

# MEDIAWEEK

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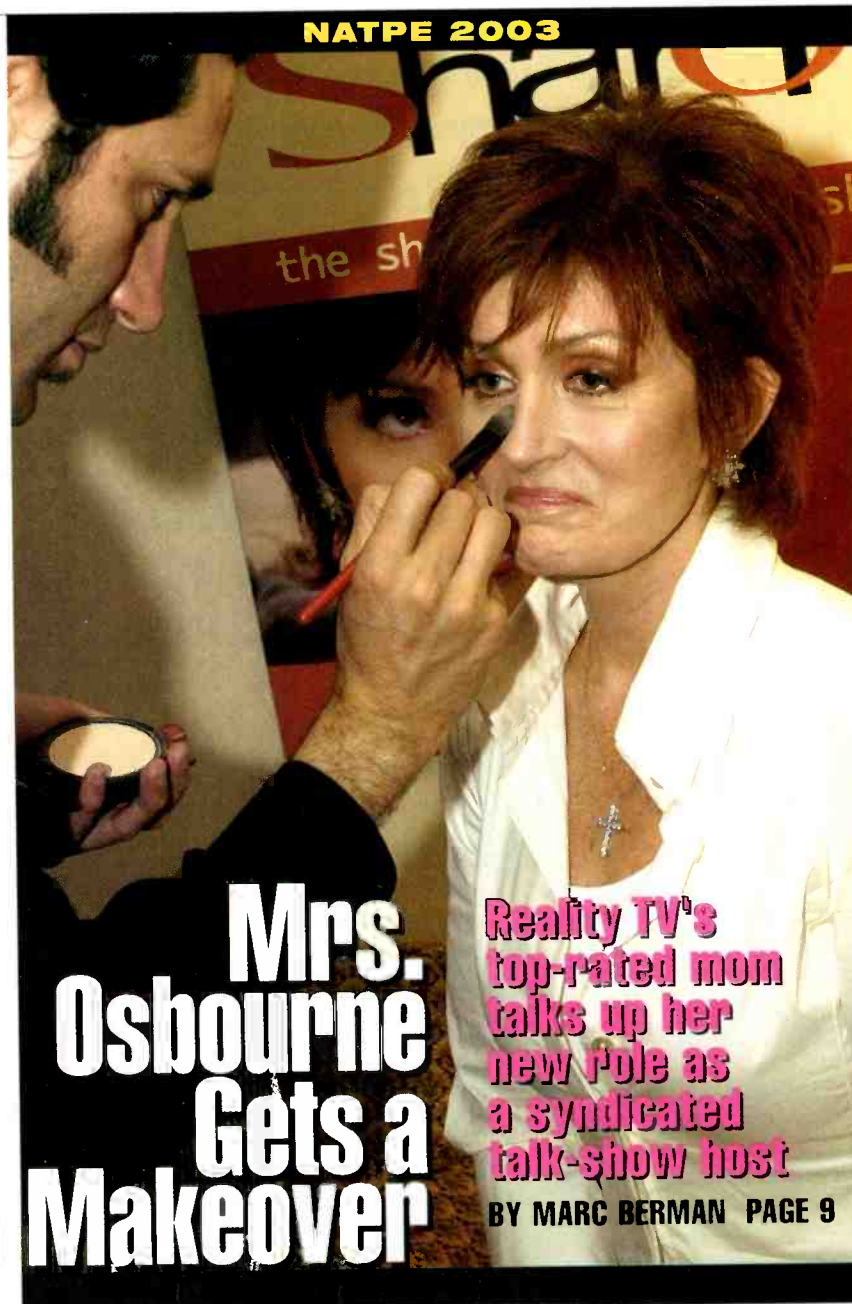
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## Mrs. Osbourne Gets a Makeover

Reality TV's top-rated mom talks up her new role as a syndicated talk-show host

BY MARC BERMAN PAGE 9

### MARKET INDICATORS

**NATIONAL TV: STRONG**  
All dayparts for first and much of second quarter are at high sell-out levels, with advertisers expected to pay healthy increases over upfront rates to get into scatter. Many mainstream advertisers are no longer shunning reality shows.

**NET CABLE: HEALTHY**  
Scatter activity is brisk going into second quarter, which so far is going at rates level with or above upfront pricing. Movies, wireless and auto companies continue to spend.

**SPOT TV: REVVING**  
First quarter is pacing well, thanks to automotive. Telecom and financial sectors are solid

**RADIO: TIGHTENING**  
There's plenty of inventory left, but February is filling up fast with tune-in advertising for the upcoming TV sweeps. Auto, financial categories remain strong. National ads are still outpacing local.

**MAGAZINES: SOLID**  
For second quarter, publishers are seeing renewed strength from big technology brands, telecom and electronics, as well as an uptick from pharmaceuticals and household supplies



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# CNN-TROUBLE WITH THE TRUTH ?

## STATEMENT:

**" We have a more affluent audience than any other network... "**

- CNN, Multichannel News 1/17/03

## FACT:

**Both  
Fox News Channel and CNBC have a  
more affluent audience than CNN.\***

**Trust in news is everything.**

**America trusts us.  
That's why they choose us.**



**We report. You decide.™**

\*Source: Median Household Income based on FNC analysis of Nielsen Media Research data, PNF, 3Q02 (7/1/02-9/29/02), Total Day (M-Su 6a-6a). Subject to qualifications which will be made available upon request.

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# At Deadline

## ■ AMERICAN IDOL EARNS MONSTER RATINGS

The return of *American Idol* on Fox last week set ratings records for the network. Combined with strong numbers for its younger-skewing hit *Joe Millionaire*, *Idol* gives the network a good chance to escape last place for the season in delivery of the coveted adults 18-49 demographic. Entering last week, Fox was fourth in adults 18-49 season-to-date with an average 3.7 rating, behind ABC (3.8), CBS (4.0) and NBC (4.6). The *Idol* premiere on Jan. 21 (8 p.m. to 9:30 p.m.) scored a 12.4 rating in adults 18-49 and a 14.0 in adults 18-34. Combined with the lead-out half hour *American Idol: Revisited* (11.3 rating in 18-49 and 12.5 in 18-34), Fox scored its highest-rated night ever in those demos, excluding sports telecasts. The 90-minute *Idol* on Jan. 22 recorded an 11.8 in 18-49 and a 13.0 in 18-34, Fox's highest ratings ever in the time period. *Joe Millionaire* on Jan. 20 delivered Fox's highest-rated 18-49 audience (9.4) for a Monday night.

## ■ GIRLS INKS DEAL WITH ABC FAMILY

*The Gilmore Girls* is headed for reruns on ABC Family next year under an unprecedented ad-sharing deal. ABC Family will gain exclusive off-network rights to the popular WB series beginning in fall 2004 for almost \$500,000 per episode. Producer Warner Bros. Television will get a slice of the show's ad revenue, which could amount to as much as \$250,000 for the weekly run. This is the first time such a revenue-sharing deal has been arranged for a network drama that reruns exclusively on cable.

## ■ FOX PITCHES COLMES RADIO SHOW

Fox News Channel is beginning to pitch radio stations a new daily show hosted by Alan Colmes, the left-leaning voice on the cable network's popular *Hannity and Colmes* weeknight debate show. According to radio station execs, a deal for Colmes is already in the works with distributor Talk Radio Network, which declined to comment. Colmes, a veteran radio personality, was on WEVD-AM in New York before the station was sold to ABC, which flipped its format to ESPN Radio in late 2001. Colmes' Fox News partner Sean Hannity already has his own national radio show, syndicated by Fox via a deal with ABC Radio Networks.

## ■ ARBITRON RESPONSE RATES FALL 5 PERCENT

Arbitron's response rates for its Fall 2002 survey (the results are still being released) dipped an average 5 percent in each market compared to last year, according to a prelimi-

nary analysis by Katz Media Group. The study examined 84 of the 286 markets reported to date by Arbitron including all top 10 markets, where diary response rates declined to 28.9 from 29.8 percent a year ago. But the study also shows that once respondents agree to participate in the survey, return rates have improved, up 3 percent compared to last year. "Arbitron has done a lot of work trying to improve the number of diaries returned by households, and that work seems to be bearing fruit," said Shaunagh Guinness, vp/director of research for Katz Radio Group.

## ■ CHAPPELLE SCORES BIG FOR COMEDY CENTRAL

Comedy Central's newest original program, *Chappelle's Show*, broke ratings records at the network. The Jan. 22 premiere scored a 2.13 rating (2.5 million households) and delivered the most adults 18-49 of any CC series premiere. *Chappelle's Show* grew audience 33 percent from its *South Park* lead-in, a first for any Comedy Central series.

■ **ADDENDA:** Two dozen **Time Inc.** staffers in the company's consumer marketing division have lost their jobs as a result of restructuring moves over the past month...In its first independent production venture, BBC America will make a U.S. version of British TV hit *Ground Force*. *Ground Force America* will premiere this summer...CBS' New York flagship station **WCBS-TV** will launch more weekend news programming starting Feb. 1. Station vp/general manager **Lew Leone** has added two hours of news on Saturdays: 6 to 7 a.m. and 9 to 10 a.m., to air between CBS News' *Saturday Early Show*; on Sundays, the station is adding local news from 7 to 9 a.m...ABC last week tapped two executives for its marketing and promotion department. **Paul Wang** was named vp of marketing, and **Geoff Calnan** was named vp of on-air promotion. Wang, previously at Pax TV, will oversee strategy and planning for ABC's marketing and promotion efforts. Calnan, a former UPN executive, will develop and produce the network's on-air promos...**Olivia Monjo**, former-

ly deputy editor of *Woman's Day* Special Interest Publications, has been promoted to editor in chief of the Hachette Filipacchi Media SIPs...In 2002, **National Geographic Channel** gained the most subscribers among all cable networks (a gain of 17.3 million subscribers, for a new total of 41.5 million), according to Nielsen Media Research's universe estimates of cable networks released last week.



Chesnutt freshens up *Woman's Day* with a bold redesign Page 29

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## News Corp. Ad Unit Chief Kayne Lanahan Steps Down

Kayne Lanahan, who headed News Corp.'s cross-platform selling unit News Corp. One since April 1998, has left the company to pursue other interests.

The parting was said by company insiders to be amicable. As president of News Corp. One and senior vp of integrated marketing for News Corp., Lanahan's mission was to guide advertisers to cost-efficient buys and promotional efforts across News Corp.'s more than 35 media properties. She supervised 14 employees in New York and Los Angeles.

Lachlan Murdoch, News Corp deputy COO, oversees News Corp. One; he is expected to name Lanahan's replacement soon. —John Consoli

## Commerce Committee To Focus on Radio Industry

Radio consolidation will be the topic of a hearing this Thursday before the Republican-controlled Senate Commerce Committee in Washington, and Sen. Russ Feingold couldn't be more pleased.

Feingold (D-Wisc.) called it "great news" that the committee's chairman, Sen. John McCain (R-Ariz.), agreed to hold the session. Feingold said it's "an important first step" toward passing his legislation to reduce concentration and crack down on anti-competitive practices, such as paying for radio airplay.

Clear Channel Communications, which has grown to more than 1,200 stations since the 1996 Telecom Act drastically eased ownership caps, is likely to feature in the discussion. CC CEO Lowry Mays will testify. —Todd Shields

## Digital Radio Prepares For Next-Gen Services

At the Radio Advertising Bureau's annual meeting in New Orleans this week, the topic of developing next-generation interactive services on radio is expected to take center stage.

"We like to think of it as more inventory per hour," said Bob Struble, president and CEO of iBiquity Digital, developer of HD Radio, the (continued on page 6)

# Nick Shakes Up CBS Saturday Slate

Viacom sibling looks to blunt ratings gains by Kids WB among viewers 6-11

KIDS TV By John Consoli

Nickelodeon, concerned that competitor Kids WB has hiked its Saturday-morning ratings among kids 6-11 by more than 30 percent this season against Nick's new 6-11 programming block on Viacom sibling CBS, is going to get more aggressive beginning this Saturday. On Feb. 1, Nick will add to its Saturday CBS lineup two of the top shows from its cable side—*Rugrats* and *Chalkzone*—to replace two programs that have earned disappointing ratings this season.

Nick will also shake up its CBS Saturday schedule to air two consecutive hours of programming targeting 6-11 from 7 a.m. to 9 a.m. In most markets, the block is currently interrupted after one hour by the *CBS Saturday Early Show* (9 a.m. to 11 a.m.). Because of that two-hour break, ratings for the second hour of the 6-11 block are more than 25 percent lower than the first hour, which now airs from 8 a.m. to 9 a.m.

The Nickelodeon block on CBS Saturday mornings is up 38 percent among kids 6-11 over last season, when the block was all Nick Jr. programming, targeted at kids ages 2-5. But with an average 1.1 rating/5 share among kids 6-11 season-to-date, the Nick block on CBS still trails far behind Kids WB's average 4.7/21, which is up 37 percent over last season. Nick on CBS also lags behind ABC (an average 2.1 among kids 6-11 on Saturday mornings) and Fox (1.3), even though Fox's 6-11 average has tumbled 43 percent from last season.

Since Nickelodeon only began programming its CBS Saturday slot to the 6-11 demo this season, no one expected the block to challenge Kids WB's broadcast dominance after just a few months. Yet, as one media buyer whose agency represents some major kids advertisers said: "Nickelodeon doesn't accept



**Chalkzone to the rescue:** The highly rated Nick series joins *Rugrats* in the CBS Saturday lineup.

weakness. It's specialty is programming for kids, and it is always tweaking its schedule."

That's why Nickelodeon is bringing over two of its heaviest hitters from cable to CBS Saturday. *Rugrats*, which is averaging a 5.1 rating in the 6-11 demo on Nick, will lead off the revamped block at 7 a.m., followed by *The Wild Thornberrys*, Nick's highest rated 6-11 show on CBS so far (1.7). *Chalkzone*, which averages a 5.2 rating in 6-11 on Nick, will follow at 8 a.m., leading into *Hey Arnold!*, which has averaged a 1.3 in the demo on CBS.

Cyma Zarghami, Nickelodeon executive vp and general manager, said that starting the morning off with *Rugrats* should attract a 6-11 audience to CBS that has not watched the network before at 7 a.m., even though overall HUT (homes using television) levels are lower

in that time period. Bringing episodes of *Rugrats* and *Chalkzone* over to CBS was also done to give children around the country who do not have cable TV the opportunity "to see some of our best franchise shows," Zarghami said. She said extensive promotions will make viewers aware of the programming changes.

Following the 6-11 block's new 7-to-9 a.m. slot, the *Saturday Early Show* will continue to air in most CBS markets from 9 a.m. to 11 a.m. Nick will now air its 2-5 demo hour, which previously filled the 7-to-8 a.m. slot, from 11 a.m. to noon. *Dora the Explorer*, the top-rated 2-5 show on Saturday-morning broadcast TV with a 4.2 rating, will move from its 7:30 a.m. home to 11, and *Blues Clues* will shift from 7 to 11:30.

The two shows Nick is dropping from the CBS slate are a second installment of *Hey Arnold!*, which averaged a paltry 1.0 in the 6-11 demo at 11 a.m., and *As Told by Ginger*, which had a 1.2 rating in 6-11 at 11:30. Those two entries have been trounced in their time periods by Kids WB's *Yu Gi Oh!* and *X-Men*, which have averaged 5.7 and 3.7 respectively among kids 6-11. *Kim Possible* on ABC and *Fighting Foodons* on Fox have also beaten the Nick block in the 11 a.m.-noon hour.

Media buyers said the switch by Nickelodeon to air its 6-11 block uninterrupted is a good move, but they expressed concern that the new 7 a.m. start could hamper ratings because of the lower HUT levels. "The move makes sense," said one kids buyer. "*The Early Show* really messes up the kids' viewing patterns. But we will be monitoring the HUT levels for our advertisers."

Because Nick/CBS has taken a sound beating from 11 a.m. to noon, traditionally a strong period for drawing kids 6-11, the decision to counter-program to kids 2-5 in that time period could end up being a smart strategy, buyers said.

But in at least one top market, New York, the CBS station is not following along with the new Saturday-morning schedule. Network flagship WCBS-TV is launching a Saturday-a.m. newscast in February, necessitating some changes. WCBS will move the *Saturday Early Show* back to a 7 a.m. start, to be followed by the local news from 9 a.m. to 10 a.m. The Nick 6-11 lineup will air from 10 a.m. to noon, followed by the hour-long 2-5 block. That schedule doesn't bother Nickelodeon's Zarghami, who said it "wouldn't be a bad thing" if other CBS stations followed suit.

The *Saturday Early Show* is taped from 7 a.m. to 9 a.m. ET, just like on weekday mornings, so a CBS affiliate can either carry it live or hold it for later airing. A CBS spokesman said most of the network's affiliates air the *Saturday Early Show* from 9 to 11 a.m. local time. ■

# Tearing Up the Scrip?

## Broadcasters gird to fight new bills aimed at limiting prescription drug ads

WASHINGTON By Todd Shields

Advertisers and broadcasters are preparing to do battle with forces in Washington who want to curtail direct-to-consumer advertising of prescription drugs. After seeing legislative bids to rein in drug ad spending squelched last year, critics of the ads vow to mount fresh efforts in the new Congress.

If the challenges to prescription drug advertising make headway this year, TV and radio outlets—which pulled in more than \$1.6 billion in ad revenue from the mushrooming category in 2002—stand to take a big hit. The latest salvo came from Rep. Jerrold Nadler (D-N.Y.), who on Jan. 7 introduced a bill to end tax deductibility for prescription drug ads.

"We're certain this will be part of the prescription drug debate in this Congress," said Daniel Jaffe, executive vp for government relations at the Association of National Advertisers. He said attacks on drug advertising could set "a very dangerous precedent," with implications for other products.

"We'd take exception to any efforts to limit free-speech advertising of legal products," added Dennis Wharton, a spokesman for the National Association of Broadcasters.

At issue is what role advertising plays in rising health care costs. Spending on direct-to-consumer drug advertising has expanded rapidly since federal restrictions were eased in 1997 (see chart). Defenders say the ads inform consumers about health problems and medical advances. They say drug use and costs are going up in part because of successful research. "We have more medicines for more diseases," said Jeff Trewhitt, a rep for the Pharmaceutical Re-

search and Manufacturers of America.

Critics emphasize cost. "There is strong evidence that dramatic increases in advertising and marketing are a major reason" for higher drug prices, Sen. Debbie Stabenow (D-Mich.) said last year when she announced legislation aimed at curbing such ads. Stabenow's bill tried to limit tax deductions for direct-to-consumer ads,

### PRESCRIPTION DRUG ADVERTISING ON TV AND RADIO BEFORE AND SINCE 1997 RULE CHANGES

DOLLARS IN MILLIONS				
	1996	1999	2001	2002*
<b>NETWORK TV</b>	\$37.7	\$503.5	\$988.4	\$949.4
<b>CABLE TV</b>	\$7.2	\$259.6	\$398.2	\$467.5
<b>TV SYNDICATION</b>	\$1.9	\$53.7	\$206.2	\$172.3
<b>NETWORK/SPOT RADIO</b>	\$0	\$5.8	\$8.0	\$26.5

\*JANUARY-NOVEMBER SOURCE: NIELSEN MONITOR-PLUS

making them more expensive, but like other such measures, it didn't pass. But like others, it may return this year. Stabenow, a leader on health-care issues, "still has great concerns," said a spokesman. "We'll certainly do something."

Last year under Democratic control, the Senate passed several measures to restrain drug costs, but the Republican-controlled House did not act. This year, Stabenow et al hope to attract a few maverick Republicans in the GOP-controlled Senate. That would throw the issue to the House, where Republicans sympathetic to corporate concerns are in firmer control—but like all lawmakers are also under pressure from voters anxious about rising drug prices.

"There's going to be a serious effort to address this issue in the larger context of health-care costs," said Adonis Hoffman, senior vp at the American Association of Ad Agencies. "The issue is not going to go away." ■

# Buyers Back CNN/ABC Pact

## A deal could trim ABC News' costs, ad pricing and lower CNN's median age

TV NEWS By John Consoli

Media buyers believe a merger of Walt Disney Co.'s ABC News and AOL Time Warner's CNN could yield several benefits for their advertiser clients, and they are hoping both sides will renew their talks to make the deal.

Buyers say that the cost savings of a merged news operation would help ensure the long-term future of ABC's *World News Tonight With Peter Jennings* and potentially yield more attractive ad pricing on ABC News. And some believe that if ABC's high-profile on-air news

# Media Wire

branded name for new digital radio technology. Struble and a group of broadcasters and agency executives will be exploring the revenue and content possibilities of digital radio at the RAB confab.

In addition to CD-quality sound on the FM band, FM-quality sound on AM and less interference, HD Radio allows stations to broadcast text messages to listeners on their digital radios, from song and artist information to brief ad messages. Later-generation digital radios will be capable of recording and playing back songs, storing information such as maps and restaurant listings, and e-commerce.

Since last June, Clear Channel's stations in Los Angeles have been testing the capabilities of digital signals, attracting the interest of advertisers including American Express, the WB, NBC and Sony Pictures. Advertisers have expressed willingness to pay a 10 percent premium to add visual components to their ads, said Joe D'Angelo, iBiquity director of business development. —Katy Bachman

## WB Inks Product-Placement Deal for *Smallville* Episodes

Executives of the WB last week would not identify the company whose product will be woven into an upcoming six-episode arc of its second-year hit drama series *Smallville*. WB executives cited a confidentiality agreement with the advertiser.

The product-placement deal was disclosed last week by Bruce Rosenblum, executive vp of Warner Bros. Television Group, during a panel discussion at the National Association of Television Programming Executives conference.

*Smallville* is one of the youngest-skewing shows on the WB, with a median age audience of 28.9, and is the network's highest-rated program among viewers 18-34 (average rating 5.0) and 18-49 (4.1).

The WB in the summer of 2001 tried product placement for Coca-Cola in a drama, *Young Americans*, but that show was canceled after a few episodes.

The WB has also slotted a six-episode entertainment series, tentatively titled *Live From Tomorrow*, which will be commercial-free but will integrate sponsors' products (*Mediaweek*, Jan. 13). That show will be a time buy. —JC

talent does crossover work on CNN, it could lower the average age of the cable net's viewer, making it more attractive to advertisers.

The broadcast networks' nightly news half hours are extremely cost-inefficient because the huge expense of news bureaus, travel and production cannot be recovered in the eight minutes of advertising time per telecast. However, even though the network newscasts skew older, many advertisers, especially pharmaceutical companies, rely on them to reach their targeted audiences. *World News Tonight*, for example, reaches 10 million viewers each night. "A few of our clients *live* there," said one media buyer. "Hopefully this merger would help sustain the long-term future of nightly news half hours. And if ABC News can save money and become more profitable, maybe that can translate to more reasonable pricing."

ABC News executives could not be reached.

While *World News Tonight* does not skew young by any means, at 59 its median audience age is three to six years younger than that of CNN's three prime-time news programs *Larry King Live* (65-plus), *Connie Chung Tonight* (63) and *Newsnight With Aaron Brown* (62), according to Nielsen Media Research. *World News Tonight* also averages 2.7 million adults in the desirable adults 18-49 demo. One top buyer said that if ABC's news could lower CNN's median age, it "might make cross-network buying more attractive for some of our multibrand advertisers."

Still, buyers hope that the news brands would be kept distinct following a merger. An AOL TW exec with intimate knowledge of the talks said the plan would be for ABC News and CNN to retain their on-air logos, that there would be "no massive anchor swap" and no "B-team," and that the "best people would report from the field, depending on the story."

According to the exec, CNN's chief international correspondent, Christiane Amanpour, would likely appear on *World News Tonight*, *Nightline*, and *Good Morning, America*; ABC correspondent Terry Moran would report for CNN; and Barbara Walters would sub in for Larry King. The exec noted that Walters tapes five hours for each of her one-hour ABC specials, and the unused footage could be re-edited for specials on CNN. On non-presidential election nights, Jennings could report on CNN after his one hour of prime time on ABC ends.

The ABC-CNN talks recently broke down over issues of management control. Since most of the current on-air ABC and CNN anchors have expensive contracts, details on crossover work for the other network would have to be negotiated and could be difficult. In addition, there are many union issues to be resolved.

A deal is far from done. But the AOL TW executive said progress has been made. "These two companies began dating," he said. "Now they have to decide whether to get married. It's a complicated time at both AOL Time Warner and Disney." ■

# FCC Is Staying on Course

## Martin becomes third commissioner to speak out on TV program content

**REGULATION** By Todd Shields

Federal Communications Commissioner Kevin Martin's call for more child-friendly programming during last week's National Association of TV Program Executives convention in New Orleans drew guarded reactions from broadcasters and cable operators, who suddenly have a powerful new critic of some of their content.

Martin, citing parental dismay over increases in "coarse programming," last week asked broadcasters to resurrect the 8-9 p.m. prime-time family viewing hour "that parents and children can enjoy together." In his remarks, Martin also called on cable and satellite operators to adjust their channel lineups, bundled so households can select packages that include news and entertainment but not programming that is inappropriate for children.

"We at the FCC need to address these is-

sues," Martin said. "We need to do more."

With his remarks, Martin, a Republican, becomes the third of the five FCC commissioners to cite coarse fare as a concern. Commissioner Jonathan Adelstein, a Democrat, said he was "very concerned" about indecency, during a Senate Commerce Committee session with the FCC on Jan. 14. Democratic commissioner Michael Copps has campaigned against broadcast indecency virtually since taking office in 2001. In recent weeks, Copps has broadened his criticism, asking whether increased indecency can



Martin: Add family-focused bundles.

Fresh, stylish, elegant—  
we know how to catch her eye.



Introducing  
*Lifetime* MAGAZINE  
*real life, real women*

With lush 100# cover and #45 interior stock, a fresh, airy look, and original photography throughout, Lifetime Magazine is a visual treat for a generation of thirtysomething women who've cultivated a sixth sense for great design in their daily lives.



Premiere issue: May/June 2003  
Summer issue: July/August  
Monthly in September

DON'T MISS THE LAUNCH OF A LIFETIME - CALL VP/PUBLISHER SUSAN PLAGEMANN AT 212-649-2801.

be linked to media consolidation. The question is particularly pointed because the FCC is weighing media ownership rules.

Martin aired a similar theme about whether large distant owners are less restrained than local figures. "Are executives more willing to put on questionable programming when they know that they won't see you and your family at the local grocery store tonight?" he asked.

"The family-friendly programming is out there if parents are interested in tuning in," responded Dennis Wharton, spokesman for the National Association of Broadcasters. Wharton pointed to the ratings system and the V-chip that can block programming. "The system may not be perfect, but it's used by parents who feel it's an appropriate tool." Martin, in his

address, said the V-chip is an ineffective filter because few parents know how to use it.

As for Martin's call to bundle family-friendly cable nets, Rob Stoddard, senior vp at the National Cable & Telecommunications Association, said, without providing examples, "Cable operators offer a variety of tiering arrangements." Both AT&T Comcast and Time Warner Cable declined comment.

These latest family-friendly volleys may be the year's first on the perennial Beltway topic. Sen. Sam Brownback (R-Kan.) called "to reduce the indecency that plagues our airwaves," during the Jan. 14 Commerce hearing. And Sen. John McCain (R-Ariz.), who held hearings on marketing violence to kids in 2000, is again chair of the powerful Commerce Committee. ■

## Prepping the Launch Pad

Despite tough publishing climate, Time Inc., G+J USA develop new titles

**MAGAZINES** By Lisa Granatstein

**B**ouyed by fourth-quarter ad gains, publishers are moving beyond the safety net of developing and launching brand extensions such as Condé Nast's *Teen Vogue* and Hachette Filipacchi Media's *ElleGirl*.

Despite having shuttered *Mutual Funds* and *Sports Illustrated Women* last year, Time Inc. continues to develop new magazines. On loan from sister company America Online, men's-magazine publishing veteran Mark Golin is at Time Inc. quietly toying with a gear-and-gadgets title targeting young guys, according to Time Inc. insiders. Golin has plenty of expertise in the area, having served as editor of both Dennis Publishing's *Maxim* and Fairchild Publication's *Details*, then under Condé Nast. Still in its embryonic stage, the Golin-led concept has received encouraging nods from Time Inc. brass—including CEO Ann Moore, editor in chief Norm Pearlstine and editorial director John Huey—but it's still far from being greenlighted. Golin declined to comment.

Farther along at Time Inc. is *Haven*, an upscale lifestyle/shelter title. A prototype was recently assembled by Dee Nolan, formerly editor of the British edition of *In Style*, and Kate Betts, ex-editor of Hearst's *Harper's Bazaar*.

Over at G+J USA Publishing, which also folded two titles last year—*HomeStyle* and *Rosie*—the company is forging ahead with new magazine concepts. G+J this week will unveil a prototype of *Wink*, a lifestyle magazine aimed at women ages 30-45. The cover features Catherine Zeta-Jones. A direct-mail campaign is slated for April, but an actual test

of *Wink* will likely not happen until 2004. "There isn't really a magazine addressing the lifestyles and concerns of a 21st century woman," said Susan Toepfer, who is overseeing the project (and is said to be a candidate for the open *TV Guide* editorship.) "This will be wittier and a little more adventurous."

Also in the works at G+J is *Flash*, a title for twentysomethings being developed by *Fitness* editor Emily Listfield. A direct-mail campaign is underway. *Flash* would challenge Condé Nast's *Lucky* and Fairchild Publications' *Jane*. Joan Sheridan LaBarge, former publisher of the defunct *Rosie*, is overseeing the business operations of both *Wink* and *Flash*.

Not everyone is convinced the tests are a sign of better times. "People are trying to put a positive spin on a really bad economic environment," said Melissa Pordy, Zenith Media senior vp/director of media services. "[Publishers are] trying to stay fresh, stay on people's radar [by developing new products]. Those who do so in this environment leave a lasting impression."

And not all tests mean full launches. Meredith Corp.'s *Living Room* is now said to have been shelved after its test in September; and Hearst Magazines' *Chic Simple* outsert has been put on ice after its two issues late last year. ■



Toepfer wants *Wink* to be "wittier."

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# Goodbye to the Bayou

**Ellen DeGeneres and Sharon Osbourne led a subdued parade of new syndie shows as NATPE marched out of New Orleans**

BY MARC BERMAN PHOTOGRAPHY BY SCOTT SALTZMAN

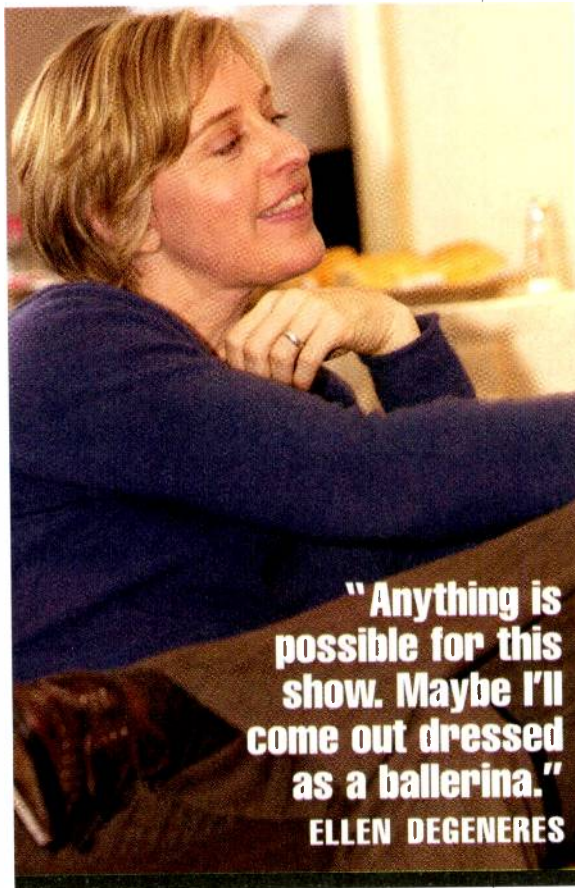
**NEW ORLEANS—THE CRESCENT CITY, THE BIG EASY, SIN CITY OF THE SOUTH—HAS LONG** been known for its many excesses. Twelve times in the 40-year history of the National Association of Television Program Executives conference, New Orleans has served as a well-matched partner for the syndication

business' annual program-selling bacchanal. NATPE visited the city for the final time last week, and unfortunately for both sides, there was a serious dearth of past excesses.

Program distributors and TV station executives knew going in to the conference that the lineup of new first-run shows for the upcoming season is at an all-time low. Expectations for traffic on the convention floor were also muted, given last January's considerably toned-down, no-frills NATPE in Las Vegas. As was the case last year, most of the major TV studios did not purchase exhibit space on the convention floor (several distributors mounted a small shared booth), having chosen to hold private meetings with station clients in less-expensive suites at eight hotels around downtown New Orleans.

Many station groups and other potential buyers of programming did not send representatives. NATPE estimated that 6,000 to 7,000 attended, down sharply from last year's 10,000 in Vegas and less than half the total of NATPE 2000 in New Orleans. About 350 companies exhibited, down more than 50 percent from just two years ago. The official resignation of NATPE president/CEO Bruce Johansen in the middle of the confab (no successor has been announced) didn't help matters, adding to the air of uncertainty. NATPE last week formalized an agreement to permanently stage its annual meeting in Las Vegas, beginning next January.

For stations, one reason to make the journey this year was *Dr. Phil*, the King World Productions talk show that generated the most interest at NATPE. Executives of Viacom-owned King World said that additional stations added to *Dr. Phil's* roster during the con-



**"Anything is possible for this show. Maybe I'll come out dressed as a ballerina."  
ELLEN DEGENERES**

ference give the show a renewal rate of more than 70 percent of the country through the 2005-06 season, at significantly increased license fees. While not everyone is a fan of the doctor's preachy, often patronizing shtick, the second-year show represents the brightest hope for syndication in the near term. It was



**The studios operated a joint booth, but most of the action took place far away from the floor.**

standing-room only at King World's suite in the Windsor Court Hotel when Dr. Phil made a house call last Tuesday.

The King World clubhouse also was buzzing about new fall talk show *Living It Up! With Ali & Jack*, which was sold at the convention to KMOV in St. Louis; WFSB in Hartford-New Haven, Conn.; WISH in Indianapolis; WSMV in Nashville, Tenn.; WLNE in Providence, R.I.; WMC in Memphis, Tenn.; WSPA in Greenville-Spartanburg-Asheville, S.C.-N.C.; and WSTM in Syracuse, N.Y. King World reported that *Ali & Jack's* clearance levels are at 75 percent, up from 70 percent before NATPE.

Among the handful of new entries available, Warner Bros. Domestic Television's talk project *The Sharon Osbourne Show*, fronted by the matriarch of reality TV's first family, was considered the best bet to generate sampling by viewers this fall.

"Sharon stands out because she's the one person who won't be afraid to speak her mind," said Steve Gleason, vp of programming for Richmond, Va.-based Media General Broadcast Group, owner of 26 TV stations. "Her naturally inquisitive nature could translate well in daytime."

"If there is anyone that will generate curiosity, it's Sharon Osbourne," echoed Bill Carroll, vp/director of programming for station rep firm Katz Television Group. "Because of her background, Sharon will probably be able to get away with more on her show—she'll ask the questions people want to hear."

Warner executives at NATPE touted new station clearances for *Sharon* with KTVU in San Francisco; WBDC in Washington; WC-CB in Charlotte, N.C.; WASV in Greenville-Spartanburg-Asheville; WJWB in Jacksonville, Fla.; and KTUD in Las Vegas. Warner reported that Sharon is now cleared on sta-

tions representing 67 percent of U.S. broadcast coverage.

Osbourne drew crowds to Warner's headquarters at the Wyndham Canal hotel, as did former stand-up comic/sitcom star Ellen DeGeneres, who will also try her hand at the talk-show game beginning this fall.

"Right now, anything is possible for this show," DeGeneres said in an interview. "Maybe I'll come out dressed as a ballerina, like Lara [Flynn Boyle, at the Golden Globe Awards]. Maybe I'll interview a celebrity, a 90-year-old baking champion or a 10-year-old kid. 'Unpredictable' is the best word to describe my show. The possibilities are unlimited."

Although comparisons to former stand-up and Warner syndicated talk-show host Rosie O'Donnell are inevitable, DeGeneres considers her show more unique.

"Everyone has their own personality," she said. "Rosie and I are two very different people. Although Rosie set out to re-do *The Mike Douglas Show*, mine won't be tailored to any specific series. It's a concept-in-progress."

As of last Wednesday, Warner Bros. reported that clearances for *The Ellen DeGeneres Show* stood at 78 percent of the country. During NATPE, Warner scored deals for the show with WHDH in Boston; WGCL in Atlanta; WKBD and WWJ in Detroit; KING in Seattle; KSTP in Minneapolis; KPHO in Phoenix; KUSA in Denver; WPXI in Pittsburgh; KGW in Portland, Ore.; and WISH in Indianapolis.

Elsewhere, the level of business at NATPE this year was sufficient to impress Bob Cook, president and COO of Twentieth Television Distribution. Cook said that Twentieth picked up additional station clearances at NATPE for its returning series *Divorce Court*; *Texas Justice*; *Buffy, the Vampire Slayer*; *The Practice*; *The X-Files*; and *Cops*, as well as for its new off-network series *Angel* and new first-run strip *Extreme Dating*. "There is still a need for this convention," Cook said.

Executives from NBC Enterprises were busy hawking new reality hour *Starting Over* and returning talker *The John Walsh Show*. NBC reported it sold *Starting Over* to KMGH in Denver, WPGH in Pittsburgh and WCNC in Charlotte. Three other stations—WKMG in Orlando, Fla.; WMAR in Baltimore and KMBC in Kansas City—signed on for the second season of *John Walsh*. The deals put both strips at about 60 percent of the country.

"NATPE is still an important time for us to



**CLEARANCE SELLERS:** (from top) Jack Ford and Ali Wentworth pitched their *King World* show for fall; Sharon Osbourne talked up her new Warner Bros. talk project; and NBC Enterprises' John Walsh found homes in Orlando, Baltimore and Kansas City.

meet face-to-face with the stations," said Ed Wilson, president of NBC Enterprises. "Although the logistics might be different now, the relevance isn't. Selling syndicated programming at this convention still exists."

While many station executives and others who stayed away from New Orleans last week may not share Wilson's view, others did vow to return to the conference next year in Las

Vegas, albeit for more personal reasons.

"I would never want anyone to think that I'm no longer in this business," said Jim Romanovich, executive vp of domestic television at independent Associated Television, distributor of the weekly syndie shows *Crime Strike* and *American Adventurer*. "If I didn't come to NATPE, who knows what people would assume about me? I'll definitely be back." ■

## Stations Whistle Dixie

**Affiliates were happy with network meetings, but concerns remain about repurposing, digital and promotion issues**

BY SANDY BROWN

**O**n the surface, last week's pre-NATPE meetings between affiliate stations and their networks had the look of love fests. CBS Television CEO Les Moonves, who presided over the CBS affiliate board meeting, exclaimed that affiliates are "thrilled" to be tied to his network. Following Viacom corporate sibling

UPN's gathering with its affiliates, affiliate board chief David Hanna declared that he had witnessed "the best damn affiliate meeting we've ever had."

But all was not as rosy as it seemed. Indeed, as was fit for the meetings' New Orleans setting, a veritable jambalaya of issues is simmering between networks and affiliates, and it's

causing some indigestion for the industry.

Foremost of the concerns for stations are digital/high-definition television matters. It can cost up to \$1 million for the average station to fully convert to a digital signal, a much more expensive proposition for a small-market, low cash-flow outlet than a major-market owned-and-operated station. Tony Vinciguerra, president/CEO of Fox Networks Group and the network's principal liaison with its affiliate body (he also serves as chairman of NATPE), pointed out that 70 percent of Fox affiliates have already converted. Nevertheless, he told affiliates he is hopeful the Federal Communications Commission will be more flexible in granting smaller stations waivers on meeting their deadlines in switching to digital.

A more vague but equally troubling worry for some station executives revolves around the possibility that the networks will choose to use digital bandwidth to multicast when they are not passing through HDTV programming. Alan Frank, head of the Post-Newsweek station group, is especially concerned the nets will force affiliates to carry all multicast signals, or pay a heavy price.

"The networks are saying, 'We don't know what we're going to do, but whatever we decide to carry, you will comply with or you'll lose your analog affiliation,'" said Frank.

At least for now, the networks are producing more HD programming as a carrot to get viewers to buy HD sets. CBS is converting production of *The Late Show With David Letterman* to high definition. Robert Lee, president/general manager of WDBJ in Roanoke, Va., and head of the CBS affiliate board, joked that there are "six people" nationwide who actually have HDTV sets, but CBS will also broadcast one pro football game per weekend in HDTV next season. It's "good news for CBS stations," said Lee, adding that the NFL is "the kind of programming that really sells [digital] TV sets."

Fox has a partnership with electronics maker Philips, wherein the network will produce one digital widescreen sporting event per week in digital 480 to help Philips move sets. "Right now, 99 percent of the public doesn't get the benefits of digital. The true sale is at the stores; people need to see the difference between digital and analog," said Vinciguerra.

On another, more



Vinciguerra hopes to spur HDTV sales.

imminent front, stations and networks discussed how each can help the other with program promotion. CBS, for example, wants local newscasts to more often promote material from *The Early Show*.

Kevin O'Brien, president of Meredith Corp.'s broadcasting group, said he would like to see the networks be more judicious in promoting either their sibling cable services or other network programs at the end of prime time leading into local news. "Be sensitive to owned-and-operated stations and to your affiliates, and allow for a seamless transition from network programming to local news," said O'Brien, who said he's actually quite encouraged at the current state of relations between stations and nets.

UPN affiliates were happy to hear their network will receive substantial cross-promotional support from other Viacom TV properties such as MTV, to try and capitalize on youth and multicultural demographic synergies that don't exist between UPN and CBS.

But not all promos go over well with affiliates. NBC acknowledged to its affiliates that a promo for its reality series *Fear Factor*, in which the rear end of a horse was a little too prominently displayed, "went too far," according to NBC Entertainment president Jeff Zucker. "That was the only issue on the entertainment side," he added quickly. Roger Ogden, president/gm of Gannett-owned KUSA-TV in Denver and head of the NBC affiliate board of governors, suggested there might be a better process to vet promotional material in the future.

Scheduling issues also reared their head. CBS affiliates were less than thrilled when they heard of the network's plans to move up coverage of NCAA basketball by an extra half hour during four nights in March, to 7 p.m.

At Fox, the network will repurpose *Joe Millionaire* on Thursday nights at 8 p.m. throughout the February sweeps. John Tupper, president of Prime Cities Broadcasting and head of the Fox affiliate board, said affiliates have no problem with that type of repurposing. "As a network or as affiliates, we're all in the same boat," he said. But Tupper had nothing to say about the more contentious issue of repurposing network shows on cable outlets.

NBC discussed plans for the 2004 Summer Olympics in Athens, Greece, during which the network will carry live events from 12:30 p.m. to 4 p.m. but will save the "best" Olympic programming for prime time. NBC Television Network president Randy Falco said the network would not jeopardize high ratings or ad revenue in prime time. ■

## natpenuggets

While King World Productions spared no expense for its Tuesday-night NATPE bash at Generations Hall in New Orleans' trendy warehouse district, an event which featured musical guest Glenn Frey, the more downscale Mid-City Lanes Rock 'n' Bowl was the venue of choice for most NATPE gatherings. NBC Enterprises hosted a party at the combination bowling alley and music venue on Sunday night, followed by Warner Bros. on Monday (with Sharon Osbourne and Ellen DeGeneres in attendance) and Cable Ready two nights later. "I haven't bowled this much since I was a teenager," said one party-goer. "And I didn't even throw a gutter ball. That's what I call a party!"

Watch out, Robin Byrd. New York-based PR guru Ted Faraone, whose clients include Tribune WB station WPIX and Univision WXTV in Gotham, is wondering "if America is ready for an explicit informational TV show about sex." Faraone was at NATPE accompanying Ian Rae, who created *A Current Affair* for Fox in the 1980s, and Mary-Anne Kenworthy, Australia's most famous madam, to pitch the Rae-helmed *Talkin' Sex to U.S.* outlets. The show, which stars Kenworthy, is a big hit on cable access Down Under.

Although MGM did not bring any new first-run syndicated properties to NATPE, the distributor announced a 15-episode pickup by Showtime for its one-hour drama *Dead Like Me* and a second-season renewal for drama *Jeremiah*. MGM's *She Spies*, the freshman first-run hour that kicked off last summer, also has something to crow about, with a series high 2.5 household rating for the week of Jan. 13. "Our goal at NATPE is to present what we have in all areas of entertainment," said Jim Packer, MGM executive vp of television distribution, North America. "Luckily, we had plenty to talk about."

Asked about CBS' announcement during its affiliate meetings that it will broadcast *Late Show With David Letterman* in HDTV, NBC Entertainment president Jeff Zucker quipped: "I'd just like to welcome David Letterman to the 20th century." NBC has produced *The Tonight Show With Jay Leno* in HDTV for several years.

# Local Media

TV STATIONS | NEWSPAPERS | RADIO STATIONS | OUTDOOR | MAGAZINES

DALLAS-FORT WORTH NEWSPAPERS

## Belo Preps New Spanish Daily for Growing Segment

BY KATY BACHMAN

Dallas-Fort Worth, the 10th-largest Hispanic market in the U.S., is about to get its first Spanish-language daily newspaper. Belo Corp., owner of *The Dallas Morning News*, is preparing to launch the paper, which has yet to be named, in the fourth quarter.

"There is a huge, untapped market here, particularly in print," said Gilbert Bailon, vp and executive editor of the *Morning News*, who will serve as president of the new newspaper venture. Belo had previously distributed a weekly direct-mail newsletter targeting Hispanics in Dallas-Fort Worth, but Bailon said the effort, which ended in 2001, was more of an advertorial product.

In stark contrast to the growing trend of radio and TV companies launching Spanish-language stations in markets heavily populated by Hispanics, newspaper companies have moved far more cautiously. Only three markets—New York (Tribune Co.'s *Hoy*, Entravision Communications' *El Diario La Prensa* and News World Communications' *Noticias Del Mundo*), Los Angeles (Lozano Communication's *La Opinion*) and Miami (Knight Ridder's *El Nuevo Herald* and privately owned *Diario Las Americas*)—have Spanish-language dailies.

"It's amazing that markets such as Dallas and Chicago and other areas in the country don't have dailies," said Rossana Rosado, publisher of *El Diario La Prensa* in New York.

In markets that do have a Spanish-language daily, newspaper readership among Hispanics is high, according to Scarborough Research, a joint venture of Arbitron and VNU, publisher of *Mediaweek*. In Miami and New York, 39 percent and 49 percent of Hispanics, respectively, read a daily newspaper, compared to 23 percent in Dallas, which has only about a dozen small weeklies scattered throughout and around the

market. That's been the case, even as the market has seen its Hispanic population grow 130 percent in the past decade, to 1.4 million.

With spotty coverage in Dallas and other markets, advertisers looking to reach Hispanic communities have shied away from print, concentrating on radio and TV.

"In most markets we don't recommend print because of the limited coverage in the market, low circulation and lack of auditing. Most are distributed in honor boxes, so you



**"We think the city is ready for fresh content and timely news in a full-service daily." BAILON**

don't know what you're buying," said Sharon Griesing, media director for Dallas-based Ornelas & Associates, which places Hispanic advertising for clients such as Nissan, Kimberly Clark and Anheuser-Busch. "Dallas has been terribly underserved by the newspaper industry. We have clients where newspapers are part of the mix, but not in Dallas," she added.

"They'll definitely attract advertiser support. The local retailers will support the paper first, and then the national advertisers will come in," predicted Rosa Serrano, senior vp of Initiative Media's multicultural division in Los Angeles.

Part of the reason more dailies haven't been launched in the last few years is cost, not to mention the long-term commitment needed to sustain a daily. "It's not cheap to start up a newspaper, and the market has to have the kind of Hispanic population that would respond to a newspaper. Where there are recent immigrants, it creates more of an opportunity," said John Morton, president of Morton Research, a

Washington-based newspaper consultancy.

The new Belo paper will be operated as a separate entity from the *Morning News* with its own editorial, personality and design. "It will have to be different, or it won't succeed," Bailon said. But Bailon, who is busy shaping the daily's vision and staff, will also have the benefit of the *DMN's* vast infrastructure to give the new Spanish-language sibling a head start.

"One of the efficiencies we can get is [the new daily] will be printed and circulated by the *DMN* staff," Bailon said. In addition, Belo can utilize its newspaper, TV and cable assets to help promote the new paper. "We think the city is ready for fresh content and timely news in a full-service daily," said Bailon.

"With Belo behind it, we think it will be great for the market and provide our clients with another avenue for advertising," said Griesing.

If Belo is successful, it could pave the way for other Hispanic dailies, especially now that Hispanics are the largest minority in the country, 13 percent of the total population, according to a U.S. Census report released last week. "This is something you're going to see more of," Morton said.

LITTLE ROCK, ARK. TV STATIONS

## Nexstar to Add KARK

Nexstar Broadcasting Group last week agreed to acquire KARK-TV, the NBC affiliate in Little Rock-Pine Bluff, Ark., (No. 56 market) and WDHN-TV, the ABC affiliate serving Dothan, Ala., (No. 171) from Morris Multimedia for an undisclosed sum. Data from BIA Financial Network estimates the combined revenue for the two stations at just under \$20 million for 2001.

The acquisition, which is subject to Federal Communication Commission approval, now gives Irving, Texas-based Nexstar Broadcasting Group a total of 24 network affiliates in 16 markets throughout the Southwest, Midwest and mid-Atlantic regions. For Savannah, Ga.-based Morris Multimedia, which owns four TV stations and 95 newspapers, the sale marks a clear desire to get out of the TV station business.

In announcing the sale, Morris president and CEO Charles H. Morris said the deal was part of a strategy to redeploy assets for the future growth of his company. —Sandy Brown

(continued on page 14)

# GUESS WHICH DIRECTION ESPN ABC SPORTS IS GOING?

## THE NUMBERS ARE IN, AND IT'S OFFICIAL

2002 was an up year for ESPN ABC Sports. We saw ratings increase in virtually every daypart, every program and every demo. Here's the line-up:

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- ESPN Prime: +16% to +21%
- SportsCenter: +5% to +20%
- ABC's NFL Monday Night Football: +4% to +10% against all male demos
- ESPN Sunday Night Football: +18% to +23%, basic cable's highest rated series 16 years running
- ESPN's NFL Studio programs: +7% to +37%
- College Football: +12% to +24% on ABC Sports; +16% to +31% on ESPN
- ABC's Bowl Championship Series: 4-game average +14% (HH's) vs. last season
- ESPN's NBA: +9% to +24% vs. TNT on key male demos (through 1/10/03)
- Original programming like *The Junction Boys* and *Pardon the Interruption* is increasing ratings and buzz
- Stanley Cup Finals on ABC Sports and ESPN: +10% to +19%
- ESPN Sunday Night Baseball: +11% (HH's)

Source: Nielsen Media Research, 2001 (1/1/01 - 12/30/01) vs. 2002 (12/31/01 - 12/30/02).  
Based on coverage area and total U.S. ratings for M1834, M1849, M2554, A1834, A1849, A2554.

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# Market Profile

BY RICHARD ZITRIN

## CINCINNATI RADIO STATIONS

### WBOB-AM Turns On Talk

After several months of reviewing its programming options, Salem Communications, the nation's leading broadcaster focused on religious and family-themed formats, last week abandoned Sports on WBOB-AM in Cincinnati for News/Talk.

WBOB, a former ESPN Radio affiliate, will now feature a lineup of conservative Talk show hosts syndicated by Salem Radio Network including Mike Gallagher, Michael Medved and Hugh Hewitt, as well as Westwood One's Bill O'Reilly. Local news, traffic and weather will remain part of the station's schedule.

The format shift was not unexpected, for several reasons (*Mediaweek*, Oct. 21). Although the station's overall ratings went up in the Fall survey, from 0.4 to 0.6, WBOB faced considerable competition from Clear Channel, which dominates Sports in the market on its two outlets, WLW-AM and WCKY-AM. In addition, Salem has a strict policy of not running ads for alcohol and beer, lotteries and strip clubs, prime staples of the Sports format.

But switching to Talk, Salem won't be free of Clear Channel, which also owns top Talk outlets WLW-AM and WKRC-AM. —KB

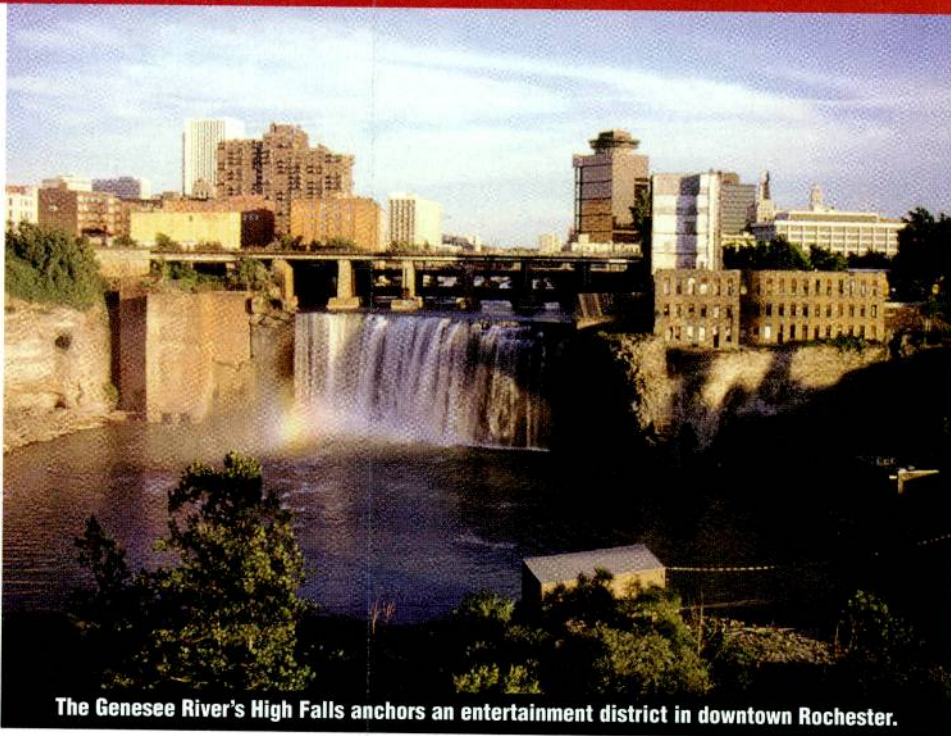
## KANSAS CITY RADIO STATIONS

### New FM Joins the Dial

Kansas City, the country's No. 29 radio market, got a new station last week, KCSX-FM, broadcasting at 97.3. The station, which signed on last Monday (Jan. 20) is currently playing all Beatles tunes until it reveals its format in the coming weeks.

The station will be operated by local radio owner Union Broadcasting, which operates two AM stations in town, Talk KCTE and Sports WHB. Union will be a 50 percent owner of KCSX with First Broadcasting Investments. Chad Boeger, president and general manager of Union, will head up the joint venture.

"There were 13 stations involved in the process that either had to change frequency or move tower sites," said Chris McMurray, vp of operations for Dallas-based First Broadcasting, which specializes in moving stations into Top 30 markets. KCSX was previously located far outside of Kansas City, in Moberly, Mo. With the move to Lee's Summit, Mo., the station also got a power upgrade, giving it full coverage of the market. —KB



The Genesee River's High Falls anchors an entertainment district in downtown Rochester.

## Rochester, N.Y.

**LONG BEFORE THERE WAS A SUN BELT OR A SILICON VALLEY, ROCHESTER WAS ONE OF** the nation's first boom towns, growing up along the Erie Canal in the first half of the 19th century. The city on the south shore of Lake Ontario became fertile ground for scientific and social innovation,

giving birth to industrial giants such as Eastman Kodak, Xerox and Bausch & Lomb, as well as being the home of two of America's leading civil rights leaders, Susan B. Anthony and Frederick Douglass.

Rochester, like many older industrial communities, has been hit by manufacturing job losses, but it remains a key high-tech center and one of the nation's leading exporters. The Greater Rochester Enterprise is a new public/private venture to promote job creation in the metro region of 1.1 million. Public and private forces also have joined to create a photonics research facility in nearby Canandaigua, N.Y., and the University of Rochester Medical Center is a key player in the development of a regional biotech industry.

Two major projects in the works are the creation of a fast-ferry service on Lake Ontario between Rochester and Toronto scheduled to launch next year, and the construction of a soc-

cer stadium near downtown. Rochester has been one of America's soccer success stories, with its team, the Rhinos, drawing more than 10,000 fans a game. The team, which plays in the Rochester Red Wings minor league baseball stadium, is a member of the A-League, the level below Major League Soccer. The team is in the hunt for a MLS franchise.

Sports and culture are big business in Rochester. The PGA Championship will be played in August at Oak Hill Country Club, and a woman's professional golf tournament, the Wegmans Rochester LPGA, is held at Locust Hill Country Club each June. The National Football League's Buffalo Bills hold summer training camp at St. John Fisher College in suburban Pittsford, and, in addition to soccer and baseball, Rochester has professional hockey, lacrosse and indoor football teams.

The Rochester Philharmonic Orchestra performs in the Eastman Theater, which is part



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— John Wanamaker

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Source: MRI Fall 2002

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TOP MANAGEMENT	\$93.53	\$124.69	\$125.52	\$272.55

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# Market Profile

of the Eastman School of Music complex. Major annual events on the culture calendar include the Rochester International Jazz Festival, the Rochester Music Festival, the High Falls Film Festival and the Image Out gay and lesbian film festival.

Economic woes might be tied to the dip in 2001 advertising spending in the two media tracked by Nielsen Media Research in the Rochester market. Although 2002 figures are not yet available, chances are TV spending was up because it was an election year. Rochesterian B. Thomas Golisano, founder and CEO of the Paychex payroll processing firm, alone spent more than \$70 million to finance his third-party gubernatorial bid, and he advertised heavily on Rochester TV stations.

The biggest story in the past year in the Rochester TV market has been Clear Channel's acquisition of local news leader WOKR. Clear Channel took over the ABC affiliate in

June as part of its acquisition of the Ackerley Group. Clear Channel also owns seven radio stations in the market. Rochester, with 388,600 TV households, is the nation's No. 77 DMA, according to Nielsen Media Research. Diaries are used to measure viewership. The market is sandwiched between Buffalo, N.Y., to the west and Syracuse, N.Y., to the east.

Since Clear Channel took over, WOKR has been working closer with the company's radio stations on promotions and providing weather forecasts, and is exploring the possibility of joint sales ventures, according to WOKR general manager Kent Beckwith. WOKR also has begun developing a relationship with Gannett Co.-owned local daily newspaper *Rochester Democrat and Chronicle*. Headlines from the following morning newspaper are teased on the 11 p.m. news, and WOKR meteorologists provide forecasts and other copy for the newspaper's weather page. The newspaper has been

using news stories attributed to the TV station, and occasionally newspaper reporters will appear on WOKR newscasts.

"I think the potential has yet to be reached," Beckwith says of the partnership. "We're working together to take advantage of the advantages that each offers."

WOKR and Hubbard Broadcasting's WH-EC-TV, the NBC affiliate, long have waged a battle for local news supremacy. WOKR lost the 11 p.m. ratings race to WHEC last May, and the two stations finished in a virtual tie for No. 1 in that time period in Nielsen's November sweeps. WOKR had a 7 rating and 24 share at 11 p.m., while WHEC had a 7/23. Nexstar Broadcasting's WROC-TV, the CBS affiliate, was third with a 4/12.

WOKR is also the early news leader, with a 7/19 at 5-6 p.m., compared to WHEC's 5/13 for the same time period. WROC had a 3/9 for its half-hour newscast at 5 p.m. At 6 p.m., WOKR had a 14/29, WHEC a 10/21 and WROC a 5/11. WUHF-TV, the Sinclair Broadcast Group-owned Fox station, has a newscast at 10 p.m. with no direct rival.

WOKR's Beckwith attributes much of his station's ratings success to the continuity of his news team and the fact that a majority of the anchors are local natives. WOKR's lead anchor, Don Alhart, has been with the station for more than 30 years. Two of WHEC's evening news anchors, Gabe Dalmath and Janet Lomax, also have each been on the air in Rochester for more than 20 years.

On the non-news front, WHEC gm Arnold Klinsky is thrilled with the performance of *Dr. Phil* in the 3-4 p.m. slot, although he would prefer to air it later opposite WOKR's *Oprah*. "We've never seen ratings at 3 p.m. like that ever," Klinsky says. "The frustration is it's put out by the same company [King World] that syndicates and produces *Oprah*, and they won't let us put it against her at 4 p.m." *Dr. Phil* has been on WHEC for four months. Although the show trails two venerable soaps—*General Hospital* on WOKR and *Guiding Light* on WROC—the self-help guru's performance has encouraged WHEC officials.

*Dr. Phil* drew a 3.7/16 in the November book, compared to a 4.7/20 for *General Hospital* and a 4.1/17 for *Guiding Light*, according to Christine Sibilio, WHEC sales marketing manager. In women 25-54, *Dr. Phil* delivered a 2.7/17, trailing *General Hospital's* 5.1/32 and *Guiding Light's* 3.8/23, Sibilio says.

WHEC has been working to develop a reputation as a cause-related outlet that uses third-party advertisers to promote events in the community, such as the recent exhibit of French

## NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>Monroe County: 286,841 Households</b>				
<i>Rochester Democrat and Chronicle</i>	140,965	179,522	49.1%	62.6%
<b>Ontario County: 38,745 Households</b>				
<i>The Daily Messenger</i>	11,755	12,819	30.3%	33.1%
<i>Rochester Democrat and Chronicle</i>	8,510	14,090	22.0%	36.4%
<i>Finger Lakes Times</i>	6,181	6,771	16.2%	17.7%
<b>Wayne County: 35,145 Households</b>				
<i>Rochester Democrat and Chronicle</i>	10,198	16,287	29.0%	46.3%
<i>Finger Lakes Times</i>	3,632	4,088	10.5%	11.8%
<i>The Daily Messenger</i>	360	438	1.0%	1.2%
<b>Livingston County: 22,214 Households</b>				
<i>Rochester Democrat and Chronicle</i>	7,517	11,227	33.8%	50.5%

Data is based on audited numbers published in the Audit Bureau of Circulations Oct. 3, 2002 County Penetration Report

## RADIO LISTENERSHIP / ROCHESTER, N.Y.

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WHAM-AM	News/Talk	14.8	10.4
WBEE-FM	Country	9.3	8.3
WCMF-FM	Album-Oriented Rock	8.4	4.3
WRMM-FM	Soft Adult Contemporary	8.4	9.2
WDKX-FM	Urban Adult Contemporary	6.4	6.1
WVOR-FM	Hot Adult Contemporary	4.6	5.8
WNVE-FM	Alternative	3.9	4.1
WBZA-FM	'70s, '80s Hits	3.8	4.4
WPXY-FM	Contemporary Hit Radio	3.5	4.3
WZNE-FM	Alternative	3.4	3.6

Source: Arbitron Summer 2002 Radio Market Report



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# Market Profile

impressionist Edgar Degas' work at the Memorial Art Gallery. WHEC signed six third-party advertisers to do exhibit spots.

WROC, which has long lagged in the news ratings race, has become more of a community player, as part of gm Timothy Busch's plan to boost his station's fortunes. WROC is promoting a breast cancer prevention program with BlueCross BlueShield and distributing copies of *USA Today* to 75 schools each week through a partnership with Bryant & Stratton College. The 54-year-old TV station, the oldest in the Rochester market, also has had a cross-promotion deal with the *Rochester Democrat and Chronicle* and provides weather, news and sports to the four local Entercom-owned radio stations.

"WROC sat there vapid for 30 years," says Busch, senior vp/regional manager for Nexstar, who has run WROC since September 2000. "We have taken the dinosaur and woken it up, shaken it up, gotten it back involved in the community where the station is again recognized as a leader in the community."

WROC is promoting itself as the most-watched TV station in Rochester after the November Nielsen ratings showed the station reached the most households during the latest sweep, Busch says. From sign-on to sign-off (6 a.m. to 2 a.m.), WROC reached a weekly cumme of 360,000 HHs in November, compared to 349,000 for WHEC, 329,000 for WOKR, and 250,000 for WUHF, Busch says.

Although WROC lags in the news ratings, Busch says he is satisfied with how his station has bridged the gap. He is also clearly pleased with the station's evening-news team of anchors Kevin Doran and Maureen McGuire, meteorologist Scott Hetsko and sports director John Kucko. WROC recently signed all four to long-term contracts of between three and five years each.

Over at WUHF, meteorologist Michael Gouldrick was let go last month, and the station has been using nightly weather feeds from the Sinclair's studio in Maryland. Other conversions to the Sinclair's News Central product are expected. The changes are not solely for financial considerations, says WUHF vp/gm Matt Kreiner. "Part of the overall effort is to provide the opportunity to do things in markets our size that we couldn't do on our own."

Cable penetration in the DMA is 66 percent, compared to the average of 69 percent for the nation's top 50 markets. Jeffrey Hirsch is Time Warner Cable's new Rochester division president. He came from the cable giant's division in Columbia,

## RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Infinity Broadcasting	4 FM	21.7	\$16.4	38.9 %
Clear Channel Communications	5 FM, 2 AM	25.9	\$13.5	32.0 %
Entercom	3 FM, 1 AM	16.4	\$7.2	17.1 %

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

## NIelsen RATINGS / ROCHESTER, N.Y.

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

### Evening News

Time	Network	Station	Rating	Share
5-6 p.m.	ABC	WOKR	7	19
	NBC	WHEC	5	13
5-5:30 p.m.	CBS	WROC	3	9
6-6:30 p.m.	ABC	WOKR	14	29
	NBC	WHEC	10	21
	CBS	WROC	5	11

### Late News

Time	Network	Station	Rating	Share
10-11 p.m.	Fox	WUHF	2	4
11-11:30 p.m.	ABC	WOKR	7	24
	NBC	WHEC	7	23
	CBS	WROC	4	12

Includes local new programs only. All household rating and share numbers are estimates, compiled from diary returns. Source: Nielsen Media Research, November 2002

S.C., in October. TWC is presently in the process of upgrading its systems that reach about two-thirds of its subs in the area to 800 megahertz, says Rochester division vp Brian Wirth.

Also, the rollout of TWC's digital video recorders (the cable company rents set-top boxes with the DVR functionality to subs) have been going "incredibly well" since they were introduced in the market in August, Wirth says. Rochester is the first TWC system to launch the devices. TWC also runs a 24-hour regional news channel, R News, that is seen by 325,000 subscribers.

As for Rochester's radio business, Clear Channel, Infinity Broadcasting and Entercom are the dominant players, collectively owning 15 stations. The three companies together corner 88 percent of the Rochester ad rev-

enue, and their stations remain the biggest attractors of listeners 12-plus, 6 a.m. to midnight, according to Arbitron. The radio ratings service ranks the Rochester market No. 54 nationally, with a population of 916,000.

Clear Channel's News/Talk outlet WHAM pulled a 10.6 share during the Summer book, followed by Entercom's Country-formatted WBEE-FM (8.9), Infinity's Soft Adult Contemporary WRMM-FM (8.3) and locally owned Monroe County Broadcasting's Urban AC WDKX-FM (7.7).

WHAM's *Chet and Beth* ranked tops in a.m. drive time with a 14.8, followed by a 9.3 for WBEE's *BEE Morning Coffee Club With Terry Clifford and Bill Coffey* and an 8.4 for WCMF's *Brother Wease Morning Circus* and WRMM's *Tony and Dee*.

Michael Doyle, Entercom vp/market manager, says Brother Wease is the reason that Howard Stern, whose syndicated show airs opposite Wease's on Clear Channel Alternative WNVE-FM, does not fare well in the Rochester ratings. Stern's syndicated show was No. 7 in drive time with a 3.9 in the Summer book. "Wease is the dominant

## NIelsen MONITOR-PLUS

### AD SPENDING BY MEDIA / ROCHESTER, N.Y.

	Jan.-Dec. 2000	Jan.-Dec. 2001
Spot TV	\$84,014,458	\$72,479,277
Outdoor	\$4,960,327	\$4,863,626
Total	\$88,974,785	\$77,342,903

Source: Nielsen Monitor-Plus

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# Market Profile

local guy," Doyle says. "He's very, very strong."

Sports can be heard on WHAM and sister Talk outlet WHTK, which carry the local professional baseball (Red Wings) and hockey (Amerks) teams, along with Major League Baseball's New York Yankees and Syracuse University's football and basketball. Infinity has a marketing and sales deal with the Buffalo Bills, and the team's games are broadcast on WCMF.

The biggest recent format change was Entercom's launch last August of News/Talk

WROC-AM, which replaced Oldies-formatted WBBF-AM. Two veteran Rochester broadcasters, newsman Allan Harris and program manager Jim White, joined the station from WHAM. WROC-AM also carries syndicated talkers Mike Gallagher, Bill O'Reilly and Sean Hannity.

One more subtle change in the market involves Entercom's WBZA-FM, which launched in November 2000 as an '80s Rock station but has evolved into a '70s and '80s

Classic Hits station over the last eight months.

As for newspapers, the *Rochester Democrat and Chronicle* is the DMA's dominant daily. The paper's average Monday-through-Saturday circulation was 172,124 for the six months ended Sept. 30, a drop of 2.3 percent from the previous year, according to the Audit Bureau of Circulations. Sunday circ as of Sept. 30 was 232,193, down 2.9 percent.

*Democrat and Chronicle* vp of communications Thomas Flynn, however, says there has been an uptick in sales over the last year, increasing by 670, as of Jan. 1, to 173,000 copies Monday through Saturday and about 2,600 to 234,676 copies Sunday.

ABC reports that, as of last Sept. 30, average adult readership per issue was 360,100 Monday through Saturday and 424,900 Sunday. *Democrat and Chronicle* researchers put readership at approximately 400,000 daily, 525,000 Sunday, Flynn says.

The newspaper also has forged relationships with the electronic media, first with WROC, now with WOKR. Through its partnership with WROC, which ended Dec. 31, the *Democrat and Chronicle* cross-promoted 17 special sections that focused on days in the life of local communities. Looking forward, the daily is planning to start doing day-in-the-life-of sections on high schools, Flynn says.

Two smaller dailies are in communities roughly 30 miles to the east and west of Rochester. Messenger Post Newspapers publishes *The Daily Messenger*, a weekday p.m. and Sunday a.m. paper, in the Finger Lakes community of Canandaigua. The paper has a weekday circulation of 12,786 and Sunday circulation of 14,104, as of Sept. 30, according to ABC. Messenger Post also publishes 10 suburban weeklies in the Rochester area.

Headed toward Buffalo, *The Daily News* in the Genesee County city of Batavia is a weekday p.m. and Saturday a.m. with daily circulation of 14,866, according to ABC.

Other publications in Rochester include *The Daily Record*, a weekday business and legal newspaper; *City*, a free alternative weekly; the *Rochester Business Journal*, a weekly business publication; *Freetime*, a biweekly entertainment giveaway; and *The Empty Closet*, a free monthly published by the Gay Alliance.

Lamar Outdoor Advertising has a virtual monopoly in the market. Local vp/gm Jim Newton says Lamar has 660 billboards, including 102 on expressways. Lamar has added 25 structures in the city of Rochester and in the nearby suburb of Gates since coming into the market in 1997 after buying York, Pa.-based Penn Advertising. ■

## SCARBOROUGH PROFILE

### Comparison of Rochester, N.Y.

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Rochester Composition %	Rochester Index
<b>DEMOGRAPHICS</b>			
Age 18-34	31	31	99
Age 35-54	41	41	100
Age 55+	28	29	101
HHI 75,000+	29	20	68
College Graduate	13	13	105
Any Postgraduate Work	11	10	98
Professional/Managerial	23	21	91
African American	13	10	75
Hispanic	13	#	#
<b>MEDIA USAGE - AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	55	61	110
Read Any Sunday Newspaper	64	75	117
Total Radio Morning Drive M-F	22	22	98
Total Radio Afternoon Drive M-F	18	18	97
Total TV Early News M-F	29	30	105
Total TV Prime Time M-Sun	39	37	94
Total Cable Prime	13	15	111
<b>MEDIA USAGE - CUME AUDIENCES**</b>			
Read Any Daily Newspaper	75	80	108
Read Any Sunday Newspaper	77	85	110
Total Radio Morning Drive M-F	76	76	101
Total Radio Afternoon Drive M-F	73	75	102
Total TV Early News M-F	70	75	107
Total TV Prime Time M-Sun	91	93	102
Total Cable Prime	59	63	107
<b>MEDIA USAGE - OTHER</b>			
Accessed Internet Past 30 Days	60	62	102
<b>HOME TECHNOLOGY</b>			
Owns a Personal Computer	69	65	95
Purchase Using Internet	38	38	99
HH Connected to Cable	69	66	96
HH Connected to Satellite	16	17	107

#Respondent count too low to report. \*Media Audiences-Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable. \*\*Media Audiences-Cume: 5-issue cume readers for daily newspapers; 4-issue cume readers for Sunday newspapers; cume of all listeners within a specific daypart for radio; cume of all viewers within a specific daypart for TV and cable.  
Source: 2002 Scarborough Research Top 50 Market Report (February 2001-March 2002)

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# Inside Media

NEWS OF THE MARKET

## Lifetime Mag Adds Cavender to Edit Team

Lifetime magazine made a key hire last week, tapping Cathy Cavender as deputy editor. Cavender is the former editor in chief of the defunct *Rosie* (formerly *McCall's*), published by G+J USA Publishing and Rosie O'Donnell. Cavender, also a veteran of *McCall's*, joins four other *McCall's* vets at *Lifetime*, including Sally Koslow. Koslow was the service title's former editor in chief and is now editor in chief of *Lifetime*. Hearst Magazines and the Walt Disney Co. will launch *Lifetime*, an offshoot of the popular cable network, in April with an initial bimonthly frequency and 500,000 circulation rate base.

## Univision Seeing Strong Growth Online

Univision Online, the Internet subsidiary of Univision Communications, which owns broadcast TV networks Univision and Telefutera, reports it added 70 new advertisers to its client roster in 2002, increasing ad revenue by 92 percent. The number of advertisers appearing on Univision.com now tops 100. In addition, Univision reports traffic on its Web site increased by 76 percent in 2002.

## NBC News to Track Usage of Video

NBC News Channel has signed a long-term agreement with Teletrax to watermark its news video in order to track usage of its content by local television stations and other clients. The tracking system allows video content owners to monitor verification of airings and usage for copyright protection. NBC News Channel is a unit of NBC News,

managed under a cooperative agreement with NBC affiliates, that provides more than 300 live and taped news stories each day to NBC affiliates, CNBC, MSNBC, foreign broadcasters and other news organizations. Teletrax will monitor more than 100 stations in 85 key markets and will also track NBC News usage in Europe.

## Daily Tab to Debut for Fashion Week

This year's Mercedes-Benz Fashion Week, the New York showing of the fall 2003 collections, will have its own full-color, glossy, daily tabloid. Produced by 7th on Sixth, producer of the Fashion Week event, *The Daily* will provide highlights and inside scoop during the week of Feb. 7-14. The publication will be distributed to the tents at Bryant Park, the W hotels and select New York newsstands, delivering a 15,000 daily circulation. The title has already sold more than 85 ad pages from brands including Sony Films, DKNY, *Teen Vogue* and Redken.

## CBS' Golf Coverage Highest Ever

CBS this year will offer its most extensive coverage of professional golf in the network's 53 years of televising the sport. Its coverage, which began this past weekend, will include 20 tournaments totaling more than 135 hours. Included will be the controversial Masters Tournament in April, which has come under fire from women's groups because the site of the tournament, the Augusta National Golf Club, excludes women from membership. Despite the protests and a call for the network not to



STEVE WILSON/REUTERS

## Sirius Scores NBA Deal

Sirius, one of the nation's two subscription satellite-radio services, has inked a deal with the National Basketball Association to carry live broadcasts of as many as 40 NBA games a week, beginning in mid-February. The deal includes play-by-play coverage of NBA regular-season games, playoffs and NBA Finals, as well as media and marketing initiatives with various NBA properties. "Adding NBA games immensely enhances our service for our valued subscribers," said Larry Rebich, vp of programming and market development for Sirius. Sirius currently has

30,000 subscribers to its 100-channel service. Its sole competitor, XM Satellite Radio, which launched about a year ahead of Sirius, has 360,000. Both companies recently concluded refinancing deals that are expected to fund operations into mid-2004.

# Calendar

**Magazine Publishers of America** and the **American Society of Magazine Editors** will present their lifetime achievement awards at a black-tie gala to be held Jan. 29 at New York's Waldorf-Astoria. The honorees will be Ed Lewis, chairman/CEO of Essence Communications Partners and former MPA chairman, who will receive the Henry Johnson Fisher Award; and Art Cooper, GQ editor in chief for the past 20 years, who will be inducted into the ASME Hall of Fame. Contact: 212-872-3755.

Strategic Research Institute will present its **Marketing to U.S. Hispanics & Latin America** conference Jan. 30-31 at the Radisson Deauville Resort Hotel in Miami Beach, Fla. The event features Latino marketing gurus discussing trends and strategies for reaching those markets. Contact: 212-967-0095.

The **Radio Advertising Bureau** will present its **sales and management and leadership conference** Jan. 30-Feb. 2 at the Hyatt Regency Hotel in New Orleans. Keynoters will include Rick Sivaltis, president and COO of General Motors Mediaworks and motivational speaker Les Brown. Contact: 212-681-7200 or visit [www.rab.com](http://www.rab.com).

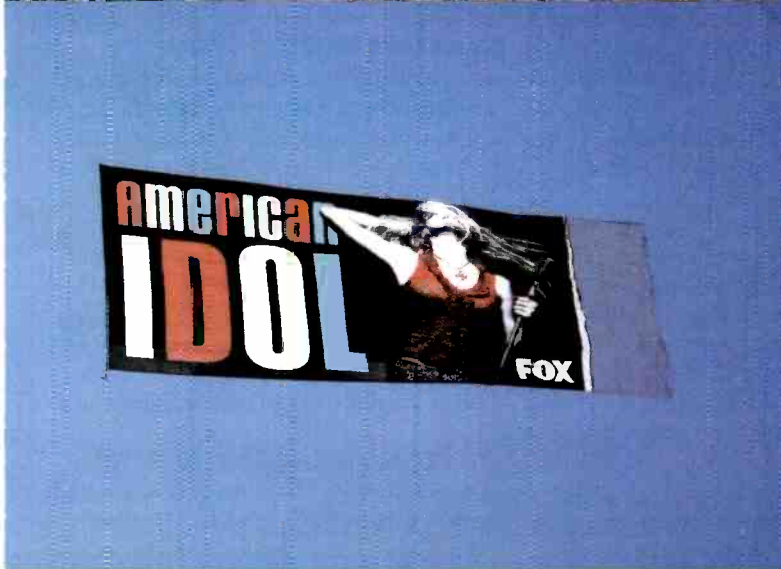
The **RoperASW Executive Forum**, "Managing and Mastering Change: Creating Certainty in Uncertain Times," will be held Feb. 6 at the Millennium Hotel in New York. With a focus on consumer trends, corporate challenges and brand-building, the event will feature results of RoperASW's "Mood of the World" study outlining how changing economic, political and social conditions have reshaped expectations and market behavior, as well as a session with author Seth Godin discussing issues that allow companies to adapt and thrive in times of change. Contact: Rick Hilton at [rhilton@psbpr.com](mailto:rhilton@psbpr.com).

Interep will host the **Power of Urban Radio symposium** Feb. 13 at the Grand Hyatt Hotel in Atlanta. The keynoter will be Bill Lamar, executive vp/head of U.S. marketing for McDonald's. Contact: Sherman Kizart at 312-616-7204 or [sherman\\_kizart@interep.com](mailto:sherman_kizart@interep.com).





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## Inside Media

televised the tournament, CBS has said it will continue its annual coverage of the Masters. The tournament is the longest-running sports event on CBS, which has televised the Masters for the past 47 years. Jim Nantz will anchor CBS Sports' golf coverage. Lanny Wadkins, former PGA pro and winner of 21 tour events, will begin his first complete season as lead analyst for CBS' golf coverage, replacing Ken Venturi, who retired last June.

### Hispanic Launches Money Show With Stav

Hispanic Broadcasting, the largest Spanish-language radio group, has launched *Tu Dinero con Julie Stav*, a weekly one-hour financial advice show hosted by Julie Stav. In addition to offering advice to listeners, Stav interviews prominent Latino leaders, for example, former Housing and Urban Development Secretary Henry Cisneros. Stav's show airs on HBC-owned stations in Los Angeles; New York; Miami; Chicago; Houston, San Antonio, McAllen, Dallas and El Paso, Texas; and Las Vegas. In addition, Stav does a daily feature aired on all 62 HBC radio stations.

### GM, Honda Offer XM in More Models

General Motors and American Honda will increase their commitment to offer XM Satellite Radio in their cars. GM will offer XM radios as a factory-installed option in 44 of its 57 models beginning with the 2004 model year. The manufacturer, which is also an investor in XM, was the first automaker to offer XM as an option on 2002 Cadillac DeVilles and Seattles. Honda will deliver XM radios as standard equipment in its 2004 Acura RL and 2004 TL sedan. XM will be a factory-installed option on 2003 model Accords and Pilots. Competitor Sirius (which has dropped "satellite radio" from its corporate name), received FCC approval for its recapitalization scheme, which increases the equity held by its debtholders to 62 percent.

### Market Managers Key to Infinity Plan

Infinity Broadcasting continues to reorganize its local station operations under a single market manager. The Viacom-owned company last week named longtime Infinity veteran Scott Herman to head up its six radio stations in New York as senior vp and market manager. In addition to his new position, Herman will continue to serve as general manager of WINS-AM and WNEW-FM.

Unlike the other market managers, who report to one of the three Infinity regional managers, Herman reports directly to John Fullam, who was named president and COO late last year. Three other Infinity general managers were promoted to market manager, in Chicago, Washington and Atlanta. Rod Zimmerman, vp and general manager of Sports outlet WSCR-AM and News WBBM-AM in Chicago, was promoted to senior vp and market manager of Infinity's seven radio stations in the market. He reports to Brian Ongaro, senior vp for the central region. Rick Caffey, general manager at Urban WVEE-FM in Atlanta, moves up to senior vp and market manager of the company's three stations in the market. To oversee the company's five stations in Washington, D.C., Michael Hughes, formerly gm of Classic Rock WZGC-FM in Atlanta, moves up to senior vp and market manager. Caffey and Hughes report to Kenny O'Keefe, executive vp of the eastern region.

### Raven Rates for Disney Channel

The Disney Channel's Jan. 17 premiere of *That's So Raven*, starring the former *Cosby* kid who now goes by her first name alone, had the highest household rating of any original series on the network. The four-half-hour (7-9 p.m.) block of the series earned a 3.0 universe rating and delivered 2.3 million households. Among kids 6-11, *Raven* generated an 8.4 universe rating and delivered 1.5 million people and scored an 8.1 (1.5 million) among tweens 9-14. The Disney Channel has 80 million subscribers.

### TNT on a Roll With Multiplexed Movies

The premiere of TNT's original movie *Monte Walsh* at 8 p.m. on Jan. 17 delivered 7.5 million persons 2-plus. The Western, starring Tom Selleck, was the top program for the week, according to Turner Broadcasting's analysis of Nielsen Media Research, and its performance helped TNT become the No. 1 network for the week among persons 2-plus as well as adults 18-49 and 25-54. As it often does with its theatrical premieres, TNT multiplexed *Monte*, airing it four times over the weekend, delivering an average 18.6 million persons 2-plus, 5.8 million adults 18-49 and 7.5 million adults 25-54. TNT will next apply the multiplex strategy to the Nicholas Cage film *Gone in 60 Seconds*, scheduled to run on Feb. 14, 15 and 16.

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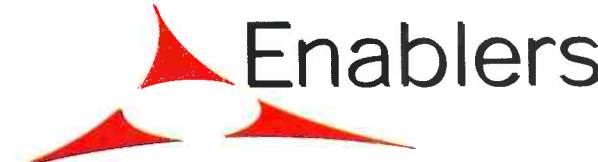
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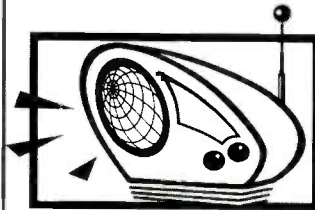
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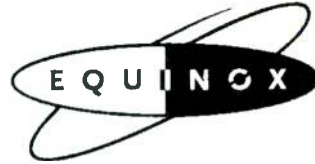
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## The Hollywood Reporter's Box Office

For weekend ending January 19, 2003

THIS WEEK	LAST WEEK	PICTURE	3-DAY WEEKEND GROSS	DAYS IN RELEASE	TOTAL GROSS SALES
1	New	<i>Kangaroo Jack</i>	21,895,483	4	21,895,483
2	New	<i>National Security</i>	16,813,517	4	16,813,517
3	1	<i>Just Married</i>	13,771,777	11	35,329,299
4	3	<i>Catch Me If You Can</i>	12,524,998	27	136,318,125
5	2	<i>Lord of the Rings: Two Towers</i>	12,503,990	34	300,122,052
6	6	<i>Chicago</i>	9,744,060	25	29,403,704
7	New	<i>A Guy Thing</i>	8,006,232	4	8,006,232
8	5	<i>About Schmidt</i>	6,822,657	39	30,689,435
9	22	<i>The Hours</i>	5,739,165	25	8,428,972
10	4	<i>Two Weeks Notice</i>	4,716,308	32	85,611,004

Source: *The Hollywood Reporter*

## Most Requested on Ask Jeeves

The following is a report containing the TV programs and movies that garnered the most questions on [www.ask.com](http://www.ask.com) for the week of 1/13.

### Top 10 Movie Searches

1. *The Lord of the Rings: The Two Towers*
2. *Chicago*
3. *The Hours*
4. *Catch Me If You Can*
5. *Harry Potter: Chamber of Secrets*
6. *Confessions of a Dangerous Mind*
7. *Kangaroo Jack*
8. *The Recruit*
9. *National Security*
10. *The Pianist*

### Top 10 TV Searches

1. *The Simpsons*
2. *Buffy the Vampire Slayer*
3. *SpongeBob Square Pants*
4. *Friends*
5. *South Park*
6. *Trading Spaces*
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8. *The Osbournes*
9. *Smallville*
10. *Alias*

Source: Ask Jeeves



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Payment Enclosed  
(make check payable to ADWEEK Directories)  
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# Movers

# Media Elite

EDITED BY ANNE TORPEY-KEMPH

## MAGAZINES

**Dlane Crook**, *Men's Journal's* Eastern regional advertising director, has been promoted to advertising director of the Wenner Media monthly...**Teresa Kendregan**, formerly senior vp of business development at Fairchild Publications, has been named publisher of Bob Guccione Jr.'s *Gear*. Kendregan replaces Robert Lee, who left to pursue personal interests...Due to restructuring within Time Inc., **Steve Sachs**, who oversaw consumer marketing and development for *Real Simple*, now serves as vp of consumer marketing for RS, the Parenting Group and *In Style*. *Real Simple* has promoted **Kevin White** from national advertising director to associate publisher of advertising, replacing Sachs...Condé Nast's *The New Yorker* has hired **William Li** as advertising director, replacing Peter Zuckerman, who left to start his own company. Previously Li was vp of marketing for Odegard, a home furnishings company. Prior to that, he served as publisher of now defunct *HomeStyle* and helped launch *House & Garden*.

## AGENCIES

**Lisa Donohue** and **Karen Jacobs** have been named executive vps of Starcom USA. **Donohue** was upped from senior vp/media director, working in strategic media planning for the agency's Discover Card, Morgan Stanley, Nintendo and Philip Morris corporate accounts. **Jacobs** was promoted from senior vp/media director in charge of the agency's Print Investment Group, where she is responsible for planning, negotiation and execution of newspaper, trade magazine and consumer magazine activity for more than 20 Starcom clients, including Kellogg, Kraft, Pillsbury, Bank of America and Walt Disney.

## RESEARCH

**Ginny Cable** of *The Wall Street Journal* was elected chairman of the Media Rating Council, replacing outgoing Artie Bulgrin of ESPN. **Ira Sussman**, of Initiative Media, was elected vice chairman and TV chairman; **Tom Evans**, of ABC Radio, was elected Internet chairman; Condé Nast's **Stephen Tyler**, print chairman; and Premiere Radio Networks' **Len Klatt**, radio chairman.

## Quicktakes

**YOU COULD FEEL THE LOVE** at Hollywood hotspot Alex when **Steve Goldman's** co-workers and industry colleagues came out to roast the retiring executive vp of Paramount TV Group. Paramount Worldwide



On hand to roast retiring Paramount pal Goldman (second from left) were Meidel, Nowgawski and Berman.

Television Distribution president Joel Berman handled hosting duties and the roaster roster included Greg Meidel, president of programming; Paramount Domestic Television, John Nowgawski, president of Paramount Domestic Television; and former UPN chief Lucie Salhany. Goldman got teased about his meticulousness, with one former Paramount executive recounting a time when she was in his office to give a presentation and he reached into his desk drawer, pulled out a pair of scissors, and snipped a dangling thread off her jacket. Among other highlights was the "Steve TV" video showcasing Goldman's 22 years at



Quipping co-hosts Weinstein and Leive in L.A.

Paramount, where he worked on plum syndication deals for shows including *Cheers*, *Frasier*, *Mork & Mindy*, *Star Trek* and *Family Ties*. Goldman's penchant for perfection ought to serve him well in his new venture:

He's getting out of "showbiz" to run the Cyrus Kent Inn, a bed-and-breakfast in Chatham, Mass., on Cape Cod... *Glamour* offered a special edition of its infamous Do's and Don'ts at the recent Golden Globes in Hollywood, with editor in chief **Cindi Leive** joining *Entertainment Tonight* on the red carpet to comment on celebrity fashion. After the ceremony, at Trader Vic's for the *Glamour*-Miramax co-hosted post-party, Leive traded quips with Miramax chief Harvey Weinstein. "Cindi, you can use me for your makeover pages anytime," he said, to

which she responded, "Harvey, you're definitely an 'After.'...**Steve Forbes** is in the news again. No, he's not making another bid for the corner office at 1600 Pennsylvania Ave. The president and CEO of Forbes has been chosen as the keynote speaker for the Public Relations Society of America Technology Section national technology conference, this year themed "Reclaiming the Dream: The Search for Leadership, Accountability and Innovation." The conference will be held in New York at the Embassy Suites Hotel on March 3...Amid a sea of parkas, polar fleece and practical footwear during New York's recent extended cold snap, the wetsuits and flippers really stood out. The deep-sea divers spotted by a *Mediaweek* staffer on a busy East Village street corner were handing out flyers to promote **National Geographic Channel's** New York launch on Time Warner Cable Channel 65. Other "standout" performances by NatGeo Channel promoters included astronauts in line at Upper West Side institution Zabar's and polar explorers roaming around the frozen foods section at Whole Foods Market.



Picked to play to the PRSA: Forbes

# Media Elite

Spotlight On...



## Michael Sakin Senior VP/Advertising, Game Show Network

Michael Sakin hasn't gotten much sleep or free time in the past year, but he has a lot to show for his efforts: one new daughter, and more than 50 new advertisers.

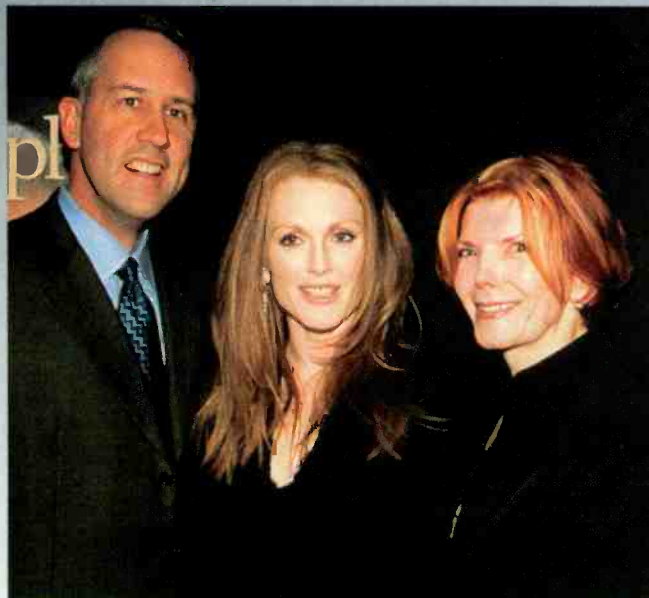
Since signing on as Game Show Network's senior vp of advertising sales last January, Sakin, 34, has built a sales staff of 28 associates, brought in dozens of new advertisers, and helped grow the independent net's scatter take 540 percent for the last calendar year through December. What's most satisfying for him is that GSN is now "on the radar" and counting 50 million subscribers.

Sakin came to GSN from his former post as vp of ad sales at FX, jumping at the chance to lead his own division after reporting to someone else in the sales hierarchy previously in his career. "It's a pretty crowded marketplace, and being independent you have to fight that much harder," Sakin says, adding, "I wanted to get out there and never have a dull moment."

Sakin's go-get-'em attitude, in conjunction with a healthy advertising market for TV, drove much of GSN's success in 2002, but efforts by the network's Interactive department on sync-to-broadcast programs has helped Sakin seal deals with the likes of Old Navy, Dr Pepper, Discover Card, Paramount and Burger King. Sixty-four of GSN's shows have sync-to-broadcast capabilities, allowing viewers to play at home online and giving advertisers more exposure as they weave their message into both platforms. "It would be tougher without these opportunities," he says.

As with the birth of his daughter, Sakin has to give some of the credit for GSN's success to his wife, Debbie. "My wife is our best player and biggest fan," he says. "She'll stay up until 2 a.m. playing and then wake me up to tell me what [the programmers] could do to make the game better." —Megan Larson

## Media Dish



**Biography** hosted more than 600 celebrities and ad and marketing execs at its National Board of Review of Motion Pictures Film Awards gala at Tavern on the Green in Manhattan. (L. to r.) Thomas McCluskey, vp/publisher, *Biography*; Julianne Moore, award recipient for Best Actress for *The Hours*; and Paulette McLeod, *Biography* editor in chief.



As the official magazine sponsor of the recent American Music Awards at the Shrine Auditorium in Los Angeles, *FHM* hosted the after-party, where executive publisher Dana Fields (c.) chatted with AMA co-host Jack Osbourne and actress Carmen Electra, a former *FHM* cover girl.

Coinciding with the 30th anniversary of *Roe v. Wade*, *Us* editor Bonnie Fuller (r.) hosted a book party for Gloria Feldt, Planned Parenthood president and author of *Behind Every Choice Is a Story*, at a gallery in New York's Chelsea district.



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## Putting On the Glitz

Advertiser demand for a better-looking mag forces Dennis' *The Week* to change its course and go glossy BY AIMEE DEEKEN

**THE WEEK, A U.K. IMPORT THAT FOLLOWED OTHER DENNIS PUBLISHING TITLES ACROSS** the pond, launched in April 2001 as a scrappy, no-frills, Cliff Notes of news. The concept was different, and so too was its look: condensed news printed on uncoated paper with 40 total pages that included a

mere six pages of ads. But the bare-bones concept got a lukewarm reception from advertisers. To meet their aesthetic expectations, *The Week* changed course this month, investing in heavier paper stock. The move transformed the newsmagazine into a bona fide glossy.

"People loved the editorial concept, but the paper was unfamiliar to the U.S. market," explains Stephen Colvin, president of Dennis Publishing U.S. "We realized the heritage of the upscale periodical being printed on newsprint paper that exists in the U.K. did not exist here. The U.S. equivalent of those titles are printed in glossy."

Converting to slicker paper stock at the behest of either readers or advertisers isn't a first for the industry. A year into publishing the now-defunct *Talk*, the Hearst Magazines-Miramax Films title abandoned its Euro-style matte look and switched in September 2000 to a perfect-bound format with thicker paper.

"From the beginning, the ad community was asking if we would ever consider going glossy, especially the luxury brands," says Justin Smith, *The Week's* general manager. "They felt their creative would look better."

"The old paper was good quality stock; it just didn't pop color," notes Mike McHale, group media director at Optimedia. "It's gotten prettier. So brands that are fashion-conscious about their image and the way their ad will look now have their qualms met." McHale's client BMW will advertise in *The Week* this year.

Though the conversion was advertiser-driven, it also had to be reader-approved, says Colvin. The title mailed about 6,000 glossy versions to random subscribers last fall, then followed up via telephone. "They thought it brought an added value and gravitas to the publication," says Colvin. "It looked fresher, and the photos popped more."

In changing formats, Smith contends price of the paper upgrade was minimal, with production expenses rising by 5 percent. *The Week* is no longer polybagged, which has also helped lower costs. The \$3 cover price will remain unchanged.

While *The Week's* publishing model is modest compared to its siblings, 2.6 million-circulation *Maxim* and 1.2 million-circ *Stuff*, it is growing steadily. This month, *The Week* raised its circulation rate base to 150,000 from 100,000.

Colvin insists the weekly will continue to hover around 45 pages. Available ad positions increased to nine last September, but Colvin has capped advertising at 30 percent per issue. New advertisers this month include Lincoln Aviator and Nicotrol, the title's first pharmaceutical. And given its slicker look, *The Week* is now seeing more interest from the high-level fashion and luxury categories, Smith says.

Over the next few years, the title will drive circulation through direct mail, package inserts and "pass along" names from current subscribers, eventually increasing circulation to



**Oh blimey! Colvin has found that some elements of Dennis' successful U.K. publishing model don't work well stateside.**

500,000. But Colvin says *The Week* will still target the intelligentsia at the high end of *Time* and *Newsweek's* readership.

"We're looking to grow bigger, but *The Week* is still a pretty sophisticated read," agrees Smith. "It doesn't appeal to Joe Sixpack, but to an affluent person educated in the national discourse. [With the glossy paper] we'll be competing more aggressively for advertisers with *The New Yorker*, *The Economist* and *The Atlantic Monthly*."

## Mediaweek Magazine Monitor

BIWEEKLIES January 27, 2003

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>BUSINESS/ENTERTAINMENT</b>								
ESPN The Magazine	3-Feb	69.00	4-Feb	45.33	52.22%	144.56	119.06	21.42%
Forbes	3-Feb	67.23	4-Feb	53.83	24.89%	228.05	192.18	18.66%
Fortune	3-Feb	73.36	21-Jan	72.27	1.51%	191.21	121.69	57.13%
National Review	10-Feb	11.16	11-Feb	9.42	18.58%	26.91	30.16	-10.78%
Rolling Stone	6-Feb	37.75	31-Jan	29.50	27.97%	76.52	63.39	20.71%
<b>CATEGORY TOTAL</b>		<b>258.50</b>		<b>210.35</b>	<b>22.90%</b>	<b>667.25</b>	<b>526.48</b>	<b>26.74%</b>

# A New Day

## Woman's Day freshens up

*Woman's Day*, published by Hachette Filipacchi Media, next month will unveil its most ambitious overhaul in 20 years. The 17-times-yearly service title's new look will include a half-inch wider trim size, heavier paper stock, bolder photos and a larger font.

The *WD* redesign issue, due on newsstands Feb. 11, comes as service titles in general face stiff competition from a slew of new women's lifestyle magazines, including Time Inc.'s *Real Simple* and Hearst Magazines/Oprah Winfrey's *O, The Oprah Magazine*. In mid-April, another lifestyle title is on the way: Hearst and the Walt Disney Co. will launch *Lifetime* magazine, an offshoot of the popular cable network.

"We're in a classic situation where the upstarts have come in and reinvented the wheel," says Jane Chesnutt, editor in chief of *Woman's Day*. "I wanted *Woman's Day* to really regain its primacy."

Dubbed for the first three issues as "*The New Woman's Day*," the title will also put more emphasis on the reader. Sprinkled throughout the magazine will be reader tips, as well as an infusion of reader recipes and a beefed up "reader to reader" page, where readers share thoughts and ideas. Also, *Woman's Day* will have more decorating columns.

On the business front, *Woman's Day's* paid circ in last year's first half grew 2.8 percent to 4.2 million compared to the year prior, according to the Audit Bureau of Circulations. Newsstand sales fell 11.8 percent. Meanwhile, ad pages through February are rebounding after falling in 2002 by 6.5 percent to 1,489. Through February, *WD* rose 2.7 percent to 215, reports the *Media-week Monitor*. "With a more beautiful and indulgent environment, we have been able to make further inroads in the home and beauty area, which have more of an image focus," says Laura Klein, vp/publisher. Samsung Appliances and new Dove brands are now on board.

Also unwrapping a redesign in February is Meredith Corp.'s *Ladies' Home Journal*, whose March issue will have a new look. —LG



**A wider trim size begets bolder images.**

## BIMONTHLIES January/February 2003

	RATE BASE (1ST HALF '02)	CIRC. (1ST HALF '02)	CURRENT PAGES	PAGES LAST YEAR	PERCENT CHANGE	YEAR TO DATE	YTD LAST YEAR	PERCENT CHANGE
American Heritage <sup>F</sup>	340,000	349,705	22.90	23.36	-1.97%	22.90	23.36	-1.97%
American Photo	250,000	256,792	40.48	46.79	-13.49%	40.48	46.79	-13.49%
Bride's	None	428,733	405.63	NO ISSUE	N.A.	405.63	NO ISSUE	N.A.
Coastal Living	500,000	514,594	94.55	67.41	40.26%	94.55	67.41	40.26%
Country Living Gardener	400,000	410,225	19.05	24.52	-22.31%	19.05	24.52	-22.31%
Departures <sup>7</sup>	500,000	319,066 <sup>B</sup>	76.45	65.69	16.38%	76.45	65.69	16.38%
Elle Decor <sup>7</sup>	450,000	461,618	112.46	93.93	19.73%	112.45	93.93	19.73%
Fit Pregnancy <sup>F</sup>	500,000	328,214 <sup>B</sup>	89.28	86.01	3.80%	89.23	86.01	3.80%
Garden Design <sup>F</sup>	300,000	339,725	30.50	31.39	-2.83%	30.53	31.39	-2.83%
Golf for Women	420,000	402,782	47.70	45.32	5.25%	47.73	45.32	5.25%
Islands <sup>B</sup>	200,000 <sup>D</sup>	229,260	61.81	48.82	26.61%	61.81	48.82	26.61%
Metropolitan Home	600,000	604,557	71.83	51.09	40.60%	71.83	51.09	40.60%
Midwest Living	815,000	828,749	90.15	60.67	48.59%	90.15	60.67	48.59%
Modern Bride	None	385,062	539.35	577.78	-6.65%	539.35	577.78	-6.65%
Modern Maturity	17,900,000	17,780,127	26.26	29.98	-12.41%	26.26	29.98	-12.41%
Mother Jones	170,000	201,233	25.00	35.00	-28.57%	25.00	35.00	-28.57%
Muscle & Fitness Hers	250,000 <sup>D</sup>	284,280	45.00	60.67	-25.83%	45.00	60.67	-25.83%
My Generation	3,800,000	3,846,955	22.26	31.61	-29.58%	22.26	31.61	-29.58%
Nat'l. Geographic Traveler <sup>B</sup>	715,000	820,000	40.10	21.02	90.77%	40.10	21.02	90.77%
OG	300,000	351,620	18.41	14.67	25.49%	18.41	14.67	25.49%
Old House Journal	None	101,086	57.81	48.20	19.94%	57.81	48.20	19.94%
Organic Style	500,000 <sup>D</sup>	N.A. <sup>C</sup>	40.27	30.67	31.30%	40.27	30.67	31.30%
Saveur <sup>8</sup>	375,000	381,585	30.61	30.37	0.79%	30.61	30.37	0.79%
Skii <sup>B/S</sup>	450,000	452,578	174.77	128.15	36.38%	174.77	128.15	36.38%
Skiiing <sup>7/S</sup>	400,000	402,099	127.34	111.26	14.45%	127.34	111.26	14.45%
Spa	None	85,000	57.56	62.83	-8.39%	57.56	62.83	-8.39%
Southern Accents	375,000	414,699	74.13	76.80	-3.48%	74.13	76.80	-3.48%
T&L Golf	600,000 <sup>D</sup>	566,871	64.43	48.03	34.15%	64.43	48.03	34.15%
Traditional Home <sup>B/F</sup>	850,000 <sup>D</sup>	832,787	89.47	80.73	10.83%	89.47	80.73	10.83%
Veranda	370,000	403,731	75.24	62.10	21.16%	75.24	62.10	21.16%
Workbench Magazine	350,000	381,335	29.17	28.00	4.18%	29.17	28.00	4.18%
<b>CATEGORY TOTAL</b>			<b>2,699.97</b>	<b>2,122.87</b>	<b>27.18%</b>	<b>2,699.97</b>	<b>2,122.87</b>	<b>27.18%</b>

Rate base and circulation figures according to the Audit Bureau of Circulations for the first half of 2002, except: B=audited by BPA International and C=not audited; F=Feb./March Issue; Q=changed rate base during period; S=separate January and February issues; 7=publishes 7 times yearly; 8=publishes 8 times yearly

## WEEKLIES January 27, 2003

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
BusinessWeek	27-Jan	41.52	28-Jan	42.55	-2.42%	124.74	112.37	11.01%
The Economist	18-Jan	37.00	19-Jan	36.00	2.78%	91.00	90.00	-9.00%
Newsweek <sup>E</sup>	27-Jan	37.80	28-Jan	36.45	3.70%	110.45	103.68	6.53%
The New Republic	27-Jan	10.82	28-Jan	6.67	62.22%	20.31	15.81	31.63%
Time <sup>E</sup>	27-Jan	32.13	28-Jan	41.18	-21.98%	122.23	128.55	-4.92%
U.S. News & World Report	27-Jan	39.59	28-Jan	24.26	63.19%	80.53	68.27	18.10%
The Weekly Standard	3-Feb	7.66	4-Feb	10.00	-23.40%	31.32	34.18	-8.37%
<b>Category Total</b>		<b>206.52</b>		<b>197.11</b>	<b>4.77%</b>	<b>581.18</b>	<b>562.86</b>	<b>3.25%</b>
<b>SPORTS/ENTERTAINMENT/LEISURE</b>								
AutoWeek	27-Jan	12.11	28-Jan	17.50	-30.80%	67.21	69.41	-3.17%
Entertainment Weekly	24-Jan	36.92	25-Jan	52.09	-29.12%	117.78	123.46	-4.60%
Golf World	24-Jan	18.36	25-Jan	38.93	-52.84%	50.86	83.40	-39.02%
New York				NO ISSUE		115.90	147.50	-21.42%
People	27-Jan	66.51	28-Jan	66.87	-0.54%	229.95	197.91	16.19%
Sporting News	27-Jan	7.50	28-Jan	17.70	-57.63%	43.50	47.53	-8.48%
Sports Illustrated <sup>1</sup>	27-Jan	32.85	28-Jan	36.56	-10.15%	100.65	121.99	-17.49%
The New Yorker	27-Jan	27.07	28-Jan	33.05	-18.09%	101.55	89.68	13.24%
Time Out New York	22-Jan	51.81	23-Jan	48.31	7.24%	219.18	197.87	10.77%
TV Guide	25-Jan	51.07	26-Jan	52.12	-2.01%	203.25	173.64	17.05%
Us Weekly	27-Jan	27.00	28-Jan	20.00	35.00%	74.67	67.67	10.34%
<b>Category Total</b>		<b>331.20</b>		<b>383.13</b>	<b>-13.55%</b>	<b>1,324.50</b>	<b>1,320.06</b>	<b>0.34%</b>
<b>SUNDAY MAGAZINES</b>								
American Profile	26-Jan	8.80	27-Jan	11.35	-22.47%	35.20	35.70	-1.40%
Parade	26-Jan	10.19	27-Jan	15.86	-35.75%	44.24	53.06	-16.62%
USA Weekend	26-Jan	8.02	27-Jan	10.50	-23.62%	41.93	49.68	-15.60%
<b>Category Total</b>		<b>27.01</b>		<b>37.71</b>	<b>-28.37%</b>	<b>121.37</b>	<b>138.44</b>	<b>-12.33%</b>
<b>TOTALS</b>		<b>564.73</b>		<b>617.95</b>	<b>-8.61%</b>	<b>2,027.05</b>	<b>2,021.36</b>	<b>0.28%</b>

E=estimated page counts; 1=one fewer issue in 2002 than in 2001

CHARTS COMPILED BY AIMEE DEEKEN

# Media Person

BY LEWIS GROSSBERGER



## Into the Pity Pit

THE WEEK FOUND MEDIA PERSON FILLED WITH AN UNCHARAC-

teristic and unwelcome emotion. A wave of pity had washed over him. Frankly, it was sickening. This abhorrent welling up of compassion had cracked MP's dike of habitual scorn for humanity, and he felt nauseat-

ed by the influx. Surely, he thought, there must be some medication to control it. But the local pharmacist was unhelpful.

Perhaps, Media Person conjectured, it was the arctic weather at fault, bringing with it the scary realization that he could be transformed into an instant popsicle right in his comfortably appointed middle-class hovel should the furnace, for any of a thousand reasons, accidental or terrorist-related, suddenly quit.

That would make sense, because the offensive sentiment had crept in while MP was perusing a *Chicago Tribune* article on the travails of local TV news reporters working outdoors in the cold. Normally, Media Person regards such individuals the way Simon Cowell would look upon a terminally ill, poverty-stricken orphan who happens to sing off-key as he stumbles through a subway car on his one functioning limb, i.e. with undisguised loathing.

But these poor TV drudges were being criticized not for their bland superficiality, their banal clichés or their refusal to look ashamed, but for their hats. Yes, their hats. "All of us get e-mails about hats," a WMAQ reporter told the *Tribune*. "People say, 'Well, we're not really happy with the selection of hats your reporters have.'"

What kind of lunatic populace have we raised in this country? Here we have an occupational group long notorious for its thrall to image, which has now finally bowed to medical necessity and covered up while standing in blizzards to perform the vital duty of explaining that the snow blowing about is actually "white stuff," and for this they are subject to opprobrium. Outrageous! Insufferable!

You know, it is an indisputable truth that the hat that will both flatter your face and

keep your ears warm has never been made. And yet some smug ninny cozily ensconced in the glow of his oil heating will gripe at the shivering on-camera wretch who, but for his North Korean infantry war surplus forage cap with the genuine mongoose-fur earlaps, would lose 75 percent of his body heat through his alarmingly porous cranium. He knows he looks like a dork. He asks only to be allowed to survive, and for this he is pilloried. Pity the poor devil.

And pity such as Lara Flynn Boyle and Sharon Stone. When, Media Person demands, did we all become such avatars of good taste in this country that every publication must have a page devoted to mockery of actresses' clothing? ("Can you believe they wore this stuff?"—*New York Post* headline.) If this were France or Italy, you could understand it. But America, land of the overweight

## When, Media Person demands, did we all become such avatars of good taste in this country?

and world capital of sneakers and sweats?

Media Person hates to get personal but really, what makes you think that you'd look any better at the Golden Globes? You say you'd wear the classic little black number that goes so well on any occasion? Hah! You don't understand how it works when you're famous. Your doorbell rings urgently, and there stand Dom Dolce, Steve Gabbana, Manny Blahnik and that horrible Versace woman. They tear the classic little black number right off your body (nothing sexual going on; this is purely professional) and swathe you in a transparent teal taffeta toga

and high-heeled titanium mukluks, and you are powerless to resist because they are Fashion Itself and you are insecure.

And Media Person pities you. You look ridiculous, and you know it. And now 60 million people have to rub it in? It is petty, and it's a pity, my pretty.

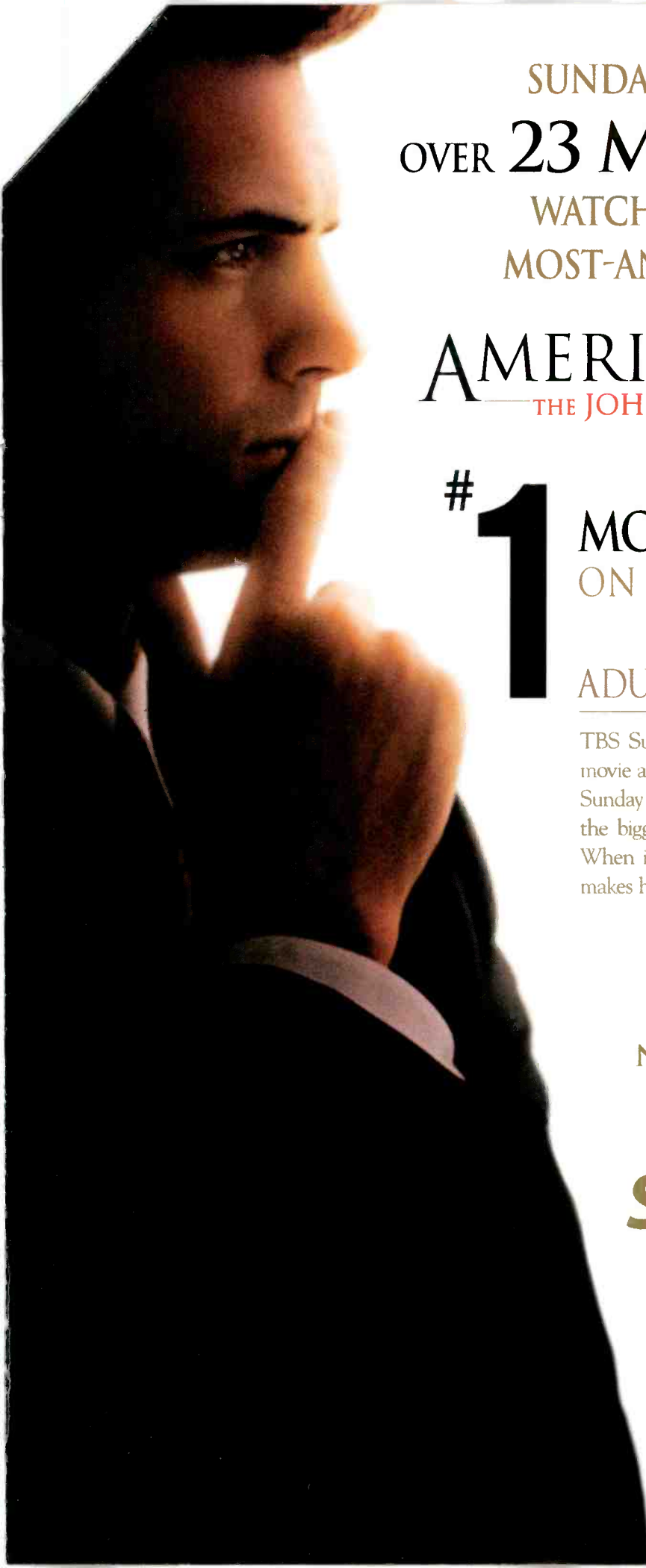
The problem with pity, though, is that once it gets rolling there's no way to stop it. Media Person soon found his pity becoming promiscuous. He found himself pitying the ramous\* Osbournes upon reading that their ratings are down. Poor Ozzy. He thought America loved him, but it was only his freak appeal the people glommed onto; and now that the novelty's worn off, they're moving on to other freaks on other "reality" shows, and the channels are swimming with them.

*American Idol* alone was enough to send MP pity production rocketing to record heights. One would-be pop star after another was reduced to tears by the judges' news that they had no talent whatever. And the rejected contestants of *Joe Millionaire* are all over the newspapers weeping that everyone thinks they're gold diggers. Week after week,

we create new ridicule victims.

Media Person blames himself. You may not be aware that it was he who started this whole making-fun-of-people thing back in the late '50s. Little did MP know it would some day change America from an earnest, humble nation to a bunch of smart-ass wisenheimers getting off on deriding their fellow humans. Media Person repents. He wishes he'd never started. He pities everyone, even Simon Callow. But most of all, he pities himself.

\*Attention dictionary writers: New word! Means "rich and famous," MP claims credit. ■



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Source: TBS Research from Nielsen Media Research. Nielsen Client Cume System based on P2+ three telecasts combo, one-minute qualifier. Ranking based on Original Movie average audience delivery. Periods: 2002 (12/31/01-12/29/02); Season (9/26/02-1/12/03). \* Excludes mini-series. Qualifications available upon request.

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A photograph of four young women with diverse backgrounds, smiling and looking upwards. They are arranged in a circle, with their heads touching. The background is a clear blue sky. The woman at the top is wearing a white top, the one on the left is wearing a black top, the one on the right is wearing a light-colored top, and the one at the bottom is wearing a pink floral top.

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