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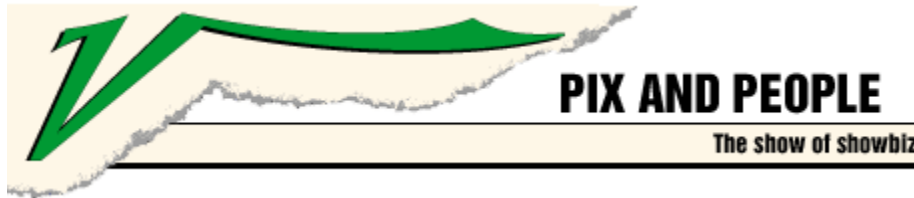
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PIX AND PEOPLE

The show of showbiz

Posted: Mon., Jun. 8, 1998

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Diller puts **WAMI** on Miami

By **CYNTHIA LITTLETON**

Just call it the birth of a station.

Barry Diller's USA **Broadcasting** is taking the plunge in Miami today, remaking its **WAMI** station from a Home Shopping Network barker channel into an indie news and entertainment outlet with an emphasis on Miami-centric programming.

USA is doing a "soft" launch of the new format, opting to let viewers stumble across the channel over the next few weeks before USA begins a massive promotional blitz. But keen-eyed Miami coach potatoes surely realized that something was up on Sunday when the Home Shopping Network feed was replaced, at around 11 a.m., with a white ultrasound wave wiggling against a black background.

The plan, as dreamed up by USA **Broadcasting** marketing veep Chris Sloan, was to have the ultrasound wave gradually take the shape of the station's new "Miami" logo. At 5:59 a.m. today, the logo image was expected give way to a tongue-in-cheek scene of doctors and nurses "delivering" a newborn.

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TV RATINGS

Tuesday, January 20, 2004

Top Shows	A18-49
American Idol (FOX)	11.9/31
According to Jim- 8:30 (ABC)	2.6/6
Navy NCIS (CBS)	2.4/6

Networks

FOX	8.2/21
NBC	2.5/7
ABC	2.2/6
CBS	2.2/6

from Nielsen Media Research preliminary results
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BOX OFFICE TOP TEN

Weekend:

Jan. 16 - 19, 2004

in millions

1 ALONG CAME POLLY	\$32.5
2 LORD OF THE RINGS: RETURN KING	\$12.4
3 BIG FISH	\$12.3
4 CHEAPER BY THE DOZEN	\$11.9
5 TORQUE	\$11.4
6 COLD MOUNTAIN	\$7.9
7 SOMETHING'S GOTTA GIVE	\$6.7
8 MY BABY'S DADDY	\$4.4
9 CALENDAR GIRL	\$3.6