

**NATPE 2002**  
show listings begin on page 24

# MEDIAWEEK

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NEWSPAPER

Vol. 12 No. 3

THE NEWS MAGAZINE OF THE MEDIA

January 21, 2002 \$3.95

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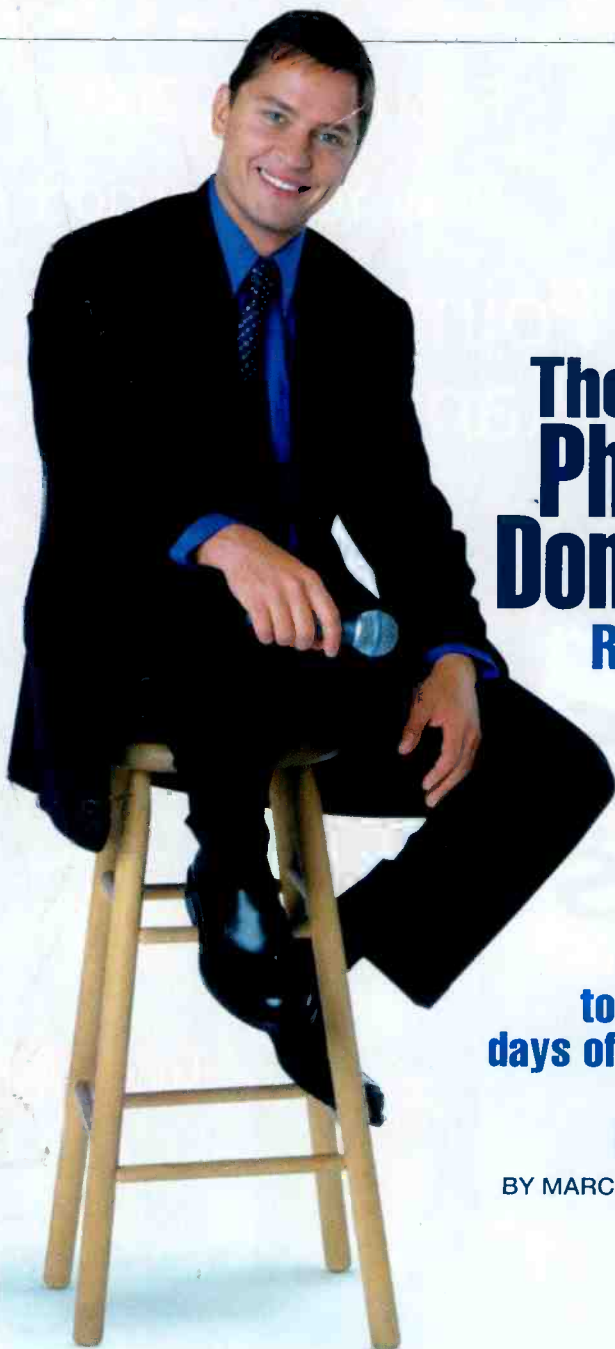
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Arbitron will poll 1,000 listeners to radio service

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## The Next Phil Donahue?

**Rob Nelson is one of several new talk-show hosts being pitched at NATPE as a throwback to the good old days of syndication. Will anyone buy the line?**

BY MARC BERMAN **PAGE 20**

### MARKET INDICATORS

**NATIONAL TV: MOVING**  
CBS and NBC have written about \$190 million in first-quarter scatter business combined, but ABC, due to audience underdelivery, is bogged down with makegoods. Pharmaceuticals are the most active category across all dayparts.

**NET CABLE: HOLDING**  
First-quarter scatter is slightly slowed by top sales execs changing jobs. Money is coming in very close to commercial airdates, making it hard to gauge the overall health of the quarter. Auto and movies are hot.

**SPOT TV: BUILDING**  
Stations in the top 20 markets report better-than-expected sales. Auto continues to hold up, with GM's Overdrive the big spender.

**RADIO: MIXED**  
Rates are mostly negotiable. Chicago is pacing slightly behind last year, L.A. is just ahead and Boston is tightening. Some retailers are pushing closeouts. March looks stronger than Jan. and Feb.

**MAGAZINES: STEADY**  
Packaged-goods spending in shelter and women's service titles, largely unaffected by the lagging economy and 9/11, remains strong through March.



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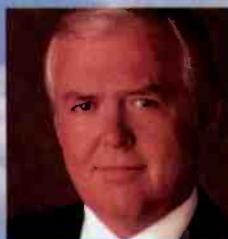
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**Lou Dobbs**

Anchor/Managing Editor

CNN's "Lou Dobbs Moneyline"



# At Deadline

Laura K. Jones JAN 24 2002

## Talk Shuts Up

Talk magazine, a joint venture of Hearst Magazines and Miramax Films, folded last Friday. Hearst in recent months had made it clear that it wanted out of the arrangement. The monthly had reportedly lost \$55 million since its launch in August 1999, and in the midst of the current recession there were no signs of a turnaround. The February issue, on stands now, will be the monthly's last. Tina Brown, Talk chairman/editor in chief, and Ron Galotti, the magazine's president, cited the tough economic climate. "We all had recognized that 9/11 changed everything," they said in a press release. "It made it virtually impossible for a stand-alone title like Talk." The announcement was made in a tear-filled meeting at the magazine's New York offices led by Brown, Galotti, Hearst Magazines president Cathie Black and Charles Layton, executive vp of Miramax (Miramax chairman Harvey Weinstein was in Los Angeles for the Golden Globes). Since its launch, the magazine had been dogged by editorial turnover and redesigns, including a move from a saddle-stitched, oversized Euro-style magazine to a more conventional American glossy look. In the end, the title was no match for rival *Vanity Fair*, published by Condé Nast. In the first half of 2001, Talk's paid circulation grew 22.5 percent to 650,660 compared to the same period in 2000, but newsstand sales plummeted 27.9 percent, according to the Audit Bureau of Circulations. In the first two months of this year, Talk's ad pages were down 39.6 percent, to 24, reports the *MediaWeek Monitor* (*Vanity Fair* was off 29.1 percent, to 109 pages). Brown will remain chairman of Talk Miramax Books. Galotti is rumored to be on his way back to Condé Nast as either publisher of a top title or in a corporate post.

## X-Files to Vanish at Seasons' End

After nine seasons, Fox's *The X-Files* will call it quits this May, show creator Chris Carter said last week. The paranormal drama has struggled to maintain its Sunday 9 p.m. dominance this season, its first without original co-star David Duchovny. Carter reportedly hopes to lure Duchovny back for the final episodes of the 20th Century Fox Television-produced series.

## FCC OKs Its Own Reorganization

In an attempt to streamline functions and decision-making, all four commissioners of the Federal Communications Commission last week approved a sweeping reorganization, including

the creation of a new Media Bureau. Headed by Ken Feree, chief of the Cable Services bureau, the Media Bureau will oversee policy and licensing for TV and radio stations and cable.

## Sassos to Chair Mediaedge:CIA

Tom Sassos has been named chairman of Mediaedge:CIA North America, the media planning and buying company created by the merger of The Media Edge and CIA. Sassos is the former CEO of CIA USA. Other top execs at the merged agency include Steve Lanzano, CEO, and Rino Scanzoni, president of broadcast. The Media Edge and CIA offices in New York and Chicago are being combined, and a West Coast office in Los Angeles will be added to the existing office in Irvine, Calif.

## Time4 Media Takes Over 'House'

Time4 Media, which publishes *This Old House* magazine, has acquired the rights to the This Old House trademark, Web site and television assets from WGBH Boston. The Boston public TV station will keep distribution rights to the show. At the magazine, David Sloan was named managing editor, succeeding Donna Sapolin. Sloan was previously director of international development for Rodale's *Prevention*.

**Addenda:** *Newsweek* offered voluntary-retirement packages to 85 staffers last week in a first attempt to downsize... **EchoStar Communications** is obligated to carry the ABC Family channel at least until March 11, a federal judge in Los Angeles ruled last week... **Charlie Thurston** was named president of ad sales for Comcast Cable Communications, effective in March... **Vinnie Malcolm**, director of sales at KTLA-TV, Tribune's Los Angeles WB affiliate, was promoted to station manager... The launch of **Style 24/7**, published by American Media and Web site Fashion Wire Daily, has been pushed back to May... **Bloomberg Personal Finance** has hired designer **Robert Priest**, former art director at *Esquire* and *GQ*, to redesign its covers, starting with the March issue... **Rush Limbaugh**, who underwent surgery late last year, has regained some of his hearing and will be back on radio today... **Interpublic** has formed a

new Office of the CEO, which includes Marie-José Forissier, president/COO of Initiative Media Worldwide, and Carolyn Bivens, president/COO of Initiative North America.

**Correction:** The Jan. 14 issue's Market Profile on Phoenix gave an incorrect city for Emmis Communications' headquarters. The company is based in Indianapolis.

## Inside



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## Hollings Fights to Keep FTC In Media-Merger Loop

Sen. Fritz Hollings (D-S.C.) last week stymied plans by the Bush administration to consolidate media-merger reviews under the Justice Department, which would have cut the Federal Trade Commission out of the process. In an apparent end-run, Bush's aides had not notified Hollings about their move, even though he chairs the Senate Commerce Committee. Hollings raised objections with the FTC and the Justice Dept. after learning about the proposal in a newspaper.

By putting the merger reviews under the purview of Justice, which is run by Republican political appointees, the administration would avoid dealing with the FTC, which is independent and must include a review of the impact of such mergers on consumers. —Alicia Mundy

## Fox Revamps Net, Pulls Plug on National Sports

Fox Sports Net last week canceled its nightly *National Sports Report* program as part of a new programming strategy. The move, which follows AOL Time Warner's recent decision to shut down CNN/SI this fall, leaves ESPN's *SportsCenter* as the sole network cable provider of nightly sports news.

Beginning Feb. 11, FSN will produce 2½-minute news breaks at 9 and 29 minutes after the hour, from 5:30 p.m. to 2 a.m. "We were trying to deliver hard-core news for the hard-core sports fan, but in hindsight, it was not the way to go because it did not fit our brand of sports entertainment," said Tracy Dolgin, FSN president. "Our audience is made up of moderate sports fans, and they just want to be updated regularly." Dolgin said sports radio will serve as a model for FSN's content strategy.

Also, the localized *Regional Sports Report* program will be dropped from the schedules of the six FSN affiliates operated by Rainbow Media in New York, Chicago, San Francisco, New England, Florida and Ohio. In place of *Regional Sports*, Rainbow will move *The Best Damn Sports Show Period* to 10 p.m., from 11:30 p.m. (continued on page 6)

# Networks Seek Non-Olympic Gold

With many categories locked out of NBC's Games, rivals see opportunity

TELEVISION By John Consoli

**A**lthough NBC's competitors will not aggressively counterprogram against the Winter Olympics during the February sweeps, advertisers have been buying up significant amounts of commercial time on the other networks. CBS has recorded \$80 million in first-quarter scatter ad sales, primarily because eight of the network's prime-time series are overdelivering the audience-share estimates that the network sold on them in last summer's upfront. While CBS' beating of its ratings guarantees is primarily benefitting advertisers that bought those shows in the upfront at locked-in prices, there are many other advertisers which have been busy spending first-quarter scatter dollars on non-Olympics programming.

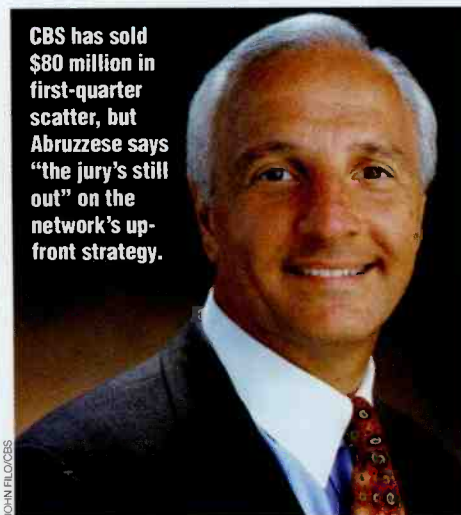
"As well as the Olympics will do in the ratings, there are people who won't watch it," said Marc Goldstein, president of national broadcast for MindShare.

NBC's coverage of the Olympics (Feb. 8-24) has more than a dozen advertisers with category exclusivity, including General Motors (domestic auto), Mazda (foreign auto) Anheuser-Busch, Coca-Cola, AT&T, Visa, Johnson & Johnson (pharmaceuticals), McDonald's, Delta Air Lines, Visa, UPS, Home Depot, Kodak, Microsoft and Texaco. With those advertisers set to reach the sizable Olympics audience, their competitors must find a way to not give them a free ride in prime time for more than two weeks in February.

Non-Olympics advertisers in highly competitive categories that are spending on the other networks include Coors, Pepsi, 7-Up, American Express, Wendy's, Burger King, Toyota, Honda, Kia, Nissan, Fuji, Continental Airlines and Federal Express, according to network sales executives.

CBS sales president Joseph Abruzzese said that both Coors and American Express have signed on as sponsors of the fourth installment of *Survivor*, which will premiere on Feb. 28.

"You have an old-fashioned ad war going on right now in the telecommunications category," a top sales executive for one of NBC's com-



CBS has sold \$80 million in first-quarter scatter, but Abruzzese says "the jury's still out" on the network's upfront strategy.

petitors said last week. "Sprint, Verizon and Cingular are not going to give up the market to AT&T, so they will fight back by advertising on the other networks. And in the video game category, competitors are not going to let Microsoft's Xbox dominate prime time."

According to media buyers, NBC has taken in about \$110 million in first-quarter scatter, with about \$36 million of that for the Olympics. Overall, NBC has sold 97 percent of the total \$720 million in available time for the Games.

While NBC has made a big effort in its Olympics promotions to lure young viewers to the Games, most competing network execs and media buyers believe the Olympics will continue to attract audiences primarily in the 25-54 demo. The last Winter Games, televised by CBS in 1998, averaged a 10.6 among viewers 25-54, compared to an 8.9 in 18-49 and a 6.4 in 18-34, according to Nielsen Media Research.

"NBC is very noble to be going after the younger audience, but it won't work," said a sales exec for a rival network. "The Games will produce [household] audience shares in the high 20s, but the younger viewers will not show up. They just don't care about the Olympics."

The two youngest-skewing networks, the WB and UPN, are both pulling in decent scatter dollars for their February prime-time



shows, buyers said. The WB, with its strong, young female audience, and UPN, which draws well with young men, are likely to be less affected by viewer defections to the Olympics.

The WB, Fox and ABC, which have all suffered ratings declines this season, will be using some of their February prime-time ad inventory to satisfy makegoods.

Despite CBS' ratings gains this season and its solid scatter sales performance, Abruzzese is not ready to declare Viacom president Mel Karmazin's strategy of holding back 35 percent of the network's prime-time inventory from the upfront to sell later at higher prices in scatter a home run just yet.

"The jury's still out," Abruzzese said. "We did have a record fourth quarter in scatter, but we really have to wait to see how the second and third quarters go."

CBS will air mostly repeats of its regular series programming during the Olympics. Several of CBS' series have performed decently in repeat airings this season; *CSI* has averaged a 14.4 in first-run and 12.4 in reruns, while *Everybody Loves Raymond* has averaged a 14.0 in first-run and 11.6 in repeats.

CBS will replace a few of its series with theatrical movies against the Olympics, and the network will air one miniseries, *Guilty Hearts*, on Feb. 10 and 13. CBS will run the *Rosa Parks Story*, starring Angela Bassett, opposite the Olympics' closing ceremonies on Feb. 24. On Jan. 31, the sweeps' first night, CBS will air a *Price Is Right* special, hosted by Bob Barker.

That same night, ABC will air the final two hours of its six-hour miniseries *Stephen King's Rose Red*. Like CBS, ABC will air mostly series programming (both new episodes and reruns) against the Olympics.

On Feb. 8, the night of the Olympics' opening ceremonies, the WB will pre-empt its Friday-night comedy block to air a theatrical movie. The Frog network will also air a movie Feb. 19 opposite the Olympics' early-round women's figure-skating competition.

Fox will air most of its regular schedule against the Olympics, primarily with new episodes. And the network, which had pledged to tone down its reality programming, will air at least one reality special as Olympics competition. On Feb. 22, Fox will air the two-hour special *When Animals Invade Your Home* vs. the Olympics' figure-skating exhibition event. The network had also planned to air *Glutton Bowl: The World's Greatest Eating Competition* on Feb. 21 against the Olympics' women's figure-skating finals (typically the Games' top-rated event), but *Glutton Bowl's* airdate was undetermined at press time. "With primarily women watching figure skating, we're hoping to lure some of the male audience," a Fox exec said. ■

# Raising a White Flag

## Outlets that have to compete against Olympics won't put up much of a fight

**TV STATIONS** By Jeremy Murphy

**T**he February sweeps haven't even started yet (they kick off Jan. 31), but local stations around the country are already predicting the outcome. With NBC stations scheduled to air 17 continuous nights of Winter Olympics programming—which are likely to bring in big ratings given the patriotic fervor that has swept the nation since Sept. 11—many competing stations are privately conceding the February sweeps to NBC and instead focusing on May, the last sweeps period of the season.

"I'm not going to throw much against February," admitted the general manager of a top-20 market station, who wouldn't speak for attribution. "To spend a lot of time and resources on a month that buyers aren't going to pay attention to is counterproductive."

Stations without the Olympics aren't expecting much this February, buyers say. "There are a lot of ambitious, optimistic projections that Olympic numbers are going to go through the roof, so [non-NBC stations] are being realistic as to what to expect," said Maribeth Papuga, senior vp/director of local broadcast for MediaVest. "Stations aren't going to bank their whole February income on programming against the Olympics—most of them aren't going to do anything to really counter it."

Station managers and buyers predict that February is going to be a very difficult month to analyze anyway, given that ratings—both national and local—will be heavily skewed by Olympics coverage. To combat what will probably be a very confusing book, Nielsen Media Research is offering a ratings book that factors out Olympics numbers.

"It's going to be a very difficult period to look at," said Bonita LeFlore, executive vp/director of local broadcast at Zenith Media. "Certainly, using the February book to project ratings for other quarters is not going to happen."

Some station executives were more succinct: "It's going to be a useless book—February will be a book that cannot be used," said Bob Leider, vp/general manager of WSVN, Sunbeam Television's Fox affiliate in Miami. A handful of markets, including Detroit, plan to

emphasize results from their January and March ratings books to help set ad rates.

Sensing they will most likely take a hit in February, Fox and ABC last week decided they will not spend any local co-op dollars—used to promote network shows on billboards and radio spots. CBS will do so sparingly, accord-



A sense of doom? ABC has slated the 1984 movie *Indiana Jones and the Temple of Doom* to run against the Olympics on Feb. 18.

ing to a representative, focusing on "limited strategic" opportunities, such as the Grammys.

Surprisingly, the stations affected by this aren't really complaining, probably because the networks are not really counterprogramming. "Certain nights of the prime-time schedule are pretty telling," said the gm of one ABC affiliate, pointing to the network's Feb. 18 scheduling of an 18-year-old movie, *Indiana Jones and the Temple of Doom*.

So are stations competing with NBC already waving the white flag? Not completely. While buyers and gms agree there will probably be a lack of stunting and big investigative reporting on local newscasts this February, many competing stations will try to exploit holes in NBC's Olympics scheduling.

"Stations [that] have an 11 p.m. newscast against NBC will have a great opportunity to get their late news sampled," said Bruce Baker, executive vp of affiliates for Cox Broadcasting, noting that late newscasts on NBC stations will be delayed 14 times in Eastern and Central time zones during Olympics coverage. Cox owns 3 NBC outlets among its 15 stations. While Baker says "we don't ever take any sweeps period as unimportant," he, like many broadcasters, admits "this particular sweeps period presents some challenges." ■



Twenty jobs at *National Sports* and 81 at *Regional* will be cut. —Megan Larson

## Manos Leaving A&E to Run Rainbow Networks Sales

In other news at Rainbow, Arlene Manos, senior vp of national ad sales at A&E Networks, will join the company on Feb. 28 as president of Rainbow National Network Advertising Sales.

Manos, who helped build A&E's advertising base over the past 12 years, will be responsible for Rainbow networks, including Bravo; WE: Women's Entertainment, which will go through its first upfront this year; MuchMusic USA; Independent Film Channel; and American Movie Classics. "It's going to be a challenge," Manos said. "But it's an opportunity I could not pass up."

A replacement for Manos has not been named. For now, Whitney Goit, executive vp of A&E Television Networks, will oversee ad sales. —ML

## CBS Veteran Izzicupo Exits Amid TV-Movie Slump

Sunta Izzicupo, who ran CBS' long-form division for the past six years, left the network last week. The 13-year veteran of CBS is looking to get into producing, said an executive at the network who is familiar with the situation.

Among the CBS movie projects Izzicupo oversaw were *Joan of Arc*, *Jesus*, *Mama Flora's Family* and *What the Deaf Man Heard*, as well as the live presentations *Fail Safe* and *On Golden Pond*. She also helped rebuild the network's CBS *Sunday Movie* franchise, which remains the only regular weekly made-for slot on any of the Big Four networks. A replacement has not been named.

Izzicupo's departure comes at a time when most of the networks' long-form divisions are struggling to maintain a presence in prime time. Perhaps the only exception is ABC's unit, which last week announced plans for *Dreamkeeper*, a four-hour, \$30 million miniseries from Robert Halmi Sr. focusing on native Americans. The telepic is scheduled to air in November 2003. —Alan James Frutkin

# XM Radio to Survey Subs

Arbitron will gather feedback from 1,000 listeners for future ad strategies

RESEARCH By Katy Bachman

**X**M Satellite Radio, the first of two subscription radio services to launch nationwide, last week took two more important steps on its way to make satellite radio as familiar to consumers as AM and FM. The Washington, D.C.-based company, which plans to generate 50 percent of its revenue from advertising on about 65 of its 100 channels, confirmed it had signed an agreement with Arbitron to conduct two studies of its subscribers in the spring and fall.

In addition, XM announced that General Motors will offer XM radios as a factory-installed option on 23 of its 2003 models. GM, which has a \$520 million equity investment in XM, was the first car manufacturer to install satellite radio in its Cadillac Seville and DeVille models this year. Other than in Cadillacs, XM radios are available only in retail outlets.

The Arbitron studies will profile the satellite listener by demographic and socioeconomic characteristics based on a sample of 1,000 people drawn from XM's subscriber base. Details are still being worked out, but measures are likely to include how many hours a day people spend with satellite radio versus terrestrial radio, and where and when people listen.

While the sample will be too small for indi-

vidual channel ratings, network-radio advertisers said the studies are a good first step, similar to how cable research developed. "So far, we've been making assumptions about who these people are," said Natalie Swed Stone, director of national radio for OMD. Taking advantage of XM's introductory bargain-basement rates, Swed Stone is using XM for clients such as Infiniti and State Farm Insurance.

Even with the studies, network buyers are inclined to give XM, which analysts predict will reach about 400,000 subs by year's end, the benefit of the doubt. "We'll look to the results of the study, but you have to look past the research because it's a first round," said Matt Feinberg, vp and manager of national radio for Zenith Media.

That leaves New York-based Sirius Satellite Radio, which plans to complete its national rollout by Aug. 1, plenty of time to catch up. "30,000 subscribers is not a significant difference in the long haul of satellite radio's development," said Elana Sofko, Sirius director of Talk/sales partners. Sirius wants 10 to 20 percent of its revenue to come from advertising on 40 nonmusic channels. It, too, has been in talks with Arbitron about audience measures of its prospective subscribers. ■

# ABC, Fox Face New Reality

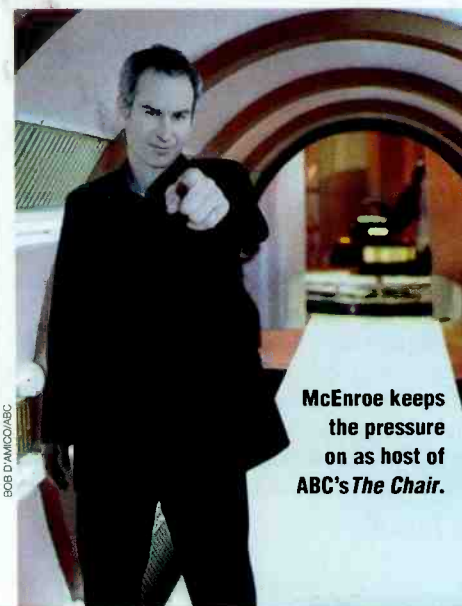
Game-show debuts win time periods in 18-49, but buyers are wait-and-see

NETWORK TV By Alan James Frutkin

**T**o the chagrin of TV critics, launch ratings last week for ABC's *The Chair* and Fox's *The Chamber* proved viewers still want reality. Whether this brand of reality has staying power is uncertain, but sampling of both game shows suggests a strong audience appetite for nonfiction formats.

So what hooked viewers? Well, cross ABC's *Who Wants To Be A Millionaire* with NBC's *Fear Factor* and you'll get an idea. *The Chair* requires contestants to answer questions while maintaining their calm—literally. If their heart rate rises above a certain level, they lose money. Produced by New Zealand-based Touchdown Television, *The Chair* is hosted by former tennis star John McEnroe and offers a top prize of \$250,000.

*The Chamber*, from Dick Clark Produc-



McEnroe keeps the pressure on as host of ABC's *The Chair*.



1.5 rating

1,030,000 HHs\*



**WE'VE UNCOVERED OUR LARGEST AUDIENCE EVER.**

\* Highest Rated Original Program ..... (1/3/02, *A Husband's Secret*)

\*\* Top 10 Cable Network.....(12/24/01-12/30/01)

Highest Rated Month..... (Dec. '01 - .8 rtg.)

Highest Rated Week.....(12/24/01-12/30/01 - 1.1 rtg.)

Highest Rated Night.....(12/16/01 - 1.1 rtg.)

Most Watched Quarter..... (Q4/01 - 456,000 HHs)



Source: Nielsen Media Research, M-Su 8-11pm, 12/29/96 - 12/30/01. \*\*Tied for 9th with Discovery to HH ratings. Household coverage area ratings and average projections. Subject to qualifications upon request. Nielsen Media Research, M-Su 8-11pm, 12/29/96 - 12/30/01. Household program based coverage area rating. Nielsen Media Research, M-Su 8-11pm, 11/26/01 - 12/30/01. Household coverage area ratings among ad supported networks. Nielsen Media Research, M-Su 8-11pm, 10/1/01 - 12/30/01. Household average projections among ad supported networks. Subject to qualifications upon request.



tions., is a more extreme version of *The Chair*. Contestants must endure physical and environmental pressures—ranging from extreme heat to extreme cold—while answering questions for up to \$100,000. The shows are so similar, Touchdown has filed suit for copyright infringement against Dick Clark Productions and Fox, with Fox filing a countersuit.

Of course, those lawsuits may disappear if the shows do. But initial ratings, especially with young viewers, indicate neither may vanish anytime soon. Among adults 18-49, both shows won their time periods, with *The Chair* scoring a 5.1 Tuesday at 8 p.m. and *The Chamber* pulling a 4.7 Sunday at 8 p.m.

"They're not blockbuster numbers, but they're not bad, either," said Stacey Lynn Koerner, senior vp and director of broadcast research for Initiative Media. Koerner warned, however, that both shows could settle in at less than average numbers over the next several weeks, which may bode poorly for their long-term futures.

For now, both networks are optimistic they've found viewer-friendly formats—lawsuits notwithstanding. And any ratings rise may seem like a plus after the poor showing of Fox's recent reality attempts *Love Cruise*, *Murder in Smalltown X*, and *Temptation Island 2*.

Mike Darnell, Fox's executive vp of specials, alternative and late-night programming, said for the past six months he's been looking for programs that avoid following storylines. "Viewers can see it one week, miss it the next and still feel like they know what's going on," said Darnell, who added that self-contained shows also are less expensive than story-arc shows. But Andrea Wong, senior vp of alternative series and specials for ABC, said that money isn't the only reason viewers may see less storylines in reality programming.

"After Sept. 11, some of the more manufactured stakes of reality series seemed inconsequential and trivial in comparison to the reality of our world," Wong said. "Shows like *The Chair* are just pure entertainment." ■

## Copps: Show Me the Tapes

FCC's lone Dem taking strong stand vs. broadcasters on indecency issues

WASHINGTON By Alicia Mundy

As the sole Democrat on the Federal Communications Commission, Michael Copps has not had much of an opportunity to imprint himself on the agency. But the laconic Copps has latched onto the issue of indecency on the airwaves, particularly radio, with a vengeance.

Radio CEOs probably hoped that he would back off since he seemed to be the only commissioner interested in the matter. But in a meeting with telecom reporters last week, Copps was clear he is not ready to give up. He said he is pushing for radio executives to keep tapes of their shows so that possible complaints from listeners and others could be more easily verified and weighed.

Noting that he had recently discussed the issue with a group of presumably supportive bishops, he said, "I hope that 2002 will be the year of decency in the media." He added that he's thinking of "highlighting broadcasters who reach for the stars," as well as citing those who "plumb the depths."

Copps is still unhappy with NBC's decision to air liquor ads and has noted he's not pleased with the FCC's reversal of its indecency ruling in the "Slim Shady" incident involving the broadcast of a risqué song by rapper Eminem.

Copps said he has asked National Association of Broadcasters president Eddie Fritts to get his members to voluntarily tape their broadcasts so that consumer complaints can be investigated. Copps, who is from South Carolina and was the top telecom aid



Copps wants 2002 to be a "year of decency."

to Senate Commerce Committee Chairman Sen. Fritz Hollings (D-S.C.), has also asked South Carolina radio executives to keep their recordings. Broadcasters contend that such a tape library would be a storage nightmare, and it would require spending hours responding to complaints. So far, only Disney/ABC chairman Michael Eisner has agreed to keep recordings, of ABC Radio's shows.

Regarding Fritts' response, Copps said very carefully, "You'd better talk to the NAB about it." But he added, in a wry attempt to assuage radio broadcasters, "I don't intend to sit up reading radio transcripts at night." ■

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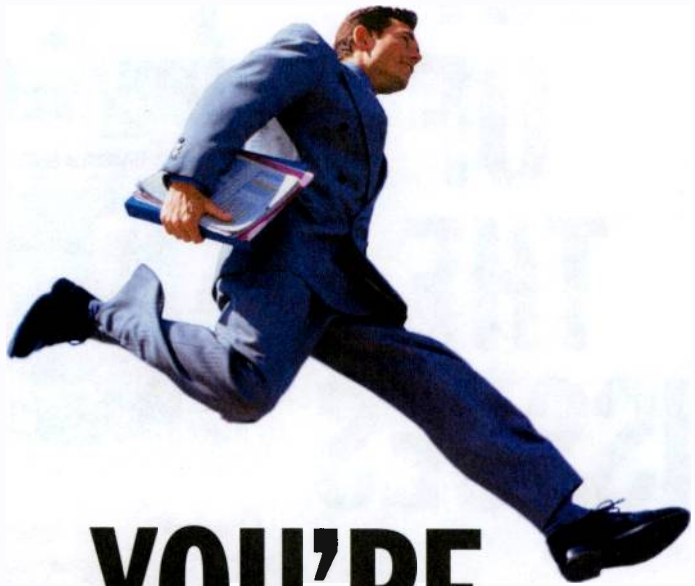
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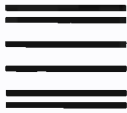
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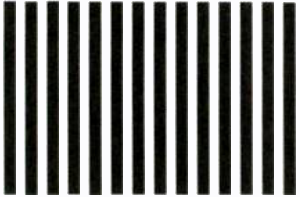
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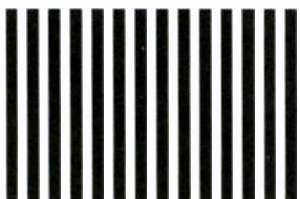
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# Local Media

TV STATIONS | NEWSPAPERS | RADIO STATIONS | OUTDOOR | MAGAZINES

## RADIO

# News Outlets Broke Records Post-9/11

BY KATY BACHMAN

Sept. 11 not only changed the face of the world, it also whet America's appetite for news radio. Midway through the release of Arbitron's Fall survey (Sept. 20-Dec. 12), several All-News stations in top-10 markets shattered ratings records.

WINS-AM in New York had its best numbers in 18 years, said Scott Herman, vp and general manager. The Infinity Broadcasting-owned station had a weekly come of close to 3 million, up from about 2.2 million the previous year. In Washington, D.C., Bonneville International's WTOP-AM drew more than a million listeners a week, the largest number of listeners the station has ever had, boasted Joel Oxley, vp and general manager of WTOP.

For the first time since the 1960s, WBBM, Chicago's Infinity-owned station, bested Tribune Broadcasting's perennial ratings leader, WGN-AM, by a wide margin (5.5 to 6.2). Rod Zimmerman, vp/gm of WBBM, said it was a combination of the "9/11 effect" and WBBM's programming changes since August 2000, when Infinity put Sports WSCR-AM on the WMAQ frequency, leaving the market with one All-News station. "We were showing significant growth before 9/11," said Zimmerman, noting that WBBM posted a 5.2 a year ago.

Whether the gains will translate into more advertising dollars for All-News will take a few more surveys, said buyers. "The book is tainted. But some advertisers might want to put more against All-News, particularly those who blindly buy off the numbers," said Rich Russo, director of broadcast services for JL Media.

All-News stations have always been at the head of the line for ad dollars, even before Sept. 11. "There are very few clients that don't want to look at All-News stations," said Karen Agresti, senior vp and director of local broadcast for Hill,

## ALL-NEWS STATIONS' RATINGS RISE

STATION (OWNER)	MARKET (RANK)	SUMMER '01	FALL '01	% CHANGE
WINS-AM (INFINITY)	New York (1)	4.3	4.8	+11%
WCBS-AM (INFINITY)	New York	2.9	3.6	+24%
KNX-AM (INFINITY)	Los Angeles (2)	2.4	2.4	none
KFWB-AM (INFINITY)	Los Angeles	1.8	2.1	+16%
WBBM-AM (INFINITY)	Chicago (3)	5.0	6.2	+24%
KCBS-AM (INFINITY)	San Francisco (4)	4.3	5.0	+16%
KYW-AM (INFINITY)	Philadelphia (6)	7.1	7.9	+11%
WTOP-AM (BONNEVILLE)	Washington (7)	5.0	5.5	+10%
WBZ-AM (INFINITY)	Boston (8)	7.6	8.7	+14%
WWJ-AM (INFINITY)	Detroit (10)	5.7	6.1	+7%

Source: Arbitron, average quarter-hour share among listeners 12-plus

Holliday, Connors, Cosmopolus. If anything, Agresti said it would enable the stations to maintain rate integrity in a soft ad market. "There's more opportunity for [All-News stations] to charge higher than market rates," she added.

While radio executives unanimously agreed that Sept. 11 was by far the biggest factor in ratings for All-News, they're also hoping that it will be a longer-lasting trend.

"Clearly the ratings are related to 9/11, but in some ways, this may indicate a sea change. Just like 9/11 was a defining moment for U.S. history, it could reshape radio's history, since the event exposed more people to news," said Harvey Nagler, vp of radio for CBS News.

According to an Arbitron study of the effects of 9/11 on listening, All-News has attracted a younger demo beyond its traditionally 35-and-older audience. As a result, more music stations have signed up for network news services (*Mediaweek*, Oct. 29). "The more news that's on radio, the better for us. Not all listeners can wait for the top of the hour," said Herman.

"We're trying to do as much updating as we can to keep [new listeners] and contemporize the station by bringing in more production values," said Steve Butler, program director for KYW in Philadelphia.

Better informed about the world since

Sept. 11, radio listeners are hungry for broader coverage. Nagler pointed out that CBS has recently been inundated with requests from stations to interview Ranjan Gupta, the network's correspondent in India. "Before 9/11, no one knew or cared about India," he said.

## HOUSTON RADIO STATIONS

### Cumulus Signs on Urban

When Cumulus Media launched KRPW-FM, Houston's newest Urban station targeting African Americans 25-to-44 years old on Jan. 3, not only did it have its talent lined up before it launched, but it also had ad deals already signed.

"We had the opportunity to launch in October, but we didn't," said Tim Davies, the general manager of KRPW. Instead, Cumulus prepared the market, its first in the top 10, in advance by talking with advertisers and teasing radio listeners with promotional flyers and a comprehensive billboard campaign.

Formerly Country KAYD-FM in Beaumont, Texas, Cumulus spent \$10 million to move the station to Houston by relocating and building a new 2,000-foot, 100,000-watt tower.

Picking a format was easy. With the ninth-largest Black population in the nation, Houston had only two Urban stations, Urban Adult Contemporary KMJQ-FM and Hip Hop KBXX-FM, which skews younger and attracts listeners across ethnic lines. Ranked No. 1 and No. 3 in the Arbitron Summer survey, both are owned by Radio One, the largest radio group specializing in programming targeting African Americans.

"As fragmented as radio has gotten, there are still few stations super-serving the African American audience," said Patrick Guerra, senior partner with Rhino Marketing, whose clients include the market's biggest car dealers, Munday Chevrolet and Sterling McCall Toyota, which is the No. 1 dealer in Texas, as well as the No. 2 dealer in the U.S.

Davies and his sales staff approached advertisers about four months out from the launch, making it easier for them to work it into the budget cycle. "It was more affordable on the front end, and we've locked in charter rates for the long term," Guerra said.

The Atlanta-based Cumulus is working on other top markets, including Pittsburgh and Kansas City. "We hope this is just the starting point," said Lew Dickey, CEO of Cumulus. "They take time, but they're worth it." —KB



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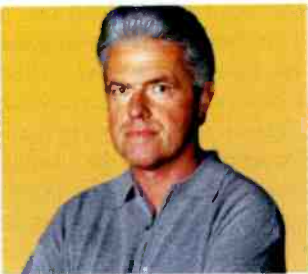
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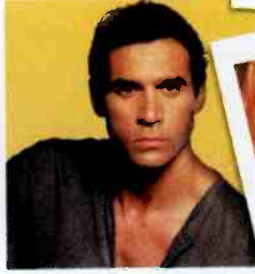
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Reuters  
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SOURCES: Audit Bureau of Circulations, subject to audit; six months ending September 30th, 2001; 2001 Scarborough Report.



# Market Profile

BY EILEEN DAVIS HUDSON



STANLEY PHOTO AND DESIGN/STB

This fall, WTVD hopes to further boost its performance in the mornings by replacing the syndicated *Jenny Jones* at 9 a.m. with *Live With Regis & Kelly*, which currently airs on WRAL and leads the 9-10 a.m. time period.

This week, WTVD will introduce a new set for its newscasts, the outlet's first new look in six or seven years, Staab says. One key feature of the new set is an eight-foot TV screen that will be used for weather forecasts. In place of the plain blue background that most TV stations use to display weather graphics, the TV screen will allow WTVD weather anchors to actually see the maps and information they are pointing to during their segments.

WTVD's lead female anchor, Mariam Thomas, left the outlet in late November. The station has not yet found a replacement; for the time being, 5:30 p.m. anchor Frances Scott is filling in at 5 p.m. and Larry Stog-

## Market Profile

competes against an hour-long 10 o'clock news on Sinclair Broadcast Group's WB affiliate, WLFL-TV.

During the current college basketball season, WRAZ will carry about a half-dozen games featuring schools in the Atlantic Coast Conference, which includes Duke, North Carolina, N.C. State and nearby Wake Forest University. On its digital channel, WRAZ carries about 30 games per season of the Durham Bulls, a Triple A farm team for Major League Baseball's Tampa Bay Devil Rays.

Sinclair created the market's first duopoly in late 1999 with its purchase of UPN affiliate WRDC-TV from Glencairn Ltd.; Sinclair had previously operated WRDC as an LMA. WRDC and WLFL share the same management, led by gm Susan Lucas.

WRDC's syndicated programming lineup is decidedly ethnic-skewing, targeting Raleigh-Durham's African American viewers with shows including *Living Single*, *Martin* and *In the House*. About 27 percent of the market's population is African American, more than double the average of 13 percent in the country's 50 largest markets, according to Scarborough Research.

In 1998, WRAZ and WLFL swapped affiliations. The same year, Nielsen introduced meters to the market, which had been the highest-ranked DMA still on Nielsen's diary system for measuring TV audiences.

As for WNCN, gm Ward says the outlet "has had a checkered history." As an NBC affiliate, the station eliminated its local newscasts three times between 1985 to 1995, Ward notes, and sometimes pre-empted NBC prime-time shows to air sports programming. Since acquiring WNCN in 1996, NBC has spent "a lot of time and money to promote the station as NBC [owned]," Ward says. WNCN began its tenure as an NBC O&O with "a very small [ratings] base, but the growth has been consistent," he adds.

In May 2000, WNCN relocated its broadcast tower from Johnston County to Wake County and picked up an additional 500 feet in elevation. Ward says the new location and stronger signal has yielded an 11 percent improvement in WNCN's penetration in the market.

On the talent front, WNCN weekend coanchor Tim Grimes left last year to join a station in Houston. WNCN opted to go with single anchor Kim Genardo on its 6 and 11 p.m. weekend newscasts. Early last year, Janice Jones, formerly of WOFL-TV in Orlando, Fla., joined WNCN as chief weathercaster, replacing Lisa Spencer.

### SCARBOROUGH PROFILE

#### Comparison of Raleigh-Durham

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Raleigh-Durham Composition %	R-D Index
<b>DEMOGRAPHICS</b>			
Age 18-34	31	34	109
Age 35-54	41	40	99
Age 55+	28	25	91
HHI \$75,000+	27	19	72
College Graduate	12	13	105
Any Postgraduate Work	10	9	85
Professional/Managerial	23	25	109
African American	13	27	215
Hispanic	12	5	39
<b>MEDIA USAGE - AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	54	49	90
Read Any Sunday Newspaper	64	53	84
Total Radio Morning Drive M-F	22	20	93
Total Radio Evening Drive M-F	18	17	94
Total TV Early Evening M-F	30	31	105
Total TV Prime Time M-Sun	39	36	92
Total Cable Prime Time M-Sun	13	15	115
<b>MEDIA USAGE - CUME AUDIENCES**</b>			
Read Any Daily Newspaper	73	67	92
Read Any Sunday Newspaper	77	69	89
Total Radio Morning Drive M-F	75	76	102
Total Radio Evening Drive M-F	73	74	101
Total TV Early Evening M-F	71	76	107
Total TV Prime Time M-Sun	91	91	100
Total Cable Prime Time M-Sun	58	61	107
<b>MEDIA USAGE - OTHER</b>			
Access Internet/WWW	61	60	99
<b>HOME TECHNOLOGY</b>			
Own a Personal Computer	67	66	100
Shop Using Online Services/Internet	35	36	102
Connected to Cable	71	69	98
Connected to Satellite/Microwave Dish	15	26	177

\*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: 2001 Scarborough Research Top 50 Market Report (February 2000-March 2001)

Ward is looking forward to NBC's Winter Olympics coverage next month as a big chance for WNCN to win new viewers who may sample the station for the first time. "When the opportunity comes along for people to see us, we've really got to step up to the plate and hit the ball out of the park," the gm says.

The market also has an Independent station, WKFT-TV in Fayetteville. Privately held Bahakel Communications, which acquired WKFT in 1998, this month put the outlet up for sale, along with its WBAK-TV, a Fox affiliate in Terre Haute, Ind. The

offering of the two outlets is being handled by Media Venture Partners. Russell Schwartz, senior vp and general counsel for Charlotte, N.C.-based Bahakel, says WKFT is not a good fit with the company's portfolio of eight other TV outlets, all of which are network affiliates.

Another broadcast TV outlet in the market is Paxson Communications O&O WRPX.

In local cable, Time Warner Cable is expected to soon launch a 24-hour local news channel, serving up some new competition for broadcast TV stations in the Raleigh-





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## CROSSING OVER WITH JOHN EDWARD

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- 2.4 HH rating ranks #1 among new first-run strips. <sup>(3)</sup>
- Over 95% clearance.

## GAME WARDEN WILDLIFE JOURNAL

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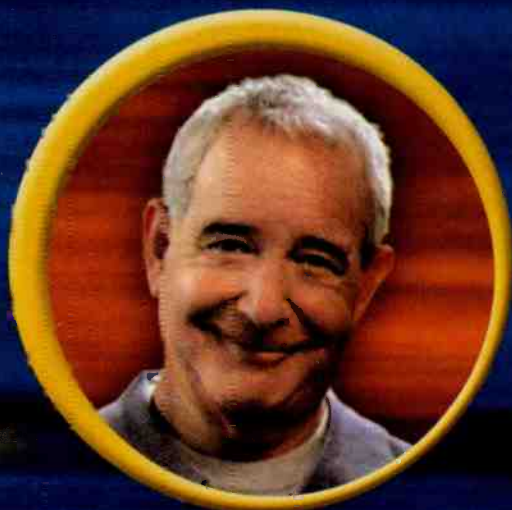
- Up +17% year-to-year. <sup>(4)</sup>
- Over 80% clearance.



## CHICKEN SOUP FOR THE SOUL

---

- Up +17% since premiere week. <sup>(5)</sup>
- Over 80% clearance.



ALL-PL  
•  
NOISIA

SOURCE:

(1) NSS/Galaxy Explorer AA/GAA%; 11/11-12/28/00. Includes all CC type codes.

(2) NSS/Galaxy Explorer AA/GAA%; PTD through 12/30/01. Includes all CC type codes.

(3) NSS/Galaxy Explorer HH/AA/GAA%; FTD through 12/30/01. New first-run strips = premiered since 8/27/01.

(4) NSS/Galaxy Explorer HH/AA%; 8/27-12/30/01 vs. 9/25-12/31/00.

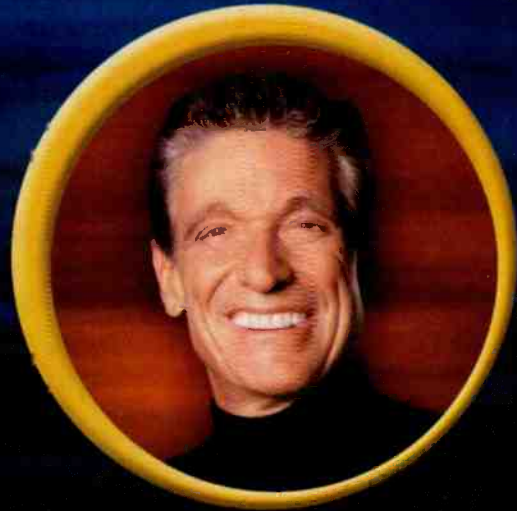
(5) NSS/Galaxy Explorer HH/AA%; Week of 12/24/01 vs. Week of 10/01/01.



## MAURY

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- 2.4 W18-49 rating ranks #2 among all talk strips. <sup>(1)</sup>
- Over 95% clearance.



## SALLY

---

- Over 60 talk shows have come and gone since SALLY has been on the air.
- Over 95% clearance.



## JERRY SPRINGER

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- 1.7 A18-49 rating ranks #2 among all talk strips. <sup>(2)</sup>
- Over 90% clearance.



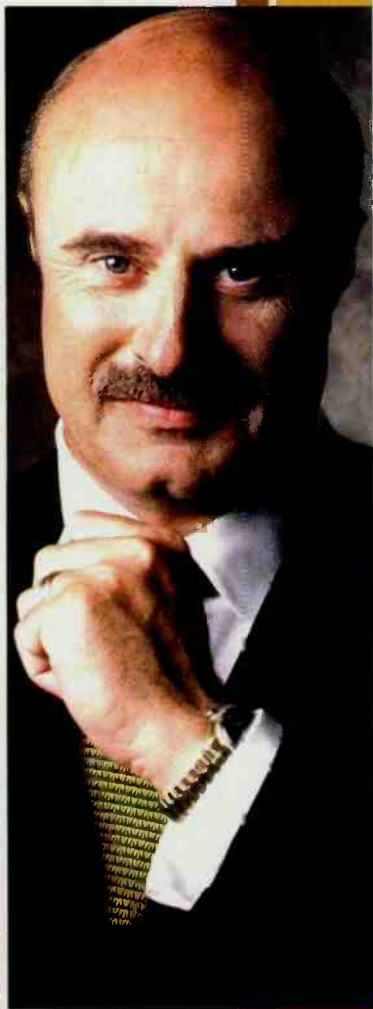
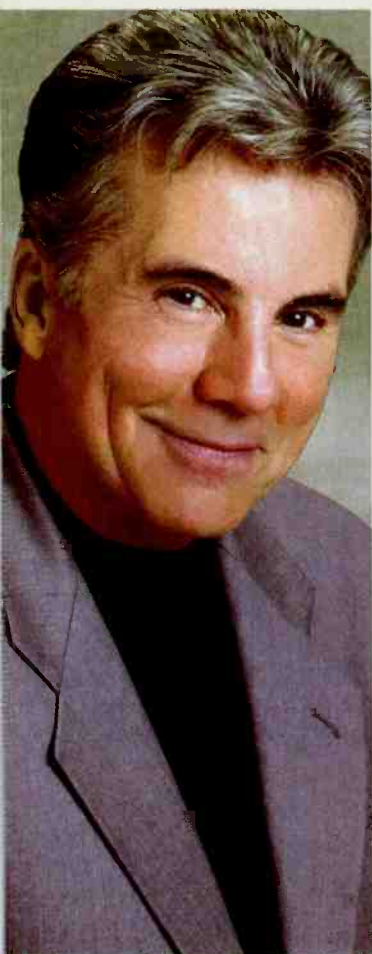
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**TAKING THEIR CUES:**  
(From left) John Walsh hopes to fill Phil Donahue's shoes; Dr. Phil enters the marketplace with the blessing of talk queen Oprah; James Van Praagh will mimic last season's modest hit, *Crossing Over*, and Wayne Brady offers a dose of variety à la Mike Douglas and Merv Griffin.

**Att**



**The major studios failed yet again** to launch a new breakout talk show this season, as fall 2000 entries *Iyanla* and *Talk or Walk* have already been canceled and *Ananda Lewis* and *The Other Half* are not expected to return for a second season. But you gotta give those syndicators credit for trying, again and again. Six new talkers—one more than this season's crop—are currently being shopped to stations for fall 2002 at the smaller NATPE conference in Las Vegas.

Originality certainly isn't the first word that comes to mind for next season's talkers. *Dr. Phil* is a spinoff from *Oprah*. *The Rob Nelson Show* and *The John Walsh Show* hope to fill Phil Donahue's shoes. *Caroline Rhea*, a *Rosie* knockoff that failed to drum up enough interest to launch in fall 2000, is trying again with a different distributor. *The Wayne Brady Show* follow in the vein of Merv Griffin and Mike Douglas. And *Beyond With James Van Praagh* feels a lot like Studios USA's *Crossing Over With John Edward*, which has had modest success this season.

"Instead of originality, we're seeing imitation, and that's the mistake syndicators make every year," said Bob Jacobs, former president of King World, Carsey Werner and GTG (Grant Tinker/Gannett) Marketing. "Instead of trying to recapture something that once was—rather than looking for the next *Oprah*, *Wheel of Fortune*, *Jeopardy!* or *Entertainment Tonight*—syndicators need to be more inventive. They need to do less copying and start stepping out more over the edge. Until that happens, nothing new has a real shot at succeeding."

If there's one show that revolutionized daytime talk, it was *Donahue*, which, with its record 29-year run (1967-96), opened the door for issue-oriented talk-show hosts such as Sally Jessy Raphael, Geraldo Rivera, Oprah Winfrey, Montel Williams and Maury Povich. But as the years passed, the genre became glutted with an array of similar hours, from *Forgive or Forget* and *Queen Latifah* to *Carnie* and *Dr. Laura*—all of which came and quickly went.

But lack of success hasn't stopped syndicators in the past, and this year is no different. "Personally, I'm not surprised to see new talk shows with a familiar feel," notes Garnett Losak, vp and director of programming at the Petry Television Group. "There are, after all, just so many genres to work

# ack of the Clones

**WITH THIS YEAR'S CROP OF TALK SHOWS, SYNDICATORS HOPE TO REVIVE THE SPIRIT OF LEGENDS PHIL DONAHUE, MERV GRIFFIN AND MIKE DOUGLAS. BUT THEY ALL FACE A FAR MORE SKEPTICAL MARKETPLACE BY MARC BERMAN**



with. What really makes any new talk show a standout in any season is the person chosen to host it, and next fall we have a wide range of choices to look forward to."

Most likely to succeed this fall is King World's *Dr. Phil*, which has several built-in advantages: plenty of exposure on *Oprah*, where the doctor of psychology makes regular appearances; a potential pairing as a lead-in to or lead-out from the reigning queen of talk; *Oprah*'s personal blessing; and the fact that he will never have to face off against her in a time period, since King World also distributes *Oprah*.

"In the world of programming, time periods are everything, and clearances in over 90 percent of the country pre-NATPE puts this show ahead of the rest," says Bill Carroll, vp and director of programming at Katz Television. "By pre-familiarizing viewers with *Dr. Phil* on *Oprah*, King World could be sitting on the next long-term talk-show franchise."

Twentieth Television has never made a name for itself in the talk-show arena—*Forgive and Forget* and the late-night *Magic Hour*, which had a two-month run in 1998, were its last attempts. But the studio hopes to turn its fortunes around with *The Rob Nelson Show*, whose résumé includes a stint as host of talker *The Full Nelson* on The Fox News Channel.

"I am proud to refer to Rob Nelson as the young Phil Donahue," says Bob Cook, president and COO of Twentieth Television. "Women still want to see the type of positive talk that inspires, that uplifts. And it's time to get back to basics in syndication. One look at ratings this season and it's obvious viewers are more interested in shows like *Oprah*, *Regis & Kelly* and *The View* than the trashy, fake, circus-type formulas. If you look at Rob Nelson and think Donahue—which I think you will—then I am happy to say we are heading in the right direction."

*The John Walsh Show*, from NBC Enterprises, features the well-known host of Fox's *America's Most Wanted* in the studio or out in the field covering stories of interest as they unfold. "At a time when America is looking for heroes, John Walsh is what he personally would refer



## 'Is the syndication marketplace really ready for two new shows that claim to be the next Phil Donahue? Wasn't one Donahue enough?' —BOB JACOBS

to as a reluctant hero," says Ed Wilson, president of NBC Enterprises. "People admire and trust John, and we will capitalize on his image by focusing on what's good in America."

Unlike typical studio-based daytime talk, traveling to different locations will be an integral part of *John Walsh*. Also, one ongoing individual show theme will include a profile of heroes across the country. "I would love to see this show premiere by the second week of September so we could have John reporting from Ground Zero in New York on the first-year anniversary of the terrorist attacks," adds Wilson. "Or at the Pentagon in Washington. Like Donahue in his heyday, John will have a specific point of view. In a way, you could call this 'the traveling Donahue.'"

"But is the syndication marketplace really ready for two new shows that claim to be the next Phil Donahue?" counters Jacobs. "Wasn't one Donahue already enough? And didn't Rob Nelson already host a talk show that didn't work?"

Donahue isn't the only talk-show star who's being imitated this year.

Two new shows this fall are looking to recreate the magic of both *The Mike Douglas Show* (1961-82) and *The Merv Griffin Show* (1962-86). Others have tried and failed in recent years, including Martin Short, Howie Mandel, Roseanne and Donny and Marie Osmond.

With *Rosie O'Donnell*—who always referred to her show as a Mike Douglas clone—calling it quits, talk/variety in daytime is suddenly up for grabs. Two shows—*Caroline Rhea*, Rosie's replacement from Warner Bros., and Buena Vista's *Wayne Brady*—hope to keep the tradition alive.

"We've just shot our first three shows with Caroline Rhea and we're excited about the possibilities," notes Dick Robertson, president of Warner Bros. Distribution. "There is always an appetite for this type of talk, and we're confident we will keep the tradition of Merv, Mike...and Rosie alive. There's nothing wrong with delving back to your successful roots to find your next hit in syndication."

Not everyone is convinced. "Considering Paramount tried and failed to launch Caroline last season, trying to make the grade one year later has to be considered a long shot," says Brad Adgate, senior vp of corporate research at Horizon Media. "Given his success on ABC's *Whose Line Is It Anyway?*, Wayne Brady seems like a more logical choice for 2002."

Brady, who is also hoping to capitalize on Rosie's departure, will feature celebrity guests, audience participation, musical interludes and field pieces. "We will take the best elements of the old Mike Douglas and Merv Griffin shows and incorporate them in *Wayne Brady*," says Janice Marinelli, president, Buena Vista Television. "In times like this, we don't want to veer away from the tried-and-true. We want to entertain our viewers, offer a daily forum where they can forget their troubles, sit back, relax and be entertained. And if that means enhancing a familiar format, then we are happy to do it."

Of course, thanks to *John Edward* this season, it comes as no surprise that another popular medium, James Van Praagh, will host his own psychic-oriented show. If the show clicks, it will be Tribune Entertainment's first successful daytime strip since *Geraldo*, which departed in 1998. The syndicator's two most recent attempts at talk, *Dreammaker With Richard Simmons* in fall 1999 and *Talk or Walk* this season, were both canceled after just four months on the air.

And there you have it, the freshman talk shows for 2002-03—all of them attempts to parlay the familiar into new sources of revenue in a genre clouded by no breakout success in the last six years. "In an ad marketplace this volatile, deviating from the norm could be considered

dangerous," notes Dave Walsh, president of the Walsh Entertainment Group, a media consulting firm. "After all, no one ever said television—network or syndication—is a breeding ground for originality. The safest route is the most familiar route."

Still, based on the drought in talk-show hits, handicappers might have a hard time predicting the next long-term success. "I would have an easier time predicting something would work if it was an original concept, and I don't see anything like that for next season," says Jacobs. "Oprah was a hit because she brought the kind of energy to syndication we never saw before, not because she was the new Donahue. And programming staples like *Wheel*, *Jeopardy*, *Entertainment Tonight*—even *Jerry Springer*—are on the map because they were original. Unless syndicators can look past the obvious, finding a new hit will only become more difficult."

Marc Berman's daily television-ratings column, "The Programming Insider," is available at [mediaweek.com](http://mediaweek.com). He is based in New York.

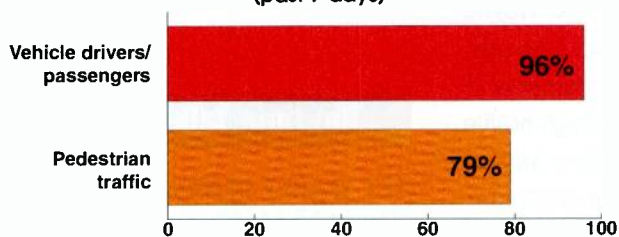


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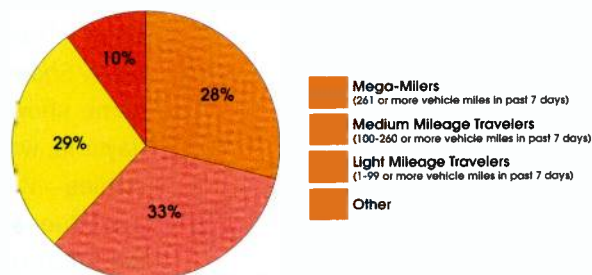


Average miles walked each week: 6.1

Source: Arbitron Outdoor Study (2001)



Average 54 minute daily commute means more "face time" with outdoor.



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**Scanning the list of new shows** that syndicators plan to distribute to stations at this year's annual National Association of Television Program Executives conference, it's clear that the syndication industry has changed, mostly for the worse. There are at least a third fewer shows looking to debut this fall, and a host of syndicators plan to stay off the convention floor in favor of setting up shop at Las Vegas' Venetian Hotel. Who knows how much longer NATPE will last?

Six new talkers at press time are vying for time periods: *Beyond With James Van Praagh* (Tribune), *Caroline Rhea* (Warner Bros.), *Dr. Phil* (King World), *The John Walsh Show* (NBC), *The Rob Nelson Show* (Twentieth) and *The Wayne Brady Show* (Buena Vista). Like talk, game shows remain a mainstay in daytime, with three new high-profile entries—*Who Wants to Be a Millionaire* (Buena Vista), *Pyramid* (Columbia TriStar) and *The Weakest Link* (NBC), which is already on the air—looking to capitalize on three individually proven formulas.

After an absence at the last NATPE of new court strips, one new variation—*We the Jury* (Telco)—along with a second stab at *Moral Court* (Warner Bros.) means that the faded genre is in search of a comeback. Judging from ratings this season, however, neither new nor returning shows can be expected to break out.

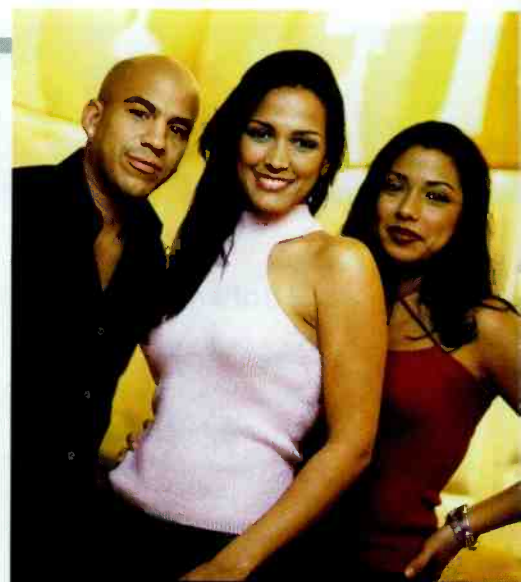
No NATPE would be complete without new weeklies—this year is no exception. In scripted hours, new options include *John Woo's Once a Thief* from October Moon and the tentatively titled *B.A.I.T.* from NBC. For reality mongers, Tribune hopes *The Ultimate Adventure Company* will strike a chord, while fans of the old *Lifestyles of the Rich & Famous* might find Carsey-Werner's *Livin' Large* a familiar option.

What's not covered in this section is the off-network sitcom category, of which there are four strips. Twentieth Television is selling two shows, *The Hughleys* and *Dharma & Greg*, while Warner Bros. has *Will & Grace* coming to market, and Carsey-Werner has *That '70s Show*. Add to that two off-cable shows that will vie for viewers and ad dollars: October Moon will distribute MTV's *Road Rules*, and Columbia TriStar is taking out HBO's *Larry Sanders Show*.

Three off-network weekly hours are scheduled to make their debut this fall. NBC Enterprises' *Providence* will do battle for good timeslots with Paramount's *Charmed* and Columbia TriStar's *Dawson's Creek*. Also jockeying for time periods is Litton syndication's *It's a Miracle*, which currently runs on Pax TV.

For a more detailed breakdown of each of the shows, listed by genre, please read on. And have a good NATPE.

MARC BERMAN



**LIVIN' LA VIDA LOCA:** *Urban Latino* is one of two new shows that will cover Latin lifestyle.

## And now... on with the shows

### Daytime Talk-Show Strips

#### KEY TARGET DEMOGRAPHICS Women 18-34, 18-49, 25-54

#### BEYOND WITH JAMES VAN PRAAGH

**Distributor:** Tribune Entertainment

**Availability:** September 2002

**Program Length:** One hour

**Terms:** Cash plus barter (3.5 minutes national/10.5 minutes local)

**Ad Sales:** Tribune, Clark Morehouse  
(212) 210-1060

**Description:** Similar to Studios USA's *Crossing Over With John Edward*, psychic medium, best-selling author (*Talking to Heaven*, *Reaching to Heaven*) and frequent talk-show guest James Van Praagh hopes to bring back the dead in daytime with this new psychic-themed talk show. Tribune hopes ratings will be alive and well.

#### CAROLINE RHEA

**Distributor:** Warner Bros. Domestic Television Distribution

**Availability:** September 2002

**Program Length:** One hour

**Terms:** Cash plus barter (3.5 minutes national/10.5 minutes local)

**Ad Sales:** Warner Bros., Michael Teicher  
(212) 636-5310

**Description:** Although Paramount failed to drum up much interest last year in a Caroline Rhea talker, Warner Bros. thinks the *Sabrina*, *the Teenage Witch* co-star and frequent *Hollywood Squares* panelist is the ideal replacement for Rosie O'Donnell, who wraps her show this summer. With Buena Vista's last-minute *Wayne Brady* talker rumored to be snagging



former *Rosie* time periods, Caroline may not have enough of her own magic to make much of an impact.

#### DR. PHIL

**Distributor:** King World

**Availability:** September 2002

**Program Length:** One hour

**Terms:** Cash plus barter (3.5 minutes national/10.5 minutes local)

**Ad Sales:** King World Advertiser Sales, Steve Hirsch, (212) 541-0235

**Description:** If you've been watching *Oprah* recently, then you're familiar with Dr. Phil McGraw. The popular and emotional psychologist, educator, consultant and best-selling author next season graduates to his own talk show, with clearances in some 90 percent of the country. Get those handkerchiefs ready!

#### JOHN WALSH

**Distributor:** NBC Enterprises

**Availability:** September 2002

**Program Length:** One hour

**Terms:** Cash plus barter (3.5 minutes national/10.5 minutes local)

**Ad Sales:** David Brenner, (219) 633-4450

**Description:** *America's Most Wanted* host John Walsh goes the talk-show route in this daily hour of issue-oriented fare that promises to inspire. Although the show is studio-based, Walsh will spend time in the field and travel as stories unfold. *Walsh* has confirmed clearances on NBC's owned-and-operated outlets, as well as Hearst-Argyle stations.

#### THE ROB NELSON SHOW

**Distributor:** Twentieth Television

**Availability:** September 2002



**STICK 'EM UP:** John Woo's *Once a Thief* makes its syndication debut after one network movie.

**Program Length:** One hour

**Terms:** Barter (7 minutes national/7 minutes local)

**Ad Sales:** Twentieth Television, Bob Cesa (212) 556-2520

**Description:** In a forum focusing on the things people care about, Rob Nelson (Stanford Law School grad, two-time author and host of Fox News Channel's canceled *Full Nelson*) hopes to bring the same blend of controversy and compassion to daytime that Phil Donahue was known for. Hopefully this will not include donning a skirt during the sweeps.

#### THE WAYNE BRADY SHOW

**Distributor:** Buena Vista Television

**Availability:** September 2002

**Program Length:** One hour

**Terms:** To be determined

**Ad Sales:** Buena Vista Television Ad Sales, Howard Levy (212) 735-7421

**Description:** The versatile Wayne Brady (*Whose Line is it Anyway?*, a different *The Wayne Brady Show* on ABC) comes to syndication in his own daily hour of talk/variety that harks back to the days of Mike Douglas and Merv Griffin. Look for regular celebrity interviews, audience participation, field pieces and musical performances. And if you're looking for buzz, here's some: Brady is being developed for the ABC O&Os, and it's being whispered that he might get Rosie O'Donnell's time periods on those stations when her show ends this summer.

#### Court-Show Strips

##### KEY TARGET DEMOGRAPHICS

Adults 18-34, 18-49, 25-54, 50-plus

##### MORAL COURT

**Distributor:** Warner Bros. Domestic Television Distribution

**Availability:** September 2002

**Program Length:** One hour

**Terms:** Cash plus barter (3.5 minutes national/10.5 minutes local)

**Ad Sales:** Warner Bros., Michael Teicher (212) 636-5310

**Description:** If this show sounds familiar, it should. *Moral Court* already aired for one (low-rated) season in 2000-01 and is returning intact with radio personality Larry Elder as host.

#### WE THE JURY

**Distributor:** Telco

**Availability:** September 2002

**Program Length:** Half hour

**Terms:** Cash plus barter (1.5 minutes national/5.5 minutes local)

**Ad Sales:** To be determined

**Description:** In a different approach to daytime court shows, *We the Jury* takes the viewer behind the scenes and into the secret proceedings of the jury room. Except that actors, not real people, play the litigants.

#### Daytime Game-Show Strips

##### KEY TARGET DEMOGRAPHICS

Women 18-34, 18-49, 25-54

##### PYRAMID

**Distributor:** Columbia TriStar Domestic Television

**Availability:** September 2002

**Program Length:** Half hour

**Terms:** Cash plus barter (1.5 minutes national/5.5 minutes local)

**Ad Sales:** Columbia TriStar, Bo Argentino (212) 833-8282

**Description:** The classic pulse-quicken quiz show (which was expected to be sold at NATPE last year) is finally back with a contemporary look (translation: no Dick Clark) and toothy Donny Osmond as host. Does this mean we'll see sister Marie (or any other Osmond) as a celebrity guest?

##### THE WEAKEST LINK

**Distributor:** NBC Enterprises

**Availability:** Jan. 7, 2002

**Program Length:** Half hour

**Terms:** Cash plus barter (1.5 minutes national/5.5 minutes local)

**Ad Sales:** David Brenner (219) 633-4450

**Description:** Acerbic Anne Robinson, who hosts the NBC version of the show, is out, and George Gray (of TLC's *Junkyard Wars*) is in as host of this half-hour daytime edition of NBC's prime-time game show. It's already being seen on stations reaching just under 80 percent of the country.

##### WHO WANTS TO BE A MILLIONAIRE

**Distributor:** Buena Vista Television

**Availability:** September 2002

**Program Length:** Half hour



# natpe2002

**Terms:** Cash plus barter (1.5 minutes national/5.5 minutes local)

**Ad Sales:** Buena Vista Ad Sales, Howard Levy (212) 735-7421

**Description:** ABC's once-hot prime-time game show is hoping to spark some interest in daytime in this half-hour edition of the waning franchise. Considering that no host had been set by press time, it's possible Regis Philbin is looking for another gig.

## ▶ Reality-Based Strips

### KEY TARGET DEMOGRAPHICS

**Women/Adults 18-49, 25-54, 50-PLUS**

#### CELEBRITY JUSTICE

**Distributor:** Warner Bros. Domestic Television Distribution

**Availability:** September 2002

**Program Length:** Half hour

**Terms:** Cash plus barter (3.5 minutes national/3.5 minutes local)

**Ad Sales:** Warner Bros., Michael Teicher (212) 636-5310

**Description:** Currently seen as a recurring segment on newsmagazine *Extra* (another Warner Bros. show), *Celebrity Justice* taps



**WILL HE BE MEAN?:** George Gray has the Anne Robinson slot in the syndicated *Weakest Link*.

PAUL DRINKWATER/NBC PHOTO



**HELLO AGAIN:** Caroline Rhea failed to line up clearances last year but is taking another stab.

into America's fascination with the rich and famous and their brushes with the law, by profiling civil conflicts and investigations involving celebrities. In other words, don't be too surprised to see Winona Ryder, Robert Downey, Jr. or Pamela Lee featured in a segment (or two).

#### LIFE MOMENTS (working title)

**Distributor:** Paramount Domestic Television

**Availability:** September 2002

**Program Length:** One hour

**Terms:** Cash plus barter (10 minutes national/4 minutes local)

**Ad Sales:** Paramount Advertiser Sales, Marc Hirsch (212) 654-6901

**Description:** A show that could easily run on Lifetime, this daytime hour focuses on real women and their inspirational day-to-day experiences. It covers everything from getting married, raising a family and juggling a career to remodeling a home, going out for a night on the town or having a makeover. As Helen Reddy would say, "I am woman, hear me roar!"

## ▶ Weeklies

### KEY TARGET DEMOGRAPHICS

**Adults 18-34, 18-49, 25-54, Teens, Kids**

#### B.A.I.T. (working title)

**Distributor:** NBC Enterprises

**Availability:** September 2002

**Program Length:** One hour

**Terms:** Barter (7 minutes national/7 minutes local)

**Ad Sales:** David Brenner (219) 633-4450

**Description:** What do you get when you com-

bine *Charlie's Angels* with *V.I.P.? B.A.I.T.* or, more specifically, the Bureau of Allied Intelligence Tactics, a secret experimental prisoner-reform program that paroles three female convicts with different specialized skills to fight crime.

#### CHRIS MATTHEWS (working title)

**Distributor:** NBC Enterprises

**Availability:** September 2002

**Program Length:** Half hour

**Terms:** To be determined

**Ad Sales:** David Brenner (219) 633-4450

**Description:** Similar to *Meet the Press* and other public-affairs programming, *Chris Matthews* is a weekly roundtable of news and information by the MSNBC news anchor. It's not yet clear how much it will resemble Matthews' *Hardball* program on MSNBC.

#### JOHN WOO'S ONCE A THIEF

**Distributor:** October Moon

**Availability:** September 2002

**Program Length:** One hour

**Terms:** Barter (7 minutes national/7 minutes local)

**Ad Sales:** To be determined

**Description:** Based on the 1990 theatrical movie by John Woo produced in Hong Kong (and later remade as a television movie on Fox), *Once a Thief* revolves around three attractive young people who work for a secretive governmental agency fighting crime and terrorism. Of course they're attractive—would you expect anything else?

#### LATIN ACCESS

**Distributor:** Mansfield Television Distribution

**Availability:** Jan. 7, 2002

**Program Length:** Half hour

**Terms:** Barter (3.5 minutes national/3.5 minutes local)

**Ad Sales:** World Link, Tony Knight (323) 965-3000

**Description:** The Latin entertainment world is the focus in this weekly update on arts and culture, fashion, trends, athletes and artists. Featured celebrities include Jennifer Lopez, John Leguizamo, Salma Hayek, Ricky Martin and Shakira. The show has cleared 80 percent of the country.

#### LIVIN' LARGE

**Distributor:** Carsey-Werner Distribution

**Availability:** September 2002





**PARDON ME, DO YOU HAVE ANY GREY POUPOUN?:** Kadeem Hardison will host *Livin' Large*, a *Lifestyles of the Rich and Famous* for the urban set.

**Program Length:** One hour

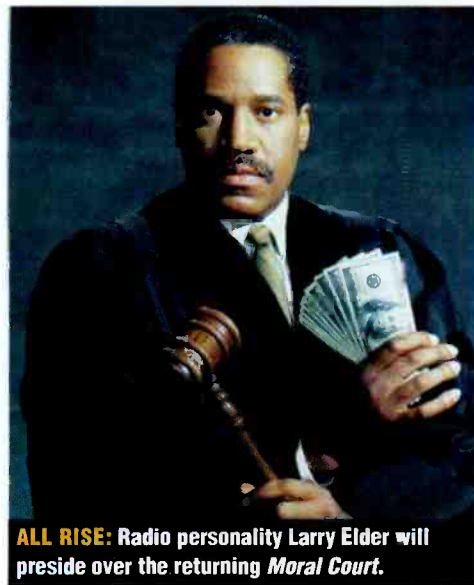
**Terms:** Barter (7 minutes national/7 minutes local)

**Ad Sales:** Heritage Networks, Rahsan Lindsay (212) 480-0777

**Description:** If you're a fan of the old *Lifestyles of the Rich and Famous* series and never could stand the ultra-annoying Robin Leach, he's out and Kadeem Hardison (*A Different World*) is in as host. Expect more of an urban flavor from this Dick Clark Productions show.

#### 'N GEAR

**Distributor:** Heritage/Baruch Television Distribution



**ALL RISE:** Radio personality Larry Elder will preside over the returning *Moral Court*.

**Availability:** September 2002

**Program Length:** Half hour

**Terms:** To be determined

**Ad Sales:** Heritage Networks, Rahsan Lindsay (212) 480-0777

**Description:** Targeted to the fashion-conscious and trend-setting 12-to-18-year-old set, 'N Gear will focus on the multibillion-dollar fashion industry. In its scopes will be everything from the latest trends to a look at the top models and designers.

#### TEEN TALK

**Distributor:** Clark Productions

**Availability:** September 2002

**Program Length:** Half hour

**Terms:** Barter (3.5 minutes national/3.5 minutes local)

**Ad Sales:** Carolyn Clark (713) 682-0091

**Description:** This new FCC-friendly half-hour uses multiple hosts and addresses a variety of teen issues.

#### THE ULTIMATE ADVENTURE COMPANY

**Distributor:** Tribune Entertainment

**Availability:** September 2002

**Program Length:** One hour

**Terms:** Cash plus barter (8 minutes national/6 minutes local)

**Ad Sales:** Tribune, Clark Morehouse (212) 210-1060

**Description:** Billed as the real adventures of people who travel the world in search of lost treasures, and the myths and legends that surround them, consider *The Ultimate Adventure Company* yet another frivolous way

to fill an hour on the weekend.

#### URBAN LATINO

**Distributor:** Artist and Idea Management

**Availability:** October 2002

**Program Length:** Half hour

**Terms:** Barter (3.5 minutes national/3.5 minutes local)

**Ad Sales:** Artists and Idea Management, Robert Rose (212) 253-6153

**Description:** Targeting the Latino marketplace and based on the magazine of the same name, this culture and lifestyle series will focus on subjects from the worlds of entertainment, sports, fashion, technology, clubs and music.

#### Children's Weeklies

##### KEY TARGET DEMOGRAPHICS

**Kids 2-11, 6-11**

#### POOCHINI

**Distributor:** The Television Syndication Company

**Availability:** September 2002

**Program Length:** Half hour

**Terms:** Barter (2.5 minutes national/2.5 minutes local)

**Ad Sales:** The Television Syndication Company, Robert Yde (407) 788-6407

**Description:** Another FCC-friendly animated series, a lovable dog makes the transition from a once-pampered pup to an ordinary pooch in a less-than-perfect household. ■



# Inside Media

NEWS OF THE MARKET

## Telemundo Added to Cable Systems

Telemundo stations in Miami, San Diego, Sacramento, Calif., and Albuquerque, N.M., have finalized deals with local cable systems that enable the network to be seen in 1.4 million additional cable households. KTEL in Albuquerque is now on the Comcast Cable system; XHAS in San Diego was added to Time Warner Black Mountain cable; KCSO in Sacramento will be added to AT&T Cable systems at the end of the month; and WSCV in Miami has been added to Adelphia Cable systems serving West Palm Beach.

## Radio Unica Adjusts Lineup

Radio Unica has launched a new programming lineup for its News/Talk network, which reaches about 80 percent of Hispanics in the U.S. A new daily midday program (10 a.m. to 2 p.m. ET), *Buenos Dias Pais*, hosted by Hugo "El Gordo" Cadelago, features news, call-in discussions with listeners, comedy segments, celebrity gossip and interviews. Cadelago replaces Pedro Sevcec, who left Radio Unica to concentrate on his TV career. *Doctora Isabel*, Radio Unica's live, call-in talk show, has been expanded from three hours to four, from 2 to 6 p.m.

## Cheatwood Taps Reitan as WCCO N.D.

CBS' Minneapolis owned-and-operated WCCO-TV has replaced seven-year veteran news director Ted Canova with Maria Reitan, news director of WHAS, Belo's ABC affiliate in Louisville, Ky. Reitan, who will report to Joel Cheatwood, vp of news for the Viacom Station Group, has worked with Cheatwood before. She was managing editor at NBC's Chicago O&O WMAQ when Cheatwood was news director there, and she was an executive producer at Sunbeam's Fox affiliate WSVN in Miami when Cheatwood was vp of news for that company.

## Bellvoir Bows in Mag Biz With Engelbreit

Mary Engelbreit's *Home Companion* has been sold to newsletter and book publisher Bellvoir Publications, based in Greenwich, Conn. Artist Mary Engelbreit and investors began looking for funding for the 5-year-old magazine last summer but then decided to sell it outright to Bellvoir, which is said to be looking to get into consumer magazines. Bellvoir has closed *MEHC's* New York sales office, laying off publisher Bunny Fensterheim and her eight-person staff. The 604,303-circulation *MEHC* will now be sold

by rep firms throughout the country. Though Engelbreit is no longer an owner, she will remain very involved in the just-relaunched lifestyle title.

## Belo Follows Local Trend

Belo Corp. has joined a growing list of station groups giving their top executives local-station responsibilities. Dallas-based Belo last week tapped senior vp Skip Cass to serve as general manager of Phoenix stations KTVK, an Independent, and KASW, a WB affiliate. Cass will retain his corporate responsibilities for Belo.

## Murphy Rises at Rodale

Rodale president/COO Steven Murphy has been promoted to CEO, replacing Ardath Rodale, who will continue as chairman but hand over the day-to-day responsibilities. Murphy, former executive vp/managing director of Disney Publishing Worldwide, has been with Rodale for 18 months. Rodale, which publishes *Men's Health*, *Prevention* and *Organic Style*, plans to name a replacement for Murphy. Ardath has been in charge since her husband, Bob, died in 1990.

## Buy Gives Condé Nast Two Brides

Condé Nast has agreed to purchase the Modern Bride Group from Primedia for \$52 million. CN, which publishes bimonthly *Bride's*, would not disclose its plans for *Modern Bride* while it awaits federal approval on the deal, but a CN insider says the company is considering publishing the 406,183-circulation *MB* and the 451,096-circ *Bride's* in alternate months or melding the two titles. The sale will help Primedia chairman/CEO Tom Rogers reach his goal of selling \$250 million worth of noncore assets, which he announced after Primedia purchased Emap USA last July.

## ABC Radio, Dennis Team for *Week Features*

ABC News Radio and Dennis Publishing's *The Week* have created a new segment for ABC Radio affiliates called *A Day in The Week*. The 60-second features, with content drawn from the news magazine, will air weekdays with a theme for each day, including "Good Week/Bad Week" on Friday, "Person of the Week" on Monday and "Health Tip of the Week" on Tuesday. The segments will be produced by Julia Kathan, ABC News Radio senior producer, and voiced by ABC News Radio anchor Larry Jacobs. ■

## Calendar

**Cable and Telecommunications Association for Marketing** will present the **2002 Research Conference** Jan. 27-30 at the Sheraton San Diego Hotel. Contact: 703-549-4200.

Magazine Publishers of America will present the **Henry Johnson Fisher Awards** Jan. 30 at the Waldorf-Astoria in New York. This year's honorees for lifetime achievement in the magazine business are *Playboy* founder and editor in chief Hugh Hefner and Rick Smith, chairman and editor in chief of *Newsweek*. Contact: 212-872-3755.

The Cabletelevision Advertising Bureau will present the **CAB Cable Advertising Conference** Feb. 5 at the New York Marriott Marquis. Luncheon keynote speaker will be Lou Dobbs, anchor/managing editor, CNN's *Lou Dobbs Moneyline*. Contact: 212-508-1214 or visit [www.cabletvadbu-reau.com](http://www.cabletvadbu-reau.com).

**Editor & Publisher's Interactive Newspapers Conference and Trade Show** will be presented Feb. 6-9 at the San Jose Convention Center in San Jose, Calif. Contact: 888-536-8536.

The **RAB2002 Radio Sales, Management & Leadership Conference**, presented by the Radio Advertising Bureau, will be held Feb. 7-10 at Disney's Coronado Springs Resort at Walt Disney World in Orlando, Fla. Contact: 800-917-4269.

The **American Association of Advertising Agencies** will present the **AAAA Media Conference and Trade Show**, this year themed "Media: Going Forward," Feb. 13-15 at Disney's Contemporary Resort in Orlando, Fla. The event includes discussion groups with media directors from 4A's agencies; general session with journalists from ABC News; breakout sessions on account planning, out-of-home and interactive media. Contact: 212-850-0850.

International Radio & Television Society Foundation will host the **IRTS Foundation Gold Medal Dinner** March 5 at the New York Marriott Marquis. This year's event honors Robert W. Pittman, Co-Chief Operating Officer, AOL Time Warner. Contact: Maggie Pritikin, 212-867-6650, ext. 302.





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# Culture Trends

## The Billboard 200

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

This Week	Last Week	Weeks on Chart	Artist	Album
1	1	5	Creed	Weathered
2	2	5	Various Artists	Now 8
3	4	6	Garth Brooks	Scarecrow
4	3	7	Britney Spears	Britney
5	8	57	Enya	A Day Without Rain
6	7	15	Nickelback	Silver Side Up
7	10	61	Linkin Park	Hybrid Theory
8	-	1	Nas	Stillmatic
9	11	20	Usher	8701
10	12	5	Pink	Misunderstood

©2001 Billboard/Soundscan, Inc.

## MTV Top 20 U.S. Countdown

Week of 1/14/02

1. No Doubt "Hey Baby"
2. Ja Rule "Always on Time"
3. Creed "My Sacrifice"
4. Busta Rhymes "Break Ya Neck"
5. Pink "Get the Party Started"
6. Usher "U Got it Bad"
7. Jennifer Lopez "Ain't it Funny"
8. The Calling "Stink"
9. Fat Joe "We Thuggin'"
10. Ludacris "Rollout"
11. Lenny Kravitz "Dig In"
12. DMX "Who We Be"
13. Various Artists "What's Goin' On"
14. Nickelback "How You Remind Me"
15. Kid Rock "Forever"
16. Dave Matthews "Everyday"
17. Puddle of Mudd "Blurry"
18. Jagged Edge "Goodbye"
19. Faith Evans "You Gets No Love"
20. Mr. Cheeks "Lights Camera Action"

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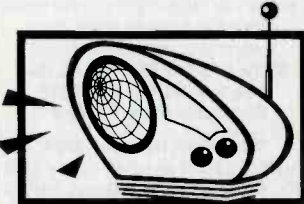


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# Culture Trends

## MTV #1s Around the World

Week of 1/14/02

### Australia

City High "What Would You Do"

### Brazil

Blink-182 "First Date"

### Germany

Afroman "Because I Got High"

### Italy

Kylie Minogue

"Can't Get You Out of My Head"

### Latin America - Argentina

Linkin Park "In the End"

### Latin America - Mexico

Linkin Park "In the End"

### Spain

Britney Spears "I'm a Slave 4 U"

### UK/Ireland

Kylie Minogue

"Can't Get You Out of My Head"

©2001 MTV

## Nielsen Ratings

For the week of January 7 - 13, 2002

	Program	Network	Night	Rating
1	NFL Post-game Show	CBS	Sunday	14.5
2	Rose Bowl: Miami v. Nebraska	ABC	Thursday	13.8
3	C.S.I.	CBS	Thursday	13.0
4	60 Minutes	CBS	Sunday	12.0
5	Survivor: Africa	CBS	Thursday	11.9
6	Law & Order: SVU	NBC	Friday	11.7
7	Rose Bowl Pre-game Show	ABC	Thursday	11.4
8	Friends	NBC	Thursday	10.9
9	Law & Order	NBC	Wednesday	10.9
10	Fiesta Bowl Post-game Show	ABC	Wednesday	10.7

Care of Nielsen Media Research

## CollegeTV Network Video Playlist

Submitted by College Television Network for week ending January 13, 2002

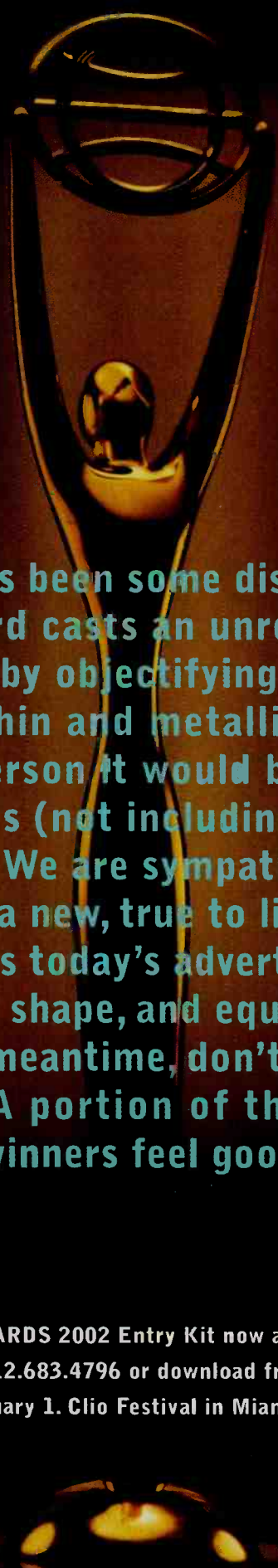
Artist	Title
Craig David	7 Days
Macy Gray	Sexual Revolution
Green Day	Macy's Day Parade
Jamiroquai	You Give Me Something
Kid Rock	Forever

# Feel the heat.

It's coming, March 4th, when **ADWEEK MAGAZINES** unveils this year's **HOT LIST**. The 10 consumer magazines that are burning brightest, blazing trails, making sparks fly. The most anticipated annual list in the magazine business.

The Consumer Magazine Report in *Adweek*, *Brandweek* and *Mediaweek* also includes: **Executive of the Year**, **Editor of the Year**, **Startup of the Year**, **Creative Team of the Year** and the **10 Hottest Up-and-Comers** that are growing at a heated pace. Plus, 2001 fallout and its implications for the future of the business.

**ISSUE DATE: March 4th**  
**AD CLOSE: February 13th**



**RECENTLY**, there has been some discussion on whether or not the Clio Award casts an unrealistic light on the advertising industry by objectifying ad professionals as exceptionally tall, thin and metallic. It is true, that if Clio were a living person it would be nine feet tall and weigh just 78 pounds (not including the base). That of course, is unhealthy. We are sympathetic to these views and are considering a new, true to life statue that more accurately represents today's advertising professional – much shorter, out of shape, and equipped with a pair of Diesel jeans. In the meantime, don't forget to enter the 2002 Clio Awards. A portion of the proceeds will go toward making the winners feel good about themselves.

CLIO AWARDS 2002 Entry Kit now available

Call: 212.683.4300, Fax: 212.683.4796 or download from [www.clioawards.com](http://www.clioawards.com)

Deadline: February 1. Clio Festival in Miami, May 21-24



EDITED BY ANNE TORPEY-KEMPH

## TV STATIONS

**Scott Hollowell** was named news director of WLWT-TV, Hearst-Argyle's NBC affiliate in Cincinnati. He was formerly news director at WBRC, Fox's O&O in Birmingham, Ala....

**Bruce Layman** was named news director of WTAP, Benedek Broadcasting's NBC affiliate in Parkersburg, W. Va. He replaces Mike Hambrick...**Dan Krosse**, assistant news director at WCIV, the Albritton-owned ABC affiliate in Charleston, S.C., has been named acting news director following the departure of n.d. Deborah Tibbetts.

## NETWORK TV

**Mary Hall**, vp of research at the WB, was promoted to senior vp of research. Hall will oversee the network's entire research staff, which has offices in New York and Los Angeles. She replaces Jack Wakshlag, recently named chief research officer of Turner Broadcasting System, which includes all of Turner's cable channels plus the WB broadcast network.

## MAGAZINES

**Pam Abrams**, former editor in chief of G+J USA's *Child*, has been named vp/editor in chief of Scholastic Parent and Family Publishing, overseeing the company's leading magazines. She replaces **Judsen Culbreth**, who has been promoted to vp, editorial director of Scholastic Family Custom Publishing.

## CABLE TV

**John Lewis** was named president and CEO of Knowledge Networks. He was most recently CEO of SMS Technology. **Douglas Rivers**, Knowledge's cofounder and current CEO, will become chairman.

## RADIO

At Clear Channel, **Dick Lumenello** was named regional vp for Idaho and Montana, continuing his responsibilities as market manager of the company's stations in Boise. **Roger Koch** was named director of sales for CC's seven-station radio cluster in Palm Beach, Fla. He had been director of sales for the company's Miami stations.

## RESEARCH

**Lorraine Hadfield** has been upped to managing director of North America for ACNielsen, from managing director of ACNielsen, South Africa.

## Quicktakes

**WITH DIAMONDS ARE FOREVER** and Diesel USA as the co-sponsors, the *Details* party at the Sundance Film Festival last week was a

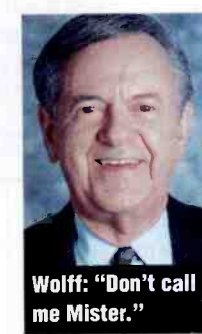
guaranteed glitterati magnet. The 14-carat guest list included Ray Liotta, Don Johnson, Jason Patrick, Patricia Arquette, Christina Ricci and ever-the-diva Mariah Carey, who, while the common A-listers entered The Shop through the front door, made a grand back-door entrance flashing an outsized rock courtesy of H. Stern. After complimenting Carey on her performance as a Long Island waitress in the previewed *Wise Girls*,

**Details** vp/publisher **Bill Wackermann** noticed an ex-coed in the crowd: former *ER* player-turned-film actress Maria Bello. Wackermann strode up and asked Bello if she knew the Villanova fight song, to which she politely responded, "Huh?" Wackermann explained that he'd seen an item about her in the alumni bulletin of the respected Pennsylvania institution, that they were both Class of '89. And they were off—tripping down memory lane...2001 was a real downer for most of us, but **Lifetime Television CEO Carole Black** ended the year with a boxful of honors. The wide-ranging roster included *People's* 50 Most Beautiful People, *Fortune's* Top 50 Women in Business and *Business Week's* Top 25 Managers of the Year. But Black can't rest on her laurels; she's got a few more awards to collect. She'll be the National Organization for Women's guest of honor at its Media Awards Dinner on Feb. 21 in Los Angeles, recognizing Lifetime's "unmatched public affairs advocacy work." NOW credits Black for making

the cable powerhouse "the key corporation informing and supporting women."...At the recent press conference in Washington

announcing the launch of his new radio and TV company, **Eddie Edwards** vowed to work toward improving minority ownership in broadcasting and to lobby for the return of minority tax certificates. "There's a lack of true diversity in broadcasting, in front of the camera and in ownership," said the president/CEO of Edwards Broadcasting and owner of WCWB-TV, the WB affiliate in Pittsburgh. Edwards

blamed consolidation and "injurious" FCC rulings for discouraging minority ownership. His company is in the process of raising \$100 million to acquire radio and TV stations, and he said he'd be announcing a major radio



**Wolff: "Don't call me Mister."**

deal within the next month...**News 12 Long Island's Bob Wolff** already holds the record as the longest-serving sportscaster in broadcasting, but he's going for at least two more years, having just signed a new contract with the local cable news channel. "I can't conceive of not having the fun of doing this every day," says Wolff. The News 12 sports director and anchor, who does two shows a night and covers special events, began his career in 1937 while he was a freshman at Duke University. Among his personal-favorite career highlights: calling the play-by-play for Mutual Radio when New York Yankees hurler Don Larsen pitched a perfect game during the 1956 World Series matchup against the Brooklyn Dodgers. So what's the key to Wolff's longevity? Concentrating on content and keeping a youthful spirit, he asserts. Oh, and one more thing, he notes: "No one ever calls me Mister. It's *Bob*."



**At Sundance, (l. to r.) Diesel CEO Andreas Kurz, actress Bello and Details' Wackermann**



**The honorable Ms. Black**



## The Best-Seller List

Circulation guru Dan Capell taps the industry's top 10 performers in moving copies **BY JOHN MASTERTON**

WITH CIRCULATION BECOMING A MORE IMPORTANT PART OF THE REVENUE MIX IN THE current prolonged advertising slump, having a circ formula that boosts the bottom line is crucial. Each January, *Capell's Circulation Report*, published by circ expert Dan Capell, ranks the magazine industry's top

10 performers, based on average subscription prices, three-year data on single-copy sales, and advertising sales.

This year's winners' circle includes Hearst Magazines' *Marie Claire*, which saw its paid circulation in the first half of 2001 grow 2.6 percent, to 910,602—well above the title's 775,000 circulation rate base—according to the Audit Bureau of Circulations. *Marie Claire*, which placed third in CCR's overall circ rankings, gleans 60 percent of its total circ from single-copy sales and boasts a 53.3 percent sell-through (the percentage of delivered copies that are sold).

Yet Capell suspects that some titles with solid newsstand stories like *MC's* may actually be penalized when it comes to the readership and total-audience studies used by media buyers and advertisers. "When you fork over a few dollars [at a newsstand] for a magazine you really want, you're not going to let go very easily," Capell says. "That diminishes pass-along readership, even though it is testament to the title's editorial strength."

Just five years in business, Dennis Publishing's *Maxim* has turned the men's genre on its head. "The toughest thing to do in magazine circulation is grow newsstand and subscriptions at the same time," says Capell, who gave monthly *Maxim* his top-performer honor for doing just that. *Maxim's* total paid circulation grew an impressive 16.5 percent, to 2.5 million, in the first half of last year. After several years of meteoric growth on newsstands, *Max-*

### BIG WINNERS ON THE NEWSSTAND

MAGAZINE (ISSUES PER YEAR)	AVERAGE NEWSSTAND DRAW	AVERAGE NEWSSTAND SALE	% SELL-THROUGH
<b>BOSTON</b> (12)	57,966	36,316	62.7%
<b>WOMAN'S WORLD</b> (52)	2,490,792	1,543,496	62.0%
<b>IN STYLE</b> (12)	1,436,427	867,726	60.4%
<b>MARIE CLAIRE</b> (12)	1,079,318	575,711	53.3%
<b>MAXIM</b> (12)	1,738,525	873,174	50.2%
<b>COOKING LIGHT</b> (10)	514,472	250,653	48.7%
<b>GOOD HOUSEKEEPING</b> (12)	2,206,006	1,037,582	47.0%
<b>SHAPE</b> (12)	977,420	455,317	46.6%
<b>CYCLE WORLD</b> (12)	205,606	80,275	39.0%
<b>BIOGRAPHY</b> (12)	140,493	48,461	34.5%

Source: *Capell's Circulation Report*; figures are for the 12-month period ended September 2001, based on publishers' ownership statements

*im's* single copies actually declined 9.7 percent in the first six months of '01, due in part to the conversion of single-copy readers to paid subs.

In addition to a savvy circ strategy, Jim Borth, Dennis group circ director, points to a solid editorial product that readers are willing to spend \$3.99 for at the newsstand. "That's where it starts, and that's where it ends," Borth says of editorial quality. "I know a few things about building circulation, but great covers and good cover lines make my job pretty easy."

Now that *Maxim* has hit the 2.5 million mark in total circ, Borth plans to ease up on the rate-base accelerator and concentrate on running an efficient, profitable circ operation. While there may have been a time when *Maxim* felt it had to make a big splash, Borth recalls, "we think we've made our point, and now we really want to optimize yield per page."

One way to enhance yield is to maintain

efficient newsstand sell-through. That's a big part of the program at Metrocorp's *Boston*, which averaged 62.7 percent sell-through in 2001, tops in Capell's ranking (see chart), and is raising its cover price 12.8 percent to \$3.95.

"You've got to be relevant to your audience and emphasize the close-to-home angle," David Lipson, president of Metrocorp, says of *Boston's* editorial positioning. "But we also pay careful attention to what's selling where and where more copies are needed—and then getting them there quickly."

For publishers with newsstand-success stories or for those struggling to meet a rate base, there is often the temptation to increase the draw to generate additional revenue. But in

*Boston's* case, a boost in newsstand draw would not make sense right now because the magazine cannot go to advertisers and increase its rates in this climate, Lipson says.

Likewise for *Maxim*, the economics don't make sense for increasing newsstand draw just now. *Maxim* sold almost 875,000 single copies per month in the 12-month period ended last September, Capell reports; to raise the 1.7 million-plus draw by another 100,000 would not necessarily generate more for the bottom line. "We'd be eating print-order costs, which would not make up for the revenue for the ones we sold," Borth explains. "We don't need to tell the

world, 'Oh boy, we grew again on newsstand, isn't it spectacular?' We'd be shooting ourselves in the foot, from a financial standpoint."

## Arresting TV

*Us* column may be ABC series

**U**s *Weekly* publishing partners Wenner Media and the Walt Disney Co. are exploring a prime-time ABC television series based on the celebrity magazine's comedic column, Fashion Police.

This would be the second major TV deal for *Us Weekly* since Wenner and Disney agreed to co-publish the title last March. On Jan. 27 at 8 p.m., Disney subsidiary ESPN will air *The World's Sexiest Athletes Presented by Us*, a two-hour special.

Michael Davies, creator of ABC's *Who*



# Mediaweek Magazine Monitor

MONTHLIES February 2002



Davies eyes *Us* for ABC prime time.

*Wants To Be A Millionaire*, has been tapped by Susan Lyne, ABC entertainment president (and former editor in chief of *Premiere*), and Andrea Wong, ABC senior vp of alternative series and specials, to develop a treatment for the Fashion Police show. A proposal is due in late February.

"Somebody mentioned to me that ABC was looking to develop something with *Us*," says Davies, president of Diplomatic, a Los Angeles-based production company. "It came out of a meeting with Susan and Andrea. I said I really wanted to develop [the show.]"

The Fashion Police column, which bowed in March 2000 when *Us* moved from a monthly to weekly frequency, uses a panel of lesser-known comedians and writer/actors to dress down celebs' poor fashion choices using catchy one-liners. "It is the most popular column in the magazine, according to reader research," says Wenner spokesman Stuart Zakim.

Davies says the celebrities take the barbs in stride. "What I love about Fashion Police is it's not about fashion at all. It is purely comedic," the producer says. "It's about something we can all relate to. Every one of us has looked like an idiot sometime in their lives, and this is a [column] that just calls people out on it."

While it would be similar in concept to the E! network's catty *Live From the Red Carpet*, featuring Joan and Melissa Rivers, Davies says the Fashion Police series would not spend much time dropping names of designers.

No talent has been lined up so far, but the half-hour panel format may use some of the *Us* column's contributors.

Davies is no stranger to shows sprung from magazines. While at ABC, he was involved with *In Style Celebrity Weddings* (1999) and *Teen People's 25 Hottest Stars Under 25* (2000).

In addition to *Us Weekly*, Davies is also developing a show for *Metropolitan Home*, the Hachette Filipacchi Media interior design title, a project he says would likely land on cable. "Anytime you can bring something to the screen that has some familiarity or something tried-and-tested, it's a great vehicle," he says.

—Lisa Granatstein

	RATE BASE (1ST HALF '01)	CIRC. (1ST HALF '01)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>BUSINESS/TECH/NEW ECONOMY</b>								
Business 2.0 <sup>L</sup>	550,000	N.A.C	34.50	N.A.	N.A.	65.50	N.A.	N.A.
Entrepreneur	540,000	555,831	90.87	99.80	-8.95%	242.33	255.57	-5.18%
Fast Company	680,000	683,499	43.83	83.22	-47.33%	78.46	164.09	-52.18%
Fortune Small Business <sup>10</sup>	1,000,000	N.A.	22.48	37.34	-39.80%	22.48	37.34	-39.80%
Inc <sup>10</sup>	650,000	658,788	36.87	64.76	-43.07%	74.52	115.77	-35.63%
Red Herring <sup>W</sup>	325,000	352,243	41.00	80.00	-48.75%	82.00	146.00	-43.84%
Technology Review <sup>10D</sup>	250,000	275,267		NO ISSUE		16.91	51.39	-67.09%
Upside <sup>10</sup>	250,000	308,035B	23.00	54.30	-57.64%	23.00	101.90	-77.43%
Wired	500,000	506,395	40.90	93.50	-56.26%	87.60	227.80	-61.55%
<b>Category Total</b>			<b>333.45</b>	<b>512.82</b>	<b>-34.89%</b>	<b>692.80</b>	<b>1,099.86</b>	<b>-37.01%</b>
<b>ENTERTAINMENT</b>								
Movieline <sup>10/16</sup>	300,000	307,863		NO ISSUE		0.00	0.00	N.A.
Premiere	600,000	607,819	19.84	31.83	-37.67%	44.45	59.16	-24.86%
The Source	460,000	465,225	62.00	86.50	-28.32%	136.99	194.16	-29.44%
Spin	525,000	548,846	53.37	52.33	1.99%	108.06	109.89	-1.67%
Vibe	775,000	777,218	55.87	52.07	7.30%	108.48	115.36	-5.96%
Yahoo! Internet Life	1,100,000	1,102,801	24.00	74.25	-67.68%	56.61	151.04	-62.52%
<b>Category Total</b>			<b>215.88</b>	<b>296.98</b>	<b>-27.58%</b>	<b>454.59</b>	<b>629.61</b>	<b>-27.80%</b>
<b>ENTHUSIAST</b>								
Automobile	625,000	633,972	40.33	48.17	-16.28%	97.38	95.80	1.65%
Backpacker <sup>9</sup>	285,000	285,570		NO ISSUE		40.28	44.10	-8.66%
Bicycling <sup>11</sup>	278,000	286,861	23.12	21.58	7.17%	23.12	21.58	7.17%
Boating	None	200,152	122.16	161.24	-24.24%	245.28	304.89	-19.55%
Car and Driver	1,350,000	1,365,195	62.58	66.74	-6.23%	136.94	155.82	-12.12%
Cruising World	155,000	159,224	100.88	117.67	-14.27%	192.34	213.24	-9.80%
Cycle World	310,000	319,489	54.98	65.59	-16.18%	132.75	150.24	-11.64%
Flying	None	308,086	53.47	60.16	-11.12%	107.30	121.67	-11.81%
Golf Digest	1,550,000	1,559,322	108.99	71.21	53.05%	180.51	143.63	25.63%
Golf Magazine	1,400,000	1,400,140	95.34	104.70	-8.94%	214.01	261.85	-18.27%
Motor Boating	None	125,505	130.09	166.96	-22.08%	223.67	306.56	-27.04%
Motor Trend	1,250,000	1,253,214	56.33	56.57	-0.42%	114.30	115.20	-0.78%
Popular Mechanics	1,200,000	1,239,737	49.27	51.41	-4.16%	93.88	98.77	-4.95%
Popular Photography	450,000	453,944	144.33	171.02	-15.61%	297.11	374.38	-20.64%
Power & Motoryacht	None	157,039B	278.92	302.86	-7.90%	444.17	525.83	-16.53%
Road & Track	750,000	772,848	75.06	76.77	-2.23%	158.62	166.28	-4.61%
Sailing World <sup>10</sup>	55,000	57,217	31.07	29.21	6.37%	31.07	29.21	6.37%
Stereo Review's Sound & Vision <sup>10</sup>	450,000	454,615	68.11	82.16	-17.10%	138.93	168.98	-17.78%
Tennis <sup>10</sup>	700,000	702,877	34.69	38.37	-9.59%	34.69	38.37	-9.59%
Yachting	132,000	135,406	200.50	198.63	0.94%	321.88	351.29	-8.37%
<b>Category Total</b>			<b>1,730.22</b>	<b>1,881.02</b>	<b>-8.50%</b>	<b>3,228.23</b>	<b>3,887.74</b>	<b>-12.48%</b>
<b>FASHION/BEAUTY</b>								
Allure	850,000	943,829	54.59	51.87	5.24%	102.32	102.41	-0.09%
Cosmopolitan	2,600,000	2,642,886	121.82	158.56	-23.17%	200.17	254.94	-21.48%
Elle	950,000	962,230	68.00	100.88	-32.59%	98.69	151.30	-34.77%
Essence	1,050,000	1,050,652	81.25	105.22	-22.78%	118.93	162.04	-28.60%
Glamour	2,100,000	2,139,672	68.48	90.80	-24.58%	117.20	166.04	-29.41%
Harper's Bazaar	700,000	723,302	83.85	128.61	-34.80%	115.39	169.83	-32.06%
Honey <sup>10</sup>	350,000	N.A.C	32.43	30.00	8.10%	32.43	30.00	8.10%
In Style <sup>10</sup>	1,400,000	1,634,320	115.10	166.00	-30.66%	273.30	241.00	13.40%
Jane <sup>10</sup>	600,000	630,455	38.66	52.00	-26.65%	38.66	52.00	-26.65%
Lucky	600,000	N.A.C	29.77	36.94	-19.41%	62.41	36.94	68.95%
Marie Claire	775,000	910,602	58.11	91.79	-36.69%	112.65	143.68	-21.60%
Vogue	1,100,000	1,104,876	163.00	192.39	-15.28%	217.00	288.46	-24.77%
W	425,000	442,358	86.33	108.47	-20.41%	135.30	154.97	-12.69%
<b>Category Total</b>			<b>1,001.39</b>	<b>1,313.53</b>	<b>-23.78%</b>	<b>1,824.45</b>	<b>1,863.81</b>	<b>-18.85%</b>
<b>FOOD/EPICUREAN</b>								
Bon Appetit	1,200,000	1,283,375	54.96	64.74	-15.11%	126.35	153.50	-17.69%
Cooking Light <sup>11</sup>	1,450,000	1,502,670		NO ISSUE		89.93	84.98	5.82%
Food & Wine	800,000	907,917	61.88	48.22	28.33%	107.45	98.03	9.61%
Gourmet	900,000	956,698	65.00	97.02	-33.00%	105.00	138.83	-24.37%
<b>Category Total</b>			<b>181.84</b>	<b>209.96</b>	<b>-13.40%</b>	<b>428.73</b>	<b>475.34</b>	<b>-9.81%</b>
<b>GENERAL INTEREST</b>								
Atlantic Monthly <sup>1</sup>	450,000	597,948	29.29	51.72	-43.37%	63.62	73.37	-13.29%
Biography	625,000	690,046	19.25	31.15	-38.20%	38.92	67.86	-42.65%
Harper's Magazine	205,000	213,850	15.41	19.41	-20.60%	29.24	41.58	-29.67%
National Geographic	7,700,000	7,812,564	32.33	17.55	84.22%	58.84	46.43	26.73%
People en Español <sup>11/+</sup>	325,000	340,215	37.67	48.87	-22.92%	37.67	48.87	-22.92%
Reader's Digest	12,500,000	12,551,090	78.31	86.61	-9.58%	150.69	147.59	2.10%
Savoy	300,000	N.A.C	62.25	52.75	18.01%	62.25	52.75	18.01%
Smithsonian	2,000,000	2,028,133	42.32	54.70	-22.63%	78.18	98.10	-20.31%
Talk	600,000	650,660	24.15	40.00	-39.63%	24.15	40.00	-39.63%
Vanity Fair	1,000,000	1,092,382	59.29	92.40	-35.83%	108.90	153.69	-29.14%
<b>Category Total</b>			<b>400.27</b>	<b>495.16</b>	<b>-19.16%</b>	<b>652.46</b>	<b>770.24</b>	<b>-15.29%</b>
<b>HEALTH/FITNESS (MEN)</b>								
Flex	150,000	154,290	174.17	183.29	-4.98%	324.93	334.12	-2.75%
Muscle & Fitness	None	458,593	154.14	137.70	11.94%	282.11	260.03	8.49%
Runner's World	505,000	520,334	25.27	22.79	10.88%	52.94	49.00	8.04%
<b>Category Total</b>			<b>353.58</b>	<b>343.78</b>	<b>2.85%</b>	<b>659.98</b>	<b>643.15</b>	<b>2.62%</b>
<b>HEALTH/FITNESS (WOMEN)</b>								
Fitness+	1,050,000	1,183,095	56.25	64.34	-12.57%	103.70	64.34	61.18%
Health	1,300,000	1,378,970		NO ISSUE		75.46	71.77	5.14%
Prevention	3,100,000	3,110,642	69.37	91.52	-24.20%	138.68	155.77	-10.97%
Self	1,200,000	1,553,911	63.00	57.43	9.70%	107.00	118.83	-9.96%
Shape	1,500,000	1,686,229	52.68	50.41	4.50%	99.38	103.81	-4.27%
<b>Category Total</b>			<b>241.30</b>	<b>283.70</b>	<b>-8.49%</b>	<b>524.22</b>	<b>514.52</b>	<b>1.89%</b>
<b>KIDS</b>								
Boys' Life	1,300,000	1,335,811	8.18	15.05	-45.65%	15.28	21.16	-27.79%
Disney Adventures <sup>10</sup>	1,100,000	1,117,932 <sup>B</sup>	21.02	26.50	-20.68%	21.02	26.50	-20.68%
Nickelodeon Magazine <sup>10</sup>	900,000	941,662 <sup>B</sup>	22.47	0.00	N.A.	22.47	20.19	11.29%
Sports Illustrated for Kids	950,000	963,638 <sup>B</sup>	22.18	18.33	21.00%	46.51	39.33	18.26%
<b>Category Total</b>			<b>73.85</b>	<b>59.88</b>	<b>23.33%</b>	<b>105.28</b>	<b>107.18</b>	<b>-1.77%</b>



## SI's New Game

### Colson out; big changes coming

Two months prior to the resignation last week of Bill Colson, *Sports Illustrated's* managing editor, the Time Inc. weekly conducted reader focus groups in Atlanta, Indianapolis and Denver to get a sense of how *SI* was faring with subscribers and non-subs.

What the editors and executives of *SI*, along with John Huey, Time Inc. editorial director, determined was that the venerable magazine needed a new, livelier direction, says an *SI* staffer who was involved with the focus groups.

"We learned that we needed to be a little younger and a little hipper," says the insider. "But we have to be careful we don't erode our subscriber base, which is a little conservative."

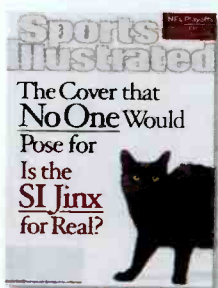
Both Huey and Colson, *SI's* m.e. for the past six years, declined comment.

The jinx visits Colson, who will leave *SI*.

The editorial refocusing is coming as 4-year-old rival *ESPN The Magazine*, published by Hearst Magazines and Walt Disney Co., is still in growth mode, raising its circulation rate base this month by 20 percent, to 1.5 million. Meanwhile, *SI's* paid circ in last year's first half was flat, at 3.2 million, according to the Audit Bureau of Circulations.

The desire for change at *SI* may also have been prompted by a successful redesign just over a year ago of the magazine's front-of-book Scorecard section. The Scorecard makeover was led by Albert Kim, a former *Entertainment Weekly* senior editor, who oversaw that title's front-of-book News + Notes section. "If you look at *Sports Illustrated's* front of the book, it's now a lot fresher, a lot funnier, and has a lot more attitude," says an *EW* staffer. "I don't think a lot of the [veterans] at *SI* thought it was a good thing, but it showed the powers that be what you could do—have some fun."

Colson, a 24-year *SI* veteran, said in a statement last week that his decision to leave was based on a desire to spend more time with his family. A replacement for Colson, who will depart at the conclusion of the Winter Olympic Games in late February, has not been announced. One possible contender for the top job could be *SI* executive editor David Bauer, who is considered an MVP on both the edito-



## MONTHLIES February 2002

	RATE BASE (1ST HALF '01)	CIRC. (1ST HALF '01)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>MEN'S LIFESTYLE</b>								
Details <sup>10</sup>	400,000	402,449	42.75	45.68	-6.41%	42.75	45.68	-6.41%
Esquire	650,000	672,700	42.28	48.61	-13.02%	75.73	87.50	-13.45%
FHM <sup>10</sup>	750,000	821,834				47.00	23.62	98.98%
Gear <sup>11/4</sup>	425,000	494,008				NO ISSUE	0.00	N.A.
Gentlemen's Quarterly	750,000	806,911	58.87	97.16	-39.41%	93.53	148.85	-37.16%
Maxim	2,250,000	2,513,146	57.81	71.64	-19.30%	120.25	129.64	-7.24%
Men's Fitness	550,000	591,761	73.91	55.42	33.36%	124.65	96.58	29.06%
Men's Health <sup>10</sup>	1,625,000	1,688,363				NO ISSUE	41.40	0.66%
Men's Journal*	600,000	635,235	42.51	45.38	-6.32%	81.51	87.71	-7.07%
Outside	600,000	664,590	36.77	40.85	-9.99%	72.24	95.22	-24.13%
Penthouse	None	715,137	38.29	42.07	-8.99%	78.85	89.69	-12.09%
Playboy	3,150,000	3,151,580	32.63	36.23	-9.94%	71.25	95.39	-25.31%
Stuff	850,000	976,384	43.99	36.38	20.92%	89.96	63.21	42.32%
<b>Category Total</b>			<b>469.81</b>	<b>519.42</b>	<b>-9.55%</b>	<b>972.12</b>	<b>1,004.22</b>	<b>-3.20%</b>
<b>OUTDOORS</b>								
Field & Stream	1,750,000	1,756,148	23.97	53.67	-55.34%	46.21	27.21	69.83%
National Geographic Adventure <sup>10/9</sup>	300,000	335,225				NO ISSUE	37.33	-8.95%
Outdoor Life <sup>10</sup>	1,350,000	1,356,997	27.21	32.60	-16.53%	27.21	32.60	-16.53%
Sports Afield*	450,000	453,022	18.85	25.41	-25.82%	36.64	25.41	44.20%
<b>Category Total</b>			<b>70.03</b>	<b>111.68</b>	<b>-37.29%</b>	<b>147.39</b>	<b>126.22</b>	<b>16.77%</b>
<b>PARENTING/FAMILY</b>								
American Baby	1,830,000	1,831,750 <sup>B</sup>	44.71	45.73	-2.23%	90.29	93.19	-3.11%
Baby Talk <sup>10</sup>	1,800,000	1,800,769 <sup>B</sup>	48.89	46.89	4.27%	48.89	46.89	4.27%
Child <sup>10</sup>	920,000	944,179	53.80	58.90	-8.66%	53.80	58.90	-8.66%
FamilyFun <sup>10</sup>	1,350,000	1,365,526	43.89	46.47	-5.55%	43.89	46.47	-5.55%
Parenting <sup>10</sup>	1,565,000	1,604,403	86.08	64.75	1.57%	86.08	84.75	1.57%
Parents	1,985,000	2,020,747	81.25	99.91	-18.68%	155.61	178.26	-12.71%
<b>Category Total</b>			<b>358.62</b>	<b>382.65</b>	<b>-6.28%</b>	<b>478.56</b>	<b>508.46</b>	<b>-5.88%</b>
<b>PERSONAL FINANCE</b>								
Bloomberg Personal Finance <sup>10</sup>	300,000	339,611	21.36	38.71	-44.82%	21.36	38.71	-44.82%
Kiplinger's Personal Finance	1,000,000	1,030,279	46.00	74.07	-37.90%	86.00	120.44	-28.60%
Money	1,900,000	1,907,159	60.38	99.97	-39.60%	103.44	169.04	-38.81%
Mutual Funds	800,000	818,231	29.63	53.20	-44.30%	59.49	95.50	-37.71%
SmartMoney	800,000	809,240	38.94	78.85	-50.62%	78.82	147.70	-46.77%
Worth <sup>10</sup>	500,000	507,474				NO ISSUE	48.34	0.35%
<b>Category Total</b>			<b>196.31</b>	<b>344.80</b>	<b>-43.07%</b>	<b>397.25</b>	<b>619.56</b>	<b>-35.88%</b>
<b>SCIENCE/TECHNOLOGY</b>								
Discover	1,000,000	1,010,269	22.71	25.68	-11.57%	41.21	58.80	-29.91%
Natural History <sup>10</sup>	300,000	327,481	24.69	32.17	-23.25%	24.69	32.17	-23.25%
Popular Science <sup>10</sup>	1,550,000	1,572,540	35.27	33.51	5.25%	76.47	72.46	5.55%
Scientific American	655,000	696,302	18.20	24.67	-26.23%	33.04	44.00	-24.91%
Spectrum, IEEE	None	304,430 <sup>X</sup>	32.76	50.97	-35.73%	74.50	120.86	-38.36%
<b>Category Total</b>			<b>133.63</b>	<b>167.00</b>	<b>-19.98%</b>	<b>249.91</b>	<b>328.29</b>	<b>-23.88%</b>
<b>SHELTER</b>								
Architectural Digest	800,000	826,728	106.26	136.64	-22.23%	215.84	255.24	-15.44%
Country Living	1,600,000	1,631,178	63.57	68.87	-7.70%	111.86	122.26	-8.51%
The Family Handyman <sup>10</sup>	1,100,000	1,179,408	48.67	51.16	-4.87%	48.67	51.16	-4.87%
Home <sup>10</sup>	1,000,000	1,006,893	50.71	66.02	-23.19%	50.71	66.02	-23.19%
House Beautiful	850,000	886,243	59.85	74.79	-19.98%	103.83	123.06	-15.63%
House & Garden	750,000	753,186	47.22	61.15	-22.78%	94.73	111.31	-14.90%
Southern Living <sup>13</sup>	2,500,000	2,546,005	76.77	94.04	-18.36%	150.73	158.31	-7.49%
Sunset	1,425,000	1,448,041	69.44	77.93	-10.89%	117.01	142.27	-17.75%
This Old House <sup>10/X</sup>	715,000	804,596				NO ISSUE	70.82	10.60%
<b>Category Total</b>			<b>522.49</b>	<b>630.60</b>	<b>-17.14%</b>	<b>964.20</b>	<b>1,093.66</b>	<b>-11.84%</b>
<b>TEEN</b>								
CosmoGirl! <sup>10</sup>	750,000	790,124	34.19	34.13	0.18%	34.19	34.13	0.18%
Seventeen	2,350,000	2,370,013	70.10	79.69	-12.03%	114.51	125.95	-9.08%
Teen <sup>11</sup>	2,000,000	1,871,111	32.48	32.50	-0.06%	32.48	62.83	-48.30%
Teen People <sup>10/N</sup>	1,600,000	1,611,579	47.73	70.33	-32.13%	47.73	78.85	-39.47%
YM <sup>11/4</sup>	2,200,000	2,276,939	49.23	63.49	-22.46%	49.23	63.49	-22.46%
<b>Category Total</b>			<b>233.73</b>	<b>280.14</b>	<b>-16.57%</b>	<b>278.14</b>	<b>365.25</b>	<b>-23.85%</b>
<b>TRAVEL</b>								
Condé Nast Traveler	750,000	801,795	59.95	93.46	-35.85%	146.45	202.83	-27.80%
Travel + Leisure	925,000	997,538	71.12	98.70	-27.94%	125.94	179.20	-29.72%
Travel Holiday <sup>10</sup>	650,000	657,891	67.13	94.06	-28.63%	67.13	94.06	-28.63%
<b>Category Total</b>			<b>198.20</b>	<b>286.22</b>	<b>-30.75%</b>	<b>339.52</b>	<b>476.09</b>	<b>-28.69%</b>
<b>WEALTH</b>								
Robb Report	None	100,163	66.50	115.20	-42.27%	155.00	261.80	-40.79%
Town & Country	425,000	438,132	114.71	138.82	-17.37%	175.67	230.37	-23.74%
<b>Category Total</b>			<b>181.21</b>	<b>254.02</b>	<b>-28.66%</b>	<b>330.67</b>	<b>492.17</b>	<b>-32.81%</b>
<b>WOMEN'S LIFESTYLE</b>								
Heart & Soul <sup>10</sup>	350,000	N.A.C.	31.83	36.25	-12.19%	31.83	36.25	-12.19%
Martha Stewart Living <sup>12</sup>	2,150,000	2,404,751	122.93	129.74	-5.25%	193.82	234.75	-17.44%
More <sup>10</sup>	600,000	600,086	44.55	56.25	-20.80%	44.55	56.25	-20.80%
O, The Oprah Magazine	1,300,000	2,751,563	80.43	83.60	-3.79%	129.87	130.85	-0.75%
Real Simple <sup>10</sup>	700,000	784,307	39.00	38.00	2.63%	39.00	38.00	2.63%
Rosie <sup>10</sup>	3,500,000 <sup>Q</sup>	4,003,261	63.68	N.A.	N.A.	107.17	N.A.	N.A.
Victoria	950,000	990,313	30.97	33.53	-7.63%	48.09	48.11	-0.04%
<b>Category Total</b>			<b>413.39</b>	<b>377.37</b>	<b>9.55%</b>	<b>594.33</b>	<b>544.21</b>	<b>9.21%</b>
<b>WOMEN'S SERVICE</b>								
Better Homes and Gardens	7,600,000	7,604,634	131.33	135.21	-2.87%	194.87	206.04	-5.42%
Family Circle* <sup>16/F</sup>	5,000,000	5,002,906	98.88	152.51	-35.16%	151.94	197.17	-22.94%
Good Housekeeping	4,500,000	4,534,716	110.88	112.51	-1.45%	214.73	226.84	-5.34%
Ladies' Home Journal	4,100,000	4,100,431	95.69	89.82	6.54%	134.20	151.04	-11.15%
Redbook	2,250,000	2,299,626	66.11	84.40	-21.67%	120.44	139.73	-13.81%
Woman's Day <sup>17</sup>	4,050,000	4,055,014	164.55	187.01	-12.01%	210.11	257.19	-18.31%
<b>Category Total</b>			<b>667.44</b>	<b>761.46</b>	<b>-12.35%</b>	<b>1,026.29</b>	<b>1,178.01</b>	<b>-12.88%</b>
<b>MEDIAWEEK MONITOR TOTALS</b>								
			<b>7,975.85</b>	<b>\$,502.31</b>	<b>-16.06%</b>	<b>14,149.13</b>	<b>16,617.38</b>	<b>-14.85%</b>

Footnotes: rate base and circulation figures according to the Audit Bureau of Circulations for the first half of 2001; except: B=audited by BPA International; C=non-audited title; X=did not file audit by deadline; D=double issue; F=extra February issue in 2001; I=will publish four specials in 2002; K=includes winter 2002 Kitchen & Bath SIP; L=relaunched in 9/01; M=launched in 5/01; N=includes 1/01 year-end newstand-only issue; Q=raised rate base during period; W=moved from biweekly to monthly in 11/01; 9=published 9 times; 10=published 10 times; 11=published 11 times; 13=published 13 times; 16=published 16 times; 17=published 17 times; +=will publish one more issue in 2002 than 2001; #=will publish four more issues in 2002, +=will publish two more issues in 2002 than 2001; @=will publish one fewer issue in 2002



rial and business sides. Bauer is the point man for *SI*'s television specials. But others at *SI* say an outsider may be chosen as the new m.e. to really shake things up.

In another top-level change at *SI*, early next month *Time* president Bruce Hallett will succeed Mike Klingensmith as the title's president. Klingensmith has moved up to executive vp of Time Inc.

Colson's exit took an ironic turn when the Jan. 21 issue hit stands last Wednesday. The cover story is a meticulous history of the *SI* jinx—how scores of athletes and teams have suffered misfortune after being featured on the weekly's cover. "The big joke around here is that the jinx is at work," says a staffer. "We put the jinx on the cover, and Colson loses his job." —LG

## Buying Time

Ziff backer pledges \$25 million

Willis Stein & Partners, Ziff Davis Media's primary financial backer, last week bought the technology publishing company an additional two months with its bank lenders by paying off a \$15 million bond interest payment. Along with the interest payment, Ziff Davis struck a forbearance agreement that will keep its lenders from calling in the loan and forcing the company's sale. Ziff is currently carrying a total debt load of \$431 million.

Willis Stein also committed to invest another \$25 million in Ziff Davis, publisher of *Yahoo! Internet Life* and *PC Magazine*.

## WEEKLIES January 21, 2002

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
BusinessWeek <sup>X</sup>	21-Jan	30.38	22-Jan	91.37	-66.75%	66.27	205.84	-67.81%
The Economist	12-Jan	37.00	13-Jan	48.00	-22.92%	64.00	90.00	-28.89%
Newsweek <sup>E/X</sup>	21-Jan	19.99	22-Jan	27.98	-28.55%	59.85	76.64	-21.91%
The New Republic <sup>X</sup>	21-Jan	5.32	22-Jan	4.24	25.47%	9.15	14.43	-36.59%
Time <sup>E/X</sup>	21-Jan	57.85	22-Jan	43.28	33.66%	81.58	137.37	-40.61%
US News & World Report	21-Jan	26.06	22-Jan	39.68	-34.32%	44.02	64.27	-31.51%
The Weekly Standard	28-Jan	10.70	29-Jan	9.80	9.18%	25.52	27.09	-5.80%
<b>Category Total</b>		<b>187.30</b>		<b>264.35</b>	<b>-29.15%</b>	<b>350.39</b>	<b>615.64</b>	<b>-43.08%</b>
<b>SPORTS/ENTERTAINMENT/LEISURE</b>								
AutoWeek	21-Jan	15.84	22-Jan	27.69	-42.80%	51.91	88.76	-41.52%
Entertainment Weekly	18-Jan	28.27	19-Jan	35.50	-20.37%	71.37	89.16	-19.95%
Golf World	18-Jan	20.33	19-Jan	14.16	43.57%	44.47	35.49	25.30%
New York	21-Jan	52.20	22-Jan	44.60	17.04%	147.50	148.70	-0.81%
People <sup>X</sup>	21-Jan	69.05	22-Jan	58.16	18.72%	131.04	161.41	-18.82%
The Sporting News	21-Jan	10.30	22-Jan	8.50	21.18%	29.83	21.43	39.20%
Sports Illustrated	21-Jan	23.01	22-Jan	30.17	-23.73%	82.19	82.58	-0.47%
The New Yorker	21-Jan	16.59	22-Jan	22.73	-27.01%	56.32	76.41	-26.29%
Time Out New York	16-Jan	55.69	17-Jan	55.56	0.22%	149.56	167.25	-10.58%
TV Guide	19-Jan	47.31	20-Jan	59.76	-20.83%	121.52	175.73	-30.85%
Us Weekly	21-Jan	23.33	22-Jan	14.33	62.81%	47.66	36.00	32.39%
<b>Category Total</b>		<b>361.92</b>		<b>371.16</b>	<b>-2.49%</b>	<b>933.37</b>	<b>1,082.92</b>	<b>-13.81%</b>
<b>SUNDAY MAGAZINES</b>								
Parade	20-Jan	9.70	21-Jan	9.89	-1.92%	37.20	39.38	-5.54%
USA Weekend	20-Jan	12.10	21-Jan	13.00	-6.92%	38.83	41.30	-5.98%
<b>Category Total</b>		<b>21.80</b>		<b>22.89</b>	<b>-4.76%</b>	<b>76.03</b>	<b>80.68</b>	<b>-5.76%</b>
<b>TOTALS</b>		<b>571.02</b>		<b>658.40</b>	<b>-13.27%</b>	<b>1,359.79</b>	<b>1,779.24</b>	<b>-23.57%</b>

E=estimated page counts; X=2001 YTD included an out-of-cycle issue

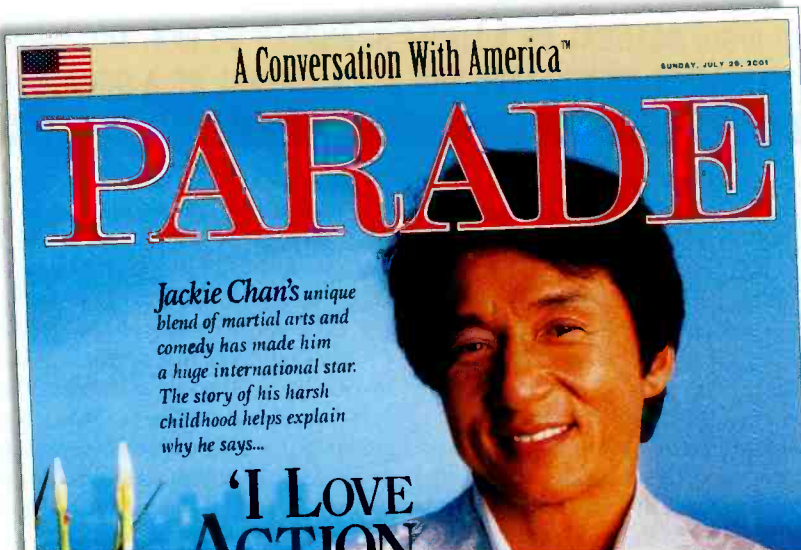
"We've taken the first step or two along the way toward what is going to be a very deliberate, disciplined process in bringing the company back up to the size, stature and standing it previously had," says Ziff COO/CFO Bart Catalane, who joined the company in December from TMP Worldwide, parent of Monster.com, where he served as senior vp/CFO. "And it's also about [rebuilding] our franchises and launching new ones."

Catalane says the company is not planning any asset sales. "It makes no sense," he explains. "There are too many synergies between the properties."

Ziff also announced it expects to take a restructuring charge of up to \$275 million for the fourth quarter of 2001 (the charge was initially \$150 million) to cover the costs of consolidating and discontinuing a number of its businesses, including its Internet division.

Over the past year, Ziff Davis has been particularly hard hit by the dot-com meltdown. Last summer, Avy Stein, Willis Stein's managing partner, dismissed CEO Jim Dunning, replacing him in October with former ABC Television president Bob Callahan. Dunning has filed a lawsuit, and Stein has countersued. Both cases are still pending. —LG

Jackie Chan as seen in PARADE Magazine July 29, 2001



Sunday, the day most people unclench their teeth.

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# Media Person

BY LEWIS GROSSBERGER



## No, Enron Isn't Near Iran

A LOT OF CONCERNED AMERICANS ARE LOOKING AT THE NEWS

these cold winter mornings and wondering, "Exactly when did it come about that the big story stopped being the War Against Terrorism and started being The Enron Scandal?" Also, they are asking, "What is the

Enron Scandal?" as well as the companion question, "Who is Enron?" Then there are those who ask, "Are there bearded evildoers involved in the Enron Scandal who we can toss into cages and broil in the hot Cuban sun?"

The answer to all these questions is: "Yes, except for the beards."

Right now, as a service to all those busy, confused readers who are too confused or busy to closely follow the rapidly unfolding developments of the fast-moving progress of the quickly expanding scandal, Media Person is here to answer every other possible Enron question anyone could ever have. (This service, which would cost thousands of dollars if obtained from a less public-spirited know-it-all, is absolutely free to you, the reader, as a courtesy of Media Person.) OK, ask 'em.

*What or who is Enron?*

Enron is a stealth corporation that helped develop the trick of becoming one of the biggest, most important companies in the world without having any actual product or service. It employed thousands of workers, whose jobs mainly consisted of sending memos to the company's president, warning him that something fishy was going on.

*If Enron didn't make anything, how did it get rich?*

Creative accounting, great public relations and most of all, the ability to go out every day and make another new deal! That plus the nutty '90s bull market, in which the less profit a company made, the higher its stock flew.

*Yeah, but what did Enron do that was wrong?*

Depends what you mean by "wrong." Some people feel that it wasn't exactly ethical that the company's top executives cashed in their stocks and made billions when they found

out the whole thing was about to collapse while the workers weren't allowed to get rid of the Enron stock in their retirement plans and lost their shirts. Other people insist something not strictly kosher was going on when the company's accountants shredded most of the papers after auditing Enron. Still others consider it improper that by paying out billions of dollars, Enron had practically every politician in the country in its pocket. But "wrong?" That's kind of a harsh word to throw around.

*Who is "Kenny Boy?"*

"Kenny Boy" is the nickname given to Enron's CEO Kenneth Lay by his ex-close friend President Bush, although it would be totally unfair of you to infer from this familiarity that the two ever met. True, it's a pretty lame nickname, considering the humorous possibilities inherent in the name "Lay." But then, no one's ever confused George W. with Oscar W.

*Who is Arthur Andersen?*

Arthur (Artie Boy) Andersen is a what, not a who. It's the name of the accounting firm that lived on an entire floor of the Enron Building. Its duties included destroying any papers that might upset Kenny Boy, as well as preparing tax returns for Don King and Robert Durst.

*Is Enron a big scandal or a little scandal?*

Yes, that's the question, all right. So far, the answer depends entirely on whether you are a liberal or a conservative. If you are a conservative, Enron is just a two-bit hoo-hah that will

blow over now that Enron has found a scapegoat executive to can, and anyway, there is no proof the Administration was involved in any wrongdoing, and besides, it's all Bill Clinton's fault. If you are a liberal, on the other hand, then—Wow, is this great or what? At last, revenge! Worst disgrace since Teapot Dome. Cancer-on-the-Presidency time. Where's the special prosecutor? Sic 'em, boy! Tear 'em up!

But isn't the real scandal much bigger than just one company? Isn't this really about the stench of crony capitalism, American-style, a system where big corporations dictate government policy, and conflicts of interest are totally ignored by the Bush Administration while it also weakens regulatory rules, allowing companies to make millions and ignore pollution problems?

Hey, who wrote that question, Paul Krugman?

*Why won't Dick Cheney come clean about the six meetings he had with Enron before its collapse? What's he trying to hide?*

Krugman, get out of here! You've got a column of your own. Quit hogging this one. MP's just trying to make a few harmless jokes and go to lunch.

**IS ENRON A BIG SCANDAL OR A LITTLE SCANDAL? SO FAR, THE ANSWER DEPENDS ENTIRELY ON WHETHER YOU ARE A LIBERAL OR A CONSERVATIVE.**

*Whatever became of Osama bin Laden?*

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Vol. 12 No. 1

THE NEWS MAGAZINE OF THE MEDIA

January 7, 2002 \$3.95

## Buyers: Save Bowl Series

But 24% ratings drop for ABC's BCS games could hamper future ad sales **PAGE 2**

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#### Bailey's Bazaar Design Scheme

February makeover features two covers

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### RESEARCH

#### Nielsen Rates Irk Stations

Some outlets drop service over increases

**PAGE 5**

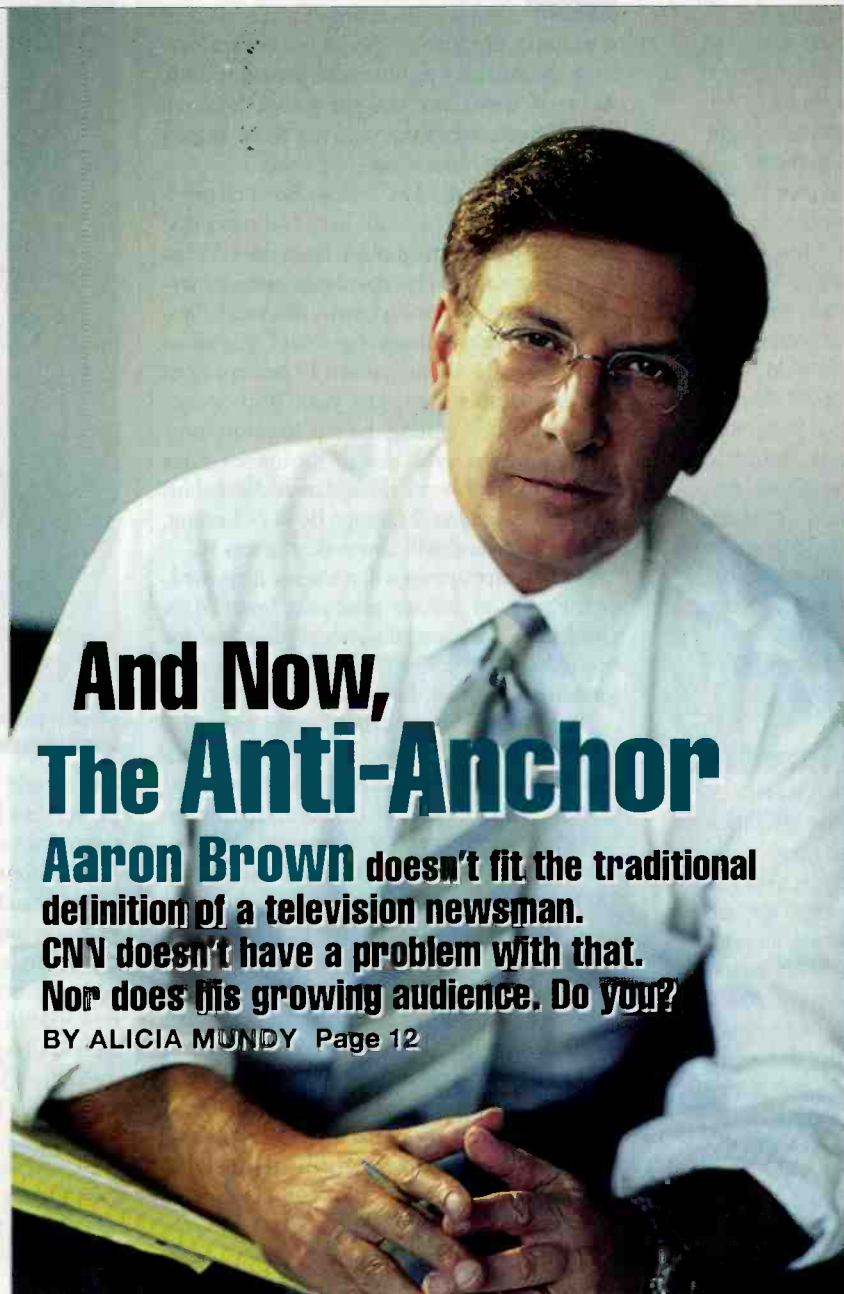
### MAGAZINES

#### Essence Makes Use of Time

A year after acquisition, synergies are forming

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**Mediaweek Magazine Monitor** **PAGE 17**



## And Now, The Anti-Anchor

**Aaron Brown** doesn't fit the traditional definition of a television newsman. **CNN** doesn't have a problem with that. **Nor** does his growing audience. **Do you?**

BY ALICIA MUNDY **Page 12**

### MARKET INDICATORS

**NATIONAL TV: CALM**  
Movie studio, pharmaceutical and auto advertisers are active, but there is a lot of first-quarter scatter time still available as many advertisers buy on just 10 days' notice.

**NET CABLE: QUIET**  
Buyers and sellers alike are still waking up from the holiday-season slowdown. First-quarter scatter sales are expected to remain stagnant through January.

**SPOT TV: SLOW**  
Except for auto, which continues to promote zero-percent finance deals and GM's new overdrive ad campaign, activity remains slow across all major ad categories.

**RADIO: OFF**  
Stations in most markets are offering deals to move inventory. Still plenty of activity from auto dealers, who are continuing to push zero-percent financing. Retail is off except for select store sales.

**MAGAZINES: WARMING**  
The home entertainment category is spending strongly in entertainment titles through first quarter. Studios are pushing hard behind DVD releases for consumers who received players during the holidays.

GREGORY HESLER



### Sinclair Shuts News Dept. Of Winston-Salem Affiliate

Sinclair Broadcast Group this Friday will shut down the news operations of WXLV-TV, the company's ABC affiliate in Winston-Salem, N.C. As many as 35 people will be laid off at the station, which serves the country's 44th-largest TV market. Sinclair cited WXLV's relatively weak broadcast signal, which has hampered the station's ad-sales efforts.

"We tried to make a go of it. If the economy didn't do what it did in 2001, we'd be OK," said Will Davis, group manager for Sinclair. WXLV, which has aired news at 6 and 11 p.m., ranks fourth in the market in ratings and revenue.

Sinclair has unsuccessfully sought permission from the FCC to move WXLV's broadcast tower to give the outlet better reach in Greensboro, the largest city in the market. "The signal does great in Winston-Salem, but most of the population growth has been south and east, where our competitors have strong signals," Davis said. "If we had an equal facility, we could have made some serious inroads over time."

WXLV is the third Sinclair station to eliminate news in just over a year, following ABC affiliate KDNL in St. Louis and NBC affiliate WTWC in Tallahassee, Fla. Sinclair said that it has added or expanded news programming in five markets, including at Fox affiliates KDSM in Des Moines, Iowa, and WBFF in Baltimore. —*Katy Bachman*

### Postal Hike: Less Than 10%

The U.S. Postal Service last week reached agreement with the Magazine Publishers of America and other large mailers on a proposed 15-to-20 percent rate hike that had been slated for Labor Day. Instead, the average rate increase for magazine publishers will be less than 10 percent, effective June 30.

The 2002 rate increase initially was projected at 10 percent, but the terrorist attacks and the subsequent anthrax sent through the Postal Service altered those plans. "It's a fair settlement for the mailers and the Postal Service, given the extraordin-

(continued on page 5)

# Buyers: Bowl Series Not a Bust

ABC's BCS ratings slide 24%, but demos make system worth saving

TV SPORTS By John Consoli

**D**espite a 24 percent cumulative ratings decline for the four Bowl Championship Series games that aired on ABC between New Year's Day and Jan. 3—including a 28 percent drop in ratings for the national championship game—media buyers still believe the series is viable event programming. As proof, they noted that the games delivered valuable demographics, ranking them among the top prime-time shows last week.

Miami won the Jan. 3 Rose Bowl championship game in a blowout over Nebraska that produced a 13.8 rating, down from the 17.8 last year's Sugar Bowl championship game generated. And the runner-up bowl—this year's Fiesta Bowl, in which Oregon blew out Colorado—recorded an 11.3 rating, down 19 percent from the comparable game last year. Both games should still land among the top 10 prime-time rankings for the week, despite the lower ratings from last year. There's also a chance that a third BCS game, the Jan. 2 Orange Bowl (9.5 rating, down 27 percent) will also make the top 10.

"The lower ratings will make it a little harder for ABC to sell for next year," said Marc Goldstein, president of national broadcast for MindShare. "Buyers will be a little more conservative as to what they are willing to pay."

But Goldstein and other buyers were also quick to point out that sports programming is a different animal than standard TV sitcoms and dramas, and is held to different standards. "Sports ratings have a lot of ups and downs—there is not a straight line," said Goldstein. "ABC has to be disappointed by the ratings, but the ratings are based on the matchups, and that is something ABC has no control over."

Tim Spengler, executive vp and director of national broadcast for Initiative Media North America, agreed. "This year's ratings shortfall could affect next year's negotiations, but the BCS games are still top events and will draw top advertisers. It was one of the highest-rated vehicles on TV last week to reach a male audience."

Andy Donchin, senior vp and director of national broadcast for Carat USA, said: "Every-



Miami was No. 1, but the BCS was not a winner.

one would have wanted more competitive games, but [from an advertiser point of view] the ratings were nothing to jump ship over."

The four BCS games sold out, said Ed Erhardt, president of ESPN/ABC Sports customer marketing and sales. He said about 90 percent of inventory was sold as part of packages in which advertisers paid \$1.9 million for a 30-second spot in each of the four BCS prime-time games, along with a choice of six :30s on any of the other 16 bowl games on ABC or ESPN.

Ratings for the 14 bowl games on ESPN were up 14 percent, although they delivered only a 3.3 average rating. But Erhardt said the goal was to allow advertisers to run their 10 spots over a two-week period, giving their mes-



# Stations Chafe at Rates

Nielsen increases prompt some small-market outlets to drop ratings service

**RESEARCH** By Katy Bachman

Nielsen Media Research's new rate card for its local-market TV service is getting a chilly response from broadcasters. As the end of the worst year in TV advertising drew to a close, WTHI-TV, Emmis Communications' Terre Haute, Ind., CBS affiliate, decided it would not renew its Nielsen contract, which expired Dec. 31. The station joins a growing list of broadcasters in small markets such as Chico/Redding, Calif. (rank 133); Eugene, Ore. (123); and Abilene, Texas (162); who say that Nielsen's double-digit rate increases, as high as 30-40 percent for some stations, are insensitive and unjustified.

"We looked at the service, and we couldn't honestly say we were getting a comparable in-

crease in service," said Vanessa Oubre, Emmis vp/research. Oubre said Emmis was charged—but refused to pay—a 14 percent rate hike for WTHI, the top station in Terre Haute. In Fort Myers, Fla., which Nielsen converted to meters last May, Emmis' Fox affiliate WFTX-TV was faced with a tenfold increase, from \$30,000 to \$300,000, which it also chose not to pay.

"I wouldn't be surprised if a lot of stations go without," said Raymond Johns, president/CEO of Catamount Broadcast Group. Catamount's CBS affiliate KHSL-TV in Chico let its contract lapse last August. "Nielsen is gouging [and] shafting the little guys, knowing everyone is struggling."

Although Nielsen declined to discuss rates, company representative Karen Kratz pointed to improvements the ratings firm has made in its local service, which has increased diary response rates from 28.3 percent in November '99 to 32 percent this past November. Nielsen is owned by VNU, publisher of *Mediaweek*.

"There has been more substantive, quantifiable improvement in the Nielsen service over the past 36 months than in the 10 previous years," agreed station consultant Norm Hecht. He credited Harry Stecker—who retires from the company as general manager of

Nielsen's local-market services in February—with spearheading many of the improvements. But stations aren't buying Nielsen's argument. "There's no clear evidence that anything they've done has improved the validity of the numbers. That's just bogus. Bottom line for us is the service isn't getting any better," said Duane Lammers, executive vp of Nexstar Broadcasting Group, which has let contracts expire for KFDX-TV in Wichita Falls, Texas, and KTAB-TV in Abilene. Lammers vowed that Nexstar won't renew future contracts as they come up for its other stations.

"What Nielsen needs to be working on is better research at a lower cost," added



**'What Nielsen needs to be working on is better research at a lower cost.'**

**—RANDY BONGARTEN, EMMIS TV**

Randy Bongarten, president of Emmis TV.

TV stations in general pay between 1 and 2 percent of their gross revenue for Nielsen's ratings. After that, contract rates are determined by the revenue in the station's marketplace, the type of methodology (meters cost more than diaries), the length of the contract and the station's ability to negotiate. Larger station groups with properties in big markets tend to wield more clout at the negotiating table.

Some TV owners accuse Nielsen of passing on increases to smaller broadcasters in order to fund the company's meter initiatives. "Broadcasters pay for the bulk of the service, and then it's used for cable and other entities who don't pay the same rates. They've grown their service on the backs of broadcasters," said Benjamin Tucker, president of Fisher Broadcasting.

Going without Nielsen is not without its risks. "We're the dominant station in Eugene, [Ore.], so we can afford to gamble because we're a must-buy. We're not in that position in other markets," said Tucker.

In the end, most stations, even the market leaders, eventually come back to the negotiating table, such as WSVN, Sunbeam Television's Fox affiliate in Miami, which re-upped last August after a two-year hiatus. ■

## Media Wire

ary circumstances which we're all operating under," said James Cregan, MPA executive vp/government affairs. Publishers could save about \$160 million under terms of the new agreement, Cregan added. The MPA also received a "back-end" assurance that the Postal Service will not increase rates again prior to October 2003, barring emergencies, Cregan said. —Lisa Granatstein

### ABC, ESPN Kick Up '02 Cup

ABC Sports and ESPN last week agreed to air games from the 2002 and 2006 men's World Cup soccer tournaments and the 2003 women's World Cup as part of a new deal with Major League Soccer, the U.S. pro soccer league.

MLS purchased the World Cup's U.S. TV and radio rights through 2006 for a reported \$50 million from Kirch Group, a German media company that acquired the worldwide TV rights earlier this year from FIFA, soccer's governing body.

Under the deal, MLS will make time buys on ABC and ESPN to air the World Cup matches and will sell advertising time and cover the production costs.

As part of the deal, ABC and ESPN will televise MLS games through 2006. ESPN2 this year will carry 26 MLS matches on Saturday afternoons, and ABC will air at least three games, including the MLS Cup and MLS All-Star game.

The 2002 men's World Cup, to be held in South Korea and Japan, will air from May 31 through June 30. ESPN will air 17 games live, ESPN2 will televise 46 matches live, and ABC will air eight games on tape delay, plus the final live.

Walt Disney Co.-owned ABC and ESPN aired the men's World Cups in 1994 and 1998 and the women's World Cup in 1999.

Univision holds the Spanish-language World Cup rights in the U.S. Univision will show all the games live and will replay many of them in prime time.

The 1998 World Cup men's final between France and Brazil earned a combined 7.4 household rating on ABC and Univision. Coverage of all World Cup games in 1998 on ABC, ESPN, ESPN2 and Univision averaged a 4.4. —John Consoli



# Local Media

TV STATIONS | NEWSPAPERS | RADIO STATIONS | OUTDOOR | MAGAZINES

## RADIO

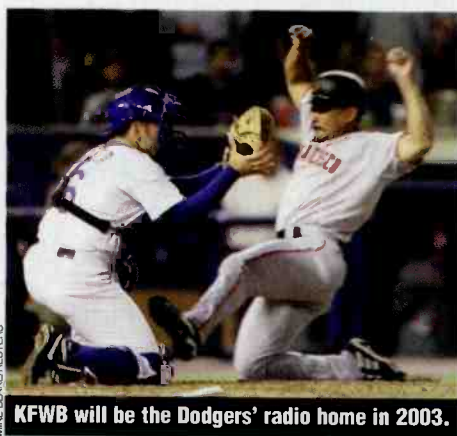
# Infinity Makes Trades In New York and L.A.

BY KATY BACHMAN

Infinity Broadcasting is breaking format on two of its all-news stations in New York and Los Angeles to make way for the play-by-play rights of two of the most lucrative local sports franchises in the country.

Beginning with spring training this year, the rights to the New York Yankees will be broadcast on WCBS-AM, ending a 21-year run on ABC Radio's WABC-AM. In Los Angeles, the broadcast rights to the Los Angeles Dodgers will move from Clear Channel's KXTA-FM to KFWB-AM, in a five-year agreement that will begin in 2003.

Including these latest deals, 21 Infinity radio stations serve as flagships for 21 professional sports teams, five of which are Major League Baseball clubs.



MIKE BLANCHARD/REUTERS

KFWB will be the Dodgers' radio home in 2003.

The price to Infinity was steep, an estimated \$9 million per year for the Yankees on WCBS-AM and an estimated \$7 million for

the Dodgers on KFWB-AM. But the payoff for the stations could be huge, especially during evenings, a traditionally lackluster daypart for news stations in listeners and revenue.

"Hopefully, some percentage of the audience will go to sleep with the game on and wake up listening to news. It also gives us the ability to attract different types of advertisers to the station," said Roger Nadel, vp and general manager of KFWB.

The five-year agreement between Infinity and the Yankees' YES Network parallels the deal YES formed with Viacom for the television broadcast rights on WCBS-TV. To help maximize Yankee revenue in New York, WCBS sister station, Sports WFAN-AM, the second-biggest billing station in the nation, will handle sales, marketing and production support for the broadcasts.

The Dodgers switch to Infinity was a bit of a surprise since the team is owned by News Corp. and KXTA is an affiliate of the Fox Sports Radio Network (a joint venture between Premiere Radio Networks and Fox Sports). Vin Scully, along with Ross Porter and Rick Monday, will continue to call Dodger play-by-play.

One MLB team that Infinity is losing is the Philadelphia Phillies, which recently signed a three-year deal with Greater Media's WPEN-AM beginning in 2002. Infinity's Talk outlet, WPHT-AM had the broadcast rights for 20 years. For WABC, which had partnered with Madison Square Garden to bid for the Yankees, it leaves a gaping hole in programming.

"Our challenge will be to replace the Yankees with strong Talk programming at night," said Phil Boyce, program director of WABC.

## DALLAS RADIO

### KRLD-AM Goes All-News

Taking further advantage of its relationship with KTVT-TV, its TV counterpart in Dallas, KRLD-AM NewsRadio 1080 today (Jan. 7) dropped its daily Talk programming 9 a.m. to 4 p.m. to go All-News. The Infinity Broadcasting station's move to All-News began last year when it began simulcasting the *CBS 11 News at 6 and 60 Minutes*.

While Infinity brass insists there is no mandate to combine resources, under budget pressure from parent-company Viacom, CBS TV and radio stations have already teamed in Boston, Pittsburgh, L.A. and Chicago. —KB

## TV STATIONS

### Taking It to the Street

Taking a cue from the national network morning shows, NBC's owned-and-operated San Diego station KNSD-TV recently unveiled a new glass-enclosed studio in the heart of the city's thriving downtown district. The site, which includes more than 13,000 square feet of working space,

offers a sweeping view of San Diego's historic Horton Plaza, a draw for locals and tourists.

"What we have done is plopped ourselves into a place where there's a backdrop of San Diego, and where viewers throughout the day get to see the pulse of the region," said Phyllis Schwartz, KNSD's president/general manager, who thought of the idea when she was vp of news and creative services for NBC's Chicago O&O WMAQ. Buyers in the market say that while the new studio may not have an immediate affect on ratings, it will help KNSD cement its local identity. "They'll definitely have a lot of visibility being downtown," said Margie Hiken, owner of West Coast Media Services, a San Diego-based media buying agency.

Schwartz hopes the new setting will attract crowds much like *The Today Show's* Rockefeller Center studio has in New York City. But at the end of the day, Schwartz notes, it's only a new studio. "You've got to continue to serve your community and do the best news and programming." —JM



San Diego has a clear view of KNSD's news team.



# Market Profile

BY EILEEN DAVIS HUDSON



It's a smaller world: Attendance at Disney's theme parks declined sharply after the terror attacks.

## Orlando, Fla.

**TOURISM, THE BACKBONE OF THE ORLANDO-DAYTONA BEACH-MELBOURNE, FLA., MARKET,** has suffered as a result of the recession that began last spring and fears about air travel that followed the September terrorist attacks. Walt Disney Co., the market's largest employer, has laid off

about 1,400 workers in the Orlando area since last March. In October, the company asked staffers at Walt Disney World to volunteer for a 20 percent reduction in hours and salary (there have been few takers so far) and cut back the operating hours of some attractions in the park. After a record year in 2000, attendance at Disney's Orlando theme parks plummeted 25 percent during October and the first half of November.

Disney has ramped up its advertising efforts throughout Florida and in neighboring Georgia and Alabama to attract more park visitors who live within driving distance of Orlando. The effort helped generate a solid rebound in business during the holiday season. "We were forced to close the Magic Kingdom [at one point] because attendance was so strong," says Bob Jimenez, a Disney representative.

Thanks to its continuing population growth, Orlando last fall broke into the country's top 20 television markets (with 1.18 million TV homes) as ranked by Nielsen Media Research, a promotion that should help attract more national ad dollars to the market.

Local media outlets in the Orlando area are looking forward to some new political ad spending this year from the creation of a new congressional district. The market is also

hoping to benefit from races in 2002 for governor, mayor of Orlando and officials of Orange County.

Cox Broadcasting's ABC affiliate WFTV-TV is the market's longtime news leader, but the station's ratings lead has been shrinking in recent years. At 11 p.m., WFTV has lost more than 40 percent of its household viewers since 1996. In last November's sweeps, WFTV averaged a 6.3/13 at 11 p.m., behind Hearst-Argyle Broadcasting's NBC affiliate WESH (8.9/18) and Post-Newsweek's CBS affiliate WKMG-TV (8.4/17). David Lippoff, vp/gm of WFTV and Cox-owned Independent outlet WRDQ, says WFTV's news ratings problems at 11 p.m. are the result of weak lead-in programming from ABC's prime-time schedule. Lippoff notes that the station's 11 p.m. news features the same anchor team as its market-leading 5 and 6 p.m. newscasts. WFTV is also the leader in morning news, the market's fastest-growing news daypart.

Cox's acquisition of WRDQ in early 2000 created the market's first TV duopoly. WRDQ has a busy sports programming schedule, airing Major League Baseball's Tampa Bay Devil Rays, Southeastern Conference football and SEC and Atlantic Coast Conference basketball games.

Today, WRDQ is launching a nightly newscast at 10 p.m. The program is produced by WFTV and uses its talent. WRDQ is challenging two other 10 o'clock newscasts in the market, on Ennis Communications' WB affiliate WKCF-TV and Meredith Broadcasting-owned Fox outlet WOFL-TV.

WESH enjoyed its "best November ratings book in 10 years," says president/gm Bill Bauman. "I think the November book is going to open up the advertising community for us for the next six months." WESH has capitalized on NBC's strong prime-time programming, tops in the market, to move into the lead in the 11 p.m. news competition. WESH, which is also No. 1 in household ratings sign-on-to-sign-off, is counting on a ratings and advertising windfall in February from NBC's coverage of the Winter Olympics. "We're anticipating a very strong first quarter," Bauman says.

WESH made a major anchor change last fall, when it

### NIelsen MONITOR-PLUS AD SPENDING BY MEDIA / ORLANDO

	Jan.-Dec. 1999	Jan.-Dec. 2000
Local Newspaper	\$228,193,640	\$248,012,890
Spot TV	\$192,736,663	\$221,595,629
FSI Coupon*	\$8,596,290	\$8,339,130
Local Sunday Supplement	\$3,611,010	\$3,987,370
Local Magazine	\$2,036,000	\$2,378,110
Total	\$435,173,603	\$484,313,129

\*Packaged goods only Source: Nielsen Monitor-Plus



# Market Profile

did not renew the contract of six-year veteran John O'Connor. The station tapped Jim Payne, who had joined in January 2001 from Raleigh, N.C., to take over the lead anchor slot at 5, 5:30, 6 and 11 p.m. "He was just what we needed," Bauman says of Payne. In addition to anchoring the four newscasts, Payne also does reporting, a first in the market, Bauman says. At 5, 6 and 11 p.m., Payne is partnered with Wendy Choiji, a 13-year WESH veteran who last year announced on the air that she was battling breast cancer. Choiji, a marathon runner, was selected to carry the Olympic torch as it passed through Orlando last month.

At CBS affiliate WKMG, Henry Maldonado took over as vp/gm in October, having served as interim gm since August. Maldonado previously was a vp at parent Post-Newsweek Stations. Last July, Skip Valet arrived from Jacksonville, Fla., as WKMG's news director. In December, Tom Calota, previously general sales manager for the station's Web site, was promoted to gsm of the station.

The market's longtime third-place news outlet has gained some momentum in the past few years, particularly at 11 p.m. Maldonado says his focus now is on other news dayparts. "The big issue is that we need a good [evening news] lead-in," he says. WKMG has aired the syndicated *Inside Edition* and *Access Hollywood* to lead in to its 5 p.m. news; today, the station will replace those shows with a double-run of the new syndicated *Weakest Link*.

As for mornings, "we're not satisfied... we'll probably be retooling that newscast and tightening it up," says Maldonado. One change will be the arrival next month of Shawn Killinger from Albany, N.Y., to fill the a.m. vacancy created when Jacqueline London became WKMG's noon co-anchor on 5:30 p.m. solo anchor a few months ago.

Fox parent News Corp.'s acquisition last July of WRBW-TV, Orlando's UPN affiliate, has sparked talk about a possible swap in the market. According to this speculation, News Corp. would swap its Fox O&O KPDX and UPN affiliate KPTV-TV in Portland, Ore., for Meredith's WOFL in Orlando. The deal would give Fox a duopoly in Orlando and Meredith a duopoly in Portland. Karen Adams, WRBW gm, could not be reached for comment. Mark Higgins, vp/gm of WOFL, would not comment on the reports.

Higgins, who serves as chairman of the Fox affiliates board, says WOFL has enjoyed strong ratings growth in the mornings with *Newsic* (5-7 a.m.), which launched last Sep-

## SCARBOROUGH PROFILE

### Comparison of Orlando

TO THE TOP 50 MARKET AVERAGE

DEMOGRAPHICS	Top 50 Market Average %	Orlando Composition %	Orlando Index
Age 18-34	31	29	91
Age 35-54	41	37	91
Age 55+	28	34	123
HHI \$75,000+	27	19	70
College Graduate	12	11	87
Any Postgraduate Work	10	8	81
Professional/Managerial	23	21	91
African American	13	12	91
Hispanic	12	8	69
<b>MEDIA USAGE - AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	54	53	97
Read Any Sunday Newspaper	64	69	108
Total Radio Morning Drive M-F	22	21	96
Total Radio Evening Drive M-F	18	19	104
Total TV Early Evening M-F	30	33	110
Total TV Prime Time M-Sun	39	44	113
Total Cable Prime Time M-Sun	13	16	126
<b>MEDIA USAGE - CUME AUDIENCES**</b>			
Read Any Daily Newspaper	73	74	101
Read Any Sunday Newspaper	77	84	109
Total Radio Morning Drive M-F	75	71	95
Total Radio Evening Drive M-F	73	71	97
Total TV Early Evening M-F	71	73	103
Total TV Prime Time M-Sun	91	90	99
Total Cable Prime Time M-Sun	58	62	107
<b>MEDIA USAGE - OTHER</b>			
Access Internet/WWW	61	63	103
<b>HOME TECHNOLOGY</b>			
Own a Personal Computer	67	69	103
Shop Using Online Services/Internet	35	33	93
Connected to Cable	71	77	109
Connected to Satellite/Microwave Dish	15	19	133

\*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: 2001 Scarborough Research Top 50 Market Report (February 2000-March 2001)

tember, and *Good Day Orlando* (7-9 a.m.). *Newsic* features music videos in the center of the screen, surrounded by text offering local and national news items, as well as traffic and weather information.

WOFL's 10 p.m. newscast, which was expanded to a full hour in 1999, has struggled in the ratings over the past year. In the November sweeps, WOFL's 10 p.m. news tied with WKCF's half-hour news at 10 p.m. (see Nielsen chart on page 10) and with the syndicated *Extra* on WKCF from 10:30 to 11.

In early February, WOFL will launch a weekly news segment, "Central Florida's Most Wanted." The reports, to air on the station's Saturday newscasts following Fox's *America's Most Wanted*, will spotlight the 10 most wanted criminals in central Florida.

WOFL is working with the Orlando Police Department and sheriff's departments in six counties to produce the segments.

Last January, Emmis's WKCF retained WESH to produce its 10 p.m. newscast, switching from WKMG. The retooled news has generated higher ratings for WKCF. WKCF officials could not be reached.

Univision Communications' Jan. 14 launch of Telefutera, its new Spanish-language network, will be carried on WFUO-TV in Melbourne. Univision acquired the station, which has aired paid programming. The market's Univision affiliate is Entravision Communications' WVEN-TV in Daytona Beach, which last year switched from a low- to high-power outlet and picked up significant carriage on local cable systems,



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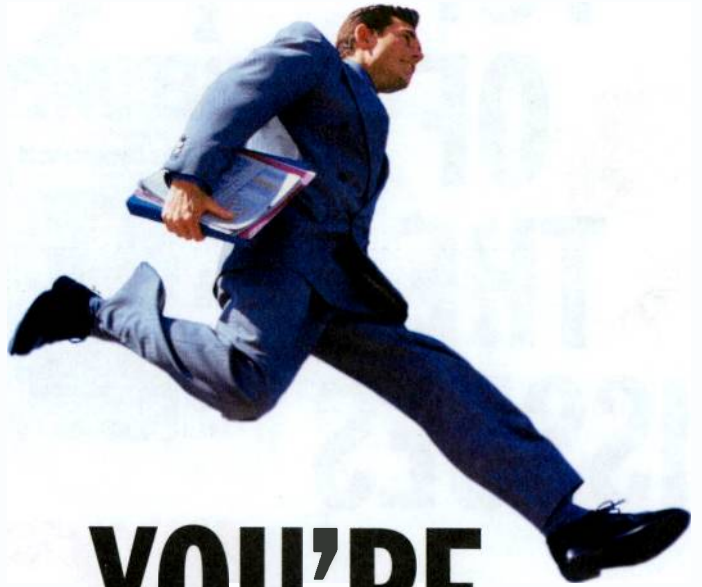
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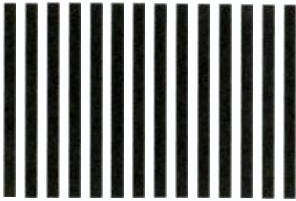
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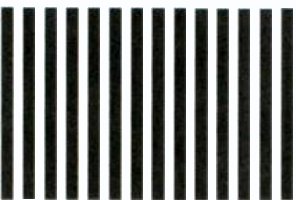
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# Market Profile

boosting its ratings. Antonio Guernica, gm of WVEN, will also run WFUO. The administrative and sales offices for both stations are in Orlando.

Last April, WVEN launched the market's first Spanish-language local newscasts, with half-hours at 6 and 11 p.m. weekdays anchored by Myrna Ortega and Paul Gamache. Gamache formerly hosted a popular radio show on local Spanish outlet WRMQ-AM. Guernica says the newscasts fill a void in the market, where Hispanics make up about 8 percent of the population, according to Scarborough Research. According to the 2000 Census, there are about 356,000 Hispanics in Orlando-Daytona Beach-Melbourne; about half are of Puerto Rican descent. Orlando is the second-fastest-growing Hispanic market in the country (behind Las Vegas); in the 1990s, the Hispanic population grew 154 percent.

The market's largest daily newspaper is Tribune Co.'s *Orlando Sentinel*. The *Sentinel's* average daily circulation for the six months ended Sept. 30 was 249,544, a decline of 1.2 percent from the same period in 2000, according to the Audit Bureau of Circulations; Sunday circ averaged 369,096, down 1.3 percent.

Last August, the *Sentinel* launched *El Sentinel*, a free weekly bilingual newspaper, and *elSentinel.com*, a companion Web site. Ashley Allen, a spokeswoman for Orlando Sentinel Communications, says both English and Spanish are used in *El Sentinel* because most Hispanics in the market are bilingual. The paper is produced by the *Orlando Sentinel* staff, including the parent paper's news bureau in San Juan, P.R. *El Sentinel* has a distribution of about 48,000 via home delivery and another 12,000 on newsstands. The paper, published Saturday mornings, circulates in Orange, Seminole, Osceola and Lake counties and the western side of Volusia County (Daytona Beach is on the east side of Volusia). Maria Padilla, Hispanic affairs editor for the *Sentinel* and *El Sentinel*, writes a weekly column for both papers.

In early 2001, the *Orlando Sentinel* underwent a newsroom reorganization that created several new positions. The paper instituted a content-development unit and tapped Steve Doyle to fill the new position of assistant managing editor of product development. Doyle had held a number of editing positions at the paper, most recently in features. Last April, Kim Marcum joined the *Sentinel* as assistant managing editor for features, coming from *The Baltimore Sun*. The following month, the *Sentinel* welcomed Elaine Kramer

## RADIO LISTENERSHIP

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WTKS-FM	Talk	7.5	6.6
WDBO-AM	Talk	7.5	4.7
WWKA-FM	Country	7.4	7.0
WXXL-FM	Contemporary Hit Radio	6.9	6.6
WCFB-FM	Urban Adult Contemporary	6.9	5.2
WOMX-FM	Hot Adult Contemporary	6.1	5.5
WGMF-FM	Soft Adult Contemporary	5.2	5.2
WJHM-FM	Rhythmic/Contemporary Hit Radio	4.0	6.5
WLOQ-FM	Smooth Jazz	3.5	4.7
WSHE-FM	Oldies	3.5	4.0

Source: Arbitron Summer 2001 Radio Market Report

## NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>Orange County: 341,712 Households</b>				
<i>Orlando Sentinel</i>	114,875	173,307	33.6%	50.7%
<b>Brevard County: 198,718 Households</b>				
<i>Florida Today</i>	84,339	106,200	42.4%	53.4%
<i>Orlando Sentinel</i>	10,999	14,148	5.5%	7.1%
<i>Press Journal</i> (Vero Beach)	2,078	2,360	1.0%	1.2%
<b>Volusia County: 183,440 Households</b>				
<i>The Daytona Beach News-Journal</i>	89,082	103,627	48.6%	56.5%
<i>Orlando Sentinel</i>	24,880	31,148	13.6%	17.0%
<b>Seminole County: 139,444 Households</b>				
<i>Orlando Sentinel</i>	46,310	78,245	33.2%	56.1%
<b>Lake County: 89,693 Households</b>				
<i>The Daily Commercial</i>	23,657	23,488	26.4%	26.2%
<i>Orlando Sentinel</i>	35,284	41,662	39.3%	46.4%
<b>Osceola County: 64,614 Households</b>				
<i>Orlando Sentinel</i>	16,864	29,092	26.1%	45.0%
<b>Flagler County: 20,912 Households</b>				
<i>The Daytona Beach News-Journal</i>	9,993	12,885	47.8%	61.6%
<i>The Florida Times-Union</i>	320	488	1.5%	2.3%
<b>Sumter County: 20,120 Households</b>				
<i>The Daily Commercial</i> (Leesburg)	5,104	5,334	25.4%	26.5%
<i>Orlando Sentinel</i>	2,634	3,378	13.1%	16.8%
<i>The Tampa Tribune</i>	884	1,176	4.4%	5.8%

Source: Audit Bureau of Circulations

from the *Morning Call* (Allentown, Pa.) as its new managing editor. The paper last year also launched a special projects investigative team led by Sean Holton, AME/projects; photo/design AME Monty Cook; and public editor Manning Pynn.

*The Daytona Beach News-Journal* is 51 percent controlled by the Davidson family; the remaining 49 percent is held by Cox Communications, which provides financial support but is not involved in operating decisions. The *News Journal's* daily circulation for the six months ended Sept. 30 was 94,121, and Sunday circ was 112,858; both were flat compared to the same period in 2000.

In October, the *News-Journal* converted to a narrower Web width to save on newsprint costs and simultaneously introduced a redesign. The makeover included a new

masthead and body typeface, and changing section fonts to make them uniform in appearance. The paper added Daytona Beach back to its title, having dropped the city's name several years ago in an effort to broaden its reach.

The change that generated the most reader feedback was moving *Doonesbury* from the editorial pages and *Dilbert* from the business section to the cartoon page. As a result of those switches, the *News-Journal* had to drop the comic strips *Mary Worth* and *B.C.* Many readers complained about the cancellation of *Mary Worth* because they had long followed the strip's soap opera-like story line, says Brad Gordner, *News-Journal* marketing development manager.

In the southeastern section of the DMA, which includes Melbourne and Brevard



# Market Profile

## NIELSEN RATINGS / ORLANDO EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

County, Gannett Co.'s *Florida Today* is the dominant daily paper. The Cocoa Beach-based paper's average daily circulation of 81,648 was flat year-over-year in the six months ended in September; an average Sunday circ of 104,241 reflected a 2.1 percent decline. *Florida Today* executives could not be reached for comment.

Cable TV penetration in the market is about 77 percent, higher than the national average of 71 percent in the country's 50-largest markets, according to Scarborough Research. About 19 percent of the market is connected to satellite service, well above the top-50 market average of 15 percent. Time Warner Cable is the dominant MSO in the market with about 681,000 homes, nearly 85 percent of all cable homes. Comcast owns a system with about 60,000 cable subscribers in Lake County, and Adelphia controls another 30,000 subs.

Last year, Time Warner added about 40,000 subs in Marion, Smuttier and Lake counties. TWC gained another 40,000 subs in 2001 as a result of market growth, says Mike Dioxin, gsm for Time Warner Cable Advertising, the MSO's ad sales arm in Orlando.

Also last year, Time Warner upgraded its technology to enable simultaneous ad insertion across all of its headends in the market, offering advertisers more simplified buying. Previously, all local cable buys had to be trafficked across multiple headends, Dioxin notes.

In radio, the Orlando market ranks 39th in the country. Daytona Beach is a separate market, ranked 95th. In Orlando, Clear Channel Communications controls the largest share of annual radio ad revenue, followed by Cox Radio and Infinity Broadcasting (see chart). Clear Channel last year flipped its two AM outlets, moving News/Talk WFLF to 540 on the dial and shifting Sports outlet WQTM to 740. The switch helped boost WFLF's ratings significantly in last summer's Arbitron book. Mega Communications entered the market last year, launching the region's first Spanish-language FM outlet, WNUE. Also, Infinity flipped its Jammin' Oldies outlet, WOCL-FM, to Alternative. CC followed that move by tweaking its formerly Alternative/Rock stick WJRR-FM to Rock. Following the format changes, WOCL's ratings have risen, while WJRR's have declined, according to Arbitron data.

In Daytona Beach, Black Crow Broadcasting owns five of the 12 stations in town and controls a majority of the ad revenue; however, Gore-Overgaard Broadcasting has

### Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	ABC	WFTV	7.0	15
	NBC	WESH	6.2	13
	CBS	WKMG	4.6	10
	UPN	WRBW*	2.3	5
	Fox	WOFL*	2.3	5
	WB	WKCF*	2.1	5
	Independent	WRDQ*	1.2	3
	Pax	WOPX*	1.1	2
	Univision	WVEN*	0.6	1
	5:30-6 p.m.	ABC	WFTV	8.0
NBC		WESH	6.4	12
CBS		WKMG	5.5	11
UPN		WRBW*	2.8	5
Fox		WOFL*	2.6	5
WB		WKCF*	2.6	5
Independent		WRDQ*	1.7	3
Pax		WOPX*	1.1	2
Univision		WVEN*	0.6	1
6-6:30 p.m.		ABC	WFTV	9.5
	NBC	WESH	7.9	14
	CBS	WKMG	6.1	10
	Fox	WOFL*	3.8	7
	WB	WKCF*	4.5	8
	UPN	WRBW*	3.6	6
	Independent	WRDQ*	1.5	3
	Univision	WVEN	1.2	2
	Pax	WOPX*	0.6	1

### Late News

10-10:30 p.m.	WB	WKCF	4.0	6
	Fox	WOFL	3.2	5
10:30-11 p.m.	WB	WKCF*	2.2	4
	Fox	WOFL	2.2	4
11-11:30 p.m.	NBC	WESH	8.9	18
	CBS	WKMG	8.4	17
	ABC	WFTV	6.3	13
	WB	WKCF*	2.3	5
	UPN	WRBW*	2.1	4
	Fox	WOFL*	1.9	4
	Univision	WVEN	0.9	2
	Pax	WOPX*	0.8	2
Independent	WRDQ*	0.5	1	

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

## RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Communications	2 AM, 5 FM	29.6	\$45.3	37.4%
Cox Radio	1 AM, 5 FM	26.4	\$38.7	31.9%
Infinity Broadcasting	3 FM	15.2	\$22.3	18.4%
Gross Communications	1 FM	4.5	\$5.8	4.9%
Mega Communications	1 FM	2.0	\$2.0	1.7%
Florida Broadcasters	2 AM	2.0	\$1.6	1.3%

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

the dominant station overall with Big Band-formatted WORD-AM.

Lamar Outdoor Advertising, the market's largest out-of-home player, has about 600 bulletin facings in a six-county area that

includes Daytona Beach, Brevard and Seminole counties, but not the city of Orlando. Clear Channel Outdoor is strongest in Orlando. Viacom Outdoor is a smaller competitor in the market.



BY LIZ MORROW



## Murphy's Law of Planning

### What do you do when your client yanks the budget?

**WE'VE ALL BEEN THERE. YOU'RE LOOKING AT AN APPROVED MEDIA PLAN. IT'S STRATEGIC, innovative and will build your client's business. Everyone's in the boat. Suddenly, unexpectedly, the client yanks the budget. What do you do? Media planners must be flexible, even at a time when the client**

throws a wrench into the best-laid media plans. Notwithstanding, how do you forge ahead, strategically maintaining the same visibility, with fewer dollars? Here are five ways to make the painful budget-cutting process a bit easier:

1. Plan ahead. In a sluggish advertising economy, it's wise to proactively set aside a reserve fund—typically between 10 and 15 percent of the overall plan—to cover opportunistic media avails, as well as any budget shortfalls.

2. Be sympathetic. When the phone rings and the client tells you they need to cut all or a portion of the budget, be understanding and supportive. Remember, your client had to submit the plan to management and rigorously defend it, so they're likely no more pleased than you about the cost-cutting. After all, sometimes things are out of his or her immediate control.

3. Talk to other departments. Before tossing out the original plan, reach out to other departments to look for "creative accounting" opportunities. For example, there may be unspent money in the production budget. Likewise, the Research group may have set aside a reserve to help subsidize travel. Make sure the client hasn't already calculated these numbers in their overall budget, so dollars aren't counted twice.

4. Maintain the integrity of the original plan. Obviously, clients want strategies that will build their business. Even more so with small budget constraints, it's vital to maintain

the strategy of the media schedule. Now is not the time for the less tried-and-true placements like branded coffee carts versus what's already tested as successful in the marketplace. Such "out-of-the-box" placements can be revisited in the future. The client will appreciate and respect your professionalism.

**CREATIVELY TACKLING BUDGET CUTS CAN ACTUALLY ENHANCE YOUR STANDING BECAUSE BOTH CLIENTS AND MEDIA PARTNERS WILL REMEMBER OUT-OF-THE-BOX CREATIVITY, UNDER PRESSURE.**

5. Brief your media partners. Inform your magazine, newspaper, television, radio and online partners that you appreciate everything they have done for you and your client. Let them know why you are reallocating resources (versus abandoning their outlets altogether) and that when budgets come back, you'll remember them. If need be, compromise to minimize short rates and eliminate cancellation clauses.

Budget cuts are always painful. You can respond in two ways: rise to the occasion and "creatively" plan, or throw in the towel, antagonizing the client and all parties involved. Perhaps

the Chinese sum it up best: Their character for crisis also means opportunity. Creatively tackling budget cuts can actually enhance your standing because both clients and media partners will remember out-of-the-box creativity, under pressure.

*Liz Morrow is director of media services at Margeotes\Fertitta + Partners in New York, whose clients include Bacardi/Bombay, Campbell Soup, CNA Insurance, McGraw-Hill, Putnam Investments and Triton PCS.*

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# A most unlikely anchor

It took 25 years for Aaron Brown to become an overnight success. Thanks to a mix of low-key style and highbrow commentary, this everyman is pulling in viewers for CNN **By Alicia Mundy**

**If you were told to construct** the perfect anchor from scratch and came up with Aaron Brown, you'd be fired. Think Albert Brooks from *Broadcast News*—without the sweat. He's not pretty; he smacks his lips; he winks through rimless eyeglasses like he's coming on to a girl in a bar; he speaks with his mouth almost closed, like a guy with tight dentures—the noise comes out of his nose. It prompted Media Person, aka Lewis Grossberger, to write in these pages that Brown sounds like Liberace. And when the poor guy smiles, he comes off like the Cheshire Cat, or worse, Al Gore. He's so low-key in a crisis that you want to check him for a pulse. He uses polysyllabic words, a threat to many viewers. And those who aren't threatened feel sorry for him.

Just before Christmas, a retired journalism teacher sent him an e-mail. She had written Brown in September to say that his performance needed lots of help—his delivery, facial expressions, side remarks. This time it was more positive: "You've improved a lot; but there are still several things you need to fix."

Brown wrote back nicely:

Thanks. But I've been doing this a long time, and I'm afraid this is probably about as good as I'm going to get. It's up to you to decide

if you want to keep watching until you get used to me.

It would be fair to say that the hiring and placement of 53-year-old Aaron Brown may have been one of the biggest risks CNN has taken—especially because they were giving up ground to Fox News Channel as of Sept. 11. Every analyst expected the network to bring out its biggest guns for the story, climb over broken glass to beg Bernie Shaw to come back. One can only imagine what Sid Bedingfield, general manager for CNN's domestic operations, and Walter Isaacson, who had just become CNN chairman/CEO, must have thought when they saw the initial reaction of their audience. A few loved Brown; the rest hated him. There was no middle ground.

"Some at CNN wondered at first whether the events of Sept. 11 might benefit from the super-gravitas of a more formal and traditional anchor," Isaacson told *Mediaweek* in classic understatement. In fact, CNN executives, viewers and critics (me among them) were sending notes to CNN suggesting remedies such as "put jumper cables on this guy and turn his engine on."

Well, you can leave the jumper cables in the trunk. Like the retired journalism teacher, many viewers who couldn't stand Brown couldn't stop watching him, either. He is winning converts, one sibi-







lant syllable at a time. How someone so wrong for the job turned out so right and became the first person in cable news to make a mark in the 10 p.m. slot, is one of the most bizarre success stories in broadcasting. "I guess I'm growing on people," Brown muses. "Like mold."

In a crisis, we want the familiar. We're used to anchormen whose solemnity sometimes borders on Jon Lovitz's "Master Thespian" parody on *Saturday Night Live*—"I'm ACTING." It's the expected way of signalling "this is SERIOUS" to the viewer. But Brown somehow missed that class in anchor school.

"That whole omnipotence thing is hard for me to pull off," says Brown, almost apologetically, in an interview. "When I've tried it, I look silly."

"People at the top of CNN were telling me to sound more 'urgent,'" Brown adds. "I thought that in the face of all this terror, it was more important to sound calm."

Despite panic in a few CNN offices, Isaacson and Bedingfield stuck with Brown, and his "conversational" approach prevailed. "It turned out that Aaron was able to capture just the right tone," Isaacson explains. "His informal way was able to connect with viewers in a thoughtful and intimate manner. He really rose to the occasion and helped define a new type of anchoring that is less aloof."

"Less aloof" is garnering more ratings points for CNN these days. Since Sept. 17, when CNN quickly put together the 10 p.m. show

focuses on stories that have been shrunken or overlooked completely by other newscasts. Quirky subheads pop up—"One Tough Mullah" and "Semper Fi-nd Omar" signaled stories about the Marines' search for the Taliban leader. Often there's the Mystery Guest, a segment which sometimes flops. Brown was particularly bemused with the visit from Santa Claus. Brown, who is Jewish, commented that he'd never expected to end up interviewing St. Nick.

It must be hell to have so many people telling you why you're a bad choice for anchor, but Brown's surprisingly understanding. "I'm a believer in retail news," he said, acknowledging that packaging is part of the job. "I know people are saying, 'How can someone who sounds like that be on the air?'" After *Time* magazine ran a CNN ad showing him with a smile, his daughter sighed, "Oh, Dad, not the full smirk." Even the *Atlanta Journal-Constitution* dissed him, omitting him from a list of "Sexy" CNN reporters—and there weren't many to choose from. Brown often responds on air to viewers who want to fix him. "Sorry," he said one night after a viewer accused him of smirking. "I'm not being snide. It's just my smile."

Unconventional is too small a word for why *NewsNight* works. Brown's partner in crime, senior executive producer David Borhman, was brought over to CNN at Brown's request, with the explicit goal of doing something unique in a prime-time newscast and to make the 10 p.m. slot finally happen.



How someone so wrong for the job **became the first person in cable news to make a mark in the 10 p.m. slot** is one of the most bizarre success stories in broadcasting. "I guess I'm growing on people...like mold."

**FROM OVERNIGHT TO PRIME TIME:** (From left) Brown when he anchored ABC's *World News Overnight*, covering the attacks and their aftermath.

now called *NewsNight*, the 24-hour cable news network has handily won that slot over competitors Fox and MSNBC. Between Sept. 17 and Dec. 28, *NewsNight* is generating an average 1.4 universe household rating, delivering 1.149 million homes. That's up 133 percent from the time period's average from January through Sept. 10, according to CNN's analysis of Nielsen Media Research data. Fox News is averaging a 1.2 universe rating (delivering 916,000 homes), and MSNBC is drawing a 0.8/579,000 homes.

Like Brown, *NewsNight* is something completely different. Brown begins with "Page 2," his essay on the day's main event to set the tone and context. One critic compared it to NPR on TV. Then it's "The Whip around the World," in which several CNN correspondents who are on location are cordially greeted by Brown, and then asked: "A headline, please." Brown skips the litany of all the day's news and

"I really like Brian Williams," says Borhman, "But I don't want this show to be *The News with Brian Williams* as done by Aaron Brown. We wanted something different," he adds, citing the old Linda Ellerbee show, *NBC News Overnight*. "Wait till I hijack the crawl," Borhman laughs, referring to the ever-present news scroll that anchors the CNN screen.

"I think we're a work in progress," Brown deadpans. "It's all about telling stories."

But it's also about Brown's wry humor, sometimes inscrutable off-the-cuff comments, and his take on "oatmeal" stories that are good for you. Just last week, faced with the inevitable disquisition on the euro, Brown sighed, "Oh, my! International finance can be dense, and frankly, economic theory is not our long suit." Looking into the camera, Brown warned, "And you hated the Mystery Guest. A warm wel-



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come for Barry Mitchell and his band." The camera swung to an aging, paunchy accordion player who began to play *Frans for the Memories*. You could just hear Louis Rukeyser keeling over.

Is it appropriate for a serious news show to include the droll and the weird, especially in a time of national angst? Will it alienate viewers (and lose ratings)? How long will the audience respond positively to Brown, whom James Wolcott of *Vanity Fair* likened to a "cup of warm cocoa?" And can viewers used to 20-second soundbites and visual assault appreciate a great writer reading them a two-minute essay? Now that Brown has established a beachhead at 10 p.m., a time period in which the broadcast networks air their biggest shows, CNN can live with those questions.

It's been a while since the other cable nets had to create a show to compete with CNN. Fox and MSNBC are scrambling to get viewers to make appointments with them at 10 p.m. MSNBC currently runs *MSNBC Investigates*. Fox had Paula Zahn's *The Edge* in the slot until she jumped to CNN. At the time, Fox News head Roger Ailes told a reporter that he could put on "a dead raccoon" at 10 o'clock and it would get ratings. But Fox's John Gibson wasn't doing as well as R.I.P. raccoon against Brown, so Fox last week hired Greta Van Susteren away from CNN, to take on *NewsNight*.

There may be a little more than a ratings search in Ailes' placement of Van Susteren. Brown's taken a few jabs at Fox's big news hire, Geraldo Rivera, War Correspondent. One night Brown pointedly said, "We don't do Geraldo stunts here." Asked about this, Brown



COURTESY: ALC TIME WARRIOR

"Some at CNN wondered at first whether the events of Sept. 11 might **benefit from the super-gravitas of a more formal and traditional anchor...** It turned out that Aaron was able to capture just the right tone." —ISAACSON

explained that he didn't think the war on terrorism needed any hype. "I've been asked if I want to go there—we're sending a lot of people into the field right now. But we have people over there, working in crap, working their tails off. Why should I fly in and bigfoot around and fly out again?"

On Dec. 20, Brown aired a lengthy piece on Rivera's fabled visit to the site of friendly-fire fatalities at Kandahar. During Brown's piece, CNN ran Fox's own slogan as the subhead: We report—You decide. "This isn't about style," Brown said. "It's about truthfulness." Fox dictated a comment for Brown's piece, saying the Rivera "mistake" wasn't "Tailwind," a shot at CNN's controversial 1998 report.

Brown responded on air, "Was it just a mistake? Or was it something else, an attempt to endear himself to his viewers, to manipulate his audience?"

Furious, Rivera accused CNN of "malignant hypocrisy" in *The Washington Post*, adding that Brown's report "made me want to puke." Neither Fox nor Rivera commented for this story.

In the thick of it, Brown's amused by the overnight success he achieved after 25 years. With interview requests mounting, "CNN thinks I need 12 talking points," Brown says. "But I think what I do on the air is personal, and I shouldn't be giving canned answers to questions about me."

As is well known, he'd bounced around at ABC for years. The host of *World News Now*, he had a cult following in his late, late-night slot. "Criminals, nursing mothers, insomniacs—we could never

begin to describe our audience," says Bohrman, then Brown's *World News Now* producer.

But Brown couldn't get an anchor slot during regular hours. He coveted *Nightline*, but Ted Koppel wasn't leaving. He subbed on Saturdays for Peter Jennings on *World News Tonight* but was a correspondent during the week. In May, 2001, he left ABC to start a prime-time news show at CNN, whose kick-off was supposed to be mid-October. At the time, a half-dozen media analysts noted that he wasn't a household name and wondered if CNN knew what it was doing. "There were questions even among my colleagues about whether I was a smart choice. I was OK with that," Brown recalls.

Jennings wasn't happy to see Brown leave ABC. He had a close but stormy relationship with Brown, who calls Jennings a great mentor. "I think I was puffed up, and Peter made it clear I needed to do better." Jennings, a traditionalist, nitpicked many of Brown's scripts, which led to numerous heated exchanges. Looking back, Brown admits he needed the prodding.

Born in a small town in Minnesota, Brown went from high school into local news and talk radio. His natural ability as a writer nabbed him jobs quickly. At ABC, producers would say, "We need a Brownism," citing his wordsmithing.

"One of his first stories was on a fried-chicken place in Harlem that was dealing guns to school kids around the corner," says Michael Rosen, special events senior producer at ABC. "What he said was mesmerizing. He had a really unique voice. He's a storyteller."

That's one reason the most unlikely anchor is succeeding at last. There is a market for wordsmiths on the air, for that Jack Paar patter and style.

But perhaps what's so interesting is that Brown possesses the aura of a guy who's missed the brass ring and is grateful

for another ride on the merry-go-round. He's more like his viewers than perhaps any anchor in TV. It's odd, because as a young reporter in Seattle, he'd acquired the nickname "Arrogant Brown."

"I was very young, probably too young, a bit of a punk," he says. Now his daily self-questioning—also a mark of Paar's brilliance—is endearing him to viewers. He doesn't hesitate to say, "I'm sorry if this sounds like a truly stupid question, but..." or "I'm confused." Aren't we *all* confused right now? He doesn't just appeal to the common man; as one of the smartest folks on TV, he's become a magnet for elitists, which is ironic considering he never went to college (something he's still embarrassed by, but which he doesn't hide from his audience). He's willing to second-guess himself, even about his coverage on Sept. 11, the day that put him on CNN's map. "There's one thing I'd change about what I did that day," Brown said, "I was too slow to say the sentence, 'The United States of America is under attack.'" Despite the current kudos, some critics think Brown is better when he's scripted than when he's reporting breaking news. But perhaps that's a traditionalist view of the job again.

"I've always divided viewers," says Brown. Research used to show that his viewers broke into three groups—"They found me interesting; they thought I was a jerk; or, they loved to hate me. But no one is ever neutral about me," he says. "I can live with that." ■

Mediaweek Washington bureau chief Alicia Mundy's most recent feature story was an Oct. 29 profile of CBS News anchor Dan Rather.



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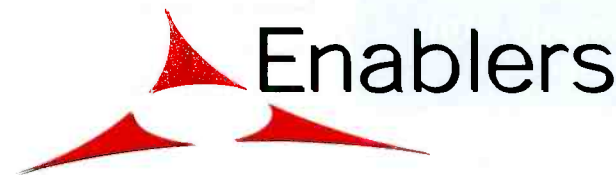
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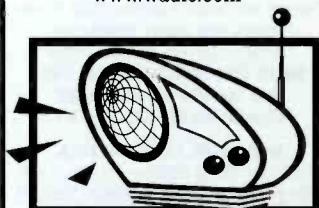


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# Magazines

EDITED BY LISA GRANATSTEIN

## All in Good Time

A year into their partnership, *Essence* has finally begun fully integrating into Time Inc.

### TIME INC.'S ACQUISITION IN NOVEMBER 2000 OF A 49 PERCENT STAKE IN ESSENCE

Communications, publisher of the 31-year-old black women's monthly, promised a wealth of new opportunities for both sides. Time Inc., which in recent years has established a solid foothold in the Hispanic market

with *People en Español*, could finally crack the African American market. And *Essence*, which had been limited as a single-title operation (the company divested itself of *Latina* prior to the joint venture), would enjoy an infusion of Time Inc. finances and talent, and would reap the benefits of its new partner's consumer-marketing muscle and ad-sales savvy.

"We could not ever have done on our own what *Essence* has done in 30 years of speaking to the [African American] community," says Ann Jackson, who serves as Time Inc.'s liaison with *Essence* Communications, in addition to her duties as group president of *Real Simple* and the Parenting Group. "What we got was the brand and the connection to the community, and huge credibility."

Yet it would take a full year before any real synergies could be realized. Time Inc. was in the midst of the AOL-Time Warner merger and was simultaneously digesting the acquisition of Times Mirror Magazines, now Time+Media. "A lot had been in motion," says *Essence* group publisher Michelle Eubanks, previously Time Inc. vp of business development. "It takes a long time to integrate services."

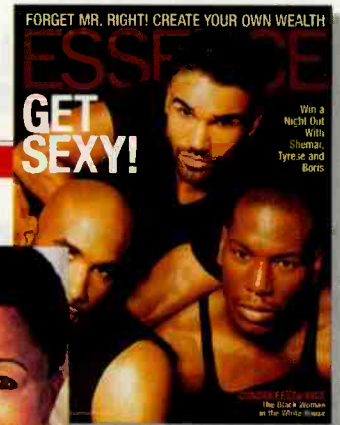
Those services couldn't come at a better time. Though *Essence* has remained the dominant print voice for black women, there has been limited promotion done to strengthen its position against many competitors, including Vanguard Media's *Heart & Soul* and *Honey*, as well as Johnson Publishing's *Ebony* and *Jet*. "We haven't promoted the brand as much as we could," acknowledges Eubanks.

While *Essence's* total paid circulation in last year's first half climbed 4.1 percent, to 1.05 million, newsstand sales dipped 7.3 percent,

according to the Audit Bureau of Circulations. Ad pages fell 3 percent, to 1,127, last year. The January '02 issue's ad pages plunged 33.7 percent, to 38. (Other fashion/beauty books also fell this month, including Condé Nast's *Vogue*, down 43.8 percent, and Hearst Magazines' *Cosmopolitan*, down 18.7 percent, reports the *Mediaweek* Monitor.)

With the pieces now in place, there "is a really rich menu" of enhancements that Time Inc. can offer *Essence*, says Jackson. Kicking off the partnership will be the first-quarter introduction of a proprietary research study, with Time Inc.'s ad-research group consulting. "There are a lot of unanswered questions marketers still have about our audience," says Eubanks. "*Essence* is the gateway to that audience."

This spring, *Essence* will convert to Time Inc.'s fulfillment subscription service TCS (Time Customer Service), which will open doors into broad cross-marketing and direct-mailing efforts. By second quarter, the magazine will sign on with TDS (Time Distribution Services), after its contract with Murdoch



In *Essence*, Weathers in the February issue includes a mix of male eye candy and hard-hitting features.

Magazine Distribution runs out.

It's the budding relationship with Time Inc. that in part has led Carat N.A. client Pfizer to consider spending more in *Essence* this year. "I like the fact that they are now part of Time Inc.," says Robin Steinberg, Carat vp/print director. "That gives them a leg up." Once the planning process is completed, Steinberg says she hopes multiplatform *Essence* programs will include the Web as well as television.

*Essence's* business side is not the only area getting a makeover. Last July, Diane Weathers, a senior editor at Hearst's *Redbook*, returned to the monthly as editor in chief after a four-year hiatus. Weathers succeeded Susan Taylor, who became editorial director. In the January issue, Weathers introduced a year-long series called "The War on Girls," which looks at the challenges of young black women.

The February edition will feature what Weathers describes as an ideal editorial mix. While the cover teases "three hunky guys—Tyrese, Boris and Shemar," the issue also carries a weighty profile of national security adviser Condoleezza Rice, written by Pulitzer Prize-winning Isabel Wilkerson. "I am very committed to the quality," notes Weathers. "I want this book to be a good read and really serve the readers." —Lisa Granatstein

## Mediaweek Magazine Monitor

BIWEEKLIES December 31, 2001

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>BUSINESS/ENTERTAINMENT</b>								
ESPN The Magazine	7-Jan	30.32	8-Jan	32.91	-7.87%	30.32	32.91	-7.87%
Forbes®	7-Jan	92.30	8-Jan	148.80	-37.97%	92.30	148.80	-37.97%
Fortune	7-Jan	51.41	8-Jan	125.50	-59.04%	51.41	125.50	-59.04%
National Review	28-Jan	20.75	22-Jan	17.75	16.91%	20.75	17.75	16.91%
Rolling Stone	17-Jan	34.39	18-Jan	43.23	-20.45%	34.39	43.23	-20.45%
<b>CATEGORY TOTAL</b>		<b>229.17</b>		<b>368.19</b>	<b>-37.76%</b>	<b>229.17</b>	<b>368.19</b>	<b>-37.76%</b>

e=Publisher's estimates

## Cover Me

### SmartMoney gets a redesign

Faced with bearish newsstand sales in 2001, *SmartMoney* recently tapped DJ Stout, a partner at Pentagram Design and former art director of Emmis Publishing's *Texas Monthly*, to overhaul its cover—the first such makeover since Dow Jones & Co. and Hearst Magazines launched the title 10 years ago.

The facelift, which kicked off in December, includes a tighter logo, a new serif typeface and added emphasis on *SM*'s ties to *The Wall Street Journal*. While the January cover touts a familiar “10 best stocks” package, the presentation is less cluttered.

**Faltering newsstand sales pushed *SM* to revamp its cover.**

*SmartMoney* had suffered for several months with declining newsstand sales. Peter Finch, *SM* editor in chief, acknowledged that meetings did occur but that Black voiced only mild concern. “Both Hearst and Dow Jones want to see our numbers improve, and so do we,” Finch says. “But we decided to make these changes on our own.”

Like Time Inc.'s *Money* and *Kiplinger's Personal Finance*, which both declined by double-

digits on newsstands in the first half of last year, the 809,240-circulation *SM* saw its newsstand sales stumble 30.4 percent, according to the Audit Bureau of Circulations. *SmartMoney* also fared poorly on the stands in the second half of the year, concedes Finch, who declined to provide sales estimates. “Part of the reason we're

## WEEKLIES January 7, 2002

While many titles opted not to publish in the first week of '02, Time Inc.'s *Entertainment Weekly* dove in with a soft first issue, down 14.46 percent. *EW* publisher Dave Morris says he is bracing for the same sluggishness he found in the fourth quarter, with spending off among media companies, packaged foods and domestic autos. But it's not all doom and gloom: *EW* will break Burger King and Paxil in first quarter. —LL

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
BusinessWeek			NO ISSUE			0.00	0.00	N.A.
The Economist			NO ISSUE			0.00	0.00	N.A.
Newsweek <sup>E</sup>			NO ISSUE			0.00	0.00	N.A.
The New Republic			NO ISSUE			0.00	0.00	N.A.
Time <sup>E</sup>			NO ISSUE			0.00	0.00	N.A.
US News & World Report			NO ISSUE			0.00	0.00	N.A.
The Weekly Standard	14-Jan	5.66	15-Jan	7.48	-24.33%	5.66	7.48	-24.33%
<b>Category Total</b>		<b>5.66</b>		<b>7.48</b>	<b>-24.33%</b>	<b>5.66</b>	<b>7.48</b>	<b>-24.33%</b>
<b>SPORTS/ENTERTAINMENT/LEISURE</b>								
AutoWeek	7-Jan	19.70	1-Jan	16.20	21.60%	19.70	16.20	21.60%
Entertainment Weekly	4-Jan	18.81	5-Jan	21.99	-14.46%	18.81	21.99	-14.46%
Golf World			NO ISSUE			0.00	0.00	N.A.
New York People	7-Jan	53.70	1-Jan	59.50	-9.75%	53.70	59.50	-9.75%
The Sporting News	7-Jan	7.33	8-Jan	4.08	79.66%	7.33	4.08	79.66%
Sports Illustrated	7-Jan	26.00	8-Jan	25.90	0.39%	26.00	25.90	0.39%
The New Yorker	7-Jan	15.62	8-Jan	21.00	-25.62%	15.62	21.00	-25.62%
Time Out New York	2-Jan	42.88	3-Jan	49.56	-13.49%	42.88	49.56	-13.48%
TV Guide	5-Jan	28.81	6-Jan	55.18	-47.79%	28.81	55.18	-47.79%
US Weekly <sup>D</sup>	7-Jan	24.33	8-Jan	21.67	12.28%	24.33	21.67	12.28%
<b>Category Total</b>		<b>237.18</b>		<b>275.08</b>	<b>-13.78%</b>	<b>237.18</b>	<b>275.08</b>	<b>-13.78%</b>
<b>SUNDAY MAGAZINES</b>								
Parade	6-Jan	10.53	7-Jan	12.42	-15.22%	10.53	12.42	-15.22%
USA Weekend	6-Jan	8.87	7-Jan	10.27	-13.63%	8.87	10.27	-13.63%
<b>Category Total</b>		<b>19.40</b>		<b>22.69</b>	<b>-14.50%</b>	<b>19.40</b>	<b>22.69</b>	<b>-14.50%</b>
<b>TOTALS</b>		<b>262.24</b>		<b>305.25</b>	<b>-14.09%</b>	<b>262.24</b>	<b>305.25</b>	<b>-14.09%</b>

D=double issue; E=estimated page counts

looking at declines is that a lot of people who were coming to the newsstand during the really go-go bull market years were not core *SmartMoney* readers,” explains Finch, who replaced founding editor in chief Steve Swartz in December 2000, when Swartz was named executive vp of Hearst Newspapers. —Lori Lefevre ■

digits on newsstands in the first half of last year, the 809,240-circulation *SM* saw its newsstand sales stumble 30.4 percent, according to the Audit Bureau of Circulations. *SmartMoney* also fared poorly on the stands in the second half of the year, concedes Finch, who declined to provide sales estimates. “Part of the reason we're



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Rendez-View	72
Shipmates	65

Source: Nielsen NSS pocketpiece ranked on Viewers per thousand, Q-T-D through 11/25/01



## WEEKLIES December 31, 2001

Weekly magazines struggled to the finish line of 2001—only two titles barely sneaked into the plus column, with gains of less than 1 percent. Newsweeklies and business books suffered the steepest declines, due to the falloff in dot-com, travel, financial, automotive and tobacco spending. Even Primedia's *New York*, which was up for most of the year, lost its footing in the fourth quarter as fashion turned south. —LL

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
BusinessWeek	31-Dec	81.17	NO ISSUE		N.A.	3,785.55	5,993.43	-36.84%
The Economist <sup>D</sup>	22-Dec	42.33	23-Dec	63.25	-33.08%	2,571.83	3,243.75	-20.71%
Newsweek <sup>E/D</sup>	31-Dec	31.73	NO ISSUE		N.A.	1,839.50	2,412.68	-23.76%
The New Republic <sup>X/D</sup>	31-Dec	2.66	NO ISSUE		N.A.	465.46	461.39	0.88%
Time <sup>E/D</sup>	31-Dec	42.91	NO ISSUE		N.A.	2,384.31	2,990.25	-20.26%
US News & World Report <sup>D</sup>	31-Dec	20.41	NO ISSUE		N.A.	1,377.65	1,857.93	-25.85%
The Weekly Standard <sup>D</sup>			NO ISSUE			467.50	466.50	0.21%
<b>Category Total</b>		<b>221.21</b>		<b>63.25</b>	<b>249.74%</b>	<b>12,891.80</b>	<b>17,425.93</b>	<b>-26.02%</b>
<b>SPORTS/ENTERTAINMENT/LEISURE</b>								
AutoWeek			NO ISSUE			1,407.85	1,550.11	-9.18%
Entertainment Weekly			NO ISSUE			1,835.20	2,037.73	-9.94%
Golf World			NO ISSUE			1,123.48	1,426.48	-21.24%
New York			NO ISSUE			2,765.20	2,847.20	-2.88%
People	31-Dec	57.79	N.A.	N.A.	N.A.	3,613.37	4,226.91	-14.52%
The Sporting News	31-Dec	9.70	1-Jan	8.70	11.49%	642.88	719.69	-10.67%
Sports Illustrated			NO ISSUE			2,405.54	2,892.08	-16.82%
The New Yorker <sup>1</sup>			NO ISSUE			2,107.84	2,408.90	-12.50%
Time Out New York	26-Dec	54.13	27-Dec	65.39	-17.23%	3,488.97	3,921.95	-11.04%
TV Guide <sup>X</sup>	29-Dec	26.97	30-Dec	38.83	-30.54%	2,765.27	3,233.58	-14.48%
US Weekly <sup>6</sup>	NO ISSUE		31-Dec	16.33	-100.00%	973.41	987.85	-1.46%
<b>Category Total</b>		<b>148.59</b>		<b>129.25</b>	<b>14.96%</b>	<b>23,129.01</b>	<b>26,252.48</b>	<b>-11.90%</b>
<b>SUNDAY MAGAZINES</b>								
Parade <sup>X</sup>	30-Dec	10.56	31-Dec	10.28	2.72%	629.59	669.83	-6.01%
USA Weekend <sup>X</sup>	30-Dec	12.09	31-Dec	7.80	55.00%	579.16	615.30	-5.87%
<b>Category Total</b>		<b>22.65</b>		<b>18.08</b>	<b>25.28%</b>	<b>1,208.75</b>	<b>1,285.13</b>	<b>-5.94%</b>
<b>TOTALS</b>		<b>392.45</b>		<b>210.58</b>	<b>86.36%</b>	<b>37,229.56</b>	<b>44,963.54</b>	<b>-17.20%</b>

D=Double issue; E=estimated page counts; X=2000 YTD included an out-of-cycle issue; 1=one more issue in 2001; 6=six more issues in 2001; @=one fewer issue in 2001

## WEEKLIES December 24, 2001

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
BusinessWeek	24-Dec	36.22	25-Dec	86.69	-58.22%	3,704.38	5,993.43	-38.19%
The Economist	15-Dec	30.00	16-Dec	45.00	-33.33%	2,529.50	3,180.50	-20.47%
Newsweek <sup>E/R</sup>	24-Dec	23.40	25-Dec	33.75	-30.67%	1,807.77	2,412.68	-25.07%
The New Republic <sup>X</sup>	24-Dec	5.37	25-Dec	6.30	-14.76%	462.84	461.39	0.31%
Time <sup>E/R</sup>	24-Dec	51.92	25-Dec	88.64	-41.43%	2,341.40	2,990.25	-21.70%
US News & World Report	24-Dec	16.36	25-Dec	36.54	-55.23%	1,357.16	1,857.93	-26.95%
The Weekly Standard <sup>D</sup>	31-Dec	6.00	1-Jan	5.00	20.00%	467.50	466.50	0.21%
<b>Category Total</b>		<b>169.27</b>		<b>301.92</b>	<b>-43.94%</b>	<b>12,670.55</b>	<b>17,362.68</b>	<b>-27.02%</b>
<b>SPORTS/ENTERTAINMENT/LEISURE</b>								
AutoWeek	24-Dec	20.93	25-Dec	19.76	5.92%	1,407.85	1,550.11	-9.18%
Entertainment Weekly	21-Dec	53.02	22-Dec	56.61	-6.34%	1,835.20	2,037.73	-9.94%
Golf World		NO ISSUE				1,123.48	1,426.48	-21.24%
New York <sup>D</sup>	24-Dec	104.80	N.A.	N.A.	N.A.	2,765.20	2,847.20	-2.88%
People	24-Dec	47.13	25-Dec	66.75	-29.39%	3,556.69	4,226.91	-15.86%
The Sporting News	24-Dec	14.30	25-Dec	10.40	37.50%	633.18	614.70	3.01%
Sports Illustrated	24-Dec	54.55	24-Dec	69.96	-22.03%	2,405.54	2,892.08	-16.82%
The New Yorker <sup>1/D</sup>	24-Dec	45.50	25-Dec	75.45	-39.70%	2,107.84	2,408.90	-12.50%
Time Out New York		NO ISSUE				3,434.84	3,056.56	-10.94%
TV Guide <sup>X</sup>	22-Dec	25.08	23-Dec	27.59	-9.10%	2,738.30	3,155.92	-13.23%
US Weekly <sup>6/D</sup>	24-Dec	37.50	N.A.	N.A.	N.A.	973.41	971.52	0.19%
<b>Category Total</b>		<b>402.81</b>		<b>326.52</b>	<b>23.36%</b>	<b>22,981.53</b>	<b>25,988.11</b>	<b>-11.57%</b>
<b>SUNDAY MAGAZINES</b>								
Parade <sup>X</sup>	23-Dec	9.75	24-Dec	6.67	46.18%	619.03	653.55	-5.28%
USA Weekend <sup>X</sup>	23-Dec	8.11	24-Dec	8.82	-8.05%	567.07	607.50	-6.66%
<b>Category Total</b>		<b>17.86</b>		<b>15.49</b>	<b>15.30%</b>	<b>1,186.10</b>	<b>1,261.05</b>	<b>-5.94%</b>
<b>TOTALS</b>		<b>589.94</b>		<b>643.93</b>	<b>-8.38%</b>	<b>36,838.18</b>	<b>44,611.84</b>	<b>-17.43%</b>

D=Double issue; E=estimated page counts; R=revision; X=2000 YTD included an out-of-cycle issue; 1=one more issue in 2001; 6=six more issues in 2001; @=one fewer issue in 2001

# 60sec. With



**Tyler Brûlé**  
Wallpaper\* Group CEO  
and Editorial Director

**Q.** What influence has your experience in Afghanistan had on your shelter magazine, *Wallpaper\**? **A.** There's no question that what happened to me in Afghanistan directly relates to what led to *Wallpaper\**. In 1994, I was freelancing for British and German magazines in Afghanistan and was in a U.N. vehicle when we were ambushed. I was shot in both arms. *Wallpaper\** [came out] sitting around [in a British hospital, recovering] and distilling all these [trendy] lifestyle magazines. But readers had become more focused on their homes and going on holiday. I wanted to do a magazine that improved the way people live. **Q.** Your company is owned by Time Inc. but is based in London. Have you been able to skirt the advertising downturn that is hurting U.S. magazines? **A.** We've taken hits from the United States [ad market]. From May ['01] onwards we've been down about 30 percent. But having a global-business model means you can lean more on the German market, or on the Dutch, or on the Danes. Particularly in the Nordic and German markets, people tend not to haggle you down off your rate card. **Q.** Have there been any advantages to being part of AOL Time Warner? **A.** There has been such a desire to find synergy all over the place, and that's been forced upon us as well. But you can only push these things so far. We see *Wallpaper\** as incredibly niche, and AOL as a vehicle is not niche. I can't say anything big has come up so far. **A.** You seem content heading up a design publishing group. If given the chance to cover the war in Afghanistan, would you go? **Q.** I would absolutely not go. It's frontierland. No one there cares if you're a journalist.



# Inside Media

NEWS OF THE MARKET

## Journal Broadcast Turns On TV in Idaho

The Journal Broadcast Group last week completed the purchase of KIVI-TV, an ABC affiliate in Boise, Idaho. As part of the deal with Sawtooth Communications Inc., Journal Broadcast will also buy KSAW, the low-power ABC affiliate serving Twin Falls, Idaho. Terms were not disclosed. The buy is the first TV-station purchase in Idaho for Milwaukee-based Journal, which owns six radio stations in the state and another 30 across the country, as well as six TV stations. Scott Eymmer, formerly vp/general manager of Banks Broadcasting-owned KNIN-TV, Boise's UPN affiliate, has signed on to run both of Journal's new acquisitions as KIVI's vp and general manager.

## Orman Headed For Radio

Suze Orman, best-selling author of several books on personal finance and personal finance editor for CNBC, is getting a national radio show syndicated by Premiere Radio Networks, the programming arm of Clear Channel Communications. Launching today, *The Suze Orman Show* will air daily from 4 to 6 p.m. ET, broadcast from Clear Channel Talk outlet KFI-AM in Los Angeles.

## New Dawn for Rock/Wrestling Radio Show

Pro wrestler Dawn Marie (Dawn Marie Psaltis) is the new co-host of *Pile Driver: Rock & Wrestling Radio*, the only radio show that combines the worlds of pro-wrestling and rock music. Syndicated by Premiere Radio Networks, the two-hour weekly show features interviews with pro wrestlers, a countdown of the five best rock tunes of the week, and features such as "The Body-Slam Song of the Week." Along with Dawn Marie, co-hosts Razz, Freak and the Kodiak Bear will introduce three new segments: *Inside Dawn Marie's Head*; love advice in *Get It On With Dawn Marie*; and *Beauty and the Beast*, featuring Dawn Marie debating wrestling topics with the Kodiak Bear. On the air since late 1999, *Pile Driver* airs on more than 60 stations, including WMMR-FM in Philadelphia, WAAF-FM in Boston, WRIF-FM in Detroit and KLOL-FM in Houston.

## Syndicated Adds Greenwave, Car Show

Boutique radio syndicator Syndicated Solutions has acquired the syndication rights to two weekly radio shows—*Greenwave Radio*, a weekly program covering the environment and business hosted by

Chandler Van Voorhis and Carey Crane, and *The Car Show With Tom Torbjornsen*. *Greenwave Radio* currently airs Saturdays from 1 to 3 p.m. on about 60 stations, including Infinity Broadcasting's WJFK-FM in Washington, D.C. Originating from Entercom Communications-owned WBEN-AM in Buffalo, N.Y., *The Car Show* will launch nationally on Jan. 26 from noon to 2 p.m. ET.

## Jones Syndicates Fabian's Financial Talk

Jones Radio Networks recently signed a deal to syndicate *Maverick Investing With Doug Fabian*, a weekly call-in talk show hosted by Doug Fabian, a respected market analyst, author and financial publisher. Broadcast live, *Maverick Investing* airs Saturdays noon to 3 p.m. ET on a small number of stations, including KLSX-FM in Los Angeles and WCKG-FM in Chicago.

## Court TV, LHJ Team for Family Fare

In conjunction with ABC News, Court TV and *Ladies' Home Journal* are producing a two-part series on family that will include TV specials, companion feature articles and an interactive quiz. Spurred by issues raised by *LHJ* readers surrounding the Sept. 11 attacks, part one of "The Court TV/*Ladies' Home Journal* Safety Challenge 2002" will explore travel safety and protecting the home. The print portion will appear in the May issue of *LHJ*, to hit stands April 9, and Court TV will air an hour prime-time special on April 3. The second installment will appear in August, focusing on school safety and spotting the signs of troubled or depressed children. A joint selling effort by the three media organizations involved is in place to sell the print and television advertising, with salespeople pushing multimedia sponsorship packages.

## Field & Stream to Show Its Colors

*Field & Stream* plans to publish a special patriotic-themed July issue with the entire feature well devoted to America. It will include reflections from veterans about returning home from war, a photo essay centered around the lyrics of *America the Beautiful*, and a section on the best areas in the country for outdoor enthusiasts to visit. The Time4 Media monthly will also feature the American flag on its cover, similar to what it did in 1942 as part of a stateside World War II magazine-industry effort. ■

## Calendar

Newspaper Association of America will hold the **NAA Operations SuperConference** Jan. 13-18 at the Hyatt Regency Phoenix at Civic Plaza in Phoenix. Contact: 703-902-1793.

The Radio and Television Research Council will present a panel discussion, "**Anatomy of Cross-Platform Deals: A Euphemism for Cheap CPMs?**" Jan. 14 at the Yale Club in New York. Contact: Rosemarie Sharpe, 212-481-3038.

**International Sport Summit** will be held Jan. 16-18 at the Marriott Marquis in New York. Topics to be covered include the upcoming Winter Olympics, the growth of women's sports, and sports-venue sponsorships. Speakers will include Ted Leonis, owner of the Washington Capitals and vice chairman of America Online. Contact: 301-493-5500.

The **National Association of Television Programming Executives** will present its **annual conference and exhibition** Jan. 21-24 at the Las Vegas Convention Center. Contact: 310-453-4440.

Magazine Publishers of America will present the **Henry Johnson Fisher Awards** Jan. 30 at the Waldorf-Astoria in New York. This year's honorees for lifetime achievement in the magazine business are *Playboy* founder and editor in chief Hugh Hefner and Rick Smith, chairman and editor in chief of *Newsweek*. Contact: 212-872-3755.

The **RAB2002 Radio Sales, Management & Leadership Conference**, presented by the Radio Advertising Bureau, will be held Feb. 7-10 at Disney's Coronado Springs Resort at Walt Disney World in Orlando, Fla. Contact: 800-917-4269.

The **American Association of Advertising Agencies** will present the **AAAA Media Conference and Trade Show**, this year themed "Media: Going Forward," Feb. 13-15 at Disney's Contemporary Resort in Orlando, Fla. The event includes discussion groups with media directors from 4A's agencies; general session with journalists from ABC News; breakout sessions on account planning, out-of-home and interactive media. Contact: 212-850-0850.



# Media Elite

EDITED BY ANNE TORPEY-KEMPH

## Quicktakes

IT MIGHT NOT BE THE CRITICS' favorite flavor, but *Vanilla Sky* deserves points for authenticity. When publishing-empire heir David Aames (Tom Cruise) throws himself a glitzy birthday bash, some real-life publishing execs are in attendance, namely Fairchild's own eponymous **JANE (PRATT)** and **STEVE COLVIN**, president of Dennis Publishing USA. *Sky* director Cameron Crowe had invited Pratt to appear in his 1999 hit *Almost*

*Famous*, but she declined. This time Jane obliged her friend, for what ended up, post-editing, as a don't-blink-or-you'll-miss-it cameo. For his part, Colvin had provided Crowe's people with technical assistance in the form of publishing-world insights, and the director returned the favor by inviting Colvin to join the party...**HISPANIC RADIO PERSONALITY DR. ISABEL**, known to listeners as "la Doctora Isabel, el angel de la radio" (the angel of the airwaves), made her acting debut Jan. 4 on CBS' popular daytime soap *The Bold and the Beautiful*. Dr. Isabel (Gomez-Bassols) will guest-star on a number of episodes, playing a psychologist who arrives



15 nanoseconds of fame: Pratt partied in *Sky*.

STEVANO GERVANNI



Bold move: Dr. Isabel

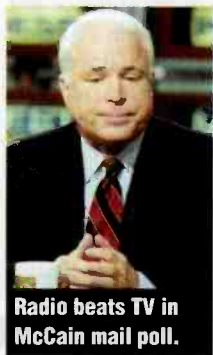
in Los Angeles on vacation and meets Brooke Logan Forrester (Katherine Kelly Lang), one of the show's main characters. Dr. Isabel's national, live, call-in talk show has been airing daily on Radio Unica 1 to 4 p.m. ET since 1998. The Cuban-born radio

host doles out advice on issues such as parenting, marital relations, sexuality, teen rebelliousness, addictions and violence... Conservative gadfly **RUSH LIMBAUGH** returned to the airwaves last week after successfully undergoing outpatient surgery on

Dec. 20 for a cochlear implant to restore his hearing. Syndicated daily noon to 3 p.m. ET by Premiere Radio Networks on about 600

radio stations, Limbaugh stunned his 20 million listeners with the news of his hearing loss last October. Since then, doctors at the House Ear Clinic and Institute in Los Angeles had tried treating Limbaugh's hearing loss with medication...Veteran **RESEARCH GURU HAROLD SIMPSON**

has announced plans to retire from the Television Bureau of Advertising next month after 41 years with the trade organization. Simpson, who has served as vp of research and development for the TVB since 1990, joined the organization in 1960 as a research analyst. He was promoted to manager of information services in 1967 and went on to



Radio beats TV in McCain mail poll.

MEET THE PRESS/PHOTO/ALLEX WONG

become research director in 1973. In his current role, Simpson has overseen all research and promotional activity designed to support TVB sales efforts and efforts that promote local and national spot-TV buying to advertisers and agencies...In a recent press conference, **SEN.**

**JOHN MCCAIN** (R-Ariz.), a frequent guest on ESPN Radio, commented: "I get more mail from my appearances on ESPN than I do from [NBC's] *Meet the Press*..." A recent **HELP WANTED AD** for a promotion coordinator at Boston's WMJX-FM Contemporary Hit Radio station "Magic 106.7" noted some key job requirements, including strong organizational skills, ability to think on your feet, composure under deadline pressures and "ability to back a van out of the garage without hitting a pole." Guess the last person to hold the position at the Greater Media station had some bad drive-time ratings. ■

## Movers

### TV STATIONS

Fox's owned-and-operated WJBK in Detroit has named **Dana McDaniel** news director. She has served as assistant news director at the Motor City O&O for four years. Previously, she managed news operations for ChicagoLand Television News. McDaniel will oversee all news operations for WJBK under the station's new vp/general manager, Jeff Murri, who was recently promoted from vp/general sales manager. McDaniel replaces Neil Goldstein, who left WJBK a few months ago to head news operations for News Corp.'s New York duopoly, WNYW and WWOR.

### CABLE TV

Fox Cable Networks Group has named **Bill Lyons** vp of affiliate sales and marketing for the Northeast region and **Nicole Mussenden** director of the same department. Previously Lyons was vp, eastern region for Speedvision and Outdoor Life Network, which were formerly owned by the same company until Fox bought Speedvision last summer. Mussenden had been director of affiliate sales at ESPN...**Laura Masse** was named senior vp of marketing for Crown Media United States, which operates the Hallmark Channel domestically. Masse was previously vp of marketing for American Movie Classics.

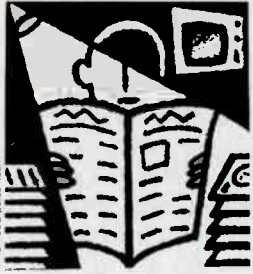
### RADIO

**Abbe Marshall** has been named director of sales for Hispanic Broadcasting Co.'s five radio stations in San Antonio. She comes to HBC from Breakthrough Marketing, where she was executive vp...**Paul Talbot** has joined Infinity Broadcasting as director of sales for the company's three-station cluster in Phoenix. He was most recently director of national sales for America Online... Hispanic Broadcasting announced two management appointments. **Kipple Romero** has joined as director of sales for the company's radio stations in Dallas. She formerly served as vp of educational services and director of the training academy for the Radio Advertising Bureau. And **Dave Burdette** has joined HBC as general sales manager of KLTN-FM and KPTY-FM in Houston. He was most recently with Clear Channel as director of group sales.



# Media Person

BY LEWIS GROSSBERGER



## Year It Comes Again

**MEDIA PERSON'S HOPES FOR A BETTER YEAR HAVE ALREADY**

been shattered; so far, 2002 is too damn cold, betraying a frightening willfulness and irresponsibility. What does the rest of this belligerent year hold in store? Media Person couldn't afford to wait around and be

surprised, so he consulted all the most sentient seers, sages, soothsayers and seamstresses, as well as the most perceptive prophets, pundits, psychotics, psychics and their sidekicks. What he learned was rather sickening, but what the hell, it's too late to turn back now...

**January:** The gossip community is traumatized after researchers find that canoodling causes cancer in mice...The terms "hotties," "hunks" and "babes" are all declared obsolete and banned by Media Person. Attractive persons are henceforth called "droolies."

**February:** Security personnel become suspicious about one of the runners carrying the Olympic torch on its journey to Utah when they notice he bears a distinct resemblance to Osama bin Laden, but the tall, bearded man in a turban outruns them. Authorities cancel the Olympics just to be on the safe side...Elizabeth Taylor and Michael Jackson marry, saying they want lots of children.

**March:** Britney Spears enters a convent, renounces sex and says she wants her virginity back. Blamed for the loss of America's No. 1 sex symbol, ex-boyfriend Justin Timberlake holds a press conference and proclaims: "Don't blame me, I did it real good..." Elizabeth Taylor and Michael Jackson divorce, citing "incompatible pathologies."

**April:** Millions of pilgrims flock to Bulgaria after goat herder Sergei Plotzkudnik says he saw the World Trade Center appear in his pasture...The euro is so successful, 12 South American countries combine currencies, creating the southamero. It is devalued the next day, and all 12 governments collapse...The hottest video game is Secure Location, in which players must find Dick Cheney and give him new batteries before his pacemaker runs down.

**May:** Terrorists blow up the Disney store.

In response, *The New York Times* revives its "A Nation Challenged" section. Media critics debate whether the Portraits of Grief should stop with Goofy or go on to include Pluto... Liz Smith becomes the 10,000th columnist to point out that 2002 is a palindrome, winning an Otto award from the Madam I'm Adam Society, presented by Monica Seles.

**June:** Interviewed by Barbara Walters, Rush Limbaugh confesses that his deafness hasn't bothered him one bit since he never listened to anyone anyway...American Taliban fighter John Walker is tried before a secret military tribunal, given a secret sentence and incarcerated in an invisible prison in a country no one has ever heard of...Mike Tyson goes berserk in a Philadelphia restaurant and beats himself to a pulp...Madonna's new mustache starts a craze among teenage girls.

**July:** Taken prisoner while interviewing the

rageously silly. He says he's been thinking of changing it to Quackenbush...President Bush says the search for bin Laden has been narrowed down to the eastern hemisphere...Joey Ramone announces he is coming back to life.

**September:** Nothing happens in September. Everyone is greatly relieved.

**October:** P. Diddy, formerly Puff Daddy, changes his name to H. Doody...J.K. Rowling's latest bestseller, *Harry Potter and the Chic Satin Dress With Tasteful Gold Accessories*, raises troubling questions among some parents concerning the nature of the young hero's emerging sexuality...Bill Clinton is hired as a commentator by Fox and immediately gets into a fistfight with Bill O'Reilly in the men's room...Rudy Giuliani becomes a recurring character on *Ally McBeal*.

**November:** Bill Gates breaks Michael Bloomberg's record when he spends \$16 billion to win a seat on Seattle's City Council...CNN's star janitor Norman Benzell is lured away by Fox for an astounding \$47,000 a year. Insiders reveal Benzell was discontent because CNN wouldn't give him a new Dustbuster... America Online admits an embarrassing glitch

### THE HOTTEST VIDEO GAME IS SECURE LOCATION...PLAYERS MUST FIND DICK CHENEY AND GIVE HIM NEW BATTERIES BEFORE HIS PACEMAKER RUNS DOWN.

last al Qaeda member left in Afghanistan, Geraldo Rivera breaks under torture and spills the secret techniques used by anchors to make it appear as though they understand what they're reading. Fear ripples through the anchor community as the realization begins to sink in that if the terrorists reveal the classified data, almost anyone can be an anchorperson...Ringo Starr and Paul McCartney argue over who dies next.

**August:** While entertaining U.S. troops in Iraq, Tom Cruise and Penelope Cruz are accidentally wiped out by a Cruise missile...Rear Admiral Stufflebeem admits under fierce questioning on *Meet the Press* that his name is out-

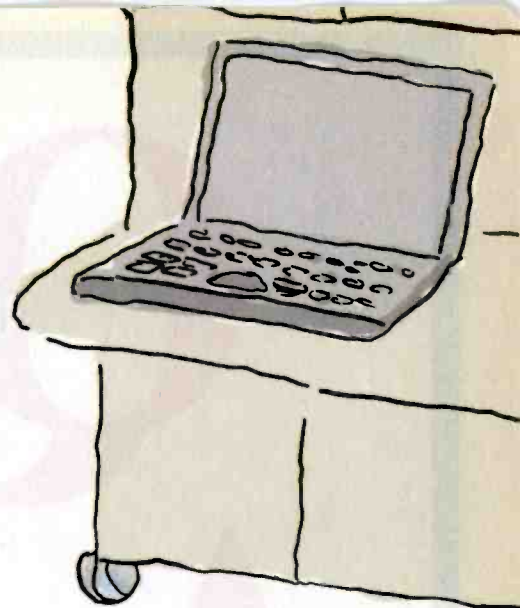
is allowing hackers to enter the refrigerators of AOL members and eat their food.

**December:** A TV weatherman in Cleveland is fired after he does an entire news segment on a big snowstorm without once using the phrase "white stuff"...Katie Couric causes a sensation when she leaves NBC for CNN because "I just like seeing my name in the paper"...India puts the Taj Mahal in storage in Switzerland after Pakistani terrorists threaten to blow it up...Aaron Brown announces he is not moving to another network because no one made him an offer...*Time* names Media Person "Person of the Year."



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Levin



**Q** What do Barry Diller, Cokie Roberts,  
and Bob Pittman all have in common?

**A** They'll all be speaking at the  
**2002 AAAA Media Conference & Trade Show**  
on February 13-15 at Disney's Contemporary Resort in Orlando

Join them and more than 60 other media industry leaders who are scheduled to speak this year at the annual event that has been described in the trade press as "a working conference" with a "substantive agenda that touches real issues and challenges."

Attendees can also visit the popular trade show, where more than 70 exhibitors will showcase the latest products and services designed to meet the special information and media management needs of advertising agencies.

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