

AS CABLE AND HOME VIDEO TAKE OFF, THE INDUSTRY BECOMES LOST TRYING TO GAUGE THE TV RATINGS pdf

1: Donkey Kongs Abenteuer - Season 2 - IMDb

Cable TV providers could use the second screen to enhance viewing of primary video content and deliver even more targeted advertising - helping to offset income lost from the decline of bundling.

Arrested Development season 1 George Bluth Sr. His son Michael serves as manager of the company, and, after being passed over for a promotion, decides to leave both the company and his family. Just as he makes this decision, however, George Sr. His wife Lucille becomes CEO, and immediately names as the new president her extremely sheltered youngest son Buster, who proves ill-equipped, as his only experience with business is a class he took concerning 18th century agrarian business. Furious at being passed over again, Michael secures another job with a rival company and plans on leaving his family behind for good. Realizing that they need Michael, the family asks him to come back and run the company, which Michael scoffs at until he sees how much the family means to his teenaged son George Michael. To keep the family together, Michael asks his self-centered twin sister Lindsay, her husband Tobias and their daughter Maeby to live together in the Bluth model home with him and George Michael. It is also revealed that George Sr. During the rest of the season Gob serves as figurehead president; Michael is still under scrutiny for George Sr. After faking his death in Mexico by paying off the cops, George Sr. Throughout the rest of the season, Michael sneaks George Sr. Buster meanwhile joins the army, but escapes serving in Iraq when his hand is bitten off by a loose seal a play on "Lucille" Gob had mistakenly trained to develop a taste for mammal flesh. Buster is refitted with a sharp hook, which he copes with poorly and often brandishes dangerously in social situations. Lindsay tries to "but fails" to secure a lover, while Tobias paints himself blue each night in a futile attempt to join the Blue Man Group. Featherbottom" an idea he gets from the film Mrs. Doubtfire so he can watch over his daughter Maeby. The family sees right through this incompetent disguise, but they humor Tobias since "in the guise of Mrs. Featherbottom" he does their chores. Maeby herself realises she has feelings for George Michael in light of his relationship, and the two kiss while the living room of the model home collapses. Arrested Development season 3 Michael again searches for his runaway father, George Sr. In reality, the invitation was meant to reunite Gob with Steve Holt, son of Eve Holt, a girl Gob slept with in high school. Meanwhile, George Michael and Maeby deal with their previous kiss by avoiding each other. Michael discovers this and arranges to have his father placed under house arrest. Michael goes to Wee Britain, a fictional British-themed city district, to investigate, and in the process meets a new love interest, Rita Leeds Charlize Theron. Michael and the audience are led to believe that Rita is a mole for the underground British group, working for a man named "Mr. Finally, it is revealed that Rita is actually an "MRF", or "mentally retarded female". Michael is not persuaded and gently ends the relationship just as he and Rita are about to walk down the aisle. Attorney Jan Eagleman offers to represent the family, on the condition that they participate in a mock trial in a new reality courtroom show called "Mock Trial with J. Michael uses an illegal threat from prosecutor Wayne Jarvis to have the mock case "dismissed". Gob and Franklin briefly appear in another courtroom show presided over by Bud Cort. The deceptions are all uncovered by the prosecution, and in Iraq Gob is arrested for inadvertently inciting an anti-US riot. Buster and Michael travel to Iraq to rescue Gob, and while there, uncover evidence that the mini-palaces George Sr. After this discovery, the US government drops all of the charges against George Sr. During preparation for the party, it is revealed that Lindsay was adopted, meaning that George Michael and Maeby are not blood relatives. However, it is revealed in the epilogue that George Sr. Also in the epilogue, Maeby tries to sell the television rights to the story of the Bluth family to Ron Howard, who tells her that he sees it as a movie rather than a series. Arrested Development season 4 Filming for a fourth season, on Netflix, began on August 7, , more than six years after the series had been canceled by Fox. Each episode of the season occurs over approximately the same stretch of time, but focuses on a different character. Information on events depicted in a given episode is often partial and filled in during a later episode. The recut consists of 22 episodes and was released May 3, on Netflix.

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Arrested Development season 5 Netflix confirmed on May 17, , that a fifth season featuring the full cast had been ordered. Arrested Development is the best sitcom on TV! Like Scrubs and the British version of The Office , it is the sort of show that truly deserves to be seen uninterrupted, several episodes at a time, for maximum enjoyment. The laughs-per-minute quotient here is insanely high, making it great value as a home library purchase. Bateman and Cera give the best reacts aroundâ€”the former all weary exasperation, the latter adorably bunny-stunned. List of awards and nominations received by Arrested Development In , the first season received seven Emmy Award nominations with five wins. The award presentation is included on the season one DVD release. This ultimately led to Tambor being removed from the show Transparent. Verbally, yes, he harassed me, but he did apologize. I have to let it go.

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2: Home | Yahoo Answers

Investors and cable executives have tried to argue that they can make up for cord cutters and ratings drops by endlessly raising subscriber TV rates, though they'd quietly been warned for years.

MyoHealth - Increase your strength and recover faster from muscle soreness and injury. An injured man claiming to have been held captive by Indians for 15 years comes to stay at Cannon Ranch. Matt Dillon must go after a bank robber who takes refuge in a church and holds the minister as well as two women hostage. His son, Canuda, kidnaps Rebecca and Israel. To avoid war, Daniel must fight and beat Canuda. Elizabeth Lassiter turns her sons into outlaws to free her other condemned son who is in jail. She vows to kidnap one Virginia City citizen a day until he is released. Little Joe happens to be one of those abducted. In his latest case, Matlock must defend a famous actress turned cosmetics mogul accused of murdering an ex-boyfriend. When Matlock takes on his latest case, he gets more than he bargained for. In a race against time Matlock must bring down the serial killer before his entire law career goes up in flames. Erin hides her second job from the family, attempting to bring more money into the house. Erin hides her second job from the family, attempting to earn more money for the family. With both her father and husband out of town, Laura endangers her health and the life of her unborn child when she fights to keep a newly planted fruit orchard alive and the farm running smoothly despite a searing drought. After spending time with a man who ends up dying of a sudden heart attack, Charles starts thinking about passing on a legacy for future generations. He decides to trade in his farming lifestyle for a career in building tables. Ben, Little Joe, Hoss and Candy are all jailed and sentenced to hard labor on false trespassing charges by a greedy gold mining tycoon known as The Judge. Walker learns that Mexican nationals are being transported across the border and sold as slaves. He works undercover and poses as a peasant to stop the slave trade operation. Guest Star Burt Reynolds. Stella Damon comes to Dodge and wants to buy the Long Branch. When Kitty refuses to sell, Stella opens up a saloon of her own and takes all of the business. Henry Huckaby is fed up with farming so he travels to Dodge to seek his fortune. Given only three months to live by a peddler of medicines, bank clerk Elwood Hardacre decides to live it up. He withdraws all his money in order to go to California. However, when he falls for a young woman, his plans could change. The cowboys consider investing in a million-dollar cattle deal. Cody and Misty teach kids about the cattle industry. Bubba teaches his father-in-law about the cowboy way of life. If their demands are not met, they plan to use an anthrax bioweapon. When an accountant speaks out against his former crooked boss, Walker sends Gage and Sydney to protect him and his family from harm.

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3: Technology and Science News - ABC News

Clickbait (Off the Record Book 1) by Garrett Groves This is Jeff Taylor and Kile Avery's story. Jeff, frustrated cable news journalist, is upset with the way media industry is going.

At stake is the future of how people watch and pay for television and video — and who controls the experience. With plot twists like last-minute negotiations ending in content blackouts, regulatory changes that could derail well-established business models, and brand new technologies delivering video content in brand new ways, this TV-delivery drama should be a blockbuster. The question is, what surprises will the next episode bring? The search for possible spoilers brings up a wide range of theories from all over the industry, as various players, regulators and observers try to figure out what happens next. Kevin Lockett, Digital Media Analyst from Lockett Media, says the result will be a fundamentally changed cable industry — one that will have to be far more transparent and flexible in order to keep its customers from defecting to new Internet-based options. This new class of technology is hard to label, since there are so many variations on delivery devices, but over the top OTT platforms is one name that seems to be getting some traction. OTT is a broad term that describes not only the devices that receive and display Internet TV, but also the online services that deliver them. OTT devices vary in form, but they share the function of bringing in video content over existing Internet connections through service providers like Hulu, Amazon Instant Video, and Netflix. Such services feature on-demand video programming at monthly rates that are typically much lower than cable subscription rates for a more limited range of content, of course. How much attention is OTT getting? The other half of the squeeze on the cable TV industry comes from the ossified business practices of the industry itself. Content providers like Viacom and Disney rely on channel bundles to keep alive channels that consumers might not otherwise pay for. During the recent dispute with Viacom that led to a content blackout of Viacom channels for 26 million viewers, DirecTV laid it all out for the New York Times: But things are changing. Now customers can go to competing cable companies in the same town, or buy a satellite dish. Or leave the game completely to use OTT devices and services. Suddenly, the cable companies are pushing back at bundling demands from content producers. Finding the Plot Motivation As vice president of Accedo, a software vendor that builds apps and application interfaces for OTT devices, David Adams knows first hand about the changes in the cable TV industry. Ironically, though, the barriers to sweeping change within the existing cable TV industry are the same factors driving the change: According to Adams, though, that combination is not yet mature enough to attract major advertiser interest and jump start adoption of OTT. Customers are still dedicated to the big, full-screen watching experience, he believes, and cable remains one of the best ways to get that experience. Instead, he sees the most revolutionary changes coming TV consumption from the use of tablets and other mobile devices in conjunction with TVs. Far from a challenge to cable TV, the second-screen could actually help save it. Cable TV providers could use the second screen to enhance viewing of primary video content and deliver even more targeted advertising — helping to offset income lost from the decline of bundling. That, in turn, would help cable TV service providers hold down subscription costs, and stem the bleeding of customers looking for less expensive alternatives.

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4: Stock Quotes, Business News and Data from Stock Markets | MSN Money

DVD becomes the most common format for home entertainment use. RCA sells inch-wide TV sets that are inches thick. Twenty percent of people under 30 say Internet is their main information.

TV in , he had his work cut out for him. Not only did it succeed in the U. Here, he gives Variety a sneak peek of his strategy for the annual convention. The first round was based on the success in America, which got us pretty far. The added benefit is host Steve [Harvey, the host] can be a little bluer with them. It feels like a slam-dunk to me. Why do you think it is going to work? No one has brought back a relationship studio game in probably 10 or 15 years. There are very few hosts that have that: I think that the combination of a beloved title and an amazingly well-matched host gives us a real shot. What do you think buyers at Mip are looking for? I suspect there will still be some of those coming from international sources. And games are very popular internationally. Game shows can be done quite inexpensively. What does it mean to you to have Ellen DeGeneres as a producing partner in your company? When I first got [to Warner Bros. TV], she had one complaint: Her brand is amazing. So, with her permission, I went out and started selling. Her ability to promote on the show is incredible. Her executive producers are the best in the business. To me, it was like a huge gift when I got here: Being a former network buyer, I knew what her name meant. Her name helped sell that show. Obviously Mike Fleiss is an amazing producer. They know how to keep it exciting, entertaining, conflicting, all the things you need for these things to work. But even I am amazed that it is still going in its 21st iteration. That is almost impossible. Nobody ever goes to Japan. NBC and all the producers refreshing the rules in the first few years it was on the air really was smart: How has the transition been for you from having been a buyer to being a seller? The big thing I was hoping for did come through: It was quite unusual. To be honest, I inherited three really good companies: Shed, Warner Horizon, Telepictures. We can come up with an idea together and they know how to run with it. When I first started at Fox, networks were the only game. When I left Fox, the game had changed. Some of the craziest stuff was being done on cable, the over-the-top services were coming into their own and now, of course, the craze is with Amazon and Netflix. What accomplishments are you proudest of this year? So actually I think the biggest accomplishment is we will be the biggest producer of network television series in the country. It means a lot to the company; it means a lot to me. There is a lot less money out there because the ratings are smaller. Everybody wants to own a piece of the show.

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5: Clickbait (Off the Record #1) by Garrett Groves

Elliot, a brilliant but highly unstable young cyber-security engineer and vigilante hacker, becomes a key figure in a complex game of global dominance when he and his shadowy allies try to take down the corrupt corporation he works for.

So Jeff and Kile. They are two polar opposites on the same platform. Kile is an anti-love media star, Jeff is a well established news anchor of a large production company CNN. Things really get going when Kile pushes Jeff to explode on national TV, leading them to a precarious working situation that fans the flames of their relationship. I have to say I had some issues getting through this, hence the late review. There was just something about t This is a freely given advance review of Clickbait. Like any current enemies, things are rough and they fight a lot. Lee is the bad guy in the story, for a lot of reasons, but I feel like he was a character of plot convenience without being an actual key part of the story. The overall romantic element of this is really sweet and steamy. It goes to absolute mush when Kile and Jeff make up, which I appreciate very much because I love that sort of thing. But, like I said once the kiss happened, it got much better. I am excited for book 2 in the series. Well, actually he did it better. I have read all of his books and all of them I liked very much. This book, however, this one I loved. It is on a different level and by far the best one he has written. His writing always was captivating and entrancing, but he managed to pick it up a notch or two, three. It had an edge to it that kept me enthralled from the first till the very last page. Garrett brought Kile and Jeff to life with a depth and profoundness to their persona Garrett Groves did it again. Garrett brought Kile and Jeff to life with a depth and profoundness to their personalities that struck me. Both cocky on the verge of arrogance, ambitious and cunning, jaded by past experiences. But both men are also so vulnerable and scared, scared of feelings and falling in love. That makes them the more real and human, however, and I loved them for it. I loved their banter, snarky with a lot of bite and at the same time with a tenderness that made me sigh. Even when they hated each other I felt the chemistry sizzling between them. And when they were together my Kindle was burning up. The plot is enticing and well-thought out. Luckily there are also good friends and good people working in the industry who are trustworthy and ready to have their back. This book had me on the edge of my seat the entire time. I kept rooting for the guys to come together and stay together. I was laughing, crying, angry, frustrated and everything in between and back again. The end had me melting into a puddle.

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6: Arrested Development (TV series) - Wikipedia

In October , OLN (later Versus, now NBC Sports Network) became the new cable home for the NHL. Comcast, owners of OLN at the time, was demanding a pay raise from Dish.

Piper died unexpectedly last month at the age of Weeks before that, WWE abruptly released Hogan from his contract after controversial comments he made years prior became public during a bitter lawsuit between Hogan and Gawker. But once upon a time, the WWE made its biggest pop culture splash ever, with Piper, Hogan and a memorable supporting cast setting the tone for what the modern-day WWE product would eventually become. Junior [a common nickname for Vince McMahon] was ready to dominate the world in or so, when WrestleMania 1 was being planned. In when I saw that whole thing happening, I knew there were going to be changes in my life, too. Whether you like him, dislike him, love him or whatever, the guy was a smart man. He knew what to do and he knew how to do it. What Vince would do, he would let another company spend the money to build you up. Then he would call you up, offer you more money and get you to leave the company that made you. Nobody could overcome the inertia that they were starting. On TNT, McMahon interviewed a revolving guest list of his wrestlers, who sometimes performed in skits designed to enhance their characters and name value outside the ring and reach an audience more inclined to watch a variety show than a wrestling match. They had me as a guest. I was so afraid that I was going to be boring and I would never be invited back. I decided to stack the deck in my favor. I had already been a fan of poetry. I had written poetry from the fifth grade on, and I enjoyed it. It was a completely different thing than preparing for a wrestling match. It was a lot of fun and Vince was great at leading us all and helping to get the best out of us. I always did TV, always did interviews, so it was just another interview. When you had a commentator, that made it easier. In another, the Magnificent Muraco and his evil manager Mr. Fuji starred in a cringeworthy satire of Miami Vice called "Fuji Vice. Vince had set this up for me. It got over big time. If I had done that other poem it would have sucked. We did that big, epic "Fuji Vice" thing. They flew me and my wife and kids all the way back from Hawaii early to go down to Baltimore. We rented out a big bar; we did a bar scene there. Then I closed it off with the comedy routine that they gave me, that I could do like Johnny Carson. They ran the prompter so fast that all I could do was speed read. I had no idea what the jokes were, and they just ran the prompter. The idea being the worse I was, the better it is. That was the beginning of Vince getting more people involved in the wrestling world other than just wrestlers. He was introducing wrestling to a whole new world. If you look at it now, he did the right thing. Vince went out and got a lot of booze, so everybody was pretty well stoned. They were drinking a lot when we did that reception. We had that big fight afterwards and tore up the place. That was a rented place, it was not a set. The owners went nuts when we started throwing pies and everything. And wrestling went from number seven to number one on the USA Network. The duo paired up to give the WWE the main-event feud it needed to grab the attention of the masses. Roddy was incredibly funny and entertaining to work with. He was also very creative. He was an underrated actor. In wrestling, if there is a legend, Roddy Piper is a legend, no doubt about it. Nobody was ever like he was. He knew how to put asses in the seats. I owe Roddy a lot. He helped me a lot. Some of the ways he did his interviews, he was the best. Nobody was ever better than Roddy Piper was when it came to interviews. He was a trip, and he was good people, too. He was a good friend. A damn good friend. He and I were close friends. We would spend hours and hours talking. One time we went about three hours the wrong way, and ended up in Traverse City, Michigan. It was in the middle of the summer, and we were supposed to go to Toledo, Ohio. We were drinking rum and Cokes or something, just talking. About three or four hours into the trip, we were nearing the Canadian border. We drove everyplace looking for a motel or someplace we could sleep, and then go to Toledo. We finally found a Holiday Inn but the only thing available was the honeymoon suite. So we took it. And we finally passed out, and in the morning, the thing had about 17 rooms. It was a comedy. My lone experience in Traverse City, Michigan. But with Piper, one of many. I loved the

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guy. Piper was an unbelievable performer. Nobody was better than him on the mic. He knew exactly what he wanted. He wrestled like a big man. He was one of the hottest heels. Hulk Hogan was a phenomenon. A lot of people looked at him more like a gimmick -- a blonde-haired, trash-talking imitation of Billy Graham. But g--damn, all the buildings were sold out. There was a lot of talent there and all the guys worked together, but Hulk was pretty much carrying the flag, you know? I know him as Terry. Hulk Hogan has probably done more for wrestling than anybody has. He got Hollywood involved in wrestling. He had it all. He got pro wrestling to a whole new level. The guy was a huge celebrity. Me and him mixed really good because I made him work his ass off when he worked with me. And he did the best he could do. I was all energy, buddy. I was miles an hour. The guy was good. The guy drew nothing but money. He is the biggest name in wrestling ever. He jabroni, but one of the best entertainers. McMahon make him number one draw on the earth. The timing was perfect. He was in the perfect position, he had the perfect look. He was not a great talent as far as ring work is concerned, but his charisma was over the top. He was making me money and a lot of other people, too. Personally, I was happy that I was on the same cards with Hulk. Vince McMahon got him hotter than a firecracker and he was drawing big, big crowds everywhere he went.

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7: Video - Latest News | Breitbart

A destination for the avid collector and weekend hobbyist alike, Our Pastimes features articles and tips about your favorite cards & games, hobbies and more.

GTN sent out a press release on February 2, , announcing its launch and that its channel would be carried by Dish Network. Dish Network responded by denying that any contract had been signed and that the press release was premature. However Dish reached 2 short-term extension agreements, the first on the date of the original deadline and the second short-term agreement was reached on the afternoon of the last day of the original extension agreement of November Dish then got another short-term agreement to extend the deadline by one day. Comcast, owners of OLN at the time, was demanding a pay raise from Dish. Dish refused, and pulled the network on October 21, , sparking a six-month carriage dispute, which finally ended on April 24, , the same day OLN had announced that it was going to relaunch as Versus in September of that year. We will not renegotiate settled contracts and will vigorously defend this legal action, the apparent sole purpose of which is to get a better deal. However, they claim it has nothing to do with the lawsuit. ESPN Classic was returned solely as a video on demand option. The switch was due to high rates that The Weather Channel demanded Dish Network to pay The Weather Channel requested a rate increase from 11 cents per subscriber per month [33] to 12 cents. The Weather Cast was discontinued in anticipation of a Weatherscan -based service that would provide local weather information for Dish Network customers. The financial terms of the deal remain undisclosed at this time. The two companies gave divergent accounts of the negotiations: Dish claimed that Fox was seeking a 20 percent hike in licensing fees; Fox disputed the number. The parties settled on October 29, two days before their agreement was set to expire. Terms were not disclosed. On August 14, just three days before the launch of FS1, all three providers reached an agreement to carry those Fox channels. MSG called on Dish Network to resume negotiations and reconsider its proposals but there was still no agreement as of September 15, MSG is linking carriage of these networks to their sister network Fuse , which was replaced with Palladia in July Two days later, both Belo and Dish Network reached an agreement, avoiding a service interruption. Belo had offered Dish Network an extension while negotiations were taking place. Had there been no agreement made by October 31 at midnight all time zones[clarification needed] , Belo would have pulled these channels from Dish Network. However, the same 2 channels were again pulled from the DISH Network lineup on May 28, , due to another retransmission consent dispute. We want to give Dish customers an extra week to switch providers so they can enjoy the rest of the season. This contract expired on August 31, , the day before the college football season started. Though retransmission consent compensation is an issue with the dispute, Gannett also demands that the satellite provider discontinue the AutoHop commercial-skipping feature on its digital video recorders. WWE pay-per-view events[edit] Further information: Then on January 8, at a press conference for the Consumer Electronics Show , WWE announced that the WWE Network would launch as an Internet TV network with an on-demand streaming service similar to Netflix in which they also announced that all pay-per-view events starting with WrestleMania XXX would air on the network for free as part of the subscription to the network in which people would pay for it at a fixed price with a six-month commitment. This decision did not set in with all cable and satellite TV providers as this would devalue the monthly WWE pay per views as they charge a price that would be higher than what the monthly price of the online service would cost. DirecTV and Comcast had considered removing the pay per views from their lineup. Unfortunately, Dish will not be doing so. The dispute lasted three years until Fox and Dish Network finally came to terms on March 15, , less than three weeks before the start of the season. After a hour blackout, the channels were restored. The dispute was settled and the Turner Network Channels restored on November 21, A failed first attempt to reach a deal on the 18th resulted in the blackout. A deal was finally reached on January 14, , with terms undisclosed. TV over the top streaming service, or watch at a venue served by another television provider. According to a Dish

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representative, the company is still in negotiations with UFC for future event carriage. Sinclair has rebutted by stating that Dish is "trying to spin the facts in an apparent effort to make a political statement. Eastern after the two sides failed to reach a new retransmission agreement. Dish proposed having an arbitrator to settle the dispute. Meanwhile, Tribune proposed to have the FCC chairman monitor negotiations between the two companies. Ergen also states that the longer this dispute continues, the less valuable the Tribune stations and cabler WGN America will be. The terms of such have not been disclosed. On May 30, U. She also ruled that the case could be heard in Los Angeles, thereby eliminating New York as a potential venue. Such reviews should be interpreted with caution, however, as reviews at such sites sample few employees compared to the company as a whole, and are weighted towards ex-employees with keenly-felt grievances; [90] current and ambivalent ex-employees are less likely to post reviews. It should be noted that every company is subject to the same caveats and Dish was still found to be the worst.

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8: The End of Cable TV? How Everyone Will Watch Television In The Future - ReadWrite

The Stark gang robs the Dodge Bank and takes Doc hostage in order to treat a wounded gang member. Matt Dillon puts together a posse to find the gang but is sidetracked when someone sets fire to several buildings in town.

History of NBC12 September 7, at 3: Our history, and that of television in Richmond, is a story complete with corporate intrigue and government policy changes. One of the men who lived it, wrote it all down shortly before his death. Their owners were in no hurry to join the pioneer trek to television, influenced no doubt by thoughts of large and risky capital. The third and fourth channels were wild cards. Foot dragging was costly for others. Havens and a man named Martin owned a hole-in-the-wall automobile battery and ignition shop on West Broad near Laurel street. In , the partners, drawn by the romance of radio, obtained a license WMBG to operate a ten watt station on the second floor of the shop. Power was stepped up several times. Martin sold his share of the business to Havens in . Having no board of directors or partners to answer to, Havens could move as he desired. In , he brought the first FM service to Richmond. It is unknown if Havens at the time saw a golden future for television. Possibly he was drawn to the romance of TV just as he had been to radio 20 years earlier. Whatever the motivation, Havens kept his dream of television to himself until papers were filed with the FCC. With no other Richmond applications to consider, the commission quickly granted his request for authority to build a station on Channel six. An addition to the transmitter building housed a medium power FM and five hundred watt TV transmitter. And a small studio and control room went into the West Broad Street radio building. They were too late. A growing backlog of applications had swamped the commission and the Richmond cases were still pending when the FCC processing line was abruptly stopped. Richmond was to remain a one station town until . For eight years, viewers in Central Virginia either watched WTVR, or by placing antennas on tall poles, could tune in snowy images coming in from Washington or Norfolk. Most set owners elected to keep dials locked on channel 6 and their antennas oriented toward West Broad Street. During the years of stalled FCC hearings a New Jersey consulting firm was employed to study potential tower sites. The best location to cover Central Virginia, the consultant said, was near U. Route at Oilville, 25 miles west of the City center. The concept of placing a TV tower miles from the city was faulty, however. Although regional coverage would be better, the target city would receive a signal of inadequate strength. A location on Parham Road on the land now occupied by Regency Square fitted engineering standards, but Henrico County zoning authorities were unwilling to allow construction of a tall tower close to prime residential areas. The land eventually chosen was near the intersection of Midlothian Turnpike and German School Road, then a rural district outside the city. In anticipation of eventually moving into television, Richmond Newspapers, Inc. An auditorium studio took up much of the ground floor. On other floors were offices, radio control rooms, studios and space reserved for future TV facilities. A large tower anchored to the roof was sturdy enough to support FM and TV antennas. Larus WRVA took a different approach. The land on Midlothian Pike was sufficient for any foreseeable expansion. It would have taken the powers of an exceptional clairvoyant to predict that the front lawn would someday be crowded with antennas aimed toward outer space. A self-supporting foot tower, massive enough to support stacked FM and TV antennas was erected. It was expected at the time that TV operations might begin before . It was not to be: The agonizing period of waiting did not end when the channel distribution thaw came. Accumulated old business and an overwhelming deluge of new applications swamped the FCC Broadcast Bureau when processing was resumed in . In almost every instance requests for permits exceeded channel availability per city, forcing long-drawn-out hearings to identify the best qualified applicants. One former Richmond channel was shifted to the air, leaving only one additional opening. Although five new UHF channels were allocated to the city, it was an untested band shunned by pioneer broadcasters. The Commission set a date for a comparative hearing to determine the relative merits of applicants. New FCC rules that were part of the reallocation plan allowed stations to build taller towers and operate with more power. Havens quickly applied for a permit to boost the power of WTVR

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and the height of its antenna to the maximum allowed. While other applicants were struggling with hearings, Havens was building his new plant behind the Broad Street studio. In WTVR switched to its tall tower. A two-camera training studio was built in a corner of the Larus tobacco factory. A comprehensive training program put future TV personnel through months of news and entertainment dry runs and other matters pertaining to television operations. Employees marked for management positions were sent to CBS-Television for seminars and workshops. The chief engineer-elect attended half a dozen television technical seminars sponsored by RCA. Other technicians spent varying lengths of time at television factories for hands-on equipment exposure. Some stations employed outside engineering consultants to plan and supervise construction of facilities. WRVA traditionally used in-house personnel. The future chief engineer visited stations from Greensboro to New Haven and as west as Cleveland and Detroit to study TV plants already in operation. Having developed basic design notions, he escorted architects to Washington and Philadelphia for their examination of TV stations. Preliminary building plans were developed and presented to top management. The building proposed was a handsome structure that could have been an asset to the community. The proposal was summarily rejected as being too expensive. The chief was put down by the senior owner who pointed out that he had a fine dairy barn on his farm that was made of concrete blocks. In his opinion, such a structure was completely adequate for almost any purpose. The future WWBT ended up with a building that reflected the wishes of a man who deeply admired his cow barn. Oddly, the theater group allowed Larus to assume 60 percent controlling interest. The company filed for Channel 8 in Petersburg and easily won in a comparative test against the owner of a small radio station in that city. Southern Broadcasters withdrew its application. The Midlothian Turnpike property was transferred to Richmond Television Corporation after the marriage of convenience with the theater group. Neighborhood Theaters had close ties with Morton G. Thalhimer represented owners of large tracts of undeveloped land in western Henrico County. Tension developed between the two. Thalhimer advanced a proposal to locate the station on several acres of undeveloped West Broad Street land. His reasoning was sound from the perspective of a real estate man: His stated opinion was that real estate investment futures along Midlothian Pike in Chesterfield County were not bright. Experienced broadcasters who spoke for WRVA argued that real estate considerations were secondary: Henrico County officials had already expressed their distaste for very tall towers, while rural Chesterfield had shown no such bias. Thalhimer lost the round. At that time little commercial development existed west of Reynolds. Midlothian Turnpike was equally pristine. The decision awarding Richmond Television Corporation a construction permit was announced December 2, , more than ten years after wartime restrictions were lifted. Richmond Newspapers, the big loser, eventually abandoned its million dollar broadcasting center on Fourth Street. WXEX signed-on in Petersburg four months earlier. The ceremonial act of turning the first earth was distinctly a non-event on a cold afternoon. Tobacco company officials and radio station executives remained at desks in their snug downtown offices. That was itno hoopla, no speeches. The only public notice of the event was a one paragraph squib in the WRVA news. Local newspapers declined to use the picture. Others on the management team transferred from radio on January 2, They occupied a temporary office on Main Street until April. The staff grew on a timetable that would bring in employees as needed. Technicians were the first to be called. The station was located in a neighborhood of small farms, modest homes, one pump filling station and two man auto repair shops. The only nearby restaurant was a dingy hamburger and beer joint across Midlothian Turnpike. Factory engineers who assisted during construction had the choice of sleeping on lumpy mattresses at nearby six cabin tourist operation or checking in at a downtown hotel. Midlothian Turnpike had been rebuilt to four lane capacity a year earlier but was still a lightly traveled rural highway. In mid-April a test pattern was seen on Channel 12 for the first time. Regular program service began at The first fifteen minute news presentation was sent at 7:

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