

# CableFAX Daily™

Friday — March 28, 2008

What the Industry Reads First

Volume 19 / No. 060

## Around the Block: Martin Wants More From Comcast

**Comcast** and **BitTorrent** may now be playing together in the sandbox, but it sounds like **FCC** chmn *Kevin Martin* still wants to put the MSO in timeout. While the 2 companies made a public display Thurs of shaking hands and working on bandwidth management without govt intervention, Martin stopped short of handing out any gold stars. "I am pleased that Comcast has reversed course and agreed that it is not a reasonable network management practice to arbitrarily block certain applications on its network. I also commend the company for admitting publicly that it was engaging in the practice and now engaging in a dialog with BitTorrent," Martin said in a statement. Only thing is—Comcast never said it blocked any applications. Instead, it says it delayed delivery of some P2P traffic during high traffic times as part of its broadband network management practices. The FCC has launched an inquiry after getting complaints. Martin on Thurs called on Comcast to stop "arbitrarily blocking" traffic by a date certain. Comcast's response: "This agreement shows that the best way to deal with these issues is through a collaborative process in the marketplace rather than with legislative or regulatory intervention. To be clear, Comcast does not block any websites or online applications, including peer-to-peer services." Comcast said it would put its protocol-neutral policy into effect by year-end, but that didn't satisfy Martin. "It appears that this practice will continue throughout the country until the end of the year and, in some markets, even longer," the chmn opined. "While it may take time to implement its preferred new traffic-management technique, it is not at all obvious why Comcast couldn't stop its current practice of arbitrarily blocking its broadband customers from using certain applications." The chmn was tough on Comcast at an FCC hearing on network management last month in Boston. A similar hearing has been scheduled for next month at Stanford, though the witness list hasn't been released. Comcast and BitTorrent announced Thurs that they are working together to develop a solution for delivering high bandwidth content that won't impact customers. Just about anyone with some tie to Washington weighed in on the news. House Telecom chmn *Ed Markey* (D-MA) commended Comcast, but said the news doesn't abdicate the need for net neutrality legislation. "Today's announcement does not include any statement by Comcast that it concedes that the FCC has authority to act in this area to protect Internet freedom," he said. "Moreover, even if today's announced discussions prove successful, they may ultimately involve only the policies of one broadband provider with respect to Internet traffic over its network."

**Ch-ch-changes:** Those former **Insight** customers who are now in **Comcast's** footprint are about to get more HD. Comcast is slated to launch 22 HD channels, including **Disney Channel HD** and **WGN HD**, by Apr 30 to the vast majority of the former Insight IL footprint, including Rockford. New SD launches include **Fox Business** and **Sportsman Channel**. Not all the channel changes are additions though. The area will also lose some channels with which Comcast doesn't have contracts, including **ESPN U**, **Lifetime Real Women** and **AmericanLife**, according to a spokesman. **NFL Net**,



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which was carried on Insight's digital standard tier, will migrate to Comcast's sports & entertainment tier. Another change: a price increase averaging 3.5% and taking effect Apr 2. A similar rate hike is underway in the former Insight IN systems that Comcast now owns. The migration from Insight to Comcast hasn't taken place without some hiccups, including occasional local press stories with disgruntled subs. But a Comcast IL rep characterized the transition as "overwhelmingly smooth," with only 1-2% impacted by problems such as no dial tone or loss of Internet connectivity last month when subs migrated to Comcast's network. Comcast in Jan took over the 690K IL and IN subs that had been part of a jv with Insight.

**At the Portals:** The FCC on Thurs released the DBS "Carry One, Carry All" order it approved earlier this month (*Cfax*, 3/20). Under the order, **DISH** and **DirectTV** can phase in carriage of all broadcasters' HD signals on a market-by-market basis. Cable has argued that the FCC should similarly ease small ops' burden with a blanket waiver exempting small systems (552Mhz or smaller or fewer than 5K subs) from dual carriage requirements after the digital transition. FCC com-mish *Jonathan Adelstein* agreed. "I ask my colleagues to extend to small cable system operators the same level of fairness and consideration we provide to DBS operators in the... order. Fair is fair," he said in a statement. Fellow Dem *Michael Copps* also said it was time to address the issues raised by small ops, adding that he hopes "we approach those issues with the same sense of realism that we exhibit here." By Feb 17, '10, satellite carriers must carry HD broadcast stations in at least 15% of the markets, 30% by Feb '11, 60% by Feb '12 and 100% by Feb '13. The DBS ops pushed for the phase-in, while broadcasters wanted carriage in all 210 markets ASAP. "Because of differences in technology between cable and satellite, the added burden of an HD obligation disproportionately impacts the DBS industry," DISH said.

**Competition:** **DISH** now offers local broadcast nets in HD in Austin; Flint, MI; Orlando and West Palm Beach. Also, DISH launched **NESN HD**. -- **FiOS TV** will add **MavTV HD** to its channel lineup this year.

**In the States:** With **Time Warner Cable** and **Cablevision** negotiating to renew video franchise agreements in NYC, and with **Verizon** angling to roll out **FiOS TV** there, city controller *William Thompson* is pushing for a cable bill of rights to protect local consumers. Thompson would like to require ops to report data on customer complaints and service outages, and to provide clearer explanations of monthly charges. -- **Time Warner Cable** has added 11 high-def channels in the Dallas area, including **TBS HD**, **Discovery HD**, **HGTV HD** and **FSN SW HD**. -- **RCN** will offer **MLB Extra Innings** this season, including approx 7-10 games/week in high-def.

**Nawlins Bound:** **News Corp's Peter Chernin**, **Intel's Paul Otellini**, **Comcast's Brian Roberts** and **Panasonic's Yoshi Yamada** will kick off the Sun opening session at **NCTA's Cable Show**, May 18-20, New Orleans. Other speakers at the 3-day event include **Sun Microsystems' Scott McNealy**, **Fox Nets' Tony Vinciguerra** and **Time Warner Cable's Glenn Britt**. 90% of exhibit space is already sold out.

**VOD:** **Time Warner Cable** added on demand content from **Pentagon Channel** in Kansas City. -- **RCN** has partnered with a **PBS** station in PA's Lehigh Valley to offer local docs and a pair of weekly PBS programs via free VOD.

**Programming:** **GAC's** latest series, "Drafting Partners," teams country music artists and **NASCAR** drivers, Apr 9, 9pm ET. -- The **CNN Election Express** rolled this week in to Philadelphia, from where the mobile news bureau will provide political coverage leading up to the Apr 22 PA presidential primary. -- The return of **Discovery Channel's** "Man vs. Wild" (May 2) features survival techniques suitable for the Siberian Tundra and floods in southern Africa. -- **MASN** is set



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Contact: Doug Lee at 310.449.3285 or dalee@mgm.com

# BUSINESS & FINANCE

to inaugurate Nationals Park through telecasting a Sat night Nats-Orioles exhibition game, followed by the Nats season opener on Sun (8pm ET). The net will air a special 1-hour "Nats Xtra" before the game.

**On the Circuit: The Cable TV**

**Pioneers** inducts the newest class of members at its 42nd annual banquet during the **Cable Show**, New Orleans, May 18. Congrats to **NBCU's** *Bridget Baker*, **Mediacom's** *John Pascarelli* and 24 other inductees.

**People:** **Time Warner Cable** promoted *Mike Hayashi* to evp, advanced engineering; *Kevin Leddy* to evp, tech policy and product management; *James Ludington* to evp, national network ops; and *Jim Braun* to svp, product management. Also, the MSO appointed *Barry Rosenblum* evp, TX region; promoted *Stephen Pagano* to evp, West region; and promoted *Howard Szarfarc* to evp, NYC region. -- Former **TV One** exec *Wayne Tuttle* joined marketing firm *Wilen Media* as vp, major accounts.

**Business/Finance:** **Scripps** has filed with the **SEC** a registration statement for **Scripps Networks Interactive**, which it hopes to spin off this summer to house the company's cable nets and related digital assets. The **IRS** confirmed the transaction's tax-free status earlier this month. Exec appointments for **SNI** and **E.W. Scripps**, which will operate the company's newspapers and TV stations, have been ongoing.

## CableFAX Daily Stockwatch

Company	03/27 Close	1-Day Ch	Company	03/27 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BRITISH SKY:	45.05	0.96	AMDOCS:	28.38	(0.62)
DIRECTV:	24.84	(0.4)	AMPHENOL:	37.10	(0.28)
DISNEY:	31.38	(0.38)	APPLE:	140.25	(4.81)
ECHOSTAR:	28.93	(0.16)	ARRIS GROUP:	5.87	(0.17)
GE:	36.83	(0.3)	AVID TECH:	24.73	(0.32)
HEARST-ARGYLE:	21.00	(0.25)	BIGBAND:	5.68	(0.12)
ION MEDIA:	1.45	0.00	BLNDER TONGUE:	1.43	(0.02)
NEWS CORP:	18.99	(0.2)	BROADCOM:	18.79	(0.38)
<b>MSOS</b>					
CABLEVISION:	21.59	(0.39)	CISCO:	24.18	(0.6)
CHARTER:	0.92	0.00	COMMSCOPE:	36.30	(0.58)
COMCAST:	19.58	(0.13)	CONCURRENT:	0.69	0.06
COMCAST SPCL:	19.14	(0.13)	CONVERGYS:	14.95	(0.27)
GCI:	6.12	0.12	CSG SYSTEMS:	11.33	(0.03)
KNOLOGY:	13.29	(0.16)	ECHOSTAR HOLDING:	29.74	(0.66)
LIBERTY CAPITAL:	15.75	(0.18)	GEMSTAR TVG:	4.72	0.04
LIBERTY ENTERTAINMENT:	22.55	0.34	GOOGLE:	444.08	(14.11)
LIBERTY GLOBAL:	35.38	(0.15)	HARMONIC:	7.56	(0.41)
LIBERTY INTERACTIVE:	16.69	(0.11)	JDSU:	13.69	(0.09)
MEDIACOM:	4.36	(0.04)	LEVEL 3:	2.08	(0.04)
ROGERS COMM:	42.97	0.00	MICROSOFT:	28.05	(0.51)
SHAW COMM:	18.24	(0.2)	MOTOROLA:	9.50	(0.52)
TIME WARNER CABLE:	25.64	0.08	NDS:	47.81	(1.45)
VIRGIN MEDIA:	14.44	0.07	NORTEL:	6.51	0.00
WASH POST:	650.00	(10.4)	OPENTV:	1.17	(0.07)
<b>PROGRAMMING</b>					
CBS:	22.41	(0.52)	PHILIPS:	38.63	0.39
CROWN:	5.16	(0.02)	RENTRAK:	11.89	0.19
DISCOVERY:	20.95	(0.37)	SEACHANGE:	7.17	(0.14)
EW SCRIPPS:	41.93	(0.25)	SONY:	40.84	(1.04)
GRUPO TELEVISA:	24.77	0.45	SPRINT NEXTEL:	6.49	(0.03)
INTERACTIVE CORP:	20.76	(0.28)	THOMAS & BETTS:	36.12	0.05
LIBERTY:	1.00	0.00	TIVO:	8.80	(0.14)
LODGENET:	7.00	(0.19)	TOLLGRADE:	5.33	(0.22)
NEW FRONTIER:	4.82	(0.16)	UNIVERSAL ELEC:	24.85	(0.01)
OUTDOOR:	7.12	(0.38)	VONAGE:	1.93	0.05
PLAYBOY:	8.80	(0.11)	WEBB SYS:	0.03	(0.02)
TIME WARNER:	14.28	(0.11)	YAHOO:	28.09	(0.4)
UNIVISION:	36.23	0.00	<b>TELCOS</b>		
VALUEVISION:	5.40	0.13	AT&T:	37.66	(0.1)
VIACOM:	39.76	(0.02)	QWEST:	4.72	(0.08)
WWE:	18.25	(0.58)	VERIZON:	35.96	(0.18)
<b>TECHNOLOGY</b>					
3COM:	2.25	0.11	<b>MARKET INDICES</b>		
ADC:	12.26	(0.06)	DOW:	12302.46	(120.4)
ADVANTAGE:	3.66	(0.09)	NASDAQ:	2280.83	(43.53)
ALCATEL LUCENT:	5.60	(0.12)			

Call For Entries

## CableFAX PROGRAM AWARDS

Saluting Cable's Top Shows and People

Entry Deadline: May 9, 2008

Presented by:

CableFAX Daily CableFAX CABLE 360 NET



From the most outstanding cable programs to the best surprise ending, The First Annual CableFAX Program Awards honor the best in cable shows and people.

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**Entry Questions:** Contact awards coordinator Saun Sayamongkhun at (301) 354-1610, [ssayamongkhun@accessintel.com](mailto:ssayamongkhun@accessintel.com).

**PROGRAMMER'S PAGE** with Chad Heiges and Seth Arenstein

**Original Outlook**

Found herein are brilliant descriptions, witty comments and accurate-though-blind assessments of select original content either in planning or slated to air on **USA** and **Hallmark Channel**. Or it may all just be hogwash. Either way, the opinions are mine alone.

“Shark Swarm” (Hallmark): movie features mutative sharks that turn to humans for sustenance, a horrible byproduct of toxic waste dumping... *John Schneider* and *Daryl Hannah* star, but not even a “General Lee” submarine or comely mermaid could save this from drowning. **Allure Factor**: the depths.

“In Plain Sight” (USA): A US Marshal tries to keep her charges from the witness protection program safely underground... perfect fit for the net, which pilots the crime genre exceedingly well; compelling characters and action. **AF**: police chief grade.

“Herb’s Murders” (Hallmark): *Bob Newhart* stars as a quirky (no way!) L.A. police detective teaming on a flummoxing case with his straitlaced cop daughter... I will watch anything with Newhart—even reality. **AF**: lieutenant grade.

“Royal Pains” (USA): an ostracized physician finds regular work amid the Hamptons’ socialite set... my question: will the series dispel or perpetuate the stigmas endured by the noted resort area? The latter would make for fun TV. **AF**: Rich

“Saving Grace” (Hallmark): not a **TNT** series but a movie that finds a woman torn between her fiancée and a heroic fireman... certainly not for me, but I suspect this feature will heat up many a woman. **AF**: 1-alarm fire.

Of note: Yes, I’m a Gen-Xer, but I love Hallmark’s pick up of “The Golden Girls”... watched end enjoyed it as a kid, and my buddy’s grandma bears a striking resemblance to *Estelle Getty*. -- The inimitable “Monk” returns to **USA** this summer with its 100th ep... tremendous show’s already a classic. *CH*

**Highlights**: “Autism Every Day,” Wed, 8pm, **Sundance**. If **HBO**’s relatively upbeat “Autism: The Musical” moved subs to tears, this doc will devastate. Here kids’ autism is severe, and parents absorb it daily, as the title says. Says one parent: “[Autism] is life long.” -- “John Adams,” part IV, 9pm, Sun, **HBO**. If your subs haven’t seen pts 1-3, they’ll be fine jumping in for this ep as Adams becomes our first ambassador to England. -- “The Tudors,” season II premiere, 9p, Sun, **Showtime**. Unlike **HBO**’s historical epic, this one takes liberties, but **Peter O’Toole** as Pope is devilishly good. *SA*

**Worth a Look**: “Step It Up & Dance,” Trs, 11pm, **Bravo**. Feisty dance reality piece, but it’s too much when host *Elizabeth Berkley* raises her eyebrows over risqué dancing? Didn’t she see “Show Girls”? *SA*

**Notable**: “Wrestlemania 24,” 7pm, PPV. The betting is that this will be *Ric Flair*’s swan song. A safer bet—**WWE** again will claim cable’s biggest PPV haul of the year at about \$4mln. -- “Braves at Nats,” Sun, 8pm, **ESPN**. Yes, we’re biased, but it’s the start of a new season, the initial game in the new, \$611mln DC ballpark, *Denyce Graves* sings the anthem and the president throws out the first ball. *SA*

**Basic Cable Rankings**

(3/17/08-3/23/08)

Mon-Sun Prime

1	USA	2.2	2092
2	DSNY	1.9	1824
3	NAN	1.7	1677
4	TBSC	1.6	1537
4	TNT	1.6	1504
6	FOXN	1.5	1379
7	SPK	1.1	1071
7	LIFE	1.1	1069
7	A&E	1.1	1033
10	HIST	1	984
10	FX	1	929
10	TRU	1	898
13	TOON	0.9	906
13	FAM	0.9	871
13	ESPN	0.9	869
13	AMC	0.9	864
13	CMDY	0.9	862
13	MTV	0.9	861
13	DISC	0.9	840
13	SCIF	0.9	807
13	HALL	0.9	755
22	HGTV	0.8	814
22	CNN	0.8	743
24	TLC	0.7	704
25	VH1	0.6	618
25	BET	0.6	557
25	FOOD	0.6	555
25	MSNB	0.6	530
25	BRAV	0.6	510
25	LMN	0.6	361
31	TVLD	0.5	484
31	ESP2	0.5	445
31	NGC	0.5	301
34	APL	0.4	418
34	EN	0.4	385
34	TTC	0.4	344
34	HLN	0.4	341
34	WE	0.4	270
34	NOGG	0.4	247
34	SOAP	0.4	245
41	OXYG	0.3	255
41	GSN	0.3	212
41	WGNC	0.3	209
41	TDSN	0.3	182
41	ID	0.3	160
41	BIO	0.3	136

\*Nielsen data supplied by ABC/Disney



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Entry Questions: Awards Coordinator, Saun Sayamongkhun at 301-354-1610; [ssayamongkhun@accessintel.com](mailto:ssayamongkhun@accessintel.com).

# FAXIES FINALISTS

A heartfelt congratulations to all the finalists for this year's **CableFAXIES Awards!** Winners will be revealed at our awards luncheon May 6 at the National Press Club in D.C. For more info: [www.cablefaxiesawards.com](http://www.cablefaxiesawards.com).

## Advertising Campaign for a Single Program

- BBC for "America Torchwood - Marketing of a New Series"
- History Channel for "Life After People"
- MK Advertising for "The Tudors" Premiere Campaign
- Turner Broadcasting for "truTV Business to Business"

## Rebranding Campaign

- USA Network for "The Starter Wife"

## Advertising Campaign for a Network

- American Life TV Network for "I'm a Baby of A Baby"

## Boomer Campaign

- Cablevision S.A.D.E.C.V and Pico Adworks for "And With your Dish, Do Whatever You Like"
- International Networks for "On Demand's Newest Community Filipino"
- MK Advertising for "Showtime 2007 NCTA Campaign"

## Annual Report

- Cable Positive for "The Watsons"
- Cox Communications Arizona for "Community Involvement Report"
- Cox New Orleans for "2005-2006 Community Report"
- The Cable Center for "2006 Annual Report"

## Corporate Social Responsibility/Green Campaign

- Atlantic Broadband for "Operation Mail Call"
- Cartoon Network for "Rescuing Recess"
- NBC Universal for "Green is Universal"
- The Weather Channel for "Forecast Earth Summit"

## Community Relations

- Bright House Networks Indiana for "Operation Bright Eyes"
- Cartoon Network for "Rescuing Recess"
- Comcast for "English On-Demand: A National Literacy Month Celebration"
- Cox for "Volunteer New Orleans"
- ESPN for "Jimmy V Week"
- Gospel Music Channel for "Ambassador Program"
- Mediacom for "Be A Mediacom Pet Champion Adoption Series"
- NBC Universal for "NBC Universal On the Set"

## Direct Response Marketing

- Atlantic Broadband for "Advanced Target Marketing"
- Cablevision Systems for "Raggaeton TV and Print Campaign"
- Faith & Values for "Media Light For Your Journey"

- Time Warner Cable for the "Fred Claus Campaign"
- Univision Networks for "Connect with Univision Networks"

## Integrated Marketing Campaign

- Big Ten Network and Tom Dick & Harry Advertising for "Big Ten Country Football"
- Cox Communications for "Cox: Better Products. Better Service. Better People"
- DIY Network for "Blog Cabin"
- Imagine Communications for "The Imagine ICE™ Video Platform Product Launch"
- Turner Networks Sales for "TNT Saving Grace/Cox Network of the Month"
- Uniworld Group for "Trendsetter"
- Versus and Halley Miranda Group for "Whitetail Promotional Campaign"
- YES Network for "Yankees HD"

## Marketing Campaign

- Comcast SportsNet Philadelphia for "Comcast SportsNet 10th Anniversary"
- Comcast/Siegel + Gale for "tru2way Brand Creation and Market Launch"
- DIY Network for "Blog Cabin"
- HSN for the "We're Going to surprise You Campaign"
- Retirement Living TV for "James Hylton NASCAR Sponsorship"

## Marketing of a New Series or Show

- BBC America for "Robin Hood - The Series"
- Lifetime for the "How to Look Good Naked" Marketing Campaign
- NMA Entertainment & Marketing for "Human Weapon"

## Marketing of a Continuing Series

- NBC Universal for "CNBC Power Lunch Road Show"
- NMA Entertainment & Marketing for "Modern Marvels Invent Now! Challenge"
- Turner Entertainment Networks for "The Closer" Season 3 Campaign

## Marketing of a Special or Documentary/ Documentary Series

- CNN for "Planet in Peril" Affiliate Screenings
- Discovery Communications for "Planet Earth"
- DIY Network for "Celebrity Rides - Burt Builds a Bandit"
- Tennis Channel for "Agassi: Between the Lines"

## Media Event

- Bravo Media for "Project Runway Launch Event"
- Cox Communications for "New Orleans Tourism Initiative Media Tour"

# FAXIES FINALISTS

- E! Entertainment for “The EMA and E! Golden Green Party”
- ESPN for “2007 Upfront Event”

## Media Relations Campaign

- AMC for “Mad Men”
- ESPN for “The Bronx is Burning”
- Hallmark Channel for “The Note”
- Rogers & Cowan for “Launching a New Educational TV Series”
- Showtime Networks for “The Tudors Season 1”
- TNT for “The Closer” PR Campaign

## Multicultural Marketing

- Cable Bahamas for “How Fast Do You Like it?”
- Cox Communications for “Telefonia Digital De Cox - Las Vegas”
- International Networks for “Celebrate Diwali With Bollywood Hits on Demand”
- Turner Networks Sales/The Promotional Edge for “TBS ‘Tyler Perry’s House of Payne’ Proud of My Pops Promotions”
- TuTv for “iCuraton Stars Invited in the Battle Against Cancer”
- TV One for “I See Black People”

## Press Kit

- AMC for “Mad Men”
- History Channel for “Star Wars: The Legacy Revealed”
- Lifetime for “Nora Roberts Press Kit”
- National Geographic Channel for “Inside the Living Body”
- Outdoor Channel for “Outdoor Channel’s Media Kit”

## Programming Stunt

- Discovery Communications for “Shark Week”
- The Style Network for “Raise Your Hand and Make a Difference Initiative”
- TV One for “Roots”

## PR Stunt

- A&E Television for “Criss Angel Mindfreak Cement Block”
- Outdoor Channel for “Dock Dogs Unleashed”
- Oxygen Media for “The Oxygen Fight Girls Upfront Street Event”

## Public Affairs Campaign

- Cartoon Network for “Rescuing Recess”
- Cox Communications for “Cox: Better Products. Better Service. Better People”
- History Channel for “Take A Veteran to School Day Campaign”
- Lifetime Networks
- MTV Networks for “Channel the Change: Darfur”

- NBC Universal for “Green is Universal”

## Trade Show Marketing and PR

- Blue Highways TV/October Strategies for “Bluehighway TV... more than a road, it’s a state of mind!”
- NBC Universal for “CES Booth”
- The Sportsman Channel for “Deer or No Deer”

## Tchotchkey

- Retirement Living TV for “STDs Do Not Retire & Fact Book”
- Tennis Channel for “Play On Clay”
- TiVo for “My TiVo Gets Me”
- World Wrestling Entertainment for “WWE HD Launch: HD Refrigerator”

## Video: use of video or moving image

- Scientific-Atlanta/Cisco for “Consumers do love their DVRs - the video speaks for itself”
- Tennis Channel for “French Open Sizzle”
- World Wrestling Entertainment for “WWE’s ‘Are You WWE’s Biggest Fan?’ Video Contest with Comcast’s Ziddio”

## Viral Marketing Campaign

- A&E for “Freakyourmind.com”
- ExpoTV for “ExpoTV/Charter Media Beat the Heat Contest”
- USA Network for “The 4400” Promicin Campaign
- World Wrestling Entertainment for “WWE’s ‘Are You WWE’s Biggest Fan?’ Video Contest with Comcast’s Ziddio”
- World Wrestling Entertainment for “WWE’s Virtual World Promotions with Gaia and Habbo”

## Marketer of the Year, VP Level and above

- Barbara Hedges, Charter Communications
- Chris McCumber, USA Network
- Geof Rochester, World Wrestling Entertainment
- Jeff Gregor, Turner Entertainment Networks
- Jenny Storms, Turner Sports
- Linda Schupack, AMC
- Vicki Lins, Comcast Spotlight

## PR Executive of the Year, VP Level and above/ Publicist of the Year

- Bill Hofheimer, ESPN
- Ellen Kroner, Rainbow Media
- Jennifer Greene, Turner Entertainment Networks
- Pam Slay, Hallmark Channel

## Public Affairs Executive of the Year

- Dr Libby Haight O’Connell, The History Channel
- Richard Ramlall, RCN