

MEDIAWEEK

NEWSPAPER #BXBBHIL *****3-DIGIT 078
 #006171484#P 20020520 ed1 ep 2 S3DG
 LAURA JONES, ASSISTANT MGR
 WALDENBOOKS
 42 MOUNT PLEASANT AVE
 WHARTON NJ 07885-2120 118

Vol. 11 No. 36

THE NEWS MAGAZINE OF THE MEDIA

October 1, 2001 \$3.95

NEWSPAPERS

Starbucks' Offer Hard to Swallow
 Major dailies irate at retailer's ad demands for in-store circulation

PAGE 8

SYNDICATION

Tribune Mum On *Mutant X*
 Legal battle against Twentieth stalls promotion for series

PAGE 10

WASHINGTON

Make Room for What Matters
 Real news and life-and-death questions crowd out pop culture

PAGE 24

Mediaweek Magazine Monitor PAGE 31

Finally, Fall TV

As the prime-time season got under way, viewers flocked to familiar hits and quality newcomers...



CBS' RAYMOND



NBC'S CROSSING JORDAN



THE WB'S 7TH HEAVEN

...while shows that faced difficult competition got dusted. For the nets, it was an almost-normal week.



CBS' FAMILY LAW



CBS' WOLF LAKE



NBC'S EMERIL

MARKET INDICATORS

NATIONAL TV: CALM
 Fourth-quarter scatter is available at lower-than- upfront prices; demand is slow. Network series pre-tiers are filled with front-committed buys.

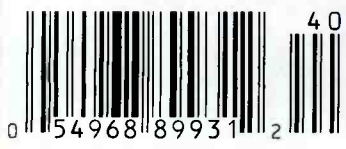
NET CABLE: SLOW
 Fourth quarter is mostly even, as buyers and sellers try to normalize the business climate. Travel, a line spending is down sharply. First wave of cancellations is starting to roll in.

SPOT TV: STABLE
 Stations report that advertising is returning to pre-attacks levels. But that's not much to crow about, given the softness before Sept. 11.

RADIO: BUILDING
 Local is active, led by strong auto, packaged goods and fast food. TV line-in spots, usually robust in support of the fall season, are erratic. National and network remain slow.

MAGAZINES: STALLED
 Publishers of monthlies report some advertisers have started to pull out of December issues to rework creative. Some retail and fashion advertisers move to reduce spending in anticipation of a slow fourth quarter.

BY JOHN CONSOLI AND ALAN JAMES FRUTKIN Page 6



RAYMOND: ROBERT VOETS/CBS; JORDAN: PAUL DRINKWATER/NBC PHOTO; HEAVEN: PAUL MCCALLUM/THE WB; FAMILY LAW: THE WB; WOLF LAKE: TONY ESPARZA/CBS; EMERIL: CHRIS HASTON/NBC PHOTO



Photograph by Ann Stratten & Reedi Hofmann

"For me, **COUNTRY LIVING** celebrates American living. Country is another word for what is **UNIQUELY AMERICAN**. Like soccer and pizza. It taps into how I live. That's why I always come home to the comfort of **COUNTRY LIVING.**"

ANN GAULOCHER, 42, soccer mom, freelance artist, local golf champ

MORE READERS!
Country Living's rate base will increase
by 100,000, to **1.7 million**, effective with
the January 2002 issue.

For more information on why 66% of American women live the casual, comfortable lifestyle, as reported by the Country Living/Yankelovich study *America's Pursuit of Comfort*, contact Steven Grune, publisher, at 212-649-3190.



Come home to comfortSM

TAKE ADVANTAGE OF THE MOST
ATTRACTIVE GUY ON THE INTERNET.



Jeeves is more than just a pretty face. Advertising with Jeeves puts the power of the Web's #1 ranked search engine brand to work for you. That means you can reach your consumers when they are most receptive to your message.



Jeeves' allure reaches to properties beyond Ask.com. Ask Jeeves and its network extends targeted keyword ad impressions to over 40 premier search sites. One of the many reasons to fall in love with Jeeves.

To meet your sales goals, call 1 877 4 JEEVES or contact us at advertise@ask.com.

How can I reach millions of people at the moment they're most interested in my product?



At Deadline

USA Cable Shifts Sales Executives

In a restructuring last week of USA Cable's ad-sales team, which sells for both USA Network and Sci Fi Channel, Scott Silverstein was promoted to senior vp and general sales manager for ad sales of USA Network. Silverstein had held the same position at the Sci Fi Channel. As part of the shift, Liz Koman, senior vp of ad sales for USA Network, has left the company. David Safran, former senior vp of ad sales for Burly Bear Network, has been hired to replace Silverstein at Sci Fi. Additionally, Robert Kaminsky has joined USA Cable in the new post of senior vp of ad sales, USA Cable sports and specials. All three execs are based in New York and report to Jon Spaet, president of ad sales for USA Cable.

Cancellation Options to Drag On

Media buyers and broadcast TV network executives say that first-quarter ad-cancellation options, which can officially be expressed by advertisers after Oct. 1, will probably not be addressed until the end of October at the earliest. "The 90-day cancellation notice [before the start of the quarter] had already become extinct before the recent wave of pre-emptions we have had to deal with," said one network sales exec, who declined to speak for attribution. "It's been more like 75 days, and in most instances closer to 60 days before. With the recent events, advertisers probably won't be making their plans known before Nov. 1."

Magazine Conference Relocates

The Magazine Publishers of America and the American Society of Magazine Editors announced late last week they will relocate their annual magazine conference from Phoenix to New York City on Oct. 21-23. The American Magazine Conference was originally scheduled to run for four days. The organizers cited the weak economy and the Sept. 11 terrorist attacks as factors in the changes. They also said they were taking into account the concerns of many members who did not want to be away from their offices, which are mostly in the New York metro area, during a time of need. The AMC will be held at the Sheraton New York Hotel and Towers.

Brill Shuttters Contentville

In a memo to his staff last Friday, Brill Media Holdings president Steven Brill said he will shut down the e-commerce site Contentville, saying that "my idea for Contentville just didn't work." Fifteen people were laid off as a result. Contentville was launched in July 2000 to sell magazines, books and other content, with Brill Media Holdings acting as the controlling partner.

Other investors included CBS, NBC, Primedia, Ingram Book Group, Ebsco and journalist/financial guru James Cramer.

ABC Vet Callahan Takes Reins at Ziff Davis

Robert Callahan, former president of ABC's Broadcast Group, last week was named chairman, president and CEO of Ziff Davis Media. The position had been vacant since James Dunning was ousted in August. "I was looking for someone who was extremely market-focused and customer-focused," said Avi Stein, managing partner of majority investor Willis Stein & Partners and acting chairman of Ziff Davis. "Bob fits those bills to a T." Callahan, who left ABC in April, is an investor in the company. Ziff Davis, publisher of *Yahoo! Internet Life* and *PC Magazine*, has been struggling this year with slumping ad sales at its stable of consumer and trade magazines.

Rollins Leaves Spin After 15 Years

John Rollins will step down at the end of October from his position as president of *Spin* after 15 years with Vibe/Spin Ventures, for personal reasons. Alex Mironovich, Vibe/Spin CEO, will take on Rollins' duties until a replacement has been found. Rollins, who was the founding publisher of *Vibe*, first joined *Spin* as group publisher after *Spin* was acquired from Bob Guccione Jr. in 1997.

Fox, TWC Settle Fee Dispute

Fox Cable Networks and Time Warner Cable in Los Angeles last week settled a months-long dispute over subscriber fees. Under the terms of the agreement, Time Warner Cable subscribers will get L.A. Dodgers and California Angels games back on Fox Sports Net (West) and Fox Sports Net (West) 2 for the rest of this season. Time Warner subscribers in Orange and Los Angeles Counties will receive at no extra cost an additional 11 games—five Angels, six Dodgers—that were not part of the initial package.

Corbi to Replace Loesch at Crown Media

After nearly three years as president/CEO of Crown Media United States LLC, operator of cable's Hallmark Channel, Margaret Loesch will step down next month after her contract expires. Loesch decided not to pursue an extension for personal reasons. She will be replaced by Lana Corbi, COO of Crown Media Holdings Inc. An Emmy Award-winning producer, Loesch formerly was president/CEO of Odyssey Holdings and recently oversaw the re-branding of cable service Odyssey into the Hallmark Channel. Under Loesch, Hallmark (continued on page 32)

Inside



Could this man be responsible for anti-American sentiment in the world? Page 26

Local Media 11
Market Profile 16
Media Elite 27
Magazines 30

MEDIAWEEK (ISSN 0155-176X, USPS 885-580) is published 47 times a year. Regular issues are published weekly except 7/9, 7/23, 8/6, 8/20, 12/24 and 12/31 by ASM Communications Inc., a subsidiary of BPI Communications Inc., 770 Broadway, New York, NY 10003. Subscriptions are \$149 one year, \$249 two years. Canadian subscriptions are \$342 per year. All other foreign subscriptions are \$319 (using air mail). Registered as a newspaper at the British Post Office. Canadian Post Publication Agreement Number 1430238. Periodicals postage paid at New York, NY, and additional mailing offices. Subscriber Service (1-800) 722-6658. MEDIAWEEK, 770 Broadway, New York, NY, 10003. Editorial: New York, (646) 654-5250; Los Angeles, (323) 525-2270; Chicago, (312) 583-5500. Sales: (646) 654-5125. Classified: (1-800-7-ADWEEK). POSTMASTER: Send address changes to MEDIAWEEK, P.O. Box 1976, Danbury, CT, 06813-1976. If you do not wish to receive promotional material from mailers other than ADWEEK Magazines, please call (800) 722-6658. Copyright, 2001 ASM Communications Inc., a subsidiary of BPI Communications Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher. Reprints (651) 582-3800.

Arbitron PPM Test Doubles Nielsen Cable Numbers

Arbitron's test of portable people meters measuring TV and radio audiences in Wilmington, Del., reported more than double the number of cable TV viewers (with an aggregate 4.6 rating) compared to Nielsen Media Research's data (a 2.1 rating). The results, for the month of July and based on 15 cable networks, were released last week.

Broadcast TV-viewership levels with the PPM test also were higher than Nielsen's data for total day, early evening and prime time, due in part to increased viewing for men 18 years-plus and people under 35, Arbitron said.

The July results included three additional radio stations since the May PPM report, including Infinity Broadcasting's WYSP-FM, which carries *The Howard Stern Show*. The downturn in morning-drive and midday listenership reported in May continued in July. Afternoon drive, nighttime and overnight dayparts were up by more than 2 ratings points.

In January, Arbitron will expand its Wilmington PPM test to include the full Philadelphia media market and will increase the sample to 1,500-plus from the current 300. —*Katy Bachman*

Attacks Coverage Blunts Raymond's Syndie Debut

The much-anticipated off-network syndication launch of *Everybody Loves Raymond* earned a 3.3 rating/6 share metered-market average in households from Sept. 24-26, according to Nielsen Media Research. Blanket news coverage of the Sept. 11 terrorist attacks stalled distributor King World Productions' ambitious prelaunch promotional campaign.

Raymond was flat in share with its lead-in (3.4/6) and 14 percent below its year-ago time-period average (3.8/7). The series, expected to be a strong contender in the off-net sitcom genre, finished behind Warner Bros. Domestic TV's *Friends* (4.4 rating/8 share), Columbia TriStar TV Distribution's *Seinfeld* (4.0/7) and Paramount Domestic TV's *Frasier* (3.5/6). "With all that's going on right now, it's going to take time for people to find [*Raymond*] in (continued on page 8)

America: Ready For Prime Time

Viewers flock to familiar hits; most violent content not a turnoff

NETWORK TV By John Consoli and Alan James Frutkin

Americans are turning to prime-time television to help them get back to normal lifestyle patterns after one of the most tragic events in the nation's history. Ratings over the first five nights of the delayed new season indicate that a significant number of viewers are tuning in to familiar hit shows and to quality new series. Viewers also have confounded observers who had theorized that, in the wake of the Sept. 11 terrorist attacks, Americans might not resume watching programming with violent storylines.

For example, the premiere episode of ABC's *The Practice* on Sept. 21 opened with graphic scenes of a bloodied body in a bed. The episode earned an 11.4 rating/16 share in households in its first half hour (10-10:30 p.m.). Despite the jolting start, the show's audience grew to a 14.2/22 in its second half hour, according to Nielsen Media Research.

Likewise, the new CBS drama *The Guardian* (Tuesdays, 9 p.m.) opened with a powerful scene of a young boy walking to school in a bloody shirt. The audience would later learn that the youth had just seen his father stab his mother to death (the killing was not shown). *The Guardian* held its audience throughout the hour-long episode, recording a 10.5/15, one of the top-performing new series last week.

"The episode of *The Practice* was very intense," said Steve Sternberg, vp of audience research for Magna Global USA. "That viewers didn't shy away from the subject matter might be an indication that the public is ready to resume normal viewing patterns."

NBC's new medical-examiner drama, *Crossing Jordan*, also showed close-ups of a dead body, but the show held its audience through-

out and recorded a strong 11.2/18 last Monday at 10 p.m. *Jordan* trounced its competition, CBS' returning drama *Family Law* (6.9/11).

Scott Sassa, NBC West Coast president, believes viewers will continue to watch dramas containing violence and criminal activity, as long as the hour is wrapped up with the bad guys getting their due. "We live in a world that inherently contains violence," Sassa said. "Viewers will watch these shows, but they want to see things resolved in a very comfortable

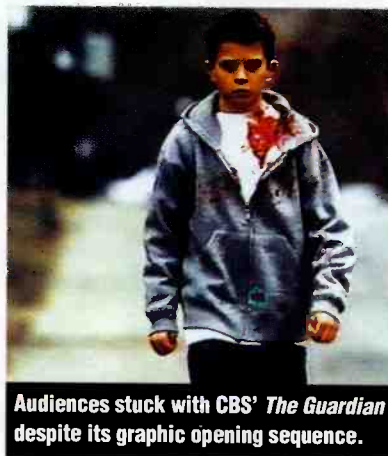
way. They want to see good triumph over evil."

One show that might have been hurt by its network's editing of some violent scenes was CBS' *The Agency*, the new CIA-based series that lost audience between its first and second half hours last Thursday (10-11 p.m.). CBS had a plane explosion early in the episode edited out, and as a result, other changes in the storyline had to be made.

"The original pilot episode of *The Agency* flowed much better," said Magna's Sternberg. The edits, he added, "made it more confusing, and that may have had something to do with some viewers leaving."

Several veteran sitcoms and dramas earned very strong ratings in their season premieres, an indication that many viewers were eager to see familiar faces and themes. The WB's family drama *7th Heaven* recorded a 5.2/8 for its sixth-season opener, the second-best premiere in the network's history. UPN's launch of its new *Star Trek* series, *Enterprise*, recorded a 7.0/11 in households, the second-largest audience for a new show on that network.

Other vets were also up from last year. CBS' military drama *JAG* scored a 12.0/19, 36 percent higher than last season's opener. NBC's *Friends* recorded a 19.5/32, a 12 percent bump.



Audiences stuck with CBS' *The Guardian* despite its graphic opening sequence.

And NBC's *Law & Order* earned a 13.9/22, its largest premiere audience since '97. CBS' second-year drama *CSI: Crime Scene Investigation* recorded a 14.2 last Thursday at 9 p.m., easily beating its 11.8 bow last season on a Friday night. *Everybody Loves Raymond* recorded a 14.6/21 on Sept. 24, matching its premiere last season and leading CBS to an opening-night win.

"Americans are craving a degree of normalcy," said John Rash, chief broadcast negotiator for Campbell Mithun. "That includes being with family and friends and being with their electronic heart—the television. TV programs that constitute an initial degree of familiarity have become viewers' destination point in an attempt to get their lives back in order."

Of course, not all of the networks' premiere-week offerings clicked. Among the disappointments were NBC's new sitcom *Emeril*, which recorded only a 6.1/10 last Tuesday at 8 p.m. CBS' new *Ellen* earned a respectable 9.7/12 but lost 32 percent of the rating and 40 percent of the share of its *Raymond* lead-in. CBS' new Wednesday-night 10 p.m. drama *Wolf Lake*, which premiered two weeks ago to weak numbers, stumbled again with a 5.1/8 against NBC powerhouse *Law & Order*.

Overall, media buyers and network executives said they were pleased with the new season so far, but they also noted that events at home and in the Middle East could bring about drastic changes in viewing patterns.

Another looming question mark is the future of reality and game-show programming, which all of the networks have made a top priority in recent months. Perhaps the genre's strongest test will come when CBS' *Survivor: Africa* launches on Oct. 11. Ratings for ABC's *Who Wants to be a Millionaire* continue to fall: On Sept. 24, the show earned just a 6.8/11, one of its poorest showings since its '99 launch. Fox's *Love Cruise* opened last week to lower-than-anticipated ratings, recording a 4.4 and 5.0 in households on successive nights, although its demo numbers were better. CBS' *Amazing Race* has failed to gather momentum. Likewise NBC's *Lost*, which has been just that.

While some critics maintain that unscripted reality shows, on which the participants are sometimes tasteless and mean-spirited, are inappropriate for these more somber times, Jeff Zucker, NBC Entertainment president, believes otherwise. "Unscripted programs will continue to flourish and survive," Zucker said last week at a panel session sponsored by the Hollywood Radio and Television Society. "The really good reality shows will still cut through the clutter. I think it would be an overreaction to say that this is the end of reality."

NBC's Sassa says no one should jump to conclusions about what type of programming



Appropriate? Fox is reconsidering *Emma Brody*, a midseason drama starring Arija Bareikis set in the U.S. Embassy in London.

will work this season, adding that the soft advertising market could result in the networks giving lower-rated shows more of a chance to succeed than in past seasons.

News programming, in addition to being less expensive than scripted shows, may be the timeliest way to fill short-term holes for the Big Three nets when new prime-time series are put on hiatus or cancelled. "There's no question that networks with newsmagazines are going to benefit in the short term, and maybe even over the long term," said Sandy Grushow, Fox Television Entertainment Group chairman.

Yet after the draining events of the past three weeks, many viewers might prefer entertainment fare over news. On Sept. 27, ABC's *Primetime Thursday*, which featured continuing

coverage of the attacks, finished third in its time period, with a 7.6 rating, losing some audience in its second half hour.

Although viewers are not rejecting outright any particular genre right now, the nets are looking ahead to their midseason replacement lineups to see if any of the series' content might be in questionable taste. At least one midseason show—Fox's *Emma Brody*, set in the U.S. embassy in London—will need to be retooled, if not shelved entirely.

Conversely, some projects that have been under consideration for midseason but have not yet been green-lighted may have a better chance in light of changing viewer tastes. Columbia TriStar's *Heart Department*, a drama from Chris Keyser and Amy Lippman (*Party of Five*), focuses on the heroic efforts of a hospital's surgeons. The series, which is in play at CBS, could be just the kind of show audiences are looking for right now.

And in what may be seen as a timely revival, several networks, including Fox, had begun developing Westerns for next season prior to the events of Sept. 11. It's a genre that may be all the more appropriate now. "They certainly don't seem less relevant today," Grushow said. "If you believe that people are looking to escape, perhaps to return to a more simple time, Westerns are certainly a card to play." ■

Viewers' Interest in All-News Networks Begins to Wane

Three weeks after the Sept. 11 terrorist attacks sent close to 80 million Americans rushing to their television sets, viewership for cable news channels is starting to return to pre-attacks levels. Among the cable news networks in prime time, CNN dipped to a 2.4 universe rating for the week ended Sept. 26, delivering 2.0 million homes, down from a 3.2/2.7 million homes for the week ended Sept. 19, according to Nielsen Media Research. CNN's total-day ratings also dropped, from a 2.3/1.9 million homes to a 1.6/1.3 million.

Fox News Channel fell in prime time to a 1.8 universe rating/1.3 million homes, down from a 2.4/1.7 million the week before. Fox News' total-day rating was also down, from a 1.6/1.1 million to a 1.1/778,000 homes. MSNBC finished last among the cable news channels, averaging a 1.4/945,000 homes for the week ended Sept. 26, down from a 1.8/1.215 million. MSNBC's total-day average fell to a 1.0/669,000 homes from a 1.2/863,000.

For the Big Three broadcast networks, ABC's *World News Tonight* with Peter Jennings grabbed the No. 1 spot in the network news race for the week ended Sept. 23, scoring an average 8.1 rating/16 share in households, according to Nielsen Media Research. *World News Tonight* leapfrogged *The NBC Nightly News With Tom Brokaw*, which had been the network-newscast leader before the attacks. Brokaw's report delivered an average 8.0/16 for the week ended Sept. 23. The *CBS Evening News* with Dan Rather remained in third place, with an average 6.3/13. All three network newscasts have gained viewers since the Sept. 11 tragedy. For the week ended Sept. 2, *NBC Nightly News* averaged a 6.7/15, followed by *World News Tonight's* 6.5/14 and *CBS Evening News's* 5.8/13. (Nielsen did not report ratings for the week ended Sept. 16.) —Jeremy Murphy

syndication," said Stacy Lynn Koerner, Initiative Media senior vp/director of broadcast research. —Daniel Frankel

Premiere Editor Herbst To Add More Depth, Service

Calling *Premiere* the "linchpin" of an international franchise, new editor in chief Peter Herbst vowed to turn the movie monthly into a success story. "You will see in the next six months a real difference in depth and the service element of the magazine," said Herbst, who noted that *Premiere*'s reviews and previews, which had moved to the back of the book, will be returned to the front.

Herbst, who also serves as HFM associate editorial director, said covers will be more carefully selected. "We had a lot of problems with covers over the last six months," he admitted. "We have to be very smart about timing. They have to be close to movie releases."

Through June, *Premiere*'s paid circ was flat at 607,819 compared to the first half of '00; single-copy sales fell 13.6 percent, according to the Audit Bureau of Circulations. —Lisa Granatstein

CC's Premiere Radio Scores In Summer RADAR Report

Arbitron last week released its first report on network radio audiences to cleared commercials since acquiring the RADAR service in July. The summer report included ratings for two new Westwood One networks, bringing the total number of nets measured to 31.

Premiere Radio Networks, the programming arm of Clear Channel Communications, had 5 of the top 10 networks, the most of any company. ABC's Urban Advantage network claimed the most growth of all the networks, up 20.3 percent from the previous report.

RADAR currently uses telephone reporting, but Arbitron will soon convert to a diary-based system that is expected to tap into the 1.3 million diaries the research company collects for its local radio-listenership reports. The transition, which would triple the sample to 36,000, could be in place for the winter RADAR report. —Katy Bachman

Ownership Fund Founders

Black Broadcasters Alliance says requests for capital remain unanswered

TV/RADIO STATIONS By Katy Bachman

Almost two years since the country's largest media companies formed a \$1 billion fund to finance minority ownership of broadcast outlets, the initiative remains at a standstill, said experts last week at the Black Broadcasters Alliance's annual conference on minority ownership. The alliance blames limited access to capital and a consolidation web that prevents access to media deals.

"You can't get funding unless you have a deal, but you can't do a deal until you have funding," said Michael Douglas, president of Douglas Communications, a small radio group that recently sold off its stations.

Established in 1999, the fund's most notable investment came in May 2000 with a \$30 million infusion in minority-owned Blue Chip, which Radio One bought nine months later.

"We've invited Quetzal/Chase Capital Partners [managers of the minority fund] to our meetings two years in a row, and they have repeatedly turned us down. Word on the street is, 'What happened to them?'" said Eddie Edwards, president of Glencairn Broadcast Group and BBA founder.

Even with funding, minorities can't compete with the tax-free swap preferred by publicly traded media companies. "Either we don't have multiple properties or properties in substantial markets that are viable for swaps, so we have to revert to a cash deal," said Jenell Trigg, an attorney with the communications law firm Leventhal, Senter & Lerman.

That's where tax certificates, axed by Congress in 1995, could help level the playing field, panelists said. Sen. John McCain (R-Ariz.) proposed legislation last fall, but no progress is evident. As an alternative, Dorothy Brunson, owner and general manager of WGTW-TV in Philadelphia, suggested forging relationships with big groups. "We have to look at new ways to crack down the wall," she said.

Even that approach has met resistance. For four years, Edwards has tried to sell his TV stations to Sinclair Broadcast Group, which helped finance his company. Edwards wants to use the proceeds to purchase radio stations. Wary of the relationship, the Federal Communications Commission held up 19 TV-license transfers for Sinclair deals with Glencairn and Sullivan Broadcast Group.

Tired of waiting, in mid-September, Sinclair and Glencairn asked the U.S. D.C. Court of Appeals to force the FCC to act. "With Sinclair partnering with me, I would never have had the chance to do what I did or what I'm going to do tomorrow," said Edwards. ■



Edwards: Minority fund managers are MIA.

Dailies Bitter on Starbucks

Retailer's ad demands for in-store placement makes major papers boil

NEWSPAPERS By Lucia Moses, Special From Editor & Publisher

Coffee and newspapers—they seem like a perfect match. Some papers, however, find their relationship with the Starbucks Corp. growing bitter: They face being booted from Starbucks coffeehouses unless they meet new demands, including one for advertising space.

Starbucks, with more than 3,000 stores in North America, wants each regional newspaper to swap ad space for the privilege of being the exclusive local paper sold at its outlets in the area. The effort is a variation of Starbucks'

year-old pact with *The New York Times*, which made the *Times* the only national newspaper sold at Starbucks. The company eventually wants each store to offer the same newspaper selection. The goal is to make its customers' experience consistent, said Mark Sacks, Starbucks' publications product manager. The company is asking about 30 major dailies to propose ads-for-exclusivity barter deals.

In competitive newspaper markets, the chance to be exclusive to a retailer can be irresistible. Boston Starbucks have sold *The Boston*

how do you
attract your target?

with what interests
them the most.

TuMonitor



TuMonitor allows our users to access the Internet in a quick and easy way.

With **TuMonitor**, users can track their e-mail accounts, award programs and packages while also accessing a wide array of financial services. They can follow their horoscopes, local weather and much more.

All in a secure fashion and with a single **Terra username and password**.

Terra offers you the key to successful and cost-effective online advertising with highly targeted channels, services, promotions and events.

Contact us at 1-888-MYTERRA or advertising@terra.com

terra 

Telefónica

Internet,
más tuyo que nunca.

Globe for years while the *Boston Herald* has had to sell papers outside. "Anytime you're the only local newspaper that's available, you've got an edge," said John Hoarty, vp of circulation for the *Herald*.

In some noncompetitive markets, however, papers balk at the idea of forking over ad space to keep the in-store position they already have. In Houston, where there are relatively few Starbucks locations, the *Houston Chronicle* doesn't sell enough copies at Starbucks to justify the newspaper real estate the coffee company seems to expect, said *Chronicle* circulation director Rocky Mills.

And not all competitive dailies are hot on exclusivity. Mark Hornung, the *Chicago Sun-*

Times' vp of circulation, said Starbucks risks alienating customers and hurting newspaper competition if it chooses to sell only the *Sun-Times* or the *Chicago Tribune*, both now sold in local Starbucks.

In Seattle, where Starbucks originated, the joint operating agreement between *The Seattle Times* and *Seattle Post-Intelligencer* further muddies the proposal. Both papers are now sold in local Starbucks and won't compete for exclusivity, said Mei-Mei Chan, vp of circulation at the *Times*, which handles business operations for both papers. "We're not going to play that game," she said. "If worse comes to worst, we'll put racks out on the sidewalks, and their customers will be less served." ■

Mutant X's Muted Launch

Tribune's promo of much-anticipated series stalled by legal tussle with Fox

SYNDICATION By Daniel Frankel

The Oct. 6 premiere of Tribune Entertainment's new weekly action hour, *Mutant X*, has been disrupted by an ongoing intellectual property suit filed by Twentieth Century Fox.

Like Tribune's action/sci-fi series *Andromeda*, which premiered last year with an impressive 4.3 household rating, *Mutant X* is produced by Canada's Fireworks Entertainment and has been given choice time periods on Tribune stations. For example, Tribune's WPIX-TV in New York is airing *Mutant X* at 7 p.m. on Saturdays, the same slot used to successfully launch *Andromeda* last season.

However, Fox claims the Marvel Comics-inspired *Mutant X* too closely resembles its recently released Marvel Comics-inspired feature film *X-Men*. In August, the studio failed to convince a federal judge in a U.S. District Court in New York to stop the series' premiere, but Fox has since filed an appeal with the Second Circuit Court, seeking to at least change the name of the show. A ruling is pending.

Regardless of whether Fox succeeds, the

litigation has already caused Tribune and Fireworks officials to limit promotions for the most-anticipated new action hour this fall. Citing concern over the litigation, officials for both Tribune and Fireworks refused interview requests concerning *Mutant X*'s premiere.

Meanwhile, after staging an elaborate presentation last summer for *Andromeda* at the Television Critics Association tour, Tribune officials didn't attend this year's event.

"It's been really hard to get feedback from Tribune [about *Mutant X*]," said Laura Caraccioli, vp and director of Starcom Entertainment. "There are a lot of people out there who are really looking forward to it, but [Tribune] has not given us anything yet that would give us an indication of what the show will look like."

Immersed in the aftermath of the Sept. 11 terrorist attacks, Betty Ellen Berlamino, general manager of WPIX, said concern about *Mutant X*'s future has been muted among Tribune station execs. She did, however, see the premiere episode of *Mutant X* last week. "It looked good," Berlamino said. ■



Fox claims that *Mutant X*, starring Victoria Pratt, rips off its *X-Men* movie.

STEVE WILKIE/TRIBUNE ENT.

Editor-in-Chief: Sid Holt
Group Editor: William F. Gluede
Executive Editor: Brian Moran
Managing Editor: Michael Búrgi
News Editor: Jim Cooper
Departments Editor/Copy Chief: Anne Torpey-Kemph
Editor, Special Report: Richard Brunelli
IQ Executive Editor: Patricia Orsini
Mediaweek.com: News Editor: George Gameau
Washington Bureau Chief: Alicia Mundy
Senior Editors: Katy Bachman, Marc Berman, John Consoli, Daniel Frankel, Alan J. Frudin, Lisa Granatstein, Megan Larson
Market Profile Editor: Eileen Davis Hudson
Reporters: Lori Lefevre, Jeremy Murphy
Media Person: Lewis Grossberger
Contributing Writers: Tony Case, Verne Gay, Eric Schmuckler
Design Director: Paul Virga
Art Director: Victoria A. Conte
Photo Editor: Kim Sullivan
Production Coordinator: Eileen Cotto
Circ. Dir: Mary Barnes Circ. Mgr: Richard Chung
List Rental Info: Anthony DiNino (212) 684-4800
Subscriber Services: 1-800-722-6658
Customer Service: bpi@realtimedpubinc.com
Mediaweek Online: Prod Mgr: Matt Lennon
Directories/Publishing Dir: Mitch Tebo
VP/Exec. Dir. Conferences: CG O'Connor
General Manager: Matthew Pollock
Conferences: 1-888-536-8536
Address: www.adweek.com/adweekconf
Regional Sales Directors: N.Y.: Linda D'Adamo
Midwest: Tina Balderas L.A.: Charlotte Erwin
Online Category Mgr: Hanna Shin Print Category Mgr: Michael Candullo Acct. Mgrs: N.Y.: Sandra Dent, Diane DiDominici, Randy Doran, Robert Hamerslough
New England: Sara McCann L.A.: Jacki Leigh, Lisa Zeni
CLASSIFIED: Publisher: Harold Itzkowitz
Sales Mgrs: Julie Azous, Liza Reich, Sara Weissman
L.A. Rep: Gary Gomez Asst: Michele Golden
Mktg Svcs Dir: Rachel Bell Promo Art Dir: Hillary Friedman
Spl. Events Coors: Jennifer Minihan, Ann Reilly
Prod. Dir: Louis Seeger Dir. of Oper: Adeline Cippoletti
Assoc. Prod. Dir: Elise Echevarrieta Sr. Prod. Mgr: Candee Weiss
Asst Mgrs: Noah Klein, Craig Russell
Asst: Michelle De Roche
Vice President/Marketing: Mary Beth Johnston
Vice President/Publisher: Wright Ferguson, Jr.
Senior Vice President/General Manager: Louis Isidora
Executive VP/Editor-in-Chief: Sid Holt
President: Michael F. Parker
MARKETING/MEDIA & RETAIL DIVISION
President Mark A. Dacey
Marketing/Media Group President Michael E. Parker
Retail Group President John Failia
VNU BUSINESS PUBLICATIONS USA
President & CEO Michael Marchesano
Chief Operating Officer Howard Lander
Exec. Vice Presidents Mark Dacey (Media/Retail), Richard O'Connor (Travel/Performance/Design) Sr. Vice President Toni Nevitt (Marketing Information) VP Joellen Sommer (Business Management)
VNU BUSINESS MEDIA
President & CEO Michael Marchesano
COO Howard Lander
Exec. VP Business Development John van der Valk
CFO Joseph Furey Presidents: Greg Farrar (Expositions), Jeremy Grayzel (eMedia)

UNLOCK NEW OPPORTUNITIES



Here's the key to uncovering new opportunities in your industry: Don't miss an issue of MEDIAWEEK, ADWEEK or BRANDWEEK. With timely news coverage and insightful analysis, they're your inside source for everything that's happening — deals, trends, strategies and technologies that can open up a world of opportunities for you. Get the information you need to get ahead — subscribe today!

MEDIAWEEK

For faster service call toll-free
1-800-722-6658.
Or subscribe online at
www.mediaweek.com

YES! Please send me 1 year of MEDIAWEEK for only \$149.*

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 E-Mail _____ Phone _____
 Bill me. Payment enclosed. Charge my: Visa MC AMEX
 Account # _____ Exp. Date _____
 Signature _____ J1AMWT
 To speed your order, please check one box in each section.

TYPE OF FIRM (Check One)	JOB FUNCTION (Check One)
<input type="checkbox"/> 01. Manufacturing	<input type="checkbox"/> C. Product/Brand/Category Mgmt
<input type="checkbox"/> 11. Advertising Agency	<input type="checkbox"/> P. General or Corporate Mgmt
<input type="checkbox"/> 12. Public Relations Firm	<input type="checkbox"/> W. Public Relations /Public Affairs
<input type="checkbox"/> 13. Independent Media Buying Service	<input type="checkbox"/> L. Account Management
<input type="checkbox"/> 20. Outdoor Advertising	<input type="checkbox"/> R. Creative Dept. Mgmt.
<input type="checkbox"/> 31. Newspaper	<input type="checkbox"/> H. Copywriting
<input type="checkbox"/> 41. Magazine	<input type="checkbox"/> I. Sales/Product Promotion
<input type="checkbox"/> 61. Television	<input type="checkbox"/> T. Art Direction
<input type="checkbox"/> 51. Radio	<input type="checkbox"/> U. Media Buying/Planning/Supervis on
<input type="checkbox"/> 67. Graphic Design	<input type="checkbox"/> V. Advt./Market Research
<input type="checkbox"/> 79. Market Research/Service	<input type="checkbox"/> X. Other (please specify)
<input type="checkbox"/> 80. Sales Promotion / Support	
<input type="checkbox"/> 81. Commercial Production	
<input type="checkbox"/> 98. Other (please specify)	Title _____

From time to time, we may allow reputable companies to send you information by e-mail which might be of interest to you; please check the box if you prefer not to receive it.
 * Canadian and other Foreign: Add US \$170 for Postage and Handling

ADWEEK BRANDWEEK

For faster service call toll-free
1-800-722-6658.
Or subscribe online at
www.adweek.com

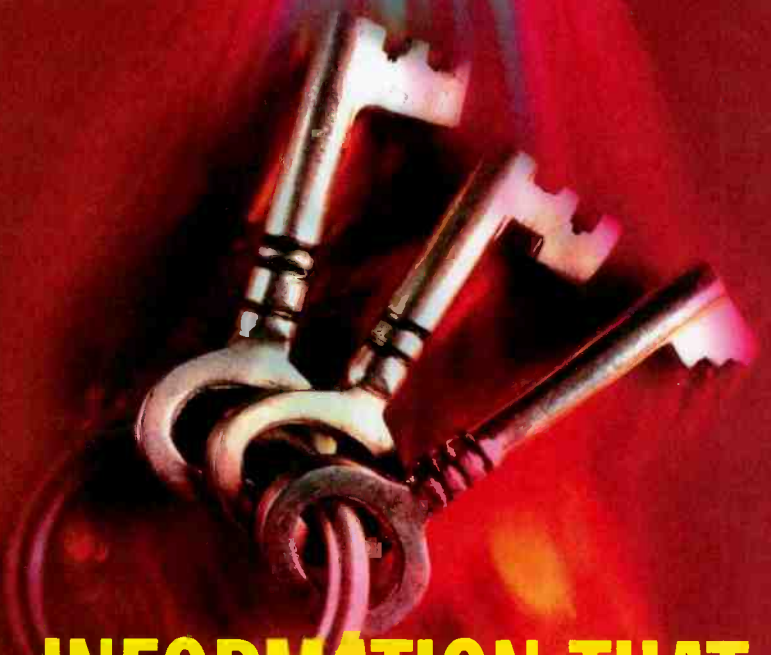
YES! Please send me 1 year of ADWEEK
 BRANDWEEK for only \$149.*

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 E-Mail _____ Phone _____
 For ADWEEK subscription, please check the region you prefer:
 New England East Southeast Midwest Southwest West
 Bill me. Payment enclosed. Charge my: Visa MC AMEX
 Account # _____ Exp. Date _____
 Signature _____ J1AMWB
 To speed your order, please check one box in each section.

TYPE OF FIRM (Check One)	JOB FUNCTION (Check One)
<input type="checkbox"/> 01. Manufacturing	<input type="checkbox"/> C. Product/Brand/Category Mgmt
<input type="checkbox"/> 11. Advertising Agency	<input type="checkbox"/> P. General or Corporate Mgmt
<input type="checkbox"/> 12. Public Relations Firm	<input type="checkbox"/> W. Public Relations /Public Affairs
<input type="checkbox"/> 13. Independent Media Buying Service	<input type="checkbox"/> L. Account Management
<input type="checkbox"/> 20. Outdoor Advertising	<input type="checkbox"/> R. Creative Dept. Mgmt.
<input type="checkbox"/> 31. Newspaper	<input type="checkbox"/> H. Copywriting
<input type="checkbox"/> 41. Magazine	<input type="checkbox"/> I. Sales/Product Promotion
<input type="checkbox"/> 61. Television	<input type="checkbox"/> T. Art Direction
<input type="checkbox"/> 51. Radio	<input type="checkbox"/> U. Media Buying/Planning/Supervision
<input type="checkbox"/> 67. Graphic Design	<input type="checkbox"/> V. Advt./Market Research
<input type="checkbox"/> 79. Market Research/Service	<input type="checkbox"/> X. Other (please specify)
<input type="checkbox"/> 80. Sales Promotion / Support	
<input type="checkbox"/> 81. Commercial Production	
<input type="checkbox"/> 98. Other (please specify)	Title _____

From time to time, we may allow reputable companies to send you information by e-mail which might be of interest to you; please check the box if you prefer not to receive it.
 * Canadian and other Foreign: Add US \$170 for Postage and Handling

BRANDWEEK ADWEEK & MEDIWEEK



INFORMATION THAT OPENS DOORS

Satisfaction Guaranteed

If at any time, for any reason, you decide that MEDIWEEK, ADWEEK or BRANDWEEK does not measure up to your expectations — you can cancel your subscription and receive a full refund on all unmailed issues, no questions asked.

BUSINESS REPLY MAIL

FIRST-CLASS MAIL

PERMIT NO 70

DANBURY CT

POSTAGE WILL BE PAID BY ADDRESSEE



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

MEDIWEEK

SUBSCRIPTION SERVICE CENTER

PO BOX 1976

DANBURY CT 06813-9839



BUSINESS REPLY MAIL

FIRST-CLASS MAIL

PERMIT NO 76

DANBURY CT

POSTAGE WILL BE PAID BY ADDRESSEE



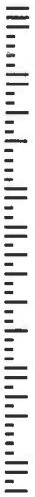
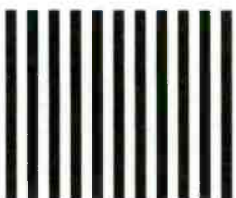
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

ADWEEK BRANDWEEK

SUBSCRIPTION SERVICE CENTER

PO BOX 1973

DANBURY CT 06813-9845



Local Media

TV STATIONS | NEWSPAPERS | RADIO STATIONS | OUTDOOR | MAGAZINES

SOUTH FLORIDA TV STATIONS

Viacom's Triple Play Reshapes Miami Area

BY JEREMY MURPHY

In an age of massive media consolidation, duopolies have quickly spread across the United States. And in South Florida, industry giant Viacom has achieved what is likely to be a first: a triopoly. Since May, the company has been running three stations—Miami's CBS O&O WFOR, UPN station WBFS and West Palm Beach's UPN/WB station WTVX—under one roof, with Steve Mauldin acting as vp/general manager of all three.

"It's a different way of doing business, and it's definitely not without challenges," said

(though there is some overlapping in northern Broward County and Boca Raton). Viacom can cost-effectively operate three properties from one facility. Already the company has consolidated all master control and backroom functions to its Miami facility, which will double in size after renovations on the building are completed. "The technical challenges are immense," Mauldin said, though he noted the single biggest challenge has been "trying to get everyone under one roof." He expects to have all three stations running out of Miami within nine months.



'THIS PRESENTED US A CHALLENGE WE WERE UP FOR. THIS IS A DUOPOLY WORLD, BUT IN OUR WORLD, IT'S A 'TRIOPOLY.' —GM MAULDIN

Mauldin, who runs the properties out of Viacom's Miami facility. "Running one station is a daunting task, especially in this tough business environment. But this presented us a challenge we were up for. This is a duopoly world, but in our world, it's a triopoly."

"I think a lot of groups would be keen to emulate this arrangement. It's very powerful for advertisers, and it's the viewers who really win. We can afford to get the kind of programming people are looking for," said Fred Reynolds, president of CBS Station Group.

Since WTVX—which Viacom previously ran as part of an LMA but is in the process of buying—is in West Palm Beach, just 50 miles north of Miami, the arrangement involves technically different markets and therefore doesn't violate any FCC duopoly restrictions

Miami stations WFOR and WBFS share a newsroom and some news programming (WTVX doesn't have a local news operation in place). Just last month, in wake of the Sept. 11 terrorist attacks, WBFS moved up the launch of a 10 p.m. newscast anchored by WFOR personality Jennifer Santiago and former WTVJ weekend anchor Danielle Knox. "There was just such an appetite for news we put on the newscast in just 36 hours," Mauldin said, revealing the station will continue with the newscast even after coverage of the attacks subsides.

Having three stations to bring to the negotiating table also helped Viacom land rights to the Miami Heat basketball games, which will air on all three properties. And the triopoly arrangement helped WFOR and

WTVX snag rights to three preseason Miami Dolphins games, which they both aired.

Though the triopoly has helped Viacom consolidate station operations, it has had little effect on how advertisers buy the market.

"It doesn't affect media buying that much because the stations are so different," said Leroy Donald, supervisor of Zenith Media's Fort Lauderdale office, though he did note that the addition of Miami Heat games would provide cross-promotional opportunities between the stations.

Mauldin has kept each station's sales department separate and intact (WTVX's sales department will work away from the Miami studio, in an office in West Palm Beach). "Stations have to be market-specific," Mauldin said.

One person who isn't working in West Palm Beach anymore is Bob Jordan, the former gm/vp of WPTV, Scripps Broadcasting's West Palm NBC affiliate. Jordan resigned last week and has been temporarily replaced by Jim Hart, the former senior vp of Scripps Broadcasting, until a new gm is found. "Our goal is to name a successor by the end of October," said a Scripps spokesman.

CHICAGO RADIO STATIONS

ABC's 'The Zone' Drops '80s Tunes for Alt Rock

BY KATY BACHMAN

For the third time in a year, WZZN-FM, ABC's owned-and-operated FM station in Chicago, has changed formats. Keeping its brand name "The Zone," WZZN flipped in mid-September to Alternative Rock from '80s Hits, a format it adopted to replace Classic Rock last December.

Ratings for the past year have been going nowhere, jumping only slightly to a 2.2 overall share, from a 2.1 when ABC abandoned Classic Rock for the '80s format. But in the most recent survey, ratings dipped to a dismal 1.6 overall share.

"We realized we needed to be less '80s and more beyond," said Bill Gamble, program director for the station. "We didn't think of the '80s format as a long-term position. With this new format, our 18-to-34-year-old demographic target stays the same."

Gamble also admitted that "we entered a

Discovery Networks

an expanding
universe
of opportunities

Reach through **11 networks**.

Visibility through **95 million online page views** per month.

Awareness through more than **165 retail stores** nationwide.

Exclusivity through **450 licensed products**.





Providing consumers with the highest
quality, *Real World Entertainment*.
Providing you with the maximum benefits
of multi-platform, *Real World Value*.

Let your brand expand with ours.



NETWORKS DISTRIBUTED BY DISCOVERY COMMUNICATIONS, INC.



Garbage and front girl Shirley Manson are among the artists featured on WZZN's new playlist.

SCOTT PETERSON/REUTERS PHOTOS

very competitive situation." The Zone shared 35 percent of its audience with Bonneville's WTMX-FM, a Modern Adult Contemporary station aimed at adult women, and 32 percent with Bonneville's WLUP-FM, a Classic Rock station geared toward men. It also shared 25 percent of its audience with Emmis Communications' WKQX-FM, the market's sole Modern Rock station in the market. Gamble, who left WKQX in 1997, decided WZZN could provide an alternative to WKQX Q101, which has ranked fourth among its target 18-to-34 demographic and skews toward a male audience. The Emmis Communications-owned station also delivered healthy revenue of \$25.1 million last year, compared to The Zone's \$10 million.

"We don't believe [Q101] is really Alternative," said Gamble. "It's Mancow [Muller, Q's infamous morning man] and Hard Rock." Gamble said the station will appeal equally to women and deliver more variety in its music. "You can't hear Staind and Depeche Mode on the same station," he said. Other core artists include Cake, Tori Amos, U2, Bush, New Order, Garbage and others.

Buyers say they welcome the format change. "There's not a lot of inventory for women in this market, so there's room for another station with a strong female appeal," said Jill Larson, vp and associate director of local broadcast for Zenith Media.

But The Zone's competitors see it differently. "They believe there is some position between Contemporary Rock and [Bonne-

ville's Adult Contemporary] WTMX-FM," said Rick Cummings, vp of programming for Emmis, who said he doesn't believe the market will support two Modern Rock stations. "We don't see any demand for the old demand," Cummings said, referring to some former Q101 staffers who are now at WZZN.

One former Q101 personality, Brooke Hunter, now hosts mornings on The Zone. For middays, Gamble last week brought in James Van Osdol, the former music director and evening personality at Infinity Broadcasting's Adult Alternative WXRT-FM. The two worked together at Q101 between '93 and '97.

Even WZZN's slightly revised moniker, "The Zone: The New Alternative," is a nod to Q's former marketing position as "The Alternative." "We de-emphasized that, but we've ramped it up since The Zone's debut," noted Cummings.

Despite ABC's programming fits and starts, management insisted that this one will stick. "We'll do whatever necessary to both build and defend our position and brand," said Zemira Jones, president of ABC Radio in Chicago.

"This just might be their niche," Larson said.

NEW YORK TV STATIONS

Reporters Exit WNYW

Amid covering the biggest story to hit New York City ever, News Corp.'s new Big Apple duopoly—Fox's WNYW-TV and UPN affiliate WWOR-TV—took time out to do a bit of housecleaning. WNYW reporters Cynthia Santana and Kimberly Richardson were both let go on Sept. 21. WNYW reporter Mike Gilliam was shifted over to WWOR, exchanging spots with WWOR's Dick Brennan.

Jim Clayton, gm/vp of both stations, denied recent news reports that the three staffers were fired. WNYW and Cynthia Santana "reached a contract impasse months ago," Clayton said. Kimberly Richardson had served as a per-diem reporter. She has been replaced by James Ford, another per-diem staffer.

Clayton also denied reports that the News Corp. stations have plans to get rid of more than 125 duplicated positions. "We don't have any hard target," Clayton said. "Our goal is to run both stations as intelligently as we can." He added that several back-room operations have already been consolidated, and that the stations will con-

tinue to look for further synergies. Clayton declined to specify how many employees have been laid off since News Corp. assumed control of WWOR in July. —JM

LOS ANGELES TV STATIONS

Bauer-Gonzales to KCAL

Barely a month after resigning as vp/news director of KNBC, NBC's owned-and-operated station in Los Angeles, Nancy Bauer-Gonzales has been named vp/news director of cross-town rival KCAL, Young Broadcasting's independent station. Gonzales, who is married to KCAL anchor David Gonzales, will oversee all news and public affairs activities at the station, which includes over 28 hours of news programming a week.

Though Gonzales was unavailable for comment, KCAL gm/president Don Corsini was quick to crow about her hiring.

"I've competed against Nancy for a number of years, and I know her to be very passionate," Corsini said. "She's got fantastic news judgment and great common sense."

Prior to her post at KNBC, which she recently left after conflicts with station president/gm Paula Madison, Gonzales worked as news director of KNSD, NBC's San Diego O&O. —JM

RADIO

HBC Shuffles Managers

Gary Stone, the new COO of Hispanic Broadcasting appointed in March, last week reorganized the company's top management along regional lines.

"We need to be able to leverage resources across our markets and position ourselves for future growth," Stone said.

Mark Masepohl, currently the general manager of HBC's stations in Houston, will add regional responsibility for all of HBC's stations in Texas, including stations in Dallas, Houston, San Antonio, McAllen-Harlingen-Brownsville and El Paso. Peter Moore, general manager for San Diego, will add stations in Phoenix; Ali Shepherd, general manager for San Francisco, will take on regional responsibility for Las Vegas.

Separately, Frank Carter has been promoted from general sales manager in Dallas to general manager of the company's three radio stations. HBC, one of the few groups with no debt, currently owns and operates 48 stations in 13 markets, making it the largest radio group targeting Hispanics. —KB

"Ask not what your country can do for you,
ask what you can do for your country."

John F. Kennedy

American Red Cross: 1-800-HELP-NOW

Salvation Army: 1-212-SAL-ARMY

NYS WTC Relief Fund: 1-800-801-8092

NY Police and Fire Widows' and Children's Benefit Fund:

PC Box 3713, Grand Central Station, New York, NY 10163

Blood Donation Info: 1-800-993-BLOOD

FBI Tip Lines 1-866-483-5137

COURT 

Market Profile

BY EILEEN DAVIS HUDSON



Centennial Olympic Park in downtown Atlanta, created for the 1996 Summer Olympic Games

GEORGIA DEPARTMENT OF INDUSTRY, TRADE & TOURISM

Atlanta

EXPLOSIVE POPULATION GROWTH CONTINUES TO HAVE BOTH POSITIVE AND NEGATIVE effects on Atlanta. About two years ago, the steady exodus of residents from the city to the suburbs began an unusual reversal. Traffic gridlock on the main arteries had become so pervasive that many suburbanites

started moving into the downtown area. The population shift back into Atlanta proper has helped spark a long-awaited redevelopment effort in the city. Many abandoned warehouses downtown have been converted to apartments and condos, and new office construction is also on the rise.

Atlanta, the largest market in the South, is home to several Fortune 500 companies, including Delta Airlines, United Parcel Service, Coca-Cola and Home Depot.

The city is also the headquarters of Cox Communications, which dominates the local media via its ownership of the market's leading broadcast TV station, its largest radio group and Atlanta's only daily newspapers.

Cox Radio's five stations in Atlanta attracted a collective 25.6 share among listeners 12-plus in

the Spring 2001 Arbitron report, nearly double the total share of its closest competitor, Clear Channel Communications. The Cox outlets took in \$113 million in ad revenue in 2000, giving Cox a commanding share of nearly 32 percent of the country's 11th-largest radio market, according to BIA Financial Network (see *Radio Ownership chart on page 18*).

While most of Cox's stations attract solid

listener shares, the company is led by News/Talk powerhouse WSB-AM, the market's overall audience leader. WSB is also the top-billing property in the market, with an estimated \$41.6 million in 2000, according to BIA.

Clear Channel, which owns five stations in Atlanta, is led by two strong outlets that are in the top 10 overall in listener share. Soft Adult Contemporary WPCH-FM goes head-to-head against Cox's Soft AC WSB-FM, which enjoys a slight edge in listenership. CC's Rock WKLS-FM competes against Infinity Broadcasting's Classic Rock WZGC-FM and Susquehanna's Modern Rock WNNX-FM.

Clear Channel, the country's largest radio group, is reportedly looking to expand its holdings in Atlanta by acquiring WYAI-FM, a Country station licensed out of Bowdon, Ga. Picking up WYAI would enable CC to challenge ABC Radio's lock on the Country format in Atlanta via its FMs WKHX and WYAY.

In other developments at Clear Channel, R&B station WLDA-FM, licensed out of Newnan, Ga., has been slowly gaining since its launch last year; the station earned a 1.2 share among listeners 12-plus in the Spring Arbitrons. CC also recently changed the call letters on its Rock Adult Contemporary station from WGST-FM to WMXV-FM.

Viacom-owned Infinity Broadcasting has the market's dominant Urban station, WVVE-FM, the second-highest biller with estimated 2000 revenue of \$36.2 million, according to BIA. WVVE finished second (behind WSB-AM) among listeners 12-plus in both morning and afternoon drive in the Spring Arbitrons. WVVE's primary competitors in the format are Cox's Urban Adult Contemporary WALR-FM and Radio One's Urban WHTA-FM.

Radio One, the country's largest radio group specializing in programming targeting African Americans, on Sept. 21 turned on its fourth radio station in Atlanta, WPEZ-FM.

Instead of offering an Urban format, which is already heavily represented in the market, Radio One is programming WPEZ with a Rock lineup featuring artists like Limp Bizkit, Alien Ant Farm, Godsmack, Incubus and Metallica. Branded as "The End" at 107.9, WPEZ-FM is going up against Susquehanna's WNNX and Clear Channel's WKLS.

In July, Radio One agreed to acquire WPEZ for \$55 million

NIELSEN MONITOR-PLUS AD SPENDING BY MEDIA / ATLANTA

	Jan.-Dec. 1999	Jan.-Dec. 2000
Spot TV	\$510,491,068	\$586,174,338
Local Newspaper	\$467,196,710	\$441,488,440
Spot Radio	\$173,014,920	\$205,697,910
Outdoor	\$35,877,602	\$40,140,440
Local Magazine	\$15,265,320	\$11,951,270
FSI Coupon*	\$13,044,440	\$14,255,700
Total	\$1,214,890,060	\$1,299,708,098

*Packaged goods only Source: Nielsen Monitor-Plus

“Who Cares About C&D Counties?”

 **ConAgra Foods® does.**

“People in C & D counties know good food too! That’s why ConAgra Foods uses American Profile to serve our brands such as Manwich that have a strong consumer base there.”

— Wade Stackhouse
Director, Media Services, ConAgra Foods, Inc.

Who else?



Sony Music
NASHVILLE

COTYBEAUTY
A DIVISION OF COTY



 **COLGATE-PALMOLIVE**

...and
American Profile
takes them there.



• C&D county annual retail spending is \$344 billion* (25% of total U.S. spending)

• C&D county consumers shop where your brands are sold (Wal-Mart, Kmart)



* Source: 2001 MRI Doublebase
Wal-Mart and Kmart are the trademarks of each company.

American Profile
Celebrating Hometown Life

Nobody covers C & D counties like we do. Nobody.

Market Profile

from U.S. Broadcasting. Until the deal closes, Radio One is operating the station via a local marketing agreement.

In August, Radio One agreed to operate WAMJ-FM. The station is currently simulcasting Radio One's Smooth Jazz programming on WJZZ-FM, which flipped to that format in June from Jammin' Oldies.

Jefferson-Pilot owns two Atlanta radio stations, Top 40 WSTR-FM "Star 94" and Sports station WQXI-AM "The Zone." Over the past two years, WSTR's shares have stumbled, from an average 9.5 in Summer 1999 down to a 5.2 in Spring 2001.

"We've had five new competitors come in," says Mark Kanov, senior vp/general manager for Jefferson-Pilot in Atlanta. "You've got more [stations] cutting up the pie." For example, Cox's Contemporary Hit Radio WBTS-FM "The Beat" has siphoned away many teens who used to tune in to WSTR.

Still, Kanov insists that despite WSTR's shrinking share in listeners 12-plus, "in our targeted demographic of women 25-54, we're still as strong as we've ever been."

Jeff-Pilot's WQXI remains the market's top Sports outlet, featuring play-by-play coverage of Georgia Tech football and Atlanta Thrashers National Hockey League games, along with sports commentary.

Kanov says Atlanta "has always been an under-radioed market," with fewer signals than most markets of comparable size. Atlanta traditionally has been an expensive radio market to buy because it had fewer stations than other large markets, with the shortage of avails helping to keep rates high. The addition of several new stations over the past two years has boosted inventory, eased pricing and put Atlanta radio on a more even keel, Kanov says.

Atlanta's 10th-ranked broadcast TV market (with 1.9 million TV households) is scheduled to get its first over-the-air Spanish-language station in January, following Univision Communications' recent purchase of USA Broadcasting's stations around the country. In Atlanta, Univision will convert Independent WHOT-TV (Channel 34) to Univision programming. According to Scarborough Research, Hispanics make up 5 percent of the market's population (see chart at right).

The market's longtime TV news leader is Cox's WSB-TV (Channel 2), considered the top-performing ABC affiliate in the country. WSB's local news ratings far outdistance those of its rivals (see Nielsen chart on page 20). The 53-year-old station, Atlanta's oldest, is the market's highest biller, with an estimated \$120.6

million in revenue last year, according to BIA.

WSB's strongest competitor in news is Fox Television's owned-and-operated WAGA, which goes head-to-head against the leader with a full hour of local news at both 5 and 6 p.m. weekdays. WAGA also airs a 10 p.m. newscast. WAGA executives at WAGA could not be reached for comment.

Atlanta TV outlets have been active in efforts to raise money to aid relief efforts following the Sept. 11 terrorist attacks. Through its community service unit, Family 2 Family, WSB has raised more than \$50,000 for the

American Red Cross and Salvation Army. On Sept. 19, the station produced an hour-long town hall meeting broadcast in prime time "to give the community an opportunity to express itself," says WSB general manager Gregory Stone. WSB also produced a series of patriotic 30- and 60-second public service spots. "Our coverage has been extensive," Stone says.

Bob Walker, president and gm of Gannett Broadcasting's WXIA-TV, the NBC affiliate in Atlanta, says the outlet cut into NBC's network coverage of the attacks when appropriate to bring local perspective to residents. With sev-

SCARBOROUGH PROFILE

Comparison of Atlanta

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Atlanta Composition %	Atlanta Index
DEMOGRAPHICS			
Age 18-34	31	34	108
Age 35-54	41	44	108
Age 55+	28	22	79
HHI \$75,000+	25	26	105
College Graduate	12	14	111
Any Postgraduate Work	10	10	95
Professional/Managerial	23	25	110
African American	13	23	184
Hispanic	12	5	42
MEDIA USAGE - AVERAGE AUDIENCES*			
Read Any Daily Newspaper	53	41	77
Read Any Sunday Newspaper	64	55	86
Total Radio Morning Drive M-F	22	22	98
Total Radio Evening Drive M-F	18	19	107
Total TV Early Evening M-F	30	29	96
Total TV Prime Time M-Sun	39	39	101
Total Cable Prime Time M-Sun	13	13	97
MEDIA USAGE - CUME AUDIENCES**			
Read Any Daily Newspaper	72	57	80
Read Any Sunday Newspaper	77	69	90
Total Radio Morning Drive M-F	75	76	101
Total Radio Evening Drive M-F	73	75	102
Total TV Early Evening M-F	71	67	96
Total TV Prime Time M-Sun	91	91	100
Total Cable Prime Time M-Sun	58	60	105
MEDIA USAGE - OTHER			
Access Internet/WWW	58	61	105
HOME TECHNOLOGY			
Own a Personal Computer	64	69	108
Shop Using Online Services/Internet	27	31	117
Connected to Cable	73	77	105
Connected to Satellite/Microwave Dish	14	16	112

*Media Audiences-Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable. **Media Audiences-Cume: 5-issue cume readers for daily newspapers; 4-issue cume readers for Sunday newspapers; cume of all listeners within a specific daypart for radio; cume of all viewers within a specific daypart for TV and cable.

Source: 2000 Scarborough Research Top 50 Market Report (August 1999-September 2000)

Turn a sea of data into data you can see

Introducing Consumer 360°.

A complete consumer-based analysis
to drive efficient, targeted execution.

*Consumer 360°—data fusion
driving a total marketing solution.*



It's data you may depend on every day. But now it is translated into more concise, actionable, and ROI-driven terms—ready to use!

Spectra Consumer 360° fuses all your valued analytics—from panel and attitudinal data to marketing mix—into one integrated solution. It does that using industry standard data fusion techniques.

You're able to accurately project real market response and achieve maximum spending efficiency.

See how the visionary Consumer 360° can give your next program new clarity and impact.

Visit www.consumer360.com

FULLY INTEGRATED CONSUMER-CENTRIC MARKETING SOLUTIONS.

Chicago | 312.583.5100
www.consumer360.com



Free ANA Consumer-Centric
Marketing Symposium
October 24, 2001
Details at www.ana.net

Market Profile

RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Cox Radio	1 AM, 3 FM	25.6	\$113.0	31.8%
Clear Channel Communications	1AM, 4 FM	13.9	\$60.8	17.1%
Infinity Broadcasting	1 AM, 2 FM	15.1	\$56.5	15.9%
Jefferson-Pilot	1 AM, 1 FM	6.0	\$35.9	10.1%
ABC Radio	2 FM	7.1	\$31.3	8.8%
Susquehanna Radio	2 FM	6.7	\$22.1	6.2%
Radio One	2 FM	6.5	\$19.0	5.3%
Dickey Brothers Broadcasting	2 AM	2.1	\$7.5	2.1%

Includes only stations with significant registration in Arbitron diary returns and licensed in Atlanta or immediate area. Ratings from Arbitron Spring 2001 book; revenue and owner information provided by BIA Financial Network.

eral military bases in the Atlanta area as well as the high-profile status of the market's Hartsfield International Airport, the locally focused news reports were critical, Walker notes.

WXIA produced a two-hour special with the Red Cross that covered topics including how to talk to kids about the attacks. Station staffers accepted donations during the program. WXIA has been closing all of its local newscasts by listing Red Cross phone numbers for viewers to call with donations. Walker says he is proud of the teamwork of his staffers in the aftermath of the tragedy. "Everybody can buy [production] equipment, but what distinguishes us is our people," Walker says.

WXIA, which finished third or fourth in evening-news time periods and second at 11 p.m. in the July sweeps, has made some gains in morning news and at 11 p.m. in the adults 25-54 demo, Walker says.

In this year's first quarter, WXIA began a joint sales agreement with Paxson Communications' WPXA-TV. As part of the deal, WXIA is overseeing WPXA's engineering and sales operations. WPXA is rebroadcasting WXIA's 6 p.m. news at 7 p.m. weekdays and its late news at 11:30 p.m. each night.

WATL-TV, Tribune Broadcasting's WB affiliate, and Viacom's UPN outlet WUPA-TV target Atlanta's burgeoning youth population. According to Scarborough, 78 percent of Atlanta's population is between the ages of 18 and 54. Neither station carries local news.

In September, WATL added syndicated reruns of *The Steve Harvey Show* to its lineup. The station also has long-term deals to carry Southeastern Conference football (11 telecasts this fall featuring Atlanta's Georgia Tech University and other teams) and Atlantic Coast Conference basketball (25 games).

WUPA recently picked up broadcast rights for 30 Atlanta Hawks NBA games in a long-term deal, says WUPA executive vp/gm Linda

Danna. The games had aired on WHOT. In January, WUPA will add the first-run syndicated version of *The Weakest Link*.

Danna notes that WUPA does well in late-fringe time periods, where the station's lineup includes syndicated reruns of *Jamie Foxx* and

In the House. "We provide programming that is attractive to the diverse Atlanta population," Danna says.

Three years ago, Meredith Corp. purchased low-rated Atlanta CBS affiliate WGCL-TV and made a commitment to improve the station's performance. Last March, WGCL moved into a new, 53,000-sq.-ft. facility on 14th Street in midtown Atlanta. The station introduced new graphics and a new set on its newscasts.

"It's more than a set—it's really an environment," says Allen Shaklan, WGCL vp/gm. One area of the set is reserved for on-air interviews, while another is a demonstration area for testing consumer products. Other areas are designated for weather and sports. The unique layout gives the station many options to vary its look to viewers, Shaklan says.

In July 2000, WGCL adopted the new brand "Clear News" and the slogan "News

NIELSEN RATINGS / ATLANTA

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	ABC	WSB	10.7	22
	Fox	WAGA	8.1	17
	WB	WATL*	3.1	6
	NBC	WXIA	2.8	6
	UPN	WUPA*	1.5	3
	CBS	WGCL	1.2	2
	Pax	WPXA*	1.0	2
5:30-6 p.m.	ABC	WSB	10.7	22
	Fox	WAGA	8.1	17
	WB	WATL*	3.1	6
	NBC	WXIA	2.8	6
	UPN	WUPA*	2.1	4
	CBS	WGCL	1.2	2
	Pax	WPXA*	1.0	2
6-6:30 p.m.	ABC	WSB	12.2	23
	Fox	WAGA	7.4	14
	NBC	WXIA	4.2	8
	WB	WATL*	3.6	7
	UPN	WUPA*	2.2	4
	CBS	WGCL	1.3	3
	Pax	WPXA*	1.1	2
6:30-7 p.m.	ABC	WSB	12.2	23

Evening News

10-11 p.m.	Fox	WAGA	7.5	12
11-11:30 p.m.	ABC	WSB	10.8	20
	NBC	WXIA	6.3	12
	Fox	WAGA*	3.3	6
	UPN	WUPA*	3.0	6
	WB	WATL*	2.6	5
	CBS	WGCL	1.9	4
	Pax	WPXA*	1.1	2

*Non-news programming Source: Nielsen Media Research, July 2001

RAN, RAN, RAN, RAN, RAN,
RAN, RAN, RAN, RAN, RAN,
RAN, RAN, RAN, RAN, RAN,
RAN, RAN, RAN, RAN, RAN,
RAN, RAN, RAN, RAN,
RAN, RAN, RAN, RAN, RAN,
RAN, RAN, RAN, RAN, RAN,
RAN, RAN, RAN, RAN, RAN,
RAN, RAN, RAN, RAN, RAN,
RAN, RAN, RAN, RAN, RAN,
RAN, RAN, RAN, RAN, RAN.

Sometimes the spots you care the most about
are the ones that *didn't* run.

Know exactly when, where, and if your television and radio broadcasts appeared through CMR's Broadcast Verification Services. • With overnight delivery via the Internet – available by 8am – and unprecedented accuracy using VEIL2 technology, BVS puts you in the know – now! • BVS information helps you make media buying more efficient, your programs more effective and gives your clients the information fast enough to make a difference in their bottom line.

- To get the best results for your programming schedules, look to the experienced leader for the most accurate proof-of-performance information – CMR's Broadcast Verification Services. • To learn more, call 212-991-6000 or visit www.cmr.com.



Market Profile

RADIO LISTENERSHIP

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WSB-AM	News/Talk	12.5	9.1
WVEE-FM	Urban	8.7	8.8
WKHX-FM	Country	6.5	5.2
WSTR-FM	Top 40	5.7	5.4
WALR-FM	Urban Adult Contemporary	5.6	4.3
WKLS-FM	Rock	5.3	4.9
WNNX-FM	Modern Rock	4.8	5.2
WHTA-FM	Urban	4.1	4.9
WSB-FM	Soft Adult Contemporary	3.9	4.4
WPCH-FM	Soft Adult Contemporary	3.3	3.6

Source: Arbitron May-June-July 2001 Radio Market Report

"That Clearly Matters." Despite the changes, WGCL's newscasts finished a lowly sixth in evening- and late-news time periods in the July sweeps. The station's ratings problems are partly attributable to its high channel position (46).

Meredith has been proactive in acquiring solid syndicated fare for WGCL, including *Everybody Loves Raymond*, which last month joined the station's lineup in a double-run from 7 to 8 p.m. In fall 2002, WGCL is scheduled to add *Maury Povich* and reruns of *Dharma & Greg* in syndication.

While AOL Time Warner's TBS is a cable superstation in the rest of the country, in Atlanta the station, WTBS-TV (Channel 17), is a local broadcast outlet.

In local cable, AT&T Broadband controls about 75 percent of the market's subscribers. AT&T operates a local cable channel, TV 33, which reaches about half of the market's cable subs. TV 33 carries a variety of programming, including high school sports. Last year, Gannett's WXIA launched an additional local newscast on TV 33. Members of WXIA's weekend anchor team host the TV 33 news, which airs from 9 to 9:30 p.m. seven days a week. The news is branded as a production of the WXIA 11 Alive news team.

According to Scarborough, cable penetration in Atlanta is a strong 77 percent, above the average of 73 percent for the country's top 50 markets. In addition, 16 percent of households are connected to satellite TV service, also exceeding the national average.

Atlanta's newspaper business was somewhat soft last year, as total advertising spending declined to an estimated \$41.5 million from \$467.2 million in 1999, according to Nielsen Monitor-Plus (see chart on page 16).

Cox publishes the morning *Atlanta Consti-*

tution and the afternoon *Atlanta Journal*. The *Constitution's* circulation is more than three-and-a-half times larger than the *Journal's*. The papers' combined daily average circ (Monday-Thursday) was 398,101 in the six months ended last March 31, a 6.3 percent decline from the same period a year earlier. Combined Sunday circ also fell sharply, dipping 4.1 percent to 651,684 in the six months ended in March.

After retrofitting its printing presses and making some modest design changes, the *AJC*

officially converted to a narrower 50-inch web width on Aug. 1. In recent weeks, the paper has launched a marketing push, tagged "News on Your Time." The new positioning, which is being supported with outdoor and radio advertising, is an attempt to "more directly appeal to our light and infrequent readers," says Paula Rattray, *AJC* vp/strategic marketing.

In January, the *AJC* began internal discussions on how to improve the paper to meet the changing needs of residents of this fast-growing market. Those talks led to an editorial reorganization, primarily affecting the *AJC's* features and Metro desks, and the creation of new beat assignments for many

reporters and editors.

John Walter, *AJC* executive editor, says that the key new slots include four national beats based in Atlanta; several lifestyle beats in the Living department; a rotating enterprise team in the Metro department; and a number of reporting positions focused on issues related to Atlanta's changing demographics.

Outdoor advertising in Atlanta is extremely competitive, with Viacom Outdoor and Clear Channel Outdoor leading the field. Viacom offers traditional bulletins and 30-sheet posters, along with transit advertising. Clear Channel claims it has the largest selection of bulletins, with coverage throughout most of the DMA. CC controls about 800 14-by-48-ft. bulletins and another 100 odd-sized bulletins; 1,100 30-sheet facings; 60 spectaculars (20-by-60-ft.); 125 8-sheets; and a wall position located in the heart of downtown on Decatur Street.

Chris Russell, president/gm of Clear Channel Outdoor's Atlanta division, says that with radio rates still quite high in the market, outdoor is pitched to advertisers as a relatively inexpensive way to get marketwide exposure.

Among other outdoor players in the area are Lamar Advertising, Douglas Outdoor Advertising and Whiteway Outdoor Advertising. The main arteries for billboards include Interstates 65, 85 and 285. —with Katy Bachman ■

NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Fulton County: 298,428 Households				
<i>Atlanta Journal-Constitution</i>	105,707*	145,601	35.4%	48.8%
Gwinnett County: 211,260 Households				
<i>Atlanta Journal-Constitution</i>	52,838*	97,091	25.0%	46.0%
DeKalb County: 235,908 Households				
<i>Atlanta Journal-Constitution</i>	62,153*	97,396	26.3%	41.3%
Cobb County: 233,366 Households				
<i>Atlanta Journal-Constitution</i>	55,151*	99,173	23.6%	42.5%
<i>Marietta Daily Journal</i>	19,035	18,534	8.2%	7.9%
Clayton County: 60,638 Households				
<i>Atlanta Journal-Constitution</i>	18,656*	28,569	23.1%	35.4%
Cherokee County: 52,045 Households				
<i>Atlanta Journal-Constitution</i>	9,400*	17,966	18.1%	34.5%
<i>Cherokee Tribune</i>	6,367	7,247	12.2%	13.9%
Douglas County: 33,461 Households				
<i>Atlanta Journal-Constitution</i>	5,327*	11,312	15.9%	33.8%
<i>Douglas County Sentinel</i>	6,091	5,227	18.2%	15.6%

*Combined daily circulation Source: Audit Bureau of Circulations

HOW TO BUY & SELL WEB ADS

IN TODAY'S TOUGH NEW WORLD

AN INTERNET MEDIA DYNAMICS SEMINAR

INCLUDING

HOW TO MEASURE, RESEARCH & TARGET INTERNET ADVERTISING & AUDIENCES

— NOVEMBER 15 & 16, 2001 —

Hilton Boston Logan Airport Hotel • Boston, MA

NEWLY EXPANDED CURRICULUM

Skills and Techniques to Package and Sell Sponsorships!

Also learn about ad product management and how to maximize revenues from ads, sponsorships, and other opportunities. . . **PLUS MUCH MORE!**

NEW!! *Optional Pre-Course Fundamentals Session*

Covering the Basics of Internet Media and Advertising
for those with under 1 year of Internet ad sales or buying experience

NEW CASE STUDIES:

***Using E-Mail for
Direct Response***

***Viral Marketing
Campaigns***

To register, visit

www.adweek.com/adweekconf

or call

888-536-8536

**SPECIAL GUEST
INSTRUCTOR:**

*Josh Gordon,
Noted Author and Lecturer
will discuss
Tough Selling in
Hard Times*

— Presented By —

**ADWEEK
CONFERENCES**

 **LAREDO GROUP**
www.laredogroup.com

— Sponsored By —

Nielsen//NetRatings

— Media Sponsor —

eMarketerTM

SRDS[®]
Interactive Advertising Source[™]



JENNIFER BISHOP

WASHINGTON

Alicia Mundy

From Navel-Gazing to Naval Ops

Pop culture finally yields to questions of life, death and real news

After World War II, people asked philosopher Simone de Beauvoir why she and her significant other, Jean-Paul Sartre, did not make a point of publicly denouncing the Nazis. Explaining why life-and-death matters under German occupation did not excite her and Jean-Paul as much as serious issues like existential despair and eternal ennui, de Beauvoir said, "We were *intellectuals*, you see."

In the wake of the terrorist attacks, de Beauvoir and Sartre have finally found worthy successors in Susan Sontag and the morally obtuse elite. Sontag complained in *The New Yorker* issue that came out on Sept. 17 that it was "self righteous drivel" to call the terrorist attacks that killed thousands of innocent civilians an "attack on civilization," adding that the attacks were a "consequence of specific American alliances and actions."

Thinkers on the right and left pounced on Sontag, perhaps presaging good news. If anything positive arises from the ashes of the World Trade Center and Pentagon, it may be that the propensity of the media to glorify self-absorbed glitterati and their subjects is coming to an end. I don't relish the prospect of endless TV hours and print pages devoted to vivisectioning military tactics. But turning our attention from navel-gazing to naval operations is a small price to pay for freedom from fatuousness.

Meanwhile, by airing all the wildly different responses to the terrorism, the media is giving people a

"in." Partisan bickering is temporarily "out," say some Washington talking heads. However, it won't be very long before biased TV commentators and political ads prey on the dead of the Twin Towers to push their agendas. On the morning of the attacks, Americans for Missile Defense, a heavily Republican organization, ran an outrageous ad in Sumpter, S.C.'s *The Item* against Rep. John Spratt, a Democrat. Spratt, the ranking member of the House Armed Services Committee, opposes George W. Bush's missile-defense program, a system that, by the way, would *not* have prevented the attacks in New York and Washington. The ad brazenly asked, "Do you know that Rep. John Spratt is trying to prevent President Bush from protecting America?" Even though the ad's timing was accidental, that kind of "thinking" right now is dangerous and needs to be addressed in the news. Its tone suggests a frightening trend, where patriotism is equated with unquestioning support for everything proposed by the White House and its party.

That trend has been echoed by letter writers and radio talk-show hosts, several of whom denounced *The Washington Post's* Mary McGrory and David Broder as traitors for asking why George Bush didn't do a better job of leadership the actual day of the attacks. Great: In the midst of terrorism, we face a revival of raw McCarthyism.

THERE IS ONE MISTAKE THE NETS AND CABLE CHANNELS HAVE MADE CONSISTENTLY:

chance to think about right and wrong, say some pundits. "The extreme falsity of the far left and right is becoming clear now," says Michael Kelly, editor of *The Atlantic Monthly*. Lumping Sontag in with Jerry Falwell and Pat Robertson, he adds, "Their beliefs are fundamentally false, not rooted in fact but in animus toward America. They hate this country and what it stands for."

Beyond this, many media trends and personae may be marginalized by the tragedy. *Vanity Fair's* editor Graydon Carter opined in *The New York Times* that the age of irony is "out." No, Graydon, *Vanity Fair* is "out." At least the *Vanity Fair* which has deified celebrity on every level, shoving B-grade actors and moribund Eurotrash in our faces, accompanied by 3,000 words on the travails of wealth and fame. And perhaps *Talk* magazine will now spare us lengthy cover stories on ingenues from *Planet of the Apes* whose most agonizing decision is whether to pose nude. Pop culture was an oxymoron anyway.

The "information class" is "out." Real reporters are

The problem with misguided fervor is that it not only muddles one's thinking, it leads to mistakes. On his radio show, Rush Limbaugh accused ABC anchor Peter Jennings of "insulting" Bush. "Little Peter couldn't understand why George Bush didn't address the nation sooner than he did," Limbaugh snapped, adding that it was a prime example of "foolish, whining, babyish, unrealistic selfishness," etc. After ABC was bombarded with more than 10,000 vitriolic calls from ditto-heads, Limbaugh learned that Jennings had *not* said the offending words. Limbaugh made a full retraction.

However, Limbaugh's overreaction is just one example of the fallout from the culture of talking heads. Hosts and guests cheerfully comment on issues of which they have no knowledge, in order to generate buzz. Ann Klenk, who created several political talk shows, has complained repeatedly that producers and bookers began losing control of their shows a few years ago, when they moved away from having real journalists on the air and substituted partisan opinion. Book-

ers need to think outside the box at this time, find more true experts and seasoned reporters, and not regurgitate the “usual suspects” who made their name in the era of Bill Clinton’s sex scandals. (Add Jesse Jackson to that list, please.)

The media should beware of patriotism being abused in the name of censorship. Bill Kovach, the ex-*New York Times* Washington bureau chief, has noted that shortly after the attacks, both Defense Secretary Donald Rumsfeld and President Bush said they would not discuss intelligence—but no one had asked any questions about it. Bush reiterated that a few days ago, as though he were being pummeled with questions about our most delicate secrets. It sounds as though the Administration is preparing for ways to ward off appropriate questions and news stories later, if reporters learn that the government is screwing up or mishandling its new powers.

In regular news coverage, MSNBC has fielded an all-star team. The use of Dr. Bob Arnot in Karachi is inspired and only topped by Ashleigh Banfield, anywhere. Without overstating the obvious, she spoke with an urgency about the Trade Center destruction and the rescue attempts that kept you glued to her network. That same focused delivery is working well in her reports from Pakistan. Chris Matthews has become even sharper, demanding guests to actually answer the questions he asks them; *Hardball* has become the no-spin zone.

CNN was just starting to rebuild itself under *Time*’s former editor Walter Isaacson when the planes struck. It was quickly apparent that CNN reporters have great sources at the State Department and with key congressional leaders. Wolf Blitzer has received a second lease

comforting, as well as professional. Tom Brokaw’s return to “the street” provided New York City Mayor Rudy Giuliani with a chance to politely skewer the Bard of The Greatest Generation. As they stood among the ruins at Ground Zero, Giuliani interrupted Brokaw to tell him that the current generation is the proud successor to the last one, and it will do just fine, thank you, Tom.

There is one mistake that all the networks and cable channels have made consistently: not following up on stories reported earlier. By the end of Week One, there were dozens of reports on other scares and leads in the terrorist network. Each was reported like a three-alarm fire, only to be forgotten shortly afterward.

For instance, on Saturday, Sept. 15, Fox and others headlined a story about a massive manhunt in Mexico for nine terrorist suspects who had fled the U.S. What happened to that story? Did we catch them? The news divisions need a clearinghouse to track what’s been reported and make sure someone follows up a few hours later, even if only to say, “We don’t know where that situation stands.”

Finally, there’s one area where

NOT FOLLOWING UP ON STORIES REPORTED EARLIER.

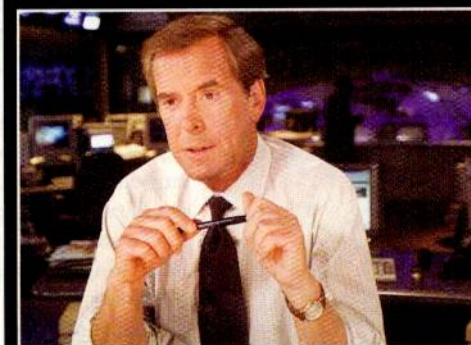
on life. The status of his evening show was said to be “unclear.” Now, he’s completely in his element, his knowledge of the Middle East and U.S. foreign policy forcing Washingtonians to either switch channels frequently or tape him each night.

Fox News Channel’s forte is its contacts with John Ashcroft’s Justice Department. At the start of each hour, I find myself turning to Fox for a comprehensive update on all the major story lines. But its claim to objectivity fell off on Day One, when it began interrupting breaking news for commentary from a largely conservative GOP crew. Bringing back Newt Gingrich for endless pontificating was silly and obviously partisan. At this time, Gingrich may be the only person in America more irrelevant than Bill Clinton.

Among the network anchors, CBS’ Dan Rather silenced many of his traditional detractors by showing that there’s nothing like the voice of experience in a time of panic. Peter Jennings was particularly moving in his comments and, during the worst part of Sept. 11,

all the TV and print outlets have shone: humanizing the victims. Even more than two weeks after the attacks, all outlets are keeping faces and families in the news. And instead of focusing too much on an individual tale, most of the outlets have discovered that they have more impact by delivering shorter stories about many individuals who have been lost. Without flag-waving, this technique has helped keep viewers from getting numb to the numbers. And, without relinquishing objectivity, it’s keeping everyone focused on the enormity of the story. That’s a worthy goal of journalism right now, because in the end, all stories are really about people. ■

Alicia Mundy is Mediaweek’s Washington bureau chief.



From top: Rather silenced the critics with his solid delivery; Brokaw broke out of the studio to go back to “the street”; Jennings, sans jacket, comforted viewers on the day of the attacks.



OPINION

Catherine Seipp

Gilligan's Island vs. The Taliban

Anti-Americans around the world hate TV's paean to democracy

ESPECIALLY ANNOYING TO ANTI-AMERICANS ACROSS THE GLOBE, THE CASTAWAYS HAVE LITTLE REGARD FOR INDIGENOUS CULTURE ON THE ISLAND.



The Skipper and Gilligan: Naïve, childish Americans who always prevail

TURNER ENTERTAINMENT CO.

Why do they hate us?

Here are some of the usual answers: Israel. McDonald's. The Gulf War. Infidel American women who run around in short skirts with heads uncovered. Hollywood. U.S. arrogance and naïvete about other cultures.

To all that, I suggest another reason: *Gilligan's Island*. Shakespeare scholar and literary critic Paul Cantor wrote *Gilligan Unbound: Pop Culture In the Age of Globalization* before the Sept. 11 terrorist attacks. (The book will be published in November.) But his argument that *Gilligan's Island* was really, at its core, not just a silly '60s sitcom but a paean to American democracy is particularly noteworthy right now, in the wake of the disaster.

Gilligan's Island premiered in 1964 on CBS, to almost uniformly terrible reviews. But since then, it has never, not even once, been off the air. For 12 years, *Gilligan's Island: The Musical* (cowritten by the TV show's creator, Sherwood Schwartz) has been touring theaters across the United States. On Oct. 14, CBS presents the latest in Gilliganiana: a new TV movie called *Surviving Gilligan's Island: The Incredibly True Story of the Longest Running Three-Hour Tour In History*.

Gilligan's typically clueless comment when a visiting banana-republic dictator proposes making him the puppet leader of the island ("I was the president of the eighth-grade camera club"), Thurston Howell III's lament about the possibility of an island election ("The whole thing sounds so darn democratic")...all this and every other bit of the *Gilligan's Island* political philosophy has been dubbed into 30 languages.

Somewhere in the world, someone right now is watching the show's central idea that, as Cantor puts it, "a representative group of Americans could be dropped anywhere on the planet—even in the middle of the Pacific Ocean—and they would still feel at home—indeed, they would rule." Unfriendly countries probably find this infuriating. But friendly ones don't seem to mind. At the *Surviving Gilligan's Island* press conference, a British journalist plopped himself down next to me and began happily singing his version of the theme song: "Just sit roight back and 'ear a tile, a tile of a fightful trip..."

If the *Gilligan* theme song is so embedded in viewers' minds, so, perhaps, is its subliminal message to an entire generation around the world. As Dawn Wells (who played Mary Ann) remarked as she surveyed a room packed with reporters: "We raised you!"

Perhaps especially annoying to anti-Americans across the globe, the castaways have little regard for whatever indigenous culture they find on the island. When they put on a show, it's a festival of Dead White Males: a

musical version of *Hamlet*, to the tune of *Carmen*.

Academics are famous for reading all sorts of strange ideas into texts. But in the case of *Gilligan's Island*, Cantor is not simply projecting images onto an inkblot. Creator Sherwood Schwartz notes in his own book about the series, *Inside Gilligan Island*, that "I know about the social content of my show, and the seven characters were carefully chosen after a great deal of thought."

Schwartz named the castaways' ship, the S.S. *Minnow*, as a jab at then FCC chairman Newton Minow, who'd famously characterized television as "a vast wasteland." He recalls CBS chief William Paley's horror—"I thought it was supposed to be a comedy!"—at Schwartz's description of *Gilligan's Island* as a social microcosm. Schwartz's response is a classic of let's-save-the-pitch quick-thinking: "It's a funny microcosm!"

Viewed through the prism of America's enemies, it's easy to see how the *Gilligan's Island* gang represents everything Muslim fanatics and their sympathizers hate. As Cantor describes it, "The Skipper embodies American military might, the Professor represents American science and technological know-how, and the Millionaire reflects the power of American business...the presence of The Movie Star among the castaways even hints at the source of America's cultural domination of the world—Hollywood."

Extending this trope, I would add that the Millionaire displays an unseemly Western uxoriousness toward his one wife; any self-respecting Saudi millionaire has, like Osama bin Laden, at least four. Mary Ann, besides her fondness for short-shorts, is offensively spunky to anyone who thinks women belong in robes and head scarves. She's the type of virgin who offends the fantasies of suicide bombers everywhere, as she obviously wouldn't even give them the time of day in paradise.

And then there's Gilligan, the essence of the naïve, childish American—as Americans are so often described, ad nauseum, abroad. But bumbling, unsophisticated Gilligan has a way of ruining the plans of every Soviet cosmonaut or Third World dictator who drops by. "Representing the average citizen at his most ordinary," Cantor writes, "Gilligan presides over a kind of democratic utopia on the island and is repeatedly called upon to act as its savior." What's more, he always prevails.

Why do they hate us? It just may be because of *Gilligan's Island*. Yes, this is sort of a silly answer. But it's still smarter than the question. ■

Catherine Seipp is a writer based in Los Angeles.

Culture Trends

MTV's BUZZWORTHY

Buzzworthy songs are usually by new, up-and-coming artists who MTV believes have special potential. Of the videos designated as Buzzworthy, the vast majority have been certified gold or platinum.

Week of 9/24/01

Artist/Group: Fabolous
 Song/Video: "Can't Deny It"
 Album: *Ghetto Fabolous*

Discovered by DJ Clue, who also helped introduce the likes of DMX, Notorious B.I.G. and Foxy Brown, Fabolous' debut record opened at #4 on the Billboard Top 200. Also hot off a duo effort with Lil' Mo on the hit "Superwoman Pt. 2", he's due to team with Mariah Carey and Macy Gray by years end...

Artist/Group: P.O.D.
 Song/Video: "Alive"
 Album: *Satellite*

This Christian metal outfit from San Diego just released *Satellite* - their fourth record. Yet another band covering all the bases, fusing so many musical styles as to risk becoming faceless. But at least they're not followers to this trend. They've been at it since 1992. By the way, P.O.D. stands for Payable On Death (scary!)...

©2001 MTV

The Hollywood Reporter's Box Office

For weekend ending September 23, 2001

This Week	Last Week	Picture	3-Day Weekend Gross	Days in Release	Total Gross Sales
1	1	Hardball	8,058,338	10	19,280,569
2	5	The Others	5,083,004	45	80,084,619
3	2	The Glass House	4,407,767	10	11,661,890
4	3	The Muskateer	3,549,955	17	22,671,145
5	6	Rush Hour 2	3,520,978	52	215,615,683
6	4	Two Can Play That Game	3,212,217	17	18,188,869
7	9	Rat Race	2,939,170	38	51,524,950
8	10	Rock Star	2,933,530	17	15,125,632
9	7	Jeepers Creepers	2,774,511	24	33,565,670
10	8	American Pie 2	2,688,600	45	139,657,509
11	New	Glitter	2,414,596	3	2,414,596
12	11	The Princess Diaries	1,948,295	52	102,573,608
13	New	Megiddo: Omega Code	1,573,454	3	1,573,454
14	17	Legally Blonde	1,327,441	73	92,127,850
15	12	O	945,946	24	14,404,447
16	13	Jay and Silent Bob Strike Back	870,347	31	29,235,953
17	14	Captain Corelli's Mandolin	821,735	38	24,638,080
18	15	Summer Catch	668,182	31	19,037,255
19	16	Planet of the Apes	662,939	59	177,228,567
20	21	Shrek	662,761	131	264,752,789
21	31	The Deep End	659,788	47	7,745,879
22	31	America's Sweethearts	652,008	66	93,008,426
23	19	Jurassic Park III	639,470	68	178,818,340
24	24	The Score	426,522	73	70,307,038
25	25	Ghost World	373,048	66	4,694,484
26	22	Tortilla Soup	364,213	31	3,420,222
27	20	Soul Survivors	351,416	18	2,571,651
28	27	The Fast and the Furious	323,745	94	143,424,975
29	26	American Outlaws	312,405	38	12,726,841
30	29	Bread & Tulips	302,496	59	2,126,611

©2001 The Hollywood Reporter

Culture Trends

MTV Top 20 U.S. Countdown

Week of 9/24/01

1. Jennifer Lopez "I'm Real"
2. Jay-Z "Izzo (H.O.V.A.)"
3. P.O.D. "Alive"
4. Nate Dogg Fabolous "Can't Deny It"
5. Trick Daddy "I'm a Thug"
6. Ginuwine "Differences"
7. Janet Jackson "All for You"
8. Sum 41 "We Right Here"
9. Puddle of Mudd "Control"
10. Weezer "Island in the Sun"
11. R. Kelly "Feelin' on Your Booty"
12. Mary J. Blige "Family Affair"
13. Missy Elliott "One Minute Man"
14. Nickelback "How You Remind Me"
15. Michelle Branch "Everywhere"
16. P. Diddy w/Black Rob "Bad Boy for Life"
17. Macy Gray "Sweet Baby"
18. Bubba Sparxx "Ugly"
19. Staind "Fade"
20. Alien Ant Farm "Smooth Criminal"

©2001 MTV

Top R&B / Hip-Hop Albums

The top-selling albums compiled from a national sample of retail store sales.

This Week	Last Week	Weeks on Chart	Artist	Album
1	1	3	Jay-Z	The Blueprint
2	-	1	Gerald Levert	Gerald's World
3	2	2	Fabolous	Ghetto Fabolous
4	4	6	Maxwell	Now
5	3	4	Mary J. Blige	No More Drama
6	7	4	Brian McKnight	Superhero
7	5	10	Aaliyah	Aaliyah
8	9	13	Alicia Keys	Songs in a Minor
9	-	1	Macy Gray	The ID
10	12	7	Usher	8701

©2001 Billboard/SoundScan, Inc.

Top Country Albums

Compiled from a national sample of retail store sales.

This Week	Last Week	Weeks on Chart	Artist	Album
1	-	1	Martina McBride	Greatest Hits
2	1	42	Soundtrack	O Brother Where Art Thou?
3	2	4	Toby Keith	Pull My Chain
4	4	22	Tim McGraw	Set This Circus Down
5	3	60	Soundtrack	Coyote Ugly
6	5	6	Alison Krauss	New Favorite
7	7	52	Kenny Chesney	Greatest Hits
8	6	13	Lonestar	I'm Already There
9	8	70	Lee Ann Womack	I Hope You Dance
10	9	44	Tim McGraw	Greatest Hits

©2001 Billboard/SoundScan, Inc.

EAST

SERVICES & RESOURCES

Minimum run for any ad is one calendar month (3,4 or 5 issues, depending on the month). New ads, copy changes, and cancellations are due by the third Thursday of the current month for appearance the following month. **RATES: \$49 per line monthly; \$304 per half-inch display monthly. ALL ADS ARE PREPAID.** Monthly, quarterly, semi-annual and annual rates available. Orders and copy must be submitted in writing. Mastercard, Visa, and American Express accepted. Call Sara Weissman at 1-800-7-ADWEEK. Fax 646-654-5313.

ADVERTISING INTERNET RESOURCES

HAS YOUR Killer web site Hit a Technical Dead End? Blast Your Way Out With METAFUSE.

We're not Web-site designers. We're a programming SWAT team for the hard-core interactivity that puts your killer Web sites ahead of the pack and top-of-mind.

949.476.6499
www.metafuse.com

ADVERTISING SPECIALISTS

Results-based fee. Exposure on pro racing team 2002 tour.
TAmshay@exposure-plus.com

ADVERTISING SPECIALTIES

PAKTITES® COMPRESSED T-SHIRTS

This PakTite® is an X-Large Heavy-weight T-Shirt!

Many stock & custom shapes available! Great for GWP's, Tradeshow Giveaways and On-Pack Promotions. Include coupons, catalogs and event schedules inside packages.

TOWELS TOWELS

COMPRESSED AND FLAT TOWELS

Screen printed towels of all sizes and weights, low minimums, quick delivery; Also patented Matrix® photo towels

3-STRIKES CUSTOM DESIGN
1905 ELIZABETH AVE. RAHWAY, NJ 07066
Tel: 732-382-3820 Fax: 732-382-4092
E-mail: customerservice@3strikes.com Web Site: www.3strikes.com

ART DIRECTION

F/L A/D 212-873-2381

HANDY MACANDY F/L AD (212) 988-5114

Not your average AD* Dick G. 212.213.5333

Sr. AD/designer, www.mollicastudio.com

TALENTED AD/DESIGNER
Beautiful print/collateral/adv/promo portfolio. Concept to finished Mac exp. 212-496-0453

ART/DESIGN SERVICES

B E R N I
MARKETING | DESIGN

Unleashing the Power of Your Brand

Independent for 64 years and still growing

- Brand Creation
- Corporate ID
- Naming
- Packaging
- Environmental Design
- Perception Research

WWW.BERNIDESIGN.COM | 203.661.9007

ART/DESIGN SERVICES

Enablers

At Freelance Advancers, we're artists and writers ourselves... Who better to place quality creatives in premier freelance and staff positions? Our personal attention enables the best matches - and has since 1987. So call, e-mail or fax us today: We're putting our talent to work!

- ▲ Graphic Designers
- ▲ Production Artists (Traditional / Digital)
- ▲ Art Directors / Creative Directors
- ▲ Copywriters / Editors / Proofreaders
- ▲ Trafficking / Project Management
- ▲ Pre-Press / Print Production
- ▲ Illustrators (Traditional / Digital)
- ▲ Web Site Development ...and more!

Freelance Advancers (212) 661-0900
420 Lexington Avenue, Suite 2007 New York, NY 10170
www.freelanceadvancers.com info@freelanceadvancers.com

ART/DESIGN SERVICES

BRANDESIGN
Where does one stop and the other start?

Corporate identity, websites and other business collateral.

www.courtneyco.com
212-594-1748

COPY/CREATIVE

HEAVY CREATIVE

An executive copywriter from Y&R, an executive art director from O&M, all the awards and, best of all, now you can afford us. Before you think twice, call once.

212.769.4545
See our work at www.heavycreative.com

ART/DESIGN SERVICES

INVISION GRAPHICS

INVISION GRAPHICS offers the most creative and dynamic graphic concepts from start to finish.

- ➔ WEB DESIGN
- ➔ COMPANY PRESENCE
- ➔ CAMERA READY ART
- ➔ ADVERTISING

Call STEVE At: 718-544-7670
www.invisiongraphics.com

COPY/CREATIVE

What's the big idea? DG 212.213.5333

COPYWRITING

BAD COPY.
...Overpriced, too!
Ken Copel
(310) 581-5346

Chiat/Day senior writer
(415) 563-8800 email: chuck@thegeze.com

Copywriter. Fast. Fearless. Freelance. (212) 724-8610.

COPYWRITER/EDITOR
You're too busy, so let me handle last-minute writing projects and editorial dilemmas.
Call Jennifer at 610-495-2134.

CORPORATE COMMUNICATIONS
Expert writing for Web or print. See me at usable-thought.com or call 914-478-8420

Crisp copy that SELLS!
See sample at www.TheRapidWriter.com or call (732) 438-0632

Ex K&B ACD 201-788-3311
click on: http://homepage.mac.com/Shelma1/

Fincl Svcs, B-to-B, Long Copy
Savvy, award-winning copy pro
Ads, brochures, annual rpts, direct response, advertorials, more. 201-445-1686

FREELANCE COPYWRITER
Thinks strategically. Writes creatively. Good. Fast. Very experienced.
Call Patt (212) 595-6780

Top copy pro @ low rates (212) 439.1845

Women's target specialist. Julie Wieden
781-659-9359 wiedencomm@mediaone.net

www.CreativeCopywriter.com
See for yourself.

CREATIVE

Push the right buttons. D. Grider
212.213.5333

EAST SERVICES & RESOURCES

CREATIVE SERVICES

robot team

more creative than humanly possible • 718 222 3161

HONDA COLLATERAL DESIGN DIRECTOR
310 318-2266 or francisbob@earthlink.net

IS YOUR BRAND BROKEN?
Call Atomic Toolbox 312.409.5798
Brand re-building. Strategy.
Creative. Hair removal.

FILM/VIDEO PRODUCTION

Creative Oasis 425-830-7633

VA-a Film & Video Production Company
In the exotic Caribbean
We do commercials, documentaries.
Features, 35 and 16 mm, Arri BL Packages
Beta Cam, Digital and DV Video Cameras
Lighting/Grip Equipment
State of the Art Editing Facilities
Graphics and Animation
Local and Los Angeles-based crew
VA...PRODUCTIONS
76 TRAGARETE ROAD
NEWTOWN, PORT OF SPAIN, TRINIDAD
TEL:868-622-3104 FAX:868-622-3097
E-MAIL:vafilms@tstt.net.tt
WEBSITE: www.vafilmstnt.com

GOLF PROMOTIONS

Licensed PGA TOUR products & Players
protourmem.com / 800-465-3511

GRAPHIC DESIGN SERVICES

WE SPECIALIZE IN
POWERPOINT ppt
www.lughstudio.com 718.230.0601

INSURANCE

ARE YOU PAYING TOO MUCH FOR YOUR INSURANCE?

We specialize in insurance for advertising & media firms.

Our rates are the most competitive in the industry!

- Advertiser's Professional Liability
- Property & Liability Coverage
- Life & Disability Insurance
- Group Health, Dental, & Pensions
- Homeowners, Auto, Jewelry & Fur
- Coverage for Freelancers too!

Call for a quotation with no obligation.
Adam Wolfson, CIC @ 212-370-3900
Arnold K. Davis & Company, Inc.

MARKETING CONSULTANTS

WANT HELP?
Marketing Consulting. Proposal Writing.
Brand Building. Thorough.
ZBC, Inc., Len Zimmerman (212) 860-3107
www.zbcinc.com

MEDIA BUYING & PLANNING SERVICES

SMALL TO MID-SIZED AGENCIES
Let Us Show You How You Can
* provide your clients improved media service
* reduce your clients' media costs
* reduce your own operating costs
MEDIA FIRST INTERNATIONAL, INC.
New York-212-686-3342 X 222
Minneapolis-612-630-1102 X 1

Bratman Media-Media Buying Specialists
Call 973-633-6711

HIRE A MEDIA GUERRILLA
Rent my 25 yrs of exp as your in-house
agency. Call Al Romano at 212-463-9292
email: Aromano@lbladvertising.com

Media Planning Consultant - Over 10 years
experience/In-house or off-site assignments
www.mediamercenary.com
Call 718-745-2225

MORE BANG FOR YOUR BUCK
Credit card billing statement inserts, cable
bills, outbound catalog packages, frequent
flyer statements, product sampling paks,
co-ops, free standing inserts and more.
Everyday Media (212) 481-7300

PRINTING

 John Zap Printing, Inc.
Complete Print Production
Commercial
Web & Sheet Fed Printing
Accurate, On-time, Cost Effective
V-212.219.3339 & F-212.219.3337

PROOFREADING

EDITORIAL EXPRESS
EXPERIENCED - FAST - PRECISE
Advertising • Collateral
Catalogs • Annual Reports
Magazines • Manuals
Call: 508-697-6202
Fax: 508-697-7773

RADIO COMMERCIALS

The other guys charge a fortune
to cover the cost of their big space ads.
Our Clio-winning Productions sound great,
too. But when you hear our prices,
they sound unbelievable.
800/789-RADIO
Sounds almost too good to be true.

www.kenrayzor.com

www.killerradio.net

RADIO PRODUCTION


"We love writing radio. Really. We do!"
9 1 7 . 7 5 3 . 9 5 6 6

www.spotguy.com

RADIO PRODUCTION

"GET ME MR. BIGG!"

Mr. Bigg's radio
campaigns have helped
Coca-Cola, AT&T,
Disney, Sprint,
Johnson & Johnson,
Goodyear & White Castle
get even bigger. He can
help you get bigger and
bedder, too!



Call or email us for your free demo CD or visit us at www.sarley.com

Sarley, Bigg & Bedder
Radio at its best
Phone 323-969-9767 Fax 323-969-9343 Email info@sarley.com

RADIO PRODUCTION

ONE IN FIVE PEOPLE CAN'T READ.

[Which makes our ads at least 20% more effective than print.]



RADIO WRITING & PRODUCTION
206.624.9700 www.outerplanetradio.com

RADIO MERCURY GOLD AWARD WINNER

RADIO PRODUCTION

If Radio
Writers
Were Wives,
We'd Have
To Move
To Utah.

With a harem of more than 20 of
the country's top copywriters,
we're creating the kind of award-
winning radio other production
companies can only fantasize about.

 **Oink Ink Radio**
New York / Los Angeles
800-776-OINK

Call today for
our latest CD.

Catch a Creative Genius with ADWEEK CLASSIFIED

EAST SERVICES & RESOURCES

RADIO PRODUCTION

bert berdis & company

We're like a push-up bra for radio...

We help you lift and separate.

Bert Berdis

work with the best in the business
 bertberdisandco.com
 call for the reel 323-462-7261

RADIO PRODUCTION

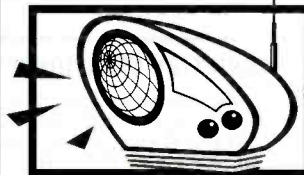
A STORY IN EVERY SPOT

www.radio-ranch.com
 Phone (323)462-4966

RADIO PRODUCTION

**WADIO:
 IT'S LIKE
 WIDE-
 SCREEN
 RADIO.**

www.wadio.com



WorldWideWadio
 HOLLYWOOD

LA: 323 957 3399 · NY: 212 768 9717

Catch a Creative Genius
ADWEEK CLASSIFIED

**USE ADWEEK MAGAZINES
 TO GET NATIONAL EXPOSURE.**

Looking for the perfect job?
ADWEEK CLASSIFIED

REPORT COVERS

QUALITY COVERAGE.

- Cotton Covers, Folders, Envelopes
- Quality Materials
- Quality Manufacturing
- Quality Customizing

9610 Skillman Dallas, TX 75243
 Toll-free: 866-LOCKHART (562.4278)
 Fax 214.348.3782 www.reportcovers.com

LOCKHART
 We Cover The World's Most Important Professional Work

Serving professionals for over 20 years.

SWEEPSTAKES

Sweepstakes.Web Promotions.Administration
 Go to www.cfacomp.com or Eric 888-371-3742

TRANSLATIONS/LANGUAGE SERVICES

www.The-Translation-Station.com

VOICE OVER

Hear recent work now!
 johnmatthew.com

YELLOW PAGE SERVICES

O'Halloran Advertising Inc.
 Serving Clients' National & Regional
 Directory Advertising Needs
 For Over 30 Years: Call For FREE Analysis
 800.762.0054 x222 ohalloranagency.com

OFFERS & OPPORTUNITIES

NOTICE

ATTN: ADWEEK CLASSIFIED ADVERTISERS:
 ADWEEK Classified closes on **Wednesdays at 4:30 p.m.**

All copy and artwork must be in our New York office **no later than WEDNESDAY**. Copy received after Wednesday will be held and run in the next available issue. We appreciate your cooperation.

BUSINESS OPPORTUNITIES

Attention AE's

Earn More On Your Ad Accounts!

Keep half the profits from your accounts and be more in control of your future! If you are interested, contact us in confidence at our Long Island Office: **1-800-223-9227**

Visit our website: www.admethods.com

INVITATION TO NEGOTIATE

The Florida Lottery plans to issue a solicitation by October 31, 2001 to request proposals for provision of advertising and related services as follows: General Market Advertising / Spanish Language Hispanic Market Advertising/Public Relations Services. To request a copy of the solicitation, forward your request to: purchasing@flalottery.com or fax your request to (850) 487-7760. Include: Company name, address, phone & fax number, and contact name.

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

OFFERS & OPPORTUNITIES

REQUEST FOR PROPOSAL

MetroPlus Health Plan, an Article 44 health maintenance organization and subsidiary corporation of the New York City Health and Hospitals Corporation (HHC), has issued a **Request for Proposals (RFP)** for a vendor to conceptualize, script, pre-produce, shoot, edit, post-produce and duplicate a five-to-seven minute video that will include animation and live action. The video will have both English and Spanish soundtracks. Proposers must demonstrate expertise and experience in developing similar products. An optional pre-proposal conference is scheduled for 2:00 p.m. on Wednesday, October 17, 2001 at MetroPlus Health Plan, 11 West 42 Street, 2nd Floor -Executive Conference Room. Prospective vendors wishing to receive an RFP should contact:

Mari S. Gold
 Director, Communications
 MetroPlus Health Plan
 11 West 42 Street, 2nd Floor
 New York, NY 10036
 Telephone: (212) 597-8880
 Fax: (212) 597-8666
 Refer to document #100912R005

NOTICE

ATTN: FREELANCERS

ADWEEK can offer you the exposure you need in our **Services & Resources** section. If you need to get your service out to the people who matter, you need to advertise **now**.

Call for info
 1-800-7-ADWEEK

SUBSCRIPTION QUESTIONS?

Need Information about a subscription to ADWEEK, BRANDWEEK, or MEDIAWEEK? For fast service, call our subscriber hotline TOLL FREE:

1-800-722-6658

CATCH A CREATIVE GENIUS

EMPLOYMENT

MEDIA COORDINATOR

Media Department of central a Connecticut ad agency seeks Media Coordinator. Responsibilities include reserving print and broadcast advertising, issuing insertion/broadcast orders, maintaining media schedules/reports, invoicing and reconciliation.

Must be proficient in Microsoft Excel and Word. Strata experience helpful, but not required.

Please e-mail resume and salary requirements to: cindyh@keiler.com

KEILER & COMPANY

Media Directors-NYC Need You For Biz Dev

If you are currently an MD or AMD
 Our Client NY's Hottest Media Shop
 needs you to pitch new biz

Director Of Magazines

Same great shop Need super Print /Mag Negotiator
 Contact Lee Rudnick
 DBI Media Executive Search
 DBINY@aol.com
 Ph:212-983-7072 (8AM-12 mid)
 Fax:212-297-1733
 www.dbiny.com

ADVERTISE CALL 1-800-7-ADWEEK

Catch A Creative Genius With Adweek Classified

EMPLOYMENT

MOUNT HOLYOKE

www.mtholyoke.edu

Graphic Designer

The Office of Communications at Mount Holyoke College seeks an experienced individual for the position of Graphic Designer. This position is responsible for designing and producing admission, development, and internal college publications. Qualified applicants must have at least five years' experience working with writers, copyeditors, 2-8 color printers, photographers, illustrators, and service bureaus. Skills required include mastery of QuarkXPress, Photoshop, and Illustrator. Web design and other multimedia experience are highly desirable. This position requires a highly creative and detail-oriented individual who can work well independently and as part of a team and prioritize and manage multiple projects with deadlines. Experience working in a higher education setting a plus.

Mount Holyoke College is a highly selective, nondenominational, residential, liberal arts college for women with a student body of approximately 2,000. It is a part of the five-college consortium consisting of Amherst, Hampshire, Mount Holyoke, and Smith Colleges and the University of Massachusetts at Amherst. The College is recognized worldwide for its rigorous and innovative academic programs, its global community, its legacy of women leaders, and its commitment to connecting the work of the academy to the concerns of the world.

Applicants should submit a letter of interest, a resume, and work samples to: Mount Holyoke College, 50 College Street, 1 Skinner Hall, South Hadley, MA 01075-1453. Review of applications will begin immediately and continue until the position is filled.

Mount Holyoke College is an Affirmative Action, Equal Opportunity Employer committed to fostering diversity in its faculty, staff and student body. Women and people of color are encouraged to apply.

Prepress PRODUCTION/CSR

Midtown prepress company seeks production person/customer service rep. Minimum 5 years experience. Send resume to:

ADWEEK, Box 2302
 770 Broadway, 7th Floor
 New York, New York 10003

Account Executive - NYC Based Los Angeles & Atlanta Magazine

LOS ANGELES and ATLANTA magazines have an immediate opening in the New York office. The ideal candidate will possess a strong media/marketing background and 3-5 years experience in sales. We maintain a high standard of quality that demands self-motivation, high-energy and creativity, along with excellent verbal and writing skills. A background in luxury goods is a plus. Computer knowledge required.

Respond with resume and salary history in confidence to:

Helshi Lockwood, Emmis Publishing
 National Sales President
 60 East 42nd Street, Suite 1103
 New York, NY 10165-0098 or e-mail to:
 hlockwood@epns.emmis.com

No phone calls please
 Equal Opportunity Employer

GRAPHIC DESIGN TEMPORARY FULL-TIME

Newsweek Magazine seeks a TEMPORARY FULL-TIME GRAPHIC DESIGNER to create effective advertising sales and branding materials including, but not limited to: single-sheets, cover wraps, scans, mock-ups, invitations, presentations and interactive media. The successful candidate will have 3-5 years design experience, preferably in a magazine environment, and must be proficient in Quark, PowerPoint, PhotoShop, and Illustrator. Flash preferred but not required.

For confidential consideration, please send your salary requirements, cover letter and resume to:

Newsweek

Attn: Dan Vendetti
 251 West 57th Street
 New York, New York 10019
 e-mail:
 dan_vendetti@newsweekmag.com

Only those candidates we wish to interview will be contacted.

Equal Opportunity Employer M/F/D/V

TEACH COPYWRITING AND ADVERTISING AT VCU

Visit www.has.vcu.edu/mac/for details. VCU is an equal opportunity/affirmative action employer. Women, minorities and persons with disabilities are encouraged to apply.

ADVERTISE CALL 1-800-7-ADWEEK

RATES for Employment and Offers & Opportunities

1-800-7-ADWEEK Classified Manager: Sara Weissman

Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$192.00, 1/2 inch increments: \$96.00 week. Rates apply to **EAST** edition. **Special offers:** Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$35.00 per insertion. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

The identity of box number advertisers cannot be revealed. If ADWEEK must typeset ad, charge is \$25.00. **Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m.** If classified is filled prior to closing, ads will be held for the next issue. **Classified is commissionable when ad agencies place ads for clients. No proofs can be shown.** Charge your ad to American Express, Mastercard or Visa. **ADWEEK CLASSIFIED. 770 Broadway, 7th fl. New York, NY 10003. 1-800-723-9335 Fax: 646-654-5313.**

HELP WANTED

Sponsorship/Promotions Manager

Feld Entertainment*, the world's largest producer of live family entertainment, is seeking an energetic and experienced Sponsorship/Promotions Manager to manage current partner relationships and develop and implement promotional programs in support of Ringling Bros. and Barnum & Bailey™ and Disney On IceSM tours.

Based in Vienna, VA (Washington, DC, Metro Area), the Manager will also identify and establish new regional and national promotional and sponsorship partners.

The ideal candidate will have 5-7 years of promotions and account management experience and a demonstrated ability to develop and implement innovative marketing programs.

If you are interested in becoming part of a dynamic team dedicated to marketing excellence please forward your resume and salary requirements (required) to Job Code: SAAMRB, Fax (888) 435-3939 or e-mail to Feld@alexus.com. EOE.



**Director Ad Sales
Marketing & Sponsorships**

A&E Television Networks has an opportunity for a Director, Ad Sales Marketing and Sponsorships. Will develop strategy and plan to optimize the position and value of all four AETN Networks in the ad sales marketplace. Will sell ad sales programming sponsorships and function as primary link between ad sales, programming and consumer marketing.

The qualified candidate must possess a BA preferably in Marketing or Business Administration. 5 to 10 years cable experience in marketing and promotion. Knowledge and work experience with NAS. Must have strong communication, collaboration, organizational and analytical skills, as well as strong computer skills.

For immediate consideration, please forward or fax your resume with salary requirements to:

A&E Television Networks
Attn.: H. R. Dept./DirAdSls

235 East 45th Street, New York, NY 10017
OR FAX: (212) 907-9402

Email: recruiter2@aetn.com

NO PHONE CALLS PLEASE, EOE M/F/D/V



**ADVERTISING SALES
NEW York**

The Hollywood Reporter, the leading daily entertainment trade publication, is seeking an aggressive advertising salesperson on the East Coast. The ideal candidate will have advertising sales experience in publishing or other related media and possess dynamic closing skills. Must be able to work well under pressure and handle daily deadlines. Great career opportunity. Competitive compensation package.

Mail resume and salary history to:

Eastern Sales Director
The Hollywood Reporter
770 Broadway
New York City, New York 10003
Fax: 646 654-5638

EOE

**ACCOUNT SUPERVISORS
GROW WITH US**

GWP, Inc. is one of the fastest growing promotional marketing agencies on the East Coast. Recent additions to our account base have created account management openings for qualified candidates.

We're looking for organized, self-starters to manage and grow key agency accounts. You'll be involved from planning through execution backed by a highly creative and knowledgeable team. A minimum of three years of promotion agency experience required. Client-side promotion experience is a plus. Experience should include consumer packaged goods preferably in OTC drug.

GWP is a PROMO 100 Promotion & Integrated Marketing Agency with an impressive list of consumer packaged goods, OTC and financial services clients. We offer our clients strategic and tactical planning, promotion concept development, creative execution and implementation, and digital/interactive web services.

Please forward resume with salary requirements.

CONTACT INFORMATION
Human Resources,
GWP, Inc.

1031 US Highway 22, Suite 303
Bridgewater, NJ 08807-2900

Email: jobs@gwpinc.com

Fax: 908.707.0117

**PrePress
BILLER/ESTIMATOR**

Midtown prepress company seeks biller/estimator. Minimum 5 years experience. Excellent salary and benefits.

Send resume to:
ADWEEK, Box 2301
770 Broadway, 7th Floor
New York, New York 10003

CATCH A CREATIVE GENIUS

**FREELANCE
ADVERTISING/
PROMOTIONAL SALES**

Aggressive promotional marketing company seeks ambitious freelance ad sales pro for unique opportunity. Generous compensation package. Greatly enhance your income without leaving your current position. E-mail resume to:

centerdiscvry@aol.com
or fax resume
(301) 714-2334

**REACH YOUR AD COMMUNITY
WITH ADWEEK CLASSIFIED**

Culture Trends

MTV #1s Around the World

January-June 2001

Australia

Crazytown "Butterfly"

Germany

Christina Aguilera/Mya/Lil Kim/Pink

"Lady Marmalade"

India

Asha Bhosle/Adnan Sami "Barsaat"

Japan

Hikaru Utada "Can You Keep a Secret"

Latin America - Mexico

Backstreet Boys "The Call"

Latin America - Chile

Backstreet Boys "The Call"

Latin America - Argentina

Limp Bizkit "My Way"

Philippines

Destiny's Child "Survivor"

Poland

Bon Jovi "One Wild Night"

Spain

Gorillaz "Clint Eastwood"

Southeast Asia

Backstreet Boys "Shape of My Heart"

Taiwan

Hikaru Utada "Can You Keep a Secret"

U.K.

Destiny's Child "Survivor"

©2001 MTV

Billboard Modern Rock Tracks

Compiled from a national sample of airplay provided by Broadcast Data Systems.

This Week	Last Week	Peak Pos.	Weeks on Chart	Title	Artist
1	1	1	9	How You Remind Me	Nickelback
2	2	1	17	Smooth Criminal	Alien Ant Farm
3	3	3	6	I Wish You Were Here	Incubus
4	4	1	23	Fat Lip	Sum 41
5	7	5	13	Control	Puddle of Mudd
6	6	2	20	Schism	Tool
7	5	3	13	Clint Eastwood	Gorillaz
8	13	8	5	Fade	Staind
9	8	8	15	Down With the Sickness	Disturbed
10	9	5	27	Crawling	Linkin Park

©2001 Billboard/Broadcast Data Systems

CollegeTV Network Video Playlist

Submitted by College Television Network for week ending September 23, 2001

Artist	Title
Cake	Short Skirt/Long Jacket
Cold w/ Aaron Lewis	Bleed
Default	Wasting My Time
Depeche Mode	I Feel Loved
Dido	Hunter
Jamiroquai	Little L
Jennifer Lopez w/ Ja Rule	I'm Real (remix)
Lil' Bow Wow	Hardball
Little T & One Track Mike	Shaniqua
Long Beach Dub AllStars	Sunny Hours
New Order	Crystal
Nickelback	How You Remind Me
PS 2000	It's Gonna Be Alright
Rollins Band	Your Numbers One
Tinstar	Sunshine
The Start	Gorgeous

ADWEEK DIRECTORIES

Order Your 2001 Edition of the MEDIAWEEK Directory today!

Where can you find the up-to-date information you need on the most powerful segments of the media instantly? Turn to the **2001 MEDIAWEEK Directory** — your best source for media data, backed by the worldwide resources of MEDIAWEEK Magazine.

No other reference gives you key contact and rate information on Radio, TV, Cable, Out-of-home, Magazines and Newspapers in one book. You'll find over 6,000 individual listings and over 47,000 personnel for the Top 100 Local Media Markets, the Top 300 Consumer Magazines, the Top 150 Trade Magazines, plus National Networks, Syndicators and Sales Reps. Organized by media type, each section provides detailed information on format, demographics, daypart avails, affiliation, representation, circulation, ownership and much more.

The 2001 MEDIAWEEK Directory is also on CD-ROM and on the Web...with powerful software that lets you search and retrieve information in seconds and export data for mail merge with no restrictions!

THE MEDIAWEEK DIRECTORY IS AVAILABLE IN PRINT, CD-ROM AND ON THE WEB. For faster service or more information, call 1-800-468-2395.

 Recycled Paper

ADWEEK DIRECTORIES

YES! Please rush my order of the 2001 MEDIAWEEK Directory in the format I have chosen.

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Phone _____ e-mail _____

PRINT EDITION \$349

CD-ROM EDITION \$490

CD-ROM & PRINT COMBINED \$765

U.S. & Canadian residents, please add \$12 for shipping & handling. All other non-U.S., add \$45. Add applicable sales tax in CA, DC, FL, GA, IL, MD, MA, NJ, NY, OH, TX & Canada (GST).

From time to time, we may allow reputable companies to send you information by e-mail which might be of interest to you; please check the box if you prefer not to receive it.

Standing Order Option. (Check this box and your order will be automatically renewed for you next year at this year's prices.)

Check enclosed for \$ _____

Bill Me (Directories shipped upon payment.)

Charge my: Visa MC AMEX

Account # _____ Exp. Date _____

Signature _____

To order ADWEEK DIRECTORIES Online, go to www.adweek.com

MWDI1001

ADWEEK DIRECTORIES

YES! Please rush my order of the 2001 MEDIAWEEK Directory in the format I have chosen.

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Phone _____ e-mail _____

PRINT EDITION \$349

CD-ROM EDITION \$490

CD-ROM & PRINT COMBINED \$765

U.S. & Canadian residents, please add \$12 for shipping & handling. All other non-U.S., add \$45. Add applicable sales tax in CA, DC, FL, GA, IL, MD, MA, NJ, NY, OH, TX & Canada (GST).

From time to time, we may allow reputable companies to send you information by e-mail which might be of interest to you; please check the box if you prefer not to receive it.

Standing Order Option. (Check this box and your order will be automatically renewed for you next year at this year's prices.)

Check enclosed for \$ _____

Bill Me (Directories shipped upon payment.)

Charge my: Visa MC AMEX

Account # _____ Exp. Date _____

Signature _____

To order ADWEEK DIRECTORIES Online, go to www.adweek.com

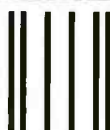
MWDI1001

ADWEEK
DIRECTORIES

THE MEDIAWEEK DIRECTORY

All the media
information you
need for the
new millennium!

For faster service or for
information on our
CD-ROM, call 1-800-468-2395.



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 581 NEW YORK NY

POSTAGE WILL BE PAID BY ADDRESSEE

ADWEEK

DIRECTORIES

770 BROADWAY

NEW YORK NY 10211-2747

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 581 NEW YORK NY

POSTAGE WILL BE PAID BY ADDRESSEE

ADWEEK

DIRECTORIES

770 BROADWAY

NEW YORK NY 10211-2747

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Movers

BROADCAST

Darrian Chapman has been named lead sports anchor for NBC's Chicago owned-and-operated station WMAQ. Chapman was previously weekend sports anchor for WRC, NBC's Washington O&O. **Mark Schanowski** was also named weekend sports anchor. Schanowski, a three-year veteran of WMAQ, was previously a weekend sports anchor for WLS, ABC's Chicago O&O.

SYNDICATION

Kristin Pearce has been named vp of development at Paramount Domestic Television. She was previously vp of programming for the Game Show Network.

MAGAZINES

Jennifer Behre, advertising director of Fairchild Publications' *W*, has been promoted to associate publisher. Also, **Mary Murcko**, former publisher and general manager for Hachette Filipacchi Post Co. in Thailand, has joined the title as associate publisher...**Christina Kelly** was promoted from executive editor to editor in chief of *YM*, replacing Anne Marie Iverson, who left the *G+J USA* monthly for competitor *Seventeen*. Kelly, who joined *YM* last November, helped launch Fairchild's *Jane* and served as its deputy editor...**Cynthia Strong**, former midwest corporate sales manager for Time4 Media, and **Robin Kugelman Holstein**, former publisher of Meredith Corp.'s *Renovation Style* magazine, have joined The Hearst Group as group advertising directors.

RADIO

Marko Radlovic has been named vp and stations manager of KLAX-FM and KXOL-FM, Spanish Broadcasting System's two FM stations in Los Angeles. Radlovic comes to SBS from Cumulus Media, where he was market manager of the company's six stations in Santa Barbara and Ventura, Calif....**Kevin Metheny** was promoted to the new post of director of programming for Clear Channel's six radio stations in Cleveland. Formerly operations manager of WTAM-AM, WMJI-FM, WGAR-FM and executive director of the Cleveland Browns Radio Networks, Metheny adds responsibility for WMMS-FM, WMVX-FM and WAKS-FM.

Media Elite

EDITED BY ANNE TORPEY-KEMPH

Steve's in to Win

THE "PLUM" ASSIGNMENT at CNN these days comes with a few downsides: mortal danger, for one. Plus, the accommodations and food are lousy. Such are the current endurance tests of Steve Harrigan, one of the cable network's key on-air correspondents in Northern Afghanistan, dispatched to the region a few days after the terrorist attacks on the U.S. Speaking by satellite phone from a post some 30 miles outside Kabul, Harrigan said he's in touch with members of the anti-Taliban Northern Alliance, who are "fairly open to Western media." In a desolate part of the world, with war looming, what's Harrigan most afraid of? Getting sick—again. He got food poisoning his second day there, went on the air anyway with his daily report, and keeled over during the live spot.

Harrigan, 39 and married, earned his combat credentials when he covered war-torn Chechnya in the mid-'90s, his first assignment for CNN. "Steve has distinguished himself by being a great multitasker," says Parisa Khosravi, CNN managing editor for international news-gathering. "He's always proposing stories he can do by himself, doing his own camera work, his own production...so that he can be more discreet and get people to open up to him." She stresses that she doesn't send anybody anywhere they don't want to be. But Harrigan really *wants* to be there, he says, "until [the Alliance] takes Kabul, until the fate of Kabul is determined." —*ATK*



Spotlight On...



Joel Gallen

President, Tenth Planet Productions

Joel Gallen has come a long way since his first TV production job nearly two decades ago on the low-budget, syndicated *Uncle Floyd* comedy show. Gallen produced nine of the past 10 *MTV Movie Awards* shows, then topped that by producing one of the biggest events in television history.

Gallen was the TV networks' unanimous choice to pull together—in six days—the widely watched, widely acclaimed *America: A Tribute to Heroes* telethon to benefit the victims of the Sept. 11 terrorist attacks on the World Trade Center and the Pentagon.

The cost, picked up by the Big Four broadcast networks, was a far cry from the \$10,000 per episode Gallen had to work with on *Uncle Floyd*, a quirky comedy out of a New Jersey TV station that developed a cult following.

Booking top-tier actors and musical talent to perform gratis for the telethon was no obstacle either. It usually takes three days to even get call-backs from some of these performers," Gallen says. "In this case, everyone called back and said yes immediately." Working out of Los Angeles, Gallen supervised production teams there and in New York and London, where artists performed in spare, candlelit studios.

Since late 1993, Gallen has operated his own company, Los Angeles-based Tenth Planet Productions, handling the *VH1 Fashion Awards* from 1996 to 1998 and NBC's short-lived *The Jenny McCarthy Show*, in addition to the MTV awards shows.

Gallen has had little time to bask in the praise for the telethon. He's too busy editing his first theatrical, *Not Another Teen Movie* (Columbia Pictures), scheduled for release Dec. 14. After that, he plans to "hopefully get a lot of sleep and take a vacation." —*John Consoli*

Inside Media

NEWS OF THE MARKET

Viewers Say TV Shows Must Go On

A solid majority of TV viewers support the networks' introduction of the new season's programs as well as advertisers promoting their products and services on television, according to a survey by Knowledge Networks-Statistical Research. The survey, conducted Sept. 22-23 in the aftermath of the terrorist attacks on the World Trade Center and the Pentagon, showed that 80 percent of Americans think the new TV season should begin and 77 percent believe that enough time has passed to resume advertising on entertainment programs. As for news programming, however, only 52 percent believe commercials should be airing. And 82 percent of respondents said they favor the networks airing a five-minute nightly update on each day's events surrounding the terrorist attacks' aftermath.

Mediaspace Offers Paper Planning Online

Norwalk, Conn.-based newspaper ad-placement firm Mediaspace Solutions has introduced online newspaper planning and buying technology for its registered users free of charge. The model allows media planners and buyers to build plans and generate cost estimates online with any daily U.S. newspaper. The Web-based tools then interface with MSS order systems for an immediate estimate. The Web site for Mediaspace Solutions and the new service is at www.mediaspacesolutions.com.

Fox Sports Radio Adds Weekend Shows

Playing catch-up to ABC's ESPN Radio and Sporting News Radio Networks, Fox Sports Radio Network has syndicated three weekend shows that air on Infinity Broadcasting's WFAN-AM in New York: *The Chris Russo Show*, (Saturday, 10 a.m.-noon), hosted by Chris "Mad Dog" Russo, who also co-hosts WFAN's *Mike and the Mad Dog Show*; *The NFL Now With Mike Francesa* (Sunday, 9-11 a.m.) previews the day's NFL matchups, hosted by *Mike and the Mad Dog* co-host Mike Francesa, joined by John Madden and others; and *Fox NFL Final With Steve Cohen*, (Sunday 11 p.m.-1 a.m.), hosted by Steve Cohen, the NFL beat reporter for WFAN, who gives a wrap-up of the day's NFL action. With these shows, FSRN establishes weekend clearance in New York, where both Sporting News and ESPN own and operate full-time affiliates (WSNR-AM and

WEVD-AM, respectively). FSRN, a joint venture of Fox Sports and Clear Channel-owned Premiere Radio Networks, has 139 affiliates, compared to ESPN's 630 and Sporting News' 430.

Time Inc., IDG Get Standard Media Assets

Time Inc. and International Data Group last week acquired the remaining assets of Standard Media International. Standard Media, which published the New Economy magazine *The Industry Standard*, filed for bankruptcy in August. Time Inc. acquired the magazine's 100,000-plus paid subscriber list for \$500,000 and assumed the subscription liability, according to sources. The company will use the list to grow subscribers for its Fortune Group, which publishes *Business 2.0* and *Fortune Small Business*. IDG, Standard Media's lead investor, paid \$900,000 for the remaining assets, which include the Web site, the trademark and the controlled-circ subscriber list.

Postal Service Files for Another Rate Hike

The U.S. Postal Service Board of Governors has filed for another postal increase, effective September 2002, calling for a 10 percent hike for magazines. A final decision is expected in about 10 months, after the USPS Board of Governors presents its case. The Magazine Publishers of America has said it will ask the postal service to delay the increase until 2003. If the hike goes into effect next fall, it will be the third in 21 months for periodicals.

MediaPassage Shuts Down

MediaPassage, one of the few surviving e-commerce Internet sites for the buying and selling of print media, shut down on Sept. 24. Though the company had \$40 million in billings booked for September, its co-founder and executive vp, Carl Bryant, cited trouble maintaining profitability in an increasingly soft ad economy. In July, MediaPassage, which purchased Broadcastspots.com in August 2000, put development of its TV and radio service on hold. The company also faced new competition from Mediaport, a joint online ad exchange under development by Omnicom, WPP Group and the Interpublic Group of Companies, in conjunction with the Newspaper Industry Communications Center (NICC.net).

Calendar

The International Radio & Television Society Foundation will present **IRTS Newsmaker Luncheon: Network Entertainment Chiefs** Oct. 20 at the Waldorf-Astoria in New York. Panelists will include Fox's Gail Berman, ABC's Stuart Bloomberg, the WB's Jordan Levin, CBS' Nancy Tellem and NBC's Jeff Zucker. Contact: 212-867-6650.

The **American Magazine Conference 2001**, the annual conference of the Magazine Publishers of America and the American Society of Magazine Editors, will be held Oct. 21-24 at the Arizona Biltmore Resort & Spa in Phoenix. This year's theme is "Brainstorming for the Next Media Boom." Contact: 212-872-3700.

The Conference Board will present the **2001 Marketing Conference: Marketing Metrics and Execution**, Nov. 1-2 at the Waldorf-Astoria in New York. Contact: 212-339-0345.

YM magazine and Adweek Conferences will present a seminar entitled "**What Teens Want: Marketing to a New Generation Ages 12-18**," Nov. 5-6 at the Hilton Universal Hotel in Los Angeles. Featured speakers will include Michael Wood, vp of Teenage Research Unlimited. Contact: 888-536-8536.

Cable and Telecommunications Association for Marketing will present "**The Broadband Opportunity Conference: The FYI on HSI + iTV**" Nov. 6-8 at the Sheraton Premiere in Tyson's Corner, Va. Contact: 703-549-4200.

The public relations committee of Magazine Publishers of America will present "**Big Bang III: Maximizing Magazine PR**," an event for magazine PR professionals at all levels, Nov. 12 at the MPA's offices in New York. Media critic and author Ken Auletta will keynote. Contact: 212-872-3767.

PriceWaterhouseCoopers will present its annual **global entertainment, media and communications summit** Nov. 15 at the Waldorf-Astoria in New York. Speakers will include Tom Freston, chairman/CEO of MTV Networks, and Martha Stewart, chairman/CEO of Martha Stewart Living Omnimedia. Contact: 646-394-2413.



What happens when advertising uses sex to sell everything?



As one of the top webzines on the Internet today, Slate.com writes about news, sports and life from a unique perspective. It's the magazine that reaches an audience of 4.7 million people who matter. Call Scott Moore at 425-703-2051 to find out how to reach them.

Slate[®]
What matters

New Fall Fashion

With its November issue, Condé Nast's *Glamour* gets a revamp—minus some of its old vamp

"WE WANT TO AVOID THE 'ICK' FACTOR," SAYS CINDI LEIVE AS SHE ENERGETICALLY FLIPS through pages of *Glamour*'s retooled November issue. "Readers don't need explicit instructions on sex—they can figure it out." So, cover lines like last May's "A Big Ohhh! Every Time," are history. Ditto for 'Glam-

mo'—the name-play used by many industry observers to characterize the Condé Nast monthly's evolution over the past year into a seeming clone of rival *Cosmopolitan*, published by Hearst Magazines. Sex, which had come to overshadow fashion, beauty and even serious stories in *Glamour*, will still be covered but with some restraint. "Our readers clearly expect to hear about sex and relationship tips from *Glamour*," says Leive. "They do want to know how sex fits into their lives."

A reinvigorated beauty department, additional health and nutrition columns, more information on money and careers, and a new take on relationships are all part of Leive's attempt to return *Glamour* to its core values. "The key part of *Glamour*'s DNA is that it's smart," Leive says. "I wanted to make sure that was true through every section, partly through tone and partly through content."

Leive, who replaced Bonnie Fuller (a former editor of *Cosmo*) last May, spent 11 years working under longtime *Glamour* editor Ruth Whitney before moving to Condé Nast's *Self* in 1999, where she was credited with that title's revival.

In the November issue, Leive has wiped *Glamour*'s slate of columns nearly clean, changing the majority of them and renaming others. The remade beauty and fashion section focuses heavily on service, with columns including How Can We Help You? (answering readers' beauty queries) and Fashion Workbook, which not only tracks down affordable clothing for readers interested in the designer-wear shown in *Glamour*'s pages, but also offers tips on how



STEWART SHINING



In her first issue of *Glamour*, editor Leive introduces a host of new service elements, including the resourceful Fashion Workbook.

to mix and match.

Leive has also revived a *Glamour* franchise that the magazine launched in 1972, called How to Do Anything. Though it had appeared periodically over the years in different forms, Leive says she has returned the column to its original premise. Women will learn how to do everything, from changing a tire to folding sweaters like Gap pros.

Given *Glamour*'s new tone, Leive added some gravity to her debut issue following the Sept. 11 terrorist attacks. There is a thoughtful six-page feature profiling some survivors and heroes, and a look at how women are coping with the tragedy. "I felt there was an incredible power of seeing how many young women's lives were affected by this," says Leive.

Among the handful of Fuller-created columns that remain is the horoscope. Fuller had been hammered by critics for adding the section, but Leive says "as long as it's not dopey, it can be fun." A number of longtime *Glamour* franchises also remain, including the editorial page; Jake (*Glamour*'s advice column); Couple Time; and Wow Women. The You, You, You! column has been renamed It's All About You and focuses on women's happiness.

With the November issue set to hit newsstands in mid-October, *Glamour* vp/publisher Suzanne Grimes and her sales team are meeting with advertisers to show off Leive's efforts. Media buyers are clearly looking for some changes. "You were getting more of the

Cosmo genre without the *Cosmo* credibility," Charlie Rutman, executive vp/managing director of Carat New York, says of *Glamour*'s recent history. "*Cosmo* does *Cosmo* great. I like *Glamour* for their expertise in helping women be physically and spiritually attractive, but they had wandered from their zone."

Glamour's ad pages through October were down 16.3 percent compared to last year, to 1,303, reports the *Mediaweek* Monitor.

(*Cosmo* is down 5.1 percent, to 1,658 pages.) *Glamour*'s total paid circulation dipped 3.1 percent through June, to 2.1 million, according to the Audit Bureau of Circulations.

"*Glamour* will once again deliver on its promise," insists Grimes. "It is a combination of beauty, brains, health and women's issues. There is a return to what it once was, but it's treatment is new." —Lisa Granatstein

End of the Road

Mode folds after four years

Mode, the ground-breaking fashion title targeting plus-size women, folded last week after publishing partners LeWit & LeWinter/Freedom failed to find a buyer.

The struggling monthly had been shopped around since May to several U.S. publishers, including Condé Nast. Recently, a European company had expressed "serious interest," said

Mediaweek Magazine Monitor

WEEKLIES October 1, 2001

Weekly magazines, which slipped 39.08 percent overall this week, are experiencing a lengthening slowdown as advertisers delay schedules while they rethink campaigns. Even *The New Republic*, which has avoided major declines, has seen its ad-page gain over last year narrow in recent weeks, as some advocacy advertisers have put their commitments on hold, says *TNR* publisher Stephanie Sandberg. —Lori Lefevre



Nancy Nadler LeWinter, *Mode* co-publication director, but the terrorist attacks led the publisher to reconsider. October will be *Mode's* last issue; its 400,000 subscription list is up for sale.

Retailers are still lukewarm about plus sizes.

“The economic conditions are such that for stand-alone publications, it has become less and less possible to exist,” says co-publication director Julie LeWit-Nirenberg.

In recent months, *Mode's* headaches had expanded to staffing. The title last February suffered from the exodus of its top editors, as well as its publisher. But the real challenge *Mode* faced was with advertising. Launched four years ago with great fanfare, the 600,000-circulation title earned raves from disenfranchised readers starved for full-figure fashion coverage, but it failed to attract many significant retailers or beauty advertisers. The fashion industry has continued to stay the course, producing only a handful of plus-size clothing lines, supported by meager advertising. *Mode's* ad pages were down 3.8 percent, to 352, through August compared to the same period last year, according to the Publishers Information Bureau.

“*Mode* stretched extremely far in terms of

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	1-Oct	54.33	2-Oct	112.68	-51.78%	2,828.29	4,385.21	-35.50%
The Economist	22-Sep	51.00	23-Sep	105.00	-51.43%	1,964.00	2,298.50	-14.55%
Newsweek ^{E/R}	1-Oct	22.39	2-Oct	53.84	-58.41%	1,227.29	1,666.87	-26.37%
The New Republic	1-Oct	6.83	2-Oct	11.08	-38.36%	327.95	323.50	1.38%
Time ^{E/@/R}	1-Oct	40.79	2-Oct	64.66	-36.92%	1,668.07	2,097.36	-20.47%
US News & World Report	1-Oct	33.13	2-Oct	39.09	-15.25%	1,029.31	1,343.81	-23.40%
The Weekly Standard	8-Oct	12.50	9-Oct	10.00	25.00%	361.00	360.00	0.28%
Category Total		220.97		396.35	-44.25%	9,405.91	12,475.25	-24.60%
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	1-Oct	30.83	2-Oct	36.41	-15.33%	1,080.83	1,152.52	-6.22%
Entertainment Weekly	28-Sep	20.92	29-Sep	58.71	-64.37%	1,283.61	1,417.00	-9.41%
Golf World	28-Sep	10.33	29-Sep	23.65	-56.32%	957.01	1,196.19	-20.00%
New York ¹	1-Oct	57.10	2-Oct	63.10	-9.51%	2,000.90	1,976.10	1.25%
People	1-Oct	26.67	2-Oct	89.84	-70.31%	2,612.74	2,992.99	-12.70%
The Sporting News	1-Oct	9.70	2-Oct	13.70	-29.20%	369.70	468.70	-21.12%
Sports Illustrated	1-Oct	36.88	2-Oct	51.89	-28.93%	1,737.98	2,098.09	-17.16%
The New Yorker ¹	1-Oct	54.86	2-Oct	76.89	-28.65%	1,555.38	1,641.49	-5.25%
Time Out New York	26-Sep	79.81	27-Sep	84.13	-5.13%	2,513.13	2,707.63	-7.18%
TV Guide ^X	29-Sep	59.06	30-Sep	92.09	-35.87%	2,080.04	2,325.87	-10.57%
US Weekly ⁶	NO ISSUE		2-Oct	28.50	N.A.	715.55	714.79	0.11%
Category Total		386.16		618.91	-37.61%	16,906.87	18,691.37	-9.55%
SUNDAY MAGAZINES								
Parade ^X	30-Sep	16.65	1-Oct	15.88	4.85%	438.20	465.22	-5.81%
USA Weekend ^X	30-Sep	13.22	1-Oct	14.55	-9.14%	424.46	433.33	-2.05%
Category Total		29.87		30.43	-1.84%	862.66	898.55	-3.99%
TOTALS		637.00		1,045.69	-39.08%	27,175.44	32,065.17	-15.25%

E=estimated page counts; R=revision; X=YTD included an extra issue in 2000; 1=one more issue in 2001; 6=six more issues in 2001; @=one fewer issue in 2001

circulation,” says magazine-launch expert A.G. Britton, who served as *Mode's* founding editor. “But retailers still [don't] fully understand how to deliver product to the curvy consumer. And that ultimately showed up in *Mode*, in terms of the availability of advertising. It's the same [issue] we began with when

we started *Mode*.”

Despite the shuttering, LeWinter and LeWit both say the title achieved some success. “We made a difference,” says LeWit. “The magazine did change the perception about women, and it changed women's perceptions about themselves.” —LG ■

There is business. There is life. Both are more fun in the deep end.

Never settle.™

Visit www.forbesmedia.com

Forbes[®]
CAPITALIST TOOL[®]

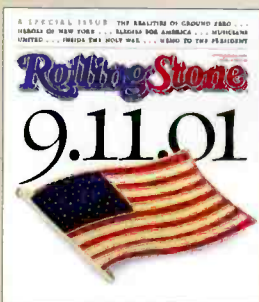
(Continued from page 5) revamped programming to attract a younger and broader audience and boosted distribution by about 50 percent, to 40 million homes, since last December.

Stations, Advertisers Drop Maher Show

In the wake of negative comments about the U.S. Armed Forces made by *Politically Incorrect* host Bill Maher on a Sept. 17 installment, 17 ABC affiliates have stopped carrying the show. The station in the largest market to drop the show, Albritton Communications' Washington ABC affiliate WJLA-TV, last week decided to take the show off indefinitely. Seven Sinclair Broadcasting Group ABC affiliates—including KDNL in St. Louis and WSYX in Columbus, Ohio—pulled *PI* on Sept. 20. Raycom Media's WTVM in Columbus, Ga., dropped the show on Sept. 21 but put it back on air on Sept. 27. Several major advertisers, including Federal Express and Sears, have pulled their business from the show.

Rolling Stone to Issue Rare News Cover

Rolling Stone's Oct. 25 issue will be only the fifth news cover in the biweekly's 35-year history. *RS'* most-recent news-oriented cover was of former president Bill Clinton in November 1998 during the Monica Lewinsky scandal. *RS* joins *Wenner's US*



Weekly, which this week focuses on Hollywood's helping hand, and the November issue of *Men's Journal*, which features stories of the firefighters involved in rescue efforts at the World Trade Center. "In response to the deaths of Elvis or John Lennon, *Rolling Stone's* gone there," said Jann Wenner, chairman and *RS* editor in chief, who penned an editorial for the issue. "This is the first

time all three titles have been about one subject. [The attacks] have impacted everything we do in every way."

No Successor Yet For Departed Charter CEO

Citing unspecified friction with Charter Communications owner Paul Allen, Jerry Kent, the president/CEO of the fourth-largest domestic cable operator, last week announced his resignation. The company has not yet named a replacement. An eight-year veteran of the company, Kent was instrumental in growing the company's subscriber base to 6.4 million and aggressively championed cable's next-generation services, such as digital cable and high-speed Internet access. Charter saw its stock price dip by \$3.81 (20 percent) on Sept. 24, to \$12.81 per share. By the close last Friday, the stock had dipped to \$12.38.

Twentieth Taps Dalton for Production Job

Twentieth Television named Robb Dalton president of programming and production, with the immediate aim of ramping up production of syndicated strips for the Fox TV Stations group, which recently added Chris-Craft's stations to its lineup. Dalton arrives from the Beverly Hills development office of Canada's Fireworks Entertainment, where he oversaw development and

production of the Tribune action hours *Andromeda* and *Mutant X*. Previously, he worked with Twentieth president Bob Cook at CBS/King World. Cliff Lachman, executive vp of programming and development for Twentieth, will now report to Dalton.

Media Edge Reports on Gulf War Ad Habits

The Media Edge last week released an examination of advertising comparisons from the fiscal quarters before, during and after the Desert Storm conflict in 1991. Across 11 media, the changes were: business propositions/employment recruiting (-55 percent); retail (-21 percent); jewelry (-18 percent); airlines (-23 percent); gasoline (-21 percent); soft drinks and snacks (-17 percent); and drugs and remedies (-14 percent). Categories showing increases included computers and office equipment (+42 percent); beer and wine (+26 percent); and building materials (+25 percent).

Primedia Puts Out Teen One-Shot Mag

Primedia will publish a one-shot magazine based on its recently acquired Web site gURL.com, called "Deal With It...Dating, Romance and the Rest of that Love Stuff." The digest-sized title, due on newsstands Nov. 20, will build off the brand created by gURL.com's best-selling book *Deal with It!*, which delves into issues facing teen girls today. The romance magazine will have a newsstand distribution of 700,000 and a cover price of \$3.99. The editors will play up gURL.com's corporate relationship with teen mag *Seventeen*. Primedia will decide if it will publish another gURL.com special magazine once it sees the results from the November issue. Other publishers have tried their hand at digest-sized magazines, including *Harper's Bazaar*, which recently sold 55,000 mini copies on stands. Publisher Hearst Magazines opted to renew that on a biannual basis.

XM Launches With Modest Expectations

XM Satellite Radio launched last week to about 400 subscribers in San Diego and Dallas. But Hugh Panero, XM president/CEO, lowered the company's expectations for customers to 50,000, half of what he initially forecast. In addition to a monthly subscription fee for the 100-channel service, consumers must pay between \$300 and \$400 for a receiver.

Addenda: Christopher Wightman, former sales executive for MTV Networks and vp/national sales director of *Golf Digest*, has joined Time4 Media's Golf Magazine Properties as publisher...*Upside* magazine was taken over by its investors MCG Capital Corp., an Arlington, Va.-based venture capital firm, last week. Ed Ring, founder of internet-content company EcoWorld and former CFO of *Upside*, was brought in as CEO; and David Bunnell, *Upside* Media CEO and editor, has been named editorial director...*MTV* will debut its newest game-show, *Who Knows the Band*, today at 5 p.m., following *Total Request Live*.

Correction: A Media Elite item in last week's issue provided an incorrect Web address for information on Thomas Franklin's photo of firemen raising a flag at Ground Zero. The correct address is www.groundzerospirit@northjersey.com.



1. What were the hits and misses in last night's overnights?

2. Will talk shows make a comeback in syndication?

3. What is the longest running sitcom ever in primetime?*

Only one man on earth can answer questions like those right off the top of his head...every day.

Marc Berman

Editor of the
PROGRAMMING INSIDER

The e-mail fast-track newsletter for TV executives

Do you need to know what's going on in TV... every day? Ratings, news, trends, announcements, gossip, expert opinions? Marc Berman will help you. If you're at a network, ad agency, syndication company or cable operation, you'd better sign up quickly for the Programming Insider while it's still free. Many of the most famous execs in the business are already getting it. Like them, you'll get Marc's unique brand of journalism by e-mail every morning. And you'll be better informed than you've ever been before. (Plus, you'll have a chance to test your expertise with Marc's Insider Trivia quizzes.)

Subscribe to the
PROGRAMMING INSIDER

Send your name, company name, title and e-mail address to:

Mberman@mediaweek.com

A service of mediaweek.com

Media Person

BY LEWIS GROSSBERGER



Old Ironysides

GRAYDON CARTER SAYS, "IT'S THE END OF THE AGE OF IRONY."

Media Person says, "Yeah, right." Who you gonna believe? ■ Of course, the underpublicized, interestingly coiffed *Vanity Fair* editor wasn't the only one pronouncing irony dead in recent weeks. *New York*

Observer editor Peter Kaplan was quoted as saying, "Irony is on the junk heap now." Nearly every news publication has dutifully produced stories noting the sudden irony deficiency, along with plunges in the market for celebrity gossip, gallows humor, trivia, fluff, frivolity, facetiae, folderol, smirkiness, general non-seriousity and comedies involving terrorists, airlines or tall buildings.

But Graydon Carter somehow emerged as the champion of the movement, if such it is. Which is strange because just looking at the photos of Graydon Carter that usually accompany his pronouncements would make even Otto von Bismarck utter an ironic remark—if not burst right out in unseemly snorts and guffaws.

What is it with that hair? Are those patriotic eagle wings flapping out of the man's temples? Is that a gob of cotton candy on top? He looks—if Media Person can be completely serious for a moment—like a cross between Lord Byron (as played by Wallace Shawn) and Bozo the Clown. This is the leader who will guide us poor silliness-besotted goofballs back to the profound and the substantive? It is to cry, since giggling's out.

Despite the constant admonition you hear that "everything has changed," one thing that apparently hasn't is our terminal trendiness and conformity. Affluent ladies on Park Avenue are now said to be comparing the finer points of designer gas masks. Nobody wants to fly, though the planes are certainly safer now than they were last month. And Graydon Carter is playing the same game he's always played, whether at *Time*, *Spy*, the *Observer* or *Vanity Fair*. Trying to stay five minutes ahead of everyone else. Trying to be Mr. Zeitgeist, no matter where

that zeit may geist.

Not the steadfast and loyal Media Person. He solemnly raises his right middle finger and swears for you this ludicrous oath: Never, even if the world should end or Osama bin Laden stick a hand grenade up my wazoo or both occur simultaneously, shall I ever abandon irony. (Alzheimer's might do it, but even then, MP would probably just keep making the same ironic remark over and over again.)

The reason for this is as profound as it is deep: Media Person is just too old to change. MP's not going to pretend it's because we all must cling to irony to preserve our sanity, though that happens to be true. Or that surrendering irony would be giving bin Laden what he wants, though that may also be true for all we know. No, MP is simply too set in his ironic ways.

You know, Media Person isn't one of

WE FEW, TATTERED AND BEDRAGGLED IRONY SURVIVORS MAY ACTUALLY THRIVE IN THE POST-IRONIC LANDSCAPE.

these Dave-Come-Latelys, who never heard an ironic word spoken before the advent of Letterman or *The Onion* or *Spy* or even *National Lampoon*. No, Media Person was there at The Dawn of the Ironic Age, sucking up such proto-ironic mulch as *Mad* comics—in the 1950s—and becoming steadily more warped with Sid Caesar, Ernie Kovacs, Steve Allen, Lenny Bruce, Mort Sahl, Nichols & May, Perelman, Thurber, Benchley, Heller, Salinger....

Of course we didn't call it irony then. We thought it was satire or parody or sarcasm or "sick humor" or maybe post-slapstick bur-

lesque. Irony was something some high-hat literati like T.S. Eliot was doing, and it was so funny you forgot to laugh. What our parents called it was "that wise-guy stuff" and assured us that nobody likes a wise guy, an insight every bit as valuable as their certainty that rock'n'roll was a passing fancy.

Anyway, the point is—if there is a point—it wasn't necessarily trivial. It was MP's lens for glimpsing the absurdity of a preposterous world. Tragedy and crisis weren't invented three weeks ago, either. Growing up in the shadow of WWII and the Holocaust, then Korea, the bomb, the Jim-Crow South, you didn't deploy your cherished absurdist humor to avoid or minimize such issues but to ridicule the loathsome scum causing or perpetuating the agony...as well as making fun of Liberace.

Thus it is that after a respectful silence, after one fitting night of Dave getting serious, one week of a cartoonless *New Yorker* and *Onion* hush, we who can and must returned to the vital work of mockery, japes and snide derision.

Let Graydon Carter and his trendoid ilk

march in a vast, earnest throng as he sincerely profiles all those sober, substantive starlets. Indeed let him breach the very gates of pomposity, which now beckon so enticingly. Who knows? We few, tattered and bedraggled irony survivors may actually thrive in the post-ironic landscape. Less competition, more targets.

Oh, and you, Mr. O.B. Laden, down there in Cave #37. We're coming for you, too, grim guy. OK, we don't hurt as much as a cruise missile, unfortunately. But when we get through with you, pal—and this is a promise—You will be *annoyed*. ■

SEPTEMBER 11, 2001

Words fail...

Emotions flood.



With profound sorrow, all 35,000 VNU employees around the world embrace the victims, their families, and every valiant rescue worker in our thoughts and prayers. Our commitment is to aid in the relief effort and to rebuild hope.

It's wherever you find technology.

Introducing a bold new look for the
company that *is* technology. CMP Media.

CMP Media introduces a bold new logo and look, and continues to bring advertisers a world of powerful, unified, cross-platform media solutions — now backed by the global resources of United Business Media. With more than 200 publications, Web sites, events and marketing services in over 30 countries, CMP Media is the trusted source for today's tech news, information and innovation. To find out more, call 516-562-5000 or visit www.cmp.com/brandnew



CMP

United Business Media

INFORMATIONWEEK

EE TIMES

CRN

Dr. Dobbs
JOURNAL

Embedded Systems
Conferences

TechWeb