GHING
VALUE OF
USS-PLATFORM
AD DEALS PAGE 18

MEDIAWEEK®

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KIDS TV

CBS Will Play To Older Kids

Sat. block from Nick to slate shows for viewers 6-11 in bid for ad dollars

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NETWORK TV

Buyers Eye NBC's *Today*

Show's post-Olympics ratings, pricing are on pre-upfront radar

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Sporting News' Revised Roster

CEO Nuckols shuffles sales lineup after long-time publisher exits

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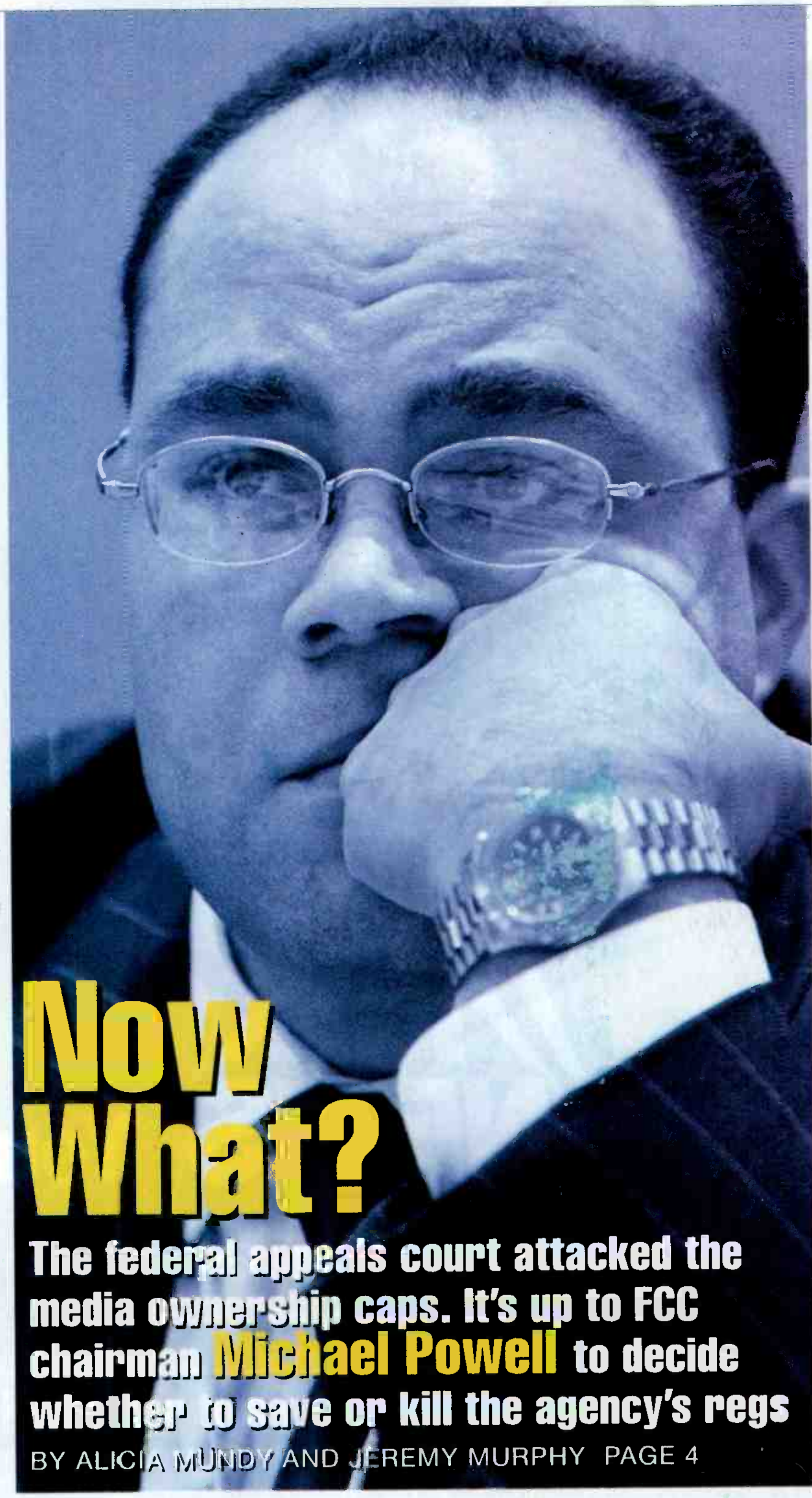

Now What?

The federal appeals court attacked the media ownership caps. It's up to FCC chairman Michael Powell to decide whether to save or kill the agency's regs

BY ALICIA MUNDY AND JEREMY MURPHY PAGE 4

DANIEL ACKER/POOL/AFP PHOTO

MARKET INDICATORS

NATIONAL TV: STEADY
Scatter spots continue to flow in at above-upfront prices across all dayparts. April and May are shaping up as tight months so far. Pharmaceuticals and movies are among the big scatter spenders.

NET CABLE: BUILDING
Following the lead of their broadcast peers, cable sales execs are starting to mull upfront pricing positions. Scatter spending volume continues to hold, thanks to auto dollars.

SPOT TV: FLAT
Domestic and foreign automotive spending is holding up in many markets. But other major categories are flat to slightly down. Most NBC outlets' post-Olympics inventory is open and negotiable.

RADIO: OPEN
Automotive and telecom categories are showing strong spending well into March, but retail remains spotty. Plenty of ad inventory is available and negotiable.

MAGAZINES: SLOW
Public-policy magazines are suffering from a slowdown in advocacy advertising, as many groups continue to sit on the fence, grappling with the proper tone and content of post-Sept. 11 messages.

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Source: Nielsen Media Research, 12/31/01-1/27/02; Household, Persons 2+ and Adults 25-54 AA(000), M-F 7am-9am program name averages for FNC, CNBC, CNN, HLN and MSNBC, excluding breaking news. Qualifications will be made available upon request.

At Deadline

Laura K. Jones FEB 26 2002

CBS, UPN to Begin Cross-Programming

Cross-programming between Viacom-owned broadcast networks CBS and UPN will begin on Friday, March 15, when *The Amazing Race 2* will air on UPN with back-to-back episodes from 8 to 10 p.m., following airings on CBS on Monday, March 11 and Wednesday, March 13. Starting Friday, March 22, *The Amazing Race 2* will repeat every Friday night on UPN at 9 p.m. following its first run on Wednesday nights at 9 p.m. on CBS. *Under One Roof*, an original UPN reality program, will premiere on March 22 following the repeat airing of *The Amazing Race 2*.

Primedia Seeking Channel One Buyer

In an effort to reduce its $2 billion debt load, Primedia has begun shopping its school television network Channel One to prospective buyers and partners. Primedia, publisher of *New York* and *Seventeen* magazines, along with a slew of trade publications, has hired investment bankers Allen & Co. to orchestrate a deal for Channel One. Among the companies said to have explored a partnership are Microsoft and McGraw-Hill Cos. Another interested party may also be New York–based Ripplewood Holdings, a private equity firm.

YES Gets Partial TW Carriage

Yankees Entertainment and Sports (YES) and Time Warner Cable of New York last week signed a distribution pact that will bring the nascent regional sports network to 3.1 million New York metro-area cable subscribers. YES will be carried only part-time on Time Warner's analog cable homes and full-time on its digital-service offering in New York City. The analog homes will get YES' 130 New York Yankees games this season. YES still has to do distribution deals with Comcast, which reaches 2 million New York–area subscribers, and Long Island–based Cablevision Systems, which has 2.5 million customers in the New York metro.

ESPN to Run First Game of NCAAs

ESPN will televise the opening game of the NCAA Division I men's basketball tournament at 7 p.m. on Tuesday, March 12, under a special agreement reached between the NCAA, ESPN and CBS. The game is a "play-in" featuring the tournament's 64th and 65th seeds. CBS has exclusive coverage of all the other games throughout the tournament, a contract which runs through 2014. ESPN has an 11-year contract, beginning next season, to exclusively telecast the entire NCAA women's Division I championship tournament. That agreement also allows ESPN to televise the first game of the men's tournament each year.

Rome to End TV Run With Fox Sports

TV and radio sports talk-show host Jim Rome said last Friday that he is giving up his TV job with Fox Sports but will continue *The Jim Rome Show*, syndicated by Premiere Radio Networks on 185 radio stations. Rome said that his TV show *The Last Word*, which airs nightly from 5:30 to 6 p.m. on Fox Sports Network, will continue to air until his contract expires at the end of the year.

Addenda: **Richard Beckman**, Condé Nast's recently named executive vp/chief marketing officer, has begun to clean house at CN corporate sales. **Tova Bonem**, who heads luxury fashion corporate sales, will be the first to leave. Her replacement is expected to be named this week...**CBS** has signed an agreement with Sears in which the retailer will sponsor its high-definition coverage of the NCAA men's basketball championship...**A&E** last week announced that it will air the final episode of Sidney Lumet's gritty courtroom drama *100 Centre Street*, the network's first original series, on March 5. The cancelation comes as the show's ratings dipped in its second season...**LIN Television**, owners of 26 network-affiliated TV stations, including Indianapolis CBS affiliate WISH, last week filed with the Securities and Exchange Commission plans to offer a $300 million initial public offering...*The New Republic*'s **Stephanie Sandberg** has been promoted to president and publisher, after serving as the political weekly's publisher for the past 16 months. Sandberg assumes the duties of Andrew McColough, who resigned earlier this month...**Tim Kelly**, executive vp and general manager of Premiere Radio Networks, said he will exit the Clear Channel programming subsidiary at the end of this month...**Dow Jones & Co.** agreed last week to sell four of its Ottoway newspapers, including the *Joplin Globe* in Joplin, Mo., to Community Newspapers Holdings for $182 million.

Corrections: On page 14 of this issue, in a story about KSAT-TV in San Antonio, vp/general manager Jim Joslyn's name is misspelled. In an Opinion column in last week's issue, Mediamark Research Inc. was misspelled due to an editing error.

Inside

DOUG GOODMAN

AOL's Myer Berlow defends the Web's role in cross-platform deals Page 18

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MediaWire

NBC Wins Ratings Gold With Salt Lake Games

Through the first 14 nights of NBC's prime-time Winter Olympics telecasts, the network averaged a 19.3 household rating and 21 share, an 18 percent increase over CBS' telecasts of the 1998 Winter Games, according to Nielsen Media Research. The '98 Olympics in Nagano, Japan, were carried primarily via tape delay.

Bolstering NBC's ratings was the huge audience last Thursday night for the women's figure skating finals. That telecast scored a 25.0/37—the highest Thursday-night delivery for any network since NBC's *Seinfeld* finale on May 14, 1998. The skating-finals audience actually peaked after prime time, from 11 p.m. to 11:30 p.m. ET, when the three U.S. medal contenders skated. That half hour scored a 32.5/53 and was aired without any commercial interruption.

General Motors, which aired more than 300 commercials during the 2000 Summer Olympics on NBC, once again aired the most ads through the first 14 days, totaling more than 200 ad spots, according to CMR. AT&T, which aired 161 spots during the 2000 Games from Sydney, Australia, aired more than 150. *—John Consoli*

Suleman Leaves Infinity To Become CEO of Citadel

Farid Suleman, Infinity Broadcasting president/CEO and Viacom president Mel Karmazin's longtime financial wizard, unexpectedly resigned last week. Suleman, who also served as executive vp and CFO of Infinity-managed Westwood One, was named CEO of Citadel Communications, owner of 205 radio stations, mostly in mid-sized markets. Suleman will become a special limited partner of Forstmann Little & Co., the private investment group that acquired Citadel last year for $2 billion.

"This is a wonderful entrepreneurial opportunity for me," said Suleman, who in addition to running Citadel will develop new investments for Forstmann.

Citadel founder Larry Wilson, who was CEO, will stay *(continued on page 6)*

Ownership Limits

Appellate court's deregulatory decision forces FCC's Powell to eith

TELEVISION By Alicia Mundy and Jeremy Murphy

The National Association of Broadcasters probably never thought it would want Bill Kennard back at the Federal Communications Commission. But after the U.S. Court of Appeals' decision on media ownership limits came out last week, one NAB member mused, "We'd have a better chance fighting this if Bill Kennard were chairman."

The court's ruling vacated the FCC's standing ban against ownership of cable systems and TV stations in the same market. It also told the FCC that its decision to retain the 35-percent U.S. broadcast-coverage cap on station ownership was "arbitrary and capricious and contrary to the law," suggesting that the FCC will have to now justify the cap in order to maintain it. At some point, all other standing media ownership rules—including the ban on newspaper-TV station cross-ownership—will also have to be justified (or done away with) by the FCC.

The immediate reaction was celebration at plaintiffs News Corp., Viacom and AOL Time Warner, all of which own broadcast networks that are eager to buy more stations. The response among many station groups and the NAB was mixed. The good news: The appellate court is no longer their biggest obstacle to keeping some form of ownership cap in place. The bad news: The man standing between the affiliates and cap heaven is the De-Regulator, FCC chairman Michael Powell. No wonder the sudden nostalgia for Kennard.

However, almost nothing is certain right now. Over the next several weeks, the media conglomerates, affiliates' lobbyists, the NAB and the FCC will plot the course of several options and weigh tactical and strategic alliances.

The elimination of the ban on cable-TV station cross-ownership was expected, based on the court's track record. The FCC certainly had done little to defend the regulation, which the court noted. Although there is a 45-day window to request another hearing, one industry lobbyist called the rule "a dead duck."

That has some broadcasters worried. "I don't think anybody understands the full implications of the decision, especially when one side of the ledger [cable companies] has $50 billion in consumer fees before advertising [and] they can pretty much rip off the other side," said Jeff Smulyan, CEO of Emmis Communications, owner of 15 network affiliates. "When one side collects all the fees, it distorts the market. The court never really figured that out. If two cable companies own all of us, so be it. But people need to understand that's where it's leading."

The court's ruling on the station ownership cap contained a few startling twists. Not only did the court *not* strike down the cap, it basically gave the FCC a road map to preserve it. "I was rather surprised by the directness of that language," media industry attorney and former FCC chair Dick Wiley said in a conference call with Bear Stearns analysts. The court reaffirmed the constitutionality of the ownership cap and of diversity as a goal. Congress "can pursue values other than efficiency," the ruling stated.

"I'm not saying I'm totally optimistic here," said Jerry Waldron, a lawyer for the Network

STATION PLAYLIST

Several TV station groups may sell off assets to larger media conglomerates eager to expand their broadcast holdings. The following companies' outlets could be in play if the FCC raises or eliminates the cap:

COMPANY	NUMBER OF TV STATIONS	% OF U.S. B'CAST COVERAGE	TOP MARKETS
TRIBUNE BROADCASTING	23	30.5%	New York, Los Angeles, Chicago
HEARST-ARGYLE TELEVISION	24	17.7%	Boston; Sacramento, Calif.; Pittsburgh
GANNETT BROADCASTING	22	17.4%	Washington; Atlanta; Tampa, Fla.
SINCLAIR BROADCAST GROUP	63	14.6%	Minneapolis; Tampa, Fla.; Sacramento, Calif.
BELO	18	13.9 %	Dallas, Houston, Seattle
MEREDITH CORP.	12	9.9%	Atlanta; Phoenix; Orlando, Fla.
SCRIPPS HOWARD BROADCASTING	10	8.1 %	Detroit; Cleveland; Tampa, Fla.
YOUNG BROADCASTING	11	6.1%	San Francisco; Nashville,Tenn.; Albany, N.Y.
ACME COMMUNICATIONS	10	5.0%	St. Louis; Portland, Ore.; Albuquerque, N.M.

SOURCE: STATION GROUPS

Under Fire

mp-start the next wave of consolidation, or stand in its way

Affiliated Stations Alliance. "But the status quo is on our side. A stalemate and a tie help us, and that's what we got. They didn't even tell the FCC to hurry-up the remand review."

The networks had asked the court to kill the ownership cap, or send it back to the FCC with a strict limit of 90 days to fix it; but the court declined to put a time limit on the issue.

"The networks didn't get everything they asked for," said Alan Frank, president of Post-Newsweek TV Stations. "There's enough here that we think you can still justify the cap. It will stand up to challenge, if [re-]written properly."

Industry lobbyists said that Powell had hoped for two things from the court: an outright end to the cap, and some leeway with the biennial review process that currently forces the FCC to reconsider all its ownership rules every two years. In a hearing last summer, appellate Judge Harry Edwards called the review "an absurd time schedule." But the court blocked both of Powell's escape routes. No surprise, then, that within a day of the ruling, Powell said that it would be very difficult to justify a cap.

So where is Congress? The Democrats control the Senate, and Commerce Chairman Fritz Hollings (D-S.C.) was said to be annoyed that the Court didn't give much weight to Congress' having set the cap specifically at 35 percent in the 1996 Telecom Act. Wiley said he believes there might be a lot of noise out of Congress, but little action. However, Congress may very well reconsider the scale of the biennial review and, in dealing with that part of the Act, re-establish and justify the 35-percent cap.

Though the media world is anxiously waiting to see what Powell does, few expect an instant rush toward consolidation. For one, many companies may be wary of adding debt in a shaky economy. Also, many buyers are likely to go after individual stations, not whole groups.

For the networks, there is plenty out there to buy. Gannett's 13 NBC affiliates are high on the wish list for NBC. News Corp., still digesting its $5.3 billion Chris-Craft purchase, is said to be interested in 15 Fox affiliates owned by Sinclair Broadcasting, 6 owned by Meredith and another 6 owned by Tribune. Viacom is also likely to turn an eye toward CBS affiliates owned by Meredith, Belo and Cox. Disney may be a target itself, but should it look to buy more ABC stations, Scripps Howard Broadcasting's six affiliates could be targeted, as could the 17 ABC stations owned by Hearst-Argyle.

One big wild card, analysts agree, is AOL Time Warner, which could seek to buy stations or another network. Acme's 10 WB stations, which are co-owned by AOL executive Jamie Kellner, are a likely target, analysts said. The media giant may also make a play for Tribune's 16 WB outlets, although Tribune may choose to be a buyer. Sinclair also has 15 WB affiliates.

Before Wall Street starts salivating over the commissions it stands to make, some caution that the process will be slow. Blair Levin, an industry analyst with Legg Mason and a former FCC general counsel, said, "If you look at how most of the ownership regulations have been falling, any sensible company will want to stand back and rethink how it would restructure its electronic-media empire if none of the rules were in place." Some companies might prefer concentrating ownership in one market, while others might want one medium all over the country. "It's like a chess game, only with several opponents," Levin said. "You really have to pause and think out your moves." ■

Buyers Take Consolidation in Stride

Top agency execs fear loss of competition, but negotiators like integration

Worn down by the consolidation they have witnessed in other media, media buyers are resigned to the prospect of further consolidation among local TV stations and cable operators. While the potential for higher ad rates and forced packages looms as the dark side of last week's U.S. Court of Appeals ruling, agencies are hopeful the decision's aftermath could also lead to local buying efficiencies. But the bottom line is: There will likely be less competition in the local marketplace, and that irks the buying community.

"With restrictions off, it means less of a free and open marketplace. That cannot be a good thing for the advertiser or the consumer," said Allen Banks, executive vp and media director of Saatchi & Saatchi. "This whole idea that we can allow more consolidation because there are many more advertising outlets available is a bogus argument."


Pool: Concerned

"What you saw in radio [consolidation], you'll now see in TV," said Jean Pool, president of operations at Mindshare. "Radio rates doubled when the market was up. If the marketplace becomes tight...we won't be able to buy one station without the other."

Kevin Gallagher, senior vp/director of local investment for Starcom, put it another way: "We use cable as a price hedge against broadcast. The prospect they can now be owned by the same company is disturbing. Where's my price hedge?"

Buyers have some confidence that they can hold their own at the negotiating table, no matter how consolidated the media becomes. "It could work either to our benefit or detriment. Does it create blocks in our ability to negotiate? It will be a factor, but not in a weak economy," said Bonita LeFlore, executive vp and director of local broadcast for Zenith Media. "With resistance from [larger agencies with large budgets], stations back off. As long as there is wiggle room, there is benefit."

In some cases, consolidation in local TV and cable may make it easier to buy, especially with cross-platform deals, said Karen Agresti, senior vp/director of local broadcast for Hill, Holliday. "The whole idea of local integrated media-selling could make it more attractive."

The key will be price. Pool warns that so far, cross-platform sales have led to higher prices, not lower. "It would be unique if media owners would price for share, and you could get more media less expensively. But I'm not seeing much of that," she said.

If local cable and broadcast consolidation takes hold, the trend toward repurposing programming is also likely to increase. "Viewers might be able to see the same program on five different outlets. That's not a strange thought these days," said Zenith's LeFlore.

Neither is the direction government policy seems to be headed. "It's ironic that the government stopped [Internet ratings service] NetRatings from purchasing Jupiter Media Metrix, but they don't do anything about radio and TV," said Pool. "It's laughable." *—Katy Bachman*

MediaWire

on as chairman. At Infinity, Karmazin takes over as interim CEO, and Westwood will search for a new CFO. Suleman will continue as a member of the radio network's board. *—Katy Bachman*

Sun Microsystems' $100M Account in Review

Sun Microsystems last week launched a global media planning and buying consolidation review for its estimated $100 million business. New York–based agencies in contention are Publicis and Cordiant's Zenith Media, Aegis Group's Carat and WPP's Mediaedge: CIA, along with Interpublic Group of Cos.' Initiative Media Worldwide of Los Angeles.

"We are looking for global strength, and agencies that have demonstrated the ability to think of media innovatively," said Karen Becker, director of Sun's global advertising and sponsorship. "And especially in this economic environment, clout means everything."

Initiative handles the Palo Alto, Calif.–based computer hardware and software manufacturer's global media business and does national TV buying in the U.S. Sun's creative agency, WPP's JWT&Tonic, San Francisco, is the incumbent print planning and buying agency. A decision is expected by mid-April. *—Jack Feuer and Justin M. Norton, 'Adweek'*

CNN Shuffles Top Execs

CNN last week realigned its executive suite. The network promoted Sid Bedingfield to executive editor of CNN News Group. Bedingfield, most recently general manager of CNN's U.S. operations, is now deputy to Walter Isaacson, CNN chairman/CEO.

Teya Ryan, previously gm of CNN Headline News, who oversaw the sometimes uneven repackaging of that network last year, moves up to succeed Bedingfield at CNN. Rolando Santos, the head of CNN en Español, was promoted to replace Ryan. Eason Jordan continues as CNN's chief news executive, reporting directly to Isaacson.

CNN is attempting to rebound after losing the prime-time cable-news ratings race in January to Fox News Channel. Through mid-February, FNC continued to lead CNN in prime time. *—Jim Cooper*

CBS' Saturday Growing Up

New strategy will devote two hours of Nickelodeon block to viewers 6-11

KIDS TV **By John Consoli**

Nickelodeon, whose Saturday–morning Nick Jr. programming on CBS has produced a leading 3.1 rating in the 2-5 demo this season, is planning to "age-up" its lineup this fall to reach more 6-to-11-year-olds. CBS will fill the last two hours of its three-hour Saturday block with older-skewing Nick shows and keep the first hour targeted at kids 2-5, media buyer sources said.

The new programming direction will be announced at Nickelodeon's upfront presentation on March 12. Nick officials would not comment last week, but spokesman David Bittler said: "A lot of changes are coming to next season's Saturday–morning landscape. We brought new audiences to network kids TV, and we will do it again next season."

Nickelodeon, a sister network to CBS under the Viacom umbrella, began programming CBS' Saturday mornings for kids, as well as selling the advertising time, in September 2000. While CBS' Nick block has dominated the 2-5 ratings, media buyers have expressed a need to reach more viewers 6-11.

"There is a demand for broadcast impressions in kids programming on Saturdays, but not for younger kids," said one kids buyer. "There are so many ways to reach the 2-5 audience during the week, especially on cable." Another buyer noted that with Fox having exited weekday kids programming and the WB dropping its kids weekday-morning fare this season, advertisers are looking for more 6-11 programming on the broadcast networks. "There is a desire for kids advertisers to reach the 20 percent of U.S. homes that do not have cable," the buyer said.

Other buyers noted that 2-to-5-year-olds will watch shows geared to 6-to-11-year-olds, but not the other way around. And most of the hot ad categories trying to target kids, such as video games, want to reach 6-11.

Nickelodeon is keeping under wraps the older-skewing shows it plans to put on CBS' Saturday, but the cable net will have to be careful not to cannibalize its own Saturday a.m. lineup, which is geared to the same demo. Some buyers believe Nick's new CBS block will include *Pelswick*, which runs on Monday and Wednesday nights on the cable net; *Fairly Odd Parents*, which airs on Friday nights; and *Sponge Bob*, which airs 10a.m. to 11 a.m Saturday on Nick but could also run 11 a.m. to noon on CBS.

CBS' aging-up is expected to put pressure on Kids WB, the leading broadcast network this season with kids 6-11 on Saturdays, with a 3.6 rating, as well as the leader in kids 2-11 (3.0). Nick Jr. on CBS this season is averaging a 1.7 in kids 2-11 and only a 0.8 in kids 6-11.

Paul McGuire, a WB senior vp, said: "We know Nick will put on quality shows, but boys 6-11 is our strength and our wheelhouse. We will continue to rachet ourselves up to meet the competition." ■

Morning-Show Showdown

Buyers will monitor *Today's* post-Olympics ratings and pricing as upfront nears

NETWORK TV **By John Consoli**

NBC's *Today* show got its expected ratings bump while Matt Lauer, Katie Couric and Co. broadcast from Salt Lake City during the Olympics. During the first week of the Games, *Today* posted a 5.5 household rating (6.8 million viewers), expanding its lead on the gaining No. 2 morning news show, ABC's *Good Morning America*.

Now the real games begin. Media buyers beginning to prepare for the upfront buying season that begins in May say they will be watching *Today* closely to see if the show can hold its newly extended lead over *GMA*. *Today's*

NBC PHOTO

***Today's* Lauer and Couric with skier A.J. Kitt**

Discovery CHANNEL

IN JANUARY THE DISCOVERY CHANNEL DELIVERED THE TOP TEN RATED DOCUMENTARIES ON BASIC CABLE,[2] racing past the competition with shows like *Motorcycle Mania, Blue Planet and The New Detectives.* Discovery Channel has been the #1 EquiTrend Television Brand for quality nine years in a row.[1]

[1] EquiTrend Fall 2001 Study. [2] Nielsen Media 1/1/02-1/31/02. Basic Cable Documentary Rank, Cvg HHAA%. Subject to Qualifications.

performance over the next few weeks will determine how buyers allocate their network morning-news dollars for next season. Some buyers said that if *Today* slips back to its pre-Olympics rating levels, they may shift some dollars out of the NBC show and into *GMA*.

Leading up to the Olympics, *GMA* had been cutting into *Today*'s ratings lead. In the two weeks prior to the Games, *GMA* averaged a 4.1 rating/16 share in households and a 1.5 rating in 18-49, compared to *Today*'s 4.9/19 and 2.2. But during the first week of the Olympics (ended Feb. 15), *Today* boosted its household rating 12 percent and its share by 16 percent over the previous week. At the same time, *GMA*'s household rating dipped 7 percent, and its share declined 6.7 percent. For its first week in Salt Lake City, *Today* also increased its 18-49 rating 13 percent, to a 2.5. The good news for *GMA* was that it held its 18-49 audience, at a 1.4.

How NBC prices *Today* in the upfront will be watched very carefully. One top buyer, who spoke on the condition of anonymity, said he could shift his a.m. news spending by as much as 20 percent. Another said that if *GMA* "doesn't get greedy," it could get a bigger slice of the pie in the upfront, "especially if *Today* decides to raise its rates too high."

Jim Hoffman, vp of NBC News sales, sees "no justification for buyers to move money" out of *Today* unless "I price it more expensive and *GMA* prices itself cheaper." Hoffman added that he plans to be "customer-friendly" in the upfront. He concurred with buyers' stance that the morning-news daypart has had more demand than supply of late. "The fact that *GMA* has increased its ratings benefits the ad community as a whole by bringing more ratings points to the daypart," Hoffman said. "But we are still the most dominant in the morning and will get our share of advertising."

A competing network sales executive agreed. "*Today* has been No. 1 for several years," he said. "It won't lose that in one upfront." ■

Searching for Strips

As shows drop out, stations scurry to fill more gaps than expected

SYNDICATION **By Alan James Frutkin**

As the February sweeps period closes, many stations have acquired sufficient new product to replace this season's declining syndication programs, including King World's *Ananda Lewis*, Paramount's *Rendez-View* and Fremantle's canceled *To Tell the Truth*. But sources said last week that there may be more schedule holes than available programming. Making matters worse, there are few potential projects on deck.

For example, NBC Enterprises shot a pilot for an Erin Brockovich talk-show project, but after ABC's prime-time fiasco with Brockovich earlier this season, a strip seems unlikely. However, if NBC's *The John Walsh Show* succeeds, some syndication-watchers believe NBC may revisit the similarly formatted Brockovich project. "She's immediately recognizable, and she comes with a crusader image," said Bill Carrol, vp and director of programming for Katz Television Group. Other shows on syndication's back burners that could resurface include Warner Bros.' *Matchmaker Mansion* and Columbia TriStar's John Henson late-night show.


2001 UNIVERSAL STUDIOS

***The Fast and The Furious* may fuel syndication.**

Meanwhile, sources said Tribune is searching to pair *Family Feud* with another family game show. And if NBC gives action hour *B.A.I.T.* a prime-time summer run on Saturdays, it will need a companion piece. A possible candidate is a TV version of Universal Pictures' *The Fast and the Furious*, which, following Vivendi Universal's final negotiations with Barry Diller, could land at Studios USA. Universal and Studios USA reps declined comment.

Despite magazine shows' continued strength in syndie, the genre remains one of the most underdeveloped. Mag projects are in play at only two distributors, Warner Bros. (*Celebrity Justice*) and King World (*New & Improved!*). Court shows remain the strongest source of inspiration for programmers, although many are concerned about overexposure. "The question is how do you take the best elements of court shows—controlled confrontation with a resolution—and not make it a court show?"said Steve Wahl, a television agent with ICM. ■

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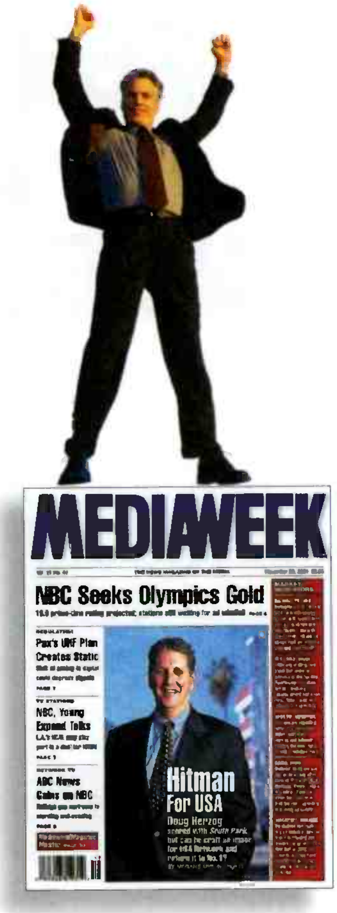

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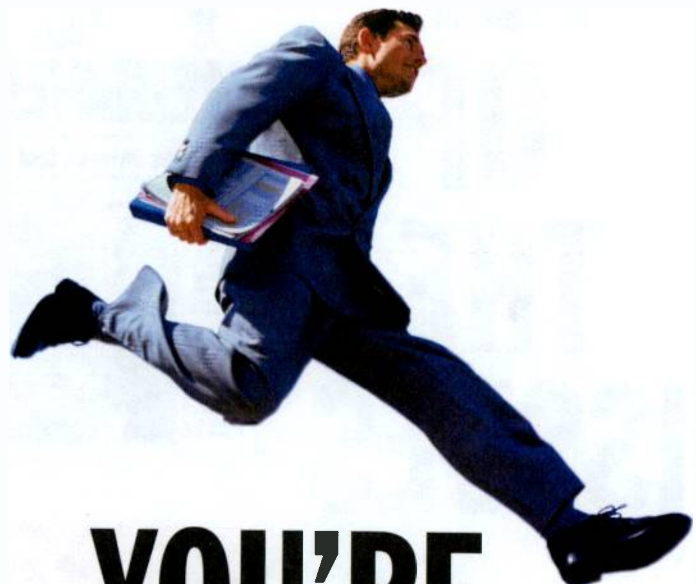

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> **Martin Nisenholtz, CEO, New York Times Digital**

Tad Smith, President, Media Division, **Cahners**
Neil Budde, Publisher, **Wall Street Journal Online**
Gene Falk, SVP, **Showtime Digital Media Group**
Larry Kramer, Chairman & CEO, **CBS Marketwatch**
Kelly Flock, President, **Sony Online Entertainment**
Randy Lampert, CEO, **Yellowbrix**
Bernard Gershon, SVP & GM, **ABCNEWS.com**
Tom Slaughter, VP & Director, **AP Digital, Associated Press**
Gary Ryan, General Manager, **People.com**
John Skipper, SVP & GM, **ESPN.com & ESPN Magazine**
Dr. Chris Westcott, Head of New Media, **BBC World Service**
Tim Sullivan, President, **Match.com**
Nick Nyhan, CEO, **Dynamic Logic**
David Wolff, VP Programming & Production, **Fathom Knowledge Network**
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- **Strategic Soul Searching:** Realistic Revenue Models for 2002-2003
- **Content Subscription Models:** Pricing for Payment
- **Media Buyer's Perspective:** What Advertisers Want from Online
- **Broadband Content:** Lifting Revenues or Just Costs?
- **Mastering Media Asset and Content Management**
- **A Cog in a Bigger Wheel:** Deploying the Internet to Support Off-line Properties
- **Boosting Advertising Sales Force Productivity**
- **Navigating Media Assets Online:** The Search/Programming Balance
- **Digital Electricity:** The Next Wave in Consumer Access
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PITTSBURGH TV STATIONS

Iron City's Two New GMs Ready to Rumble

BY JEREMY MURPHY

One of the country's most traditional local television markets is in the midst of a dramatic change, at least behind the scenes. Over the past two months, two of Pittsburgh's top-rated network affiliates have taken on new general managers, just as the competition between the top three stations in the market is starting to build for the May sweeps.

After the unexpected resignation of WTAE vp/general manager Jim Hefner earlier this year (Hefner left to become vp/gm of WRAL, the ABC affiliate in Raleigh, N.C.), the Hearst-Argyle–owned ABC affiliate has tapped a familiar face to lead the station—Rick Henry, former WTAE vp of sales, who left five years ago to head WISN, the ABC affiliate in Milwaukee.

And Ray Carter, the former news director of WSB, Cox's top-rated ABC affiliate in Atlanta, was promoted in January to the top post at WPXI, Cox's aggressive NBC affiliate, after longtime leader John Howell retired in December. Both take over the stations at a key time—while the February book will go to WPXI, thanks to NBC's Winter Olympics, the May book is expected to be highly competitive for Pittsburgh's TV stations.

"May is always a dogfight in this market," said Carter, whose station is known to play hardball during sweeps months.

Determining who's on top "depends on the newscast," said Rob Owen, the TV critic for the *Pittsburgh Post-Gazette*. The three stations all lay claim to different parts of the day. WTAE usually wins in mornings, though it is facing stiff competition from WPXI, and KDKA rules the noon broadcasts, thanks to its *Price is Right* lead-in. With *Judge Judy* as a lead-in, WPXI usually takes 5 p.m.; 6 p.m. is usually a horse race between all three stations. WPXI, which has *ER* and *Law & Order* as lead-ins, usually wins the 11 p.m. race, although KDKA scored a surprise win in the November ratings book.

WTAE's Henry is looking forward to May sweeps.

"They are very competitively priced stations, as well as being very close in the ratings," said Duncan Jameson, senior vp and media director of Ten/United, a Pittsburgh–based buying agency. Though both WPXI and WTAE are welcoming new leaders, Jameson doesn't expect radical changes. WPXI will likely stay with its slick, fast-paced news programming, while WTAE and KDKA aren't expected to ditch their traditional personality-driven newscasts anytime soon. Stations in the market will also likely resort to stunting during sweeps periods, to drive viewership into news.

Henry, a former sales executive, knows the market first-hand, having worked in Pittsburgh for 10 years at WTAE.

"Major broadcasting companies own stations there, and...those companies invest in the news product as a result of the competition," said Henry. Though he hasn't started yet, Henry said his first task will be to "focus and enhance" WTAE's market-leading position.

For Carter, who's had two months at the helm, the transition has been smooth. "Having the Olympics for your first book certainly doesn't hurt," said Carter, who trained for the job for a year and a half before being formally named to his new position. "Cox doesn't leave too many things to chance," he quipped.

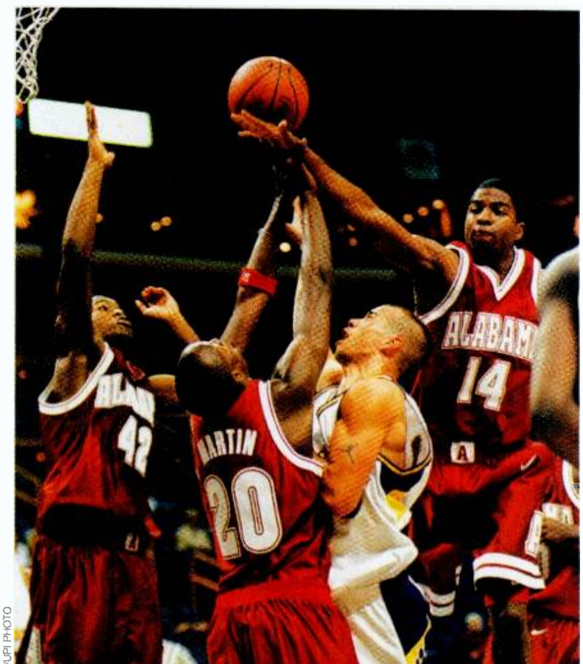
BIRMINGHAM, ALA. RADIO STATIONS

Cox Passes on Renewal Of 'Bama Football, Hoops

Cox Radio, owner of seven radio stations in Birmingham, Ala., and the market's leading group, will not be carrying University of Alabama football and basketball games next season.

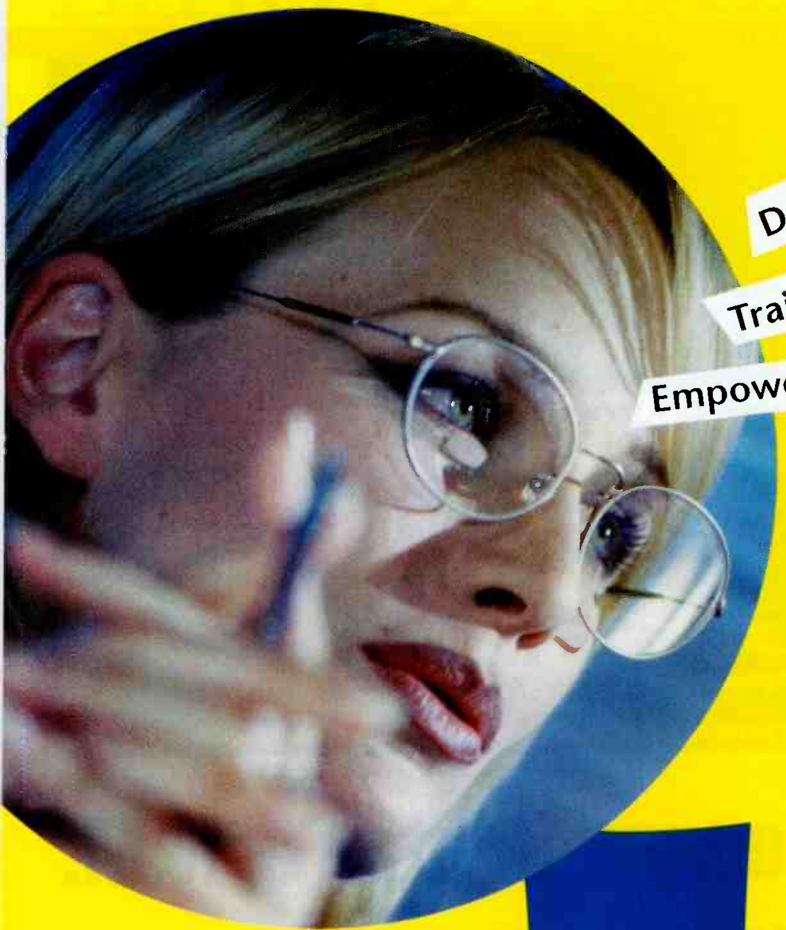
For the past three years, Cox has carried football on its '80s Hits–formatted WBPT-FM and basketball on Gospel–formatted WAGG-AM. In addition to the increased fees and limited commercial inventory it could sell, Cox turned down a renewal because Alabama's Crimson Tide Sports Marketing wanted the basketball games to air on an FM signal. That ran contrary to Cox's operating philosophy. "WBPT lives for its music position—it's not a sports station," said David DuBose, WBPT vp/market manager. "We also didn't see a huge boost in cume [audience]." WBPT is the No. 6–ranked station in the market, with a 4.6 overall share, and WAGG is ranked No. 9.

Several other radio groups, including Citadel Communications, the No. 2 radio group in the market, which owns Sports WJOX-AM, and No. 3–ranked Clear Channel, which owns five stations in the Birmingham area, are



SCOTT ROVAK/UPI PHOTO

Up for grabs: Cox Radio will stop airing Crimson Tide basketball on WAGG when the '01-'02 season ends in March.



Market Profile

BY EILEEN DAVIS HUDSON

expected to make a bid for the rights, which would begin with the fall 2002 football season. The radio rights for both Alabama football and basketball are valued at about $300,000. The betting right now is on Citadel, which already carries neighboring Auburn University's basketball games. —*Katy Bachman*

SAN ANTONIO TV STATIONS

KSAT Builds on Lead-Ins

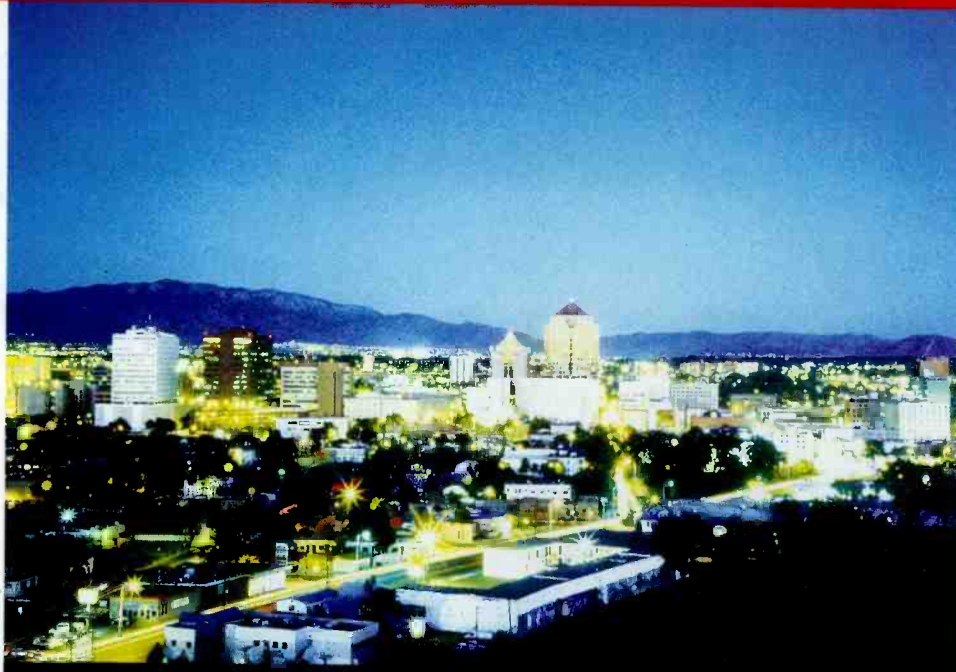
Nearly doubling the size of your network lead-in is no small feat; but for KSAT, Post-Newsweek's San Antonio, Texas, ABC affiliate, it's starting to become a common occurance.

The station, which leads virtually every daypart in the No. 37 market, has been able to combat ABC's prime-time troubles with an aggressive and localized news formula. "The network is what the network is, but when you really plug into what the consumer is looking for, that's when you win the market," said Jim Joclyn, KSAT's vp/general manager.

Focusing on topics of local importance, such as health care, Mexico and area military bases, the station's late 10 p.m. newscast was able to win the ratings book last November, even while ABC's ratings were tumbling. KSAT averaged a 13.9 rating/21 share at 10 p.m., a 64 percent improvement on its network lead-in (8.5/13). In viewers 18-49, KSAT saw a 73 percent improvement over ABC's lead-ins; and in viewers 25-54, the station scored an 88 percent improvement over the network.

"We continue to grow, even with the deficiencies of the network," Joclyn said. KSAT also won the 5 p.m. and 6 p.m. local news races, and last November, the station's late newscast had the highest ratings of all ABC stations (O&Os and affiliates in metered markets), even scoring a higher average than ABC O&Os in New York, Chicago and Philadelphia. Belo's CBS affiliate KENS, which also improved over its network lead-ins (though not as dramatically), averaged a second place 13.2/21, followed by Clear Channel's NBC affiliate KMOL, which averaged a 12.1/19, a 9 percent drop from its network lead-in. Regional media buyers say KSAT's fast-paced, younger-skewing local news has helped it stand out.

Catherine Burke, a media buyer with Guerra DeBerry Coody, a San Antonio–based media buying agency, said the station's fast-paced news coverage and fresher graphics have attracted more young viewers than its rivals. —*JM*



Albuquerque's evening skyline with the Sandia Mountains in the background.

RON BEHRMANN/ACVB

Albuquerque-Santa Fe, N.M.

SPANNING SOME 140,000 SQUARE MILES, THE ALBUQUERQUE-SANTA FE, N.M., MARket presents many challenges for the local news media because of its vastness. Albuquerque and Santa Fe are relatively close given the geographic expanse of the market—only about 50 miles apart. For local TV news outlets, covering such a wide expanse means using an expensive array of resources, including helicopters, satellite trucks, translator stations and bureaus.

The Albuquerque–Santa Fe television market climbed two places last fall in Nielsen Media Research's rankings to 48th, at 607,170 television households. "It makes it a challenge," says William Anderson, vp and general manager of KRQE-TV, Emmis Communications' CBS affiliate. "It makes it a helicopter market." Erick Steffens, vp/gm of KASA-TV, Raycom Media's Fox affiliate, points out that though 90 percent of the DMA lies in New Mexico, the market also includes counties in southern Colorado and part of a county in eastern Arizona. "The lead story could come from 300 miles away, but it's still in the DMA," explains Steffens.

Over the past year, KASA has probably had the market's most interesting story. In November 2000, the station entered the competitive local-news race with a daily newscast from 9-10 p.m., the first and only 9 p.m news in Albuquerque–Santa Fe. Hubbard Broadcasting's NBC affiliate KOB-TV produces the newscast, and the two stations share some talent. For example, John Mason, KOB's 5 p.m. anchor, co-anchors KASA's late news. His co-host at 9 p.m. is Lauren Prezybl, who came from the Abilene-Sweetwater, Texas, market.

The program, which is branded KASA Fox 2 News at 9, immediately caught on with viewers, generating a 4.2 rating/7 share in households in the November sweeps.

The arrangement provides obvious cost-savings and other advantages to KASA and benefits KOB, which is paid a flat fee by KASA for producing the newscast. The two stations also share revenue from ad sales generated from the newscast.

The market is defined not only by its size but also by its terrain. Parts of the Rocky Mountains and the Sandia Mountains run through the region. All of the market's commercial broadcast stations, with the exception of Paxson Communications' Pax TV outlet KAPX, have their towers located at the summit of the Sandia Mountains. Nielsen added meters to the market in October 2000, which helped boost HUT (homes using television) levels of most of the stations in the market.

WB affiliate KWBQ, which Acme Television launched in March 1999, moved its tower to the Sandia Mountains last October. The move from its former home on an Indian pueblo north of Albuquerque boosted the station's reach by about 100,000 households, says John Greenwood, vp/gm of KWBQ and sister station KASY, a UPN affiliate. Acme purchased KASY, its former partner in a local marketing agreement, from locally owned Ramar Communications in December 1999. Greenwood says KASY is intended to be more male-oriented, targeting those in the 18-34 age bracket, while KWBQ programming is largely aimed at women 18-34 and 18-49.

The market has nine broadcast affiliates, more than many higher-ranked markets. And Greenwood says the advertising pie continues to divide. "Everybody is competing very hard for dollars," he says. Traditionally, the market's advertising used to be evenly split between local and national dollars. In 2001, that spending ratio was closer to a 60 percent local and 40 percent national split.

According to BIA Financial Network, KOB and ABC affiliate KOAT tied in 2000, with estimated ad billings of $26 million (BIA does not have 2001 market revenue estimates yet). The two stations are also close competitors in the ratings. While KOAT wins the 5 p.m. and 6 p.m. news races handily, KOB has long dominated mornings. In addition, KOAT, which had been the dominant station in late news, saw that leadership position evaporate as KOB muscled its way to the top spot. In the November book, KOB received an 11.8 rating and 21 share, compared to KOAT's 10.9 rating and 20 share *(see Nielsen chart on page 17)*.

KOAT president/gm Mary Lynn Roper attributes KOAT's success in late news to the strength of NBC's prime-time lead-ins. Roper says when the audiences of her 5 p.m., 6 p.m. and 10 p.m. newscasts are combined, "there's no question" about which station is the overall news leader.

Emmis Communications purchased third-ranked CBS affiliate KRQE in October 2000 from Lee Enterprises. The station has started to narrow the gap between itself and its two rivals, particularly over the last five Nielsen ratings books, says gm William Anderson. KRQE also does not go head-to-head with the other top stations in evening news. Instead, KRQE airs the *CBS Evening News* at 5 p.m., putting its local news on at 5:30 p.m. Besides having the market's only 4:30 and 5:30 newscasts, the station last fall launched the market's first 4 p.m. news.

The station recently overhauled its news talent, replacing all of its main anchors, with the exception of popular sports anchor Mike Powers. Dick Knipfing, the new anchor at 4:30, 5:30 and 10 p.m., had previously been an anchor at KOAT. His co-anchor at 10 p.m. is Erica Ruiz, who came from the Dallas-Ft. Worth market last spring. In May 1999, Anderson joined the station. He had been president and gm at WGME-TV in Portland,

SCARBOROUGH PROFILE

Comparison of Albuquerque-Santa Fe

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Albuquer-SF Composition %	Albuquer-SF Index
DEMOGRAPHICS			
Age 18-34	31	31	98
Age 35-54	41	42	104
Age 55+	28	27	97
HHI $75,000+	27	14	54
College Graduate	12	11	94
Any Postgraduate Work	10	9	82
Professional/Managerial	23	22	95
African American	13	#	#
Hispanic	12	35	282
MEDIA USAGE - AVERAGE AUDIENCES*			
Read Any Daily Newspaper	54	45	83
Read Any Sunday Newspaper	64	46	72
Total Radio Morning Drive M-F	22	20	89
Total Radio Evening Drive M-F	18	16	89
Total TV Early Evening M-F	30	36	120
Total TV Prime Time M-Sun	39	37	95
Total Cable Prime Time M-Sun	13	13	102
MEDIA USAGE - CUME AUDIENCES**			
Read Any Daily Newspaper	73	66	90
Read Any Sunday Newspaper	77	61	79
Total Radio Morning Drive M-F	75	71	95
Total Radio Evening Drive M-F	73	69	95
Total TV Early Evening M-F	71	78	110
Total TV Prime Time M-Sun	91	94	103
Total Cable Prime Time M-Sun	58	55	95
MEDIA USAGE - OTHER			
Access Internet/WWW	61	58	95
HOME TECHNOLOGY			
Own a Personal Computer	67	66	100
Purchase Using Online Services/Internet	35	34	97
Connected to Cable	71	56	79
Connected to Satellite/Microwave Dish	15	28	190

#Respondent level too low to report. *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)

Maine. News director Dan Salamone joined from WXYZ-TV in Detroit in summer 1999.

The third factor that makes the market unique is its large and diverse Hispanic population. Three broadcast TV stations serve this segment of the market: Raymar Communications' low-power Telemundo affiliate KTEL, Entravision Communications' full-power Univision affiliate KLUZ-TV and Telefutura on low-power KTFA. KTEL was recently added to cable, upping its presence in the market. Meanwhile, KTFA execs are petitioning the FCC to increase power.

According to estimates from a recent U.S. Census Bureau survey, 28.26 percent of New Mexico residents speak Spanish, the highest in the country. While the Albuquerque-Santa Fe market is the country's 48th-ranked market overall, it is the 11th-ranked Hispanic market, with a DMA population of about 600,000 (persons 2-plus). About 53 percent of the market's Hispanics are of Mexican origin and nearly 70 percent of area Hispanics speak English as their primary language.

Last November, KLUZ, which broadcasts statewide via satellite, finished building a satellite uplink station to help it increase its market penetration. The station has seen an estimated 30 to 40 percent ratings growth during prime time and in news, said a station representative. KLUZ, which has been in the market for 17 years and has had local news for the past decade, produces the market's only Spanish-language local newscasts, at 5 p.m. and 10 p.m. Monday through Friday.

Comcast is the main cable provider in the market with 56 percent penetration. That falls below the national cable-penetration average in top-50 markets of 71 percent, according to Scarborough Research *(see Scarborough chart on page 15)*. Comcast can insert ads on 35 networks in the market. Satellite service penetration is 28 percent, nearly double the national average of 15 percent.

Albuquerque is served by the dominant morning daily *Albuquerque Journal* and the p.m. paper *The Albuquerque Tribune*, which have existed under a joint operating agreement since 1932. The JOA is slated to expire in 2020. The *Tribune* is published six days and is owned by Scripps Howard, while the *Journal* is owned locally by the Lang family and published by Journal Publishing. The *Journal*'s daily circulation for the six months ended Sept. 30, 2001, was 108,668 and 152,889 on Sundays. The *Tribune*'s daily circ for the period was 16,956 and 19,730 on Saturdays.The *Journal*'s status as a statewide paper gives it a broader appeal. The *Tribune* does not publish on Sundays.

The JOA agency company for the two papers is Albuquerque Publishing. Outside of the JOA umbrella, the *Journal* owns a weekly, 3,800-circ *Mountainview Journal*, covering the area east of Albuquerque; and two twice-weeklies, the 21,000-circ *Valencia County News-Bulletin* in Berlin, N.M., and the 3,300-circ *El Defensor Chieftain* in Socorro, N.M.

While the *Journal* is a state paper, the *Tri-*

RADIO LISTENERSHIP / ALBUQUERQUE

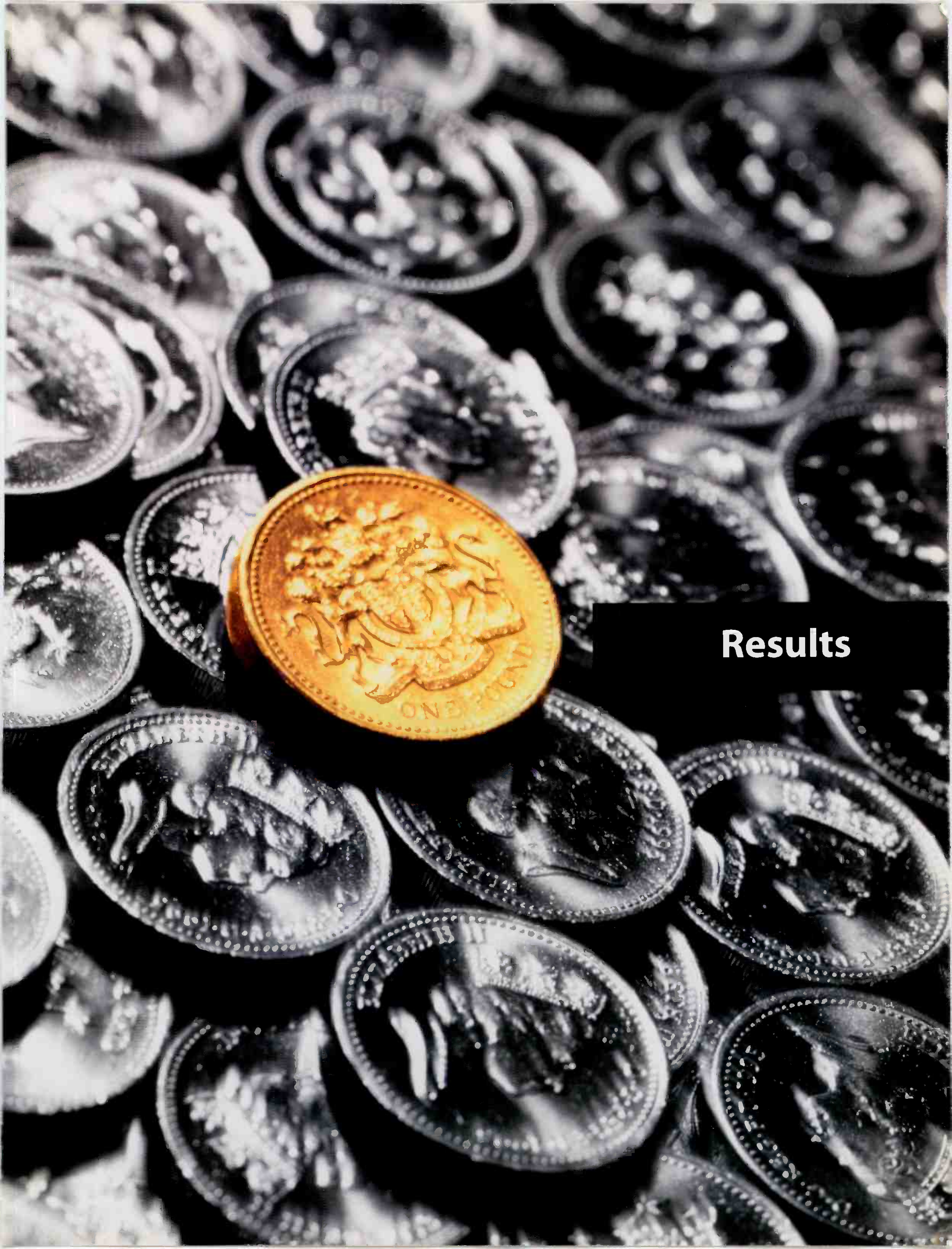
STATION	FORMAT	Avg. Qtr.-Hour Share: Morning Drive, 12+	Avg. Qtr.-Hour Share: Evening Drive, 12+
KXXY-FM	Country	8.1	4.6
KKOB-AM	News/Talk	13.0	8.5
KZRR-FM	Album-Oriented Rock	8.0	6.0
KBQI-FM	Country	7.3	6.5
KMGA-FM	Soft Rock	5.9	5.8
KRST-FM	Country	5.0	4.2
KYLZ-FM	Contemporary Hit Radio/Dance	4.6	6.4
KKOB-FM	'80s/'90s Hits	4.5	3.6
KKSS-FM	Contemporary Hit Radio/Top 40	4.1	4.3
KABG-FM	Oldies	3.1	4.1
KNKT-FM	Christian	2.4	1.4

Source: Arbitron, Fall 2001 Radio Market Report

NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Bernalillo County: 225,495 Households				
*Albuquerque Journal/Tribune**	87,551	103,458	38.8%	45.9%
Santa Fe County: 52,522 Households				
*Albuquerque Journal/Tribune**	6,642	6,548	12.6%	12.5%
The Santa Fe New Mexican	20,437	21,198	38.9%	40.4%
Valencia County: 22,473 Households				
*Albuquerque Journal/Tribune**	4,771	6,922	21.2%	30.8%
Sandoval County: 32,838 Households				
*Albuquerque Journal/Tribune**	9,322	13,950	28.4%	42.5%
San Miguel County: 10,004 Households				
*Albuquerque Journal/Tribune**	1,955	2,148	19.5%	21.5%
The Santa Fe New Mexican	782	1,206	7.8%	12.1%
Taos County: 12,142 Households				
*Albuquerque Journal/Tribune**	1,366	1,541	11.3%	12.7%
The Santa Fe New Mexican	534	672	4.4%	5.5%
Rio Arriba County: 14,644 Households				
*Albuquerque Journal/Tribune**	3,839	1, 985	12.6%	13.6%
The (Farmington) *Daily Times*	122	154	0.8%	1.1%
The Santa Fe New Mexican	1,593	2,125	10.9%	14.5%
McKinley County: 20,413 Households				
*Albuquerque Journal/Tribune**	1,420	1,647	7.0%	8.1%
The Gallup Independent	8,608		42.2%	
Los Alamos County: 7,728 Households				
*Albuquerque Journal/Tribune**	2,011	2,252	26.0%	29.1%
The Santa Fe New Mexican	755	826	9.8%	10.7%
Cibola County: 8,117 Households				
Albuquerque Journal Tribune	815	1,227	10.0%	15.1%
The Gallup Independent	951			11.7%

Source: Audit Bureau of Circulations



Results

bune circulates in the Albuquerque area through home delivery, racks and street sales. There is no home delivery in Santa Fe. *The Tribune* has two editions, the first hitting the streets at 10 a.m. and the final edition coming out at 2 p.m.

The *Journal* has had some recent changes in its look and its leadership. Former editor Scott Ware resigned last October to go to a sister Scripps Howard paper in Washington state. Former *Journal* managing editor Kelly Brewer replaced Ware. At the *Tribune*, Karen Moses, previously assistant managing editor, was promoted to managing editor to replace Rod Deckert, who retired last May. Both papers, which share printing facilities, converted to a 50-inch web width as of Jan. 1. The narrower width meant only a slight redesign for fit, and the Tribune got a new typeface. Both papers also went to a 10-column classified from nine columns.

The oldest and dominant Spanish-language weekly in the market is the locally owned *El Españo News*. The 10,000-paid-circulation black-and-white tabloid was established in 1966. Last September, another local company launched *La Raza del Albuquerque*, a full-color weekly journal with a paid circulation of 15,000.

The Albuquerque radio market ranks 72nd in the country and includes some stations also rated in Santa Fe, according to Arbitron. Citadel Communications controls most of the radio market with its eight outlets. Its three AM and five FM stations garnered a combined 31.7 share in the Fall 2001 Arbitron Radio Market Report. The outlets also took in about $20 million in ad billings in 2000, giving Citadel a 46.8 percent share of the market, according to BIA. Clear Channel, which owns six stations in the market, has 16.4 percent of radio ad revenue, followed by Simmons Media at 12.6 percent and American General Media at 9.2 percent.

Although not a major player, Calvary Chapel Inc.'s Christian station, KNKT-FM, is the only Christian station on the FM dial and is one of the top 10 stations in morning drive in Albuquerque. Citadel's News/Talk powerhouse KKOB-AM, the No. 1 station in the market, had a very strong Fall book, as did many radio outlets post-Sept. 11.

Clear Channel's Country station KBQI-FM, enjoyed a share increase in the most recent book, going from a 4.8 share among listeners 12-plus to a 6.8 share. The market's only Classical station, KHFM-FM, owned by American General, earned a 2.9 share in the Fall book, down from 4.4 in the Summer.

Three FM stations—American General's Spanish AC outlet KLVO-FM, its Mexican-formatted KZNM-FM and Entravision's Spanish AC station KRZY-FM—now target the area's large Hispanic population.

Clear Channel Outdoor dominates outdoor advertising in Albuquerque. Santa Fe prohibits outdoor displays within its city limits. Clear Channel Outdoor entered the market in September 2000 when it purchased the Albuquerque inventory of Donrey Media from Little Rock, Ark.-based Stephens Media Group. Eller picked up 625 30-sheet faces and 180 bulletin faces in the purchase. The market further consolidated in February 2001 when Clear Channel purchased Infinity Outdoor Advertising's Albuquerque inventory of about 140 bulletin faces. Clear Channel now controls about 490 bulletin faces along I-25 and I-40, and about 700 30-sheets in the city. ■

RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Citadel Communications	3 AM, 5 FM	31.7	$20.1	46.8%
Clear Channel Comm.	1 AM, 5 FM	20.0	$7.0	16.4%
Simmons Media	2 AM, 5 FM	13.5	$5.4	12.6%
American General Media	5 FM	15.1	$5.9	9.2%
Entravision Communications	1 AM, 1 FM	1.9	$1.1	2.5%
Calvary Chapel Inc.	1 FM	1.5	$0.5	1.2%

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

NIELSEN RATINGS / ALBUQUERQUE-SANTA FE

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

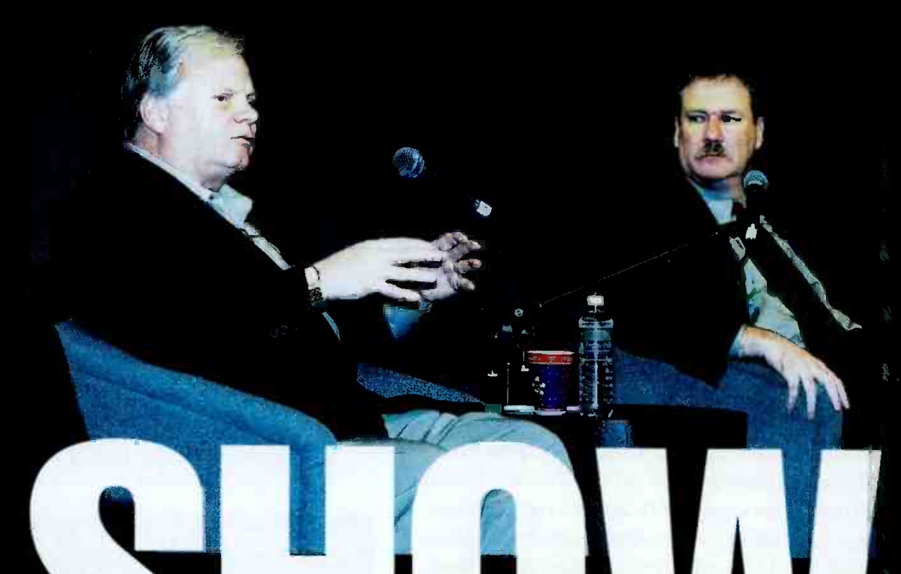
Evening News

Time	Network	Station	Rating	Share
4-4:30 p.m.	CBS	KRQE	2.9	7
4:30-5 p.m.	CBS	KRQE	4.7	10
5-5:30 p.m.	ABC	KOAT	9.8	17
	CBS	KRQE**	8.2	15
	NBC	KOB	7.0	13
	Fox	KASA*	4.3	8
	WB	KWBQ*	1.2	2
	UPN	KASY*	1.0	2
	Univision	KLUZ	0.9	2
	Pax	KAPX*	0.5	1
5:30-6 p.m.	CBS	KRQE	6.9	11
6-6:30 p.m.	ABC	KOAT	10.4	7
	NBC	KOB	8.9	14
	CBS	KRQE*	8.4	14
	Fox	KASA*	5.9	10
	Univision	KLUZ*	2.0	3
	WB	KWBQ*	1.6	3
	UPN	KASY*	1.6	3
	Pax	KAPX*	0.7	1

Late News

Time	Network	Station	Rating	Share
9-10 p.m.	Fox KASA	4.2	7	
10-10:30 p.m.	NBC	KOB	11.8	21
	ABC	KOAT	10.9	20
	CBS	KRQE	7.2	13
	Fox	KASA*	3.4	6
	WB	KWBQ*	1.8	3
	UPN	KASY*	1.2	2
	Univision	KLUZ	1.2	2
	Pax	KAPX*	0.4	1

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



SHOW US THE VALUE

ARE HUGE CROSS-MEDIA DEALS SERVING THE SPECIFIC BRAND
4A'S MEDIA CONFERENCE, TOP AGENCY AND MEDIA

CROSS-PLATFORM DEALS ARE generating a good deal of buzz in the media business these days, even though they make up less than 10 percent of total ad spending. The original selling concept of cross-platform was integrated marketing—discounted inventory was not a big part of the equation. But as the economy has weakened and inventory has proven tougher to sell, pricing has driven many of these deals. Earlier this month at the annual American Association of Advertising Agencies' Media Conference in Orlando, Fla., a panel session featured a lively discus-sion on the pros and cons of cross-platforming. The panel, moderated by *Mediaweek* editor Brian Moran, featured top executives from two of the most successful proponents of cross-platform selling—Myer Berlow, president of AOL Time Warner's Global Marketing Solutions unit, and Ed Erhardt, president of ESPN ABC Sports Customer Marketing and Sales—as well as two active participants from the buying side—David Martin, director of business planning for Penta-Mark, and Renetta McCann, CEO of Starcom North America. An edited transcript follows.

MORAN: Myer, as our representative from the world's largest media company, I'd like to start with a question for you. From my perspective as a journalist, it appears that the seller is getting the better end of the deal in most cross-platform agreements because they allow you to package media inventory that might otherwise sell at much lower rates. Meanwhile, the benefits for the advertiser are not so obvious. Are these deals not simply a way for big media companies to move distressed inventory?

BERLOW: Well, I would really say that there's nobody who's out there spending large amounts of media money who's stupid. And if we were able to package things together and fool them based on what the pricing was, you would have to think that they were stupid. The truth is that people are looking for value.

The definition of a fool is someone who knows the price of everything and the value of nothing. And the value is what the agencies are looking for in these deals. It's not really a question of lower CPMs; the CPM is what the CPM is. It's a commodity marketplace—it varies year to year, based on how much money there is in the marketplace and how much inventory there is. There's a search, I think, among all the people that are in this room for the higher value: How do they add value to the equation, and what ideas they can bring to the marketing process? And that's really what we're concerned with and what we're focused on. It hasn't to do with a deal—it has to do with a partnership. It is results that we're looking for, and it is really the new value that we're looking for in this whole equation. And price is not really the driving force, at least with us.

MORAN: And from your perspective, Ed?

The definition of a fool is someone who knows the price of everything and the value of nothing. —MYER BERLOW

ERHARDT: Well, I think that the notion of getting folks to buy the stuff that they don't want is a last-year point of view. When this phenomenon began and everyone tried to put their arms around it, the way that the press—and to some degree the buyers and sellers—jostled about it was the way that you just described. Now it's become much more sophisticated. The sellers, the buyers, the planners—who are very important in this environment—as well as clients and brand managers and all the people that make up the consensus-build to get these kinds of deals done, they all go into it now with a much more open attitude about how to move the needle. And there's going to be a price negotiation because there's a perception of "what is this worth versus what are other things worth?"

But I think now more than ever, as people in this business figure out how to do this kind of thing better, the notion of distressed inventory isn't part of the mix anymore. And if it is, then people on both sides of the desk shouldn't be doing cross-platform deals. So, I would feel that now more than ever, rather than talking about whether it's distressed or it's not, I'd rather see the press start to focus on whether the deals are working or not, because I think that's a bigger measurement or metric now.

MORAN: Renetta and Dave, when you're approached with one of these deals, what is the usual point of entry? Is it television time, with the seller's other media properties then added to the mix? And how do you break down these proposals so that all media involved in the deals are perceived by your clients as essential to their marketing objectives?

McCANN: Well, I'll start out. There are various entry points. It really depends on who the selling partner is and how they want to come in. I would say in the near term, the majority have come in through a broadcast door, if you will. And in our organization, they go into our national broadcast group. And then, as the multiple entities within the package are developed, they could be spun to our Internet group, our print group or the out-of-home group. And, of course, then there's involvements solicited from our strategic directors to make sure that, whatever these properties and packages are, they are in keeping with the client objectives and the whole of the plan. So, regardless of what door they enter, once they get inside the media operation, they really are handled by a cross-functional team to make sure that each component can stand on its own and then all components can stand together.

MARTIN: From my standpoint, most frequently it simply comes through as an idea that actually might have been generated by our CRM [customer relationship management] group. The marketing strategy comes from the client, the brand managers, then goes through the account group. Then we meet with the planners, who are the ones who design the overall look of what we want to do. I run into problems with cross-media when someone brings us a package and says, "This is a natural for you," and it involves media that we're not going to use because it was not part of the creative plan.

There are other situations in our case that may be unique because of our dealer base. My client feels that strategically they want radio and out-of-home to be purchased by the dealer associations, and there are some 49 associations around the country. So, when someone brings a package to us that incorporates radio or out-of-home, as an example, we're at a loss.

There's another element, too, that causes us distress at times on these cross-media packages: We haven't done the creative. So when somebody brings a package—and by the way, the driving force, with all due respect, Ed and everyone else, is always the price—that says

NEEDS OF ADVERTISERS? AT A PANEL SESSION AT THE EXECUTIVES TOOK THE MEASURE OF THESE BUNDLED PACKAGES

THE BUYERS TELL IT TO THE SELLERS: (Above left) PentaMark's Martin lays out some of the Internet's shortcomings for Erhardt; (bottom) Starcom's McCann puts on her planner's hat for AOL's Berlow.

PHOTOGRAPHY BY DOUG GOODMAN

"We're going to take $250 million out of your budget to do this program," we have to be darn certain that that $250 million is the best possible price we could get for all the elements that go into that cross-media promotion.

MORAN: Cross-media platform deals started to pick up momentum during the dot-com boom a couple of years ago, when some of us in this room expected the Internet to quickly and completely change the way consumer products are bought and sold. Now, with the sharp falloff in the dot-com world, has the Web become less important in the media mix? And have any of you had to reposition or rework some cross-platform deals as a result?

BERLOW: Though it's hard to refer to something that sent a couple of trillion dollars to money heaven as economically trivial, the dot-com bust that everyone's making so much fuss about was really the natural shakeout that happens in any environment. There were many marginal players, and there was a huge overvalue of the word 'dot-com.' We never had a very high percentage of our business in this, so I think it was pretty much irrelevant. I think the real question that major marketers have isn't, "Is there a dot-com industry?" The real question is, "How am I going to use this new technology to solve marketing problems that I have?" Particularly to solve marketing problems that are expensive.

David was talking about CRM. That's a very, very expensive area. The give-information phase of the auto industry is a very expensive phase of the marketing process because millions upon millions of dollars are spent on brochures every year. Is there a way this technology can better be used to make our businesses more productive? That's the question.

ERHARDT: I would say that the brands that exist on the Web now, those that are connected in a very significant, organic and authentic way with television brands in terms of cross-media—ESPN.com just happens to come to mind for me, and there are obviously others—make a lot more sense to the consumer. There's a reason why, in our case, a *SportsCenter* anchor is talking about something that's happening on ESPN.com, and an ESPN radio guy is talking about going to *ESPN the Magazine* to see this or that.

McCANN: Even though Brian introduced me as a buyer, in my background I'm also a planner. And one of the things I wanted to reinforce is that, from a planning perspective, if we're focusing on consumers because consumers really are in control in this fragmented world, there is growing proof that the Web remains a viable, if not growing, medium for us to consider from a planning point of view.

Consumers are using more hours on the Web. If we take a look at the youth generation, those that are under 18 and represent the future—the consumers of tomorrow—they are almost connected at the hip with the Web. All of us go home and ask them how to use the Web. From that standpoint, it is going to remain a viable communication vehicle for communicating information, such as brochures, for establishing relationships, for getting marketer messages out there. And so, regardless of how we feel about cross-platform, the Web is here to stay.

MARTIN: Myer brought up the point about the huge amount of money spent in the automotive category in terms of books and brochures. Our client is our dealers. We have to sell the product to the consumer through our advertising, but our real clients are the dealers. The dealers want hard copy, they want that brochure in their hand, they want the point-of-sale materials that we provide. This is a huge cost to us, and then we, in turn, try to get them to pick up part of that cost. When we got to the Internet situation, there's a reluctance to depend on the Internet to either provide them with leads or, for that matter, to provide them—the consumer—with the information that they want.

There is growing proof that the Web remains a viable, if not growing, medium for us to consider from a planning point of view. —RENETTA MCCANN

There's another thing, and we've got to be very candid about this: The dealers are very concerned that the information that comes off the Web does too much of a comparison shop. If you're an Oldsmobile dealer, and you know that the life cycle of your product is going out in a year or so, you don't want to be compared to another product line that might be there the year after, through the Web. So there are a lot of hesitancies about the use of the Web.

The other thing I would mention is one of the concerns that I had about all the cross-media stuff we tried to do over the years. I harken back to [General Motors'] Phil Guarascio and his Time Warner deal. So much of what went into the deal turned out to be fluff. It sounded good and looked good on paper but didn't do anything and didn't deliver anything. And I was very worried about that. As I go through these deals, I am worried—and I mean no disrespect to Myer on this, I'm just talking about where I'm coming from. I have concerns that the driving force for AOL Time Warner is to make money for AOL. Why? Because AOL is high-profit-margin product when you can sell it. So it stands to reason that when they do a cross-media presentation, they may have a great deal of their money assigned to that particular product, and they may be taking it from Turner Broadcasting or from [Time Inc.] magazines, however they do it. Whereas our planners, at least in my opinion, are servants to only one master: the client. So when our planners put together a cross-media promotion, it may not involve [just] AOL Time Warner or ESPN; it may be a combination of things. And generally speaking, I'm more comfortable with our planners doing that because their objective is to make the client happy.

BERLOW: Dave, let me respond. I think that the use of the new technologies isn't a question of whether, it's a question of when and how. If you look at the current distribution system that relies on the current creative and the current limitations that we have, you're looking at a distribution system that is not increasing in terms of its productivity. And if we don't change the productivity of basic industries, we have a problem. Because as you've seen the share decline—and you've seen this fight for share—you have not seen the [concurrent] change in productivity. And if you cannot create more productivity in your marketing system across the board, we're going to have a problem as an economy.

I think that this is a change that is necessary. It's not about what we're trying to sell, it's about a change we're trying to make that increases productivity. And we all have to do that together because, for damn sure, you're not going to return to the domestic auto share that you had in 1962. So somehow you've got to have the productivity, and the productivity is going to come through marketing, among other places. At a certain point, you've got to find a way to make your marketing system more efficient. And this is one way to do it.

MORAN: Let's stay with that logistics issue for just a minute. Ed, prior to the formation of ESPN ABC Sports in 1999 and ABC Unlimited the following year, Disney had many autonomous sales units pursuing advertisers independently. You have the various ABC network divisions, ABC Radio, ESPN, ESPN the Magazine, Lifetime, the E! networks and a

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slew of Web sites. What challenges have you encountered trying to make all of these units work together, and what are you doing to resolve these internal issues?

ERHARDT: Well, I think that's one of the initial challenges of any of these kinds of sales and marketing opportunities. We were fortunate at ESPN and ABC Sports that all sports assets were going to report to one person ultimately, so that if we were in the business of sports, we could make it work whichever way. Over time, a lot of that is internal: relationship-building, trust-building. If you're successful, you've got to be able to create a way. On deal A, the magazine may not participate because they might not use print, and that's just the way it goes. If on deal B, they happen to be big print users and they don't use the Internet or radio, then we just have to be in the market with enough deals that make sense for clients first and then work it from there.

As far as the broader Disney media assets, I

You're making promises to clients that you're not going to keep, and when you can't keep them, the client's going to dump you. —DAVE MARTIN

think over the last year and a half, through ABC Unlimited and Bill Bund [vp of integrated sales for ABC Television] and his group, we now have the kind of communication back-and-forth that allows us to go to market as one voice. There's going to be a lot of jump balls in the business that we're in, and everybody's going to say, "Come on in, there's four or five of you, and by the way there's about eight large media conglomerates that buy and plan and we're going to have jump balls."

Increasingly we're hearing [things like] "Yeah, we like what you've got over there at ABC Sports and ESPN or ABC Unlimited or Walt Disney Co., but we want to do something with a piece of AOL, so, you know, figure out how to do that, guys." And if it means that we're going to increase our share of the X advertiser's business, I'm all for it.

MORAN: Let's take a look at the role of the media agency in all of this. Myer, before AOL's merger with Time Warner, AOL's sales organization primarily dealt directly with advertisers. How has the merger affected your sales operation? Because you were successful working directly with clients, are media agencies playing a less prominent role in some of your cross-platform deals, even though they now involve traditional media such as cable networks and magazines?

BERLOW: Just to be clear, we never went around the agency. When I was talking about the TV door, we never really saw the TV door. We had to sit in a lobby and wait for the interactive buyer, who we affectionately call the "geek in the box." We're always trying to bring the agencies in to be part of it, and that was always an important thing. And one of the nice sidelights of the merger was that we got to find that TV door. Mostly we're in the cable door and print door, which are OK.

But if you think about it, every new media that came along was initially embraced by the clients. ESPN was something that was very hard to sell through agencies at first. Anheuser-Busch came in and invested in ESPN and really changed their business. And cable was tough to sell, [until] all of a sudden the acceptance in the media community happened. We have had an extraordinary level of contact with agencies. We only went directly to the client when we had to. And I think that pulling together all of the brains in this industry is what it's about, and that's what we've been working on. The merger's made it very good because the Time Inc. guys have had phenomenal relationships with people who are in this group, as have the Turner guys. You know, they helped show us that TV door.

MORAN: Dave, what would you add on the role of the media agency in these deals?

MARTIN: Well, I look at the planners as the people who are representing the client, and their first and foremost interest is the client. And their ideas are what's supposed to make the agency valuable. Most agencies that I know have some degree of problem reassuring their clients that they're on the leading edge of doing things. Part of it is because great new ideas come along, like the dot-coms four years ago. I remember being at a J.D. Power [presentation], and I said, "I'm the curmudgeon today, I'm telling you you're making promises to clients that you're not going to be able to keep, and when you can't keep them, the client's going to dump you."

Truth is, maybe the agency sees some of the problems better than the client could ever see them, and so it becomes that kind of ritualistic tear-down. And sure enough, I can't see that we talked about the dot-coms going away as being that incidental. I mean, I think it was a major embarrassment to many advertisers—I'm not talking [about] the agencies alone, now, but the advertisers—that were involved. The agencies should be aggressively taking the lead, if they're going to put the cross-media/cross-promotions together, which we've done a ton of in the 10 years we've had PentaCom. But they've got to be designed for specific marketing needs and brand needs, and we have to take into consideration our customers, which, as I said, are the dealers.

BERLOW: Dave, Dave, with all due respect, let me just challenge something. One of the reasons that there was an embarrassment is when you went out to try and find the lowest-cost online media, and you paid no dollars to something that was a niche player that had to come in for nothing, you're going to get embarrassed. You paid them nothing, you brought them in at the lowest CPM you could ever get on the Web, and they went out of business. You know, that's kind of going to happen. But the embarrassment that somebody would feel if they went with a No. 1 media or a No. 2 media and had fair price and fair value didn't happen. It didn't happen for a number of people out there.

It's like when the Dumont network went out of business, nobody said television is not going to make it. There just wasn't enough room for four networks. It's not a comment on the medium, it's not a comment on the future that niche players go out. And I think that to continue to focus on that is a mistake.

MARTIN: I'm just saying that it's a part of the consideration that has to be there.

ERHARDT: It's kind of interesting to me that in the world now where there are basically eight brands in the media-buying business, none of those big shots have yet defined themselves as being the best orchestrators—that that's one of the things they do better than the other guy when they position themselves in the marketplace.

McCANN: I think the difficulty in the conversation of cross-platform is that we haven't really defined what we're talking about. And in my mind, we're probably talking about three or four things in this conversation, which makes it kind of messy. At a minimum, we're talking about bundled deals, that's when we went and took a whole lot of assets that we were probably going to buy anyway, put them all into one common buy and got a better price for it. That is a valid buying technique in the marketplace. There are clients who want that, there are media companies who can do that, and we should. The next thing is cross-platform, where we go to maybe a Disney company or an ESPN or a Viacom and say, "You sell multiple properties—television, broadcast, out-of-home—you're one player, and we want to pull that all together and get a better price." So that is cross-platform in my mind. There are also added-value deals, where we'll say, "We know you have some on-the-shelf promotions that are turnkeyed to our client, we can put our name on it and go from there, and we'll pay you a price, and it may have multiple elements in it, maybe a dozen."

What we are focusing on are what we call integrated deals, which are defined by not only the aggregation of assets but also the idea of trading assets between companies, between the client and the media partner that they're working with. So it's not all about money; it's about other things that are exchanged. And in fact the way I sort of keep it in mind is: What's the give, and what's the get? I think that as we continue along, we should just be pretty clear on what kind of deal we're talking about. And all four [kinds] are viable in the marketplace.

Everybody's going to say, 'Come on in, there's four or five of you...and eight media conglomerates that buy and plan, and we're going to have jump balls.' —ED ERHARDT

MARTIN: First of all, let me say, three of the four items that you mentioned are all price-driven. So real-life price is a factor—it's *the* factor. The media companies today are looking at the consolidation of companies like Omnicom and IPG and WWP, who are in turn looking at taking all of the buying leverage that they have—buying leverages, not promotion, not CRM, but buying leverages collectively—to turn around to these big media companies and say, "AOL Time Warner, we're going to take all of this money from all of these clients from these different agencies. You're going to cut us a deal." Now, you know that in real life what that does to the individual agencies is make them mad as hell because the first thing they're going to say to their own clients is "You're not going to get as good a deal. You know, one of the other guys is going to get a better deal than you are." Or, you're going to say, "If I'd negotiated this individually, this wouldn't have happened, you wouldn't have had this kind of thing, you wouldn't have had to take this part of the package." You remember what happened with General Motors when [Guarascio] did the deal where he made GMC truck the soccer product of the United States? Well, GMC truck buyers had no interest in soccer. And still don't, as a matter of fact. Phil's a brilliant guy and he's a friend, but he forced that deal together so that he could cover his cost, and GMC was stuck with a soccer sponsorship.

BERLOW: The real promise isn't packaging because if you're looking at price—and yes, you're right Dave, three of the four descriptions Renetta referred to were price—I don't think that's the way we're going to drive higher productivity. Because you're going to do one of two things: Either the media company is going to give the agency what they were going to give them anyhow at a lower price, which would mean they were schmucks, or we're going to package in something that you don't want to buy at a higher price, which would mean that you're schmucks. Trying to figure out who's the idiot in the equation is not really productive.

Frankly, if all it is is buying media cheaper, your margins are going to go down and down and down. And now we're down to eight big agencies doing it. Let's just get it down to four, and we'll be done with it. We don't need very much out of any of the agencies, then, except to create a bunch of television commercials. I think the promise that's out there in the cross-media deals is a promise of coordination.

MORAN: Most of the deals that have happened so far and the ones that we've been talking about have dealt with megabrands, big national advertisers. Does cross-platform provide opportunities for smaller brands to buy their media mix at a better price?

McCANN: Yes, I'll give you an example. One of our clients is Walgreens, which as you guys hopefully know is your neighborhood drug/pharmacy/sundry place. And they wanted to launch an initiative in the health arena. And we ended up partnering with the Discovery Network and channels, including Animal Planet and The Learning Channel, and it involved original programming that was created, vignettes that were created, activities that were placed across all of the Discovery properties. It then went into Discovery being brought into the Walgreens outlets and put on shelf-talkers. In the realm of clients, Walgreens might be considered more of a regional or smaller client, and there was a way, and a very focused way, between two partners to put something together that really added up. So, I think it's there, the creativity—it just takes the champion, it takes the looking. And I'll be honest, this is harder work than just saying "I've got 50 units over here, should I buy it for $1 million or $950,000?"

MORAN: We've had a lot of questions come up from the audience, and quite a few of them go to the issue of accountability. What type of posting is being done on cross-platform deals to prove they've brought added value to the advertiser? And is there a way to develop independent ways to measure the effectiveness of these deals for clients?

ERHARDT: We've been trying with every deal that we're doing now to say, "What can we do? If what you care about is attitudinal brand-preference research, we have a service that can help you do that. If we're looking at how does ESPN.com drive XYZ to your deal, if so many hundreds of thousands of people have participated in a sweepstakes or promotion or whatever, how does that work?" In some cases, if we were fortunate enough, we have been very aggressive about saying, "Give us a chunk of money that's unique to this particular product or property or promotion, and let's see if we can drive the needle purely in sales." Sometimes you can, sometimes you can't. It all depends. But I think it behooves us on the selling side to approach the customer that way and say, "We're ready to do it." Whether the customer wishes to find out or not is always the question.

McCANN: Right. Once again I'm going to put on my planning hat on this one because I do think inside the media specialist companies, we are required to develop a new set of skills in the research area where we're now talking about pre-imposed measurement of consumer attitudes or behaviors or patterns. And that's something different than looking at the Nielsen books and saying, "Did it get the 6 rating?" And I think that it's going to have to be a more collaborative and longer-term process. We do post the buy. If we do have an online component, we're reading the hits or visits to the Web on a daily basis, and we're now aggregating all of this data together in one package that allows us to post it. But, I would represent that using the word 'post' as we have in the past, of 'did I get the GRP?' and 'did I deliver the CPM?' is not going to be sufficient to really measure the quality of these deals or the output of these deals. And that is going to put pressure on us as media agencies to really step up the game. And that is part of what's going to differentiate those of us who get really good at it against those of us who won't get really good at it. ■

Media Elite

Media Dish

"Fore!" Before the 4A's

About 75 media and advertising execs came out to Eagle Pines Golf Club at the Disney resort in Orlando, Fla., to get into the swing of things before the recent 4A's Media Conference. The lively tourney was sponsored by *Mediaweek*, G+J Business Innovators Group and E!, which branded each ball with its logo for the occasion. In addition to team low-net prizes, individual prizes were awarded for longest drive and closest to the pin for both men and women.

PHOTOGRAPHY BY SCOTT SALTZMAN

Sporting sponsors (l. to r.) Lee Jones of Gruner + Jahr's *Inc.* magazine; Scott Crystal, president/CEO, G+J Publishing; and Dave Cator, also of *Inc.*

George Otras of Active International (far left) was one of the few duffers to don shorts despite the low-50s thermometer reading. Joining him on the greens were (l. to r.) Doug Roeder, Active Int'l; Ari Bluman, Now Marketing; and Jack Grandcolas, Newspaper National Network

Jeff Hammill of Hearst Magazines makes a skillful escape from the bunker.

The golf carts at the Disney-resort course were all ears, naturally.

Fearsome foursome (from left): Neil Baker of E! Networks; Larry Blasius of Magna Global; Marc Goldstein of MindShare; and Dave Cassaro of E! Networks

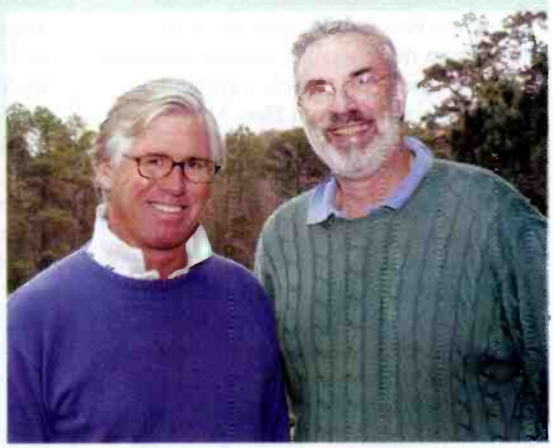
She got the joke: *Adweek*'s Wright Ferguson (c.) with Joe Dorton of XM Satellite Radio and his wife, Jean Dorton

Putt-y in his hands: *Mediaweek*'s Mark Dacey makes the grade.

Barbara Lyn of Adspace Network keeps her eye on the E!.

Kerry Tucker of the Audit Bureau of Circulations enjoys that sinking feeling.

Everybody wanted to be in her shoes: Michelle Murphy of Rodale Press (r.) took the prize for the longest drive. Going toe-to-toe with her was Barbara Ancona of NNN.



Warming up before the big event: 4A's compadres O. Burtch Drake (l.) and Michael Donohue

Inside Media
NEWS OF THE MARKET

ABC News Creates Investigative Unit
ABC News will create a new investigative projects unit by merging the current *World News Tonight* team, Brian Ross' staff and the network's Law & Justice team. The centralized unit will be lead by Christopher Isham, senior producer of the *World News Tonight* I-team, who will have the new title of chief of investigative projects. Brian Ross will continue his role as chief investigative correspondent for ABC and Cynthia McFadden will be the new unit's senior legal correspondent, providing analysis on breaking and ongoing legal stories for all ABC News programs. She will also continue in her post as correspondent for ABC newsmagazines and a co-anchor of *Downtown*. Chris Vlasto and Eric Avram will be senior investigative producers for the new unit.

Traveler Packs Content for Public TV
Condé Nast Traveler has begun production of a public-television series that will premiere in October. Sponsored by New Balance, *Condé Nast Traveler: The Series* will follow the magazine's editors around the world in 26 half-hour episodes. Among the locations to be shown are Palm Beach, Fla., and various places in Australia and New Zealand. *Traveler* senior editor Dana Dickey will serve as the show's host. The series is a co-production with Open Air Productions.

Movement at Mags' Dot-Com Units
Joshua Quittner, former managing editor of Time Inc.'s now-defunct *On*, has been named m.e. of Time.com. Quittner succeeds Rick Stengel, who becomes assistant m.e. at *Time* magazine, handling arts and media coverage. Meanwhile, at Hearst Magazines, Kenneth Bronfin has been promoted from deputy group head to president of Hearst Interactive Media, replacing Alfred Sikes, who retired Dec. 31.

NetRatings and Jupiter End Pact
Under investigative pressure from the Federal Trade Commission, NetRatings and Jupiter Media Metrix have mutually agreed to terminate the deal they announced last October. The deal called for NetRatings to acquire its competitor, Jupiter Media Metrix, for $71.2 million. Part of the original October agreement (but still pending), NetRatings has agreed to purchase the remaining 80.1 percent of ACNielsen eRatings.com that it does not own, for $16.4 million in stock. VNU, publisher of *Mediaweek*, has a 64 percent stake in NetRatings. eRatings is a joint venture, 80.1 percent owned by VNU subsidiary ACNielsen and 19.9 percent owned by NetRatings.

Tribune Taps Shaw to Lead WGN
Tribune's Chicago-based cable superstation, WGN-TV, last week named Bill Shaw vp/general manager. Shaw, formerly vp of sales for Tribune Television, will manage the station's daily operations, affiliate distribution and sales. He will be based out of Tribune's cable offices in New York. Before joining Tribune in 2001, Shaw served as president and CEO of Fox Television Station Sales.

New Radio Syndicator Builds Roster
Rex Broadcasting, radio's newest syndicator, announced it will add *Wrestling Observer With Dave Meltzer* to its Talk portfolio. The show will launch March 17, airing Sundays 10 p.m. to 1 a.m. on stations including WKNR-AM in Cleveland and WJAB-AM/FM in Portland, Maine. Considered a pioneer in pro-wrestling journalism, Meltzer got his start in 1982 when he founded *The Wrestling Observer* newsletter. In October 1999, he began hosting a two-hour daily Internet talk show on the now-defunct eYada, which was founded by Rex CEO Bob Meyrowitz. Meyrowitz launched Rex last December with a daily talk show hosted by Lionel (Michael Lebron), who was also part of the eYada lineup.

SSI Adds Wall Street Radio Show
Syndicated Solutions, syndicators of several niche-oriented weekend radio shows, has acquired the syndication rights to *Winning on Wall Street*, a two-hour daily show hosted by Marc Mandel. Beginning March 4, the show will air live 6-8 p.m. on stations in markets including Philadelphia; Denver; Fort Lauderdale, Fla.; and Indianapolis. Known as "The Wizard," Mandel will field listener calls and offer financial and investment advice.

NBG Adds Weekend Concert Show
Brickman Concerts has signed a syndication agreement with NBG Radio Network for *Your Weekend With Jim Brickman*. Created in 1997, the three-hour weekend show is hosted by pianist/composer Jim Brickman, who blends Adult Contemporary music

Calendar

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 will honor Robert W. Pittman, co-chief operating officer, AOL Time Warner. Contact: Maggie Pritikin at 212-867-6650, ext. 302.

Cable & Telecommunications Association for Marketing will present the **CTAM Digital Conference,** entitled "Behind the Screen: Insider Essentials for Selling SVOD, VOD, PPV and iTV," March 6-8 at the Century Plaza Hotel in Los Angeles. Contact: 703-549-4200 or check the Conferences area at www.ctam.com.

The John Bayliss Broadcast Foundation will host the **16th Annual Bayliss Radio Roast** March 14 at the Pierre Hotel in New York. This year's "dis-honoree" will be Katz Media Group CEO Stu Olds, with a lineup of roasters including Don Bouloukos, Infinity Broadcasting; Carl Butrum, Katz Media Group; and David Crowl, Clear Channel Communications. Proceeds will benefit the Bayliss Radio Scholarship fund. Contact: Kit Hunter Franke at 831-655-5229.

The **Television Bureau of Advertising** will hold its **annual marketing conference** March 26 at the Jacob Javits Convention Center in New York, running in tandem with the New York Auto Show. Keynote speaker will be Tom Brokaw, anchor of *NBC Nightly News*. Contact: Janice Garjian at 212-486-1111.

American Women in Radio and Television will host the New York market winners of the **2002 Gracie Allen Awards,** honoring outstanding women in broadcasting behind the scenes and on the air, at a luncheon on April 16 at Tavern on the Green in New York. Contact: 703-506-3290 or visit www.awrt.org.

The Association of National Advertisres will present the **ANA TV Advertising Forum** April 24 at the Plaza Hotel in New York. The event will include a panel session on trends in integrating products into TV programming, with discussion of how different vehicles are being used, funded and measured. Contact: 212-697-5950 or visit www.ana.net.

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- ❑ Chicago, Feb. 27-28
- ❑ Orlando, Feb. 27-28
- ❑ Los Angeles, March 7-8
- ❑ Boston, March 7-8
- ❑ Wash., D.C., March 14-15
- ❑ Miami, March 21-22
- ❑ Sacramento, April 4-5
- ❑ New York, April 10-11
- ❑ Phoenix, April 18-19
- ❑ Atlanta, April 25-26
- ❑ Houston, May 1-2
- ❑ Baltimore, May 9-10
- ❑ Los Angeles, May 16-17
- ❑ New York, June 5-6
- ❑ Orlando, June 13-14
- ❑ Pittsburgh, June 20-21
- ❑ Seattle, June 27-28
- ❑ San Francisco, July 18-19
- ❑ Detroit, July 24-25
- ❑ New York, August 7-8
- ❑ Minneapolis, August 15-16
- ❑ Wash., D.C. August 22-23

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Staying on the line: Westwood renewed Carolla (l.) and Pinsky's *Loveline*

Westwood Extends Deals

Westwood One has extended its syndication agreements with the MarketWatch.com Radio Network and call-in talk show *Loveline*. Under the three-year agreement with MarketWatch, the Infinity Broadcasting–managed network will continue to provide hourly reports to more than 200 radio stations, including 25 stations in the top 25 markets, among them Infinity's WINS-AM in New York, WBBM-AM in Chicago, WBZ-AM in Boston and KFWB-AM in Los Angeles. Westwood also renewed in a multiyear agreement the popular *Loveline*, hosted by Dr. Drew Pinsky and Adam Carolla. Airing Sunday through Thursday 10 p.m. to 12 a.m., *Loveline* clears stations in 9 of the top 10 markets, including Infinity's KROQ-FM in L.A., WNEW-FM in New York and WHFS-FM in Washington.

with celebrity interviews, features and entertainment reports. Brickman's show airs on more than 50 radio stations, including WPCH-FM in Atlanta, KOSI-FM in Denver and WLTQ-FM in Milwaukee.

Jones Launches Hollywood Report

Jones Radio Networks recently launched *The Hollywood Reporter*, a daily entertainment report hosted by Melody Rogers. The feature is based on the entertainment and media news gathered by the weekly trade magazine of the same name, owned by VNU Business Publications, publisher of *Mediaweek*. Currently *The Hollywood Reporter* airs during morning drive on flagship station KFWB-FM, Infinity Broadcasting's News station in Los Angeles.

Entertainers to Mark 200th Episode

The one-hour weekly celebrity-profile syndicated TV show *Entertainers With Byron Allen* will celebrate its 200th episode the weekend of March 1. The show airs in 92 percent of all TV markets and has been on the air for eight years. *Entertainers* is produced and distributed by independent production company CF Entertainment.

DirecTV to Market XM Radio

XM Satellite Radio has entered into a marketing partnership with DirecTV, a strategic investor in XM. Under terms of the pact, DirecTV customers would be offered XM in value-added packages. A subscription to XM is $9.99 a month. Based in Washington, D.C., XM is the first of two companies to launch a 100-channel subscription radio service. In January, the company said it had signed 30,000 subscribers with the goal of signing 350,000 by year's end. XM's competitor, New York–based Sirius Satellite Radio, has begun the rollout of its service in three markets: Phoenix, Denver and Jackson, Miss.

Lifetime Picks Pilots for Summer Drama

Female-targeted cable network Lifetime picked two drama pilots as candidates for a new series to launch this summer. *For the People* is about a liberal deputy district attorney and her dealings with a conservative-minded boss. *Fiona* is based on Warren Adler's series *The Fiona Fitzgerald Mysteries*. Lifetime has three dramas on the air currently: *Any Day Now*, *The Division* and *Strong Medicine*.

WB Changes *Rock Star* Title Pre-Launch

The WB has changed the name of its new half-hour comedy, *The Young Person's Guide to Becoming a Rock Star*, to *My Guide to Becoming a Rock Star*. The show will premiere March 13 with back-to-back episodes airing from 8-9 p.m. A third episode will air Friday, March 14, at 8:30 p.m. The show stars Oliver Hudson, son of Goldie Hawn and brother of Kate Hudson.

Pax Ready for Women's Soccer Kickoff

The Women's United Soccer Association's national TV schedule kicks off on Pax TV on Sat., April 13, at 4 p.m., with a total of 21 games to air on Pax weekly through Aug. 24. Among the members of the U.S. World Cup 2000 championship team playing in the eight-team league are Mia Hamm, Brandi Chastain, Tiffeny Milbrett, Briana Scurry and Julie Foudy.

Warburg Downgrades Disney Co. EPS

UBS Warburg has downgraded its 2002 earnings-per-share estimates for ABC parent the Walt Disney Co. to $0.60 from $0.64 and for 2003 to $0.90 from $1.07. "While we believe that the ad market will eventually turn and that the company will be able to effectively repurpose its sports product across its various broadcasting network properties, we would prefer to be surprised on the upside," said a report by Chris Dixon, Warburg's entertainment analyst. "Further, we believe that it is prudent to be conservative in light of the recent sports write-downs at Fox."

Parents TV Council Rates Sponsors

Conservative watchdog group Parents Television Council last week cited Wal-Mart as the biggest sponsor of family-friendly programming on television, followed by General Mills, Pfizer, Sears, Clorox, Kimberly-Clark, Johnson & Johnson, Merck and Quaker Oats. On PTC's list of sponsors for "raunchy" programming were Sony, News Corp., Procter & Gamble, Viacom, Honda, Tricon Global Restaurants, Volkswagen, Victoria's Secret, Greyhound and the U.S. Government, among others. PTC's middle-of-the-road sponsors—those that have advertised on both of the group's classifications of programming—were McDonald's, AOL Time Warner and Disney.

PBS Adds Post for Cultivating Partnerships

The Public Broadcasting Service has promoted Tracey L. Beeker, director of licensing and marketing, to the new position of vp of strategic partnerships and licensing. Since 2000, Beeker has been responsible for product development and marketing for merchandise, home entertainment and publishing. She now adds to her duties the cultivation of national and local alliances that support program underwriting efforts, as well as the enhancement of national sponsorships to include local community connections through PBS member stations. Beeker will also work closely with the PBS Sponsorship Group, public television's national underwriting sales force, which includes partners at local stations across the country. ■

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Culture Trends

Billboard Modern Rock Tracks

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	17	Blurry	Puddle of Mudd
2	3	11	Youth of a Nation	P.O.D.
3	2	27	In the End	Linkin Park
4	4	22	Wasting My Time	Default
5	6	18	Crawling in the Dark	Hoobastank
6	5	16	Last Nite	The Strokes
7	7	16	The Middle	Jimmy Eat World
8	13	9	For You	Staind
9	12	11	Too Bad	Nickelback
10	11	10	Nice to Know You	Incubus

MTV Top 20 U.S. Countdown

Week of 2/18/02

1. **Brandy** "What About Us?"
2. **OutKast** "The Whole World"
3. **P.O.D.** "Youth of the Nation"
4. **Ludacris** "Rollout"
5. **Puddle of Mudd** "Blurry"
6. **The Offspring** "Defy You"
7. **Mystikal** "Bouncin' Back"
8. **Blink-182** "First Date"
9. **Britney Spears** "Girl, Woman"
10. **The Calling** "Whatever"

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A New Game Plan

The Sporting News shuffles its lineup following the departure of the weekly's longtime publisher

NEARLY TWO YEARS AFTER PAUL ALLEN'S VULCAN VENTURES PAID $100 MILLION TO buy *The Sporting News* from Times Mirror Magazines, the weekly is undergoing its first major shake-up. Francis Farrell, *TSN*'s publisher for the past nine years as well as its general manager, has left the St. Louis–based weekly. Jim Nuckols, CEO of *The Sporting News*, has taken on the added role of interim gm; associate publisher Peter Spina has been promoted to vp and publisher; and Stuart Marvin, vp of marketing, has been bumped up to vp of integrated sales and marketing.

***TSN*'s difficult 2001 in advertising was among the reasons Nuckols shook up his team.**

"We had promoted Fran to gm [last year], but it wasn't clicking real well with him and Vulcan. It was a tough year in the magazine business, and he had to be in front of Vulcan with that bad news," says Nuckols, adding that it was his decision to make the management change. "I just felt it was in [Farrell's] best interest in the long term. I had a sense he was going to be better served by not pushing that rock uphill forever."

Both the difficult advertising climate and an array of internal operational issues were factors that led to Farrell's departure. "The Vulcan guys were not delighted by what they saw," says Farrell, who adds that he is leaving the company on good terms and will stay on for three months in a consulting role.

A representative for Seattle–based Vulcan Ventures declined to comment and referred all queries to *TSN*.

Advertising has been an ongoing battle for *TSN*, as it has been for all sports titles. For 2001, *The Sporting News* fell 11.7 percent, to 635 ad pages, according to the *Mediaweek* Monitor. So far this year, *TSN* has rebounded a bit; through Feb.15, the weekly was up 13.3 percent, to 103 pages. Meanwhile, competitors *Sports Illustrated*, published by Time Inc., and biweekly *ESPN the Magazine*, published jointly by the Walt Disney Co. and Hearst Magazines, were also down by double-digits in ad pages last year. Through Feb. 26 this year, *SI* was up 9.9 percent, to 417 pages, while *ESPN* was flat through March 4, at 205 pages.

Under Farrell, *TSN* was remodeled several years ago from its traditional newsprint-tabloid format into an oversized, saddle-stitched magazine. Then last July, the title was made over again, with heavier paper stock and a smaller trim size, similar to that of a standard weekly.

The Sporting News' paid circulation grew 17.7 percent, to 629,937, in last year's second half compared to the same period in 2000, according to the Audit Bureau of Circulations. While subscriptions grew 19.6 percent, thanks in part to aggressive direct mail and solid renewal rates, newsstand sales slid 19.6 percent. Nuckols attributes the newsstand decline to a 7.5 percent reduction in the weekly's draw and a $1 cover price increase, to $3.99, last April. "We lessened our returns, [and] we increased our revenue," Nuckols says. "So we were much more profitable."

While Vulcan owns a number of other sports properties, including Sporting News Radio, the largest Sports Talk radio network; the NBA's Portland Trailblazers; and the NFL's Seattle Seahawks, *TSN* operates as a standalone magazine, without the ties to television that *ESPN* and *SI* enjoy.

"*The Sporting News* has made some good changes in editorial and circulation. They've done a smart job in moving it away from a working man's sports paper into a legitimate magazine," says Alan Jurmain, executive director of U.S. media services at Lowe & Partners. Farrell's exit may have more to do with Vulcan's desire to shake things up. "It could be the malaise affecting the industry," Jurmain says. "Everyone is suffering, so [the thinking is] let's do something to change it." —*LG*

People Movers

Wallace exits; 2 others shift

The worst-kept secret at Time Inc. finally came to fruition last week when Carol Wallace announced she is leaving *People* after five years at the helm. Succeeding Wallace on April 1 will be Martha Nelson, *In Style*'s founding managing editor, and replacing Nelson is *IS* executive editor Charla Lawhon. Both titles are part of Time Inc.'s People Group.

"I may not have chosen this timing, but these magazines are run by really professional people," says Time Inc. editorial director John Huey, who last week installed Terry McDonell as new m.e. of *Sports Illustrated*. "It shouldn't involve too much hand-holding on my part."

Nelson is no stranger to *People*. While the bulk of her experience is in lifestyle and fashion (including stints as editor in chief of *Savvy* and *Women's Sports & Fitness)*, she briefly served as an assistant m.e. at *People* prior to the 1994 launch of *In Style*. Nelson was also a consulting editor for *Who Weekly*, *People*'s Australian counterpart, which launched in 1992. "I've lived that weekly routine, and it'll be fun to return to it," Nelson says.

Lawhon was a founding editor of *In Style* and moved up to executive editor in 1998. Prior to joining *In Style*, Lawhon was m.e. of *Metropolitan Home* until Meredith Corp. sold the

Nelson will join *People* in April.

title to Hachette Filipacchi Media in 1992. While she plans to keep the status quo at *In Style*, Lawhon says minor tweaks may be in store for the fashion monthly. "There will be areas I will want to look at that need to evolve, simply because they need to evolve," she says. "We can always find new ways to look at fashion and beauty."

Both *People* and *In Style* are highly profitable titles for Time Inc. *People's* paid circulation rose 4.8 percent, to 3.7 million, in last year's second half, according to the Audit Bureau of Circulations; *In Style*, one of the most successful launches of the '90s, saw its circ dip 1 percent, to 1.6 million.

Though Wallace is leaving *People*, she will remain connected to Time Inc. as an editor at large, reporting to editor in chief Norman Pearlstine. Wallace, who plans to open a spa in Scotland, where she has a home, will also spend time in London working on titles published by IPC, the large consumer-magazine company that is now owned by Time Inc., as well as consult for *Who*. —*LG*

Portale Retires

Elle Group vet to leave HFM

Carl Portale, a longtime fixture in women's fashion and shelter publishing, last week announced that he will step down as senior vp/Elle Group publishing director and take early retirement. "It's just time," says Portale, 63. "It's been a great career."

Portale, who oversees the 980,000-circulation *Elle*, 460,000-circ *Elle Decor* and quarterly startup *Ellegirl*, joined Hachette Filipacchi Media in 1994 as senior vp/group publisher of *Elle* and the now-defunct *Mirabella*. Prior to joining Hachette, Portale was publisher of Hearst Magazines' *Harper's Bazaar* from 1991 to 1994. He began his career at Hearst's *Good Housekeeping* and is also a veteran of Hearst's *Town & Country*.

"This is something Carl and I talked about from the time I got here," says Jack Kliger, who joined Hachette in 1999 as president/CEO. "Carl agreed that my job was to plan for the long-term future, and his job was to plan for the present and near future."

Portale's current near future involves an equity stake in a startup. While he is not ready to talk specifics, he says the company will have nothing to do with either fashion or publishing.

Portale: Goodbye to the fashion world.

In the meantime, Portale has agreed to assist his to-be-named successor with the transition. Kliger was in talks with a number of publishing executives last week. "I have a few people in mind," he says. "What I'm looking for is somebody who knows how to take a unique global brand and work with it."

Among the names surfacing so far is Anne Sutherland Fuchs, a former *Elle* publisher and onetime Hearst Magazines senior vp/group publishing director, who left last June to join the Phillips auction house as global CEO. (Last week, Bernard Arnault, who heads Phillips owner Moet Hennessy Louis Vuitton SA, dissolved the unit, though Sutherland is to remain with the parent company.) Another candidate could be Peter King Hunsinger, who recently signed on to be CEO of Condé Nast's newly formed bridal group. One Hachette name floated was Carol Smith, acting general manager of Elle.com.

HFM's next group publisher will have a tough challenge. "They need a shot in the arm, stronger initiatives in the marketplace," says one fashion media buyer. Through February, *Elle's* ad pages were off 34.8 percent this year, to 98. Competitive titles were also down, but their page counts were higher: *Vogue*, published by Condé Nast, dipped 24.8 percent, to 21 pages; *Bazaar* slipped 32.1 percent, to 115; and Fairchild Publications' *W* fell 12.7 percent to 135, reports the *Mediaweek* Monitor. —*LG* ■

Mediaweek Magazine Monitor

WEEKLIES Februaury 25, 2002

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek[X]	25-Feb	76.10	26-Feb	51.22	48.57%	342.58	535.70	-36.05%
The Economist	16-Feb	58.00	17-Feb	48.00	20.83%	296.00	383.00	-22.72%
Newsweek[E/X]	25-Feb	23.46	26-Feb	44.13	-46.84%	195.40	192.86	1.32%
The New Republic[1]	25-Feb	6.60	26-Feb	5.58	18.28%	45.82	51.00	-10.16%
Time[E/X]	25-Feb	31.73	26-Feb	35.90	-11.62%	226.63	291.73	-22.32%
US News & World Report[D]	25-Feb	37.07	19-Feb	32.57	13.82%	160.83	181.81	-11.54%
The Weekly Standard	4-Mar	10.50	5-Mar	9.15	14.75%	74.75	72.00	3.82%
CATEGORY TOTAL		243.46		226.55	7.46%	1,342.01	1,708.10	-21.43%
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	25-Feb	18.80	26-Feb	26.56	-29.22%	155.82	207.88	-25.04%
Entertainment Weekly	22-Feb	44.03	23-Feb	50.85	-13.41%	207.95	240.03	-13.36%
Golf World	22-Feb	37.17	23-Feb	19.15	94.10%	181.26	164.83	9.97%
New York[X/2]	25-Feb	34.90	26-Feb	29.50	18.31%	376.50	399.20	-5.69%
People[X]	25-Feb	55.79	26-Feb	50.00	11.58%	441.10	485.83	-9.21%
The Sporting News	15-Feb	9.00	26-Feb	13.35	-32.58%	103.19	91.08	13.30%
Sports Illustrated	26-Feb	108.00	23-Feb	87.91	22.85%	417.31	379.81	9.87%
The New Yorker[DD]	NO ISSUE		NO ISSUE			252.32	315.11	-19.93%
Time Out New York	20-Feb	56.50	21-Feb	66.06	-14.47%	449.50	488.19	-7.93%
TV Guide	23-Feb	56.20	24-Feb	55.76	0.79%	406.40	505.53	-19.61%
US Weekly[6D]	25-Feb	37.67	26-Feb	NO ISSUE		151.51	112.49	34.69%
CATEGORY TOTAL		458.06		399.14	14.76%	3,142.86	3,389.98	-7.29%
SUNDAY MAGAZINES								
Parade	24-Feb	9.50	25-Feb	12.58	-24.48%	93.39	99.81	-6.43%
USA Weekend	24-Feb	10.98	25-Feb	10.75	2.14%	99.20	92.32	7.45%
CATEGORY TOTAL		20.48		23.33	-12.22%	192.59	192.13	0.24%
TOTALS		722.00		649.02	11.24%	4,677.46	5,290.21	-11.58%

E=estimated page counts; R=revision; X=TYD Included an extra issue in 2000; 1=one more issue in 2001; 2=2 fewer issues thus far in 2002; 6-six more issues in 2001; @=one fewer issue in 2001; D=double issue; DD=double issue last year

BIWEEKLIES Februaury 25, 2002

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
BUSINESS/ENTERTAINMENT								
ESPN The Magazine	4-Mar	43.66	5-Mar	35.91	21.58%	204.71	206.25	-0.75%
Forbes[e/A]	4-Mar	96.40	5-Mar	164.80	-41.50%	351.60	647.24	-45.68%
Fortune	18-Feb	92.04	19-Feb	161.75	-43.10%	278.97	541.54	-48.49%
National Review	11-Mar	14.58	5-Mar	21.91	-33.46%	43.74	50.32	-13.07%
Rolling Stone	14-Mar	52.15	15-Mar	56.35	-7.45%	215.64	215.58	0.03%
CATEGORY TOTAL		298.83		440.72	-32.20%	1,094.66	1,660.93	-34.09%

e=Publisher's estimates; A=extra Issue 2/19/2001

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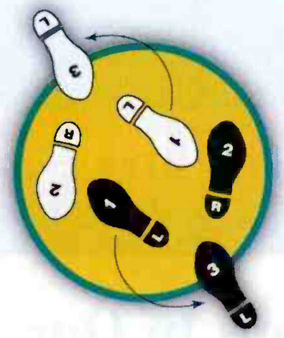

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The 2002 MEDIAWEEK Media Plan of the Year Competition

CALL FOR ENTRIES ~ Deadline: April 8th

Enter Your Best Plans In Our Annual Competition. . . Your Group Could Win the $10,000 Grand Prize!

The media plan expresses the essence of the advertising business. It is the place where all the lines of advertising intersect — account planning, creative, media planning, media buying, account management, and top management. Your media plan may be the best in the business. Enter it in MEDIAWEEK's Plan of the Year competition by April 8th, 2002 and find out. You might win the $10,000 Grand Prize.

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1. Best plan for a campaign spending more than $25 Million
2. Best plan for a campaign spending between $10 Million and $25 Million
3. Best plan for a campaign spending between $1 Million and $10 Million
4. Best plan for a campaign spending $1 Million or less
5. Best use of National Television and/or Cable
6. Best use of Local Television
7. Best use of Magazines
8. Best use of Radio
9. Best use of Newspapers
10. Best use of Out-of Home
11. Best use of Internet

Judging Criteria

- innovative nature of the concept
- tactical approach
- creative and or innovative use of media
- effectiveness relative to the objective

Your Secrets are Safe with Us

Media plans often contain sensitive, competitive information but don't let that keep you from entering this competition. Our judges all sign confidentiality agreements and they are never assigned to product categories in which they compete professionally.

Who is Eligible?

Any US advertising agency media department, media buying service or in-house advertising agency or media department may enter. To be eligible, your plan must be under execution between February 28, 2001 and March 1, 2002.

How to Enter

Detach and complete the official entry form on the bottom of this page. Please photocopy this form for multiple submissions. Attach the completed entry form as a cover to your statement which should describe the nature of the plan, why you consider it creative, and how it achieved the clients objectives. Statements should not exceed **750 words in total** and must be **typed on a single page.** Feel free to discuss any background information or situation analysis relevant to set the stage for the program description.

Questions?

Please call Jennifer Minihan at MEDIAWEEK at (646) 654-5134 or email her at jminihan@adweek.com

Documentation

Please include documentation such as a copy of the media plan, examples of the execution and any client testimonials demonstrating the successful results of your plan. In order to properly categorize your entry, be sure to indicate the level of media spending on your entry. Confidential, proprietary information in the supporting documentation may be censored.

Entry Deadline

All entries must be postmarked by April 8, 2002.

Entry fees: $160 per entry.

Checks or money orders should be made payable to MEDIAWEEK's Media Plan of the Year.

Send entries to:

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MEDIAWEEK
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MEDIAWEEK's Plan of the Year Official Entry Form

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Category number (1 through 11): ______________

Submitted by: ______________

Company: ______________

Address: ______________

City: ______________

State: ______________ Zip: ______________

Phone: ______________

Fax: ______________

Your Client: ______________

Brand: ______________

Budget: ______________

Media used when the plan was implemented: ______________

Names and titles of those involved in developing the plan:

SEND ENTRIES TO:

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MEDIAWEEK

Media Person

BY LEWIS GROSSBERGER

MP@media-person.com

PTV Is Must-See TV

THOSE OF YOU WHO FOLLOW MILITARY MATTERS LEARNED recently that the Pentagon now has something called the Office of Strategic Influence. It really does. And it seems that this sinister-sounding bureau, which has already been called "shadowy" and "Orwellian" in the press, and "really cool" by Dick Cheney's grandson, is planning to wage journalism! It really is. Specifically, it will plant news stories—both true and false—in the foreign media.

But now Media Person, utilizing his extensive network of highly senior officials who whisper stuff in his ear and then slip quietly away, carries this hot story one step further: The OSI (as we Washington insiders call it) won't simply be sending out copy and hoping that someone runs it; it will also be operating its own television network. PTV, as it will be known, will beam Pentagon-generated news and entertainment into the TV sets of 143 different countries—whether they want it or not—thus insuring that the U.S. military gets its message across. Already a programming schedule has been drawn up, and Media Person must say, this is very impressive stuff! Here's a preview of some of the great shows coming soon to a country near you:

Antiques Road Kill: Expert appraisers journey to Iraq to demonstrate to hopeful soldiers and Saddam relatives bringing in their weapons for inspection that even obsolete U.S. military equipment can blow them away any time we feel like it.

Survivor: Afghanistan: The top-rated reality series returns with 16 castaways marooned in rugged mountainous terrain, trying to elude U.S. Ranger snipers and Afghan reward-seekers. Members of the two tribes, the Al Qaedas, led by Osama bin Laden, and the Talibans, led by Mullah Omar, must find their own food, water and caves while also convincing their tribal council that they are not in violation of any Koranic laws. Anyone voted guilty by his tribe is immediately shot.

Nightly News With Don Rumsfeld: The world's most-respected newsman anchors this medal-winning newscast, featuring up-to-date CIA reports and the latest satellite photos from the world's hot spots. Plus the sports with Norm Schwarzkopf.

Friends of Ours: Six attractive, clean-cut, thirtyish Canadians and Britons of both sexes canoodle, crack jokes and talk about how much they like the U.S.

The No-Fly Zone With Bill O'Reilly: The popular talkmeister hosts a panel of prominent journalists from "Axis-of-Evil" nations and tells them in no uncertain terms what a bunch of slimy creeps they are.

ER: Incredibly dedicated and hard-working U.S. Marine Corps medics use state-of-the-art equipment to keep Vice President Cheney alive while he is rapidly moved from one secure, classified location to another. They also find the time to conduct discreet affairs with each other as a dramatic change of pace, though never without permission from their commanding officer.

Fireball With Chris Matthews: The popular talkmeister hosts a panel of prominent left-wing intellectuals from European nations and tells them in a very loud voice what a bunch of moronic dimwits they are.

Special: A Charlie Brown Ramadan: The Peanuts gang is back, and this time they're in Tehran! Charlie finally gets up the nerve to call the Little Girl in the Chador, but she snubs him when he lets it slip that he's a political moderate who favors social reform. Meanwhile, Schroeder's piano is confiscated by the Religious Police, and he is badly beaten.

Drops: The camera follows real-life Delta Force commandos on actual missions to enemy nations as they chase "evildoers" through the streets and alleys in their Humvees and "bust 'em." Not a bunch of actors but the real thing!

The McLaughlin Troop: Popular talkmeister John McLaughlin hosts a panel of prominent "journalists" from nations supporting terrorism and predicts the exact time of their deaths.

Star Trek: Enterprise: The crew takes gunnery practice off Puerto Rico while Admiral Kirk mind-melds with a beautiful North Korean spy, whose mission is to steal a bag of potatoes from the galley to feed her starving people.

The View: Four loquacious fundamentalist Muslim ladies chat about a wide range of issues, including cooking, vacuuming, laundry, static cling and how nice those young Americans are over at the U.S. Air Force base.

Crossing Over: Psychic John Edward contacts deceased Islamic fundamentalist martyrs, who tell him that paradise has been a big disappointment. One particularly angry suicide bomber complains that far from getting the 79 brown-eyed virgins he was promised by recruiters, so far he's only had a 15-minute visit from a cross-eyed Moroccan belly dancer who had 12 other dates the same day.

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Everybody Loves Osama: Sitcom starring Whoopi Goldberg as a bumbling but lovable psyops officer stationed in Saudi Arabia who has the impossible task of trying to persuade the public that the U.S. and Israel are the good guys.

Buffy, the Terrorist Killer: Buffy calls in an air strike on a coven of teenage bioterrorists who've been disrupting her math class with anthrax attacks.

The Really Funny Late-Night Show With Ari Fleischer: After his hilarious monologue, Ari welcomes guests Charlton Heston, First Lady Laura Bush and Rex the celebrity drug-sniffing dog.

Pentagonically Incorrect: Host Bill Maher is assassinated. ■


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