

# BROADCASTING CABLE

DECEMBER 17, 2001

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## NBC FALLS OFF BOOZE AD WAGON

It will accept commercials for liquor, a first for major broadcast network

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## SINCLAIR: WRONG, BUT SO WHAT?

FCC approves group's purchase of Sullivan stations but fines it for misinterpreting rules

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## B&C PIN-UP CALENDAR

Well, you can pin it up. Our annual guide to important media dates for the year ahead

» CENTERFOLD

# EYE becomes WFF



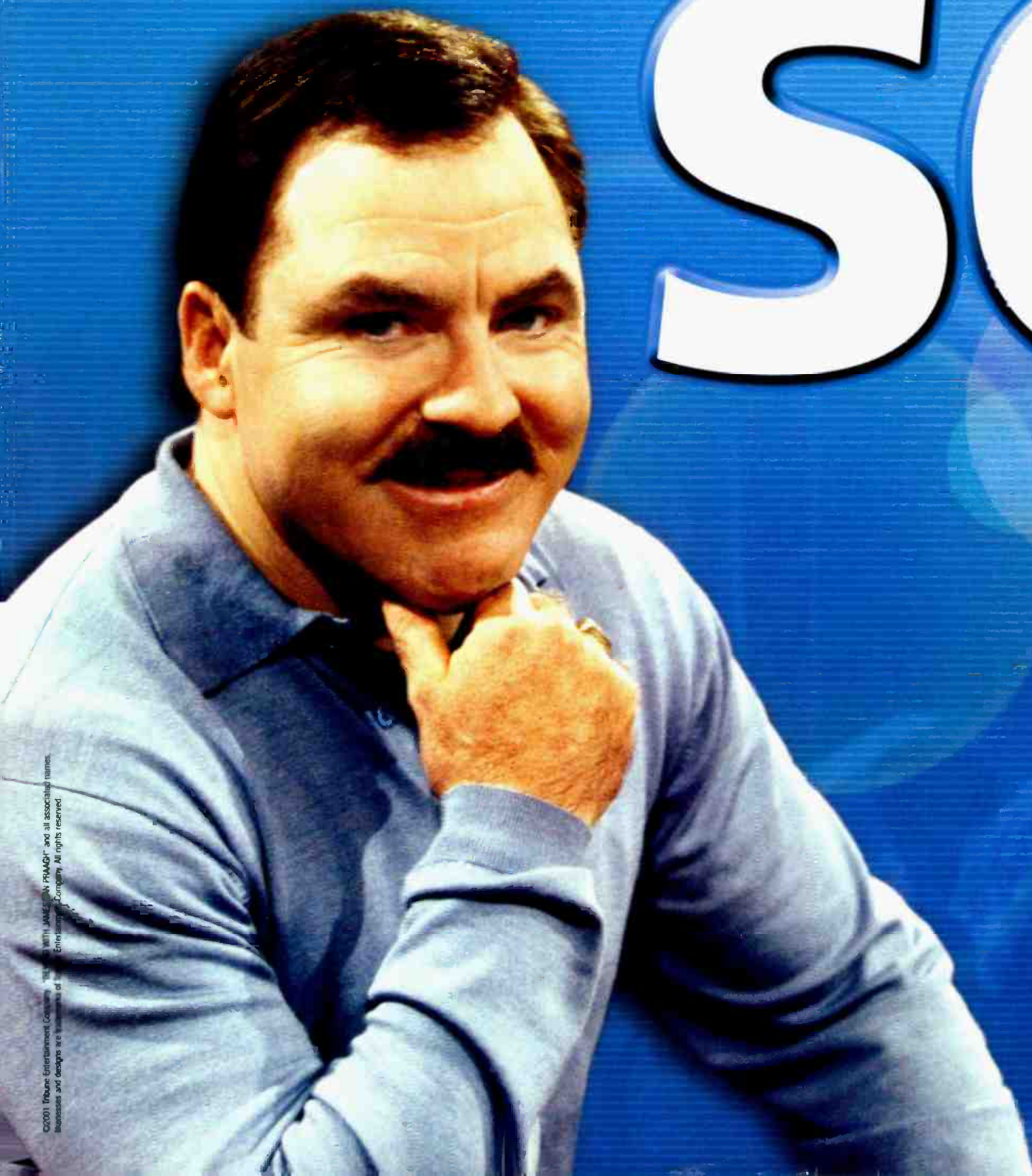
# Moonves takes control of sec... PAGE 16

\*\*\*\*\*3-DIGIT 591  
BC075184 AUG02 REGD 197  
JOHN E JOHNSON  
KTVO-TV  
263 WATERTON WAY  
BILLINGS, MT 59102-7755



C O M I N G F

SO



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A L L 2 0 0 2

**OLD**

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**OF THE U.S.**

**17 of the top 20 markets**

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**WITH**

**JAMES VAN PRAAGH**

**TRIBUNE**  
ENTERTAINMENT

## Top of the Week December 17, 2001



### COVER STORY

## TWO NETS, ONE BASKET

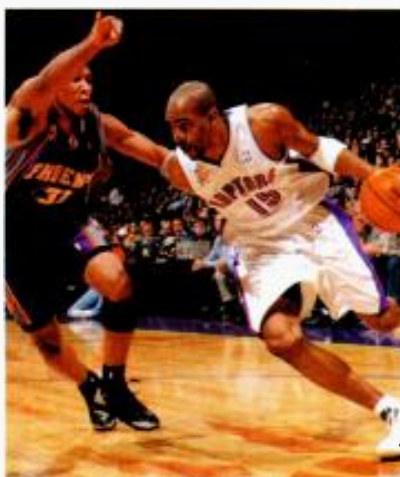
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### Technology

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REGULATION

## Ferree ranging

The merger of the FCC's mass media and cable bureaus isn't scheduled to happen until Congress approves a reorganization plan early next year. But Cable Bureau chief Ken Ferree, who has been tapped to head the combined office, has already crossed industry boundaries on some of the key issues affecting broadcasters, including overseeing the group likely to rewrite ownership rules and managing the investigation of disputes between networks and affiliates. Ferree also has presided over a meeting of the new bureau's designated senior staff, say sources. The commissioners are expected to vote on the reorganization in January.—*B.M.*

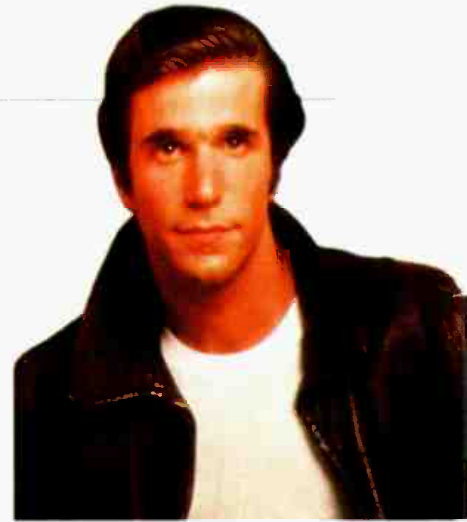
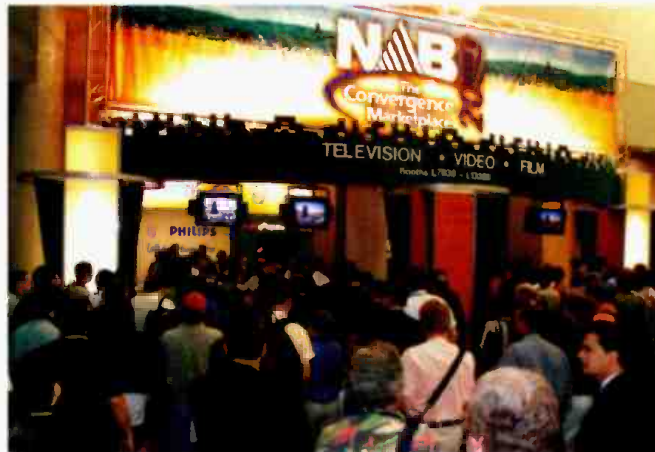
# BC EYE

CONVENTIONS

## NAB news

The Radio-Television News Directors Association—which had to cancel its annual convention—may join NAB for its April meeting in Las Vegas.

RTNDA leaders and vendors were already gathering in Nashville for their annual conference, scheduled to begin Sept. 12, but quickly canceled as flights were grounded and journalists had to scramble back to their newsrooms. RTNDA, which is hoping its cancellation insurance makes up for the lost revenue, passed on the opportunity to reschedule the conference in conjunction with NATPE in January, but sources say RTNDA believes NAB is a better fit and talks are ongoing. Sources at CNN Newsource, one of the anchor tenants in RTNDA's exhibit hall, indicated some enthusiasm for a merged conference.—*D.T.*



PRIME TIME

## The re-cycle hums...

In the wake of CBS's successful highlight special with Carol Burnett—more than 30 million viewers, many in the key 18-49 demo—other networks are combing their libraries.

Insiders say ABC is developing highlight shows around *Happy Days* and spin-off *Laverne & Shirley*, with several cast members participating. NBC is working on a number of clip specials, including ones based on *The Cosby Show* and on Bob Hope specials. Under consideration at CBS: *The Honeymooners*. Fox is looking at shows that originally appeared on other networks.

"What we have all learned in the reality side of the business is to strike fast, and, after the success of Carol Burnett, we are all trying to strike fast," says NBC's Jeff Gaspin.—*J.S.*

### FIRST-RATE FOURTH

While it's still a tough ad market out there, NBC and CBS both claim to have had their best fourth-quarter scatter markets ever in terms of dollar volume. NBC posted \$300 million in scatter sales across all dayparts, more than \$200 million in prime time, sources say. CBS sources say it did \$260 mil-

lion in scatter, with about \$200 million in prime time. Much of that success, particularly for NBC, came at the expense of ABC, which had to devote a big chunk of fourth-quarter scatter inventory to make-goods. Another factor: A pile of money got shifted from the third quarter (terrorist-attack coverage) to the fourth quarter.—*S.M.*

### MORE ON SAN FRAN

So here's the latest on San Francisco: While the situation is still fluid, all signs seem to be pointing to an NBC deal to buy Granite's KNTV(TV) for a price around \$250 million, sources familiar with the situation said late Friday. Those sources expect a deal to happen this week. NBC's negotiations

with Young Broadcasting for KRON-TV have been stalled for a while over price, with the group owner said to be holding out for more than \$700 million still. Granite purchased KNTV in 1989 for a little more than \$60 million, according to BIA. KNTV is set to take over NBC affiliation from KRON-TV in January.—*S.M.*

# #1 Again



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# n... and Again

## Ranking of Weekly Hours

Premiere to 11/25/01

RANK	PROGRAMS	HH	A18-49	A25-54	M18-49	M25-54	DISTRIBUTOR
<b>1</b>	<b>ANDROMEDA</b>	<b>3.2</b>	<b>2.1</b>	<b>2.4</b>	<b>2.2</b>	<b>2.5</b>	<b>Tribune Entertainment</b>
<b>1</b>	<b>MUTANT X</b>	<b>3.2</b>	<b>2.0</b>	<b>2.1</b>	<b>2.0</b>	<b>2.1</b>	<b>Tribune Entertainment</b>
<b>3</b>	<b>BUFFY-SLAYER</b> <sub>-SYN (AT)</sub>	<b>3.1</b>	<b>2.0</b>	<b>2.0</b>	<b>1.9</b>	<b>1.9</b>	<b>Twentieth Television</b>
<b>4</b>	<b>PRACTICE</b> <sub>-SYN (AT)</sub>	<b>3.0</b>	<b>1.6</b>	<b>1.8</b>	<b>1.2</b>	<b>1.4</b>	<b>Twentieth Television</b>
<b>4</b>	<b>X-FILES</b> <sub>-SYN (AT)</sub>	<b>3.0</b>	<b>2.0</b>	<b>2.0</b>	<b>2.0</b>	<b>2.0</b>	<b>Twentieth Television</b>
<b>6</b>	<b>ER</b> <sub>-SYN (AT)</sub>	<b>2.9</b>	<b>1.7</b>	<b>2.0</b>	<b>1.4</b>	<b>1.6</b>	<b>Warner Bros.</b>
<b>7</b>	<b>STARGATE SG-1</b> <sub>(AT)</sub>	<b>2.9</b>	<b>1.9</b>	<b>2.0</b>	<b>2.1</b>	<b>2.1</b>	<b>MGM</b>
<b>7</b>	<b>WW POLICE VIDEOS</b> <sub>-SYN (AT)</sub>	<b>2.4</b>	<b>1.6</b>	<b>1.5</b>	<b>1.8</b>	<b>1.8</b>	<b>Twentieth Television</b>
<b>9</b>	<b>EARTH: FINAL CONFLICT</b>	<b>2.2</b>	<b>1.3</b>	<b>1.4</b>	<b>1.3</b>	<b>1.4</b>	<b>Tribune Entertainment</b>
<b>10</b>	<b>BEASTMASTER</b>	<b>2.1</b>	<b>1.1</b>	<b>1.2</b>	<b>0.9</b>	<b>1.0</b>	<b>Tribune Entertainment</b>
<b>10</b>	<b>VIP</b> <sub>(AT)</sub>	<b>2.1</b>	<b>1.3</b>	<b>1.2</b>	<b>1.3</b>	<b>1.3</b>	<b>Columbia Tristar Television</b>

Source: NSS/Galaxy Explorer, P-T-D ending 11/25/01. GAA% measurement. Does not include umbrella titles or weekend versions of strip programs. Ranked on GAA% HH Rating.

**Coming Fall 2002...a new action hour  
from Tribune Entertainment.**

**MER**  
PRODUCTIONS INC.



**TRIBUNE**  
ENTERTAINMENT

# NBC tiptoes off the wagon

*The first major broadcast net to accept hard-liquor ads sets 'responsible' policy*

By Steve McClellan

Last summer, the Distilled Spirits Council of the United States, the Washington trade organization for the big liquor companies, started lobbying broadcasters hard to accept their on-air advertising. At the time, DISCUS President Peter Cressy predicted it was just a matter of time before one or more of the major networks started accepting hard-liquor ads.

Last week, NBC made Cressy look prescient. The network changed its policy to accept ads for distilled spirits after 9 p.m., making it the first major broadcast network to lift its blanket ban on liquor advertising.

As part of the policy change, however, distilled-spirits advertisers must first commit to at least a four-month on-air social-responsibility campaign (promoting responsible drinking, designated drivers, etc.).

After that, 20% of the time bought for any product campaign has to be devoted to social-responsibility themes. Among other rules: 85% of the audience exposed to liquor ads must be at least 21 years old, the actors in the ads must be at least 30.

Guinness UDV, producer of Smirnoff vodka, will be the first advertiser under the new policy, which kicks off this week.

An NBC executive strongly denied that the network revised its alcohol-ad ban now

to generate more revenue in the soft market, noting that Guinness approached the network, not the other way around.

Besides that, he said, the hard-liquor ad category is minuscule by TV standards. The industry spends about \$350 million in advertising, about 85% of which currently goes to print, leaving some \$55 million for TV and radio. "It's just not going to make a difference to our business model." At least not yet.

ington begins to weigh in. NBC sources said they had briefed key Capitol Hill types.

One competitor said NBC "seemed to take a measured and responsible approach." But ABC, CBS and Fox said their bans remain in effect.

Until 1996, the media industry had a self-imposed ban on TV ads. Since then, according to DISCUS, about 300 local TV stations, 200 local cable systems and 2,000 radio stations have accepted hard-liquor ads. So have a slew of national cable networks, including BET, E!, Comedy Central, USA, Sci Fi, and Bloomberg. Regional Fox Sports networks also take them, as do AT&T, Comcast, and Charter cable systems.

Guinness UDV is represented on the DISCUS board of directors by CEO Paul Clinton, who is said to be talking with the group about formally adopting NBC's policy. DISCUS Vice President Frank Coleman said he was unaware of such talks.

NBC's 19-point policy states that no consumption of alcohol can be depicted and no active professional athletes or celebrities whose primary appeal is to those under 21 may be used in the ads either. Ads shouldn't promote drinking as glamorous, a way to relieve stress or maintain social status. References to the euphoric effects of liquor or suggestions that it enhances "sexual prowess, attractiveness or interpersonal relationships" are to be strictly avoided.

Even Mothers Against Drunk Driving credits NBC with having a reasonable approach: "It is our understanding that the ads will comply with MADD's alcohol-advertising position and will air late at night during programs that target 85%-adult audiences. MADD hopes these will be permanent standards and that they will be applied to all segments of the industry." ■



## NBC's liquor rules

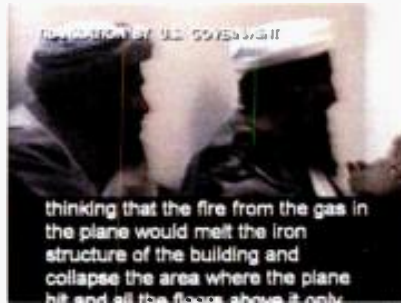
*Highlights of the network's 19-point guidelines*

- No liquor commercials before 9 p.m.
- Four-month-long "responsible drinking" phase-in
- 85% of the audience must be over 21
- Actors in commercials must be at least 30
- No current athletes allowed as endorsers, nor any celebrities who appeal mainly to young people
- No implication that liquor relieves stress, improves status or enhances "sexual prowess"

But some worry that the notoriety of a network's accepting liquor commercials will invigorate foes of beer commercials, which carry much of the freight in sports programming, or halt the trend toward deregulation. Indeed, one top sales executive at a rival network fretted last week that NBC's policy change might be more harmful than helpful to the TV ad market, once Wash-



## Exhibit 1: The bin Laden video



Television news divisions fixed their gaze much of Thursday on airing and analyzing the Osama bin Laden videotape finally released by the government. Along with broadcast networks and cable news outlets, Court TV, AOL Time Warner's New York 1 and CNNfn also ran the tape.

The nets allowed the translation to scroll across the screen and followed up with

teams of analysts. CNN and MSNBC employed their own translators to review the tape. MSNBC says one of its translators was able to decipher parts of the conversation that the Pentagon said were "inaudible."

After the late-morning airing, CNN and MSNBC execs decided to give the tape additional play: MSNBC ran it again

at 5 p.m., and CNN aired it two additional times in prime. ABC says it obtained the tape before other networks and, although it showed less of it than the others, says it fast-forwarded to more dramatic parts sooner.

As a result, ABC started its report several seconds later and left its special report earlier than the others, resum-

ing regular programming with *The View*.

One news director at an ABC affiliate expressed disappointment at the departure and said that, during the early moments of *The View*, the station was trying to get the bin Laden feed. But, he lamented, "if you were watching us, you already went somewhere else to find it."

# Vivendi sets its sights on USA

*Big-media wannabe confirms talks with Diller to acquire control of USA Networks, earmarks \$1.5B for EchoStar*

By John M. Higgins

In recent presentations to investors, Barry Diller has been like a throw-back to 1998, waxing on and on about the promise of USA Networks Inc.'s Internet assets and saying barely anything about his cable entertainment networks, the things that generate profits.

The reason became clear last week as 43%-owner Vivendi Universal acknowledged that it is in talks to buy USA Networks' cable entertainment and film operations and to leave USA Networks Chairman Barry Diller's Internet travel, Ticketmaster and Home Shopping Network.

The big question is what Diller's role

would be. Diller is pushing for a continuing role in guiding the cable networks and even Vivendi's Universal Studios film unit. But he isn't planning to completely shed his role at the Internet operation, so it's unclear how he would bridge the two companies and two sets of shareholders.



Barry Diller could end up working for Vivendi and running its TV and film operations.

"Barry is so emotionally tied up in Hollywood, I can't imagine he would give it up to run an Internet travel agency," said a friend. USA Networks is acquiring Microsoft's travel agency Expedia, although that deal will likely be delayed by the Vivendi negotiations.

Vivendi also said last week it would inject \$1.5 billion into EchoStar Communications, supporting the DBS service's

planned takeover of Hughes Electronics and DirecTV. Vivendi is funding that by selling a third of its 25% stake in British DBS service BSkyB.

Vivendi Chairman Jean Marie Messier wants more control of USA and wants the cash flow of the TV assets. For them, he is proposing to give the company his 43% stake (worth about \$8.2 billion) and about \$2 billion in cash.

Vivendi is currently locked up in a standstill agreement with Diller from buying stock in the open market to secure a majority interest. The prospect of a deal increased dramatically when Diller agreed to sell USA's broadcast-TV stations to Univision. As a French company, Vivendi could not buy U.S. broadcast licenses.

Salomon Smith Barney analyst Niraj Gupta estimated that USA's networks and production units are worth \$10 billion to \$12 billion and the rest of the company around \$8 billion. ■

# Tight economy may choke NBA rights

*Turner and NBC appear to be offering less for next 4 years*



Some basketball will likely remain on TNT for the next NBA package, with a lot of the regular season going to a new all-basketball channel.

By Allison Romano

There's a silver lining in the economic recession for some TV networks: The days of escalating sports-rights fees may be numbered.

The National Basketball Association is the first pro league to feel the pinch. A weak economy and slumping ad sales could spark the NBA's first decrease in rights fees since the 1980s.

Earlier this year, league Commissioner David Stern was predicting a 20% increase in fees. Now it appears the league's next TV deal will likely yield less cash than the combined \$2.64 billion the NBA collected for the current four-year deals with NBC and AOL Time Warner Inc.'s Turner Sports, which expire after this season.

Turner, NBC and Disney's ABC/ESPN are dueling for the TV rights. Officials from the networks would not comment on ongoing negotiations.

The door opened for ABC/ESPN last month after NBC's and Turner's exclusive negotiating windows closed without a new deal. Some reports peg Disney's offer in the \$2 billion to \$2.4 billion range.

NBC is reportedly offering from \$1.3 billion to \$1.4 billion, down from \$1.75 billion under the current deal. And while Turner is offering about \$1 billion, up from \$890 million, that deal is tied to the NBA's investing in a jointly owned basketball cable network.

The new network, which could be called AOL Sports, would take over for CNNSI, the company's fledgling 24-hour sports-news channel. CNNSI is thinly distributed, with about 20 million subs. and hasn't been able to compete with cable rivals ESPN and Fox Sports Net. The NBA would own a piece of the network, which could air up to four NBA games a week, along with preseason and classic NBA games, and some WNBA action.

"Both sides are trying hard to find non-cash elements to these new negotiations," said former CBS Sports President Neal Pilson.

Building out a new network is a taxing chore, even for AOL Time Warner. "You don't go from a start-up to 75 million households overnight, even if you are offering the NBA," said Denver-based sports consultant Dean Bonham.

And operators may scoff at another high-priced sports channel. "Only 25% of customers want sports, and 75% don't care," said one MSO exec. "It's the highest-priced genre we pay for."

If the Golf Channel and the Speed Channel can gain distribution, a basketball channel should have a fighting chance, Pilson noted.

Turner would likely keep two games a week on TNT but take all action off TBS. So far this season, NBA games are averaging a 1.5 rating on the Turner nets, up from a 1.3 average last season for 80 regular-season and about 35 playoff games. ■

## The contract story

Duration	Broadcast	Cable
1998-2002	NBC: \$1.6B	Turner: \$840M
1994-98	NBC: \$892M	Turner: \$397M
1990-94	NBC: \$600M	Turner: \$275M
1986-90	CBS: \$188M	Turner: \$25M (first two years); \$50M (last two years)

Source: Broadcasting & Cable research

With the situation still fluid at press time, it appears AOL Time Warner's Turner Broadcasting will win out as the league's primary cable partner. According to reports, the NBA and AOL Time Warner have a handshake deal that includes a new basketball channel, but, as of last week, there was no signed deal and no comment from the parties.

Disney's ABC/ESPN and NBC continued negotiations with the NBA late into last week. Widespread speculation was the NBA would wrap up all its new TV packages some time this week.

# Geraldo draws fire, figuratively

*Does his posturing increase the danger to other journalists in a perilous place?*

By Dan Trigoboff

**G**eraldo Rivera went to war citing his many acts of courage in the face of danger. But has his chest-thumping style of journalism brought greater danger to his colleagues?

Some say the bombastic newsman's revelation that he's armed and his prior remark that, if he caught up with Osama bin Laden, he'd "kick his head in, then bring it home and bronze it" bring greater danger for journalists in a conflict where eight journalists have already been killed.

"We've had journalists detained and accused of being spies by the Taliban," says Joel Simon, deputy director of the Committee to Protect Journalists. "We argue that they're not spies, they're journalists. Once a journalist says he would harm one of the adversaries in this conflict, he's saying he's potentially going to shift roles and become a participant in this conflict. It makes it harder to make the argument that a journalist is an observer and not representing his government."

Carl Gottlieb, deputy director of the Project for Excellence in Journalism, agrees. "A journalist is a journalist, not a combatant. If any side in a conflict begins to view journalists as armed combatants, that makes our job that much harder in an already difficult situation. ... He needs to think more about doing some good, solid reporting than posturing himself as some sort of special operative."

One veteran-journalist-turned-academic, who did not want his name used, called Rivera's remarks "outrageous. It puts everyone else in jeopardy."

Rivera could not be reached, and Fox News did not respond to questions. But Rivera, in an Associated Press story questioning whether being armed puts other journalists at risk, said the issue is "complete bull" and "makes me ill."

Rivera came to this war with a fanfare unmatched by any soldier or journalist—even CBS's Dan Rather. From his initial inclinations toward covering the war up

his family legacy of courage, his qualifications to cover the war, his pay cut, his physical condition, and the size of his waist and chest.

Since entering the war zone, Rivera has made headlines on Fox itself when he was nearly hit by a bullet. A *Wall Street Journal* columnist even suggested that Rivera's dropping to the ground while under fire might have been a staged event because it "seemed just too convenient."

The intense focus on Rivera apparently rankles him. In a *Baltimore Sun* article that cited errors in Rivera's reporting, Rivera spoke of himself in the third person. "It's time to stop bashing Geraldo. If you want to knife me in the back after all the courage I've displayed and serious reporting I've done, I've got no patience with this (expletive)."

Alex Jones, director of the Shorenstein Center on the Press, Politics and Public Policy at Harvard University, was sympathetic to any journalist's decision

to carry a weapon, "but it's not in his or his colleagues' best interest to make a public announcement about it. The culture of being a foreign correspondent is more like Gary Cooper: to demonstrate courage, not talk about it."

That his gun-toting revelation came in response to a question is no excuse, Jones says. "It was a question from [Fox News'] own anchor, a put-up job if I've ever seen one."

Yet Jones adds that, "while it was a foolish thing for him to say, journalists are already on the bull's-eye over there. If the Taliban gets hold of you, they're apt to execute you. We shouldn't be naïve. This is a sophisticated, bloodthirsty bunch." ■



One columnist calls Geraldo Rivera "a walking headline."

close to his exit from CNBC to his joining Fox and traveling to the war zone, Rivera's moves have been scrutinized through his own reports and those of other journalists.

It was in a print interview accompanying his network switch that Rivera made the remark about kicking bin Laden's head in. The widely circulated comment was in response to a question from *Philadelphia Inquirer* columnist Gail Shister.

"He was answering a provocative, semi-serious question with a provocative, semi-serious answer," says Shister, who has known Rivera more than 20 years. "He's a colorful guy, a walking headline. That's part of his charm."

In the same column, Rivera discussed

# Thomson buys GVG

*The \$172M deal is expected to close in first half of 2002*

By Ken Kerschbaumer

The French electronics manufacturer Thomson Multimedia will acquire the Grass Valley Group for \$172 million in cash, pending regulatory approval, in the first half of 2002.

The deal is Thomson's second major acquisition in two years. Last December, the company purchased the Philips Professional Broadcast Group. That deal expanded the Thomson portfolio to include cameras, routing switchers, production switchers and servers. The deal with Grass Valley Group expands Thomson's product line in several areas, primarily servers and switchers.

"There is some overlap but not as much as one would think," says Tim Thorsteinson, GVG president and CEO. "There is some in the production switchers and in the high-end router line. But we haven't had definitive conversations about product roadmaps."

Thorsteinson said no decisions have been made concerning GVG's operations in Nevada City, Calif., and its employees.

The upside of the deal for Thomson is that it will give the company greater presence in the U.S. market. The acquisition of Philips last year was a first step in that direction. Bringing in GVG gives the company a brand that many broadcast professionals in the U.S. have grown up with (particularly the company's production-switcher lineup). It also gives Thomson a video-server line that, according to a recent Frost & Sullivan report, accounted for 43.3% of the industry's compressed-video-server sales this year.

"We were heading toward a stronger relationship with video-content providers," says Mark Valentin, Thomson Broadcast Solutions vice president. "The second step is the acquisition of GVG, which represents a broadening and a new step with having a

stronger relationship with customers."

"Conversely, they have a strong reputation in Europe," say Thorsteinson, "and that has been a hard market for us to crack because, in places like Germany, you have to have infrastructure, service and things that we don't have. It's a struggle to be a global company today when we're a \$180 million company that spends 20% on R&D and offers support and service. The

combining of the business gives us the resources to better serve the customer base and take it to new markets like streaming and digital cinema."

For all the current murkiness, one thing is clear: There will be a GVG booth at NAB in April. "And we all know how much we love trade shows," says Thorsteinson.

With 73,000 employees in 30 countries, Thomson makes a broad line of consumer and professional electronic products. It reported revenue of \$8.3 billion in 2000.

The deal is subject to approval by either the Justice Department or Federal Trade Commission in the U.S. and by the European Union. ■

## ATAS head ousted

*Leverance said to be front-runner to replace Chabin*

By Joe Schlosser

The Academy of Television Arts & Sciences is turning its attention to finding a new president after Jim Chabin's contract was not renewed, the latest chapter in a rocky year for the non-profit organization.

Academy executives were not commenting, but insiders say 18-year veteran John Leverance is the front-runner to replace Chabin. Leverance is currently vice president of awards and heads the prime time and Los Angeles-area Emmys.

Given the two postponements of the Primetime Emmy Awards and the resulting \$1.6 million loss in TV revenues, the vote by the Academy's executive committee last week to oust Chabin seemed inevitable. For more than two years now, some insiders say, the Academy has been like a "dysfunctional family," filled with in-fighting and politics.

Chabin and new Academy Chairman Bryce Zabel had what is described as a con-

tentious relationship, and insiders say a number of executive committee members were upset with the Emmy-show delays. It was also widely known that Chabin didn't see eye-to-eye with the Academy's former chairman, Meryl Marshall Daniels.

She organized a special internal review board last year to look into possible improprieties on Chabin's part. The ad hoc committee gave him a once-over and followed with an unanimous vote to renew his contract for 2001. Chabin, who formerly ran marketing/promotion trade group PROMAX/BDA, did not return calls for comment.

Last Wednesday, 15 members of the executive committee voted not to renew Chabin's contract, but they did renew four other paid employees.

Chabin's replacement and Zabel are expected to negotiate this spring with the Big Four broadcast nets for a new deal for the prime time rights to the Emmys. CBS has paid about \$3 million per telecast. ■



**Jim Chabin couldn't survive two postponements of the Emmy show and the resulting loss of \$1.6 million in revenue.**

# The net side now

Hearst-Argyle's Vinciguerra looks toward his new post at Fox

By Steve McClellan

Improving the network/affiliate relationship and (not unexpectedly) boosting ad sales are two top priorities for Tony Vinciguerra, the newly named president of the Fox Television Network. Beyond that, says Vinciguerra, who leaves his post as Hearst-Argyle Television COO at the end of the year, "an important part of the job will be looking down the road a bit and trying to determine what the path of network television is going to be and aligning the business to that path."

Clearly, he told BROADCASTING & CABLE last week, deregulation, technology and consolidation will drive change: "All we know today is, it's going to be different in a couple of years, on the network side and



At Fox TV Network, Tony Vinciguerra's goal will be "trying to determine what the path of network television is going to be and aligning the business to that path."

the station side." His view from Hearst-Argyle, he says, is that relations with ABC and NBC have "calmed dramatically," from the fractious environment that existed just a couple of years ago (despite that Network Affiliated Stations Alliance petition still lingering at the FCC). In both cases, the networks and stations are beginning to talk about ventures beyond the core business that they can develop to increase revenues

and profits. Vinciguerra hopes and expects that Fox and its affiliates will be able to come up ventures of its own.

Vinciguerra has been with Hearst-Argyle for four years, and leaving the company is "the hardest decision I've ever made." The catalyst for doing so is personal: His "significant other" owns her own company in Los Angeles and can't move East. Moving his job at Hearst-Argyle from the East Coast to the West Coast was discussed but ultimately ruled out.

Vinciguerra sort of replaces Brian Mulligan, who left earlier this year after a short stint as chairman of Fox Television. But Mulligan also oversaw all the cable assets, which Vinciguerra will not. He will oversee all aspects of the broadcast-TV network with the exception of programming.

Before joining Hearst, Vinciguerra was executive vice president at the CBS Stations and, before that, was at Group W Television, the station arm at Westinghouse, which merged with CBS in 1995. ■

## THIS TIME THEY'RE THE STORY



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## THE WEEK THAT WAS

**WASHINGTON MEMO**

House leadership last week postponed a vote on the **Tauzin-Dingell bill**, which aims to deregulate the regional Bell phone companies so they can offer broadband services over long distances. Rep. Billy Tauzin (R-La.) fought with opponents who wanted to add amendments that would have required the Bells to share their new high-speed networks with competitors. The vote will come later; Tauzin's aide called it a "delay, not a defeat." ...

The **State Department** is asking radio stations and newspapers in major media markets to run its new PSAs, which tell citizens how to contact the government with information about suspicious persons or activities and where to donate money to support the program. The department's **Rewards for Justice** program is offering \$25 million for information leading to the capture of **Osama bin Laden** and other terrorist leaders. ...

The cable industry will ask the FCC to change the way it tabulates partial investments towards cable ownership limits, **NCTA chief Robert Sachs** said last week. The FCC is rewriting rules that once limited a cable company's national subscriber share to 30% of all multichannel customers. The NCTA says rules attributing stakes of 5% and greater in other cable sys-

tems towards a company's ownership tally should be reworked as well.

**GET A PROGRAM!**

**Tribune Entertainment** is officially bringing out *Beyond With James Van Praagh*, a daily strip featuring the psychic. It's already cleared in 60% of the U.S. and 48 markets for next season, including deals with the major co-owned Tribune Broadcasting stations. ... Sources say **Buena Vista TV** has sold a syndicated daytime series with **Wayne Brady**, the co-star of *Whose Line Is It Anyway?*, to the ABC owned-and-operated stations for the 2002-03 season. Buena Vista executives have still not formally announced the show with Brady, which is expected to be a talk/variety show. ...

**Universal's** two syndicated dating series *Blind Date* and *The 5th Wheel* have earned a number of upgrades across the country, including triple runs for *Blind Date* in Los Angeles, New York and Dallas. *The 5th Wheel* is moving from an overnight slot on **WWOR-TV New York** to a daytime post and is also getting a second run on **KCAL-TV Los Angeles**. ...

*Wheel of Fortune* and *Jeopardy* continued to rule in syndication, placing one-two in the November sweeps. *Wheel of Fortune* was the top-rated strip, averaging a 10.0 rating, off 7% from last November,

according to Nielsen Media Research. *Jeopardy* followed, with an 8.4 national rating, off just 1% from its November 2000 sweeps. ...

Off-network runs of *Friends* finished third in syndication and was the highest-rated off-net series, averaging a 6.6 rating (up 12%). On the weekly-series front, *Entertainment Tonight Weekend* was tops for the second season in a row, averaging a 3.5 rating (off 13%). *Andromeda* finished second at a 3.1 rating (off 21%), and newcomer *Mutant X* was third overall with a 3.0 rating. ...

Led by drama *CSI: Crime Scene Investigation*, CBS won the weekly ratings race in all key demographics, including adults 18-49. CBS won the 11th week of the season (Dec. 3-9) in total viewers (12.1 million), households (8.0 rating/13 share), adults 24-54 (4.8/12) and adults 18-49 (4.0/11). ...

CBS has ordered a new reality series for midseason that follows fighter pilots in training. The series, *American Fighter Pilots*, has been given a minimum six-episode order,

but network executives would not say when it will debut.

**TVB ADD-ONS**

**ABC, NBC, Tribune, LIN, Nexstar and Hearst-Argyle** television groups will hold management meetings in tandem with the March 25 annual TVB conference, being held this year in New York during the annual car show. More station groups are likely to follow. Broadcasters apparently like the synergy because car dealers are local television's biggest categories. Previously, TVB held its conference as part of the NAB convention.

**PEOPLE MEETER**

**Bill Burke**, the former president of TBS, joins as president of **The Weather Channel** on Feb. 4. **Decker Anstrom**, who has the job now, ascends to COO of the channel's parent, **Landmark Communications**, on Jan. 1. ...

**Turner Entertainment's** legendary head of program planning and acquisitions, **Bob Levi**, is stepping down after 31 years with the company.



Today's Katic Couric got a lot of ink, but not a contract, last week. NBC reportedly offered her a new pact that would give her \$13 million to \$15 million a year, and the opportunity to host and/or produce a talk show that could boost her to \$50 million a year. But it's no deal yet, and she scoffed at the super-size figures. Meet the Press host and Washington bureau chief Tim Russert, however, re-upped at NBC until 2012. He'll also remain chief political analyst for Today and NBC Nightly News. Russert marked a decade with Meet the Press last Sunday. No word on his paycheck.

# NATPE sticks with Big Easy

*Plans for next two years are reaffirmed, but partnering is a possibility*

By Joe Schlosser

**N**ATPE will head to New Orleans for 2003 and 2004 after all, organization President and CEO Bruce Johansen said last week, but the real story is how many exhibitors won't be in Las Vegas just about a month and a half from now.

NATPE executives say they currently have more than 500 exhibitors signed up for the Jan. 22-25 show; last year, there were 860 at the show. In a grim statistical snapshot of the industry NATPE serves, more than 200 companies that exhibited at the 2001 show are now out of business.

Preregistration is running 40% behind last year at this time; that show ultimately drew 20,348.

Nonetheless, Johansen insisted at a press conference last week, "NATPE is the not going to die."

But "it's going to change," he quickly added, as he announced that an industry task force had been created to help decide the 39-year-old organization's future; it will issue a report in April.

The panel is headed by Tony Vinciguerra, the new Fox Television Network president (and former Hearst-Argyle COO), who is also expected to be elected

NATPE's 2002 chairman. The other members are Lifetime President Carole Black, AOL Time Warner sales executive Julie Kantrowitz and Studios USA domestic television chief Steve Rosenberg. (For more on Vinciguerra's move to Fox, see page 13.)

Johansen confirmed that NATPE is talking with other trade organizations, including marketing group PROMAX and the Syndicated Network Television Association, a domestic-syndication advertising group, about possible links. SNTA is considering staging a spring conference in New York for advertisers.

The NATPE show began unraveling earlier this year when major syndicators led by Warner Bros. announced that they were

not doing enough business at the show to justify large booths on the NATPE exhibit floor. Instead, they would work from hotel suites.

Johansen said NATPE had erred by notifying New Orleans hotels that it was pulling out of the 2003 and 2004 shows there. NATPE will keep its appointment in the Big Easy, in part because skipping out would invite litigation, he said.

Syndicators don't like having the show in New Orleans because it increases lodging and transportation expenses: When the shows are in Las Vegas, syndicators can fly talent and executives to and from Los Angeles the same day. "There are going to be some people who are not happy about that decision," Johansen said. ■



President and CEO Bruce Johansen insists that "NATPE is not going to die."

## DUKE'S BUSINESS JOURNALISM FELLOWS Hone Your Business Reporting Skills

Duke University's Fuqua School of Business, in conjunction with the DeWitt Wallace Center for Communications and Journalism, announces a new Business Journalism Fellows program to attract up to five journalists to the campus March 17-April 12, 2002.

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Laurie Bley, Fellows Program Coordinator

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**A**fter an apparent power struggle at the top of Viacom, the media giant's two broadcast networks ended up with the same boss, and more such moves may emanate from last year's CBS-Viacom merger.

CBS President and CEO Les Moonves added oversight of UPN to his growing list of responsibilities, and insiders believe that combining Viacom's two powerful syndication studios, King World and Paramount Domestic TV, can't be far behind, though Moonves disputes that. Also, Paramount's network programming division is without a leader: Paramount Television Group Chairman Kerry McCluggage, who had overseen UPN since its inception, resigned in the wake of the Moonves announcement.

Moonves, the first executive to run two broadcast networks at the same time, is expected to make several changes at UPN, including firing President Dean Valentine. Earlier this year, Valentine filed a \$22 million breach-of-contract suit against the network he runs. His contract expires in September.

Viacom executives say the move to integrate the two networks will save the company millions in redundant areas—chiefly advertising, accounting, promotion and marketing—with layoffs likely.

CBS and UPN will maintain separate on-air identities and affiliate relationships, according to Viacom President Mel Karmazin. "With sole ownership and key long-term affiliation agreements in place, and 2001 upfront and season launches that resulted in higher revenues and ratings," he observes, "there is no better time to bring UPN together with CBS."

UPN has been run by Paramount since its launch in 1995, with numerous programs funneled from the studio to the network, including the last two *Star Trek* series. UPN, which Viacom bought outright from Chris-Craft a year and half ago, has lost more than \$500 million since its launch and had struggled to find an audience. With the addition of *Buffy the Vampire Slayer* and *Enterprise* this season, however, its long-term outlook is more promising.

# Two nets one basket

Viacom  
puts CBS  
chief  
Moonves  
over UPN

By Joe Schlosser

Since Viacom and CBS merged in May 2000, there have been constant rumblings that Moonves would take over UPN and, possibly, the Paramount TV Group. He already had responsibility for Paramount's 18 local stations, as well as the 16 CBS owned-and-operated stations.

Insiders say the battle to run UPN was waged at the top, with Karmazin in Moonves's corner and Chairman Sumner Redstone backing McCluggage.

Moonves, who has helped bring CBS's rat-

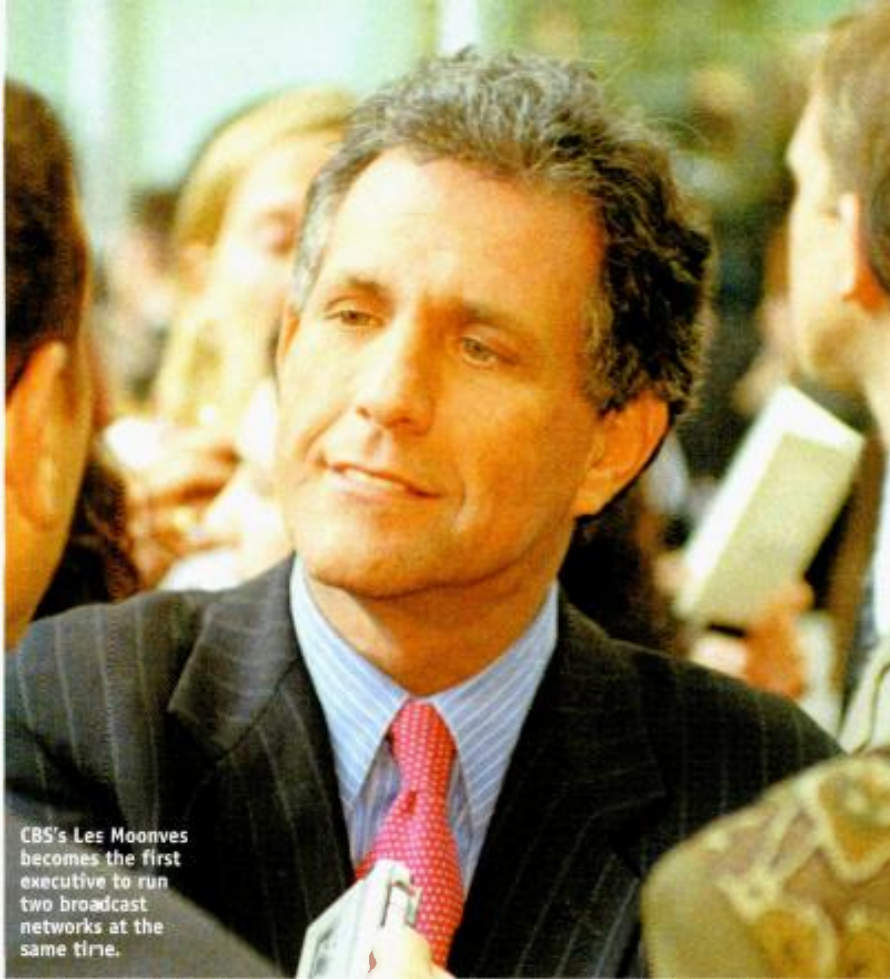
ings up and median age down in recent years with shows like *Survivor* and *CSI: Crime Scene Investigation*, says rumors of a turf war are not true. "It's total BS. They are both smart businessmen, and, ultimately, this was a smart business decision. I know people want to blow that up, but I can tell you categorically all of that is untrue."

One top Paramount executive, however, disagrees. "The bottom line was that this was a power struggle. Certainly, Mel and Sumner have different opinions on this.



Firing UPN President Dean Valentine (r) is expected to be one of Moonves's first moves. COO Adam Ware's long-term status is unclear.





CBS's Les Moonves becomes the first executive to run two broadcast networks at the same time.

This has been a topic of conversation within the company for quite some time."

No matter how it came about, UPN is expected to benefit from CBS resources and programming muscle. "I think this will be great for UPN," says one top Viacom executive. "The most fundamental problem with UPN, aside from the insane management turmoil, has been the lack of resources. Because the company was never sure whether to be 100% behind it or not, the lack of resources was just a tremendous disadvantage in a really competitive environment. That will change under Les."

Says William Moll, president of Clear Channel TV, owner of nine UPN affiliates, "I think this is a very positive move, and it's being viewed that way by the affiliates. It's been hanging in the air for so long. It's (a) good to have it resolved and (b) to have it resolved in the favor of the stability and economic clout and abundant resources that CBS will add to it."

Moonves is expected to make his first appearance at UPN's West Los Angeles offices this week, where he'll meet with top

staffers, including Valentine. COO Adam Ware's contract is up in February, and his long-term status is also unclear.

UPN programmers are currently wrapping up development for next fall. The question UPN executives are asking is whether Moonves will bring in CBS programming or utilize what's already in the hopper. Insiders also say CBS Sports events and other specials could wind up on UPN.

"It's way too early for me to make any big decisions," Moonves says. "I think I have to analyze where the two organizations will work together, where we can maximize sales revenues, and where we can look at doing things more efficiently."

The new marriage between UPN and CBS was made possible by the FCC's relaxing dual-ownership restrictions earlier this year. The FCC said all networks, except for the Big Four, could be co-owned. Since

then, NBC has announced plans to purchase Spanish-language Telemundo. NBC already owns a minority stake in the Pax network, an arrangement showing signs of strain because the Telemundo deal, in Pax founder Bud Paxson's view, makes it impossible for NBC to acquire all of Pax. Pax is taking NBC to arbitration over the matter.

The Paramount syndication division may be next to feel radical change. Viacom executives have always shot down notions of combining King World and Paramount Domestic TV, but insiders say that is changing. A tough syndication ad market and the possibility of saving more than \$25 million a year are said to be making it a lot easier for Karmazin to do what he does best: cut costs.

Karmazin says, "There is definitely no truth to" merger talk, but he and Redstone reportedly met with King World head Roger King last week to discuss several issues, including a potential merger. Such a move would surely mean another power struggle. Would King or Paramount syndication chief Joel Berman run a unified force? Would syndication report to Moonves or to Viacom Entertainment Group chairman Jonathan Dolgen? Viacom executives had no comment.

Moonves would say only, "Both organi-

**'It's (a) good to have it resolved and (b) to have it resolved in the favor of the stability and economic clout and abundant resources that CBS will add to it.'**

—William Moll, Clear Channel TV

zations are doing extremely well, even in this tough marketplace. If ain't broke, don't fix it sort of applies here. I don't think there are plans to fold them together."

With the departure of McCluggage, it's unclear whether his position will be filled. Moonves denied rumors that he would take on Paramount's overall TV assets, and Paramount Domestic TV programming head Greg Meidel's name has been mentioned for a potential top UPN position or as a McCluggage replacement. ■

## Programming

# Lifetime's top-notch niche

Women's channel to take 2001 cable viewership crown; news nets big gainers

By Allison Romano

Not even a mouse will be stirring at the Lifetime Television offices between Christmas and New Year's. The "television for women" network is poised to win this year's cable Nielsen race, which means President Carole Black will deliver on her promise to give staffers a long holiday break as a reward.

With just three weeks left, Lifetime is averaging a 1.95 rating in prime time. Its closest competitors are Cartoon Network, TBS and USA, each reporting an average 1.7 rating in prime, according to Turner Entertainment Research analysis of Nielsen numbers.

A Lifetime victory would be the first time a niche network topped the yearly ratings. "The general-entertainment networks used to be the top three," says Tim Brooks, Lifetime's head of research. "A niche network sometimes leads for a week or the month, but never for the year."

Despite finishing in the top three, the big general-entertainment players—TNT, TBS and USA—have seen ratings slump or remain flat compared with last year. Niche networks have made gains as some viewers turned away from the loosely defined broad-based channels.

Turner Entertainment President Brad Siegel, who oversees TNT and TBS, says his networks aren't losing momentum but,

instead, have lost a portion of the audience because they target younger viewers.

"We've chosen not to program for the 50-plus audience. To build the household number, you win that race on adults 50-plus," he said. Strong numbers among older viewers have fueled Lifetime's ratings growth in the last year.

TNT and Nickelodeon, who shared the

third position with 1.6 ratings, claimed some of the year's top-rated programs. TNT's original movie *Crossfire Trail* scored a mammoth 9.6 rating last January—the year's best—and December's original *Call Me Claus* earned a 6.3. Nick's *Rugrats' 10th Anniversary* special in July was the highest-rated kids show, with a 7.2 rating.

ESPN's ratings dipped 20% year-to-date, despite big ratings from NFL games that scored a 6.0 or better this fall. ESPN's highest number this year was an 8.7 rating for a Nov. 25 NFL match between the Chicago Bears and Minnesota Vikings, the second-highest-rated show this year.

Cable news nets tallied some of the year's biggest gains. Fox News and CNN are positioned to finish tied at a 1.0 rating, although CNN has about 150,000 more viewers. Both nets have made double-digit gains, with Fox News up 43% and CNN increasing 25%. Last summer's makeover helped

CNN's *Headline News* boost its average rating 50%, from a 0.2 last year to a 0.3.

One-year-old SoapNet and Lifetime Movie Network posted startlingly high 0.7 scores, much better than startups typically garner. However, their thin distribution, to fewer than 15 million homes each, means that they are viewed by an average of only 100,000 homes each night. ■

Entertainment nets get bumped				
Average prime ratings through the first 49 weeks of the year				
	2001	2000	Chg. '01 vs. '00	2001 HH* (000)
1 Lifetime	2.0	1.7	18%	1,586
2 TBS	1.7	1.9	-11%	1,453
2 USA Network	1.7	2.1	-19%	1,429
2 Cartoon Network	1.7	1.8	-6%	1,253
5 TNT	1.6	1.6	0%	1,339
5 Nickelodeon	1.6	1.7	-6%	1,285
7 A&E Network	1.2	1.4	-14%	1,017
7 ESPN	1.2	1.5	-20%	996
7 Discovery Channel	1.2	1.2	0%	963
10 TNN	1.0	0.8	25%	826
10 CNN	1.0	0.8	25%	805
10 Fox News	1.0	0.7	43%	659
10 The Learning Channel	0.9	0.9	0%	714
13 History Channel	0.9	0.9	0%	653
15 MTV	0.8	0.9	-11%	647
15 AMC	0.8	0.9	-11%	593
15 Sci Fi Channel	0.8	0.9	-11%	564
18 Fox Family	0.7	0.8	-13%	584
18 Comedy Central	0.7	0.7	0%	496
18 FX	0.7	0.7	0%	482
18 TV Land	0.7	0.7	0%	452
18 Lifetime Movie Network	0.7	0.4	75%	106
18 SoapNet	0.7	NA	NA	95
24 HGTV	0.6	0.6	0%	454
24 BET	0.6	0.5	20%	420
24 MSNBC	0.6	0.5	20%	381
24 Court TV	0.6	0.6	0%	378
24 WGN Cable	0.6	0.7	-14%	309

\* Households NA=Not applicable; network was not rated last year  
Source: Turner Entertainment Research analysis of Nielsen Media Research data

# SyndicationWatch

NOV. 19-25 *Syndicated programming ratings according to Nielsen Media Research*

## TOP 25 SHOWS

Rank	Program	HH AA	HH GAA
1	Wheel of Fortune	9.5	9.5
2	Jeopardy	8.3	8.3
3	Friends	6.1	6.9
3	The Oprah Winfrey Show	6.1	6.1
5	Judge Judy	6.0	8.6
5	Seinfeld	6.0	6.6
7	Seinfeld (wknd)	5.7	6.3
8	Everybody Loves Raymond	5.2	5.9
9	Wheel of Fortune (wknd)	5.1	5.1
10	Friends (wknd)	4.1	4.2
11	Live With Regis and Kelly	3.9	3.9
12	Entertainment Tonight (wknd)	3.6	3.6
13	Judge Joe Brown	3.4	4.3
14	Maury	3.3	3.5
14	Everybody Loves Raymond (wknd)	3.3	3.3
14	Inside Edition	3.3	3.3
17	Andromeda	3.2	3.3
17	Frasier	3.2	3.2
19	Mutant X	3.1	3.3
20	The X-Files	3.0	3.4
20	Buffy the Vampire Slayer	3.0	3.2
22	Jerry Springer	2.9	3.1
22	Stargate SG-1	2.9	3.1
24	Access Hollywood	2.8	2.6

## TOP COURT SHOWS

Rank	Program	HH AA	HH GAA
1	Judge Judy	6.0	8.6
2	Judge Joe Brown	3.4	4.3
3	Divorce Court	2.6	3.4
3	Judge Mathis	2.6	4.1
5	People's Court	2.0	2.0

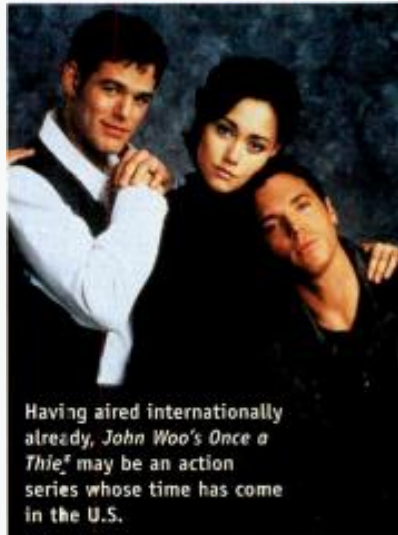
According to Nielsen Media Research Syndication Service Ranking Report Nov. 19-25, 2001

HH/AA = Average Audience Rating (households)

HH/GAA = Gross Aggregate Average

One Nielsen Rating = 1,055,000 households, which represents 1% of the 105.5 million TV Households in the United States

## Once a series



There is little doubt that Alliance Atlantis and October Moon's upcoming John Woo's *Once a Thief* will make it to stations on time next fall. The action series from the director of such theatrical films as *Mission Impossible 2* and *Face/Off* has already aired overseas.

"We have a tremendous advantage in that the first season is already done," says October Moon President Chuck Larsen, whose company is handling distribution chores.

*Once a Thief*, one of Woo's first martial-arts films, was released in 1990 and remade for Fox in the late '90s. Alliance Atlantis turned the film into an action series in '99 and sold it internationally, but studio executives say they didn't attempt to sell it to the crowded U.S.

action-hour market at the time. Now Larsen and Alliance Atlantis's Jeff Lynas say there is renewed interest in another season of the series—depending on how it does in the U.S.

The series features four young martial artists who work for a secret government agency, fighting crime and terrorism. Ivan Sergei, who starred in The WB's *Jack and Jill* the last two seasons, plays one of the four.

"We may have been a bit early for this genre in the U.S.," Lynas says. "If you look at the marketplace now, this sort of martial-arts world has moved not just to theatrical but to TV, too. We think it's the right time for the series here in the U.S. now."

Twenty-two episodes have been produced, and the series will debut in syndication in September. According to Larsen, *Once a Thief* has been cleared in more than 60% of the country thus far, including weekend spots on KCAL-TV Los Angeles and KRON-TV San Francisco.

As for whether Woo, whose new film *Wind Talkers* is due this summer, will be on board for a second season, Alliance Atlantis and October Moon executives say it's too early to tell.

—Joe Schlosser

# All Time High!

## KING OF THE HILL

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Now Available!



Source: NIELSEN, Galaxy Conference, wk of 11/26/01 vs. wk of 10/1/01 thru wk of 11/10/01. HH AA Pts

# Programming

## BroadcastWatch

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DEC. 3-9 Broadcast network prime time ratings according to Nielsen Media Research

Week	abc	CBS	NBC	FOX	PAX TV	U/P/N	WB
11	10.0/16	9.4/15	6.6/10	6.9/10	0.8/1	2.4/4	3.1/5
MONDAY	8:00 26. Who Wants to Be a Millionaire? 7.7/13	24. King of Queens 8.0/12 34. Yes, Dear 7.2/11	52. Weakest Link 6.1/9	29. Boston Public 7.5/12	127. Ponderosa 0.5/1	95. The Hughleys 2.2/3 91. One on One 2.5/4	82. 7th Heaven 3.9/6
	9:00 7. NFL Monday Night Football—Jacksonville Jaguars vs. Green Bay Packers 11.0/19	4. Ev Lvs Raymnd 11.6/17 16. Becker 9.3/14	29. Third Watch 7.5/11	47. Ally McBeal 6.3/9	126. Touched by an Angel 0.6/1	89. The Parkers 2.6/4 94. Girlfriends 2.3/3	95. Angel 2.2/3
	10:00 10. 48 Hours 10.2/17		49. Ed 6.2/10		114. Diagnosis Murder 1.3/2		
	8.2/13	7.4/12	6.6/11	6.9/11	0.6/1	1.7/3	2.6/4
TUESDAY	8:00 57. Dharma & Greg 5.6/9	37. Home for/Holidays: Martha Stewart 7.0/11	65. In Style: Celebrities at Home 5.0/8	39. 12th Annual Billboard Music Awards 6.9/11	127. Doc 0.5/1	101. Buffy the Vampire Slayer 2.0/3	84. Gilmore Girls 2.9/5
	8:30 56. Spin City 5.7/9		23. Frasier 8.2/13 44. Scrubs 6.5/10		131. Mysterious Ways 0.4/1	112. Roswell 1.4/2	93. Smallville 2.4/4
	9:00 11. NYPD Blue 10.1/15	26. CBS Tuesday Movie—Jack and the Beanstalk, Part 2 7.7/12	29. Dateline NBC 7.6/13		122. Diagnosis Murder 0.8/1		
	9:30 21. Philly 8.9/15						
	7.1/11	6.5/11	9.3/15	5.0/8	0.9/1	2.5/4	2.4/4
WEDNESDAY	8:00 35. My Wife & Kids 7.1/12	17. 60 Minutes II 9.2/15	54. Ed 5.9/10	72. Titus 4.5/7 68. Grounded/Life 4.8/8	124. Candid Camera 0.7/1	86. Enterprise 2.8/5	91. Dawson's Creek 2.5/4
	8:30 53. According/Jim 6.0/9			47. Bernie Mac 6.3/10 75. The Tick 4.3/7	119. Touched by an Angel 0.9/1	99. Special Unit 2 2.1/3	95. Felicity 2.2/3
	9:00 61. Drew Carey 5.4/8	49. Amazing Race 6.2/10	8. West Wing 10.6/17				
	9:30 65. Whose Line Is It 5.0/8		5. Law & Order 11.2/19		116. Diagnosis Murder 1.0/2		
	10:00 15. 20/20 9.4/16	77. 48 Hours 4.2/7					
	7.5/12	11.2/18	10.4/17	3.4/5	0.7/1	4.2/7	1.9/3
THURSDAY	8:00 44. A Charlie Brown Christmas 6.5/10	5. Survivor: Africa 11.2/18	2. Friends 14.0/23 14. Inside Schw 9.8/16	86. Family Guy 2.8/5 89. The Tick 2.6/4	124. Touched by an Angel 0.7/1	77. WWF Smackdown! 4.2/7	105. Popstars 1.7/3 109. Maybe It's Me 1.5/2
	8:30 43. Who Wants to Be a Millionaire? 6.7/10	1. CSI 14.9/23	9. Will & Grace 10.3/18 22. Just Shoot Me 10.6/16	81. Temptation Island 2 4.0/6	127. It's a Miracle 0.5/1		99. Charmed 2.1/3
	9:00 17. Primetime Thursday 9.2/16	32. The Agency 7.3/13	13. ER 9.9/17		116. Diagnosis Murder 1.0/2		
	10:00						
	10:30						
	5.0/9	5.2/9	7.4/13	3.5/6	0.7/1	1.4/2	2.1/4
FRIDAY	8:00 57. America's Funniest Home Videos 5.6/10	79. Funny Flubs & Screw Ups 4.1/8	59. Dateline NBC 5.6/10	79. Dark Angel 4.1/8	119. Weakest Link 0.9/2	112. UPN Movie Friday—Border Patrol 1.4/2	103. Sabrina/Witch 1.9/4 105. Maybe It's Me 1.7/3 88. Reba 2.7/5 95. Raising Dad 2.2/4
	8:30 62. Bloopers 5.1/9	70. That's Life 4.7/8	28. Dateline NBC 7.6/14	84. 24 2.9/5	127. Encounters with the Unexplained 0.5/1		
	9:00 73. Once and Again 4.4/8	41. 48 Hours 6.8/12	20. Law & Order: Special Victims Unit 9.0/16		122. Diagnosis Murder 0.8/1		
	10:00						
	10:30						
	5.5/10	7.5/14	4.9/9	4.8/9	0.9/2	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	
SATURDAY	8:00 59. ABC Saturday Night Movie—The Parent Trap 5.5/10	25. SEC Championship—Tennessee vs. LSU 7.9/15	67. Sportsworld Prime Special: Hallmark Skaters Championship II 4.9/9	75. Cops 4.3/8 68. Cops 4.8/9 62. AMW: America Fights Back 5.1/9	115. PAX Big Event—Twice Upon a Christmas 1.1/2		
	8:30				131. The Next Big Star 0.4/1		
	9:00						
	9:30						
	10:00						
	10:30						
	7.2/11	8.5/13	5.5/9	5.3/8	1.3/2		1.7/3
SUNDAY	7:00 49. Wonderful World of Disney—Santa Who? 6.2/10	3. 60 Minutes 11.9/19	73. National Geographic Channel Special—Super Croc 4.4/7	83. Futurama 3.1/5 71. King of/Hill 4.6/7	116. Candid Camera 1.0/2		101. Ripley's 2.0/3
	7:30	39. The Education of Max Bickford 6.9/10		35. The Simpsons 7.1/11 37. Malcolm/Middl 7.0/10	105. I Saw Mommy Kissing Santa Claus 1.7/3		103. Steve Harvey 1.9/3 109. Nikki 1.5/2 108. Off Centre 1.6/2 109. Men Wmn Dogs 1.5/2
	8:00						
	8:30						
	9:00 46. Alias 6.4/10	41. CBS Sunday Movie—The Seventh Stream 6.8/11	32. Law & Order: Criminal Intent 7.3/11	62. The X-Files 5.1/8			
	9:30						
	10:00 12. The Practice 10.0/17		55. U.C.: Undercover 5.8/10		119. Mysterious Ways 0.9/1		
	10:30						
	7.2/12	8.0/13	7.2/12	5.1/8	0.9/1	2.4/4	2.3/4
	7.0/11	8.5/14	8.4/14	6.7/11	0.9/1	3.0/5	2.7/4







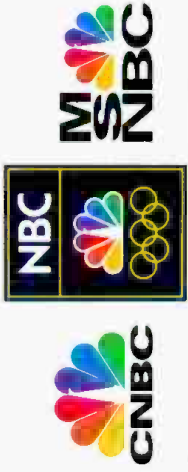
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# 2002 FEBRUARY 2002

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
		<p><b>IRTS Newsmaker Breakfast</b> New York, NY 2/5</p> <p><b>CAB Cable Adv. Conf.</b> New York, NY 2/5</p> <p><b>Arizona Cable Telecom. Assoc.</b> Phoenix, AZ 2/5-2/6</p>	<p><b>Museum of TV &amp; Radio Annual Gala</b> New York, NY 2/6</p>	<p><b>RAB 2002</b> Orlando, FL 2/7-2/10</p> <p><b>SMPTE</b> Dallas, TX 2/7-2/9</p>		
10	11	12	13	14	15	16
			<p><b>AAAA Media Conference</b> Orlando, FL 2/13-2/15</p>			<p><b>National Religious Broadcasters 59th Annual Convention</b> Nashville, TN 2/16-2/19</p>
17	18	19	20	21	22	23
	<p><b>Michigan Assoc. of Broadcasters &amp; Great Lakes Broadcasting Conference &amp; Expo</b> Lansing, MI 2/18-2/21</p>					
24	25	26	27	28		
	<p><b>Broadcasters' Foundation Golden Mike Awards</b> New York, NY 2/25</p> <p><b>Amer. Public TV Stns. Capitol Hill Day 2002</b> Wash., DC 2/25-2/27</p>		<p><b>Great Lakes Cable Expo</b> Indianapolis, IN 2/27-2/28</p> <p><b>Texas Show 2002</b> San Antonio, TX 2/27-3/1</p> <p><b>Country Radio B'casters Seminar</b> Nashville, TN 2/27-3/2</p>			



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2002

# MARCH

2002

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3 VidTrans 2002 Mastering Broadband Video Technologies Lake Buena Vista, FL 3/3-3/6	4 IRTS Foundation Gold Medal Dinner New York, NY 3/5	5 CTAM Digital Conference Los Angeles, CA 3/6-3/8	6 Jesse H. Neal Awards New York, NY 3/13 The Carmel Group VOD - Where is the Demand? Marina Del Rey, CA 3/13	7 16th Annual Bayliss Radio Roast New York, NY 3/14 SCTE Chapter Leadership Conf. Exton, PA 3/14-3/15	8 NABOB 18th Annual Communications Awards Dinner Washington, DC 3/8	9
10 CTPAA Beacon Awards Washington, DC 3/10-3/13	11	12 ANA TV Advertising Forum New York, NY 3/20	13	14	15	16
17	18	19	20	21	22	23
24	25 Sportel America Miami, FL 3/25-3/28	26 TVB Marketing Conference New York, NY 3/26	27	28	29	30
31						

In the volatile world of digital communications technologies, choosing the right partner can make or break your business. Thales Broadcast & Multimedia has the global strength and strategic vision to help you make the right business choices—and to implement them smoothly. Our end-to-end digital solutions provide you with a clear path to innovative profit streams. Our people and resources are dedicated to unsurpassed customer service. Great people. Great solutions. A great new name in digital broadcast and multimedia.

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- Antenna and mast systems
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great  
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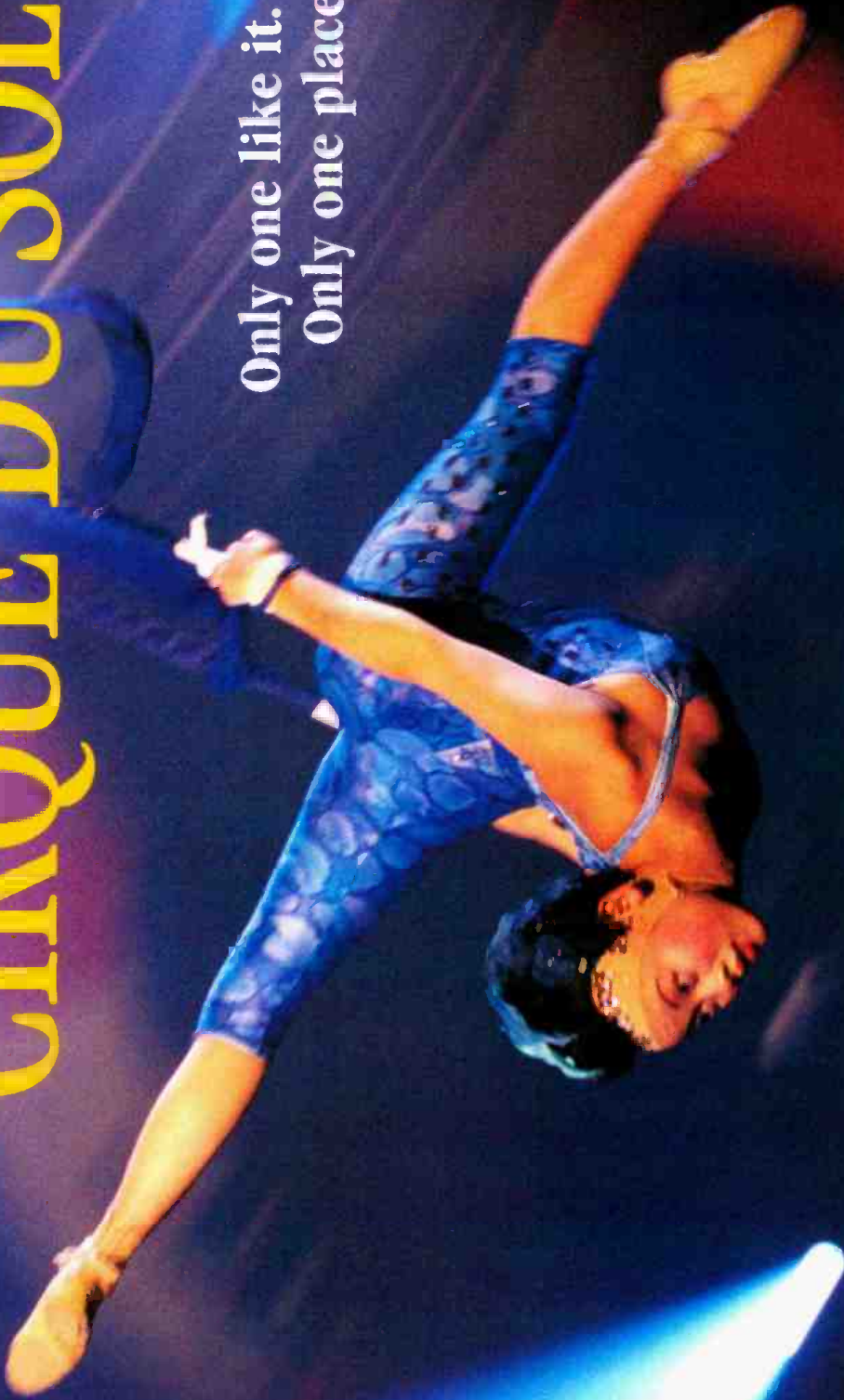
# 2002 APRIL 2002

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
	Broadcasting & Cable's Technology Leadership Awards Las Vegas, NV 4/8		Broadcasters' Foundation American Pioneers Breakfast Las Vegas, NV 4/10	SkiTam 2002 Vail, CO 4/4-4/7		NAB 2002 Conference Las Vegas, NV 4/6-4/11 Broadcasters' Foundation Charity Golf Tournament Las Vegas, NV 4/6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
			AAAA Management Conference Laguna Niguel, CA 4/17-4/20		Vermont Assoc. Broadcasters Annual Meeting Burlington, VT 4/19	
21	22	23	24	25	26	27
		Streaming Media West 2002 Los Angeles, CA 4/23-4/26	The Carmel Group DBS 2002 Monterey/Pebble Beach, CA 4/24-25 ANA Television Advertising Forum New York, NY 4/24	Cable Positive 6th Annual Benefit Dinner Joel A. Berger Award New York, NY 4/25 Horowitz Associates State of Cable & Broadband New York, NY 4/25		
28	29	30				
		SBCA Sky Forum 2002 & T. Howard Foundation Annual Fundraising Dinner New York, NY 4/30				

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2002

# MAY

2002

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5 NCTA 2002 Annual Convention New Orleans, LA 5/5-5/8 ANA Advertising Financial Mgmt. Conference Naples, FL 5/5-5/8	6	7	8 IRTS Foundation Awards Luncheon New York, NY 5/8	9	10	11
12	13 Content World 2002 San Jose, CA 5/13-5/16	14	15 NPR Public Radio Conference Washington, DC 5/15-5/18	16	17 NATAS Daytime Emmy Awards New York, NY 5/17	18
19	20 George Foster Peabody Awards New York, NY 5/20 Nevada State Cable Telecommunications Las Vegas, NV 5/20-5/22	21	22	23	24	25
26	27	28	29	30	31	

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# 2002

# JUNE

# 2002

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						<b>1</b>
<b>2</b>	<b>3</b>	<b>4</b> SCTE Cable-Tec Expo San Antonio, TX 6/4-6/7	<b>5</b>	<b>6</b> Kansas Assoc. of Broadcasters & Missouri Assoc. of Broadcasters Joint Convention Kansas City, MO 6/6-6/8	<b>7</b>	<b>8</b>
<b>9</b> ANA Business to Business Marketing Community Conference Key Biscayne, FL 6/9-6/11	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
<b>16</b>	<b>17</b>	<b>18</b> BCCA Credit Conference Orlando, FL 6/18-6/20	<b>19</b> BCFM 42nd Annual Conference Orlando, FL 6/19-6/21 Wisconsin B'casters Assoc. Summer Convention Sturgeon Bay, WI 6/19-6/20	<b>20</b>	<b>21</b> California B'casters Assoc. Annual Convention Santa Monica, CA 6/21-6/22 Wyoming Assoc of B'casters Conv. Thermopolis, WY 6/21-6/22	<b>22</b> CAB Local Cable Sales Mgmt. Conf. Salt Lake City, UT 6/22-6/24
<b>23</b> New York State Broadcasters Annual Convention Lake George, NY 6/23-6/25	<b>24</b> Wireless Communications Association Annual Convention Broadband Now Boston, MA 6/24-6/26	<b>25</b>	<b>26</b> PROMAX & BDA 46th Annual Conv. Los Angeles, CA 6/26-6/29 Florida Association of Broadcasters St. Petersburg, FL 6/26-6/29	<b>27</b> Georgia Assoc. of Broadcasters Sandestin, FL 6/27-6/30 New Mexico Broadcasters Association Albuquerque, NM 6/27-6/29	<b>28</b>	<b>29</b>
<b>30</b>						

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# 2002 JULY 2002

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11 NAB Service to America Washington, DC 7/11	12	13 NAB Mgmt Dev. Seminar For TV Executives Evanston, IL 7/13-19
14 CTAM 2002 Summit Boston, MA 7/14-7/17	15	16	17	18	19	20 NAB Executive Development Program For Radio Broadcasters Washington, DC 7/20-7/23
21	22	23	24	25	26	27
28	29 NCTC 18TH Annual Members Meeting Orlando, FL 7/29-7/31	30	31 National Association of Black Journalists 27th Annual Convention Milwaukee, WI 7/31-8/4			

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# 2002 AUGUST 2002

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7 SBCA 2002 Convention and Exposition Las Vegas, NV 8/7-8/9	8	9	10 Association for Education in Journalism & Mass Communications Miami, FL 8/7-10
11	12 SCTE Broadband Knowledge Summit Philadelphia, PA 8/12-8/14	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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# 2002 SEPTEMBER 2002

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8 ANA Sponsorship & Event Marketing Conference 9/8-9/10	9	10	11	12 IBC Amsterdam 9/12-9/14 NAB Radio 2002 Seattle, WA 9/12- 9/14 Scty. of Professional Journalists National Meeting Fort Worth, TX 9/12-9/14	13	14
15	16 Mid America Show Kansas City, MO 9/16-9/18	17	18 RTNDA Long Beach, CA 9/18-9/21	19 National Conference of Editorial Writers 56th Annual Conference Nashville, TN 9/19-9/22	20	21
2	23 Broadcasters' Foundation Celebrity Golf Tournament Essex, NJ 9/23 North Dakota B'casters Assoc. Bismark, ND 9/23-24	24	25	26	27 Virginia Association of Broadcasters Virginia Beach, VA 9/27-9/29	28
29	30					

# GRACE PASSION LEADERSHIP LEGACY

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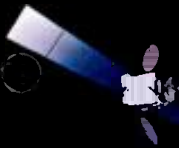


BLACKSTARPOWER



# 2002 OCTOBER 2002

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 New Eastern Cable Show Baltimore, MD 10/1-10/3	2	3	4	5
6	7	8	9	10 ANA 2002 Conference Naples, FL 10/10-10/14	11	12
13	14	15	16	17	18	19
20	21 AAAA Agency Public Relations Conference New York, NY 10/22-10/22	22 SMPTE 144th Technical Conf. & Exhibition Pasadena, CA 10/23-10/26	23	24	25	26
27	28	29	30	31		



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# 2002 NOVEMBER 2002

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3 ANA Multicultural Marketing Conference San Francisco, CA 11/3-11/5	4	5	6	7	8	9
10	11 Broadcasting & Cable's 12th Annual Hall of Fame New York, NY 11/11	12	13 AAAA Creative Conference 2002 San Francisco, CA 11/13-11/15	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



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# 2002 DECEMBER 2002

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 Western Show Anaheim, CA 12/3-12/6	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 Streaming Media East 2002 New York, NY TBD				



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*Advertising Outlook 2002*

takes an in-depth look at

what lies ahead, medium-by-

medium. We'll talk with a

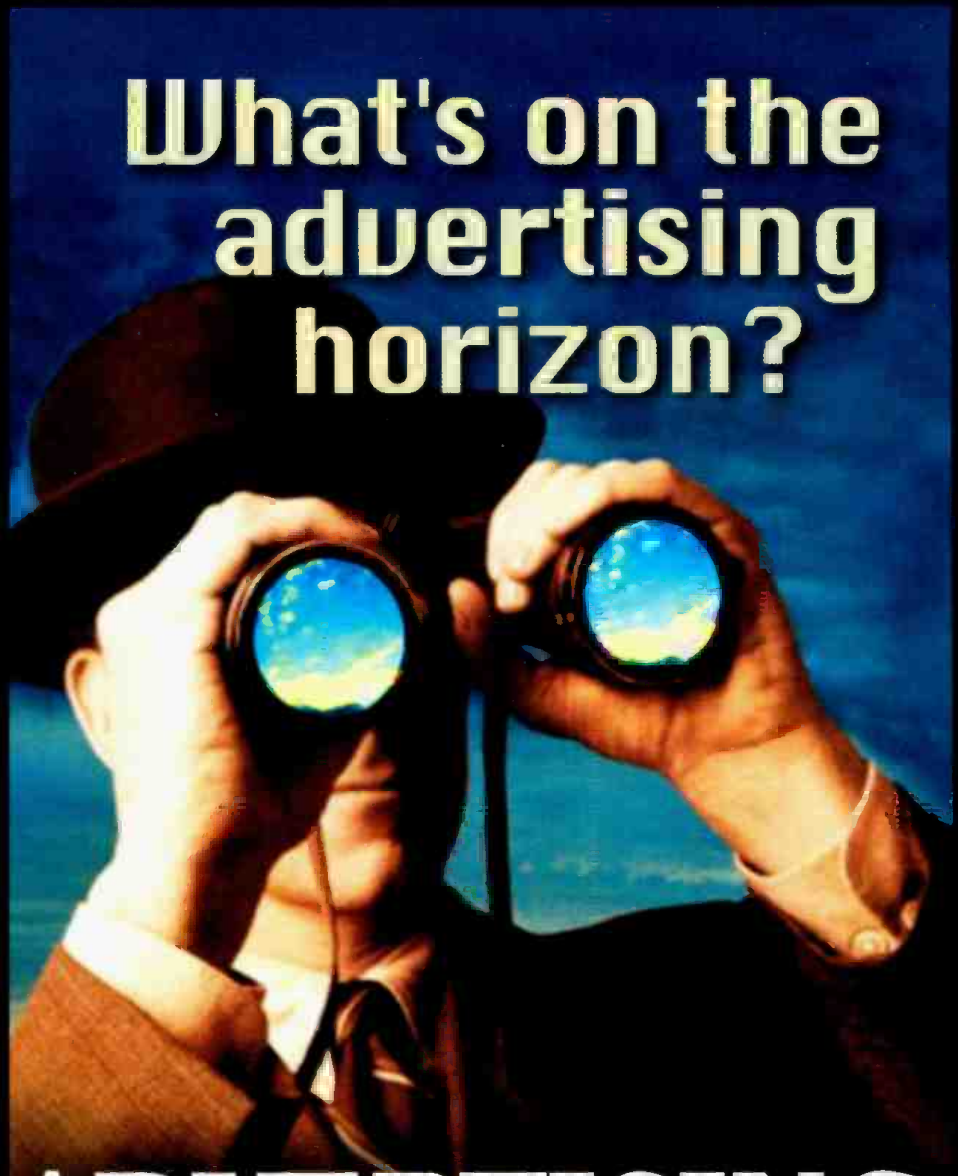
host of media analysts and

advertising executives to

give readers a sense of what

to expect in the advertising

climate in 2002.



# What's on the advertising horizon?

# ADVERTISING OUTLOOK 2002

ISSUE DATE:

**January 7, 2002**

AD CLOSE:

**December 28, 2001**

MATERIALS DUE:

**January 2, 2002**

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## StationBreak

BY DAN TRIGOB OFF

### CLOSE CALL

A known stalker with wedding and engagement rings strapped to his chest tried to enter the New Jersey home of WCBS-TV New York reporter Vince DeMentri and his wife, Pat, last week. Arizona resident Phillip Young contended that he had "things to talk about" with Pat DeMentri, a former model and current QVC host.

Young was convicted of stalking QVC host Kathy Levine in 1998 and given probation. Last week, he told police he wanted Pat DeMentri to introduce him to another QVC host, Lisa Robertson. He apparently tracked DeMentri to her home via the Internet, flew to Newark, rented a car and tried to push through the door when she wouldn't open it. He remained outside until police came and arrested him. He was under psychiatric evaluation in New Jersey following the incident.

### UNSOLVING A MURDER?

The family of Mary Sullivan, the last woman killed by the man police call the Boston Strangler, and the family of Albert DeSalvo, the man who confessed to being the killer who terrorized Boston in the 1960s, say they have more evidence that DeSalvo was not the serial killer and that the killer is probably still at large.

WBZ-TV Boston producer Casey Sherman, who is Sullivan's nephew, said it is a



### Luminarias for remembrance

KRQE(TV) Albuquerque, N.M., paid tribute to the victims of Sept. 11 with nearly 5,000 lights illuminated by New Mexico Governor Gary Johnson at the National Hispanic Cultural Center last week. The station's commemorative effort was aided by local businesses, public-safety personnel and students.

major step in what has become a years-long personal crusade to determine the real killer. Sherman's and DeSalvo's families say private DNA testing found DNA from two individuals, but not DeSalvo's, on Sullivan's clothing and remains. "It proves DeSalvo isn't the strangler," Sherman said. Police, who have defended the original investigation, say it proves only that DeSalvo didn't sexually molest all his victims.

If police don't act, "we'll just go along with our private investigation, which so far has been very successful," Sherman said. Although he believes he knows the identity of his aunt's killer, Sherman says he will not reveal it "until we're able to put him at the scene of the crime. I don't want to create another Albert DeSalvo-like rush to judgment."

### NABET WIN IN WILKES-BARRE

An attempt by employees of two allied Wilkes-Barre, Pa., TV stations to decertify the National Association of Broadcast Employees and Technicians has failed by a wide margin.

Technical employees of WBRE-TV and WYOU(TV) rejected decertification by a vote of 60-34. The vote had been ordered by the National Labor Relations Board following a petition reportedly circulated principally by WYOU staffers. Under an unusual shared-services agreement between WBRE-TV owner and former WYOU owner Nexstar Broadcasting and current WYOU owner Bastet Broadcasting, many WYOU workers are employed by Nexstar, which handles many of WYOU's operations.

WBRE-TV's staff belonged to the union, whereas WYOU staff had been non-union for years. Decertification had the backing of WBRE-TV management.

### CARRYING THE TORCH

A secretary for the group that campaigned to bring the Olympics to Salt Lake City revealed last week that she was the source of a letter that led to local TV reports implicating both local and international Olympic officials in vote-buying and bribery.

Stephanie Pate was secretary to Tom Welch, who led Salt Lake City's successful bid. She said she gave a letter drafted by Welch's deputy, Dave Johnson, to an Olympic trustee. That letter eventually got to KTVX(TV) reporter Chris Vanocur. There are various accounts of how that happened, and Vanocur has consistently said that, to protect sources, he would not discuss the matter. He reiterated the no-comment last week.

The story brought considerable recognition to Vanocur and the station, which won an Edward R. Murrow Award from the Radio-Television News Directors Association, a Peabody and a DuPont award. Word has it that Vanocur has been asked to help carry the Olympic torch on the way to the games.

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



# FocusSan Antonio

## THE MARKET

DMA rank	37
Population	1,990,000
TV homes	710,000
Income per capita	\$14,678
TV revenue rank	36
TV revenue	\$157.7 million

## COMMERCIAL TV STATIONS

Rank*	Ch.	Affil.	Owner
1	KENS-TV	7 CBS	Belc
2	KSAT-TV	12 ABC	Post
3	KMOL-TV	4 NBC	Clear Channel
4	KABB(TV)	29 Fox	Sinclair
5	KWEX-TV	41 Uni	Univision
6	KRRT(TV)	35 WB	Sinclair
7	KPXL(TV)	26 Pax	Paxson
8	KBEJ(TV)	2 UPN	Corridor
9	KVDA(TV)	60 Tele	NBC

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

## CABLE/DBS

Cable subscribers (HH)	461,500
Cable penetration	65%
ADS subscribers (HH)**	78,000
ADS penetration	11%
DBS carriage of local TV?	Yes

\*\*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> (KENS-TV)	9.9/16
Network show	
<i>ER</i> (KMOL-TV)	17.0/25
Early-evening newscast	
KSAT-TV	11/18
Late newscast	
KENS-TV	15/23

\*\*\*November 2001, total households

Sources: Nielsen Media Research, BIA Research



A lively tourism industry has helped San Antonio withstand the current economic downturn.

## A good market

With more than a million residents, San Antonio is one of Texas's largest cities, but the low density in its outlying areas make the market the No. 37 DMA nationally. An Associated Press study recently cited the city, with its prominent Latino population and culture, as among the most integrated of Texas cities.

"This is a good market," says Bob McGann, vice president and general manager at Belo-owned KENS-TV. "It's held up better [during the current economic downturn] than the rest of the country. I think the market will hold close to 2000," when it generated nearly \$158 million in gross revenue.

As in many markets, auto dealerships have been a major advertiser, but the tourism business has come on strong. "This really has become the tourist destination for Texas," McGann says, and local television has reaped benefits from golf courses, the many Riverwalk attractions, and Fiesta Texas and Sea World amusement parks.

Sports, too, have helped drive eyes to sets. In addition to the Sunday NBC network NBA games, the San Antonio Spurs are carried on CBS affiliate KENS-TV, WB affiliate KRRT(TV) and regional cable Fox Sports Net. UPN affiliate KBEJ(TV) also does well with professional wrestling.

Probably the biggest recent development has been the entry into the market of locally based radio giant Clear Channel, with its acquisition of KMOL-TV. Fox had acquired both KMOL-TV and KSTU(TV) Salt Lake City when it bought Chris-Craft. Because it already owned Salt Lake's KTVX(TV), Fox exchanged the former Chris-Craft stations for Clear Channel's WFTC(TV) in Minnesota. Shortly afterward, Clear Channel said Don Perry will remain vice president and general manager at KMOL-TV.

—Dan Trigoboff

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# Changing Hands

## AMs

### **WGNA(AM) Albany, N.Y.**

**Price:** \$2 million

**Buyer:** ABC Inc. (John Hare, president, ABC Radio); owns approximately 55 radio stations, including WABC(AM) New York  
**Seller:** Regent Communications (William Stakelin, president)

**Facilities:** 1460 kHz, 5 kW

**Format:** Country (to be Radio Disney)

**Broker:** William B. Schutz Jr.

### **KWED(AM) Seguin (San Antonio), Texas**

**Price:** \$940,000

**Buyer:** Seguin Media Group (James M. Story, limited partner); no other broadcast interests

**Seller:** Pinwheel Communications (Bennie Bock, president)

**Facilities:** 1580 kHz, 1 kW day, 253 W night

**Format:** Country

### **WDGR(AM) Dahlonoga, Ga.**

**Price:** \$175,000

**Buyer:** Small Town Radio Inc. (Don Boyd, president); has purchased five other stations, subject to FCC approval, including WBBK-AM-FM Blakely, Ga.

**Seller:** Greenwood Communications Corp. (Ann Greenwood, president)

**Facilities:** 1210 kHz, 10 kW day

**Format:** Variety

### **WDLL(AM) Fort Payne, Ala.**

**Price:** \$112,500

**Buyer:** DeKalb County Community Radio Inc. (Gerald E. Dilts, president); no other broadcast interests

**Seller:** DelGiorno Broadcasting (Robert DelGiorno, president)

**Facilities:** 1400 kHz, 1 kW day, 1 kW night

**Format:** News/talk/sports

### **KYFV(AM) Victoria, Texas**

**Price:** \$100,000

**Buyer:** John Barger; owns seven other stations, including KRNX-AM, KEPG-FM and KVIC-FM Victoria

**Seller:** Bible Broadcasting Network (Lowell Davey, president)

**Facilities:** 1410 kHz, 500 W

**Format:** Adult standard

**Broker:** John Pierce & Co.

### **WNBX(AM) Springfield, Vt.**

**Price:** \$75,000

**Buyer:** KOOR Communications Inc. (Robert Vinikoor, owner); owns two other stations, including WNTK(AM) Newport, N.H.

**Seller:** Robert Wolf

**Facilities:** 1480 kHz, 5 kW day

**Format:** Variety

## FMs

### **KTEE-FM Seaside (Monterey-Salinas-Santa Cruz), Calif.**

**Price:** \$1.85 million

**Buyer:** Mapleton Communications (Michael Meneroy, president); owns 18 other stations, including KBTU-FM, KCDU-FM, KHIP-FM, KMBY-FM and KPIG-FM Monterey-Salinas-Santa Cruz

**Seller:** Bi-Coastal Media (Kenneth Dennis, president/CEO)

**Facilities:** 103.9 MHz, 1 kW, ant. 604 ft.

**Format:** NAC

**Broker:** Media Venture Partners

### **WKIG-FM Glennville, Ga.**

**Price:** \$250,000

**Buyer:** Bullie Broadcasting (Jim Lewis, VP); owns two other stations

**Seller:** Tattall County Broadcasting (John P. Cobb, president)

**Facilities:** 106.3 MHz, 6 kW, ant. 299 ft.

**Format:** AC

## Combos

### **KFTM(AM)-KBRU(FM) Fort Morgan, Colo.**

**Price:** \$688,000

**Buyer:** Hunt Broadcasting (Janice Hunt, manager); owns three other stations, including KLES(FM) Yakima, Wash.

**Seller:** Arnold Broadcasting Co. (William G. Arnold, president)

**Facilities:** KFTM-AM: 1400 kHz, 1 kW; KBRU-FM: 101.7 MHz, 3 kW, ant. 135 ft.

**Format:** KFTM-AM: oldies; KBRU-FM: AC

**Broker:** Satterfield & Perry

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Media Access Pro,  
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## Washington

# Sinclair loses, wins

*FCC fines it for controlling Glencairn but allows Sullivan buy*

By Bill McConnell

Ending a three-year investigation, the FCC declared last week that Sinclair Broadcasting exercised illegal control of business partner Glencairn Ltd.

Despite handing a legal victory to civil-rights groups that had spurred the review, the decision failed to yield their ultimate goal: either blocking Sinclair's unrelated purchase of 14 TV stations from Sullivan Broadcasting or revoking some licenses of the Baltimore-based station group.

Instead, the FCC fined each company \$40,000 and approved the acquisitions.

**The commission found there was no intent to mislead. But what the record shows and what the commission said are quite different.** —David Honig, Rainbow/PUSH attorney

The commission's three Republicans judged the companies liable for misinterpreting FCC policies but found no intent to mislead the agency.

Civil-rights groups claimed that Sinclair used Glencairn to evade the now-defunct ban on ownership of two TV stations in the same market. Sinclair countered that Glencairn was a legal local marketing agreement (LMA) that allowed the larger company to operate the station while Glencairn officials handled corporate decisions.

Democratic Commissioner Michael Copps wanted to pursue a tougher sanction. Sinclair has repeatedly "stretched the limits" of FCC ownership rules, he said.

Putting the best possible face on the ruling, Glencairn President Edwin Edwards said, "We won," noting that neither his company nor Sinclair gave in to alleged

demands from Jesse Jackson and the Rainbow/PUSH Coalition for a financial settlement in return for dropping opposition to the Sullivan deal.

Rainbow/PUSH attorney David Honig countered that the FCC decision was too soft. "The commission found there was no intent to mislead. But what the record shows and what the commission said are quite different." Rainbow/PUSH hasn't decided whether to appeal.

Several factors that came to light during the investigation contributed to the finding that Edwards, a former Sinclair employee,

did not exercise control of his company:

- His incorrect report on the amount of debt Glencairn would assume with the purchase of several Sullivan stations.

- Purchase rights held

by Sinclair for Glencairn stations at prices well below market rate.

- Glencairn's agreement to sell all but two of its stations to Sinclair as soon as the FCC relaxed rules restricting ownership of local television stations.

The companies may appeal the decision at the FCC or ask for a review by federal appeals judges.

The FCC had no problem with the civil-rights group's initial complaint: that Edwards was a front for Sinclair because he owns only 3% of Glencairn's common stock while relatives of Sinclair shareholders own 97%. Those ties are too tenuous to prove Sinclair control of Glencairn, the FCC said.

The FCC did block one sale to Sinclair, the transfer of WFBC-TV Anderson, S.C., on grounds that the deal would have left fewer remaining independent stations than



"We won," said Glencairn's Eddie Edwards, citing the fact that he did not settle with Rainbow/PUSH to get the Sullivan stations.

the eight necessary to permit a new duopoly. The duopoly "voice test" is also a bitter point of contention between Sinclair and the FCC. The company has asked a federal appeals court to strike down the limit. Sinclair could be forced to sever ties to four LMAs in Ohio, South Carolina and West Virginia. ■

## Switching channels

*FCC readies plan to help clear 52-59 spectrum for new services*

By Bill McConnell

The government is urging broadcasters to get off ch. 52-59, but TV could remain a key service on that spectrum. Two-way TV is among the new services that will be allowed, according to frequency-reallocation rules that the FCC approved last week.

Several broadcasters "expressed interest" in launching new services on the band,

said Bruce Franca, acting chief of the FCC Office of Engineering and Technology, and the new frequencies are being sliced into 6-MHz allotments at least in part to accommodate them.

Buyouts would be approved on a case-by-case basis. The buyout procedure is similar to one already in place for ch. 60-69, with one key difference: Broadcasters on the lower channels must clear a slightly higher hurdle to win government approval. Absent evidence to the contrary, the FCC will assume that a buyout on 60-69 is in the public interest. Licensees on ch. 52-59 must show that the public benefits counterbalance the reduction in TV service.

In a move sure to anger some broadcasters, the FCC dismissed pending requests for new analog allocations in the ch. 52-59 band. License applications in markets where an allocation already has been granted will continue to be processed.

Broadcasters that give up digital allotments there would have to switch their remaining analog channel to digital in 2002. To ensure an audience when few viewers own DTV sets, broadcasters that give up that portion of the band will be entitled to cable must-carry for their single digital signal.

The reallocation, which also permits fixed and mobile wireless services, slices the spectrum into three 12-MHz blocks. Two will be sold to two bidders in each of six geographic regions. The third will be divided into licenses covering 734 metro and rural areas. ■

# EEO do-over at FCC

*Agency tries for third time to craft equal-employment rules*

By Bill McConnell

**B**roadcasters and cable systems would be required to revive minority- and gender-recruiting efforts under an FCC proposal unveiled last week.

Although the commission is considering a wide range of options, the agency's Mass Media Bureau specifically recommended a plan to require stations and cable systems to provide job notices for all vacancies to any organization that requests them. Plus, most would be required to choose among other recruitment initiatives, such as job fairs, internships and other community outreach. The commission also may require companies to collect data on the ethnicity and gender of applicants.

The obligations would apply to radio stations with more than 10 workers and to TV and cable outlets with more than five.

The FCC's original rules were struck down in 1998, and a revision was tossed out in January.

FCC Chairman Michael Powell voiced hope that the latest plan would end the

lengthy court battle. "These rules are not onerous, and everyone knows they're not," he said prior to the commission's unanimous approval Dec. 12. He indicated that the commission will hold a hearing on the proposals early next year.

The court's latest objection arose because of the data-collection requirements. The judges found that the FCC's plan to review a company's applicant pool and order recruiting changes if it didn't like the demographic mix created enough pressure on employers to constitute a de facto, illegal quota. To avoid that snag this time, the FCC proposes to use the data only to monitor industry trends and report to Congress on industry progress.

Civil-rights attorney David Honig said he's grateful for the FCC's persistence. "Even if it takes five or six times, this is important enough to get right."

Besides the bureau recommendation, a broadcast-industry plan also under consideration would eliminate most outreach requirements for companies that list vacancies with online job banks. ■



**FCC Chairman Michael Powell is hopeful the plan will end the court battle: "These rules are not onerous, and everyone knows they're not."**

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Station: **KAKW-TV**, Killeen, Texas

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Seller: **White Knight Broadcasting of Killeen License Corp.**

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## Technology

# Indiana PBS group starts DTV engines

*Harris, Dielectric to play role in state's transmission plans*

By Ken Kerschbaumer

The nine-member Indiana Public Broadcast Stations group (IPBS) has chosen Harris transmitters and Dielectric antennas to form the backbone of its digital-transmission capabilities.

According to Jim Borgioli, owner of Digital Broadcast Design and Engineering, Indianapolis, who heads the move to digital, the deals mean a potential \$11.5 million for Harris for transmitters and master-control equipment, \$2 million to Dielectric for antennas and transmission lines, and \$1 million to Heartland Video for microwave equipment. The rest of the \$20 million budget will be spent on incidentals and changes to towers by Indiana-based tower companies ERI and Pirod Towers.

Harris will provide solid-state DiamondCD UHF, PlatinumCD VHF and Sigma CD-II UHF transmitters, FlexiCoder ATSC MPEG-2 digital encoding systems, an integrated high-definition (HD) master-control module, and PSIPplus automated Program and System Information Protocol systems for the stations.

WVUT-TV Vincennes, Ind., has already

received its transmitter. WFYI Indianapolis, WTBU-TV Indianapolis, WTIU-TV Bloomington, WIPB-TV Muncie, WNIT-TV South Bend, WNIN-TV Evansville, WFWA-TV Fort Wayne and WYIN Merrillville will follow suit through summer 2003.

Harris will also provide HD master-control-system integration services, with WFYI-TV and WTBU slated to be operational with the FlexiCoder (which can handle one HD channel or eight standard-definition channels) and Masterplus by spring. WTBU's master control is located at WFYI's studios, allowing the stations to share one FlexiCoder chassis.

Steven Jensen, vice president of engineering for WFYI-TV Indianapolis, says, "When we were given a demo at Harris, the thing we liked was that it was all one package and we didn't have to go to different vendors and piece it together like a puzzle. At WFYI, we run another station, WTBU, and we'll run one frame of equipment for both stations."

Borgioli's advice for broadcasters moving to digital: Don't underestimate the pit-



falls of issues like tower construction. "Just because you have a tower and you're on the air now doesn't mean it's going to be an easy transition. There are some stations where the tower is fine, and there are others where it's costing almost as much to reinforce their towers or they need to build another. Others need to move because their lease is expiring or they can't find space on the tower."

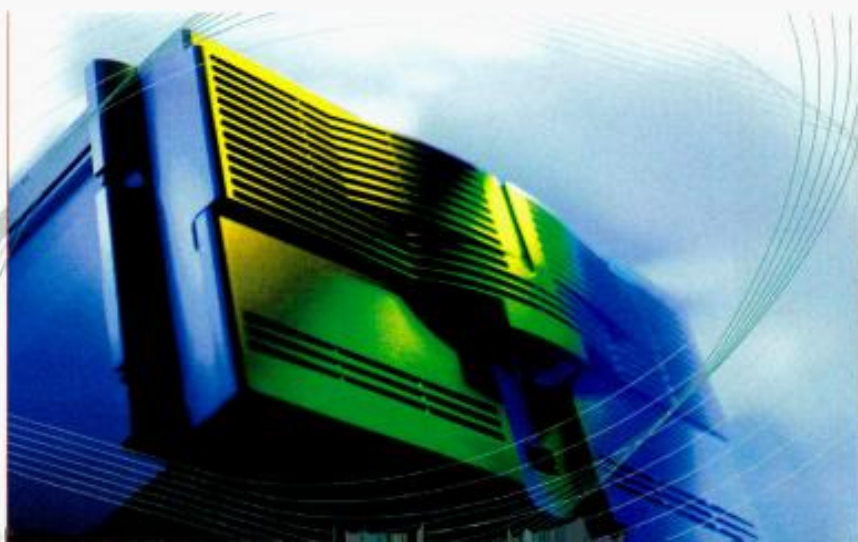
Specifically among the stations he is working with, WNIT-TV South Bend is in the middle of writing up a tower agreement, WNIN-TV Evansville recently acquired land for the tower, WYIN is looking to move its transmitter facility, and WFYI is getting close to hammering out a new lease.

"Half the stations don't have transmitters or antennas on order because we don't know what power or height they're going to be," says Borgioli.

Once WFYI-TV is up and running, Jensen expects to pass through PBS HD programming and possibly multicast two channels. Long-term plans, he says, include multicasting of four channels. "But nothing is down paper yet." ■

**When you dive into an uncertain future, make sure you do it from a secure platform.**

 GRASS VALLEY GROUP



# Turning on the cash stream

*Digital Island believes new service will facilitate monetization of streaming*



Digital Island's 2Way Web Service is intended to help companies like Virgin Records more easily offer music and VOD over the Internet.

By Ken Kerschbaumer

Digital Island is well-known for its streaming-content delivery network, but its new suite of services may redefine the company's relationship with customers. Dubbed 2Way Web Service, the system is intended to expand the company's offerings and give customers a system that provides rights management, e-commerce and delivery-related functions on one platform.

"A lot of our customers are faced with a multi-vendor, confusing equation," says Chief Media Officer Adam Cohen. Streaming "starts with the network and the ability to deliver content. But it includes a lot of different areas and technologies."

Digital Island's goal with 2Way Web Service is to make it easier for companies

to monetize streaming content.

The system consists of four main services: digital rights management, digital media commerce, content management and geographic intelligence. A common graphical user interface (GUI) provides access to seven modules at the heart of the four services: PPV, transfer, publishing, a custom player module, ad insertion, geographical intelligence and media copy (all the disk operating system functions). Each module can be accessed individually for a monthly fee of \$500 to \$1,500 per module. Customers will be able to turn them on through a Web interface as needed.

Cohen says the reason for the modular approach is that the company didn't want to presuppose who handles the services for the customer. "Making them modular allows the customer to make those decisions internally."

He believes customers will respond to the new GUI. The modules are all available on the desktop, and employees in an IT department will be able to monitor what is occurring across the entire system. It also allows smaller IT departments to handle larger work loads more easily.

The timing of the offering is important, with Hollywood studios about to start VOD trials via the Internet. One challenge

## A Sony island

Digital Island has opened two streaming-media production centers featuring Sony equipment to offer its 2Way Web Services.

Located in New York and Marina Del Ray, Calif., the centers will be used for on-demand and live-event streaming as part of the company's 2Deliver services. Technology, media and entertainment companies and other clients will be able to use the facilities to help get events on the Web.

Equipment includes Sony DVCAM and Digital Betacam VTRs, a DFS-700 digital switcher, a DMX-R100 48-channel digital audio mixer and a MAV-555 digital disk recorder.—K.K.

Cohen says faces streaming providers as they move to pay a business model is that users' expectations increase dramatically the minute they're paying for something.

The new system also addresses the top concern for content owners: protecting content. Digital Island already does a lot of work with Windows Media 7 in digital rights management. Now the company will also be working with RealNetworks. Digital Island is the first provider to license RealNetworks' RealSystem Media Commerce Suite and thus to be able to offer rights management based on RealSystem iQ. ■

Changing delivery systems. Proliferating standards. Complex asset management. These are just a few of the rapidly emerging demands that can sink most video servers. Good thing the Profile® XP Media Platform does so much more than traditional video servers. The Profile XP features an advanced architecture capable of handling formats from SD and HD to the Internet, for the ultimate in future-proof digicasting.

Take, for example, the new PVS1100. A member of the Profile XP family that's optimized for demanding production applications like news and sports. It offers superior performance in either a distributed, or

networked environment. Insulating you from "you guessed it" future changes. Plus, it gives you the world's best off-speed play technology, as well as tight integration with our Digital News Production Solution and major third party applications. Standing behind all this is the Profile XP's built-in redundancies that have zero tolerance for failure. And the Grass Valley Group service team. They're always ready to help with your transition to digicasting. Is it any wonder that more broadcasters and video professionals in more places throughout the world rely on the Grass Valley Group to produce, manage and deliver media content? Come on in, the future feels great.

# CuttingEdge

BY KEN KERSCHBAUMER

## CEA ADOPTS NEW DTV STANDARD

Adopted last week by the Consumer Electronics Association's DTV Interface Subcommittee, standard 861A defines a method for optimizing the picture quality of DTV by allowing DTV devices to determine a television's preferred format automatically. For example, set-top boxes or other devices will be able to tell whether they should send a 16:9 or 4:3 signal to the set.

More specifically, the standard, developed by CEA engineering group R-4.8 (Working Group 7), defines a method for sending digital video signals over the Digital Visual Interface (DVI) and the OpenLDI video interface. The new features will be available when enhanced versions of the DVI or the OpenLDI are adopted that are capable of carrying auxiliary video information, such as picture aspect ratio and native video format.

The CEA's DTV Interface Subcommittee has also placed a Request for Information (RFI) on proposals to enable the standard in consumer devices. Specific areas include carrying audio information, CEA InfoPackets (carried from the device to the monitor) and support of the component video pixel format. Details on the RFI are available at [www.cea.org](http://www.cea.org) under "Tech Topics." Responses are due Dec. 21.

## THALES SALES IN NY

The New York Association of Public Broadcasters (APBS) has selected Thales digital transmitters to provide transmission gear for the group's digital transition. Supplied by Thales Broadcast & Multimedia, a wholly owned subsidiary of Thales (formerly Thomson-CSF), the equipment includes the DCX Millennium, Ultimate solid-state transmitters and IOX NTSC transmitters. The nine

stations in APBS are WCFE-TV Plattsburgh, WCNY-TV Syracuse, WLIW Garden City, WMHT Schenectady Albany, WNED-TV Buffalo, WNPI-TV Norwood, WPBS-TV Watertown, WSKG-TV Binghamton and WXXI-TV Rochester. The first installation is slated for next spring.

## QUANTEL GETS SMART WITH PANASONIC

Quantel's iQ system now supports video shot with Panasonic's AJ-HDC27v variable-frame-rate HD camcorder, enabling post-production professionals to work more easily with variable frame rates. When tapes are loaded, the iQ system can make speed changes automatically, allowing 720p clips to be used in HD or SD projects without preprocessing.

## MICROSOFT INTRODUCES CORONA PLATFORM

Microsoft has begun beta-testing a Windows Media platform called Corona (named for the sun, not the beer). It will include a new player, A/V codecs and encoding improvements that will provide a 20% bandwidth saving in streaming at current quality levels.

Another new component of the platform is the Windows .NET server. Microsoft demonstrated its capabilities at the recent Streaming Media East conference in New York. A new feature is the ability to send a packet of content immediately to the client requesting the stream,

eliminating the 10- to 11-second buffering delay that is currently part of the streaming experience. The burst content begins playing immediately as the remainder of the stream catches up behind it to create a seamless, delay-free delivery.

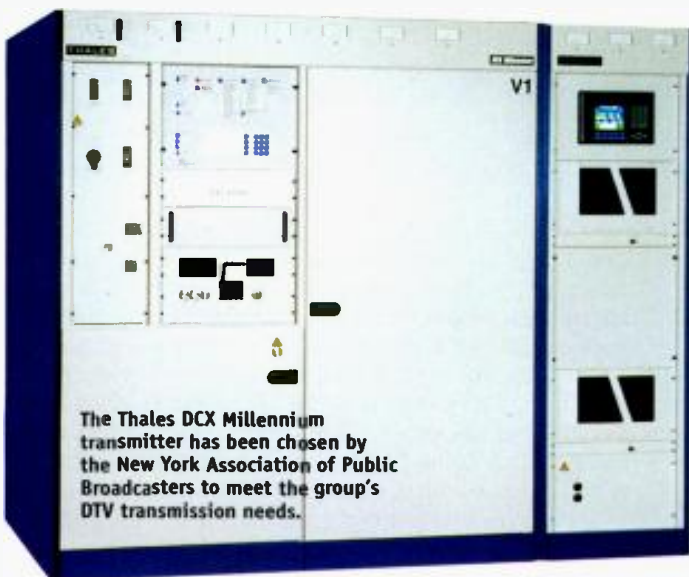
The Corona platform is expected to be rolled out piece by piece during 2002, with the entire system available by the end of the year.

## SONY OFFERS NEW DVCAM CAMCORDER

Sony's DSR-370L EFP/ENG camcorder will be available next month for a price still to be determined. The camcorder has a three-chip 1/2-inch interline-transfer CCD and can also be configured as a studio camera when used with a CCU-M5A camera-control unit. Horizontal resolution is 800 TV lines, sensitivity is f11 at 2,000 lux, and signal-to-noise ratio is 62 dB. Fully loaded weight is 13.6 lb.

## PACE, OPENTV SIGN DEAL

Set-top-box manufacturer Pace Micro Technology and OpenTV have formed a partnership that will integrate OpenTV's interactive-TV middleware and Device Mosaic application into Pace's Di4000 cable set-top. According to Alex Warnock, divisional director of broadband cable at Pace, the goal is to provide MSOs with another way to deploy interactive home gateways rapidly and cost-effectively.





SOCIETY OF PROFESSIONAL JOURNALISTS

# A Tradition of Excellence

Each year, the Society of Professional Journalists and the Sigma Delta Chi Foundation present national awards to professionals who have demonstrated excellence in journalism. Enter today, and become a part of the legacy that recognizes the best in the media industry.

## Sigma Delta Chi Awards for Excellence in Journalism

**Postmark deadline:** Feb. 11, 2002

The Sigma Delta Chi Awards are among the most coveted in the profession. SPJ has presented these awards for outstanding contributions to journalism for the past 69 years. The program presents awards in 49 categories representing newspaper, magazine, art/graphics, photography, radio, television, research and online journalism. Fourteen online categories are new this year. Winners will be announced in a special journalism awards issue of Quill magazine and receive a framed bronze medallion at the Sept. 12-14 2002 SPJ National Convention in Fort Worth, Texas.

## Historic Sites in Journalism

**Nomination deadline:** Feb. 1

This citation recognizes and honors individuals, news organizations and places of national historic journalism interest.

## Fellows of the Society

**Nominations Deadline:** June 1

This highest honor SPJ bestows upon a journalist is awarded for extraordinary contribution to the profession. Membership in the Society of Professional Journalists is not required for eligibility. Up to three fellows are named annually. Fellows receive jeweled keys and are invited to speak at an SPJ function.

## Sunshine Award

**Nomination deadline:** June 1

The award is presented in recognition of those making important contributions in the area of open government. Work may be, but does not have to be, related to SPJ's Project Sunshine. Nominations are open and not limited to journalists. No specific number awarded each year.

## Ethics in Journalism Award

**Nomination deadline:** June 1

The Ethics in Journalism Award honors reporters, editors or news organizations that distinguish themselves by performing in an outstanding ethical manner as defined by the SPJ Code of Ethics. Nominations are open. Self-nomination is permitted. The recipients of the national award will be honored at SPJ's national convention and recognized in Quill magazine. The Society may present Ethics in Journalism Awards in any given year unless the committee agrees no candidates are available for that year.

## First Amendment Award

**Nomination deadline:** June 1

Presented in recognition of extraordinarily strong efforts to preserve and strengthen The First Amendment. One or more given annually and nominations are open. Nominees are not limited to journalists and may include legislators, judges, attorneys, law-enforcement officials, government officials, organizations and individuals.

## Eugene C. Pulliam Editorial Fellowship

**Postmark deadline:** July 8, 2002

The Pulliam Fellowship awards \$40,000 to an outstanding editorial writer to help broaden his or her journalistic horizons and knowledge of the world. The annual award can be used to cover the cost of study, research and/or travel in any field. The program is coordinated through the Sigma Delta Chi Foundation and funded by a grant from Nina M. Pulliam honoring the memory of her husband, Eugene C. Pulliam, who was one of the founding members of the Society and former publisher of The Indianapolis Star, The Indianapolis News, The Arizona Republic and The Phoenix Gazette.

Contact SPJ at 317/927-8000 or [awards@spj.org](mailto:awards@spj.org) for more information. Entry forms and lists of past winners are available online at [www.spj.org](http://www.spj.org).



### Broadcast TV

**Doug Kiel**, president, Journal Communications, Milwaukee, adds to his duties CEO, Journal Broadcast Group, Milwaukee.

**Kathi Lester**, GM, WTWB-TV Greensboro, N.C., promoted to VP/GM.

**Debra Corson**, GM, KPWB-TV Des Moines, Iowa, promoted to VP/GM.

**Peter Padilla**, GM, Pappas Telecasting's Reno, Nev., cluster, promoted to VP/GM.

Appointments at WFTS(TV) Tampa, Fla.: **Michael Draman**, VP, sales and marketing, Sinclair Broadcast Group, Baltimore, joins as director, sales; **J. Scott Dempsey**, sales manager, WABC-TV New York, joins as local sales manager.

**Paul Rennie**, general sales manager, KTVC(TV) Roseburg, Ore., joins WRTV(TV) Indianapolis, in the same capacity.

**Mark Sandstrom**, local account executive, WPWR-TV Gary, Ind., named local sales manager.

### Programming

Appointments at Crown Media, Los Angeles: **Laura Masse**, VP, marketing, American Movie Classics, Jericho, N.Y., joins as senior VP, marketing; **Scott Harkcom**, senior director, information technology infrastructure, PeopleSupport Inc., Los Angeles, joins as director, information technology.

Appointments at Fox Cable Networks Group, New York: **Bill Lyons**, VP, Eastern region, Speedvision and Outdoor Life Network, Stamford, Conn., joins as regional VP, affiliate sales and marketing, Northeast region; **Nicole Mussenden**, director, affiliate sales and marketing, special markets, ESPN, New York, joins in the same capacity.

Appointment at Home Shopping Network, St. Petersburg, Fla.: **Anita Iodice**, president, The Company Store, Weehawken, N.J., joins as VP, home fashions; **Carlos Timiraos**, assistant VP, marketing, Lancôme, New York, joins as VP, health, beauty and wellness.

**David Shaughnessy**, supervising producer, *The Young and the Restless*, New York, promoted to executive producer.

### Journalism

**Mike Mason**, investigative reporter, WBBH(TV) Fort Myers, Fla., joins WFTS(TV) Tampa, Fla., in the same capacity.

**Angel Wang**, weekend anchor/reporter, KERO-TV Bakersfield, Calif., joins KJRH(TV) Tulsa, Okla., as general-assignment reporter.

**Sonta Henderson**, general-assignment reporter, KXAN-TV Austin, Texas, joins WPMT(TV) Mobile, Ala., as weekend anchor/reporter.

**Tracy Humphrey**, meteorologist, WKBW-TV Buffalo, N.Y., joins WPHL-TV

## Obituary

**Dick Waller**, senior vice president and director of manpower and development quality control for Telerep, died Dec. 2 after a long battle with cancer. He was 66.

A 34-year broadcast advertising veteran, Waller covered nearly every position in the broadcast advertising industry, including sales manager of KDKA-TV Pittsburgh, sales vice president for Metro TV, New York, and senior vice president of buying service at Airtime International.

Waller joined Telerep's Chicago office as sales manager in 1980 and was promoted to vice president and general sales manager and moved to New York later that year. He was appointed to his most recent position in 1986.

In lieu of flowers, Waller's family requests donations be made in the name of Richard Waller to Leukemia and Lymphoma Society, 15 Springfield Ave., Springfield, N.J. 07081. —P. Llanor Alleyne

Philadelphia as weekend meteorologist.

**Kristin Allred**, meteorologist, WCBI-TV Columbus, Miss., joins KPTM(TV) Omaha, Neb., in the same capacity.

### Radio

Promotions at Sheridan Broadcasting Corp., Pittsburgh: **Kathleen Gersna**, director, corporate operations and human resources, and **Adele Lawhead**, controller, have both been promoted to VP, Sheridan Broadcasting.

### Technology

Appointments at Pioneer Digital Technologies Inc., Long Beach, Calif.: **Neil Jones**, VP, new-business development, Pace Micro Technology, Boca Raton, Fla., joins as senior VP, operations;

**Glen Roe**, manager, systems engineering, promoted to director, engineering operations.

### Associations/Law Firms

Elections at New Jersey Cable Telecommunications Association, Trenton, N.J.:

Chairman **Robert F. Smith**, VP, public relations, Comcast Cable, Northeast region, Middletown; Vice Chair **Amy Mansue**, area VP, communications, government and public affairs, Cablevision Systems, Hightstown; Treasurer **William J. Kettleston**, regional director, public affairs, Comcast, Washington Township; Secretary **Roger Wells**, GM, Time Warner Cable, West Milford.

—P. Llanor Alleyne  
palleyne@cabnrs.com  
(212) 337-7141

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

# The boss of the 'toons

*A winding path through ABC brings Barzilay to kids programming*

**I**n all the hours studying tort and First Amendment law at Columbia Law School, Jonathan Barzilay never imagined himself as a kids-programming executive and boss of a cartoon network. But that's what he is, and the senior vice president of ABC Kids and general manager of cable network Toon Disney says the two worlds actually go hand-in-hand.

"Legal analysis and programming are very different skills, but they both come down to judgment," he explains. "You have to be comfortable making decisions. In that sense, legal training gave me an approach to decision-making that has carried over into the programming field."

Television played a big part in his becoming a lawyer, he adds. "I was interested in litigation, and, of course, my view of litigation had probably been unduly influenced by TV shows in which cases are brought, researched, examined and tried within 60 minutes."

Soon after finishing law school in '84, Barzilay discovered that lit-

igation wasn't as exciting as TV had portrayed it, and he looked to get more involved with media and entertainment. The son of a *New York Times* editor, he had taken classes at Columbia's graduate school of journalism during law school.

In 1986, he joined an entertainment law firm, Berger & Steingut, working on music, publishing and other entertainment-related cases. He handled a lot of prepublication and pre-broadcast reviews, which is how an ABC headhunter found him.

He became a general attorney for Capital Cities/ABC in 1990. Most of his initial work, he says, was on the ABC News newsmagazines *20/20* and *Primetime Live*, both of which had big investigative units and

numerous legal hurdles. "In private practice, months can go by between tough judgment calls. In TV, it's rare that a day goes by without one. You are trying to balance legal analysis with the demands of TV deadlines. It was very much an environment in which you need to think on your feet."

In 1993, he took on legal oversight of ABC's owned-and-operated stations. At the time, the station group was making its first radio duopoly acquisitions, and there were always indecency complaints to monitor, he says: "But not as many as some of the other station groups. ABC isn't particularly notorious for its indecency complaints."

A few years later, Barzilay was named a vice president at



**Jonathan Barzilay**  
*Senior Vice President and General Manager, ABC Kids and Toon Disney*

**B. Sept. 18, 1959, New York; A.B., Harvard College, 1981; J.D., Columbia Law School, 1984; associate, Schulte Roth and Zabel, New York, 1984-86; associate, Berger & Steingut, New York, 1986-89; general attorney, Capital Cities/ABC, New York, 1990-93; senior general attorney, Capital Cities/ABC, 1993-95; vice president, ABC TV Network Group, New York, 1995-97; vice president and general manager, ABC Children's Programming, New York, 1997-98; senior vice president and general manager, ABC Children's Programming, Los Angeles, 1998-2000; current position since May; m. Janet Lunine Barzilay, June 5, 1988; children: Julie (10), Jessica (8)**

ABC Television Network Group and, putting aside his legal cap, took on the task of helping get a

proposed 24-hour ABC News cable channel off the ground. The channel was announced but never launched. Soon after, Disney acquired Cap Cities/ABC, and synergy was the new buzz word. One of the first areas to be integrated was ABC's Saturday-morning kids block, which could easily be filled with Disney animated programs.

Leading the transition as vice president and general manager of ABC Children's Programming, Barzilay launched the network's One Saturday Morning block of Disney kids programming, a lineup that shot to the top of the ratings and was No. 1 for several years. Last May, Barzilay took on the all-animation Toon Disney network, which has grown from 11 million subscribers to nearly 30 million.

"I asked him to be the GM of Toon Disney in addition to his duties at ABC Kids," says Barzilay's boss, Anne Sweeney, president of ABC Cable Networks and Disney Channel Worldwide, "because I felt that, even though he hadn't worked in the cable industry, he had a very strong understanding of Toon and the kids business at the Walt Disney Co."

Says Barzilay, "At a company like Disney, you really have an opportunity to learn many different businesses. Already I've learned about network news, I've learned about the owned stations, and now, with Toon Disney and ABC Kids, I'm getting to learn the kids and cable side of the industry."

—Joe Schlosser

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# Editorials

COMMITTED TO THE FIRST AMENDMENT

## You report; they'll fight

Veteran-journalist-turned-talk-show-host-turned-journalist Geraldo Rivera told an interviewer exactly what he would like to do to Osama bin Laden: "Kick his head in, then bring it home and bronze it." Those sentiments, particularly after the release of last week's tape, are hardly unique, although we think it would be a waste of good bronze. But that public statement, the gun Rivera has advertised that he is toting, and the fact that he is a journalist covering a war zone for Fox News make for a potentially dangerous combination and troubling precedent. Said Carl Gottlieb, of the Project for Excellence in Journalism, "If any side in a conflict begins to view journalists as armed combatants, that makes our job much harder in an already difficult situation."

As a general rule, journalists should refrain from doing or saying anything that might move them from the role of observer and chronicler to participant in events. It can't be a hard-and-fast rule, of course. A child strays into danger, a videographer misses the shot to save the child. No-brainer. But a no-brainer on the other side is a war correspondent making macho, potentially incendiary statements at a time when war correspondents might be endangered by the perception that they are combatants rather than observers. Our advice: Keep the thought but hold the tongue.

## Lose the quota

The FCC is taking its third swing at crafting EEO rules. Its original rules were struck down in 1998, and a subsequent revision tossed out last January. The main sticking point in the FCC's proposal remains a "data-collection" requirement that has "quota" written all over it. The FCC wanted to be able to review a station's pool of job applicants and craft a recruiting plan according to its liking. The court didn't take to that particular bit of social engineering, and neither do we. Problem is, the FCC still wants to do it. In the newest plan, the FCC would continue to monitor applicants but says it will use the data only to keep tabs on "industry trends" and to report to Congress. Sounds like the "I won't inhale" defense to us. Give 'em the power, and it will eventually be used.

The FCC should scrap the data-collection idea and stick to the other parts of its proposal: job-notice bulletin boards and community-outreach efforts, such as job fairs and internships. Those seem reasonable ways to advance the government's interest. Just ask the broadcasters that are already doing it absent any rules. Last week, for example, the NAB Education Foundation gave Howard University \$48,487 for its media-sales training program. When the students graduate, companies including Belo, Hearst-Argyle, Cox, Katz and ABC plan to recruit from the applicant pool. Why \$48,487? That's what Howard asked for, to the penny.

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