

TV CURRENTS

NEW NETS  
REELING IN  
AFFILIATES

The CW and MyNetworkTV, new television networks scheduled to begin broadcasting this fall, both gained more affiliates last week as they rush to expand across the country.

The CW, which will feature programming from UPN and The WB, cinched affiliate deals last week with 27 stations, including nine owned by Pappas Telecasting Companies. Those agreements will take The CW's signal to 66 percent of the country's TV homes.

MyNetworkTV, run by News Corp.'s Fox, signed 14 new affiliation agreements, including one with KRON-TV, Young Broadcasting's independent San Francisco station. MyTV now reaches 51 percent of the country.

MyTV, born of News Corp.'s need to provide programming to 10 Fox-owned UPN stations left in the cold by the formation of The CW, will program telenovelas two hours per night Monday through Friday after its Sept. 5 launch. Saturdays will feature a wrap-up. The CW, which will launch in September, will provide 20 hours of programming per week. Pappas is The CW's third-largest affiliate group, behind Tribune Broadcasting and CBS-owned stations. ■

—MICHELE GREPPI

GAME

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games and entertainment division, said he's confident his company can successfully program a historically difficult niche.

"GameSpot has been the authoritative voice of games and information for nearly a decade. Our users vote every day whether the content on the pages is what they want or not," Mr. Bencher said. "We know this demographic and have ideas we want to transfer to TV programming."

Other planned programs include coverage of competitions such as the Global Gaming League Tournament and the Blizzard Worldwide Invitational Tournament. Though previous televised efforts to portray multiplayer gaming have struggled to attract viewers, Gameplay is confident it will win fans.

But industry insiders questioned whether the market is ready for a second gamer network, especially as part of the Voom suite.

"The idea of a channel about games, unless there's going to be lot of full-screen shots of the game itself ... and even if there is, I'm not sure there's enough value proposition there, said Todd Chanko, an analyst with JupiterResearch. ■

STATIONS LINING UP

The following list reflects all affiliates of The CW and MyNetworkTV as of March 17.

MyNetworkTV

Station (owner)	Market (DMA ranking)	Current affiliation
*WWOR (Fox)	New York (1)	UPN
*KCOP-TV (Fox)	Los Angeles (2)	UPN
*WPWR-TV (Fox)	Chicago (3)	UPN
*KDFI-TV (Fox)	Dallas-Fort Worth (7)	Ind.
*WDCA-TV (Fox)	Washington (8)	UPN
*KTXH-TV (Fox)	Houston (10)	UPN
WTTA-TV (Sinclair)	Tampa, Fla. (12)	The WB
*KUTP-TV (Fox)	Phoenix (14)	UPN
*WFTC (Fox)	Minneapolis-St. Paul (15)	UPN
WUAB-TV (Raycom Media)	Cleveland (16)	UPN
*WRBW-TV (Fox)	Orlando, Fla. (20)	UPN
WRBU-TV (Roberts)	St. Louis (21)	UPN
WCWB-TV (Sinclair)	Pittsburgh (22)	The WB
KPDX-TV (Meredith)	Portland, Ore. (23)	UPN
*WUTB-TV (Fox)	Baltimore (24)	UPN
WWWB-TV (Capitol)	Charlotte, N.C. (27)	The WB
WRDC-TV (Sinclair)	Raleigh, N.C. (29)	UPN
WUXP-TV (Sinclair)	Nashville, Tenn. (30)	UPN
KSMO-TV (Meredith)	Kansas City, Mo. (31)	The WB
WCGV-TV (Sinclair)	Milwaukee (33)	UPN
WSTR-TV (Sinclair)	Cincinnati (34)	The WB
WBSC-TV (Sinclair)	Greenville, S.C. (35)	The WB
KRRT-TV (Sinclair)	San Antonio (37)	The WB
WABM-TV (Sinclair)	Birmingham, Ala. (40)	UPN
WTVZ-TV (Sinclair)	Norfolk, Va. (42)	The WB
KASY-TV (Acme)	Albuquerque-Santa Fe, N.M. (46)	UPN
WUPN-TV (Sinclair)	Greensboro, N.C. (47)	UPN
KVWB-TV (Sinclair)	Las Vegas (48)	The WB
WNYO-TV (Sinclair)	Buffalo, N.Y. (49)	The WB
WFTE-TV (Independence)	Louisville, Ky. (50)	UPN
WNYA-TV (Venture)	Albany, N.Y. (55)	UPN
WFGX-TV (Sinclair)	Mobile, Ala. (62)	Ind.
KFVE-TV (Raycom Media)	Honolulu (72)	The WB
WNYS-TV (Sinclair)	Syracuse, N.Y. (76)	The WB
WDKA-TV (Sinclair)	Paducah, Ky. (80)	The WB
KSHV-TV (White Knight)	Shreveport, La. (81)	The WB/UPN
WISC-TV (TV Wisconsin)	Madison, Wis. (85)	UPN
**WCWW-TV (Weigel)	South Bend-Elkhart, Ind. (87)	UPN
WUFX-TV (Mississippi)	Jackson, Miss. (89)	Fox
KWKT-TV (Communications Corp.)	Waco-Temple-Bryan, Texas (94)	Fox/The WB
WBDQ-TV (Four Seasons)	Davenport, Iowa (95)	UPN
WBXH-LP (Raycom Media)	Baton Rouge, La. (96)	UPN
WTSN-LP (Communications Corp.)	Evansville, Ind. (100)	UPN
WMMP-TV (Sinclair)	Charleston, S.C. (101)	UPN
WHTV-TV (Spartan)	Lansing, Mich. (110)	UPN
KLPN-TV (Warwick)	Tyler-Longview, Texas (111)	UPN
WAOE-TV (Four Seasons)	Peoria, Ill. (117)	UPN
WKBT-TV (QueenB)	Lacrosse-Eau Claire, Wis. (123)	UPN
KLAF-TV (Communications Corp.)	Lafayette, La. (124)	UPN
KPSE-TV (Mirage Media)	Palm Springs, Calif. (153)	UPN
***WNTZ-TV (White Knight)	Alexandria, La. (176)	Fox

The CW

Station (owner)	Market (DMA ranking)	Current affiliation
*WPIX-TV (Tribune)	New York (1)	The WB
*KTLA-TV (Tribune)	Los Angeles (2)	The WB
*WGN-TV (Tribune)	Chicago (3)	The WB
*WPSG-TV (CBS)	Philadelphia (4)	UPN
*WLVI-TV (Tribune)	Boston (5)	The WB
*KBHK-TV (CBS)	San Francisco (6)	UPN
*KDAF-TV (Tribune)	Dallas-Fort Worth (7)	The WB
*WBDC-TV (Tribune)	Washington (8)	The WB
*WUPA-TV (CBS)	Atlanta (9)	UPN
*KHWB-TV (Tribune)	Houston (10)	The WB
*WKBD-TV (CBS)	Detroit (11)	UPN
*WTOG-TV (CBS)	Tampa-St. Petersburg, Fla. (12)	UPN
*KSTW-TV (CBS)	Seattle-Tacoma (13)	UPN
KASW-TV (Belo)	Phoenix (14)	The WB

\* Charter affiliate

\*\* Station is in the process of changing its call letters to WMYT-TV

\*\*\* Will be a secondary CW affiliate, with the programming running adjacent to prime time.

Source: The companies

WBNX-TV (Winston)	Cleveland (16)	The WB
*WBZL-TV (Tribune)	Miami-Fort Lauderdale (17)	The WB
*KWGN-TV (Tribune)	Denver (18)	The WB
*KMAX-TV (CBS)	Sacramento-Stockton, Calif. (19)	UPN
WKCF-TV (Emmis)	Orlando, Fla. (20)	The WB
*KPLR-TV (Tribune)	St. Louis (21)	The WB
*WNPA (CBS)	Pittsburgh (22)	UPN
*KWBP-TV (Tribune)	Portland, Ore. (23)	The WB
*WTTK-TV (Tribune)	Indianapolis (25)	The WB
*WTTV (Tribune)	Indianapolis (25)	The WB
*KSWB-TV (Tribune)	San Diego (26)	The WB
WJZY-TV (Capitol)	Charlotte, N.C. (27)	UPN
*WTTX-TV (Tribune)	Hartford-New Haven, Conn. (28)	The WB
KCWE-TV (KCWE Inc.)	Kansas City, Mo. (31)	UPN
*WTVX-TV (CBS)	West Palm Beach, Fla. (38)	UPN
*WGNT-TV (CBS)	Norfolk-Portsmouth-Newport News, Va. (42)	UPN

*WNOL-TV (Tribune)	New Orleans (43)	The WB
KWBQ-TV (Acme)	Albuquerque-Santa Fe, N.M. (46)	The WB
WTWB-TV (Pappas)	Greensboro-High-Point-Winston Salem, N.C. (47)	The WB

WBKI-TV (Cascade)	Louisville, Ky. (50)	The WB
*WLWC (CBS)	Providence-New Bedford, R.I. (51)	UPN
WSWB-TV (KB Prime Media)	Wilkes-Barre-Scranton, Pa. (54)	The WB

*WEWB-TV (Tribune)	Albany-Schenectady-Troy, N.Y. (55)	The WB
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KFRE-TV (Pappas)	Fresno-Visalia, Calif. (56)	The WB
WBXX (Acme)	Knoxville, Tenn. (58)	The WB
WBDT-TV (Acme)	Dayton, Ohio (59)	The WB
WKYT-DT (Gray)	Lexington, Ky. (63)	UPN
WYMT-DT (Gray)	Lexington, Ky. (63)	UPN
WHCP-TV (Commonwealth)	Charleston-Huntington, W.Va. (64)	The WB/UPN
WBSF-TV (Barrington)	Flint-Saginaw-Bay City, Mich. (65)	The WB
WTVK-TV (Acme)	Fort Myers-Naples, Fla. (66)	The WB
KWCV-TV (Banks)	Wichita-Hutchinson, Kan. (67)	The WB
WIWB-14 (Acme)	Green Bay-Appleton, Wis. (69)	The WB
WTO5 (Block)	Toledo, Ohio (70)	The WB
KPWB-TV (Pappas)	Des Moines-Ames, Iowa (73)	The WB
WPXT-TV (Pegasus)	Portland-Auburn, Maine (74)	The WB
KXVO-TV (Pappas)	Omaha, Neb. (75)	The WB
WRWB-TV (Rochester)	Rochester, N.Y. (79)	The WB
KPXJ-TV (Minden)	Shreveport, La. (81)	UPN
WBUI-23 (Acme)	Champaign-Springfield, Ill. (82)	The WB
WBUW (Acme)	Madison, Wis. (85)	The WB
WFLI-TV (Meredith)	Chattanooga, Tenn. (86)	The WB
WMWB-TV (Weigel)	South Bend-Elkhart, Ind. (87)	The WB
WB4 (BlueStone)	Tri-Cities, Tenn.-Va. (91)	The WB
WBRL-CA (Communications Corp.)	Baton Rouge, La. (96)	The WB
KVIA-TV (News-Press & Gazette)	El Paso, Texas (99)	ABC

WAZE-TV (South Central)	Evansville, Ind. (100)	The WB
WBCB-TV (Vindicator)	Youngstown, Ohio (102)	The WB
KWBL-TV (Pappas)	Lincoln-Hastings-Kearney, Neb. (103)	The WB
KCEB-TV (Dimension)	Tyler-Longview, Texas (111)	The WB
KREN-TV (Pappas)	Reno, Nev. (112)	The WB
KWSD-TV (Rapid)	Sioux Falls, S.D. (114)	The WB
WAGT-DT (Schurz)	Augusta, Ga. (115)	UPN
KLWB-TV (Dimension)	Lafayette, La. (124)	UPN
WLGA-TV (Pappas)	Columbus, Ga. (127)	UPN
KESQ-DT (News-Press & Gazette Broadcasting)	Palm Springs, Calif. (153)	UPN

KWUB-TV (Pappas)	Yuma-El Centro, Ariz. (170)	The WB
KCBA-TV (Dimension)	Alexandria, La. (176)	The WB
KWBH-TV (Rapid)	Rapid City, S.D. (177)	The WB
KTVZ-DT (News-Press & Gazette Broadcasting)	Bend, Ore. (196)	UPN

WBJO-TV (News-Press & Gazette Cable)	St. Joseph, Mo. (201)	UPN
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KWPL-TV (Pappas)	North Platte, Neb. (209)	The WB
WSJP-TV (Storefront)	San Juan, Puerto Rico (N/A)	The WB/UPN

WCIV-TV (Virgin Blue)	U.S. Virgin Islands (N/A)	UPN
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