

# MEDIAWEEK

FEBRUARY 16, 2004 \$3.95 VOL.14 NO.7

THE NEWS MAGAZINE OF THE MEDIA

## Comcast Pounces on Mouse House

Disney's Eisner resists merger that could create new content, ad platforms PAGE 4

### REGULATION

#### Mega Deal Likely To Get Feds' OK

But FCC will put the merger through its "filter" PAGE 5

### AD SALES

#### Buyers Buoyed By Comcast Bid

Say new Disney ownership offers more options PAGE 6

### RESEARCH

#### Ad Execs Weigh On-Demand Tech

4As attendees discuss future ad measurement PAGE 8



DAN GAYESTUDIO 75

Politicians plan to make it far too expensive for broadcasters to let shock jocks (like Bubba the Love Sponge) cross Washington's new line on decency.



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BY TODD SHIELDS PAGE 18

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# At Deadline

## NETS PICK COMEDY PILOTS FOR 2004-05

With pilot pickups for 2004-05 dramas near complete, broadcasters now are focusing on laughs. ABC picked up six comedy pilots last week, including an untitled project starring MTV's *Newlyweds*' Jessica Simpson; blue-collar comedy *The Savages*, co-produced by Mel Gibson's Icon Productions; and an untitled romantic comedy starring John Stamos in which the entire season takes place over the course of one date. CBS picked up two comedy pilots last week, one focusing on a *Brady Bunch*-like blended family. The other, *Washington Street*, centers on residents of an apartment building. Meanwhile, Fox picked up *The Robinson Brothers*, about three siblings who live in the same apartment building. NBC picked up two comedy pilots, one about a 33-year-old man who returns to college after his wife leaves him for his best friend. The other, *Dots*, is about meter maids.

## SCHWARTZ TO HEAD REGENCY TV

Robin Schwartz, a former executive at both NBC and ABC Family, was named president of Regency Television. The appointment caps a five-month search following Peter Aronson's departure to take over exec-producing duties on Regency and 20th Century Fox TV's *The Bernie Mac Show*. At Regency, a joint venture between Fox TV Studios and New Regency Enterprises, Schwartz will oversee current series (including *Bernie Mac* and *Malcolm in the Middle*) and the upcoming comedy-drama *Wonderfalls*, as well as the comedy pilots *Method Man* and *Redman* for Fox and a Jason Alexander pilot for CBS. Schwartz reports to Fox TV Studios president David Grant and New Regency president/CEO David Matalon.

## ROSENBAUM COULD JOIN STAR

Lee Rosenbaum, formerly associate publisher of Condé Nast's *GQ*, is expected to be named the new publisher of American Media Inc.'s *Star*. Rosenbaum would replace Colleen Wyse, who resigned after joining the celebrity weekly four months ago from Fairchild Publications' *Jane*. An AMI spokesman confirmed Rosenbaum is a finalist but added there are two other candidates. An announcement could come as early as this week. A new hire is critical to the 1.3 million-circulation *Star* as it prepares for its national transformation from a tabloid to a glossy magazine. A national rollout is slated for the April 12 issue. Last fall, Rosenbaum was said to have prepared a critique of Wenner Media's *Rolling Stone* as part

of a process to remove Rob Gregory, now at Dennis Publishing's *Maxim*. *Vanity Fair* associate publisher Steven DeLuca last week was named RS publisher.

## INDECENCY BILL GET A CONGRESSIONAL NOD

A bill to increase tenfold to \$275,000 the maximum fine for broadcast indecency cleared its first congressional vote last week, gaining unanimous approval from the House telecommunications subcommittee. Members said they may add provisions to address cable programming and on-air violence as the measure advances through Congress. Rep. Fred Upton (R-Mich.) said he expects final congressional passage next month.

## SIRIUS INKS RADIOSHACK DEAL

Sirius Satellite Radio has inked multi-year deals with Echostar Communications and RadioShack for marketing, advertising and promotion. Through the deal, RadioShack, which already sells the DISH Network, will offer Sirius' 100-channel subscription radio service in 7,000 neighborhood stores beginning in mid-2004. DISH Network also will offer Sirius' service to the majority of its 9 million customers. Based on the deal, Sirius said it now expects to sign 1 million subscribers by year end, up from its earlier projection of 860,000.

**ADDENDA:** Wenner Media's *Us Weekly*, which opted this year to forgo its *Fashion Week Daily*, has replaced it with an eight-page insert to appear in this week's issue. Olympus bought two ad pages. Some 3,000 *Us* copies with the special will be sent to fashion VIPs and selected readers...**Elizabeth Tumulty** was promoted from vp to senior vp of affiliate relations and communications at the WB...**Andrew Amill**, currently publisher of Fairchild Publications' *Footwear News*, succeeds Mary Murcko as *Elegant Bride* publisher. Murcko moves to *W Jewelry*...Thirty-

second spots on ABC's Feb. 29 **Academy Awards** telecast are selling for a record \$1.5 million, topping last year's \$1.4 million...*American Idol* host **Ryan Seacrest** in coming weeks will replace Rick Dees in the morning on Pop powerhouse KIIIS-FM, Clear Channel's Contemporary Hit radio station in Los Angeles.

**CORRECTION:** Due to incorrect information supplied by our source, David Strome was misidentified in a Media Elite caption in the Feb. 2 issue. He is media director for KSL Media.

**INSIDE  
MEDIAWEEK**

**Tracks' Light** recounts his travails in independent publishing **Page 25**

**Local Media 9**  
**Market Profile 10**  
**Letters 14**  
**Mr. TV 30**

## Market Indicators

### NATIONAL TV: SLOW

Except for the highest-rated shows, ad inventory can be bought for March at flat rates over the upfront, with the pharmaceutical and wireless categories continuing to fuel first-quarter scatter.

### NET CABLE: MIXED

First-quarter scatter is still relatively quiet, even though wireless continues to be a robust category as more companies' marketing strategies shift from local to national. Movies and electronic goods continue to make an impact.

### SPOT TV: AVAILABLE

Political dollars are not as robust as expected, but other categories such as foreign auto, telecom, movies, financial, restaurants and retail are healthy. Local is stronger than national. Inventory remains open for March, but demand is expected to pick up.

### RADIO: OPEN

Slowly ramping up toward March, but plenty of inventory is available. Auto and tune-ins strong, especially in top markets like New York, Chicago and L.A. Retail, home improvement and financial all active.

### MAGAZINES: ACTIVE

Luxury titles in second quarter are experiencing an uptick in financial services, foreign auto and high-end liquor, as well as jewelry and watches.

## CBS Wins First Week of Sweeps With Solid Ratings

CBS, driven by increased viewing of its top shows and the solid performance of the Feb. 8 Grammy Awards telecast, rolled to a big ratings lead last week over its competitors during the first week of the February sweeps.

CBS produced ratings gains over the first week of last year's February sweeps of 16 percent in households (9.9/16) and 42 percent in the adults 18-49 demographic (5.1/13). Last February, CBS was tied with NBC in households after one week, but lagged in fourth place in adults 18-49. But last February's Grammy telecast aired later in the month, so the comparisons are slightly skewed.

Still, CBS and its sibling broadcast network UPN, helped by its hit reality show *America's Next Top Model*, were the only two nets to show first-week sweeps gains in both households and the 18-49 demographic.

NBC was second in households with a 7.9/13, down 7 percent, followed by Fox with a 5.8/9 (down 15 percent), ABC with a 5.7/9 (down 11 percent). NBC also was second in 18-49 with a 4.7/12 (down 8 percent), followed by Fox with a 4.1/11 (down 21 percent) and ABC with 3.1/8 (down 16 percent.) —*John Consoli*

## Federal Court Hints at Tightening Ownership Rules

A federal appeals court last week heard arguments on whether to overturn the Federal Communications Commission's landmark reforms of media-ownership laws.

In an eight-hour session in Philadelphia, the three-judge panel of the 3rd U.S. Circuit Court of Appeals gave little indication of how it might rule. But questioning from the bench indicated the judges might order federal regulators to reconsider their move to allow widespread cross-ownership of daily newspapers and nearby broadcast stations.

"The judges appeared troubled" by the diversity index the FCC devised to compare the influence of various media in local markets, said Legg Mason analyst Blair Levin. (continued on page 6)

# Comcast, Disney Play Cat and Mouse

## Massive deal could bring new content applications; Eisner fights back

**THE MERGER** By Megan Larson

Comcast president and CEO Brian Roberts picked a ripe time to try and take over the Walt Disney Co. A furious Roy Disney, ex-director of the company's board and nephew of Walt, has been calling for chief executive Michael Eisner's head on a platter, accusing him of ruining the family business. The savior of Disney's animation studio, Pixar, broke off relations last month. Disney's ABC still struggles in fourth place among the major broadcast networks, and the iconic theme parks have barely recovered from the 9/11 terrorist attacks that left the Magic Kingdom deserted for months.

"The key to everything is timing," said Bruce Leichtman, president of the Leichtman Research Group. "The current climate at Disney might make shareholders want to jump. Secondly, it seems likely that this deal would go through under the current Federal Communications Commission, which seems more con-

cerned with wardrobe malfunctions than conjunctions of media entities."

Following its stunning \$54 billion bid last Wednesday, Comcast addressed Disney's woes and tried to convince Wall Street that it could fix those problems and create one of the world's premier entertainment and communications companies with \$45 billion in combined revenue. Putting Comcast Cable president and former Disney exec Steve Burke at the forefront of the pitch, Comcast said it would improve Disney's results by better managing ABC and its cable networks. Comcast also pledged to return the animation studio to the glory days when it produced hits like *The Lion King* and to revitalize the company's various theme parks.

Burke also pointed out new business opportunities that would arise were Comcast able to merge its distribution platforms with Disney's content treasure trove. Disney's programming would enhance video-on-demand platforms

## Rocky Meets Mickey



and drive digital cable subscriptions, while ESPN could be tricked out with interactive features. Moreover, online content could be bundled into streaming Internet video subscription packages. "What an amazing company we'd have that would give customers access to all that great content through on-demand technology, Internet and high-speed cable modems," Roberts mused following the press conference announcing his Disney bid.

But it isn't all broadband and roses.

The marriage of content and distribution is an attractive idea if one considers the News

## The Holdings At a Glance

### COMCAST

- 21.5 mil cable subs
- 5.3 mil high-speed Internet customers
- 7.7 mil digital subs
- E! Entertainment TV
- Golf Channel
- Outdoor Life Network
- Comcast Sports Net

### DISNEY

- ABC Network
- 10 ABC O&O stations
- 72 radio stations
- ESPN (70% stake)
- Disney Channel
- ABC Family
- A&E/The History Channel (38% stake)
- Lifetime (50% stake)
- Walt Disney Pictures
- Touchstone Pictures
- Miramax
- Buena Vista

Fulcrum Global Partners.

At Friday's close, Comcast's stock fell to \$29, down from \$33.9 on Tuesday, before the bid went public. Disney's stock climbed to \$26.9 from \$24 on Tuesday. That puts the value of the deal at about \$48 billion—under the acceptable price for Disney's shareholders.

Certainly no one expects Eisner to just throw in the towel, and a deal is not likely to get done in 2004, if at all. As evidence of that, Eisner and COO Bob Iger quickly outlined the company's recent financial success—revenues grew 19 percent for the first quarter of the fiscal year to \$8.5 billion. But if the shareholders buy Comcast's pitch and the deal is approved, Eisner's attempt to push back Roberts may be his last stand at the top of Disney. Burke, who once ran ABC Broadcasting, is being touted by Roberts as the man who knows how to run the Mouse House. "He ran three of their divisions," said Leichtman. "He is being propped up as the guy who can control things." ■

# Fending Off Murdoch

Comcast needs Disney VOD content to gird against News Corp./DirecTV

**PROGRAMMING** By Megan Larson

The flashy promise of a Comcast/Walt Disney Co. merger focuses on pumping Disney programming—ABC's *Alias*, ESPN's *Sportscenter* or Miramax's *Cold Mountain*—through Comcast's pipes and into cable boxes and PCs.

But the real value involves keeping Comcast one step ahead of the satellite competition—namely News Corp., whose chairman, Rupert Murdoch, is expected to aggressively introduce new interactive products based on Fox content via his recently acquired DirecTV.

Comcast doesn't have a whole lot to gain from just a straightforward distribution angle if it owns The Disney Channel and ESPN because CEO Brian Roberts will have to promise to not withhold content from rivals if he wants the government's approval. But Comcast can use the content to beef up its video-on-demand services, spur subs to upgrade to digital and beat Murdoch to the punch.

"This will make cable seem more valuable in the long run, especially relative to satellite, which can't do VOD," said Forrester Research analyst Josh Bernoff. "So if you want to compute the value, imagine Comcast retaining three or four million additional digital subscribers willing to pay \$60 a month, subscribers that might leave for satellite otherwise." About half of Comcast's 21.5 million subs have VOD access, but only digital subscribers can use it.

The best example of VOD's potential is Comcast's hometown of Philadelphia, where approximately 50 percent of digital subscribers now use the technology about 15 times a month—triple last year's rate.

Comcast is pushing to equip all its subscribers with digital video recorders. Once that penetration hits a critical mass—and with Comcast possessing such a wealth of infor-



Roberts (l.) and "It" exec Burke plan to protect Comcast with a vertical integration of Disney.

mation about its subscribers—Disney's film and TV libraries can be matched to each home's appetites on an on-demand basis. Additional revenue could be generated by layering in advertising specific to each home, using Comcast's targeted ad tools AdCopy and AdTag. Such a deal may actually be beneficial to the Disney properties because, in Forrester's bullish opinion, "as digital video recorders and VOD take off, the power of networks will fade."

Beyond broadband, it is unclear how Comcast would leverage its content properties with Disney's disparate businesses. At last week's press conference, Comcast Cable president Steve Burke pointed out cross-promotion opportunities across ESPN and its Outdoor Life Network, Golf Channel and regional sports networks—but the easy links stop there.

Comcast is a very well-run company, however, and people have confidence in Burke, the deal's "It" exec, to get the job done. Several ABC station execs said they would welcome a management change, and Burke is remembered fondly from his days at ABC Broadcasting. "He gets it," said one station manager. ■

# Deal Should Fly With Feds

But concerns of consolidation-leery politicians could delay merger's progress

**REGULATION** By Todd Shields

Federal regulators would likely approve the merger of Comcast and the Walt Disney Co., although bipartisan disquiet in Washington could slow the deal and result in restrictions aimed at preserving competition, analysts said.

Amid early handicapping of prospects for a deal, one fact stands out: The prohibition on cable operators owning TV stations in the communities they serve is gone, struck down by a court in 2002 and never resuscitated by the

## Media Wire

The index underpins the FCC's June 2 liberalization of the newspaper-broadcast rule and another rule allowing for cross-ownership of radio and TV stations in a given market.

The court has stayed the FCC's changes until it issues its ruling, which is expected over the next several months. At issue are challenges filed by groups that say the FCC went too far in easing ownership laws and by companies that contend the agency did not go far enough.

The FCC also relaxed limits on the size of TV station groups, but that reform was not at issue last week because Congress stepped in. Last month, it decided a single owner may hold stations reaching 39 percent of the national audience, up from the previous limit of 35 percent. —*Todd Shields*

### Cable MSOs Agree to Use a Single EDI Invoicing Plan

In a meeting with the Cabletelevision Advertising Bureau two weeks ago, the majority of major cable companies serving the U.S. agreed to use one Electronic Data Interchange (EDI) invoicing platform by June 28.

The move is expected to help spur the sale of local spot cable ad inventory, which has traditionally been a difficult buy for agencies due to the excessive amount of paperwork involved in buying media on separate systems in multiple markets. "This is about being easier to do business with," said Sean Cunningham, CAB president/CEO. "We will make every stride toward that goal."

In 2003, spot cable netted about 15 percent, or \$4.6 billion, of the \$30 billion spot advertising market, according to the CAB. It is projected that cable's overall revenue take will hit \$5.3 billion this year and, thanks in part to the recent EDI decision, begin growing at a double-digit rate in 2005, Cunningham said.

Among the attendees were Adelphia Communications, Bresnan Communications, Bright House Networks, CableOne, Charter Communications, Comcast Corp., Cox Communications and Time Warner Cable. —*Megan Larson*

Republican-led Federal Communications Commission. And Comcast lobbyists can point to the FCC's approval in December of News Corp.'s purchase of DirecTV. That approval, said Legg Mason analyst Rebecca Arbogast, amounts to "a fairly clear signal" that regulators are untroubled by diverse media mergers.

A Comcast-Disney marriage would need to pass scrutiny by antitrust regulators who seek to preserve competition and by the FCC, which judges deals by a vague "public interest" standard. Last week, FCC Chairman Michael Powell vowed a close review, telling Sen. John McCain (R-Ariz.) that "a merger of that magnitude will unquestionably go through the finest filter at the commission." McCain, chair of the Commerce Committee, which oversees TV and cable, was not the only lawmaker with questions. Sen. Mike DeWine (R-Ohio) and Sen. Herb Kohl (D-Wis.), leaders of the Senate's antitrust subcommittee, said the deal "may lead to yet another troubling change in our media landscape...consolidation such as this may well pose a risk to competition."

To calm such fears, Comcast will rely on aggressive outreach within the Beltway. Already last week, executive vp David Cohen spent two days visiting Capitol Hill and staff at the FCC.



**Powell would put a Comcast-Disney deal through a fine filter.**

LUKE PRAZAK/PHOTO

Comcast's D.C. office includes lobbyists with deep Republican connections such as Kerry Knott, a longtime aide to former House majority leader Dick Army, and former Pentagon and cable spokeswoman Torie Clarke.

Several analysts said the News Corp.-DirecTV deal could provide a model for a Comcast-Disney merger. The FCC said News Corp. could not keep its movies and shows from DirecTV competitors, and it established a mediation system to resolve disputes quickly. Regulators are likely to demand that Comcast rivals have access to irreplaceable content such as ESPN, said Andy Lipman, head of the telecom practice at Swidler, Berlin, Shereff, Friedman. "This is doable with some modest surgery."

Still, the furor in Congress surrounding media concentration and broadcast indecency could provide traction for critics. "Whether rightly or wrongly, there's a link between what people view as the coarsening of standards and increased concentration—people are going to make that link," said Arbogast. "Will Congress actually step in and do something? I doubt it. But it's an election year and you never know what will happen in an election year." ■

## Buyers Weigh Disney Deal

Comcast's enticing multi-platform offerings viewed as a big step up for ABC

**AD SALES** By John Consoli

**M**edia buyers are upbeat about the prospect of Comcast acquiring the Walt Disney Co., and running ABC and its sibling cable networks, with most seeing no downside for their advertiser clients. Some believe new leadership at the top—especially the return of Comcast Cable president Steve Burke, who had a successful stint at ABC before leaving in 1998—could add a necessary infusion of new ideas that could turn around Disney's hit-and-miss TV operation.

"Comcast is an extremely aggressive and successfully run company," said one media buyer who declined to speak for attribution. "The leadership at the top of the ladder sets the company culture that filters down. This can influence the networks' sales approach, and their mandates can make it easier for us to do busi-

ness and work with them."

Several buyers said Comcast could use the Disney film archives to drive video-on-demand revenue on its cable systems, bringing in additional monies that could be used to fund more television-programming development. They also said Comcast could use its cable systems to more heavily promote ABC shows and to put together marketing packages involving not only TV ads but also advertising across its cable systems.

"It's about marketing," said Marc Goldstein, president/CEO of MindShare. "It would be Viacom Plus on steroids. The ability to build marketing programs across several platforms would be attractive."

Bill Koenigsberg, president/CEO of Horizon Media, said in addition to getting more

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<sup>2</sup>Source: Nielsen Media Research, 1/04 (12/29/03-1/25/04) Prime = M-Su 8-11P and M18-34 (000)

<sup>3</sup>Source: Nielsen Media Research, 1/04 (12/29/03-1/25/04) Prime = M-Su 8-11P and M18-34 (000) Excludes specials and programs with <2 telecasts  
Competitive rankings based on all ad-supported cable networks. Subject to qualifications available upon request.

promotion for ABC programming on the Comcast cable systems, the deal also could result in the Disney cable networks getting better channel positioning on Comcast systems, which would benefit advertisers by helping draw more viewers.

One buyer said that Disney's insistence on keeping most of its programming development in-house has had an adverse effect on shows it has put on the air, especially dramas. "I think great [programming] ideas need to come from a variety of venues, so it seems to me the bigger the pot, the better shows you get to choose from," said the buyer, who feels Comcast will

be amenable to working with outside studios.

Jim Stengel, Procter & Gamble's global marketing officer, said a merged Comcast-Disney entity would give P&G access to "the real sweet spot" in consumer touch points—the ability to market via personal video recorders built into cable systems and video-on-demand. "We would have a lot to gain by working with them," he said.

Buyers insist they would not be worried about the new company's added clout. "That's why we were created, to level the playing field," said a buyer whose clients spend billions on advertising. —with *Katy Bachman* ■

## Power to the People

4As attendees say impact of DVR penetration needs to be addressed now

**RESEARCH** Katy Bachman

The Comcast bid for the Walt Disney Co. underscored the urgency expressed at last week's American Association of Advertising Agencies' media conference in Orlando, Fla., for the need to better understand how new technologies will change the ways consumers use TV and how marketers reach them.

Comcast and other cable and satellite providers are moving quickly to rollout video-on-demand and digital-video-recording services. And although their penetration is nowhere near universal, agencies and advertisers are taking first steps toward quantifying the impact of on-demand TV viewing.

"The medium of TV has changed and distribution has taken a big seat at the table," said Tim Hanlon, senior vp/emerging contacts for Starcom Mediavest Group and chairman of the 4As' advanced television committee. "The advertising industry used to be in the driver's seat. The new realization is that the ad industry is in the passenger seat and distribution, by empowering the consumer, has taken control."

Jim Stengel, global marketing officer for Procter & Gamble, made the point quite aptly in his keynote speech. Appearing via video, his remarks were interrupted three times by a TiVo screen allowing the viewer to skip forward. "The concept of time shifting is increasingly attractive to consumers. Appointment viewing is decreasing," Stengel said.

What's more disturbing is that measurement systems haven't kept up. "There could be as many as 10 million homes with DVRs by year's end, but not one is reflected in Nielsen ratings. How can we rely on Nielsen data if 75 percent of commercials are skipped in 10 percent of the TV households?" asked Adam Ger-

ber, senior vp/group director of strategy and innovation for Mediavest.

While Nielsen, which is owned by *Mediaweek* parent VNU, recently cut a deal with TiVo to create a research service, the company has not offered any solid timeline for getting DVR households into its national ratings. Paul Donato, senior vp/chief research officer for Nielsen, said the key obstacle remains how behavior gets tallied into final ratings reports. "When and how do you include playback in the ratings?" he asked.

But most attendees were of the "going too slow" persuasion. "It's a disgrace [that Nielsen] cannot include DVR households in the current sample," said David Marans, senior partner and director of consumer insights for MindShare.

The solution for measuring DVRs may lie with the addressable set-top boxes themselves. "Nielsen has a role to play, but a decreasing one," said Hanlon. "As people figure out what to do with aggregated data, sampling becomes less important. Today it's the best we've got, but we're already behind." ■



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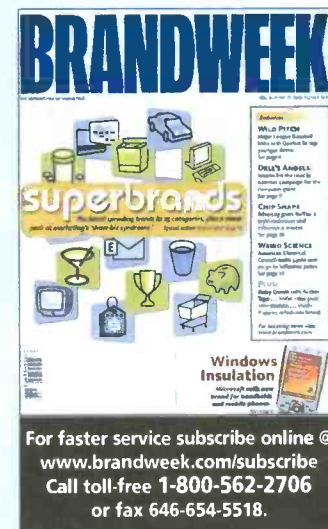
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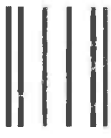
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# local media

TV STATIONS | RADIO STATIONS | CABLE | NEWSPAPERS | MAGAZINES | OUTDOOR

## DENVER CABLE

# Nuggets, Avalanche Owner to Launch Net; Parts With FSNRM

BY GILBERT NICHOLSON

**D**enver last week joined Chicago and Houston as cities with pro franchises leaving Fox Sports Networks to form their own network. Kroenke Sports Enterprises LLC—owner of the National Basketball Association's Denver Nuggets, the National Hockey League's Colorado Avalanche, pro soccer and lacrosse teams, the Pepsi Center arena and part of an arena football team—will leave Fox Sports Net Rocky Mountain this fall to launch a regional sports channel.

Media observers lauded the move by owner Stan Kroenke as good for his teams and the Denver community and praised his selection of veteran cable exec Jim Martin as CEO (Martin is the former executive vp of Fox Sports Net). But they said Kroenke's battle to get a slot on Comcast, Denver's dominant cable provider, could be challenging, as will Fox's efforts to find replacement programming. The breakup ends a 15-year relationship between the Nuggets and Fox Sports, which has also carried the Avalanche since the team relocated from Quebec in 1995.

"It was very disappointing," said Fox Sports Networks president Bob Thompson. "It came down to money." Fox made "very compelling offers" that would have placed the Avalanche and Nuggets in the "upper echelon" of each league in local TV revenue. "But we're not going to put a regional network in financial peril over a couple of teams, especially when we have others," including Major League Baseball's Colorado Rockies, Thompson said.

"I know Bob well," said Martin, who will run what is now called KSE Media Ventures. "Clearly the money is an important aspect, and for them that's probably the right answer."

But for Kroenke Sports, the issue is building long-term value in the company by owning its media distribution rights, Martin said. "It's

a matter of what this company looks like 15 years from now. The long-term approach is building an asset by providing the best and deepest coverage for our fans and viewers."

The yet-to-be-named network, which will debut in late September, has the ingredients for success, said Kathy Schofield, director of marketing for McClain Finlon Advertising, Denver's largest agency.



Avalanche captain Joe Sakic (l.) skates on a new net this fall.

"He [Kroenke] really has quite a lot of properties to leverage to make this a great network," said Schofield. Her colleague, Heide Peper, agency media director, said losing the Fox affiliation won't hurt efforts to draw advertisers. "Denver is such a sports town. The consumer is going to go where the game is," said Peper. "They should not pay a premium for the Fox name. They should be for the property, for the sports entity." The net's coverage area could span from Kansas to Nevada. In addition to pro sports events, it will offer local college and high school sports, and entertainment, lifestyle, outdoor and public-service programming.

"It is a risk, but if anyone in this industry can take the risk, it's Stan Kroenke. He owns the most compelling and dynamic portfolio of anyone in the sports world," said Dean Bonham, owner of The Bonham Group, a Denver-based sports and entertainment marketing company.

But Schofield warns that Kroenke faces "a long, long road" to getting a distribution deal with Comcast. "Distribution will probably be their hardest issue to overcome," she said. Comcast spokeswoman Tracy Baumgartner says the cable company has not seen a proposal from KSE Media Ventures.

## NEW YORK MAGAZINES

# Moss Rolls to New York

*New York Times* features editor and culture guru Adam Moss last week jumped to *New York* to take the editor in chief post. Moss replaces Caroline Miller, who was editor in chief for seven years and who, as recently as Jan. 14, had spoken positively about the title's future under new owner Bruce Wasserstein. Miller's last day will be Feb. 20. Larry Burstein remains the publisher.

After expanding arts and cultural coverage at the *Times* and revamping *The New York Times Magazine*, Moss now will have the job of overhauling *New York*. Wasserstein is said to want to grow the weekly's business coverage and make the magazine more upscale.

Moss was editor of the *Times Magazine* for five years. In August, *Times* editor in chief Bill Keller promoted Moss to assistant managing editor for features, giving him dominion over all features sections, including the *Times Magazine*, Style, Culture, the Book Review, Travel and Real Estate. Moss' last day at the *Times* was Friday. —Aimee Deeken

## RADIO STATIONS

# CC Seeks Radio Idol

In a nod to the blockbuster success of Fox's *American Idol*, Clear Channel and Sony Music have teamed up to produce Radio Star, a 14-week talent search beginning today. The search, sponsored by Wrigley's Winterfresh gum, leverages the resources of the nation's largest radio group with one of the country's leading record labels.

In addition to a Sony recording contract, Clear Channel will present the winner with \$50,000 toward a makeover and wardrobe. The victor will appear as an opening act at the Jingle Ball, a popular, bicoastal holiday event sponsored by the company's Z100/WHTZ-FM in New York and Los Angeles' KIIS-FM. To top it off, the William Morris Agency is standing by with a management contract. —Katy Bachman

# market profile

BY EILEEN DAVIS HUDSON



Workers enter Kodak's Rochester HQ. The company will cut 15,000 jobs over the next three years.

CARY WIEPERS/CORBIS

## Rochester, N.Y.

WESTERN NEW YORK IS GEARING UP FOR THE EAGERLY ANTICIPATED LAUNCH OF A high-speed ferry service to and from Toronto, slated for its maiden voyage on May 1. The 284-foot-long, five-story-high ferry will shuttle passengers and their vehicles over Lake Ontario in just over two hours. With

two daily round-trips planned, ferry officials project the \$42.5 million vessel will carry more than 1 million passengers in its inaugural year.

Community, business and political leaders also hope the ferry will entice Canadians to cross the border and spend money in the Rochester and Finger Lakes areas. Local media outlets hope Canadian advertisers will spend more south of the border.

Another project in the works: the construction of a 12,550-seat soccer stadium for the semi-professional Rochester Rhinos soccer team, which broke ground Jan. 15. The city is also seeking funding for the ambitious Renaissance Center, which would merge several downtown projects, including a local community college, an underground transit center and a performing arts center above the transit center.

Eastman Kodak, Bausch & Lomb, Xerox and other major companies in the area have been trimming staff sharply in recent years. With additional layoffs expected at Kodak, the area's largest employer, the city is hoping these new projects are a sign of better times ahead.

"The big companies that make up the economic base of Rochester have been shrinking for the past 25 years," says Matt Kreiner, vp/general manager of Sinclair Broadcast Group's Fox affiliate WUHF. "The market has shown,

up to this point, an almost infinite capacity to absorb those losses and has replaced them with other, homegrown businesses. It remains to be seen whether that will continue."

Rochester is ranked the No. 75 TV market in the country, with 395,350 TV homes. Nielsen Media Research does not meter the area, which means the company relies on its diary system to measure viewership for the four full-powered, over-the-air TV stations. In addition to the full-powered outlets, the city also has a privately owned, low-power UPN affiliate, WBGT, which runs on Time Warner Cable's Rochester system. The Time Warner system also carries a cable-only WB affiliate, WRWB.

WHEC-TV, Hubbard Broadcasting's NBC affiliate, typically wins the late news race at 11, while WOKR, Clear Channel's ABC affiliate, generally wins the early-evening contest at 5 and 6. At 6 a.m., the two stations are in a tight race, says Arnold Klinsky, WHEC vp/gm.

WHEC promoted its medical reporter Robin DeWind about six months ago to co-anchor its 5 p.m. news, says Klinsky. DeWind retains her medical-reporting duties. Clear Channel acquired WOKR in June 2002 as part of its purchase of The Ackerley Group. Since the company took over WOKR, it has invested in a new satellite/production truck and digital production equipment.

WOKR vp/gm Kent Beckwith says his station is the only local station to pass through the high-def signal for some network shows, which it began doing in September last year. Beckwith says his station also has a partnership with the market's dominant newspaper, the *Rochester Democrat and Chronicle*, "that has yet to be fully developed." WOKR promotes the paper's next-day headlines on its late news. The two outlets have also teamed on community-focused special reports.

Nexstar Broadcasting Group's CBS affiliate WROC-TV has typically finished third in the local news race, although it claims more viewers sign-on to sign-off than its competitors.

In the November sweeps period, WROC finished second in households at 5 p.m. for the "first time in recent history," says station manager Don Loy. "We've worked hard at improving the news product over the past several years, and we continue to see the results in the ratings," he adds.

With competition for ad dollars

### NIelsen MONITOR-PLUS

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

	Jan.-Dec. 2001	Jan.-Dec. 2002
Spot TV	\$72,446,848	\$76,912,591
Outdoor	\$4,863,630	\$4,699,720
Total	\$77,310,478	\$81,612,311

Source: Nielsen Monitor-Plus

## 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	30	96
Age 35-54	40	41	101
Age 55+	29	30	104
HHI \$75,000+	30	23	77
College Graduate	13	13	100
Any Postgraduate Work	11	11	106
Professional/Managerial	23	22	97
African American	13	9	74
Hispanic	14	4	29
<b>MEDIA USAGE-AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	54	62	115
Read Any Sunday Newspaper	63	74	118
Total Radio Morning Drive M-F	22	22	100
Total Radio Afternoon Drive M-F	18	17	94
Total TV Early News M-F	29	30	107
Total TV Prime Time M-Sun	39	37	95
Total Cable Prime Time M-Sun	14	15	105
<b>MEDIA USAGE-OTHER</b>			
Accessed Internet Past 30 Days	60	63	105
<b>HOME TECHNOLOGY</b>			
Owns a Personal Computer	68	69	101
Purchase Using Internet Past 12 Months	41	44	108
HH Connected to Cable	67	69	103
HH Connected to Satellite/Microwave Dish	18	14	79
HH Uses Broadband Internet Connection	16	24	146

\*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.  
Source: 2003 Scarborough Research Top 50 Market Report (February 2002 - March 2003)

fiere, Sinclair Broadcast Group's Fox affiliate, WUHF, last year added a direct-mail/multi-media product. Rather than target its existing clients, WUHF is offering the package to direct-mail companies. WUHF's Kreiner says by going straight to direct-mail companies, WUHF can offer the direct-mail/TV combo to extend client reach in the market. WUHF carries Sinclair's News Central at 10 p.m. and just premiered *On Air with Ryan Seacrest* in January at 5 p.m., replacing *Judge Judy*, which moved to 4 p.m.

Another competitor for local news viewers is Time Warner Cable's *R News*, a 24-hour news network serving the market.

Time Warner is the only MSO in the Rochester DMA, controlling roughly 90 percent of the market, says TWC Rochester Division vp/public affairs Brian Wirth. TWC has approximately 325,000 subs in the area.

The *Rochester Democrat and Chronicle*, owned by Gannett Co., had a daily circulation as of last Sept. 30 of 170,330, representing a 1 percent decline from the same period a year earlier, according to the Audit Bureau of Circulations. The paper's Sunday circulation was flat at 231,677 copies.

On Feb. 27, the paper will introduce a free tabloid aimed at 25- to 34-year-olds. About 30,000 copies will be distributed initially, with a minimum of 56 pages anticipated, says Thomas Flynn, *Democrat and Chronicle* vp/communications. The paper will drop copies at restaurants, bars, laundromats, clubs and other locales frequented by the young demo, says Flynn. "Our research tells us there is a need and a desire among that age group for more detailed and broader-based information about places to go and things to do," adds Flynn.

In 2003, the *Democrat and Chronicle* highlighted area high schools in nine monthly, full-color broadsheet special sections called Day in the Life. This year, the special sections have been expanded to area colleges.

Other news efforts in 2003 included the launch of *Your Health*, a quarterly broadsheet focused on health issues with a local angle, and four special sections called Fighting for Rochester's Future, which explored problems in the city and region and possible solutions, using examples set by other cities.

On the business front last year, the *Democrat and Chronicle* launched *At Home*, a glossy quarterly featuring decorating and remodeling pieces aimed at high-end households. The inaugural issue sported 40 pages, while the fol-

### ARBITRON RADIO OWNERSHIP

Owner	Stations	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Infinity Broadcasting	4 FM	21.1	\$15.8	32.8%
Clear Channel Communications	2 AM, 5 FM	24.9	\$14.5	30.0%
Entercom Communications	1 AM, 3 FM	18.6	\$9.2	19.1%
Monroe County Broadcasting	1 FM	7.6	\$2.2	4.6%
North Coast Radio	1 FM	1.7	\$0.8	1.7%
Crawford Broadcasting	2 FM	3.3	\$0.7	1.4%
Calvary Chapel of Finger Lakes Inc.	1 FM	0.7	\$0.6	1.2%

Includes only stations with significant registration in Arbitron diary returns and licensed in Rochester or immediate area. Share data from Arbitron Fall 2003 book; revenue and owner information provided by BIA Financial Network.

lowing three issues boasted 48 pages.

Messenger Post Newspapers publishes one of three small dailies in Rochester that compete with the *Democrat and Chronicle*. *The Daily Messenger*, a weekday evening paper and Sunday morning paper, serves the Finger Lakes community of Canandaigua, N.Y., in Ontario County. It had a weekday circulation, as of Sept. 30, of 12,815 and a Sunday circulation of 13,920. Messenger Post also owns 10 suburban

weeklies in the greater Rochester area.

*Finger Lakes Times* in the community of Geneva, N.Y., also located in Ontario County, also competes. The evening paper has a daily circ of 16,876 and a Sunday circ of 19,548. The third small paper is *The Daily News*, located in Batavia, N.Y., in Genesee County. It has a Monday-through-Saturday circ of 13,960.

Other local publications include the *Rochester Business Journal*, a privately owned

# market profile

weekly business paper; *City*, a privately owned free alternative weekly; and Dolan Media Co.'s *The Daily Record*, a weekday business and legal publication which has been serving Western New York since 1908.

Radio behemoths Infinity Broadcasting,

Clear Channel and Entercom Communications lead the radio field in Rochester, the No. 54 radio market in the nation.

Clear Channel's News/Talk WHAM-AM remains the No. 1 station among listeners 12-plus in Rochester, garnering a 10.1 share in the

fall '03 Arbitron book. The fall book was the second straight book in which the station's share dropped. It peaked with a 12.1 in the spring book.

Station manager Jeff Howlett attributes the decline to "seasonal changes in listening patterns." Late last September, WHAM let go conservative midday host Bob Lonsberry in the wake of his much-publicized on-air comments alluding to Rochester's black mayor, William Johnson Jr., as a monkey and an orangutan. (Lonsberry remains with Clear Channel as morning host of its KNRS-AM station in Salt Lake City, Utah, although he continues to be based out of New York.) WHAM has primarily been using Joe Pagliarulo, a TV news anchor from Albany, to fill the midday slot.

*WHAM Morning News* (6-9 a.m.), with Beth Adams and Chet Walker, finished first for the 33rd straight book with a 12.2. It also finished first in evening drive from 3-7 p.m. with a 10.

Entercom's WBEE-FM, the market's leading Country outlet, finished a close second with a 9.8, followed by Infinity's Soft Adult Contemporary WRMM-FM, which pulled in an 8.9. WBEE's 12-plus average fell from an 11.1 in the summer, while WRMM saw its share jump to an 8.9 in the fall from a 6.9 in the summer. In the key adults 25-54 demo, WRMM tied for No. 1 overall with sister Infinity outlet Classic Rock WCMF-FM. In addition, WRMM led the market in women 25-54 while the male-oriented WCMF was No. 1 among men 25-54.

WCMF is the local radio home of the National Football League's Buffalo Bills. WHAM and its sister Talk outlet, WHTK, carry the games of the local minor-league baseball (Red Wings) and hockey (Amerks) teams, as well as Major League Baseball's New York Yankees and Syracuse University football and basketball teams. (Rochester is situated between Buffalo and Syracuse.)

Two Rochester-based radio broadcasters, Monroe County Broadcasting and North Coast Radio, target specific segments of the market. Monroe's Urban Adult Contemporary WDKX-FM, one of the market's leading stations, is aimed at young and ethnic listeners. North Coast's 11-year-old Jazz/Blues WJZR-FM targets older adults 30-55, notes Jay Anthony, co-station manager. "We know that we're in a small segment of the market and we want to maintain that," he says. "We have a loyal audience."

Lamar Advertising is the clear leader in Rochester's outdoor-advertising market. The company controls nearly the entire available inventory with about 660 faces. ■

## 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>	137,568	175,691	48.0%	61.3%
<b>Ontario County: 38,745 Households</b>				
<i>The Daily Messenger</i>	12,030	13,097	31.0%	33.8%
<i>Rochester Democrat and Chronicle</i>	9,248	14,350	23.9%	37.0%
<i>Finger Lakes Times</i>	6,047	6,704	15.6%	17.3%
<b>Wayne County: 35,145 Households</b>				
<i>Rochester Democrat and Chronicle</i>	10,127	16,299	28.8%	46.4%
<i>Finger Lakes Times</i>	3,469	3,923	9.9%	11.2%
<b>Genesee County: 22,757 Households</b>				
<i>Batavia Daily News</i>	9,814		43.1%	
<i>Rochester Democrat and Chronicle</i>	2,739	4,403	12.0%	19.3%
<i>The Buffalo News</i>	2,054	3,414	9.0%	15.0%
<b>Livingston County: 22,214 Households</b>				
<i>Rochester Democrat and Chronicle</i>	7,415	10,972	33.4%	49.4%
<b>Orleans County: 15,409 Households</b>				
<i>The (Medina) Journal-Register</i>	3,919		25.7%	
<i>Rochester Democrat and Chronicle</i>	2,092	3,960	13.6%	25.7%
<i>Batavia Daily News</i>	1,264		8.2%	
<i>The Buffalo News</i>	1,081	1,882	7.0%	12.2%
<i>Lockport Union-Sun &amp; Journal</i>	257		1.7%	

Data is based on audited numbers published in the Audit Bureau of Circulations' Fall 2003 County Penetration Report.

## NIelsen RATINGS / ROCHESTER, N.Y.

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

### Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	ABC	WOKR	7	22
	CBS	WROC	4	11
	NBC	WHEC	3	10
5:30-6 p.m.	ABC	WOKR	7	22
	NBC	WHEC	3	10
6-6:30 p.m.	ABC	WOKR	12	26
	NBC	WHEC	9	19
	CBS	WROC	6	12

### Late News

Time	Network	Station	Rating	Share
10-11 p.m.	Fox	WUHF	2	3
11-11:30 p.m.	NBC	WHEC	8	24
	ABC	WOKR	7	24
	CBS	WROC	4	12

\*All data estimated by Nielsen from diary returns of evening and late local news only. Source: Nielsen Media Research, November 2003.



Jim Porcarelli  
EVP, Chief Marketing Officer  
Mediacom

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## Standards in Practice

**F**or those of us who work in or with the media, it's easy to regard world events, both serious and ridiculous, as nothing more than "material" or "content." But the Janet Jackson incident is a chance for those who have become desensitized to the public's tastes and values to reconnect. I say this after reading John Consoli's column (Mediaweek.com, "The Media and Janet," Feb. 3), where he ponders what all the fuss is about.

Mr. Consoli obviously has become so desensitized he doesn't get it. He uses his 29-year-old daughter's reaction as a point of reference for what may be suitable for kids. Millions who watched the Super Bowl have kids much younger. He then presumes that all 10-year-olds have seen *Playboy* and somehow uses that presumption to justify the "no big deal" approach to Janet Jackson's gaffe. Huh?

I saw the show. My 11-year-old son saw the show. His friends saw the show.

We've all heard the argument [that] if you

don't like what's on TV, you don't have to watch. With this in mind, with my kids, we find ourselves changing channels constantly. To be sure, we don't seek to control our kids' lives, but under our roof, we feel compelled to send a message to our kids about what we will tolerate as being in good taste and what we won't tolerate.

But how do you turn off the Super Bowl? Is that another off-limits program for our kids?

Janet Jackson, Justin Timberlake and MTV touched a nerve last week. Millions of viewers, sick of letting the producers serve up trash on TV, reacted and the news media picked up on that. I'm not a right-wing religious zealot—far from it—but as a parent, I feel it's about time the programmers feel the heat.

Quietly, families have lost interest in the major networks and other forms of "mainstream" programming. But when audiences became fragmented and share was down, the execs had a hundred other reasons [to explain] the decline. They never looked in the mirror

and wondered if, in spite of all the market research, the industry had lost touch with its audience, and when.

The old assumption that product quality yields the best, most loyal and largest audiences, has been on its death bed. Perhaps if the Janet Jackson incident does anything, it will be to shock that assumption back from the brink.

Mr. Consoli, that's what all the fuss is about. It's about the quality of programming that we want to raise our kids on, not the kind we've been beaten into submission to accept. If you want the media to concentrate on what really matters, it can start with the things it can control. Programming is just the start.

*Tim O'Brien*

*Principal*

*O'Brien Communications*

*Pittsburgh*

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# COMMON DECENCY

**AS POWELL'S FCC TRIES TO FIND THE MIDDLE GROUND BETWEEN CENSORSHIP AND FIRST AMENDMENT RIGHTS, THE MEDIA CONTINUE TO PUSH THE ENVELOPE. BY TODD SHIELDS**

**Last spring, as the Federal** Communications Commission geared up for its landmark decision to relax media ownership laws, Chairman Michael Powell invited reporters to the agency's headquarters in Washington. After bagels and pastries in a conference room with a sweeping view of the Potomac River, the Republican invited questions. He fairly leapt upon one about broadcast indecency.

"I wish somebody would stand up for the First Amendment around here," Powell said. Responding to assertions that media bigness was somehow linked to media indecency, Powell hit upon a formulation he would use repeatedly in the months to come. "I understand the anx-

xiety about Citizen Kane," he said. "But don't be so quick to replace him with King George."

That was then, this is now. The FCC chairman who, once upon a time, only reluctantly admitted a government role in passing judgment on broadcast content is now on a decidedly different tack. Michael Powell touts his agency's vigor in levying fines, its zeal to bottle up indecent programming, and its determination to find that it can, after all, decide that use of a single word is not permissible, if that word is the f-word.

Powell is not alone. Across Capitol Hill, in the Senate and the House, among Republicans and Democrats, lawmakers are scrambling



FROM LEFT: MICHAEL KLEINFELDER/PHOTO ART PHOTOS

**HEARING AID** FCC Commissioner Michael Powell (center, left) listens to testimony on broadcast decency standards last week. Below, infamous DJs Opie and Anthony, whose radio station, WNEW in New York, was fined after they broadcast a description of two people having sex in a church.



to pass legislation to punish, and therefore forestall, broadcast depictions of coarse behavior, crude speech and rank innuendo.

“American families should be able to rely on the fact that—at times when their children are likely to be tuning in—broadcast television and radio programming will be free of indecency, obscenity and profanity,” said Rep. Fred Upton (R-Mich.), chair of the House telecommunications subcommittee. “The American people are paying attention—believe me—and they want action.”

Upton spoke at an initial hearing for the measure considered most likely to become law, a bill to increase tenfold, to \$275,000, the maxi-

mum fine the FCC can levy for broadcast indecency. Upton’s panel resumed its consideration of the bill last week with a widely publicized hearing featuring Powell, Viacom president and COO Mel Karmazin and others (see sidebar, page 20). Amid the furor, it may be hard to remember that the measure was introduced before Janet Jackson’s exposure at the Super Bowl. Which is to say, Washington was moving toward tougher indecency enforcement long before the idea of wardrobe malfunction crossed Justin Timberlake’s mind.

**For many decency activists,** a defining moment occurred last Oct. 3 when the FCC’s enforcement bureau quietly released an opinion about the January 2003 Golden Globe broadcast on NBC. According to the bureau’s finely detailed analysis, the singer Bono said either “really, really f---ing brilliant” or “this is f---ing great.” Either way, concluded the bureau, “the material aired...does not describe or depict sexual and excretory activities and organs” but is used “as an adjective or expletive to emphasize an exclamation.” Precedent established by the FCC makes clear that such fleeting, isolated remarks do not warrant action, the bureau said in a decision signed by its chief, David Solomon.

Reaction was swift. Activist groups including the Parents Television Council and Morality in Media filed thousands of complaints with the FCC. Citizens also approached Capitol Hill. Upton says he received “hundreds” of complaints. Rep. Doug Ose (R-Calif.) tells *Mediaweek* he received “just a ton of e-mail and letters, like 900,” even before the enforcement bureau’s decision. The correspondence, Ose says, ran along these lines: “This has to stop. What are they doing? Why aren’t you enforcing the rules or the law? How come we’re going down this path?” In response, Ose and Rep. Lamar Smith (R-Texas) introduced a bill that listed seven words that can never be broadcast. Free speech lawyers consider the measure unconstitutional because it allows no consideration of the context of the speech at issue. Ose is undeterred. “I do think on broadcast TV, where it’s just flowing into your TV...I think the government has the freedom to set its rules and regulations,” he said in an interview.

**While the FCC’s decision** not to punish the use of the f-word dismayed some, the agency’s action on a series of disturbing broadcasts seemed to highlight the scope of broadcast indecency—and to lay bare pressures from within the commission itself for harsher action.

On Oct. 2, the FCC proposed to fine Infinity \$357,500 for the Aug. 15, 2002, sex-in-St. Patrick’s Cathedral stunt on WNEW-FM’s *Opie & Anthony Show*. The broadcast featured a live cell-phone call that purported to describe a couple performing sex in the cathedral. Commissioner Michael Copps, a Democrat, dissented, noting prior commission action against Infinity (which paid \$1.7 million in 1995 to settle indecency actions brought against Howard Stern) and against the *Opie & Anthony Show*. “The message to licensees is clear,” Copps wrote. “Even egregious repeated violation will not result in a revocation of a license. Rather, they will result only in a financial penalty that doesn’t even rise to a serious cost of doing business.” (The errant DJs were fired.)

On Dec. 8, the agency fined Infinity Broadcast Operations the statutory maximum of \$27,500 for a broadcast on WKRK-FM in Detroit. According to the FCC’s summary—referring to a tape of the Jan. 9, 2002, broadcast—DJs Jeff Deminski and Bill Doyle, between 4:30 p.m. and 5 p.m., discussed sexual practices with nine different callers. The FCC put it as delicately as the matter could be put: “The broadcast included explicit and graphic sexual references, including references to



## No More Mr. Nice Guy

### Congress pushes FCC to get tough on indecency

Congressional hearings last week produced a wide-ranging discussion on how best to quell televised indecency, with lawmakers saying Congress should help affiliates preempt objectionable programming and families keep unwanted cable channels from their homes.

The ostensible subject of rare simultaneous hearings before the Senate Commerce Committee and the House telecommunications subcommittee was matching bills to increase tenfold, to \$275,000, the maximum fine for broadcast indecency. Lawmakers left no doubt they favor such a measure, just as they left no doubt they savor the chance to chew over the broader topic of broadcast indecency during an election year. House managers of the penalty bill said it would face at least one more hearing, this time including affiliates and top executives of the Big Four TV networks.

The announcement of more hearings came on Wednesday, as Viacom's COO and president, Mel Karmazin, appeared before the House panel along with National Football League commissioner Paul Tagliabue to offer a joint apology for the Feb. 1 Super Bowl halftime show broadcast on Viacom's CBS network. Tagliabue said MTV, the Viacom unit that produced the show, had proved during rehearsals to be "difficult to work with, resisting disclosure" about their plans for the show. Karmazin said CBS and MTV were unaware that singer Janet Jackson's would bare her breast. Lawmakers seemed only partly satisfied. "We're mad as h-e-double-l," said Rep. Joe Barton (R-Texas), the presumed incoming chair of the Commerce Committee that oversees TV issues. Later in the session, Barton mused on network contrition, saying, "I'm not so sure they get it yet."

FCC Chairman Michael Powell, who appeared with the four other commissioners before both the Senate and the House panels, touted his agency's newfound toughness on indecency. "We're just getting started," despite hefty recent proposed fines, Powell said. Commissioner Michael Copps, a Democrat who long has insisted upon stronger indecency enforcement, affected to be unimpressed. "So far, we don't have any results to crow about," Copps told lawmakers.

"It's imperative that we find ways to clarify affiliates' ability to preempt programming that's not suitable for their communities," said Rep. Michael Bilirakis (R-Fla.). His demand was backed up by the subcommittee's ranking Democrat, who scorned FCC inaction on a three-year-old petition filed by affiliates complaining of abuses by networks. "Right now is the time, Mr. Chairman, to put this issue on the front burner," Rep. Ed Markey (D-Mass.) said. "Don't wait for a year." Across Capitol Hill, Sen. John McCain (R-Ariz.), chair of the Commerce Committee, said the idea of unbundling cable channels so families need not buy programming they find offensive was "more persuasive than ever." —TS

### FACE THE MUSIC Tagliabue and Karmazin apologize for the halftime show.

anal and oral sex, as well as explicit and graphic references to sexual practices that involve excretory activities." Here too, Copps dissented, saying that the FCC should have considered revoking WKRK's license. "Would anyone who reads the transcript of this program argue that the United States should subsidize such material by giving WKRK-FM free spectrum through their broadcast license?" Copps wrote. "I wonder when this commission will finally take a firm stand against broadcast's 'race to the bottom' as the level of discourse on the public's airwaves gets progressively coarser and more violent."

Last month, the FCC acted again, proposing \$715,000 in fines against four Clear Channel Communications radio stations for broadcasts by Todd Clem, on the air as Bubba the Love Sponge. Subjects discussed during several broadcasts in 2001 include purported masturbation, oral sex, descriptions of sexual organs and a skit that included Alvin the Chipmunk complaining that he "hasn't been laid in almost six weeks." Commissioner Kevin Martin, a Republican, concurred with the proposed fines but said he would have taken the total to more than \$1 million by fining each utterance separately rather than simply issuing a fine for each program that aired offending material.

**By the end of the series of actions,** the FCC under Powell had issued 18 proposed indecency forfeitures for a total of about \$1.4 million in fines, and Powell was claiming "the strongest enforcement record in decades."

"We have proposed twice the dollar amount of indecency fines than the previous two commissions combined [over seven years]," Powell said late last month. By then, he already had asked fellow commissioners to join him in overturning the Oct. 3 ruling on Bono's use of the f-word. A ruling is expected soon.

At a mid-January appearance at the National Press Club, he explained his current state of mind: "It's irresponsible of our programmers to continue to try to push the envelope of a reasonable set of policies that tries to legitimately balance the interests of the First Amendment with the need to protect our kids. I think that line's beginning to be crossed."

Some attribute such thinking on Powell's part to political pressure from a restive Congress, from fellow commissioners Copps and Martin, and from the decency activists who bombard the FCC with complaints after provocative shows (the number of complaints about broadcast indecency rose from 14,000 in 2002 to more than 240,000 in 2003). "He came in walking and quacking like a First Amendment lawyer," says John Crigler, a First Amendment and media lawyer with the firm Garvey, Schubert, Barer in Washington. "He's turned. I haven't heard him talking about marketplace forces holding sway in this area for a long time."

Powell's office insists he remains a reluctant interventionist. "He doesn't want to be the national nanny or the censor," says top FCC spokesman David Fiske. "But there is a line."

Powell himself, during a break in last week's congressional testimony, denied he had changed his approach. "By being aggressive in these areas, we're not doing anything inconsistent with our principles," he said.

Yet, nearly a year ago, someone suggested it might be futile to even draw a line. "If you believe there is more indecency, I think it results from commercialization of the media, which plays to and panders to the public," the speaker, Michael Powell, told gathered reporters. "Maybe you don't like what the mirror says about your country."

It's clear that many don't like what they see. The question is, how far is Washington going to go to burnish that reflection in the mirror. ■



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Outside Leon's  
Apartment

**LEON:**  
Man, I demand  
to see a lawyer.

**LENNIE:**  
All right. Just try not  
to shoot this one.

**Feel The Drama?  
So Do The Viewers.**

**LAW &  
ORDER**



**SHOW  
TIMES** M-W 7, 8 & 9PM(ET)  
FRI 7PM(ET)

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# media elite

EDITED BY ANNE TORPEY-KEMPH

## Quicktakes

**COSMO HANDED OUT ITS HIGHEST** honors at the recent "Fun Fearless Female" luncheon at Cipriani 42nd Street in midtown, feting a slate weighted with entertainers, including actresses Holly Hunter, Diane Lane, Mischa Barton, Kristin Chenoweth and Parminder Nagra; Oscar-bound film director Sofia Coppola; singer Ashanti; and *Friends* star Matthew Perry, the only male on the roster. Taking home top honors for her work in animal rights was vegan actress Alicia Silverstone, who had editor **Kate White's** ear during lunch. Chenoweth, currently starring in Broadway's *Wicked*, belted out "You'll Never Know Just How Much I Love You" during her acceptance after getting encouragement in the green room from *Cosmo* senior vp/publishing director **Donna Kalajian Lagani**. But Perry, recognized for his candor about his recovery from addiction, stole the show with a flurry of funny quips pledging allegiance to his hosts, saying he reads *Cosmo*



**Cosmo trio: Publisher Lagani (l.) with Perry and Maybelline promos exec Patti DiMucci**

every week (even though it's a monthly) and takes the quizzes very seriously. "I've learned that if I were a woman," he said, "I'd be perfect for myself." ...Later this week, *Glamour* editor in chief **Cindi Leive** will be getting

Spotlight On...



**Jyll Holzman** SVP/Advertising, New York Times Co.

Jyll Holzman says the New York Times Co.'s cross-platform "Advantage Buy" suits her "collaborative and competitive" personality. Indeed, judging from last year's 120 percent increase in ad revenue from the expansive program over its 2002 launch-year numbers.

Undaunted by the vast array of Times Co. properties—national and regional newspapers, TV outlets, and cable, radio and online operations—and the range of options in the program, the company's advertising group last year signed new clients including Wachovia, Volkswagen and Kettle One vodka. This year, with the major political parties' conventions bound for New York and Boston, Holzman looks forward to a lot of business from the political sector—in particular, buys for *The New York Times*, *Boston Globe* and New York radio station WQXR-FM. Most of all, "Advantage Buy has made us that much more competitive with our advertising," says Holzman, who next month will mark five years as a senior vp. She has spent the last 20 years in sales, nearly half of them at the Times Co.; she previously held senior ad positions at *Child* and *FamilyFun*.

Holzman, working with multiple outlets and an ad staff of 350, aims to outperform other media companies that boast multiple properties and offer multi-buy options.

The exec also supports the edit side of the company—relaxing every evening with the *Times* crossword puzzle. Holzman also eases body and mind through hatha yoga. "It gives my mind a certain focus," she says. "It's very engaging, more than other forms of exercise." —Aimee Deeken

# Movers

input from some people with very close ties to prominent politicians: their daughters. Leive has assembled a panel including Liz Cheney, Catherine Edwards, Vanessa and Alexandra Kerry, Rebecca Lieberman and Corinne Quayle, among others, to discuss "The Missing Vote: Why Young Women Are Not Voting," a pet interest of Leive's. (Of the estimated 22.5 million women ages 30 and under who are eligible to vote, 9 million are not even registered, according to the Center for Information Research on Civic Learning & Engagement.) ABC News congressional analyst Cokie Roberts will moderate the event, to be held Feb. 19 at Columbia University... What's brewing at **Beer Radio**? The official radio show of the U.S. Beer Drinking Team is going national, aiming to be on 7 to 10 stations across the U.S. by April. *Beer Radio*, which broadcasts Saturdays on Infinity Broadcasting-owned Talk station WXYV-FM in Baltimore, is also expanding to two hours, 11 a.m. to 1 p.m., featuring segments such as Beer & Fitness, Beer & Sports and Homebrew Report. Host "Big Don" O'Brien greets each caller with "Cheers" and brings on high-profile guests from the \$75 billion beer biz... Outdoor has outdone itself with over-the-top props populating this year's entries, say **OBIE Awards** event organizers. On tap to judge the 1,500 entries this Friday at New York's W Hotel-Times Square are: **Rick Boyko**, managing director of VCU Adcenter and former co-

president and chief creative officer of Ogilvy & Mather Worldwide; **Bruce Bildsten**, director of Fallon's Minneapolis headquarters; John Connolly, senior vp of MediaCom; Jeff Hicks, president of Crispin Porter

+ Bogusky; **Zak Mroueh**, vp and creative director of Taxi Advertising and Design; Beverly Okada, who handles global management of Procter & Gamble's Olay brand for Saatchi & Saatchi; and Joe Sciarrotta, executive creative director and co-managing director of Ogilvy Chicago. ■



**Suds in the cities:**  
O'Brien goes national.

## MAGAZINES

**Amid Capeci**, design director at *Newsweek* for eight years, will become art director of Wenner Media's *Rolling Stone* Feb. 23. Capeci replaces Andy Cowles, who is now group creative director of Time Inc.'s U.K.-based IPC Media unit... **Colleen Wyse**, publisher of American Media Inc.'s *Star*, has resigned after four months. Former *Star* publisher **David Enberg**, currently AMI executive vp/group publisher, will oversee the title until a replacement is found.

## NETWORK TV

**Melanie Jones** was promoted from vp/media planning to senior vp/media planning at the WB. Jones oversees all national and local off-air media for the network... **Heidi Lobel** was named senior vp/daytime network and Soapnet sales for ABC. She had been with Mediaedge:cia in New York as managing partner of national broadcast... **Rob Word** was named senior vp for program development and production at Pax TV. He has held senior management positions in marketing and production at Orion, Qintex, Hal Roach Studios and Filmways.

## TV STATIONS

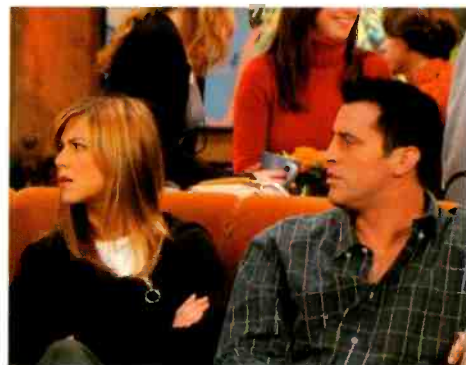
**Lenora Boutte** was named director of programming and community affairs for WESH-TV, the Hearst-Argyle-owned NBC affiliate in Orlando, Fla. She was director of programming for WDSU-TV, the company's NBC affiliate in New Orleans.

## RADIO

**Jose Cordero** has been named national sales manager for Latin Entertainment Media's new Spanish Independent Stations Radio Network. Cordero had been a sales manager at ZGS Communications... **Albert Perotta** has joined All Comedy Radio as news director and prep service director. Perotta was a regular contributor to NBC's *The Tonight Show With Jay Leno*.

## PRODUCTION

**Lianne Siegel Shattuck** was promoted to vp/current programming at 20th Century Fox Television. She previously served as director/current programming, working on most of the studio's animated comedies.



**SETTING:**  
Central Perk

**RACHEL:**  
What are you playing with?

**ROSS:**  
Oh, it's my new beeper.

**JOEY:**  
What the hell does a paleontologist need a beeper for?

**MONICA:**  
Is it like for dinosaur emergencies? 'Help, come quick! They're still extinct!'

**Think It's Funny?**  
**So Do The Viewers.**

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# inside media

NEWS OF THE MARKET

## Sci Fi Plans *Battlestar* Series

Two months after premiering its original miniseries *Battlestar Galactica*, Sci Fi Channel last week announced it will start production next month on a *BG* series with the original cast—Edward James Olmos, Mary McDonnell, Katee Sackhoff and Tricia Helfer. The network ordered 13 episodes of the hourlong series, which follows a group of humans who have escaped a nuclear attack by deadly cylons and are looking for a new home on Earth. Launch is expected to be sometime in fourth quarter.

## HFM's *MetHome* to Boost Frequency

*Metropolitan Home*, published by Hachette Filipacchi Media, will increase its publishing frequency from six to eight times a year beginning in October with a special issue on designers' homes. Paid circulation was flat at 608,598 in last year's first half over the prior year, according to the Audit Bureau of Circulations. Ad pages for the January/February issue are up 6.2 percent to 75 pages, reports the *Mediaweek* Monitor.

## P&G, JCPenney Top Oscar-cast Ad Roster

ABC announced a list of major advertisers that have bought time in the Feb. 29 Academy Awards telecast. Procter & Gamble and retailer JCPenney will run spots targeting the large female audience the "Super Bowl for Women" traditionally attracts, but other advertisers will target a dual audience, including Allstate, McDonald's, Pepsi, Cadillac, Kodak, Hewlett-Packard, Home Depot, Charles Schwab, Washington Mutual, America Online and MasterCard. ABC said ad time on the show has been sold out since September. Comedian Billy Crystal will host for the eighth time and Joe Roth, who headed both the Disney and Fox studios before forming Revolution Studios in May 2000, will produce.

## Study: Radio ROI Falls Short

The radio industry falls short when it comes to accountability and return on investment, according to a study released at the recent annual Radio Advertising Bureau conference in Dallas. Funded by Arbitron and conducted by TargetCast and Padin & Eastbrook, the study surveyed the opinions of 25 senior-level decision-makers from agencies and advertisers. The biggest complaints: Spots don't run as ordered and research data isn't timely enough to demonstrate audience delivery.

Network radio was ranked eighth and spot radio 10th among all media segments (network TV, magazines, newspapers, outdoor, spot TV, syndicated TV and place-based) in ability to run ad units as ordered.

## Sporting News Partners With PGA

Sporting News Radio has inked a deal making it the "Official Radio Partner" of the PGA Tour's 105 events. Through the deal, SNR will develop, promote and distribute programming covering the PGA Tour, Champions Tour and Nationwide Tour. In addition to daily vignettes featuring interviews, statistics or golf tips, the network will include a weekly PGA segment in *The Tim Brando Show*. The deal also calls for cross-promotion in Sporting News' print and online brands.

## Katz Dimensions to Add Marketing Staff

Katz Dimensions, the strategic sales and marketing division of Katz Media Group, plans to grow its marketing staff from 15 to 30, adding personnel in New York, Chicago and Los Angeles. Katz Dimensions posted record-breaking numbers in 2003, executing marketing programs for advertisers including Blimpie's, T-Mobile and Unilever.

## Sun and WMAR Sever Exclusive Pact

*The Baltimore Sun* has severed its two-year exclusive news and cross-promotion alliance with ABC affiliate WMAR-TV but kept the door open for future agreements with the Scripps Howard TV station as well as with other media outlets in the market. The Tribune paper's first alliance with another media outlet was formed to draw more young readers. But with WMAR's news still trailing in third place in the market, *The Sun* didn't get the readership bump it wanted.

## ESPN to Offer *Playmakers* on DVD

ESPN, which cancelled its successful drama *Playmakers* after one season under pressure from the National Football League (*Mediaweek*, Feb. 9), plans to release the complete 11-episode series on DVD in April. The package will include behind-the-scenes footage. NFL Commissioner Paul Tagliabue charged that the show misrepresented pro football. ESPN said *Playmakers* was not intended as a portrayal of the NFL but went along with the call to cancel it, apparently not wanting to jeopardize its rights to carry the NFL's Sunday-night game telecasts. ■

## Calendar

Interep's **Power of Urban Radio Symposium** will be held Feb. 24 at the Hyatt Regency Hotel in Chicago. Renetta McCann, CEO of Starcom, will keynote. Contact: Sherman Kizart, 312-616-7204 or [sherman\\_kizart@interep.com](mailto:sherman_kizart@interep.com).

Jon Stewart will host the 2004 **Children's Arts Medal Benefit black-tie gala**, presented by Young Audiences New York March 1 at the New York Marriott Marquis. Joe Uva, president and CEO, OMD Worldwide, and actor Matthew Modine will be honored for their contributions to the arts and arts education. Contact: 212-355-5702 or visit [www.yany.org](http://www.yany.org).

Katz Media Group will present the **Women's Career Summit** March 3 at the Grand Hyatt Hotel in New York. Open to men as well as women, the full-day event includes sessions addressing career advancement, diversity initiatives and life-work balance. Contact: Anne Kenny, 212-424-6485.

The **Syndicated Network Television Association** will present the first of its **spring conferences** March 11 at the Grand Hyatt Hotel in New York. For more information, visit [snta.com](http://snta.com).

The **National Association of Black Owned Broadcasters (NABOB)** will host its annual **Communications Awards Dinner** March 12 at the Marriott Wardman Park Hotel in Washington, D.C. Contact: 202-463-8970.

Adweek Magazines and The Laredo Group will present "**In Search of Business: How to Develop and Integrate Search Engine Marketing Programs**" March 25 at the Hilton Los Angeles Airport Hotel. Contact: [www.insearchof-business.com](http://www.insearchof-business.com).

The **National Association of Broadcasters** will present its annual **conference and exhibition** April 17-22 at the Riviera Hotel and Casino in Las Vegas. Sessions cover content creation, management and delivery of electronic media. Featured speakers include FCC commissioners Michael Copps and Jonathan Adelstein. Contact: 202-429-5300.



## EAST

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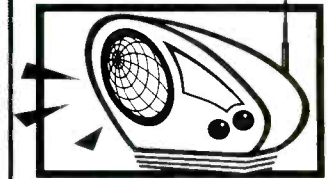
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## Start Me Up

With major publishers unwilling to take on small titles, entrepreneurs struggle to make it on their own

**HERE'S THE GOOD NEWS: SOME 900 MAGAZINES LAUNCHED IN 2003, ABOUT 30 PERCENT MORE THAN THE YEAR BEFORE.** The bad news: more than half failed to survive beyond the first year, according to Samir Husni, the University of Mississippi journalism professor known for tracking start-ups. With

big-time publishers such as Time Inc. and Hearst Magazines seeking both size and scale, publishers of niche or mid-sized titles have been forced to fend for themselves, knocking on doors of banks, private equity firms and family and friends, and cobbling together their own distribution and paper deals.

While this practice is hardly new—it's how Condé Nast's *The New Yorker*, *Playboy* and Wenner Media's *Rolling Stone* all got their start—the economics of the industry are such that publishing independently has become an uphill battle reserved for either those with a powerful will to see their creative vision come alive, or for those who may be masochists. Getting distribution is the killer, with many independents not reaching beyond 20 percent of the marketplace, says Husni. Adding to the problem, distributors' discounts can be prohibitive; some publishers are making only 20 cents on each magazine sold.

"It's clearly not where the big companies can afford to be right now," says Alan Light, who, with partner John Rollins, publishes *Tracks*, a 150,000-circulation music magazine. "We went to all the publishing companies. Everybody got the idea, everybody liked the idea, but everybody's response was it was not big enough for cranking up the machinery. One [executive] told me, 'I'm your audience, but if you can't show me 800,000 circ, I can't walk into a meeting.' I will not forget it."

Rollins and Light, both veterans of *Vibe* and *Spin*, struck a back-office deal with World Publications to publish *Tracks* and secured financing from Cincinnati radio entrepreneur Frank Wood. *Tracks* launched in November 2003 and five issues are slated for this year. Initially,

**While Light and Rollins relied on creative ways to launch their music title, the NASCAR magazine had it easy, getting the blessing of a VC firm.**



### Rob Gregory Group Publisher, Maxim

**Q.** You joined the monthly from Rolling Stone earlier this month. From what you can tell, why are Maxim's ad pages through February down 13.7 percent to 116, according to the Mediaweek Monitor? **A.** Maxim's 2.5 million circ. And while our CPMs are terrific and extremely competitive, not every advertiser can afford a magazine this big. Also, we're off to a slow start this year for the same reason other magazines are. A lot of car advertisers are waiting in the wings, and there was a slow start overall in spirits, consumer electronics and gaming, which are core categories for us. **Q.** What's your strategy for growth? **A.** We're actually going to shift the focus from the meteoric growth of Maxim to its extraordinary demographics. Everyone knows we have the biggest audience in the men's category, but people don't realize we have the best demographics. I know from competing against Maxim. **Q.** Yes, and weren't you just bused in the New York Post for trashing Maxim just prior to your arrival? **A.** [Laughs] Well, I'm a competitive guy... **Q.** Maxim has spun off special movie-themed editions called Maxim Goes to the Movies. Is there anything else in the works? **A.** Right now, we're talking about some automotive and entertaining ideas for second-half '04 that are very cool and that I think there is a wide-open opportunity for. **Q.** So, what's been the biggest cultural change moving from Wenner Media to Dennis Publishing? **A.** How about I'll just say the corporate culture here is full of fun and possibilities and leave it at that.

# Mediaweek Magazine Monitor

**MONTHLIES MARCH 2004**

	RATE BASE (1ST HALF '03)	CIRC. (1ST HALF '03)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>BUSINESS/TECHNOLOGY</b>								
Business 2.0 <sup>11</sup>	550,000	553,306	60.82	52.90	14.97%	111.24	99.50	11.80%
Entrepreneur	550,000	560,990	96.67	89.18	8.40%	336.33	338.37	-0.60%
Fast Company	725,000	738,573	51.98	66.10	-21.36%	127.99	169.10	-24.31%
Fortune Small Business <sup>10</sup>	1,000,000	1,000,100 <sup>B</sup>	38.11	42.23	-9.76%	69.38	76.45	-9.25%
Inc	665,000	686,600	58.42	64.35	-9.22%	161.89	170.32	-4.95%
Technology Review <sup>10</sup>	315,000	318,848	28.82	23.66	21.81%	81.96	73.99	10.77%
Wired	525,000	539,963	69.94	62.70	11.55%	189.51	173.37	9.31%
<b>Category Total</b>			<b>404.76</b>	<b>401.12</b>	<b>0.91%</b>	<b>1,078.30</b>	<b>1,101.10</b>	<b>-2.07%</b>
<b>ENTERTAINMENT</b>								
Blender <sup>10</sup>	410,000	450,871	63.65	78.32	-18.73%	109.10	115.78	-5.77%
Movieline's Hollywood Life <sup>9/M</sup>	250,000 <sup>X</sup>	251,986	<b>NO ISSUE</b>			24.16	17.50	38.06%
Premiere <sup>10/Q</sup>	500,000 <sup>Q</sup>	534,198	48.26	31.20	54.68%	88.89	85.60	3.84%
The Source	500,000	501,743	102.99	111.50	-7.63%	208.25	265.33	-21.51%
Spin	525,000	527,384	45.63	56.25	-18.88%	131.98	143.49	-8.02%
Vibe <sup>10</sup>	825,000	831,188	124.06	118.90	4.34%	241.80	250.93	-3.64%
<b>Category Total</b>			<b>384.59</b>	<b>395.17</b>	<b>-2.92%</b>	<b>804.18</b>	<b>878.63</b>	<b>-8.47%</b>
<b>ENTHUSIAST</b>								
Automobile	625,000	637,437	77.37	86.82	-10.88%	184.04	189.78	-3.02%
Backpacker <sup>9</sup>	295,000	306,503	76.33	68.66	11.17%	108.11	101.14	6.89%
Bicycling <sup>11</sup>	400,000 <sup>Q</sup>	378,977	32.01	43.83	-26.97%	58.61	66.45	-11.80%
Boating	None	200,783	120.32	125.40	-4.05%	350.32	346.90	0.99%
Car and Driver	1,350,000	1,377,395	99.00	85.50	15.79%	274.11	235.10	16.59%
Cruising World	155,000	156,542	86.12	83.23	3.47%	276.33	278.02	-0.61%
Cycle World	325,000	325,444	82.67	77.00	7.36%	188.67	197.30	-4.37%
Flying	None	301,421	66.00	64.80	1.85%	161.53	161.50	0.02%
Golf Digest	1,550,000	1,566,586	137.82	175.92	-21.66%	335.97	378.03	-11.13%
Golf Magazine	1,400,000	1,415,009	110.68	125.96	-12.13%	297.70	330.11	-9.82%
Motor Boating	130,000	156,741	101.99	104.20	-2.12%	302.75	325.80	-7.07%
Motor Trend	1,250,000	1,276,811	96.66	93.17	3.75%	245.85	236.81	3.82%
Popular Mechanics	1,200,000	1,222,351	92.90	71.33	30.24%	200.23	165.36	21.09%
Popular Photography & Imaging	450,000	456,423	125.50	127.20	-1.34%	382.83	390.80	-2.04%
Popular Science	1,450,000	1,473,270	65.30	55.20	18.30%	176.80	163.30	8.27%
Power & Motoryacht	150,000	156,859 <sup>9</sup>	199.11	206.74	-3.69%	638.65	669.35	-4.59%
Road & Track	750,000	751,584	92.84	98.20	-5.46%	284.42	264.90	7.37%
Sailing World <sup>10</sup>	50,000	54,773	59.31	44.25	34.03%	98.72	81.89	20.55%
Stereo Review's Sound & Vision <sup>10</sup>	400,000 <sup>Q</sup>	411,595	<b>NO ISSUE</b>			127.48	126.30	0.93%
Tennis Magazine <sup>10</sup>	700,000	715,693	27.45	42.58	-35.53%	48.24	71.66	-32.68%
Yachting	130,000	142,468	228.91	232.50	-1.54%	634.91	541.90	17.16%
<b>Category Total</b>			<b>1,978.29</b>	<b>2,012.50</b>	<b>-1.70%</b>	<b>5,376.26</b>	<b>5,322.40</b>	<b>1.01%</b>
<b>FASHION/BEAUTY</b>								
Allure	950,000	999,734	117.46	103.31	13.70%	220.02	227.30	-3.20%
Cosmopolitan	2,800,000	2,860,024	148.39	139.39	6.46%	378.40	347.79	8.80%
Elle	1,000,000	1,014,418	230.76	224.90	2.61%	354.23	360.30	-1.68%
Essence	1,050,000	1,068,214	109.05	105.26	3.60%	285.26	269.33	5.91%
Glamour	2,200,000	2,244,012	117.60	151.14	-22.19%	265.72	284.58	-6.63%
Harper's Bazaar	700,000	725,491	229.43	223.14	2.82%	350.14	328.41	6.62%
In Style <sup>Y</sup>	1,600,000	1,698,080	306.50	288.80	6.13%	727.95	686.79	5.99%
Jane <sup>10</sup>	700,000 <sup>Q</sup>	668,276	87.46	102.95	-15.05%	135.14	163.45	-17.32%
Latina <sup>11</sup>	250,000	263,165	67.00	62.75	6.77%	123.51	144.46	-14.50%
Lucky	800,000	834,802	153.93	165.90	-7.22%	242.15	251.48	-3.71%
Marie Claire	875,000 <sup>Q</sup>	885,993	125.97	155.88	-19.19%	248.69	284.79	-12.68%
Vogue	1,100,000	1,174,677	454.00	447.07	1.55%	642.64	715.27	-10.15%
W	450,000	467,758	330.39	296.21	11.54%	465.79	438.15	6.31%
<b>Category Total</b>			<b>2,477.94</b>	<b>2,466.70</b>	<b>0.46%</b>	<b>4,439.64</b>	<b>4,502.10</b>	<b>-1.39%</b>
<b>FOOD/EPICUREAN</b>								
Bon Appetit	1,250,000	1,302,311	83.70	70.84	18.15%	223.14	224.12	-0.44%
Cooking Light <sup>11</sup>	1,600,000	1,617,193	138.05	134.39	2.72%	261.21	269.27	-2.99%
Food & Wine	900,000	964,206	128.02	110.08	16.30%	275.23	224.86	22.40%
Gourmet	950,000	985,165	87.90	99.71	-11.84%	222.61	219.83	1.26%
<b>Category Total</b>			<b>437.67</b>	<b>415.02</b>	<b>5.46%</b>	<b>982.19</b>	<b>938.08</b>	<b>4.70%</b>
<b>GENERAL INTEREST</b>								
Guideposts	2,600,000	2,638,814	40.96	43.87	-6.63%	90.08	72.54	24.18%
Harper's Magazine	205,000	231,670	19.49	18.75	3.99%	64.65	54.91	17.74%
National Geographic	6,600,000	6,685,684	48.70	34.13	42.69%	110.85	81.23	36.46%
People en Español <sup>11</sup>	400,000	407,679	53.22	48.50	9.73%	100.07	100.67	-0.60%
Reader's Digest	11,000,000	11,090,349	73.11	67.62	8.12%	240.77	200.21	20.26%
Smithsonian	2,000,000	2,030,020	50.10	60.20	-16.78%	122.90	128.50	-4.36%
The Atlantic Monthly <sup>11</sup>	450,000	520,174	63.86	57.22	11.60%	140.05	141.22	-0.83%
Vanity Fair	1,000,000	1,124,471	295.47	229.17	28.93%	424.16	375.86	12.85%
<b>Category Total</b>			<b>644.91</b>	<b>559.46</b>	<b>15.28%</b>	<b>1,293.53</b>	<b>1,155.14</b>	<b>11.98%</b>
<b>HEALTH/FITNESS (MEN)</b>								
Flex	None	152,845	173.70	149.98	15.82%	432.54	482.46	-10.35%
Muscle & Fitness	None	420,509	128.31	135.33	-5.19%	334.12	383.71	-12.92%
Runner's World	520,000	533,082	45.66	42.71	6.91%	116.96	98.43	18.83%
<b>Category Total</b>			<b>347.67</b>	<b>328.02</b>	<b>5.99%</b>	<b>883.62</b>	<b>964.60</b>	<b>-8.40%</b>
<b>HEALTH/FITNESS (WOMEN)</b>								
Fitness	1,300,000	1,384,067	67.08	94.56	-29.06%	191.98	215.15	-10.77%
Health <sup>10</sup>	1,350,000	1,389,350	98.35	95.72	2.75%	199.34	194.27	2.61%
Prevention	3,200,000	3,277,746	105.74	107.69	-1.81%	279.33	250.43	11.54%
Self	1,250,000	1,347,650	75.85	94.76	-19.96%	192.59	226.33	-14.91%
Shape	1,600,000	1,635,266	90.25	96.82	-6.79%	225.43	236.56	-4.70%
<b>Category Total</b>			<b>437.27</b>	<b>489.55</b>	<b>-10.68%</b>	<b>1,088.67</b>	<b>1,122.74</b>	<b>-3.03%</b>
<b>KIDS</b>								
Boys' Life	1,300,000	1,384,475	10.54	12.00	-12.17%	29.22	29.19	0.10%
Disney Adventures <sup>10</sup>	1,200,000	1,334,836 <sup>B</sup>	19.40	14.40	34.72%	37.13	30.30	22.54%

*Tracks* was pitched to the major publishers as a \$10 million enterprise, but the duo ended up with just half that amount. Meanwhile, companies such as G+J USA Publishing are willing to shell out \$50 million for celebrity magazine *Gala*, which would join an already crowded field that includes Time Inc.'s *People*, American Media Inc.'s *Star*, Wenner's *Us Weekly* and Bauer Publishing's *In Touch*.

"It's just an all or nothing mentality," says Maer Roshan, founder, editor and publisher of *Radar*, whose high-profile culture magazine may get an infusion of cash from a group of investors that includes New York Daily News owner Mort Zuckerman. *Radar* stalled last year after two issues. "You either have no money and do something that has spirit or have a lot of money and have something that is completely produced by focus groups and has no soul," Roshan says.

There are a few exceptions. For instance, Time Inc.'s Time+ Media carries a number of niche sports titles, including the 167,000-circ *SaltWater Sportsman*. Time Inc. also once had a hothouse for startups called Time Inc. Ventures, which developed bold projects such as the never-published teen title *Mouth to Mouth*. *Martha Stewart Living* and *Vibe* were also developed there before it disbanded in 1995.

"If we think they make sense, we launch them, and if we don't, we won't," says John Huey, Time Inc. editorial director. "We're not adverse to inexpensive launches."

In the meantime, independent publishers press on. Don Welsh has published two successful magazines in recent years: He sold *Arthur Frommer's Budget Travel* to *Newsweek* in 1999, and publishers such as Meredith Corp. are said to be kicking the tires on his latest effort, *Budget Living*.

Other publishers are the venture capitalist firms themselves. Clarium Capital Management, a \$125 million global hedge fund based in San Francisco, has spun off a publishing arm, American Content Inc., which, on Feb. 24, will launch *American Thunder*, a 100,000-circ lifestyle monthly geared to NASCAR fans.

Val Landi, *AT*'s president/publisher and a veteran of tech publisher IDG, is doubtful any of the big New York publishers would embrace



**Roshan: Trying to keep Radar alive**



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	RATE BASE (1ST HALF '03)	CIRC. (1ST HALF '03)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
Nickelodeon Magazine <sup>10</sup>	1,050,000	1,069,369 <sup>B</sup>	22.65	35.42	-36.05%	34.64	58.44	-40.73%
Sports Illustrated for Kids	1,000,000	1,021,725 <sup>B</sup>	11.18	23.22	-51.85%	48.24	55.44	-12.99%
<b>Category Total</b>			<b>63.77</b>	<b>85.04</b>	<b>-25.01%</b>	<b>149.23</b>	<b>173.37</b>	<b>-13.92%</b>
<b>MEN'S LIFESTYLE</b>								
Details <sup>10</sup>	400,000	418,005	162.47	152.20	6.75%	220.88	209.21	5.58%
Esquire	700,000	724,617	122.18	130.69	-6.51%	213.50	204.68	4.31%
FHM*	1,100,000	1,103,434	66.83	85.30	-21.65%	168.50	133.63	26.09%
Gentlemen's Quarterly	750,000	764,512	166.00	214.84	-22.73%	250.96	322.52	-22.19%
Maxim	2,500,000	2,515,356	90.75	97.25	-6.68%	206.52	231.37	-10.74%
Men's Fitness	600,000	630,582	73.69	61.82	19.20%	177.27	179.79	-1.40%
Men's Health <sup>10</sup>	1,625,000	1,697,026	104.25	114.89	-9.26%	178.64	175.04	2.06%
Men's Journal	650,000	653,230	72.17	80.65	-10.51%	169.90	186.20	-8.75%
Penthouse	None	477,357	30.47	32.70	-6.82%	60.57	97.08	-37.61%
Playboy	3,150,000	3,154,942	46.68	39.24	18.96%	173.44	116.09	49.40%
Stuff	1,200,000	1,212,695	61.49	62.15	-1.06%	158.00	165.30	-4.42%
<b>Category Total</b>			<b>996.98</b>	<b>1,071.73</b>	<b>-6.97%</b>	<b>1,978.18</b>	<b>2,020.91</b>	<b>-2.11%</b>
<b>OUTDOORS</b>								
Field & Stream <sup>11</sup>	1,500,000	1,531,046	59.51	59.15	0.61%	102.93	102.98	-0.05%
National Geographic Adventure <sup>10</sup>	400,000	403,626	34.03	47.61	-28.52%	70.84	77.89	-9.05%
Outdoor Life <sup>9</sup>	900,000	949,313	<b>NO ISSUE</b>			47.58	56.81	-16.25%
Outside	650,000	662,985	56.12	59.00	-4.88%	139.54	144.78	-3.62%
<b>Category Total</b>			<b>149.66</b>	<b>165.76</b>	<b>-9.71%</b>	<b>360.89</b>	<b>382.46</b>	<b>-5.64%</b>
<b>PARENTING/FAMILY</b>								
American Baby	2,000,000	2,002,402 <sup>B</sup>	51.03	55.42	-7.92%	162.48	150.99	7.61%
BabyTalk <sup>10</sup>	2,000,000	2,001,280 <sup>B</sup>	36.52	51.34	-28.87%	84.44	99.96	-15.53%
Child <sup>10</sup>	1,020,000	1,035,505	96.81	89.70	7.92%	174.20	158.42	9.96%
FamilyFun <sup>10</sup>	1,750,000	1,769,003	48.34	50.99	-5.20%	106.92	94.83	12.75%
Parenting <sup>10</sup>	2,150,000	2,207,543	110.51	115.80	-4.57%	216.40	222.26	-2.64%
Parents	2,200,000	2,232,793	124.64	129.19	-3.52%	302.86	319.69	-5.26%
<b>Category Total</b>			<b>467.85</b>	<b>492.44</b>	<b>-4.99%</b>	<b>1,047.30</b>	<b>1,046.15</b>	<b>0.11%</b>
<b>PERSONAL FINANCE</b>								
Kiplinger's Personal Finance	1,000,000	1,023,618	46.51	47.79	-2.68%	124.77	134.08	-6.94%
Money	1,900,000	1,963,040	84.15	69.18	21.64%	218.17	192.85	13.13%
SmartMoney	800,000	811,263	70.16	73.42	-4.44%	189.72	174.28	8.86%
<b>Category Total</b>			<b>200.82</b>	<b>190.39</b>	<b>5.48%</b>	<b>532.66</b>	<b>501.21</b>	<b>6.27%</b>
<b>SCIENCE</b>								
Discover	850,000	918,494	23.66	20.99	12.72%	67.62	64.13	5.44%
Natural History <sup>10</sup>	250,000	243,577	33.67	47.50	-29.12%	53.50	74.17	-27.87%
Scientific American	660,000	670,135	30.49	32.50	-6.18%	112.82	70.33	60.42%
Spectrum, IEEE	None	328,494	33.57	39.90	-15.86%	106.92	125.52	-14.82%
<b>Category Total</b>			<b>121.39</b>	<b>140.89</b>	<b>-13.84%</b>	<b>340.86</b>	<b>334.15</b>	<b>2.01%</b>
<b>SHELTER</b>								
Architectural Digest	800,000	813,156	104.90	128.04	-18.07%	338.10	361.23	-6.40%
Country Home <sup>10</sup>	1,200,000	1,213,852	105.10	81.39	29.13%	177.36	148.33	19.57%
Country Living	1,700,000	1,712,779	101.02	78.00	29.51%	236.44	198.95	18.84%
The Family Handyman <sup>10</sup>	1,100,000	1,166,040	59.29	59.13	0.27%	117.46	111.67	5.18%
Home <sup>10</sup>	1,000,000	1,009,921	81.87	69.80	17.29%	145.35	134.60	7.99%
House Beautiful	850,000	853,727	82.46	86.45	-4.62%	186.21	186.32	-0.06%
House & Garden	800,000 <sup>Q</sup>	910,277	67.86	66.70	1.74%	129.27	175.28	-26.25%
Southern Living <sup>13</sup>	2,550,000	2,600,732	124.90	125.63	-0.58%	288.39	313.22	-7.93%
Sunset	1,400,000	1,429,565	80.20	101.86	-21.26%	191.87	227.24	-15.57%
This Old House <sup>10/Y</sup>	950,000	964,064	85.00	74.84	13.58%	158.56	142.28	11.44%
<b>Category Total</b>			<b>892.60</b>	<b>871.84</b>	<b>2.38%</b>	<b>1,969.01</b>	<b>1,999.12</b>	<b>-1.51%</b>
<b>TEEN</b>								
CosmoGirl! <sup>10</sup>	1,250,000	1,279,436	71.95	69.22	3.94%	116.22	110.20	5.46%
Seventeen	2,350,000	2,409,289	92.20	124.27	-25.81%	214.47	252.25	-14.98%
Teen People <sup>10</sup>	1,600,000	1,587,331	70.20	81.08	-13.42%	127.36	143.86	-11.47%
Teen Vogue <sup>F/N</sup>	500,000	N.A.C	91.03	<b>NO ISSUE</b>	N.A.	133.49	80.49	65.85%
YM <sup>Y</sup>	2,200,000	2,234,770	51.45	98.22	-47.62%	108.05	183.50	-41.12%
<b>Category Total</b>			<b>376.83</b>	<b>372.79</b>	<b>1.08%</b>	<b>699.59</b>	<b>770.30</b>	<b>-9.18%</b>
<b>TRAVEL</b>								
A, F.'s Budget Travel <sup>10</sup>	500,000	539,568	69.18	93.80	-26.25%	114.81	151.70	-24.32%
Condé Nast Traveler	750,000	766,977	75.38	110.78	-31.96%	297.57	314.12	-5.27%
Travel + Leisure	950,000	971,464	138.93	162.74	-14.63%	328.78	355.82	-7.60%
<b>Category Total</b>			<b>283.49</b>	<b>367.32</b>	<b>-22.82%</b>	<b>741.16</b>	<b>821.64</b>	<b>-9.80%</b>
<b>WEALTH</b>								
Robb Report	None	107,372	88.50	72.50	22.07%	240.33	228.07	5.38%
Town & Country	450,000	458,316	122.72	120.69	1.68%	330.19	306.10	7.87%
<b>Category Total</b>			<b>211.22</b>	<b>193.19</b>	<b>9.33%</b>	<b>570.52</b>	<b>534.17</b>	<b>6.80%</b>
<b>WOMEN'S LIFESTYLE</b>								
Lifetime <sup>10</sup>	500,000	N.A.C	35.95	N.A.	N.A.	73.66	0.00	N.A.
Martha Stewart Living	2,300,000	2,367,426	64.79	107.22	-39.57%	174.51	264.20	-33.95%
More <sup>10</sup>	850,000	852,884	85.17	58.49	45.61%	155.45	118.51	31.17%
O, The Oprah Magazine	2,100,000	2,532,621	133.18	122.28	8.91%	292.21	259.50	12.61%
Real Simple <sup>10</sup>	1,200,000	1,375,355	114.70	98.60	16.33%	191.50	168.80	13.45%
<b>Category Total</b>			<b>433.79</b>	<b>386.59</b>	<b>12.21%</b>	<b>887.33</b>	<b>811.01</b>	<b>9.41%</b>
<b>WOMEN'S SERVICE</b>								
Better Homes and Gardens	7,600,000	7,611,005	195.93	165.35	18.49%	436.79	412.32	5.93%
Family Circle <sup>15</sup>	4,600,000	4,578,589	109.31	120.55	-9.32%	300.62	311.31	-3.43%
Good Housekeeping	4,600,000	4,603,989	130.20	142.66	-8.73%	393.73	360.12	9.33%
Ladies' Home Journal	4,100,000	4,100,068	136.77	149.23	-8.35%	321.90	339.83	-5.28%
Redbook	2,350,000	2,371,371	78.38	131.85	-40.55%	253.31	300.62	-15.74%
Woman's Day <sup>17</sup>	4,050,000	4,065,406	137.50	143.20	-3.98%	343.13	357.90	-4.13%
<b>Category Total</b>			<b>788.09</b>	<b>852.84</b>	<b>-7.59%</b>	<b>2,049.48</b>	<b>2,082.10</b>	<b>-1.57%</b>
<b>MEDIAWEEK MONITOR TOTALS</b>			<b>12,099.59</b>	<b>12,259.36</b>	<b>-1.30%</b>	<b>27,272.60</b>	<b>27,461.38</b>	<b>-0.69%</b>

Rate base and circulation figures according to the Audit Bureau of Circulations for the first half of 2003 except: B=audited by BPA International, C=non-audited title, Q=raised rate base during period and X=did not file audit by deadline; F=frequency changed from bimonthly to monthly in Feb. 2004; N=double issue in Feb./March 2003; M=March/April issue, 2004 data not in yet; Y=2003 YTD includes one special issue; 9=publishes 9 times; 10=publishes 10 times; 11=publishes 11 times; 13=publishes 13 times; 15=publishes 15 times; 17=published 17 times; += one more issue in 2004 than in 2003; @= one fewer issue in 2004

# magazines

such small potatoes—and the shaky economy doesn't help matters. "The bigger you are, the less likely you are to do a venture like this," he says. "Knowing those cultures, they wouldn't do it right now." Landi says the plan is to ramp up to 300,000 by next year and then aim for 500,000. Once at that level, a sale to major publishers could be in the cards. —LG

## Time For Cable

### Time4 Outdoors, OLN team up

Time4 Media, Time Inc.'s sports enthusiast publishing division, and the Outdoor Life Network, an adventure and action sports cable channel, have maintained a licensing arrangement since 1995 that allows for the network to use the *Outdoor Life* magazine name.

*Outdoor Life* boasts a circ of 900,000 and its sibling *Field & Stream* has a circ of 1.5 million. Outdoor Life Network, owned by Comcast Corp., is seen in more than 58 million homes.

But since last fall, the partnership has expanded to programming. In October, the network launched *This Happened to Me*, a half-hour series based on the *OL* column that recounts readers' close calls and survival skills. Last week, OLN and Time4 Outdoors announced that the show has been renewed for a 13-episode season this year, and two new shows—*Field & Stream's Sportsman's Notebook* and the *Outdoor Life*-inspired *Traditions*—will begin airing sometime in this year's third quarter. The two will also run for 13 episodes.

"We felt that these magazines were naturals for television, and we have a distribution network and a terrific partner," says Tom Ott, group publisher of Time4 Outdoors.

*Sportsman's Notebook* is based on the department in *Field & Stream* that features a mix of quick tips and do-it-yourself projects. The show will be produced by OLN, but *F&S* staff, including editor in chief Sid Evans, will make appearances.

Also coming soon is *Traditions*, which celebrates outdoor experiences, such as father-son fishing trips, that bring families together.

The three shows will have three sponsorship slots available for the magazines' advertisers. OLN will have four. Print advertisers that buy four incremental pages in *Field & Stream*



OLN lifts ideas from pages of Time4 titles.

(valued at \$400,000, according to Ott) and *Outdoor Life* (\$220,000) during the course of the year, or a new advertiser that buys four ads, will qualify for the print-TV deal. Media buyers are intrigued. "It's valuable to be able to touch the consumer in as many media points as possible," says Beth Fidoten, senior vp/managing director of print and convergence at Initiative. —LG

## Family Matters

### Crandell resigns from *More*

Susan Crandell climbed up Mount Kilimanjaro last fall and came down with a new take on life. After five years editing Meredith Corp.'s *More*, Crandell, 52, resigned from her editor in chief post last week to spend more time with her family, as well as to work on a variety of writing and consulting projects. Her last day will be April 2.



**Crandell starts new adventure in April.**

"The basic story is I've been editing reinvention stories for more than five years, and now I am one," says Crandell of her experience editing for fortysomething women.

*More's* paid circulation in last year's second half grew 12.2 percent to 896,415 versus the year prior, according to figures reported to the Audit Bureau of Circulations. Newsstand sales have struggled, dipping 5.8 percent. Beginning with the February 2004 issue, *More's* rate base is

## WEEKLIES FEBRUARY 16, 2004

	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	16-Feb	46.05	17-Feb	41.46	11.07%	241.87	252.01	-4.02%
The Economist	7-Feb	40.00	8-Feb	48.00	-16.67%	200.00	229.00	-12.66%
Newsweek <sup>E</sup>	16-Feb	29.06	15-Feb	51.49	-43.56%	228.27	230.09	-0.79%
The New Republic <sup>@</sup>	16-Feb	6.86	17-Feb	6.90	-0.58%	25.17	33.52	-24.91%
Time <sup>E</sup>	16-Feb	55.06	15-Feb	58.74	-6.26%	268.05	250.23	7.12%
U.S. News & World Report <sup>+/X</sup>	16-Feb	32.97	17-Feb	25.06	31.56%	160.62	150.04	7.05%
The Weekly Standard	16-Feb	7.00	17-Feb	6.65	5.26%	38.26	40.97	-6.61%
<b>Category Total</b>		<b>217.00</b>		<b>238.30</b>	<b>-8.94%</b>	<b>1,162.24</b>	<b>1,185.86</b>	<b>-1.99%</b>

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>SPORTS/ENTERTAINMENT/LEISURE</b>								
AutoWeek	16-Feb	26.75	17-Feb	42.58	-37.18%	123.61	150.73	-17.99%
Entertainment Weekly	13-Feb	29.38	7-Feb	37.41	-21.46%	167.98	155.19	8.24%
Golf World <sup>S</sup>	13-Feb	19.33	14-Feb	23.33	-17.15%	139.10	97.99	41.95%
New York	16-Feb	102.00	17-Feb	100.70	1.29%	305.70	281.50	8.60%
People	16-Feb	58.31	17-Feb	66.49	-12.30%	366.28	435.09	-15.82%
Sporting News	16-Feb	25.50	17-Feb	9.00	183.33%	88.84	84.83	4.73%
Sports Illustrated <sup>W</sup>	16-Feb	29.96	17-Feb	25.29	18.47%	345.62	207.97	66.19%
The New Yorker <sup>A</sup>	16-Feb	111.73	17-Feb	124.65	-10.37%	244.03	291.61	-16.32%
Time Out New York	11-Feb	62.88	5-Feb	58.94	6.68%	347.25	350.94	-1.05%
TV Guide	14-Feb	55.77	15-Feb	61.22	-8.90%	314.06	320.88	-2.13%
Us Weekly	16-Feb	41.00	17-Feb	23.00	78.26%	164.66	146.66	12.27%
<b>Category Total</b>		<b>562.61</b>		<b>572.61</b>	<b>-1.75%</b>	<b>2,607.13</b>	<b>2,523.39</b>	<b>3.32%</b>

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>SUNDAY MAGAZINES</b>								
American Profile	15-Feb	8.95	16-Feb	8.40	6.55%	68.35	59.95	14.01%
Parade	15-Feb	12.08	16-Feb	16.48	-26.70%	86.99	89.80	-3.13%
USA Weekend	15-Feb	11.87	16-Feb	13.61	-12.78%	76.78	79.08	-2.91%
<b>Category Total</b>		<b>32.90</b>		<b>38.49</b>	<b>-14.52%</b>	<b>232.12</b>	<b>228.83</b>	<b>1.44%</b>
<b>TOTALS</b>		<b>812.51</b>		<b>849.40</b>	<b>-4.34%</b>	<b>4,001.49</b>	<b>3,938.49</b>	<b>1.61%</b>

A=Anniversary special double issue; E=estimated page counts; S=PGA Show Review special issue; W=YTD 2004 includes Swimsuit issue, 108.72 pages; X=Executive Edition special; +=one more issue in 2004 than in 2003; @=one fewer issue in 2004 than in 2003

CHARTS COMPILED BY AIMEE DEEKEN

950,000, up from 850,000.

*More's* advertising pages for the 10-times-yearly title rose in 2003 by 33.2 percent to 749, reports the *Mediaweek* Monitor. Through March, ad pages grew 31.2 percent to 155.

"If you look at most of the competing magazines geared to the older-woman demographic, edit is deluged with family, home and juggling kids," says Carol Pais, print buying director at Fallon Minneapolis. "Whereas *More*

has done a great job in speaking to the woman—what she wears, beauty, her relationships—and no one else really does that."

Though a successor for Crandell has not been named, there are a number of editors in chief that could fit the bill. Potential candidates could include Betsy Carter, a senior writer at *AARP*, who also edited the defunct *New Woman*, and Carrie Tuhy, the ex-managing editor of Time Inc.'s *Real Simple*. —LG

- Arena football mascot
- Broadway choreographer
- Andre 3000, one-half of Outkast



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BY MARC BERMAN



## Age Is Just A Number

**I FEEL OLD. IN JUST SEVEN SHORT YEARS (SIX AND A HALF, ACTUALLY), THE AVERAGE TV executive, advertiser and media buyer will consider me obsolete. Instead of who they think I am now—a young, financially prosperous viewer who loves *Raymond*, thrives on reality and is addicted to quality**

scripted programming—I will, in their eyes, be rocking in a chair with limited funds, watching *60 Minutes* or repeats of super-sleuths Angela Lansbury and Dick Van Dyke solving crimes.

Boy, do they have it wrong.

I have never understood this fascination with the adults 18-49 demographic. Although I'm thankful that CBS research guru David Poltrack thinks the plum target demo for advertisers is 25-54 (those four extra years give me hope), I still don't get it. I've got a wife and three young children at home, and I'm squirreling money away for braces, bar mitzvahs, college, weddings and all the financial outlays that go with children.

Advertisers who ignore viewers aged 50-plus, or 54-plus, are missing households in which many of these so-called empty-nest "geezers" suddenly discover they have some discretionary dollars. With the children grown, the same people who had been wearing shoes from Payless (no offense, Star Jones) now may be shopping for Gucci.

Stereotypes aside, viewers over 50 are an important and growing part of the population who advertisers should be more concerned about reaching. Who was it who said that older, seasoned individuals should be ignored by media buyers?

Instead of targeting adults 18-49, many of whom are temporarily limited in the pocket, television should be a business in which every viewer counts. Young, old, straight, gay, white,

black, red or yellow—each and every fan of the medium should be considered an asset. While I understand the goal of a network like the WB—which has made a name for itself by programming to teens and young adults—or niche-driven cable networks, I don't agree with the current, and narrow, demographic perspective. I refuse to believe that when I hit the big 5-0, I will no longer be of value.

I grew up in humble surroundings in Queens, N.Y., just around the corner from that famous "fashion girl from Flushing," Fran Drescher. Women had big hair, half the people in the neighborhood sounded like *The Nanny*, migraines ran rampant, and more often than not, money was scarce. My parents might have been younger and more appealing to advertisers at the time, but they had limited spending dollars. Senior life, on the other hand, has agreed with them financially. This same couple who once considered a meal at IHOP a luxury has traveled all over the world, buys a new car every few years, has moved into a bigger home and lives in style. And, no, they don't watch *Murder, She Wrote* or *Diagnosis Murder*. While they aren't rich, their lifestyle today

should not be ignored because of when they were born. And one show they love, MTV's *Newlyweds: Nick and Jessica*, is definitely not something the networks or syndicators think they'd ever watch.

Broadcasters, advertisers and media buyers need to broaden their focus. They need to wash the gray into their mind-set and start to realize that age could actually be beneficial when it comes to spending money.

Fortunately, I am not starving. But given that some of the networks—ABC, CBS and NBC, in particular—consider me an A-list viewer because I'm still in that coveted demo group, it's a good thing they haven't seen my bank account. Right now, Mom and Dad in Florida—wrinkles, arthritis and all—are a better bet for an advertiser. Their spending power is greater, they do a lot of shopping for their grandchildren, they even have a dollar or two to burn. While they spend more on luxuries, I am saving for my children's college education. Even so, most of the advertisers have been foolishly educated to believe that hitting the half-century mark is a death sentence for purchasing power.

**Most advertisers have been foolishly educated to believe that hitting the half-century mark is a death sentence for purchasing power.**

The next time the broadcasters cringe at an advanced-age demographic, they should not forget that many of these old-timers have the financial freedom they did not have when they were in their 20s, 30s or 40s. No matter how old I become—and I plan on living long enough to see Shelley Long make a small-screen comeback (translation: another 40 years, at least)—I will

always consider myself a valuable part of the TV landscape. And despite what anyone thinks, I will never get hooked on *Murder, She Wrote* or *Diagnosis Murder*. Angela and Dick just don't do it for me.

Oh, and one last note: Yes, Fran Drescher's voice really sounds like that! ■

MEDIAWEEK (ISSN 1055-176X, USPS 885-580) is published 45 times a year. Regular issues are published weekly except 7/5, 7/19, 8/2, 8/16, 8/30, 12/20, 12/27 by VNU Business Publications USA, 770 Broadway, New York, NY 10003. Subscriptions: \$149 one year, \$249 two years. Canadian subscriptions: \$199 per year. Other foreign subscriptions \$319 (using air mail). Registered as a newspaper at the British Post Office. Canadian Publication Mail Agreement No. 40031729. Return Undeliverable Canadian Addresses to: Deutsche Post Global Mail 4960-2, Walker Road, Windsor, ON N9A 6J3. Periodicals postage paid at New York, NY, and additional mailing offices. Customer Service Email: mediaweek@espcorp.com. Subscriber Service (800) 562-2706. MEDIAWEEK, 770 Broadway, New York, NY, 10003. Editorial: New York, (646) 654-5250; Los Angeles, (323) 525-2270; Chicago, (312) 583-5500. Sales: (646) 654-5125. Classified: (800) 7-ADWEEK. POSTMASTER: Address changes to MEDIAWEEK, P.O. Box 16809, North Hollywood, CA 91615-9467. If you do not wish to receive promotional material from mailers other than ADWEEK Magazines, please call (818) 487-4582. Copyright 2004, VNU Business Media Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of the publisher. Reprints (651) 582-3800.



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