

BROADCASTING CABLE

AUGUST 20, 2001

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DTV: READY OR NOT

Yes, NAB finds 70% of surveyed stations will meet May 2002 digital deadline. What about the rest?

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CNN/SI GETS IN THE GAME

The sports cable network has ambitious plans, but it's far behind the rest

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SYNDIES PONDER DUOPOLIES

Syndicators brace for changes in the way their shows are aired in some big TV markets

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SPECIAL REPORT

Up in the air

How rampant uncertainty is slowing down the conversion to digital.

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One of SpectraSite's crane operators atop a Mobile, Ala., tower



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Over 70% Sold

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Chicago	WMAQ-TV	Baltimore	WBAL-TV
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San Francisco	KRON-TV	Indianapolis	WTHR-TV
Boston	WBZ-TV	Hartford	WTNH-TV
Dallas-Ft. Worth	KTVT-TV	Charlotte	WSOC-TV
Washington, DC	WRC-TV	Kansas City	KMBC-TV
Detroit	WDIV-TV	Nashville	WSMV-TV
Atlanta	WXIA-TV	Cincinnati	WLWT-TV
Seattle	KING-TV	Milwaukee	WISN-TV
Minneapolis	WCCO-TV	Columbus, OH	WBNS-TV
Tampa	WTSP-TV	Salt Lake City	KUTV-TV
Cleveland	WKYC-TV	San Antonio	KSAT-TV
Miami	WFOR-TV	Grand Rapids	WWMT-TV
Phoenix	KTVK-TV	Norfolk	WVEC-TV
Denver	KCNC-TV	New Orleans	WVUE-TV
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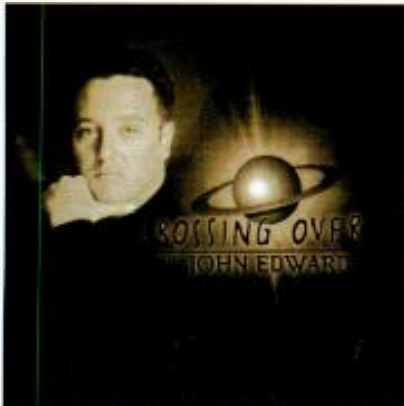
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**Daytime's
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Top of the Week August 20, 2001



Unproved series are more likely to get dual runs on duopoly stations.

BOOZE TUBE? Liquor industry seeks change in network, station policy. » 12

DIVERSITY REDUX NAACP says one of Big Four may be boycott target. » 14

TAKING THE REINS Five studios' Internet venture is all about control over their product. » 16

EXECUTIVE SHIFT AOL Time Warner moves cable vet Joe Collins to head of new Interactive Video unit. » 16

DEADLINE NEARS NAB survey says a third of TV stations won't make the DTV transition by next May. » 6

POLES APART Cable, broadcasters stick fast to their positions on digital must-carry. » 7

DUOP DEALS Syndicators see problems and opportunities in mix-and-match programming by co-owned stations. » 10

A SLIGHT PINCH The cable industry is weathering the economy better than most media businesses. » 11



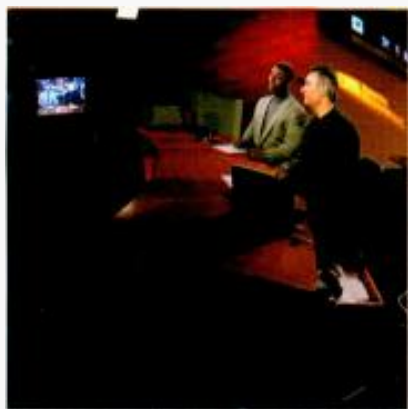
NAACP's Kweisi Mfume says networks have moved at "a snail's pace" on diversity.

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In the game CNN/SI sheds its all-news model to compete with ESPN and Fox Sports Net. » 18

Interactive Media

Personal guide MyDTV service alerts viewers when specific content is airing on another program or channel. » 24



CNN/SI's *Sports Tonight* will continue to air through the day.



SPECIAL REPORT

TOWERS AND TRANSMITTERS

Manufacturers expected strong demand as the deadline for digital conversion nears, but it hasn't materialized. » 26

Broadcasters can move gradually from low- to high-power digital operation without a huge initial investment. » 34

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PRIME TIME

A little diverse

A study about to be released by media buyer Initiative Media suggests the networks have made a little more progress than they get credit for in adding minority characters to their shows.

A comparison of the announced fall prime time schedules of 1999 and 2001 showed an increase from 12% of all characters to 14%. The biggest percentage gainer was NBC, which nearly doubled the number of minority cast members—from 12% in 1999 to 23% this fall. ABC had increased from 15% to 20%. And Fox was up significantly in African American representation, from 7% in 1999 to 13% in 2001.

The NAACP's Kweisi Mfume is still not satisfied, as was made clear last week. (See Top of the Week story, page 14.) But according to Initiative some networks (CBS, UPN, WB) have actually had downward "corrections," because they've "represented African-Americans in excess of their incidence in the population."

The study does conclude networks need to do a better job with Hispanics and said they still must improve the number of minorities who create series television. —J.S.

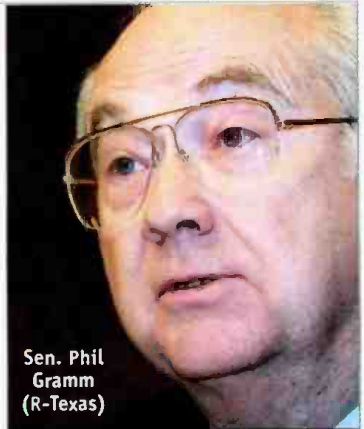
BCEYE

SYNDICATION

Strongest *Link*

Anne Robinson said "good-bye" to Jill Chenault, but the former *Weakest Link* contestant could get the last word. Chenault is a leading contender to host NBC's syndicated strip version of the show, say sources. The African-American attorney from Detroit impressed NBC executives when she traded barbs with Robinson on an early episode. After a tryout, Chenault will now star in one of the strip's pilots. (Bigger-name talent is also competing.)

Chenault may have a leg up on the competition. Any host chosen will be compared with Robinson, say folks behind the strip, so, if someone entirely different, a black woman with no prior showbiz experience, is picked, "the comparisons will be few and far between." A choice needs to be made shortly: Production is expected to begin Oct. 15, and NBC is committed to a January launch.—S.A.



Sen. Phil Gramm (R-Texas)

REGULATION

Take a letter

As we report this week, the NAB says about a third of TV stations surveyed won't make the FCC's May 2002 deadline for DTV conversion (see page 6). And Trinity Broadcasting says it will be lucky to get a half dozen of its 22 stations up and running in digital by then. That's why the religious network has been asking viewers via its Web site to contact their congressman about cutting them some slack. Trinity wants to give back its digital channel now for auction and take until 2006 to convert to digital. Viewers certainly listened; now the FCC has received pleas from Sens. Richard Lugar (R-Ind.), Phil Gramm (R-Texas) and John Breaux (D-La.) on behalf of constituents.—J.E.

BET chief: Right on

As chairman of Black Entertainment Television, Bob Johnson was never very prominent on the political scene. But now that he has fully cashed in by selling BET to Viacom, he's taking a much more prominent role in politics, though not in places you'll find, say, Al Sharpton or Jesse Jackson (Senior or Junior). This week's issue of the *The New*

Republic notes that, in addition to publicly supporting the repeal of the estate tax as a benefit to blacks, he's also stepping up to champion privatization of the Social Security system. The article contends that Johnson is setting himself up as "Bush's go-to guy" in the black community. "And it looks like he's succeeding."—J.H.

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Stations 'waiver' on DTV

A third of TV outlets probably won't make 2002 deadline, NAB tells FCC

By Paige Albinak

About a third of the commercial TV stations surveyed by the NAB will miss the FCC's May 2002 deadline to convert to digital, the association told the FCC last week.

In response to a commission request for some sense of how many stations would be seeking waivers, NAB polled a universe of 1,099 full-power commercial TV stations (not including satellite stations and the 30 or so stations the association could not reach) and got responses from 785 stations. Of those, 31.8% said they would probably miss the deadline, while 68.2% expected to make it, although in Nielsen markets 100 and below, that number dropped to a little less than 50%. So far, 202 stations, including public-TV stations, have flipped the digital switch, according to NAB.

NAB attributes the digital delay to the "economic realities" that stations in smaller markets face and to delays in tower construction and equipment delivery. Still, broadcast executives recognize that stations will need to show the FCC they have put at least some effort toward making the deadline come next May. The FCC already has said that complaints about expensive equipment or a bad economy will not justify granting a waiver.

But, in addition to emphasizing the



Note: Included in the above totals are those non-responding stations known to be already on-air in digital.

Source: NAB DTV survey

"glass is two-thirds full" reading of the study, NAB has done a good job of preparing regulators and lawmakers: The news barely registered in official Washington, most of which is shut down for Congress' August recess.

"I'm hardly surprised," said Andrew Jay Schwartzman, president of nonprofit law firm Media Access Project. "The broadcasters' zeal for a prompt transition ended the moment they got the legislative relief [the digital spectrum] they wanted."

Said Ken Johnson, spokesman for House Energy and Commerce Committee Chairman Billy Tauzin (R-La.), "At some point, we'll have to

have a hard deadline, but we also anticipated that we would have a lot of problems early in the transition. It's disappointing

but not unexpected."

In June, Tauzin encouraged NAB and its TV-station members to ask the FCC individually for deadline extensions, rather than asking for a blanket waiver. Tauzin thought making such a request would seem like the industry was trying to avoid the transition.

The FCC had no response to NAB's report, although NAB and TV-station executives have been briefing the commission about the transition since May.

FCC rules say nothing about penalties that stations would face for missing the deadline but are clear that stations can potentially get up to two six-month delays from the Mass Media Bureau. If they need more time, they will have to apply to the full commission. Stations need to make a good-faith effort to convert if they expect the commission to be flexible, the rules say.

Public broadcasters, by contrast, are assuming that there will be serious penalties for failing to convert by May 2003 (they have an extra year). They say both their digital and their analog licenses are at stake. Public broadcasting attorneys say that, if a public-TV station decides it can't afford to convert and simultaneously run a digital and an analog station, the station will be forced to give its digital license back to the FCC. If a station is not operating digitally when the FCC takes back the analog spectrum, the station will be left without any spectrum at all, the attorneys point out.

NAB put a positive spin on the report,



NAB's Fritts: "By next May, nearly as many American households will be in the range of broadcast DTV as they are of analog television."

As the deadline nears, it's still not a big boom time for tower and transmitter manufacturers. See Special Report, page 26.

saying that 19 out of 20 American homes will have access to at least one digital TV signal. The study does not say how many DTV stations are operating at power levels sufficient to reach all those homes, though coverage via cable and satellite also counts.

NAB President and CEO Eddie Fritts said, "By next May, nearly as many American households will be in the range of

broadcast DTV as they are of analog television. Our government needs to address how to get those homes connected to DTV on the receiving end."

The survey also found that many stations that expect to miss the deadline will do so by only a matter of months.

"We believe that economic realities of smaller markets and the stations that serve

them should be given prompt attention," Fritts said. "If digital signals are in markets accounting for 19 of 20 households by next May, consumers will need access to sets that can tune them and cable service that delivers them. We challenge the other players to work together to get those 19 of 20 homes connected to DTV on the receiving end." ■

Digital must/mustn't-carry

Filing replies to the FCC, cable and broadcasters remain poles apart

By Paige Albiniak

Here's a multiple-choice test: Digital must-carry is A) unconstitutional and unnecessary, B) absolutely essential if free over-the-air TV is to survive, or C) a political football that regulators would probably just as soon punt.

The answer? Depends on whom you ask. The cable industry, and the FCC tentatively, have picked A, broadcasters and consumer electronics manufacturers are equally convinced it's B, and the FCC would likely take C if it could.

Both the cable and broadcast industries last week filed reply comments to the FCC in the ongoing battle over whether cable operators should have to carry both broadcasters' analog and digital signals during the transition to digital TV. So far, the cable side has the upper hand, thanks to the FCC's conclusion in January that it had constitutional problems with dual must-carry, but FCC Chairman Michael Powell and his new Cable Services Bureau chief, Ken Ferree, have indicated that they want to see a little more give and a little less take from the cable industry on the issue.

Meanwhile, neither side is budging from its original position.

The cable industry says that any dual-carriage requirement is unconstitutional and would stifle innovation and investment in the cable industry. Broadcasters—including the National Association of

Broadcasters, the Association of Local Television Stations and the Association for Maximum Service Television—argue that, without dual must-carry, free over-the-air broadcasting will fail.

"Cable alleges that stations insufficiently popular to secure voluntary carriage will do nothing to sell digital sets and thus their carriage is unimportant to the transition," broadcasters wrote. "But the stations that cannot reach voluntary carriage agreements are the ones in the most need of must-carry's access to the audience to build their DTV futures." Behind the scenes, broadcasters are working on alternative carriage plans to present to the FCC that will help force cable's hand.

Cable is sticking with the view that it should be required to carry only one broadcast signal, whether analog or digital, and says broadcasters need to take responsibility for their own transition. "It was, after all," wrote NCTA, "the broadcasters who sought a second channel of scarce spectrum, at no charge, to provide digital programming.

"Until the government gave the broadcasters this spectrum," the cable group continued, "there was no apparent threat

to the preservation of broadcast stations for over-the-air viewers—especially since cable operators were already required to carry virtually all existing analog stations. To the extent that giving broadcasters a second channel and requiring them to use it has somehow undermined the government's interest in preserving the availability of over-the-air television, it is the broadcast industry's own doing."

Broadcasters are flanked by consumer electronics manufacturers, which want to start selling large quantities of digital televisions.

"Without assurance that digital broadcast signals will reach the 70 million American households that rely on a cable signal," said Michael

Petricone, vice president of technology policy for the Consumer Electronics Association, "broadcasters and programmers will have little incentive to produce compelling digital programming."

CEA also agrees with broadcasters and some media companies, including Disney, that cable operators must not be allowed to pick and choose which advanced and interactive services are passed along to consumers: "These options and services are the very future of television," Petricone said. ■

FCC Chairman Powell and Cable Services Bureau chief Ferree want to see a little more give and a little less take from the cable industry on the issue.

Out FOXing th



New York
WNYW 11pm



Boston
WFXT 7pm



Detroit
WJBK 7:30pm



Phoenix
KSAZ 10:30pm



St. Louis
KTVI 10pm



Milwaukee
WITI 10:30pm

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Duops do deals

Co-owned stations begin shifting shows from one to another; syndicators get better ad dollars from cumed ratings

By Susanne Ault

Duopolies are creating new problems and opportunities for syndicators as the co-owned stations begin swapping programs.

Programming executives at duopolies owned by Viacom, Hearst-Argyle, Tribune and, most recently Fox/Chris-Craft are dealing with a whole new world.

"It's all about doing things that haven't been done before," explains Lee Kinberg, programming chief for Viacom's Boston duopoly WBZ-TV/WSBK-TV. "We're coming up with hare-brained schemes every day."

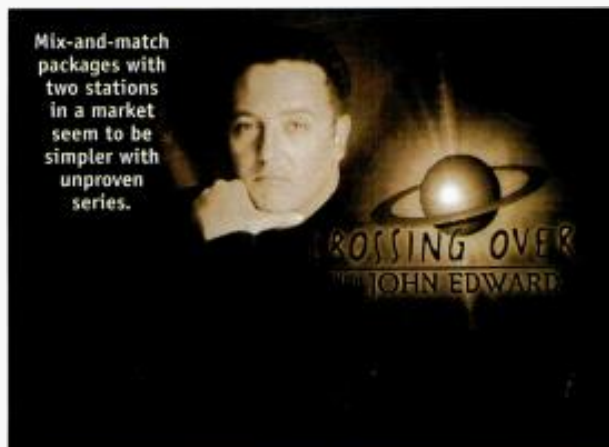
Duopoly stations want to be able to switch any show they buy from one outlet to the other at their discretion. That option is already built into the CBS O&Os' widespread pick-up of the upcoming *Crossing Over With John Edward* and the strip version of *Who Wants to Be a Millionaire?*

"Oh, yeah," the Viacom stations are "absolutely" looking to have programming flexibility, says the company's programming chief, Tom Zappala. "I mean, why not?"

He admits that no one really knows what the exact advantages will be in moving shows around. With Fox just added to the mix—the group still hasn't made any firm scheduling moves—results won't be evident until months into the new season.

But potential benefits seem evident. Duopoly stations will be able to use a second showing of a syndicated hit at one station to prop up a sagging time period at the other. Or the stations can use both channels to experiment with time periods and compatible programs. Viacom and others are looking at spreading shows across stations to maximize the audience.

For example, starting Aug. 27, *Crossing Over* will run on Viacom's two Detroit stations, CBS affiliate WWJ-TV and UPN sta-



tion WKBD-TV. This fall, *Seinfeld* will play on Hearst-Argyle's KCWE-TV (UPN) concurrent with its initial run on the group's KMBC-TV (ABC) in Kansas City, Mo. Fox, among other things, wants Carsey-Werner Distribution's *3rd Rock From the Sun* to play on both stations in some markets.

Apparently, it's simpler to win such deal points with unproven series, like Studios USA's *Crossing Over*, than with series whose contracts were set before duopolies became legal.

Syndicators can get better ad dollars from the cumed ratings of the multiple program runs. But Carsey-Werner syndication head Bob Raleigh worries that flip-flopping programs over two channels confuses viewers: "When they've always watched a show in one spot and they see it turn up on another station, how does that affect the longevity of the show?"

Syndicators also fret over the idea of selling shows at two-for-one prices.

"The way the conversation usually starts is that they'd like to pay nothing more," notes one syndication executive. The executive

points out that, if, for instance, a duopoly station wanted to air another episode of a high-profile series in early fringe on its second station at a significant discount, "I'm not going to be inclined to give it to them. Normally, a news lead-in goes for a fortune."

In most instances, duopoly stations and syndicators agree to a set fee for each show, with a double run as part of the package. That way, it's positioned for play on the other station if the group wants to make that move.

But "there are no golden rules," adds the executive. "We take everything on a case-by-case basis."

Recent maneuvering includes jumping WBZ-TV's CBS soap block to WSBK-TV for one day, so WBZ-TV's local news could cover a memorial service for kids who had died in a school-bus accident. Also, the late-night second run of Paramount's *Entertainment Tonight* on WBZ-TV will skip over to early fringe on WSBK-TV this fall.

So far, it seems that the duopoly stations are getting their way. WBZ-TV/WSBK-TV's Kinberg insists that "no one has said flat-out no to anything yet."

Of course, less red tape is involved when Viacom stations bump an in-house Paramount or a CBS network program. But, apparently, a lot of the syndicators can be swayed if the right carrot is dangled in front of them.

A station sales source overseeing some duopoly arrangements points out that syndicators will often approve a time slot on the lesser station of the duopoly—mainly UPN stations—in hopes that the show will have a shot at eventually landing on the healthier sister outlet: "It kind of gets the deal done." ■

'We're coming up with hare-brained schemes every day.'

—Lee Kinberg,
Viacom's WBZ-TV/WSBK-TV

Cable dips, but only marginally

Compared with other media businesses, MSOs aren't feeling much of a pinch

By John M. Higgins

Despite cable TV's supposed immunity to recessions, operators started to slip a bit during the second quarter. But the problems are far from the disaster brewing in other media-business sectors.

As MSOs wrapped up the reporting season for the quarter ended June, two—Cablevision and Mediacom—warned that revenue and cash flow would fall short of earlier forecasts, though just a couple of percentage points. A little more anxiety-inducing is the slowing pace at which many operators are selling digital cable and high-speed Internet service.

Investors have been crunching cable stocks. Cablevision has done the worst, dropping 20% in the past six weeks. Charter, despite producing the strongest growth, has fallen 13%. Comcast is off 14%, not too bad given its bid to take over AT&T Broadband. Mediacom is off 12%; Cox, 7%. Meanwhile, the broader market indices are off just 3%-5%.

But analysts and MSO executives are not very worried. "Cable operations weren't as volatile as stock prices indicated," said UBS Warburg media analyst Tom Eagan. "The market seems to be picking on any weakness."

Still, cable operators are a bit defensive about the slowdown in adding digital and data subscribers. At the beginning of the year, AT&T Broadband had been adding 24,000 digital subscribers each week. In the second quarter, that dropped to 21,000. Charter's digital-connect rate fell from 21,000 to 18,000. Comcast kept its

Sign-up slowdown

All operators added new-product subscribers in the first and second quarters, but investors worry about how, in some cases, the pace of growth slowed in the second. For example, in the winter, Charter added 21,000 digital-cable subscribers a week, but, in the spring and summer, that connect rate slowed to 18,500 a week. That's not good for a new product.

Change in average weekly connect rates

	Q1	Q2
Adelphia	-22.9%	50.7%
AT&T	-15.0%	-35.0%
Cablevision	NA	-4.8%
Charter	-12.2%	-16.3%
Comcast	0.3%	9.6%
Cox	-6.6%	-23.1%

NA = Cablevision won't widely launch digital cable until the fall.

Source: UBS Warburg analyst Tom Eagan; company reports

pace at 15,000 and was also strong in data.

MSO executives are throwing around the word "seasonality" almost as if they're suddenly in the toy business explaining why January sales fall after Christmas. But operators note that their second-quarter basic-subscriber growth has for years been affected by college students' moving to mom's for the summer and snowbirds' leaving Sunbelt winter homes.

MSO executives are throwing around the word 'seasonality' almost as if they're suddenly in the toy business.

"As more and more basic customers upgrade to digital and our digital footprint expansion slows down, our digital-customer base will begin to reflect seasonal trends," said Cox Communications CFO Jimmy Hayes. Cox's basic-subscriber growth totaled a mere 0.5%, half to a quarter the rate of other MSOs. Its digital-connect rate slipped from 9,100 weekly to 8,500; its Internet-connect rate, from 8,000 to 6,200. Average telephone installs dropped from 11,200 to 2,000.

Merrill Lynch analyst Oren Cohen said cable's woes are minor compared with other TV companies. For example, he expects cash flow at Young Broadcasting to drop 30%-35% in the third quarter. Cablevision, by comparison, is cutting its cash-flow forecast for the year from 13%-15% to 11%-13%. ■

IN BRIEF

MURDOCH DISPUTES ERGEN'S CLAIMS

News Corp. Chairman Rupert Murdoch expressed irritation over EchoStar Chairman Charlie Ergen's declaration that News Corp.'s offer for DirecTV is inferior. "The assumptions that our deal offers no premium and few synergies are dead wrong," Murdoch said last week while discussing the company's fourth-quarter earnings. He also said Ergen is trying to create "a satellite monopoly" that would "give people in 30% of the country no choice at all in provision of multichannel video services.

"There's been some speculation," he continued, "that Charlie's playing a clever hand of poker" by distracting DirecTV parent Hughes Electronics while EchoStar gains market share. "I say that in admiration, not criticism. It's quite possible."

Otherwise, Murdoch said News Corp.'s TV-station operations have been pinched by the weak ad market, but the corporate pain has been offset by ratings gains at the Fox broadcast network, Fox News and Fx cable networks. Fox President Peter Chernin said that, because of ratings growth, particularly at Fox News, the company is "actually seeing net revenue gains."

GETTING BUYERS AND SELLERS TOGETHER

NATPE is ramping up its efforts to encourage interaction between the ad buyers and syndication community at January's 2002 conference, adding a panel featuring the heads of top ad agencies and a lounge area where sellers can meet with ad executives.

NATPE Chairman Jon Mandel says the convention amounts to a "pre-upfront" for advertisers to preview product.

IN BRIEF

KING WORLD ALSO BOWS OUT OF NATPE

King World will apparently skip the NATPE 2002 show floor, a spokesperson confirmed, but added that the syndicator "will have some sort of presence." That could mean setting up shop at a Las Vegas hotel, as the domestic syndication divisions at Warner Bros. and Carsey-Werner plan. In April (B&C, 4/9), King World chief Roger King said he was leaning towards scaling back at NATPE to cut costs.

FOX NAMES LIBERATORE HEAD OF SPEEDVISION

Former Sunshine Network Vice President and General Manager Jim Liberatore has been named president of Fox Cable's new co-venture, Speedvision Networks. Sources say it will move headquarters from Stamford, Conn., to Charlotte, N.C., and change its name.

SOME AOL/TW DOUBTS

Two influential analysts are questioning AOL Time Warner's ability to keep financial promises, cutting their forecast for the company's revenues and cash flow. Morgan Stanley's Richard Bilotti and Mary Meeker said that AOL's heavily touted target of \$40 billion in sales and \$11 billion cash flow for the full year "have a very low likelihood of being achieved." AOL's Steve Case and Jerry Levin have hammered home those numbers to justify AOL's takeover of Time Warner. An AOL spokesman said simply, "We have not changed our guidance" on performance for the rest of the year.

CORRECTION

Benedek Broadcasting President Jim Yager's name was misspelled throughout a story about small market broadcasters Aug. 6.

Does TV need a nip?

Liquor industry entreats TVB and network and station executives to change policies

By Steve McClellan

If the Distilled Spirits Council of the United States has its way, the hard-liquor TV-advertising category will soar to \$300 million a year over the next few years, compared with about \$25 million today.

And the council, known as DISCUS, is practically begging broadcasters to take its members' money. The reason? The distillers believe that, if their brands are going to continue to be viable, they need to use TV just like hundreds of other mass-market brands do.

"In a modern era where television is the key form of communication, we think it's important for our products to be on television," says Peter Cressy, president and chief executive officer of the Distilled Spirits Council. "McDonald's didn't become a household word by advertising in the newspapers."

The council has embarked on an aggressive campaign to persuade broadcasters to be receptive to hard-liquor advertising. Cressy and his staff are meeting with station and network executives, rep firms, and trade associations in an effort to win converts.

Christopher Rohrs, president of the Television Bureau of Advertising, met with Cressy in May. "It struck me as a thoughtful, reasonable approach," said Rohrs of the DISCUS presentation. He noted the Council's outreach programs for responsible drinking on college campuses and its work with groups including Mothers Against Drunk Driving.

In a follow-up letter to the TVB membership, Rohrs said, "I'll leave the value and philosophical judgments to you and simply note the new revenue opportunity in this category."

Until 1996, hard-liquor marketers agreed not to air ads on TV—a self-imposed ban that

had been in place since 1948. But, says Cressy, times have changed: "Society has matured, and spirits are part of the American fabric."

Since 1996, DISCUS says, about 200 local TV stations, 2,000 radio stations and 200 cable systems have accepted ads for distilled spirits. And other broadcasters that continue to ban such ads say they're reviewing those policies. Belo, for example, has not taken and currently does not take hard-liquor advertising. But, says Jack Sander, president of Belo's broadcasting division, "we have reviewed it a few times in the last two years and will continue to do so."

When asked if the soft ad economy is forcing

stations with bans in place to consider accepting liquor ads, Sander replies, "My guess is yes, but it is only a guess. I think it's a complicated issue since cable and radio have been taking it."

And for the first time, a network-owned TV station, NBC's WJAR-TV Providence, R.I., has agreed to run an ad for Baileys Irish Cream, a distilled-spirit Irish whiskey product.

Meanwhile, all the networks continue to have blanket bans on liquor advertising. All but NBC say their owned stations won't carry them either. NBC now lets stations make the decision, based on community standards.

Last week, Cressy gave a presentation to the Texas Association of Broadcasters in San Antonio. In April, DISCUS took a booth at the National Association of Broadcasters Convention in Las Vegas and plans to have one next year at the TVB exhibit at NAB.

Will networks ever accept liquor ads? Cressy says it's a "natural progression of things" to think so. But others say don't hold your breath. The FCC and Congress have signaled their displeasure at growing TV liquor commercials, sources note. With issues like the ownership cap, the NASA filing and various digital-access issues looming, the last thing the networks want to do is give regulators ammunition to suggest they lack self-restraint. ■



Rohrs tells members: "I'll leave the value judgments to you."

summer's hot and so is ...



3.0

Highest-ever
HH rating

More
heat's on
the way from
the producers of
Blind Date:



www.universalstudios.com



Source: NSS, Nielsen Galaxy Explorer. Highest rating week of 7/30/01 (GAA%).

premiering October 2001

IN BRIEF

CBS, FOX GET RACES

Championship Auto Racing Teams inked three-year TV packages with CBS and Fox Cable Networks Group last week. CBS will carry eight races live starting in 2002 and will add additional races later. Fox Cable's 14 annual telecasts will air on newly acquired Speedvision, which has committed to a number of CART specials and series.

MTV'S CARSON NBC'S, TOO

MTV's Carson Daly has signed a three-year deal with NBC Studios and been named the host of late-night interview series *Later*, which returns early next year after a one-year hiatus. Daly will continue to host MTV's *Total Request Live*. Daly will likely host NBC prime time specials and do NBC syndicated projects, as well.

WAS MANHUNT FIXED?

Bob Jaffe, former co-executive producer of *Manhunt*, says executives at Paramount asked him to manipulate situations on the UPN summer reality series, protecting a contestant from being eliminated and changing the rules after the game had started. UPN and Paramount denied the accusations.

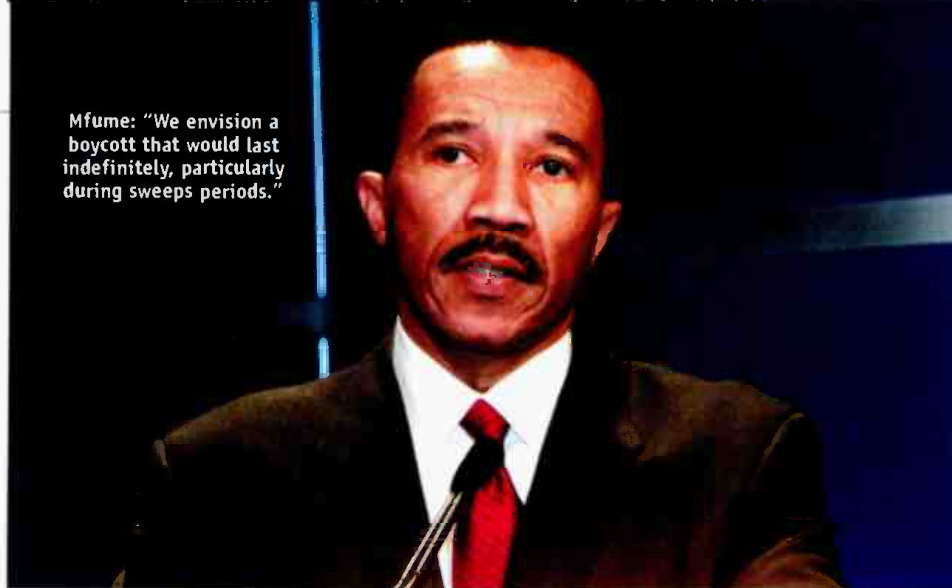
P&G OUT OF FAMILY LAW

CBS yanked some repeat episodes of *Family Law* that Procter & Gamble found controversial and had indicated it would not advertise in, *The New York Times* alleged. CBS denied bowing to pressure.

SAG, AFTRA PACTS OK

The Screen Actors Guild and American Federation of Television and Radio Artists approved the contract reached earlier this year with the Alliance of Motion Picture and Television Producers.

Mfume: "We envision a boycott that would last indefinitely, particularly during sweeps periods."



NAACP sees little diversity progress

Threatens economic boycott against one of the Big Four, and signs point to ABC

By Joe Schlosser

Once again, the NAACP has said it is not pleased by the Big Four networks' diversity progress and threatened economic and advertiser boycotts against one of them, probably ABC.

Network executives signed ground-breaking diversity initiatives in 1999, after pressure from the NAACP and others. But NAACP President Kweisi Mfume says some of the networks have moved at a "snail's pace" since then.

Mfume singled out ABC for its lack of commitment and said, "It appears increasingly likely that the NAACP may vote soon to employ a massive, targeted and sustained economic boycott aimed at one of the four major networks and its major advertisers. We envision that such a boycott would last indefinitely, particularly during sweeps periods."

Mfume added that the NAACP may pursue a class-action lawsuit against the networks if more is not done to bring diversity to their executive ranks.

Under the guidance of ABC President Alex Wallau, who has met frequently with Latino, Asian-American, Native American and NAACP representatives over the past few months, the network believes it has made some progress.

In May, leaders of the Multiethnic Coalition handed out letter grades for each of the network's planned fall schedules, giving its lowest grade (D-) to ABC. Since then, the network has announced a number of new diversity initiatives, including The Casting Project, aimed at increasing the diversity of the talent pool at the network. Late last week, ABC announced that it is a developing a sitcom with Latino comedian George Lopez, and Mfume also recognized ABC's efforts. A network spokeswoman said, "We are pleased that the NAACP has acknowledged that ABC has

taken notable steps, which indicates that the network's commitment to the issue has turned in the right direction."

In July, Mfume taped a talk-show pilot that may be syndicated by NBC. But, in a *Los Angeles Times* story, he denied that his hard line on ABC is a conflict of interest. Indeed, Mfume also said NBC had made "little or no progress" on diversity issues. ■

NAACP President Kweisi Mfume says some of the networks have moved at a 'snail's pace' on diversity.

THE WEEK THAT WAS

NEW KIDS IN TOWN

Fox Kids Network unveils its fall Saturday-morning slate Sept. 8, with new series *Transformers: Robots in Disguise* (8 a.m. ET/PT), *Medabots* (9:30 a.m.), *Moolah Beach* (10 a.m.), *The Ripping Friends* (11 a.m.) and *Alienators: Evolution Continues* (11:30 a.m.). *Moolah Beach* is a six-episode reality special featuring 12 teens competing for \$25,000. *Transformers: Robots in Disguise* will also air at 2:30 p.m. each weekday. The weekday schedule starts Monday Sept. 10. ... **NBC** won its 17th straight weekly crown in adults 18-49 Aug. 6-12, averaging a 2.9 rating/9 share, according to Nielsen Media Research. **ABC** finished a close second in adults 18-49 (2.8/9) and won the week in total viewers (8.2 million). **NBC's** *Friends* and **ABC's** debuting *The Wayne Brady Show* were the top-rated shows of the week in adults 18-49, averaging 4.9/17 and 4.9/16, respectively. A "Best of" episode of **NBC's** *Fear Factor* finished third for the week, with a 4.6/15.

BY THE NUMBERS

After trying to hold the line on pricing, **Discovery Communications** is slicing ad rates in the upfront market more than 10%. **Dobb Bennett**, president of **Discovery's** 49% owner **Liberty Media**, said that, with

the upfront market "sluggish, sloppy and not very attractive overall," the network group has seen a "low-teens decline" in the cost-per-thousand viewers it can charge. However, total ad revenues should be flat because audience delivery by **Discovery Channel**, **TLC** and **Animal Planet** are up about the same percentage. ... **Cable operators** added more than 1.3 million digital-cable subscribers in the second quarter of 2001, according to the **National Cable and Telecommunications Association**, bringing the total U.S. digital-cable universe to 12.2 million. **Cable operators** also added 920,000 new cable-modem subscribers in that period, now totaling more than 5.5 million, the association said. Finally, the industry added more than 200,000 residential telephone customers and counts 1.3 million phone subscribers nationwide.

THE BUZZ

Today show host **Katie Couric** drew fire last week when the show posted the address of a legal-defense fund for **Andrea Yates**, the woman who has admitted drowning her five young children in a bathtub in June. Then **Couric** said

leftover money would go to women's charities that deal with post-partum depression. Critics said that amounted to an endorsement of **Yates'** defense. "In hindsight, we might have done it differently," an **NBC** spokeswoman said, but the network also said **Couric** was unfairly singled out for criticism when all she did was read information **Today** staffers presented to her. ...

The **Senate Commerce Committee** has tentatively scheduled a hearing on TV violence for Sept. 26, sources say. ... **Senate Commerce Committee Chairman Fritz Hollings** (D-S.C.) is reportedly working on legislation that would require development of standards to govern the way digital content is copy-protected. ...

Lee Masters didn't become a billionaire, but his **Liberty Digital** compensation package has gotten him more than \$100 million so far. As initially reported by the *Denver Post*, SEC filings show that, even though **Liberty Digital's** stock price has collapsed along with other Internet companies, **CEO Masters** recut his options deal with the company and collected \$50 million in cash and as much as \$90 million in **Liberty** stock. **Masters** was vacationing and couldn't be reached for comment. ...

The Miss

America Pageant will borrow some elements from the reality craze, particularly *Survivor*, in an effort to raise sluggish ratings for the 80-year-old competition. **Miss America** and **ABC** officials have changed the rules, giving each eliminated contestant a vote for the winner. Viewers will also be taken backstage throughout the show to hear who the contestants believe is the front-runner. The show airs Sept. 22. ...

Former **FCC** Chairman **James Quello** has become a government-affairs consultant to Washington law firm **Wiley, Rein & Fielding**. **Quello**, who served on the commission for 23 years, had parked his pen at **Wiley, Rein** over the past three years, using an office there to write his memoirs, *My Wars: Surviving the WWII and the FCC*. ...

Joe Early is being upped to senior VP of publicity and corporate communications at **Fox Broadcasting**. **Early**, who was VP of entertainment publicity at **Fox**, replaces **Christina Kounelias** as the network's top publicity executive. ...

TBS Superstation's original blockbuster *The Triangle*, starring **Dan Cortes** and **Luke Perry** on a fishing trip to the infamous **Bermuda Triangle**, premiered Aug. 12 to a 5.3 overnight rating in metered markets. The rating dwarfs the 2.8 **TNT** garnered for its original film about the ultra-cool **James Dean** the week before.



Today host Katie Couric drew fire for the morning show's treatment of Andrea Yates.

Studios take control

VOD Internet venture cuts out distribution middlemen

By John M. Higgins

The five-studio video-on-demand venture is all about avoiding a repeat of Hollywood history, the part where the producers split product revenues with others.

The unnamed Internet venture of Paramount, Sony Pictures, MGM, Universal and Warner Bros. could give the studios direct control over production, wholesaling and retailing of their product. No letting cable operators take 45%-55% of the revenue as on pay-per-view. No letting Home Box Office or Blockbuster Video build a multibillion-dollar business on the likes of *Titanic*.

Details of the deal, including a name and launch date, have not been resolved. Walt Disney Co. and 20th Century Fox are not part of it, although each is reportedly close to announcing its own plan.

Under the plan, each content provider will determine its own release windows and pricing strategies. The movies will most likely be available in the pay-per-view window, after theatrical release, and the cost will likely be the same as pay-per-view. Users can keep the movie for 30 days but have 24 hours to watch it once they unlock the file, studio execs explained. The movies will have digital VCR functionality, so users can fast forward, pause and rewind.

The online venture is separate from cable on-demand deals, which are collectively negotiated through InDemand. Industry execs say the deal doesn't pose an immediate threat to cable operators' VOD plans.

Sony Pictures Digital Entertainment President Yair Landau hopes the Internet on-demand plans serve as an impetus for cable operators to accelerate their plans. "True VOD for most MSOs is still pretty far away. We look forward to the day when

it's not and hope this hastens their investment and better deployment."

Said Paramount President of Worldwide Pay TV Jack Waterman, "All the studios will do deals with cable because they think it's the right thing to do." He noted that the broadband pact in nonexclusive: "We want to be distribution-neutral."

Supporters of cable VOD acknowledge its limited availability but believe it has more short-term potential than broadband delivery. With a high-speed connection, it

could take 20 to 40 minutes to download a two-hour movie to a PC, whereas cable on-demand is instantaneous.

With both cable and Internet delivery, the studios are trying to avoid a Napster-like piracy. "We couldn't let happen to us what happened to the music industry," said Jack Valenti, president of the Motion Picture Association of America.

The studios are developing their own encryption technology to safeguard broadband content and control distribution. They did not divulge how the protections will thwart pirates but said they won't roll out the broadband delivery until they find the right technology. ■

AOL shifts Collins

Former cable CEO dubbed head of new Interactive Video unit

By John M. Higgins

In a surprise executive shuffle, AOL Time Warner is shifting cable industry veteran Joe Collins out of Time Warner Cable into a newly created unit aimed at developing interactive products drawn from a variety of the company's divisions.

Collins, who had been chairman and CEO of the cable unit, will serve as chairman of the new Interactive Video division. He will be responsible for interactive television and advanced cable services video on demand, cable IP telephony and parts of AOL TV.

But media types and Wall Streeters say that the shift stems from friction between Collins and AOL co-CEO Bob Pittman, to whom cable division staffers directly report. In his new position, Collins reports to AOL CEO Jerry Levin, who has worked with Collins for years at Time Inc. and Time Warner, which AOL acquired in January. Collins was named chairman of Time Warner's cable unit in 1988 and previously had been presi-

dent of HBO.

Most of the product-development personnel in Collins' new division had pretty much been reporting to Time Warner Cable anyway, so why the switch? "There are a lot of pieces in order to create a lot of products that are not currently part of the cable unit," Collins said, citing as examples video-on-demand rights for Warner Bros. movies.

"Pittman and Collins don't get along very well," said one cable operator.

A Time Warner executive denied that Collins was simply being kicked upstairs. "If Joe didn't want to be doing this, he would just leave."

Engineering whiz Jim Chiddix will move with Collins to the new division, which aims to pull together

the resources of Time Warner Cable and the America Online service. Time Warner Cable President Glenn Britt succeeds Collins as chairman and CEO and will report to Pittman. Tom Rutledge, upped from senior executive vice president of Time Warner Cable, will become president. ■



In his new position, Collins (above) reports to AOL CEO Jerry Levin.



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New game plan for growth

Little CNN/SI is going after more events with lacrosse, minor-league baseball

By Allison Romano

Angling for more distribution, CNN/Sports Illustrated is sprucing up with a freshly minted sports-rights deal, six brands of live sports and more specialty shows. In the process, AOL Time Warner's sports network is shedding its all-news model to compete with cable sports titans ESPN and Fox Sports Net.

"Our core mission is news and storytelling and analysis," says Steve Robinson, executive vice president and GM of the five-year-old cable net. "But in order to gain distribution—which is our major goal right now—we need to diversify our programming."

As of July, CNN/SI counted 18 million subs and isn't rated by Nielsen yet (networks typically start Nielsen metering at 30 million subs). That translates to just 35% of the 80 million U.S. cable homes. CNN/SI is on most MSOs' digital tiers, but its only analog distribution is on Time Warner's cable system.

CNN/SI is expected to announce today its first exclusive sports-rights deal, a two-year agreement with the National Lacrosse League. The contract, worth an undisclosed amount, gives CNN/SI rights to professional lacrosse through 2003.

It is the type of deal CNN/SI can manage right now. "We're not ready to go after the NFL yet," Robinson says.

The plan is to grow incrementally, going after deals with nascent leagues and sports.

CNN/SI is experimenting with its first Triple A minor-league baseball telecast tonight and may carry some AAA playoff games in the fall. Robinson says he has explored carrying NCAA college sports,

other women's sports and niche leagues.

But a lot of distribution ground needs to be made up. Networks with 40 million to 60 million subs are considered medium size, and CNN/SI's main rivals are almost fully distributed. As of April, ESPN had nearly 83 million subs, ESPN2 about 78 million and Fox Sports Net 71 million.

"To be a player in cable, you have to be in half the country or more, unless you're delivering an incredibly underserved niche," says Tim Spengler a top media buyer at Initiative Media. "But, even then, they are going to be beating their heads against the wall competing with ESPN, ESPN2 and Fox Sports Net."

CNN/SI isn't the only one tinkering. ESPNNews, with 23 million subs, also is maneuvering to jump-start its distribution. It relaunches Sept. 7 with a new format that resembles ESPN's popular Web site, featuring more headlines, statistics, real-time scoring and interactivity.

Ad buyers are applauding CNN/SI's programming changes, though cautiously.

"They have to get metered because the accountability is essential, particularly in the soft ad market, when people are out

there begging," says TN Media's Executive Director Howard Nass of Nielsen ratings.

Nass says the changes will attract more ad dollars: "Live events always mean more than just general talk."

To get bigger, the network is taking advantage of its familial ties with Turner Sports, piggybacking on some of the group's deals, including NASCAR, WUSA soccer league, Wimbledon and the Goodwill Games.

CNN/SI is in its second year of Wimbledon coverage and its first year of NASCAR and WUSA deals. This summer, the network aired 20 hours of Wimbledon matches and 11 WUSA games. Its

NASCAR package covers 16 qualifying races. When TNT carries the Goodwill Games later this summer, CNN/SI will rebroadcast most of its sister net's three-hour morning shows.

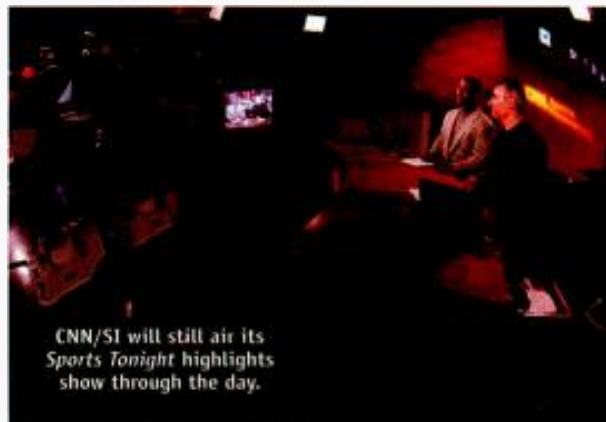
It has also added more specialty shows, including *NASCAR Plus*, *Golf Plus* and *This Week in the NBA*, which utilize exclusive video from Turner Sports partners.

After the AOL Time Warner merger, the net's future was in question because of its slight distribution. While AOL Time Warner has recently trumpeted *Headline*

News and CNN, there has been little said about CNN/SI. The sports net was slated for new digs in CNN's Atlanta headquarters, but the space went to *Headline News* for a new studio instead. Robinson says that the change was not a demotion for CNN/SI, that *Headline News*' wider distribution gave it precedence. ■

'Live events always mean more than just general talk.'

—Howard Nass, TN Media



Syndication Watch

JULY 30-AUG. 5 *Syndicated programming ratings according to Nielsen Media Research*

TOP 20 SHOWS

Rank	Program	HH AA	HH GAA
1	Wheel of Fortune	8.3	8.3
2	Jeopardy	7.5	7.5
3	Oprah	5.6	5.7
4	Entertainment Tonight	5.5	5.6
5	Judge Judy	5.3	7.5
5	Seinfeld (wknd)	5.0	5.9
7	Friends	4.8	5.8
8	Frasier	4.3	4.8
8	Seinfeld	4.3	4.3
10	Wheel of Fortune (wknd)	4.2	4.2
11	Live With Regis and Kelly	3.8	3.8
12	Jerry Springer	3.7	4.1
13	Entertainment Tonight (wknd)	3.6	3.6
14	Maury	3.5	3.7
15	Judge Joe Brown	3.4	4.4
16	3rd Rock From the Sun	3.1	3.3
17	Extra	3.0	3.1
17	Hollywood Squares	3.0	3.0
19	Drew Carey	2.8	3.1
19	The X-Files	2.8	3.1

TOP TALK SHOWS

Rank	Program	HH AA	HH GAA
1	Oprah	5.6	5.7
2	Live With Regis and Kelly	3.8	3.8
3	Jerry Springer	3.7	4.1
4	Maury	3.5	3.7
5	Montel Williams	2.8	2.8

According to Nielsen Media Research Syndication Service Ranking Report July 30-Aug. 5, 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

Freshman blues

It's not easy being the new kid on the block. Like most syndicated series of late, fall 2001 rookie *Iyanla* debuted with modest numbers.

The Buena Vista talk strip hosted by self-help guru Iyanla Vanzant logged a 1.5 rating/5 share weighted metered-market average for its first two days. Several midnight clearances could be blamed for the low ratings, except that the score is 12% below the same time slots last year, which takes the late runs into account.

Also, those two-day numbers are 25% lower than the averaged rating of the lead-in programs. And second-day marks (1.4/5) were down 7% from the first day (1.5/5).

However, *Iyanla* should be able to build a following, say Buena Vista executives, given the fact that the project is being executive-produced by Barbara Walters and Bill Geddie, the talent behind *The View*. The show has won over some critics: *The Washington Post* described it as "surprisingly pleasant and informative," and the *Hollywood Reporter* said Vanzant is "perceptive and her attitude is friendly and compassionate."

Plus, "it's definitely too early to tell," reminds a Buena Vista spokesperson, observing that you have to give viewers "at least a week or two before you can expect them to get the real picture of who she is."

Some cities have caught on already. On WABC-TV New York, *Iyanla* posted a 2.0/7 at 12:30 a.m., 11% stronger than an *Oprah* repeat garnered this time last year. On KGO-TV San Francisco, *Iyanla* boosted its audience share 50% from the first to the second episode (2.1/12).

On KNBC-TV Los Angeles, though, in the 10 a.m. slot, where *Men Are From Mars*, *Women Are From Venus* struggled, *Iyanla* pulled a 0.9/3, coming in sixth in the market.

Iyanla is expected to pick up in the ratings come fall.

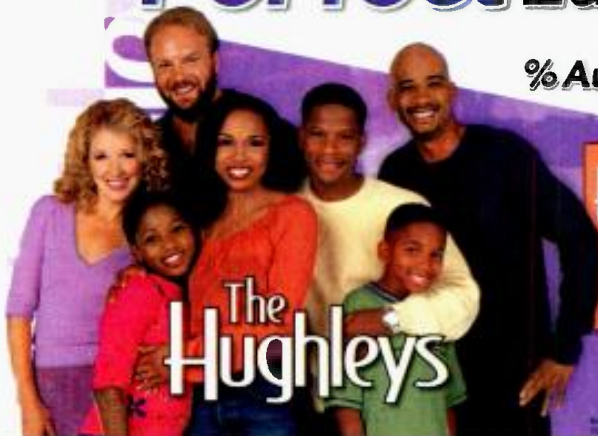
—Susanne Ault



Ratings for rookie strip *Iyanla* are expected to pick up in the fall.

The Perfect Early Fringe Matchup

% Audience Composition W18+



Available Fall 2002



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StationBreak

BY DAN TRIGOBOFF

FOX AFFIL GOES TO CBS

WVSX(TV) Bluefield-Beckley-Oak Hill, W.Va., will end its Fox affiliation and shift to CBS. GM Gary O'Halloran said that, although the station enjoyed a good relationship with Fox over the course of its four-year affiliation, CBS' programming would better suit the demographics of his market, which, he noted, has "the oldest average age of any market in the country."

Among instant benefits, he pointed out, will be broadcasts of Pittsburgh Steelers NFL games, in addition to CBS' NCAA basketball and golf coverage.

DEFINING TRUTH

Rocky Mountain Media Watch will continue to press the Federal Trade Commission to restrict Denver-area TV stations from advertising their newscasts as news. RMMW said that the stations' offerings of "Mayhem, Fluff, Weather and Sports" do not constitute news, and, therefore, the ads deceive the public.

FTC Associate Director Lee Peeler dismissed the petition that RMMW filed in May, commenting that "RMMW's

petition appears to be based on the assumption that the term 'news' is synonymous with what some call 'hard news' or issue-oriented news, and that a broader usage of the term ... is deceptive or unfair." Peeler added that there was no evidence consumers were misled or injured. Denver station executives have disputed and dismissed the charges.

Seeking reconsideration from the FTC last week, RMMW argued that, "if the government is willing to regulate the stations' licensing process and cloak them with the authority of public trustees, it is appropriate—indeed necessary—for the government to ensure that the stations are not abusing this privilege by deceiving consumers in order to maximize profits."

CLOSE CALL

Tulsa cameraman Kevin Foristal avoided serious injury and kept filming when someone drove a pickup truck into the KJRH(TV) news van at the scene of a local story about a Bixby landowner's attempt to clear his land of prairie dogs.

LOOK [UP] FOR THE UNION LABEL

In an effort to drum up local support, technical workers at WKYC-TV Cleveland sent an airborne message and also distributed leaflets outside Browns stadium just before the home team's preseason game against the Green Bay Packers.

"Our members were joined by members of other unions in town," said Bill Wachenschwanz, president of the National Association of Broadcast Employees and Technicians local and an employee of WJW(TV).

The union hired a plane to fly a banner over the stadium that read: WKYC, Bargain A Fair Contract. "We've done this before," Wachenschwanz said. "The nice thing about Cleveland is that it's a strong union town."

GOOD MORNING, N.Y.

Tribune's WPIX(TV) New York has expanded its morning show to 2½ hours, adding a half hour at 5:30 a.m. News Director Karen Scott said the move was in response to an increasing number of early ris-

ers and early-morning commuters. "Tri-state-area viewers have made it clear that there is a demand for local, early-morning TV news with a focus on traffic and weather," said Scott. "We have long been eager to meet that demand." She described the show, which debuted June 2000, as "a natural for expansion."

NO SALE

A spokeswoman for WHDH-TV Boston last week denied reports that had apparently surfaced on the Internet that the station was in the process of being sold to Fox. The reports had prompted local print and broadcast media to call the station for confirmation. In fact, station spokeswoman Ro Dooley said Sunbeam Television owner Ed Ansin has maintained that he's more likely to be buying stations than selling either of the two—WSVN(TV) Miami is the other—that he owns.

EXECUTIVE DOMINOS

Ellen Miller has left WBTV(TV) Charlotte, N.C., and has been replaced by Dennis Mulligan, who was brought over from WCBD-TV Charleston, S.C., where he was news director. Mulligan was, in turn, succeeded by Chris Drummond, who had been assistant news director at Charlotte's WCSC-TV.

All news is local. Contact Dan Trigoboff at (301) 260-0923, e-mail dtrig@erols.com or fax (413) 254-4133.



Cold War revisited?

WNBC(TV) New York's Jim Rosenfield (l) got an exclusive interview last week with Jack Tobin, the Fulbright Scholar who spent six months in a Russian prison on drug and spying charges. Tobin, who says he was framed, was released earlier this month. He told why he believes he was targeted by Russian cops.

Focus Burlington/Plattsburgh

THE MARKET

DMA rank	91
Population	805,000
TV homes	301,000
Income per capita	\$16,056
TV revenue rank	106
TV revenue	\$35.4 million

COMMERCIAL TV STATIONS

Rank*	Ch.	Affil.	Owner
1	WCAX-TV	3 CBS	Mt. Mansfield
2	WPTZ	5 NBC	Hearst-Argyle
3	WVNY	22 ABC	Straightline
4	WFFF	44 Fox/WB	Smith Bestg.
5	WNNE-TV	31 NBC	Hearst-Argyle
6	WBVT	39 UPN	NY Network

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

CABLE/DBS

Cable Subscribers (HH)	180,600
Penetration	60%
ADS Subscribers**	81,270
ADS Penetration	27%
DBS carriage of local TV	No

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

WHAT'S NO. 1

Syndicated show	Rating/Share***
<i>Entertainment Tonight</i> (WCAX-TV)	9/18
Network show	
<i>Survivor</i> (WCAX-TV)	22/34
6 p.m. newscast	
WCAX-TV	13/30
11 p.m. newscast	
WPTZ, WCAX-TV (tie)	4/19

***May 2001, total households

Sources: Nielsen Media Research, BIA Research



Bucolic Burlington, Vt., offers outdoor activities all year long, leading to lower HUT levels.

Competing with the scenery

Great skiing and lush forests make the Burlington, Vt./Plattsburgh, N.Y., market a fun place for residents. For TV broadcasters, though, that outdoor beauty has created some big challenges.

For one thing, people aren't indoors much to watch TV.

"It's a huge outdoor recreation spot all year round," says Paul Sands, general manager of NBC affiliate WPTZ-TV and its smaller sister station, WNNE-TV, also an NBC outlet. "So that contributes to lower HUT [households using television] levels."

Also, the mountainous terrain has prompted many to choose satellite service over cable, which cuts potential viewership: Currently, no satellite provider in the area carries any of the local channels.

With satellite penetration at about 25%, "one out of every four people doesn't see the broadcast stations," notes Bill Sally, GM of Fox/WB affiliate WFFF-TV. "Overall, does it hurt us? Yes."

However, stations in the market are hopeful that Sen. Pat Leahy (D-Vt.) will succeed in pushing satellite providers to carry local signals, which is one of his causes.

"He's been a terrific friend of the broadcast community," says WPTZ-TV's Sands.

Even with ratings lower than they could be, the region is popular with advertisers. The current national ad slump has made more local spots available for buyers, "so that's been a plus," Sands explains, adding that it's helpful that the area's economy has stayed relatively strong.

Still, WFFF-TV's Sally points out, Burlington/Plattsburgh is a "tough" and "very untypical" market, with broadcasters' having to cater to viewers from many different backgrounds. Two-thirds of them are in Vermont. The other third are split between New York and New Hampshire. Moreover, each of the stations is carried by Montreal broadcasters. With such a complex audience, WFFF-TV does not offer a local newscast, although it does hope to launch a 10 p.m. newscast within the year.

—Susanne Ault

PYRAMID

Now Primed For Access In
Over 50% of the Country!

Just Added: KCAL - Los Angeles!

AVAILABLE FALL 2002

Hosted by
Donny Osmond



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Changing Hands

Compos

KNEA(AM) Jonesboro and KKEY(FM) Harrisburg/Jonesboro, Ark.

Price: \$2.05 million

Buyer: Clear Channel Communications Inc., San Antonio (L. Lowry Mays, chairman; Randy Michaels, CEO, Clear Channel Radio); owns/is buying 17 TVs and about 1,164 other radios, including WEGR(FM) and WHRK(FM) Memphis, Tenn./Jonesboro

Seller: Pollack Broadcasting Co., Memphis (William H. Pollack, owner); owns two TVs, six FMs and four AMs in four states. Note: Pollack acquired KNEA and KKEY as part of a four-radio deal for \$2.5 million (Changing Hands, March 13, 2000)

Facilities: AM: 970 kHz, 1 kW day, 0.04 kW night; FM: 95.9 MHz, 6 kW (to be 50 kW), ant. 328 ft. (to be 500 ft.)

Formats: AM: sports, talk; FM: oldies

Broker: Kalil & Co. Inc.

59% of WILS(AM)-WHZZ(FM) Lansing, WSAM(AM)-WKCQ(FM) Saginaw and WEEG(FM) Essexville/Saginaw, Mich.

Price: \$1,621,762

Buyers: Kenneth H. MacDonald Jr., Saginaw; currently 40% owner/to be 98% owner; Patricia W. MacDonald Garber, Petoskey, Mich., 1% owner/to be 2% owner; no other broadcast interests

Sellers: Carolyn Ann MacDonald, Saginaw (43%), and Kenneth H. MacDonald Intervivos Trust (16%); no other broadcast interests

Facilities: WILS: 1320 kHz, 5 kW day, 1 kW night; WHZZ: 101.7 MHz, 4 kW, ant. 400 ft.; WSAM: 1400 kHz, 1 kW;

Station Trades

By dollar volume and number of sales; does not include mergers or acquisitions involving substantial non-station assets

THIS WEEK

TV/Radio □ \$0 □ 0
TVs □ \$0 □ 0
Compos □ \$5,156,752 □ 4
FMs □ \$4,110,000 □ 5
AMs □ \$4,235,000 □ 4
Total □ \$13,501,752 □ 13

SO FAR IN 2001

TV/Radio □ \$200,000,000 □ 1
TVs □ \$559,353,114 □ 23
Compos □ \$2,784,836,572 □ 64
FMs □ \$384,527,555 □ 123
AMs □ \$123,982,311 □ 87
Total □ \$4,052,699,552 □ 298

WKCQ: 98.1 MHz, 50 kW, ant. 500 ft.;

WEEG: 97.3 MHz, 3 kW, ant. 328 ft.

Formats: WILS: nostalgia; WHZZ: CHR; WSAM: MOR, full service; WKCQ: country; WEEG: country, classic rock **KSOK-FM Winfield (near Wichita) and KSOK(AM) Arkansas City/Winfield, Kan.**

Price: \$900,000

Buyer: Cowley County Broadcasting Inc., Pittsburg, Kan. (William Docking, vice president/44% owner; Innovate Broadcasting Corp., 56% owner [William B. Wachter, president/48% owner]). Innovative owns three FMs and two AMs

in Kansas and Missouri

Seller: Sherman Broadcast Group Inc., Wichita (Donald R. Sherman, president); owns KSJM(FM) Winfield. Note: Sherman Broadcast bought KSOK-AM-FM and KSJM for \$1.5 million (Changing Hands, July 17, 2000)

Facilities: FM: 95.9 MHz, 25 kW, ant. 492 ft.; AM: 1280 kHz, 1 kW day, 100 W night

Formats: FM: AC; AM: oldies, nostalgia **WLOV(AM)-WXKT(FM) Washington (near Augusta), Ga.**

Price: \$635,000

Buyer: Southern Broadcasting Cos. Inc., Bogart, Ga. (co-owners Paul C. Stone, president, and Charles E. Giddens, vice president); owns/controls eight other FMs and four other AMs, all but two in Georgia

Seller: Cumulus Media Inc., Atlanta (Lewis W. Dickey Jr., president/75% owner of one of Cumulus' three attributable shareholders; brother John W. Dickey, executive vice president); owns/is buying 219 FMs and 91 AMs, including WBBQ-FM, WEXL(FM) and WKSP(FM) Augusta and WPRW-FM Martinez/Augusta, Ga.; is selling WWLD(FM) Tallahassee, Fla. (see item, below)

Facilities: AM: 1370 kHz, 1 kW day; FM: 100.1 MHz, 2.4 kW, ant. 321 ft.

Formats: AM: sports/talk; FM: AC

FMs

WYVN(FM) Saugatuck/Holland/Grand Rapids, Mich.

Price: \$1.5 million (includes \$50,000, three-year noncompete agreement)

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Changing Hands

Buyer: Midwest Communications Inc., Wausau, Wis. (Duey E. Wright, president/owner); owns/is buying 12 other FMs and nine AMs, including WHTC(AM) Holland/Grand Rapids. Wright also owns four other FMs and two other AMs, all Wisconsin

Seller: Conrad Communications Inc., Saugatuck (Chris Conrad, president); no other broadcast interests

Facilities: 92.7 MHz, 2.15 kW, ant. 387 ft.

Format: AC, oldies, classic rock

KADQ-FM Rexburg/Idaho Falls and construction permit for KOSZ(FM) Idaho Falls, Idaho

Price: \$1.2 million plus 36-month employment agreement

Buyer: Sand Hill Media 2001 Irrevocable Trust, Logan, Utah (co-trustees Eric K. and Ryan G. Frandsen); no other broadcast interests

Seller: Ted W. Austin Jr., St. Anthony, Idaho; owns 51% of KIGO(AM) St. Anthony

Facilities: KADQ-FM: 94.3 MHz, 3 kW (to be 45 kW), ant. 315 ft.; KOSZ: 107.1 MHz, 82 kW, ant. 604 ft.

Formats: KADQ-FM: AC, soft hits; KOSZ: dark

Broker: Media Services Group Inc.

KBIH(FM) Coeur d'Alene, Idaho/Spokane, Wash.

Price: \$550,000

Buyer: Great Northern Broadcasting/Blue Sky Broadcasting Inc., Sandpoint, Idaho (Kim Benefield, president/44% joint owner); owns KSPT(AM)-KPND(FM) Sandpoint. Benefield is also joint owner of KBFI(AM) Bonners Ferry and KIBR(FM) Sandpoint, Idaho

Seller: EEK Broadcasting, Calabasas, Calif. (Bary Victor, partner); no other broadcast interests

Facilities: 102.3 MHz, 170 W, ant. 1,843 ft.

Format: Blues, jazz

Broker: Jorgenson Broadcast Brokerage Inc. (seller)

KEND(FM) Roswell, N.M.

Price: \$450,000

Buyer: Burkberry Communications Group Inc., Roswell (Roxy Burkfield, president/owner); no other broadcast interests

Sellers: Sheila and David Roe, Roswell; no other broadcast interests

Facilities: 106.5 MHz, 52 kW, ant. 135 ft.

Formats: Contemporary country

KUZN(FM) Centerville (near Huntsville), Texas

Price: \$410,000

Buyer: KTCJ Inc., Centerville (David J.

Cunningham, owner); no other broadcast interests

Seller: KVCT(TV) Inc., Livingston, Texas (Gerald R. Proctor, president). Proctor owns KFXP(TV) Pocatello/Idaho Falls, Idaho. Note: KVCT was to sell construction permit for KUZN for \$350,000 (Changing Hands, Sept. 11, 2000)

Facilities: 105.9 MHz, 25 kW, ant. 328 ft.

Format: Dark

AMS

WFTD Marietta/Atlanta, Ga.

Price: \$2.1 million cash

Buyer: Filiberto Prieto, Lawrenceville, Ga.; no other broadcast interests

Seller: Providence Educational Foundation, New Orleans (Clary Corvin, secretary); owns WBSN-FM New Orleans

Facilities: 1080 kHz, 10 kW day

Format: Religion

Broker: John Pierce & Co. (seller)

KZEE Weatherford (near Fort Worth/Dallas), Texas

Price: \$800,000

Buyer: Tarrant Radio Broadcasting Inc., Southlake, Texas (Parvez Malik, president/50% owner); no other broadcast interests

Seller: Granbury Communications Inc., Weatherford (Charles Beard, president); owns KYQX(FM) Weatherford

Facilities: 1220 kHz, 500 W day, 8 W night

Format: Big band, oldies, news/talk
WAGL Lancaster/Rock Hill, S.C.

Price: \$700,000 cash

Buyer: Estuardo Valdemar Rodriguez; owns WLLN(AM) Lillington, N.C.

Seller: Palmetto Broadcasting System Inc., Lancaster (Len Phillips, president); no other broadcast interests

Facilities: 1560 kHz, 50 kW

Format: Country

Broker: Blackburn & Co. Inc.

KOOI Soquel/Sacramento, Calif.

Price: \$635,000

Buyer: People's Radio Inc., San Jose, Calif. (Joe C. Rosa, president/50% owner); owns KSPK(AM) Carmel Valley and KNRY(AM) Monterey, Calif.

Seller: Soquel Broadcasting Co., Sacramento (Julie Horn, partner); no other broadcast interests

Facilities: 1200 kHz, 25 kW day, 10 kW night

Format: C&W

—Compiled by Elizabeth A. Rathbun

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IN BRIEF

TELESTREAM AND IBM JOIN FORCES

Telestream and IBM are combining their respective technologies to enable delivery of Web content, still images, and streaming video and audio to end users for display on any type of viewing device, including wireless devices such as PDAs and cell phones. Among a number of initiatives, this arrangement will make Telestream's FlipFactory On-Demand streaming-media product available as a plug-in to the IBM WebSphere Transcoding Publisher V4.0 product. Both companies will also market each other's technology with their own.

MARKETWATCH.COM AIRS FULL-FORMAT SPOTS

CBS MarketWatch.com is now "airing" full-format TV commercials on its site. The commercials are optional for viewers, who need to click on them to see them, but they don't require downloading of a player. The site is also being used to launch several campaigns, such as American Airlines commercials, before they debut on TV.

WORLDGATE GRANTED MPEG PATENT

WorldGate, a vendor of interactive TV software for the cable television industry, has received a patent from the U.S. Patent and Trademark Office for development and design of a method for efficiently encoding digital image data, such as Internet Web pages, for delivery over cable-TV network systems. The method is intended to conserve bandwidth to the cable home and processing power in the set-top box, according to the company.

Expanding on EPG

MyDTV guide alerts viewers when selected content is airing

By Michael Grotticelli

Electronic program guides (EPGs) have helped digital cable operators reduce their churn rates. Now Burlingame, Calif.-based MyDTV is looking to help analog or digital broadcasters—terrestrial stations, satellite broadcasters and cable companies—maintain and even increase viewership by expanding on the concept.

The company has developed a "recommendation and content-filtering guide" that gathers programming information and alerts viewers when content of their choice is airing while they are watching another program or channel. The prototype service is free to consumers, who must provide user-profile information and specific keywords. The viewer can choose to go to the suggested program or not.

"Not only will it tell you that a news program is on, for example, but it will also alert you to specific subjects within that news broadcast and when they will appear," explains Jonathan Barker, MyDTV executive vice president of business development.

The service is being tested in-house at CBS affiliate KLAS-TV Las Vegas and ABC affiliate KESQ-DT Palm Springs, Calif. MyDTV is evaluating several business models under which it might make exclusive deals with one or two stations in a market. According to founder and President Gil Dudkiewicz, the company is closing a major deal with a cable MSO, which he declined to identify.

Phil Pikelnny, director of new media for KLAS-TV parent Landmark Communications' Broadcast Division, finds the service "very interesting," especially if consumers migrate to personal video recorders (PVRs) and primarily watch recorded TV. He wants to see how his stations' content might be more accessible with MyDTV if, for example, a weather emergency occurs in a market where



MyDTV service is being tested on CBS affiliate KLAS-TV Las Vegas (shown) and ABC affiliate KESQ-DT Palm Springs, Calif.

his station alone is affiliated with MyDTV.

"If cable and satellite companies offer PVR functions, which also look to be in our future, people may be getting EAS or breaking-news alerts over recorded programming," he explains. "Then there's a whole different set of circumstances involved in getting them back to live TV. MyDTV will bring them directly back to KLAS-DT, so that's a positive reason to be working with them.

"Assuming that consumers with MyDTV will be plugged into a station's newsroom computer exclusively via the set-top," he adds, "we're in a much better position to have it be our content than somebody else's."

MyDTV is also working with suppliers of interactive middleware, such as OpenTV and Scientific-Atlanta's PowerTV, to have its program guide installed in cable set-top boxes; with Triveni Digital, for over-the-air applications; and with TICI Software Systems Inc., for satellite TV.

"The goal is to be on as many platforms as possible," says Barker.

MyDTV charges participating broadcasters a licensing fee "that is far less than other guides," Dudkiewicz says, but does not share in any revenue generated. He declined to specify the precise fee. ■



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DTV dog days

Tower, transmitter manufacturers say demand for products has been lower than expected given May 2002 deadline

By Michael Grotticelli and Karen Anderson Prikios

With more than 1,100 commercial stations still not transmitting digital signals, one would think that companies involved with tower construction and manufacture of DTV transmission products would be busier than a peanut vendor at an elephant convention.

Think again. The DTV circus is still out of town.

"The tower build-out hasn't been at the pace that we had hoped," says John

Sluymmer, president of LeBlanc Broadcast Group, a major manufacturer of broadcast towers and RF systems. "We expected there would be a bigger rush, like a tidal

wave. There are some small waves, but there are no tidal waves."

Last week, the NAB released a good-news/bad-news report disclosing that 68.2% of 785 surveyed stations will be on-air with digital signals by the May 2002 deadline imposed by the FCC. But that leaves 250 of the surveyed stations admitting that they



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Time is running out for stations as serious about meeting DTV deadlines but haven't begun outfitting towers.

due to local zoning, stuff like that," he adds. "We're working towards them all being on air, but six might not make it."

LeBlanc's Sluymer agrees that stations are having a tough time because of regulatory issues. "Technology has nothing to do with this," he adds.

What does have something to do with it is the economic slowdown. "The economy is down, so advertising is down and most probably revenues are down," says Ray White, president of Kline Tower and Steel. "And where's the programming? If the programming were there and [stations] were being provided something to get out, they would be pushing a lot more."

The end result is that Kline, like LeBlanc, hasn't seen a big push for the conversion to DTV. "Sure, we're busy, but we're not dizzy like we would need to be if this were going to happen by May of 2002."

Goldstone says that new technologies, like those allowing the combination of multiple signals on a single tower, are actually partially responsible for reducing demand for tower improvements. "Some of it is just workarounds," he says.

With an average of more than 33 stations needed to go on-air each week to satisfy the

mandate, station groups have already begun lining up reasons for government officials on why they need deadline extensions (some hold that the release of the report last week is another shot across the bow hinting at deadline problems). But transmission and tower manufacturers seem to imply that any attempts to blame delays on lack of crews or equipment would be ineffective.

Transmitter manufacturers have spent the past couple of years getting ahead of the game with transmitter construction, and many now have a backlog of equipment.

"As it gets closer, if people don't place an order soon, delays could

be an issue as far as getting a station on-air by May, but we've got plenty of backlog products to support the demand that we hope will come," says Bruce Allan, president and CEO of transmitter manufacturer Harris Broadcast.

Harris is able to deliver a digital transmitter in 90 days, he says, adding that, even though the company is handling what he calls the lion's share of work related to the 475 digital transmitters on order or currently on-air, it would be able to handle more activity.

Doug Standley, president of tower builder and site-management company SpectraSite Broadcast, says that time is running out if

'This conversion will happen only if the markets work efficiently.'

—Doug Standley,
SpectraSite Broadcast

will not be ready in time (see story in Top Of The Week section).

Ira Goldstone, Tribune Broadcasting vice president of engineering and technology, doesn't doubt that survey. Tribune has eight stations on-air with DTV and four more scheduled to be up later this year. "We have six stations that may not make it

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stations are serious about the deadline. He points out that tower heights of up to 1,000 feet for low-power operation can be built in time but anything above that—where many medium to large broadcasters need to be to replicate their NTSC coverage—is problematic due to a limited number of qualified crews.

But, as Bill Clinton's campaign said in 1992, it's the economy, stupid.

With technical issues settled, broadcasters are now finding it hard, if not impossible, to justify the expense of going digital. Some industry officials believe that, aside from the deadline, there is little incentive for broadcasters to make the transition.

For example, to date 150,003 DTV sets with tuners capable of receiving an off-air digital signal have been sold in the United States, a number that includes both set-top boxes and integrated receiver/displays, according to the Consumer Electronics Association. And even these aren't sales into American homes as they include sales to appliance dealers. Couple limited capital funds in a soft economy with a lack of viewers and DTV becomes a not-too-attractive option.

"I think one can count on the FCC to be reasonable in granting extensions to stations with tower/antenna-location difficulties," Nat Ostroff, who serves a dual role as president of transmitter-manufacturing company Acrodyne Industries as well as vice president of Advanced Technology at Sinclair Broadcast Group, remarks. "Where [the FCC] will play hard ball is with a station that has done nothing and intends to do nothing."

Yet the granting of extensions is not a foregone conclusion, even though the commission's ambiguity on the subject has caused many to doubt the seriousness of the deadlines.

"The FCC needs to be more definitive in its messages to the industry," offers Chris Taylor, vice president of sales at Thomcast

Communications, which makes the Millennium digital transmitter. "Things like DTV receiver performance and other guidelines for what's acceptable must be clearly defined so that confusion is minimized."

Although there have been signs from FCC Chairman Michael Powell that Congress could extend the 2006 date, the issue is thorny. If Congress does grant extensions to some stations, what about the 202 stations that have already made the investment?

"We're not going to be pleased to have spent the money to comply with the rules and then have the rules change because some other guy didn't spend the money,"

said one West Coast chief engineer, who asked to remain anonymous. "They still have their money in the pockets, and I'm out millions of dollars."

Ostroff concurs, pointing out that his company will have spent \$100 million on the digital transition when all of its stations are up. "I think our response is going to

be, we've been damaged here," he says, hinting at a lawsuit.

What remains evident is that, if the terrestrial transition continues to move along slowly, it could be detrimental to broadcasters' future business. Many predict that the FCC will make extension decisions based on the financial capacity of the station to comply.

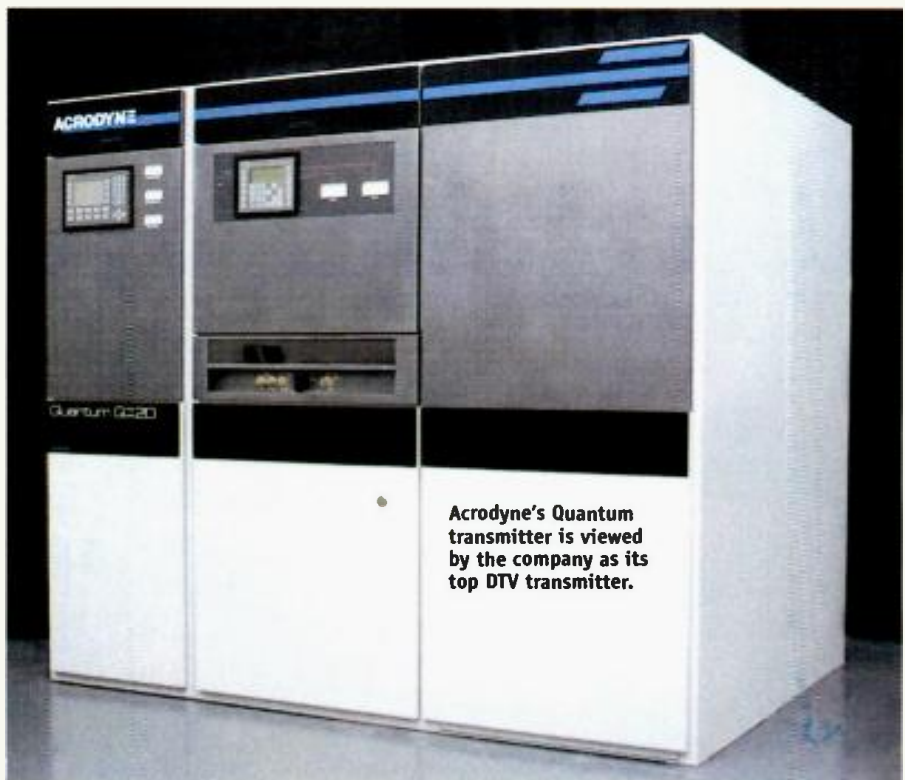
"There are stations ignoring the entire process due to the inability to bring themselves to spend the kinds of money necessary to make the transition," says Ostroff. "I think there's a general revolt going on among stations, with substantial numbers saying, 'I'm just not going to do anything.'"

But the commission already has made clear that it won't accept "economic hardship" as a reason for TV stations to put off the transition.

"While sensitive to the economic challenges facing small-market broadcasters and the funding problems facing non-commercial stations, the commission rejected this approach," wrote FCC Mass Media Bureau Chief Roy Stewart to Sen. Phil Gramm (R-Texas) in July.



Harris Broadcast's Bruce Allan: "As it gets closer, if people don't place an order soon, delays could be an issue as far as getting a station on-air by May."



Acrodyne's Quantum transmitter is viewed by the company as its top DTV transmitter.



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Stewart points out that the commission will "grant an extension of the construction deadline where a broadcaster has been unable to complete construction due to circumstances that are either unforeseeable or beyond the licensee's control, if the licensee has taken all reasonable steps to resolve the problem expeditiously. Such circumstances include, but are not limited to, the inability to construct and place in operation a facility necessary for transmitting DTV, such as



Tower companies such as LeBlanc Broadcast aren't as busy as they thought they would be during the push to DTV.

a tower, because of delays in obtaining zoning or FAA approvals, or similar constraints, or lack of equipment necessary to transmit a DTV signal.

"The commission stated that it did not anticipate that the circumstance of 'lack of equipment' would include the cost of such equipment," Stewart says.

Stations that aren't going to make the deadline can get two six-month extensions from the Mass Media Bureau and then requests for further delay will be referred to the entire commission, Stewart says.

Constructing a new tower can cost any-

where from \$2 million to \$7 million plus the cost of the antenna, transmission line, transmitter and RF gear, which can range from \$1 million to \$3 million.

Many broadcasters will probably try to build onto an existing antenna, which often involves strengthening the structure and retrofitting it with the new equipment. Although this often is the more cost-effective route, it can still run into the millions. Either option also requires long lead-times (often from six months to a year) so broadcasters would have to have begun the process already if they hope to meet the deadline.

And there are additional costs. Ted Collora, a vice president with international design-consulting and construction firm Hanson Professional Services, headquartered in Springfield, Ill., says that a "no-frills" design, depending on the site location, usually costs between \$1.5 million and \$2 million, excluding the transmitter or tower.

Furthermore, for those stations that do make the capital investment in equipment, issues like power levels also surface. Standley believes that many broadcasters are doing the minimum required by the FCC to get on-air while they work out their business plans.

"We're seeing more and more groups state they will do the minimum," he says. "Many have not adopted their full-power capability ... there is a tremendous amount of confusion, and it comes down to economics. Many groups under no circumstances can capitalize on the full-power convergence."

Cost-effective technical solutions include a phased approach to power output whereby a station can buy a low-power transmitter today, then upgrade it later by swapping a module (see "Xmitter power

play," page 34). Virtually every transmitter manufacturer, including Acrodyne, ADC Broadcast, Harris Broadcast, Larcant, and Thomcast, can accommodate this strategy.

The problem is, there seems little point in transmitting at full power if few consumers have DTV sets capable of receiving the signal. Indeed, if a typical full-power transmitter operates at 21 kW for 24 hours a day seven days a week and the local power company is charging \$11 per kWh, a station will be spending \$100,000 per year. With some markets having 100 DTV viewers in the market, the merit of the investment is debatable.

Thus, the prevailing opinion is that many stations, especially in smaller markets, will begin broadcasting at limited power, not reaching their entire NTSC coverage area until there are enough sets in the market to justify the expense.

For equipment manufacturers hoping to support the demand, when and if it comes, the waiting is the hardest part. These companies are trying anything and everything to relieve some of the financial burden on broadcasters, offering easy payment plans and helping to acquire bank financing.

Nonetheless, there are broadcasters that see digital as the future and not as something that just sucks money out of the budget. The justification is clear. "I feel as though digital is happening everywhere in every industry," says Fred Lass, chief engineer at Albany, NY, CBS affiliate WRGB (TV). "And any TV station that thinks it will make money from analog broadcasting in 10 years should rethink its position."

In Albany, six stations will feed their digital signals through three antennas. LeBlanc is building the tower, and Dielectric is providing three antennas, feed line and combiners.

Although there is no finite date for completion of the tower, Lass says, "we are working toward the FCC deadline."

In several markets, broadcasters are finding this co-location approach an economical solution to their tower problems. The approach has been proven at Sutro Tower in San Francisco, the DTV Condo in Need-

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2000 foot tower

ham, Mass., and DTV Utah in Salt Lake City.

"[Stations] have always worked independently, and now they need to work as a market," Standley says. "This conversion will happen only if the markets work efficiently."

Some broadcasters are also considering tower leasing as a quick and economical way to get on-air.

"Broadcasters need to focus on their core business, and that's local content and ad revenue," Standley stresses. "Our business is to be their tower partner and take the overhead away."

One of SpectraSite's latest projects is a 2,000-foot candelabra-style broadcast tower in Mobile, Ala., that will be able to accom-

modate more than 20 television and FM broadcasters.

Clear Channel-owned NBC affiliate WPXI-TV will be one of the tower's tenants. "We analyzed it financially, and it made sense," says WPXI Vice President and General Manager Sharon Moloney. "SpectraSite was very flexible in negotiations."

In several markets, despite concerted efforts by broadcasters to get on-air with a digital signal, zoning regulations and community opposi-

tion to towers have created a huge roadblock.

Denver is perhaps the most notable example of this: KUSA-TV, KCNC-TV and KMGH-TV organized a consortium

several years ago to build a joint DTV tower. Today, KMGH-TV is the only station in the consortium that is on-air.

In Hartford, Conn., community opposition and zoning laws have kept NBC O&O WVIT-TV from building its new tower on Rattlesnake Mountain in nearby Farmington, Conn. The station has proposed taking down its two existing towers, which are already loaded to capacity, to build a single, taller tower, but it has been rejected by the local zoning authorities several times.

"We're kind of stuck between a rock and a hard place," says WVIT-TV Director of Engineering Dave Bondanza.

According to WVIT-TV Vice President and General Manager Tom O'Brien, the station is working with neighboring tower owner Chase Enterprises to come up with a "creative" solution.

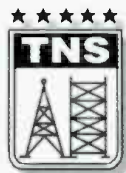
"We really are at the mercy of the zoning authorities as to what we will be able to construct," he says. "We'd like to get things done as soon as possible."

Public broadcasters are also beginning to face the DTV-transmission challenge. Public Broadcasting System (PBS) currently has 175 member organizations that operate 349 transmitters, and they are struggling with the transition. Some members are state organizations that operate from three to 15 transmitters throughout the state from a single master-control facility. Others are individual local stations, like WETA-DT Washington. Still others, as in Miami, are operated by school boards.

"As the commercial guys are holding back, so too are some of the public stations," observes Edmund A. Williams, an engineer at PBS headquarters in Alexandria, Va. This has caused private funding to be held back because, as people who normally support public broadcasting see this confusion surrounding DTV, they are increasingly skeptical, he says.

There is a "modest amount" of federal money available, according to Williams. Congress earmarked \$20 million on July 20, "but we'd like a bit more, especially since [the transition] is a federal mandate," he says. ■

In some markets, zoning rules and community opposition have created a huge roadblock.



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Xmitter power play

A gradual increase in power levels provides savings without a huge initial investment

By Edmund Rosenthal

Transmitter manufacturers have gone from developing new products to developing ways to help broadcasters more easily handle the transition to digital. And for many broadcasters, those plans involve a gradual move from low- to high-power operations.

Jim Zaroda, regional sales manager for EMCEE Broadcast Products/ABS High Power Division, says that, depending on the size of the antenna and the power of the transmitter, stations must pay \$125,000 or more for a new antenna and some \$25,000 for a new filter. Meanwhile, an existing transmitter can be retuned at an engineering cost of about \$10,000.

EMCEE's Digital Transmission Strategy has been extended beyond low-power products with the recent addition of a High Power Division. The approach is to start with a lower-powered transmitter that is expandable to higher power.

Starting with a low-power digital transmitter, the station pays about \$150,000 for transmitter and antenna. The subsequent upgrade would involve some \$470,000 for the transmitter and \$125,000 for a new high-powered antenna. Zaroda points to a

two-year electricity bill of about \$6,000 on low power. This compares with about \$150,000 in electricity consumption at a full power of 50 kW.

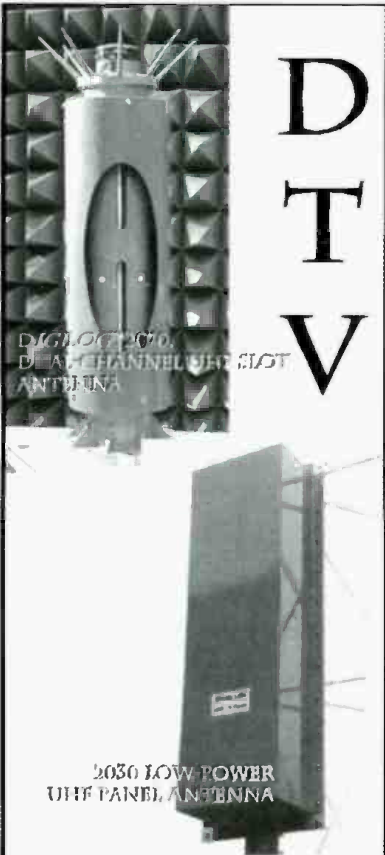
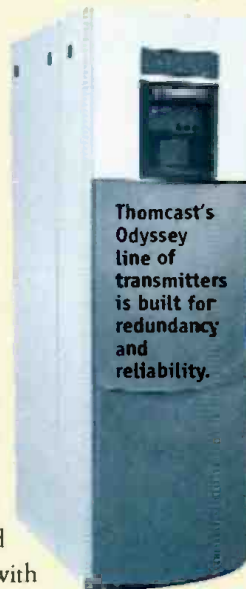
Mark Aitken, special assistant to the president at Acrodyne, says that price concerns will drive the digital products that stations use. Acrodyne is addressing DTV upgrading with its Quantum IOT trans-

mitter. Quantums regularly cost \$350,000 and up. Aitken notes that, depending upon the antenna chosen, a transmitter of up to 5 kW can easily achieve an effective radiated power (ERP) of 50 kW or more.

Dick Fiore, vice president of sales, broadcast, for the Broadcast Division of Thomcast Communications, expects to see a large number of stations making transmitter decisions at next year's NAB convention. But he also sees considerable holding back among those that still don't have construction permits.

"The FCC has been slow in issuing construction permits, which will accurately define the frequencies and power levels that these stations need to be built to," he asserts. "A lot of stations are hard-pressed to make purchasing decisions, because there's a heavy cost if they guess wrong."

Thomcast's Odyssey Series addresses a low-power, interim approach. For stations going on the air at as low as 1 kW, about



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75% of the initial transmitter cost will be applicable to an upgrade, Fiore says.

Howard McClure, vice president, North American operations at Iteco USA, says that the cost savings of a low-power approach make sense. "In digital, in fact, if you have too much power, you can create multipath problems."

McClure notes that broadcasters can start with solid state and go to IOT for anything over 10 kW. While the exciter and driver will be the same, the masked filter would not suffice for the higher-powered transmitter. He says a 1-kW DTV transmitter will cost about \$115,000, with a little more than half of this amount applicable to the higher-powered transmitter.

In Nielsen markets 51 to 100, Dave Glidden, director of transmission products for Harris Corp., Broadcast Communications Division, has seen a mix of stations starting out with full power and those opting for upgradable systems. He points out there is some concern over the full-coverage deadline of Dec. 31, 2004: Those not at maximum power at that time will not be guaranteed protection from interference by the FCC.

Harris is offering several ways that stations can move from low to full power. Glidden says the most typical way is purchasing a system that upgrades from one cabinet to three. Starting at 20 kW to 25 kW, for example, they can still use the waveguide, filtering and combining when they have expanded to three cabinets and 75 kW.



Among the transmitter offerings from Harris is the Diamond solid-state UHF transmitter.

Jim Adamson, president of transmitter builder Larcen, is concerned with serving broadcasters with appropriate content and subsequent revenue as they await a DTV payoff.

"The best thing manufacturers can do is offer a variety of solutions to suit their individual situations," he suggests. "We have transmitters ranging from 100 W on up

and packages to move up economically."

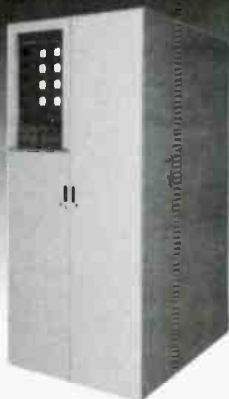
Adamson also doesn't consider today's offerings as having built-in obsolescence: "Once you start feeding a transmitter with a digital bitstream, the possibilities are endless. The purchaser can feel secure that developments that come along will be related to the payload and that he'll still be transmitting that bitstream." ■

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This Week

Aug. 22-24 *Nebraska Broadcasters*

Association 68th Annual Convention. Holiday Inn Convention Center, Kearney, Neb. Contact: Dick Palmquist, 402-778-5178.

September

Sept. 5 *National Academy of Television Arts and Sciences* Emmy Awards for news and documentaries. New York Marriott Marquis, New York. Contact: Trudy Wilson, 212-586-8424.

Sept. 5-8 *National Association of Broadcasters* 2001 NAB Radio Show. New Orleans. Contact: Kathleen Muller, 202-429-5358.

Sept. 6 *Television Bureau of Advertising* Forecasting Conference. McGraw-Hill Conference Center, New York. Contact: David Friedman, 212-486-1111.

Sept. 8 *Television News Center* Newscast producer and writer training. Television News Center, Washington. Contact: Herb Brubaker, 301-340-6160.

Sept. 9-11 *Association of National Advertisers* Sponsorship and Event Marketing Conference. Ritz-Carlton, Palm Beach, Fla. Contact: William Zengel, 212-697-5950.

Sept. 10-11 *The Carmel Group* Convergence 2001: TV's Interactive Revolution. Marina Beach Marriott Hotel, Marina del Rey, Calif. Contact: Natalie, McChesney, 831-643-2222.

Sept. 10-12 *Association of National Advertisers* Seminars. Ritz-Carlton, Phoenix. Contact: William Zengel, 212-697-5950.

Sept. 10-12 *NAMIC* 15th Annual Conference. Millennium Broadway, New York. Contact: Michael Stiver, 212-838-2660, ext. 21

Sept. 11 *American Women in Television and Radio* Golden Apple Award Reception. ABC Gallery, 77 West 66th Street, New York. Contact: Rosemarie Sharpe, 212-481-3038.

Major Meetings

Sept. 5-7 *National Association of Broadcasters* Radio Show. Ernest Morial Convention Center, New Orleans. Contact: Gene Sanders, 202-429-4194.

Sept. 12-15 *Radio-Television News Directors Association* International Conference and Exhibition. Nashville, Tenn. Contact: Rick Osmanski, 202-467-5200.

Nov. 12 *BROADCASTING & CABLE* 11th Annual *BROADCASTING & CABLE* Hall of Fame. New York Marriott Marquis, New York. Contact: Steve Labunski, 212-889-6716.

Nov. 27-30 *California Cable Television Association* Western Show. Anaheim Convention Center, Anaheim, Calif. Contact: Paul Fadelli, 510-428-2225.

Jan. 21-24, 2002 *National Association of TV Program Executives* 38th annual Conference and Exhibition. Las Vegas Convention Center, Las Vegas. Contact: Lana Westermeier, 310-453-4440.

April 8-11 *National Association of Broadcasters* Annual Convention. Las Vegas. Contact: Kathleen L. Muller, 202-775-3527.

May 5-8 *National Cable & Telecommunications Association* Annual Convention. New Orleans. Contact: Bobbie Boyd, 202-775-3669.

May 20 *George Foster Peabody Awards* 61st annual presentation and luncheon. Waldorf-Astoria, New York. Contact: Horace Newcomb, 706-542-3787.

June 26-29 *PROMAX & BDA* 46th Annual Convention & Exposition. Los Angeles Convention Center, Los Angeles. Contact: Gregg Balko, 310-788-7600.

July 24-26 *Satellite Broadcasting and Communications Association* Convention and Exposition. Las Vegas Convention Center, Las Vegas. Contact: Laurie Nappi, 703-549-6990, ext. 366.

Sept. 13 *Walter Kaitz Foundation* Annual Fundraising Dinner. New York Hilton and Towers, New York. Contact: Lorena Hernandez, 415-749-6980.

Sept. 16 *National Academy of Television Arts and Sciences* Prime Time Emmy Awards. CBS, Los Angeles. Contact: John Leverage, 818-754-2800.

Sept. 19-20 *Kentucky Broadcasters Association* Annual Convention (held in conjunction with the Society of Broadcast Engineers Regional Meeting). Galt House East, Louisville. Contact: Gary White, 502-848-0426.

Sept. 20 *IRTS* Newsmaker Luncheon: The Buyers' Market. Waldorf-Astoria Hotel, New York. Contact: Marilyn Ellis, 212-867-6650, ext. 306.

Sept. 25-30 *National Association of Black Owned Broadcasters* Fall Broadcast

Management Conference. Monarch Hotel, Washington. Contact: Priscilla Green, 202-463-8970.

October

Oct. 10-14 *Association of National Advertisers* 2001 Annual Conference. Naples, Fla. Contact: Patricia A. Hanlon, 212-697-5950.

Oct. 11-12 *Computer Law Association* International Information Technology Law Conference. Palacio de le Asociacion Lus-Americana, Lisbon, Portugal. Contact: Barbara Fieser, 703-560-7747.

Oct. 14-17 *CEA 2001* CEA Industry Forum and Fall Conference. La Quinta Resort and Club, La Quinta, Calif. Contact: Jeffrey A. Joseph, 703-907-7664.

—Compiled by Beatrice Williams-Rude
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People F A T E S & F O R T U N E S

Broadcast TV

Promotions at WISC-TV Madison, Wis.: **David Sanks**, VP/GM, named executive VP/GM; **Tom Bier**, station manager/executive news director, named VP/station manager.

Sarah Frank, president/COO, Skoodles Inc., New York, joins Thirteen/WNET, New York, as VP/director, education.

Andrea Downing, director, operations, consumer products, Discovery Communications Inc., Bethesda, Md., joins PBS, Alexandria, Va., as VP, operations, PBS Businesses.

Tom Canedo, local sales manager, WUPA(TV) Atlanta, promoted to general sales manager.

Rob Holtzer, local sales manager, WSVN(TV) Miami, joins WBZL(TV) Miami as local sales manager.

Ken Jarvis, VP/sales, WCAX-TV Burlington, Vt., has retired after more than 32 years with the station.

Cable TV

Kerrin J. Berlent, assistant

director, corporate, community and annual programs, North Shore-LIJ Health Systems Foundation, New York, joins Cablevision Systems Corp., Woodbury, N.Y., as community affairs manager.

Programming

Joseph B. Earley, VP, entertainment publicity, Fox Broadcasting Co., Los Angeles, promoted to senior VP, publicity and corporate communications.

Appointments at National Geographic Channels International, Washington:

Bryan Smith, senior VP, global production, named executive VP, programming and production; **Geoff**

Daniels, director, development/supervising producer, National Geographic Television, named VP, development and regional production; **Nick Wilkinson**, director, programming and special projects, Fox Sports International, Los Angeles, joins as VP, network development.

Bob Boden, senior VP, production and development, Dick Clark Productions, Los Angeles, joins Game Show Network, Culver City, Calif., as senior VP, programming.

Bob Reid, VP, production, Discovery Channel, Bethesda, Md., named VP/GM, Discovery Health Channel, Bethesda, Md.

Appointments at BBC America, Bethesda, Md.: **Sarah Barnett**, director, promotions, BBC, London, joins as VP, creative services; **Bob Reedy**, director, network development, TLC, Bethesda, Md., joins as director, scheduling.

Promotions at Comedy Central, New York: **Christopher Pergola**, senior VP, finance and strategic planning, promoted to senior VP/CFO; **Lee Barden**, VP, financial planning and programming finance, promoted to controller.

Appointments at Universal Television Distribution, Universal City, Calif.: **Marc Grayson**, VP, syndication sales, Universal Worldwide Television, appointed VP,

basic-cable sales; **Chris Gerondale**, VP, research, Paramount Television, Los Angeles, joins as VP, research; **Beth Minehart**, VP, business development, promoted to senior VP.

Miles McNamee, VP, business development, new media, Starz Encore Group LLC, Englewood, Colo., promoted to VP, affiliate marketing.

Garth Franklin, creative director, Fox Channels Group, Los Angeles, joins Playboy TV Networks, Los Angeles, as VP, on-air promotions.

Ben Knezovic, account executive, Tribune Entertainment Co., New York, promoted to director, advertiser sales.

Appointments at The Weather Channel, Atlanta: **Ed Perry**, director, sales, Bethea Insurance Group, Atlanta, joins as account manager, North Central region; **Alex Dombrovich**, local ad sales manager, Time Warner Cable, Orangeburg, S.C., joins as account manager, Southeast region.



Kerrin J. Berlent



Joseph B. Earley



Bryan Smith



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Materials Due: August 28, 2001

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

Sara Viard, regional manager, affiliate sales and marketing, Fox Cable Networks, Denver, named regional manager, affiliate sales and marketing, Southwest region, Dallas.

Patty Sins, director, ClickThings Inc., New York, joins Fox News Channel, New York, as director, marketing.

Valarie Barkan, manager, movie marketing, In Demand, New York, promoted to director, affiliate relations, Northeast region.

Radio

Appointments at Salem Communications Corp.:

Gordon Marcy, station manager, four-station cluster, Louisville, Ky., promoted to GM; **David Santrella**, general sales manager, WBBM(AM) Chicago, joins as GM, WYLL(AM) and WZFS-FM Chicago.

Journalism

Ruben Ramirez, segment producer, *Market Call* and *Street Sweep*, CNNfn, New York, promoted to producer,

Ahead of the Curve, CNN and CNNfn, New York.

Steve Minium, VP, news, WKRC-TV Cincinnati, appointed VP, news, Clear Channel Television, Cincinnati.

Elbert Tucker, assistant news director, WKRC-TV Cincinnati, promoted to news director.

Appointments at WFAA-TV Dallas: **John Rios**, director/producer, adds to his duties executive producer, *La Vida*; **Paul Rios**, assistant chief news photographer, adds to his duties consulting producer, *La Vida*.

Appointments at WWMT-TV Grand Rapids, Mich.: **Holly Doyle**, producer/weekend anchor/reporter, WGEM-TV, joins as weekend producer/associate producer; **Mark Albert**, weekend anchor/reporter KHSL-TV Chico/Redding, Calif., joins as reporter.

Dianne Fernandez, reporter, WPTV(TV) West Palm Beach, Fla., joins WSVN-TV Miami, in same capacity.

Obituaries

Alan Rafkin, whose television credits go back to *Captain Kangaroo*, died Aug. 6 in Los Angeles of heart disease at 73.

He directed episodes of some of the most popular comedies on TV, including *The Andy Griffith Show*, *M*A*S*H*, *The Dick Van Dyke Show*, *The Mary Tyler Moore Show*, *I Dream of Jeannie*, *Laverne and Shirley* and *Murphy Brown*. He won an Emmy in '82 for an episode of *One Day at a Time* and two cable ACE awards—in '88 and '90—for *It's Garry Shandling's Show*.

His memoir, written in '98, is titled *Cue the Bunny on the Rainbow: Tales from TV's Most Prolific Sitcom Director*. Rafkin began his career as a nightclub comic and later acted in prime time series and in soap operas.

—Beatrice Williams-Rude

Craig Stevens, evening anchor, WSVN(TV) Miami, promoted to primary anchor.

Mike Rosen, medical reporter, WPXI(TV) Pittsburgh, joins WCBS-TV New York, as senior health and medical reporter.

Pat Parris, sports anchor, WTKR(TV) Norfolk, Va., joins Fox Sports Network, Pittsburgh, as sports anchor.

Louis Bolden, WLBT(TV) Jackson, Miss., named reporter/fill-in anchor, WKMG-TV Orlando, Fla.

Advertising/Marketing/PR

Kim Booth, account executive, WWOR-TV New York, rejoins Palisades Media Group, Inc., Santa Monica, Calif. as senior VP/broadcast director.

Randy Penn, partner, J. Walter Thompson, New York, joins RPMC, New York, as vice president of business development.

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



Christopher Pergola



Marc Grayson



Garth Franklin



Alex Dombrovich

THE FIFTH ESTATE

Business as usual

Lisovicz finds reporting, anchoring financial news 'a dream'

Susan Lisovicz made her first solo anchor appearance on CNN/*fn* on Oct. 27, 1997. That was the day the Dow Jones Industrial Average plunged 554 points, its worst loss in a decade. "I was on the air when they stopped trading. It was baptism by fire," says Lisovicz, now a correspondent and anchor for CNN's Business Group.

Lisovicz reports for CNN/*fn*, CNN's flagship business show *Lou Dobbs Moneyline* and CNN's Headline News. She anchors two daily shows, *The Biz* and *Business Unusual*, which focus on two of her specialties: media and entrepreneurs.

"Financial news is very challenging and not tabloid. I've only done one Joey Buttafuoco story," says Lisovicz, who recently signed a new three-year contract. "I feel good about this kind of reporting."

She says her correspondent and anchoring duties are "a dream" but admits that they can be exhausting. On one hot

August afternoon, Lisovicz hosted *The Biz*, rushed off to tape a business-news update for Headline News, and was then off to an interview with AOL Time Warner President and COO Bob Pittman for CNN's *Moneyline*.

Lisovicz got her broadcast start with CNN in 1983 but left the organization six years later to pursue a career in business journalism at CNBC.

She returned to CNN in 1997, after persuasive lobbying by her old friend, *Moneyline* anchor Lou Dobbs.

"Like quite a few of us, she was one of those people who was at CNN early," says Dobbs, explaining what led Lisovicz back to CNN. "She had an emotional investment

in the network, believed strongly in its goals and values. That was probably the determinant."

Lisovicz's journalism background is rooted in reporting, first for radio and later as a writer for the Associated Press and CNN. In the early days of CNN, she says, reporters could walk right up to Ted Turner and speak their mind.

"I thought I was being very brash when I told him I wanted to be a reporter," she said. "There was no middle management, so you just went right up to Ted."

She was determined to try on-air reporting and spent six months working on her first package on her own time. It caught the attention of Head-



Susan Lisovicz
Correspondent and anchor,
CNN's Business Group

B.A., communications, William Paterson University, 1978; news clerk, the Associated Press, New York, 1978-1981; reporter/editor; Associated Press, Albany, N.Y., 1981-83; writer; CNN, Atlanta, 1983-84; anchor; CNN Headline News, Atlanta, 1984-86; general-assignment/features correspondent, CNN, Atlanta, 1986-89; free-lance writer/editor, WABC-TV, New York, and Prodigy, White Plains, N.Y., 1990; correspondent/anchor, CNBC, Fort Lee, N.J., and New York, 1991-97; current job since 1997; single

line News execs, who brought her over as an anchor for the startup CNN offspring.

"CNN was new enough to give people a chance," Lisovicz says of her first anchoring gig.

But anchoring didn't satis-

fy her desire to tell stories and meet people. Lisovicz returned to CNN and traveled across the country as a general-assignment reporter.

Being a correspondent was not the right fit either. Life on the road and reporting a range of topics was draining, she says, and prompted her to leave CNN and return to New York City. Lisovicz, the daughter of a retired electrical engineer and a retired nurse, had been reared in New Jersey and wanted to be closer to her family.

She found her niche in New York. Business news was getting hot, and CNBC was just getting on its feet. Lisovicz says she was fortunate to be there at the right time.

"I was reporting smart, demanding stories that not everyone could do," she says, adding that she loves the challenge of learning business and finance.

Dobbs describes her as an outstanding writer and reporter. "She's one of those people who is a quick study and brings terrific talent to the air."

She believes her reporting experience has prepared her to be a better anchor. "You are gathering the information, and you are the network's voice," says Lisovicz, who recently took a sabbatical to Asia on a journalism fellowship. "On the one hand, it can be debilitating, but it can also be exhilarating." ■

—Allison Romano

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NEWS CAREERS

HEALTH REPORTER

WTVD-TV, the ABC owned station in Raleigh-Durham-Fayetteville, North Carolina has an immediate opening for a Health Reporter. We are searching for a dynamic storyteller who will enterprise local health news five days per week. Considerable live reporting experience is a must. At least three years experience is preferred. Send non-returnable tapes and resume to Rob Elmore, News Director, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

GENERAL ASSIGNMENT REPORTER

WTVD-TV the ABC owned station in Raleigh-Durham-Fayetteville, North Carolina has an immediate opening for a General Assignment Reporter. We are searching for a dynamic storyteller who demonstrates the ability to enterprise. Considerable live reporting experience is a must. At least three years experience is preferred. Send non-returnable tapes and resume to Rob Elmore, News Director, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

REPORTER

Self-starter with strong writing skills and compelling on-air delivery. Must deal well with live, breaking news. Videotape editing and computer skills required, with at least one year of commercial TV news experience. Previous applicants need not apply. Send tape and resume to News Director, WTVC, P O Box 60028, Chattanooga, TN 37406-6028. Equal Opportunity Employer

METEOROLOGIST

WTVD-TV, the ABC owned station in Raleigh-Durham-Fayetteville, North Carolina has an immediate opening for a Meteorologist. The Meteorologist will be the principle fill in on all major newscasts and will report live on location during weather segments. AMS Seal is preferred. Send non-returnable tapes and resume to Rob Elmore, New Director, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

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Television

TECHNICAL CAREERS

DIRECTOR OF ENGINEERING

KMTV, the CBS affiliate in Omaha, Nebraska is seeking an experienced technical manager to oversee all broadcast operations and maintenance. Applicants should possess substantial experience in broadcast engineering, including maintenance, production, operations, design and installation. Knowledge of physical plant construction and systems as well as applicable laws and regulations necessary. Interested applicants should possess excellent verbal and written communication skills and should have prior experience in budgeting and capital planning. We offer a competitive wage and benefits package.

Please send resume to:

Human Resources Department, KMTV
10714 Mockingbird Drive, Omaha, NE 68127

FAX: (402) 597-7686

E-mail: HumanResources@kmtv3.com

KMTV IS AN EQUAL OPPORTUNITY EMPLOYER

CHIEF ENGINEER

Trinity Broadcasting station. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller. Mail: P. O. Box C-11949, Santa Ana, CA 92711; E-mail: BMILLER@TBN.ORG; Fax: 714/665-2101, M/F EOE.

CHYRON OPERATOR

The KTRK-TV Production Department is looking for a full time Broadcast Technician who is a self-motivator and works well with others. Candidates should have experience with all aspects of Chyron being able to work in a fast paced newscast environment. Knowledge of audio and robotic cameras is a plus. Job requires flexible hours including weekends and holidays. Send resumes to: Rick Herring, Senior Director, KTRK-TV 3310 Bissonnet, Houston, TX 77005

No phone calls please.

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3310 Bissonnet, Houston, TX 77005

No phone calls please.

Equal Opportunity Employer M/F/V/D

SALES CAREERS

RADIO & TELEVISION UNDERWRITING COORDINATOR

Available: October 1, 2001

Salary: Base pay including benefits, plus commission. Qualifications: Bachelor's Degree in related field. Knowledge of Public Radio and TV underwriting sales or commercial broadcast sales. Excellent interpersonal skills. Experience in the preparation, writing, and design of underwriting/sales material. Two years of sales related experience required. Must have ability to perform independently to achieve measurable underwriting sales outcomes. Responsibilities: Responsible to increase, through direct contact, underwriting support from business, industry, foundations, and other private sector entities. To obtain underwriting for TV and radio programming to help defray the local broadcast expenses of the licensee. To create and maintain files and records. Advise the Associate Director for Development and Communications of progress with current clients, and about potential clients and future underwriting opportunities. Regional travel is required. Interviewer: Doug Partusch, Associate Director For Development & Communications. Send letter, resume, and three references to Heather Dew, Director of Finance & Personnel, Ohio University Telecommunications Center, 9 South College Street, Athens, Ohio 45701. Deadline: September 7, 2001. OHIO UNIVERSITY IS AN AFFIRMATIVE ACTION, EQUAL OPPORTUNITY EMPLOYER

ACCOUNT EXECUTIVES

UPN44 WTOG-TV is looking for motivated Account Executives. Must have minimum 2 years media sales experience, possess excellent people and computer skills, great attention to detail and an obsession for winning. Please send resume to: HR, WTOG-TV, 365 105 Terrace NE, St. Petersburg, FL 33716 EOE

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PRODUCER CAREERS

PRODUCER

KTRK-TV's live morning talk show, Debra Duncan, has an immediate opening for a producer. Looking for a creative genius, who can consistently recognize and generate compelling and promotable show content and guests. Must be able to work on multiple projects as well as possess strong writing, research and production skills. Special event field producing, news special projects or assignments' desk experience a plus. Three years television producing experience preferred. Quality applicants should send tapes and resume to:

Wendy Granato, Executive Producer, KTRK-TV
3310 Bissonnet, Houston, TX 77005

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Equal Opportunity Employer M/F/V/D

PRODUCER

We need an aggressive, high-energy newscast producer. College degree and one year of experience. Send material that shows us how you make a difference in the newscast. Andy Still, News Director, WYFF-TV, 505 Rutherford St., Greenville, SC, 29609. EOE.

FOR SALE STATIONS

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Editorials

COMMITTED TO THE FIRST AMENDMENT

Time for a waiver

In its pitch for digital must-carry, the Corporation for Public Broadcasting has suggested that failure to meet the 2002 deadline for building DTV stations, or 2003 in the case of noncoms, will mean that violators "will lose their digital licenses ... [and] must also cease current analog operations as well."

Frankly, we can't find that anywhere in the FCC rules. As far as we can tell, there doesn't appear to be any express penalty for failing to convert by the deadlines. It's like those Speed Checked By Radar signs when there is no radar. In the case of DTV, everybody knows there is no radar.

Nonetheless, companies whose fortunes ride on a piece of paper from the FCC shouldn't go around ignoring the agency's wishes. To stay in the FCC's good graces, hundreds of stations will file applications asking for more time. If the NAB survey released last week is accurate, that queue at the FCC's front door will include more than half the stations in the 100-plus markets.

The FCC has made it clear it will work with stations that are making good-faith efforts, and a liberal waiver policy is all but assured. As a practical matter, yanking the plug on hundreds of TV stations in the country would penalize viewers far too much to be even in the realm of possibility anyway. But without a dead in deadline and with the reasons for extensions well understood, what's the point in not granting a blanket waiver? It's time for the FCC to bite the bullet, save some trees (all those individual applications) and grant a blanket waiver.

Reality check

Just when we're convinced we've heard everything, we are disabused of that notion.

Such was the case with a new bill from Democratic Congressman and Telecommunications Subcommittee member Eliot Engel of New York. Just before heading off for summer break, Engel proposed to turn the FCC into a complaint department for groups that feel they have been portrayed in "unfavorable" ways in the news or entertainment media. Just what we need, another reason for people to feel victimized. We don't know this, but, since Engel's district includes the Bronx and Yonkers, our suspicion is that this bill is an attempt to appease constituents unhappy with *The Sopranos'* portrayal of Italian-Americans.

We're pretty sure this bill doesn't stand a Popsicle-brand frozen confection's chance in purgatory of going anywhere, but, as we said at the outset, we are constantly amazed at what legislators will tell their constituents the government can do. Yes, the FCC oversees communications. Yes, the FCC reports to Congress. No, that doesn't mean, if you don't like something you see on TV, you can sic the FCC on it.

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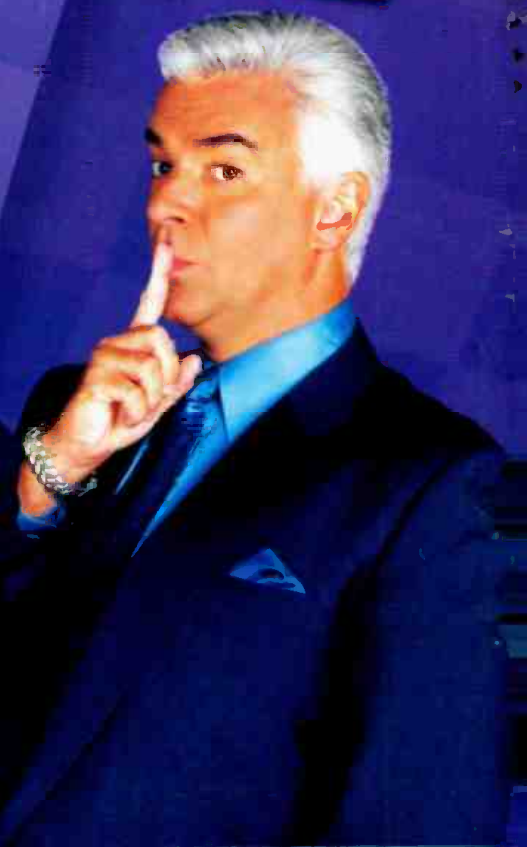
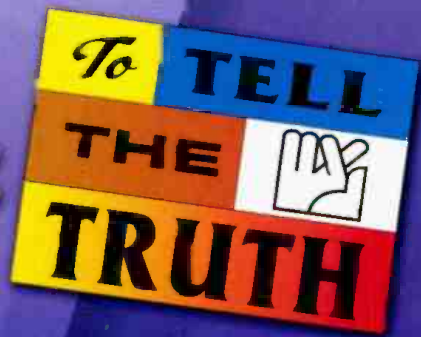
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