include Doc, It’s a Miracle, Candid Camera and Miracle Pets.
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THE NEW USA. BIG. BOLD. BLOCKBUSTER.
Guess what? An auction postponed

Washington's unending spectrum story continues

By Paige Albiniak and Bill McConnell

Facing pressure from Congress and the White House, the FCC this week is expected to delay yet again an auction for spectrum now used for TV ch. 52-69.

Still being debated last week was whether the commission would postpone the June 19 bidding for a brief time, perhaps a month, or indefinitely. Also under discussion is the possibility of allowing the June auction to go forward in Alaska, where few stations are parked on the channels and there is pressing need for new wireless services in the largely rural and sparsely populated state.

Late last week, the other three commissioners were waiting for FCC Chairman Michael Powell to float a proposal that would placate the competing interests on Capitol Hill, and they had no clear indication of where he was leaning.

Complicating matters is that more than 150 applications to participate in the bidding are said to have been submitted by a May 8 deadline. Although FCC officials would not confirm the number and said a list of eligible applicants will be released within two weeks, a staffer for Sen. Ted Stevens (R-Alaska) pegged the number at 144 looking to bid on spectrum in the lower part of the 700 MHz spectrum band (ch. 52-59) and 20-plus seeking spectrum in the higher band (ch. 60-69).

The wireless industry has been arguing for a delay on the grounds that, if held June 19, the auction would attract few bidders because the date for clearing the spectrum is uncertain.

A group of owners with stations on ch. 60-69, led by Paxson Communications, is eager for the bidding to begin because the FCC is permitting them to negotiate early-bid buyout deals that could be worth billions.

Publicly, the FCC has been reluctant to delay bidding—for 60-69 particularly, which has been postponed five times. Powell and other commissioners have pointed out that the FCC is legally obligated to collect proceeds from the auction by September.

But Congress and the White House have given the FCC all the cover it needs for another delay. Last week, the House of Representatives passed a bill to postpone the auctions, perhaps until Sept. 30, 2007.

PBS’s 2nd digital deal

Insight pledges to carry HDTV, multicasting and data

By Paige Albiniak

A year and a half after signing its first digital carriage deal—with Time Warner Cable—PBS has closed a second agreement with No. 10 MSO Insight Communications.

The deal gives carriage to 31 public TV stations on Insight’s digital tiers through the transition to digital television. Insight has agreed to carry stations’ entire free, over-the-air digital offering, including any HDTV, multicasting or data services.

It would not include any digital subscription-based or pay-per-view services, however, according to Jennifer Fabian Browning, PBS senior director of digital cable and direct-broadcast—satellite strategy.

Currently, about 300,000 of Insight’s 1.4 million customers subscribe to digital cable, said Insight President and CEO Michael Willner.

“It’s very similar to the Time Warner agreement, and that was embraced by all 140 of those stations,” said Marilyn Mohrman-Gillis, vice president of policy and legal affairs for the Association of Public Television Stations.

Still, PBS signed the carriage agreement with Time Warner in November 2000 and was not able to ink another one until last week, even though it has been aggressively courting the cable industry. Asked what took so long, Browning said, “All the different industry segments are determining their digital strategies at the same time.” And things move slowly. PBS first talked to Insight last May.

Browning and Mohrman-Gillis say they hope that this deal, combined with FCC Chairman Michael Powell’s voluntary plan to push the transition to digital, will serve as an ice-breaker for PBS.

“We currently have 73 digital stations on the air, covering over 55% of U.S. households with a public-television signal. Most of those stations are multicasting, and some are doing high definition,” Browning said. “That’s why these digital carriage agreements are so incredibly important for PBS and the stations. We recognize that so many television viewers get their television service through cable.”
A USA NETWORK ORIGINAL SERIES


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MONK


THE NEW USA. BIG. BOLD. BLOCKBUSTER.
It could be Half-Adelphilia

To reduce its huge debt, the woeful cable MSO will auction its best properties

By John M. Higgins

Adelphia Communications will auction its best properties as part of a plan to wiggle out of its debt and insider-dealing scandal. Too bad some of the most obvious prospective buyers may be constrained from bidding.

By taking bids for properties serving 2.75 million subscribers including systems in Los Angeles and South Florida, Adelphia will likely shrink 40%. The resulting Adelphia would be a much different company, owning systems in places like Erie, Pa., Martha's Vineyard, Mass., and Rutland, Vt.

The biggest markets Adelphia could dominate would be Buffalo, N.Y., and Cleveland. The company would also own systems in the suburbs of Pittsburgh.

After acquiring systems aggressively since 1999, Adelphia has no choice but to sell. Forget the 70% drop in the company's stock price. The real crisis is that lenders are squeezing Adelphia to pare its $14.5 billion debt load. Adelphia's leverage of nine times cash flow was considered huge even before the company disclosed that it was on the hook for $1.6 billion-$3 billion in loans taken out by controlling shareholder and Chairman John Rigas.

Investment bankers Salomon Bros. and Daniels & Associates will run the auction. Adelphia executives plan to sell only 75% of the portfolio that's on the block, unloading just the chunks that get the best bids. That would generate around $7.5 billion and leave Adelphia with 3.6 million of its current 5.7 million subscribers.

Up for sale are metro Los Angeles (1.2 million subscribers); Florida, including the suburbs of Miami, Palm Beach and Fort Lauderdale (750,000 subscribers); Virginia, including Charlottesville and Blacksburg (575,000 subscribers); and systems scattered across six states in the Southeast.

The most obvious prospective buyers are players in the L.A. market, Cox and Charter, and the biggest Florida players, AOL and Comcast. However, only Cox has much flexibility right now. Comcast isn't seen as much of a buyer while its takeover of AT&T Broadband is being scrutinized by regulators. Charter's debt is already nine times cash flow (vs. five to six times for other MSOs). AOL is having its own financial crisis that probably wouldn't be helped by a multibillion-dollar cable acquisition.

"The question is, who's there that's got the liquidity and the regulatory freedom to do it?" asked Sanford Bernstein media analyst Tom Wolzien. And the question is the easy part.

Clear Channel fights back

Michael says play lists don't discriminate against local artists, indies

By Bill McConnell

Responding to charges that his company has "destroyed" the radio and recording industries, Clear Channel Radio Chief Executive Randy Michaels denied using national play lists that shun new and hometown artists.

"Nothing could be further from the truth," Michaels wrote in a letter accompanying Clear Channel's formal reply in the FCC's radio rules proceeding.

"Each local market is too different in its demographics and tastes for such a strategy to succeed."

Michaels was responding to a complaint by the American Federation of Television and Radio Artists, which charges that play-list dictates of the country's largest radio owner make it nearly impossible for local and independent musicians to gain airplay in the many markets dominated by Clear Channel's 1,200 stations.

The union for on-air talent, producers and writers also charged that Clear Channel chokes off support for artists signed with other companies by leveraging its airplay muscle through its control over powerful concert promoter SFX Entertainment.

Michaels said no national play list exists, although the company does have music-scheduling software that program directors "are free to select" from to build their own music databases. Program directors at poorly rated stations also may seek assistance from counterparts at larger-market stations, he said.

The replies were submitted as part of the FCC's effort to revise ownership rules limiting the number of stations one company can own in a market. The limits are based on a sliding scale according to market size. In the largest markets, one company may own eight stations.

Clear Channel, which currently has deals pending to buy 186 more stations, has cited studies showing that markets with greater levels of consolidation have lower ad prices and greater diversity of formats.
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**MSNBC has the youngest, most affluent audience in cable news.**

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<th>Network</th>
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**AMERICA'S NEWSCHANNEL**

[msnbc.com](http://msnbc.com)
THE BUSINESS OF SHOW

In syndication, ET Weekend was the top weekly hour (ending April 28) for its 21st straight week, up 17% to a 3.5 Nielsen. Rookie off-net The Practice came in second, up 8% to a 2.8. Big news among strips was that for the first time, Crossing Over with John Edward beat Texas Justice, regaining the top spot among all first-run rookies that it lost back in January when Justice debuted in the national spotlight. Crossing Over was up 11% to a 2.0. Texas was second, up 6% to a 1.9. Among the court shows, Judge Judy was tops, up 9% to a 5.8. In second place was Judge Joe Brown, which recorded a double-digit gain....

Diageo Guinness UDV North America executive VP Guy Smith, after pointedly telling an Upfront Summit crowd in New York that NBC had “reneged on our agreement” to run its liquor ads, revealed that it’s going ahead with a campaign that will channel $1 billion in ad spending across five years and scores of outlets, through what it calls its own Diageo Unwired National Network. ...

American Movie Classics is increasing its advertising load but spinning off a splinter digital service AMC Hollywood Classics that will be commercial-free. (The flagship channel takes 8 minutes of ads per hour.) The new ad-free diginet will feature films from the 1930s, 1940s and 1950s. It launches in late 2002. ...

The Small Business Administration’s Office of Advocacy is calling on the FCC to retain radio-ownership rules that promote diversity among station owners and points of view expressed over the airwaves. “Something would be lost in the shift from many small broadcasters to a few big broadcasters,” the advocacy office told the FCC. “That ‘something’ is viewpoint diversity.” ...

Satellite TV company DirecTV is expanding its local TV-signal offerings to Buffalo and Oklahoma City, bringing the total number of cities to which it offers local TV service to 46. DirecTV plans to add service in Hartford, Conn., Las Vegas and Providence, R.I., by mid-July and to expand to 51 markets by the end of the year. ...

Crossing Over with John Edward reclaimed its top spot among rookie syndicated shows.

NAB veteran Chuck Sherman will head up the organization’s education foundation.

WHO’S HAPPENING

Veteran talk-show producer Marlaine Selip has signed as executive producer of Phil Donahue’s upcoming MSNBC show. Selip and Donahue worked together on his syndicated talk show, where Selip was a producer; she’s also worked on several other talk shows. ...

In Washington, NAB Executive Vice President Chuck Sherman is grabbing the position of president of the NAB Education Foundation and twinning it with the position of special assistant to NAB President Eddie Fritts. ...

Michael Fleming can’t get away from games. The former CEO of Sony’s Game Show Network has been tapped by game developer NTN as chairman of Buzztime, a unit that is trying sell operators games in their digital set-tops.

THE WORLD, CONSOLIDATED

Viacom last week got the FCC’s go-ahead for its $650 million purchase of KCAL(TV) Los Angeles from Young Broadcasting. The deal will give Viacom a duopoly in L.A., where the company also owns KCBS-TV. Viacom also owns seven radio stations there and must sell one of them within six months. ...

The National Hispanic Media Coalition and others charged in a lawsuit last week that the FCC’s reasons for granting NBC an extra six months to sell a third station it owns in Los Angeles were either racist or irrelevant. NBC acquired KVEA(TV) and KWHY-TV when it purchased Spanish-language network Telemundo in April. The net already owned KNBC(TV). Owners in big markets are limited to two stations, and the FCC typically allows six months for divestitures when mergers violate ownership limits. NBC, however, received 12 months on grounds that the Telemundo stations’ Spanish-language focus deserved special treatment.

STAY ALERT!

A media industry council charged with ensuring the reliability of mass communication during a terrorist attack or other catastrophe will have its first meeting May 17.

More than 40 executives from broadcast, cable, satellite and related industries have signed on to the Media Security and Reliability Council, which formed in the wake of the Sept. 11 attacks.

Dennis FitzSimons, president of Tribune Co., chairs the council and FCC Chairman Michael Powell will show up for the session.
Throughout the years there have been things we can't remember, things we can't explain and things we're too afraid to believe.

STEVEN SPIELBERG PRESENTS

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SCI FI
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MSO execs at NCTA bemoan stocks’ fall even as the business seems healthy as ever

By John M. Higgins

In some ways, the recession has really let the cable business shine. TV and radio stations’ operations wilted as local ad spending declined. TV networks suffered almost as badly. Telecom companies saw the value of new, multibillion-dollar fiber networks crash to just pennies on the dollar.

Meanwhile, even the worst-performing cable operators have proved rather resistant to recession. Operators have increased their sales and profits. They see themselves as proudly expanding new digital, high-speed Internet and telephone services. New products that barely existed in 1999 should generate 18% of operators’ $50 billion in revenue this year and perhaps 40% by 2005. Broadcasters? They’re selling the same commercials they sold in the 1960s.

But, as conventioneers trickled into the National Cable & Telecommunications Association convention in New Orleans last week, MSO executives were particularly infuriated that the financial markets are trashing their stocks. Investors hate cable stocks, slashing their prices an average of 40% so far this year. Investors now value MSO stocks around 10.4 times the cash flow expected for the current year. A year ago, stocks traded around 17.2 times cash flow.

That saps the wealth of executives and their senior employees, makes it hard to raise money, and makes it unappealing to pursue major acquisitions calling for stock as the currency.

Of course, it’s not as if there’s nothing going wrong in the cable industry. A few bothersome operating snags are popping up, and, of course, there’s the Enron-esque financial scandal gripping Adelphia Communications, forcing the company to shrink dramatically by liquidating cable systems.

But MSO executives express frustration that, as other media and telecom companies are bleeding, cable gets hammered, not because their cash flow is sliding but because they are growing at “only” 8%-9% instead of 10%-11%.

The aggravation cast a pall over last week’s show. “You come to this convention, everybody’s stock options are down, everyone’s tired, and it’s only Monday morning,” lamented Comcast President Brian Roberts. “I think we’re typical. We just had the best revenue growth and best [cash-flow] growth in any quarter of the last five years, yet the stocks are down 30%-40%.”

Cox Communications President Jim Robbins complained, “I’m totally frustrated,” even though he posted one of his best quarters ever. “I think it’s everything beyond our control. I wish that stuff would go away, and [investors would] look at the fundamentals more and give us credit for it.
in the market."

Indeed, MSOs like Cox, Comcast and Insight Communications are posting strong operating results. "Mediacom came out with a 16%-17% cash-flow growth rate this year," said Mediacom Chairman Rocco Commisso.

There are some misfires.

Adelphia's insider dealing and debt poisoned the sector, with suspicious investors fearing problems at other MSOs. After years of small sweetheart deals favoring the Rigs family that controls Adelphia, the company ran its numbers way up by helping finance the family purchases of nearly $1 billion in Adelphia stock. The stock-related loans and some other family deals could leave Adelphia—already loaded with debt—on the hook for an unexpected $1.6 billion-$3 billion.

"It's the cockroach theory," said Bank of America Securities media analyst Doug Shapiro. "Investors see one, and they assume there are others."

At Comcast, investors are bracing for the takeover of AT&T Broadband. Even if Comcast and AT&T's operations were running brilliantly, many of the 1 billion shares Comcast plans to pay to AT&T shareholders will probably get dumped back into the open market early next year. The overhang of such a huge supply hitting the market means Comcast shares could take two to four months to build up market momentum after a takeover.

But, of course, operations aren't going brilliantly. AT&T Broadband continues to misfire, with cash-flow margin sliding from the improved but still meager 25% that new Chairman Bill Schleyer had been posting. The cable unit also posted an unexpected loss of 179,000 subscribers in the first quarter. Comcast will be saddled with the myriad problems Schleyer won't have time to work out.

AOL Time Warner's cable operations may be fine, but the company has plenty of other problems, mostly recession-related but also tied to a lack of confidence in the growth prospects of America Online itself.

Cablevision Systems doesn't have its digital-cable act together, standing at just 25,000 subscribers. At one time, analysts were expecting 500,000 units by the end of 2002.

Charter Communications surprised investors by losing 150,000 of its 6.8 million basic subscribers in the quarter. And the company's high leverage—9.1 times annual cash flow—makes the company a magnet for Adelphia-related anxiety.

The upside is that these are more glitch than disaster. Granted, Adelphia has put its best clusters—including metro Miami and Los Angeles—on the block for $5 billion-$6 billion to calm lenders. But the problems of other operators are more easily surmountable.

"To be sure, we've seen better days on Wall Street," said NCTA President Robert Sachs at the convention. "Just about every industry has. Markers go up and down. Sectors fall in and out of favor. But the fundamentals of our business remain solid. And the most important one is this: Cable plays a central role in Americans' lives and will, even more so, in the years ahead."

Morgan Stanley media analyst Richard Bilotti was more blunt. The stocks Wall Street loves right now are old-line cycicals benefiting from what looks like an economic rebound: retailing, mining and transportation.

"To hell with Wall Street," Bilotti said at a panel session. "Growth stocks are out of favor. You are a growth industry. Does that
Give YOUR Community the Power of 3

275 cable systems now carry all three C-SPAN networks. Here are a few...

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<table>
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A complete list of our Power of 3 affiliates is available at c-span.org
Give your system the power of three C-SPAN networks — call Peter Kiley at 202-626-4874.
mean you should change yourself to become the flavor of the month? Absolutely not. When measured on any operating metric, cable has strung together four really great quarters.”

Added Tom Wolzien, media analyst for Sanford Bernstein & Co.: “The irony of all this is that cable is better-positioned than any time in the past five years. They may well be in the process of leapfrogging DBS.”

That looks about right. DBS companies are reporting slower growth, partly because cable operators have upgraded their own systems. And here’s what else is right with cable: While the pace of digital-cable sales is slowing, they are still growing. MSOs are expected to boost digital penetration to an average of 35% by year-end, up from 27% last December. Cable executives who once believed digital would stall out at 30% penetration now believe 50% is achievable.

High-speed data is a less popular product, but unit growth is accelerating. Bank of America’s Shapiro sees average penetration rising from 9% to 12.7%.

Video-on-demand seems to be developing into a real business. The numbers aren’t good enough for MSOs to brag about—or even disclose—but studios and TV networks are starting to loosen up and provide quality product.

Industry executives and analysts say the big plus is how the industry’s heavy capital spending is changing. After DBS companies started grabbing millions of customers with the multi-hundreds-channel packages, operators have poured around $65 billion into fundamental system upgrades since 1995. That has been a huge drain of about $1,000 per subscriber, with some operators spending far more each year on capital expenditures—“capex” to the investing crowd—than they’ve generated in cash flow (thanks to friendly lenders).

Analysts say that campaign is over. Shapiro says that, except for AT&T, every major operator will have 90%-100% of its system rebuilt by the end this year. Capital investment will move away from fixed infrastructure serving all customers to equipment in the home like digital set-tops tied to immediate revenues.

“You should believe that the capex for highways is over,” Wolzien said. “The need to spend capital for defensive positions to stop satellite is over.”

**Ganging up on sports fees**

At NCTA, applause for Cablevision's tiff with YES raises questions about ESPN

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Cable operators are eyeing the lack of damage to Cablevision Systems from its refusal to carry the New York Yankees’ regional sports network. In fact, it may be providing fresh ammo for negotiations with one of their biggest irritants, ESPN, which costs them dearly.

Yes, Yankees fans are screaming over Cablevision's failure to carry Yankees Entertainment & Sports (YES), but they're not canceling service in great quantities. Cablevision has lost just 10,000-20,000 of its 2.9 million subscribers over the fight.

Operators have seen themselves with little leverage in negotiations with ESPN, fearing subscriber revolt if ESPN went dark on their systems. But just as ESPN is tripping its annual 20% rate escalator, Cablevision Chairman Charles Dolan is giving them some hope.

“A lot are ruminating, 'If Chuck can get away, maybe I can get away with blowing ESPN off and let ESPN take the publicity hit,'” said Morgan Stanley analyst Richard Bilotti.

The CEO of one cable operator agreed: “There seems to be a sense of that, yes.”

Debate over rising sports-programming costs percolated at the National Cable Show last week. Operators like to say that 20% of customers watch sports and the other 80% pick up the tab. And, because they can pass on so much of the cost on to consumers, sports cut deeply into an operator's bottom line.

Several top MSO execs—even programmers Discovery Networks' John Hendricks and MTV Networks' Tom Freston—slammed YES and its chairman Leo Hindery at NCTA for trying to strong-arm Cablevision. The cable operator has resisted YES demands for $2 per subscriber, instead offering to sell YES as a pay service.

YES has filed an antitrust lawsuit against Cablevision, which controls rival regional nets MSG Network and Fox Sports New York. MSG lost TV rights to the Yankees last year.

AT&T Broadband Chairman Bill Schleyer said, “Good partners don’t say,
“I love a good idea. So I picked up the phone, I called Oxygen, and I said, ‘I want to do a show.’
Putting the V in VOD

By Allison Romano

Broadcast networks and studios may be willing to support cable operators’ video-on-demand efforts by supplying programming at no cost, but only until the service gets going.

Last week, Fox agreed to license 24 and FX original drama *The Shield* to Cablevision for a free-VOD trial. The series will be available immediately after episodes run on the networks. In exchange, Cablevision will bombard its 3 million subscribers with promos for them. The deal runs through the summer, with an option to renew.

“We’re not sure this is the right model,” said News Corp. President and COO Peter Chernin at the NCTA convention last week. “The right model may involve some pay.”

Because *Shield* and 24 are co-produced by Fox Television Studios, which distributes them domestically, navigating rights is easier. And it’s a small play: Cablevision offers VOD in only about 25,000 homes.

Operators have been pining for programming to distribute over their digital systems. But programmers and studios have fretted over giving away content.

“Giving it away for free is very dangerous,” Walt Disney President Robert Iger said last week. “Maybe early on to whet people’s appetites, but, to make this work, we have to get people to pay for it.” Even so, he’s willing to make ABC content available.

NBC and Comcast recently unveiled plans to deliver the NBC *Nightly News*, *Dateline*, Today, and local news from NBC O&O WCAU-TV Philadelphia on demand. The network is considering free trials with other cable operators.

“This is an ideal way to learn about people’s habits. We ultimately may want to charge,” said an NBC spokesperson. Down the line, NBC could offer *The Tonight Show With Jay Leno* for a VOD play.

VOD is the so-called “third bucket” of cable revenue, complementing video and data for operators and license fees and advertising for programmers. Operators also hope VOD will help stem digital churn.

VOD services, though, haven’t been widely tested. What subscribers will buy and how much they’ll pay is anyone’s guess.

The Fox-Cablevision test may help break the logjam that has stalled VOD.

Turner Broadcasting Chairman Jamie Kellner said he could see Cartoon Network fare, CNN’s *Crossfire* and short windows to TNT and TBS movie libraries offered on demand. But, if commercials aren’t being watched, he added, “it should go into some pay or subscription model.”

Network execs worry about eroding ad rates if consumers skip by commercials with VOD’s VCR functionality.

“We need ways to replace ad revenue,” said Discovery Communications Chairman John Hendricks. Discovery recently unveiled a free VOD and subscription VOD service. On the free service, Discovery will offer advertisers space for long-form commercials.
“You've never seen anything like this on television ever before.”
This time, smaller was OK

Fewer bells, whistles and attendees, but NCTA show was no bum trip

By Allison Romano

At the National Cable Show, a wax replica of Rudy Giuliani was enough to draw a crowd. Unlike boom-time cable shows, when droves of dancers and live bands would light up the confab floor, the only stunts worthy of a traffic jam last week were an appearance by The Shield bad cop Michael Chiklis and Madame Toussaud’s wax rendition of New York’s former mayor.

This year’s show was short on stunts and tchotchkes (ABC Family’s plastic beach bag was the crowd favorite), but organizers and attendees agreed the industry turned out in full support.

Big-name execs were purposely visible on panels, at press conferences and touring the floor. Walt Disney Chairman Michael Eisner and President and COO Bob Iger walked the hall, even sneaking in late to a session featuring ESPN and ABC Cable execs. Iger joined an all-star general-session panel on day two with MTV Networks Chairman Tom Freston, Discovery Chairman John Hendricks, Turner Broadcasting Chairman Jamie Kellner and News Corp. President and COO Peter Chernin. Cable titans like Comcast’s Brian Roberts and Cox Communications’ Jim Robbins highlighted operator appearances.

“Even on the third day, we have a full house at the closing session. That’s a good sign,” said NCTA President and CEO Robert Sachs after the closing lunch that featured top-MSO execs.

Total attendance, meanwhile, dropped 30% to a little more than 17,000 attendees. The National Cable & Telecommunications Association, which puts on the convention, said it planned for 15,000 to 20,000 people, down from 24,000 last year in Chicago. The number of exhibitors was down 20%, to about 200.

“We had to get creative. We really turned this show on its ear,” said Maggie Wilderotter, chair of NCTA’s convention committee and president of Wink Communications.

Most programmers, finding it hard to rationalize a $1 million-plus booth, pulled their exhibits from last December’s Western Cable Show. Most have their distribution deals: 34 channels reach more than 70 million subscribers. And consolidation among cable operators means fewer people to meet with. Many technology companies that littered the show three years ago are out of business.

The NCTA moved the general sessions, panels and pressroom to the floor and introduced executive suites as a cheaper exhibiting option. The booths-in-a-box—priced between $60,000 and $160,000—featured meeting rooms and were easy to customize with signage and TVs (Comcast videogaming net G4 even squeezed in a small arcade).

The downside, booth dwellers lamented, was that the 20 suites were pushed out to the hinterlands: good for holding quiet meetings but bad for buzz.

“It’s a little like being in the Witness Protection Program,” quipped Court TV CEO Henry Schleiff. “But it’s comforting to see some big players experimenting with this.” HBO, Showtime, Comedy Central and E! Entertainment Television were among programming heavyweights joining Court TV in the suite village.

Sachs said NCTA will reconsider the layout before next year’s show in Chicago; NCTA staff will go to the Windy City soon to see if this year’s layout can be replicated.

“The action is on the floor, and they can’t go over because they have their booth duties,” said Fox Cable Executive Vice President of Affiliate Sales Lindsay Gardner. A booth, he said, gives his channels, which include FX, National Geographic and Speed Channel, a stronger presence. “It’s more fun to host a dinner than go as a guest.”

Still, said Time Warner Cable CEO Glenn Britt, “This is better than having them go away to the hotels.” At the Western Show, some programmers paid $14,000 to be “participants” with hotel suites for meetings and access to the show.

At the booths, meanwhile, exhibitor staffs were noticeably smaller. There were fewer people greeting visitors and giving demonstrations. Many exhibitors cut booth personnel 25%. “We’re here making a statement with a booth, but we evaluated every person coming and what they’d do,” said Hallmark Channel Senior Vice President of National Distribution Ron Garfield. “This is not a paid vacation.”
“Really, how long do you expect me to keep this quiet?”

-Oprah Winfrey

Before long, everyone will know about Oprah's brand-new show. It's coming this fall, every weeknight, only on Oxygen. What's it about? Well, that's still a secret. But not for very long.

To learn more, contact Mary Murano at (212) 651-5075 or mmurano@oxygen.com.
WILNER RE-UPPED
The National Cable & Telecommunications Association re-elected Chairman Michael Wilner at its annual convention in New Orleans. The Insight Communications president was supposed to be succeeded by Jerry Kent, but the CEO of Charter Communications quit last September and new Charter Chairman Carl Vogel was considered too new to the NCTA board to step up. The NCTA named Time Warner Cable Chairman Glenn Britt vice chairman. He will likely succeed Wilner next year. Re-elected secretary and treasurer, respectively, were Adelphia Chairman John Rigas and Comcast President Brian L. Roberts.

VANGUARD WINNERS
NCTA honored 10 industry leaders with its Vanguard Awards at a well attended reception Tuesday evening. The top prizes went to Cablevision Chairman Charles Dolan and Playboy Enterprises Chairman and CEO Christie Hefner. Because Dolan stayed home to care for his ill wife, his award was accepted by their son, Jimmy, the Cablevision CEO. Other winners: Bill McGorry, Reed Business Information, the publisher of Broadcasting & Cable and Multichannel News; Edward Carroll, Bravo and the Independent Film Channel; Ellen East, Cox Communications; Herb Scannell, Nickelodeon, TV Land and TNN; David Fellows, AT&T Broadband; John Riggsby, Time Warner Cable; Joe Waz, Comcast Corp.; and Len Fogge, Showtime.

FLOOR WALKER
Cable network Oxygen ordered 13 episodes of new weekly half-hour series Candida Checks It Out, starring Candida Bergen. It is scheduled to debut this fall. In another programming move from Oxygen, Women & the Badge, which airs on Sunday nights, has been renewed for a second season. Wendy's will become a presenting sponsor for 13-week documentary series Adoption, which will premiere in June on The Hallmark Channel. The cable network will also partner with Wendy's Dave Thomas Foundation to produce spots within the shows; sources valued the deal at $1 million. The foundation promotes adoptions (Wendy's founder, the late Dave Thomas, was adopted). It's "an enormous partnership," said Hallmark chief Lana Corbi. The network will also tie in with local cable systems, including the Cox Cable franchise in New Orleans, to push adoption and foster care. ... Jamie Kellner, chairman and CEO of Turner Broadcasting Systems, says that, if personal video recorders like TiVo and ReplayTV are going to allow viewers to zap commercials, consumers should pay for the privilege—as much as $250 a year, or buy cheaper PVRs that eliminate the feature. At an off-the-record dinner with AOL Time Warner executives and the media, Kellner said he worries that PVRs installed in set-top boxes threaten to destroy commercial TV, which he argued is already a fragile business. (He later consented to have those off-the-record remarks made public.)

THE ART OF THE DEAL
Fine Living, Scripps' new digital lifestyle network, is partnering with the Wall Street Journal on a new original series inspired by the paper's Weekend Journal. ... Discovery Channel's ad sales chief Bill McGowan, re-upped with Discovery Communications and is adding new duties. McGowan will now be EVP and GM for U.S. ad sales and global integrated partnerships, heading Discovery's U.S.-based media sales group, including its 11 domestic channels and BBC America. He's also leading Discovery's recently unveiled HDTV and video on demand services. ... National Geographic and Speedvision will soon join Cable One's digital lineup.

New Orleans' new mayor, C. Roy Naglin, head of Cox Cable's New Orleans franchise, received a standing ovation when he addressed an NCTA session.

The networks, both part of the Fox Cable family, have signed separate carriage deals with Cable One. The Speedvision deal calls for a "timely" rollout in Cable One's NASCAR hotbed markets in Alabama, Texas and Arizona. In a separate deal, Fox Sports Digital Nets, a trio of regional sports channels, signed a carriage deal with the National Cable Television Cooperative, a broker for small cable operators. NCTC represents 13 million subscribers and negotiates volume discounts. ... Fox News Channel now reaches 95% of Comcast's 8 million subscribers after picking up 52,000 new Comcast homes. Fox News is launching on Comcast's Grey, Tenn., system (22,000 subs) and Ocean City, Md., systems (30,000), pushing the network's total distribution near 80 million homes.
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Dobbs stock still grows at CNN

CNN's Moneyline has come all the way back, along with its powerful host

By Dan Trigoboff

CNN celebrates this week the one-year anniversary of the return of its once and present business-news maven—touting the ratings supremacy of Lou Dobbs Moneyline over CNBC competitor Business Center and the huge gains over Moneyline without Dobbs.

CNN says it has doubled its own ratings while doubling those of Business Center with the return of Dobbs, who created Moneyline in 1980 and anchored the program until 1999.

Dobbs thought it would take six months to a year to re-establish his presence, but CNN says the gap was closing as early as August. The following month the terrorist attacks on the U.S. brought a phenomenal wave of viewers to CNN, and Moneyline went well into million-plus viewership in several weekly averages.

But even with significant drop-offs in viewership as the intensity of that story tapered off, Moneyline still retained a six-figure viewership lead over Business Center and a 158% increase last month over its own ratings the same month last year—before Dobbs' return.

And CNN notes that Moneyline's gains for April over the previous year are twice the overall network's gains. The main factor for Moneyline's boost, CNN says, is Dobbs.

"Looking at it from any objective basis," says Bruno Cohen, CNBC's executive vice president for business news, "their numbers have been good. The independent variable is the effect of major news events on a network whose branding identity is covering major news events. There's been a complete paradigm shift for news beginning on September 11."

The gains in business-news viewership not only at CNN but also at Fox, Cohen says, speak to the benefit of being on a more general-news network during a big news story.

Meanwhile, Cohen says, "for business news, the environment has been shifting. The market has been a terrible story. But there are big, geopolitical stories out there. The rhetorical question for advertisers is, if you're paying a premium to advertise on business news, do you want a program that's focused on business news or one that's offers business news and general news. I've got the most upscale, influential, educated audience in television history, and our job is to satisfy those viewers and keep that audience."

Dobbs, whose shows last week went to the Middle East before Wall Street, embraces the notion that his is a more general business-news show. "The broadcast has always been about the political economy," Dobbs says, noting that he was on-site during the Gulf War in 1991. "We've always had a broader context. I cannot think of any part of this news environment—education, war ... that does not influence or is not influenced by economics and our standard of living. This is business news for know-it-alls. This broadcast is aimed at the highest common denominator. The broader inclusion in the Moneyline show is just being a part of CNN, part of the brand ... that's why I came back."

Neil Cavuto, whose business-news show on Fox has also shown dramatic growth in the past year and peaked at more than a million viewers in the post-9/11 environment, agrees with the broad view. "I don't have the interest or the inclination to do a market-work show. It may seem cliché to talk about how Main Street is connected to Wall Street, but we have to present business news in a way that interests the general-news viewers as well. The jury's still out on whether we'll ever return to any sense of normalcy in the post-9/11 world."

For Dobbs, there have been some distractions. Dobbs was criticized for commentaries defending Enron auditors Arthur Anderson from the Justice Department's pursuit; critics cited ties Dobbs had to the company through paid speeches, past show sponsorship and its auditing of the books of a company in which Dobbs holds an interest. Dobbs maintains those relationships hardly add up to favoritism, and says he remains proud of the commentaries.

His return to CNN, however, has been "a damned ball. I wouldn't have missed this news cycle for anything."
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It seems unimaginable that in 1994 there were only about 3000 Web sites on the Internet – or that the internet itself was then generally regarded as a shadowy, exotic realm accessible only to an elite group of techno-nerds hunched over their keyboards late into the night, exchanging arcane secrets in indecipherable languages. Today there are an estimated 2.5 million web sites with new ones being launched on what seems to be an hourly basis.

Today, the web can still be a complex and baffling place without a road map. Hence this guide, which shows at a glance some of the valuable information and resources that are only a mouseclick or two away at industry-related websites.
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www.CRNi.net
The Radio Channels

CRN Networks offers six themed channels of talk radio programming that provide added value to your analog and digital cable customers. Program highlights include Radio America, comedy, sports talk, Wrestling Talk, UFO Sightings, lifestyle and travel programming, and nationally known talk show hosts like Bob Dornan and Michael Savage. CRN also offers a customized digital music on hold service. Visit www.CRNi.net for more information or to listen live 24 hours a day!

CARTOON NETWORK
www.cartoonnetwork.com

CartoonNetwork.com is the online home of original cartoons like The Powerpuff Girls, Dexter’s Laboratory and Samurai Jack, as well as animated classics like Scooby-Doo. In the Cartoon Orbit community, millions of fans collect and trade digital cards of their favorite stars. A wildly popular Games area and the anime-themed Toonami.com have generated record-breaking traffic for the site.

CINEMAX
www.cinemax.com

Check out Cinemax.com and get closer to your favorite movies—with original web programming and fan communities:
- Live events and chats with movie stars and directors featured on Cinemax
- Discussion boards and chat rooms
- Background information on Cinemax’s exclusive Reel Life documentary series
- Complete Cinemax programming schedule and a downloadable monthly guide
- Online Cinemax sign-up

CNN
CNN.com

CNN.com is among the world’s leaders in online news and information delivery. Staffed 24 hours, seven days a week by a dedicated staff in CNN’s world headquarters in Atlanta and in bureaus worldwide, CNN.com relies heavily on CNN’s global newsgathering team of almost 4,000 news professionals. CNN.com features the latest multimedia technologies, from live video streaming to audio packages to searchable archives of news features and background information. The site is updated constantly throughout the day.
CNNfn
Money.com
The CNNfn Web site draws on the full editorial resources of CNN and Time Inc. and utilizes AOL's easy-to-use and convenient functionality. The new destination focuses on breaking financial news, up-to-the-minute market and industry coverage for at-work business visitors and in-depth advice and planning tools for at-home personal finance visitors.

CNN en Español
CNENespanol.com
CNENespanol.com is CNN's award-winning Spanish-language Web site that offers comprehensive, breaking global news, information and event coverage for Latin America. Leveraging the resources of the CNN News Group's global newsgathering operation of more than 3,900 news professionals, 42 bureaus and a network of more than 850 broadcast affiliates, CNENespanol.com brings users the world's top Latin American, international and U.S. news stories, as well as global business and financial news, special in-depth sections and weather reports and forecasts for over 10,000 world cities. The site also offers information on sports, technology, entertainment, health and travel as well as chats with newsmakers and a community message board.

CNN/Sports Illustrated
CNNSI.com
CNNSI.com is AOL Time Warner's sports Web site, the home of Sports Illustrated on the Web and the sports site for CNN.com and CNN/Sports Illustrated, the sports news network. The site features up-to-the-minute scores, news, statistics and analysis of domestic and international sports, as well as free fantasy sports, live streaming video and a local sports section for more than 150 cities. The site features the renowned journalism and photography of Sports Illustrated and content from CNN/Sports Illustrated, as well Turner Sports' NBA, golf and motor sports coverage.

Comedy Central
www.comedycentral.com
comedycentral.com is the ultimate destination on the web for comedy seekers. Visitors find extras for the shows they love, plus joke-of-the-day, games, downloads, contests, a full TV schedule and other just-for-the-web content. Users can even take home a bit of Comedy Central with our online store. Web surfers who need a laugh break come to comedycentral.com.
COURT TV
Courttv.com

CourtTv.com is the award-winning Web site for Court TV. On it you'll find the latest updates on Court TV's trials, including video of key testimony; a verdicts directory; viewer polls; the nation's latest legal news, live chats and message boards, programming information on all of the network's primetime shows, episode descriptions and mini-sites devoted to Court TV documentaries and original movies. Choices and Consequences, our public service initiative is also featured. TheSmokingGun.com and CrimeLibrary.com are integrated within the site, offering a wide range of distinctive crime and justice resources.

DO IT YOURSELF NETWORK
DIYnet.com

If you're looking for concise and complete do-it-yourself step-by-step instructions, DIYnet.com is the website for you. With more than 7,500 projects on topics ranging from crafts and decorating to home improvement and hobbies, completion of your next DIY venture is just a click away.

Think of DIYnet.com as your "encyclopedia" of do-it-yourself information. With DIY, just Watch. Click. Print. Do!

FINE LIVING NETWORK
FINELIVING.com

The first television Website dedicated to the pursuit of personal passions and making every moment count, FINELIVING.com is a powerful companion to the Fine Living Network. Along with air times for all our shows, from Radical Sabbatical to The Great Adventure, FINELIVING.com provides resources you can find nowhere else. Take an in-depth look at the Corvette; learn about Beauty Boot Camp, where positive thinking is as important as losing pounds; visit Bill Wilson, who walked away from a lucrative job to pursue his dream to run a winery. FINELIVING.com is all about inspiration, information and the resources to make your dreams come alive.

E! ONLINE
www.eonline.com

E! Online is the number one entertainment news Website, providing the latest daily news and celebrity inside information in a fun, irreverent tone. E! Online presents up-to-the-minute entertainment news, original features, gossip, celebrity interviews, special live event and award show coverage, as well as in depth information on all E! programming including True Hollywood Story, Wild On, Revealed and Rank. Popular columns featured on the site include Fashion Police, The Awful Truth by Ted Casablanca, Watch with Wanda and Movie Scoop by Anderson Jones.
FOOD NETWORK
FoodTV.com

Food Network's website is the perfect accompaniment to your favorite Food Network shows. The site is easy to use, with complete programming schedules, information about Food Network chefs and shows, and, of course, lots and lots of good food. In addition to more than 20,000 recipes, the newly expanded website features innovative articles, tips for holidays and special occasions, five different areas that explore all aspects of food, from cooking basics to travel to wine, and a recipe and menu search page that can locate your favorite dishes in seconds.

GAME SHOW NETWORK
www.GameShowNetwork.com

GameShowNetwork.com is an exciting virtual playground! Log on and play sync-to-broadcast games, win cash and prizes, watch streaming video clips, chat with new friends, send e-cards to old ones, enter contests and sweepstakes or boost your trivia IQ. Anyway you play, GameShowNetwork.com puts you in the game!

HALLMARK CHANNEL
hallmarkchannel.com

hallmarkchannel.com is the place to go for the stories behind-the-stories on Hallmark Channel. Sneak previews of upcoming Hallmark Channel originals, exclusive behind-the-scenes video, cast interviews, photo galleries and the latest sweepstakes enhance the entertainment experience. Innovative and useful features include up-to-date program schedules, a monthly newsletter and "My Hallmark Channel," which provides e-greetings from Hallmark, plus customizable show reminders.

HBO
HBO.com

Check out HBO.com to get closer to your favorite HBO shows featuring exclusive online entertainment and fan communities:
- Live events and chats with HBO stars
- Original web programming
- Discussion boards and chat rooms
- Games and polls
- Video clips from your favorite shows
- Exclusive kids entertainment web site
- Complete HBO programming schedule and a downloadable monthly guide
- Online HBO sign-up
OUTDOOR LIFE NETWORK
www.OLNTV.com

On the Outdoor Life Network site, you'll discover shows that will help you take your outdoor adventures to the next level. Shows that will inspire you to push yourself to the limit when you're skiing, hiking, fishing, cycling or doing anything outside. You'll also find the latest news direct from leading outdoor adventure magazines. Plus, OLN is the official English language site of the Tour de France. So before you head outside, go to www.OLNTV.com.

Oxygen
oxygen.com

Oxygen entertains women in a revolutionary new way. Our programming reflects the best that women see in themselves: their curiosity, boldness, irreverence, diversity and passion for life. We connect women to their whole world with shows that are funny, wise, provocative, invigorating and captivating. Millions of women watch our television shows and come to Oxygen.com to talk about them, use our tools, meet our experts and talk to one another. Come see why Oxygen is fresh media for women, on TV and online.

PAX TV
www.pax.tv

PAX TV has launched a new and improved website at www.pax.tv. The site offers a sleek, exciting design that compliments the network's on-air look and provides an array of new features for fans. The new website includes more in-depth programming information, improved message boards and forums, and a new on-line store for PAX-related merchandise.

QVC
QVC.com

For Quality, Value and Convenience, shop with QVC's top-rated Web site. You'll find nearly a million products over a wide range of categories, including jewelry, fashion, beauty, electronics, and home decor. Watch QVC TV on the Web. Check out our Today's Special Value. And use our LiveHELP for instant online Customer Service.
HOME & GARDEN TELEVISION
HGTV.com

Whether you're remodeling a room or redoing your landscape, HGTV.com is the source for everything home and garden! Visitors can get in-depth info about their favorite shows and hosts, search thousands of step-by-step projects, and chat live with HGTV experts. Plus, stay in the know by signing up for our free e-mail newsletter, HGTV Ideas.

THE INDEPENDENT FILM CHANNEL (IFC)
www.IFCTV.com

IFCTV.com was developed with the objective of driving cable modem sales. As the online companion to The Independent Film Channel, IFCTV.com offers an extensive array of video, audio, and other multimedia content best viewed through a broadband connection.

In addition, IFCTV.com has now incorporated Go2Broadband, an initiative established by CableLabs® to drive cable modem sales by providing site visitors instant access to information about cable modem service in their area.

iN DEMAND
www.indemand.com

iNDemand.com is the most comprehensive source of up-to-date, accurate pay-per-view information online. Designed to drive pay-per-view buys, it offers complete schedules and comprehensive movie, event and sports package information.

Frequent promotions like the highly successful Mega Movies, drive buys and contribute to a growing opt-in consumer database used for targeted marketing initiatives.

Look for a new and enhanced iNDEMAND.com - launching Summer 2002.

muchmusic usa
www.mmusa.tv

Be heard.
Viewers take control of music television @ mmusa.tv. Our community of music fans tells us what's cool, giving them a voice and choice in the music programming they see on muchmusic. Viewers get involved by uploading their text messages, audio and video commentary and the music videos they create using software provided @ mmusa.tv. The site delivers a unique entertainment experience with programming information, artist promotions and contests, customizable e-greeting technologies and access to exclusive video clips not shown on-air.
**SHOWTIME**  
SHO.com

Showtime's website SHO.com provides extensive information on:

- The Showtime Unlimited Package
- Hollywood Hits and Showtime Original Pictures
- Original series websites including Queer As Folk, Soul Food, The Chris Isaak Show and Jeremiah
- Showtime Championship Boxing
- Programming schedules, celebrity chats, video previews, virtual set tours
- Exclusive online content (Queer Duck)

**STARZ ENCORE GROUP**  
www.starzsuperpak.com

This fully loaded consumer site has the latest information on all 12 STARZ Super Pak channels, including:

- Programming Schedules and a Special "Remind Me" Feature
- Movie Search
- Screening Room
- Upcoming Feature Films with Synopsis and Cast Information
- "Request the Super Pak" Feature
- About Us
- Career Opportunities

**SUNDANCE CHANNEL**  
www.sundancechannel.com

Sundance Channel online provides an informative and up-to-date companion to Sundance Channel programming, including:

- A comprehensive program guide and searchable film finder.
- In-depth information on the people, places and events of the independent film community.
- Background information and interviews on the Sundance Channel original program Anatomy of a Scene
- Weekly updated news digest from 24 Frame News
- Customizable Members Services, including a monthly e-guide and weekly programming updates

**THE WEATHER CHANNEL***  
weather.com

With over 12 million unique visitors and 350 million pageviews every month, weather.com ranks Top 5 among news and information web sites and #3 among cable television-related sites. We're the world's leading source for weather on the Web with:

- Forecasts for over 80,000 locations worldwide
- Weather-related lifestyle information for travel, health, golf and more
- Spectacular weather video

The industry leader in ITV and Broadband.

Our weather content is optimized for Broadband and ITV applications. Leverage our brand recognition and software to power your Web, Broadband and ITV initiatives.
TURNER CLASSIC MOVIES
Turnerclassicmovies.com

Turnerclassicmovies.com is the leading online destination for classic movie lovers featuring monthly streaming video content such as movie trailers and clips, as well as photo galleries, message boards, polls, trivia and games. The site provides visitors movie search capabilities by genre, star, director and year of release and an extensive interactive program schedule that includes personalized email notification.

UNIVISION
www.univision.com

Univision Online (www.univision.com) is the most popular Spanish-language internet destination in the United States. It caters to Hispanic Americans by offering them culturally relevant entertainment, news, sports and services. Univision Online provides an unparalleled experience that entertains, educates, and empowers the nation's online Hispanics by leveraging the power of America's leading Spanish-language broadcaster, the Univision TV Network.

WISDOM TELEVISION
www.wisdommedia.com

The $230 Billion Mind, Body, Spirit and Earth industry is supported by WISDOM Media Group's Consumer Website. Over 128 million adults are actively involved in the category and www.wisdommedia.com is a reliable resource for programming schedules, events and conferences, in-depth chat discussions, radio streaming, and on-line store for books, tapes, audios and other related products. WISDOM Television, Radio and Internet appeal to Everyone who wants to live a happier, healthier life.

ABC CABLE NETWORKS GROUP
abccng.com

abccng.com is a brand-new affiliate website from ABC Cable Networks Group. Our affiliate partners can now access the latest Programming, Marketing, Local Ad Sales, and Public Affairs information for ABC Family, Disney Channel, SoapNet, and Toon Disney. For more information and log-on directions, please contact your ABC Cable Networks Group representative.
AMC NETWORKS
www.amcnetworks.com

We've put it all together in one place so you can get it 24 hours a day. Visit amcnetworks.com and gain immediate and up-to-date access to powerful campaigns and promotions, downloadable ad slicks, logos, programming highlights, cross-channel, Local Ad Sales resources and much more. AMCNnetworks.com is your exclusive affiliate resource – visit today!

BLOOMBERG TELEVISION
www.bloombergaffiliate.com

Log on to BloombergAffiliate.com for all of your BLOOMBERG TELEVISION sales and promotional needs! This site provides 24/7 access to dynamic marketing materials – everything including logos, ad slicks, postcards, etc – all ready to download and print out. You'll also find programming information, ad sales materials, viewer research, powerful promotions, and CCP training support.

COMEDY CENTRAL
"Get It Online"
www.get-it.comedycentral.com

"Get It Online" is a valuable resource exclusively for Comedy Central affiliates. "Get It Online" offers up-to-the minute local ad sales and marketing information, as well as instant access to programming, research, promotions, pro-social opportunities, VOD information, CSR updates, materials, contacts, premiums, games and more. Take advantage of this comprehensive affiliate resource and receive a free gift just for registering on the site.

HALLMARK CHANNEL
insidehallmarkchannel.com

Insidehallmarkchannel.com is an online service providing valuable resources for Hallmark Channel affiliate partners. From program schedules, research and company news to quarterly promotions, print collateral, and online merchandise ordering to e-launch kits, CSR training, and technical data, insidehallmarkchannel.com offers information and tools vital to developing successful marketing and local ad sales programs. Go to insidehallmarkchannel.com to sign-up and discover how you can partner with Hallmark Channel to grow your business today.
iNDEMAND
affiliate.iNDEMAND.com

iN DEMAND's Affiliate web site provides affiliates and industry vendors with everything they need to market and promote pay-per-view to their customers.

New features like an online shopping cart now make it even easier to download a wealth of materials—including robust marketing kits, dazzling print ads and customizable radio spots.

All this and more is delivered in a user-friendly environment that is updated daily.

LIFETIME CONNECTION
www.lifetimeconnection.com

Lifetime Connection gives you access to the latest programming, research, and promotional information for Lifetime Television, Lifetime Movie Network and Lifetime Real Women. Easy navigation lets you find the information you want quickly and easily.

- Access Local Ad Sales Materials Online
- Download Programming Schedules a Quarter in Advance
- Get the Latest Research and Ratings Highlights
- Download Print Quality One Sheets and Ad Slicks
- View In-Depth Movie and Episodic Descriptions

Always updated and always open. The information you need is at Lifetime Connection.

Log on today www.lifetimeconnection.com!

NBC CABLE NETWORKS
www.nbccableinfo.com

This comprehensive site provides ongoing and updated support for all of the NBC Cable Networks affiliates' Marketing, Local Ad Sales and Community Relations efforts. Information can be found on CNBC, MSNBC, The Complete Olympics, CNBC World (digital service) and ShopNBC. Contents include, but not limited to: program schedules, launch forms, promotions, downloadable art, press releases, research, and technical information.

PLAYBOY TV NETWORKS
www.pbtvnetworks.com

Log on to pbtvnetworks.com for schedules, marketing support, and everything else you need to promote each of our networks. Available online and easy to download — it's convenient, immediate, and always ready when you are!
OUTDOOR LIFE NETWORK
www.OLNTVAFFILIATES.com

All the support you need to successfully promote the Outdoor Life Network is just a click away. On www.OLNTVAFFILIATES.com you'll find program descriptions, schedules, logos and streaming video. Review exciting special event programming and promotion materials for Adventure Crusoe, the Tour de France and more! Log onto www.OLNTVAFFILIATES.com today and let the adventure begin!

* The Louis Vuitton Cup Challenger Races for the Americas Cup

SCRIPPS NETWORKS
Affiliate.scrippsnetworks.com

Welcome To Scripps Networks
The Scripps Networks Affiliate Web Site has been created specifically for the HGTV, Food Network, DIY: Do It Yourself Network and Fine Living Network. This easy-to-use, easy-to-access database and professional support tool has been created especially for marketing and local ad sales. The site, updated daily, is designed to help you maximize marketing opportunities and local ad sales revenue by providing instant access to brand specific promotional materials, proprietary sales information, demographics, research and marketing studies.

PAX TV
www.PAXpartners.com

PAX TV debuts its new affiliate website this month, www.PAXpartners.com. This online resource provides important information and tools to help promote family-friendly PAX.

- Network contact information
- Promotions
- Programming schedules
- Downloadable graphics
- Technical changes
- Marketing and sales materials
- Updated programming information on PAX original and classic series, movies and specials

STARZ ENCORE GROUP
www.starzencoreaffiliate.com

Starz Encore Group presents its affiliate web site, the definitive resource for maximizing your success with the STARZ Super Pak.

Access a variety of marketing strategies and tactics for all 12 STARZ Super Pak channels, including:

- Monthly Affiliate Kits
- 2002 Marketing Plans
- Quarterly Campaigns
- Streaming Video across channel spots, on-air promotions
- Free Preview Campaigns
- Programming Information
- Logo Library – new!
- CSR Programs, Incentives and Much More

To start using the Starz Encore Affiliate Site, go to www.starzencoreaffiliate.com and click on "Request Access Here."
THE GOLF CHANNEL
TGCAffiliate.com

There's always something new at TGCAffiliate.com and we make it easy to instantly recognize the latest updates, promotions and materials with colorful "New" and "Featured Item" icons. Log on for sortable programming schedules, downloadable ad slicks and player photos, plus streaming video of our latest cross channel spots.

THE OUTDOOR CHANNEL
www.outdoorchannel.org

Are you looking for an easy way to distribute marketing materials to your staff? Do you need a logo or the latest market research? Do you want to review our current promotions or find a sales contact for your area? Visit www.outdoorchannel.org, for all of the resources that you need without all of the paperwork.

TurnerResources.com

Turner's affiliate website, open 24/7 to provide the resources you need to support your business.

Find these resources and more:

- Customizable Program Schedules
- Local Ad Sales Information
- Promotional Opportunities
- Education and Public Affairs Information
- Ad Slicks and Logos
- High-Resolution Photography
- Video Spots
- On-Line Merchandise Ordering
- Sales Presentations
- Turner Representative Contact Information

UNIVISION NETWORKS
www.UnivisionNetworks.com

UnivisionNetworks.com is the first and only affiliate website to provide the source for Hispanic marketing intelligence and tools. Gain instant access to an arsenal of materials expertly crafted to captivate Hispanics with UnivisionNetworks.com such as:

- Customizable materials that create awareness and gain distribution
- Research on Hispanic television viewers, buying habits and lifestyles
- Programming schedules and highlights
- Street ready presentations
- Promo spots
- Logos and images
CABLE TELEVISION ADVERTISING BUREAU'S
CAB OnDemand
(An Access Password Is Required For This Members-Only Forum)

CAB OnDemand is the first place to go for cable ad sales information. Available at no charge to CAB members, the service provides cable sales professionals with instant access to the latest planning and presentation information needed to build advertising revenues—including: network & supplier profiles, updates on promotions and programming changes, major industry research, key advertising category overviews, marketing success stories, advertiser testimonials, and The Weekly Intelligence Report. To request an access password, E-mail nancyl@cabletvadbureau.com.

NATIONAL CABLE & TELECOMMUNICATIONS ASSOCIATION (NCTA)
www.ncta.com

The National Cable & Telecommunications Association (NCTA), formerly the National Cable Television Association, is the principal trade association of the cable television industry in the United States. NCTA represents cable operators serving more than 90 percent of the nation's cable television households and more than 150 cable program networks, as well as equipment suppliers and providers of other services to the cable industry. In addition to offering traditional video services, NCTA's members also provide broadband services such as high-speed Internet access and telecommunications services such as local exchange telephone service to customers across the United States.

Visit us at www.ncta.com for the latest information about the cable industry, including recent press releases, industry statistics, NCTA regulatory and court filings, cable's commitment to customer service, quality programming, education and technology initiatives, and much more.

NATIONAL CABLE & TELECOMMUNICATIONS ASSOCIATION (NCTA) CABLE 2002
www.cable2002.com

The Cable 2002 Web Site is your source for the most up-to-the-minute information about the National Cable & Telecommunications Association (NCTA) 51st Annual Convention & International Exposition. This year, the National Show will take place May 5-8, 2002 in one of the nation's most exhilarating cities, New Orleans, Louisiana!

On www.cable2002.com, you will have the latest convention news, speaker announcements, and exhibitor information at your fingertips. In addition, the Cable 2002 web site features new and improved search engines that will allow you to find speakers and/or exhibitors in just a few clicks!

So be sure to check out www.cable2002.com for the tools you need to a successful participation at the industry's premiere convention for cable & telecommunications.

SCTE ONLINE
www.scte.org

Discover a wealth of practical resources for broadband engineers, technical personnel and trainers at SCTE Online. The site features professional development resources like engineering acronyms, webinars, lectures and certification programs, Plus, CT's Pipeline, the SCTE-List, the Standards Bulletin and industry links will help you stay on top of industry news and connected to the technical community. The site also features SCTE's job bank powered by BroadbandCareers.com—a valuable resource for both job seekers and employers.

For more than 30 years, SCTE has helped to advance the careers of cable telecommunications professionals. To join SCTE for only $48 visit www.scte.org or call 800-542-5040 for more information.
UNIVERSAL STUDIOS PAY-PER-VIEW
Affiliate Extranet
affilite.universalppv.net

Learn more about Universal Studios titles and all aspects of our pay-per-view and video-on-demand promotions at the affiliate extranet. The extranet is THE way to order and download most of your marketing materials. It also is the place to get the most current availability, programming and promotional information on all Universal Studios PPV and VOD titles. The registration process takes just one business day to authorize you for total access to the best of Hollywood!

BRAND MARKETING FIRM

BIG FISH MARKETING, INC.
www.bigfishmarketing.com

At Big Fish, we cast a wide net to drive distribution, ratings and ad sales. From Hallmark Channel, Discovery Networks and Comedy Central to Lifetime and MTV, Big Fish helps captains of cable navigate the surf of their brand's own unique titles. Visit our Web site where you'll find high seas treasures:

* Breakthrough brand strategies
* World-class Web sites
* Magnificent marketing campaigns
* Powerhouse promotions
* Plus, an award-winning portfolio

ADDITIONAL CLICKS

THE CABLE CHANNEL

THE CABLE CHANNEL

The Cable Channel is the leading source for video coverage of the cable industry. Produced in association with Reed Television Group, we feature top executives, analysts and journalists examining key issues and trends driving the business. Aired in hotel rooms at major shows and conferences, our stories can also be seen online in streaming video. And our new Desktop Show™ enables exhibitors at those events to deliver information to your desktop.
Watch for the next Television Group WEB GUIDE coming next fall.

Visit us at:
www.broadcastingcable.com
www.multichannel.com
MTN NETWORKS. CHANNELED our STRENGTH.

Log on and check our mtnv.com — your direct access to the strongest brands and affiliate channels.

Grow Guaranteed
To help you
mtnv.com

Before

after

go.

Support in the business (it's okay if the success connection to our clients' needs and aligns the business)

> access our full-supported customer service
> generate increased sales revenue
> increase your digital sales
> drive your high-speed Internet business

Connected with our powerhouse brands and you. when you need it. You can even leverage your desk friendly. available 24/7 and updated.

mtnv.com helps you grow your business without
Let there be HDTV

FCC's Powell carries his message to cable execs

By Harry A. Jessell

FCC Chairman Michael Powell preached the HDTV gospel at the NCTA convention last week. “You want high-definition television,” he told cable’s top execs in an on-stage interview with C-SPAN’s Brian Lamb. “Everybody [in media entertainment] wants it because the digital revolution is genuine and real.”

Under pressure from Powell, the top cable operators have already committed to providing at least five channels of HDTV programming starting next year. “It’s an enormous opportunity,” he said, “for cable as well or anyone who hopes to be accessing consumers in their home with the products of the future.”

Powell suggested that his HDTV evangelism is motivated principally by the government’s desire to speed the transition of TV broadcasting from analog to digital. The sooner consumers buy digital TV sets to receive broadcasters’ HDTV service, he said, the sooner the government can recover broadcast analog spectrum. “That spectrum is extremely valuable. And the government wants it back so many of these other great digital things we see being experimented with have more breathing room, more spectrum. To get it back, the transition has to succeed.”

But Powell said he believes there’s consumer demand, perhaps latent, for HDTV’s wide screens and high resolution: “When I go into Circuit City, nobody is standing there staring at the 13-inch black-and-white. They are all in that really dark room with the big ones. And if they are not buying it, they are wishing they could buy it.”

Powell rejected the notion that his pro-HDTV policy was forcing Americans to buy new sets. “Unless TVs are better built than I think they are, you are going to do that anyway sometime in the next 10 years.”

He also refused to blame broadcasters for the slow progress of their analog-to-digital transition. “I think they have challenges in making the transition. It’s an expensive one. It was always a mistake to think that something as significant as swapping out of the TV sets of at least 85% of all Americans was going to be a broadcast-only phenomenon.”

Given that “84% of Americans have cable or DBS, how on earth did anybody think the digital transition would be a broadcast-only phenomenon?”

Nonetheless, he added, broadcasters “could do better.” Powell has asked the broadcast networks and their affiliates to meet deadlines for the distribution and broadcast of HDTV. He is also pushing TV-set manufacturers to equip most sets with HDTV tuners by the end of 2006.

Powell’s goal is to take the confusion out of the marketplace so retailers can readily answer all the questions potential HDTV-set buyers will ask.

NBC gives a high sign

Criticized for lagging competitors, NBC will do more of its prime time lineup in HDTV next season, network officials say.

The network now offers only one prime time show, Crossing Jordan, in high def (The Tonight Show Starring Jay Leno in late night is in HD).

NBC officials say no final decisions have been made on which shows will be offered in HD, but orders will be made soon after this week’s upfront.

Privately, NBC officials are a bit touchy on criticism of their HD offerings, or lack thereof.

CBS offers almost its entire prime time lineup in high def, plus several sports events. All ABC’s filmed series are in high def; its movies, particularly Disney product, are hits among the few who own sets.

Fox’s 480p digital is hardly HD but is an improvement over standard NTSC. PBS is aggressively pursuing high definition, and cable nets, including HBO and Showtime (and soon Discovery), have special HDTV channels.

NBC argues that it has pushed its HD efforts in sports. Partnering with Mark Cuban’s HDNet, NBC has carried the Olympics, several NBA games and now the Triple Crown horse races in HD.

—Bill McConnell
### Programming

**BroadcastWatch**

**COMPILED BY KENNETH RAY**

**APR. 29–MAY 5**

Broadcast network prime time ratings according to Nielsen Media Research

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<td>10:30 PM</td>
<td>11:00 PM</td>
</tr>
<tr>
<td>14. Crossing Jordan</td>
<td>11.00 PM</td>
<td>11:30 PM</td>
<td>12:00 AM</td>
<td>1:00 AM</td>
<td>2:00 AM</td>
<td>3:00 AM</td>
</tr>
</tbody>
</table>

**NOTE:**
- KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE
- TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED
- TV UNIVERSE ESTIMATED AT 109,5 MILLION HOUSEHOLDS
- ONE RATING POINT IS EQUAL TO 1,050,000 TV HOUSEHOLDS
- TV LINEUP IS WEDNESDAY = SUNDAY = NIGHTLY
- SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH
**Programming**

**SyndicationWatch**

**APRIL 22-28** Syndicated programming ratings according to Nielsen Media Research

### TOP 25 SHOWS

<table>
<thead>
<tr>
<th>Rank/Program</th>
<th>HH</th>
<th>AA</th>
<th>GAA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Wheel of Fortune</td>
<td>9.0</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>2 Jeopardy</td>
<td>7.6</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>3 Friends</td>
<td>6.9</td>
<td>8.0</td>
<td></td>
</tr>
<tr>
<td>4 Oprah Winfrey Show</td>
<td>5.9</td>
<td>6.0</td>
<td></td>
</tr>
<tr>
<td>5 Seinfeld</td>
<td>5.8</td>
<td>6.3</td>
<td></td>
</tr>
<tr>
<td>5 Judge Judy</td>
<td>5.8</td>
<td>8.5</td>
<td></td>
</tr>
<tr>
<td>7 Everybody Loves Raymond</td>
<td>5.7</td>
<td>6.4</td>
<td></td>
</tr>
<tr>
<td>7 Entertainment Tonight</td>
<td>5.7</td>
<td>5.8</td>
<td></td>
</tr>
<tr>
<td>9 Seinfeld (week)</td>
<td>5.1</td>
<td>6.0</td>
<td></td>
</tr>
<tr>
<td>10 Wheel of Fortune (week)</td>
<td>4.2</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>11 Live With Regis &amp; Kelly</td>
<td>3.5</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>11 Entertainment Tonight (week)</td>
<td>3.5</td>
<td>3.6</td>
<td></td>
</tr>
<tr>
<td>13 Judge Joe Brown</td>
<td>3.4</td>
<td>4.5</td>
<td></td>
</tr>
<tr>
<td>14 Everybody Loves Raymond (week)</td>
<td>3.3</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>15 Maury</td>
<td>3.2</td>
<td>3.4</td>
<td></td>
</tr>
<tr>
<td>16 Frasier</td>
<td>3.1</td>
<td>3.3</td>
<td></td>
</tr>
<tr>
<td>16 King of the Hill</td>
<td>3.1</td>
<td>3.4</td>
<td></td>
</tr>
<tr>
<td>16 Inside Edition</td>
<td>3.1</td>
<td>3.1</td>
<td></td>
</tr>
<tr>
<td>19 Friends (week)</td>
<td>3.0</td>
<td>3.2</td>
<td></td>
</tr>
<tr>
<td>20 Jerry Springer</td>
<td>2.8</td>
<td>3.1</td>
<td></td>
</tr>
<tr>
<td>20 The Practice</td>
<td>2.8</td>
<td>3.0</td>
<td></td>
</tr>
<tr>
<td>22 Divorce Court</td>
<td>2.6</td>
<td>3.4</td>
<td></td>
</tr>
<tr>
<td>22 Access Hollywood</td>
<td>2.6</td>
<td>2.7</td>
<td></td>
</tr>
<tr>
<td>22 ER</td>
<td>2.6</td>
<td>3.1</td>
<td></td>
</tr>
<tr>
<td>22 Hollywood Squares</td>
<td>2.6</td>
<td>NA</td>
<td></td>
</tr>
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</table>

### TOP ACTION HOURS

<table>
<thead>
<tr>
<th>HH</th>
<th>HH</th>
</tr>
</thead>
<tbody>
<tr>
<td>AA</td>
<td>GAA</td>
</tr>
<tr>
<td>2.7</td>
<td>2.9</td>
</tr>
<tr>
<td>2.5</td>
<td>2.7</td>
</tr>
<tr>
<td>2.2</td>
<td>2.3</td>
</tr>
<tr>
<td>1.9</td>
<td>2.0</td>
</tr>
</tbody>
</table>

According to Nielsen Media Research Syndication Service Ranking Report April 22-28, 2002

**HH/AA = Average Audience Rating (Households)**

**HH/GAA = Gross Aggregate Average**

One Nielsen rating = 1,008,000 households, which represents 1% of the 100.8 million TV Households in the United States

NA = not available

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**Hosts and other news**

Game strip *Family Feud* gets a new host next season: Richard Karn, who played Al the carpenter in "Tool Time," the show-within-a-show on sitcom Home Improvement. He'll replace Louie Anderson, who has an agreement with *Feud* producer FremantleMedia Productions to develop other shows. The switch is part of what Fremantle Entertainment President David Lyle calls an effort to give *Feud* "a new lease on life. We felt the show had stalled a bit in the ratings." Karn, he says, has a "warmth" that comes across on screen, "and he gets on with people." In any case, *Feud*, distributed by Tribune Entertainment, has been renewed for next year and is cleared in 125 markets (80% of the U.S.), including 47 of the top 50 markets.

The View co-host Meredith Vieira will host the syndicated version of Who Wants to Be a Millionaire, debuting this September.

She signed on for an initial three-year stint and also re-upped for another five years at The View. Some station executives who have bought the show were surprised by the announcement; they had expected a younger male comic. According to executive producer Michael Davies, though, that was never in the works. "Being a comic isn't enough," he says, adding that someone with "weight, credibility and authority" is needed when you're potentially giving away a million bucks each day. One difference in the syndicated version: Instead of playing the "fastest finger" round to get to the hot seat, contestants will be preselected to bring greater diversity among those who play.

New weekly series Livin' Large has been cleared in 170 markets, covering 96% of the U.S. The one-hour lifestyle magazine is produced by Heritage Networks in association with Dick Clark Productions and Basic Elements and is syndicated by Carsey-Werner Entertainment. Hosted by Carmen Electra and Kadeem Hardison, the program is described as a younger, hipper version of Lifestyles of the Rich and Famous.

---

—Steve McLellan

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**THE ROB NELSON SHOW**

88% SOLD!

Thanks To Stations From The Following Groups

- Fox
- Belo
- Post-Newsweek
- Hearst-Argyle
- Sinclair
- Lin
- Raycom Media
- Meredith
- Tribune
- Clear Channel
- Granite
- Comm Corp. of America
- Bahakel

Premieres This September
WOODCOCK FLIES KCBS-TV
After less than a year on the job, David Woodcock is out as general manager of KCBS-TV. Station owner Viacom is about to complete its $650 million acquisition of KCAL(TV) from Young Broadcasting. An internal memo said Woodcock had chosen to leave, adding that he would pursue “other interests,” typically code for an involuntary exit.

This will leave KCAL General Manager Don Corsini in charge of both stations when the deal is completed. Many knowledgeable sources believed it would be Woodcock running the duopoly, although CBS station executives never confirmed that and frequently touted Corsini’s abilities.

Prior to joining KCBS-TV, Woodcock left KCOP(TV) Los Angeles last year when its owner, the Chris Craft group, was taken over by Fox. Princell Hair, Viacom’s No. 2 in local news behind group News VP/WCBS-TV New York News Director Joel Cheatwood, recently took over the news at KCBS-TV and is expected to emerge as the head of news for both, although KCAL News Director Nancy Bauer-Gonzales, who previously ran news at KNBC(TV), may stay on, too.

NONCOMPETES BARRED
The Arizona House of Representatives last week approved a bill that would ban non-compete clauses in TV and radio contracts. Scott Bundgaard, the Republican senator who sponsored the bill, says that it is likely to get final approval in the Senate, but local broadcasters are expected to lobby Gov. Jane Hull for a veto.

NO EXIT
WCSH(TV) Portland, Maine’s proposed “Get Out Alive” feature took an unexpected turn. Reporter Shannon Moss was not, in fact, able to get out of a car submerged in several feet of water in a Durham lake without the help of police divers. Moss, who has done several such pieces, was unable to break the car window with a “punch” hammer in the simulated incident; the divers had to open the window with a crowbar. The reporter was unhurt.

Besides the divers standing by, Moss had oxygen and an air mask in the car and so was in no danger, according to General Manager Steve Thaxton. He estimates that about 50 to 60 people attended the demonstration, including several kinds of rescue crews.

“We may not even run the story,” says Thaxton. “It was not as easy to get out as we imagined.” The story may be shot again, this time with a clear means of escape—presumably one that allows for travelers without rescue crews.

HERE’S JOHNNY
This may be the first time that saying a station’s sweeps ratings are “in the toilet” would constitute praise. Spanish-language WXTV(TV) New York is hoping to draw some extra eyeballs with a local news special report, “Baños de Horror (Bathrooms of Shame),” identifying the city’s worst public restrooms. A word to the streetwise: The three worst discovered were John Jay Park, DeWitt Clinton Park and the East 180th St. subway station; floors in the last were covered with, well, what you’d expect with standing water and toilet paper. The best of the dozen restrooms in high-traffic areas WXTV surveyed was Bryant Park, at W. 42nd St. and Sixth Ave, in Manhattan, adjacent to the New York Public Library.

A FRESH START
Sharon Reed, who lost her job at WCAU(TV) Philadelphia amid a controversy involving e-mail threats against colleague Alicia Taylor, will soon be anchoring WOIO(TV) Cleveland’s new 5 p.m. newscast.

In March, Taylor reported to police a series of Internet postings she considered harassing and threatening. Police did not charge Reed with threatening Taylor but left any action to the station. Reed has admitted involvement.

“I’m an opportunist at a ratings-challenged station,” says WOIO News Director Leesa Dillon Faust, who worked with Reed briefly in Philadelphia. “Everybody makes mistakes. Everybody has issues. She’s coming here with a clean slate.”

All news is local. Contact Dan Trigoboff at (301) 260-0923, e-mail dirig@starpower.net or fax (413) 254-4133.
# Programming

## Focus Shreveport

### THE MARKET

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>DMA rank</td>
<td>79</td>
</tr>
<tr>
<td>Population</td>
<td>995,000</td>
</tr>
<tr>
<td>TV homes</td>
<td>372,000</td>
</tr>
<tr>
<td>Income per capita</td>
<td>$13,977</td>
</tr>
<tr>
<td>TV revenue rank</td>
<td>81</td>
</tr>
<tr>
<td>TV revenue</td>
<td>$43,600,000</td>
</tr>
</tbody>
</table>

### COMMERCIAL 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>KSLA-TV</td>
<td>12</td>
<td>CBS</td>
</tr>
<tr>
<td>2</td>
<td>KTBS-TV</td>
<td>3</td>
<td>ABC</td>
</tr>
<tr>
<td>3</td>
<td>KTAL-TV</td>
<td>6</td>
<td>NBC</td>
</tr>
<tr>
<td>4</td>
<td>KMSS-TV</td>
<td>33</td>
<td>Fox</td>
</tr>
<tr>
<td>5</td>
<td>KSHV(TV)</td>
<td>45</td>
<td>UPN/WB</td>
</tr>
</tbody>
</table>

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

### CABLE/DBS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cable subscribers (HH)</td>
<td>226,920</td>
</tr>
<tr>
<td>Cable penetration</td>
<td>61%</td>
</tr>
<tr>
<td>ADS subscribers (HH)**</td>
<td>96,720</td>
</tr>
<tr>
<td>ADS penetration</td>
<td>26%</td>
</tr>
<tr>
<td>DBS carriage of local TV</td>
<td>No</td>
</tr>
</tbody>
</table>

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

### WHAT'S NO. 1

<table>
<thead>
<tr>
<th>Show</th>
<th>Rating/share***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Edition (KSLA-TV)</td>
<td>12/20</td>
</tr>
<tr>
<td>CSI (KSLA-TV)</td>
<td>15/23</td>
</tr>
<tr>
<td>Evening newscast</td>
<td>14/25</td>
</tr>
<tr>
<td>Late newscast</td>
<td>14/25</td>
</tr>
</tbody>
</table>

** November 2001, total households

Sources: Nielsen Media Research, BIA Research

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### Where football is king

Signals from Shreveport, La., DMA stretch into four states—Louisiana, Texas, one county in Oklahoma, and Arkansas—and local sales executives try to bring in advertising money from all four. Like most, the market is recovering from a rough 2001, with a drop of more than 12% and $6 million in revenue from a strong 2000, according to BIA. But general managers there say signs look good for the future.

Good enough for KTBS-TV General Manager George Sirven to feel upbeat about his station's investment last year in a million-watt Doppler radar system—the most powerful in the country, he says.

Having been a test market for satellite TV, Shreveport has an especially high ADS penetration: 26%, among the highest in the country. Combining that with 61% cable penetration, the market is nearly 90% multichannel.

"Football is king in the South," says KTBS-TV GM/Sales Manager/Program Manager George Sirven. "We're 180 miles from Dallas, 320 miles from New Orleans. Add in college football—Louisiana Tech, LSU—within driving distance." Sirven and KLSA-TV GM Ed Bradley agree high school football and other local sports are big; local sports reports pay considerable attention to high schools and show local high school football in season.

Bradley and Sirven say Shreveport has come back from some tough times in the 1990s. Legalized gambling in the area, local executives agree, has helped the economy. "Gaming is huge in this town," says Bradley. "We've got luxury hotels, lots of service-industry jobs. Unemployment is low, and the crime level has dropped."

And, while the major ad sectors are standard for a local market, local tourism from gambling strengthens the restaurant and hotel sectors.

More good news for the local economy: General Motors will begin building its new "Colorado" truck at its Shreveport plant late next year.

—Dan Trigoboff

---

**Hatchet Rules in Cleveland!**

JUDGE HATCHETT Delivers Big May Sweeps Ratings on WOIO!

### JUDGE HATCHETT

The Judge America's Watching!

- **7.8** Household Rating!
- +30% vs Year Ago!

Source: NSI, WRAP Overnights, Cleveland, HH reg. Curve, May '02 (4/29/02 - 5/3/02) vs. May '01 Sweep

---

www.judgehatchett.com
**Changing Hands**

**TVs**

KPHZ-TV Holbrook, KPHZ-LP and KPSW-LP Phoenix, Ariz.

*Price*: $7.5 million

*Buyer*: NBC/GE (Jay Ireland, president)

*Seller*: Venture Technologies Group, LLC (Lawrence Rogow, president)

*Facilities*: KPHZ-TV: ch. 11, 1.58 kW, ant. 177 ft.; KPHZ-LP: ch. 58, 23.6 kW; KPSW-LP: ch. 41, 24.9 kW

*Affiliation*: Unknown

**KMBB-CA & KSUV-LP Bakersfield, Calif.**

*Price*: $1.3 million

*Buyer*: Univision Communications Inc. (A. Jerrold Perenchio, president)

*Seller*: Caballero Television Texas LLC (Eduardo Caballero, CEO)

*Facilities*: KMBB-CA: ch. 4, .28 kW, ant. 1,188 ft.; KSUV-LP: ch. 52, 14.1 kW, ant. 1,185 ft.

*Affiliation*: KMBB-CA: Telefutura; KSUV-LP: Telefutura

**Combos**


*Price*: $55.5 million

*Buyer*: Cumulus Broadcasting Inc. (Lewis W. Dickey Jr., president/CEO); owns 243 other stations, none in this market

*Seller*: Wilks Broadcasting LLC (Jeff Wilks, CEO)

*Facilities*: WTCF-FM: 100.5 MHz, 3 kW, ant. 328 ft.; Wacen-FM: 94.5 MHz, 100 kW, ant. 981 ft.; WSGW(AM): 790 kHz, 5 kW day, 1 kW night; WGER-FM: 106.3 MHz, 2 kW, ant. 381 ft.; WTLZ-FM: 107.1 MHz, 5 kW, ant. 361 ft.


*Broker*: Michael J. Bergner, Bergner & Co.

**KCMN(AM) and KZLT-FM E. Grand Forks (Grand Forks), Minn.**

*Price*: $2.5 million

*Buyer*: Leighton Enterprises (John Sowada, president); owns nine other stations, including KNOX(AM) and KZLT-FM and KYCK-FM Grand Forks, N.D.

*Seller*: KRAD Inc. (David Norman, owner)

*Facilities*: KCMN(AM): 1590 kHz, 5 kW day, 1 kW night; KZLT-FM: 104.3 MHz, 100 kW, ant. 443 ft.

*Format*: KCMN(AM): News/Talk/Sports; KZLT-FM: Hot AC

**KTNZ(AM) and KBZD-FM Amarillo, Texas**

*Price*: $1.1 million

*Buyer*: Amigo Broadcasting LP (James Anderson, CEO); owns 12 other stations, including KGRW-FM and KQFX-FM Amarillo

*Seller*: Metropolitan Radio Group Inc. (Mark Acker, president)

*Facilities*: KTNZ(AM): 1010 kHz, 5 kW day, 500 W night; KBZD-FM: 99.7 MHz, 22 kW, ant. 351 ft.

*Format*: KTNZ(AM): News/Talk/Sports; KBZD-FM: Rhythm & Blues

**FM**

WAVH-FM Daphne (Mobile), Ala.

*Price*: $5.11 million

*Buyer*: Cumulus Broadcasting Inc. (Lewis W. Dickey Jr., president/CEO); owns 247 other stations, including WDLT(AM), WGOK(AM) and FM, WBLX-FM, and WYOK-FM Mobile.

*Seller*: Baldwin Broadcasting Co. (Barry Wood, president)

*Facilities*: 106.5 MHz, 50 kW, ant. 450 ft.

*Format*: Oldies

**KPQZ-FM Amarillo, Texas**

*Price*: $3 million

*Buyer*: Feuer & McCord (Norm Feuer, owner); no other broadcasts interests

*Seller*: Mandujano Y Asociados Inc. (So-corro Mandujano de Medina, president)

*Facilities*: 100.9 MHz, 100 kW, ant. 591 ft.

*Format*: Mexican

**WZEW-FM Fairhope (Mobile), Ala.**

*Price*: $1.89 million

*Buyer*: .COM+ Inc. (Kenneth S. Johnson, CEO); also owns WNSP-FM/Mobile

*Seller*: Baldwin Broadcasting Co. (Barry Wood, president)

*Facilities*: 92.1 MHz, 14 kW, ant. 449 ft.

*Format*: AAA

**AMs**

**WVIP(AM) Mount Kisco (Westchester), N.Y.**

*Price*: $1.36 million

*Buyer*: Radio Vision Cristiana Management Corp. (Milton Donato, trustee/presi dent); no other broadcast interests

*Seller*: Suburban Broadcasting Corp. (Peter Baumann, president)

*Facilities*: 1310 kHz, 5 kW day, 33 W night

*Format*: News/Talk/Sports; will operate as a non-commercial station

—Information provided by BIA Financial Networks’ Media Access Pro, Chantilly, Va. www.bia.com

---

**CLOSED**

**ASHEVILLE RADIO PARTNERS, LLC**

Edward F. Seeger, Managing Member

has agreed to acquire **WISE-AM**

Asheville, North Carolina

for **$1,700,000** from **UNITED BROADCASTING ENTERPRISES, INC.**

J. Ardell Sink, President

**PATRICK COMMUNICATIONS (410) 740-0250, www.patcomm.com**
SMALL SCREEN. BIG NAMES.
From June 26-29 anyone who's anyone will be there.

Turner's Jamie Kellner, NBC's Jeff Zucker,
Fox's Sandy Grushow, HBO's Chris Albrecht and
The West Wing's John Wells will be there.

Mindshare's Marc Goldstein, OMD's Guy McCarter and
GM Mediawork's Rick Sirvaitis — men with combined
spending of billions of dollars — will be there.

And thousands of TV's top brandbuilders — from 40
countries around the globe — will be there.

Four days on building ratings and boosting revenue.

Three nights of networking opportunities.

Two glittering award ceremonies.

One hell of a conference.

PROMAX&BDA Los Angeles.
Be there.
HD set-tops take center stage

Boxes debuting at NCTA offer features intended to reduce cable operators' digital churn

By Ken Kerschbaumer

Cable operators looking for ways to lower the waves of digital churn may have a friend in an unlikely place: HDTV.

"Clearly, if a viewer makes an investment in HDTV, they're more than likely a high-end customer, and those customers are people that take quite a bit of premium content," says Dave Davies, Scientific-Atlanta director of strategic marketing, subscriber networks. "So operators want to put a solution in front of them that is compelling."

The first step toward that solution is the announcement last week by the National Cable & Telecommunications Association (NCTA) that the top five MSOs will carry HDTV channels in the major markets. The second is the continued improvement in digital set-top boxes that can bring HDTV services to consumers.

"We're hearing from folks like Time Warner Cable in Manhattan that there is a four-month wait list to get HDTV-capable set-top boxes," says Davies. "We've ramped up production in the factory so we can meet demand."

Scientific-Atlanta's 3100HD is actually the company's second-generation HD set-top box. More than 38,000 of the set-tops have already been delivered to six North American cable operators. Davies says the 3100HD is much smaller than its predecessor, the 2000, but runs all the interactive services that the 2000 and 3000 models run, including VOD and SVOD and the walled-garden e-mail, chat and shopping application.

"It's pretty compelling because operators can deliver HD service plus get revenues from the other services," he says.

Digital set-tops like the 3100HD could go a long way towards helping cable operators solve the digital-churn problem. Many HD owners have moved over to satellite so that they can receive HD programming.

"I think it's definitely going to decrease churn because now you have more content, and it's all about content," explains Dan Ward, director of marketing for Pioneer Electronics business systems division. "Off-air, the viewer will only get a limited amount of broadcast HD, so cable really has the opportunity to take advantage of bandwidth and program offerings to decrease churn."

It also will allow for a new revenue stream. Bernadette Vernon, director of strategic marketing for Motorola, says that, while the cost of deploying the HDTV boxes may be higher than anticipated, the impact on churn makes it a good investment.

"When you look at the economics of the boxes and the payback," she says, "there are a lot of features in these boxes that in effect reduce the cost of the box because operators can turn around and charge a fair amount for the features."

Motorola has three HD-capable set-tops. The HD5100 is an HD version of the DCT2000 available this summer; the HD5200 (a 5100 with PVR functionality) will be available in the fourth quarter. The BNC9000 (available next year) also will have
HD capability on top of such other features as DVD player and PVR.

According to Vernon, Shaw Communications and Comcast will deploy the HD5100, and Insight and Cox are also showing strong interest.

Pioneer's first HD set-top is the Voyager 3511HD. Based on the Voyager 3000 architecture, it has 4 MB of Flash memory, 16 MB of SDRAM, and an additional 16MB for processing and decoding the HD signals.

The HD set-top that appears to be best-prepared for the future may be Pace Micro Technology's 350 HD. It's the first set-top box on the market to have digital connections, including DVI 1.0 and Firewire, which allow content owners to copy-protect the signal. The box will ship early next year, so it's likely also to include an interface to HDMI, the next generation of DVI. Secure delivery of copy-protected content will make the Hollywood-studio community happy. "You're not going to get Star Wars in HD delivered unsecured," says Pace Micro Senior Product Manager Matt Grabhan.

The box also addresses the problem of different aspect ratios and formats from one channel to the next. "With DVI, there are active format descriptors that enable the box to tell the TV screen how it should be displaying the content so there aren't squashed or stretched people on the screen," says Grabhan. "We want to make the experience as consistent and seamless for average users as possible."

The Pace box is expected to be available around the beginning of next year, because the evolving DVI and HDMI standards need to be integrated into the box. Cost is expected to be around $100 more than standard-definition set-tops.

iTV gets first standard

By Ken Kerschbaumer

The iTV Production Standards Initiative had its official coming-out party last week with the release of its first full specification, 1.0. The goal of the standard is to increase interactive television programming by standardizing content production.

Members of the organization include cable operators like Cablevision and Charter; content providers like Warner Bros., ESPN and NBC; and technology companies like Goldpocket Interactive (a major driver of the organization) and nCube.

"We've created a content specification that describes a common nomenclature for interactive content," says iTV Production Standards Initiative Chairman Martijn Lopes Cardoza. "The hurdle faced by creators of interactive television content is a daunting one, especially if the content creator wants to distribute the content over multiple middleware and set-top platforms. Cardoza is hopeful that the new standard will help ease those creative pains.

The use of XML plays a big part in the standard. The specification lays out such elements as leader boards, trivia questions or polls and then the attributes that are used to create those elements (text, e-mail addresses, etc.). With the first spec released, the goal of the group is to drive adoption of the use of the XML mark-ups included in the spec.

Bob Van Orden, Scientific-Atlanta vice president, product strategy, subscriber sector, says that, in six to nine months, his company will introduce a set-top box that will allow viewers and broadcasters to more easily handle different formats as well. "The newer generation of silicon will allow the viewer to manipulate that," he says. "And one interesting issue is how will it be done in a way that doesn't confuse the daylights out of the consumer."

Says Ward, "HD and PVRs are tools in the MSO toolbox to keep customers from going to satellite."
**SA OFFERS XOD**

Scientific-Atlanta introduced xOD, a new video-on-demand application that runs on Explorer digital set-top boxes with the SARA digital navigator. The company says it allows the operator to bring VOD-type navigation to SVOD services. Features include dual branding of both the cable operator’s and the content provider’s logos and the ability for content providers to bring direct-to-screen promotions to viewers. Launch is expected next month following trials that have already begun.

**PHONE SAFARI**

MetroCast Cablevision, with subscribers in New Hampshire and Maine, will begin video-over-IP field trials of Cedar Point’s Safari C3 media switching system this summer. The trial will be used in systems passing 90,000 homes in Belmont and Rochester, N.H., and Sanford, Maine. Safari C3 uses a single CableLabs Packet-Cable-based voice-switching chassis to distribute Class 5-like voice services.

**LIBERATE’S TV GUIDE**

A Java-based version of TV Guide’s interactive program guide will soon be available on the Liberate TV Platform. Compact software that runs on Motorola DCT2000 set-top boxes, Todd Walker, TV Guide Interactive senior VP and GM, says the standards-driven version of the company’s IPG presents new opportunities for its distribution.

**BIGBAND, TRIVENI DEAL**

BigBand Networks and Triveni Digital are co-developing a system designed to allow cable operators to deliver off-air DTV signals. Components are Triveni Digital’s ATSC-Cable StreamBridge metadata groomer and BigBand Networks’ broadband multimedia-service router (BMR). The BMR interfaces with the StreamBridge so operators can create multiplexes combining SDTV and HDTV at bit rates they’re comfortable with.

**SEACHANGE TEAMS UP WITH METATV**

Video-server maker SeaChange International and interactive-TV-software provider MetaTV will work together to integrate MetaTV’s iTV platform with SeaChange’s VOD system. The companies believe the move will make it easier for cable operators to provide virtual program channels to viewers.

**TVN GETS INSIGHT**

Insight Communications has selected TVN as the programming, transport and asset-management provider of the cable MSO’s video-on-demand services. Both companies will aggregate the content, to be distributed via TVN’s Adoniss asset-management platform and secure satellite transmission. TVN will provide docking stations at Insight’s headends and will also encode and archive content before transporting it via IP over satellite.

**TIME WARNER TAPS N2**

Time Warner Cable has begun deploying N2 Broadband’s MediaPoint Business Management System (BMS) across multiple Time Warner divisions, giving the MSO a standard billing-system interface for VOD and other on-demand services. The two companies developed the Interactive Services Architecture (ISA) that BMS is based on, allowing operators to separate management of the VOD back office from the system itself.

**ITV ALLIANCE**

Interactive-TV companies have formed the Interactive Television Alliance to drive iTV demand and deployment. Consumer-awareness plans are top of the agenda. According to iTV Alliance President Ben Mendelson, more than 30 companies are already participating, and more than 100 others are ready to join. Canal+, Liberate, OpenTV, Wink and WorldGate are among participating companies. Plans already call for the creation of a 30-minute TV show customized for each network operator, magazine supplements, online information and public demonstrations of iTV.

**AT&T HITS LIBERATED**

AT&T’s Headend in the Sky (HITS) will make Liberate’s interactive services available to its nearly 300 MSO affiliates beginning June 15. Initial content will include information tickers and games, but Liberate says upgrades for such services as video-on-demand, interactive advertising and e-commerce will be developed. Cable operators that use Motorola DCT2000 set-top boxes will be able to offer the service without modifying existing plants.

**DIGEO FINDS CHARTER**

Digeo’s Basic interactive-TV application is now available to more than 550,000 Charter Communications subs with Scientific-Atlanta’s Explorer 2100 and 3100 digital set-top boxes. The service includes interactive channels for on-demand news in entertainment and sports as well as shopping.

**GETTING THE GIST OF VOD**

Gist Communications debuted its VOD Guide, for use in VOD and SVOD systems. A filter system allows films to be sorted by MPAA rating, critical rating, genre and other categories. It can interface with any VOD/SVOD server system and run on any of the major middleware platforms, according to Gist.

**CHARTER TAPS CONVERGYS**

Charter Communications signed a five-year contract with Convergys for outsourcing billing services. Convergys will operate Charter’s customer-care and billing system in a Convergys data center. Charter will use the ICOMS system, including its Web-based self-care offerings, to support product rollout and bundling.
How the world watches

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Intelsat’s reliability, flexibility and global coverage make us the industry leader in video transmission. We bring the world to your viewers.

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www.intelsat.com/broadcast
Media consolidation had a big impact on Broadcasting & Cable's Top 25 Media Groups this year: Twenty positions were occupied by different companies last year.

Just last week, Vivendi closed its deal to buy back control of USA Networks Inc., which moved it up a notch to the No. 2 position, knocking Disney back to No. 3. And Comcast's acquisition of AT&T (not done but assured) moves the Philadelphia-based MSO to No. 5, from No. 8.

Broadcasting & Cable's list includes only companies with significant TV or radio interests in the U.S. They are ranked by 2001 revenue. In the case of Sony and Vivendi Universal, only their media revenue is used in the ranking. No Walkmans for Sony or water utilities for Vivendi.

Despite the recession, or perhaps in part because of it, DirecTV parent Hughes Electronics had a big year, boosting revenues 58% and jumping to No. 8 on the list, from No. 13 last year. And the company would have jumped several notches higher if the editors were confident that the merger with EchoStar will be allowed to go through. But we aren't—too much static from Washington.

MSO Adelphia gets a big asterisk for being investigated by the Securities and Exchange Commission. The company is in the process of restating the last three years' worth of revenue and earnings statements.

Three newcomers made the list this year: Discovery (No. 22), Belo (No. 24) and Meredith (No. 25). Leaving the list as independents are USA and AT&T. Bloomberg was removed from the list by the editors because its TV and radio holdings were no longer deemed "significant."

Consolidation shuffles the B&C ranking

<table>
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<th>Revenue (billion)</th>
<th>Rank</th>
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<td>1 AOL Time Warner</td>
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<td>25 Meredith</td>
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Richard D. Parsons, CEO (above) Steve M. Case, chairman

Revenues: $38.2B
Operating cash flow: $9.9B
Operating income: $703M
52-week high: $58.51
52-week low: $17.75
Outgoing CEO Gerry Levin is leaving quite a mess in his wake, but it's pretty much the truth.

Chaiman Steve Case brought in that's the problem. The old Time Warner units are running fairly well, but the America Online operation is a mess. It's now up to Parsons to revive AOL Time Warner. An executive shake-up sent Chief Operating Officer Bob Pittman back to shepherd America Online, clearing the way for Parsons to run the media and entertainment units. After losing to Comcast in the AT&T Broadband sweepstakes, AOL Time Warner's cable operation is still plotting its next move. The networks—including The WB, TNT and CNN—pulled through a brutal ad year intact. HBO remains a bright spot, even if The Sopranos tortures fans with an 18-month hiatus.

America Online may be spurring, but it still generated $8.72 billion in 2001, the most of any unit. Time Warner Cable and the TV networks each accounted for 17% of revenues, with cable earning $6.99 billion and the TV networks kicking in $7.05 billion.

Jean-Marie Messier, chairman/CEO

Media revenues: $31B
Operating cash flow: $5.9B
Operating income: $2.1B
52-week high: $69.15
52-week low: $30.51
Can you imagine demonstrators' filling the streets to challenge the firing of an American network exec—say, CBS's Les Moonves or MTV Networks' Tom Freston? That's what happened when Vivendi Universal Chairman Jean-Marie Messier fired the head of Canal Plus, the HBO of France. But it's protesting shareholders that worry Messier more.

Nobody seems to believe Vivendi Universal any longer. Messier has successfully built a sizable media portfolio, notably Universal Studios and Universal Music. And, last just week, he closed a $10.3 billion deal to buy back control of USA Networks. Maybe Barry Diller's taking charge of all the TV and movie assets will help, but Messier has to prove he hasn't simply made a media mess.
Careful. Other stations might get jealous.

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Network.

Bully hit the UPN is 44 kids of all Winnie Mickey Mouse plush toys and multibillion and one company also operates sorts and cartoon characters known for media zation at high-level well was down ever, operating profits were down was profits. Overall, biggest millstone of recession over the past year:

Revenues:

Michael Eisner, chairman and CEO Revenues: $25.38 Operating cash flow: $55 Operating income: $48 52-week high: $34.80 52-week low: $15.50

Like most media companies, Disney has struggled in the face of recession over the past year. ABC has been the company's biggest millstone and major drag on Disney revenues and profits. Overall, Disney revenue was flat in fiscal '01, while operating profits were down 2%. Revenues at the broadcasting division were down 10%, however, while operating income was down 30%. ABC remains well behind NBC and CBS in the ratings. In recent months, two high-level ABC executives departed amidst the ongoing turmoil: ABC Television President Steve Bornstein and co-chief of programming Stuart Bloomberg. The company confirmed that a major reorganization at ABC will be announced soon.

The nation's second-largest media conglomerate is best-known for its theme parks, resorts and cartoon characters (Mickey Mouse, et al.). But the company also operates ABC and one of Hollywood's biggest motion picture studios and a multibillion-dollar consumer-products division that hawks Mickey Mouse plush toys and Winnie the Pooh key chains to kids of all ages.

Comcast

Philadelphia (Nasdaq: CMCSK; CMCSA)

Fiscal year ended: Dec. 31, 2001 Rank last year: 8

Brian Roberts, president Revenues: $19.1B Operating cash flow: $4.68 Operating income: $4.98 52-week high: $46.00 52-week low: $25.65

There's little doubt that Comcast will complete its takeover of AT&T Broadband. The big question is how it will do once it gets the properties. AT&T Broadband is big—and it's broken. No one has ever done a cable acquisition on this scale before. AT&T's systems nearly triple Comcast's size, and AT&T managed to halve the margins of its cable systems from the industry-standard 40%-45%. And, although Comcast executives Brian Roberts and Steve Burke think they can turn those systems around in short order, some industry executives say the task may go more slowly than they think. Time will tell.

Sony

Los Angeles

Fiscal year ended: March 31, 2002 Rank last year: 7

Nobuyuki Idei, co-chairman and CEO, Sony Media revenues: $17.1B Operating cash flow: $5.68 Operating income: $1.1B 52-week high: $85.75 52-week low: $32.80

It's all about PlayStation 2 for Sony, whose Game division accounted for more than $7.5 billion of the corporation's sales in fiscal 2002. Sony Pictures chipped in $4.78 billion, with 2001 success stories being Black Hawk Down, A Knight's Tale, DVDs like Crouching Tiger, Hidden Dragon, and game shows Wheel of Fortune and Jeopardy. The music division kicked in another $4.6 billion. The question is: Is relying on PlayStation 2 as unhealthy as ABC's reliance on Who Wants to Be a Millionaire? two years ago?

News Corp.

Sydney, Australia (NYSE: NWS)

Fiscal year ended: June 30, 2001 Rank last year: 5

Rupert Murdoch, chairman/CEO Revenues: $13.8B Operating cash flow: $2.1B Operating income: $1.7B
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Popular sitcom Friends helps
Top 25 Media Companies

52-week high: $39.70
52-week low: $22.91
The ad slump has been particularly tough on the sports marketplace. Just ask News Corp. The company wrote off $909 million in losses related to three big sports-rights contracts in its fiscal second quarter ended Dec. 31, 2001. The charges broke down as follows: $387 million for the National Football League, $297 million for the National Association for Stock Car Auto Racing and $225 million for Major League Baseball. As a result, the company said it's reducing revenue projections from the contracts. For the first half of fiscal 2002, News Corp. reported a 36% drop in operating income for its TV division (owned stations and the Fox network), to $165 million, on an 8% gain in revenue, to $2.13 billion. In addition to owning 85% of the Fox Entertainment Group (which includes the movie studio, the Fox network, Fox Television production company, and the No. 2 TV-station group in the U.S.), News Corp. publishes scores of newspapers and books (through such units as HarperCollins). Cable holdings include Fox News, FX and a pocketful of regional sports networks.

Hughes Electronics
El Segundo, Calif.
(NYSE: GMH)
Fiscal year ended: Dec. 31, 2001
Rank last year: 12
James C. Kennedy, chairman
Revenues: $881.5 million
Operating cash flow: $1.5 million
Operating income: $118.2 million
Atlanta-based Cox Enterprises delivers cable to more than 6 million customers, including digital cable and high-speed Internet, and is looking to get bigger. Late last year, the company had a disappointing loss to Comcast in bidding for AT&T Broadband but is rumored to be in the hunt for some or all of the Adelphia properties expected to be on the block. Currently, it's the No. 6 MSO and the No. 13 TV-group owner.

Gannett
Arlington, Va.
(NYSE: GCI)
Fiscal year ended: Dec. 31, 2001
Rank last year: 10
Doug McCorkindale, CEO
Revenues: $6.38 billion
Operating cash flow: $2.18 billion
Operating income: $1.92 billion
Gannett owns nearly 400 newspapers in the U.S., including the nation's highest-circulation daily, USA Today, nearly 300 titles in the U.K., and 22 television stations.

Cox Enterprises
Atlanta
Fiscal year ended: Dec. 31, 2001
Rank last year: 13
Lowry Mays, CEO
Revenues: $7.98 billion
Operating cash flow: $2.18 billion
Operating income: $1.92 billion
Cox Enterprises is a major player in radio programming and live-entertainment promotion, and has a greatly expanded TV-station portfolio.

The Bachelor was an unexpected hit for struggling ABC this season.
Meet Milton

HE'S HERE TO MAKE A POINT ABOUT PUBLIC PERFORMING RIGHTS.

Milton, as you may have noticed, is a macaw. And macaws are one of the pet passions of Aaron Barker, exotic bird lover. So if you're in the broadcast or cable industry, why should you want to read about an individual like Aaron Barker, let alone his feathered friends? Because Aaron is a major supplier of content to your business: he's a songwriter.

At BMI, our job is to manage the songwriter relationship for you.

Every year, we license billions of public performances of musical works from songwriters, composers and publishers. Operating on a non-profit-making basis, we distribute the fees we receive as royalties to Aaron and hundreds of thousands like him. Tasks that would otherwise have to be performed by you.

Now, we have no doubt you'd enjoy doing business with someone as creative as Aaron. The question is: do you really have the time to do business with 300,000 different Aarons?

Managing the songwriter relationship.

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TOP 25 MEDIA COMPANIES

McGraw-Hill
New York (NYSE: MHP)
**Fiscal year ended:** Dec. 31, 2001
**Rank last year:** 14
**John Madigan, CEO**
**Revenues:** $5.38B
**Operating cash flow:** $1.1B
**Operating income:** $624M
**52-week high:** $70.87
**52-week low:** $48.70
McGraw-Hill is best known as an educational publisher, although it also supplies financial and business information. It publishes Business Week and Engineering News-Record. It owns four television stations in three states: KMGH(TV) Denver, KGT(I) San Diego, WRTV Indianapolis and KERO-TV Bakersfield, Calif. Business remains much the same: steady as she goes. Proof is in the financials: Annual revenues have grown about 7% for the past three years.

Charter
St. Louis (NYSE: CHTR)
**Fiscal year ended:** Dec. 31, 2001
**Rank last year:** 19
**Paul Allen, chairman/CEO**
**Revenues:** $4.1B
**Operating cash flow:** $2.3B
**Operating income:** $1.12M
**52-week high:** $72.45
**52-week low:** $7.54
Charter used to be one of the few bright spots in Paul Allen’s portfolio. Though not heading to the gravyard of many of the Microsoft co-founder’s investments, the cable op is fairly battered. CEO Jerry Kent quit in a snit last fall, sending the company’s stock crashing. Allen replaced him with cable and DBS veteran Carl Vogel. The ex-Jones Intercontel executive is holding the fort but not well enough to overcome anxiety about the company’s debt level. Charter is not much of a buyer these days, but Allen could turn into a seller if Cox got interested enough in expanding.

Cablevision
Woodbury, N.Y. (ASE: CVC)
**Fiscal year ended:** Dec. 31, 2001
**Rank last year:** 17
**Charles Dolan, CEO**
**Revenues:** $4.4B
**Operating cash flow:** $208M
**Operating income:** $248M
**52-week high:** $42.97
**52-week low:** $19.49
Cablevision’s battle over the New York Yankees’ new network is the least of its problems. The rollout of digital cable fizzled (just 25,000 sales so far). The company blames software glitches in the set-top boxes that it’s buying from Sony. Digital is the company’s huge bet. CEO Dolan and his son, President James Dolan, said they planned to install digital converters in 50% of the basic homes by the end of 2003, betting that new VOD and interactive services would come a gusher. That’s not going to happen.

Tribune
Chicago (NASDAQ: TRB)
**Fiscal year ended:** Dec. 31, 2001
**Rank last year:** 14
**John Madigan, CEO**
**Revenues:** $5.38B
**Operating cash flow:** $212.3M
**Operating income:** $52.2B
**52-week high:** $19.49
**52-week low:** $12.71
More than most, Tribune is a group to watch. Only last month, the Chicago-based company reached an agreement with Sinclair Broadcast Group for its DMA No. 25 WB affiliate, WTTV(TV) Indianapolis, and satellite WTK(TV) Kokomo, Ind., for $125 million, giving Tribune its fourth duopoly. The company has owned Fox affiliate WXIN(TV) Indianapolis since 1997. To cover the deal, the company sold Tribune two Denver radio stations to Entercom Communications Corp.

Echostar
Littleton, Colo. (NASDAQ: DISH)
**Fiscal year ended:** Dec. 31, 2001
**Rank last year:** 24
**Charles W. Ergen, chairman/CEO**
**Revenues:** $4B
**Operating cash flow:** $211M
**Operating income:** $212.3M
**52-week high:** $39.03
**52-week low:** $19.49
No one can deny that Echostar is one of America’s savviest businessmen, even if many people don’t agree with the way he goes about conducting that business. Ergen, personally worth $1.1 billion, is the 22nd-richest person in the country. If that doesn’t impress you, consider this: Ergen keeps beating News Corp. Chairman Rupert Murdoch at his own game. No one’s luck holds that long.

But Ergen is facing his most challenging maneuver yet: buying Hughes Electronics from General Motors for $26 billion and then merging his company with No. 1 DBS provider DirecTV. The deal is getting heavy regulatory scrutiny, endless skepticism from antitrust lawyers, and strident opposition from competitors and broadcasters. Still, Ergen has been known to pull a rabbit out of his hat. Echostar had investments in two broadband providers—GlaxSatellite Networks and WildBlue—but has written both of them for $125 million in advertising during the Salt Lake City Winter Olympics, and the network is well-positioned in the network prime time competition. The network continues to be acquisitive. In the past few weeks, it completed its purchase of both Telemundo and Granity’s KNTV(TV) San Francisco. Both deals were done over the objections of Paxson, which claimed they violated FCC ownership rules as well as its own partnership agreement with NBC. The FCC didn’t buy the argument. Meanwhile, an arbitration hearing is still pending between Paxson and NBC. Paxson wants the arbitrator to void the agreement. Stay tuned.

Malcolm in the Middle has become a mainstay of the programming lineup at News Corp.’s Fox Network.
Top 25 Media Companies

ADELPHIA

Coudersport, Pa.
(NYSE: ADLA)
Fiscal year ended:
Dec. 31, 2001
Rank last year: 21
John J. Rigas, chairman/CEO
Revenues: $3.6 billion
Operating cash flow: NA
Operating income: NA
52-week high: $42.97
52-week low: $5.24
*Adelphia delayed release of 2001 earnings. Adelphia Chairman/Founder John Rigas and his family have provided the cable industry’s version of the Enron scandal. The company is currently restating earnings for the past three years to account for $2.3 billion in debt generated by family-controlled partnerships for which Adelphia might bear liability. The family apparently used some of the money to buy Adelphia stock and bonds. Whatever news comes out of Adelphia this year is likely to be bad. The company may not be able to obtain new credit and is being investigated by the SEC.

WASHINGTON POST

Washington, D.C. (NYSE: WPO)
Fiscal year ended:
Dec. 30, 2001
Rank last year: 23
Donald E. Graham, chairman/CEO
Revenues: $2.4B
Operating cash flow: $437.2M
Operating income: $219.9M
52-week high: $634
52-week low: $470
Coverage of the war against terrorism by flagship Washington Post and Newsweek may draw all the attention, but they’re also eating cash in what Post Co. officials acknowledge is an “unbelievably bad” advertising market. Look to the cable division as a sorely needed driver for growth in 2002. Fees from cable and the Kaplan education business will drive any bottom-line gain. The company says its Cable One systems are tops in the U.S. in digital-tier and cable modem penetration, and the rewards of recent buildout and marketing campaigns should show up in this year’s numbers.

E.W. SCRIPPS

Cincinnati, Ohio (NYSE: SSP)
Fiscal year ended:
Dec. 31, 2001
Rank last year: 23
Ken Lowe, president/CEO
Revenues: $1.5B
Operating cash flow: $373.5M
Operating income: $274M
52-week high: $56.10
52-week low: $52.70
Revenue dropped more than $200 million in 2001; operating cash flow, about $580 million. Scripps is optimistic, though, that the Winter Olympics and political advertising will improve revenue and profits at its 10 TV stations this year. The company continues to believe that its niche cable network division will drive future growth. Its fourth network, Fine Living, launched in March.

MEREDITH

Des Moines, Iowa
(NYSE: MDP)
Fiscal year ended:
June 30, 2001
Rank last year: Not ranked
William E. Kerr, chairman/CEO
Revenues: $1.1B
Operating cash flow: $213M
Operating income: $127M
52-week high: $45.00
52-week low: $27.50
Best-known for Better Homes and Gardens and other magazines for the domestically inclined, Meredith has been trying to “unlock” the earnings potential of its 12-station broadcast group for years. 2002 probably won’t mark the turnaround.

The company brought in a new broadcast group president to implement a new growth strategy. Industry veteran Kevin O’Brien ran Cox’s Fox affiliate, KTVU(TV) San Francisco, and made it the top revenue-producing station in that market for many years. O’Brien also oversaw Cox’s other Fox and independent stations.

The Meredith broadcast group has expanded its sales staff and news operations, but those moves won’t pay off until the ad market turns around.

The Survivor franchise has given a boost to Viacom’s CBS network.

Smallville has been a bright spot in an otherwise tough season for AOL Time Warner’s The WB network.

down to nothing. Vivendi Universal also took a $1.5 billion stake in the company last year.
Beloved in bronze

Like Ralph Kramden commemorated in a bronze statue that TV Land erected outside New York’s Port Authority in 2000, Mary Tyler Moore (above) was immortalized last week in Minneapolis with an 8-foot likeness of herself (throwing her tam in the air, of course). Moore, star of the CBS comedy classic about the associate producer of the horrible WTM newscast, was still beaming, at 65. At the unveiling, she tossed that winter hat several times, to the delight of thousands of fans.

The peacock’s pooh-bahs

For its 75th anniversary celebration at the Academy of Television Arts and Sciences two weeks ago, NBC assembled some of the top executives—past and present—that have taken the network from The Flying Nun to ER. The corner-office crew (l-r): Warren Littlefield, Jeff Zucker, Robert Mulholland, Herb Schlosser, Bob Wright, Grant Tinker, Andrew Lack and Scott Sassa. Chairman Wright, President Lack and Hollywood chiefs Jeff Zucker and Scott Sassa are still working to maintain the network’s top ratings. Schlosser, now with Salomon Smith Barney, was NBC president/CEO from 1974 to 1978. Mullolland ruled as president/COO from 1981 to 1984. Tinker, along with the late Brandon Tartikoff, led NBC to prime time dominance in the 1980s. Littlefield helped keep it on top through the 1990s.

Wild about Harry

Attorney Mickey Gardner (above), who represents the likes of NATPE and the Distilled Spirits Council of the United States in Washington, has picked up a new client: Harry Truman. In his just published Harry Truman: Moral Courage and Political Risks (Southern Illinois University Press), Gardner persuasively argues that, with the exception of Lincoln, Truman did more to advance the civil rights of African-Americans than any prior president. By executive order, he integrated the armed forces and the federal government and appointed Supreme Court justices who shared his vision of equal rights for all. As the title suggests, Truman’s efforts carried considerable political risk. Few white Americans supported his initiatives, and Southern whites vigorously opposed them.

MEDIA BIZ QUIZ

1. Disney Chairman Michael Eisner went to New Orleans to:
   A) enlist the aid of voodoo priestess in assembling ABC’s prime time schedule for the fall.
   B) see if he can derail another career by talking someone into taking a top executive post at ABC TV.
   C) convince cable operators that they should be thrilled to pay more for ABC Family and ESPN.
   D) show Wall Street he can take the heat by wearing a sweater in 90-degree temperatures.

2. A survey of 600 TV viewers by a professor at Indiana University in Pennsylvania concluded that many viewers:
   A) claim to know who committed the crime on Law & Order before the detectives do.
   B) would choose to “spend most of their time in heaven watching television.”

3. At an NCTA panel, Discovery’s Judith McHale revealed the network’s secret for selecting programming:
   A) “Dinosaurs, dinosaurs, dinosaurs.”
   B) “We run our biggest ideas by Charlie Rose.”
   C) think they are friends with the actors they see on TV “even if they don’t have any real friends.”
   D) “The bigger the teeth, the bigger the ratings.”

For some reason, he has a golden gut for our kind of stuff.

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Broadcast TV
Chuck Chiocco, local sales and marketing manager, WXTV(TV) Paterson, N.J., promoted to general sales manager, WXTV(TV) Paterson, N.J./WFUT-TV Newark, N.J./WFTY-TV Smithtown, N.Y.

Cable TV
David Blau, director, business operations, Central division, Cox Communications, Las Vegas, promoted to VP.

Programming
Appointments at Lifetime Television, Los Angeles: Jon Landa, director, affiliate sales and marketing, ESPN Inc., Burbank Calif., joins as VP, distribution and field marketing; Mark Garner, senior director, business development, Carorder.com, Austin, Texas, joins as regional director; Carla Cortis, director, affiliate relations, Los Angeles, joins as regional director; Antoinette Brown-Leon, director, corporate local ad sales, A&E Television Networks, Los Angeles, joins as regional director.

Appointments at Hallmark Channel: Terry Taylor, executive VP, sales and marketing, Directrix Inc., Northvale, N.J., joins as regional VP, Eastern region, network distribution and service, New York; Laura J. Lee, region manager, affiliate sales, E! Entertainment, Chicago, joins as manager, South Central region, network distribution and services, Chicago; Jesús Aranda, VP/media director, Latin America and Caribbean, Universal McCann, Miami, joins as VP, marketing, Latin America, Crown Media International Inc., Miami; appointments in Hong Kong: Betty Ho, director, analysis, iamasia, Hong Kong, named research manager, Asia; Lakshmi Haririhan, associate director, Crown Media International LLC, Hong Kong, promoted to marketing director, Asia; Jenny Tan, advertising account manager, promoted to director, advertising sales.

Evan Shapiro, VP, marketing, Court TV, New York, promoted to senior VP.

Appointments at National Geographic Channel, Washington: John Bowman, VP, executive producer, production, promoted to VP; Viraj Verma, deputy production manager, New York Times Television, New York, joins as production manager; Brian Fox, senior art director, promoted to design director; Jamie Reesman, national director, marketing, High Speed Access Corp., Denver, joins as director, marketing; Christine Searight, VP, marketing, PlanetServices.com, Herndon, Va., joins as director, ad sales marketing; Jennifer Williams, senior producer, content and partnership, Starbrand Communications Inc., McLean, Va., joins as manager, program scheduling.

Changes at Banyan Productions, Philadelphia: Kathryn Goree, director, programming, has retired; Chris Emmououildes, co-director, programming, named director and adds to his duties director, special projects.

Alexandra Soumbeiniotis, manager, public relations and marketing, CN8, Philadelphia, promoted to director, marketing and affiliate sales, CN8 and CN8tv.

Mary Corigliano, VP, marketing, Zilo Networks Inc., New York, joins MuchMusic USA, New York, in the same capacity.

Ted Leuci, manager, event marketing, Cablevision, Jericho, N.Y., named supervisor, advertising sales, Bravo Networks, Jericho.

Radio


Journalism
Mike Rizzo, executive producer, sports, ABC Radio Networks, New York, promoted to GM, news and sports coverage, ABC News Radio.

Joyce Taylor, anchor, KIRO-TV Seattle, returns to KING-TV Seattle, in the same capacity.

Aditi Roy, reporter, KIQQ-TV Spokane, Wash., joins WCAU(TV) Philadelphia, as general assignment reporter.

Chris Riva, sports director/main anchor, WGBA(TV) Green Bay, Wis., joins KWGN-TV Denver, as sports anchor.

Jenna Wolfe, weekend sports anchor, WPCHL-TV Philadelphia, joins MSG Sports Desk, New York, as reporter/fill-in anchor.

Technology
Neil Goldberg, VP, entertainment, DIVA, Redwood City, Calif., named senior VP, programming, TVN Entertainment, Burbank, Calif.

Advertising/Marketing/PR

Craig Stephenson, international sales director, Tribune Media Services, Toronto, Canada, promoted to executive director, video publishing division.

Satellite
Carmen González-Sanfeliz, director, Latin American business development, Williams Communications, Tulsa, Okla., joins PanAmSat Corp., Coral Gables, Fla., as VP, Latin America.


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Turner’s chief shopper
Katz acquisitions help drive TNT, TBS, Cartoon successes

As Turner Entertainment’s chief programming buyer, Jonathan Katz can’t afford to miss a movie or TV show. Every new film or series might be a prospective purchase for his stable of cable networks.

Katz buys for Turner’s diverse portfolio of entertainment networks, from Turner South to Cartoon Network to TNT. His selections help drive the successes at TNT, TBS Superstation and Cartoon, which regularly rank among cable’s highest-rated nets.

Unfortunately, he says, “there isn’t a formula” for acquiring programming. “Each network has priorities, a distinct brand, and demographic and psychographic targets.”

Katz took charge of Turner’s acquisitions group in January 2002, after long-time department head Bob Levi retired. He had been Levi’s deputy for two years.

His goals are simple: “Naturally, you always want to buy a hit.” Recent acquisitions include CBS drama Judging Amy for TNT and theatrical films Legally Blonde and Lara Croft: Tomb Raider.

Whenever possible, he looks to share programming, such as movies that run on TNT and TBS. “Economic conditions,” he says, “are dictating that we have to spread out our costs and risk across multiple platforms.”

A Sopranos fan who also is hooked on movies and news, Katz notes that a hit show on a broadcast network might not be a good fit for his cable channels. “There are no black-and-white rules. Buys depend on what a network needs.”

His biggest properties, TNT and TBS, have developed very different programming needs. Turner executives have been working hard in the past year to differentiate the two.

TNT hypes its “We Know Drama” brand and has added off-nets Law & Order and The X-Files to back it up. Judging Amy, which draws strong female demos on CBS, fits the mold. “The focus on drama is not a constraint,” Katz says. “It provides me with a clear guide of what I’m interested in.”

TBS, meanwhile, pushes comedy and action. In September, it will launch an early-evening comedy block of Seinfeld, Friends, The Drew Carey Show and Home Improvement. Most acquired movies are in the comedy and action genres.

Buying programming for cable networks never figured in Katz’s early career plans. He spent 14 years in local news and production and programming at stations across the Southeast, including three tours at WTOG-TV Tampa, Fla.

He had jumped into television at 16 as a news producer for WCFT-TV in his hometown of Tuscaloosa, Ala., where his mother taught linguistics and his father still teaches broadcast and film at the University of Alabama. “There was no escape from the business in my house,” Katz recalls. “But I wouldn’t have had it any other way.”

Katz worked at WCFT-TV through his college years at the University of Alabama, where he majored in, not surprisingly, broadcast and film. After graduating in 1987, he stepped up a market, to WDBB-TV in Birmingham as production manager.

His run in local news ended 10 years later. CNN Newssource Sales needed a head of marketing in Atlanta, and Katz made the jump. Newssource manages CNN’s relationships with local stations. He says he was very comfortable with the idea of marketing a national news product to local stations. “Your constituents might change, but creating value and satisfied customers does not.”

After three years there, he learned that Levi needed a second in command.

Cable originals like The Shield and The Osbournes are stealing most headlines lately, but acquired programming still drives 70% of cable fare. Katz doesn’t see that balance changing any time soon. “Acquiring programming is a long-term aim,” he says. “The job is to acquire hit movies and series that fuel the future success.”

—Allison Romano

Broadcasting Cable

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Television

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RESEARCH DIRECTOR
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GENERAL ASSIGNMENT REPORTER
WPVI-TV in Philadelphia is looking for an energetic, creative storyteller who excels at breaking news. Prior TV reporting experience required. Schedule will include weekends and nights. Send resume & non-returnable VT (no calls/faxes) to Camille Edwards, Asst. News Director, WPVI-TV, Suite 400, 4100 City Ave., Philadelphia, PA 19131 EOE

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ACCOUNT MANAGER

Broadcasting & Cable/5-13-02 55
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We were prepared to roast some peacocks this week after seeing a story elsewhere suggesting NBC was planning to leak false fall schedules in an attempt to keep us poor media types from stealing its upfront thunder. NBC flatly denied the charge, so, absent any independent evidence of our own, we will take the bird at its word. Had the story been true, however, we would have pointed out that lying once is like adding a drop of black paint to a can of white. You can’t take it back, and it irrevocably taints the product, which in this case would be the network’s credibility. Enough said.

Instead of roasting, we want to toast the network for its decision to add more HDTV to its prime time lineup this fall. NBC wouldn’t say exactly how much. The same thunderprotecting secrecy that prompted the report about false schedules may also be behind its reticence on HDTV details, but our recollection of earlier conversations with executives on this topic is that it will be a large part of its prime time lineup. We hope so.

As we said last week in this space, programmers must step up to the plate. Although NBC has done the kind of big-ticket sports event—Super Bowl, Triple Crown, basketball—that is arguably the best advertisement for the technology, it’s in broadcasters’ best interests to get in the habit of HDTV.

Upbeat in New Orleans

If you look simply at the numbers, you might conclude that last week’s NCTA convention was a downer. At 17,000 and change, attendance was down 30% from last year in Chicago, 45% from two years ago. But focusing on those numbers is a mistake. It’s like saying the whole band didn’t show up, just Wynton and Ellis Marsalis. The crowd was small, but good. With a few notable and excusable absences, cable’s top executive turned out: operators, programmers, hardware vendors, Washington reps, everybody. Even billionaire cable investor Paul Allen cruised up the Mississippi to hold court on his yacht. John Malone and Ted Turner would have made the show complete, but only for old time’s sake.

With NATPE’s demise and NAB’s inexorable transformation into a professional audio-video show, NCTA has emerged as the premiere TV convention. If you tire of cable, you could talk broadcasting with Karmazines (CBS), Chernin (Fox), Kellner and Parsons (The WB), and Eisner and Iger (ABC).

NCTA would have preferred more people in the seats and aisles (and the revenue they represent), but it accomplished what it wanted. Through the panels and exhibition, it declared to the world, particularly Washington and a skeptical Wall Street, that cable is healthy and a technological leader pushing deeply into high-speed Internet access, HDTV and VOD. It sent the message. Now it must wait to see if it was received.
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- The influence of advertisers on program content.

Moderator:
Lisa Bernhard, Managing Editor, TV Guide

Speakers:
Art Bell, EVP, Programming & Marketing, Court TV
Rick Haskins, EVP, Lifetime Brand, Lifetime Entertainment Services
Cathy Tankosic, Senior Vice President of Marketing, Comedy Central
Bonnie Hammer, President & GM, SCI-FI Network
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