

MEDIAWEEK

#BXBBHL *****AUTO**3-DIGIT 078
#006171484#P 20040621 ed1 ep 2 S3D6
LAURA JONES, ASSISTANT MGR
WALDENBOOKS
42 MOUNT PLEASANT AVE
WHARTON NJ 07885-2120 158

VOL. 12 NO. 29

THE NEWS MAGAZINE OF THE MEDIA

AUGUST 12, 2002 \$3.95

Politicos Promise Prosperity

Heavy ad spending by candidates lifts local TV stations around the country **PAGE 4**

WASHINGTON

FCC Steps Into Digital Dilemma

Agency pushes television industry to end impasse

PAGE 5

CABLE TV

USA Recovery Picks Up

Two new hits bring net some buzz with buyers

PAGE 6

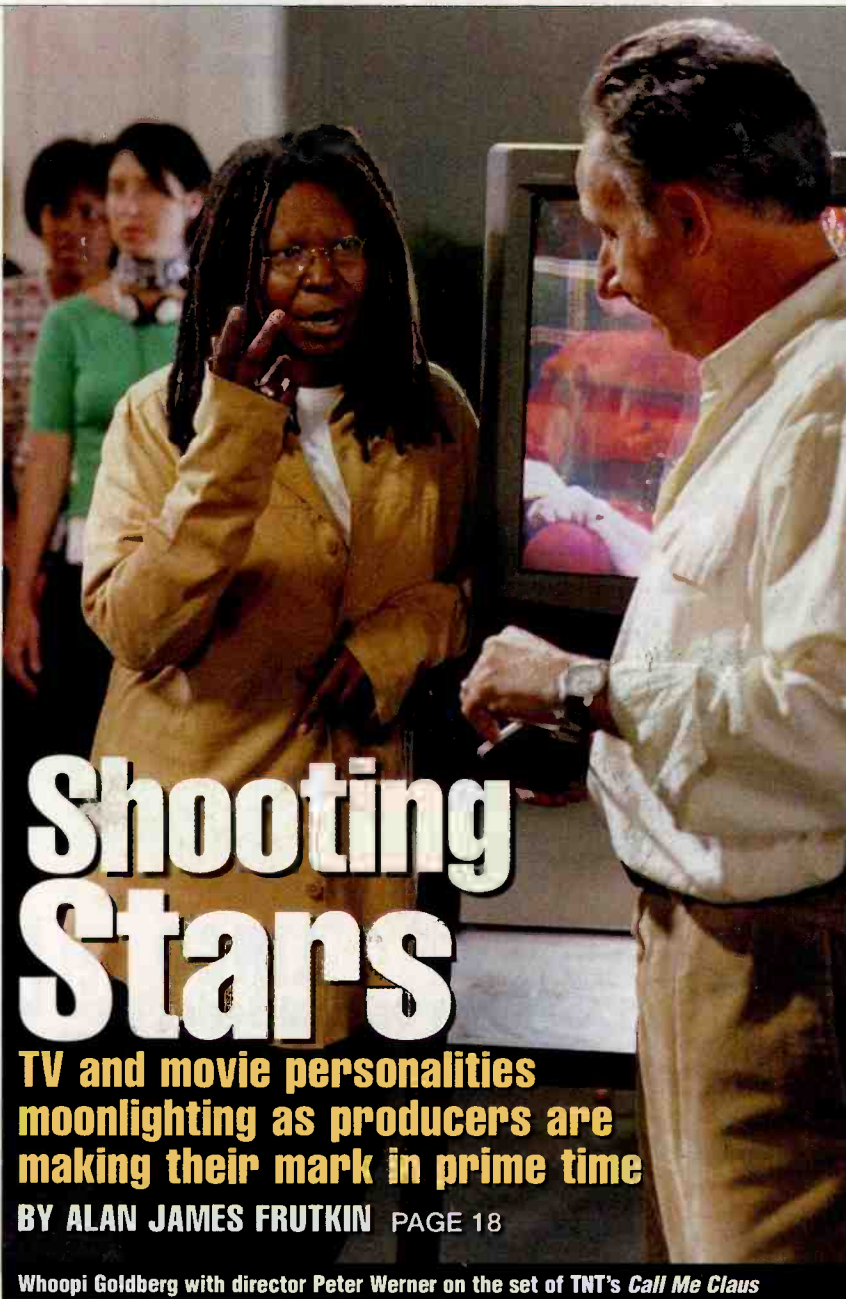
MAGAZINES

A Time to Remember

Editors ready to roll out 9/11 anniversary issues

PAGE 28

Mediaweek Magazine Monitor **PAGE 28**



Shooting Stars

TV and movie personalities moonlighting as producers are making their mark in prime time

BY ALAN JAMES FRUTKIN **PAGE 18**

Whoopi Goldberg with director Peter Werner on the set of TNT's *Call Me Claus*

MARKET INDICATORS

NATIONAL TV: TIGHT

Third-quarter scatter is wrapped, with fourth pacing faster than '01. Nets are looking to nail down agency holds on upfront inventory. In general, orders are being made earlier and at greater volume than last year.

NET CABLE: HEALTHY

Sales execs are taking an August breather after early-summer upfront haggling. Third-quarter scatter is being driven by standard summer ad categories, including beverages and movies.

SPOT TV: HOT

Heavy political advertising is creating sold-out conditions and rising rates in many top markets through September. Auto is strong, led by GM's zero-percent financing deals.

RADIO: ACTIVE

Pricing is firm among top-market stations. Ads are being placed more in advance of air dates. Auto, movies, telecom, fast food and soft drinks are active.

MAGAZINES: BUILDING

News and business titles continue to suffer from meager tech advertising, but real estate and insurance help to fill the void.



32

ELLIOTT MARKS/ANT

you've got to be...

S _ A R T

you've got to be...

L U C _ Y

you've got to have...

B _ L L S

to play...

L I N G O

LINGO
All New Original Series

G A M E
S H W

n e t w o r k

Weeknights at 7:30pm/e

www.gameshownetwork.com

At Deadline

■ CABLEVISION CUTS BACK TO BOOST CASH FLOW

Cablevision Systems Corp. last week said it is taking steps to maximize revenue and cash flow by cutting costs, selling or closing retail properties and spending less on cable systems next year. Cablevision said it will accelerate the buildout of its broadband network this year in an effort to reduce capital expenditures from \$1 billion this year to \$550 million–\$650 million in 2003. Cablevision also plans to sell its Clearview Cinemas unit and shut down 26 unprofitable retail outlets of electronics chain The Wiz. Cablevision said it also will cut staff by 7 percent.

■ ESPN MOVES NHL GAMES FOR NBA PACKAGE

ESPN said last week that it will move its primary package of National Hockey League games from Wednesday to Thursday nights next season and reduce the number of NHL games it covers. The switch to Thursdays, which was expected (*Mediaweek*, March 11), was triggered by ESPN's acquisition of NBA games, which will be telecast on Wednesdays and Fridays. ESPN senior vp of programming Mark Shapiro said the network will heavily promote the NHL during its Wednesday NBA programming. It's the second year in a row ESPN has reduced its schedule of hockey telecasts.

■ O'DONNELL MORE RILED OVER ROSIE

Disagreements over the direction of *Rosie* magazine have continued since Rosie O'Donnell first expressed her discontent in *Mediaweek* (July 1). O'Donnell is displeased with the entertainment-coverage leanings of new *Rosie* editor Susan Toepfer, who was hired by G+J USA president/CEO Dan Brewster from *People* magazine a month ago. O'Donnell is also seeking more editorial control over the 15-month-old title. Both sides have hired attorneys. O'Donnell will no longer grace the covers of the monthly, beginning with the September issue.

■ NICK TAKES CONTROL OF NOGGIN

Nickelodeon last week took full ownership of educational network Noggin after buying out Sesame Workshop's 50-percent stake. Noggin will continue to carry Sesame Workshop shows—for example, *Sesame Street* will run for three more years.

■ DOW JONES EXEC TAKES OVER SMARTMONEY

Hearst Magazines and Dow Jones & Co. have shuffled the top editorial and publishing positions at joint venture *SmartMoney* magazine, placing Dow Jones effectively in charge of the title. Edwin Finn, president/editor of Dow Jones' *Barron's* magazine,

also becomes chairman and editor in chief of *SmartMoney*. Chris Lambiase, formerly *SmartMoney* president/CEO, was shifted over to publishing director, replacing publisher Robert Fritze, who left. When *SmartMoney* launched in 1992, Dow Jones handled editorial while Hearst oversaw advertising.

■ NIELSEN GENERATING PVR DATA FROM TIVO

Nielsen Media Research told its clients in a letter last week that through its partnership with TiVo, the ratings service has developed software that allows it to extract tuning, recording and playback information from households that have TiVo personal video recorders. Although that data will not make its way into the ratings system for a while, Nielsen CEO Susan Whiting heralded the development as a "milestone" in the measurement of PVR activity. Meanwhile, Nielsen said it would continue to exclude from its meter samples households with PVR devices. Separately, Nielsen said it signed Boston public TV station WGBH to its local market people meter service.

■ UNIVISION GAINS IN NYC SWEEPS

Univision-owned Spanish-language outlet WXTV in New York posted a major ratings win in the July sweeps period. WXTV's local newscasts beat CBS flagship WCBS-TV's news at 6-7 a.m. and at 6 and 11 p.m. last month, according to Nielsen Station Index data. WXTV also finished the month with its highest sign-on-to-sign-off rank, a fifth-place tie with Fox-owned WNYW. Viewership for Spanish-language TV in New York was up 57 percent from last July's sweeps, Nielsen reported.

■ HALLMARK IMPROVES ITS NUMBERS

Since its relaunch last August as the Hallmark Channel, the former Odyssey Network has grown its subscriber base to 47 million subscribers, a 14.1 million sub gain. Hallmark increased its prime-time ratings 116 percent on a year-to-year comparison through July, according to Nielsen Media Research. In the second quarter, Hallmark grew its prime-time household ratings 25 percent over the same period last year to a 0.5 rating, boosting household delivery 90 percent to 237,000 homes.

■ JOSSEN HEADING TOUCHSTONE PRODUCTION

Barry Jossen last week was named senior vp of production at Walt Disney Co.'s Touchstone Television. Jossen will oversee all Touchstone series, pilots, made-for-s and miniseries. He previously was an executive consultant for Imagine Television.

INSIDE MEDIaweek



USA Networks' Lucas:
Rebuilding relationships
with advertisers Page 6

Market Profile 14

Inside Media 24

Media Elite 25

Magazines 28

Ad Spending Rose 2.3% In 1st Half, Nielsen Reports

Total advertising spending increased 2.3 percent in the first half of this year, according to Nielsen Monitor-Plus, which late last week released spending figures for nine media categories. Leading the way were local newspapers, which posted a 9.1 percent gain, and Hispanic TV, up 6.7 percent. Following were network TV, up 5.6 percent in the first half; cable TV, ahead 2.9 percent; spot TV, ahead 2.1 percent; and spot radio, up 1 percent. Advertising on syndicated TV decreased 8.8 percent, Internet spending dropped 8.4 percent, and national magazine advertising was off 1 percent.

Among the top 10 advertisers, seven pumped more money into advertising in the first half. General Motors, the top spender, increased its ad budget by 15.2 percent. No. 2 Procter & Gamble spent 20.8 percent more, and AOL Time Warner, the third-largest advertiser, upped its first-half budget by 10.3 percent.

Separately, Publishers Information Bureau reported last week that magazine ad revenue totaled \$1.1 billion in July, up 8.6 percent over July '01, and ad pages rose 0.5 percent, the first monthly increase this year. Spending in 11 of the 12 major magazine ad categories increased in July compared to July '01. —*Katy Bachman and Aimee Deeken*

Columbia TriStar Television Revamps Ad Sales Division

Columbia TriStar Television Ad Sales last week reorganized its staff in an effort "to figure out the best way to maximize the work force," said Bo Argentino, executive vp of CTTAS. In addition to selling Columbia TriStar syndicated shows, CTTAS handles national sales for Hughes' DirecTV.

Joseph Tafuri, who was named senior vp of ad sales, will manage CTTAS' syndication and DirecTV sales. Tafuri will report to Argentino. Ad sales vp Stuart Zimmerman, who oversees day-to-day operations, will report to Tafuri.

Argentino added that the reorganization underscores her intent to be "more proactive" in offering advertisers a multi-platform strategy (continued on page 6)

Political, Autos Gobble Up Spots

Rush of dollars for elections, sales incentives squeeze inventory and pricing

TV STATIONS By Katy Bachman

In what could be a last gasp of profligate ad spending before campaign finance reform takes hold, politicians are investing record levels of dollars on local TV advertising this summer in support of fall races. With the heavy political spending layered on top of an already healthy flow of dollars from the automotive and retail categories, the spot TV marketplace is enjoying close to sold-out conditions in most major markets. Broadcasters and media buyers agree that local television's tight inventory levels and high pricing are not expected to ease up until after Election Day (Nov. 5), the finish line for hundreds of heavily advertised political races around the country.

At stake in all the congressional contests is the balance of power on Capitol Hill, where the Democrats are clinging to a single-vote majority in the Senate and the Republicans have a nine-vote advantage in the House. On the state level, 36 governor's offices are up for grabs, including those in the key states of New York, California, Texas, Illinois, Michigan and Florida.

Lee Westerfield, broadcast analyst for UBS Warburg, projects that total political spending on television will be up 18 percent this year compared to the presidential election year of 2000. Chris Rohrs, president of the Television Bureau of Advertising, thinks political will top out at 20 percent higher than two years ago. "Political could be about \$850 million this year, and maybe even hit \$1 billion," Rohrs said.

Viacom, owner of the country's second-largest TV group in terms of revenue, is expecting its 39 outlets to bring in between \$75 million and \$100 million in political advertising this year, up from \$68 million two years ago.

Last summer, broadcasters had forecast that political TV advertising this year would surpass the estimated \$700 million spent in 2000, and that spot TV spending overall would rebound strongly from 2001. But those rosy expectations all changed in the months following Sept. 11.

Many industry observers, including the TVB, trimmed their '02 forecasts, anticipating it would take longer to rebound.

But as the auto category and retailers picked up their spending in the first half and political advertising began to kick in, the market tightened up. General Motors, which had already upped its spending in spot TV by 47 percent in the first quarter, in July reinstated the zero-percent financing deals that automakers had used to stimulate sales after the terror attacks. Ford

FUELING LOCAL TV

4 OF THE TOP 5 AUTO ADVERTISERS' SPOT TV BUDGETS ARE UP THIS YEAR (DOLLARS IN MILLIONS)

	JAN.-JUNE '01	JAN.-JUNE '02	CHANGE
DAIMLERCHRYSLER	\$317.1	\$286.1	-9.7%
GENERAL MOTORS	\$227.1	\$239.1	+5.2%
FORD	\$157.9	\$175.1	+10.9%
HONDA	\$164.5	\$170.6	+3.7%
TOYOTA	\$124.7	\$131.9	+5.7%

Source: Nielsen Monitor-Plus

quickly followed with its own incentive plan, as did Mitsubishi and Toyota. Of the 13 auto brands tracked by the TVB, 10 increased their year-to-year spending in the first quarter, generating a nearly 8 percent gain for the category.

Retail spending has also been "unexpectedly strong," said Rohrs. Major chains such as Wal-Mart, Home Depot, Target, Kohl's and Lowe's "have recognized that the consumer, if engaged [by advertising], will spend," Rohrs said.

Unlike most other TV advertisers that try to lay in their buys quarterly, if not annually, political dollars come in primarily on a weekly basis, usually on Fridays after candidates' committees have read the polling tea leaves. For TV stations, political ads are a moving target, putting added pressure on inventory and pricing.

Major TV markets "were tight before political, and now [political are] starting to choke up inventory quite a bit," said John Watkins, president of national TV sales for ABC.

With the tightness in most top markets, spot TV rates are up about 10 percent to 15 percent for third quarter over last year, broadcasters and buyers said. Political spending has had perhaps



TV lover: Texas candidate Sanchez (with wife Tani) has spent more than \$30 million this year.

the biggest impact in Texas, where the contenders for governor, GOP incumbent Rick Perry and challenger Tony Sanchez, have been waging a war of TV ads since May. Millionaire oilman/financier Sanchez, who has spent an estimated \$31 million on TV ads alone this year, is spending close to \$1 million weekly around the state. TV stations in Dallas are projecting a bonanza of \$12 million to \$15 million from the two candidates between Sept. 1 and Nov. 5.

"I have never seen candidates this active so far in front of Election Day," said Nick Nicholson, vp of marketing for WFAA-TV, Belo's ABC affiliate in Dallas.

In New York City, stations are expecting local candidates to spend \$20 million in the third quarter and another \$34 million in the fourth. One station executive said he would not be surprised if Republican Gov. George Pataki and billionaire contender Tom Golisano spend \$1 million weekly in the market until the election. Outlets in Los Angeles could see as much as \$40 million in the second half of the year, as Republicans in California work feverishly to unseat Democratic Gov. Gray Davis.

Since many political campaigns are willing to pay top dollar to air spots in evening and late local-news programming, some nonpolitical local advertisers are getting shut out. "You have no news inventory available, so advertisers are going to early fringe and prime access," said Kathy Crawford, executive vp and director of local broadcast for Initiative Media.

"Political is tightening all the inventory up," said David Smith, CEO of the 63-station Sinclair Broadcast Group. Smith said Baltimore-based Sinclair could take in as much as \$18 million in political dollars this year.

And pity the small local advertiser that is trying to get on TV to promote a weekend sale. "I was getting [commercials] bumped in July [by higher-paying advertisers], and that almost never happens," said Chris Caldwell, media manager for Houston-based BrivicBriggs Media.

"You can pay up to a 100-percent increase to pre-empt," Crawford said. "This isn't a market for the faint of heart." —with Sandy Brown ■

Ending the Digital Dalliance

Spurred by Tauzin and Hollings, FCC mandates tuners, moves ahead on piracy

WASHINGTON By Todd Shields

The Federal Communications Commission last week intensified its drive toward the implementation of digital television. Not only did the FCC vote to require digital tuners on new sets, but also it said it would consider imposing anti-piracy technology—the so-called broadcast flag—aimed at securing the airwaves for digital programming.

During its monthly meeting on Aug. 8, FCC commissioners called for a halt to the finger pointing between broadcasters, cable companies, the studios and TV set makers on how best to proceed. Or as commissioner Michael Copps put it, "Now is logjam-breaking time."

The FCC requested comment on whether to require use of the broadcast flag—a bit of embedded code that tells devices to prevent copying in some instances. Studios want the flag, but opponents warn it could quash home-recording rights. Both sides are mired in a sprawling debate, and FCC officials said it was time for them to weigh in. "We're halfway down that path [to digital TV]. We can't turn back," said commissioner Kathleen Abernathy.

Last week's push follows years of minimal federal action on digital. Congress in 1996 set a 2006 date for completing the transition from old-fashioned analog signals. That deadline will unlikely be met as programmers and equipment makers, in the view of regulators, have failed to move forward, as evidenced by the few digital shows in production and a dearth of reasonably priced digital sets in American homes. Most broadcasters missed a May 1 deadline to start transmitting in digital.

Despite the wrangling, lawmakers of both parties are becoming increasingly impatient for results. Rep. Billy Tauzin (R-La.), the House

Commerce Committee chair, is drafting legislation to speed the arrival of digital, while his counterpart in the Senate, Sen. Ernest Hollings (D-S.C.), is pushing for implementation on the broadcast flag front. Both lawmakers have written to the FCC in the past month urging haste.

Institutional and personal agendas are also at play. FCC officials have complained that TV set makers are recalcitrant on digital tuners. Chairman Michael Powell put his prestige on the line last spring with what he called a voluntary digital plan. His tuner goals closely mirror what became a mandate with Thursday's 3-to-1 vote (commissioner Kevin Martin dissented).

The tuners needed to view digital broadcasts must be on 36-inch TV sets or larger beginning in 2004 and on all sets larger than 13 inches by 2007. Set makers say that could add \$250 to the price of each set. FCC officials say the price tag will drop quickly. Powell dismissed objections that all TV buyers will bear the cost even though most viewers rely on cable or satellite. "Broadcast continues to be important, and the transition continues to be a national imperative," Powell said. ■



AOL Picks a New Champion

Miller's unknown in Web ad circles, but buyers are glad someone's in charge

THE INTERNET By Catharine P. Taylor

After months of zig-zagging, America Online's appointment last week of Jonathan Miller as chairman/CEO of the troubled AOL Time Warner unit may be most significant because it finally puts someone definitively in charge of fixing the service's woes for the long term.

Leadership at AOL—which has recently seen subscriber growth and ad revenue flag—has been in flux for much of the year, as turmoil has surrounded not only AOL, but also its megawatt parent company. Miller's job was most recently held by the flamboyant Bob Pittman, who resigned from the company in

Media Wire

across the units of parent company Sony Pictures Entertainment. To that end, Argentino said, Columbia TriStar veteran Richard Burrus was named to the new position of senior vp of advertising sales strategy. In that role, Burrus will take on long-term planning and strategy for the unit. —Alan James Frutkin

Cohen Exits CNBC After Network's Ratings Crater

Following a yearlong ratings free-fall, CNBC last week announced that its executive vp of business news, Bruno Cohen, has left the network to take a four-month sabbatical. Cohen is not expected to return to the cable network, although he is still under contract to parent NBC.

Cohen, who was responsible for the network's news programming from 5 a.m. to 8 p.m., was reportedly asked to resign by management because of the ratings decline. CNBC declined to comment beyond a statement the network issued about Cohen's departure.

Although CNBC's schedule was overhauled in February to include some new shows and talent, the network's total-day rating slipped 33 percent in the second quarter from the same period in 2001, to an average 0.2 (172,000 households).

Executive producer David Friend will run the CNBC newsroom until Cohen's successor is found. —Megan Larson

ABC Taps Sohmer As Marketing Chief

Promotion veteran Steve Sohmer last week was named executive vp of marketing at ABC. Sohmer, who joins ABC following a four-year stint at Paxson Communications, acknowledged the challenge he faces in creating viewer awareness for the struggling network this fall, particularly since ABC this summer does not have a strong promotional platform in the vein of Fox's reality/talent-show hit, *American Idol*.

"We have to use our on-air schedule with wit and style, but we also have to go off our own air, whether that's cable, print, radio or outdoors," Sohmer said.

Sohmer fills an ABC post that has been vacant since January, when Alan Cohen left. —AJF

July after a three-month stint back at AOL's Dulles, Va., headquarters, where he originally made his name in the company. Prior to that, it was Barry Schuler, who has been at AOL since 1985 and now heads the newly formed Digital Services Development Group.

Miller may benefit from the fact that he has neither the profile of Pittman nor the veteran status of Schuler. Indeed, Miller's résumé hints at the potential for making good on the synergistic cross-platform ad promises that were Pittman's battle cry. Previously president/CEO of USA Networks' USA Electronic Commerce/Services and USA Broadcasting, Miller has also done stints at Nickelodeon International and NBA Entertainment.

"I see the future of AOL every day—when my 8-year-old son signs on to play chess with opponents from around the world," said Miller by e-mail last week. "The future of this medium is real...and AOL stands proudly and firmly at the center of that future."

While he counts e-commerce and traditional-media experience, Miller is a virtual unknown to the online advertising community, which has been pushing AOL to make itself more advertiser-friendly [*Mediaweek*, June 24]. Still, agency execs are relieved to know someone's in charge. "The last couple of months

have sort of been the limbo period," said Adam Gerber, vp/director of media strategy at Mediaedge:cia. Gerber said he is willing to give Miller time to find solutions to appease advertisers: "They deserve a honeymoon period."

Miller has his work cut out. Subscription growth, though still robust, has slowed compared to previous years, while second-quarter ad and commerce revenue (AOL doesn't isolate ad revenue) plummeted 42 percent compared to a year ago.

Observers say it's important to remember that AOL, even hobbled, remains a powerhouse. Sharon Katz, vp/director of media at interactive agency Modem Media, feels that the momentum is already turning. "Everyone wants them to succeed," she says. "They have a mission, and they're not going to let anything get in the way of that." ■



Buyers will give Miller a "honeymoon period."

USA Recovery Advances

Network showing signs of new life with original hits, advertiser interest

CABLE TV By Megan Larson

After two years of programming misfires and a revolving door for a sales staff, USA Network is standing a bit taller lately with the help of two new series, *Monk* and *Dead Zone*, both of which are averaging above a 3.0 rating and delivering around 2.9 million households per episode.

That ratings success, in addition to an earlier move by new ad sales president Jeff Lucas to slash upfront ad rates in exchange for more money, has made media buyers, many of whom said in May that they were no longer going to deal with the network, take a new look.

"We did get some wonderful pricing this year; but I like to think that we didn't stick it to them too badly, so that next time around they will be neighborly," said Kathryn Thomas, associate director of Starcom Entertainment. "We want to enjoy a long-term relationship with them."

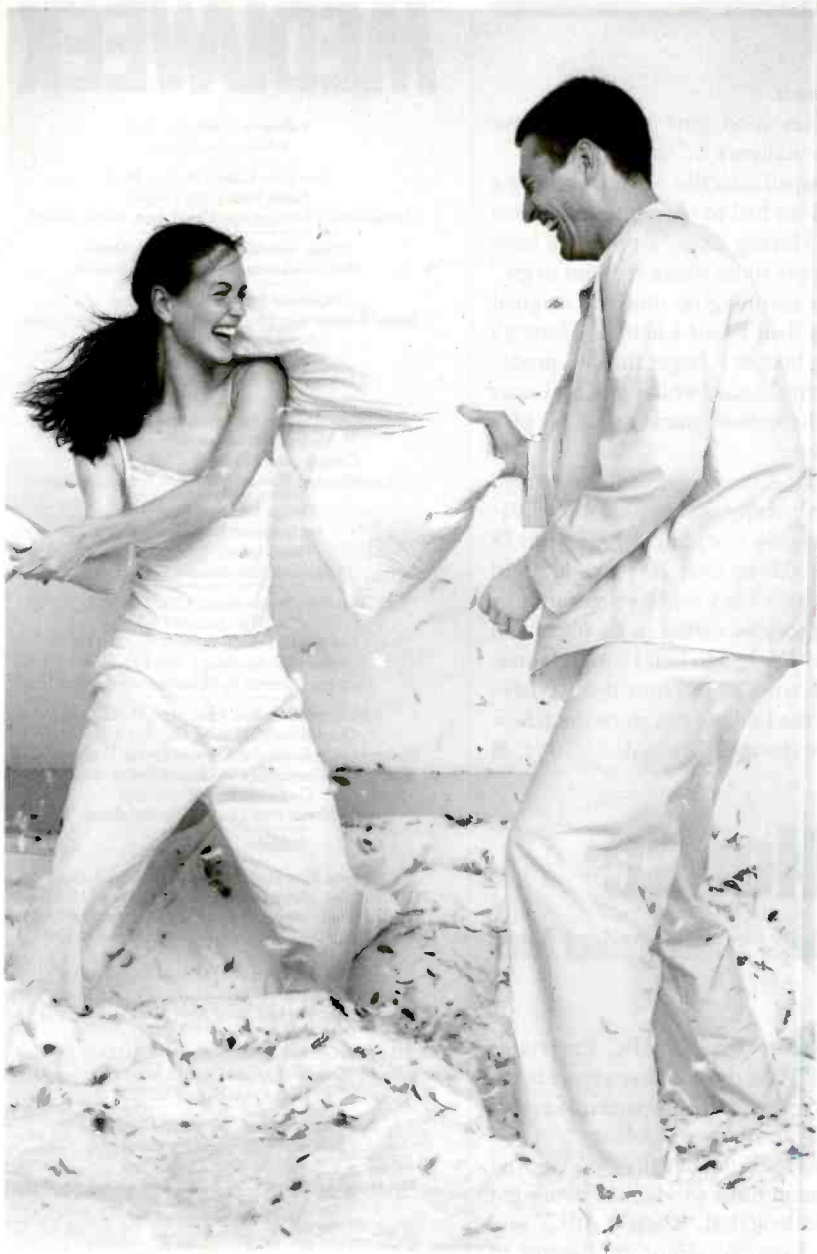
Tim Spengler, executive vp/director of national broadcast for Initiative Media North America, agreed that USA has improved its

profile. "[USA] will be in a much better position next year with two hits under its belt," he said.

USA president Doug Herzog said that the programming effort won't stop with *Dead Zone* and *Monk*. The fall marks the launch of USA's new original movie franchise, *Dominick Dunne Presents*, with the movie *A Murder in Greenwich*. USA is also foraging in the Universal library for possible projects (USA is owned by Vivendi-Universal). Potential series and original films include remakes of *McCloud* and *Spartacus*, said Jeff Wachtel, executive vp of series and long-form programming.

"We are looking to produce franchises and series that are familiar to mainstream audiences but with a twist," he said.

Herzog said he is also talking to the Universal Music Group about possible tribute concerts or other music-based programming. *Dead Zone* has been renewed next year, and it's very likely that *Monk* will be, too, especially since ABC thinks it's good enough to repur-



Who Says You
Can't Live Happily
Ever After?

Sometimes You
Just Have To Break
The Rules To Make
Things Last

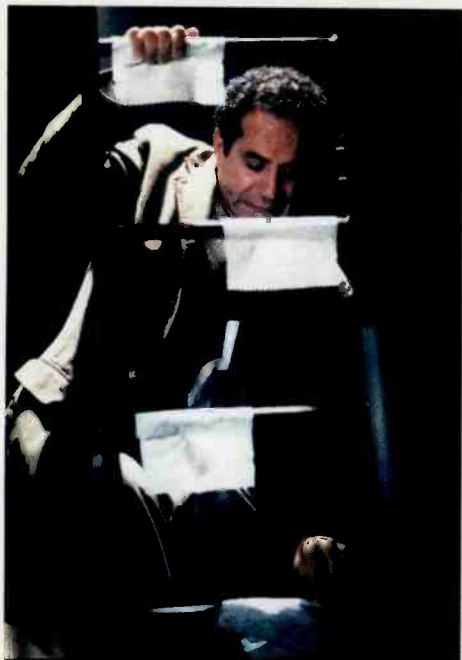
At REDBOOK, we've been keeping couples together for the last 100 years. We broke the rules by creating a one-of-a-kind mix of editorial that speaks uniquely to the needs of thirty-something moms and marrieds. Now, we're tearing up the rule book with a centennial bash in 2003 like you've never seen before, a yearlong program celebrating all areas of a *Mother & Shaker's* life: from beauty, fashion and well-being to relationships, entertaining and kids. We've got special editorial sections; in-store, in-book and on-line programs; plus, a Mother's Day plan that only a 100-year-young expert could pull off. Join us for our anniversary, and you'll live happily ever after, too.

For more information on REDBOOK's yearlong 100th Anniversary celebration, call VP/Publisher Jayne Jamison at 212.649.3333.

© 2002 Hearst Magazines. A Unit of The Hearst Corporation.

REDBOOK
100
YEARS

BALANCING FAMILY • WORK • LOVE • TIME FOR YOU



Ratings climber: *Monk*, starring Tony Shalhoub, has been averaging over a 3.0 for USA.

pose this summer.

"Herzog has good taste and good sense about who his audience is," said Thomas.

"I got dropped into this job a little over a year ago, and we had to make things happen right away," Herzog said. "I think we have made a statement about where we want to go." Though he is spending no more on original programming than FX or Lifetime, Herzog's programming budget is larger than his predecessor Stephen Chao's, which is why Lucas approached the upfront market with his play for dollar volume.

"The way USA can be successful is through original programming, and to fund that initiative we had to grow our sell-out level from 38 percent [in 2002] to over 70 percent," said Lucas, noting that USA sold 84 percent of its upfront inventory by taking in an additional \$150 million. "We had to build back relationships with advertisers; and now that we have them back in the fold, we can show them how much we have changed," he said. ■

Nets Step Out-of-House

ABC and NBC tap outside producers, not studio siblings, in new product deals

TV PROGRAMMING By Alan James Frutkin

With the fall season pretty much set in stone, broadcasters are setting their sights on 2003. And a flurry of announcements last week indicated that the concept of vertical integration may be losing some of its sheen.

ABC's decision to rebroadcast four episodes of USA Network's detective drama *Monk*, its first-look deal with HBO Independent Productions, plus NBC's first-look deal with DreamWorks Television suggest that some broadcasters may be finding themselves strapped for ideas within the framework of corporate synergy. For example, six of ABC's seven new series for this fall come from parent Disney's Touchstone TV.

"I think the networks are recognizing that perhaps they have become too dependent on in-house production units, and that they need to open themselves up to more creative avenues," said Justin Falvey, who along with Darryl Frank runs DreamWorks SKG's TV unit.

Ironically, NBC's DreamWorks deal also whittled the number of independent suppliers down to two: Universal Television and Carsey-Werner-Mandabach. In the face of all this consolidation, the networks still seem wary of acknowledging any drawbacks to the trend. "Vertical integration is great," said Mark

Pedowitz, executive vp for ABC Entertainment Group. "With these announcements, we just wanted to correct the misperceptions that we were totally in-house and solitary."

But actions speak louder than words. And now the question turns to which network got the better first-look deal. "Clearly, ABC," said Stacey Lynn Koerner, senior vp/director of broadcast research at Initiatory Media. From HIP's participation in *Everybody Loves Raymond* to HBO's enormous success with *The Sopranos* and *Sex and the City*, ABC is tapping into a content supplier "that you might say has a Midas touch," Koerner said.

NBC's Dreamworks deal "is more of a 50-50 shot," Koerner added. Despite the critical praise that surrounded Dreamworks' *The Job*, *Undeclared* and *Freaks and Geeks*, none of them clicked with viewers, Koerner noted. "Dreamworks versus HBO, they can't really be compared," Koerner said. "They're working in the same industry, but they're not equivalent in terms of their success rates."

NBC Entertainment president Jeff Zucker declined to comment for this story. But DreamWorks' Darryl Frank defended the studio's output. "We'd rather fail with high quality than with something we're not proud of," he said. ■

MEDIAWEEK

Editor-in-Chief: Sid Holt
Editor: Brian Moran

Executive Editor: Michael Burgi
News Editor: Jim Cooper
Departments Editor/Copy Chief: Anne Torpey-Kemph

Editor, Special Report: Patricia Orsini
Mediaweek.com Editor: Richard Brunelli

General Editor: Lisa Granatstein
Senior Editors: Katy Bachman, Marc Berman, John Consoli,
Alan J. Frutkin, Megan Larson
Washington Editor: Todd Shields
Market Profile Editor: Eileen Davis Hudson
Reporter: Sandy Brown
Assistant Editor: Aimee Deeken
Media Person: Lewis Grossberger
Contributing Editor: Catharine P. Taylor
Contributing Writers: Tony Case, Eric Schmuckler

Design Director: Paul Virga
Art Director: Dorothy Szemiot
Photo Editor: Kim Sullivan
Production Coordinator: Eileen Cotto

Circ. Dir: Mary Barnes Assoc. Circ. Dir: Michael Nass
Circ. Mgr: Richard Chung
List Rental Info: JJ Single (845) 731-2731
Subscriber Services: 1-800-722-6658
Customer Service: bpi@realtimepubinc.com

Mediaweek Online: Prod Mgr: Matt Lennon
Directories/Publishing Dir: Mitch Tebo
Director of Conferences and Special Events: Matthew Pollock
Manager of Conferences and Special Events Shanny Bang
Conferences: 1-888-536-8536
Address: www.adweek.com/adweekconf

Publisher: Linda D'Adamo

Regional Sales Director: Midwest: Tina Balderas
NY Sales Mgr: Michael Candullo; Acct. Mgrs: N.Y.: Sandra Dent, Diane DiDominici, Robert Hamerslough; New England: William J. Callahan, Jr.; L.A.: Jacki Leigh, Lisa Zeni

CLASSIFIED: Sales Director Brian Chester
Sales Mgrs: Liza Reich, Randy Larsen, Jr. L.A. Repts: Gary Gomez, Denise Larsen; Asst: Michele Golden

Mktg Svcs Dir: Rachel Bell; Promo Art Dir: Hillary Friedman
Assistant Manager of Special Projects: Jennifer Minihan; Mktg Svcs Coor: Melinda Kinetz

Dir. of Operations: Adeline Cippolletti
Production Director: Elise Echevarrieta
Sr. Prod. Mgr: Cindee Weiss
Asst Mgrs: Noah Klein, Craig Russell Asst: Michelle De Roche

Vice President/Marketing:
Mary Beth Johnston

Senior Vice President/Sales:
Wright Ferguson, Jr.

Executive VP/Editor-in-Chief:
Sid Holt

President:
Michael E. Parker

MARKETING/MEDIA & RETAIL DIVISION
President: Mark A. Dacey
Marketing/Media Group President: Michael E. Parker
Retail Group President: Mark Holdreith
General Manager: H. Todd Hittle

vnu business publications

USA
President & CEO: Michael Marchesano
Chief Operating Officer: Howard Lander
Executive Vice Presidents:
Mark Dacey (Marketing/Media & Retail),
Richard O'Connor (Travel, Performance, Food Service
and Retail Estate/Design)
Senior Vice President: Tom Nevitt (Marketing Information)

Vice Presidents:
Joellen Sommer (Business Management),
Deborah Patton (Communications),
Joanne Wheatley (Circulation)
President & CEO: Michael Marchesano

vnu business media

Chief Operating Officer: Howard Lander
Vice President/Business Development: John van der Valk
Vice President Human Resources: Sharon Sheer
Chief Financial Officer: Joseph Furey
President - VNU Expositions: Greg Farrar
President - VNU eMedia: Jeremy Grayzel

STAY ON TOP OF THE ISSUES WITH

MEDIAWEEK, ADWEEK & BRANDWEEK



Now get the immediate industry coverage necessary for your success in both print and online!

EACH SUBSCRIPTION INCLUDES:

- A one-year weekly print subscription to the publication(s) of your choice
- 12 month online access to all current articles of the selected print edition

Get all the information you need to stay on top of the issues. Subscribe to this exclusive print/online subscription offer today!

MEDIAWEEK

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

YES! Please send me 1 year of MEDIAWEEK (46 issues, plus password-protected online services) for only \$149.*

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail (required for online access) _____

Bill me. Payment enclosed. Charge my: Visa MC AMEX

Account # _____ Exp. Date _____

Signature _____ J2HMWT

To speed your order, please check one box in each section.

TYPE OF FIRM (Check One)

- 01. Manufacturing
- 11. Advertising Agency
- 12. Public Relations Firm
- 13. Independent Media Buying Service
- 20. Outdoor Advertising
- 31. Newspaper
- 41. Magazine
- 61. Television
- 51. Radio
- 67. Graphic Design
- 79. Market Research/Service
- 80. Sales Promotion / Support
- 81. Commercial Production
- 98. Other (please specify)

JOB FUNCTION (Check One)

- C. Product/Brand/Category Mgmt
- P. General or Corporate Mgmt
- W. Public Relations /Public Affairs
- L. Account Management
- R. Creative Dept. Mgmt.
- H. Copywriting
- I. Sales/Product Promotion
- T. Art Direction
- U. Media Buying/Planning/Supervision
- V. Advt./Market Research
- X. Other (please specify)

Title _____

* Canadian and other Foreign: Add US \$170 for Postage and Handling

ADWEEK BRANDWEEK

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

YES! Please send me 1 year of ADWEEK (51 issues) BRANDWEEK (46 issues) plus password-protected online services for only \$149.*

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail (required for online access) _____

For ADWEEK subscription, please check the region you prefer:

New England East Southeast Midwest Southwest West
 Bill me. Payment enclosed. Charge my: VISA MC AMEX

Account # _____ Exp. Date _____

Signature _____ J2HMWB

To speed your order, please check one box in each section.

TYPE OF FIRM (Check One)

- 01. Manufacturing
- 11. Advertising Agency
- 12. Public Relations Firm
- 13. Independent Media Buying Service
- 20. Outdoor Advertising
- 31. Newspaper
- 41. Magazine
- 61. Television
- 51. Radio
- 67. Graphic Design
- 79. Market Research/Service
- 80. Sales Promotion / Support
- 81. Commercial Production
- 98. Other (please specify)

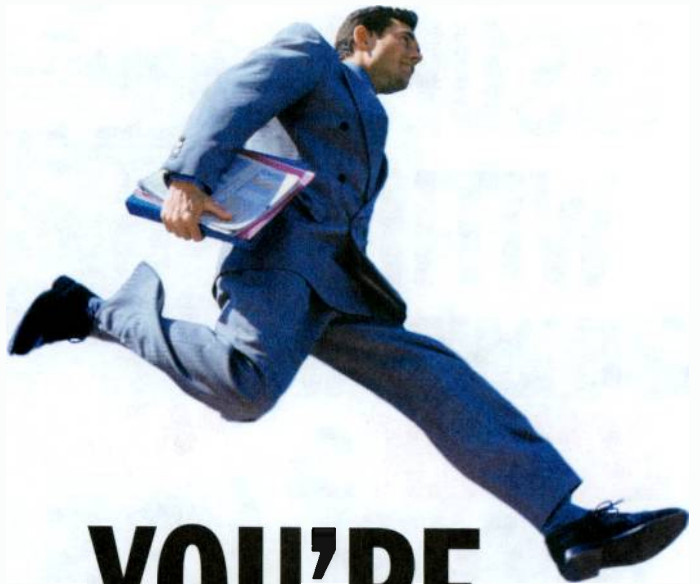
JOB FUNCTION (Check One)

- C. Product/Brand/Category Mgmt
- P. General or Corporate Mgmt
- W. Public Relations /Public Affairs
- L. Account Management
- R. Creative Dept. Mgmt.
- H. Copywriting
- I. Sales/Product Promotion
- T. Art Direction
- U. Media Buying/Planning/Supervision
- V. Advt./Market Research
- X. Other (please specify)

Title _____

* Canadian and other Foreign: Add US \$170 for Postage and Handling

MEDIAWEEK
&
ADWEEK
BRANDWEEK



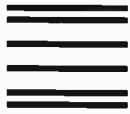
**YOU'RE
 ONE STEP
 AHEAD**

With timely news reporting and insightful analysis, they're your inside source for everything that's happening—deals, trends, strategies and technologies that can open up a world of opportunities for you.

GET THE INFORMATION YOU NEED TO STAY ONE STEP AHEAD—SUBSCRIBE TODAY!

SATISFACTION GUARANTEED

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



BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO 70 DANBURY CT

POSTAGE WILL BE PAID BY ADDRESSEE

MEDIAWEEK

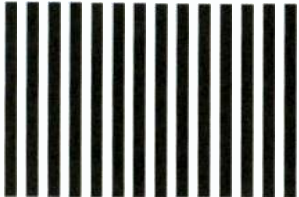
SUBSCRIPTION SERVICE CENTER

PO BOX 1976

DANBURY CT 06813-9839



NO POSTAGE
 NECESSARY
 IF MAILED
 IN THE
 UNITED STATES



BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO 76 DANBURY CT

POSTAGE WILL BE PAID BY ADDRESSEE

ADWEEK BRANDWEEK

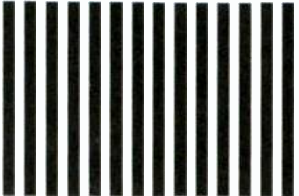
SUBSCRIPTION SERVICE CENTER

PO BOX 1973

DANBURY CT 06813-9845



NO POSTAGE
 NECESSARY
 IF MAILED
 IN THE
 UNITED STATES



PHILADELPHIA RADIO

David-and-Goliath Fight Brewing Over Women

BY KATY BACHMAN

For the first time in several years, Adult Contemporary WBEB-FM, the No. 1 radio station in Philadelphia and one of the few independently owned standalone outlets in the U.S., has some competition. On Aug. 1, Clear Channel Communications, which owns six radio stations in the market, gave up trying to build an audience for WLCE-FM, its Hot Adult Contemporary station in the market, and launched AC outlet "Sunny 104.5" with the new call letters WSNI-FM.

Compared to WBEB's 7.1 overall share, WLCE was languishing in the ratings with a 2.1. WLCE was also Clear Channel's lowest FM biller with \$11.6 million revenue last year, compared to WBEB, the No. 3 biller in

Strickler, executive vp for Harmelin Media. "On the other hand, the Bee is such a powerhouse. It will be hard to make the switch."

Jerry Lee, owner of WBEB, doesn't think Sunny's format will fly. "They are catering to the [older] end of the [female] demo. We've done all kinds of testing, and we don't think women want that kind of music," he said. WBEB, which offers a broader-based AC format with more current music, has been No. 1 among Women 25-54 for 23 consecutive ratings surveys.

"We've had competitors before; they try to make a run, and they give up," said Lee.

That doesn't mean that WBEB will take Clear Channel's challenge lightly. "We antic-



"We defend our turf. Since deregulation, big radio groups have cut back dramatically on advertising." JERRY LEE

the market at \$25 million, according to BIA Financial Network.

"The problem with Hot AC is that it doesn't have a niche," said Dave Allan, vp of operations for CC stations in Philly. "There were three stations in the market fighting for four percent of the audience. So we decided to go after a market that wasn't being served." Aimed at women 35-54, WSNI's playlist reflects "a large block of music from the '60s, '70s and '80s that WBEB doesn't play anymore, such as Barry Manilow, Barbra Streisand, Abba, James Taylor and Chicago," said Allan.

"The format makes sense. It's something no one else is playing, and there are older women who only [listen to] WBEB," said Lyn

ipate some sampling [of Sunny]. Clear Channel is a big company," admitted Blaise Howard, general manager of WBEB.

Both stations are pulling out their marketing guns. Clear Channel has bought advertising on Infinity's News powerhouse KYW-AM, which last week aired WSNI spots every hour. It's also airing ads on sister CC Contemporary Hit Radio station WIOQ-FM, the fifth-ranked station in the market, in addition to a billboard campaign through Clear Channel Outdoor.

Despite Clear Channel's deep pockets and considerable assets in the market, that still may not be enough to make a dent in WBEB's lead. WBEB annually spends about \$2.4 million on television advertising, more than all the other radio stations in the market com-

bined. And with new competition, Lee said he is only too willing to double the budget. "We defend our turf," Lee said. "Since deregulation, big radio groups have cut back dramatically on the amount of advertising. The first year after deregulation, I increased advertising by \$1 million. I couldn't be No. 1 if it wasn't for deregulation. Advertising is an investment in the future."

CHICAGO MAGAZINES

Buyers See *Chicago* As Sales Fit for Tribune

Media buyers agreed last week that Tribune Co.'s further expansion of its already considerable media holdings in the Windy City—through its purchase of *Chicago* magazine from Primedia for \$35 million two weeks ago—will produce more rather than less local buying opportunities.

"It makes all the sense in the world for Tribune, with a primary property like [newspaper] *Chicago Tribune*, to buy a complementary if sometimes competing print entity," said Valerie Muller, an independent media and marketing consultant and former senior vp of print services for Mediacom.

Tribune in total publishes 14 daily newspapers, including the *Los Angeles Times* and Long Island's *Newsday*. Tribune executives declined to comment on future ad strategies between the Chicago daily and the 182,000-circulation glossy lifestyle monthly.

But media buyers have already begun to speculate. Among the possible offerings they expect are cross-platform package deals and changes in the magazine's rate card. "[For] advertisers who couldn't afford a daily or weekly [schedule in the *Chicago Tribune*], advertising in the monthly is more palatable," said Eric Blankfein, vp/director of media planning at Horizon Media.

"Tribune would be foolish not to put together packages," said Muller. "Buyers will be looking for a combination rate of some sort, an integrated price package."

Through the second half of 2001, *Chicago's* subscriptions were up 1.1 percent while newsstand sales were down 7 percent, according to the Audit Bureau of Circulations.

While most media executives saw additional buying opportunities in Tribune's purchase of *Chicago*, there were some concerns about advertisers jumping between the simi-

World Cup.



Goooooal! The numbers are staggering. Over 35,000,000 people cheered the World Cup on Univision, TeleFutura or Galavisión.* Univision delivered more households tuned to the World Cup final match than ABC in seven of the nation's top television markets.** A phenomenal 66% share nationally.† Of course, unbeatable soccer coverage is but one facet of Univision's dominance. No other Spanish-language network has been awarded national Emmys® or collected more prestigious awards for broadcast excellence and public service to the community.

World Class.



13
Emmys

This year, we're proud to be recognized again by our peers with 13 local Emmys. We salute all those who contributed to these remarkable accomplishments. KMEX Los Angeles • Primera Edición • Cara A Cara Con Vincente Fox • Desfile de las Rosas • Best Photographer, Arturo Quezada. KDTV San Francisco • Noticias 14 a las 11. WLTV Miami • La Última Batalla. KTVW Phoenix • Los Muertos de Juárez • Gracias Por Los Aplausos • De Dónde Es La Quebradita • Deal with Death • Quiero Ser Policía • Siempre Contigo • Governors' Award.

Local Media

lar audiences of *Chicago* and Sunday newspaper insert *Chicago Tribune Magazine*.

"We won't see much ad erosion because there is exclusivity in the types of advertising between the two publications," countered Blankfein.

Chicago is one of many properties that Primedia has sold this year in its attempt to reduce debt by shedding \$250 million worth of non-essential assets. Primedia acquired the title from Landmark Communications in 1995 for \$9 million.

"The acquisition allows *Chicago Tribune* to continue expanding the ways in which it serves local readers and advertisers in Chicago," said Tribune Co. president and COO Dennis FitzSimons in a statement.

For now, the magazine's editorial and advertising staff will remain separate from Chicago Tribune Co. (which oversees the newspaper), and Richard Babcock and John Carroll will remain editor and publisher, respectively, of the monthly.

Publishing a local lifestyle magazine is not a first for Tribune. Subsidiary Sun-Sentinel Co., publisher of the *Sun-Sentinel* daily newspaper in the Miami-Ft. Lauderdale market, puts out a subscriber-based bimonthly, *City & Shore*. Also, the *Newsday* owner produces one local business and three lifestyle mags in New York suburb Long Island. —Aimee Deeken

BALTIMORE TV STATIONS

WJZ Adds News at 4PM

In its latest move in the ongoing local TV news horse race in the nation's 24th-largest market, Baltimore's WJZ-TV plans to offer a triple shot of hour-long newscasts starting at 4 p.m. this fall.

The effort is part of a national trend to repackage lower-cost news programming earlier in the day. While it has caught on in some markets, it remains unclear whether it will work in Baltimore.

"Our strategy is to take the lead as a provider of more local news. The extension to 4 p.m. is the next logical step," said WJZ vp and general manager Jay Newman.

A decade has passed since CBS owned-and-operated WJZ was the undisputed leader in Baltimore news. For the past five years,

WBAL, the Hearst-Argyle owned NBC affiliate in the market, and WJZ have wrestled for ratings dominance and ad revenue, with WBAL routinely coming out on top. Now WJZ hopes to build on its 5 p.m. audience by reeling in news junkies earlier in the day.

Getting more eyeballs at 4 p.m., where the station currently broadcasts back-to-back episodes of *The Weakest Link*, won't be easy. Thanks to *Oprah*, WBAL owns the 4 p.m. time slot.

Meanwhile, WBAL president and gm Bill Fine said, "For years the audience has been conditioned to find newscasts at six, and for the last couple of decades at five. It will take some time to create the same kind of demand [for 4 p.m.]."

For the May sweeps, Nielsen Media Research reported that WBAL had a 6.9 rating/19 share at 4 p.m. compared to WJZ's 3.9/10. The gap narrows during the 5 p.m. news, with WBAL pulling a 7.9/18 to WJZ's 6.5/15. At 6 p.m., WBAL had a 8/17 to WJZ's 6.9/14; and at 11 p.m., WBAL held a 10.8/21 to WJZ's 9.3/18.

Susan Ferrer, broadcast media supervisor with Eisner Communications, a leading Baltimore ad agency, estimated that WJZ's 4 p.m. news will be priced at about one-fourth of the cost for 6 p.m. news and one-third of the rates at 5 p.m.

Surveys suggest that fewer viewers watch local news compared to a decade ago. But that hasn't stopped CBS O&O KDKA in Pittsburgh, which, like WJZ, added a 4 p.m. newscast against a rival station's airing of *Oprah*. Prior to the July 22 move, KDKA was regularly placing third with *The Rosie O'Donnell Show* at 4 p.m. Nielsen ratings through Aug. 6 show KDKA edging out *Oprah* and closing fast on *Judge Judy*.

Ultimately, WJZ believes the shift will be successful regardless of how it stacks up against *Oprah*. "This gives advertisers the ability to get into news at a variety of price points," said Newman.

Adds Gary Jordan, President of Azzam Jordan, a Baltimore-based ad agency: "There's a whole contingent of advertisers out there who would like to buy into evening news but can't afford it," he said. "It broadens the market." —Sandy Brown



The mag should sell well with the *Chicago Tribune*, buyers say.

LOS ANGELES TV STATIONS

KCAL to Air CBS Shows

Just three months after creating a duopoly in Los Angeles via its acquisition of KCAL-TV, Viacom is using the Independent station to broadcast CBS network shows that will be pre-empted by L.A. sibling KCBS in order to air two Oakland Raiders games and a *Latin Grammy Awards* special.

It's the first time in Southern California that a broadcaster has used its duopoly to ensure clearance for its network programming while still providing programming of high local interest. On Friday, Aug. 9, KCBS was slated to air the Raiders' preseason game against the Dallas Cowboys live from 6 p.m. to 9 p.m., while KCAL was to pick up the CBS newsmagazine *48 Hours*.

On Aug. 24, when KCBS will air another Raiders' preseason game, against the San Francisco 49ers, KCAL will run *Big Brother 3*. KCAL will also carry *BB3* on Sept. 18, when KCBS will offer a locally produced countdown to the *Latin Grammy Awards*. —KB

MINNEAPOLIS RADIO

KFAN Builds Local Net

KFAN-AM, Clear Channel's Sports station in Minneapolis and the home of the Vikings Radio Network, is cobbling together the Fan Radio Network on seven other Clear Channel stations in the region. The stations will carry up to 12 hours of the Fan's local programming, including Vikings games, the morning show *The Power Trip* and afternoon-drive host Dan Barreiro, who pulls the station's highest ratings.

"We've been talking about the Fan network for more than a year," said Dan Seeman, senior vp of marketing and operations for Clear Channel's stations in Minneapolis. But it wasn't until Clear Channel took over management of the Vikings Radio Network and equipment requirements to run it that it became sufficiently cost-effective to proceed with signing on outlying stations, Seeman added.

Although the seven Clear Channel stations carrying Fan programming are in smaller markets such as Aberdeen, S.D., and Grand Forks, N.D., the goal is to eventually clear the network on area stations not owned by Clear Channel, especially in some of the key major markets in the region, such as Sioux Falls, S.D., and Duluth, Minn. Seeman says he expects to begin marketing the network in about six months. —KB

Cha ching

brought to you by



**UNITED STATES
POSTAL SERVICE®**



Direct Mail: Advertise through the mail to target new customers and their wallets and keep existing ones coming back for more.

Eagle symbol is a registered trademark of the United States Postal Service. ©2002 United States Postal Service

www.usps.com/directmail

Market Profile

BY EILEEN DAVIS HUDSON



Downtown development includes the Muhammad Ali Center next to the Ohio River, to open in 2004.

Louisville, Ky.

THE BIRTHPLACE OF MUHAMMAD ALI, LOUISVILLE, KY., IS HONORING THE FAMED BOXER and humanitarian by building an international cultural museum and educational center designed to preserve his legacy. On June 11, the city broke ground on the first phase of the \$41 million Muhammad Ali Center.

The initial plan, expected to cost about \$7.5 million, will consist of constructing a 450-space parking garage and a one-acre public plaza featuring an amphitheater.

The second phase is scheduled to get under way in fall of 2003, once the parking garage is completed. The 93,000-square-foot center, which is a key component of the city's downtown redevelopment plan, is slated to open its doors in mid-2004.

Among the highlights of the planned center are 24,000 square feet of exhibit space, high-tech educational classrooms and distance learning facilities, three auditoriums, an orientation theater, a library, retail shop, cafe, and function rooms for up to 300 people. The facility will also be home to the University of Louisville's Muhammad Ali Institute for Peacekeeping and

Conflict Resolution.

Local officials estimate the Ali Center, once completed, will attract 400,000 visitors yearly to Louisville, which could provide a significant economic boost to the area. The groundbreaking, which was attended by Ali, was covered heavily by Louisville media outlets.

The Louisville television market, which is ranked No. 50 nationally, has 598,940 TV households, according to Nielsen Media Research. Nielsen added set-top meters to the

market in 1999, which has made the already competitive local news battle between the top TV outlets even more tightly fought.

ABC affiliate WHAS-TV, owned by Belo Corp., has long been the market's news leader. However, the gap between WHAS and its rivals has narrowed among some viewer groups, and in some time periods has disappeared altogether. For instance, WHAS was No. 2 in the 11 p.m. news among adults 25-54 during the May sweeps, behind NBC affiliate WAVE, which is owned by Greenville, S.C.-based Liberty Corp. In households, WAVE received a 10.1 household rating and 17 share at 11 p.m. in May. Hearst-Argyle TV's CBS affiliate WLKY-TV followed with a 9.7/17, and WHAS finished third, garnering an 8.8/15. The early news race is seeing equally stiff competition, particularly in the all-important adults 25-54 demographics. WHAS is No. 2 in the May sweeps with adults 25-54 in late news, coming in behind WAVE.

Bob Klingle, vp and general manager of WHAS, blames much of his station's late-news ratings slide on the weak performance of ABC's prime time. "Our prime time has been so depleted by ABC, it's a real struggle for us," says Klingle. WHAS is one of the top 15 ABC affiliates in the country in terms of overall ratings performance. In May, the station was tied for seventh in ABC prime-time ratings out of all ABC affiliates.

"I don't think there's been that significant a decline in early news," says Klingle. However, he does again point to ABC prime as the culprit for declines seen in early news during the sweeps periods. He says the significant loss of viewership from 8 p.m. to 11 p.m.—as much as 40 percent—means there are 40 percent fewer eyeballs seeing the station's promos for its early newscasts the next day. Klingle says that outside of the sweeps, WHAS holds its news lead.

WLKY, which had typically been the third-ranked news station, won the noon, 5 p.m. and 5:30 p.m. news races in adults 25-54 Monday to Friday in the May sweeps (WHAS won 6 p.m., and WAVE won 11 p.m.). Jim Carter, president/gm of WLKY, says his station's ratings improvements have not come overnight. "Sometimes it takes time to convert viewers," he says, attributing the ratings growth, in part, to "strong promotion of our product, both internally and externally." He also

NIelsen MONITOR-PLUS

AD SPENDING BY MEDIA / LOUISVILLE

	Jan.-Dec. 2000	Jan.-Dec. 2001
Spot TV	\$115,289,311	\$114,317,005
Local Newspaper	\$70,035,487	\$78,869,922
Local Magazine	\$3,615,148	\$3,000,645
Outdoor	\$329,121	\$165,951
Total	\$189,269,067	\$196,353,523

Source: Nielsen Monitor-Plus

NIelsen RATINGS / LOUISVILLE

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share
4-4:30 p.m.	Fox	WDRB	3.3	8
4:30-5 p.m.	Fox	WDRB	3.4	7
5-5:30 p.m.	CBS	WLKY	8.2	17
	ABC	WHAS	7.6	15
	NBC	WAVE	6.8	14
	Fox	WDRB*	2.7	6
	UPN	WFTE*	1.6	3
	Pax	WBNA*	1.1	2
	5:30-6 p.m.	ABC	WHAS	8.0
6-6:30 p.m.	NBC	WAVE	7.6	15
	CBS	WLKY	7.5	14
	Fox	WDRB*	2.8	5
	UPN	WFTE*	1.6	3
	Pax	WBNA*	1.1	2
	ABC	WHAS	9.4	17
	CBS	WLKY	8.1	15
7-7:30 p.m.	NBC	WAVE	8.0	15
	Fox	WDRB*	3.3	6
	UPN	WFTE*	1.5	3
	Pax	WBNA*	1.3	2
	NBC	WAVE	6.0	11

Evening News

10-11 p.m.	Fox	WDRB	8.5	12
	Pax	WBNA*	2.0	3
	UPN	WFTE*	1.2	2
11-11:30 p.m.	NBC	WAVE	10.1	17
	CBS	WLKY	9.7	17
	ABC	WHAS	8.8	15
	Fox	WDRB*	5.5	9
	UPN	WFTE*	0.9	2
	Pax	WBNA*	0.3	1

*Non-news programming Source: Nielsen Media Research, May 2002

says the station's intense emphasis on weather coverage and promotions of its weather team on-air have also helped.

Carter says WLKY ranks No. 7 on a household basis among all CBS affiliates in the country and produces 38.5 hours of local news a week, more than any other station in the DMA. "This is a market with a lot of news," says Carter. "Obviously, our goal is to be the dominant station."

WLKY also has the local broadcast rights to 26 NCAA men's basketball games. The Bluegrass state is known for its rabid basketball fans. The successful, telegenic Rick Pitino coaches the University of Louisville, and the University of Kentucky Wildcats in nearby Lexington (formerly coached by Pitino) are perennial NCAA championship contenders. The one programming change WLKY plans to make this fall is to replace *Family Feud* with *Weakest Link* in syndication at 1 p.m. WLKY, which is one of the few CBS affiliates in the country to air *The Young and the Restless* at 4 p.m., will continue with the soap at that time.

WAVE unofficially launched a new 7 p.m. newscast immediately after the Sept. 11 terrorist attacks. Steve Langford, WAVE vp/gm, says the station had been planning to launch the new half hour in November but pushed up the date in order to handle the massive story. WAVE is the only station doing a 7 p.m. news in Louisville, and Langford says the show is "much more relaxed, much more contemporary." The entertainment-focused newscast replaces *Entertainment Tonight*. "We didn't think a straight news show would work at all at 7 p.m.," says Langford, who tapped existing talent at the station to host the show, which is followed at 7:30 p.m. by *Extra!* The newscast, called *WAVE 3@7*, averaged a 6 rating/11 share in May.

Langford says he wants to make use of local programming whenever possible, and WAVE is the only TV station in the market with a local call-in show in the morning, which is hosted by Dawne Gee, who also co-hosts the 7 p.m. news. The station, which had been "noticeably absent" from the weekend-morning news race, according to Langford, entered the fray in April with the launch of an hour of news preceding the *Today* show and an hour following it on Saturday and Sunday mornings. Last spring, WAVE launched a free Internet service that sends out weather forecasts by zip code via e-mail daily. So far, 23,000 people are receiving the e-mails, which also

RADIO LISTENERSHIP / LOUISVILLE

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WHAS-AM	News/Talk	15.5	12.0
WAMZ-FM	Country	11.4	9.9
WTFX-FM	Album Oriented Rock	6.4	4.1
WVEZ-FM	Adult Contemporary	6.0	6.4
WDJX-FM	Top 40	5.6	6.0
WQMF-FM	Classic Rock	5.3	3.2
WGZB-FM	Urban	3.9	4.1
WRKA-FM	Oldies	3.7	4.5
WYBL-FM	Country	3.2	3.7
WSFR-FM	Classic Rock	2.8	3.3

Source: Arbitron Spring 2002 Radio Market Report

include advertising, says Langford.

On the programming front, WAVE is replacing *The Rosie O'Donnell Show* at 4 p.m. with *Pyramid* from 4 to 4:30 p.m. and *Who Wants to be a Millionaire* from 4:30 to 5 p.m.

Block Communications-owned WDRB, the Fox affiliate in Louisville, last fall launched the market's only 4 and 4:30 p.m. newscasts.

Bill Lamb, gm of WDRB and sister station UPN affiliate WFTE, took over as gm of the

two stations 18 months ago. In June, Lamb, who most recently served as gm of WMBD, the CBS affiliate in Peoria-Bloomington, Ill., began filing on-air editorials for the 4 p.m. and 10 p.m. news as a counter editorial voice to Louisville's only daily newspaper, *The Louisville Courier-Journal*, which some in the market see as having a liberal stance on issues. Lamb says the response from viewers has been overwhelmingly positive. No other station in the

Market Profile

market airs editorials.

Lamb says WDRB is in the process of tweaking its three-hour morning show to be light and fun in order to stand out. "Our competitors do [morning] news, so we didn't feel there was a need for a fourth traditional newscast," he says. In December, WDRB hired former Miss America Heather French Henry, a Kentucky native whose husband, Steve Henry, is running for lieutenant governor, as its new morning co-anchor.

One notable change has been a shift in on-air promotion for both WDRB and WFTE. In the past, "we aired promotional spots when we had unsold inventory," says Lamb, who now holds back 12 percent of their ad inventory for on-air promotions. In addition, in April WFTE began airing promotional spots for WDRB's newscasts.

On the programming front, *The Jerry Springer Show*, *The Ricki Lake Show* and *The Jenny Jones Show* will be shifted from WDRB over to WFTE, where they will be grouped in a talk-show block to run from 9 a.m. to noon. WDRB will also be adding new shows, including *Judge Joe Brown* at 3 p.m., *Judge Judy* from 5 to 6 p.m. and *Dharma & Greg* at 6:30 p.m. WDRB is the only TV outlet in the market with 4 p.m. and 10 p.m. newscasts. The station's regular 2 p.m. movie feature will be replaced with syndicated talker *The Caroline Rhea Show* in the fall. WDRB is also the home of the University of Louisville sports programs. That package includes 16 basketball games and four football games, as well as the coach's pregame shows for each sport.

Tucson, Ariz.-based Cascade Broadcasting owns WB affiliate WBKI-TV. (The station does not subscribe to Nielsen's meter service and therefore is not listed in the Nielsen chart on page 15). WBKI signed on in the market in April 2000 and has already seen a fair amount of change. The station changed its call letters from WWWB to WBKI shortly after launching. In November 2000, the station named Bill Bradley as its new vp/gm. Bradley was promoted from director of sales at the station. Michael Barich, previously national sales manager, was promoted to general sales manager.

Cascade is investing heavily in the station, picking up top-shelf syndicated fare for the fall that includes *Will & Grace* and *That '70s Show*, which will run from 7 p.m. to 8 p.m. weekdays. "We have two of the hottest shows coming off the network right now," says Bradley.

WBKI has also acquired *Providence* in syndication for the fall to run on Saturdays at 10

SCARBOROUGH PROFILE

Comparison of Louisville

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Louisville Composition %	Louisville Index
DEMOGRAPHICS			
Age 18-34	31	29	94
Age 35-54	41	41	101
Age 55+	28	29	104
HHI \$75,000+	28	18	65
College Graduate	12	8	68
Any Postgraduate Work	11	7	69
Professional/Managerial	23	18	80
African American	13	10	75
Hispanic	13	#	#
MEDIA USAGE - AVERAGE AUDIENCES*			
Read Any Daily Newspaper	56	53	95
Read Any Sunday Newspaper	64	63	99
Total Radio Morning Drive M-F	22	19	86
Total Radio Evening Drive M-F	18	17	94
Total TV Early Evening M-F	29	31	107
Total TV Prime Time M-Sun	38	38	100
Total Cable Prime Time M-Sun	13	14	102
MEDIA USAGE - CUME AUDIENCES**			
Read Any Daily Newspaper	74	72	96
Read Any Sunday Newspaper	77	75	97
Total Radio Morning Drive M-F	75	73	97
Total Radio Evening Drive M-F	73	73	100
Total TV Early Evening M-F	71	74	104
Total TV Prime Time M-Sun	91	91	100
Total Cable Prime Time M-Sun	59	62	106
MEDIA USAGE - OTHER			
Access Internet/WWW	62	55	89
HOME TECHNOLOGY			
Own a Personal Computer	68	64	94
Purchase using Internet	37	29	79
Connected to Cable	69	63	92
Connected to Satellite/Microwave Dish	15	12	149

*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 (August 2000-September 2001)

p.m. The station, which currently runs *Just Shoot Me* at 7:30 p.m. and 10 p.m., will double-run the sitcom at 10 p.m. in September when the new programming schedule debuts.

Pax affiliate WBNA is owned by Word Broadcasting Network, founded by Bob Rodgers, senior pastor of Evangel World Prayer Center in Louisville. The station, which at one time had served as a secondary WB affiliate, is one of the stronger Pax TV outlets in the country, although WBKI's

launch has impacted the WBNA's viewership. Weekdays, the outlet airs Pax network programming from noon to 11 p.m., and religious-themed programming fills the rest of the schedule.

New York-based Insight Communications is the main cable company in the market. According to Scarborough Research, 63 percent of the market subscribes to cable, compared to the national cable-subscription average of 69 percent for the top 50 markets.

However, 22 percent of the market is hooked up to satellite service, compared to the top-50 market average of 15 percent.

Gannett Co.'s *Courier-Journal* stands alone in the Louisville metro area, although it does face some competition from smaller papers in outlying areas of the DMA. The *Courier-Journal's* daily circulation for the six months ended March 31 averaged 227,467 daily and 283,503 Sunday. While its daily circ was up fractionally compared to the same period in 2001, its Sunday circ fell 2.1 percent.

In October 2001, the paper announced its plans to invest \$80 million in a new printing plant. Its current downtown building will be expanded with a 135,000-square-foot addition that will house a new pressroom, mailroom and new KRB Colora presses. The new facility is targeted to be operational by mid-2004.

In April this year, the paper introduced a newly designed and branded classified section, which it named The Great Deal Classifieds. The section's launch was accompanied by a multimedia promotional campaign and a consumer contest that was conducted in partnership with Muhammad Ali.

The paper has also spun off several public-service and lifestyle magazine products for the city. In January of this year, the paper launched a recruitment tab called *Get A Job Kentuckiana*, which consists of help-wanted advertising and is distributed free via special sidewalk racks.

Last October, the paper debuted a new, advertorial magazine called *Welcome Home Kentuckiana*. The product, which targets upscale households, is produced by the paper's ad department and is published six times a year. It features ideas for home interiors, decorating and furnishings. And in August 2001, the *C-J* introduced a new annual magazine called *Kentuckiana Guide*, which it calls a general survival guide to the Louisville area. The title is produced by the paper's news department and distributed with the paper.

Other local publications include American City Business Journals' *Business First of Louisville*, a weekly business journal with a paid circulation of 12,000, and city publication *Louisville Magazine*. The monthly title, which has private local ownership, has a paid circulation of 25,000.

In local radio, three broadcasting giants control the market: Clear Channel Communications, Radio One and Cox Radio. Clear Channel owns a total of 10 stations in the DMA, although two stations, Oldies station WCND-AM and Talk outlet WKJK-AM, are too weak to show up in the Arbitron books.

RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Communications	2 AM, 6 FM	40.5	\$26.6	48.6%
Cox Radio	4 FM	16.5	\$12.1	22.0%
Radio One	6 FM	19.7	\$9.9	18.0%
Salem Communications	2 AM, 2 FM	3.1	\$1.7	3.1%

Includes only stations with significant registration in Arbitron diary returns and licensed in Louisville or immediate area. Ratings from Arbitron Spring 2002 book; revenue and owner information provided by BIA Financial Network.

NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Jefferson County (Kentucky): 282,421 Households				
<i>Louisville Courier-Journal</i>	141,064	179,897	49.9%	63.7%
Clarke County (Indiana): 38,733 Households				
<i>Louisville Courier-Journal</i>	12,749	18,884	32.9%	48.8%
Floyd County (Indiana): 27,453 Households				
<i>Louisville Courier-Journal</i>	10,224	14,349	37.2%	52.3%
Bullitt County (Kentucky): 22,130 Households				
<i>Louisville Courier-Journal</i>	7,940	12,222	35.9%	55.2%
Oldham County (Kentucky): 15,601 Households				
<i>Louisville Courier-Journal</i>	7,739	10,035	49.6%	64.3%
Shelby County (Kentucky): 12,797 Households				
<i>Louisville Courier-Journal</i>	2,832	3,924	22.1%	30.7%
<i>The (Frankfort) State Journal</i>	111	139	0.9%	1.1%

Source: Audit Bureau of Circulations

CC controls nearly 50 percent of the market's radio ad revenue on an estimated \$26.6 million in revenue from its eight other stations, according to BIA Financial Network (see chart above). In the Spring Arbitrons ratings book, the stations garnered a collective 40.5 average quarter-hour share among 12-plus listeners.

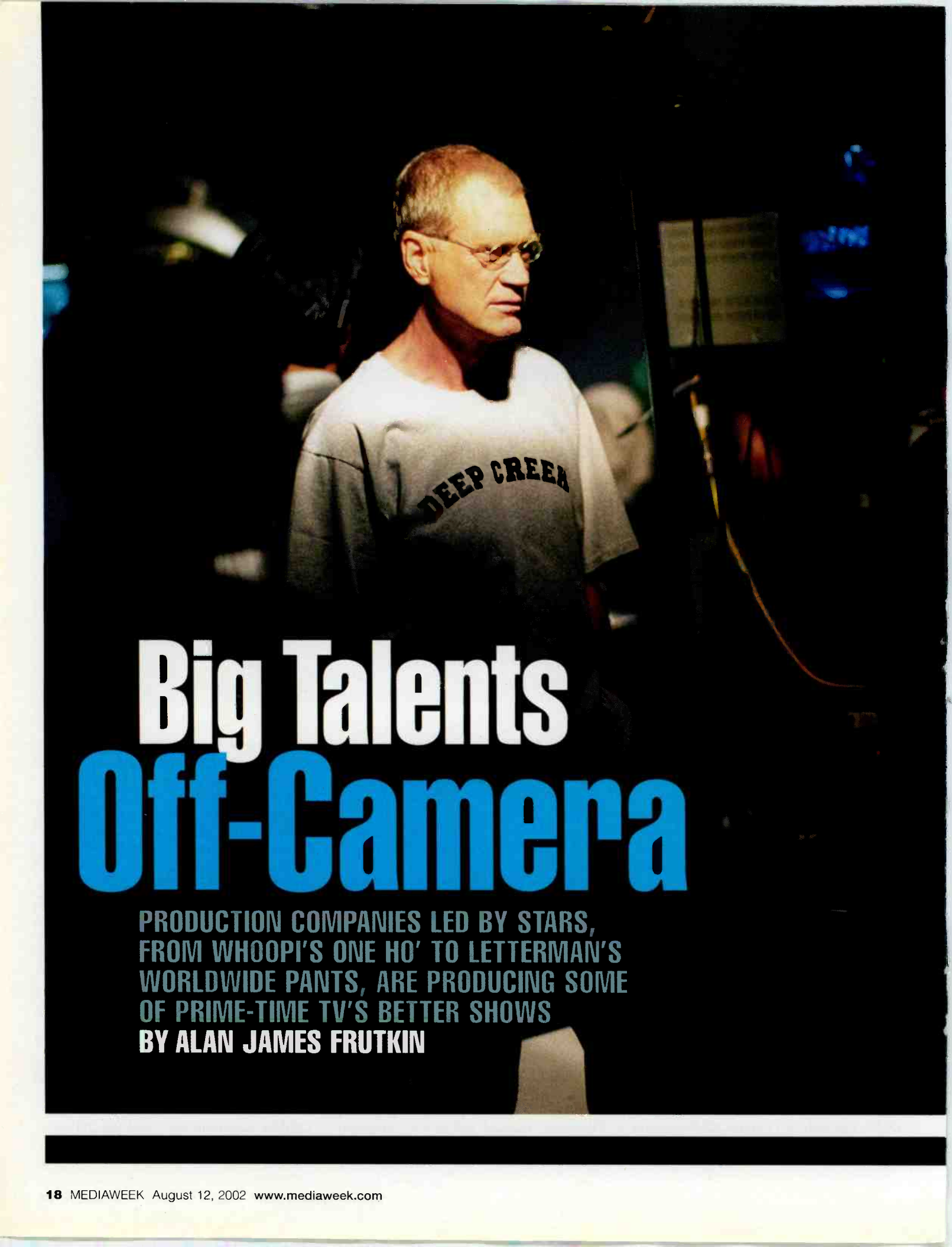
Cox owns four stations in the market and controls 22 percent of the radio ad dollars, based on an about \$12.1 million in ad revenue. All four of Cox's stations rank in the top 10 in the market in adults 25-54. Radio One owns six stations in the market and controls about 18 percent of Louisville's radio ad revenue.

In the middle of the recently released Spring Arbitrons, Radio One decided to flip two of its stations. It changed WMJM-FM from a Jammin' Oldies station to Urban Adult Contemporary. Its sister station, WULV-FM, switched from Soft Adult Contemporary to more of a Hot Adult Contemporary format. The move, although still settling, didn't go over well with listeners, as evidenced by the Spring book. Both stations declined in share

from the prior Winter ratings roundup.

WULV's format change was good news for its former closest competitor, Cox's heritage Oldies station WRKA-FM, which saw a sharp increase, jumping from a 2.9 share among listeners 12-plus in the Fall 2002 book to a 4.3 share in the Spring book. WULV, on the other hand, dropped from a 3.9 share to a 2.4 for the same period. Cindy Revisore, general sales manager for the Cox stations, also attributes WRKA's performance to an increase in popularity of the Oldies format across the country as the population continues to age. Louisville's population of Baby Boomers ranks ninth in the country.

Viacom Outdoor is the dominant player in outdoor advertising in Louisville. The company offers a wide array of products in the market, including 14-foot-by-48-foot bulletins, 30-sheets poster panels, 8-sheets junior posters, bus shelters and mall kiosk advertising. Two local companies also serve the market. Maloney Outdoor Advertising offers bulletins and some 8-sheets; Miller Billboard Advertising offers bulletins only. ■



Big Talents Off-Camera

PRODUCTION COMPANIES LED BY STARS,
FROM WHOOP!S ONE HO' TO LETTERMAN'S
WORLDWIDE PANTS, ARE PRODUCING SOME
OF PRIME-TIME TV'S BETTER SHOWS
BY ALAN JAMES FRUTKIN

When Roseanne and Tom Arnold signed a long-term production deal with Warner Bros. Television in 1993—the height of popularity for her eponymous ABC sitcom—the thinking behind it was that, with or without her ubiquitous husband, the comedienne-turned-producer could supply the studio with a string of similar hits. So what became of that deal? Nothing, except for 1994's ill-fated, instantly forgettable CBS midseason comedy *Tom*.

Such is the fate of most star-driven production deals in Hollywood. Actors who think behind-the-scenes roles are a breeze soon find out they're not. But, desperate for ratings, the networks and studios keep coming back for more. In fact, this fall there may be more stars behind the camera than in front of it. Ben Affleck, Sandra Bullock, Whoopi Goldberg, Kelsey Grammer, David Letterman—these are the folks the networks are turning to for content.

Through Letterman's production company Worldwide Pants, the late-night talk-show host has a hand both in CBS' hit comedy *Everybody Loves Raymond* (coproduced with HBO Independent Productions) and in NBC's romantic dramedy *Ed*. Grammer's Gramnet Productions is behind UPN's new comedy *Girlfriends* and NBC's fall sitcom *In-Laws*. Goldberg's One Ho' Prods. gave Lifetime its top-rated drama in *Strong Medicine*. And up until this summer, it also had a major stake in King World's *Hollywood Squares*.

With HBO's *Project Greenlight* already under their belt, Affleck and Matt Damon, through their production company LivePlanet, are vying for major league status with ABC's fall drama *Push, Nevada*. Sandra Bullock announced she would take time off from acting to focus on executive producing ABC's *The George Lopez Show*. Comic Jamie Foxx is producing the half-hour alternative pilot *Small Talk* for the WB, and Conan O'Brien is developing several series for NBC.

Call it the rise of the star producer. But despite the migration off-camera, most industry observers continue to dismiss the trend. Hollywood's tradition of offering actors lucrative production deals has, more often than not, yielded little product. And while network executives clamor to have any association with stars, even behind the scenes, many admit that viewers rarely make the connection between a show and its offscreen star power. Even advertisers see little upside to a performer's contribution beyond his or her onscreen presence.

The stars themselves acknowledge the uphill battle they face in turning industry opinion their way. "People think of actors as fluffy-dummy things," says a wry Whoopi Goldberg. "It's as if we were born on celluloid and didn't have lives before we were actors. So when they think of us getting into producing, it's seen as a vanity project."

By "vanity project," Goldberg refers to the phrase

most often associated with actors' production deals. The term is derisively self-explanatory: an actor's participation in the production process goes no further than signing the contract itself. It's a perk; a carrot most often used to keep a star happy.

It can be one hell of a lucrative carrot, though. Without an actor even lifting a finger, a production deal can line his or her pockets with a whole lot of cash. Grammer confirms that many production companies are started by actors "without meaning to produce anything." In effect, those companies often serve as tax dodges for performers. "There are financial benefits to functioning as a corporation rather than as an individual," Grammer says.

For the actors who follow through on their deals, the networks stand firmly behind them. A network like NBC sees being in business both with Grammer and Letterman as a no-brainer. "These performers have taken their companies seriously," says Karey Burke, executive vp of prime-time series development at NBC Entertainment. "They've staffed their companies in such a way and have been involved in the creative process in such a way as to make clear they are interested in the business of producing TV shows. And they're quite good at it."

When stars take their production deals seriously, their commitment can lure other actors to their shows, Burke suggests. For example, Jean Smart, who recently played a love interest of Grammer's on *Frasier*, stars in Grammer's *In-Laws*. "In a show's crucial, initial stage, when a project is being packaged, a name lends a certain cachet, a weight that is invaluable in attracting talent," Burke says.

But the extent to which viewers care who a show's producers are remains uncertain. Burke admits that viewers may not be aware of what stars are doing offscreen. From *Raymond* to *Girlfriends* to *Hollywood Squares*, rarely have those shows been marketed to viewers with the names of Letterman, Grammer or Goldberg attached to them as producers.

Perhaps even more surprising is the fact that those shows are rarely marketed to advertisers as such. "I don't think Madison Avenue knows what Kelsey Grammer's participation is on a show like *In-Laws*," says Guy McCarter, senior vp and director of entertainment marketing for OMD USA.

Even if the networks were more determined to connect the dots, advertisers would remain wary, McCarter suggests. "How involved is David Letterman in *Raymond*?" he asks. "In most of the projects that are being developed, one gets the sense that there's not a lot of creative involvement on the part of the actor or star. Their names are put outside on the door, but the real work is being done by a development person."

IF ANY SERIES MAY BENEFIT from a star's behind-the-scenes involvement, then it most likely will be *Push, Nevada*, McCarter says. With Affleck having co-written

WEARING DIFFERENT PANTS: Letterman has found another spotlight producing such shows as *Raymond* and *Ed*.



GRAMMER LESSONS: Kelsey Grammer (right), with Dennis Farina (co-star of NBC's new fall comedy *In-Laws*), says he'd rather "not be involved in the footwork of development." His company Gramnet Productions' next show is the animated *Gary the Rat*, for cable's TNN.



In addition to *In-Laws* and *Girlfriends*, Gramnet is also readying the animated series *Gary the Rat* on TNN for a spring 2003 debut. The show is about an attorney who's been turned into a rodent. Grammer is voicing the lead. But like Letterman, Grammer seems intent on stepping back from most of Gramnet's day-to-day operations. To that end, he recently hired former Paramount TV executive Steve Stark to head up his company.

Grammer says he would rather "not be involved in the footwork of development," and that he prefers offering big-picture guidance to his staff. "Once a show is up and running, that's when I like stepping in," he says, adding, for example, that he'll sit down with the *Girlfriends* staff at the beginning of the season, to determine where the arc of the season is going. "I'm comfortable with that level of involvement," he says.

Goldberg, too, takes a hands-off approach to production. However, her involvement throughout the development process seems intensely personal. According to One Ho' CEO Tom Leonardis, Goldberg is a voracious reader, who scours books, newspapers and magazines in search of projects. Leonardis

adds that it's not unusual for Goldberg to call up the *Strong Medicine* staff with a story idea. For example, with the subject of women reclaiming their virginity a topic of intense debate now, it was Goldberg who phoned the *Strong Medicine* staff to propose a story arc based on the subject, Leonardis says. "Whoopi is there as a godmother," he adds.

While the degree to which each of these stars participates in his or her company varies, they all seem to share a common motive in producing television: profit. After all, *Raymond* will reportedly generate more than \$500 million in syndication revenue. Burnett notes that Ray Romano's deal with Pants came about after the comic appeared on Letterman's *Late Show*. And Burnett suggests that Letterman formed Pants, in part, to take advantage of the talent that continues to walk through his doors. "Dave has seen a lot of people inside [NBC's] *Late Night* go on to produce other shows elsewhere," says Burnett, who

began his career as an intern on *Late Night* in 1985. "He's wanted to give opportunities to the people who have worked for him for so long. And by establishing this company, he's able to do that."

Goldberg's approach to One Ho' is equally pragmatic. "As an actor, you have to start thinking about what you'll be doing in 15 years," she says, noting that the life span of most performers, especially women, is relatively limited. "I thought it would be nice to learn how to make film and television, and to actually have a finger in the pie in terms of learning production values. And now it seems I may have a small, yet positive, career ahead of me as a producer."

What these stars can't provide in

the pilot episode, with his having made an appearance at this summer's Television Critics Tour in Pasadena, Calif., and with the network promoting his off-camera participation in the series, his and Damon's level of involvement gives LivePlanet legitimacy, McCarter says.

"It's not just their names on the door," he adds. "These guys are intimately involved in conceiving and executing their shows, and I think we feel that their access and their relationship will be a positive force in the success of all the projects they're developing."

Push may get a ratings bump from publicity generated by interest in all-things-Affleck. But shows like *Raymond*, *Girlfriends* and *Strong Medicine* have succeeded independently of their behind-the-scenes stars. And that fact says as much about those stars' creative instincts as it does about their celebrity clout. "What [Letterman] brings to the table is a great sensibility for TV shows," says Rob Burnett, who runs Worldwide Pants for the late-night talk-show host. "He may not be here every day, but his influence is enormous."

Letterman declined to be interviewed for this article. But Burnett, who also is an executive producer on *Ed*, says that the Pants staff "keeps an eye toward pleasing Dave" in choosing projects, asking itself, "What would Dave think is funny, what would he think is good?"

Burnett adds that Letterman occasionally will write lines for *Ed*. He recalls one episode in which Stuckeybowl manager Phil Stubbs (played by Michael Ian Black) invents his own catchphrase, which was supplied by Letterman. The phrase? "Well, shave my poodle."

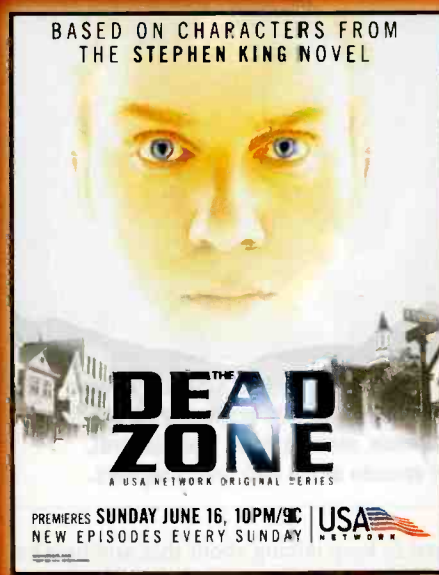
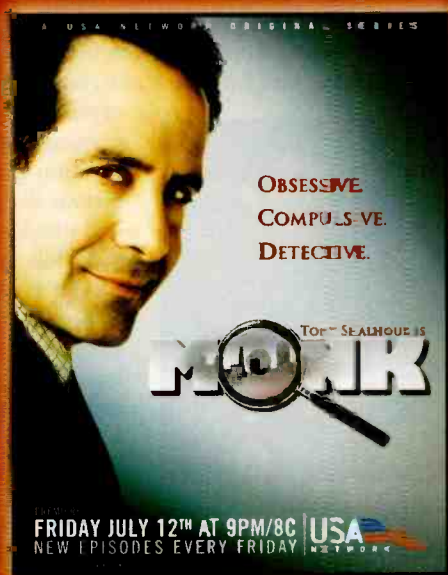


TV GODMOTHER: Goldberg (center) counsels *Strong Medicine* co-stars Janine Turner (left) and Jenifer Lewis.



USA IS #1 AGAIN FOR JULY!

THE HIGHEST-RATED CABLE NETWORK IN PRIMETIME A18-49 AND A25-54



OUR NEW ORIGINAL DRAMATIC SERIES
ARE THE HIGHEST-RATED ON BASIC CABLE.

THE NEW USA.

BIG. BOLD. BLOCKBUSTER.

hands-on attention, they can often make up for in clout—whether that means getting in a network door for pitch meetings, or, as NBC's Burke noted earlier, attracting star talent. Burnett adds that Danny DeVito is set to guest star on *Ed's* season premiere this fall. "That doesn't happen unless Letterman is one of the executive producers," he says.

BUT NOT ALL DOORS OPEN when a performer's name is mentioned. In addition to *Strong Medicine*, One Ho' also has produced several made-fors, including TNT's high-rated *Call Me Claus* and Showtime's *Ruby's Bucket of Blood*. Leonardis says the company has pitched several movie projects around town, without getting a bite.

Among those films is one, he says, about which Goldberg is passionate. Titled *Destined to Witness: Growing up Black in Nazi Germany*, the project is based on an autobiography by Hans J. Massaquoi, whose father was an African diplomat and whose mother was German.

So far, no takers. "I'm baffled by the absolute lackluster response from pretty much everybody in the U.S.," says Goldberg, who seems intent on keeping the subject of the Holocaust and Nazism alive in

ing the Field. "No one wanted to make it," he adds, noting that the idea seemed so unappealing that most networks required changes made to the script and cast. "They wanted to make the women into big-breasted babes," he says. A similar project of Goldberg's is at Nickelodeon and focuses on a girls soccer team.

And Goldberg isn't the only one to get the cold shoulder from studios. Grammer says that Gramnet has been trying to develop a Latino-based drama for almost 10 years, with no success. The earliest version, he says, took place in a border town between Texas and Mexico; but since then it has gone through several incarnations, including a location move to Chicago, and another to Los Angeles. No one has bit so far. "Frankly, it's been difficult," Grammer says. "People weren't interested."

Even projects that have made it onto the air haven't all been successful. Gramnet was behind NBC's failed 1997 workplace comedy *Fired Up*, starring Sharon Lawrence. Among Worldwide Pants' failed efforts are the short-lived 2000 comedy *Welcome to New York*, which starred Christine Baranski and Jim Gaffigan, as a Letterman-like Midwest-based TV weatherman who comes east for work, and 1995's *The Bonnie Hunt Show*.

Despite such failures, the shows' producers continue to stand behind that work. "All you can do is produce something of quality and hope for the best," Burnett says. "Whether something becomes a hit is always a bit out of your control. But I think we'd take any of Bonnie's shows and any of the New York shows and view them with pride."

Perhaps it is pride rather than vanity that drives most star producers to do as good a job offscreen as they are known for onscreen. And Lifetime's entertainment chief Barbara Fisher

says network executives are discerning that way. "People in my position get a handle on who is serious about producing television and who isn't."

While network executives may be able to suss out which stars are committed to producing television, Fisher suggests that better marketing of those star producers to the audience could boost a show's ratings. "I think we try to utilize [Goldberg] in our publicity for *Strong Medicine*," she says. "I'm not sure everyone knows yet, but we do whatever we can to remind people she's associated with the show."

Even if viewers continue to miss that message, Gramnet's Stark believes, at the very least, that on a network level stars can insure a level of quality programming that programmers crave. "I think we're all creatures of comfort, and success is so elusive in this business that having a steady hand there is helpful," Stark says. "There are plenty of vanity deals thrown at actors, and nothing comes from them. But because someone like [Grammer] has done this since the 1980s, I think the networks appreciate having a mature, experienced, respected presence shaping these projects."

In the current economic climate, this crop of star producers has more than egos at stake. "I never wanted this company strictly to be a vanity thing," insists Grammer. "It's foolish to walk around pretending to be a production entity and not doing anything. I wouldn't feel honorable unless this corporation was producing something." In fact, if Gramnet ended up not producing shows, he adds, "we'd close it down." ■



ABC'S LATEST AFFLECK-TION: Film star Ben Affleck (far right) appeared at the recent TV Critics Tour with producing partner Sean Bailey to promote *Push, Nevada*, starring Derek Cecil (above). Affleck co-wrote the pilot episode of the ABC reality/mystery.



viewers' minds. "We need to keep talking about this, and here's a story that no one's done before."

Too controversial? Maybe. Politically complex? Perhaps. Right or wrong, most programmers believe it is crucial that they continue to make decisions independent of what star is attached to a project. "At the end of the day, the best shows get on," says NBC's Burke. "Each case must be evaluated on how strong a show is, and where it fits on the schedule. It's the only way to make an apples-to-apples decision."

Advertisers agree. "Networks should view every project individually within a creative meritocracy," says John Rash, senior vp/director of broadcast negotiations at Campbell Mithun. "That's what their viewers do. And ultimately, the entire business model relies on engaged and entertained audiences."

But even projects that seem tame on the surface have received pallid responses, says Leonardis. For example, One Ho' tried to interest the networks in a BBC show about a women's soccer team called *Play-*

Nominate **MEDIAWEEK'S** Media All-Stars 2002

Cast your vote for this year's "A" list of Media Professionals!

If you know someone who has what it takes to compete for our **2002 Media All-Stars Awards**, then we invite you to submit your ballot by **Wednesday, September 18th**.

In order to nominate, **YOU MUST** be a working media professional, media sales rep or research supplier doing business with agencies and buying services. Your nominee should work in an advertising agency media department or at a media agency. People who buy, plan or research media buys, as well as media agency executives are eligible.

If your nominee is ready to join last year's elite winners, please visit www.mediaweek.com and indicate reasons why you think your nominee should be selected and tell us some of his or her specific accomplishments.

Last Year's Winners by Category

PRESIDENT'S AWARD

ROBERT A. FRANK | *SFM Media*, New York

MEDIA EXECUTIVE

RICH HAMILTON
Zenith Optimedia Group
 New York

PLANNING

LAURIE GREENE
Round 2 Communications
 San Francisco

RESEARCH

TONY JARVIS
MediaCom
 New York

RADIO

RICH RUSSO
JL Media
 Union, N.J.

OUT-OF-HOME

STAN NYGARD &
 STERLING PILE
Outdoor Vision | Los Angeles

NATIONAL TELEVISION

MARC GOLDSTEIN
MindShare | New York

MAGAZINES

MELISSA PORDY
Zenith Optimedia Group
 New York

SPOT TV

KATHY CRAWFORD
Initiative Media North America
 Los Angeles

NEWSPAPERS

JEFF PIPER
Carat Press
 Chicago

NON-TRADITIONAL MEDIA

GUY McCARTER
OMD, USA | New York

The **2002 Media All-Stars Awards Luncheon** will be held in New York City on **December 9th** at Cipriani 42nd Street.

For further information, please call Melinda Kmetz at 646-654-5128.

— Luncheon Sponsor —



— Cocktail Sponsor —



— Presented By —



Calendar

Scarborough Research's sales, research and marketing conference will be held Aug. 13-16 at the Westin Horton Plaza in San Diego. Contact Tara Goldstein at 212-593-4185.

The National Association of Black Female Executives in Music and Entertainment will present its International Women's Leadership Summit Aug. 29- Sept. 1 at the Sheraton Centre Toronto. For information, visit www.womenet.org.

The Audit Bureau of Circulations will kick off a series of circulation-specific full-day seminars for newspaper-industry professionals Sept. 12 at the Holiday Inn O'Hare International in Chicago. Seminars will also be held in the New York area, Los Angeles and Atlanta. Contact: 847-879-8261.

The NAB Radio Show will be held Sept. 12-14 at the Washington State Convention and Trade Center in Seattle. Keynoters will include TV and radio personality Bill O'Reilly. Contact: www.nab.org/conventions/radio.show.

American Business Media will present a Publishers' Roundtable Sept. 19 at the Hotel Monaco in Chicago. Topics will include sales motivation and compensation and revenue-generating editorial extensions. Contact: 212-661-6360.

The National Association of Broadcasters will present the Hundred Plus Exchange, a conference addressing the needs of small-market broadcasters, Sept. 20-22 at the Pointe South Mountain Resort in Phoenix. Contact Carolyn Wilkins at 202-429-5366 or cwilkins@nab.org.

The National Association of Minorities in Communications will present its annual conference, this year themed *The Digital Connection: Creating a World Without Boundaries*, Sept. 23-24 at the Millennium Broadway Hotel in New York. Conference co-chairs are Chuck Dolan, chairman, Cablevision Systems Corp.; and Anne Sweeney, president of Disney Channel Worldwide and ABC Cable Networks Group. Contact: 212-838-2660.

Inside Media

NEWS OF THE MARKET

Swanson Taps DeHaven for Denver's KCNC

In another executive appointment by new Viacom executive vp Dennis Swanson, Walt DeHaven has been named vp and general manager of KCNC-TV in Denver, the second-highest-billing station in the market. DeHaven, formerly vp and gm of CBS' Chicago station WBBM-TV, replaces Marv Rockford, who stepped down. Swanson tapped Joe Ahern, formerly vp/gm of ABC's KGO-TV, to take DeHaven's place at WBBM, and he's expected to do more shuffling in the next few weeks.

Anna Nicole Debut Scores Big for E!

The premiere of *The Anna Nicole Show* on E! Entertainment Television on Aug. 4 earned a 4.1 national household rating, according to Nielsen Media Research, and delivered more than 4 million households. The reality show spotlights the Rubenesque *Playboy* centerfold-turned-model/actress as she goes about her days with her poodle, pink-haired assistant and devoted lawyer. *The Anna Nicole Show* had the highest-rated premiere for a reality series on cable, tied with FX's *The Shield*, which premiered in March with the highest rating for an original program in cable history.

People en Español Does Bilingual Special

The first bilingual issue of *People en Español* hits newsstands this week with a special "Makeover: Body and Soul" issue, featuring a guide to Hispanic beauty, fitness and fashion. In addition to its regular newsstand readers and subscribers, the issue will be sent to 100,000 Hispanic women selected from parent Time Inc.'s database, for a total projected reach of nearly 500,000. All advertising is in Spanish. Future bilingual issues for *People en Español* will depend on the issue's success, said publisher Lisa Quiroz.

Salem Adds Two Stations in Nashville

Salem Communications has signed a deal to acquire WRLG-FM and WYYB-FM in Nashville, Tenn., from Tuned In Broadcasting for \$5.6 million in cash, giving the religious broadcaster four stations in the market. Salem already owns WBOZ-FM and WVRY-FM, which simulcast a Southern Gospel format. The two new stations, which Salem began operating Aug. 5 through a local marketing agreement, are now simulcasting the company's Contemporary Christian music

format, bringing the total number of Salem stations carrying the format to 15.

Latina in Co-Marketing Venture With Avon

Avon and *Latina* magazine have teamed for an extended co-marketing venture. Under the deal, *Latina* will be featured in Avon's new bilingual brochure called Avon Eres Tu, distributed to 80,000 Hispanic women. And *Latina* will bind in a digest-sized Avon brochure four times a year, beginning with the November issue. Also in the works for fall is a life-makeover contest to be promoted by both companies.

WSJ Radio Net to Add Morning Show

Looking to expand its brand further into radio, the Wall Street Journal Radio Network plans to launch an hour-long morning show in late September. *The Wall Street Journal This Morning* will be hosted by Ron Kilgore, an anchor and reporter for KFB-AM, Infinity Broadcasting's News station in Los Angeles. The new morning show will focus on daily issues and stories related to personal finance, such as managing retirement savings in a skittish market. The WSJ network provides daily business-news updates to 180 radio stations.

Sporting News Changes Lineup

A new morning show heads up Sporting News Radio Network's new lineup, which premiered Aug. 5 on more than 430 radio stations. *Murray in the Morning* airs 7 to 10 a.m. and features host Bruce Murray along with former Second City comedians T.J. Shanoff, Kevin Fleming and Tanyette Colon. The network also moved *The Peter Brown Show*, co-hosted by Brown and Scott Wetzel, from weekends to weekdays noon to 3 p.m. *The Tim Brando Show* has been extended an hour, from 3 to 6 p.m.

Nassau B'casting Spins Off Marketing Unit

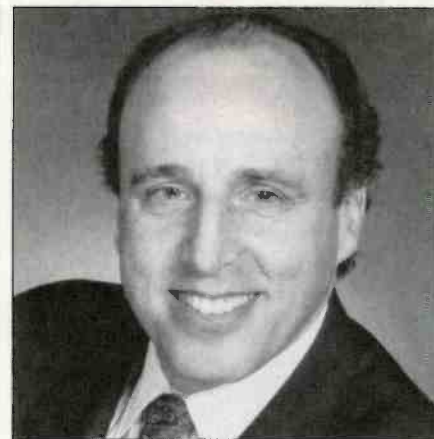
Nassau Media Partners, a marketing division of radio group Nassau Broadcasting Partners, will soon become a new privately owned out-of-home digital media company called i2i Media. The lead investor is Louis Mercatanti Jr., president/CEO of NBP. Along with Mercatanti, NBP vp's Joan Gerberding and Daniel Henrickson Jr. are key investors and will relinquish their NBP positions to hold senior executive positions in the new company. ■

The Hollywood Reporter's Box Office

For weekend ending August 4, 2002

THIS WEEK	LAST WEEK	PICTURE	3-DAY WEEKEND GROSS	DAYS IN RELEASE	TOTAL GROSS SALES
1	New	Signs	60,117,080	3	60,117,080
2	1	Austin Powers: Goldmember	31,119,108	11	141,678,328
3	New	Master of Disguise	12,554,650	3	12,554,650
4	New	Martin Lawrence Live	7,374,049	3	7,374,049
5	2	Road to Perdition	6,600,143	24	77,153,318
6	3	Stuart Little 2	6,111,359	17	46,867,219
7	4	Men in Black II	4,807,311	33	182,077,620
8	6	The Country Bears	3,141,436	10	11,797,008
9	10	My Big Fat Greek Wedding	3,002,241	108	40,172,975
10	5	K 19: The Widowmaker	2,854,111	17	30,741,870
11	7	Mr. Deeds	2,106,425	38	120,890,159
12	9	Minority Report	1,727,031	45	126,618,621
13	13	Bourne Identity	1,602,155	52	113,138,710
14	8	Reign of Fire	1,566,807	24	39,830,595
15	11	Lilo & Stitch	1,358,317	45	137,263,211

Source: The Hollywood Reporter



Bob Mate
President, The Advertising Club
VP/Publishing Director
Meredith Corporation

Help Us Build a Diverse Workforce

The Advertising Club Foundation has been proactively infusing new and diverse people into the advertising industry. We do this by providing students at the high school, undergraduate and graduate levels with grants and scholarships, and by linking professionals with students. We are dedicated to supporting the future talent as they enter the advertising industry.

To date, we've raised \$1 million (and counting...).

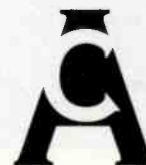
The new school year is about to begin and here is a snapshot of what you can do to help: Contribute to the Jr. Ad Club Program. Currently the Foundation funds eight high school Jr. Ad Clubs. These programs are generating enthusiasm from New York City students and we'd like to include more. With a contribution of \$6,000 you can sponsor a Jr. Ad Club at a New York City High School. The contribution will pay for the teacher's stipend, supplies and a \$1,500 grant to be given to a deserving high school student preparing for college.

Your company can also contribute to The Foundation grant and scholarship fund. The fund assists undergraduate and graduate students working toward degrees in marketing, advertising and communications. This year alone, the Foundation distributed nearly \$75,000 in grants and scholarships—but there is so much more that can be done.

What better way to give back to your industry than by contributing to its future leaders?

If you have any questions, please call Joan Minihan at 212-533-8080 x207.

New AD CLUB video! View it on our website: www.TheAdvertisingClub.org



THE ADVERTISING CLUB

MTV Top 20 U.S. Countdown

Week of 7/29/02

1. **Eminem** "Without Me"
2. **Ja Rule** "Down Ass Chick"
3. **Nickelback** "Hero"
4. **P. Diddy w/Usher**
"I Need a Girl"
5. **Jennifer Lopez**
"Gonna Be Alright"
6. **Papa Roach**
"She Loves Me Not"
7. **Truth Hurts** "Addictive"
8. **Cam'ron** "Oh Boy"
9. **Dirty Vegas** "Days Go By"
10. **Nas** "One Mic"
11. **Mario** "Just a Friend"
12. **The Vines** "Get Free"
13. **Avril Lavigne**
"Complicated"
14. **Hoobastank**
"Running Away"
15. **P.O.D.** "Boom"
16. **Korn** "Here to Stay"
17. **Puddle of Mudd**
"Drift & Die"
18. **Mary J. Blige w/Ja Rule**
"RainyDayz"
19. **Ashanti** "Foolish"
20. **The Hives**
"Hate to Say I Told You So"

Source: MTV Online

The Billboard 200

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

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST
1	-	1	Nellyville	Nelly
2	1	6	The Enimem Show	Enimem
3	-	1	God's Favorite	N.O.R.E.
4	5	4	Let Go	Avril Lavigne
5	-	1	Truthfully Speaking	Truth Hurts
6	7	13	Ashanti	Ashanti
7	3	3	Untouchables	Korn
8	2	2	Lovehatetragedy	Papa Roach
9	4	4	Totally Hits 2002	Various
10	10	32	Misunderstood	Pink

Source: Billboard/Soundscan

The Billboard Hot 100

The most popular singles compiled from a national sample of radio play and retail sales.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST
1	1	11	Hot in Here	Nelly
2	2	10	Without Me	Enimem
3	5	9	Hero	Chad Kroeger
4	4	13	Oh Boy	Cam'ron
5	3	22	Foolish	Ashanti
6	6	18	The Middle	Jimmy Eat World
7	11	7	Complicated	Avril Lavigne
8	8	20	A Thousand Miles	Vanessa Carlton
9	13	6	I Need a Girl	P. Diddy f/...
10	9	13	Addictive	Truth Hurts

Source: Billboard/Soundscan

EAST

SERVICES & RESOURCES

Minimum run for any ad is one calendar month (3,4 or 5 issues, depending on the month). New ads, copy changes, and cancellations are due by the third Thursday of the current month for appearance the following month. **RATES: \$51 per line monthly; \$315 per half-inch dis-**

play monthly. ALL ADS ARE PREPAID. Monthly, quarterly, semi-annual and annual rates available. Orders and copy must be submitted in writing. Mastercard, Visa, and American Express accepted. Call **Randolph E. Larsen** at 1-800-7-ADWEEK. Fax 646-654-5313.

ADVERTISING AGENCIES

BOUTIQUE CREATIVE AGENCY . . .

With impressive client list, seeks clients With trimmed budgets and high expectations. Call for appointment or reel . . .
BR Creative
212-505-9700

ADVERTISING SPECIALTIES

• TOWELS! • TOWELS! •

Screen printed towels of all sizes and weights, with low minimums, and quick delivery. Lowest prices!
Also patented **MATRIX®** photo towels!



PAKTITE® COMPRESSED T-SHIRTS!

This PAKTITE® is an Extra-Large, Heavy-weight T-Shirt!

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



3 Strikes Activation
ph: 203-359-4559 • fx: 203-359-2187
e-mail: customerservice@3strikes.com
website: www.3strikes.com

www.nexuspromotions.com

Latest in Promotional Merchandise. LiteCubes, Bags, Apparel, Corporate Gifts, Mints, Summer Premiums.

ADVERTISING SERVICES

www.beehive6.com

The ultimate agency workflow tool

ART DIRECTION

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

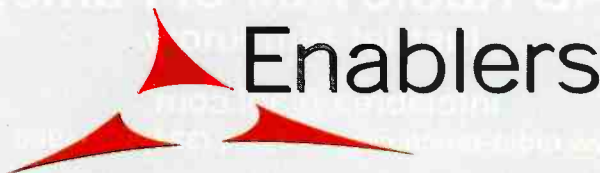
I'll design your logo, brochure or anything You'll love it. Dennis. 212 427-1746

Push the right buttons. 212.213.5333
dickgrider.com

ATTN: FREELANCERS

ADWEEK can offer you the exposure you need in our **Services & Resources** section. If you need to get your service out to the people who matter, you need to **advertise now**. Call for info 1-800-7-ADWEEK.

ART/DESIGN SERVICES



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

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

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

ART/DESIGN SERVICES



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

- WEB DESIGN
 - COMPANY PRESENCE
 - CAMERA READY ART
 - ADVERTISING
- Call **STEVE** At: 718-544-7670

CONCEPTS & COPY

Sharp, fast & fun to work with. Ira Liss, creative guy, 303-377-4417

COPY/CREATIVE

www.CreativeCopywriter.com
732.571.9672

COPYWRITING

Creative Concepts & Copy
©onrad Winter • 201/792-2162

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

Reach your ad community in **ADWEEK CLASSIFIED**

COPYWRITING

Healthcare Pro 914.419.2639

I write, customers read. 212-439-1845

Seasoned. Bnfts, educ, fincl, hc, indus, prof svces, re, trav, more. steveboyar@aol.com.

COSTUMES



CREATIVE SERVICES



I write High Score PG & Corp. w/Humanity
212-686-6979--BDUNYC@aol.com

GRAPHIC DESIGN SERVICES

GRAPHIC DESIGN & ILLUSTRATIONS
PRINT & WEB
CALL DIANNA 212-642-6248

INSURANCE

ARE YOU PAYING TOO MUCH FOR YOUR INSURANCE?
We specialize in insurance for **advertising & media firms**.
Our rates are the most competitive in the industry!

- Advertiser's Professional Liability
 - Property & Liability Coverage
 - Life & Disability Insurance
 - Group Health, Dental, & Pensions
 - Homeowners, Auto, Jewelry & Fur
 - Coverage for Freelancers too!
- Call for a quotation with no obligation.
Adam Wolfson, CIC @ 212-370-3900
Arnold K. Davis & Company, Inc.

MARKETING SERVICES

HEALTHCARE ADVERTISING SPECIALIST
To the Consumer. To the Trade. To the Point.
David Upright: 973.726.9655
dupright@earthlink.net

MEDIA BUYING & PLANNING SERVICES

Want to save on overhead expenses and *maximize profits* this year? Call **ARGENT**

We are market specialists for planning and buying spot television, radio and consumer print. Provide us with your cost per points and cost per thousand and we can offer additional savings. We will deliver schedules consistent with your media guidelines and specifications. We will guarantee rating point deliveries.

With over 20 years experience in the industry, we have worked for agencies and clients large and small.

For more information, call or e-mail **Maria Rivera** at 646.227.5644 or **mriviera@ArgentTrading.com**

SMALL TO MID-SIZED AGENCIES

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

TRP MEDIA INC. COM
Planning/Buying TV, Radio & Print
at commissions as low as 4 1/2%!!!
Call **Herman** 972.306.9672
herman@trpmedia.com

Newspaper Planning/Buying
Display; Classified; RFP Ads; FSI
15 Years Exp./Excellent References
888-374-7874
krussell@russell-gordon.com
Own the Hamptons on TV
1-800-757-WVVH/ wvvh.com

EAST SERVICES & RESOURCES

MEDIA BUYING & TRAINING

www.mediabuyingacademy.com

PRINTING

Stretch Your American \$\$'s!!
www.optiuminc.com
OPTIUM PROVIDES FULL IN-HOUSE
PREPRESS & PRINTING SERVICES
Email: liz@optiuminc.com or
call toll free: 1-800-844-7601



John Zap Printing, Inc.
Newsletters, Books, Magazines
Quality, On-time, Cost Effective
Web & Sheet Fed Printing
V-212.255.7191 & F-212.255.7193

PROOFREADING

EDITORIAL EXPRESS
EXPERIENCED - FAST - PRECISE

Advertising · Collateral
Catalogs · Annual Reports
Magazines · Manuals
Call: 508-697-6202
Fax: 508-697-7773

CALL

ADWEEK CLASSIFIED AT
1-800-7-ADWEEK

RADIO PRODUCTION

If Dick Orkin neglected thanking
any of the 62,467,002 who made
possible his induction into the
NAB Radio Hall of Fame,
just let him know.

infolabrea@aol.com

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

RADIO COMMERCIALS

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

Sounds almost too good to be true.

www.kenrayzor.com

www.killerradio.net

RADIO PRODUCTION

we write
we polish
we produce

Killer Radio

www.kenrayzor.com • (888) KRSound

Killer Radio!

www.kenrayzor.com • (888) KRSound

spanishradiospots.com

SWEEPSTAKES

Traditional & Online
sweepstakes

Eric:888-371-3742
www.cfapromo.com

RADIO PRODUCTION



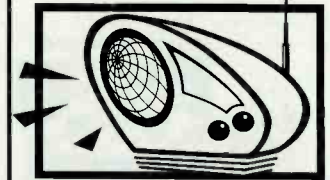
WE WILL write 1-3 scripts for you
and turn them around in one day for
\$1,500. We will cast, direct and produce
your scripts for \$2,500 per day plus
studio and talent. WE WILL NOT, however,
do anything we are not proud of.
Contact: austin@radioland.com.

RADIO PRODUCTION

**AGENCY
ASS
KISSING
DEMO CD!**

Hear how the world's hottest
agencies have used us.
Call for a smooch.

www.wadio.com



WorldWideWadio
HOLLYWOOD

LA: 323 957 3399 · NY: 212 768 9717

Catch a Creative Genius
ADWEEK
CLASSIFIED

OFFERS & OPPORTUNITIES

BUSINESS OPPORTUNITIES

**Our Infrastructure
+ Your Expertise**

**Mutual Growth
and Diversification**

You require more time to devote to
servicing your existing accounts
and developing new business.
Posner Advertising, established in
1959, wishes to diversify our
account base by establishing rela-
tionships with agency professionals
who seek the infrastructure and sta-
bility that our 60+ person, full ser-
vice agency offers. Please inquire
in confidence to:

Peter Posner, President
pposner@posneradv.com
212-867-3900, ext. 118

P O S N E R
A D V E R T I S I N G

Marketing at the speed of change™

**WELL ESTABLISHED AD
AGENCY SEEKS MERGER
OR FINANCIAL PARTNER**

Exp'd management. Profitable. Excel-
lent creative, reputation. Seeks oppy
to be able to expand. Reply to:

Adweek Magazine Classifieds

Box 2979, 770 Broadway, 7th
Floor, New York, NY 10003.

OFFICE SPACE

Space Available

Midtown South, Park Avenue:
1500-5000 square feet (3-15 offices
+ studio) in prestigious building,
shared conference rooms, recep-
tionist. Copying, fax, kitchen
access.

Available furnished / unfurnished
October 2002.

Bob- 212-686-2914

NOTICE

JOBBHUNTERS!

**Find Hundreds of Great
Jobs In Adweek Online!**

Search ads from all six classi-
fied regions of Adweek,
Brandweek, & Mediaweek.

Visit our website at
http://www.adweek.com

e-mail:
adweek@adweek.com

ATTN: ADWEEK CLASSIFIED ADVERTISERS:

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

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

Reach your ad community in
ADWEEK CLASSIFIED

OFFERS & OPPORTUNITIES

REQUEST FOR PROPOSAL

Design and Marketing Consultant

REQUEST FOR PROPOSALS

The New York City Economic Development Corporation (EDC) is seeking proposals from qualified firms for the design and implementation of a marketing and communications strategy for Downtown Brooklyn. This effort is aimed at strengthening Downtown Brooklyn's position as a competitive Central Business District and attracting corporate tenants and developers to the area.

A successful proposal will outline a strategy and process for communicating and marketing Downtown Brooklyn's competitive advantages as a business location to various audiences. Once selected, the consultant will:

- Develop a marketing and communications strategy that articulates the goals, messages, audience and delivery mechanisms for this campaign for Downtown Brooklyn; and
- Design and produce targeted marketing products and services.

To obtain an RFP, please submit your name, address and telephone number to Paul J. Tamboia, CPPB, Agency Chief Contracting Officer, by telephone at (212) 312-3969; by mail to the New York City Economic Development Corporation, 110 William Street, 6th Floor, New York, NY 10038; or by e-mail to info@newyorkbiz.com. Please refer to DBCS-0802 in the subject line.

RFP responses must be received by **3:00 p.m. Friday, September 6, 2002** in accordance with the following instructions: 1) Six copies of the proposal should be sent to the above address, and 2) The package containing the proposal should be marked "Response to Request for Proposals - Downtown Brooklyn Marketing Plan."



City of New York

Michael R. Bloomberg, Mayor

Daniel L. Doctoroff, Deputy Mayor
for Economic Development and Rebuilding



New York City
Economic Development
Corporation

John S. Chalsty, Chairman

Andrew M. Alper, President

NOTICE

ADWEEK MAGAZINES THE HIRE AUTHORITY

When it comes to cutting edge solutions for your staffing needs - we deliver more - more impact - more reach and more qualified applicants, ready to step in and fill those openings!

We can target one area of the USA or the entire country.

We will publish your ad in our award-winning magazines, and send your message across the world with our ADWEEK classifieds on-line!

Check out our classifieds at www.adweek.com, you'll be impressed by how much ADWEEK on-line has to offer!

Please call 1-800-7-ADWEEK, and we will prove how fast we can fill your jobs with great people, and how much money you'll save doing it!

TO ADVERTISE CALL
1-800-7-ADWEEK

EMPLOYMENT

Classified Sales Manager

VNU a leading b-2-b information company has a great opportunity for a Classified Sales Manager to join our Classified team.

Responsibilities include managing existing account base as well as ongoing new business development. Ideal candidate will have at least 5 years of inside and outside sales experience. Must have great communication skills, is a team player with a great attitude and have high energy.

VNU offers competitive salary + potential to earn commissions. We also have a comprehensive benefits package that includes a 401K plan and a pension plan.

Send resume with cover letter indicating salary requirements to:

VNU Business Publications

770 Broadway,
HR Dept-ej, 7th Floor
NY, NY 10003

Email: jobs@vnubusinesspublicationsusa.com
Fax: (646) 654-5357

Broadcast Media Buyers

Winston-Salem, NC

Excellent opportunity for a self-motivated, detail-oriented person with 3+ years broadcast buying experience. Position requires strong analytical and negotiating skills. Ideal candidate must be able to multi-task and thrive in fast-paced workplace.

Email resume to:

jobs@mullen.com
or fax to (978) 468-1133
attn. Human Resources

Mullen

No phone calls, please.

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

HELP WANTED

Senior Graphic Designer

Be part of the award-winning, in-house ad agency for Education Management Corporation (EDMC), recently ranked among the nation's top 200 small companies by *Forbes Magazine* for the past three consecutive years.

We are looking for a **Senior Graphic Designer** to join our creative group and collaborative work environment. You will produce print, collateral, broadcast, and Web advertising. This position requires seven + years experience in project management, conceptualing, design, and production. QuarkXPress, Adobe Photoshop, and Adobe Illustrator skills a must. Multimedia experience a plus. This position is full time and offers a competitive salary with a generous, flexible benefits package. Send résumé, cover letter, and three (3) non-returnable samples of your best conceptual work to:

**Human Resources
Education Management Corporation
300 Sixth Avenue, Suite 800
Pittsburgh, PA 15222
Fax: 412.562.0934
Email: molnarl@aii.edu**

EOE

**WANTED: PASSIONATE BRAND STRATEGISTS**

If you enjoy the business of branding, love the challenge of solving several strategic problems simultaneously and can handle working for world-class clients, then we want to meet with you.

We are an Internationally recognized independent branding agency actively building our strategy capabilities.

To qualify, you must be ready to take on the challenge of leading your own projects and function as the key driver of strategic work that changes brands. A college degree, and at least 7 years in strategic marketing and a proven track record are necessities. Consulting experience is a must with client side experience a bonus. From a personality viewpoint, we are looking for courage, inquisitiveness, resourcefulness and sensitivity. We don't ask for much!!

While the day-to-day project work is critical, maintaining our creative culture and building an Inspiring and rewarding work environment are equally important to us.

Salary is negotiable and benefits are exceptional. Please send resumes to:

STERLING GROUP, ATT: HR
EMPIRE STATE BUILDING 17TH FL
NEW YORK, NY 10118
OR FAX TO 212-329-4700

Senior Sales Manager

PlanetJam Media Group, the leading provider of loyalty marketing solutions for media, is currently seeking applications for the position of Senior Sales Manager. Responsibilities include building high-level agency and advertiser relationships, renewing existing and new accounts; prospecting, presenting and closing new business; and providing exceptional client service.

The ideal candidate will have 5+ years of relevant media sales experience in the .com arena and/or traditional media, a BA/BS degree and possess excellent communication, presentation and negotiating skills.

Qualifications: strong communicator, tireless work habits, positive attitude, burning desire to win, ability to work independently. Key relationships and experience in the Chicago, New York or Los Angeles media community is a must. Excellent compensation and benefits package for the right candidate. Send resume' to

resume@planetjam.com

Associate Creative Director

Northern New Jersey advertising agency seeks Associate Creative Director. Well-established, full-service agency specializing in retail accounts.

Must have minimum 10 years agency experience with 5 years as Creative or Associate Creative Director. Strong background in copy a must. Strong client presentation skills essential. Prefer candidate with retail account experience. Team player who understands great advertising is the result of solid marketing strategies. Competitive salary and benefits. Advance your career.

Forward your resume today to:

**Adweek Magazine Classified
Box # 3001
770 Broadway, 7th floor
New York, NY 10003**

ADVERTISE CALL 1-800-7-ADWEEK

Online Advertising Analyst

Jupiter Research helps companies develop, extend and integrate business strategies across online and emerging channels. We're currently looking for an Online Advertising Analyst.

Please check out the career opportunities section of the following site:

www.jupiterresearch.com

Media Director

Here's us: We're a full-service, creative, consumer-driven agency looking for an ambitious media buyer/ planner/director with 5+ years' experience. Here's you: You have the experience and are ready to lead the development of a media department in a collaborative, fun, fast-paced shop. You're entrepreneurial and want to work where your initiative is valued and rewarded. You're OK with multiple accounts, client contact, and \$45K-\$60K.

katie@mascola.com
No calls please

**THREE AUDIENCES
FOR THE PRICE
OF ONE**

For one low price, your Classified ad appears in three different magazines: ADWEEK Classified, BRANDWEEK Classified and MEDIWEEK Classified.

THREE FOR ONE . . . , not a bad idea.

Call **1-800-7-ADWEEK**

or just Fax it to: **(646) 654-5313**

**Catch a Creative Genius
ADWEEK CLASSIFIED**

RATES for Employment and Offers & Opportunities 1-800-7-ADWEEK Classified Manager: Randolph E. Larsen Jr. Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$198.00, 1/2 inch increments: \$99.00 week. Rates apply to **EAST** edition. **Special offers:** Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$35.00 per insertion. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

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

HELP WANTED

Regional Ad Sales-East

America's #1 internet food website seeks **ad sales manager** to sell to CPGs and agencies. Experience must include 5+ yrs media sales & internet.

email: AdSales@allrecipes.com
Fax 206-292-1793

**ATTN:
FREELANCERS**

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

Call for info

1-800-7-ADWEEK

BE A DOER

Advertise in ADWEEK classifieds, and you'll be rewarded with responses. And maybe more than that. Be a mover and a shaker with ADWEEK classifieds. Call NOW!

Call

1-800-7-ADWEEK

**Director
Copy/Account Services**

Network television leader seeks experienced, media savvy senior Creative Services account executive with strong copy editing and collateral writing skills.

In-depth understanding of the graphic arts and print production required. You will serve as key liaison with in-house clients of Creative Services Department, including Sales, Marketing, Entertainment, Sports and News divisions. You will also provide account supervision, traffic management and quality control on print and collateral projects from initiation to completion. Establish project scope, budget and creative approach. Must be familiar with analyzing and assessing market research and thrive in a team-oriented culture. 5-7 years experience in Creative Services or comparable environment.

We offer a competitive salary and benefits package. Please forward your confidential resume, with salary history and requirements to:

Human Resources Department - Attn: LS

CBS Broadcasting Inc.

51 West 52nd Street

New York, NY 10019

An Equal Opportunity Employer



ADWEEK ONLINE:

FINDING THE RIGHT EMPLOYER JUST GOT A WHOLE LOT FASTER

ADWEEK MAGAZINES Classified Online at adweek.com, the most comprehensive and most up-to-date source of advertising, marketing and media positions, has several new features that will help you streamline and target your search:

- **Instant e-mail responses.** Just by clicking on an email link that appears in many online ads, you can send your resume, cover letter, and other material in seconds to a prospective employer. And this means no confidential ads, too!
- **Visit an employer's web page.** Many online ads have a direct link to the company's website, so you can learn more about them fast.
- **Direct links to the ADWEEK MAGAZINES Archives.** Just by clicking on the company's name, subscribers to ADWEEK Online's premium services can search the Adweek, Brandweek, Mediaweek, and MC archives for news and features about an employer. The more you know, the smarter you'll search.

VISIT ADWEEK.COM

In print and online, ADWEEK MAGAZINES Classified is
THE HIRE AUTHORITY

Anthem Group

Anthem Group, a brand consulting & design firm specializing in consumer packaging and corporate communications is currently interviewing candidates for positions in Hackettstown, NJ.

Consumer Packaging Designer

Sharp, brand-savvy consumer packaging designer with 5 to 7 years experience designing packaging for global brands in the food/beverage category.

Prepress Production Coordinator

Coordinate prepress activities for packaging production workflow process to ensure that projects meet deadlines, budgets, color standards and client's graphic standards. Daily client interaction.

Ass't Account Rep/Proofreader

Bright, organized, observant communicator and packaging mechanical proofreader. Must be detail-oriented and comfortable interacting with clients.



anthem group

Send resume and cover letter to:
254B Mountain Ave. #302
Hackettstown, NJ 07840 USA
Attn: Kari Lewis
Fax (908) 850-5673
EOE - No phone calls please.

THE CONVENIENT CLASSIFIED CONTACT FORM

USE THIS HANDY COUPON TO FAX OR MAIL YOUR AD

**ADWEEK
BRANDWEEK
MEDIaweek**

CLASSIFIED MANAGER: RANDOLPH E. LARSEN JR.

MAIL TO : ADWEEK CLASSIFIED 770 BROADWAY

NEW YORK, NY 10003-9595

PHONE: 1(800) 7-ADWEEK OR FAX (646) 654-5313

REGION: East ___ New England ___ Southeast ___

Midwest ___ Southwest ___ West ___ All ___

CATEGORY _____

*FREQUENCY: 1x ___ 2x ___ 4x ___

MORE: (Specify) _____

*Not applicable to Advertising Services Categories

AD COPY (Attached additional sheet if needed) _____

NAME _____

ADDRESS _____

PHONE _____

FAX _____

PAYMENT

CHECK MASTERCARD VISA AMER.EXP.

Signature _____

Cardholder's Name _____

Card # _____ Expires _____

AC NIELSEN INDEX

Top daytime programs facial tissue marketers should target to reach W25-54

General Hospital	123
Guiding Light	122
CBS Morning News	121
One Life to Live	117

Top programs acne remedy marketers should target to reach W18-34

Total Request Live	186
Dawson's Creek	152
Futurama	152
That 70s Show	139

Households that watch *The Wonderful World of Disney* over-index for purchasing of the following categories

Salty Snacks	130
Cooking Spray	125
Wine	115
Paper Towels	119

Source: Spectra Marketing

Nielsen TV Ratings

For the week of July 22-28, 2002

	PROGRAM	NETWORK	NIGHT	VIEWERS
1.	C.S.I.	CBS	Thursday	9.4
2.	Law & Order	NBC	Wednesday	8.0
3.	Everybody Loves Raymond	CBS	Monday	7.8
4.	Dateline	NBC	Tuesday	7.6
5.	60 Minutes	CBS	Sunday	7.1
6.	48 Hours	CBS	Monday	7.0
7.	Law & Order: Criminal Intent	NBC	Friday	7.0
8.	Becker	CBS	Monday	6.9
9.	Primetime	ABC	Thursday	6.8
10.	20/20	ABC	Friday	6.4

Care of Nielsen Media Research

CMR Magazine Data

The top 10 advertisers for the week of July 29, 2002

	Parent Company	Spending (millions)
1	Procter & Gamble	310.2
2	Philip Morris	282.8
3	General Motors	179.1
4	AOL/Time Warner	150.8
5	Toyota Motor Co.	144.7
6	Johnson & Johnson	143.2
7	Loreal SA	135.0
8	Ford Motor Co.	130.9
9	Daimler Chrysler	120.3
10	Pfizer Inc.	111.9

Source: CMR Data

Movers

CABLE TV

Tony DiSanto was promoted to senior vp of production for MTV, replacing Bob Kusbit, who left to launch his own company. DiSanto joined MTV about 10 years ago and was most recently vp of production...**Lisa Coghlan** was named senior vp and general sales manager, media services, at the New York Yankees-focused regional sports net YES. Coghlan, previously the local sales manager at the Fox-owned New York station WNYW-TV, will be responsible for all local media sales.

TV STATIONS

Mike Chico has been named senior vp of business development for the NBC Television Stations division. Chico joins NBC from ABC, where he was vp of business development for sports sales and station Web operations...At KVVU-TV, Meredith Broadcasting Group's Fox affiliate in Las Vegas, **Jill Saarela** has been named general sales manager. Saarela comes to the Meredith group from Raycom Media, where she was general sales manager of NBC affiliates WPBN and WTOM in Traverse City, Mich....**Gary Schneider** was named vp/gm of KEYE-TV, Viacom's owned-and-operated CBS station in Austin, Texas. Most recently he was founder of ROI Interactive...**Luis De la Parra** has been named director of promotions and marketing for KMEX-TV and KFTR-TV, Univision's duopoly in Los Angeles. De la Parra was most recently creative services director for WGBO-TV, Univision's O&O in Chicago.

RADIO

Chuck Fishman has been named producer of *The Wall Street Journal This Morning* for the Wall Street Journal Radio Network. Fishman comes to the network from CNET Radio, where he was editor of CNET Radio's morning show and producer of *AnchorDesk With David Coursey*...**Buzz Knight** has been named program director for WROR-FM, Greater Media's Classic Hits station in Boston. Knight was most recently program director of WMGK-FM, the company's Classic Rock station in Philadelphia, and he also served as a consultant for WCSX-FM, Greater Media's (continued on page 27)

Media Elite

EDITED BY ANNE TORPEY-KEMPH

Quicktakes

TOBY YOUNG ISN'T THE ONLY ONE with a new memoir set against a backdrop of the magazine publishing world. Bookstores last week started putting out copies of *Nothing to Fall Back On: The Life and Times of a Perpetual Optimist* (Hyperion), by *My Generation* editor in chief **Betsy Carter**. But while Young's fact/fiction line may seem a bit blurry (particularly if you ask certain Condé Nast executives), Carter calls her story "so honest," as she details her career path through *Newsweek* and *Esquire*, where she profiled big-time newsmakers and hobnobbed with the elite. Until she fell into a black hole of bad luck, including a car accident, a fire that burned down her house, a failed marriage and a cancer diagnosis. After all that honesty, Carter says she never wants to write about herself again. Now she's trying her hand at fiction, but she insists her novel-in-progress won't be about the publishing business...If Joan Rivers is getting any more dates recently, it might be thanks to **Ann Moore**. When Moore guested on a recent installment of syndicated radio show *Satellite Sisters* addressing what makes a leader tick, the Time Inc. executive vp asserted that being a working mother—all the juggling, organizing, planning—is a great professional asset. Then she counted her blessings, as a married working mom, that she doesn't have to worry about finding a mate while doing all

the juggling. "You can't believe how tough it is out there—I have a lot of single friends... Joan Rivers...Anybody have a good guy for

Joan?!"...**Gary Lico**, president and CEO of CableReady, recently celebrated his company's 10th anniversary by taking about three-dozen producers and buyers out for a round of golf at Innes Arden Country Club in Connecticut and handing out prizes for various greens feats. Mary Silverman, senior vp of programming at Court TV, walked away with a new pitching



At CableReady's 10th-anniversary golf fest, Court TV's Silverman (l.) with Lico

wedge for getting closest to the pin on the most difficult hole on the course—over water and a big tree...KCAL-TV reporter **Leyna Nguyen** is making a name for herself in



Over herself: MG's Carter

Hollywood playing a part that suits her well: reporter. Her most recent role is alongside Mike Myers in *Austin Powers in Goldmember*. "I was surprised when they called me for it," says Nguyen, who also had a small part as an anchor/reporter in *Price of Glory* with

Jimmy Smits. "Apparently Mike Myers really wanted me for the part." Could Nguyen have full-time acting aspirations? Though the five-year veteran of the Los Angeles station says she loves news and doesn't like to audition, she has two more movie parts already lined up: in *Duplex*, starring Drew Barrymore, and in Kevin Spacey's upcoming *The United States of Leland*. Oh, Leyna, behave!...The King lives on, and on. With Aug. 16 marking the 25th anniversary of **Elvis Presley's** death, loads of radio specials are in the works from Jones Radio Networks, NRG Radio Networks and others. Presley's *A Little Less Conversation*, a remastered, never-released tune, is at the top of the charts. And RCA is planning a release of a greatest-hits compilation featuring the King's best.



Elvis specials are planned for Aug. 16.

REPRINTS

Reprints create credibility as a third party testimonial.

Reprints are an excellent way to promote your company and increase revenue.

Reprints are professionally printed and give a convincing press presentation.

Printed Reprints

E-prints

Framed Reprints

3-D Boxes

Mousepads

and more....

To request a quote or to receive additional ordering information, call:

800•217•7874

Reprint • Services

Media Elite

Media Dish



Hearst Magazines provided a festive array of shades to cut the glare at its summer champagne toast on the roof garden of the Metropolitan Museum of Art to fete new title *Veranda*. (L. to r.) Janet Schlesinger, executive vp, William B. Johns & Partners; Michael Clinton, exec vp, Hearst; and Lynn Galvin, account director, *Veranda*.



Glamour editor Cindi Leive hosted a small dinner in Manhattan at The Harrison in honor of Lisa Ling, co-host of ABC's *The View*, who is featured in *Glamour's* August issue. (L. to r.) Ling, Leive, and actresses Molly Shannon and Michael Michelle.



Backstage at the Grand Ole Opry House before the recent taping of a *Crossroads* episode for CMT, (l. to r.) Bill Flanagan, senior vp/editorial director, VH1; James Taylor; Ann Sarnoff, COO, VH1/CMT; Brian Philips, senior vp/gm, CMT; and Dixie Chick Emily Robison.

Movers

(continued from page 25) Classic Rock station in Detroit...**Jacques Tortoroli** has been named chief financial officer for Infinity Broadcasting, Viacom's radio and outdoor subsidiary, and Westwood One, which is managed by Infinity. Tortoroli had been CFO at Scient, Inc., an e-services consultant firm...**Jeff Storey** has been named vp and market manager for Clear Channel radio's cluster of stations in Savannah, Ga. Storey was most recently market manager for the company's stations in Sandusky, Ohio...**Maurice Miner** has been promoted from director to senior director of country programming for MJJ, a division of Premiere Radio Networks, the programming arm of Clear Channel Communications.

MEDIA SERVICES

Ed Rosenthal has joined MediaAnalysis-Plus as a partner and opened a Manhattan office for the Denver-based media auditing firm. Rosenthal was most recently a managing partner in the New York office of Mediaedge:cia, where he was in charge of new business.

MAGAZINES

David Kahn has joined *Latina* as publisher, responsible for overseeing advertising sales and corporate marketing. Kahn's 15 years of experience in print media include stints as publisher of *The New Yorker* and *Saveur*. He replaces interim publisher Roy Levenson. Also at *Latina*, Deborah Thompson, formerly general manager for Time Inc.'s defunct *On* magazine, was named consumer marketing director...*Spin* has tapped **Michael Zivyak** as associate publisher. His

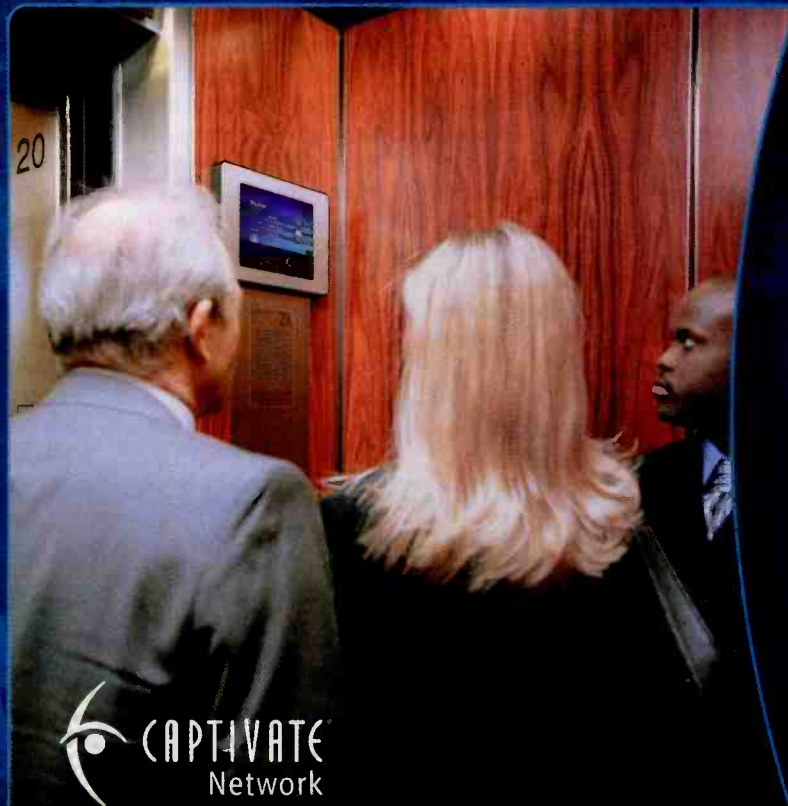


Kahn joins *Latina*
as publisher



Rosenthal moves to
MediaAnalysisPlus

responsibilities will include overseeing all sales activity for *Spin*, as well as the continued development of *Vibe/Spin* combination buys. Zivyak previously served as associate publisher at the recently folded *Yahoo! Internet Life*...**Dave Randell** has joined G+J USA as director of partnership marketing. Randell had been vp/account director at Alcone Marketing Group.



 **CAPTIVATE**
Network

captivenetwork.com (888) 383-3737 x55007

CAPTIVATE delivers 45%¹ AD RECALL

Captivate broadcasts your ad to over 3.6 million business professionals and upscale consumers on TV screens in the elevators of North America's most prestigious office towers.

According to Nielsen Media Research, 96% of Captivate tenants who ride the elevator have watched Captivate in the past 7 days, and Captivate delivers ad recall of 45%¹ - so your ad is being seen, and it is being remembered.

¹ Source: Nielsen Media Research, Pilot Intercept Study for Captivate, Jan/Feb 2002. Full results available upon request.

Magazines

EDITED BY LISA GRANATSTEIN

A Time to Remember

As Sept. 11 approaches, magazines are putting a forward spin on last year's tragic events

AS THE NATION PREPARES TO MARK THE ANNIVERSARY OF THE TERRORIST ATTACKS, many magazines are joining the building wave of 9/11-related media coverage, offering readers a range of perspective, portraits and photographic essays on people who were directly affected by that tragic day.

"Might there be an overload? I'm sure there's going to be," says John Fox Sullivan, *Atlantic Monthly* president. "But I bet you that newsstand sales of most major magazines will be good. People are still interested. Everybody was touched by it."

In contrast to last year, when many magazines ran few or no advertising pages in issues immediately following 9/11, the anniversary editions will include ads, including pages running adjacent to stories on the attacks. Publishers say that advertisers were notified of the content in advance and that only a handful requested that they be kept out of issues dealing with the anniversary.

The Atlantic's September issue, on stands this week, will feature the second installment of William Langewiesche's "Unbuilding of the World Trade Center," a three-part, 60,000-word opus on the financial hub's destruction and recovery. The September edition's newsstand draw will be increased from *The Atlantic's* standard 85,000 copies to 125,000 (the draw for the July/August double issue was 130,000).

Men's Health will honor the American forces fighting in Afghanistan. The October issue, due on stands Sept. 11, will have a four-way split cover featuring one of four Marines (one of whom served in Afghanistan), along with a gatefold featuring combinations of the other three. This is the first time the Rodale monthly has not used a model on its cover. The cover story sticks with what *MH* does best—workouts. "We figured when it comes to getting our readers in shape, we want to do what the U.S. government has been doing for a hundred years—send in the Marines!" says *MH* editor David Zinczenko, who adds some gravitas with an editor's letter about coping with 9/11.

Many other September issues (including those of Hearst's *O*, *The Oprah Magazine* and *Good Housekeeping*) have extensive packages featuring the personal reflections of political figures and celebrities. But most editors chose to not use 9/11 as their primary cover image.

"There is going to be so much coverage that to make your bet on newsstand sales on a [9/11] cover is a risk," says David Granger, editor of Hearst's *Esquire*, whose September edition (with Ralph Fiennes and Edward Norton on the cover) includes a 14,000-word article by *New York Times* reporter C.J. Chivers on his 9/11 experience at Ground Zero, with pictures by *Times* photographer Edward Keating. "[Chivers] worked as an impromptu garbage man," says Granger. "He ferried himself from the camps controlled by the police, the fire department and the National Guard. He had a completely unique view of how civilization reasserted itself, for good and ill."

Condé Nast's *Vanity Fair* will include Gail Sheehy's profile of three Middletown, N.J.,



Anniversary-themed covers include *Atlantic's* WTC opus and *MH's* report on Marine workouts.

widows and how 9/11 affected that bedroom community. *VF* will also run a photo essay of amateur and professional images shot on 9/11.

In its September issue, Time4 Media's *Popular Science* looks at fighting terror through space-based technology, as well as airport security in the post-9/11 era.

Meanwhile, Bob Guccione Jr.'s *Gear* turns the clock back to Sept. 10. In "9/10: The Day Before," *Gear* reporters chronicle what that day was like for those who became caught up in 9/11. "It was a day in which the world separated for so many people," says Guccione. "Some [people] made a small action on 9/10 that either led to their lives ending the next day, or being saved."

Time, *Newsweek* and *U.S. News & World Report's* 9/11 anniversary issues are due to reach newsstands on Sept. 2. "We hope to be able to explain how these extraordinary, tragic events have changed us and the world, and what it means for our future," says *Time* executive editor Priscilla Painton, who is heading up the team coverage. "The minute the new year began, we started to think about the importance of an issue that would come out on the anniversary." *Time's* newsstand draw will be raised "substantially," adds publisher Ed McCarrick.

U.S. News also will publish a 96-page "bookazine," available on newsstands for three months beginning Aug. 26. The 500,000-circulation, ad-free title will look at how the

Mediaweek Magazine Monitor

BIWEEKLIES August 12, 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	19-Aug	51.80	20-Aug	76.49	-32.28%	841.57	830.35	1.35%
ForbesE2	12-Aug	89.50	6-Aug	64.79	38.14%	1,688.12	2,309.92	-26.92%
Fortune			NO ISSUE			1,908.20	2,549.73	-25.16%
National Review	2-Sep	12.33	20-Aug	11.90	3.63%	221.62	295.61	-25.03%
Rolling Stone	22-Aug	59.42	16-Aug	66.88	-11.15%	864.15	860.39	0.44%
CATEGORY TOTAL		213.05		220.06	-3.18%	5,523.66	6,848.00	-19.32%

E=publisher's estimates; 2=two fewer issues in 2002 than in 2001

country has changed since last fall.

People, which got hit with a storm of irate phone calls last fall after failing to warn advertisers about graphic 9/11 images abutting their ads, was careful to notify advertisers about its anniversary issue.

People's Sept. 16 cover package, "Stories of Hope" (on stands Sept. 6), will focus on people who have sought to change their lives and the world around them in the aftermath of the attacks. "We wanted to bring a slightly different perspective," says Martha Nelson, *People* managing editor. "It is going to be an enormous event both in people's hearts and minds, and the media. You've got to [cover] it and try to do something that makes sense." —LG

Healthy Changes

Time Inc. title gets redesign

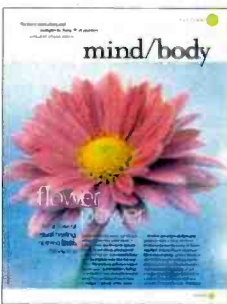
The September issue of Time Inc.'s *Health* introduces a redesign—the title's second in as many years—adding a cleaner look and easier navigation. The issue, due on stands Aug. 27, is the product of a total editorial-staff turnover resulting from *Health's* move in January from San Francisco to Birmingham, Ala., home of Time Inc.'s Southern Progress unit.

The makeover features five new departments.

"We needed to look at the organization of the magazine," says editor in chief Doug Crichton, who joined the 10-times-yearly title in January from sister SP book *Cooking Light*. "Editors would practically arm-wrestle for a story to get put in their sections," says Crichton, noting that readers were just as confused as the editors about "what should go where."

While *Health's* subscriptions were up 8.3 percent in the second half of 2001 compared to a year earlier, the title's newsstand sales tumbled 18.2 percent to an average 124,105, the Audit Bureau of Circulations reports.

New design director Paul Carstensen, formerly of World Publications' *Garden Design*, has created five distinct editorial departments: beauty, mind/body, fitness, relationships and food. Each department is introduced with a cover page. The artwork and images have also



WEEKLIES August 12, 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	5-Aug	58.08	6-Aug	47.88	21.30%	1,807.59	2,304.92	-21.58%
The Economist	3-Aug	27.00	4-Aug	35.00	-22.86%	1,430.00	1,696.00	-15.68%
Newsweek ^{E/X}	12-Aug	25.06	13-Aug	22.30	12.38%	1,043.65	986.86	5.75%
The New Republic ³	NO ISSUE		13-Aug	3.00	N.A.	237.62	266.94	-10.98%
Time ^{E/X}	12-Aug	28.52	13-Aug	33.82	-15.67%	1,260.34	1,293.18	-2.54%
US News & World Report	12-Aug	19.64	13-Aug	10.16	93.31%	787.33	820.59	-4.05%
The Weekly Standard			NO ISSUE			283.64	285.50	-0.65%
Category Total		158.30		152.16	4.04%	6,850.17	7,653.99	-10.50%
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	12-Aug	16.71	13-Aug	24.42	-31.57%	725.65	911.43	-20.38%
Entertainment Weekly	9-Aug	24.31	10-Aug	26.00	-6.50%	1,027.56	1,016.96	1.04%
Golf World	9-Aug	24.34	10-Aug	40.00	-39.15%	949.50	817.52	16.14%
New York ⁴	12-Aug	35.70	13-Aug	31.60	12.97%	1,482.10	1,564.90	-5.29%
People ^X	12-Aug	67.67	13-Aug	61.89	9.34%	2,106.12	2,169.05	-2.90%
The Sporting News	12-Aug	9.67	13-Aug	14.50	-33.31%	435.03	385.22	12.93%
Sports Illustrated	12-Aug	69.65	13-Aug	74.39	-6.37%	1,461.81	1,409.67	3.70%
The New Yorker	12-Aug	17.56	13-Aug	17.23	1.92%	1,123.80	1,231.49	-8.74%
Time Out New York	7-Aug	63.50	8-Aug	56.31	12.76%	2,081.81	2,086.66	-0.23%
TV Guide	10-Aug	32.94	11-Aug	35.98	-8.45%	1,349.23	1,655.84	-18.52%
US Weekly ³	12-Aug	25.33	13-Aug	14.83	70.80%	595.33	572.03	4.07%
Category Total		387.38		397.15	-2.46%	13,337.94	13,820.77	-3.49%
SUNDAY MAGAZINES								
Parade	11-Aug	7.70	12-Aug	8.20	-6.10%	386.40	364.84	5.91%
USA Weekend	11-Aug	8.55	12-Aug	7.86	8.78%	377.71	354.41	6.57%
Category Total		16.25		16.06	1.18%	764.11	719.25	6.24%
TOTALS		561.93		565.37	-0.61%	20,952.22	22,194.01	-5.60%

E=estimated page counts; X=YTD 2001 includes an out-of-cycle issue; 3=three fewer issues in 2002; 4=four fewer issues in 2002

WEEKLIES August 5, 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	29-Jul	46.59	30-Jul	45.90	1.50%	1,749.51	2,257.04	-22.49%
The Economist	27-Jul	26.00	28-Jul	32.00	-18.75%	1,403.00	1,661.00	-15.53%
Newsweek ^{E/X}	5-Aug	16.26	6-Aug	24.06	-32.42%	1,020.82	964.56	5.83%
The New Republic ^{2/D}	5-Aug	4.94	6-Aug	3.33	48.35%	237.62	263.94	-9.97%
Time ^{E/X}	5-Aug	28.79	6-Aug	25.49	12.95%	1,238.11	1,259.36	-1.69%
US News & World Report	5-Aug	13.42	6-Aug	14.70	-8.71%	767.69	810.43	-5.27%
The Weekly Standard ^D	12-Aug	9.00	13-Aug	9.58	-6.05%	283.64	285.50	-0.65%
Category Total		145.00		155.06	-6.49%	6,700.39	7,501.83	-10.68%
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	5-Aug	27.85	6-Aug	33.45	-16.74%	708.94	887.01	-20.08%
Entertainment Weekly	2-Aug	21.17	3-Aug	20.58	2.87%	1,003.25	990.96	1.24%
Golf World	2-Aug	13.00	3-Aug	12.66	2.69%	925.16	777.52	18.99%
New York ⁴	NO ISSUE		6-Aug	33.00	N.A.	1,446.40	1,533.30	-5.67%
People ^{X/S}	5-Aug	60.22	6-Aug	70.56	-14.65%	2,038.45	2,107.16	-3.26%
The Sporting News	5-Aug	12.66	6-Aug	9.16	38.21%	425.36	370.72	14.74%
Sports Illustrated	5-Aug	22.96	6-Aug	25.90	-11.35%	1,390.91	1,335.28	4.17%
The New Yorker	5-Aug	13.90	6-Aug	18.51	-24.91%	1,106.24	1,214.26	-8.90%
Time Out New York	31-Jul	49.00	1-Aug	58.63	-16.42%	2,018.31	2,030.34	-0.59%
TV Guide	3-Aug	18.43	4-Aug	41.19	-55.26%	1,316.29	1,619.86	-18.74%
US Weekly ³	NO ISSUE		6-Aug	20.17	N.A.	570.00	557.20	2.30%
Category Total		239.19		343.81	-30.43%	12,949.31	13,423.61	-3.53%
SUNDAY MAGAZINES								
Parade	4-Aug	6.62	5-Aug	7.50	-11.73%	378.70	356.64	6.19%
USA Weekend	4-Aug	8.15	5-Aug	7.92	2.90%	369.16	346.55	6.52%
Category Total		14.77		15.42	-4.22%	747.86	703.19	6.35%
TOTALS		398.96		514.29	-22.42%	20,397.56	21,628.63	-5.69%

D=double issue; E=estimated page counts; S=8/5 and 8/6 issues include 7.56- and 8.05-page newsstand specials, respectively; X=YTD 2001 includes an out-of-cycle issue; 2=two fewer issues in 2002 than in 2001; 3=three fewer issues in 2002; 4=four fewer issues in 2002

been tweaked to flow more organically with the text. Stories have been shortened for more accessible, quicker reads.

To further clarify *Health's* mission, Crichton has also changed the 1.4 million-circ title's tagline to "the power of living well" from "great food, real beauty, total wellness." Crichton says the new handle is "more indicative of

the entire magazine—not just three categories."

Mary Morgan, *Health* vp/publisher, hopes the revamping will pump up business in the automotive and fashion categories. So far this year, *Health* is in good shape, up 13 percent in advertising pages through September over last year to 716, according to the *Mediaweek* Monitor. —Aimee Deeken

Media Person

BY LEWIS GROSSBERGER



Agoraphobia!

AS I GLIDE IN MY KAYAK THROUGH A NARROW CHANNEL IN

the Mergui Archipelago, off the southern coast of Myanmar, I almost overlook the small clearing at the edge of Wa Ale Island's tangled jungle. I'm scanning the trees for crab-eating macaques—the shy, brown-

ish monkeys that haunt this shore in the evening—when out of the corner of my eye I notice, too late, the flash of speckled puce. Silent yet deadly, an extenuated bush python has dropped from the overhanging branch of a kanzagyi tree and quickly wrapped its powerful coils around my throat. Choking, I struggle to reach my camera to record the picturesque scene, but already I can feel the life ebbing out of me...

Yes, travel-mag fans, you guessed it: It's time once again for Media Person's annual vacation column! But this year the vacation column is in crisis. Sure, there are still old-fashioned articles to be found such as the one above, from the July *Condé Nast Traveler* (its lead slightly altered by MP for drama-enhancement purposes). But with all the recent fear and trembling over things terroristic, the adventure-travel trend that has pepped up the travel mags in recent years is giving way to the fast-growing Stay-at-Home mentality. The covers on the newsstand are practically screaming at readers: Don't go out there! It's dangerous!

As one of history's greatest housebonds, Media Person heartily approves.

Most likely, *Traveler* readers were skipping the Myanmar piece in favor of the article on American islands like Martha's Vineyard, where The Newly Timid Traveler can now engage in such bold, madcap exploits as going to the beach in a swimsuit and having a continental breakfast at the tourist inn. If you're feeling really wild, you can, as Nelson W. Aldrich Jr. describes in *Traveler*, explore a hotel for the wealthy, such as the \$335-to-\$660-a-night Grand on Mackinac Island, billed as the largest summer resort in the world. Nelson seems especially excited by an amble "down the 660-foot covered porch." Ah, the thrill of it all.

Even traveling to a different part of this country is a problem now because it's so damn big you almost have to get on a plane to get anywhere. And nobody wants to do that anymore. Especially after they've glanced at the August *Cigar Aficionado*. *CA*'s cover always used to have a shot of some celebrity puffing a stogie (a word that's probably banned from the magazine), but now there's not a Cohiba in sight. Just a disgusted-looking airline passenger under the headline: "AIR SICK: Delays. High Prices. Rude Service. Bad Food. Welcome to the Worst-Managed Business in America."

Vacation fun, anyone?

The cover of *Men's Journal's* August issue proclaims "Weekend Escapes" and pictures a guy schlepping his mountain bike up a rugged hill. And what's in the valley behind him? Mount Kilimanjaro? The Vale of Kashmir?

The covers on the newsstand are practically screaming at readers: Don't go out there! It's dangerous!

The Gobi Desert? Nope. An American suburb. Well, the way the stock market's gone this year, who has the money to travel far even if they can stomach the airlines?

More evidence of big-trip-avoidance syndrome was the recent startup of *The New York Times'* "Escapes" section, which, despite its title evoking romantic nomads on the road to Bali, sticks close to home. It's really about coming to terms with a life of work-centered immobility that permits only weekend jaunts to nearby precincts. (Actually, it's really about selling ads, but never mind that.) A typical arti-

cle in a recent issue lovingly elucidated the joys of returning summer after summer, generation after generation, to a familiar, nostalgic family-vacation place, preferably on a lake and not near a terrorist training camp.

Things are getting to the point, Media Person realized, where you might as well read one of those "shelter" magazines instead of a travel mag. After all, why not go all the way and worship the magnificence of the Great Indoors?

So Media Person did. Spurning such old-style rags as *House & Bidet*, *Floor Beautiful* and *Exquisite Freezer*, MP shelled out twelve-and-a-half bucks for the summer issue of a shrink-wrapped extravaganza called *Nest*, "a quarterly of interiors." This quickly became MP's favorite magazine. It not only has photographs and print, it also has sheet music. Why, MP isn't sure—something to do with reviving the concept of people singing around the parlor piano, apparently—but there it is nonetheless.

But even *Nest* has to get out a little. MP's favorite article was one about the dwellings of the Chipaya Indians of Bolivia, written by a practicing anthropologist. All you ever wanted

to know about the Chipayas is right in this one article! Chipaya furniture? "Interior design of the Chipaya huts tends toward the perfunctory. The only furniture of any importance is the earthen stove." A photo shows an older woman making llama soup in a traditionally perfunctory Chipaya interior.

What's the deep, underlying meaning of all this? Well, you can dream about the fabulous Chipaya lifestyle all you like, as long as you don't get any ideas about visiting. Stay home, read your magazines and be glad you're not a travel writer. ■

Google will receive
more than **10 billion**
B2B search queries
this year.

Don't let the competition grab your slice of the pie. Across markets, B2B decision makers use Google. For good reason: It's the Internet's fastest, most accurate search engine. It's also the fastest-growing (Google's audience increased 202% in the past year*) with the most comprehensive international coverage.

If you don't advertise on Google, that audience is slipping through your fingers. Google's targeted ads deliver prequalified leads, offering opportunities to convert search users into customers at every point in the buying cycle. One caveat: Don't wait too long. The way to reach Google users is to advertise on Google. And if *you* don't own the keywords that define your business, your competitors certainly will. For details, visit www.google.com/ads2.



* Source: Jupiter Media Metrix March 2002, compared to 29% average growth rate for the digital media universe. © Copyright 2002 Google, Inc. All rights reserved.



The world is
watching.
We know why.

Discovery
NETWORKS
INTERNATIONAL

ME:DA WEEK
AUG. 12, 2002

Imagine what your brand could do with this information.

Face it, all consumers are not created equal. You want to reach the ones that really matter – the ones that are interested in your brand. At Discovery Networks, International we have recently completed a Global Segmentation Study that helps us understand the behaviors and motivations of TV viewers around the world. This powerful tool can help you better spend valuable media dollars to target the right people with the right message. And we'd like to think that our channels can help you do it better than any other – because we are developing them based on this proprietary knowledge. Let's talk. Call Robert Perez, Vice President of Ad Sales, at 212.548.5142 or e-mail us with your name, company and phone number at segmentation_study@discovery.com