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# BROADCASTING CABLE

APRIL 29, 2002

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## CABLE DEAL: SMOKE BUT NO FIRE

Lawmakers' concerns about consumer impact unlikely to derail Comcast-AT&T merger

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## BROADCAST NETWORKS LIKE IT HOT

Summer is no longer the season of reruns; majors scheduling original shows

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## MAKING A DIFFERENCE AT TURNER

Its general-entertainment networks are not the same, execs say: TNT is drama; TBS, comedy.

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## IN THE DRIVER'S SEAT

With help from ACTV and Sportsvision, NASCAR PPV allows you to watch races from inside cars, other angles you choose.

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# TOP 25 MMOs

With dealmaking on simmer, the lineup of major cable and DBS operators undergoes few changes » PAGE 24

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## Top of the Week April 29, 2002

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Photo: Morris Semiatin

Comcast's Brian Roberts and AT&T's Michael Armstrong defend their merger on the Hill.

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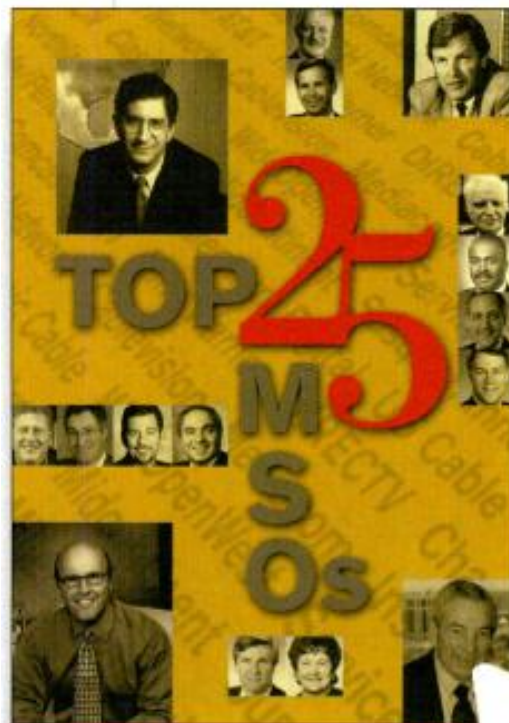
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# TOP 25 MSOs

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REGULATION

## NAB sues FEC

The National Association of Broadcasters is suing the Federal Election Commission and the FCC in federal court over whether issue ads can be banned from the airwaves 30 days before primary elections and 60 days before general elections. The provisions, in which even the names of federal candidates cannot be used to pitch one side or the other of a debate, are part of the just passed campaign-finance-reform law. In a filing with the U.S. Court of Appeals in Washington, the NAB asks the court to strike down the provisions: "The [law] not only criminalizes constitutionally protected speech broadcast on television and radio but does so in a particularly constitutionally destructive manner, barring speech on television and radio that the statute permits to be published in the print media." —P.A.



## Apology accepted

Carol Ann Demaret didn't know why she would be getting flowers from KTRK-TV Houston. The mother of Houston's famed "bubble boy," David Vetter, assumed it was because the station had used little of the lengthy interview she'd given regarding new developments in the treatment of severe combined immunodeficiency, which afflicted her late son. Actually, it was because that story, according to local sources, included a clip from last year's comedy *Bubble Boy* that showed a boy in a bubble

wiped out by a moving bus. News Director Dave Strickland issued what Demaret called "a profound apology" and said Demaret hoped those responsible wouldn't be disciplined. Strickland would not comment on possible discipline, calling it a personnel issue. Demaret, in fact, had protested the film to its producer and KTRK-TV's parent company, Disney. She was also not a fan of NBC's *Seinfeld*'s "bubble boy" storyline, which showed a bitter, disagreeable young man in a bubble.—D.T.

# BC EYE

CABLE TV

## Distribution is the hang-up

Plans for a gay cable network from Showtime and MTV are still up in the air. Months after the sister Viacom networks disclosed that they were seriously studying a gay channel, executives are still hung up on distribution. They're fairly convinced about programming. "There's a lot of independent films and stuff that's not very expensive," said one exec involved in the process. The big issue is what kind of support they'll get from cable operators. Because the gay net will be a pay channel, not only do they need to get it carried, but they need operators to push the network to their subscribers. "L.A.'s not the problem," said one system executive. "Georgia is the problem." The risk is adverse reaction from customers and local politicians. Expect a decision within a few weeks.—J.H.



CABLE TV

E\$PN

The Cablevision-YES Network carriage war has taken some heat off ESPN. Lately, there has been less complaining about ESPN's pricing. But ESPN President George Bodenheimer (above) broached the subject himself last week: "We are worth what we charge." ESPN—already the priciest cable net at an average 72 cents per sub—plans to up its fees by as much as 20%. Under current contracts, that's what "the operators agreed to pay us," Bodenheimer says. So, for now, operators can only grit their teeth. But, as one MSO exec warns, "The contracts won't last forever." —A.R.

### DIGITAL TICKER

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#### Newest digital stations:

KCBY-DT	Coos Bay, Ore. (CBS)
KCFW-DT	Kalispell, Mont. (NBC)
KLFY-DT	Lafayette, La. (CBS)
KPIC-DT	Roseburg, Ore. (CBS)
KUWB-DT	Ogden, Utah (WB)
KXII-DT	Sherman, Texas (CBS)
KTYM-DT	Butte, Mont. (NBC)
WAXN-DT	Kannapolis, N.C. (IN)
WBRZ-DT	Baton Rouge, La. (ABC)
WDAM-DT	Laurel, Miss. (NBC)
WJPR-DT	Lynchburg, Va. (Fox)
WJXT-DT	Jacksonville, Fla. (CBS)
WXVL-DT	Winston-Salem, N.C. (ABC)

#### Gone dark:

WKSO-DT	Somerset, Ky. (PBS)
---------	---------------------

#### Total DTV stations:

292

# Railing—but no derailing

*AT&T-Comcast merger draws criticism from Hill but is still expected to go through*

By Paige Albinak

Though senators voiced concern over allowing AT&T Broadband and Comcast to become one huge cable company, the merger is expected to be approved because it violates no antitrust guidelines and does not reduce consumer choice.

But Comcast President Brian Roberts and AT&T Broadband Chairman and CEO C. Michael Armstrong had some persuading to do in a hearing in Washington last week, where members of the Senate Antitrust Subcommittee expressed their concerns that the merger will hurt consumers.

Sen. Mike DeWine (R-Ohio), the panel's ranking member, conceded the deal "avoids many of the traditional antitrust concerns raised by horizontal mergers" but urged the FCC to "thoroughly examine cable ownership limits and establish an appropriate limit that would ensure healthy competition and a diverse marketplace. If they can't do it, then Congress will need to take a look at it."

A year ago, the U.S. Court of Appeals for the D.C. Circuit struck down an FCC rule capping cable companies' system ownership at 30% of multichannel subscribers. The FCC is rewriting those rules but is sure to consider that a merged AT&T/Comcast would have about 22 million of nearly 70 million U.S. cable subscribers—or 32%.

Committee Chairman Herb Kohl (D-Wis.) finds allowing media companies to grow that large worrisome. "Since this merger was announced, we have been asking ourselves over and over: How is this good for consumers? We know it's good for the companies, but what does it do for the average consumer?" he said. "Ten years from now, if

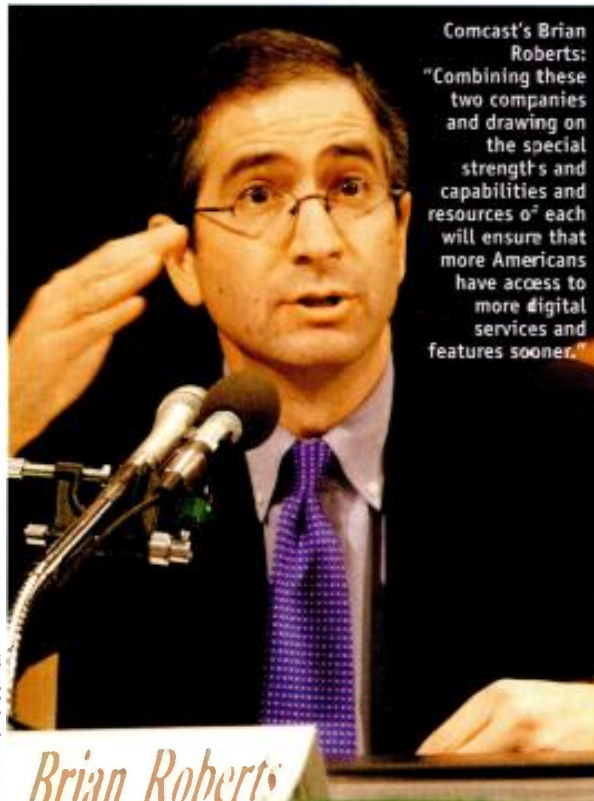


Photo: Morris Semiatin

trends like this merger continue, consumers may find almost all of their personal communications and information dominated by a very few, large media companies. Their phone, their movies, their Internet, their cable, their link to the outside world will be priced, processed and packaged for them by one company that faces virtually no competition."

Roberts and Armstrong responded to those concerns, saying that merging will allow the new company to bring consumers more competition and better offerings in

**'If trends like this continue, [consumers'] phone, movies, Internet, cable will be priced and packaged by one company [facing] virtually no competition.'**

—Sen. Herb Kohl

local cable telephony and high-speed Internet access. "Combining these two companies and drawing on the special strengths and capabilities and resources of each," Roberts said, "will ensure that more Americans have access to more digital services and features sooner."

He wouldn't go so far as to say he'd accept a government-imposed condition that the new company open its networks to competitors, but Armstrong assured Kohl and the subcommittee that "AT&T Broadband and Comcast share a strong commitment to providing multiple ISP access on their broadband networks. ... both companies have ample market incentives to make commercially reasonable, customer-friendly arrangements with unaffiliated ISPs in order to maximize the attractiveness of their Internet offerings to customers and potential customers."

Both companies have run trials letting consumers choose their own ISP. In a \$20 million test in Boulder, Colo., AT&T gave customers a choice of four ISPs: the now-

defunct Excite@Home, EarthLink, Juno and WorldNet. It plans trials in Boston and Seattle this year. Comcast's trials, Arm-

*Continued on page 12*



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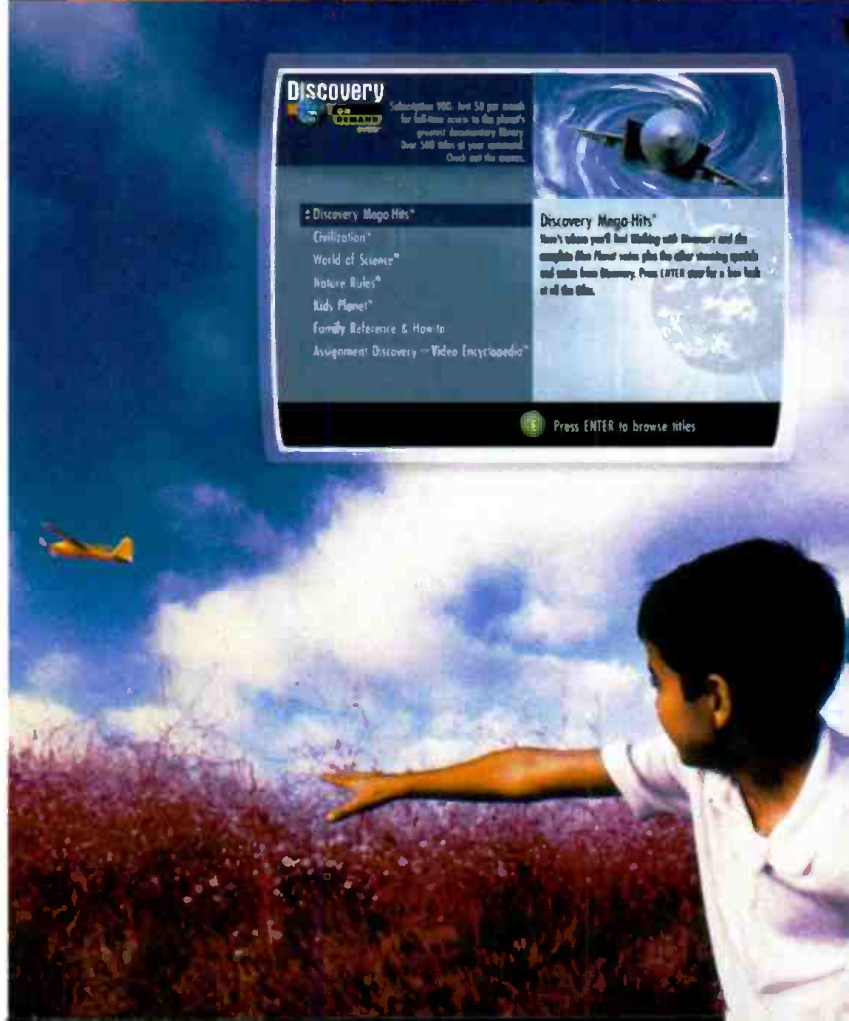
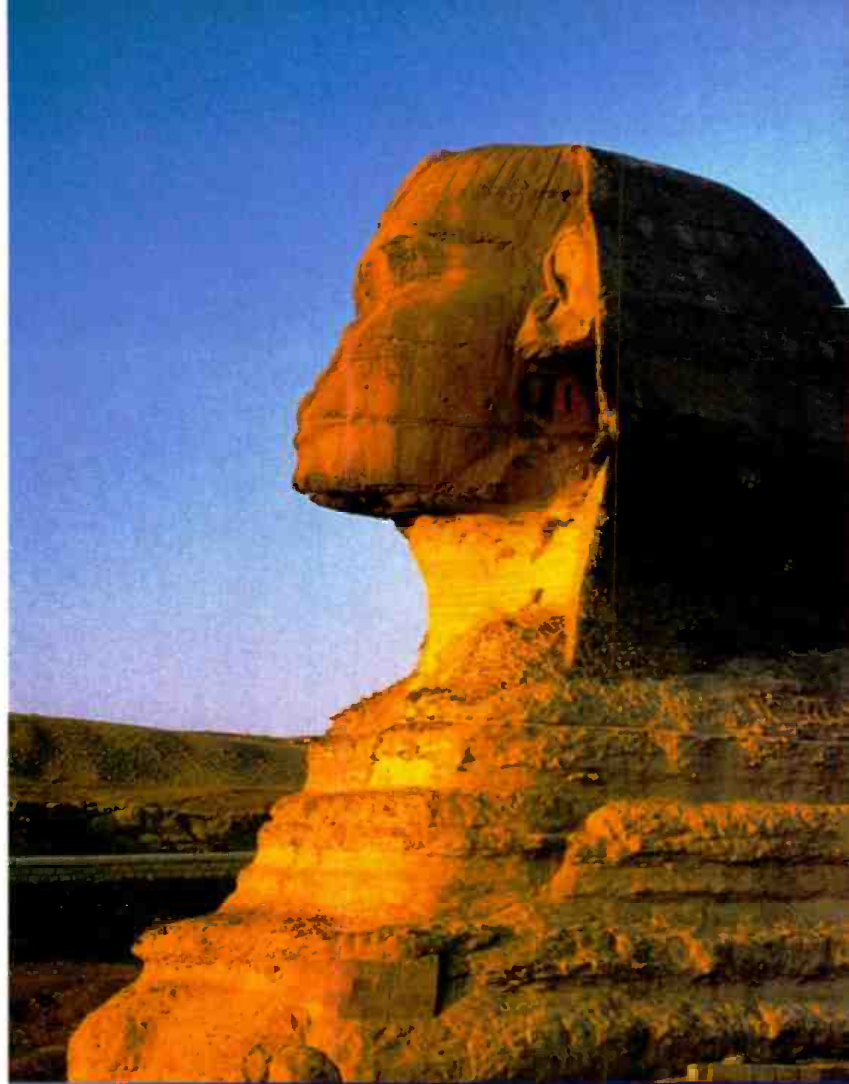


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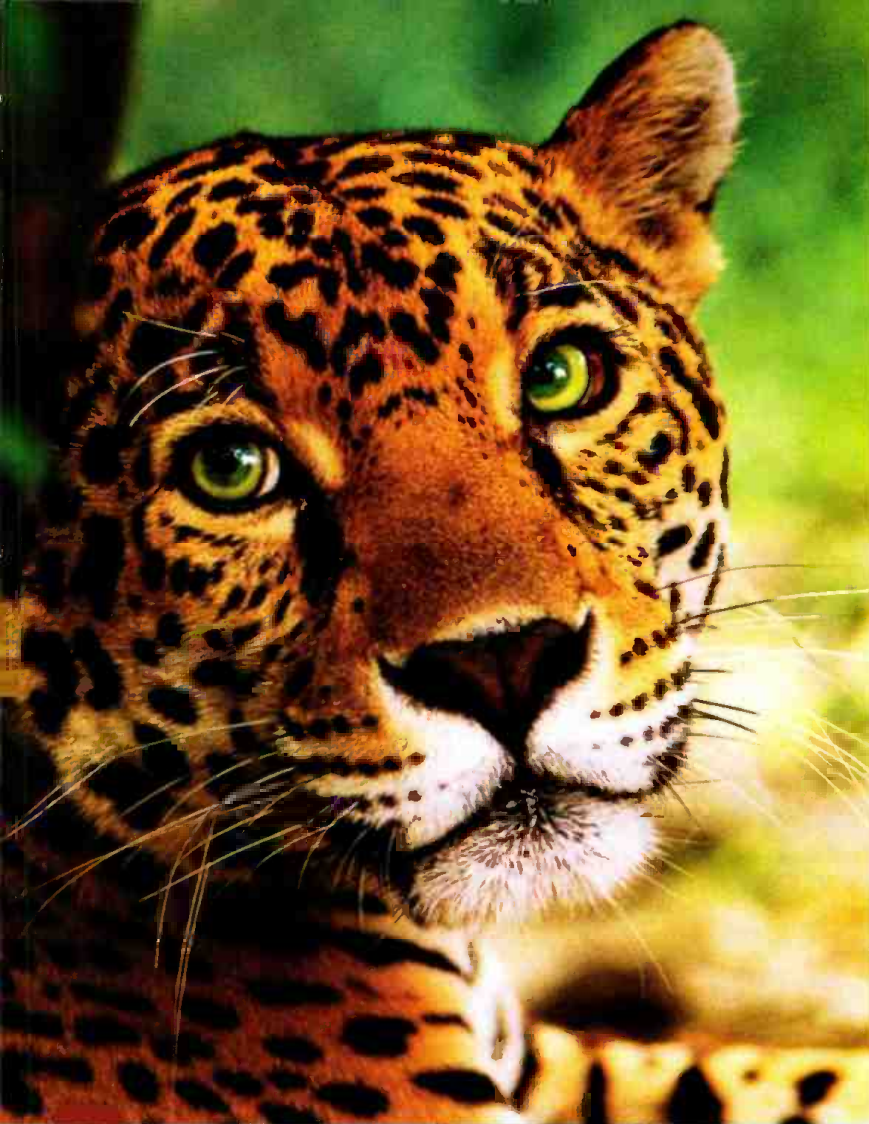
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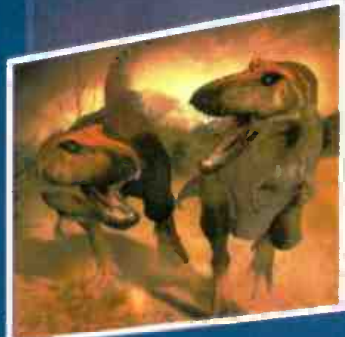
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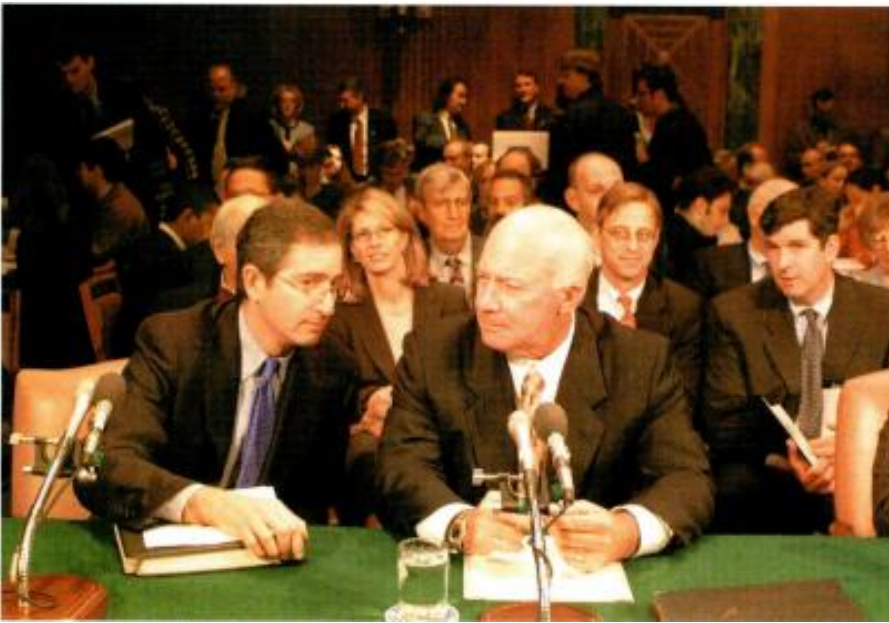


Photo: Morris Semiatin

AT&T's C. Michael Armstrong (at microphone): "Both companies have ample market incentives to make commercially reasonable, customer-friendly arrangements with unaffiliated ISPs to maximize the attractiveness of their Internet offerings to customers and potential customers."

strong said, will help the new company offer ISP choice on a "more efficient and widespread basis than the two companies could hope to achieve independently."

Still, Kohl remained concerned because the two companies won't voluntarily make "binding" the promise of ISP choice, as the Federal Trade Commission forced AOL and Time Warner to do when they merged.

Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) worries that independent cable programmers would not be able to gain carriage on such large systems. "Any merged entity with such power must exercise carefully its powers to ensure that consumer choice and marketplace competition are not unfairly hindered." ■

# Cable stocks plummet

*Driven down by scandal at Adelphia, prices fall 25% to 30%*

By John M. Higgins

Adelphia Communications Chairman John Rigas hasn't cost only his family hundreds of millions of dollars in recent weeks. He has helped drag the fortunes of his cable pals down with him.

The scandal at Coudersport, Pa.-based Adelphia has trashed other cable stocks, leaving some at their lowest point in years. Cable stocks are off 25% to 35% since Adelphia disclosed its problems five weeks ago, and, while the companies seem to have bottomed for a while, there's no sign of a turnaround in sight.

Adelphia-induced fear about the rest of the sector isn't cable operators' only problem and perhaps isn't even their biggest problem. Investors are extremely anxious about the slowing growth of digital cable, seeing

high churn and slowing connections. With basic-subscriber growth at a mere 1%, operators are counting heavily on digital cable for revenue growth.

"If you were looking for 50% penetration, it's not going to happen," said Sanford Bernstein & Co. media analyst Tom Wolzien, who expects operators to stall out around 30%—the same level as plain-old pay channels like HBO. He blames weak programming packages with pale clones of established nets like Discovery and A&E. "Until you see some great product that people want, it's not going higher."

Since Adelphia was first challenged about co-signing what are essentially margin loans for the Rigases to buy Adelphia stock, Cablevision Systems has dropped 33%, costing Chairman Charles Dolan \$275 million; Comcast has

dropped 23%, a \$235 million loss for the controlling Roberts clan; Charter has fallen 35%, a \$1.5 billion drop for Paul Allen.

Morgan Stanley media analyst Richard Bilotti says cable stocks are trading around 12.6 times annual cash flow. A year ago, they were more than 17 times cash flow.

The Rigases, of course, have cost themselves more than \$1 billion as Adelphia's shares have dropped from \$25 per share to just \$5.50 last Friday. Their Adelphia stock was worth \$1.5 billion in March, now it's worth \$300 million. Also, it appears that they borrowed \$800 million to finance stock purchases last fall. It's not clear how much other debt the Rigases have against their other shares, but the family and its various holding companies are likely to be at

least \$300 million under water.

The good news is that even Adelphia's operating fundamentals aren't all that bad. While other media companies are posting sharp declines in ad revenues and earnings, cable companies have maintained their growth. Yes, AOL Time Warner last week posted the expected \$54 billion loss, and its core America Online service is a mess, but Time Warner Cable logged 19% revenue growth and 10% cash-flow growth for the first quarter ended March 31.

Cox Communications posted 17% revenue growth and 12% cash-flow growth, although its profit margins are dipping.

AT&T Broadband is the exception. The company lost 180,000 basic subscribers during the quarter. But, after last year's weak show, revenue increased 14%; cash flow jumped 64%.

No trigger for a turnaround is in sight. But Bear Stearns media analyst Ray Katz says the fundamentals are good "and, ultimately, fundamentals rule." ■

# Is DBS competition in the offing?

*SES Americom says it is ready to enter market, but first it must persuade FCC to short-space satellites*

By Paige Albiniak and Ken Kerschbaumer

**S**ES Americom, owned by Luxembourg-based SES Global, wants to bring competition to the U.S. satellite-television market. And, surprisingly, the existing satellite-TV operators couldn't be happier about it.

Called Americom2Home, the new service would allow content providers—such as AOL Time Warner or News Corp.—to lease space on a satellite to create their own content offerings. For example, News Corp., which has long coveted a satellite-TV service in the U.S., could put together a service akin to its BSkyB and sell it to consumers.

SES Global has a similar service in Europe called SES Astra, which provides 30 million homes a direct-to-home platform for Vivendi's Canal Plus, News Corp.'s BSkyB and others.

But the company has a long way to go before it can enter the U.S. market. Last week, it asked the FCC to put a broadcast satellite into orbit at 105.5 degrees west longitude, right between broadcast satellites of the two existing U.S. satellite-TV operators, which are fighting hard in Washington for approval to merge. DirecTV has a satellite at 101 degrees, EchoStar at 110 degrees.

But the SES petition is radical. The direct-broadcast satellite service is based on satellites separated in geostationary space by nine

degrees of longitude. Short-spacing a satellite would likely cause considerable interference to the 16 million homes that now subscribe to either DirecTV or EchoStar. Dean Olmstead, SES Americom president and CEO, dismisses the interference problem. "We're well within the parameters of what the FCC authorized," he says.



SES's Dean Olmstead is confident short-spacing his satellite won't interfere with DirecTV's or EchoStar's.

EchoStar and DirecTV indicated that they would not object to the new entrant and raised no concerns about interference.

"We welcome competition," says Marc Lumpkin, spokesman for EchoStar, the merger's surviving party. "This shows there is room for new entrants into

the multichannel video programming distribution market."

EchoStar's live-and-let-live attitude may

**'We welcome competition. This shows there is room for new entrants into the multichannel video programming distribution market.'**

—Marc Lumpkin, EchoStar

be because it needs competition or at least a show of competition. Its merger is running into trouble with lawmakers, and consumer groups say it is anticompetitive. The merger would combine the only two full-power satellite-TV companies in the country, making it the only choice consumers would have in many rural areas.

"Even if SES isn't necessarily opera-

tional, if it's imminent, then there really is no reason to reject the Echo-DTV merger. In fact, this is the best thing that could happen if you're Charlie Ergen," says Aditya Kishore, a media analyst at The Yankee Group. Ergen is the head of EchoStar.

"If the Justice Department thinks it's a real potential competitor, then obviously it's a positive for the merger," says Blair Levin, an analyst at investment research firm Legg Mason. "But I don't know that it's positive enough to get them over the top."

Last week, the FCC gave Northpoint Technology the go-ahead to use DBS spectrum to launch terrestrial wireless video and data services, but observers say the proposed service doesn't appear imminent or real enough to qualify it as a potential competitor to EchoStar. And Northpoint may choose not to roll out its service because the FCC is requiring Northpoint to acquire its license through auctions (see page 45).

"I think Northpoint is very small help to EchoStar," Levin says, "in terms of the merger review."

SES Global's announcement last week fits so neatly into EchoStar's need to show Washington that it will not be a DBS monopoly after the merger that some suggested that Ergen had encouraged the announcement. In fact, SES Global has been in talks with EchoStar about launching a satellite-based Internet-access service in the U.S.

"Why the hell else do they try to come in to a non-existent slot right now?" says Precursor Group CEO Scott Cleland. "It's too coincidental. But if it is Charlie, the Justice Department will see right through it." The merger must win the approval of the FCC and Justice.

If all goes according to plan—and with ventures like this, it usually doesn't—SES Americom says it will launch its service in 2004 and spend \$250 million on it. The satellite at 105.5 degrees will have 32 transponders, enabling the company to send out about 10 channels per transponder.

"I won't be Pollyanna about it and tell you it's all done. It's not," Olmstead says. "But we're optimistic based on the discussions we have had with our customers." ■

# No more lazy, hazy days

*A third to a half of Big Four networks' summer schedules will be original fare*

By Steve McClellan

In an effort to maintain their status as mass-audience delivery vehicles, the Big Four broadcast networks are chasing summer viewers more aggressively this year than ever before.

Fox says that close to 50% of its summer prime time schedule, including at least three new entertainment series, sports and specials will be original material. ABC isn't far behind, noting that more than 45% of its lineup will be original, a mix of new series, movies, sports and specials.

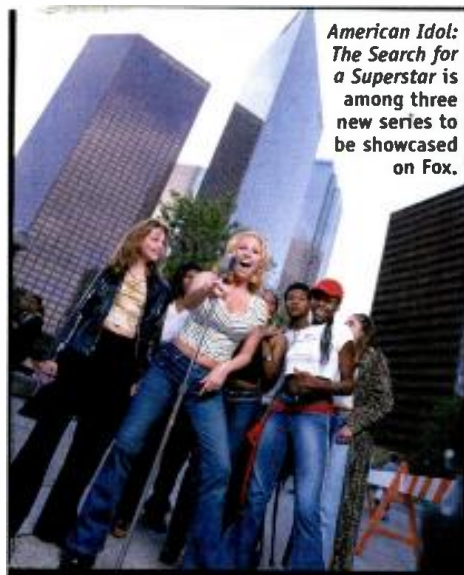
NBC's summer lineup is approximately 40% original, including a new Dick Wolf series called *Crime & Punishment*, two other new series and the return of *Spy TV*. According to NBC Entertainment President Jeff Zucker, the network's original program output this summer will be "considerably up" compared with last summer.

More than one-third of CBS's summer schedule will be original, which is "slightly higher" than a year ago, says a network spokesman. The mix includes the return of *Big Brother*, original newsmagazine editions, a special prime time edition of *The Price Is Right*, and movies and specials.

For years, the networks have talked about the need to do more original summer fare, and they have done it, in gradual fits and starts.

But a look at the four-network viewing levels shows that they have to get serious about programming all year round. Over the past decade, in May, when the networks really try to attract viewers, audience-share levels have dropped by more than 25%. Nielsen data shows that, in May 1991, the four-network share of audience was 71%. Last May, it had fallen to a combined 52%, a decline of 27% over 10 years.

The decline has been far worse in July,



Dick Wolf's new *Crime & Punishment* tops NBC's summer lineup.

with the four-network audience falling from a 69 share in 1992 to a 38 share in 2001.

"The networks no longer garner the type of share that people in the past felt was mandatory to buy," says John Muszynski, head of national buying at Chicago-based Starcom. "You had to buy the networks to get the job done." But now, he says, "the consumer will find good programming. It really doesn't matter if it's on a network or cable or on an independent station."

NBC's Zucker said the network is more focused than ever on developing original summer fare. "It's something we really

worked long and hard on. I think one of the reasons we had great success this season was that we kept the lights on last summer in a way our competitors did not."

And the summer can be a spawning ground for hit TV shows. That's where both *Seinfeld* and *Northern Exposure* launched more than a decade ago. Two summers ago, *Survivor* and *Who Wants to Be a Millionaire* took the nation by storm. Last summer, NBC's *Fear Factor* emerged as a hit. CBS's *Big Brother* underwhelmed audiences and critics two years ago, in part perhaps because of the *Survivor*-like expectations heaped on it. But it has helped CBS young-down its audience a bit.

At Fox, three new and very Fox-like shows will be showcased this summer: *I Want a Husband: Alaska*, about lonely gals from the lower 48 that go in search of lusty lads on the Last Frontier; *American Idol: The Search for a Superstar* and *Celebrity Bootcamp*. *Beyond Belief*

and *Trial and Error* return for a summer run, and two NASCAR specials and the Major League Baseball All-Star Game will also air.

New summer series on ABC include dating show *The Diary Affairs* and three non-fiction hospital series: *Houston Medical*, *Boston 24/7* and *ICU: Arkansas Children's Hospital*. *The Mole* will be back, and the network will also air a two-part *cinéma vérité*-style documentary on summering in *The Hamptons*. In all, ABC says, the network will air more than 140 hours of fresh summer prime time shows. ■



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# A one-on-one sales strategy

*Spurred by consolidation, ABC Sales' new structure dedicates teams to specific agencies*

By Steve McClellan

In the wake of the extensive consolidation taking place among ad agencies, ABC Sales is switching from zone to one-on-one coverage of the market.

In a major reorganization announced last week, the network said it has created sales teams that will be devoted to specific agencies as opposed to the daypart sales structure currently in place.

There will still be daypart specialists, the network said, but the first point of contact for agencies and clients will be with the newly created sales teams known as "client specialists."

In addition, ABC named Patrick McGovern to head a new effort to get to the agency and advertiser media planners, who often create the strategies that media buyers simply execute. As senior vice president, sales and strategic planning, he reports to Mike Shaw, president, ABC Sales.

The ABC sales reorganization is the network's attempt to address all the consolidation that has occurred in the ad-agency world in the past several years. "The agencies have already really set themselves up this way," says Shaw. "And our ability to have teams of people to deal with agencies who have their own teams in place matches up well" and makes for a more efficient process

for planning, buying and selling advertising.

Current estimates are that 82% of all U.S. advertising billings are handled by the top four ad-agency holding companies: Interpublic Group, WWP Group, Omnicom and Publicis/Bcom3. The big four also reportedly accounted for 95 of the 100 biggest client/agency switches in 2001.

So, on the agency side at least, size seems to matter. But, at a TV advertising conference put on by the Association of National Advertisers last week in New York, marketers debated just how beneficial (or not) the consolidation has been. Up to now, said P&G's David Cowan, the impact has been minimal: "It's more hype than reality."

Cowan, director of U.S. media and programming, said the ad-marketing business has become "very complicated" in the wake of all the consolidation. "We're still trying to crack the code" as to what it all means.

"Scale is imperative in the marketplace," said Peggy Kelly, vice president, advertising services, Clairol Inc. But as for translating that to media and marketing strategies, she

said, "we're not there yet."

For Bill Cella, CEO of Interpublic's new ad negotiating arm, Magna Global, the answer is relatively straightforward: The more budgets one agency controls, the more knowledge that agency has about the marketplace. "Knowledge is power," he said. "It really helps you read the market better."



ABC Sales' Mike Shaw says the reorganization makes for a more efficient process for planning, buying and selling advertising: "The agencies have already really set themselves up this way."

Under ABC Sales' new structure, client specialists are expected to develop marketing partnerships, execute buying and planning goals, and finalize all

deals. The daypart executives will be responsible for pricing, inventory management and planning. "This new structure will allow us to create deeper and stronger ties with clients and agencies," said ABC Television President Alex Wallau. "It will allow ABC to better understand the core objectives of our customers" and more efficiently execute those plans.

Cynthia Ponce will head the client-specialists group as executive vice president and general manager, reporting to Shaw. John Caruso and Gary Montanus have been named senior vice presidents of the specialists group, reporting to Ponce. Team leaders are Carrie Byrne (Mindshare and MediaEdge), Andrew Messina (Magna Global and Carat), Tom Storrier (Media-Vest and Mediacom) and Catherine Sullivan (OMD and Zenith).

Daypart strategists are Vice President Max Steelman (news) and Senior Vice Presidents Gail Sullivan (daytime) and Geri Wang (prime time). They all report to Shaw. Bill Bund continues to head ABC Unlimited, the cross-platform sales unit, and will report to Ponce. ■

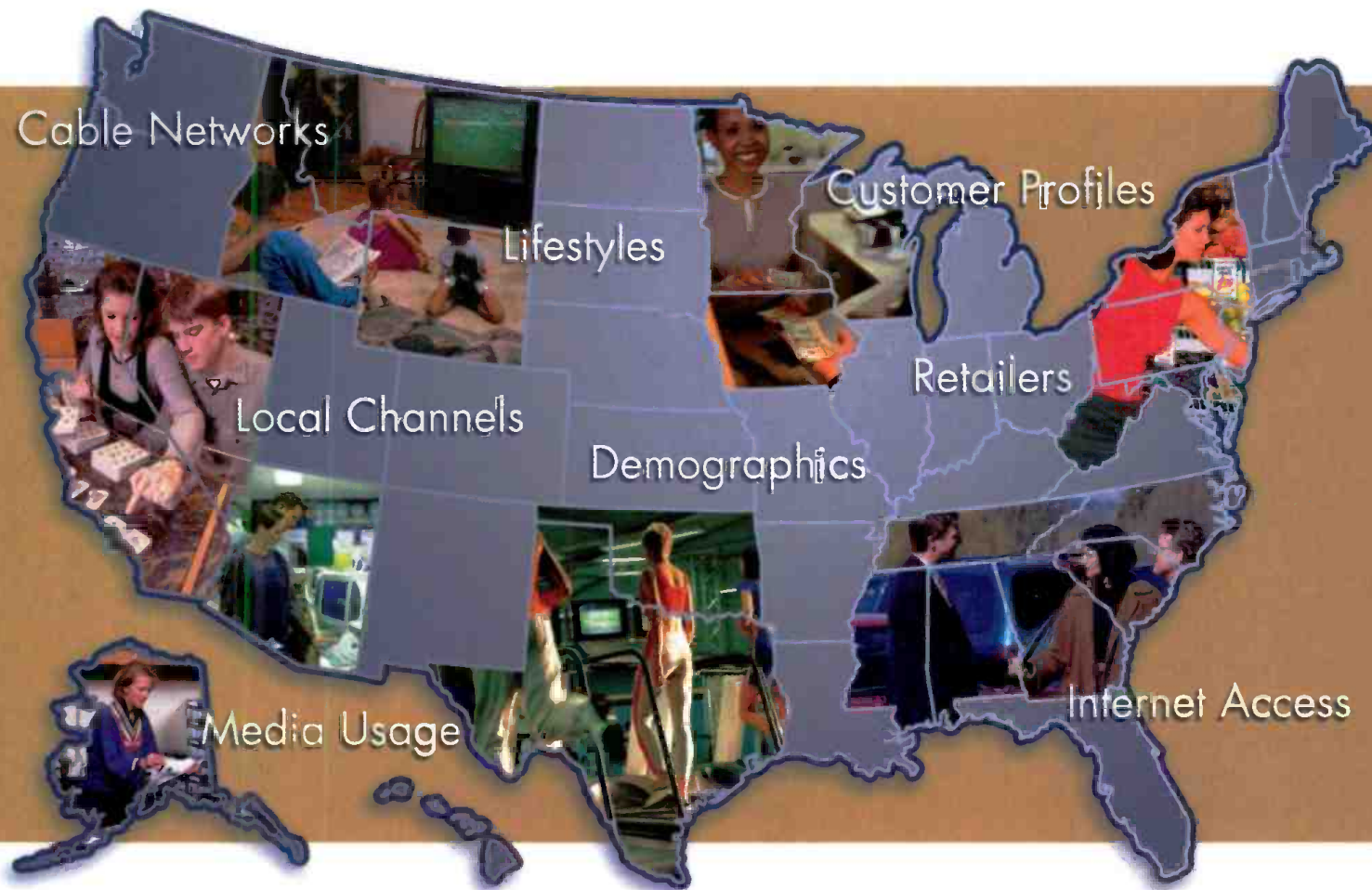


## Save the purple pill

Dan Jaffe, the Association of National Advertisers' man in Washington, last week warned that lawmakers are threatening to tax or restrict direct-to-consumer advertising of prescription drugs. Since 1997, the category has grown from \$600 million to \$2.5 billion a year.



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# A majority of one

May sweeps with lone Nielsen-rated station in No. 6 market

By Dan Trigoboff

Beginning today, and for the first time," said Jack Oken, general manager in charge of local services for Nielsen Media Research, in a statement, "Boston media will be able to plan, buy and sell television time according to the same standard of excellence used in nationwide television audience measurement: the peplemeter."

How many Boston media will use Nielsen local peplemeters (LPMs) is another story. They launched in Boston last week with three cable clients—AT&T Broadband, New England Cable News and New England Sports Network—but only one broadcast client, WNDS(TV) Derry, N.H.

WNDS signed up only a few days before the LPM's May-sweeps launch. "We're proud to be the first broadcast station in the Boston market to subscribe," said General Sales Manager Pat McLaughlin. "We expect to improve our demographic reporting, and that will justify the expense."

McLaughlin said WNDS's recorded performance improved significantly in the LPM test period: The station emerged in more demo categories. The recording technology helps the independent station, she said, since viewers of its syndicated fare are likely to remember seeing it on Boston's more familiar stations offering the same shows and record that in their ratings diaries. "For us, it can only get better."

Boston's other stations, whose numbers dropped using the new method, have rejected the service and will have no local relationship with Nielsen. The stations say the new local service is unproven and flawed and that LPM testing has shown lower overall viewership for broadcast TV and lower ratings for Boston's major stations. A number of GMs in the market have expressed interest, and even a preference, for Arbitron portable peplemeters

(PPMs) being tested in Philadelphia.

In Philadelphia, the PPM's 17.3 average quarter-hour rating over a measured week compared with Nielsen's 12.9. Cable scored an 8.1 via PPM, Nielsen meter/diary estimates a 3.4. Arbitron said the increases "appear to be due in part to increased view-

ing for men and people under age 35, as well as substantially higher cable viewing overall and the PPM's ability to track viewing out of home." Nielsen said the two services are working together to explore the disparities. Nielsen partners in the PPM tests and has an option to join Arbitron in its commercial deployment.

Stations not using the LPMs will not be able to mention Nielsen numbers in sales or promotions. Station execs say they'll determine rates for inventory on a supply-and-demand basis. ■

## TechTV goes Hollywood

With first Niensens due soon, downsized net sheds tech news for techy movies, series

By Allison Romano

In its latest incarnation, TechTV will look less like Headline News and more like TNT. Aiming to update, the ailing tech channel will ditch most daily-news coverage, replacing it with a slate of movies and dramas. Waning interest in tech news and the dotcom bust has cost TechTV viewers and advertisers.

Senior VP of Programming Greg Drebin says the goal is to broaden appeal: "We want to be more than help and how-to shows and news. There's a whole world of programming and technology content that we can present in a more entertaining form."

Flagship news show *Tech Live*, once nine hours daily, then 3.5 hours, is being slashed to 30 minutes. Fifty staffers were axed, mostly in production and programming. Since 2001, TechTV has cut about 180 jobs.

TechTV will look for acquisitions with a common high-tech or futuristic thread, Drebin said. Its first batch of movies, slated for Fridays and weekends, includes *Coma*, *Demon Seed* and *Forbidden Planet*. Acquired series include 1960s British classic *Thunderbirds* and futuristic *Max Headroom*.

Sounds like programming that could be



TechTV will showcase technology issues with entertainment features like *It's Alive*.

on the Sci Fi channel. But one major difference, Drebin says, is that factual information will accompany movies and some fictional series. *Big Screen Screen Savers*, a programming franchise similar to TBS's *Dinner and a Movie*, will be wrapped around entertainment to relay relevant info.

Most breaking news is out, but informational programming is not. TechTV favors newsmagazine-style shows like *Big Thinkers* and *The Tech Of* and technology-inspired entertainment like *Eye Drops*, with animated shorts. "It's technology, not tech," Drebin said. "Tech implies computers and Internet; technology implies anything that's new."

Any changes should help improve Nielsen ratings. April will be TechTV's first Nielsen-rated month, and insiders project a 0.1 prime time average, putting TechTV in company with thinly distributed Great American Country and MuchMusic USA. ■



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## THE WEEK THAT WAS

**REAL MONEY**

**The BIA Financial Network**, a strategic and financial consulting firm, said today it expects revenue from TV stations to increase by 5.1% in 2002, a marked improvement over 2001, when revenue declined 12.9%. BIA also said **WNBC(TV)** New York, with \$320 million, was 2001's top biller. ...

The first quarter of 2002 wasn't a good one for the three leading U.S.-based media conglomerates. Two of them—**AOL Time Warner** and **Viacom**—posted huge net losses. The third, **Disney**, saw operating profit decline 35%. AOL took a \$54 billion (that's right, billion) write-down that reflects the sharp decline in the overall value in the company's assets over the past year. Viacom also took a huge write-down and recorded a net loss of \$1.11 billion. But President **Mel Karmazin** said he is optimistic that TV ad sales are making a comeback. Disney CEO **Michael Eisner** assured analysts, "We are highly focused on addressing the challenges at the ABC network."

**NUMBERS GAME**

In a close contest riddled with repeats, CBS won the household and total-viewer prime time battles for week 30 (ended April 21) of the current season, and NBC was tops among adults 18-49 and 25-54. ... Spurned by PBS, veteran business journalist **Louis Rukeyser** notched a **CNBC** record rating in his cable debut April 19. *Louis*

*Rukeyser's Wall Street* scored a 0.7 rating. On PBS, Rukeyser drew 3 million viewers.

**TUBULAR**

**Rosie O'Donnell** will host *Survivor: Marquesas—The Reunion*, live from New York's Central Park Sunday, May 19, at 10 p.m. on CBS. The show will immediately follow the two-hour *Marquesas* finale. ...

The Fonz is joining *Hollywood Squares*. King World has hired **Henry "Fonzie" Winkler** and **Michael Levitt** to replace departing **John Moffitt** and **Pat Lee** as executive producers of the syndicated game show. ...

**TechTV** is scrapping live breaking news in favor of tech-related entertainment programming and news-magazines. As a result, about 50 staffers are losing their jobs. Replacing the news will be techy series like *Max Headroom* and movies like *Coma* and *Demon Seed*. ...

**NBC Enterprises** has sold its half-hour, first-run offering *The Chris Matthews Show* in nine of the top 10 markets for a 2002 launch. It's now cleared in 70% of the country.

**WASHINGTON WATCH**

The proposed royalty rates for Webcasters are too high, 20 members of Congress told the U.S. Copyright Office last week. In February, the **Copyright Arbitration Royalty Panel** recommended that traditional radio broadcasters pay 0.07 cents per copyrighted song per listener to stream their signals over



The Hallmark Channel struck a deal with Paramount that will allow the cable net to load up with old sitcoms and dramas, including *Rawhide* (above). (You're right; that's Clint Eastwood, second from left.)

the Internet and that Webcasters pay twice that. ...

Movie studios, consumer electronic manufacturers and technology companies have moved closer to an agreement on how to prevent digital TV from being retransmitted over the Internet without the say-so of the copyright holders, said **AOL Time Warner CEO-elect Richard Parsons** at a House hearing last Thursday. "We are very close."

Sen. **Ted Stevens** wants the FCC's auction of chs. 52-69 to go on as scheduled June 19. He plans to introduce a bill emphasizing that receipts from the auctions need to be in the Treasury by Sept. 30. Stevens was prompted by House Energy and Commerce Chairman **Billy Tauzin's** introduction of a bill to delay the auctions indefinitely.

**NAME DROPPING**

**Lynda Lopez**, a reporter for **WPIX(TV)** New York, will join the **NBC Stations Group** May 20 as entertainment

reporter for the NBC and **NBC-owned Telemundo** stations. Lopez is the sister of singer **Jennifer Lopez**. ...

**ABC News' Cokie Roberts** will emcee the NAB's fourth annual Service to America Summit June 10 in Washington. ... **Pulitzer Prize-winning journalist Thomas Friedman** is partnering with **Discovery Channel** on a series of documentaries beginning in fall 2003. ... **Peter Arnett** is returning to Baghdad as a correspondent for **Broadcast News Networks**. ...

Just in time for the **Robert Blake** murder trial, CNN tapped **Jeffrey Toobin** as a contributing legal analyst. ...

Neither **ABC's lead anchor Peter Jennings** nor **ABC News President David Westin** would comment last week on the rampant speculation that Jennings had been asked to take a 25% cut from his \$10 million annual salary. The story was first reported by Internet scribe **Matt Drudge** and echoed by other media nationwide.

# Look who's talking

Broadcasters lauded for descriptions as they fight practice

By Bill McConnell

The television industry is living a double life when it comes to a new service for the blind. Broadcasting and cable trade groups have sued to eliminate rules requiring narration of some prime time and children's programs in 25 of the country's largest markets. At the same time, the television industry is winning praise from the visually impaired community for efforts to comply with the mandate.

"For something that has gone from zero to implementation very quickly, it's going fairly smoothly. Everybody's doing a good job," says Jim Stovall, president of the Narrative Television Network. Stovall has a complicated relationship with the TV business. His organization fought for the rules over industry opposition and is now defending them in court. At the same time, more than half the networks required to provide narration have hired NTN to provide the voiced descriptions.

At issue are rules that kicked in April 1 requiring Big Four-affiliated stations in the top 25 markets to provide what amounts to four hours a week of video description for prime time or children's programming. Cable and satellite-TV systems with 50,000 or more subscribers have identical requirements for each of the top five national non-broadcast nets as of the end of 1999: Lifetime, USA, TBS, Nickelodeon and TNT.

Additionally, in all markets, broadcast stations that have the technical capability must pass through any video description received from a programmer. Cable and DBS systems with the technical ability also must pass through description received from broadcasters and other programming providers.

The National Association of Broadcasters, National Cable & Telecommunications Association, and the Motion Picture Association of America unsuccessfully petitioned the FCC to postpone the effective

date pending a legal challenge to the rules. They argue that the mandate violates their First Amendment rights.

The federal appeals court in Washington will hear oral argument in the case Sept. 6. The trade groups argue that the mandate to carry 50 hours of video description per quarter is likely to be overturned because Congress ordered the FCC only to study the need for description services and did not give it explicit authority to require them.

TV stations will rely on the networks to provide the actual narration, which will be transmitted via the Second Audio Program (SAP) that accompanies each TV frequency.

Regardless of the case's outcome, advocates for the blind predict that the TV business will continue to increase video description services.

The networks are paying narration services between \$2,000 and \$4,000 an hour to get programs ready. How much TV stations will have to spend is open to debate. Advocates for the blind say stations already equipped to carry Spanish on the SAP channel will spend virtually nothing. Others will need to pay \$25,000 for the SAP generator.

Broadcasters counter that the cost could go to \$160,000 and higher for stations that haven't built the SAP infrastructure. To get the new network feed on the air, some stations may have to add capacity to the links between their studios and transmitters, which could be miles apart. "A lot of stations were not built with SAP capacity, period," says NAB attorney Jack Goodman.

Some cable systems will spend as much as \$200,000 each to add audio demodulator cards to their satellite receivers or stereo generators with headend SAP capability for each of the described cable networks.

WGBH Educational Foundation, which also provides narration services, said 169 public stations SAP-ready when the rule was established spent only \$5,000 to \$25,000. ■

## Descriptions described

Nine top broadcast and pay-TV networks are helping stations and cable systems provide government-mandated narration for the blind on some prime time and children's shows:



**Bernie Mac** is among the Fox shows slated for narration for the blind.

**Fox:** *Bernie Mac*, *Boston Public*, *Malcolm in the Middle*, *The Simpsons*, *The Magic School Bus*

**ABC:** *The Wonderful World of Disney*, Saturday-night movies

**CBS:** *Blue's Clues*, *JAG*, *CSI*, Sunday-night movies, selected movies and miniseries



Video description is also being enlisted for CBS's *Jag*.

**NBC:** Saturday teen block—*City Guys*, *All About Us*, *Just Deal*, *Skate*; Saturday-night movies

**Lifetime:** Monday-night and selected other movies

**USA:** April movies *Replicant*, *Waterworld*, *Arlington Road*; selected movies in subsequent months

**TBS:** *Ripley's Believe It or Not*, selected movies

**TNT:** *Law & Order*, selected theatrical and original movies

**Nickelodeon:** *Rugrats*, *Blue's Clues*

**Turner Classic Movies:** 200 movie titles

**PBS:** Seven series and selected other programs



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- "Room at the Top": minority execs tell how they made it and lessons learned
- "Bloomberg Money Flow": exclusive report on trading trends in MSO stocks
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Source: 1) Nielsen Media Research: 12/31/01-3/31/02, Covg. Area HH rtg vs all basic cable networks. 2) Nielsen Media Research: 1/1/01-3/31/02, Covg. Area HH rtg vs all basic cable networks. 3) Nielsen Media Research: 12/31/01-3/31/02, W18-34, W18-49, W25-54, Covg. Area rtg vs all basic cable networks \*Tied among W18-34 in Total Day.

# 25

## TOP 25 MSOs

ation that competed directly with existing cable systems.

That's a stark contrast with the flurry a few years ago when nine of the top 25 cable operators sold to other MSOs in 12 months.

Part of the problem is stock prices. Even recession-resistant cable operators have finally started to slide in recent months, most recently pummeled by debt and an insider-dealing scandal surrounding Adelphia Communications.

But dealmakers say institutional investors and established players have been waiting for Comcast's \$58 billion takeover of AT&T Broadband to close, expecting Comcast to parcel out some of AT&T's system clusters to pay down debt.

"There are plenty of people looking," said John Waller, chairman of investment banker Waller Capital Corp. "Everyone wants to see the AT&T ripple effects."

This year's list is a little odd. Typically, if a company is in the middle of a takeover, the buyer is credited with the additional subscribers. The magazine's editors assess the likelihood that a particular transaction will actually close, which in media is rarely a problem.

Hence, the list bumps Comcast

### THE LIST

	Company	Total subs
1	Comcast/AT&T	21,200,000
2	Time Warner	12,800,000
3	DirectTV	10,500,000
4	Charter	6,953,000
5	DISH Network	6,800,000
6	Cox	6,300,000
7	Adelphia	5,800,000
8	Cablevision	3,100,000
9	Mediacom	1,600,000
10	Insight	1,400,000
11	Cable One	751,266
12	RCN	487,000
13	Classic Cable	335,000
14	WideOpenWest	310,000
15	Service Electric	297,000
16	Tele-Media	254,043
17	Northland	233,000
18	Armstrong	210,000
19	Susquehanna	205,971
20	Midcontinent	205,000
21	Blue Ridge	175,000
22	Millennium	157,600
23	US Cable	151,000
24	GCI	132,627
25	Knology	118,224

**BROADCASTING & CABLE's** ranking of the Top 25 cable operators, which begins on page 28, is based on information provided by the companies and from public documents.

In one case—the proposed Comcast merger with AT&T—we assume that the deal will be finalized, and so the companies' statistics are merged into one listing.

In another instance—the hotly contested merger of DirectTV and EchoStar Communications—the outcome is unclear, so we've kept the listings separate.

The Top 25 list was compiled by Editorial Assistant P. Lianor Alleyne and other staff members.

### HOW CABLE GREW

Here's a look at how the cable universe has grown in terms of total homes since 1984-85

Year	Total TV homes (million)	Cable HH penetration (%)	Cable subs (million)
1984-85	84.9	48.9	41.5
1985-8	86.0	48.5	41.7
1986-87	87.5	50.4	44.1
1987-88	88.7	54.3	48.1
1988-89	90.5	57.5	52.0
1989-90	92.2	60.6	55.8
1990-91	93.0	62.9	58.5
1991-92	92.2	64.8	59.7
1992-93	93.1	65.7	61.2
1993-94	94.3	65.9	62.1
1994-95	95.4	66.8	63.7
1995-96	95.9	68.1	65.3
1996-97	97.0	69.6	67.5
1997-98	98.1	77.3	75.9
1998-99	99.5	78.5	78.0
1999-2000	100.9	79.6	80.3
2000-01	102.4	81.8	83.8

Source: Cabletelevision Advertising Bureau, Kagan World Media

from No. 4, where it was last year, to No. 1, folding in the subscribers it will inherit from AT&T Broadband. Sure, the Senate Judiciary antitrust subcommittee hauled Comcast President Brian Roberts in last Tuesday to defend his \$58 billion takeover of AT&T. But opposition to the merger seems relatively mild and surmountable.

EchoStar's planned takeover of DirectTV, however, is a different story. There's a much bigger antitrust hurdle. Cable operators generally don't compete in the same markets. But the two DBS companies chase the same subscribers. Customers will clearly have one less provider to choose from if the deal is completed. And despite EchoStar Chairman Charlie Ergen's past success lobbying regulators and legislators, his \$22 billion takeover seems shakier. (See story, Top of the Week.)

For now, the list continues to

treat them separately.

(DBS companies are included in the ranking because they're in exactly the same business as cable operators.)

But, even separately, DBS companies are showing much stronger growth than cable operators. EchoStar added more than a million subscribers last year. DirectTV added 700,000 subscribers in the past year. If those 700,000 subscribers alone were a cable MSO, it would rank 12th on our list.

In fact, the entire cable industry added just about 700,000 subs a year.

What's next? Adelphia will likely splinter, but its controlling shareholder, the Rigas family, won't willingly sell the whole company in a down market. Cox is clearly a buyer of systems. Possible sellers: Charter and Cablevision. And just as overbuilder WideOpenWest bought Ameritech's systems, look for more marriages among overbuilders. ■



# Changing, but cautiously

The **Top 25** has a new leader coming, but the economy kept buyers away

By John M. Higgins

**F**or the level of hostility generated in recent media takeover fights, the forces of consolidation have been relatively sleepy lately.

In the year since *BROADCASTING & CABLE* last compiled its annual list of top 25 MSOs, just three large players have agreed to sell. Two of those involved huge and nasty fights in which the sellers, AT&T Broadband and DirecTV, furiously courted other buyers.

The third was small telco Ameritech, which sheepishly exited after two years of searching for a buyer of its overbuild oper-

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Source: 1) Nielsen Media Research, Jan-Feb '02 Total day W18+ Covg Area rlg vs. Lifetime, Soapnet, WE. 2) Nielsen Media Research, Jan-Feb '02, Total Day Covg Area rlg vs. all basic cable networks. 3) Nielsen Media Research, Jan-Feb '02, Covg Area HH rlg vs. all basic cable networks, total day and primetime. 4) Nielsen Media Research 12/31/01-3/31/02 vs 1/1/01-4/01/01, Covg Area HH rlg. Subject to qualifications upon request

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Television

# 25

## TOP 25 MSOs

### Comcast/AT&T

Basic subscribers: 21.2M

# 1



**Top executive:**  
 Brian Roberts, president  
 1500 Market St.  
 Philadelphia, PA 19102  
 215-665-1700  
 www.comcast.com  
**Ownership:** Comcast Corp.  
**Homes passed:** 38.5M  
**Basic penetration:** 62%  
**Digital-ready homes:** 20.1M  
**Digital subs:** 5.8M  
**Digital penetration:** 26.8%  
**High-speed Internet-ready homes:** 25.3M  
**High-speed Internet subs:** 2.5M  
**Internet penetration:** 9.6%  
**Major clusters:** Boston, Chicago, San Francisco Bay Area, Seattle, Miami, Mid-Atlantic states (New Jersey, Pennsylvania, Delaware, Maryland, Washington, D.C.) Indiana, Michigan, Tennessee, Florida, New Mexico

# 2

Basic subs:  
12.8M

**Time Warner**



**Top executive:**  
 Glenn Britt,  
 chairman/CEO  
 290 Harbor Dr.  
 Stamford, CT 06902  
 203-328-0600  
 www.aoltimewarner.com  
**Ownership:** AOL Time Warner  
**Homes passed:** 21.5M  
**Basic penetration:** 60%  
**Digital-ready homes:** 20.8M  
**Digital subs:** 3.3M  
**Digital penetration:** 16%  
**High-speed Internet-ready homes:** 19.6M  
**High-speed Internet subs:** 1.9M  
**Internet penetration:** 10%  
**Major clusters:** New York City; Tampa Bay, Fla.; Orlando, Fla.; Houston; Raleigh, N.C.; Milwaukee

# 3

Basic subs:  
10.5M

**DirecTV**



**Top executive:**  
 Eddy Hartenstein,  
 chairman/CEO  
 2230 E. Imperial Hwy.  
 El Segundo, CA 90245  
 1-800-DIRECTV  
 www.directv.com  
**Ownership:** Hughes Electronics Corp.

# 4

Basic subs:  
7.0M

**Charter**



**Top executive:**  
 Carl Vogel, president,  
 CEO  
 12405 Powerscourt Dr.  
 St. Louis, MO 63131  
 314-965-0555  
 www.charter.com  
**Ownership:** Paul Allen, publicly traded  
**Homes passed:** 11.5M  
**Basic penetration:** 60.5%  
**Digital-ready homes:** 10.7M  
**Digital subs:** 2.1M  
**Digital penetration:** 30.8%  
**High-speed Internet-ready homes:** 7.6M  
**High-speed Internet subs:** 607,700  
**Internet penetration:** 8.5%  
**Major clusters:** Los Angeles; St. Louis; Greenville/Spartanburg, S.C.; Madison, Wis.; Atlanta; Charlestown, W.Va.; Fort Worth, Texas

# 5

Basic subs:  
6.8M

**DISH Network**



**Top Executive:**  
 Charlie Ergen,  
 chairman/CEO  
 5701 S. Santa Fe Dr.  
 Littleton, CO 80120  
 1-800-333-DISH  
 www.dishnetwork.com  
**Ownership:** EchoStar Communications Corp.

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**Cox** **6**

Basic subscribers: 6.3M



**Top executive:**  
Jim Robbins, president/CEO  
1400 Lake Hearn Dr.  
Atlanta, GA 30319  
404-843-5000  
www.cox.com  
**Ownership:** 65% owned by Cox Enterprises, publicly traded  
**Homes passed:** 10M  
**Basic penetration:** 62.6%  
**Digital-ready homes:** 9.5M  
**Digital subs:** 960,000 1.5M  
**Digital penetration:** 10.7%  
**High-speed Internet-ready homes:** 9.3M  
**High-speed Internet subs:** 1M  
**Internet penetration:** 10.7%  
**Major clusters:** Phoenix; San Diego; New England area; Hampton Roads, Va.; Orange County, Calif.; Oklahoma City; Omaha, Neb.; New Orleans, northern Virginia; Las Vegas

**7**

**Basic subs:** 5.8M  
**Adelphia**



**Top executive:**  
John J. Rigas, chairman/president/CEO  
1 N. Main St.  
Coudersport, PA 16915  
814-274-9830  
www.adelphia.net  
**Ownership:** Publicly traded  
**Homes passed:** 9.5M  
**Basic penetration:** 61%  
**Digital-ready homes:** 9.6M  
**Digital-ready subs:** 5.8M  
**Digital subs:** 1.9M  
**Digital penetration:** 31%  
**High-speed Internet-ready homes:** 2.1M  
**High-speed Internet subs:** 377,510  
**Internet penetration:** 19.1%  
**Major clusters:**  
Los Angeles; Pennsylvania; Ohio; New York; Florida; Virginia; Colorado Springs, Colo

**8**

**Basic subs:** 3.1M  
**Cablevision**



**Top executive:**  
James L. Dolan, president/CEO  
1111 Stewart Ave.  
Bethpage, NY 11714  
516-803-2300  
www.cablevision.com  
**Ownership:** Cablevision Systems Corp.  
**Homes passed:** 4.3M  
**Basic penetration:** 69.4%  
**Digital-ready homes:** 700,000  
**Digital subs:** 17,200  
**Digital penetration:** 3.1%  
**High-speed Internet-ready homes:** 2.97M  
**High-speed Internet subs:** 506,675  
**Internet penetration:** 17%  
**Major clusters:**  
New York

**9**

**Basic subs:** 1.6M  
**Mediacom**



**Top executive:**  
Rocco B. Comisso, chairman/CEO  
100 Crystal Run Rd.  
Middletown, NY 10941  
845-695-2600  
www.mediacomcc.com  
**Ownership:** Rocco B. Comisso, 24% financial, 81% voting power  
**Homes passed:** 2.6M  
**Basic penetration:** 60.6%  
**Digital-ready subs:** 1.4M  
**Digital subs:** 321,000  
**Digital penetration:** 23%  
**High-speed Internet-ready homes:** 1.4M  
**High-speed Internet subs:** 112,700  
**Internet penetration:** 7.9%  
**Major clusters:**  
Des Moines, IA; Springfield, MO; Cedar Rapids, IA; Quad Cities, IA/IL; Columbus, GA, Columbia-Jefferson City, MO; Dagsboro, DE; Hendersonville, NC; Lake Minnetonka, MN.; Gulf Breeze, Fla.; Mobile, Ala.

**10**

**Basic subs:** 1.4M  
**Insight**



**Top executive:**  
Michael Willner, president/CEO  
810 Seventh Ave.  
New York, NY 10019  
917.286.2300  
www.insight-com.com  
**Ownership:** publicly held  
**Homes passed:** 2.4M  
**Basic penetration:** 58.7%  
**Digital-ready homes:** 1.14M  
**Digital subs:** 257,700  
**Digital penetration:** 22.5%  
**High-speed Internet-ready homes:** 1.75M  
**High-speed Internet subs:** 88,500  
**Internet penetration:** 5%  
**Major clusters:**  
Illinois, Indiana, Ohio, Kentucky

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**20**



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New long form programming is just the beginning of TWC's strategy to become one of TV's most important networks

# Aiming High

By KATHY HALEY

**K**aren Doshier crouched in her bedroom closet as one of the largest tornadoes ever to hit the U.S. roared through her neighborhood. "When I felt a rush of cool air under my feet, I knew the house had been picked up," she recalls, a grim lock on her face. As she relives the moment when death appeared to be seconds away, scenes of the monster twister, spewing debris and plowing into houses, fill the screen.

It is a gripping moment in an hour-long documentary that has several more such scenes: a five-day-old baby pulled unharmed from a flattened house; a woman who is impaled in the neck by a two-by-four—and survives, thanks to smart care from rescue workers.

With a show like *Tornado*, aired during a recent Storm Week special, The Weather Channel gave another gentle but well promoted push on the boundaries of the wall-to-wall forecast format for which it has become so well known. It will do so again early next year, when it premieres *Storm Stories*, a half-hour nightly series that represents TWC's most ambitious



move yet into long form programming.

Both shows signal the network's conviction that weather, and particularly storms, offer the potential for riveting programming. "The visuals are incredibly arresting," says Bill Burke, who recently signed on as president of The Weather Channel Network Companies. "If you're surfing along and you come upon the shadow of a funnel cloud or a person sitting on the hood of his car with a flash flood roaring by, I dare you to keep going."

Burke is the newest member of a leadership team that, for the past four years, has been gradually remaking The Weath-

*Atmospheres*, TWC's first long form series, will be joined next year by the daily *Storm Stories*

er Channel, giving it a new on-air look, a whole new approach to programming and a sophisticated branding campaign. There's even a new state-of-the-art Global Forecasting Center that, starting in May, allows the channel to deliver its own local forecasts to cable operators, rather than simply pass

along those of the National Weather Service, as it has done since its inception.

The changes are aimed at developing a bond with consumers that would be tough to break, no matter how many competitors sprout up on local TV, the Internet or other media. Enhancing TWC's relationship with consumers, in fact, is the most important mission for TWC managers these days.

They are pursuing it with a two-fold strategy, the first half of which lies in making The Weather Channel ubiquitous as a source of weather information. "I've been told that the mantra at Coke at one

time was to have a Coke within an arm's reach of someone's desire," Burke says. "Well we've got to have weather information that is within an arm's reach of desire. If you want it at the rent-a-car counter we should be there. If you want it in the airport, we should be there."

Hand in hand with making TWC ubiquitous is a company wide effort to enhance the network's image, by capitalizing on the emotional connection that lies between viewers, whose lives are affected every day by the weather surrounding them, and the network that, for 20 years, has been providing a good deal of the weather information consumers seek out and use.

"We have this very interesting place in people's lives," says Burke, who has been bumping into consumers' relationship with his network since joining The Weather Channel in February.

There was the time, for instance, when he stopped into a Fedex office in Maine to drop off a package he was sending to his new employer. The clerk looked at where the package was headed, smiled at Burke, and beckoned him to look at his computer monitor. "I thought he was going to show me some fancy Fedex tracking screen," Burke says, "but when he turned the monitor around, there was Weather.com. Then he asked me if it was going to snow on Sunday and told me to say hi to Jim Cantore." (Cantore is one of The Weather Channel's most popular on camera meteorologists and co-hosts the network's original weekly series, *Atmospheres*).

"If I had been sending a package to the Superstation, it wouldn't have been the same," Burke says.

As head of TWC Companies, Burke leads the effort to take the network's relationship with consumers to the next level. He has a lot to work with.

The Weather Channel already generates the highest average rating of any news and information network between the hours of 5 a.m. and 7 a.m., and ranks second, behind Fox News, between 5 a.m. and 10 a.m. Its Weather.com ranks among the 30 most visited sites on the Internet and draws more visitors each month than all other

weather sites combined. Weather Channel branded forecasts appear daily in *USA Today* and scores of other newspapers and air on 175 radio stations. They are also beamed on command to more than a million people who keep tabs on conditions through cell phones, pagers and other electronic devices. Weatherscan Local, the all-local-all-the-time TV spin-off, airs in 3.7 million households and has emerged as one of cable's more popular digital services.

All told, more than 80 million people check in with The Weather Channel or one of its related outlets at least once each month. It ranks, in a number of surveys, among the most respected media brands in the U.S.

As it celebrates its 20th anniversary, The Weather Channel looks to expand on that success. Next year, it will update the equipment it uses to deliver local forecasts to larger cable systems, installing new boxes that will allow it to replace text and graphics with video and, importantly, to localize the messages of national advertisers.

It will continue to upgrade programming and expand its burgeoning Rays Awareness local ad sales promotion campaign. Above all, TWC executives will push forward on a branding effort that seeks to turn The Weather Channel's image from one of a highly dependable, always-on utility to that of a critically important—and comforting—source of information that people use, often, to plan their day-to-day lives.

"This is the biggest, 30,000-foot fundamental challenge we face," says Steve Schiffman, TWC's executive vice president of marketing, who notes that the effort involves not just branding, but changing the way every TWC employee thinks about their business. Schiffman seeks a connection between The Weather Channel and viewers that would rival those of television's most visible brands.

"ESPN is successful because consumers see it not as a large media company, but as a huge sports fan," Schiffman says. "It's that kind of connection that we're seeking for The Weather Channel."

## The Science Behind the Show

In an alcove just off the large room that houses The Weather Channel's forecasting center and studio sits a row of four desks and a small sign that reads: "Expert Blvd." There probably isn't a meteorologist alive who wouldn't want to spend a day here, particularly if a nasty storm was brewing someplace.

The Boulevard is home away from home to TWC's severe weather experts, a small cadre of men who are among the deans of the U.S. meteorology world. "The Weather Channel has gone to great lengths to hire specialists who are very well respected in the field," observes Dr. Jon Nese, chief meteorologist at Philadelphia's Franklin Institute.

Leading the way is John Hope, who for years has camped out in The Weather Channel's news room during big hurricanes, providing commentary and helping the network predict the storms' likely progress. Joining him on the air in more recent years is fellow hurricane specialist, Dr. Steve Lyons, who was a speaker recently at a national conference aimed at predicting the 2002 hurricane season.

When tornadoes and thunder storms are at issue, Dr. Greg Forbes provides on-air expertise, while Paul Kocin, known for having written "the book" on blizzards in the Northeastern U.S., shares center stage with TWC anchors when snows are piling up. Nese admits to checking in at the Weather Channel often during storms just to see what the experts have to say. "These guys are top notch," he says. "When it comes to those situations where people really care, when there's a hurricane or snow storm, The Weather Channel has the goods."

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Thanks and Congratulations to The Weather Channel on their  
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20 YEARS  
THE WEATHER CHANNEL

New features are proliferating in both national and local programming

# Innovating On Screen

**T**erry Connelly sometimes forgets his network is in the business of predicting the future. "It was 62 degrees yesterday in Chicago, yet we're sending an OCM (on camera meteorologist) and a cameraman up there to cover a blizzard tomorrow morning," he said one day in February. "I'm the guy in charge of the budget, so in the past, when I'd see things like that, I'd run out and say 'whoa guys, what are we doing here?' The meteorologists would just roll their eyes."

He may be lacking in forecasting skills, but Connelly, a veteran TV news director who left WJLA-TV Washington, D.C., to become The Weather Channel's programming vice president in early 1999, has won kudos for his help in changing nearly everything about the way TWC delivers its information.

"There was a newspaper writer a few years back who called us the map network," Connelly says, "and he wasn't really inaccurate." Connelly attacked the problem by more than doubling the amount of remote video that airs in national forecasts, adding live reports from cities where the weather is, as they say in



Dr. Steve Lyons, one of the U.S.'s top hurricane experts, offers his perspective on a developing storm


Along with adding a lot more video and sprucing up graphics, Connelly scrapped the news wheel format TWC had been using for years and replaced it with programs, each with its own anchors, set and graphics and each targeted to the

interests of people most likely to be watching at the time. the trade "active." Live reports also come in from cities hosting big games, festivals or other events. During the Winter Olympics for example, TWC on camera meteorologists Mike Seidel and Kristin Dodd took turns reporting live from the scene, filing reports about how local conditions could affect events.

Taped packages have also dramatically increased, particularly on Saturday and Sunday mornings, when TWC airs *Week-end Now*, its highest rated show of the week. "Our viewers have a little more time on weekends, so we air more lifestyle features," Connelly says. These can include tips on gardening, home improvement, outdoor sports and other topics that have a clear connection to what's going on outside.

At 5-7 a.m., for example, *First Outlook* includes lots of information for business travelers, such as forecasts of conditions in airline hub cities and other important destinations. *Your Weather Today*, airing at 7-10 a.m., adds information for SUV moms, working women who need to know what clothes to put on the kids and whether today's soccer game may be rained out. Primetime's two-hour *Evening Edition* continues the flow of information, but adds more climate and science features that explain why and how weather phenomena develop.

The brainchild of Weather Channel Networks president Patrick Scott, the



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new programming strategy has boosted ratings in several key dayparts and enabled the network to increase the rates it charges advertisers. It also led to The Weather Channel's next big programming step: regularly scheduled long form specials and series. Storm Week, a series of five primetime hours about some of the worst weather in the world, boosted primetime ratings 120 percent in its first outing last year and 79 percent when the second event aired early this month.

In January, TWC will add its first primetime long form strip, *Storm Stories*, an 8 p.m. half-hour that will focus on people who have been affected by or rescued from severe weather. It joins *Atmospheres*, a weekly magazine that looks at weather and its impact on people and places.

The format for *Storm Stories* hasn't been set yet, but TWC programmers are intrigued with one they developed in *Caught*, the last episode of this year's Storm Week event. It combined stories of people rescued from severe weather with advice on how to avoid being caught in similar situations. "We'll give you the high testosterone disaster footage," Connelly says, "but we'll balance it with valuable information. All of our shows are presented with the science behind the weather."

All of the changes TWC has made in its national coverage haven't kept it from improving the local forecasts it airs every ten minutes in thousands of cable systems across the U.S. New equipment installed several years ago enhanced graphics on the local segments, but the biggest upgrades are yet to come.

They start next month, as TWC begins dropping the National Weather Service forecasts it has been passing along to affiliates since it first went on the air, replacing them with forecasts it generates on its own (see sidebar, page 12A). The homegrown forecasts will be more specific than those of the NWS, which basically provided one forecast per DMA. TWC's will be specific to smaller parts of a DMA, with a city like Philadelphia getting a different forecast for as many as 20 of its townships, counties or other areas. Earlier this month, TWC added a seven-

day outlook, with weekends prominently displayed.

More changes come next year, when TWC begins installing new local equipment in larger markets. The more powerful boxes will allow graphics to be localized, reflecting seasonal conditions and providing things like game forecasts. "There's a real local feel to it," Scott says.

More importantly, the new boxes will accommodate video, allowing TWC to have meteorologists presenting the forecast, instead of just text and graphics. The network is testing a video local forecast in Atlanta, where WXIA-TV meteorologists do the presenting in a co-branded report.

If the Atlanta experiment proves successful (research shows that viewer satisfaction has already gone up), The

Weather Channel will offer the option of similar arrangements in other large markets. (Some cable operators are wary of partnering with local stations, but Scott says stations, having read about what's happening in Atlanta, have been lining up, hoping to participate in their cities).

Scott looks forward to the day, possibly five years or so from now, when another equipment upgrade will permit TWC to go local 24 hours a day with special coverage in a region of the country that's being hit by a storm. Operators in the affected area could opt in to carry the special feed, while systems elsewhere could stick with regular programming.

"Our strongest performance is when there is severe weather," Scott says. "When there's a land falling hurricane, people turn to The Weather Channel."

## A Higher Local Profile

Weatherscan Local fans may sometime in the not too distant future be able to tune in the network to also check up on traffic reports and weather-induced school closings. "We're exploring ways to let cable operators layer in this type of information," explains Susan Scott, senior vice president of distribution at The Weather Channel.

Scott notes that the all-local-all-the-time network may also add lifestyle packages, presenting information tailored for skiers, gardeners and other people who depend on the weather to pursue their passions. "We're trying to make Weatherscan Local even more compelling and to maintain its distinction from other services out there," she says.

With 3.7 million subscribers, two-year-old Weatherscan Local already ranks among the most popular networks on the digital tiers being rolled out by cable operators. Research by Comcast found, for example, that Weatherscan Local scored number one for customer usage among the 25 channels being offered in the MSO's Digital Plus Package.

Weatherscan Local has corporate agreements with Comcast, AT&T and Cox. It airs on some Time Warner and Charter systems and has experimented with Adelphia in several of its markets.

As it works to boost distribution for Weatherscan Local, TWC is also raising its profile by expanding Rays Awareness, a public affairs campaign. Designed to educate consumers about the connection between excessive sun exposure and skin cancer, Rays Awareness can be turned into a local event at which participants undergo machine-measured "sun screenings" that let them know if their skin displays any warning signs that would warrant a visit to a dermatologist. The events can also have dermatologists on hand to offer advice.

The Weather Channel has been introducing the idea of Rays Awareness events to cable operators by staging sun screenings, either at MSO corporate offices or by working with operators to stage community events, Scott says. "This is a community service that ties to weather and the environment. It's about health and saving people's lives."



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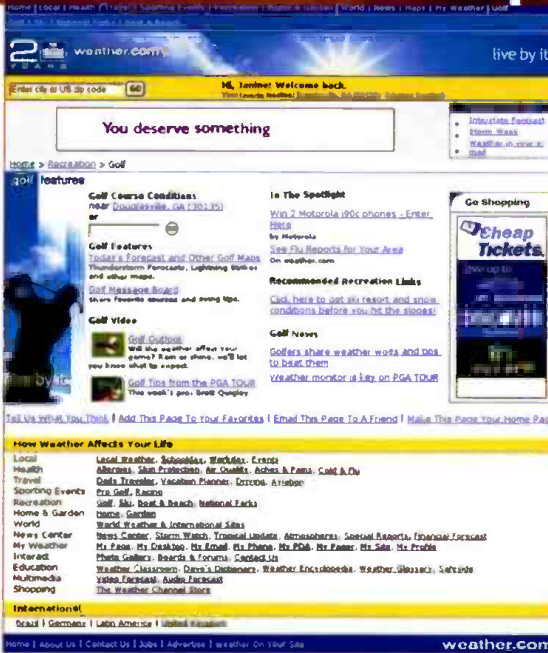
New media play a growing role in bringing people access to TWC "anytime, anywhere"

# The Road to Ubiquity

A young woman cruises the Internet, working on a research project, when suddenly, a little thunder clap sounds from her PC. She clicks on a desktop icon and a box opens up: Sure enough, the weather forecast has changed. A storm will roll in at about 3 p.m., right when her son's soccer game is scheduled to begin. She breathes a sign of relief: With the game canceled, a new, two-hour window just opened up in her afternoon, giving her time to finish her research a little early and move on to another assignment.

The woman has been using Desktop Weather by The Weather Channel, a feature offered on Weather.com. "We want to position ourselves to be a solution and to be available to people however they want to use us," says Weather.com president and CEO Deborah Wilson.

Wilson has just echoed a thought heard often around The Weather Channel and its subsidiaries, where the goal is to become consumers' first choice in weather information no matter what media they are using at any given time. The strategy has put TWC and its online sibling on the



Lifestyle features, such as those devoted to golf, make Weather.com a frequent stop for Internet users

to plant shrubs in their area. Weather.com recently enhanced its local forecasts, offering a 10-day outlook instead of just five and adding an hourly-hour track of when precipitation or other weather will descend on an area during a 48-hour window. This is useful not only for people headed to a baseball game and wondering when the rain is going to arrive, but also to gardeners at home and people with outdoor occupations, such as landscapers

and construction companies. Those users can also access TWC forecasts through cell phones, pagers and other personal electronic devices, thanks to agreements TWC has with most major providers of content to those devices.

About 6 million owners of such devices have access to information content, Wilson says, and between one and two million of those are already accessing Weather.com forecasts each month.

"Weather, dominated by Weather.com and The Weather Channel brand, is one of the top three things that people access

front lines of developing new media. A good deal of the action is occurring on Weather.com, but there are also developments in interactive TV, on-demand and wireless services. At Weather.com, where unique visitors average 12 million a month, new applications let users plan vacations and figure out how strong a sunscreen they may need, based on a Sun Safety Advisor developed by TWC and the American Academy of Dermatology. The website will also soon add a Lawn and Garden Almanac that lets users figure out the best months

to plant shrubs in their area. Weather.com recently enhanced its local forecasts, offering a 10-day outlook instead of just five and adding an hourly-hour track of when precipitation or other weather will descend on an area during a 48-hour window. This is useful not only for people headed to a baseball game and wondering when the rain is going to arrive, but also to gardeners at home and people with outdoor occupations, such as landscapers



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20  
*Congratulations*

Congratulations to The Weather Channel for 20 years of bringing high-quality programming and lots of sunny skies into American homes.



on wireless phones, after sports," Wilson says. "It's wonderful to have this broader connection with consumers."

That connection plays out even more dramatically in the workplace, where the Internet has emerged as an important source of information for people on the job. Research by the Online Publishers Association has found that the Web now outranks newspapers and radio as the number-one medium accessed by people at work, Wilson says.

"People are watching cable in the morning, then going to work and picking up with the same media brands, such as The Weather Channel, CNN and ESPN, at their desks," Wilson says. "Then they go home again and pick up with those media brands again in the evening. The Internet has provided a wonderful adjunct for additional availability of content throughout the day."

Some consumers can even get access to Weather Channel forecasts while driving their cars. Weather.com has signed on as a content supplier to On Star, a hands-free information service being added to certain models by manufacturers, particularly GM. "It has a high-end voice recognition system that lets a driver ask for information about driving conditions, traffic and weather," Wilson says. "When someone asks for the forecast for a certain area, it responds, reminding listeners that the forecast has been provided by The Weather Channel."

On Star represents only a tiny market so far, Wilson says, "but it's the kind of thing that, 10 or 15 years from now, could be standard in many new cars."

Other frontiers in which The Weather Channel and Weather.com are out front are interactive TV and on demand services. About three million Wink-enabled DirecTV subscribers have access to an Instant Weather service programmed by the network, which is also developing services with MSN, Liberate, WorldGate, Comcast, AT&T and Cox.

At this stage, there isn't much data on how subscribers are using services, such as the one offered by DirecTV, says Bahns Stanley, TWC's executive vice president for strategy and development, but re-



Bahns Stanley is TWC's executive vice president of strategy and development

search tends to indicate that weather forecasts rank "at the top of most lists" of the things consumers would like to receive through ITV.

Stanley believes some consumers will one day want customized weather delivered to their TV sets, just as some now get it on their PCs. "There will be a market for short-form content on demand," he says.

Operators could put together a package of content including news, sports, weather and stock quotes that consumers could opt to receive daily, for a monthly fee. In addition to providing straight weather forecasts to such a service, TWC could deliver lifestyle forecasts, customized for gardeners, skiers and other people who plan their activities around the weather.

The Weather Channel is already testing the market for such services by providing content to Real One, a subscription-based Internet content service from Real Networks. Among other things, it allows users to customize the news and information they receive, drawing on content provided by CNN, E! Entertainment, Fox Sports, The Weather Channel, ABC News, CNET Networks, Major League Baseball Advanced Media and other sources.

The draw for such services lies in consumers' ability to pick and choose the news they'll view, Stanley says. "If you value your time, you can select the content you want when you want it."

## Inside Weather Central

Not long after TWC set its sights on becoming the dominant supplier of weather information "anytime, anywhere" it became obvious that the company would need to upgrade its forecasting capabilities and tailor its reports to consumers' increasing demand for more detailed, even hour-by-hour information. Hence the Global Forecasting Center, a state-of-the-art computerized system that helps the company generate reports each day for 80,000 locations around the world. Put online last summer, the GFC uses artificial intelligence to crunch much of the basic data meteorologists use to devise forecasts. It then cranks out forecasts, which meteorologists use to create official TWC reports.

"The GFC probably generates a half million forecasts a day, which we then turn into sensible weather reports," says Ray Ban, TWC's executive vice president of meteorology science and strategy development. Ban joined the network in 1982 as an on camera meteorologist and gradually worked his way up to his current post as the man in charge of all things weather at The Weather Channel.

TWC's impact on weather journalism in the U.S. is tough to pin down with statistics, although many point to a connection between the network's rise in popularity and the growing demand for weather coverage. Dr. Jon Nese, chief meteorologist at Philadelphia's Franklin Institute, sees evidence of the network's influence often. "Every news room I go into in the U.S., and in every weather center in my office, The Weather Channel is on," he says. "Clearly the meteorology community feels that there is added value in having The Weather Channel up on the screen."

# Integrity First

One thing hasn't changed throughout TWC's entrepreneurial history: its culture

Marshall Seese remembers well the tiny room that served as a studio during The Weather Channel's early days. "We called it the Weather Closet," he says of the 15 by 15 foot room with a small anchor desk where two anchors had to squeeze in to sit down together. "You sometimes had to step over people to get to the Chrom-Key walls," Seese says.

The silver-haired meteorologist who today co-anchors *Your Weather Today* joined the network about four years after it launched. The quarters may have been small, but at least by then, The Weather Channel was no longer in serious danger of going out of business.

Launched on May 2, 1982, TWC was the brainchild of John Coleman, a well-known broadcast meteorologist who was best known as the weatherman on ABC's



Bill Keneely, one of TWC's first on camera meteorologists, does severe weather duty

*Good Morning America*. Coleman's idea for a 24-hour-a-day weather network got him laughed out of the corporate offices of most major media companies, until he met Frank Batten, nephew of the founder of Norfolk, Va.-based Landmark Communications.

As chairman of Landmark, Batten had helped diversify the company from its roots in newspapers and TV by building TeleCable, a multiple system operating company. His hunch that cable operators would jump at the chance to replace their primitive local weather channels,

which usually consisted of a camera trained on a thermometer, barometer and wind gauge, proved correct.

Like most cable networks that launched in the early 1980s, however, Landmark underestimated how much it would cost to run a 24-hour-a-day information network in an advertising marketplace that was reluctant to invest in channels before they reached significant numbers of viewers. Unable to agree with Coleman, who was the network's president, about how to save TWC, Landmark announced in 1983 that it would have to

shut the channel down.

This was a bitter pill, in light of the fact that 58 percent of subscribers surveyed said they watched the channel at least once a week and 80 percent liked having it available. Cable operators turned the situation around when several suggested to Landmark leaders that they'd be willing to pay a subscriber fee to help support the network. John O. "Dubby" Wynne, who was Landmark's point person on the Weather Channel, developed a plan for fees and led the effort to renegotiate affiliate contracts.

In 1985, Hurricane Elena brought the first national recognition for TWC's storm coverage. By 1989, when Hurricane Hugo hit, the network had become the first choice for many viewers following the storm's progress. Hurricane Andrew in 1993 sealed TWC's reputation: Millions of viewers were now accustomed to the sight of the network's lead anchors leaning into the wind in pelting rain to deliver their updates.

Weather.com launched in 1996, making The Weather Channel one of the first media companies to jump on board the new medium with content that went beyond simple promotion. Another big change came in 1999, after Landmark hired Decker Anstrom as TWC president. Anstrom, who had been president of what is now the National Cable and Telecommunications Association, launched an overhaul that triggered big changes not only in programming and marketing, but also in the way the company is managed.

What didn't change is the company culture, which insiders describe as one of high integrity. "People here do what they say they're going to do," comments TWC Networks president Patrick Scott. "They have what I would call an old fashioned point of view, which is: You do the right thing."

Batten traces the history of TWC, from pre-launch prep through the present, in a book just published by Harvard Business School Press. *The Weather Channel: The Improbable Rise of a Media Phenomenon*, goes into detail about challenges the network faced early on and the technological innovations it has pursued

to deliver and improve its local forecasts.

Anstrom, who last year became president of Landmark, is now immersed in plotting the future of the company, which ranks among the 50 largest media corporations in the U.S. He likes the margins available in weekly and biweekly community newspapers and also hopes to expand the firm's holdings in trader publications, local papers filled with classified ads, and in online database marketing, where the company has a foothold with Coolsavings.com.

Like many at Landmark, Anstrom firmly believes The Weather Channel will

continue to expand, despite the fact that, as one of the few independently owned cable networks left, it must compete with increasingly powerful media giants. "People are preoccupied with how big they are going to be," he says, noting that large conglomerates have problems of their own, particularly with integrating disparate parts.

The key to thriving, Anstrom says, is to do something Landmark has done for decades: keep the focus on the customer and on quality. "If you have your customer relations in order and are delivering good value," he asks, why would you change?"

## A New Way of Connecting

A man steps out of a quaint little shop just as a clap of thunder sounds and raindrops begin to fall. Looking at the sky with a knowing smile, he opens the umbrella he's carrying and steps out from under the store's awning. He begins walking, a contented look on his face, as the Weather Channel logo appears on screen with a voice over: "Live By It."

With its pattering rain and serene imagery, the spot, one of several in The Weather Channel's image campaign, whispers one overarching feeling: comfort. This is the emotion Steve Schiffman wants viewers to feel when they think about his network.



Live By It, TWC's branding campaign, seeks to change the relationship between the network and its viewers

"Brands need to have a mode of connection with consumers if they're going to be the brand of choice," says Schiffman, who is TWC's executive vice president of marketing.

In the past, TWC's mode of connection with viewers has been largely rational: People tuned in to get information. The problem with this is that information can become a commodity, particularly in today's media saturated world.

What Schiffman wants instead is a more emotional connection, one that will draw viewers in because it is so relevant to their lives. This requires a top-to-bottom corporate effort to think differently about the way The Weather Channel presents itself. On camera meteorologists, for example, have begun to present their forecasts a little differently, reporting not just on weather conditions, but on how they might affect people.

"We need to say not that it's hot-cold-wet-warm-dry," Schiffman says. "We need to say 'by the way, if you are going out in Atlanta after 4 p.m. today, major thunder storms are coming, so if you need to be someplace tonight with your family, go early."

"We want viewers to know that we understand the connection between weather and their lives, and we want them to choose us, no matter how many other sources of weather information they have. We want them to think of The Weather Channel first."

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### Cable One

Basic subscribers:  
751,266

# 11



**Top executive:**  
Thomas O. Might, CEO/president  
1314 N. 3rd Street, 3rd fl.  
Phoenix, AZ 85004  
602-364-6000  
www.cableone.net  
**Ownership:** 100% owned by The Washington Post Co.  
**Homes passed:** 1.2M  
**Basic penetration:** 61%  
**Digital-ready homes:** 1.1M  
**Digital subs:** 241,831  
**Digital penetration:** 32.2% to Basic  
**High-speed Internet-ready homes:** 1.0M  
**High-speed Internet subs:** 45,379  
**Internet penetration:** 6.0%  
**Major clusters:** Gulf Coast of Mississippi

# 12

Basic  
subs:  
487,000

### RCN



**Top executive:**  
David C. McCourt,  
chairman/CEO  
105 Carnegie Center  
Princeton, NJ 08540  
609-734-3700  
www.rcn.com  
**Ownership:** Level 3  
Communications  
26.09%; Vulcan  
Ventures (Paul Allen)  
25.42%; Hick, Muse,  
Tate & Furst 7.06%;  
Tweedy, Browne Co.  
LLC 5.7%  
**Homes passed:** 1.7M  
**Basic penetration:**  
28.5%  
**Digital-ready homes:**  
245,000  
**Digital subs:** 97,460  
**Digital penetration:**  
40%  
**High-speed Internet-  
ready homes:** 1.5 M  
**High-speed Internet  
subs:** 119,955  
**Internet penetration:**  
8%  
**Major clusters:**  
Boston; New York;  
Philadelphia suburbs;  
Washington, D.C.;  
Chicago; San Fran-  
cisco; Los Angeles

# 13

Basic  
subs:  
335,000

### Classic Cable



**Top executive:**  
Dale Bennet,  
president/COO  
6561 Paluxy Dr.  
Tyler, TX 75703  
903-581-2121  
www.classic-cable.com  
**Ownership:** Public  
**Homes passed:**  
727,000  
**Basic penetration:**  
46%  
**Digital-ready homes:**  
622,000  
**Digital subs:** 32,000  
**Digital penetration:**  
5%  
**High-speed Internet-  
ready homes:** 55,000  
**High-speed Internet  
subs:** 2,200  
**Internet penetration:**  
4%  
**Major clusters:**  
Texas, Arkansas,  
Oklahoma, Kansas,  
Missouri, Louisiana  
and Ohio

# 14

Basic  
subs:  
310,000

### WideOpenWest



**Top executive:**  
Mark Haverkate,  
president/CEO  
900 W. Castleton Rd.  
Suite 220  
Castle Rock, CO  
80104  
303-663-0771  
www.wideopenwest.  
com  
**Ownership:**  
**Homes passed:** 1.3M  
**Basic subscribers:**  
310,000  
**Basic penetration:**  
23%  
**Digital-ready homes:**  
1.3M  
**Digital subs:** 31,000  
**Digital penetration:**  
10%  
**High-speed Internet-  
ready homes:**  
300,000  
**High-speed Internet  
subs:** 3,400  
**Internet penetration:**  
1%  
**Major clusters:**  
Chicago; Cleveland;  
Columbus, Ohio;  
Detroit

# 15

Basic  
subs:  
297,000

### Service Electric



**Top executive:**  
Margaret Walson,  
CEO  
201 W. Center St.  
Mahanoy City, PA  
17948  
570-773-2585  
www.seco-tv.com  
**Ownership:** Walson  
family  
**Homes passed:**  
414,000  
**Basic penetration:**  
71%  
**Digital-ready homes:**  
110,000  
**Digital subs:** 31,000.  
**Digital penetration:**  
10.5%  
**High-speed Internet-  
ready homes:**  
211,000  
**High-speed Internet  
subs:** 6,000  
**Internet penetration:**  
2%  
**Major clusters:**  
Wilkes-Barre, Pa.;  
Sparta, N.J.

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**C-SPAN**

86 million  
homes

Alexandria/Arlington, VA

**Comcast**

C-SPAN Channel 45  
C-SPAN2 Channel 51  
C-SPAN3 Channel 105

Anderson, IN

**Insight Communications**

C-SPAN Channel 14  
C-SPAN2 Channel 15  
C-SPAN3 Channel 416

Bay City, MI

**Charter Communications**

C-SPAN Channel 14  
C-SPAN2 Channel 20  
C-SPAN3 Channel 25

Bemidji, MN

**Charter Communications**

C-SPAN Channel 14  
C-SPAN2 Channel 15  
C-SPAN3 Channel 16

Birmingham, AL

**Time Warner Cable**

C-SPAN Channel 13  
C-SPAN2 Channel 4  
C-SPAN3 Channel 113

Cincinnati, OH

**Time Warner Cable**

C-SPAN Channel 58  
C-SPAN2 Channel 59  
C-SPAN3 Channel 125

Columbus, OH

**Time Warner Cable**

C-SPAN Channel 22  
C-SPAN2 Channel 14  
C-SPAN3 Channel 116

Fairfax Co., VA

**Cox Communications**

C-SPAN Channel 41  
C-SPAN2 Channel 43  
C-SPAN3 Channel 36

Flint, MI

**Comcast**

C-SPAN Channel 16  
C-SPAN2 Channel 18  
C-SPAN3 Channel 105

Florence, SC

**Time Warner Cable**

C-SPAN Channel 2  
C-SPAN2 Channel 3  
C-SPAN3 Channel 140

Frankfort, KY

**Frankfort Cable TV**

C-SPAN Channel 31  
C-SPAN2 Channel 32  
C-SPAN3 Channel 60

Green Bay, WI

**Time Warner Cable**

C-SPAN Channel 5  
C-SPAN2 Channel 47  
C-SPAN3 Channel 106



Houston, TX

**Time Warner Cable**

C-SPAN Channel 56  
C-SPAN2 Channel 78  
C-SPAN3 Channel 209

Independence, MO

**Comcast**

C-SPAN Channel 31  
C-SPAN2 Channel 32  
C-SPAN3 Channel 105

Indianapolis, IN

**Comcast**

C-SPAN Channel 60  
C-SPAN2 Channel 70  
C-SPAN3 Channel 105

Jackson, MS

**Time Warner Cable**

C-SPAN Channel 10  
C-SPAN2 Channel 75  
C-SPAN3 Channel 103

Jersey City, NJ

**Comcast**

C-SPAN Channel 17  
C-SPAN2 Channel 69  
C-SPAN3 Channel 105

Kansas City, MO

**Time Warner Cable**

C-SPAN Channel 41  
C-SPAN2 Channel 42  
C-SPAN3 Channel 225

Kokomo, IN

**Insight Communications**

C-SPAN Channel 14  
C-SPAN2 Channel 15  
C-SPAN3 Channel 416

**C-SPAN2**

69.5 million homes

Lafayette, IN

**Insight Communications**

C-SPAN Channel 14  
C-SPAN2 Channel 15  
C-SPAN3 Channel 416

Lincoln, NE

**Time Warner Cable**

C-SPAN Channel 19  
C-SPAN2 Channel 20  
C-SPAN3 Channel 215

Little Rock, AR

**Comcast**

C-SPAN Channel 52  
C-SPAN2 Channel 67  
C-SPAN3 Channel 105

Long Island, NY

**Cablevision Systems**

C-SPAN Channel 20  
C-SPAN2 Channel 19  
C-SPAN3 Channel 102

Los Angeles, CA

**Time Warner Cable**

C-SPAN Channel 99  
C-SPAN2 Channel 6  
C-SPAN3 Channel 112

Memphis, TN

**Time Warner Cable**

C-SPAN Channel 15  
C-SPAN2 Channel 16  
C-SPAN3 Channel 212

Milwaukee, WI

**Time Warner Cable**

C-SPAN Channel 99  
C-SPAN2 Channel 8  
C-SPAN3 Channel 102

Minneapolis, MN

**Time Warner Cable**

C-SPAN Channel 21  
C-SPAN2 Channel 72  
C-SPAN3 Channel 223

Mobile, AL

**Comcast**

C-SPAN Channel 44  
C-SPAN2 Channel 45  
C-SPAN3 Channel 105

Montgomery Co., MD

**Comcast**

C-SPAN Channel 3  
C-SPAN2 Channel 4  
C-SPAN3 Channel 105

Nashville, TN

**Comcast**

C-SPAN Channel 49  
C-SPAN2 Channel 55  
C-SPAN3 Channel 128

New Haven, CT

**Comcast**

C-SPAN Channel 22  
C-SPAN2 Channel 23  
C-SPAN3 Channel 105

New York, NY

**Time Warner Cable**

C-SPAN Channel 64  
C-SPAN2 Channel 60  
C-SPAN3 Channel 130

Orlando, FL

**Time Warner Cable**

C-SPAN Channel 69  
C-SPAN2 Channel 157  
C-SPAN3 Channel 158

Philadelphia, PA

**Comcast**

C-SPAN Channel 78  
C-SPAN2 Channel 87  
C-SPAN3 Channel 105

**C-SPAN3**

6 million homes

Raleigh, NC

**Time Warner Cable**

C-SPAN Channel 59  
C-SPAN2 Channel 60  
C-SPAN3 Channel 120

Rochester, NY

**Time Warner Cable**

C-SPAN Channel 44  
C-SPAN2 Channel 45  
C-SPAN3 Channel 109

San Antonio, TX

**Time Warner Cable**

C-SPAN Channel 39  
C-SPAN2 Channel 40  
C-SPAN3 Channel 236

San Diego, CA

**Time Warner Cable**

C-SPAN Channel 20  
C-SPAN2 Channel 23  
C-SPAN3 Channel 123

Sarasota, FL

**Comcast**

C-SPAN Channel 18  
C-SPAN2 Channel 23  
C-SPAN3 Channel 105

Shreveport, LA

**Time Warner Cable**

C-SPAN Channel 53  
C-SPAN2 Channel 54  
C-SPAN3 Channel 121

Syracuse, NY

**Time Warner Cable**

C-SPAN Channel 35  
C-SPAN2 Channel 36  
C-SPAN3 Channel 133

Tallahassee, FL

**Comcast**

C-SPAN Channel 18  
C-SPAN2 Channel 17  
C-SPAN3 Channel 105

Tampa, FL

**Time Warner Cable**

C-SPAN Channel 25  
C-SPAN2 Channel 51  
C-SPAN3 Channel 129

Tucson, AZ

**Comcast**

C-SPAN Channel 44  
C-SPAN2 Channel 69  
C-SPAN3 Channel 105

Washington, DC

**Comcast**

C-SPAN Channel 17  
C-SPAN2 Channel 18  
C-SPAN3 Channel 105

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T H E P O W E R O F T H R E E

### Tele-Media

**Basic subscribers:**  
254,043

# 16



**Top executive:**  
Robert E. Tudek, chairman/CEO/president  
320 West College Ave.  
Pleasant Gap, A  
814-359-3481  
**Ownership:** Robert E. Tudek and Everett I. Mundy  
**Homes passed:** 354,114  
**Basic penetration:** 71.7%  
**Digital-ready homes:** 178,956  
**Digital subs:** 22,413  
**Digital penetration:** 12.5%  
**High-speed Internet-ready homes:** 69,255  
**High-speed Internet subs:** 2,524  
**Internet penetration:** 3.6%  
**Major clusters:** Seymour-Waterbury, Conn.; Hopewell-Petersburg, Va.; Frostburg-Hancock, Md./Keyser, Northfork-laeger-Bradshaw, W.Va.; Zion-Kylertown, Pa.; Bald Head Island, N.C. Whitehouse, Tenn./Franklin, Ky., Pembroke Pines, Fla.

# 17

**Basic subs:**  
233,000

## Northland



**Top executive:**  
John S. Whetzell, chairman  
1201 Third Ave.  
Suite 3600  
Seattle, Wash. 98101  
206-621-1351  
**Ownership:** NTC, privately held by more than 100 individual shareholders, with the officers controlling over 35% of the outstanding shares  
**Homes passed:** 392,000  
**Basic penetration:** 59%  
**Digital-ready homes:** 187,000  
**Digital subs:** 18,000  
**Digital penetration:** 11%  
**High-speed Internet-ready homes:** Not available  
**High-speed Internet subs:** Not available  
**Internet penetration:** Not available  
**Major clusters:** Texas, Northwest, Southeast

# 18

**Basic subs:**  
210,000

## Armstrong



**Top executive:**  
Michael Haislip, president  
1 Armstrong Pl.  
Butler, PA 16001  
724-283-0925  
www.armstrongonewire.com  
**Ownership:** Privately held  
**Homes passed:** 283,000  
**Basic penetration:** 75%  
**Digital-ready homes:** 190,000  
**Digital subs:** 26,300  
**Digital penetration:** 13.8%  
**High-speed Internet-ready homes:** 190,000  
**High-speed Internet subs:** 32,700  
**Internet penetration:** 17%  
**Major clusters:** Pittsburgh; Youngstown, Ohio

# 19

**Basic subs:**  
205,971

## Susquehanna



**Top executives:**  
Peter Brubaker, CEO, Jim Munchel, COO (pictured)  
140 E. Market St.  
York, PA 17401  
717-848-5500  
www.suscom.net  
**Ownership:** Susquehanna Pfaltzgraff Co.  
**Homes passed:** 283,000  
**Basic penetration:** 72.8%  
**Digital-ready homes:** 196,000  
**Digital subs:** 30,062  
**Digital penetration:** 15.3%  
**High-speed Internet-ready homes:** 202,000  
**High-speed Internet subs:** 17,770  
**Internet penetration:** 8.8%  
**Major clusters:** York, Pa.; Williamsport, Pa.

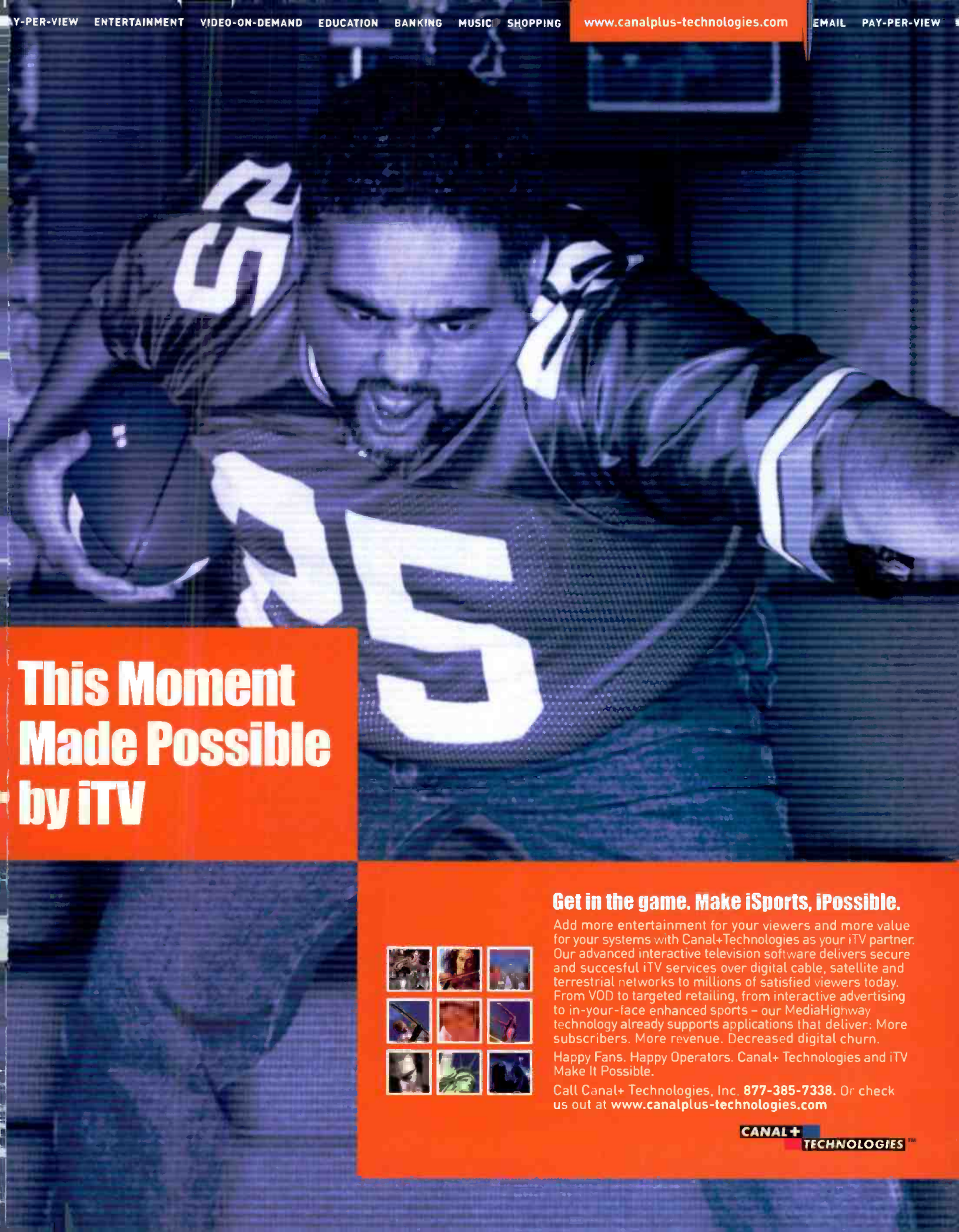
# 20

**Basic subs:**  
205,000

## Midcontinent



**Top executive:**  
Larry Bentson, CEO  
7900 Xerxes Ave. S., Ste. 1100  
Minneapolis, MN 55431  
952-844-2600  
www.midcom.com  
**Ownership:** Midcontinent Communications  
**Homes passed:** 362,600  
**Basic penetration:** 56.5%  
**Digital-ready homes:** 270,000  
**Digital subs:** 15,000  
**Digital penetration:** 5.5%  
**High-speed Internet-ready homes:** 200,000  
**High-speed Internet subs:** 13,500  
**Internet penetration:** 6.8%  
**Major clusters:** Sioux Falls, S.D.; Bismarck, N.D.; Rapid City-Black Hills, S.D.



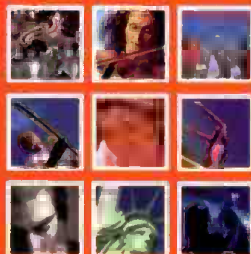
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25

**Blue Ridge Cable/Pencor Services**

Basic subscribers: 175,000

21



**Top executive:**  
Fred A. Reinhard, chairman  
613 Third St.  
Palmerton, PA 18071  
610-826-2552  
www.brctv.com  
**Ownership:** Pencor Services Inc.  
**Homes passed:** 189,000  
**Basic penetration:** 92%  
**Digital-ready homes:** 73,000  
**Digital subs:** 6600  
**Digital penetration:** 10%  
**High-speed Internet-ready homes:** 83,000  
**High-speed Internet subs:** 12,000  
**Internet penetration:** 14%  
**Major clusters:**  
Stroudsburg, Pa.; Leighton, Pa.

22

Basic subs: 157,600

**Millennium**



**Top executive:**  
Kevin R. Westbrook, president/CEO  
120 S. Central Ave., Ste. 150  
St. Louis, MO 63105  
314-802-2400  
www.mdm.net  
**Ownership:** Privately held  
**Homes passed:** 316,600  
**Basic penetration:** 50%  
**Digital-ready homes:** 257,800  
**Digital subs:** 26,700  
**Digital penetration:** 10.4%  
**High-speed Internet-ready homes:** 214,000  
**High-speed Internet subs:** 17,600  
**Internet penetration:** 8.2%  
**Major clusters:**  
Baltimore suburbs; Michigan (Lansing/Flint/Detroit corridor); metro, suburban and ex-urban Seattle; suburban Portland, Ore.; ex-urban Idaho

23

Basic subs: 151,000

**US Cable**



**Top executive:**  
James D. Pearson, president/CEO  
Montvale Plaza  
28 W. Grand Ave.  
Montvale, NJ 07645  
201-930-9000  
**Ownership:** Private partnership, 48% AT&T Broadband  
**Homes passed:** 286,191  
**Basic penetration:** 52.7%  
**Digital-ready homes:** 208,757  
**Digital subs:** 11,500  
**Digital penetration:** 5.5%  
**High-speed Internet-ready homes:** 16,000  
**High-speed Internet subs:** 710  
**Internet penetration:** 3.2%  
**Major clusters:**  
Wild Dunes, Kiawah, Mt. Pleasant, John's Island, S.C.; Cold Spring, Lake Forest, St. Joseph, Minnesota; Hobbs, Carlsbad, New Mexico

24

Basic subs: 132,627

**GCI**



**Top executive:**  
Ron Duncan, president/CEO  
2550 Denali St., Anchorage, AK 99507  
907-265-5620  
**Web site:** Not available  
**Ownership:** Cerberus  
**Homes passed:** 192,657  
**Basic penetration:** 69% statewide  
**Digital-ready homes:** 154,146  
**Digital subs:** 25,806  
**Digital penetration:** 20% statewide  
**High-speed Internet-ready homes:** 90%  
**High-speed Internet subs:** 29,794  
**Internet penetration:** Not available  
**Major clusters:**  
Anchorage, Fairbanks and Juneau

25

Basic subs: 118,224

**Knology**



**Top executive:**  
Rodger Johnson, president/COO  
1241 O.G. Skinner Dr.  
West Point, GA 31833  
706-645-8553  
**Web site:** Not available  
**Ownership:** Knology Broadband, institutional investors including ITC Holding, SCANA, Whitney & Co., Blackstone Group  
**Homes passed:** 423,201  
**Basic penetration:** 28%  
**Digital-ready homes:** 118,224  
**Digital subs:** Not available  
**Digital penetration:** Not available  
**High-speed Internet-ready homes:** 423,000  
**High-speed Internet subs:** 32,573  
**Internet penetration:** 8%  
**Major clusters:**  
Montgomery, Ala., Columbus, Ga., Panama City, Fla.

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TELEVISION

## Programming

# Carving out two identities

Turner unveils very different programming slates for siblings TNT, Superstation

By Allison Romano

Like any siblings, TNT and TBS Superstation sometimes need to be separated. This upfront season, that's just what parent Turner Broadcasting is looking to do.

TNT and TBS are "finally distinctive, not only different" channels, Turner Entertainment President of Sales Mark Lazarus said at a shared upfront presentation in New York last week. The identities are fairly clearly distinguishable, although that wasn't always the case. TNT now pushes its "We Know Drama" identity, and TBS is bent on entertaining the American masses. These days, about the only programming they share are some pricey Hollywood titles.

Buyers say they're getting the message. "For many years, they were a joint buy," said OMD USA Director, National TV, Chris Geraci. "Now look at the schedules and you see how different they are, even more so this year."

TBS and TNT routinely rank among cable's best in household ratings and delivery to key demographics.

That success, said Turner Entertainment President Brad Siegel, comes from a collection of sports, movies, and original and acquired series. "It does not come from reliance on any one program that needs to push beyond the bounds of decency to draw attention and to gain an audience."

Trying to drive home the value proposition, Turner executives unveiled two very different programming slates.

TBS is targeting the younger end of the 18-49 adult demo with comedic fare. "We're not stuffy, not educational, not satirical or self-serious," explained Executive Vice President and General Manager



*Door to Door*, starring William H. Macy and Kyra Sedgwick, is one of seven made-for-TV movies slated for TNT.

Dennis Quinn.

Come September, TBS will roll out a new comedy block offering *Seinfeld*, *Friends*, *Drew Carey* and *Home Improvement* weekdays from 4:30 to 8 p.m. (Jerry Seinfeld, performing at the Turner upfront, mockingly appraised his own show: "Why is this show on TV? Because TV sucks.")

To hype its Hollywood theatricals—primarily comedies and action flicks—TBS is adding four new movie franchises: Thursday's "Movie Break," Saturday morning's "How Stuff Works," and Sunday's "Movie and a Make-over." On Saturday nights, after NCAA college foot-

ball (also new this year) comes "Man Made Movies: The College Years."

Wednesday nights are reserved for originals on TBS, with a new season of *Ripley's Believe It or Not* and a new series teaching viewers how to escape tricky situations, *Worst Case Scenarios*.

TNT's new original movies and series, as well as acquired programming, are all still hitched to its drama branding.

Sci-fi cop drama *Witchblade* returns for its second season in June. Reality series *The Residents*, in which young doctors transition from med school to professional life, debuts in January. It doesn't matter whether other nets have shelved reality series, said Executive Vice President and General Manager Steve Koonin. "There's nothing more dramatic than life and death. We're not worried about what's in and out."

Ratings workhorse *Law & Order* becomes an exclusive TNT property in September, and *The X-Files* recently was added in a shared deal with Sci Fi.

A lineup of seven made-for-TV movies includes *Door to Door* (July), starring William H. Macy and Kyra Sedgwick, and *Monte Walsh* (January), headlined by Tom Selleck. TNT announced a new multi-year partnership with Johnson & Johnson to create at least two family-friendly originals per year. *Door to Door* will be the first such "Johnson & Johnson Spotlight Presentation."

TNT also plans TV premieres of box-office hits *Proof of Life*, *The Perfect Storm*, *The Wedding Planner* and *Pay It Forward*. ■



Sci-fi cop drama *Witchblade* begins its second season on TNT in June.

eye  
on

ISSUE DATE:  
**May 20, 2002**

SPACE CLOSE:  
**Friday, May 10**

MATERIALS DUE:  
**Tuesday, May 14**

# video SERVERS

On May 20, **Broadcasting & Cable** will serve up all the latest information on video servers. This report will provide everything you need to know on the newest technology and applications. Plus, we'll provide a rundown of some of the biggest players – and most promising upstarts – in the video server market.

This will be the industry's most comprehensive report on video servers, making it the ideal vehicle for reaching your market. Call your sales representative today, and serve up your message to the industry.

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# Programming

## BroadcastWatch

COMPILED BY KENNETH RAY

APRIL 15-21 Broadcast network prime time ratings according to Nielsen Media Research

Week	abc	CBS	NBC	FOX	PAX TV	U/PIN	WB
30	6.1/10	7.7/13	7.9/13	5.6/9	0.7/1	2.0/3	3.4/6
<b>MONDAY</b>	8:00 58. America's Funniest Home Videos 5.1/9	33. Yes, Dear 6.7/12 30. Baby Bob 6.9/11	16. Fear Factor 7.8/13	47. Ally McBeal 5.6/9	139. Miracle Pets 0.5/1	110. The Hughleys 1.9/3 109. One on One 2.0/3	73. 7th Heaven 4.3/7
	9:00 20. The Bachelor 7.6/12	6. Ev Lvs Raymnd 10.5/16 9. Becker 8.9/14	30. Third Watch 6.9/11		136. Touched by an Angel 0.6/1	105. The Parkers 2.2/3 107. Friends 2.1/3	96. Angel 2.6/4
	10:00 47. Once and Again 5.6/9	35. Family Law 6.6/11	11. Crossing Jordan 8.8/15		124. Diagnosis Murder 1.1/2		
	6.4/11	7.1/12	6.2/10	4.6/8	0.9/1	1.5/2	3.5/6
<b>TUESDAY</b>	8:00 67. Dharma & Greg 4.7/9	26. JAG 7.2/12	47. Will & Grace 5.6/10	76. That '70s Show 4.2/8	130. Mysterious Ways 0.8/1	113. Buffy the Vampire Slayer 1.8/3	86. Gilmore Girls 3.3/6
	8:30 58. Spin City 5.1/9		53. Watching Ellie 5.3/9	78. Andy Richter 4.0/7			
	9:00 16. NYPD Blue 7.8/12	38. The Guardian 6.5/10	20. Frasier 7.6/12 40. Scrubs 6.2/10	61. 24 5.0/8	136. Doc 0.6/1	123. Buffy the Vampire Slayer 1.2/2	82. Smallville 3.7/6
	10:00 35. Philly 6.6/11	18. Judging Amy 7.7/13	39. Dateline NBC 6.3/11		121. Diagnosis Murder 1.3/2		
	5.0/9	6.0/10	7.9/14	4.1/7	0.9/2	1.9/3	2.4/4
<b>WEDNESDAY</b>	8:00 47. My Wife & Kids 5.6/10	40. 60 Minutes II 6.2/11	43. NBC News Special 6.5/11	86. That '80s Show 3.3/6 83. Grounded/Life 3.6/6	136. Candid Camera 0.6/1	101. Enterprise 2.3/4	93. Dawson's Creek 2.8/5
	8:30 64. George Lopez 4.8/8						
	9:00 71. The Job 4.4/7	45. The Amazing Race 2 5.7/9	24. The West Wing 7.3/12	53. Bernie Mac 5.3/9 73. Greg the Bunny 4.3/7	127. Touched by an Angel 1.0/2	118. Wolf Lake 1.5/2	110. Felicity 1.9/3
	9:30 67. The Job 4.7/8						
	10:00 53. Downtown 5.3/9	42. 48 Hours 6.0/10	6. Law & Order 10.5/18		124. Diagnosis Murder 1.1/2		
	10:30						
	5.8/10	10.9/18	9.6/16	2.6/4	0.9/1	3.8/6	2.0/3
<b>THURSDAY</b>	8:00 89. Whose Line Is It 3.0/5	2. Survivor: Marquesas 11.5/20	4. Friends 10.9/18 3. Friends 11.2/19	98. Family Guy 2.5/4 101. Greg the Bunny 2.3/4	139. It's a Miracle 0.5/1	79. WWF Smackdown! 3.8/6	116. Gilmore Girls 1.6/3
	8:30 89. Whose Line Is It 3.0/5						
	9:00 52. Who Wants to Be a Millionaire 5.4/9	1. CSI 13.9/22	8. Will & Grace 10.4/17 18. Just Shoot Me 7.7/12	94. King of the Hill 2.7/4 94. King of the Hill 2.7/4	133. Touched by an Angel 0.7/1		100. Charmed 2.4/4
	9:30						
	10:00 9. Primetime 8.9/15	24. The Agency 7.3/13	11. ER 8.8/15		121. Diagnosis Murder 1.3/2		
	10:30						
	5.5/10	4.5/8	7.6/14	3.0/6	0.7/1	1.8/3	2.0/4
<b>FRIDAY</b>	8:00 64. America's Funniest Home Videos 4.8/9	61. CSI 5.0/10	27. Providence 7.1/14	92. That '70s Show 2.9/6 96. Malcolm/Middle 2.6/5	130. Weakest Link 0.8/1	113. UPN's Movie Friday—Outbreak 1.8/3	110. Sabrina/Witch 1.9/4 116. Raising Dad 1.6/3 98. Reba 2.5/5 107. Maybe It's Me 2.1/4
	8:30						
	9:00 64. More Bloopers 4.8/9	67. First Monday 4.7/8	28. Dateline NBC 7.0/13	86. Dark Angel 3.3/6	139. Mysterious Ways 0.5/1		
	9:30						
	10:00 28. 20/20 7.0/13	79. 48 Hours 3.8/7	11. Law & Order: Special Victims Unit 8.8/16		124. Diagnosis Murder 1.1/2		
	10:30						
	2.8/5	5.1/10	3.4/6	5.0/10	0.8/2		
<b>SATURDAY</b>	8:00 105. Whose Line Is It 2.2/4	71. Touched by an Angel 4.4/9	101. Last Call/C. Daly 2.3/5	77. Cops 4.1/8 63. Cops 4.9/9	130. PAX Big Event—Almost an Angel 0.8/2		
	8:30 101. Whose Line Is It 2.3/4						
	9:00 89. ABC Saturday Night Movie—Superfire 3.0/6	73. The District 4.3/8 35. The District 6.6/12	83. NBC Saturday Night Movies—A Civil Action 3.6/7	51. AMW: America Fights Back 5.5/10			
	9:30						
	10:00						
	10:30						
	4.4/7	8.8/15	6.8/11	5.4/9	0.8/1		1.5/2
<b>SUNDAY</b>	7:00						
	7:30 85. World Music Awards 3.4/6	4. 60 Minutes 10.9/20	43. NBA Playoffs—Portland Trail Blazers vs. L.A. Lakers 5.9/11	79. Futurama 3.8/7 67. King of the Hill 4.7/8	129. Candid Camera 0.9/2		120. Flix from the Frog—Can't Hardly Wait 1.4/2
	8:00						
	8:30 20. The Education of Max Bickford 7.6/12		57. Weakest Link 5.2/8	30. The Simpsons 6.9/11 33. Malcolm/Middle 6.7/10	127. Doc 1.0/2		
	9:00 45. Alias 5.7/9	14. CBS Sunday Movie—Two Against Time 8.5/14	23. Law & Order: Criminal Intent 7.5/11	58. The X-Files 5.1/8	133. Ponderosa 0.7/1		113. Jamie Kennedy 1.8/3 118. Off Centre 1.5/2
	9:30						
	10:00 53. The Practice 5.3/9		15. Law & Order 8.1/13		133. Touched by an Angel 0.7/1		
	10:30						
	5.1/9	7.2/12	7.1/12	4.4/7	0.8/1	2.2/4	2.4/4
	6.4/10	8.1/13	8.8/15	5.8/9	0.9/1	2.7/4	2.4/4

KEY: RANKING/SHOW TITLE/PROGRAM RATING/SHARE  
 • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED  
 • TV UNIVERSE ESTIMATED AT 105.5 MILLION HOUSEHOLDS;  
 ONE RATINGS POINT IS EQUAL TO 1,055,000 TV HOMES  
 • YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN  
 • \*PREMIERE • PROGRAMS LESS THAN 15 MINUTES IN LENGTH NOT SHOWN • S-T-D = SEASON TO DATE  
 • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH



# Syndication Watch

APRIL 8-14 *Syndicated programming ratings according to Nielsen Media Research*

## TOP 25 SHOWS

Rank/Program	HH	HH
	AA	GAA
1 Wheel of Fortune	8.9	NA
2 Jeopardy	7.3	NA
3 Friends	6.8	8.0
4 Seinfeld	6.1	6.6
5 Everybody Loves Raymond	5.8	6.5
6 Judge Judy	5.6	8.3
7 Entertainment Tonight	5.4	5.5
7 Oprah Winfrey Show	5.4	5.5
9 Seinfeld (wknd)	4.9	5.8
10 Entertainment Tonight (wknd)	4.3	4.4
11 Wheel of Fortune (wknd)	4.2	NA
12 Friends (wknd)	3.5	3.6
13 Live With Regis & Kelly	3.4	NA
14 Judge Joe Brown	3.3	4.4
15 Maury	3.1	3.1
15 King of the Hill	3.1	3.4
15 Frasier	3.1	3.3
15 Inside Edition	3.1	3.1
15 Everybody Loves Raymond (wknd)	3.1	NA
20 The X-Files	2.7	3.1
21 Jerry Springer	2.6	2.9
21 Extra	2.6	2.6
21 Just Shoot Me (wknd)	2.6	3.1
21 Cops	2.6	3.3
21 Buffy the Vampire Slayer	2.6	2.9
21 The Practice	2.6	2.9

## TOP COURT SHOWS

	HH	HH
	AA	GAA
1 Judge Judy	5.6	8.3
2 Judge Joe Brown	3.3	4.4
3 Divorce Court	2.4	3.2
4 Judge Mathis	2.3	3.8
5 People's Court	2.1	2.2

According to Nielsen Media Research Syndication Service Ranking Report April 8-14, 2002  
**HH/AA** = Average Audience Rating (households)  
**HH/GAA** = Gross Aggregate Average  
**One Nielsen rating** = 1,008,000 households, which represents 1% of the 100.8 million TV Households in the United States  
**NA** = not available

## Keeping Vieira

Buena Vista has apparently settled on *The View's* Meredith Vieira to host the syndicated *Who Wants to Be a Millionaire*. At press time, the deal had not been signed but was "imminent," said one source with knowledge of the situation. The deal would keep Vieira at *The View*, as well as make her host of the game show.

Vieira had also received overtures from CBS to replace Bryant Gumbel as *The Early Show* host, and, apparently, one way ABC could justify upping her pay to keep her at *The View* was to have her host the syndication game as well.

The choice received mixed reviews by the CBS-owned stations and affiliates that cleared the show for fall 2002.

CBS stations taking *Millionaire* include the top three markets as well as O&Os in Philadelphia, Boston, San Francisco, Detroit, Salt Lake City and Pittsburgh. Some of them were hoping that *Survivor* host Jeff Probst would get the job—and serve as a daily reminder of the network's hit prime time show. Instead, they'll be carrying a daily reminder of competing ABC's daytime hit.

One CBS executive said the choice was disappointing but the net was resigned to Buena Vista's decision. The CBS group "can rattle its sabers, but it doesn't have final say over the host," the exec said. "All the big companies understand that these things happen. Disney wanted to do what's right for Disney." Maybe, the exec suggested, Vieira's appearances on *The View* would serve as a promotion for the daily *Millionaire*.

*Millionaire* has a fair number of ABC stations in larger markets, including KOMO-TV Seattle; WTFS(TV) Tampa, Fla.; KATU(TV) Portland, Ore.; and WMAR-TV Baltimore.

But even one CBS exec suggested that Vieira's presence on *The View* is "too secondary to worry about. People want the show to work, and, if she makes it work, then it's the right choice." Other station execs were stunned. Said one, "They've been saying they were looking for a younger, male host with a comedic background."

—Steve McClellan and Dan Trigoboff



A *Millionaire* deal will help keep Meredith Vieira on ABC's *The View*.

# THE REAL L.A. STORY!

**KTTV/FOX 10 AM**

**W18-34** **83%** **VS. YEAR AGO** **W18-49** **60%**

**GOOD DAY LIVE** **5 YEAR TIME PERIOD HIGH!**

Source: NSI, SNAP 3, March '02 vs. March '01 sweep % chg, March '02 vs. March '98-'01 sweeps T.P., HH Shv

**JUST SOLD: WTTV: Indianapolis, KUSI: San Diego, KASA: Albuquerque**

# StationBreak

BY DAN TRIGOBOFF

## ETHICS UNDER PRESSURE

KOMU-TV Columbia, Mo.'s "no pins, no flags" policy has drawn criticism from legislators and endangered its university funding in the post-9/11 environment. But the University of Missouri-owned station's adherence to that policy, despite the pressure, brought it the Ancil Payne Award for Ethics from the University of Oregon School of Journalism.

"We were not passing judgment one way or another on the policy," said Journalism School Dean and Professor Tim Gleason. "I suspect that members of the committee may have different views [on wearing flags or patriotic pins]. Our concern has to do with the integrity and the autonomy of the newsroom. We think the news director and staff have demonstrated that integrity."

Republican state legislators who criticized News Director Stacey Woelfel's decision to ban the patriotic symbols in the newsroom have endangered overall university funding. The state's two houses will have to affirm or restore proposed cuts over the next few weeks.

Neither Woelfel nor Gleason felt the policy stifles free speech. "The demonstration of personal opinion through a symbol," Woelfel said, "is something you voluntarily give up when you enter this profession, although not everyone agrees."

## CLEAR CHANNEL RE-UPS

Clear Channel Worldwide did major business with CBS and co-owned UPN last week, with

nine stations in eight markets.

As expected, WTEV-TV, Clear Channel's UPN affiliate in Jacksonville, Fla., signed a long-term agreement to be the CBS affiliate in the market effective July 15. The UPN affiliation switches to Clear Channel's co-owned Jacksonville station, WAWS-TV.

That station will remain a primary Fox affiliate, with UPN as a secondary affiliate—airing UPN programs out of pattern. WTEV-TV replaces Post-Newsweek's WJXT(TV) as the CBS affiliate there after Post-Newsweek-owned WJXT, an affiliate for 53 years, and the network could not come to terms on renewal.

In addition, Clear Channel has renewed long-term primary affiliation agreements with UPN in seven markets.

## JORDAN JOINS WFTV

Cox-owned WFTV(TV) Orlando, Fla., last week hired former WPTV(TV) West Palm Beach, Fla., GM Robert

Jordan to replace News Director Lyn Tolan.

Jordan was an anchor there, as well as news director, during the 1970s and 1980s. "He's the guy credited with laying the foundation for the success of WFTV news," said GM David Lippoff, himself a former news director.

Anchor Bob Opsahl, who had been brought to the station by Jordan, said in a statement: "I can't think of a better choice. Bob Jordan is the person that started Channel 9 Eyewitness News on its road to success, and I'm confident that he can take us to the next level."

Jordan left WPTV last October amid labor problems with the National Association of Broadcast Employees and Technicians. Lippoff said he was not at all put off by the difficulty reported with NABET in West Palm Beach. "The performance of that TV station under Bob's tenure and the people he brought in there speaks for itself."

## SULLIVAN TO SAN JOSE

WRC-TV Washington GM Linda Sullivan will be NBC's choice to head its newest station, KNTV(TV) San Francisco, once the deal with Granite Broadcasting closes (B&C, 4/8), according to NBC sources.

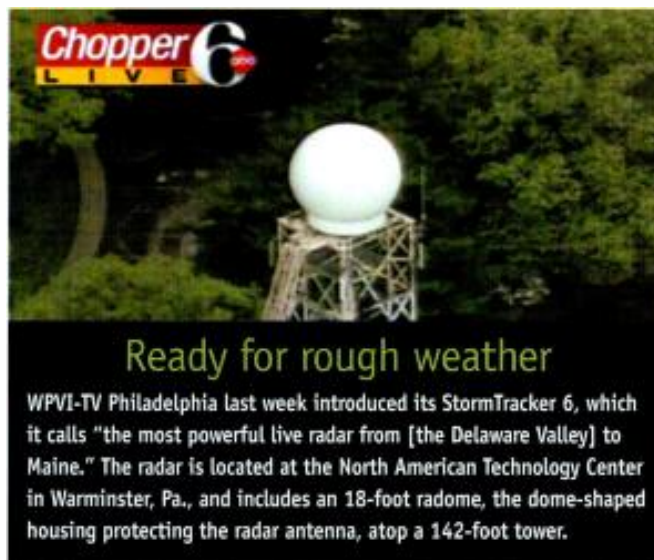
Officially, NBC said last week it was premature to confirm Sullivan's selection. But an announcement is expected when the deal is finalized, possibly Tuesday.

Sullivan, who has been running Washington's market-leading WRC-TV for nearly five years, will move from the No. 8 market to No. 5. She replaces Bob Franklin, who took the Granite station through its transition from an independent to an NBC affiliate during an explosive time for Bay Area television.

## MEET ME IN HOUSTON

Jeff Alan, who was news director at KDNL-TV St. Louis when Sinclair pulled the plug on that station's news department, has resurfaced. Alan, author of the book, *Responsible Journalism*, will be news director at the new Time Warner Cable-Belo 24-hour cable news effort, Houston News Channel. Alan said he'll be hiring producers, reporters, anchors and other staff for the startup, expected to launch late this year.

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



# FocusTulsa

## THE MARKET

DMA rank	59
Population	1,262,000
TV homes	503,000
Income per capita	\$15,216
TV revenue rank	56
TV revenue	\$85,900,000

## COMMERCIAL TV STATIONS

Rank*	Ch.	Affil.	Owner
1	KTUL(TV)	8 ABC	Allbritton
2	KOTV(TV)	6 CBS	Griffin
3	KJRH(TV)	2 NBC	Scripps
4	KOKI-TV	23 Fox	Clear Channel
5	KTFO(TV) (tie)	41 UPN	Clear Channel
5	KWBT(TV) (tie)	19 WB	Cascade
5	KTPX(TV) (tie)	44 Pax	Paxson

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

## CABLE/DBS

Cable subscribers (HH)	301,800
Cable penetration	60%
ADS subscribers (HH)	90,540
ADS penetration	18%
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>Wheel of Fortune</i> (KTUL)	15/28
<b>Network show</b>	
<i>CSI</i> (KOTV)	20/34
<b>Evening newscast</b>	
KTUL	14/27
<b>Late newscast</b>	
KTUL	17/31

\*\*\*November 2001, total households

Sources: Nielsen Media Research, BIA Research



Local advertising in Tulsa, Okla., is ahead of 2001 and, in some cases, 2000.

## A market heating up

In DMA No. 59, Tulsa, Okla., "the market's hot now," says Hal Capron, general manager of Clear Channel's KTFO(TV) Fox affiliate and KTPX(TV) UPN affiliate. "Not nationally, locally. Automotive has come back. Fast food is strong. There are new-car dealers in the market who are spending a lot of money."

J. Patrick Baldwin, general manager at market leader KTUL(TV), agrees. "It started getting hot before Sept. 11. Then it obviously cooled off. But, this year, we've been outpacing 2001 and, to some degree, 2000. When I got here five years ago, automotive advertising was going down." Automotive—the chassis on which TV revenue is built—took a dive in the late 1990s when Ford itself owned a significant number of Oklahoma dealerships. The automaker left that end of the business, and automotive advertising is coming back strong, local TV execs say.

But some prominent local companies are having significant job losses. "We used to do a weekly show called *Jobs*," Capron says. "We ran it on the weekends and repeated it four or five times a week. We had a job fair every quarter. We did it for a year." Capron had to pull the plug on the show because "the companies aren't hiring."

The local Fox station launched a late news following Fox's Super Bowl coverage. The show did about a 1 rating/2 share in February sweeps, not too bad, Capron says, against entrenched ABC and CBS affiliates and Olympic-strengthened KJRH(TV). KOKI-TV plans a 5:30 p.m. newscast for June and hopes to launch a morning show next year.

Even for an NBC affiliate, it can be an uphill fight when competitors KTUL and KOTV are so solidly entrenched. And, says KJRH General Manager Michael Kronley, in a diary market, "people wind up voting for their favorite station rather than recording what they actually watch. It's not a knock. We've got two very strong competitors."

—Dan Trigoboff

# smooth sailing in san antonio!

shipmates is a hit on KABB!

# SHIPMATES

3 days, 2 nights, 1 date. no escape!

**2.8** household rating!

**#1** new first-run strip in san antonio!

**#1** in the time period!



The Leader in Young Adult Programming.  
cldtv.com

# Changing Hands

## TVs

### **WTTK-TV Kokomo and WTTV-TV Bloomington, Ind.**

**Price:** \$125 million

**Buyer:** Tribune Broadcasting Co. (Dennis FitzSimons, president)

**Seller:** Sinclair Broadcast Group Inc. (David D. Smith, president/CEO)

**Facilities:** WTTK-TV: ch. 29, 5,000 kW, ant. 774 ft.; WTTV-TV: ch. 4, 58.9 kW, ant. 1,171 ft.

**Affiliation:** WTTK-TV: WB; WTTV-TV: WB

## Combos

### **KNET(AM) and KYYK(FM) Palestine (Tyler-Longview), Texas**

**Price:** \$910,000

**Buyer:** Community Broadcast Group Inc. (Jerry Russell, president); owns 17 other stations, including KZEY(AM) Tyler and KOFY(AM) Gilmer, Texas

**Seller:** Witko Broadcasting (Dick Wilkowski, president)

**Facilities:** KNET(AM): 1450 kHz, 630 W day, 630 W night; KYYK-FM: 98.3 MHz, 50 kW, ant. 492 ft.

**Format:** KNET(AM): R&B/gospel/news; KYYK-FM: country

### **WFLE(AM) and WFLE-FM Flemingsburg, Ky.**

**Price:** \$607,491

**Buyer:** DreamCatcher Communications Inc. (Donald Bowles, president); owns one other station, not in this market.

**Seller:** Fleming County Broadcasting (Ernest Sparkman, president)

**Facilities:** WFLE: 1060 kHz, 1 kW day; WFLE-FM: 106.3 MHz, 2 kW, ant. 528 ft.

**Format:** WFLE(AM): country; WFLE-FM: country

## FMs

### **WIKK-FM Newton, Ill.**

**Price:** \$600,000

**Buyer:** Key Broadcasting Inc. (Dennis Cupp, president); owns 18 other stations, none in this market

**Seller:** S. Kent Lankford

**Facilities:** 103.5 MHz, 25 kW, ant. 328 ft.

**Format:** Classic rock/hot AC

### **KUUZ-FM Lake Village, Ark.**

**Price:** \$500,000

**Buyer:** Family Worship Center Church

Inc. (Jimmy Swaggart, member); owns six other stations, including WJYM(AM) Bowling Green, Ohio, but none in this market.

**Seller:** DBR Communications Inc. (Wayne Bennett, president)

**Facilities:** 95.9 MHz, 20 kW, ant. 302 ft.

**Format:** Religion

**Broker:** MGMT Services Inc.

### **KHIX-FM(CP) Carlin, Nev.**

**Price:** \$475,000

**Buyer:** Ruby Radio Corp. (Ken Sutherland, president/director); no other broadcast interests

**Seller:** L. Topaz Enterprises

**Facilities:** 96.7 MHz, 13 kW, ant. 1,598 ft.

**Format:** CP

### **NEW -FM(CP) Bozeman, Mont.**

**Price:** \$400,000

**Buyer:** Spanish Peaks Broadcasting Inc. (Kevin Terry, president); no other broadcast interests

**Seller:** Gallatin Broadcasting LLC. Phone: 406-259-2626

**Facilities:** 103.5 MHz, 100 kW, ant. 295 ft.

**Format:** CP

## AMs

### **KPHN-AM Kansas City, Mo.**

**Price:** \$3.8 million

**Buyer:** ABC Radio Inc. (John Hare, president, ABC Radio); fourth-ranked group operator of 62 stations, none in this market

**Seller:** KCBR-AM LP (William R. Johnson, president)

**Facilities:** 1190 kHz, 5 kW day, 250 W night

**Format:** News/talk

**Broker:** John Pierce & Co. and Schutz & Co.

### **KSMM(AM) Shakopee (Minneapolis-St. Paul), Minn.**

**Price:** \$850,000

**Buyer:** Twin Hearts Media Inc. (Mark Hapka, president/director); no other broadcast interests

**Seller:** North Star Broadcasting Ltd. (Robert Chevalier, president)

**Facilities:** 1530 kHz, 9 kW day, 10 W night

**Format:** Mexican

### **WFRO(AM) Fremont, Ohio**

**Price:** \$750,000

**Buyer:** ABC Radio Inc. (John Hare, president); fourth-ranked group operator of approximately 60 stations, none in this market

**Seller:** Wolfe Broadcast Corp. (Thomas J. Wolfe, vice president)

**Facilities:** 900 kHz, 500 W day, 287 W night

**Format:** AC

### **KCCN-AM Honolulu**

**Price:** \$750,000

**Buyer:** Blow Up LLC (Duane K. Kurisu, member); no other broadcast interests

**Seller:** Cox Radio Inc. (Robert Frank Neil, president/CEO)

**Facilities:** 1420 kHz, 5 kW day, 5 kW night

**Format:** News/talk

### **WZJY-AM Mt. Pleasant (Charleston), S.C.**

**Price:** \$450,000

**Buyer:** Caswell Communications Inc. (Judith Aidoo, president); no other broadcast interests

**Seller:** Fulmer Broadcasting Inc. (Matthew Fulmer, owner)

**Facilities:** 1480 kHz, 880 W day, 44 W night

**Format:** Religion/talk

**Broker:** Hadden & Assoc. Media Brokers

### **KOTN(AM) Pine Bluff, Ark.**

**Price:** \$350,000

**Buyer:** Community Broadcast Group Inc. (Jerry Russell, president); owns 17 stations and is also buying KCLA(AM), KPBJ-FM and KZYP(FM) Pine Bluff

**Seller:** Delta Radio Inc. (Dawn Deane, president)

**Facilities:** 1490 kHz, 1 kW

**Format:** Talk

**Broker:** Media Services Group

## Correction

The price listed in the April 8 issue for the sale of KDAC(AM) Fort Bragg, KLLK(AM) Willits and KUKI(AM)-FM Ukiah, all Calif., to Moon Broadcasting Inc. by Ukiah Broadcasting Corp. was incorrect. It should have been \$1.75 million.

—Information provided by BIA Financial Networks' Media Access Pro, Chantilly, Va. [www.bia.com](http://www.bia.com)

## Washington

# DBS gets spectrum buddy

*FCC authorizes auctions for new video distribution, data services in 12 GHz band*

By John Eggerton

**Y**ou can add MVDDS to the alphabet soup of media acronyms. After years of petitioning and lobbying from Northpoint, the FCC finally agreed last week to authorize new multichannel video distribution *and/or* data service, which will share DBS's 12 GHz swath of satellite spectrum.

The *and/or* was our addition because the FCC did not specify the types of services that may be provided. In some cases, the spectrum may be used for high-speed access rather than video, depending on who wins it.

Opening up the spectrum to potential new service, the FCC said, would promote competition and benefit consumers. Chairman Michael Powell, joined by Commissioner Kathleen Abernathy, said it "appropriately balances the competing interests while allowing an important new service to move forward." And both Northpoint and competitor MDS America said they are pleased that the FCC had officially acknowledged that DBS and terrestrial service could co-exist on the band.

Then, why so many long faces?

Northpoint was unhappy because, although the service it envisioned got the green light, its applications for that service got the heave-ho. As expected, it will be required to bid for spectrum along with everyone else, including incumbent DBS providers.

Northpoint felt it should have been granted the spectrum, and at no charge, pointing out by way of contrast that successful applicants for satellite spectrum, who filed the same day as Northpoint, had just the week before been granted their spectrum for free.

FCC Chairman Michael Powell conceded that Northpoint had laid the groundwork for the new service but said that its "equitable" claim did not trump Congress's expressed desire for auctions or the "value of allowing competitors to vie for a chance to offer service to the public."

"There is little question that, had it not been for Northpoint, the MVDDS service would not be ready to move forward today," Powell said. "Northpoint has put significant time and resources into developing its service model as well as its commission and congressional advocacy over a long period of time. We applaud these efforts. But the statute does not support exempting this spectrum from auction,



**Northpoint's Sophia Collier is mulling an appeal of the FCC's requiring it to bid for spectrum. FCC Chairman Michael Powell applauds Northpoint's effort in developing the new service but says the law does not grant the company "the exclusive privilege it seeks."**



nor does it grant Northpoint the exclusive privilege it seeks."

When asked whether Northpoint would bid, company President Sophia Collier said it will probably appeal that part of the decision to the D.C. Circuit. "We believe the auction is not a fair way to go ahead with this."

The Satellite Broadcasting & Communications Association isn't happy either, citing continuing concerns over possible interference to DBS service. "The decision does not appear to adequately reflect the results of a congressionally mandated independent test that conclusively demonstrated that allowing this type of sharing will cause a 'significant interference threat' to DBS subscribers," SBCA said. Chairman Powell, by contrast, called the interference restrictions in the new rules "reasonable but strict."

FCC Commissioners Kevin Martin and Michael Copps weren't entirely happy with the decision. Both dissented in part.

Martin shares the SBCA's concerns about interference, opining that the new rules permit "unlimited interference to some DBS subscribers and places too much of the burden of MVDDS deployment on the backs of DBS licensees and their customers. For example," he said, "the order falls short in justifying why half of the nation's population, and most of the nation's geography, is not considered in calculating the appropriate interference projection standards."

Copps took issue with the fact that incumbent DBS providers are allowed to bid and suggested that the provision works against the new service's goal of promoting competition. "We should have limited auction participation to entities

that would provide new competition in the multichannel-video market," he said. "That would have meant excluding DBS licensees." The FCC did exclude cable companies from attributable interests in MVDDS licensees, which Copps took some comfort in.

Copps also dissented from the order's exemption of MVDDS licensees from mandatory carriage of broadcasters. Those obligations were put on DBS and cable "to advance the public interest," he said. "I see no reason jettisoning them here."

Although NAB wasn't commenting, Northpoint's Collier didn't expect it to be happy about either the lack of must-carry, which Northpoint had pledged if it got the spectrum, or the FCC's decision to divide up the spectrum by geographic regions that are not analogous to Nielsen markets. That, she said, will make it "difficult and impractical for those providing service to carry local TV stations."

One player that was celebrating was MDS America, which wanted the opportunity to bid on the spectrum for its own high-speed Internet access and—where it makes business sense—video service.

MDS America CEO Kirk Kirkpatrick says he is looking for an auction, best case, by June or July, although, given the progress of other auctions and the potential for court challenges, that could be wishful thinking.

The FCC has yet to release the official order, after which, Kirkpatrick assumes, there will be some petitions to reconsider. He says that, if his company won the spectrum, it could have video service up in three months and high-speed Internet in a month. In markets with DBS and high cable penetration, "we might just offer high-speed Internet. If you go where there is only analog cable, it would then make sense, businesswise," to do video.

While Northpoint has not yet decided how it will proceed with its appeal, if any, of the decision, it says it will continue to pursue its Compass "next-generation" DBS service, for which it has applications pending at the FCC for two vacant DBS slots. ■

# 700 MHz auctions, take 6

*House Energy and Commerce leaders introduce bill to delay auctions yet again*

**By Paige Albinak**

**I**t looks like the five-times delayed auction of the 700 MHz spectrum could be going for an even half-dozen.

The House Energy and Commerce Committee nearly unanimously agrees that the FCC should delay the auction indefinitely—it is currently scheduled for June—and, last week, House Energy and Commerce Committee Chairman Billy Tauzin (R-La.) and ranking member John Dingell (D-Mich.) introduced legislation to that effect, although Tauzin still thinks the FCC can do it without a new law.

"The FCC currently has the authority to delay these auctions and should do so," Tauzin said.

The analog spectrum in question must be returned by 2006, but auction winners are authorized to negotiate early buyouts with broadcasters who agree to give up their analog spectrum early. The lead broadcaster in the effort to speed the auctions has been Paxson Communications chief Bud Paxson.

Tauzin and Dingell were joined by 50 of the committee's 57 members, including House Telecommunications and Internet Subcommittee Chairman Fred Upton (R-Mich.) and that subcommittee's ranking

member, Ed Markey (D-Mass.).

The legislation has no Senate sponsor yet, and Tauzin himself doesn't expect to pass a bill in time to delay the auctions. But the big stick may just do the trick.

FCC Chairman Michael Powell has said the statute requires the FCC to proceed unless Congress rewrites the law, but observers expect that pressure from Tauzin and his committee, as well as pressure from the Bush administration, will induce the FCC to step back.

The bill leaves in place the 2006 deadline for returning the spectrum.

Andrew Levin, minority counsel to the House Commerce Committee, told a conference in Washington last week that the "way Congress determined that deadline was asinine, made no sense and results in a gross mismanagement of spectrum."

Still, the "2006 deadline is the framework under which we all have to work," said Jessica Wallace, majority counsel to the committee.

According to law, broadcasters must convert to digital and give back the analog spectrum by 2006, but only if 85% of households have access to digital television. "And 15% of the population translates into a lot of votes," Wallace said.

Even though the transition to digital seems slow and nearly 900 broadcasters have asked for at least an extra six months to build out, the Consumer Electronics Association says business is booming in the digital TV marketplace.

In the first quarter, the trade group reports, consumers purchased nearly \$767 million in integrated digital TV sets and displays alone, a 66% increase over the same period in 2001. The group predicts that 2.1 million DTV products will be sold in 2002, 4 million in 2003, 5.4 million in 2004, 8 million in 2005 and 10.5 million in 2006. ■



**House Energy and Commerce Committee Chairman Billy Tauzin expects that his and the administration's big stick will persuade the FCC to delay.**



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# Video gets a call from telcos

*Regional phone companies gear up to offer IP-based video services in package offerings*

By Ken Kerschbaumer

**A**t a glance, the addition of IP-delivered video services to a regional phone company's offering holds the promise of being a very good thing. It drives the per-sub valuation by multiples and also creates new revenue opportunities.

But a longer look often produces skepticism. After all, such services have been a carrot on a stick for years, and no one was successful in chasing it. Still, phone companies, particularly those in rural areas, are looking to offer bundled services by the end of the year.

The key for any telco looking into video services is to build on the relationship it already has with consumers. It's the rare consumer who is enamored of the cable company's customer service.

Aditya Kishore, Media & Entertainment Strategies analyst for The Yankee Group, says that, according to the group's Technologically Advanced Family Survey (TAF 2001), 49.6% of households interested in a single provider said they were likely to get bundled service from their local telco while only 25.6% said the cable operator. The average household spends \$43.10 on cable, \$20.30 on long-distance phone service and



Minerva's IPTV encoders and decoders are being used by Hargray, a local phone company in the Hilton Head Island area of South Carolina.

\$33.10 on local.

Vernon Telephone Cooperative, Westby, Wis., is an example of a company that has found interested subscribers. It now provides long-distance and local telephone service plus Internet connectivity to its 21,000 subscribers and, in June or July, will offer 120 channels of television via ADSL, a digital subscriber line that can deliver up to 6 Mb/s of data. VDSL, with speeds up to 26 Mb/s, would be the ideal solution but is effective only at relatively

short distances.

"VDSL was not going to work for us because our density requires us to get out more than 3,000 feet from the concentrator," says Rodney Olson, GM of Vernon. "With ADSL, we're able to push this out to the limits and reach enough customers for cash flow."

Olson says using Internet Protocol to send video services has been under consideration for a little more than two years. Vernon and seven other local phone companies formed consortium Midwest Telnet to more cost-effectively offer Internet services. The group began to look at TV services. "We knew it was something we wanted to do," he says, "and we knew it would be best to roll out a wholesale signal to each of the phone companies to spread out the cost."

The cost of the complete headend facility is in the neighborhood of \$2.5 million. The group negotiated carriage agreements with the networks and also got some of the deals done through the national cable television cooperative. HITS was an option, but the monthly programming costs were much higher. "It would have decreased the cost of the headend, but," he adds, "because we were doing that through the

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consortium, it seemed like [doing negotiations ourselves] was the way to go."

The IP technology at the headend is supplied by Minerva Technology, which will handle decoding, encoding and distribution to the still-to-be-determined set-top boxes.

"Minerva didn't win necessarily on price, but we didn't want to look for a transport vendor, middleware vendor and headend vendor, then put all the things together," he says. "Minerva had the most pieces."

The set-top box decision is complicated because the boxes aren't ready yet. Thomson, Pace and Philips boxes are under consideration, but the decision will come down to cost and features. More-expensive boxes (around \$400) will enable services like Web browsing and e-mail from the television, something Olson is interested in offering. But \$150 per box is much more appealing.

"We want the customers to believe that we can build a smart house for them, and that's something the cable companies can't do," he says. That includes reading utility meters and e-mail from the TV.

Olson says customer interest has been strong. "When you live in small towns, news travels fast. Everybody wants to be a test site, and they want to be signed up even though we can't tell them what it will cost."

On the East Coast, Hargray, a local phone company in the Hilton Head Island area of South Carolina, expects to offer between 80 and 120 channels of video, including VOD and PPV, by year-end. According to Ed Heuck, operations manager, Hargray broadband/CLEC technical services, the bundled package of phone, Internet and cable his company plans to



**According to The Yankee Group, 49.6% of households interested in a single provider said they were likely to get bundled service from their local telco; only 25.6% said the cable operator.**

offer will save consumers 20% to 40% over buying the services separately.

"Our goal is to increase revenue while bringing value to our subscribers," he says. "IPTV will help us achieve this goal."

It also will expand the definition of his company, which will become what he calls "a total communications provider." That will drive the valuation of the company. "For obvious reasons, the revenue per subscriber will be greater than that of a cable company who does not offer all the services."

They may not. Yankee Group's Kishore says part of the reason it's a good opportunity for telcos is that cable competition will

not be very strong in most of the markets.

Like Vernon, Hargray has selected Minerva Networks' iTV Manager to manage operations at its IP television headend. That will include subscriber and device management, asset management, electronic program guide and even parental controls.

"I've seen it, and it works, so I believe in it," Heuck says of IP-delivered video services. "The system seemed complicated initially, but then we realized that we were looking at data streams, which is something that we have been doing for years with a high degree of reliability. The same precautions, testing and monitoring can be used with some modification."

Kishore says the impact of telephony-based television services on large cable companies will be limited, because such operators typically focus on areas with a high concentration of subscribers and phone companies in those areas, with the possible exception of Qwest, haven't done much in the area of video carriage. Smaller, more rural MSOs, though, could be vulnerable.

"These telcos serve small, often rural markets, which probably have antiquated cable plants," he adds. "And, in a small market, you are in a better position to have a closer relationship with their customers. In [the case of Vernon], the company is a cooperative that plows its profits back to its subscribers. It's tough to beat that."

Whether the endeavor will be successful remains to be seen. The engineering challenges often aren't apparent to the untrained eye. "Good luck," says one engineer. "Companies have been trying to do this for 10 years." ■

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# NASCAR's new vision

*ACTV, Sportvision provide graphics, data to drive PPV service*

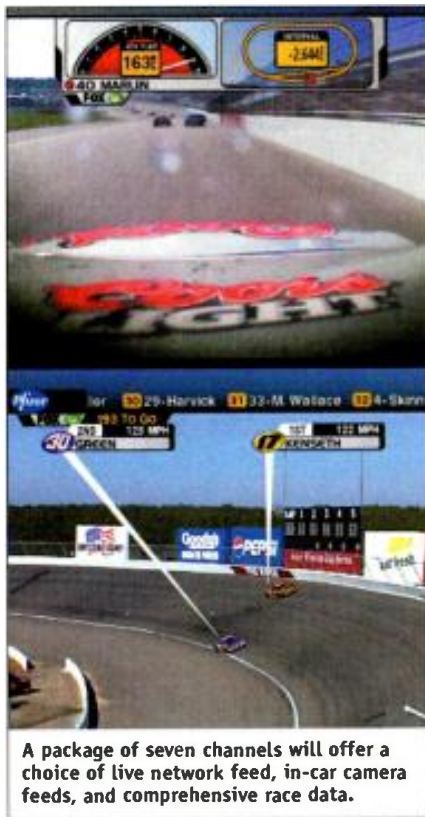
By Ken Kerschbaumer

Companies involved with interactive television have always pointed to sports applications as a natural fit. The capabilities of choosing camera angles or following a specific athlete (such as a racecar driver or golfer) are the typical won't-it-be-cool-someday applications.

The pay-per-view "NASCAR In Car On inDemand" service that will debut June 16 is a fairly close facsimile of that concept, and without the layers of interactive middleware and software (and expensive set-top boxes). Instead, the service will use seven PPV channels to allow viewers to choose from the live network feed, five channels dedicated to in-car cameras, and an interactive data channel that will provide comprehensive race information. The 22-race package will cost \$99 and be offered on AT&T, Comcast, Cox, Time Warner and other MSOs.

"It's really the first element of interactive television because viewers will have a choice of what they're doing," says Steve Roberts, Sportvision executive vice president, product development. "It's very simple, and it uses ACTV technology for the seamless channel changing. The hope is to build other interactive features on top of this that will interact with all of the set-top boxes and different middleware out there."

Sportvision and ACTV are working together to develop the statistical and graphic information that will be found on the channels. Mobile production company NEP has built a 53-foot trailer that will house ACTV's equipment for the production (NASCAR will share the truck as well). An ACTV Event System will be in the truck and pull in the audio and video information for the broadcasts, Sportvision information, FanScan audio feeds of driver radios, and in-camera shots captured with cameras installed by BST.



A package of seven channels will offer a choice of live network feed, in-car camera feeds, and comprehensive race data.

"We're producing each one of those channels," says ACTV Chief Technology Officer Kevin Liga. "Each car has three cameras inside, and we'll move them around based on the action. And we'll present the graphics and data elements."

The mobile version of the Event System will be used. It includes Chyron Max, Maxine and Infinit character generators; Logic Innovation server; Sony monitors; Miranda and Leitch gear; and a Grass Valley production switcher and Profile server to create a tapeless environment for the production. It also includes the transmission system and creates the multiplex at the race track. ACTV's proprietary

automation system is used to trigger events.

"No human could technically direct seven channels at once, so we created all these macros so that, at the press of a button, an entire screen could be created," says Liga. "For example, it senses when the driver audio is coming in."

Sportvision also has a mobile production unit that will be connected to the PPV truck to feed it information for the production. On-board computers in the cars will transmit information concerning the cars' readings five times a second to keep viewers more than up to date on the action.

"We're working with ACTV on the look and feel of the entire multichannel package," says Sportvision CEO Bill Squadron. "Our data, which is now used occasionally for the in-car camera dashboards, will be used constantly for all the in-car channel looks."

The information that will be included on the data channel is still being sorted out. According to Squadron, viewers will be able to get real-time leader information, how far ahead the leader is, or even lap speeds by simply changing channels.

He says this is the first step toward taking full advantage of the information that Sportvision collects. Because of that wealth of data with respect to every car's position and speed, he explains, it might one day be possible to have real-time videogames in

**'It's really the first element of interactive television because viewers will have a choice of what they're doing.'**

—Steve Roberts, Sportvision

which viewers can actually drive in the race.

One thing that should be in place by year-end, Roberts says, is a real-time racecast on Nascar.com that will allow people to find out what speeds cars are going at and where they are on the course. "We're slowly but surely ticking off developments for other platforms." ■

# People

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

### Broadcast TV

**Jeff Clarke**, CEO/GM, KUHT(TV) Houston, named president/CEO, KQED(TV) San Francisco.

**Eric Meyrowitz**, local sales manager, WBDC-TV Washington, named general sales manager.

**Matt Jaquint**, general sales manager, KGAN(TV) Cedar Rapids, Iowa, joins WSAZ-TV Huntington, W.Va., in the same capacity.

**Kalvin Pike**, VP/GM, Millennium Sales and Marketing, Denver, named local sales manager, KTVX(TV) Salt Lake City.

### Programming

**Jeff Coleman**, senior VP, production, MGM Pictures and United Artists. Santa Monica, Calif., promoted to executive VP, worldwide feature physical production.

**John Watson**, president/CEO, Sunglass Hut International, Coral Gables, Fla., joins Home Shopping Network, St. Petersburg, Fla., as COO.

Appointments at NBC, Burbank Calif.: **Derek Metoyer**, manager, affiliate advertising and promotion services, promoted to director, promotion service director; **Marty Frey**, promotion director, KSEE-TV Fresno, Calif., joins as director, affiliate advertising and promotion services.

### Radio

**Marla Bane**, senior VP, operations, AMFM Radio Networks, Dallas, joins Salem Radio Network, Irving, Texas, as VP, affiliate services.

**Ingrid Lahey**, producer,

membership drives, WET(FM) Washington, named program director.

### Journalism

**Gigi Stone**, reporter, NY1, New York, joins BizNet, New York, as correspondent.

**Andy Hoffman**, senior producer, *Closing Bell*, MSNBC, Secaucus, N.J., adds to his duties, executive producer, holiday programming.

**Rebecca Messa**, freelance reporter, WBAL-TV Baltimore, named fulltime general-assignment reporter.

**Matt Grubs**, general assignment reporter, WOFL(TV) Orlando, Fla., joins KOAT-TV Albuquerque, N.M. as Santa Fe Bureau reporter.

### Internet

**Paul Condolora**, VP, business development and new products, Cartoon Network Online, Atlanta, named VP/GM, Cartoon Network New Media.

### Advertising/Marketing/PR

**Susan Cuccinello**, VP,

marketing research, Television Bureau of Advertising, New York, promoted to senior VP.

Appointments at Inter/Media, Encino, Calif.: **Allison Bloom**, media buyer, National Media/E4L, Encino, joins as senior media buyer; **Erin N. Brown**, local broadcast buyer, Round 2 Communications, Los Angeles, joins as media buyer.

**Randy Wilkes**, director, operations, CMT: Country Music Television, Nashville, Tenn., joins Kaleidoscope Promotions, Los Angeles, as

VP, mobile marketing division.

### Associations/Law Firms

**Bill Redmond**, manager, marketing and research, National Geographic Society, Washington, joins Cable &

Telecommunications Association for Marketing, Alexandria, Va., as director, research.

—P. Llanor Alleyne  
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212-337-7141

## Obituaries

**Reginald Rose**, television playwright, died at a hospital in Norwalk, Conn. He was 81.

Best known as the scribe behind the critically acclaimed play *Twelve Angry Men*, Rose received an Emmy in 1954 for the television version of the play. He was again recognized for *Men* in 1957 when he received an Oscar nod for the film adaptation.

He also received Emmys for the television series *The Defenders*, which starred E.G. Marshall and Robert Reed as a father-and-son lawyer team.

Rose was born Dec. 10, 1920, in New York. He began his television career writing for CBS in 1951 and subsequently held writing positions with all the major networks. He wrote the pilot for *The Defenders* in 1957 and served as the series' writer from '61 to '65.

He also wrote *The Sacco-Vanzetti Story* for NBC and *Escape From Sobibor* for CBS. His screenplays include *The Wild Geese* (1978) and *Whose Life Is It Anyway?* (1981).

Rose married Barbara Langbart in 1943, and they divorced. He married Ellen McLaughlin in 1963. He is survived by them both and six children.

**Rusty Burrell**, best known as the bailiff on *The People's Court*, died at home in Rosemead, Calif., of lung cancer on April 15. He was 76.

Born in Metropolis, Ill., Burrell lied about his age and enlisted in the U.S. Navy at the beginning of WWII. After he was discharged, he played as pitcher and outfielder for the St. Louis Browns' baseball farm team. A couple years later, he headed to Los Angeles to play ball but ended up working for the Sheriff's Department. He moonlighted as a bit actor and served as the original bailiff on the syndicated 1950s television series *Divorce Court*.

Outside of television, Burrell served as the bailiff during the trials of Caryl Chessman, Charles Manson and Patty Hearst, among others.

He retired from the Sheriff's Department in 1981 and was quickly nabbed by Judge Joseph Wapner—whose father had appeared as a lawyer on the original *Divorce Court*—to be bailiff on *The People's Court*. The series ended in 1993, but the pair were reunited on Animal Planet in 1998 when they presided over *Judge Wapner's Animal Court*.

Burrell is survived by his wife, Clara; sons Mark and Larry; five grandchildren; one great-grandchild; and a sister, Faith.

—P. Llanor Alleyne

THE FIFTH ESTATER

# 'Massive Media' chief

*Ferree brings focus, energy to newly combined FCC bureau*

If you asked guys on the street to pick the coolest choices from a list of jobs, you'd probably get similar reactions: Criminal defense lawyer? *Like Perry Mason? Sure.* Mexican-clothing importer? *Great travel.* Football coach? *Hell, yeah!* Regulatory attorney? *Yawn.*

Those aren't the answers you'd get from Ken Ferree, though, and the chief of the FCC's new Media Bureau has done them all.

The tedium of trial discovery convinced him that criminal law was not for him. A former All-Ivy and Playboy All-East lineman, he enjoyed coaching offensive line for alma mater Dartmouth, but "it was hard work for low pay." A partnership importing Mexican apparel collapsed when his college buddy—the "real brains of the operation"—got into Massachusetts Institute of Technology.

For 10 years, Ferree has focused his energy into a successful law career that balances work and family life better than previous careers.

It's clear, though, he still has a hard time sitting still. Rather than

waste his mornings in Washington's daily traffic snarls, Ferree zips to work on a Honda 1100cc Cruiser. He insists that his alternative transportation is entirely practical: Long hours hunched over handlebars, he says, is "not as romantic as one might think."

Today, despite being a top regulator of the world's biggest entertainment industry, Ferree spends more time making his own amusement than immersed in electronic media. "I don't watch much TV and don't allow my kids to either."

Instead, he spends many of his off-hours playing the piano, which he "absolutely hated" as a kid. After buying a piano for daughter Rachel, though, he picked it up again. "From day

one, I couldn't keep my hands off of it. It's the closest thing I'll ever come to creating anything beautiful."

Ferree brought the same focus to Washington law firm Goldberg, Godles, Wiener & Wright, recalls former boss Henry Goldberg. He was a "brilliant" associate before becoming partner in 1999, Goldberg says. "When we needed careful analysis done very fast, we turned to Ken."

A quick pace will serve him well at the commission. The Media Bureau, formed by the recent merger of the Mass Media and Cable Services bureaus, faces an enormous workload. Within 18 months, Ferree and his staff aim to rewrite nearly all media owner-



**W. Kenneth Ferree**  
Chief, FCC Media Bureau

**B. Nov. 23, 1960, St. Louis; BA, English, Dartmouth University, 1983; MBA, San Jose State, 1987; J.D. Georgetown University, 1992; partner, Oaxaca Imports, 1983; assistant football coach, Dartmouth, 1984; sales rep, 1984-87, financial analyst, 1987-88, West Tek Supply Inc.; associate, Wilmer, Cutler & Pickering, Washington, 1992-94; associate, 1994-99, partner, 1999-2001, Goldberg, Godles, Wiener & Wright; chief, FCC Cable Services Bureau, 2001-02; current position since March 25; m. Lauren, July 29, 1992; children: Rachel (8) and Jackson (5)**

ship rules, push the DTV transition, decide the regulatory framework for cable modem service, determine the fate of program access rules helping cable's competitors, and judge

whether rules are needed to spur interactive television.

He brings a sense of humor to a job known for bureaucratic tedium, dubbing his new team the "Massive Media Bureau." ITV, which often seems more myth than reality, he calls "Project Unicorn."

Still, he appreciates the seriousness of his job as well the dedication of agency personnel. "The quality of the people was unexpected. They believe what they are doing is important."

He joined the FCC in May 2001 as head of the Cable Services Bureau, and word soon got out that he would be Chairman Michael Powell's pick to head the combined operation.

He insists he harbors no pro-cable bias. In fact, he spent most of his time at Goldberg, Godles, Wiener & Wright fighting big cable operators. Just before moving to the FCC, he represented utilities in their battle to eliminate caps on rates cable companies pay to string wires to power poles.

When Ferree was tapped to head the cable bureau, press accounts described him as a longtime Powell friend. That overstates what is essentially a professional acquaintance, he insists. Sure, they knew each other as Georgetown Law students and clerked at different times for U.S. Court of Appeals Judge Harry Edwards. And Powell spoke to a communications-law course Ferree taught; But "it's not like we got together on weekends to watch football."

—Bill McConnell

# Top 25 MEDIA GROUPS

On May 13, *Broadcasting & Cable* features its much anticipated, exclusive over-view of the top 25 media groups in the industry. This in-depth profile singles out companies with a host of significant media holdings in the U.S. and provides you with the only industry-specific review around. With a host of pertinent information and the latest insight on these groups, this issue is sure to be in the hands of all top execs in the industry.

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# Classifieds

## Television

### SALESCAREERS

## DIRECTOR OF SALES

KTVT CBS 11, a CBS/Viacom Television Station, is seeking the right person to lead our Sales Department in Dallas/Fort Worth, the nation's seventh market. Responsibilities include, but not limited to, coordination and management of the total sales effort at KTVT, establishing sales policy, setting and achieving station budget, managing inventory and pricing of all programming, establishing and executing goals and objectives for the sales department, hiring, developing, motivating, and evaluating sales managers, and lending support to the General Manager through budget and review forecasting. Qualified candidates must be a college graduate with prior television sales management experience, and must possess effective communication, motivation, and leadership skills.

For consideration, please send resume and cover letter indicating position of interest to:

KTVT CBS 11  
Attn: Human Resources  
10111 N. Central Expressway  
Dallas, TX 75231  
www.cbs11tv.com



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## GENERAL SALES MANAGER

News Channel 8. A Lin Television Station seeks a dynamic individual to can lead our Local, National, Internet and Corporate development revenues. If you have the proven skill, passion and strong experience to lead a highly energized sales force, this is your opportunity. Minimum 5 years of Television Management preferred. No phone calls. Remit resume to: HR, WTNH TV, 8 Elm Street, New Haven, CT 06510. EOE. This position will not be filled prior to May 3rd.

## PRODUCERCAREERS

### PRODUCER / EDITOR

Field produce, write, shoot and edit medical reports for newscasts. Experienced in writing and shooting and the ability to come up with timely cutting edge medical stories that affect people's lives. Send resume and tape to Gene Ross, News Director KLAS-TV, 3228 Channel 8 Drive, Las Vegas Nevada 89109. EOE.

### BANYAN PRODUCTIONS

**Coordinating Producer:** Creative manager to help run design/reality series and staff of twenty. Need experience in budget management, scheduling, handling local and national press and creatively running multiple episodes of a national cable series. Some travel necessary. Candidate must show record of strong creative work as a producer and writer as well as a wide range of experience in non-linear post-production.

**Field Producer:** Creative team leader to field produce a national cable home design/reality show. Producers oversee all aspects of production including research, scripting, shoot planning, and editing. Also responsible for interviewing, directing camera crews, coaching on-camera talent and managing field production unit of twenty. Extensive travel required.

Located in Philadelphia, Banyan Productions is an industry leader in reality television production. Banyan is an equal opportunity employer.

Estimated Start Date: May 2002

Contact: Denise Cramsey, Executive Producer  
Banyan Productions  
225 Arch St., Philadelphia, PA 19106  
dcramsey@banyanprod.com

### PRODUCER

WOTV / ABC 41 is looking for an experienced producer to guide its 6 p.m. newscast. The position requires someone who fosters teamwork, knows how to write compelling opens and teasers, and can shape a show not simply stack it. If you believe you have developed the skills to handle the job please rush your resume to: Tim Malone, News Director, 41 News, 5200 West Dickman Road, Battle Creek, MI 49016. No phone calls, please.

## NEWSCAREERS

### PHOTOJOURNALIST (2)

KTRK-TV'S Programming Department has an immediate opening for two photographers who can do it all. (Shoot, edit and some producing). Qualified candidates must be detail-oriented with the creative knack for compelling storytelling through sound and pictures. Non-linear edit experience a must. Will work on a variety of local station projects both long and short form. Must be willing to work any shift assigned.

Send tapes and resumes to: Kim Nordt-Jackson, Programming Manager, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. No phone calls please. Equal Opportunity Employer M/F/V/D

\*Strong internal candidates

### MORNING NEWS ANCHOR

Looking for an energetic morning news anchor to wake up beautiful coastal community and then update news for the noon newscast. Candidates who possess versatility and a high energy level should apply. Both morning and noon shows are full of potential and requires an ambitious, creative involved anchor to take them to the next level. At least three years' experience full-time news reporting and/or anchoring required, live reporting experience is a must and candidate must be able to deliver a variety of news and become part of a wonderful small market community. Send non-returnable VHS tape and resume to: Personnel/Anchor, 1477 Tenth Street, Sarasota, FL 34236. WWSB is an equal opportunity employer. No phone calls please.

### ASSIGNMENT MANAGER

Experienced aggressive Assignment Manager. We're looking for someone who can effectively utilize the reporting and photography staff, develop contacts and find great stories the other stations don't have. Requires superb news judgment, organizational and leadership skills. Send resume to Gene Ross, News Director KLAS-TV, 3228 Channel 8 Drive, Las Vegas Nevada 89109. EOE.

### METEOROLOGIST

WESH Television in Orlando is looking for a dynamic meteorologist to join Central Florida's top weather team. We have it all, our own Doppler radar, WSI's producer, predictor, and sky-tracker, and sky-cams throughout the region. WESH is the exclusive weather provider to the Orlando Sentinel. Our next meteorologist must have an AMS seal and a degree in Meteorology. Forecasting skills and television presentation skills are critical, but most important is attitude. We need a team player who is willing to do whatever it takes to maintain our leadership position in this market. Send tape (VHS) and resume to: Bill Bauman, WESH-TV, 1021 N. Wymore Rd., Winter Park, FL 32789. WESH is the NBC affiliate for Central Florida, and is part of Hearst-Argyle Television. An Equal Opportunity Employer.

### DESIGN DIRECTOR

KPIX-TV/ KBHK-TV  
SAN FRANCISCO, CA

Are you an experienced pro and veteran of the news wars? Are you known for your hands-on design and animation? Are you ready for the 5th market and the country's best city? Then this is your opportunity to join the best team in the business at the CBS/ UPN duopoly. Rush your tape to: Brian Blum, Marketing Director, KPIX-TV/ KBHK-TV, 855 Battery St., San Francisco, CA 94111-1597 or call 415-765-8753. EOE.

### SPORTS ANCHOR/REPORTER

WOTV is looking for a Sports Anchor/Reporter. At least 1-year experience required. Strong live reporting, writing, editing, and photography skills are essential. If you want the opportunity to follow professional sports, cover D-1 college athletics, but also enjoy covering high school football on Friday night, this job is for you. Please send your resume to: Ken Hyde, Sports Director, WOTV 41, 5200 West Dickman Road, Battle Creek, MI 49016, No phone calls, please.

## Classifieds

### Television

#### EXECUTIVE CAREERS

#### Director Office of Cable Signal Theft National Cable & Telecommunications Association

NCTA is in search of a Director for the Office of Cable Signal Theft (OCST) to continue its industry-wide anti-theft efforts.

Successful applicant will be responsible for developing and coordinating industry outreach programs with member companies, serve as the industry spokesperson on signal theft and related piracy issues, serve as the industry expert witness at civil/criminal trials and legislative hearings, and represent NCTA among intra-industry groups. Candidate will work closely with law enforcement agencies, industry representatives and state associations to coordinate educational training seminars that address industry concerns. Director will work with state association executives and industry representatives to develop marketing initiatives and implement programs aimed at decreasing industry-wide theft. Essential skills include knowledge of the cable industry and its key players. Strong writing skills, exceptional communication and analytical skills a must. Marketing experience is also a plus. The ideal candidate will have a bachelor's degree or equivalent and a minimum of five years management experience.

NCTA offers a competitive salary and excellent benefits.

The National Cable & Telecommunications Association (NCTA) located in Washington, DC is the principal trade association for the cable television industry.

For consideration, please e-mail your cover letter and resume to: [jjanucik@ncta.com](mailto:jjanucik@ncta.com)

Or mail to:

NCTA

Attn: Jadz Janucik/OCST Director

1724 Massachusetts Ave., NW, Washington, DC 20036



NATIONAL CABLE & TELECOMMUNICATIONS ASSOCIATION

#### CREATIVE SERVICES

##### CREATIVE SERVICES DIRECTOR

WDTN needs you to lead a competitive, news oriented station over the top! Responsibilities include planning and directing overall advertising, promotion, branding, press, public relations and other functions in support of WDTN's programming. Successful candidate must have 3-5 years promotion/creative experience with a proven track record. Send resume to HR Dept., WDTN, P.O. Box 741, Dayton, OH 45401 M/W/V/H/ EOE

#### TALENT SERVICES

##### WANT TO IMPROVE? NO FEEDBACK FROM YOUR NEWS DIRECTOR? GET RESUME, SHOW TAPE, PACKAGE REVIEW AND CRITIQUE!

Let former executive producer, anchor tell you what you're doing well, what needs improvement. Also receive viewer critiques! One time review, \$61.99. Send VHS tape and check to: Winning Performances, 610 Grand, Harrisburg, SD 57032, [tdapp@aol.com](mailto:tdapp@aol.com), (605) 351-5199, [www.winningperformances.biz](http://www.winningperformances.biz).

#### TECHNICAL CAREERS

##### DIRECTOR/TECHNICAL DIRECTOR

Top 40 Midwest station has an immediate opening for a Director/Technical Director. This is a great opportunity for someone currently in a similar position, to keep pace with emerging technologies and advance their career in our new state-of-the-art control room equipped with the latest digital studio production system. Schedule flexibility required. Broadcast degree preferred. Send resume to Box 0422, Attn: K. Parker, B&C Magazine, 275 Washington St., 4th fl., Newton, MA 02458.

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#### PROMOTION CAREERS

##### TOPICAL PROMOTIONS WRITER/PRODUCER

We want you in Washington! ABC 7 in Washington, DC is searching for someone who will write, produce and edit news topicals that'll cause heads and viewers to turn to ABC 7 News! You will be working in a brand new facility right on the Potomac with virtually every new-tech toy you can think of: Please send a tape with your ten best most recent topicals along with a resume to: David Hershey, Director of Promotion and Marketing, WJLA-TV ABC7 Washington, DC. 20008. WJLA (EEOE)

##### PROMOTION MANAGER

WTVF-TV (CBS) in Nashville, TN is looking for an effective, competitive Promotion Manager to join the #1 rated station. Must have minimum of five years hands-on news promotion experience and proven success in brand awareness. Prior management success and a passion to win every newscast is a must! Send resume and non-returnable tape to General Manager, NewsChannel 5 Network, 474 James Robertson Parkway, Nashville, TN 37219. EOE.

##### TOPICAL NEWS PROMOTION PRODUCER

JOB REQUIREMENTS: Number one station in market 38 is looking for an experienced hot shot to write, edit and produce our news topical promotion. If you know nonlinear editing and know what it takes to drive viewers to local news, we want you. Ability to write, produce and edit news topicals. Some flexible hours and overtime required. Looking for a team-player who can work in a fast-paced, deadline driven environment.

CONTACT: Send resume and non-returnable VHS sample reel to:

Human Resource Department, WOOD TV8  
120 College Ave., SE, Grand Rapids, MI 49503.  
No phone calls.

WOOD TV8 is an equal opportunity employer.

### Academic

#### ASSISTANTSHIP CAREERS

##### GRADUATE ASSISTANTSHIPS

Graduate assistantships available in Mass Communications for M.A. - Communication students. Assignments include two radio stations; television production; assisting in announcing, production, and filmmaking classes. Tuition waiver plus up to \$4800/yr. Contact Dr. Bette Kauffman @ The University of Louisiana at Monroe, Monroe, LA 71209. 318/342-1406. EOE/AA.

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## Classifieds

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800-678-4762  
pma@execpc.com

#### CREATIVE SERVICES

##### CREATIVE SERVICES ASSOCIATE

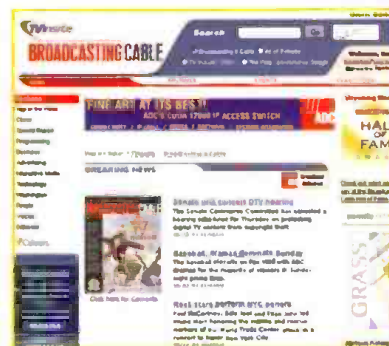
WQXR-FM, America's most-listened-to classical station, seeks Creative Services Associate to help with stations' contests, promotions and website content while providing administrative support. Strong organizational and communication skills. Experience in radio preferred. Send resume and cover letter with salary requirements to: WQXR, Box BC, 122 5th Avenue, New York, NY 10011. No telephone calls, please.

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