



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



# XENA

WARRIOR PRINCESS

1 9 9 6 - 2 0 0 1

USA   
©2001 Studios USA Television

## Top of the Week June 4, 2001

**CBS-CNN TALKS** The time may have come for a news alliance. » 6

**INTEGRATED ADVERTISING** Procter & Gamble agrees to spend \$300 million on 12 Viacom outlets next year. » 8

**SMILEY'S NEW HOME** Ex-BET talk-show host Tavis Smiley will be a contributor to ABC News. » 8

**LOCAL STORIES** Station results from the May sweeps. » 10



CBS' Dan Rather may be sharing the stage with CNN news folk.

**NEW MUSIC** Viewers can go online to help program Rainbow's revamped Much Music USA. » 14

**AD SLUMP** The economy takes a toll at Promax/BDA, but organizers say foreign firms will make up the difference. » 16

**HUGS AND KISSES** CBS and its affiliates bury the hatchet. » 18

**WANT ADS** On-air/online employment services could be new revenue stream for stations. » 19

## SPECIAL REPORT

# TOP 25 CABLE OPERATORS

**Momentum shift** Counted for the first time in BROADCASTING & CABLE's annual survey, DBS makes up for cable's slowing growth. » 30

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



NBC Photo: Chris Haston



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

## Programming

**No doldrums** Broadcast networks plan a summer of original programming. » 22

**Business as usual** Cable is ready to meet broadcast's summer challenge. » 24

## Washington

**On cable** Q&A with NCTA's likely new chairman, Insight's Michael Willner. » 44

**Taking their seats** Kathleen Abernathy and Michael Copps are sworn in at the FCC. » 47

## Interactive Media

**Cue the contest** Web-based sweepstakes drives viewers to NBC programs. » 50



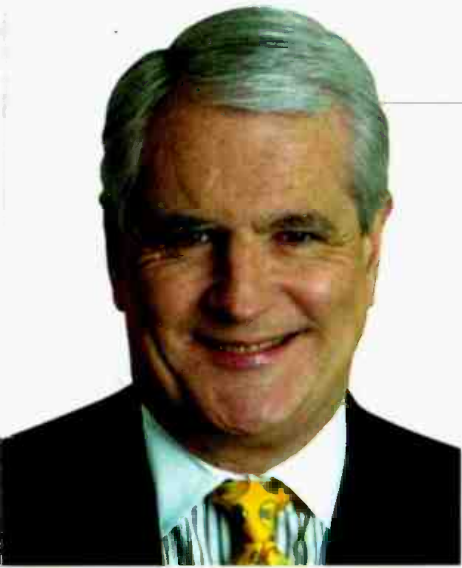
Copps (l) and Abernathy (c) took office at the FCC, but Martin has to wait.

Photo: Dennis Brack / Black Star

## Technology

**Routing control** Turner picks Thomson system to handle 18 cable channels. » 52

B&C Eye .....	4
Broadcast Ratings.....	26
Classifieds .....	58
Datebook.....	55
Editorials.....	62
Fates & Fortunes .....	54
Fifth Estater .....	56
Financial Wrap-Up.....	16
Focus.....	29
Jessell's Column .....	20
Station Break .....	28
Syndication Ratings .....	27
Web Watch.....	51



LOCAL NEWS

## Praise the messenger

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

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

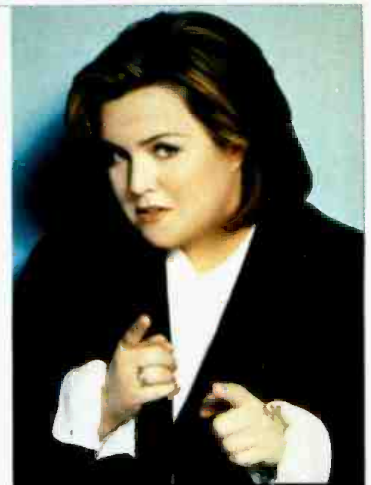
# BCEYE

AFFILIATES

## When they danced

No one died at last week's CBS affiliates meeting, but it reminded us that, not too long ago, these little wingdings were something like, well, harmonious. Take, for example, the 1982 CBS affiliates meeting, when, as the old *Broadcasting* magazine pointed out, the big moment, entertainment-wise, was a chorus-line dance number by, get this, "wives of affiliates and network executives" (pictured). They got a standing ovation, we reported, blithely unaware that, less than 20 years later, such network/affiliate chuminess—not to mention such blatant chauvinism—would be impossible to imagine.

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



SYNDICATION

## Rosie's lifeline?

Is this *her* final answer? Sources say Rosie ("I'm leaving and I'm not kidding") O'Donnell is looking to host the possible syndicated version of *Who Wants to Be a Millionaire?* when and if O'Donnell gives up her Warner Bros. talk show. Rosie is a huge *Millionaire* fan and would arguably be a good fit for a stripped version of *Millionaire*, a project still in the speculation phase for Buena Vista Television.

An O'Donnell spokesperson admits only that she has had conversations about doing another TV show with *Millionaire* executive producer Michael Davies. Rosie regularly talks about leaving her daytime chat show when the contract expires after 2002, and insiders say a syndicated *Millionaire* would debut no earlier than that. Buena Vista would not comment.—S.A.

### BUSH'S TELCOM STYLE

With the new FCC almost settled in (with the exception of Kevin Martin, who waits out resolution of a paperwork glitch), the Bush White House can take credit for getting that job done in record time. The White House seems to be willing to let the FCC be its central office for all things telcom and has been unconcerned about setting up any kind of

administration-based telcom shop. That's a huge difference from the Clinton-Gore White House, where telcom was a top priority.

Martin was filling a temporary slot in the National Economic Council while he worked on FCC appointments; now John Ackerly is doing that job, as special assistant to NEC Director Larry Lindsey. Ackerly covers commerce and technology, and industry sources

say they meet with him when they need to talk to an administration official. Wiley, Rein and Fielding attorney Nancy Victory supposedly will be nominated to head the National Information and Telecommunications Administration. "Right now, they are just trying to get confirmations through and scratching where it itches," said one industry source.—P.A.



**SPEEDVISION**

**THINK FAST**

"My customers can't always agree on what machines they like, but there's no argument about what their favorite channel is."

Proprietor  
Lyle Lovett Motorsports Dealership  
Houston, Texas

Lyle Lovett knows his customers are watching Speedvision. The only network totally dedicated to the guys who love speed and the lifestyle that goes with it. You too can serve this "underserved" market and tap into the millions of local ad sales dollars spent each year to reach the vehicle enthusiast. Just another reason why cable operators are launching Speedvision all over America. Now in over 40,000,000 households nationwide.

Call Speedvision Today EAST (203) 406-2500, CENTRAL (312) 832-0808 and WEST (3-0) 268-2100 or for more info log on to [sv-oln-affiliates.com](http://sv-oln-affiliates.com).

©Speedvision 2001



# A CNN suitor?

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

By Steve McClellan and Dan Trigoboff

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

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

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

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

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



CBS stars, like Dan Rather, could find a 24-hour outlet for news in a CNN alliance, but meshing cultures could pose a problem.

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

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

works and doesn't have to consult with Microsoft. The software maker, a 50-50 equity partner in MSNBC, is, for all practical purposes, a silent partner on the TV side, although it does have input on the MSNBC.com Web site.

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

But, he adds, the economic downturn may be just the spur to consummate a deal between CNN and someone—CBS or ABC. Indeed, both CNN and ABC News have embarked on aggressive cost cutting, including layoffs. CNN implemented a plan earlier this year to reduce

its work force by up to 10% (600 jobs). ABC News wants to pare between \$15 million and \$20 million in annual expenses. To get there, nearly 10% of the ABC News work force (125 positions) will be eliminated through buyouts, layoffs and attrition by the end of this month.

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

CNN to call before finalizing any deal with CBS.

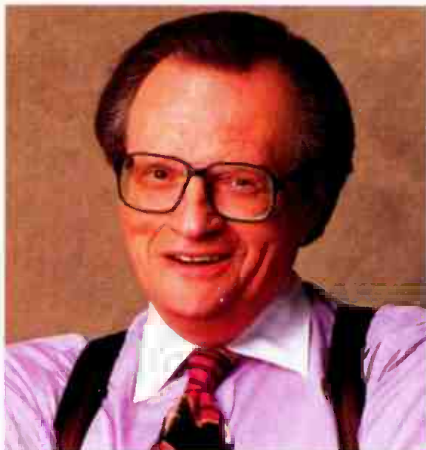
Sources at both Time Warner and Via-

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

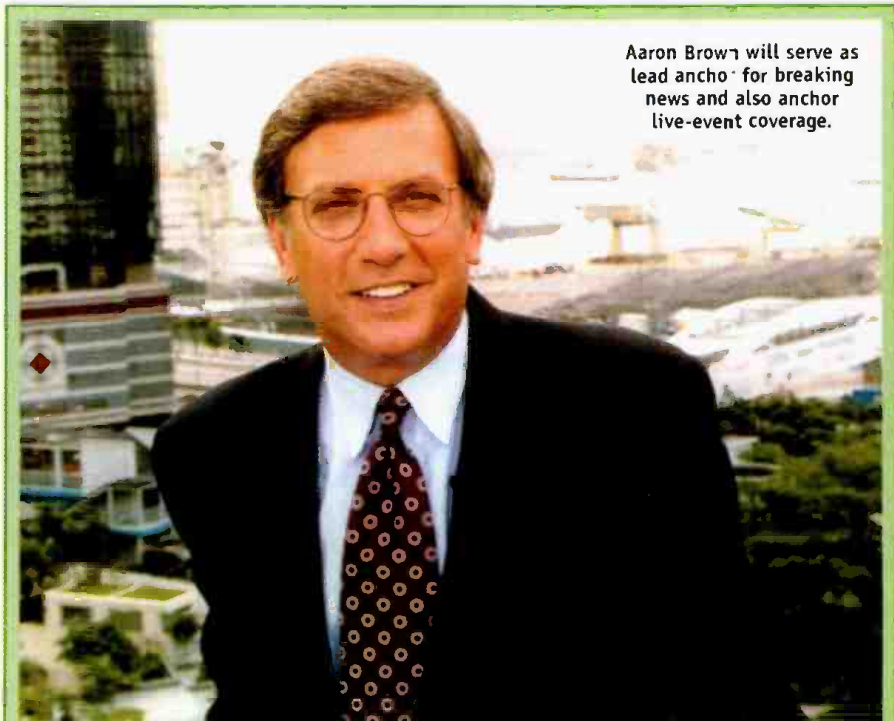
com insist that cost cutting isn't the main motive behind the talks. Rather, they say, it is brand extension and revenue growth. Still, the cost savings will be substantial. Estimates are that each side might reduce costs by up to \$200 million annually by exploiting efficiencies of a combined operation.

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

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



CNN stalwart Larry King is the cable network's big prime time draw.



Aaron Brown will serve as lead anchor for breaking news and also anchor live-event coverage.

## Brown to take center stage at CNN

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

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

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

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

—S.McC.

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

What does Viacom President Mel Karmazin think of an alliance with CNN? "We'd all love to see it happen," says a Viacom source familiar with Karmazin's view. "It's one of these deals that makes all the sense in the world on paper. But per-

sonalities and business plans aren't just a piece of paper."

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

## IN BRIEF

**VOTER NEWS SERVICE  
WILL CONTINUE**

All six members of the Voter News Service have decided to remain in the embattled cooperative. ABC, CBS, NBC, Fox and Associated Press had set a June 1 deadline for either remaining with the service or opting out. VNS, the subject of much criticism during and following the election-count debacle last year, says it has been working to modernize and improve statistical models and accounting procedures.

**TOO MUCH TOO LATE**

A Colorado radio station that played an edited version of rapper Eminem's obscenity-laced "The Real Slim Shady" was fined \$7,000 by the FCC Friday, and it's feared that numerous rap and pop stations across the country also could face government penalties.

KKMG(FM) Pueblo aired an edited version of the song throughout spring and summer 2000, including between the hours of 6 a.m. and 10 p.m., when federal rules prohibit "indecent" programming. In January, WZEE(FM) Madison, Wis., was fined \$7,000 for airing an unedited version of the song.

KKMG officials argued that vulgar terms for sex and anatomy were edited out. But regulators said KKMKG violated the rules by failing to purge entire passages that made Eminem's meaning clear. "The edited version of the song contains unmistakable offensive sexual references," wrote FCC enforcement chief David Solomon. Kathleen Kirby, the Wiley, Rein & Fielding attorney for KKMKG parent Citadel Communications, said the edited version, released by Interscope Records, is the same used by countless radio outlets throughout the country.

# A package deal, literally

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

By Steve McClellan

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

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

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

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

"This unprecedented deal not only takes our long and fruitful relationship with P&G to the next level; it also puts us at the forefront of

a new way of doing business," said Viacom President Mel Karmazin. Indeed, agency executives predict that at least 40% of U.S. billings will be tied to cross-media deals in five years.

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

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

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

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

## Smiley's face at ABC

*Former BET personality to be ABC News contributor*

By Susanne Ault

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

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

But the cable network never said that's why

Smiley was shown the door.

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

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

Separately, Smiley will also be featured on several CNN programs including *TalkBack Live* and *Inside Politics*. ■



Tavis Smiley will be part of *Primetime Thursday* and *Good Morning America* and is close to joining ABC Radio's *Tom Joyner*.



# Lifetime

## The #1 Brand in Primetime

Lifetime listens when women tell us what they want. That's why we're #1 in the hearts and minds of women...and everywhere else.

#1 in primetime among HHs.\*

#1 in total day among adults 18+.\*\*

#1 with women in primetime and total day.\*\*\*

#1, #2, and #3 original dramas on basic cable.\*\*\*\*

*Lifetime*  
Television for Women

Source: Nielsen Media Research (1/1/01 - 4/1/01)

\*#1 in Prime: Coverage AA% HH rating vs. all basic cable networks

\*\*#1 in Total Day: Coverage AA% A18+ rating vs. all basic cable networks

\*\*\*#1 in Total Day, Coverage AA% W18-49, W25-54, W18-, WW18+

#1 in Primetime: Coverage AA% W18-49, W18-, WW18+, and W25-54(000)

\*\*\*\*Top 3 Original Dramas: Coverage AA% HH ratings vs. all basic cable networks

## IN BRIEF

## FOX TAKES TWINS TO COURT

In the latest fight over local sports rights, Fox Sports Net North has gone to court to retain Minnesota Twins games. Fox believes that the Twins are planning to start their own regional sports network, an obvious conclusion since the team hired Kevin Cattoor, who was general manager of the sports network before Viacom sold it two months ago.

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

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

## TRIBUNE, HEARST SIGN MULTIYEAR CONTRACT

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

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

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

# A look at local sweeps

*May's regional news scores reflect heated competition and staffing changes*

By Dan Trigoboff

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

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

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

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

But perhaps the big story in New York was the 10 p.m. battle, in which new Fox acquisition WWOR-TV squeaked out a victory for the first time during sweeps over Fox's WNYW(TV),

with Tribune's WPIX(TV) finishing third. The strong late-news finish was a highlight in an otherwise down month for WWOR-TV.

While competitive in a few large markets like Miami and Boston, CBS-owned stations continued to fare poorly in the top five. Although it hardly challenged KNBC(TV) for market leadership, KCBS-TV Los Angeles boasted that it had its best book in at least a decade. "We researched it back for 10 years," says departing KCBS-TV GM John Severino, "and my memory goes back farther than that," says the former longtime KABC-TV chief.

In recent months, KCBS-TV has picked up main anchor Harold Greene from KABC-TV and Kent Shocknek from KNBC(TV), among others departed from other stations due to price tag or changes in philosophy. "But we didn't have to spend years promoting them," says Severino, who notes that three of his current marquee names—Greene, Ann Martin



KTTV(TV) Los Angeles' *Good Day LA* won May sweeps household ratings among local morning newscasts.

and Jim Hill—all worked for him in the '80s at KABC-TV.

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

In Philadelphia, ousted KYW-TV News Director Melissa Klinzing was perhaps the highest-profile casualty. After the May book, she was canned by GM Marcellus Alexander. Klinzing, formerly news director for cable station Bay News 9 Tampa, Fla., ABC station KMGH-TV Denver and KFOR-TV Oklahoma City, joined the station as executive producer, recruited by

Television for Women

# Lifetime Movie Network The #1 Choice for Women\*

Lifetime Movie Network  
delivers movies—all day, all night.  
That's why we're the #1 movie  
choice with women.

#1 choice with women since its launch -  
3 years in a row!\*\*

#1 in awareness among adults 18+\*\*\*

#1 channel operators are interested in carrying\*\*\*\*

And over 1,000,000 calls to date from viewers  
interested in Lifetime Movie Network\*\*\*\*\*



Source:

\*Beta Research Interest Ranking among ad-supported emerging networks

\*\*1998-2000, Beta Research Cable Subscriber Interest Studies

\*\*\*Beta Research December 2000 Evaluation of Emerging Networks Adults 18+

\*\*\*\*October 2000 Beta Channel Carriage Study Among Cable Affiliate Prospects - Ranking among emerging networks

\*\*\*\*\*Kaleidoscope (June 1998-April 2001)

Television for Women

Now, introducing

*Real Experiences.*

*Real Lives.*

*Real Women.*

Lifetime

Real Women...

The next powerful

extension from the brand

that knows women best.

Lifetime Real Women is reality based programming told from a woman's perspective.

- Real Experiences.
- Real Lives.
- Real Women.

Launching Summer 2001

**Lifetime**  
**Real Women**

Call your representative at:  
New York 212.424.7000 Los Angeles 310.556.7500 Dallas 972.458.4600

## IN BRIEF

**BRUCKHEIMER TO MAKE TV MOVIES FOR WARNER**

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

**CITY GUYS CLEARS 80% OF THE U.S.**

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

**TNT BEATS LIFETIME FOR TOP SPOT**

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

**PARAMOUNT NETWORK TV NAMES RUSSO SVP**

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

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

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

In Boston, unflattering stories about WHDH-TV in local newspapers after it dropped popular anchor Kim Carrigan didn't



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

stop the Sunbeam station from keeping its top spot in late news, although its ratings have dropped. Boston has become an increasingly tight market at 11 p.m. and at noon, with barely a point separating WHDH-TV, WCVB-TV and CBS-owned WBZ-TV.

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

# Launching MMTV

*MuchMusic set to air new music programming this month*

By Allison Romano

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

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

Documentaries, reality programming and game shows dominate the music television, but the music has largely gone missing. MuchMusic's acting General Manager Nora Ryans says the challenge is to strike a balance between real people and entertainment value. "If we lean too much in the direction of high-end entertainment, it might look a little too slick," she says. "If we lean too much towards the unadorned masses, I don't know if that makes good television."

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

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

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

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

ENTERTAINMENT

VIDEO-ON-DEMAND

EDUCATION

BANKING

MUSIC

SPORTS

GAMES

E-MAIL

PAY-PER-VIEW

INTERNET

it's beyond the PC.  
it's Interactive TV.

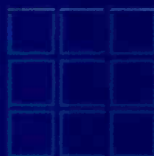


Ever try to drive a square peg into a round hole?  
Then why force PC-centric applications into the TV?

Canal+ Technologies provides advanced software products that enable network operators and broadcasters to deliver secure interactive services over digital cable, satellite and terrestrial networks. Our MediaHighway™ technology enables shopping and VOD to personalized music and enhanced sports — an applications portfolio designed specifically for the TV - speeding your time to revenue.

Need interactive TV...now?

Call Canal+ Technologies 877-385-7338 or  
check us out at [www.canalplus-technologies.com](http://www.canalplus-technologies.com)



MOSAIC

**CANAL+**  
**TECHNOLOGIES**

See us at NCTA - Booth # 2375

## FINANCIAL WRAP-UP

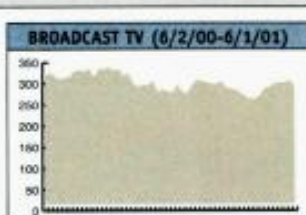
Week of May 28 - June 1

### WINNERS

	6/1	% change
Big City Radio.....	\$2.94	68.00
Liberty Digital.....	\$5.34	14.84
Regent Comm.....	\$7.90	8.97
Pegasus Comm.....	\$22.06	4.80
Fox Entert.....	\$26.81	3.27

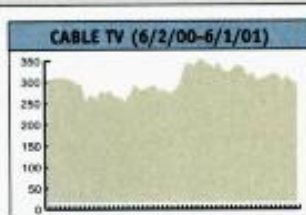
### LOSERS

	6/1	% change
Classic Comm.....	\$.41	(37.88)
UnitedGlobalCom.....	\$12.39	(13.54)
Motorola Inc.....	\$14.44	(11.03)
Cumulus Media.....	\$11.40	(10.94)
Spanish Brst.....	\$.645	(8.25)



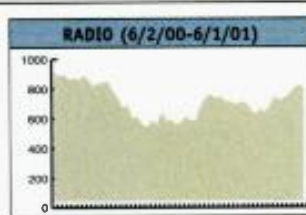
BROADCAST TV (6/2/00-6/1/01)	
Week ending 6/1/01	
Close	280.57
High	287.11
Low	280.57

**3.7%**



CABLE TV (6/2/00-6/1/01)	
Week ending 6/1/01	
Close	283.21
High	283.21
Low	282.08

**0.3%**



RADIO (6/2/00-6/1/01)	
Week ending 6/1/01	
Close	756.06
High	771.72
Low	753.27

**3.6%**

DOW JONES	
Week ending 6/1/01	
Close	10994.70
High	11039.10
Low	10872.60

**0.1%**

NASDAQ	
Week ending 6/1/01	
Close	2149.47
High	2175.54
Low	2084.50

**4.5%**

S&P 500	
Week ending 6/1/01	
Close	1259.50
High	1267.93
Low	1248.08

**1.4%**

# Positive thinking

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

By Susanne Ault

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

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

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

Also, Warner Bros. is planning to host a smaller hospitality suite than in years past. Twentieth Television won't be throwing a party for its clients like it did in 2000. Universal, which last year gave a *Blind Date*

workshop, won't be going at all. The same goes for Tribune Entertainment. There's also NBC Enterprises, which will be overseeing its own Internet-delivered marketing workshop separate from Promax/BDA. Only Pearson Television, hyping its upcoming *Card Sharks*, will be going with the same force as last year.

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

"These are challenging times for everybody in this industry," says Promax/BDA CEO Glynn Brailsford. However, "there is a general misunderstanding about the role of local stations and syndication in the overall picture of Promax/BDA," with the U.S. station/syndication

community "only really occupying 10% to 15% of conference activity."

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

"What has happened is that stations can't

sell all the time to advertisers, so they've got more time to promote our shows," says one top-level syndication executive.

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

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

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

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

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



Promax/BDA CEO Glynn Brailsford says tech firms have been a heftier force at the convention over the years and are stepping up their presence in 2001.



# Encoda.

Because it works so much better when everybody's pulling in the same direction.



## Columbine JDS, Enterprise and Drake Automation are now Encoda Systems.

Today, if your assets aren't working together efficiently, you can expect chaos. Buying and selling programming, optimizing inventory, automating master control – it's all become extremely complex. Enter Encoda Systems. All the most trusted names – Columbine JDS, Enterprise and Drake Automation – coming together as one company. With Encoda Systems, the convergence of

technologies and the integration of systems enterprise-wide are now a reality. Broadcasting and cable companies can be linked with advertisers, agencies and reps by one of the industry's leading providers of e-business technology. For greater profitability through total asset management, look to the one and only company that can get your assets working together.

Encoda clients only  
Encoda Media Conference  
July 8-10, 2001



Encoda Systems

[www.encodasystems.com](http://www.encodasystems.com)

Columbine

JDS

Enterprise

BMS

BIAS

Paradigm

CCMS

Spotifydata

OOAC

RL/Drake

## IN BRIEF

**MCCORMICK BECOMES USTA'S PRESIDENT, CEO**

Walter McCormick is the U.S. Telecom Association's new president and CEO, taking over from interim President Gary Lytle. McCormick replaces Roy Neel, who left USTA last September to work on Al Gore's presidential campaign. McCormick, a former Republican counsel for the Senate Commerce Committee, had been president and CEO of the American Trucking Association.

**BARZILAY TO OVERSEE TOON DISNEY**

Jonathan Barzilay has been named senior vice president and general manager of Toon Disney, ABC Cable Network Group's all-animation channel. Formerly ABC's general manager for children's programming, he will oversee daily operations at Toon Disney, while retaining his previous responsibilities for managing ABC Kids.

**NBC TOPS WITH 18-49 DEMO, FOX 28% BEHIND**

NBC won the adults 18-49 ratings crown for the sixth straight week, edging out its closest rival, Fox, by 28%. For the week ended May 27, NBC landed a 4.6 Nielsen rating/14 share in that bracket, powered by strong showings by *Weakest Link* and the season finale of *Third Watch*. Fox logged a 3.6/11, ABC a 3.2/10 and CBS a 3.0/09. In total viewers, NBC could also claim victory, but just by an inch, scoring 10.8 million viewers to CBS' 10.3 million. CBS challenged NBC with season finales of *Everybody Loves Raymond* and *JAG*. Following NBC and CBS in total viewers were ABC with 9.1 million and Fox with 8.0 million.

# The sole survivor

*Only CBS holds a get-together with its affiliates*

By Joe Schlosser

**N**o one exactly hung out the Welcome Home banner, but CBS and its affiliates last week attempted to put aside their differences—at least for the time being—and savor the network's success at what will turn out to be the only network affiliate meeting of the year.

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

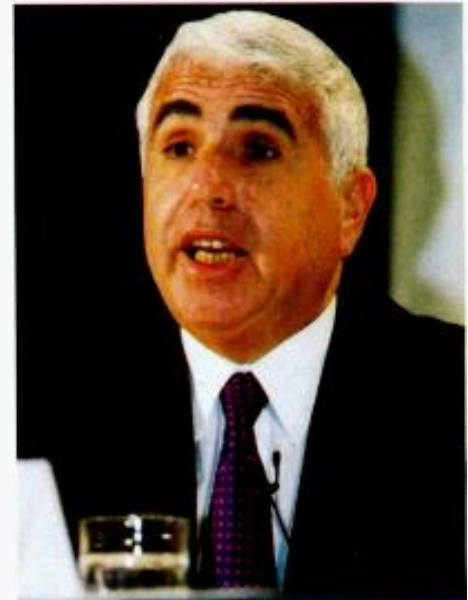
After two days at Las Vegas' Bellagio Hotel, the mood mellowed somewhat.

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

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

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

Speaking later with reporters, Karmazin said



**Viacom President and CEO Mel Karmazin played up the fact that NBC, ABC and Fox opted out of separate affiliate meetings this year.**

**'We hope to follow this up with subsequent meetings, but I think we all felt like it was a start.'**

— Ray Deaver, KWTX-TV Waco

that Viacom's Infinity radio stations will not be returning to NAB, nor will the CBS broadcast stations. He also said there are currently no discussions taking place with

News Corp. for joint ownership of UPN and continued his mantra that the upcoming upfront advertising period will not be as bad as expected.

"We're not having any difficulty" attracting advertisers at CBS stations, he said. In fact, advertisers are getting great deals, and most of the

company's sales managers are "wimps" for caving in to lowball offers from advertisers. "If, in fact, there's no demand, then advertisers are going to have a field day in negotiating your prices," he added.

To the affiliates, Karmazin played up the fact that NBC, ABC and Fox opted out of separate affiliate meetings this year. Not CBS. "We wanted to have this meeting. I think this is to our advantage," he said, stressing that it was "wrong" for the other networks to aban-

don them.

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

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

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

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

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

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

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

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

# Job market for hire

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

By Michael Grotticelli

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

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

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

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

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

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

"Newspapers' market share in employment advertising is going to diminish steadily

during the next few years as broadcasters, dotcoms and other specialty services challenge their rates, squeeze their margins and find new ways of helping employers reach prospective employees," says Peter M. Zollman, executive editor of the report and founding principal of the consulting groups.

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

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

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

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

**The report recommends that broadcasters develop a combined online/on-air/audiotext service for employment ads.**



# Counting Peabodys

Noncommercial broadcasters take home the lion's share

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

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

Yeah, the ceremony was long. But you still kind of wanted to see more of every clip from the 33 programs that earned awards: news segments, documentaries, made-for-TV movies, dramas and, in the case of *The Daily Show*, a series of programs ("Indecision 2000"). They were that good. They were funny, poignant, informative, entertaining and important. I made notes to call for review copies of some of the ones I

hadn't seen (a perk of this job).

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

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

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

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

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

So what are PBS and HBO doing that the others aren't? Quite simply, ignoring ratings. They have that luxury because neither relies on advertising. PBS gets its money from the government and donations; HBO, from subscription fees. Without the

imperative to draw large audiences, PBS and HBO can do stories that may not have a direct impact on American viewers, stories that can't be packaged neatly, stories that may not show an immediate return on investment, stories that need telling even if not many want to listen.

Longtime Belo Broadcasting executive Marty Haag, who won this year's only individual Peabody for his long career in local TV news, says the advertiser-supported networks simply have their news priorities

cles or books. Peabody judges and discriminating viewers would like to see a little enterprise, some real investigations.

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

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

The newsmagazines score

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

wrong. "They start with the basic premise that the show must get respectable ratings, rather than this is a subject that needs to be illuminated."

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

But many of the segments are light fare: consumer news, celebrity profiles and, way too often, crime-and-punishment stories. And many are based on newspaper and magazine arti-

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

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

Jessell may be reached at [jessell@cabners.com](mailto:jessell@cabners.com) or 212-337-6964.

# WIN TOMORROW'S CUSTOMERS... TODAY

DISTANCE LEARNING

STREAMING  
MEDIA

PORTALS

HIGH-SPEED  
GLOBAL WEB ACCESS

WEBCASTING

## **Need to gain and maintain profitable new customers?**

Skystream network solutions let service providers leverage existing broadcast networks to bypass Internet congestion. Before your competition can blink, you're delivering the rich digital media services your most valuable customers demand—revenue producing on-demand services like TV-quality webcasting, distance learning, streaming media portals and high-speed global website access.

Think new-generation customers are hard to attract? Think again.

Call 1.408.616.3300 or email [skylar@skystream.com](mailto:skylar@skystream.com) for more information.

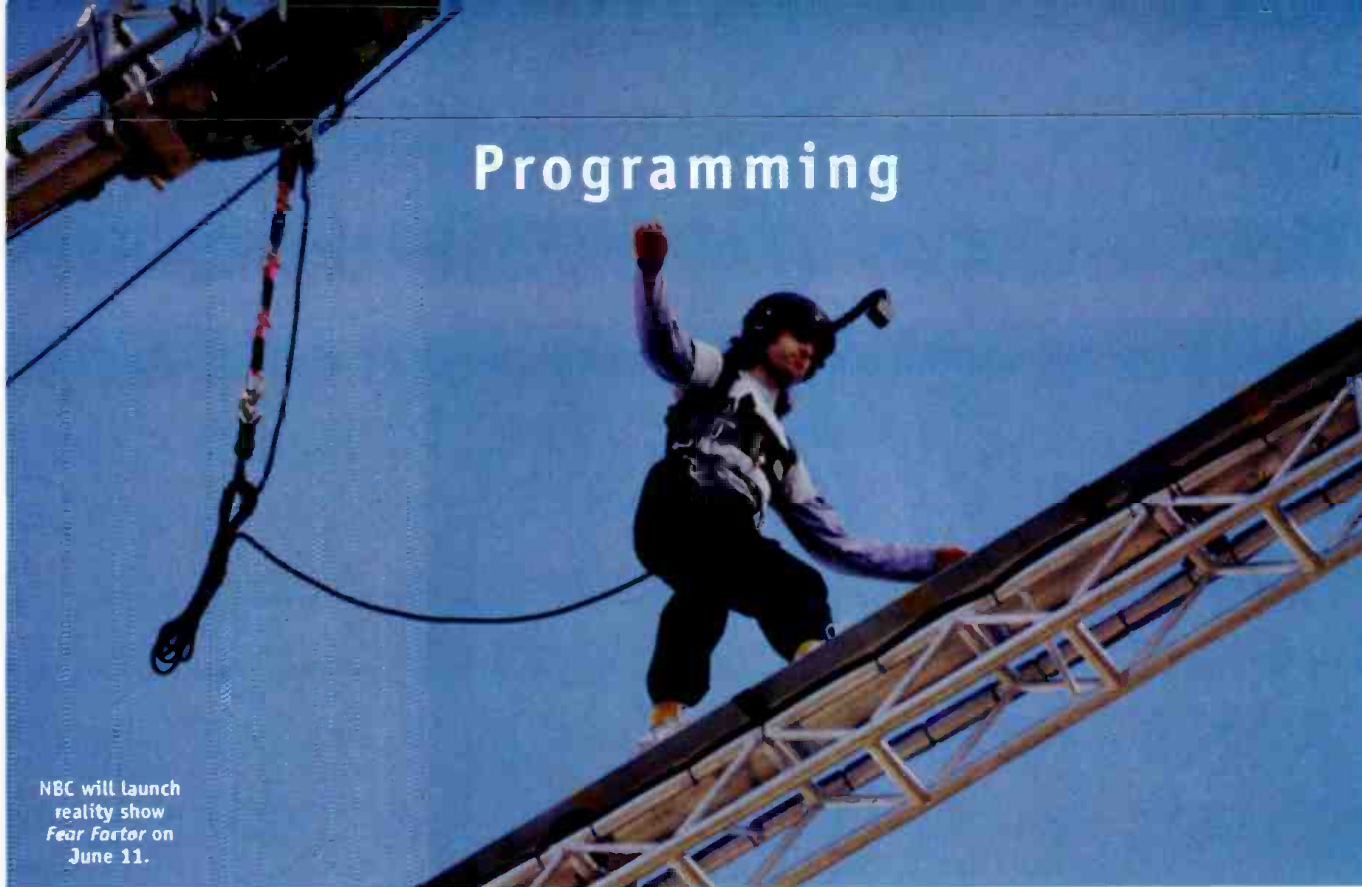


**SKYSTREAM  
NETWORKS**

Building networks without limits.  
[www.skystream.com/skylar](http://www.skystream.com/skylar)

© 2007 Skystream Networks, Inc. All rights reserved. The Skystream Networks logo is a trademark of Skystream Networks, Inc.

## Programming



NBC will launch reality show *Fear Factor* on June 11.

# The long (hot?) summer

*Networks will offer original programming in what used to be the off-season*



ABC's sketch-comedy series *The Wayne Brady Show* is expected to debut in August.

By Joe Schlosser

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

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

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

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

Pay- and basic-cable channels have used

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

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

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

go anywhere.”

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

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

“The networks did a whole lot of development and got a lot in the can this year before the summer because they didn’t know what they were going to be dealing with in the fall with the potential for strikes,” says TN Media’s Stacey Lynn Koerner. “So

I think we will see a great deal of original programming over the summer, but it’s not going to be the A-list programs—because, if they were A list, they would have been on the schedule in the fall.”

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

“I think the industry as a whole has woken

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

**‘I think the industry as a whole has woken up to the fact that you need to try to be aggressive year-round.’**

—Jordan Levin, The WB

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

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



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

## No vacations, no doldrums

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

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

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

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

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

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

—J.S.

# Summertime, cable's ratings are easy

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

By Allison Romano

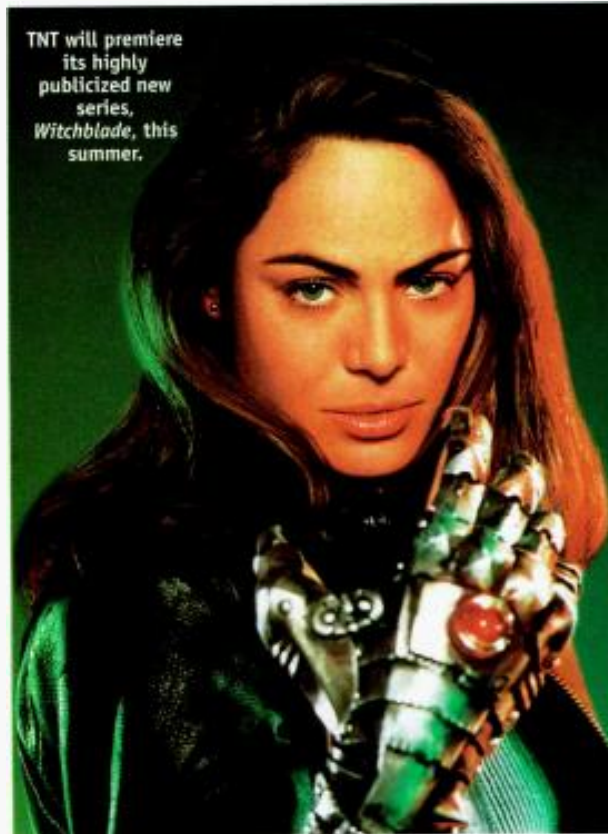
The cable industry has gotten used to having free rein on summer programming. And while the industry is buzzing about broadcast networks' increased summer awareness, cable has no intentions of backing down.

The cable industry's optimism is buoyed by last summer's ratings growth. In third quarter 2000 (June 6 to Oct. 1), ad-supported cable viewership increased 5% in prime time, to 25.2 million homes, according to Turner Entertainment Network's analysis of Nielsen data.

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

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

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



with the Universal Pictures production. Discovery expects its ratings to increase 30% to 40% during its other two programming stunts: *Shark Week* and *Croc Week* blocks.

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

Another new strategy for TBS: During the May sweeps, TBS showed repeats of *Ripley's Believe It or Not!* and kept fresh

episodes for July when there would be less competition for ratings.

Sister network TNT is using the summer to break out of the general-entertainment clutter and redefine itself as a drama network. On Tuesday nights, recently acquired *Law and Order* reruns will sandwich the highly publicized new series *Witchblade*, based on an original movie from last summer, which earned a 4.5 rating in about 3.5 million households.

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

As it did last summer, Lifetime is staggering its premieres throughout the summer to draw more attention to each production. Saturday nights will focus on reality program-

ming, including *Women Docs* and *Beyond Chance*, while Sunday nights will center on dramas.

And, in an odd way, broadcast TV's revved-up summer plans may help E! Entertainment's own plans. "That the networks are in production can be a boon for us since we do

programming about the TV biz," said E! President Mindy Herman. "We're on the set of *Weakest Link* and *Temptation Island*. We look at it as a positive." ■

**Lifetime is staggering its premieres throughout the summer to draw more attention to each production.**



The authority on broadcasting... from who owns what to detailed information on syndication, station formats, personnel, and much, much more.

- ▶ Over 14,300 listings for every radio and TV station, and cable system in the U.S. and Canada
- ▶ 150 new stations and affiliates
- ▶ Over 6,300 listings of companies serving the industry
- ▶ Hundreds of statistics like Cable Market Penetration, Nielsen Data and Arbitron markets
- ▶ An expanded listing of Digital TV Stations

**EVERYTHING YOU NEED. ONE LOW PRICE.**

We give you enough data on radio, TV and cable media markets to fill three or four volumes—but edit it concisely into one easy-to-use volume, so you pay only one low price.

**Call 1-888-269-5372**

to order your copy of the new 2001 edition today. Place a Standing Order and get an additional 10% discount now and every year upon publication.

List Price: \$210.00  
Standing Order Price: \$189.00  
S3V: 0-8352-4386-9 • June 2001

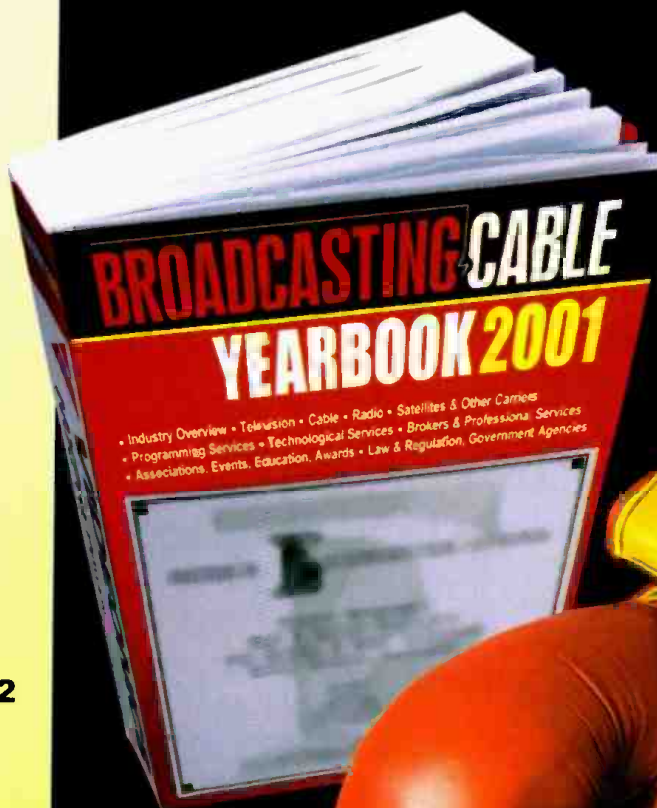
# BROADCASTING CABLE YEARBOOK 2001

## The Heavyweight in Media Communications

“...*the source*

of information about radio and television stations in the US and Canada... extensive information about all aspects of the industry.”

—Communications Research Guide for Broadcast Media



**Knowledge is POWER!**  
Order your best source for powerful information today!

Call 1-888-269-5372

# Programming

## BroadcastWatch

COMPILED BY KENNETH RAY

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

Week	abc	CBS	NBC	FOX	PAX TV	UPN	WB
34	9.9/15	10.3/16	7.1/11	7.3/11	1.0/2	1.9/3	3.8/6
<b>MONDAY</b>	8:00 7. Who Wants to Be a Millionaire? 10.7/17	12. King of Queens 9.2/15	66. Crocodile Hunter 4.7/7	28. Boston Public 7.3/12	107. Miracle Pets 0.6/1	87. Moesha 1.9/3 87. The Hughleys 1.9/3	60. 7th Heaven 5.1/8
	9:00 10. ABC Monday Night Movie—Anne Frank, Part 2 7.0/11	2. Everybody Loves Raymond 13.3/20	16. Weakest Link 8.3/12	28. Ally McBeal 7.3/11	108. Touched by an Angel 1.1/2	87. The Parkers 1.9/3 91. Girlfriends 1.8/3	84. Roswell 2.6/4
	10:00 16. Family Law 8.3/13	16. Third Watch 8.3/13			101. Diagnosis Murder 1.4/2		
	10:30 9.9/16	9.8/16	9.3/15	6.4/10	0.9/1	1.5/2	3.3/5
<b>TUESDAY</b>	8:00 5. Who Wants to Be a Millionaire? 10.9/18	9. JAG 10.5/17	22. 3rd Rock From the Sun 7.9/13	33. That '70s Show 6.8/11 44. Titus 6.0/10	125. Mysterious Ways 0.5/1	105. 7 Days 1.3/2	77. Buffy the Vampire Slayer 3.4/6
	9:00 10. Dharma & Greg 9.5/15	20. 60 Minutes II 8.1/13	4. Frasier 12.1/19	40. Dark Angel 6.4/10	111. Doc 1.0/1	94. Chains of Love 1.7/3	78. Angel 3.2/5
	9:30 38. What Abt Joan 6.5/10						
	10:00 7. NYPD Blue 10.7/18	6. Judging Amy 10.8/18	24. Weakest Link 7.8/13		108. Diagnosis Murder 1.1/2		
	10:30 7.2/12	6.7/11	11.1/18	5.7/9	0.1	5.5/9	3.2/5
<b>WEDNESDAY</b>	8:00 49. Spin City 5.7/10		32. Ed 6.9/12	57. That '70s Show 5.2/9 57. Grounded/Life 5.2/9	121. Power of One 0.6/1	52. Star Trek: Voyager 5.5/9	76. Dawson's Creek 3.5/6
	8:30 42. Spin City 6.3/11	35. CBS Wednesday Movie—Conspiracy Theory 6.7/11	3. Law & Order 12.2/19	43. Boot Camp 6.2/10	113. Touched by an Angel 0.9/1		80. Felicity 2.8/4
	9:00 44. Drew Carey 6.0/10		1. Law & Order 14.2/23		101. Diagnosis Murder 1.4/2		
	9:30 37. Drew Carey 6.6/10						
	10:00 12. Who Wants to Be a Millionaire? 9.2/15						
	10:30 5.2/9	7.7/14	7.6/13	2.7/5	1.2/2	3.9/7	2.1/4
<b>THURSDAY</b>	8:00 70. Whose Line Is It 4.2/8	30. Funny Flubs and Screw-Ups 7.2/13	21. Friends 8.0/15	83. 15th Annual Essence Awards 2.7/5	111. It's a Miracle 1.0/2	74. WWF Smackdown! 3.9/7	87. Gilmore Girls 1.9/4
	8:30 60. Whose Line Is It 5.1/9	12. CSI 9.2/15	38. Three Sisters 6.5/12		107. Touched by an Angel 1.2/2		86. Charmed 2.3/4
	9:00 50. Whose Line Is It 5.6/10		26. Will & Grace 7.6/13				
	9:30 63. Whose Line Is It 4.9/8	33. 48 Hours 6.8/12	27. Just Shoot Me 7.5/12		101. Diagnosis Murder 1.4/2		
	10:00 50. Primetime 5.6/10	22. ER 7.9/14					
	10:30 5.4/11	5.5/11	5.4/11	2.8/6	1.0/2	1.8/4	1.5/3
<b>FRIDAY</b>	8:00 69. ABC Original—Sabrina, Down Under 4.3/9	47. Diagnosis Murder 5.9/12	60. Dateline NBC 5.1/11	80. Barbra Streisand: Timeless 2.8/6	118. Encounters With the Unexplained 0.7/1	91. UPN Movie Friday—Dangerous Ground 1.8/4	95. Sabrina/Witch 1.6/3 98. Sabrina/Witch 1.5/3
	9:00 25. 20/20 7.7/15	57. The Fugitive 5.2/10	48. NBA Playoffs—San Antonio Spurs vs. Los Angeles Lakers 5.8/12		113. Touched by an Angel 0.9/2		98. Popular 1.5/3
	9:30 53. The Fugitive 5.4/10				98. Diagnosis Murder 1.5/3		
	10:00 3.3/7	5.2/11	3.6/7	4.5/9	0.7/2		
	10:30 80. ABC Saturday Night Movie—Spy Hard 2.8/6	70. Walker, Texas Ranger 4.2/9	(nr) NBA Playoffs 4.8/12	75. Cops 3.8/8	118. Miracle Pets 0.7/2		
<b>SATURDAY</b>	8:00 70. ABC News Special 4.2/8	63. Walker, Texas Ranger 4.9/10	79. NBC Saturday Night Movies—Beverly Hills Ninja 3.0/6	68. Cops 4.4/9	115. Touched by an Angel 0.8/2		
	8:30 4.4/9	10.1/17	6.3/11	5.5/11	0.8/1		1.4/3
	9:00 85. Wonderful World of Disney—Muppet Treasure Island 2.5/5	19. 60 Minutes 8.2/18	(nr) NBA Playoffs 5.4/13	55. Fox NASCAR Winston Cup—Coca-Cola 600 5.3/11	121. Candid Camera 0.6/1 118. Candid Camera 0.7/2		108. The PJs 1.1/2 105. The PJs 1.3/3 101. Steve Harvey 1.4/3 91. Steve Harvey 1.8/3 95. Nikki 1.6/3 95. For Your Love 1.6/3
	9:30 31. Who Wants to Be a Millionaire? 7.1/13	35. Touched by an Angel 6.7/13	55. Dateline NBC 5.3/11		115. Doc 0.8/1		
	10:00 53. The Practice 5.4/10	44. CBS Sunday Movie—Scattering Dad 6.0/11	15. National Geographic Special—Pearl Harbor: Legacy of Attack 8.8/16		115. PAX Big Event—The Butcher's Wife 0.8/1		
	10:30 6.4/11	7.4/13	7.3/13	5.0/9	0.9/2	2.9/5	2.5/4
<b>SUNDAY</b>	8:00 8.3/14	8.5/14	7.9/13	6.1/10	0.9/2	2.4/4	2.5/4

KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE  
 • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED  
 • TV UNIVERSE ESTIMATED AT 102.2 MILLION HOUSEHOLDS;  
 ONE RATINGS POINT IS EQUAL TO 1,022,000 TV HOMES  
 • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN  
 • \*PREMIERE • PROGRAMS LESS THAN 15 MINUTES IN LENGTH NOT SHOWN • S-T-D = SEASON TO DATE  
 • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH

# Syndication Watch

MAY 14-20 Syndicated programming ratings according to Nielsen Media Research

## TOP 25 SHOWS

Rank	Program	HH AA	HH GAA
1	Wheel of Fortune	9.2	9.2
2	Jeopardy	7.9	7.9
3	Judge Judy	5.7	8.2
4	Oprah Winfrey Show	5.7	5.8
5	Entertainment Tonight	5.6	5.6
6	Friends	5.5	6.3
7	Frasier	5.1	5.9
8	Seinfeld (wknd)	5.0	5.7
9	Seinfeld	4.1	4.1
10	Wheel of Fortune (wknd)	4.1	4.1
11	Live with Regis and Kelly	3.8	3.8
12	Jerry Springer	3.8	3.9
13	Hollywood Squares	3.5	3.5
14	Judge Joe Brown	3.3	4.4
15	Maury	3.3	3.5
16	Extra	3.3	3.3
17	The X-Files	3.3	3.6
18	Drew Carey	3.2	3.4
19	ER	3.1	3.6
20	Andromeda	3.1	3.3
21	Montel Williams	3.1	3.1
22	Friends (wknd)	3.0	3.3
23	3rd Rock From the Sun	3.0	3.2
24	Xena	2.9	3.0
25	Inside Edition	2.9	2.9

## TOP FIRST-RUN WEEKLIES

Rank	Program	HH AA	HH GAA
1	Entertainment Tonight (wknd)	3.7	3.8
2	Andromeda	3.1	3.3
3	Xena	2.9	3.0
4	Stargate SG-1	2.7	2.8
5	VIP	2.4	2.5

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

HH/AA = Average Audience Rating (households)

HH/GAA = Gross Aggregate Average

One Nielsen Rating = 1,022,000 households, which represents 1% of the 102.2 million TV Households in the United States

NA = Not Available

## Tough-talking kids

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

For one thing, says Jason Charles, chief of SportsWorld Media Group, *Kids Talk Sports* features child interviewers that “blow Marv Albert away.”

The show, which originally ran on the New England News Channel from 1996 to 1998, offered its young talent in conversations with such A-list athletes as Michael Jordan, Sammy Sosa and Mark McGwire. These sports heroes were so accessible because they thought “a 14-year-old is not going to beat me up,” says Charles. “But the reality is that the kids are trained to ask great questions.” Admittedly, the series “looked rough,” he says, as produced by the small regional channel. But, with the backing of SportsWorld, Charles thinks a relaunched *Kids Talk Sports* can attract fans nationally.

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

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

With *Kids Talk Sports*, stations can hold auditions for kids at a sponsor’s location, he notes, “a huge value-added bonus when they go to sell spots on the show.”

Top-market stations that see a potential winner in *Kids Talk Sports* include KCBS-TV Los Angeles, WGN-TV Chicago, WTXF-TV Philadelphia and KTVU(TV) San Francisco. —Susanne Ault



New weekly half-hour *Kids Talk Sports* has cleared 74% of the country for September.

## Texas-Sized Time Period Growth!

TEXAS  
JUSTICE

ATLANTA  
WAGA/FOX  
12:30PM

NATIONAL  
ENG.  
2.9/9  
MARCH '01

TEXAS  
3.9/11  
APRIL '01

TEXAS  
4.3/13  
MAY '01

UP 48%  
RTG

UP 44%  
SHR

The New  
Court Leader

20th  
TELEVISION

# StationBreak

BY DAN TRIGOBOFF

## AFTRA UNDER FIRE AT WPXI(TV)

With negotiations between WPXI(TV) Pittsburgh and the American Federation of Television and Radio Artists going months past the contract's expiration, there's a move at the station to decertify the union. A petition was filed by with the National Labor Relations Board by reporter Alan Jennings, and a hearing is set for this week, which could lead to a decertification vote.

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

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

General Manager John Howell would not comment on negotiation specifics or decertification but said that each of the past few AFTRA negotiations have been protracted. Members have been

working without a contract since December, he said, "and [decertification] just came up."

## KWCH-TV GOES TO COURT OVER TRIAL

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



### Double play

WFOR-TV Miami Vice President and General Manager Steve Mauldin will take on those roles at WBFS(TV) Miami in running the CBS group's duopoly in that city, station group President Fred Reynolds announced Monday. "In a short time and in one of the country's most competitive markets, Steve has built WFOR into the leading station in Miami," Reynolds said.

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

## DISCRIMINATION TRIAL BEGINS IN MIAMI

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

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

## WSBK-TV SLATES 7 P.M. NEWSCAST

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

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

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

## CLARIFICATION

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

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

## Programming

# FocusSan Diego

### THE MARKET

DMA rank	25
Population	2,890,000
TV homes	996,000
Income per capita	\$17,270
TV revenue rank	17
TV revenue	\$289.2 million

### COMMERCIAL TV STATIONS

Rank*	Ch.	Affil.	Owner
1	KNSD	39 NBC	NBC
2	KGTV	10 ABC	McGraw-Hill
2	KFMB-TV	8 CBS	Midwest TV
3	KUSI-TV	51 Ind.	Texas TV
4	KSWB-TV	69 WB	Tribune
4	XETV	6 Fox	Grupo Televisa
5	KBNT	19 Uni.	Entravision
6	XUPN	49 UPN	Televisora Alco

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

### CABLE/DBS

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

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

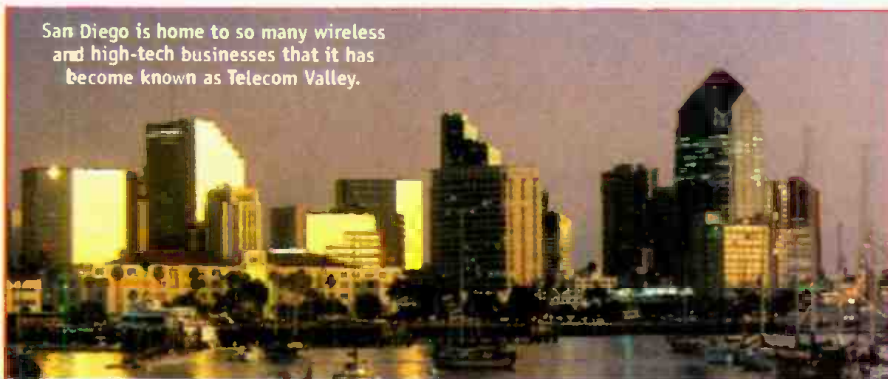
### WHAT'S NUMBER ONE

Syndicated show	Rating/Share***
<i>Jeopardy!</i> (KNSD)	10/17
Network show	
<i>ER</i> (KNSD)	20/35
5 p.m. newscast	
KGTV	7/15
11 p.m. newscast	
KNSD	7/18

\*\*\*February 2001, total households

Sources: Nielsen Media Research, BIA Research

San Diego is home to so many wireless and high-tech businesses that it has become known as Telecom Valley.



## Not just another pretty place

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

That competition has resulted in more newscasts, says Phyllis Schwartz, president/GM of KNSD. "There have been a lot of additions to morning and late-morning news," she says. "The most competitive time period over the years has been the 11 p.m. news, but the most growth in terms of viewers is the morning. Within the last two years, we added an hour of news, and some of the other stations have added noon shows, morning blocks and 6:30 p.m. shows. Can the market bear it? I think it can. The commute has gotten so difficult that people are coming home and going at all different hours, and the shows have been supported."

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

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

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

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

# Dallas Is Wild About Sheena!

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

**SHEENA**  
Starring  
Gena Lee Nolin

**1.8**

Back to Back Action  
May '00

**2.9<sup>+</sup>61%**  
Growth Over  
Year Ago!

COLUMBIA TRISTAR



TELEVISION  
DISTRIBUTION

The Leader in Young Adult Programming.

CTTD.COM

Source: NLSI, WRAP Overnights, HH Rtg.

# MULTIPLE-SYSTEM TOP 25 OPERATORS

## SPECIAL REPORT

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

# Cable slows, DBS sprints

BY JOHN M. HIGGINS AND GERARD FLYNN

Company	Total Subs
1 AT&T	15.9M
2 Time Warner	12.8M
3 DirectTV	9.8M
4 Comcast	7.73M
5 Charter	6.35M
6 Cox	6.2M
7 Adelphia	5.72M
8 EchoStar	5.7M
9 Cablevision	2.97M
10 Insight	1.41M
11 Mediacom	777,000
12 Cable One	767,997
13 RCN	443,011
14 Classic Cable	377,000
15 Ameritech	310,000
16 Service Electric	295,000
17 Tele-Media	257,660
18 Northland	248,000
19 Armstrong Utilities	208,719
20 Midcontinent	205,000
21 Susquehanna	193,000
22 Millennium Digital	175,000
23 Blue Ridge/Pencor	170,000
24 U.S. Cable	157,429
25 Galaxy Cablevision	151,141

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

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

Meanwhile, cable operators plod along with 1-2% annual growth, with the entire industry adding a million or so subscribers

per year. That's basically the rate at which new households are created.

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

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

# 1



Top executive: Dan Somers, CEO

### AT&T BROADBAND AND INTERNET SERVICES

183 Inverness Dr. West  
Englewood, Colo. 80112  
720-267-7000

[www.attbroadband.com](http://www.attbroadband.com)

Ownership: AT&T Corp. publicly traded

Homes passed: 28M

Basic subscribers: 15.9M

Basic penetration: 57%

Digital-ready homes: All

Digital subs: 3.125M

Digital penetration: 19.7%

High-speed Internet-ready homes: 14.47

High-speed Internet subs: 1.28M

Internet penetration: 8.3%

Major clusters: Boston, Chicago, San Francisco Bay Area, Seattle, Miami



50,000,000

## One network continues to shatter expectations.

This ain't no ordinary plug, ya get me? Thanks to you, fifty-million guys and dolls make TCM a big-time network kingpin and we deliver "the goods" with over 350 commercial-free movies a month, exclusive original documentaries, unparalleled film festivals, and unique community-based marketing programs. And with TCM ranking #1 in interest among cable subscribers, it's clear to see who the big cheese is in classic movies. To get a piece of the action, you'll wanna call 404-827-2250 (4-5-975-5000 on the West Coast)...that is, if you know what's good for ya.



turnerresources.com

come the third- and eighth-largest multi-channel video providers, respectively. And while, even after six years, some Wall Street players speak of DBS as “maturing,” the DBS segment, compared with cable, is a quickly maturing teenager.

Except for the addition of DirecTV and EchoStar, the ranks of operators haven’t

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

The cable consolidation wave has pretty much ceased. America Online completed

its takeover of Time Warner, but that does not count as consolidation. In last year’s list, merger activity was so frenzied that nine of 1999’s Top 25 MSOs had disappeared into the bowels of larger operators.

In the past 12 months, only one Top-25 operator was sold. GS Communications, which squeaked into the 25th rank last year,

2



**Top executive:** Joseph J. Collins, chairman, CEO

**TIME WARNER CABLE**

290 Harbor Dr.  
Stamford, Conn. 06902  
203-328-0600  
www.aoltimewarner.com  
**Ownership:** AOL/Time Warner  
**Homes passed:** 21M  
**Basic subscribers:** 12.8M  
**Basic penetration:** 64%  
**Digital-ready homes:** 10.5M  
**Digital subs:** 2.2M  
**Digital penetration:** 20%  
**High-speed Internet-ready homes:** 10.5M  
**High-speed Internet subs:** 1.2M  
**Internet penetration:** 12%  
**Major clusters:** New York City; Tampa Bay, Fla.; Orlando, Fla.; Houston; Raleigh, N.C.; Milwaukee

3



**Top executive:** Odie Donald, president

**DIRECTV**

2230 E. Imperial Hwy.  
El Segundo, Calif. 90245  
www.directv.com  
**Ownership:** Hughes Electronics  
**Subscribers (digital):** 9.8M

4

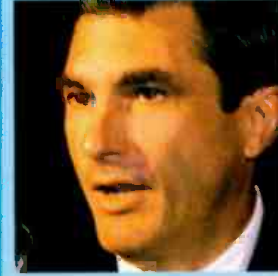


**Top executive:** Steven B. Burke, president

**COMCAST**

1500 Market St.  
Philadelphia, Pa., 19102  
215-665-1700  
www.comcast.com  
**Ownership:** Comcast Corp.  
**Homes passed:** 12.5M  
**Basic subscribers:** 7.73M  
**Basic penetration:** 61.6%  
**Digital-ready homes:** 7.2M  
**Digital subs:** 1.56M  
**Digital penetration:** 21.6%  
**High-speed Internet-ready homes:** 7.9M  
**High-speed Internet subs:** 542,100  
**Internet penetration:** 6.9%  
**Major clusters:** Mid-Atlantic states super cluster (New Jersey; Pennsylvania; Delaware; Maryland; Washington, D.C.); Indiana, Michigan, Tennessee, Florida, New Mexico

5



**Top executive:** Jerry Kent, president, CEO

**CHARTER COMMUNICATIONS**

12444 Powerscourt Dr., Ste. 100  
St. Louis, Mo. 63131  
314-965-0555  
www.chartercom.com  
**Ownership:** Paul Allen, publicly traded  
**Homes passed:** 10.3M  
**Basic subscribers:** 6.35M  
**Basic penetration:** 61.9%  
**Digital-ready homes:** 8.81M  
**Digital subs:** 1.34M  
**Digital penetration:** 15.2%  
**High-speed Internet-ready homes:** 5.69M  
**High-speed Internet subs:** 343,300  
**Internet penetration:** 6%  
**Major clusters:** Los Angeles; St. Louis; Greenville/Spartanburg, S.C.; Madison, Wis.; Atlanta; Charlestown, W.Va.; Fort Worth, Texas



# Meet the interactive cable guys

Cable 2001  
June 11 - 13 2001  
Booth 2771



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

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

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

Visit us at Cable 2001, June 11 - 13, Booth 2771 and see why NDS, the new interactive cable guys, will power you to success.

**Making staying in, the new going out.**



NDS Americas Inc • 3501 Jamboree Road Suite 200 Newport Beach CA 92660 USA • Tel: +1 949 725 2500 • Fax: +1 949 725 2505 [www.nds.com](http://www.nds.com)

was acquired by Adelphia Communications, which had initially agreed to pay an astonishing \$6,200 per subscriber. After going to court over the deal after the tech markets soured, though, Adelphia managed to chisel the price down by about \$1,000 per subscriber.

Other cable transactions have pretty

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

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

Among the interesting patterns in this

6



Top executive: Jim Robbins, president, CEO

**COX COMMUNICATIONS**

1400 Lake Hearn Dr. NE  
Atlanta, Ga. 30319  
404-843-5000  
www.cox.com  
Ownership: 65% owned by Cox Enterprises, publicly traded  
Homes passed: 10M  
Basic subscribers: 6.2M  
Basic penetration: 63.1%  
Digital-ready homes: 8.1M  
Digital subs: 960,000  
Digital penetration: 11.8%  
High-speed Internet-ready homes: 7.7M  
High-speed Internet subs: 587,000  
Internet penetration: 7.6%  
Major clusters: Phoenix; San Diego; New England area; Hampton Roads, Va.; Orange County, Calif.; Oklahoma City; Omaha, Neb.; New Orleans

7



Top executive: John J. Rigas, chairman, president, CEO

**ADELPHIA COMMUNICATIONS**

1 N. Main St.  
Coudersport, Pa. 16915  
814-274-9830  
www.adelphia.net  
Ownership: Publicly traded  
Homes passed: 9.28M  
Basic subscribers: 5.7M  
Basic penetration: 62%  
Digital-ready homes: 5.4M  
Digital-ready subs: 1.2M  
Digital penetration: 22%  
High-speed Internet-ready homes: 5.79M  
High-speed Internet subs: 196,941  
Internet penetration: 3.4%  
Major clusters: Los Angeles; Pennsylvania; Ohio; New York; Florida; Virginia; Colorado Springs, Colo.

8



Top Executive: Charlie Ergen, chairman, CEO

**DISH NETWORK**

5701 S. Santa Fe Dr.  
Littleton, Colo. 80120  
www.dishnetwork.com  
Ownership: EchoStar Communications Corp.  
Subscribers (digital): 5.7M

9



Top executive: James L. Dolan, president, CEO

**CABLEVISION SYSTEMS**

1111 Stewart Ave.  
Bethpage, N.Y. 11714  
516-803-2300  
www.cablevision.com  
Ownership: Cablevision Systems Corp.  
Homes passed: 4.31M  
Basic subscribers: 2.97M  
Basic penetration: 68.9%  
Digital-ready homes: 0  
Digital subs: 0  
Digital penetration: 0%  
High-speed Internet-ready homes: 2.34M  
High-speed Internet subs: 303,841  
Internet penetration: 13%  
Major clusters: New York, Massachusetts

**ESPN  
GAMEPLAN,  
MAXIMUM  
COLLEGE  
FOOTBALL  
PAY-PER-VIEW**

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

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

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

**ESPN Regional Offices**

Northeast Region 860-766-2411  
Southeast Region 860-766-2479  
North Central Region 312-228-5818  
South Central Region 312-228-5820  
Rocky Mt. Region 303-290-7880  
Western Region 818-460-7500  
Special Markets 860-766-7240

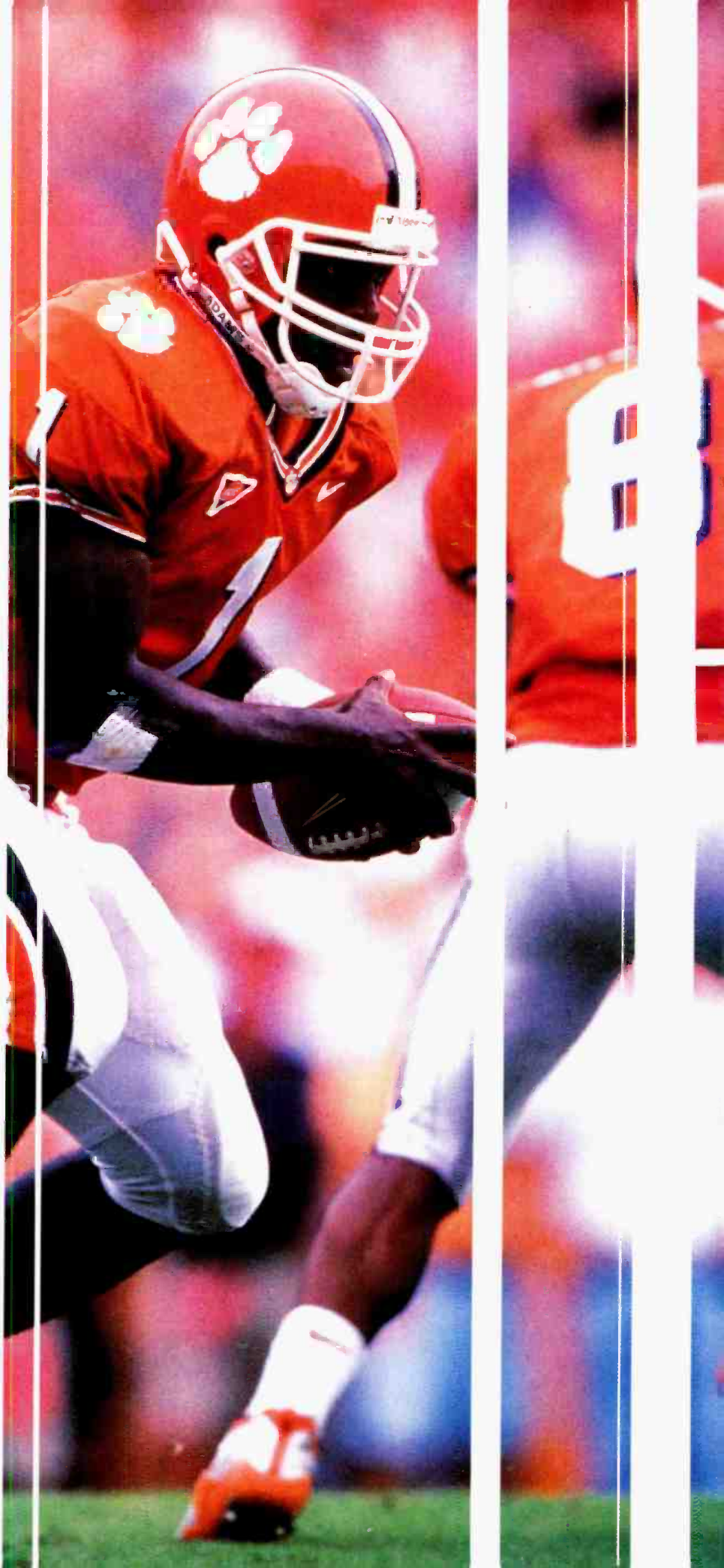
**iN DEMAND Offices**

Main Office/New York 646-638-8200  
Atlanta 404-760-2840  
Denver 303-712-3360  
Los Angeles 310-407-4603



**Maximum College Football**

Games telecast locally may also be included in ESPN GamePlan.  
Commercial locations require an appropriate license agreement.



year's list is how much progress operators are making in digital cable. It took a while for many large operators to risk the capital required to widely deploy digital cable.

A year ago, AT&T, which started pushing digital heavily in 1996, had sold the product to about 10% of subscribers on systems with digital available. This year,

they've doubled it to 20%. More interesting is that latecomers are doing just as well. Charter Communications went from 3.3% penetration to 15% in a year, adding more than 1 million subscribers. AOL Time Warner Cable went from 4.9% penetration to 20%, adding 1.6 million digital subs. Adelphia has the highest digital penetra-

tion, at 22%. Several operators have zero: Cablevision, RCN, Ameritech and Blue Ridge Cable. But Cablevision plans an exceptionally aggressive strategy of putting digital-cable converters in about 50% of its homes over three years beginning in the fall.

Cable modem penetration is less

10



**Top executive:** Michael Willner, president, CEO

**INSIGHT COMMUNICATIONS**

810 Seventh Ave.  
New York, N.Y. 10019  
212-371-2266  
www.insight-com.com  
**Ownership:** publicly held  
**Homes passed:** 2.34M  
**Basic subscribers:** 1.41M  
**Basic penetration:** 59.5%  
**Digital-ready homes:** 1.10M  
**Digital subs:** 182,900  
**Digital penetration:** 16.6%  
**High-speed Internet-ready homes:** 1.57M  
**High-speed Internet subs:** 63,300  
**Internet penetration:** 4%  
**Major clusters:** Illinois, Indiana, Ohio, Kentucky

11



**Top executive:** Rocco B. Commisso, chairman

**MEDIACOM**

100 Crystal Run Rd.  
Middletown, N.Y. 10941  
845-695-2600  
www.mediacomcc.com  
**Ownership:** Rocco B. Commisso 31% financial, 86% voting power  
**Homes passed:** 1.18M  
**Basic subscribers:** 777,000  
**Basic penetration:** 66%  
**Digital-ready homes:** 470,000  
**Digital subs:** 53,000  
**Digital penetration:** 11.3%  
**High-speed Internet-ready homes:** 500,000  
**High-speed Internet subs:** 15,600  
**Internet penetration:** 3.1%  
**Major clusters:** Dagsboro, Del.; Hendersonville, N. C.; Lake Minnetonka, Minn.; Gulf Breeze, Fla.; Mobile, Ala.

12

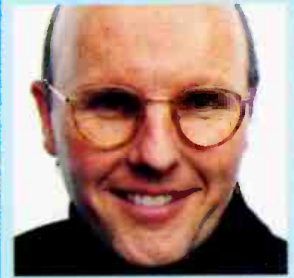


**Top executive:** Thomas O. Might, CEO, president

**CABLE ONE**

1314 N. 3rd St., 3rd Floor  
Phoenix, Ariz. 85004  
602-364-6000  
www.cableone.net  
**Ownership:** 100% owned by The Washington Post Co.  
**Homes passed:** 1.20 M  
**Basic subscribers:** 767,997  
**Basic penetration:** 64%  
**Digital-ready homes:** 993,271  
**Digital subs:** 104,267  
**Digital penetration:** 16.4%  
**High-speed Internet-ready homes:** 787,177  
**High-speed Internet subs:** 16,483  
**Internet penetration:** 3.3%  
**Major clusters:** Idaho, Gulf Coast of Mississippi

13



**Top executive:** David C. McCourt, chairman

**RCN CORP.**

105 Carnegie Center  
Princeton, N.J. 08540  
609-734-3700  
www.rcn.com  
**Ownership:** Level 3 Communications 30.4%; Vulcan Ventures (Paul Allen) 27.3%; Hicks, Muse, Tate & Furst 7.6%  
**Homes passed:** 1.55 M  
**Basic subscribers:** 443,011  
**Basic penetration:** 25%  
**Digital-ready homes:** N/A  
**Digital subs:** N/A  
**Digital penetration:** N/A  
**High-speed Internet-ready homes:** 1.18 M  
**High-speed Internet subs:** 80,992  
**Internet penetration:** 7%  
**Major clusters:** New York; Philadelphia suburbs; Boston; Washington, D.C.; Chicago; San Francisco; Los Angeles

# Always Expanding & Always Excelling.



**Nero Wolfe**  
ORIGINAL SERIES



**The Big Heist**  
ORIGINAL MOVIE PRESENTATION



**Shackleton**  
ORIGINAL MOVIE PRESENTATION



**Matthew Broderick**  
BIOGRAPHY

Put the power of exceptional entertainment  
and unrivaled marketing to work for you.

Only A&E delivers the value  
of programming that's second to none  
with proven promotional tools.

Accomplished & Effective.

Acclaimed & Empowering.

It can only be A&E.



**100 Centre Street**  
ORIGINAL SERIES



**Spenser: Walking Shadow**  
ORIGINAL MOVIE PRESENTATION



**Escape the ordinary™**  
AETNCloseup.com



**Horatio Hornblower**  
ORIGINAL MOVIE PRESENTATION

Call your affiliate sales representative for information and details.

Western Region  
(303) 221-5540

Central Region  
(312) 819-1486

Northeast/Mid-Atlantic Region  
(212) 210-9190

Southeast Region  
(404) 816-8880

Local Ad Sales  
(212) 210-9754

impressive. Some MSOs have managed to break into the double-digit penetration with their high-speed Internet service: Time Warner Cable 12%, Cablevision 13% and tiny Armstrong Utilities 14%. But other major operators are hovering in the 6% to 7% range after three or four years of deploying and peddling the prod-

uct. Part of the problem is competition from telcos' DSL service. But operators seem to have not yet been able to convince many users that the \$30 to \$40 extra a month is worth it.

The data for this listing were gathered primarily from the companies themselves, and the ranking was determined by the

number of basic subscribers. In the case of uncooperative companies, we rely on securities and other regulatory filings or estimates by analysts, industry executives and, sometimes, former employees of the company. In a few instances, no reliable estimates were available. Those items are marked N/A. ■

14



**Top executive:** Dale Bennet, president, COO

**CLASSIC CABLE**

6561 Paluxy Dr.  
Tyler, Texas 75703  
903-581-2121  
www.classic-cable.com  
**Ownership:** Public  
**Homes passed:** 732,000  
**Basic subscribers:** 377,000  
**Basic penetration:** 52%  
**Digital-ready homes:** 622,000  
**Digital subs:** 35,000  
**Digital penetration:** 9%  
**High-speed Internet-ready homes:** 55,000  
**High-speed Internet subs:** 900  
**Internet penetration:** 2%  
**Major clusters:** Texas, Arkansas, Oklahoma

15



**Top executive:** David L. Mahachek, president

**AMERITECH**

300 S. Riverside, Ste. 1800 N.  
Chicago, Ill. 60606  
800-257-0902  
www.ameritech.com  
**Ownership:** Ameritech  
**Homes passed:** 1.2 mil  
**Basic subscribers:** 310,000 approx.  
**Basic penetration:** N/A  
**Digital-ready homes:** 1.4 M  
**Digital subs:** N/A  
**Digital penetration:** N/A  
**High-speed Internet-ready homes:** 0  
**High-speed Internet subs:** 0  
**Internet penetration:** 0  
**Major clusters:** Chicago; Cleveland; Columbus, Ohio; Detroit

16



**Top executive:** Margaret Walson, CEO

**SERVICE ELECTRIC CABLE TV**

201 W. Center St.  
Mahanoy City, Pa. 17948  
570-773-2585  
www.seco-tv.com  
**Ownership:** Walson family  
**Homes passed:** 414,000  
**Basic subscribers:** 295,000  
**Basic penetration:** 71%  
**Digital-ready homes:** 100,000  
**Digital subs:** 29,500  
**Digital penetration:** 10.5%  
**High-speed Internet-ready homes:** 211,000  
**High-speed Internet subs:** 4,500  
**Internet penetration:** 2%  
**Major clusters:** Wilkes-Barre, Pa.; Sparta, N.J.

17



**Top executive:** Robert E. Tudek, chairman, CEO, president

**TELE-MEDIA CORP.**

320 West College Ave.  
Pleasant Gap, Pa.  
814-359-3481  
**Ownership:** Robert E. Tudek and Everett I. Mundy  
**Homes passed:** 351,402  
**Basic subscribers:** 257,660  
**Basic penetration:** 73.3%  
**Digital-ready homes:** 255,900  
**Digital subs:** 6,902  
**Digital penetration:** 2.7%  
**High-speed Internet-ready homes:** 20,400  
**High-speed Internet subs:** 204  
**Internet penetration:** 0.1%  
**Major clusters:** Seymour-Waterbury, Conn.; Hopewell-Petersburg, Va.; Frostburg-Hancock, Md./Keyser, Northfork-Iaeger-Bradshaw, W. Va.; Zion-Kylertown, Pa.; Bald Head Island, N.C.

# Having Trouble getting all of your pieces to fit in VOD?

Media  
Servers

Content  
Providers

Network  
Providers

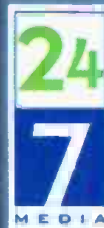
STB's



The Power Behind Digital Entertainment <sup>SM</sup>

- Hardware & Network Independent
- Comprehensive Back Office Solution for ITV & VOD
- Complex marketing and bundled service offerings
- New ROI opportunities (VOD, SVOD, e-Commerce)
- Real-Time Targeted Broadband Ad Insertion
- Unmatched ITV Experience

**NCTA**  
June 10 - 13  
Chicago, IL  
Booth # 4108



BROADBAND &  
PROFESSIONAL SERVICES  

---

(Formerly IMAKE Software & Services Inc.)  
BETHESDA, MARYLAND  
301.896.9200  
WWW.IMAKE.COM

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

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

- A look at the challenges facing general-interest basic-cable channels, as new and niche cable networks siphon ratings
- An update on deployment of digital set-top boxes

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

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

# 18



Top executive: John S. Whetzell, chairman

### NORTHLAND COMMUNICATIONS

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

# 19



Top executive: Michael Haislip, president

### ARMSTRONG UTILITIES

1 Armstrong Pl.  
Butler, Pa. 16001  
724-283-0925  
www.armstrongcable.com  
Ownership: Privately held  
Homes passed: 274,237  
Basic subscribers: 208,719  
Basic penetration: 76.1%  
Digital-ready homes: 124,570  
Digital subs: 5,689  
Digital penetration: 4.5%  
High-speed Internet-ready homes: 124,570  
High-speed Internet subs: 17,407  
Internet penetration: 14%  
Major clusters: Pittsburgh; Youngstown, Ohio

# 20



Top executive: Larry Bentson, CEO

### MIDCONTINENT COMMUNICATIONS

7900 Xerxes Ave. S., Ste. 1100  
Minneapolis, Minn. 55431  
952-844-2600  
www.midcom.com  
Ownership: Midcontinent Communications  
Homes passed: 362,600  
Basic subscribers: 205,000  
Basic penetration: 56.5%  
Digital-ready homes: 270,000  
Digital subs: 15,000  
Digital penetration: 5.5%  
High-speed Internet-ready homes: 200,000  
High-speed Internet subs: 13,500  
Internet penetration: 6.75%  
Major clusters: Sioux Falls, S.D.; Bismarck, N. D.; Rapid City-Black Hills, S.D.

# 21



Top executive: Peter Brubaker, CEO

### SUSQUEHANNA CABLE

140 E. Market St.  
York, Pa. 17401  
717-848-5500  
www.susqcomm.com  
Ownership: Susquehanna Media  
Homes passed: 260,000  
Basic subscribers: 193,000  
Basic penetration: 74.2%  
Digital-ready homes: 188,000  
Digital subs: 24,000  
Digital penetration: 12.8%  
High-speed Internet-ready homes: 147,000  
High-speed Internet subs: 10,000  
Internet penetration: 6.8%  
Major clusters: York, Pa.; Williamsport, Pa.



# The fastest growing 24-hour digital business and financial news channel



Gaining access to over 1 million new households per month

**BLOOMBERG TELEVISION®—backed by BLOOMBERG NEWS™**

More Americans depend on Bloomberg to deliver business and financial information than any other source through:

- Over 150 U.S. newspapers
- Syndicated TV and radio
- Our top-ranked news website—[BLOOMBERG.COM](http://BLOOMBERG.COM)®
- Award-winning magazines

The best business news for digital growth is

**Bloomberg**  
TELEVISION

Watch BLOOMBERG TELEVISION anchor Page Hopkins interview top industry and business leaders live from NCTA, booth #3345.

For more information, stop by the booth or call 212.893.4220.

## ... and daily editions, Web site will keep readers informed

At the NCTA convention, **BROADCASTING & CABLE** will publish special daily editions on Tuesday, June 12, and Wednesday, June 13. In addition, our Web site, [broadcastingcable.com](http://broadcastingcable.com), will be reporting news from the show.

In our daily editions, highlights include:

- A candid interview with Leo Hindery, the ex-TCI and AT&T titan who has a new perspective on the cable industry

- An update on video on demand servers
  - Digital channel expert Jeffrey Reiss on the future for startup networks.
- Our cable specialists, John M. Higgins and Allison Romano, plus a squadron of reporters, editors and photographers, will cover the scene. We will be in room S406A on level 4 of McCormick Place South; phone: 312-791-7069 through 7074; fax: 312-791-7080. ■

# 22



**Top executive:** Kevin R. Westbrook, president, CEO

### **MILLENNIUM DIGITAL MEDIA**

120 S. Central Ave., Ste. 150  
St. Louis, Mo. 63105  
314-802-2400  
[www.mdm.net](http://www.mdm.net)  
**Ownership:** Privately held  
**Homes passed:** 325,000  
**Basic subscribers:** 175,000  
**Basic penetration:** 54%  
**Digital-ready homes:** 212,000  
**Digital subs:** 16,000  
**Digital penetration:** 7.5%  
**High-speed Internet-ready homes:** 150,000  
**High-speed Internet subs:** 10,200  
**Internet penetration:** 6.4%  
**Major clusters:** Baltimore suburbs; Michigan (Lansing, Flint, Detroit corridor); metro, suburban and ex-urban Seattle; suburban Portland, Ore.; ex-urban Idaho

# 23



**Top executive:** Fred A. Reinhard, chairman

### **BLUE RIDGE CABLE/PENCOR SERVICES**

613 Third St.  
Palmerston, Pa. 18071  
610-826-2552  
[www.brctv.com](http://www.brctv.com)  
**Ownership:** Pencor Services Inc.  
**Homes passed:** 184,000  
**Basic subscribers:** 170,000  
**Basic penetration:** 92%  
**Digital-ready homes:** N/A  
**Digital subs:** 3500  
**Digital penetration:** N/A  
**High-speed Internet-ready homes:** N/A  
**High-speed Internet subs:** 6,500  
**Internet penetration:** N/A  
**Major clusters:** Stroudsburg, Pa.; Lehigh, Pa.

# 24



**Top executive:** James D. Pearson, president

### **U.S. CABLE CORP**

Montvale Plaza  
28 W. Grand Ave.  
Montvale, N.J. 07645  
201-930-9000  
**Ownership:** Private partnership  
**Homes passed:** 277,535  
**Basic subscribers:** 157,429  
**Basic penetration:** 56.7%  
**Digital-ready homes:** 139,647  
**Digital subs:** 9,348  
**Digital penetration:** 6.7%  
**High-speed Internet-ready homes:** 12,898  
**High-speed Internet subs:** 181  
**Internet penetration:** 3.2%  
**Major clusters:** Charleston, S.C.; Northern Minneapolis; Hobbs, N.M.; Hannibal, Miss.

# 25



**Top executive:** Tom Gleason, chairman

### **GALAXY CABLEVISION**

1220 N. Main St.  
Sikeston, Mont. 63801  
573-472-8200  
[www.galaxycable.com](http://www.galaxycable.com)  
**Ownership:** Farm Bureau Life Insurance Co., T.A. Associates, Tom Gleason  
**Homes passed:** 327,393  
**Basic subscribers:** 151,141  
**Basic penetration:** 48%  
**Digital-ready homes:** 35,155  
**Digital subs:** 4,776  
**Digital penetration:** 13.5%  
**High-speed Internet-ready homes:** 28,930  
**High-speed Internet subs:** 1,644  
**Internet penetration:** 5.7%  
**Major clusters:** Oxford, Miss.; Wilber, Neb.; Alma, Mont.; Graves County, Ky.

# PLAY BALL!



**WON**  
**BIG TICKET**  
**MOVIE**



**HOLLYWOOD'S BEST • GREAT ACTION • FAMILY FAVORITES**  
**YEAR-ROUND SPORTS**

**WON**  
SUPERSTATION

NEW YORK (212) 210-5903    LOS ANGELES (323) 460-3861    CHICAGO (773) 880-3273

## Washington

# NCTA's insightful new chairman?

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

By Bill McConnell

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

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

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

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

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

To develop new businesses, the industry



Insight's Michael Willner says cable needs to innovate or "we're going to be slaughtered."

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

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

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

All we can do is educate legislators that our costs are not necessarily increasing in line with the general rate of inflation. Double-digit increases in sports programming is our highest single external cost. Operators, to keep rate increases below

the level of the increase in costs, can launch new services that spread revenue growth over multiple businesses. We have the ability to build new business on the existing platform for relatively small incremental capital investments. That helps us with political pressure by keeping rates relatively stable.

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

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

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

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

**SHINING A LIGHT ON SERVICE**

# *A Celebration of Service To America Awards Gala*

**June 11, 2001, 6:00 p.m. - 9:30 p.m.  
Ronald Reagan Building, Washington, D.C.**



Photo By John Lair

**2001 Leadership  
Award Recipient  
Muhammad Ali**

## **2001 Service to America Summit**



**Recognizing outstanding efforts by  
broadcasters and their community partners**

Proceeds benefit the Muhammad Ali Center in Louisville, Kentucky. Show your support by becoming a Silver, Gold or Platinum Sponsor of this great event. For more information on sponsorship opportunities, please contact the NAB Advertising & Services Department at (202) 429-5414.

For additional information on purchasing tables or individual tickets to the Celebration of Service to America Awards Banquet on June 11th, please contact the NAB Education Foundation at (202) 775-2550 or visit [www.nabef.org](http://www.nabef.org)

**NABEF**

  
**BONNEVILLE  
INTERNATIONAL  
CORPORATION**

DOES

# DATACASTING

mean "Dollars" for  
your business ?

How will media companies capitalize on the additional digital bandwidth they have at their disposal? *Broadcasting & Cable's* upcoming issue closely examines the opportunities in developing a Datacasting strategy for maximizing this new avenue for revenue development.

*Broadcasting & Cable* readers are prominent content and distribution stakeholders in this emerging business and include key executives in every facet of the industry. Reserve your space today and reach over 36,000 industry decision-makers influencing the growth of these market-changing services.

**Issue Date: August 6, 2001**

**Ad Close: July 27, 2001**

**Materials Due: July 31, 2001**

## BROADCASTING & CABLE

Chuck Bolkom: 775-852-1290 • Marcia Orcutt: 323-549-4114  
Yvonne Pettus: 212-337-6945

Rob Payne: 212-337-7022 • Michael Farina: 212-337-6541  
Classified Advertising & Marketplace Advertising: 866-258-1075

VISIT OUR WEB SITE: [www.broadcastingcable.com](http://www.broadcastingcable.com)

think  
inside  
the box

# INTERACTIVE TELEVISION

Get connected to the most recent developments in technology and how they are reaping big bucks in the industry through *Broadcasting & Cable's* upcoming special report on Interactive TV. With technology consistently progressing at lightning speed, this in-depth profile will keep you up-to-speed on all the high-tech initiatives being made.

This special report on the players and products in Interactive TV is sure to reach thousands of key players in all facets of the industry. Interact with your colleagues by sending a message on your company's latest innovations. Reserve your space today.

ISSUE DATE:

**JULY 9, 2001**

AD CLOSE:

**JUNE 29, 2001**

MATERIALS DUE:

**JULY 2, 2001**

## BROADCASTING & CABLE

Chuck Bolkom: 775-852-1290 • Marcia Orcutt: 323-549-4114  
Yvonne Pettus: 212-337-6945

Rob Payne: 212-337-7022 • Michael Farina: 212-337-6941  
Classified Advertising & Marketplace Advertising: 866-258-1075

VISIT OUR WEB SITE: [www.broadcastingcable.com](http://www.broadcastingcable.com)



Photo: Dennis Brack / Black Star

Michael Copps (l) and Kathleen Abernathy joined the agency line-up on Thursday as scheduled. Kevin Martin has been confirmed, but a paperwork error postponed his taking office.

# Two take seats

*Abernathy, Copps are sworn in as new FCC commissioners*

By Bill McConnell

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

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

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

A top priority on their mass-media and cable agendas will be getting up to speed on Fox

Television's pending \$5.4 billion acquisition of Chris-Craft Inc. and its 10-station TV group. The deal has been stalled, thanks to a 2-2 split along party lines of the previous commission. Unfortunately for the companies, a miscue with the confirmation of incoming Republican Kevin Martin may further delay approval.

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

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

Following her swearing-in, Abernathy's private-sector experience was on display when she pledged to serve her "customers," who, she explained,

include citizens, industry, trade and consumer groups and state telecommunications regulators. "I truly value input from all sectors of my customer base," said the former lobbyist for



For now, Chairman Powell still faces a 2-2 split on crossownership rules.

## SPORTS BLACKOUT FOR OVERBUILDER RCN

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

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

## CHEAP GOVERNMENT MONEY FOR CABLE

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

## FCC RETAINS CAP ON CABLE POLE RATES

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

BroadBand Office Inc., US West and AirTouch Communications.

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

The Fox/Chris-Craft deal, which awaits approval well beyond the FCC's self-imposed 180-day review deadline, is con-

troversial because News Corp. already has an FCC waiver allowing it to own WNYW(TV) New York and the *Post*. The Chris-Craft deal would add WWOR-TV to its Big Apple stable. And regulators won't extend the existing waiver to a TV duopoly.

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

Democrats on the previous panel,

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

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

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

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

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

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

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

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

## PROFIT BY ENGAGING THE MOST POWERFUL SENSE OF ALL... THE SENSE OF CONNECTION.



Listen...  
to the leader with real-world experience.



See...  
the vision to magnify your brand.



Touch...  
your customers where they live.



Engage...  
their minds with the proven iTV solution.

OpenTV provides the real-world, right now, complete iTV solution. As the proven leader, we bring the hands-on know-how that comes from inspiring over 40 million viewers to interact. Built for TV so we look like TV, our iTV works. OpenTV will accelerate your speed to market, opening new revenue streams, with a full spectrum of easily deployed, open-standards-based interactive services. Connect with your viewers by putting superior content and capabilities at their fingertips – from e-mail to t-commerce to games to banking to video on demand – and they'll be yours to keep.

**ENGAGE YOUR CUSTOMERS IN A PROFITABLE EXCHANGE. ENGAGE OPENTV.**

Visit us at: NCTA 2001, June 10-13, Chicago, Booth #4740

L.S. 1 650 429 5500 Europe +33 (0) 1 58 58 22 00 Asia-Pacific +81 3 3515 1070



www.opentv.com

SOFTWARE PLATFORMS • APPLICATIONS • TOOLS • PROFESSIONAL SERVICES





# THE CABLE CHANNEL

**Watch it in your hotel room  
@ NCTA's Cable 2001**

*See leading executives, analysts and journalists  
examine key issues and trends driving the business.*

Produced in association with

**BROADCASTING**CABLE Cablevision **Multichannel**<sup>NEWS</sup>



**Cahners.**  
TELEVISION GROUP

**Video coverage of cable since 1987.  
The Cable Channel. First, and still the best.**

See it in streaming video on demand at [www.cablechannel.com](http://www.cablechannel.com).



Cahners.

**TVinsite**<sup>TM</sup>  
[www.TVinsite.com](http://www.TVinsite.com)  
Where the television industry goes online.

### IN BRIEF

#### ABCNEWS.COM TO HOST WEBBY AWARDS

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

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

#### TIVO GETS PATENT

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

#### FOXSPORTS.COM, IFAST PARTNER ON MPEG-4

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

# :CueTV cues NBC quiz

*Web-based sweepstakes drives viewers to on-air programming*

By Michael Grotticelli

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

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

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

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



The :C icon in the promo indicates that connected PCs are signaled to launch a Web page where viewers can answer questions about the program.

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

According to Jay Feldman, executive vice president of the Media Group at Digital:

Convergence (and a former Discovery Travel Channel executive), the :CRQ software "listens" for four video frames of silence, which alerts it to be ready for the audio cue in the following three frames. The software translates the cue to instruct Digital:Convergence servers throughout the country to display the related Web page on the consumer's PC.

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

Cues during morning, afternoon and prime time promotional spots will direct viewers' computers to a Web page featuring the NBCIQ trivia contest.

The first shows to use the technology during the sweepstakes will be *NBC Nightly News*, *Dateline NBC* and selected sitcoms. During *NBC Nightly News*, for example, viewers' Web browsers will automatically launch pages with further information about a particular news segment.

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

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

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

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

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

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

**It's all about using the Web to enhance the TV experience—the opposite of what media companies were talking about two years ago.**

—Jay Feldman,  
Digital:Convergence

## WebWatch TV-NEWS SITES

April 2001  
Ranked according to average minutes  
spent on the site

Source: Jupiter Media Metrix

Site	Avg. min. spent	Chg.
1 CNBC.COM	51.2	-19.1%
2 CNN.COM	28.6	7.3%
3 CNNFN.COM*	27.7	-37.9%
4 FOXNEWS.COM	23.5	-19.6%
5 MSNBC.COM	22.2	2.7%
6 ABC NEWS*	13.5	-9.6%
7 BLOOMBERG.COM	7.6	1.3%
8 WebFN.com	—	NA
<b>All WWW</b>	<b>721.5</b>	<b>4.5%</b>

## CABLE-TV SITES

Site	Avg. min. spent	Chg.
1 ESPN*	70.2	-18.9%
2 CNBC.COM	51.2	-19.1%
3 BET.COM	45.3	-41.1%
4 CARTOONNETWORK.COM	34.3	9.9%
5 CNN.COM	28.6	7.3%
6 FOXNEWS.COM	23.5	-19.6%
7 MSNBC.COM	22.2	2.7%
8 ABC*	20.5	-16.6%
9 HGTV.COM	18.7	-8.0%
10 FOODTV.COM	17.5	14.9%
11 NBCI*	15.9	-0.6%
12 SCIFI.COM	13.5	3.7%
13 CBS.COM SITES*	13.1	-22.1%
14 WEATHER.COM	12.3	-3.3%
15 THEGOLFCHANNEL.COM	11.4	NA
<b>All WWW</b>	<b>721.5</b>	<b>4.5%</b>
<b>Cable/Network Universe</b>	<b>42.7</b>	<b>1.6%</b>

**Average minutes spent:** The average total number of minutes spent on the Web site, channel or application during the month per visiting person.

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

Chg.: Change from March 2001 to April 2001.

—Statistically insignificant traffic.

Note: Sites categorized by BROADCASTING & CABLE.

NA: Comparison with previous month not available.

NC: No change from March 2001 to April 2001.

Sample size: More than 60,000 nationwide.

## Play Hollywood Showdown on

Microsoft  
webTV PLUS AOLTV Liberate

and screen test your  
entertainment knowledge.



**G A M E**  
**S H O W**  
network

## IN BRIEF

### AMV ACQUIRES UNITEL

All Mobile Video (AMV) has completed the \$26 million purchase of Unitel Video's television studios and stages in New York City. The purchase, which took place via public auction in January, has resulted in a new company called AMV/Unitel.

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

### NBC'S TOTALVIEW OF NBA FINALS

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

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

### ACKERLEY MEETS CENTRALCASTING GOAL

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

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

# Routing gets smart

*Thomson digital system will handle 18 Turner cable channels*

By Michael Grotticelli

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

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

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

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

"Among a number of features, we need to execute deterministic [frame-accurate, on-demand] switching on a large number of cross points simultaneously," says Clyde Smith, vice president of

R&D at Turner Entertainment Networks. "This requirement would stress the ability of most of products today." A test of the prototype system at Philips' Salt Lake City R&D facility, he reports, indicates that the project is on schedule.

**HD will be used 'when appropriate in the future. We see a lot of potential in high-definition programming, and we're building for it now.'**

—Clyde Smith,  
Turner Entertainment Networks

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

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

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

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

The Trinitix switcher routes both SD and HD signals.



# A High Definition Look at **HDTV**

**H**ow will media companies capitalize on the additional digital bandwidth they have at their disposal?

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

*Broadcasting & Cable* readers are prominent content and distribution stakeholders in this emerging business and include key executives in every facet of the industry. Reserve your space today and reach over 56,000 industry decision-makers influencing the growth of these market-changing services.

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

## BROADCASTING & CABLE

Chuck Bolkcom: 775-852-1290 • Marcia Orcutt: 323-549-4114  
Yvonne Pettus: 212-337-6945  
Rob Payne: 212-337-7022 • Michael Farina: 212-337-6941  
Classified Advertising & Marketplace Advertising: 866-253-1075  
VISIT OUR WEB SITE: [www.broadcastingcable.com](http://www.broadcastingcable.com)

# RIDE THE WAVE **STREAMING MEDIA**

**SPECIAL  
REPORT IN  
*Broadcasting  
& Cable***

## Streaming Media

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

This special report will reach thousands of industry leaders in the Broadcast, Cable, Satellite, DBS, Networks and Studios, Advertising Agency, and New Media segments. Reserve your space today and watch your business build.

**BONUS DISTRIBUTION:  
STREAMING MEDIA WEST 2001, LONG BEACH**

**Issue Date:** June 18  
**Ad Close:** June 8  
**Materials Due:** June 12

## BROADCASTING & CABLE

Chuck Bolkcom: 775-852-1290 • Marcia Orcutt: 323-549-4114  
Yvonne Pettus: 212-337-6945  
Rob Payne: 212-337-7022 • Michael Farina: 212-337-6941  
Classified Advertising & Marketplace Advertising: 866-258-1075  
VISIT OUR WEB SITE: [www.broadcastingcable.com](http://www.broadcastingcable.com)

# People

## F A T E S & F O R T U N E S

### Broadcast TV

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

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

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

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

### Cable TV

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

El Segundo, Calif., joins as state engineer, Illinois region.

### Radio

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

### Programming

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

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

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

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

**Bill Yeager**, VP, news operations, Metro Networks/Shadow Broadcast Services,

Los Angeles, promoted to senior VP.

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

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

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

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

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

**Cindy Berenson**, manager, Gullane Entertainment, New York, joins A&E Networks,

New York, as licensing manager.

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

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

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

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

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

### Advertising/Marketing/PR

**Bill Bruce**, senior creative director, BBDO New York, promoted to executive



Tristan Richards



Charles Stanford



Susan Kantor



Elizabeth Dorée

F A T E S & F O R T U N E S

VP/executive creative director.

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

**Tim Murray**, director, east coast sales, 180 Solutions, New York, joins National

Cable Communications, New York, as sales manager.

**Journalism**

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

**Technology**

**David M. Forbes**, founder, The David Forbes Co., Los Angeles, named CEO, Global Animation Holdings, Los Angeles.

**Seth Skolnik**, VP, devel-

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

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

**Andrew Capone**, executive VP, marketing and operations, Microcast Inc., Danbury, Conn., joins USA Electronic Commerce Solutions, New

York, as senior VP, sales.

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

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

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

Datebook

**This Week**

**June 4-6 Association of National Advertisers Seminars.** Hyatt Regency Woodfield, Chicago. Contact: 212-697-5950.

**June 5-7 SCTE Telephony seminar.** Doubletree Inn Settle-Southcenter, Seattle. Contact: Ginny Nagle, 610-524-1725, ext. 210.

**June 6 Radio Advertising Bureau 2001 Radio-Mercury Awards.** Starlight Roof, Waldorf-Astoria Hotel, New York. Contact: Renee Cassis, 212-681-7222.

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

**June 7-11 Montreux Symposium (TV Montreux)** 23rd Montreux Symposium and Exhibition. Montreux, Switzerland. Contact: Renee Crawford, 41-21-963-3220.

**June 10-13 National Cable & Telecommunications Association** Convention. McCormick Place

Convention Center, Chicago. Contact: Bobbi Boyd, 202-775-3669.

**Also in June**

**June 18-23 CTAM Executive Management Program.** Harvard Business School, Boston. Contact Vikki Sara: 703-549-4200.

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

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

**June 21 CTAM and NAMIC Spring Cable Workshop: Multicultural Marketing.** Viacom Lodge, 7th floor, New York. Contact: Tina Thompson, 212-846-4748.

**June 22-23 California Broadcasters Association 2001 Convention.** Loews Coronado Bay Resort, San Diego. Contact: Joe Berry, 916-444-2237.

**June 23-24 Television News Center**

Reporter Training. Reuters TV, 1333 H Street, NW, Washington. Contact: Herb Brubaker, 301-340-6160.

**June 24-26 New York State Broadcasters Association 40th Annual Executive Conference.** Sagamore Resort Hotel on Lake George, N.Y. Contact: Mary Anne Jacon, 518-456-8888.

**June 24-27 Wireless Communications Association 14th Annual Business Conference and Exhibition.** World Trade Center, Boston. Contact: George McFadden, 202-452-7823.

**June 28-29 Access Conferences International** Financial News Broadcasting. One Whitehall Place, London. Contact: Katie Milton, +44 (0) 20-7840-2700.

**July**

**July 19-21 Tennessee Association of Broadcasters 54th Annual Convention.** Maxwell House Hotel, Nashville, Tenn. Contact: Jill Green, 615-399-3791.

—Compiled by Beatrice Williams-Rude  
bwilliams@cabners.com

T H E F I F T H E S T A T E R

# Applying Lear's lesson

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

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

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

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

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

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

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

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

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

to work on her experiment.

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

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



**Fred Graver**

Executive vice president, programming, VH1

**B. Nov. 11, 1954; Quebec; B.A., American studies and English, U. of Notre Dame, 1976; editor, Simon & Schuster Pocket Books, 1976-80; editor/writer, *National Lampoon*, 1980-84; writer/producer, *Late Night With David Letterman*, 1984-90; writer/producer, Act III Productions, 1990-91; writer/producer, *In Living Color*, 1991-93; writer/producer, *Cheers*, 1993-95; executive producer, *The Jon Stewart Show* (Paramount), 1995-96; executive producer, Disney-ABC Cable, 1997-99; senior vice president, VH1.com and the VH1 Group of MTVi, 1999-2001; current position since May; m. Betsy, June 24, 1990; children: Harry (9)**

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

building the network's Web site.

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

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

Graver points to last November's *My VH1 Music Awards* as a model for convergence. The program bucked the model for awards shows, giving VH1.com users the chance to select the award categories, the artists and the winners online months before the broadcast. The result: quirky awards ("Your Song Kicked Ass But Was Played Too Damn Much" award), new categories ("Double Threat" Musicians/Actors award) and strong ratings (15.2 million viewers tuned in during seven broadcasts, plus 24,000 unique visitors to VH1.com on premiere night).

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

"The challenge," he observes, "is to find new ways to show performance, new ways to show videos, and more ways to get the artist and the audience closer together." ■

—Allison Romano



A hand holding a gavel over a television screen displaying "COURT TV". The background is dark, and the text is white and red.

You do justice  
to the industry...

*Celebrating*  
**10** years of success...

**L** launched in 1991, Court TV remains the first and only cable network dedicated to broadcasting the trials and triumphs of the American legal system with more than 700 trials aired to date. Court TV has also brought new meaning to the term "network branding" through their focused programming on the crime and justice genre.

Please join Broadcasting & Cable, Multichannel News, and Cablevision as we commemorate Court TV's 10th Anniversary with a very special publication. This arresting tribute will be seen by industry leaders in every corner of the market.

It would be a crime not to take this opportunity to both cordially thank Court TV for its contributions to the industry and do your own company justice. Contact your representative and reserve your space today.

	ISSUE DATE	AD CLOSE	MATERIALS DUE
Cablevision	July 9, 2001	June 14, 2001	June 19, 2001
Broadcasting & Cable	July 16, 2001	June 14, 2001	June 19, 2001
Multichannel News	July 16, 2001	June 14, 2001	June 19, 2001

**BROADCASTING**CABLE

Chuck Bolkcom: 775-852-1290 • Marcia Orcutt: 323-549-4114 • Yvonne Pettus: 212-337-6945  
Ros Payne: 212-337-7022 • Michael Farina: 212-337-6941 •  
Classified Advertising & Marketplace Advertising: 866-258-1075 [www.broadcastingcable.com](http://www.broadcastingcable.com)

# Classifieds

## Television

### MISCELLANEOUS CAREERS

# SBG

## SINCLAIR BROADCAST GROUP

Sinclair Broadcast Group, Inc. owns or programs 62 TV stations in 40 markets and has affiliations with all 6 networks. We reach nearly 25% of the U.S. and aggressively lead the evolution of broadcasting in technology, programming, promotions, and sales. We seek the one element which gives us the edge on the competition and the power to stay on top - the best people in the business. If you're looking for a position in the broadcast industry at any level, chances are we have the perfect place for you. Some of our current vacancies include:

- Business Manager - Indianapolis, IN
- Newscast Director - Pensacola, FL
- Chief Engineer - Tallahassee, FL
- Local Sales Manager - Charleston, WV
- Promotion Manager - Dayton, OH
- Weekend Sports Anchor/Reporter - Oklahoma City, OK
- Account Executive - Birmingham, AL
- Research Director - Buffalo, NY

Explore your opportunities at:

[www.sbg.net](http://www.sbg.net)

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

### NEWS CAREERS

#### METEOROLOGIST

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

#### WRITER/PRODUCER/EDITOR

Two + yrs. exp. & serious non-linear editing skills. Create spots for an independent, ABC & WB all in one place. New AVID suites to work in. Tape/Resume: WCIU/HR, 26 N. Halsted, Chgo. Fax: (312) 705-2656. EOE. No calls.

#### URBAN TELEVISION/RADIO

The Broheim Group, LLC, the new urban television and radio choice is looking for dedicated college graduates. Opportunities available:

TV-Station Manager	Washington, D.C.
TV-Sales Manager	Washington, D.C.
TV-Traffic Manager	Washington, D.C.
TV-Account Executive	Washington, D.C.
Radio-Station Manager	Henderson/Oxford, N.C.
Radio-Account Executive	Henderson/Oxford, N.C.
Accountant/Bookkeeper	Washington, D.C.

Forward Resumes to:  
Randall Williams-COO,  
The Broheim Group, LLC  
P.O. Box 5202, Takoma Park, Md. 20913

E-mail to [rwilliams@thedreamnetwork.com](mailto:rwilliams@thedreamnetwork.com) or fax to 1-301-587-7464

EEOE M/F Drug Screen

### NEWS CAREERS

#### DIRECTOR, DISTRIBUTION SERVICES

Responsible for program distribution. Manage dept. budget, live teleconferences and production of annual onsite screening. Skills: strong org. interpersonal; knowledge of satellite distribution, digital television, online and other emerging technologies, software applications; good writing, comm. skills. Must be detail-oriented, ability to manage multiple tasks/deadlines. Minimum requirements: 5-7 years prof. exp. in Program Distribution and/or Operations of a broadcasting company including traffic and technical expertise. Public television experience a plus. Bachelor's degree. Send cover, resume, salary requirements by June 22: American Public Television, ATTN: HR 1, 120 Boylston St., Boston, MA 02116. No phone calls. Equal Opportunity Employer

#### RESEARCH DIRECTOR

Richmond's No. 1 rated TV station seeks Research Director with comprehensive understanding of NSI ratings and experience with metered markets. Ideal candidate will have minimum 3 years media experience, strong computer and organizational skills, knowledge of TVSCAN and qualitative data such as Marshall Marketing. Applicants should possess creative ability to translate data into effective presentations. Ability to think strategically and assist clients, station management and AEs in analyzing and developing marketing strategy. Excellent oral, written and people skills. Send resume with cover letter to General Sales Manager, NBC12, P. O. Box 12, Richmond, VA 23218. EOE M/F/D

### DIRECTOR CAREERS

#### NEWS DIRECTOR

NBC24, Your Most "Local" News Station, is seeking a News Director. We are looking for a pro with excellent journalistic and management skills. Previous producing, reporting and supervising experience is a must. Send cover letter and resume to Jerry Heilman, VP General Manager, WNW0 NBC24, 300 South Byrne Road, Toledo, Ohio 43615. No phone calls please. Deadline: June 22, 2001. WNW0 NBC24, a Raycom Station, is an Equal opportunity Employer - M/F/H/V.

#### NEWS DIRECTOR

WJXT-TV, the Post-Newsweek Station in Jacksonville, FL, is looking for a News Director who can meet the challenges of leading one of the nation's highest-rated news operations. If you combine the skills of manager, producer and journalist, if you have integrity and vision, and are driven to win, we want to hear from you. Send resume to: Sherry Burns, VP/GM, WJXT-TV, 4 Broadcast Place, Jacksonville, FL 32207. EOE.

To find out more about advertising in **B&C**, contact:  
Kristin at [kbparker@cahners.com](mailto:kbparker@cahners.com) or Neil at [nandrews@cahners.com](mailto:nandrews@cahners.com)

## Classifieds

### Television

#### CREATIVESERVICES



KGOTELEVISION

#### EMPLOYMENT OPPORTUNITY

##### ELECTRONIC GRAPHIC ARTIST

KGO TV, ABC 7 in San Francisco is looking for an experienced Electronic Graphic Artist. Candidates will be responsible for daily character generation for news and local programming. You will work with the latest CG equipment, including Chyron Infinalt, Winfinalt, Quantel Picturebox, Newstar. You will also work with Macintosh and Photoshop Software to create and organize digital image library for the Art Department.

Candidates must have good spelling skills, attention to detail, and be able to work in a fast paced news environment. Experience with Character Generator systems required, knowledge of Macintosh and Photoshop preferred.

PLEASE SEND RESUME TO:

KGO-TV / ABC 7

900 Front Street

San Francisco, CA 94111

Attn: Human Resources Department

No Phone Calls Accepted

KGO-TV, an owned station of ABC, Inc.,  
is an Equal Opportunity Employer

#### FORSALEEQUIPMENT

##### A VIRTUAL STEAL ON A VIRTUAL SET!!

Your chance to move up to a Virtual Set just became Reality! You can now own one like "brand new" for a fraction of the cost of a new one. The present owner purchased this item less than two years ago, and it's not applicable to their needs as a "Live News Set".

It's an "ORAD CYBER SET O", and it's available on short notice. This top of the line unit contains all components: Main server, processor, Network hub, tracking computers, LED cameras, keyboards, monitors, cables, etc. Price: Only \$150,000. Contact BNB Communications, Chicago, IL at 312-266-6484, Fax 312-266-6488, or email bnbinc@hotmail.com.

##### MOBILE SATELLITE/MICROWAVE COMBO FOR SALE

Like new dual Digital Satellite Uplink/Microwave Van for sale. Ford 350 Van equipped with uplink, also has microwave capability with 42' mast. Low mileage. Full audio and video switching, IFB with DVCPRG editing. This is a fully equipped mobile unit assembled by Frontline. Cost \$250,000 twenty months ago. Unit has less than 25,000 miles, and works great. Will sell for \$180,000. Contact BNB Communications, Chicago, IL at 312-266-6484, Fax 312-266-6488, or email bnbirc@hotmail.com.

To place an ad  
in the magazine and on the web,  
call Kristin at 617-558-4532  
or Neil at 617-558-4481

#### SATELLITESPACEAVAILABLE



EFC COMMUNICATIONS INC.

## CABLE SATELLITE SPACE AVAILABLE ON GALAXY 11

- Valuable space available immediately on Galaxy 11, Transponder 19, 18MHz
- Popular cable satellite
- Easy for your customers to receive your signal
- Negotiable leasing terms

For more information, please contact  
Grace E. Leone at:

(800) 882-6447 or [gleone@earthlink.net](mailto:gleone@earthlink.net)

#### SALESCAREERS

##### FIND ACCOUNT EXECUTIVES!

Sales Managers!

Marketing - Research - Traffic  
Production Pros!

[www.MediaRecruiter.com](http://www.MediaRecruiter.com)

\$295 Total Fee - 303-368-5900

50,000 Sales Pros see your ad monthly!

##### GENERAL SALES MANAGER

UPN44 WTOG-TV in Tampa/St. Petersburg is in search of a General Sales Manager to develop and implement a competitive sales strategy. Must possess exceptional communication and leadership skills and broadcast sales management experience. Please send resume to: HR, WTOG-TV, 365 105 Terrace NE, St. Petersburg, FL 33716. EOE.

#### MANAGEMENTCAREERS

##### PROMOTION MANAGER

NBC Transition and the Olympics! Be a key player in the #5 market (San Jose/Oakland/San Francisco) as we gear up for both. KNTV is seeking an energetic Promotion Manager who excels in producing award-winning campaigns. This position will be responsible for developing, executing and maintaining station and News promos. PM will work closely with VP of Creative Services to create, implement and manage the station's advertisement and marketing efforts. PM will also oversee the day to day operation and staff of writer/producers. Prior management experience a MUST. EOE. Please send resumes and reel to: VP of Creative Services, 645 Park Ave. San Jose CA. 95110 NO PHONE CALLS PLEASE.

#### PRODUCERCAREERS

##### DOCUMENTARY PRODUCER

Wanted experienced TV news reporter with engaging storytelling ability desiring to produce documentaries. On-camera reporting, field producing and hands-on editing experience required. Must have excellent writing and interviewing skills. Our documentaries have received Telly, Emmy, and Edward R. Murrow awards this year. Bring your documentary production skills to public television serving Virginia's beautiful Shenandoah Valley. Send resume and non-returnable work sample VHS to: WVPT TV, Attn: Executive Secretary, 298 Port Republic Road, Harrisonburg, VA 22801-3052. EOE

## Classifieds

### Television

#### TECHNICAL CAREERS

##### COMPUTER TECHNICIAN

LAN Administrator/Hardware/Software Support position available for experienced LAN Administrator who also has a variety of hardware/software technician experience. Must have at least 5 years television broadcast experience, preferably experience in other areas of broadcast such as operations or creative services. Resume by June 11th 2001 to tvstat@aol.com. EOE.

### WE PLACE ENGINEERS • TECHNICIANS

Employer Paid Fees - Confidential  
20 Years Personal Service  
All locations in the  
USA, Canada and Mexico



MAIL & FAX:

### KEYSTONE INT'L., INC.

Dime Bank, 49 S. Main St., Pittston, PA 18640 USA  
Phone (570) 655-7143 • Fax (570) 654-5765  
website: keystoneint.com

We respond to all  
Employee & Employer Inquiries  
ALAN CORNISH / MARK KELLY

#### PROMOTION CAREERS

##### PROMOTIONS DIRECTOR

Highly organized and energetic individual needed to lead promotions department. Experience necessary in news and topical promotion. Strong writing, shooting and non-linear editing skills are needed for this job. Beautiful beach community. Send resume, salary requirements and tape to: Box 604, Broadcasting & Cable, 275 Washington Street, 4th fl., Newton, MA 02458, attn: K. Parker.

#### CAPTION SERVICES

Digital Captioning  
and Subtitling  
**800-822-3566**  
**CAPTIONMAX**

#### CLOSED CAPTIONING SERVICES

##### VISUAL AUDIO CAPTIONING, INC.

provides  
Superior Quality Real-Time Captioning  
Excellent Service  
Competitive Rates

www.visualaudiocaptioning.com  
703-278-9110

www.tvinsite.com/  
broadcastingcable

##### ENGINEERING MANAGER

FOX Sports Net New England is seeking an individual for the technical operation and maintenance of studio, production, transmission and remote facilities. Position involves facilitating day-to-day technical operation and support for event production, regional sports news and other production and programming efforts. Will also coordinate affiliate transmission and master control efforts with Rainbow Network Communications. Ideal candidate should have extensive knowledge of television engineering techniques and equipment as well as a broad background in procedures typical of a newsroom or television production environment. Must have 3 or more years experience in component level repair, 1 year in remote television production. College degree preferred with a Masters in Electric Engineering or equivalent, SBE certification required. For confidential consideration, mail resume, including REF #0604BC1848KMF in cover letter, to: Rainbow Staffing, Dept KMF, 1111 Stewart Ave., Bethpage, NY 11714 or email: careers@cablevision.com (indicate REF # in subject line of email). EOE

#### Allied Fields

#### COLLECTION AGENCIES

##### POINT-CLICK-COLLECT

With The Media Collection  
Dream Team

Attorney (former broadcast/cable and sales manager Katz, Petry, Lifetime and NBC-TV) and staff representing America's Top media firms for 12 years announces it's interactive credit & collection center:

[www.ccrcollect.com](http://www.ccrcollect.com)

- \* Place claims and receive acknowledgements and status reports on line.
  - \* View relevant media specific articles on a wide variety of business management subjects.
  - \* Examine our Media Credit & Collection procedures, services and contingent fees.
- or Call/Write:  
CCR • George Stella  
1025 Old Country Rd., Ste. 3035  
Westbury, NY 11590  
Tel: 516-997-2000 • 212-766-0851  
Fax: 516-997-2071  
E-Mail: [ccr@ccrcollect.com](mailto:ccr@ccrcollect.com)

#### FOR SALE EQUIPMENT

### BEAT THE BUDGET.

For dubs, demos, auditions and work tapes our recycled tapes are perfect. And half the cost of new. All formats, fully guaranteed—to order

**(800)238-4300**



We now transfer video to true DVD  
[www.carpelvideo.com](http://www.carpelvideo.com)

### Radio

#### MANAGEMENT CAREERS

##### MANAGER

Manager needed for university 1,600-watt FM radio station to recruit, train, and manage student staff, monitor compliance with FCC requirements, and set-up and manage program underwriting. Manager will set high expectations for staff and develop, with a community advisory council, attractive programming, to include news and public affairs. Previous radio experience and a university degree in journalism or mass communication required. Master's degree preferred. Knowledge of and experience with web-based broadcasting a plus. Salary competitive. Application deadline June 30, 2001. Send letter and resume to Robert M. Ruggles, Dean, School of Journalism, Media and Graphic Arts, 108 Tucker Hall, Florida A&M University, Tallahassee, FL 32307-4800. No phone calls please.

#### Academic

#### FACULTY CAREERS

##### FULL-TIME RADIO & VIDEO/TELEVISION PRODUCTION

Faculty Position for 2001-02

Founded in 1966, the college operates two campuses in New Jersey's capital county. Historic and vital, Mercer County (population 330,000) includes Princeton, Trenton, Hamilton and nine other townships and boroughs midway between New York and Philadelphia.

Teach courses including Intro to Radio, Radio Production and Announcing, Radio Journalism, Experimental Radio, Intermediate TV Production, Digital Video and Audio, and Documentary TV Production. Assume leadership for student advisement and program evaluation/improvement for an established AAS option in Radio, and assist with leadership of a Video/TV Production option. Masters degree or higher in a related field is required after 5 years for tenure eligibility. Preferred candidates will have hands-on experience with analog and digital/non-linear editing using state-of-the-art equipment.

Salary and rank are dependent on qualifications. Submit letter of application, professional vita and supporting material by June 22, 2001, to ensure timely consideration: Personnel Services, Dept. FAC, Mercer County Community College, 1200 Old Trenton Road, West Windsor, NJ 08550 or via email at [boltonj@mccc.edu](mailto:boltonj@mccc.edu)

If it has anything at all to do  
with Cable Television or  
the Telecommunications  
Industry...

**B&C is the place to be!**

Put your company a step  
ahead of the competition.

Call today to place an ad!  
**617-558-4532**  
**or 617-558-4481**

# Classifieds Professional Cards & Services

**du Treil,** Consulting  
**Lundin & Engineers**  
**Rackley, Inc.**

Sarasota, Florida  
941.329.6000 WWW.DLR.COM  
Member AFCCE

**CARL T. JONES**  
CORPORATION

CONSULTING ENGINEERS  
7901 Yarnwood Court  
Springfield, Virginia 22153  
(703) 569-7704 fax (703) 569-6417  
MEMBER AFCCE www.ctjc.com

**LOHNES AND CULVER**  
CONSULTING ENGINEERS  
8309 Cherry Lane  
Laurel, MD 20707 4830  
 (301) 776-4488  
locul@locul.com

Since 1944 Member AFCCE

**COHEN, DIPPELL AND EVERIST, P.C.**  
CONSULTING ENGINEERS  
Domestic and International Communications  
Since 1937  
1300 "L" STREET, N.W., Suite 1100  
WASHINGTON, DC 20006  
PHONE: (202) 898-0111 FAX: (202) 896-0895  
E-MAIL: cdepc@att.net  
Member AFCCE

**John F.X. Browne**  
& Associates

A Professional Corporation  
Member AFCCE  
BROADCAST/TELECOMMUNICATIONS  
Bloomfield Hills, MI Washington, DC  
248.642.6226 (TEL) 202.293.2020  
248.642.6027 (FAX) 202.293.2021  
www.jfxb.com

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Box 280068  
San Francisco, California 94128

 707/996-5200  
202/396-5200  
www.h-e.com

Multiple Satellites  
One Antenna

- Parabolic Antennas
- Spectrum Analyzers
- Fiberoptic Links
- Multibeam K/s

  
480.844.8501  
www.otci.net

**Executive Recruitment**  
Staffing—Freelance & Fulltime  
Camera Crews Nationwide  
Payroll Services Nationwide



www.mastowmedia.com 202.965.1100

**CARL E. SMITH**  
CONSULTING ENGINEERS  
AM FM TV Engineering Consultants  
Complete Tower and Rigging Services  
"Serving the broadcast industry  
for over 60 years"  
Box 807 Bath, Ohio 44210  
(330) 659-4440

**Denny & Associates, P.C.**  
Consulting Engineers

 301 768 5600 tel.  
301 768 5620 fax  
www.denny.com  
Member AFCCE

**TOWER/ANTENNA CONSULTANTS**

**NATIONWIDE TOWER COMPANY, INC.**  
ERECTOR • DISMANTLER • ANTENNA • RELAMP  
ULTRASOUND • STRUCTURAL ANALYSIS • PAINT  
INSPECTIONS • REGUY • ENGINEERING

P.O. 80X 1829 HENDERSON, KY 42419-1829  
PHONE (270) 869-8000 FAX (270) 869-8500  
E-MAIL: hjohnston@nationwidetower.com  
24 HOUR EMERGENCY SERVICES AVAILABLE

• Turnkey Systems • Towers • Antennas  
• Transmitters: Analog/Digital

**LeBLANC Broadcast Inc.**  
Ray Carnovale President  
Tel: (303) 665-5016 Fax: 665-8805



**Munn-Reese, Inc.**  
Broadcast Engineering Consultants  
P.O. Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**Mullaney Engineering, Inc.**  
Consulting Telecommunications Engineers

9049 Shady Grove Court  
Gaithersburg, MD 20877  
301-921-0115  
Member AFCCE

**Shoolbred Engineers, Inc.**  
Structural Consultants

Towers and Antenna Structures  
Robert A. Shoolbred, P.E.

1040 Morrison Drive  
Charleston, S.C. 29403 • (843) 577-4481

**UNIVERSAL TOWER, INC.**

Manufacturer of  
Self-Supporting Towers,  
Guyed Towers and Accessories

P.O. Box 276 • Henderson, Kentucky 42419-0276  
Tel: 270-633-5151 • 270-633-1479  
www.universaltower.com

**HATFIELD & DAWSON**  
Consulting Engineers  
9500 Greenwood Ave., N.  
Seattle, Washington 98103  
(206) 783-9151  
Facsimile (206) 789-9834  
MEMBER AFCCE

**Cavell, Mertz & Davis, Inc.**  
Engineering, Technology  
& Management Solutions

10300 Eaton Place, Suite 200  
Fairfax, VA 22030  
(703) 591-0110 (202) 332-0110  
Fax (703) 591-0115  
www.cmdconsulting.com  
www.DTVInfo.com

**WALLACE**  
ASSOCIATES  
Dennis Wallace

101 West Ohio St.  
20th Floor  
Indianapolis, IN 46204  
(317) 684-6754  
wallacedtv@aol.com

SPECIALIZING  
IN DIGITAL TELEVISION

**NATIONWIDE MONITORING SERVICES, INC.**  
P.O. BOX 1829  
HENDERSON, KY 42419-1829  
P- 270-869-8000  
F- 270-869-1068  
E-mail: info@lightmonitoring.com

INCANDESCENT and STROBE LIGHTS, REPORTING and SOLUTIONS, HVAC, DOORS, ALARMS, GENERATORS, TEMPERATURE, HUMIDITY and OTHERS.  
Notification via fax, e-mail, phone, and beeper.  
Reporting and/or Filing to FAA, Owner or Others.

**Solve Your Advertising Puzzle**

with  
Broadcasting & Cable's  
Classified Ads and  
Professional Cards &  
Services

Call Classified Sales  
617-558-4532 or  
617-558-4481



**ADVERTISE THE EASY WAY WITH  
YOUR BUSINESS CARD!  
CALL 617-558-4532 OR 617-558-4481**

# Editorials

COMMITTED TO THE FIRST AMENDMENT

## The real prim Powell?

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

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

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

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

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

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

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

Broadcasting & Cable (ISSN 0007-2028) (USPS 0066-0000) (GST #123397457) is published weekly, except at year's end when two issues are combined, by Cahners Business Information, 245 W. 17th St., New York, NY 10011. Broadcasting & Cable copyright 2001 by Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630. All rights reserved. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post IPM Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster, please send address changes to: Broadcasting & Cable, P.O. Box 15157, North Hollywood, CA 91615-5157. Rates for non-qualified subscriptions, including all issues: USA \$149, Canada \$219 (includes GST), Foreign Air \$350, Foreign Surface \$199. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues: except for special issues where price changes are indicated, single copies are \$7.95 U.S., \$10 foreign. Please address all subscription mail to: Broadcasting & Cable, P.O. Box 15157, North Hollywood, CA 91615-5157. Microfilm of Broadcasting & Cable is available from University Microfilms, 300 North Zeeb Rd., Ann Arbor, MI 48106 (800-521-0600). Cahners Business Information does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

Broadcasting & Cable was founded in 1931 as Broadcasting: The News Magazine of the Fifth Estate. It now incorporates Broadcasting-Television,\* introduced in 1945; Television,\* acquired in 1961; Cablecasting,\* introduced in 1972; Broadcasting/Cable, introduced in 1989; and Telemedia Week®. It was named Broadcasting & Cable in 1993. Broadcasting & Cable® is a registered trademark of Reed Publishing (Nederland) B.V., used under license. Telemedia Week® is a registered trademark of Reed Elsevier Inc. \*Reg. U.S. Patent Office.

The Fifth Estate TELEVISION Broadcasting

## BROADCASTING & CABLE

www.broadcastingcable.com

Harry A. Jessell/EDITOR IN CHIEF/212-337-6964

P.J. Bednarski/EDITOR/212-337-6965

Denise O'Connor/ASSOCIATE PUBLISHER/212-337-6961

### CAHNSERS TV GROUP

William McGorry/SENIOR VP/212-463-6543

Lawrence Oliver/VP and GROUP PUBLISHER/212-463-6544

Marianne Paskowski/GROUP EDITORIAL DIRECTOR/212-463-6581

Carol Jordan/GROUP DEPUTY EDITOR/212-463-6582

William Knight/GROUP DESIGN DIRECTOR/212-463-6512

### EDITORIAL/NEW YORK

Harry A. Jessell/EDITOR IN CHIEF/212-337-6964

P.J. Bednarski/EDITOR/212-337-6965

Stephen McClellan/DEPUTY EDITOR/212-337-7023

John M. Higgins/DEPUTY EDITOR/212-337-7024

Susan Quattrough/MANAGING EDITOR/212-463-6432

Ken Kerschbaumer/ASSISTANT MANAGING EDITOR/212-337-7011

Michael Grotticelli/SENIOR EDITOR/518-893-3329

Richard Tedesco/ASSOCIATE EDITOR/212-337-7025

Allison Romano/STAFF WRITER/212-337-7027

Beatrice Williams-Rude/COPY EDITOR/212-337-7140

Nadia Croes/COPY EDITOR/212-337-7143

P. Llanor Alleyne/EDITORIAL ASSISTANT/212-337-7141

Gerard Flynn/EDITORIAL INTERN/212-337-7147

### DESIGN/NEW YORK

Todd J. Gast/ART DIRECTOR/212-337-7017

Miguel Romero/ASSISTANT ART DIRECTOR/212-337-7144

### EDITORIAL/WASHINGTON

Donald V. West/EDITOR AT LARGE/202-463-3701

John S. Eggerton/DEPUTY EDITOR/202-463-3712

Dan Trigoboff/SENIOR EDITOR/301-260-0923

Paige Albinak/ASSISTANT EDITOR/202-463-3708

Bill McConnell/ASSISTANT EDITOR/202-463-3706

Kim McAvoy/CONTRIBUTING EDITOR/540-341-4234

Elizabeth A. Rathbun/CONTRIBUTING EDITOR/202-463-3709

Doris Kelly/OFFICE MANAGER/202-463-3711

### EDITORIAL/LOS ANGELES

Joe Schlosser/BUREAU CHIEF/323-549-4111

Susanne M. Ault/STAFF WRITER/323-965-5361

### ADVERTISING/NEW YORK

Denise O'Connor/ASSOCIATE PUBLISHER/212-337-6961

Rob Payne/NATIONAL SALES DEVELOPMENT MANAGER/212-337-7022

Yvonne Pettus/REGIONAL SALES MANAGER/212-337-6945

Michael Farina/REGIONAL SALES MANAGER/212-337-6941

Tamika Brown/SALES COORDINATOR/212-337-6940

Dana Levitt/MARKETING SERVICES DIRECTOR/212-463-6546

Georgina Sculco/ART DIR., CREATIVE SERVICES/212-337-7154

Melissa Mitas/Creative Copywriter/212-337-7047

### ADVERTISING/LOS ANGELES

Marcia Orcutt/ADVERTISING DIRECTOR/323-549-4114

Eric Low/Sales COORDINATOR/323-549-4113

Chuck Bolkom/DIRECTOR OF TECHNOLOGY ADVERTISING

775-852-1290; Fax 775-852-1291; email: chuckbolk@aol.com

### ADVERTISING/ASIA

Yukari Media Inc./Masayuki Harihara

81-66956-1125; Fax 81-66956-5015

### CLASSIFIED ADVERTISING/NEWTON, MASS

Kristin Parker/ACCOUNT EXECUTIVE/866-258-1075

Neil Andrews/ACCOUNT EXECUTIVE/866-258-1075

275 Washington St., Newton, Mass. 02458; Fax 617-630-3955

### EVENTS

Sandy Friedman/SPECIAL EVENTS COORDINATOR/212-463-6740

Steve Labunski/SPECIAL EVENTS SALES/212-889-6716

### PRODUCTION/NEW YORK

Luis Mendes/PRODUCTION MANAGER/212-463-6524

Farrah Aponte/PRODUCTION ASSISTANT/212-463-6571

### CIRCULATION/NEW YORK

John LaMarca/CIRCULATION MANAGER/212-337-7080

### SUBSCRIPTIONS/DELIVERY

BROADCASTING & CABLE: 800-554-5729

Online Customer Service: www.pubservice.com

BROADCASTING & CABLE YEARBOOK: 800-521-8110

CABLEDAY: 800-563-9056, TV FAX: 800-554-5729

### LISTS/REPRINTS

JEFF MORIARTY/LIST RENTAL/847-390-2333

CHRIS SCHROLL/REPRINTS/800-323-4958, EXT. 2367/cschroll@cahners.com

### OFFICES

New York: 245 W. 17th St., 10011 / 212-645-0067;

Edit Fax: 212-337-7028 or 212-463-6610; Ad Fax: 212-337-6948

Washington: 1627 K Street NW, 20006

202-463-3711; Edit Fax: 202-463-3742

Los Angeles: 5700 Wilshire Blvd., Suite 120, 90036

323-549-4100; Edit Fax: 323-965-5327; Ad Fax: 323-965-2432



CAHNSERS BUSINESS INFORMATION

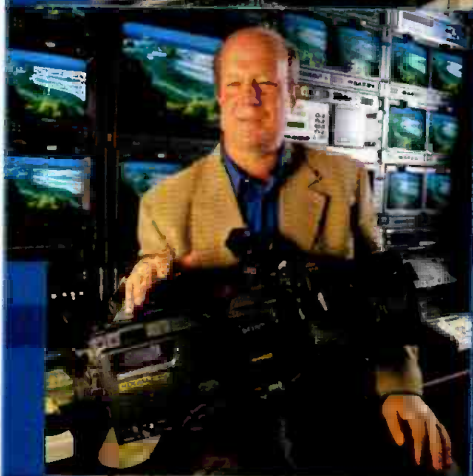
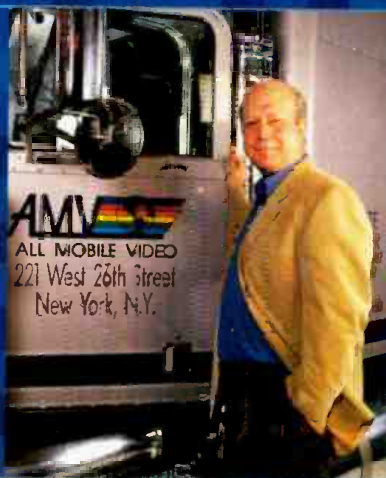
Marc Teren/CHIEF EXECUTIVE OFFICER

Tad Smith/PRESIDENT, MEDIA DIVISION

Dan Hart/VICE PRESIDENT, FINANCE

Sol Taishoff/FOUNDER AND EDITOR (1904-1982)

**SONY**



**“Practically everything on our truck is Sony-  
and all the equipment performed magnificently.”**

**—ERIC DUKE, PRESIDENT, ALL MOBILE VIDEO**

A mobile van, built by Sony's System Integration Center, equipped for a 16-camera shoot, enough cable to cover a golf course, and a voyage halfway across the Pacific to broadcast live in both SD and HD. With Sony HDCAM® equipment, All Mobile Video made it look easy.

Here's how Eric Duke, President of All Mobile Video, describes the experience.

“For the first time ever, the broadcaster wanted to produce a regular broadcast air show with an HD truck and simultaneously transmit HD and SD signals. What looked like a very complicated production, with many pitfalls, questions about cable, etc., turned out to be painless. All Mobile Video was able to meld both broadcasts into one cost-effective live solution.

“We loaded our mobile truck on a boat to make the trip from the West Coast to Hawaii to cover a PGA TOUR golf tournament. We used Sony HDCAM equipment, from the HDC-700A ‘hard cameras’ and the HDC-750A hand-helds to the HDW-700A for field shots. The cameras are so adaptable, we can be a lot of things to a lot of people at a cost which is now affordable. For effects, we chose the HDS-7000 3M/E HD Digital

Switcher, along with an HDME-7000 dual channel effects system. And for studio decks, the HDW-500 VTRs really performed!

“The crews found the switch to HDTV transparent. Quality is superior, there is greater resolution in the cameras, and producers can see more and more the advantage of working in a 16:9 wide-angle environment.

“By doing large-scale productions in HD, the networks can prepare for the future - and have bankable productions so they get more bang down the road for each production dollar spent now. As more and more people embrace the format, All Mobile Video's increasing experience in HD field applications will benefit future productions. And practical, hands-on experience is a whole lot better than working out the format kinks in a lab somewhere.”



**HDCAM**

**Anycast**

**1-800-472-SONY ext. MOBILE**

**www.sony.com/professional**



# It's here.

Interactive TV. New ways to personalize, communicate, entertain—and more. Your customers are ready to stop watching and start doing.

***Now you're ready, too.***

Microsoft TV offers the best solutions for Interactive TV. If you're a network operator, we have the most comprehensive software platform available to help you deploy Interactive TV services. If you're a content provider, we have the resources and support you need to create Interactive TV programming. And to help you bring it all together, Microsoft TV has alliances with leading companies that provide the hardware, software, tools, and other technology that you rely on.

***Our bottom line?***

We can help you deliver a new TV experience while you deliver on your company's bottom line. Get started today.

**Visit Microsoft TV at Cable 2001 in Chicago in booth #2300.**

[www.microsoft.com/tv](http://www.microsoft.com/tv)



What TV can be

**Microsoft**