

# MEDIAWEEK

GO TO THE NEW, BOLDER  
MEDIaweek.com

|||||  
#BXNDWJ \*\*\*\*\* ALL FOR ADC 07099  
#MW0098340# JUN05 E 0032  
LAURA CYR  
WALDENBOOKS  
42 MOUNT PLEASANT AVE  
WHARTON NJ 07885-2120 S0178

## Introducing...

**comcast**  
Network Sales



THE GOLF CHANNEL<sup>®</sup>  
Golf's Home.™



ADVERTISEMENT

## Feed Your Passion.

**Other Advertising**  
The Magazine for Nontraditional Marketing

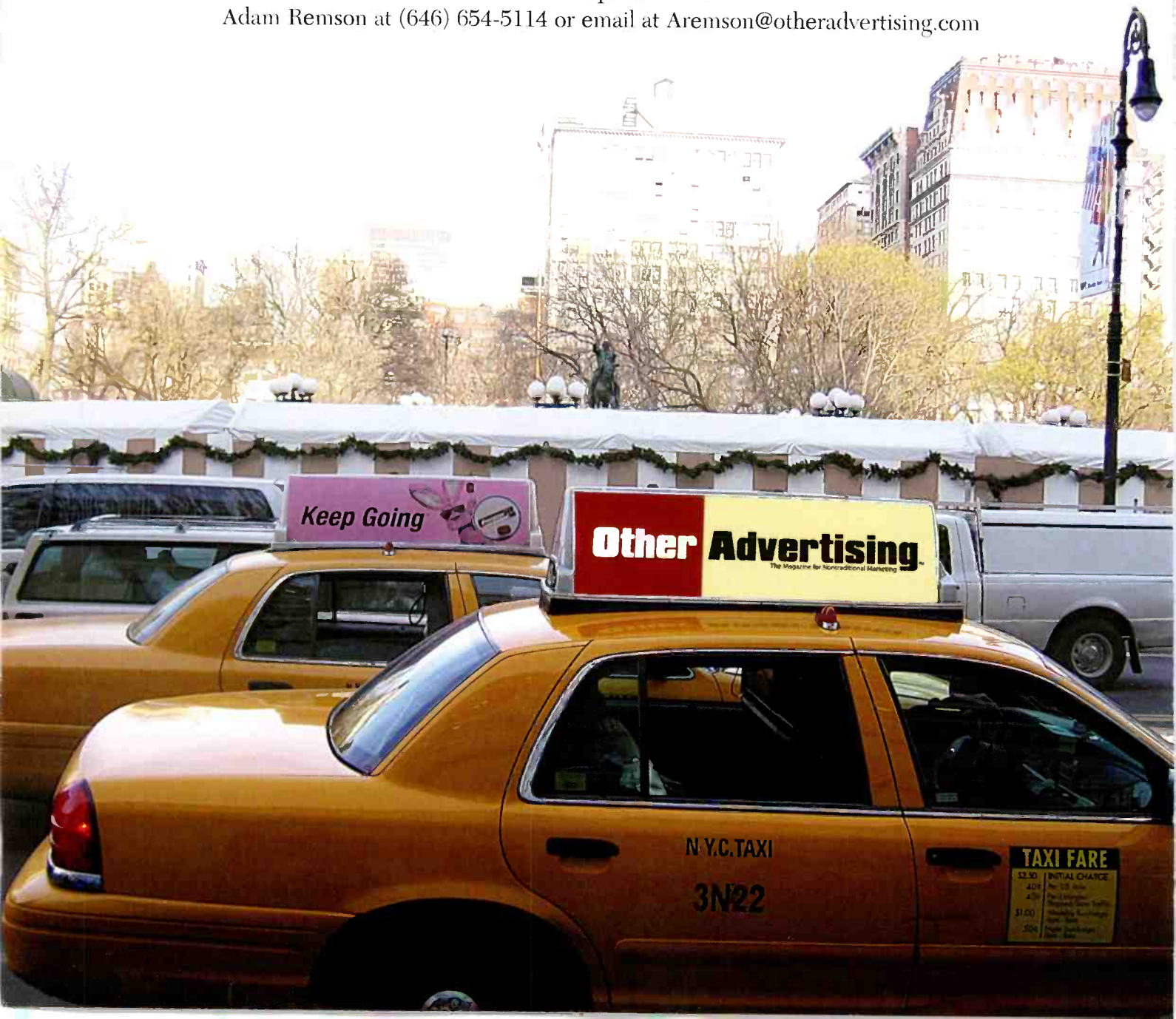
## WE'RE ON TOP OF IT.

*Other Advertising* explores outside the mainstream and into the exploding and seemingly limitless realm of nontraditional advertising. Out-of-home, captive audience, place-based, transit, branded entertainment, in-store, mobile technology, guerilla—they're all part of the \$40 billion business that represented more than 15% of all ad spending in 2003. Distributed monthly via Adweek's hand-delivery list, the April issue of *Other Advertising* arrives with your March 21st issue of *Adweek*, *Brandweek* and *Mediaweek*.

### Launching April '05

For all inquiries call:

Adam Remson at (646) 654-5114 or email at [Aremson@otheradvertising.com](mailto:Aremson@otheradvertising.com)



# MEDIAWEEK

Go to the New  
mediaweek.com

FEBRUARY 14, 2005 \$3.95 VOL.15 NO. 7

THE NEWS MAGAZINE OF THE MEDIA

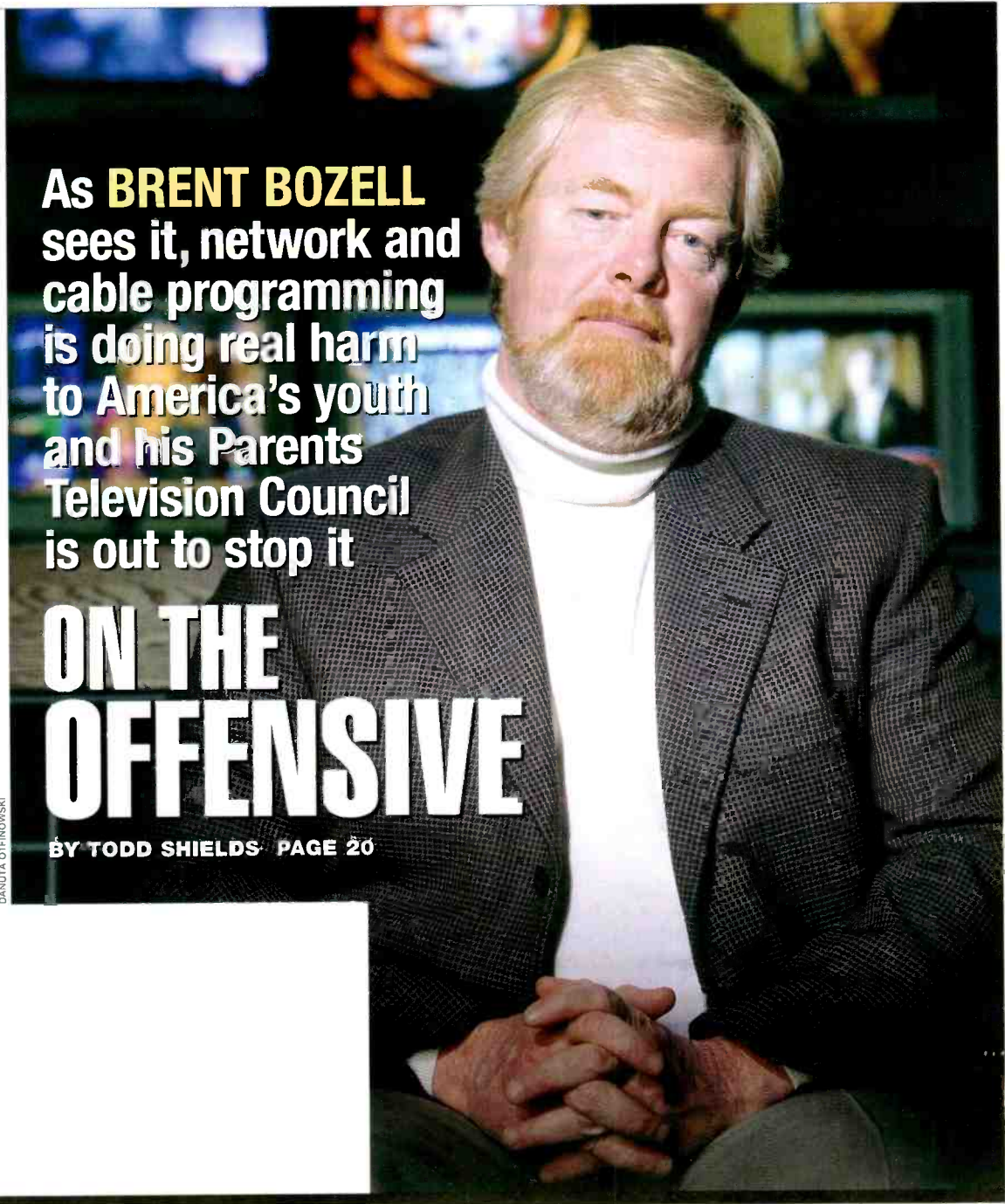
## INITIATIVE, CARAT GET CREATIVE

Launch branded-entertainment units as clients seek more marketing options **PAGE 6**

**WASHINGTON**  
**WRITE THE OBIT:  
MUST-CARRY DOA**  
Broadcasters swear they'll  
fight for digital rights **PAGE 7**

**INTERACTIVE MEDIA**  
**OPA: ONLINE VIDEO  
DRAWS AUDIENCE**  
New study says viewing of  
medium is expanding **PAGE 8**

**TV STATIONS**  
**MEREDITH EXPANDS  
ITS GROWTH PLAN**  
Karpowicz eager to grow  
15th largest group **PAGE 9**



As **BRENT BOZELL**  
sees it, network and  
cable programming  
is doing real harm  
to America's youth  
and his Parents  
Television Council  
is out to stop it

## ON THE OFFENSIVE

BY TODD SHIELDS **PAGE 20**

DANUTA OTFINOWSKI



# AMERICA'S CHOICE

**Fair & Balanced Coverage Tops Cable For Week**

RANK	PROGRAM	NET	P2+ (000)
1.	ST UNION/ANALYSIS-02/02/2005	FOXNC	6,349
2.	STATE OF THE UNION 2005-02/02/2005	FOXNC	5,965
3.	MONK-02/04/2005	USA	4,998
4.	WWE ENTERTAINMENT-01/31/2005	SPIKE	4,954
5.	WWE ENTERTAINMENT-01/31/2005	SPIKE	4,833

**"...CNN lost half the audience it scored during last year's address."**  
*- Broadcasting & Cable*

**"Fox News Channel was the runaway cable news network of choice among most viewers..."**  
*- Multichannel News*

**"...Fox News reported an audience of roughly 5 million...crushing CNN..."**  
*- Variety*



**We report. You decide.™**

Source: Nielsen Media Research, Week of 1/31/05. Top Cable Telecasts. P2+ AA(000). Subject to qualifications to be made available upon request.

# At Deadline

## DISCOVERY'S ABRAHAM NAMED GM OF TLC

Discovery Networks U.S. last Friday named David Abraham, most recently Discovery Networks U.K. general manager, as executive vp/gm of TLC. Abraham replaces Roger Marmet, who resigned two weeks ago. Abraham will relocate to the Silver Spring, Md., headquarters to oversee programming, production, development and operations for the network. TLC lost 25 percent of its audience of adults 18-49 in 2004 to deliver a total of 535,000 viewers, largely due to the eroding popularity of signature series *Trading Spaces* and the network's inability to come up with another hit show.

## RUTMAN JUMPS TO MPG AS CEO

Charlie Rutman is leaving his post as president of Carat USA to join media agency MPG as CEO for its North America operations. He will fill the position held by Jim Rose, who left MPG late last year. Rutman, who joined Carat USA in 1998 as managing director—he was promoted to president in 2001—is being brought in by MPG to try to solidify an agency that has been rocked by major media account losses, most recently the \$500 million Volkswagen account, which took its business to MediaCom.

## FAIRCHILD PULLS PROM SPECIAL

Two publishers last week—Fairchild Publications and Hearst Magazines—took different approaches to the appearance of a child-porn Web site address that accidentally turned up in a dress ad that is running in both publishers' newsstand prom fashion/beauty specials. Fairchild announced it will pull some 200,000 copies of *YM Your Prom* off newsstands after Studio 17, a dress advertiser, mistakenly printed a child-porn URL in two of its six ad pages. Fairchild had put a total of 680,000 copies on newsstands in late December; an estimated 75 percent had already been sold. Meanwhile, Hearst has also had to grapple with the snafu. Some 600,000 copies of *Teen Prom* are also carrying the pages, but the publisher said it will not pull its copies off newsstands.

## FEDS SAY OK TO PRODUCT PLACEMENT

Advertisers say the Federal Trade Commission was right in deciding not to launch an investigation of product placement on TV. The nonprofit group Commercial Alert had called such ads misleading. The FTC said last week

it would not take special action, but would continue to review ads on a case-by-case basis. Dan Jaffe, executive vp of the Association of National Advertisers, said the FTC correctly reaffirmed existing rules.

## LIFETIME UNVEILS COMEDY, DRAMA SLATE

Lifetime announced a new development slate last Friday that included five scripted comedies and four dramas. The new shows include *The Look*, a drama that delves into the fashion world, and *The Marriage Bed*, a comedy that examines the sex lives of married couples. Also in the works: an untitled series by novelist Adriana Trigiani about urban moms who question whether they should have given up the their careers and single lives. The series were developed under Rick Haskins, exec vp and gm of Lifetime Entertainment Services.

**ADDENDA:** Ray Rodriguez, Univision Network president and president of the company's cable net Galavision and second broadcast network Telefutera, was upped to president, COO of parent company Univision Communications...

Susan Toepfer, former editor of the defunct *Rosie*, has joined Hearst Magazines' development department... Eric Pooley, managing editor for *Time* in Europe, last week was named *Fortune* managing editor, succeeding Rik Kirkland, who will step down April 1... Salon.com founder David Talbot has stepped down as editor in chief. He'll be succeeded by deputy Joan Walsh... The WB renewed hit drama *7th Heaven* for its 10th season this fall, making it the longest-running family drama in TV history... Cablevision chairman Charles Dolan on Feb. 10 said he would form a new company, Voom HD, to buy the remaining assets of the struggling high-definition satellite operation, which counts 26,000 subscribers... As part of Fairchild Publications' reorganization of its Bridal Group, *Modern Bride* editor

Antonina Van Der Meer added *Elegant Bride* to her purview. She replaces Peggy Kennedy, who left the company; also, Susan Rerat, most recently an exec at Condé Net, joins March 14 as vp, managing director of the Fairchild Bridal Group Internet... Bolt Media has partnered with New York Model Management to create a nationwide model search, the NY/LA Bolt Model Search, including an open call for models in 20 markets, as well as an online registration outlet at nextnewface.com... Navigauge, a radio ratings service that passively tracks in-car listening in Atlanta, plans to expand into Houston.

## INSIDE MEDIaweek



Vibe Vixen's Valdés gets in touch with hip-hop's feminine side Page 28

Market Profile 12

Opinion 18

Space & Time 19

Mr. TV 30

## Market Indicators

### NATIONAL TV: SLOW

Lots of prime-time scatter avails open for March as advertisers purchase closer to air date. With evening news filled, pharmaceuticals are buying more morning.

### NET CABLE: TEPID

More packaged goods cancellations hit this first quarter than in '04. But spending is steady, if closer to air date. Younger-skewing nets are having a better time of it because movies, wireless and video games continue to spend big.

### SPOT TV: WEAKER

Little change in market conditions. Autos, movies, financial and pharmaceuticals are steady, but local retail is weak. Overall demand is still sporadic. Buys coming in close to air date.

### RADIO: LACKLUSTER

After a healthy start to '05, national slowing down as March approaches. Plenty of inventory available at negotiable prices. March looks stronger than February, but market is still lukewarm.

### MAGAZINES: FAIR

Health/fitness books getting strong buys from spring sportwear apparel, packaged goods and food products (but less from low-carb). Autos spent more heavily across titles in first quarter than this time last year. And strong pace is carrying into April.

### Sweeps Week 1: Fox on Top, NBC Suffers Falloff

For the first week of February sweeps, Fox, aided by the Super Bowl and *American Idol*, was the runaway ratings leader, averaging a 14.5 in households, an 11.2 in adults 18-49 and 27.8 million viewers. CBS ranked second in households with a 7.3 and in viewers, averaging 11 million, while ABC was second among adults 18-49 with a 3.5, edging out NBC and CBS, both of which averaged a 3.4.

It is impossible to do significant comparisons to last year's February sweeps, for two reasons: 1. the 2004 Super Bowl on CBS aired before the start of sweeps, and 2. CBS last year aired the Grammy Awards during the first week but will run them in week two this year.

ABC, bolstered by strong showings of first-year shows *Desperate Housewives* and *Lost*, generated strong growth in its 18-49 ratings, up 13 percent to a 3.5, and total viewers, up 12 percent. ABC was the only network other than Fox to show gains in the first week of sweeps.

NBC was off 28 percent among adults 18-49 (to a 3.4) and down 20 percent among viewers (to 9.5 million) with most of its returning shows down. *The Apprentice* was down 10 percent in the 18-49 demo and down 3.6 million viewers over last year. —John Consoli

### CNBC Taps Mark Hoffman, Shuffles Management Team

CNBC last week shuffled its management team, naming Mark Hoffman president. Hoffman, president and general manager of NBCU-owned WVIT-TV in Hartford, Conn., and a former executive producer for CNBC, replaces former president/CEO Pamela Thomas-Graham, who is now chairman of the network.

Additionally, Judith Dobrzynski was promoted to executive editor, creating an opening for a new managing editor, a CNBC representative confirmed. Senior vp of business news David Friend is also looking for a second-in-command to serve as vp of news.

The appointments were made as CNBC grapples with sliding audience delivery and tries to find a prime-time niche. *Business* (continued on page 8)

# Initiative, Carat Add Creative Units

Underscores the importance of client-branded entertainment options

**MEDIA AGENCIES** By John Consoli

Last week's news that Carat Americas and Initiative had set up their own branded entertainment units—joining Omnicom Media Group, Magna Global USA, MindShare and Starcom, which already have such divisions up and running—underscored the growing importance for every media agency to be able to offer its clients the broadest opportunities to showcase their products.

Both Carat and Initiative, like most agencies, have already been offering their clients some branded entertainment opportunities, but these dedicated groups are expected to take the process to another level. Instead of just taking advantage of product-placement opportunities within shows, these units hope to come up with development and funding that they can take to the networks and studios on behalf of their clients.

Robert Reisenberg, who heads Omnicom's Full Circle Entertainment (he previously started up Magna's entertainment unit), said last week's announcements "are great validation that this area of business makes sense to advertisers. It's really rewarding that advertisers are beginning to see this as more of a necessity than something they might want to do."

The new unit at Carat, to be called Carat Entertainment, will be headed by veteran media agency and production executive Michael Yudin. It will be part of Carat's National Broadcast Group, and Yudin will report to Andy Donchin, executive vp, director of national broadcast.

The Initiative unit, Initiative Innovations, has been operating within the company's European operation for several years, and its concepts will now be brought to the U.S. The unit will be headed by Alan Cohen, former executive vp, marketing, advertising and promotion

at ABC, who also spent 14 years at NBC on the marketing side. Initiative Innovations will work closely with Tim Spengler, Initiative's executive vp and director of national broadcast, although the unit will be looking to enhance advertiser buys across all media.

Donchin said the new unit has been under evaluation for about a year. "Our question was not if we should enter this space, but how," he explained. "We determined that the most advantageous position for our current clients, and prospective clients, is to become a focal point for creative ideas. Carat Entertainment is structured so that we can work directly or indirectly with any creative developer, talent agency, programmer or distributor. If an idea is right for one of our clients, there are no external barriers to success."

Carat's Yudin most recently operated his own production company, but was previously



**"We want to figure out ways to get our clients involved in things over longer periods of time, and it just doesn't have to be within a show." COHEN**

senior vp of sponsored programming at Viacom Entertainment. He began his career on the agency side, handling accounts like Coca Cola and Miller Beer, and moved into production at Reeves Communications and at Alan Landsburg Productions.

Yudin said he plans to meet with all of Carat's U.S. clients to come up with potential projects that can be developed based on their target audiences. "We're not going to be a production company," he said. "We are not going to put our clients' dollars at risk by leveraging or partnering in shows." But Yudin said he would pitch programming ideas and use client dollars to help fund programming to get it on

the air. He said because Carat does both media planning and buying, "Our unit will be a line item in the media planning process [within the agency]," he said. Yudin hopes he can get Carat's clients to set aside money in their budgets for the next TV season, and that some programming deals with networks can be sealed for shows airing as early as this summer.

"In an increasingly fragmented media landscape, branded entertainment is a vital tool, offering advertisers protection from DVRs and commercial clutter, while reinforcing a client's branding before key audiences," added Carat Americas CEO David Verklin.

Although Initiative is affiliated with Magna, which has its own branded entertainment division, the thinking was that while Magna Entertainment is primarily involved with creating/producing original programming that clients can either sponsor or embed their products into, the Initiative unit will explore more nontraditional advertising arenas, and also get involved in a client product marketing role.

"We have had clients in shows like [TLC's] *Trading Spaces* and [NBC's] *The Restaurant* and had the AOL Running Man in sports telecasts," said Alec Gerster, CEO of Initiative Worldwide. "Tim Spengler's group has done fantastic work in this area. This will give us additional internal resources to take it to another level beyond product placement."

Gerster pointed to video-on-demand and placement in video games as nontraditional areas that will be examined by the new division. "And when we have programming ideas, we will work with Magna Entertainment," he added.

"We want to figure out ways to get our clients involved in things over longer periods of time, and it just doesn't have to be within a show," Cohen said. "It can involve different types of marketing [or] multimedia promotion of a show before it airs. It will involve a lot of experimentation. Maybe we can do some custom published magazines, cell phone advertising [or] interactive TV ads. Anything to extend the advertiser's reach to the consumer." ■

"There are more than 350 of them [and] they compete with one another and they negotiate carriage," Sachs told reporters.

The FCC decision is expected to have the greatest impact on small and independent broadcasters. They don't have the same leverage as network affiliates, which can use negotiations to require a cable operator to pick up a secondary channel in return for carrying popular network programming. Such negotiations, called retransmission consent, are used by 75 percent to 80 percent of broadcasters, according to FCC statistics.

But even regional powerhouses said they were unnerved by the decision. Jim Goodman, president/CEO of Capitol Broadcasting in Raleigh, N.C., which owns five TV stations including a CBS affiliate and a Fox affiliate, said broadcasters will need OKs from big cable companies to launch new digital programming. "Five cable companies ... may now be the final judge of local broadcast programming in more than half of America's TV households," Goodman said. "This makes no sense."

The FCC vote appeared to be particularly excruciating for the agency's two Democrats, who long had said they wanted the agency to define public-interest obligations of digital broadcasters before taking up the must-carry issue. Commissioners Jonathan Adelstein and Michael Copps each criticized broadcasters for not negotiating public interest issues. Adelstein suggested that broadcasters' reluctance to agree to public-interest programming such as election coverage played a role in their defeat. "When I call upon the industry to do more and they don't, there are consequences, and we are seeing one of those consequences here today," Adelstein said. "Having no assurance that true public service will appear on local digital programming streams, I am not prepared to mandate carriage of them."

The Democrats managed to secure only thin gruel—a pledge that the FCC will take up public-interest issues and will try to issue a decision later this year. A week earlier, public TV stations reached a negotiated carriage agreement with big cable companies. Together the developments were enough to turn Adelstein into the crucial third vote that Republican chairman Michael Powell needed to support his position against multi-cast. Copps went along despite saying the decision "short-circuits" public interest responsibilities. Republican Commissioner Kevin Martin, the sole dissenter, said the burden of multi-cast must-carry on cable networks would have been outweighed by the public benefit of more programming. ■

For more media news and analysis, go to the new [mediaweek.com](http://mediaweek.com)

## It's Official: Must-Carry Is Out

FCC: Broadcasters did not ensure they'd do public-service programming

WASHINGTON By Todd Shields

**B**roadcasters say they will work to reverse a resounding defeat at the Federal Communications Commission, which refused to force cable operators to carry four or even more of broadcasters' digital TV channels.

The decision follows years of agitation by broadcasters who pushed the FCC to revisit its 2001 finding of limited digital carriage rights. The agency last week delivered its answer: a 4-to-1 vote affirming the earlier decision that government can force cable operators to take only one of broadcasters' digital channels. The FCC voted 5 to 0 to affirm the other half of its earlier ruling, holding that broadcasters are not entitled to carriage of both their digital and traditional analog signals as the nation makes the transition to digital TV.

Broadcasters, shaken at the prospect that cable rivals could refuse to carry digital programming such as local news and weather channels, could do little but vow continued struggle. "In Washington, there are no final victories and no final defeats," said Eddie Fritts, chairman/CEO of the National Association of Broadcasters. "NAB will be working to overturn today's anti-consumer FCC decision in both the courts and in Congress."



Republican Kevin Martin was the only FCC member to vote in favor of digital must-carry.

Cable operators were downright cheery. "This is a major victory for consumers [and] program diversity," said Robert Sachs, outgoing president/CEO of the National Cable & Telecommunications Association, the trade group for big cable companies.

Sachs said broadcasters had presented few concrete plans for using the additional channels, and said cable companies would want to carry compelling programming. He suggested broadcasters would now compete on a level playing field with all other programmers.

Day (5 a.m.-7 p.m. Monday-Friday) is averaging 161,000 viewers in 2005, which is flat compared to 2004. Prime time is averaging 104,000 viewers, down 21 percent from 2004's average of 132,000.

For Hoffman, the first task is to reconnect the network with its viewers and advertisers. "We need to study what is going on in *Business Day* ... and grow that audience," he said last week. "Once prime time comes together, it will be icing on the cake."

Recent programming initiatives implemented under Thomas-Graham, including documentaries and international segments, are expected to continue. Thomas-Graham, who will report to NBCU CEO Bob Wright, will be responsible for strategic planning, including global brand extensions. —Megan Larson

## House Committee OKs Bill To Hike Indecency Fines

Legislation to sharply increase fines for broadcast indecency is headed toward House passage following approval by the House Commerce Committee.

The bill would raise the maximum fine for broadcast indecency to \$500,000 from the current maximum of \$32,500. It is identical to one that passed the House last year on a 391-to-22 vote but failed to become law amid disagreements with the Senate over media ownership. "I plan to do all I can to get this bill enacted into law," said Rep. Joe Barton (R-Texas), chairman of the Commerce Committee.

He spoke before the panel passed the bill on a 49-to-2 vote. Both "no" votes came from Democrats concerned the measure will stifle speech. Several Republicans said they hoped to address indecency on satellite broadcasts and on cable TV, but they did not offer any language to do so.

The bill also would raise the maximum possible fine that could be levied against a performer from \$11,000 to \$500,000. Federal regulators have yet to fine a performer.

No date was immediately set for a vote on the House measure, nor for a bill in the Senate that would raise maximum fines to \$325,000. —Todd Shields

# Seeing Is Believing

## OPA study shows more use of online video; advertisers warming to medium

**INTERACTIVE MEDIA** By Mike Shields

**B**ased on research released last week by the Online Publishers Association, there appears to be an opportunity for both publishers and advertisers to leverage a medium that is rapidly gaining a Web-savvy, but more mainstream audience: online video.

While once limited to the most tech-experienced, online video viewing is becoming commonplace. According to the study, which quizzed close to 28,000 users on 25 different Web sites, nearly 90 percent of Web users are aware of online video, and almost three-quarters (74 percent) have viewed video in the past. And they are viewing with regularity, as more than half of users report viewing online video at least once a month (51 percent), with 27

percent doing so on a weekly basis.

While these viewers skew male (63 percent), OPA's numbers indicate the audience is older than the typical early adopter: The median age of video viewers is a not-so-young 40, and 28 percent of participants are 50-plus. Currently, news, sports, music videos and movie trailers are proving most popular for these viewers, who mostly check out short one- to two-minute clips.

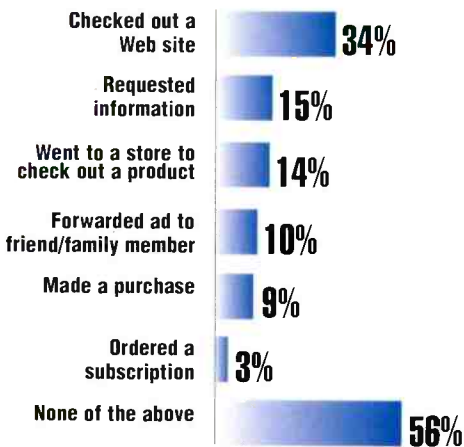
Alisa Bowen, head of Reuters.com in Europe, is encouraged by the research. "It reassured us that we are onto something, that video has a meaningful role to play," said Bowen. She was also encouraged by OPA's figures indicating that advertising is proving effective in this format. "Advertisers need to take notice," said Bowen. "Users have their full attention. That just doesn't happen with a lot of formats."

Gerard Broussard, director of media analytics at media agency mOne, said clients are using video online, albeit slowly. "The other really good thing for advertisers is that as people get used to this, they will get used to [video] advertising. That will translate to familiarity."

While online video advertising has several barriers, including a general hesitancy among many marketers, the biggest obstacle for online video seems to be a simple lack of awareness. The OPA study found that most users came across videos through random surfing, rather than directly seeking them out, and that for many sites, users simply don't know that video is an option.

OPA president Michael Zimbalist suggested that publishers may need to catalogue video content better. "The appetite is there," he said. "There is a big opportunity for publishers to push video to the fore." ■

## Actions Taken As a Result of Viewing Online Video Ad



SOURCE: OPA, FRANK N. MAGID ASSOCIATES

# NBC Deals Again

## Poker series the latest in wholly owned event programming from Sports unit

**NETWORK TV** By John Consoli

**T**aking a page out of cable's programming book, NBC Sports continues to create low-cost, wholly owned programming around events that it believes will attract ad revenue. In the latest example, NBC signed on Anheuser-Busch as the title sponsor of a new

series, the *National Heads-Up Poker Championship, Presented by Budweiser*, which it will run Sunday afternoons during the May sweeps.

While several broadcast and cable networks, including NBC, continue to run a lot of poker programming, usually featuring



# YOUR ENTIRE INDUSTRY AT YOUR FINGERTIPS!

All the critical data you need in the format you choose.



**THE 2005 ADWEEK DIRECTORY** Packed with over 6,400 Advertising Agencies, PR Firms and Media Buying Services and more than 26,000 personnel. Detailed information on each branch office including phone, fax, e-mail, URL, services, industries served, billings, personnel, accounts, parent company and subsidiaries. Indexed by State/City, Type of Organization and Parent Company. Special sections feature Agency Rankings, Name Changes, Openings & Closings and Advertising Awards. *Available in print, Windows compatible CD-Rom and online.*

**THE 2005 BRANDWEEK DIRECTORY** With distinct information on over 6,900 individual brands, it's the only resource of its kind. Provides address, phone, fax and URL with over 18,000 personnel at both corporate and brand level. Listings also include media expenditures, parent company, industry category and lead advertising agency. Indexed by State/City, Brand Marketer and Industry Category. Plus the Top 2,000 SuperBrands ranked by media expenditure in 44 industry categories. *Available in print, Windows compatible CD-Rom and online.*

**THE 2005 MULTICULTURAL DIRECTORY** The single source for information on the HISPANIC/LATINO, AFRICAN-AMERICAN, ASIAN-AMERICAN, and the newly added GAY & LESBIAN markets with complete listings of: Advertising Agencies, PR Firms, Media Buying Services, Multicultural Media-Radio, Television, Cable Networks, Magazines & Daily Newspapers and Brand Marketers with multicultural marketing programs. Organized by Ethnic Groups- Ethnic specific organization allows for ease of use and quick targeting of the type of organization needed. *Available in Print and Online.*

**THE 2004 MARKETER'S GUIDE TO MEDIA** Compact and easy-to-use containing all the essential data needed for strategic media planning, presentations, sales pitches or whenever you need accurate and up-to-date media analysis. A compilation of industry trends, demographics and rates from the leading research companies, it is truly a one-of-a-kind resource. Includes analysis and information on Broadcast TV, Syndicated TV, Cable, Radio, Out-of-Home, The Teen Market, Promotion, Magazines, Newspapers, Online Services and Hispanic Markets. *Available only in print.*

**CALL 1-800-562-2706, FAX 646-654-5518 OR ORDER ONLINE @ [www.adweek.com/directories](http://www.adweek.com/directories)**

## 2005 THE ADWEEK DIRECTORIES

Order the database you want in the format that works for you.

- |                                   |   |  |   |
|-----------------------------------|---|--|---|
| THE ADWEEK DIRECTORY              | <input type="checkbox"/> Print & CD \$399 | <input type="checkbox"/> Online \$699  | <input type="checkbox"/> Print/CD/Online \$899  |
| THE BRANDWEEK DIRECTORY           | <input type="checkbox"/> Print & CD \$399 | <input type="checkbox"/> Online \$699  | <input type="checkbox"/> Print/CD/Online \$899  |
| ADWEEK/BRANDWEEK DIRECTORIES      | <input type="checkbox"/> Print & CD \$699 | <input type="checkbox"/> Online \$1150 | <input type="checkbox"/> Print/CD/Online \$1299 |
| MULTICULTURAL MARKETING DIRECTORY | <input type="checkbox"/> Print \$299      | <input type="checkbox"/> Online \$499  | <input type="checkbox"/> Print/Online \$699     |
| MARKETER'S GUIDE TO MEDIA         | <input type="checkbox"/> Print \$129      |  |   |

\*All CD's are Windows compatible only.

J52AWD

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_  
(required for online access)

Nature of Business \_\_\_\_\_

Payment Enclosed  
(make check payable to ADWEEK Directories)

Charge my:  VISA  MC  AmEx

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Add appropriate sales tax in CA, DC, FL, GA, MD, MN, MO, OH, SC, TN and TX. Canada add GST. Please add \$15 for shipping and handling.

2005 THE ADWEEK DIRECTORIES

# 2005 THE ADWEEK DIRECTORIES

ADVERTISING

MAGAZINES

MEDIA

OUTDOOR

MARKETING

INTERACTIVE

NEWSPAPERS

KEY PERSONNEL

TV & CABLE

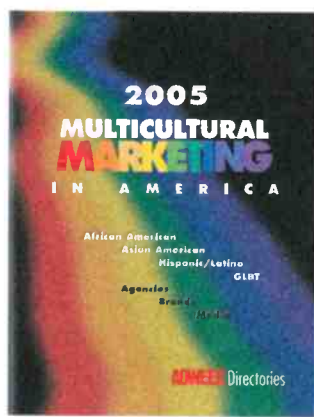
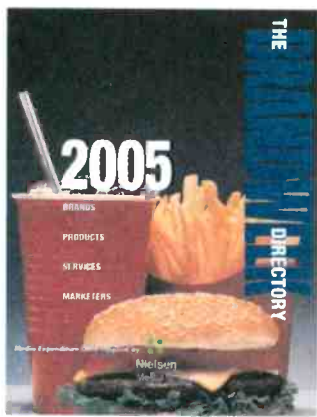
RADIO

MULTICULTURAL

RATES

DEMOGRAPHICS

MEDIA TRENDS



Postage  
Required  
Post Office will  
not deliver  
without proper  
postage.

## 2005 THE ADWEEK DIRECTORIES

PO BOX 17018  
NORTH HOLLYWOOD CA 91615-7018

**TO ORDER:  
CALL  
1-800-562-2706,  
FAX  
646-654-5518  
OR  
ORDER ONLINE**

@

[www.adweek.com/directories](http://www.adweek.com/directories)



# MEDIAWEEK

Editor: Michael Bürgi  
Managing Editor: Jim Cooper  
News Editor/Website Editor: Lisa Granatstein  
Departments Editor/Copy Chief: Anne Torpey-Kemph

Editor, Special Reports: Patricia Orsini

Senior Editors: Katy Bachman, Marc Berman, John Consoi,  
Alan J. Frutkin, Megan Larson  
Washington Editor: Todd Shields  
Senior Reporter: Mike Shields  
Associate Editor: Aimee Deeken  
Market Profile Editor: Eileen Davis Hudson  
Media Person: Lewis Grossberger  
Contributing Editor: Catharine P. Taylor  
Contributing Writers: Tony Case, Keith Dunnivant,  
Eric Schmuckler

Design Director: Paul Virga  
Photo Editor: Kim Sullivan

Information Marketing: Director Mary Barnes;  
Assoc. Dir: Michael Nass; Mgr: Frances Davis  
List Rental Info: JJ Single (845) 731-2731  
Subscriber Services: 1-800-562-2706  
Customer Service: mediaweek@espcomp.com  
Reprints: Valeo Intellectual Property 651-582-3800

Publisher: Geraldine FitzGerald 646-654-7601

Regional Sales Directors: Midwest: Tina Balderas

Account Managers: NY: Kurtis R. Bell, Liz Irving,  
Kevin Johnson, Colleen Kurrus  
LA: Jerry Sletteland  
New England: Liz Irving

ADWEEK CUSTOM MEDIA  
Editorial Director: Colby Coates

CLASSIFIED: Sales Director Brian Chester 646-654-5301


Sales Mgrs: Randy Larsen, Karen Sharkey  
Asst: Sales Michele Golden; Assistant Betty Dyleuth

Marketing Services Director: Robert Kuwada  
Promotion Art Director: Kevin Bayley  
Assistant Marketing Manager: Andrea Taylor  
Marketing Services Coordinator: Pamela Bernstein

Mediaweek Online Prod Mgr: Matt Lenon  
Directories/Publishing Dir: Mitch Tebo  
Director of Conferences and Special Events: Shanny Bang  
Conferences and Special Events: 1-888-536-8536  
Mgr. of Conferences and Special Events: Rebeka Dolid  
Coor. of Conferences and Special Events: Jessica Turco  
Online Address: www.adweek.com/adweekconf  
Director of Operations: Adeline Cippolletti  
Production Director: Elise Echevarrieta  
Production Mgr: Cindee Weiss  
Asst Mgr: Noah Klein Production Coordinator: Eileen Cotto  
Assts: Michele Deroche, Sal Destro

Vice President/Marketing: Mary Beth Johnston  
Vice President/Sales: Randal P. McDowell  
Executive Vice President/Sales: Wright Ferguson, Jr.

MARKETING/MEDIA & ARTS GROUP  
President Michael E. Parker  
VP General Manager H. Todd Hittle  
Business Manager Jeffrey D. Wamble

 vnu business publications  
usa

President & CEO Michael Marchesano  
Chief Operating Officer Howard Lander  
Group Presidents Robert Dowling (Film & Performing Arts),  
Mark Holdreith (Retail), John Kilcullen (Music & Literary),  
Richard O'Connor (Travel, Performance, Food Service & Real  
Estate/Design), Michael Parker (Marketing/Media & Arts)  
Vice President Joanne Wheatley (Information Marketing);  
Karen Palmieri (Manufacturing and Distribution)

 vnu business media

President & CEO Michael Marchesano  
Chief Operating Officer Howard Lander  
Chief Financial Officer Joe Furey  
President - VNU Expositions Greg Farrar  
President - eMedia and Information Marketing Toni Nevitt  
Senior Vice President/Human Resources Sharon Sheer  
Vice President/Business Management Joellen Sommer  
Vice President/Communications Deborah Patton  
Vice President/Licensing and Events Howard Appelbaum  
Director of Planning and Development Jonathan Gordon  
Editorial Director Sid Holt

celebrities, *Heads-Up Poker* will bring together the nation's best real-life poker players such as Doyle Brunson, Johnny Chan, Gus Hansen, Chris MoneyMaker and Greg Raymer in head-to-head poker games. The 64-player elimination tournament, which will be played at Las Vegas' Golden Nugget Resort and Casino, features a \$1.5 million purse and airs May 1, 8 and 15 from noon to 1 p.m., concluding with a two-hour finale on May 22 from 1-3 p.m.

Jon Miller, NBC's senior vp, sports programming, who created the poker series, was also behind other nontraditional programming, including coverage of the North American International Auto Show in late January (*Mediaweek*, Jan. 17, 2005). Miller thinks this type of show can work, and pointed to NBC's telecast of *Poker Superstars Championship* on Super Bowl Sunday from 4-6 p.m. (against Fox's pre-game Super Bowl show), which recorded a 2.2 household ratings, just shy of the 2.3 NBC delivered with its *World Poker*

*Championship* on Super Bowl Sunday 2004.

As presenting sponsor, Budweiser not only gets its name in the show's title, it also gets product exclusivity, a number of 30-second units in the telecast, its logo on each of the felt playing tables, onscreen billboards, and merchandising rights, according to Miller. He added he expects to line up other business from auto, credit card, soft drinks, telecommunications and Internet advertisers.

"A lot of people laughed when we said we were putting our poker show on versus the Super Bowl pre-game, but it was pretty successful for us," Miller said. "We have had some success in creating these nuggets of programming, finding some new opportunities. I think it can become another franchise-type event for us, it fits nicely on our calendar."

While NBC Sports is the tournament creator and producer of the telecast, it has hired an outside operations company from Las Vegas to actually run the tournament. ■

## Meredith TV Set to Expand

### New president Karpowicz wants to take 15th-largest group to next level

TV STATIONS By Katy Bachman

After a three-month search, Meredith Broadcasting, owner of 13 TV stations, last week announced it had hired longtime LIN TV executive Paul Karpowicz as president to advance the growth strategy the company set into place three years ago.

Karpowicz succeeds Stephen Lacy, president and COO of Meredith, who took over as interim president last October after Kevin O'Brien was dismissed due to violations of Meredith's Equal Employment Opportunity policies.

For Karpowicz, the opportunity to jump from the 18th largest TV group to the 15th largest in terms of revenue and help grow a group that has stations in markets such as Atlanta, Phoenix and Portland, Ore., was an attractive proposition. "They're poised to grow," Karpowicz said. "If we do all the right things, we can take this broadcast group to the next level."

Despite Meredith's desire to grow its broadcast group, which accounted for one-quarter of the company's total \$1.16 billion revenue in 2004, and 31 percent of its profits, acquisitions were relatively slow going last year. To advance its footprint in the Southeast, Meredith pur-

chased a station in Chattanooga, Tenn. To drive its news presence in Saginaw/Bay City, Mich., where it owns CBS affiliate WNEM-TV, Meredith purchased WNEM-AM, the only radio station it owns. Most recently, Meredith last November agreed to purchase KSMO-TV in Kansas City, Mo., which would



**"They're poised to grow. If we do all the right things, we can take this broadcast group to the next level." KARPOWICZ**

give it a second duopoly. (Meredith currently has one duopoly in Portland, Ore.) Although the company operates KSMO under a joint sales agreement with KCTV, there is some question about whether the FCC will allow the deal to go through.

Karpowicz is a 30-year broadcasting veteran. In the past 10 years, as vp of television, director for LIN, the group grew from 12 to 23 stations in 14 markets. Between 1998 and 2004, LIN's revenue grew over 70 percent. ■



# Torino, Italy

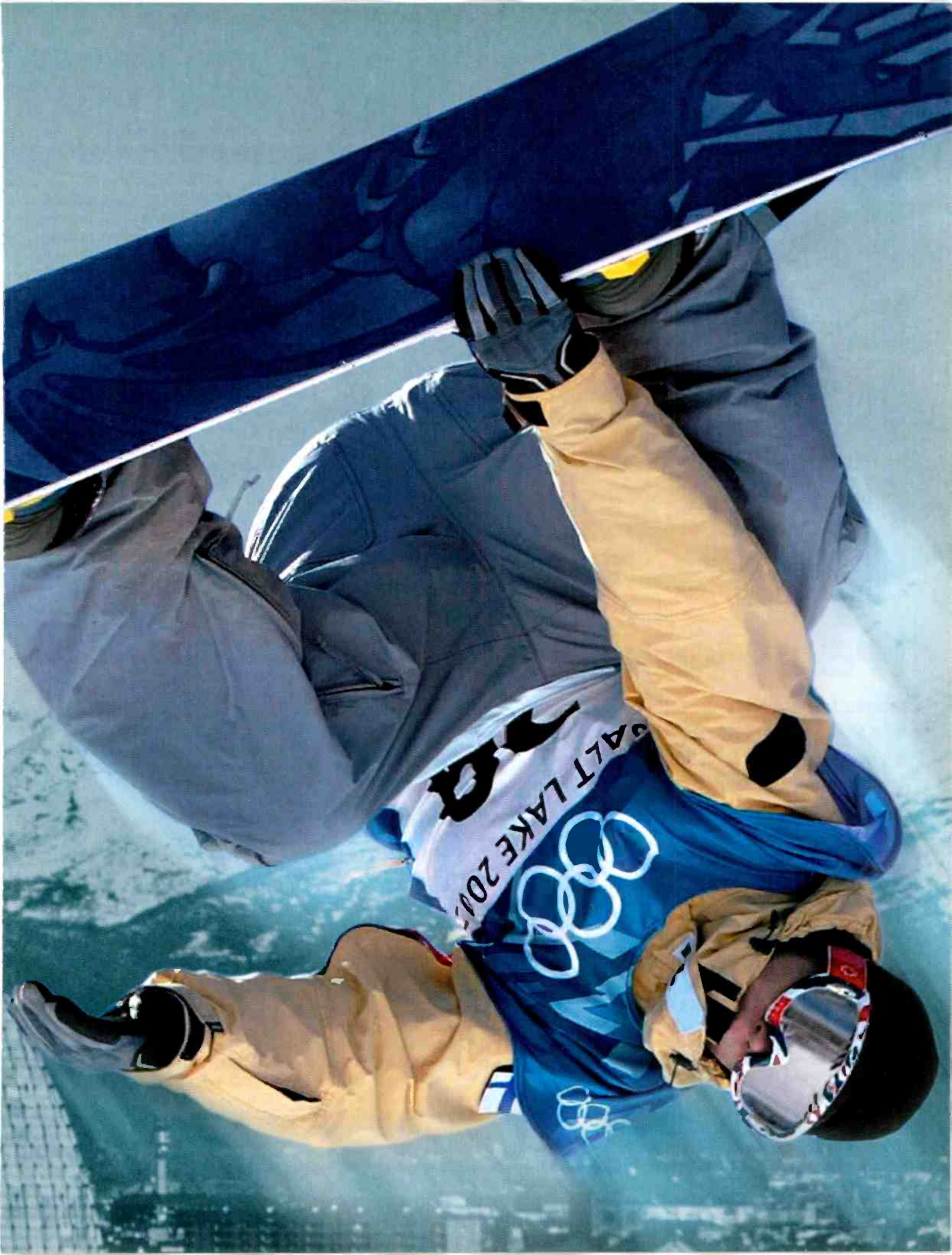
It's Sooner Than You Think.

**THE XX OLYMPIC WINTER GAMES  
FEBRUARY 2006**

THE COMPLETE OLYMPICS



[NBCOLYMPICS.COM](http://NBCOLYMPICS.COM)



# market profile

BY EILEEN DAVIS HUDSON

**October fest: The Big Fresno Fair draws 550,000 visitors every fall.**



COURTESY THE BIG FRESNO FAIR

## Fresno-Visalia, Calif.

LOCATED AT THE GEOGRAPHIC CENTER OF CALIFORNIA IN THE FERTILE SAN JOAQUIN Valley, Fresno's local economy continues to be largely driven by agriculture. But the area has begun to see a growing number of call centers, high-tech businesses and telecommunications firms.

Which is one reason—besides the more affordable cost of living and reduced traffic—so many people are flocking to the area, making it one of the fastest-growing in the state.

For the time being, though, Fresno still has a small-town feel. One example of that is The Big Fresno Fair, a 120-year-old annual fall event that now attracts about 550,000 people over two weeks to its carnival rides, concerts, livestock displays and horse racing. For other big events like concerts, shows and sporting events, area residents go to the year-old, 16,000-seat Save Mart Center at Fresno State (California State University, Fresno), home to the Fresno State men's and women's basketball teams and the minor league hockey Fresno Falcons.

Also shaping the city's character is its heavy Hispanic population, accounting for some 40 percent of the DMA's 1.75 million people. Reflecting the dominance of that ethnic group

locally, Univision O&O KFTV is No. 1 sign-on-to-sign-off, while its daily 6 p.m. news is No. 1 in adults 18-34, 18-49 and 25-54. KFTV's 11 p.m. news is generally third in the Fresno-Visalia television market, ranked 58th with 527,770 TV households. Maria Gutierrez, vp/gm of KFTV and sister Telefutera station KTFF, says Univision's prime-time shows, featuring 52 weeks of original programming, also helps KFTV's ratings. "Our prime time is doing gangbusters," she says.

KFTV, the only Spanish-language station in the valley with local news, ramped up its local news effort with the debut of weekend news at 6 and 11 p.m. in March 2004. With the expansion, KFTV hired 13 additional staffers, including anchor Francisco Mireles, who previously worked for an affiliate of TV Azteca in Mexico.

The station also produces a 15-year-old weekday variety show from 6-7 a.m. called

*Arriba Valle Central*. KTFF, which is aimed at young Latinos, also has a locally produced public affairs show. Launched two years ago, KTFF is now the No. 2-ranked station in the market in Hispanic households, ahead of the NBC-owned Telemundo station KNSO, which produces no local news.

The Fresno TV market faces several unique challenges. It's all-UHF, using diary returns for ratings, and it has one of the lowest cable penetrations in the United States. Comcast is the largest cable operator in the market, serving 236,030 (or 93.4 percent) of the DMA's 252,580 cable homes. Its ad sales arm, Comcast Spotlight, which also reps for Charter Communications in a portion of Tulare County, has 40 insertable networks.

But with cable penetration at only 49 percent, compared to the national top-50 market average of 66 percent, according to Scarborough Research, "it makes having a strong, over-the-air signal more important," says Diana Wilkin-Zapata, vp and general manager of Clear Channel TV-owned CBS affiliate KGPE. For this reason, Clear Channel, which acquired the station in 2002 with its purchase of The Ackerley Group, put in a new analog transmitter and antenna, says Wilkin-Zapata. Besides getting a stronger signal, KGPE also dismantled its old central casting system used under Ackerley and installed a new master control, traffic and business offices, and revamped graphics, among other changes. "This station has had a lot of challenges over the years," she says, specifically citing coverage of the South Valley (Visalia area), adding, "We've invested literally millions of dollars into the station."

In addition to infrastructure upgrades, KGPE also recently made a series of anchor changes designed to boost ratings. Last September, the station brought in new main anchors at 5 p.m., 6 p.m. and 11 p.m., Ken Malloy and Zara Arboleda. Malloy had been at CBS owned-and-operated KTVT-TV in Dallas-Ft. Worth, while Arboleda came from crosstown rival KSEE, the market's NBC affiliate. The new talent has made a difference: In the November sweeps, for the first time, KGPE won among general-market stations in women 18-49 and 25-54 at 11 p.m.

KGPE also installed new morning anchors Dan Ball and Ann Hong. Ball was previously

To find other markets, go to the Market Profile Index at the new [mediaweek.com](http://mediaweek.com)

## SCARBOROUGH PROFILE

### Comparison of Fresno

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Fresno Composition %	Fresno Index
<b>DEMOGRAPHICS</b>			
Age 18-34	31	36	115
Age 35-54	40	38	96
Age 55+	29	26	89
HHI \$75,000+	31	18	57
College Graduate	14	9	63
Any Postgraduate Work	11	6	52
Professional/Managerial	26	19	70
African American	13	7	55
Hispanic	14	42	302

#### MEDIA USAGE-AVERAGE AUDIENCES\*

Read Any Daily Newspaper	53	49	92
Read Any Sunday Newspaper	61	46	75
Total Radio Morning Drive M-F	21	20	92
Total Radio Afternoon Drive M-F	18	15	86
Total TV Early News M-F	29	33	114
Total TV Prime Time M-Sun	38	33	85
Total Cable Prime Time M-Sun	15	10	68

#### MEDIA USAGE-CUME AUDIENCES\*\*

Read Any Daily Newspaper	72	70	97
Read Any Sunday Newspaper	75	58	77
Total Radio Morning Drive M-F	74	71	96
Total Radio Afternoon Drive M-F	72	67	93
Total TV Early News M-F	71	78	110
Total TV Prime Time M-Sun	91	87	95
Total Cable Prime Time M-Sun	62	47	76

#### MEDIA USAGE-OTHER

Accessed Internet Past 30 Days	61	45	74
--------------------------------	----	----	----

#### HOME TECHNOLOGY

Owns a Personal Computer	68	56	82
Purchase Using Internet Past 12 Months	43	30	71
HH Connected to Cable	66	49	74
HH Connected to Satellite/Microwave Dish	20	24	124
HH Uses Broadband Internet Connection	23	11	47

\*Media Audiences-Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable \*\*Media Audiences-Cume: 5-issue cume readers for daily newspapers; 4-issue cume readers for Sunday newspapers; cume of all listeners within a specific daypart for radio; cume of all viewers within a specific daypart for TV and cable.

Source: 2003 Scarborough Research Top 50 Market Report (February 2003-March 2004)

at ABC affiliate KESQ in Palm Springs, Calif.; Hong arrived from CBS affiliate KVAL in Eugene, Ore.

Granite Broadcasting-owned KSEE, which produces the market's only half-hour 4 p.m. newscast, saw some staff changes in 2004. Among them, the station last September hired Michael Espinoza, most recently a journalism teacher at the University of Southern California's Annenberg School for Communication, as the new executive news director.

ABC O&O KFSN-TV is the early-evening news leader at 5 p.m. KFSN expanded its news presence in the market with the launch last September of an hour-long weekend morning news show, *AM Live Saturday* at 6 a.m., and an hour of Sunday-morning news around *Good Morning America* weekend edition, *AM Live Sunday*, at 6 a.m. and 8 a.m. Last January, KFSN launched a 6:30 p.m. weekday newscast that competes head-to-head against the only other local news in the time period, on KSEE.

Pappas Telecasting owns WB affiliate KFRE-TV as well as Fox affiliate KMPH-TV. KMPH is distinguished for having the valley's only 10 p.m. late news, which performs well in this early-to-bed market (because of its agricultural backbone), ranking No. 2 overall among all late newscasts.

UPN affiliate KAIL-TV is owned by the local Williams family. Neither KFRE nor KAIL produce local news.

As for newspapers in the market, *The Fresno Bee*, owned by Sacramento, Calif.-based McClatchy Newspapers, leads the pack. Its daily circulation was 160,143 as of Sept. 30, 2004, an increase of about 1 percent compared to the year-ago period, according to the Audit Bureau of Circulations. The paper's Sunday circ was essentially flat at 191,205.

The *Bee* is undergoing a comprehensive redesign that will be unveiled sometime in the first quarter, says Charlie Waters, senior vp and executive editor. The aim is to declutter the current "dense" look and go with something a little more sophisticated, he explains. Among the functional and aesthetic changes planned: The section fronts will go from six columns to five, and the text and headline fonts will be changed to make the paper easier to read.

The redesign at the *Bee* follows a few look and content changes made last summer, among them the revamping of the features section, including a new Food page on

## ARBITRON RADIO OWNERSHIP

Owner	Stations	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Infinity Broadcasting	2 AM, 5 FM	27.5	\$19.1	41.2%
Clear Channel Communications	2 AM, 6 FM	20.9	\$12.8	27.6%
Wilks Broadcast Group	3 FM	7.9	\$4.2	9.1%
Lotus Communications	1 AM, 2 FM	7.3	\$3.4	7.3%
Univision Communications	2 FM	6.7	\$1.6	3.4%
Pappas Telecasting	1 FM	1.4	\$0.5	1.1%

Includes only stations with significant registration in Arbitron diary returns and licensed in Fresno or immediate area. Share data from Arbitron Fall 2004 book; revenue and owner information provided by BIA Financial Network.

**TO HELP OTHERS PURSUE THEIR DREAMS**

**TO BE THE MONSTER IN YOUR INDUSTRY**

**TO CHANGE THE WAY COMPANIES RECRUIT**

**TO REALIZE YOUR POTENTIAL**



Brad Baker  
Chief Product  
& Marketing Officer,  
Monster





**HOW FAR  
WILL YOU GO?**

# MONSTER WENT TO INFINITY

Monster has always proudly stood behind job seekers and employers. That's why they teamed up with Infinity Broadcasting for an on-air to online program that's connecting employers with job seekers like never before—city by city, town by town—making a difference customer by customer with Infinity. And the results are streaming in. With a growing resumé database, Monster's business is roaring. Thanks to Infinity, Monster is realizing the infinite potential of radio. Let us do the same for you. Call Infinity Solutions & Beyond at **866-858-4543** or visit **WWW.HOWFAR-INFINITY.COM** today.



monster®



183 TOP RADIO STATIONS

MUSIC

TALK

NEWS

SPORTS

# market profile

Wednesdays with a local food writer. The *Bee* also added three new columnists to cover music and pop culture, the arts, and family.

The paper, which had been publishing weekly zoned sections called Neighbors CityView for Fresno and surrounding areas, refocused its attention on Fresno proper with the Jan. 13 launch of City Life. Unlike the Neighbors CityView zoned sections, City Life provides "super-local" information for people living in any of the 36 distinct neighborhoods within the city of Fresno that the *Bee* has identified. Neighbors CityView was also not staff written; two of its former contributors were hired as *Bee* reporters to put out the new City Life section.

The section averages four to six pages, depending on advertising, says Waters. Segments include Someone You Should Know, which profiles ordinary neighborhood residents who find ways to make life better for others. "As we've grown and our zones have gotten bigger, we don't want to ignore the city, because most of our circulation is in the city," says Waters.

Besides the *Bee*, McClatchy also owns two other newspapers in the market, the daily *Merced Sun-Star* and the *Sierra Star*, a twice-weekly newspaper in nearby Oakhurst. McClatchy purchased the Merced and Oakhurst papers, along with four other nondaily newspapers, from Pacific-Sierra Publishing for \$40.5 million in 2004.

Weeklies from McClatchy include the *Clovis Independent* in Madera County and the Spanish-language bilingual *Vida en el Valle*, whose circulation continues to grow. At the end of 2003, it rose to 60,000, and two weeks ago it jumped to 75,000 via an expansion into Merced County. Previously, *Vida en el Valle* was available through home delivery and racks in Fresno, Kings, Tulare and Madera counties.

Clear Channel Communications and Infinity Broadcasting control the lion's share of the local radio market, ranked 67th in the country. The market's longtime No. 1 station overall is Infinity's News/Talk/Sports KMJ-AM, garnering an 8.3 share in the fall Arbitrons. The station is also tops in the market (among listeners 12-plus) in morning and afternoon drive. Infinity's Country station KSKS-FM is the No. 2 station overall, earning a 5.5 share in the fall book.

Among notable changes in the past year, Infinity last July flipped its Spanish Top 40 station, KKDG-FM, to Talk, bringing on syndicated talk show host Howard Stern in the mornings. But the new format, dubbed "The Edge," was a bit too edgy, apparently.

The station finished the Fall 2004 Arbitron survey tied for 24th place overall (among listeners 12-plus) with a 0.8 share, up slightly from the 0.4 share it received in the Summer 2004 book but a big drop from the ratings before the format change.

The poor performance prompted KKDG station officials to restore the Spanish CHR format on Feb. 1. The relaunched KKDG, now known as "Viva 106," is now searching for new talent. Chris Daniel, longtime morning host on KRZR-FM, Clear Channel's

Album-Oriented Rock station, had left his home of 14 years to host KKDG's midday when it switched to Talk. He and other KKDG employees will remain with the company in another capacity, officials have said.

Meanwhile, Infinity/Fresno vp/gm Chris Pacheco left his post last week to pursue other opportunities.

Viacom Outdoor is the leading outdoor player in the Central Valley, with some competition from Lamar Advertising in Tulare and Kings counties.

## NEWSPAPERS: THE ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>Fresno County: 262,712 Households</b>				
<i>The Fresno Bee</i>	122,735	144,588	46.7%	55.0%
<i>San Francisco Chronicle</i>	3,842	3,734	1.5%	1.4%
<b>Tulare County: 114,189 Households</b>				
<i>Visalia Times-Delta</i>	21,600		19.1%	
<i>The Fresno Bee</i>	17,100	20,154	15.0%	17.6%
<i>Porterville Recorder</i>	9,535		8.4%	
<i>Tulare Advance-Register</i>	7,922		7.0%	
<b>Madera County: 38,514 Households</b>				
<i>The Fresno Bee</i>	11,693	14,775	30.4%	38.4%
<i>Madera Tribune</i>	4,435	4,887	11.8%	13.0%
<i>San Francisco Chronicle</i>	378	329	1.0%	0.9%
<b>Kings County: 36,369 Households</b>				
<i>The Hanford Sentinel</i>	13,013	13,235	35.8%	36.4%
<i>The Fresno Bee</i>	7,184	9,153	19.8%	25.2%

Data is based on audited numbers published in the Audit Bureau of Circulations' Fall 2004 County Penetration Report

## NIELSEN RATINGS / FRESNO-VISALIA

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

### Evening News

Time	Network	Station	Rating	Share
4-4:30 p.m.	NBC	KSEE	2	6
5-5:30 p.m.	ABC	KSFN	10	21
	NBC	KSEE	4	9
	CBS	KGPE	2	4
6-6:30 p.m.	ABC	KSFN	9	16
	Univision	KFTV	8	14
	NBC	KSEE	5	10
6:30-7 p.m.	CBS	KGPE	2	4
	ABC	KSFN	8	15
	NBC	KSEE	4	8

### Late News

Time	Network	Station	Rating	Share
10-10:30 p.m.	Fox	KMPH	7	16
11-11:30 p.m.	ABC	KFSN	4	19
	NBC	KSEE	3	15
	CBS	KGPE	3	12
	Univision	KFTV	1	6

\*All data estimated by Nielsen from diary returns of evening and late local news only. Source: Nielsen Media Research, November 2004.



**OPINION**  
**DON COLE**

## Another Threat to Radio

Satellite radio may siphon away the best of the medium's audience

**SOME SUBSCRIBERS DESCRIBE IT** as a "music lover's paradise." Like TiVo users in the TV arena, those few million people who have picked up satellite radio over the last three years are genuine enthusiasts. The business press dwells on the stock price valuations of XM and Sirius, the two main players, who are both publicly traded. To us, though, the larger issue is how satellite radio will begin to change our world of media.

As TV has fragmented over the last two decades, most of us have adjusted our media planning and buying accordingly. Through all of this, radio was a Rock of Gibraltar. Certainly popular formats shifted and evolved; FM dwarfed AM but AM came off the ropes and found a place as the home of talk radio. Listening levels, however, were predictable, and local-oriented copy, weather and sports tie-ins were the norm. It seemed to be a safe haven as TV fragmented and reinvented itself every few years.

My opinion is that such stability is about to disappear as I believe Satellite radio will be one more tightening of the noose around the necks of those who think only in terms of conventional media options.

The precise subscription level of satellite radio is difficult to track. Current projections place it at about 4 million. Why does it have such potential? Approximately 60 percent of consumers who buy new cars equipped with satellite radio sign up for it. If these numbers hold, close to 20 percent of U.S. autos will have the service. The satellite companies, now both awash in red ink, will be very profitable if penetration gets that high.

But think of the long-term effect satellite radio can have on the advertising business. Right now in cities with heavy traffic such as Atlanta, Washington, Los Angeles and Dallas-Fort Worth, radio provides a wonderful opportunity to reach light TV viewing upscale customers with advertising messages. Satellite radio holds great appeal to those with a long commute. Programming is breathtakingly diverse—from rock to country to big band, and from sports to talk radio to local weather and news—and most channels are commercial free. And with more than 2 million songs in the companies' music libraries, you can drive from coast to coast and never have to change the channel.

Recently Bob Edwards, longtime host of National Public Radio's *Morning Edition* was demoted to roving reporter. After a tour to launch his new book, Edwards jumped to his own show on satellite radio. "Shock jock"

Howard Stern did the same thing. Stern, always a headache for advertisers, has a loyal following and could thrive in a commercial-free environment on Sirius.

Satellite radio offers specific content to people who have asked for it and are willing to pay for it. Theoretically, they listen to all the music they really want at that time and none of what they don't want. Compare that to conventional radio. Do you really like all or most of a station's offerings? Do you like the DJ chatter and the clutter of the commercials?

Is it expensive? No way. Only \$10 per month gets you the service. And it is portable. For a modest fee you can buy a small device that you take from the car and can run satellite radio through your stereo or over the Internet via a password.

So, how does satellite radio affect our business? Not much at present. Arbitron has yet to report declines in listening levels to local commercial stations. And local radio stations, much like TV stations reacted to cable 20 years ago, are tending to ignore it. This may prove to be a big mistake.

The affluent consumers that we in media and marketing so desperately wish to reach now watch little TV, are abandoning newspaper in droves, and may be DVR subscribers to boot. Satellite radio may largely take them out of the radio-reach equation as well. And satellite radio is growing faster than DVR vehicles such as TiVo!

There is another parallel to TiVo-type services that is striking and a bit chilling. Just as 97 percent of DVR users say they love the technology, fragmentary research on satellite radio subscribers indicates that almost to a person, they say they will never willingly go back to conventional radio stations. And media strategists need to start thinking now about what to do about it. The problem is greater in radio than in TV because many smaller advertisers use the radio medium as their primary communication vehicle. Lose 20 percent of your audience in five years and there will always be issues.

The once-predictable medium of radio is about to give us all a huge headache. Are you ready with alternatives to traditional radio? ■

**Don Cole, executive vp of media for Fletcher Martin Ewing in Atlanta, has been active as a broadcast negotiator and media strategist for more than 30 years. He can be reached at [dcole@fmeonline.com](mailto:dcole@fmeonline.com).**



CHRIS CASABURI

## SPACE & TIME BILL GLOEDE

# Days of Future Passed

It's time to embrace new technology before it passes agencies by

**TOMORROW, AS ANNIE SAYS**, is only a day away. Put another way, it seems at times like the future is already behind us. No doubt you've noticed the media revolution now playing in a household near you. The question is whether you are doing anything about it.

Granted, advertisers and agencies are loathe to jump headlong into new ways of doing what they do without the ability to quantify results. After all, more than a few traditional agency companies were badly burned in the Internet bubble (think Interpublic). The emergence of the Internet has certainly altered consumer media usage, and as a result, advertising spending there is soaring, though much of that growth is in placement on search engines. More importantly, the Internet has cut sharply into the time users spend watching television. According to the Stanford Institute for the Quantitative Study of Society, as reported in *The New York Times*, TV usage by Internet users averages 1 hour, 42 minutes per day compared with the national average of 2 hours. But the Internet has really been only one of several distribution platforms for the real media revolution—power of choice bestowed upon the consumer by digital technology.

The iPod is separating legions of discriminating music lovers from commercial radio. Ditto satellite radio, which, in the form of Sirius, has been trying to get Apple to fit its iPods with receivers, so far to no avail. The satellite subscriber base, under 5 million, is small but growing—the customers are high-end, highly desirable early adopters. They may have been lost to terrestrial radio for good. (See *Opinion piece, left.*)

Digital cable is now in 25 million homes, offering hundreds of channels, many of which hardly notch a hashmark in the ratings but still reach very specific and affluent customers. These new digital networks are already siphoning viewers from broadcast and analog cable channels, and as digital penetration grows, so too will they. In high-end cable homes, where dozens of multiplex movie channels are available 24/7, commercial TV is often a last resort. Video on demand is now available in almost 20 million homes, and though many of those homes have not yet figured out how to use it, VOD movies are now out-selling traditional pay-per-view by a 2-to-1 margin.

There are now nearly 14 million high-definition TV sets in U.S. homes. Viewing decisions in high-definition households are often based on picture quality, a phe-

nomenon not seen since the debut of color TV in the 1950s. Unfortunately, there is no reliable estimate of how many U.S. homes now contain a full-fledged home theater, consisting of large-screen displays, powerful digital sound systems and custom décor. (We're not talking the home-theater-in-a-box that you pick up at the neighborhood Best Buy here.) The Custom Electronic Design and Installation Association (CEDIA), an organization that represents more than 3,000 designers and builders of digital home entertainment and control systems, reports that its members believe customer interest in HDTV will prove a major factor in sales this year. These are folks who do home theater setups that range from a sophisticated media room to a replica of the Rialto. They cost anywhere from about \$50,000 to well over \$1 million.

There is also no reliable data on viewing patterns in these homes, but you can bet the ranch that it's different. Yet the networks, with the exception of CBS, are still producing too many shows on their digital channels in standard definition. That *Saturday Night Live* is not done in high-def and Dolby Digital 5.1 is mind boggling. And where are the ads? The movie studios are pretty much the only advertisers hawking in HD. Clearly, they know a bit more about the power of visual communication than your average ad agency or burger chain.

And then there are the DVRs, still a relatively small installed base, but with cable and satellite providers rolling them out aggressively, expect penetration to rise rapidly.

The time for ploddingly studying the digital landscape is gone. A great deal of data can be gleaned from digital cable set-top boxes, but the cable companies are still talking to Nielsen Media Research about integrating their data into the ratings system. Just do it. And agencies should be wary; if Nielsen filters the data based on the wishes of its network clients, it may not be as useful as it might be. Perhaps agencies need to negotiate direct access. It would be telling to evaluate viewership by zip-code, wouldn't it? It might debunk the ubiquitous network claim that every conceivable show skews upscale.

Advertisers and agencies urgently need to find ways to integrate their messages with the new digital media and begin to shift significant portions of their budgets to smaller, more focused outlets. This time around, a customer missed may be a customer lost—for good. ■

**Bill Gloede, the former group editor of Mediaweek and Editor & Publisher, is an independent media consultant and writer based in Ho-Ho-Kus, N.J. He can be reached at [billgloede@optonline.net](mailto:billgloede@optonline.net).**

**That *Saturday Night Live* is not done in high-def and Dolby Digital 5.1 is mind boggling.**

---

# CONTENT ACTIVIST

**BRENT BOZELL, AND HIS PARENTS TELEVISION COUNCIL, CONTINUE TO ASSAIL THE TV INDUSTRY FOR FILLING ITS SCHEDULES WITH WHAT HE CALLS SEWAGE BY TODD SHIELDS**

IN A LITTLE ROOM ON A LOWER FLOOR of the U.S. Senate's Russell Office Building, Brent Bozell fires another volley at what he calls the "slime" that seeps nightly through millions of televisions to pollute America's living rooms and its children. His target today is Viacom's MTV.

He's not got much of an audience. No lawmakers are here to show support. Maybe a dozen journalists have come out on a winter morning. Bozell, founder of the Parents Television Council that aims to clean up prime-time TV, gamely plays on. He looses an avalanche of facts—in 171 hours of programming on MTV, his analysts found 1,548 sexual scenes containing 3,056 depictions of sex or various forms of nudity and 2,881 verbal sexual references.

That's just for starters. Because Bozell's signature technique includes fact-based analysis, he has, of course, more to deliver (1,068 violent incidents and 3,483 uses of foul language). But soon another Bozell emerges, one given less to statistics and more to verbal pugilism. In just half an hour of question-and-answer with a tame press gaggle, Bozell says: federal regulators are "rather shameless;" the TV industry is "passing the buck;" those who advertise on raunchy programming are "directly responsible for poisoning the minds of young children;" and cable TV has "just been out of control."

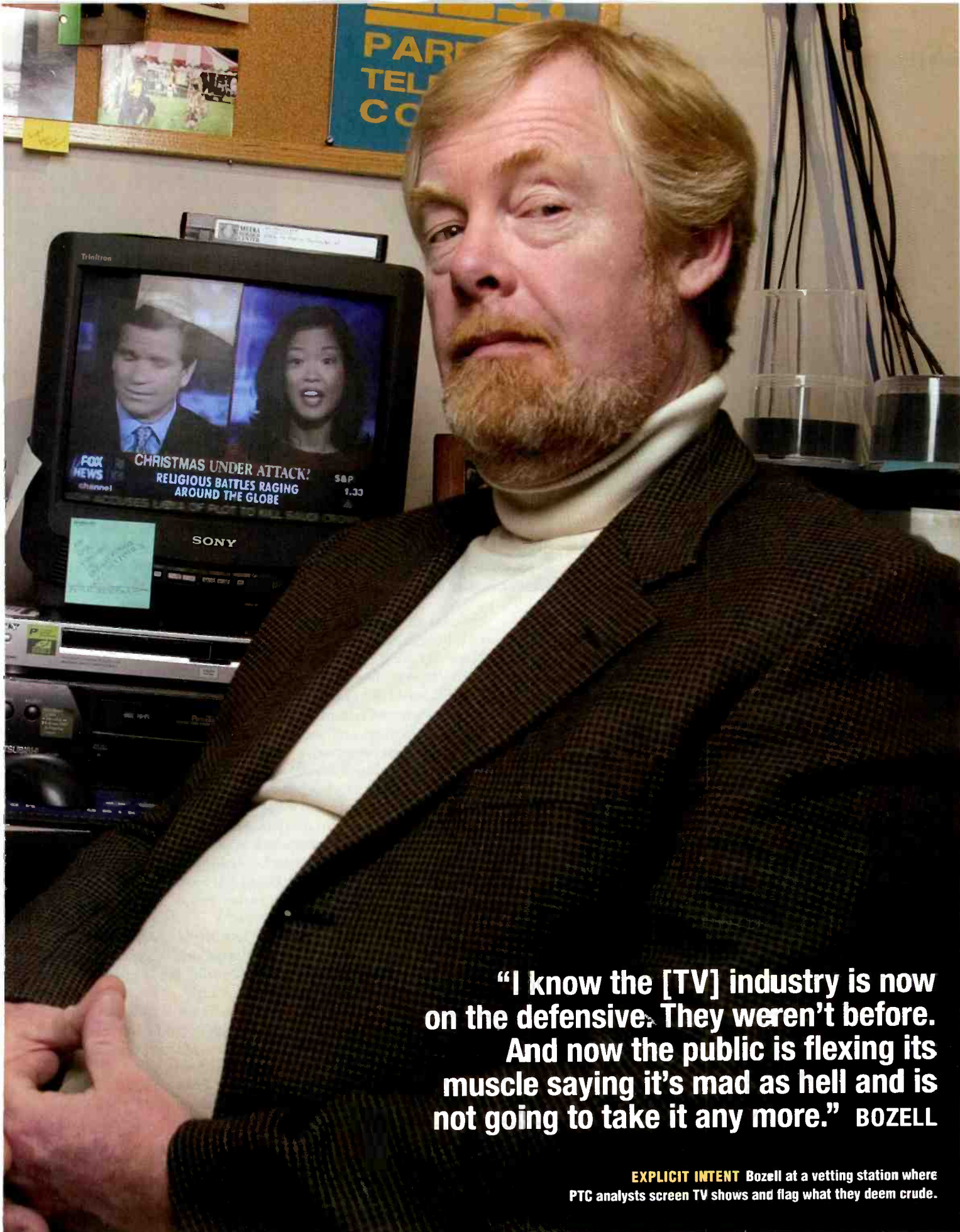
The feds, TV producers, advertisers, the cable industry. He's fighting on a lot of fronts, and he's fighting some big companies. That doesn't faze him at all.

"We're going to win this one," Bozell says. "All of their millions of dollars [are] not going to stop parents from having the right to decide what it is they want in their homes."

L. Brent Bozell III has been fighting a long time. He spent most of the 1980s working for the National Conservative Political Action Committee, emerging as the head of that fund-raising group for political candidates. Bozell left the group in August 1987 and two months later founded the Media Research Center, which seeks to unveil liberal bias in the media through computer-assisted logging of what its analysts view on tape-recorded TV shows—the content-analysis method followed by its offshoot, the PTC.

By the early 1990s Bozell was criticizing CBS' *Murphy Brown* for glorifying the decade of the 1960s and





**“I know the [TV] industry is now on the defensive. They weren’t before. And now the public is flexing its muscle saying it’s mad as hell and is not going to take it any more.” BOZELL**

**EXPLICIT INTENT** Bozell at a vetting station where PTC analysts screen TV shows and flag what they deem crude.



**THE HIT LIST** The PTC's formal complaints about (from left) ABC's *NYPD Blue*, Fox's *King of The Hill*, WB's *Gilmore Girls* and NBC's *Scrubs* were rejected by the FCC which said the shows' content did not express profanity. FX's *Nip/Tuck* (far right) has also been on the PTC's radar.

fellow CBS sitcom *Designing Women* for injecting "leftist views into prime-time programs." Later, Bozell served as a presidential campaign aide to insurgent conservative Patrick Buchanan, and then to former vice president Dan Quayle. In 1998 he told *The Washington Times' Insight* magazine that despite political gains for conservatives, "As a movement we aren't doing enough to address cultural issues."

Bozell, 49, comes by the activism naturally. His mother is the sister of William F. Buckley Jr., the prominent conservative columnist. His father, L. Brent Bozell Jr., helped Barry Goldwater write *Conscience of a Conservative*, a book that rallied the movement that landed Ronald Reagan in the White House 20 years after its publication in 1960.

The long career on the right, seemingly destined from birth, leaves Bozell sensitive to suggestions the PTC is a conservative organization. "It is not a conservative group," Bozell explains in an interview in his office at Media Research Center headquarters in Alexandria, Va., across the Potomac River from Washington. "I am a conservative. The board members of the group are not conservative."

The board has roughly 30 members, with more than half drawn from show business: actors, singers, screenwriters and even former pro football players. Other members include longtime Democratic activist C. DeLores Tucker, but also the conservative icons William Bennett and Pat Boone; Sen. Sam Brownback (R-Kansas), who scores high in ratings by conservative groups; columnist Michael Medved; and Wendy Borchardt, who is known for volunteering for Reagan campaigns for more than 20 years. As further evidence of nonpartisanship, Bozell points to the background of PTC executive director Tim Winter, who was an executive for Internet concerns, MGM and NBC before joining the group in 2003.

Besides, Bozell suggests in the interview, it's clear that his group represents far more than a narrow swathe of America. He claims nearly 1 million members for the PTC. (One need only sign up at the group's Web site [www.parentstv.org](http://www.parentstv.org) in order to become a member.) Such numbers encourage Bozell, as do opinion polls that find widespread concern over racy TV content. "Quite a few more people agree with us than agree with them," he says. "What our folks believe in is what the vast majority of Americans believe in."

Not everybody sees it Bozell's way. "PTC cannot possibly be speaking for a majority of America," says Adam Thierer, director of communications

studies at the libertarian Cato Institute in Washington. Thierer contrasts Bozell's claims with the tens of millions of people who tune into shows that the PTC criticizes—such programs as NBC's *Friends* or ABC's *Desperate Housewives*. "People are voting with their remotes, but PTC would like to act like our ministry of culture. They are leading a reinvigorated censorship witch hunt," says Thierer. "They claim they're nonpartisan, and that's hard for me to swallow. They lean in the religious and conservative direction."

Those whom Bozell attacks also have their take on his campaigns. "You've got to look at what he's calling inappropriate content," says Jeanne Kedas, a spokesperson for MTV. "They've unfairly painted all of MTV with this brush of irresponsibility."

In addition to e-mail campaigns to public officials and agencies like the Federal Communications Commission, the PTC also brings direct pressure upon advertisers. Bozell said he at times contacts company executives directly. Visitors to the group's Web site can find information about programs' advertisers.

"It's easy!" the Web site advises. "Just decide which network and prime-time show[s] you wish to comment on...Then take action! Write a short note, call, or send an e-mail." Some media buyers grudgingly concede such tactics can be effective. "Those guys drive advertisers crazy," says one national buyer, who spoke on condition of anonymity. "They end up having some impact, but I don't think it's a positive impact." At times advertisers shy away from programs whose audiences best suit them for fear of attracting pressure, the buyer continues. "It basically limits their choices. There's a lot of programming out there that is acceptable to 98 percent of the United States. ... It's just difficult when 2 percent or even a smaller group can dictate to advertisers."

Bozell says 97 percent of parents believe there's too much sex and violence on TV. He isn't sure what the source is for that statistic. But it doesn't take an alarmist to recognize discomfiture among parents who feel besieged by a culture that seems to become more explicit and cruder each year. The respected Kaiser Family Foundation





**“People are voting with their remotes, but PTC would like to act like our ministry of culture. They are leading a reinvigorated witch hunt.” THIERER**

reported last fall that 60 percent of parents say they are very concerned about the amount of sex their children are exposed to via TV, and 53 percent say they are very concerned about the amount of televised violence. By contrast, only 17 percent were very concerned about the baring of Janet Jackson’s breast during last year’s Super Bowl broadcast on CBS. Vicky Rideout, vp and director of the Kaiser’s Program for the Study of Entertainment Media and Health, summed up the findings. “What concerns parents most,” says Rideout, “is not isolated incidents, but the sex and violence they believe their kids are exposed to every day in the shows they regularly watch.” Keeping tabs on regularly watched shows is pretty much where Bozell’s PTC comes in (not that it slighted its critical duties in the wake of last year’s Super Bowl— “an insult to every parent,” Bozell said in a press release the day after).

**The PTC began life** as part of the Media Research Center called the Hollywood Project. It split to become its own group in 1995 after, Bozell says, he had discussions with the protean entertainer and anti-indecency campaigner, the late Steve Allen. Taking its cue from the Media Research Center’s in-depth examination of TV news and other shows, the PTC has built a video-taped archive of the entertainment programming on Viacom’s CBS and sibling network UPN, NBC Universal, the Walt Disney Co.’s ABC, News Corp.’s Fox, Time Warner’s WB and Paxson Communications’ Pax TV. PTC also monitors some cable networks, even though they are excluded from the indecency regulations that affect broadcast, anticipating that barriers that fall on cable one year tend to fall on broadcast soon thereafter.

Monitoring those shows, and logging the results to assemble a database, is what lets the PTC speak with authority about what is on the air. It’s a job that, apparently, nobody else does: The FCC has never monitored what is on the air, and broadcasters say keeping complete records would be costly and awkward.

That leaves it to PTC’s six full-time entertainment analysts. They spend their workdays in the Alexandria building that houses the Media Research Center, sharing a roof and computer space but, says Bozell, little else. (Bozell removed himself from the boards of both groups, and the PTC is headquartered in Los Angeles, the better to talk with the creative community.)

The analysts work in what feels like a small news room or insurance claims office. Each has a cubicle equipped with a VCR, a small TV and a computer. Every morning the analysts gather tape of the programming aired the previous evening on their assigned network. Then they start looking for filth. They use a standardized log to note scenes and language: under the category “Sex” there are 94 possible entries, including “sexual innuendo,” “non-marital,” “pregnancy,” “ejaculate” and “phone sex.” The possible entries for foul language appear to number in the hundreds, ranging from “Ass” to “Whore.” The work is continuous, and harder than it used to be, says analyst Aubree Bowling, who was hired to do the job nearly six years ago straight out of Grove City College in Pennsylvania, a school in northwestern Pennsylvania that calls itself “authentically Christian.”

Bowling used to be able to monitor CBS’ 20 weekly hours of evening entertainment programming in about the same number of work hours; today any network seems to take a full 40-hour week to monitor, such is the tape reversing and incident-logging required. “That should tell you” about the trajectory that TV is on, says Bowling. Sometimes she draws the duty of monitoring FX network’s *Nip/Tuck*, or HBO’s *Sex and the City*. But watching for work seems to drain the fun out the shows. “When I transcribe it, it ceases to be appealing,” says Bowling. “It’s not entertaining most of the time.”

“There seems to be a trend toward extreme crime, and focus on the most degenerate material,” Bowling explains. Yes, she is asked, but is such material indecent under federal law? “That’s such a hard word to define,” she demurs.

It is hard to define, and Bozell admits there are some gray areas. But he doesn’t admit that one should not try to draw lines, or that responsibility to keep raunchy programming out of homes rests primarily with parents. What about simply turning the TV off?

“That’s one of the sound bites of scoundrels,” Bozell says. “It’s my air waves! It’s my television set. Rather than surrendering ... to those who are flooding the airwaves with sewage, what we’re saying is those airwaves belong to the public, and no matter what the networks might believe they have no right whatsoever to those airwaves. It is a privilege provided they abide by community standards.”

In one recently decided batch of complaints, PTC said community standards were violated by ABC’s *NYPD Blue* when a character



**rites of Spring** MTV's annual Spring Break coverage has drawn harsh barbs from PTC, which the net says are levied out of context.

**“Quite a few more people agree with us than agree with them. What our folks believe in is what the vast majority of Americans believe in.” BOZELL**

called another a “dickhead;” on NBC’s *Scrubs* when a character used the word “bastard” and when a woman talked of taking off her shirt and kissing her boyfriend’s nipples; on the WB’s *Gilmore Girls* when one character called another “a dick;” and on Fox’s *King of the Hill*, when an animated character’s bare buttocks were shown.

The incidents were among 36 that the PTC called to the FCC’s attention. In January the agency decided none was indecent. The fleeting uses of the words did not rise to the level of profanity, the agency concluded.

The agency’s forbearance capped a year of stiff indecency fines that have sown genuine disquiet among network executives. They fear that border-line calls on content will go against them, or that an obscenity will erupt at a live event—even a news event they cannot control. The FCC last year issued \$7.9 million in proposed fines and settlements over broadcast indecency, compared with less than \$440,000 in the previous year.

Whether the fines will continue unabated is not clear. Last year was unusual, characterized by the white heat surrounding the Super Bowl, and a Congress eager to vote for steeper indecency fines. This year the nation is coming off a placid Super Bowl. FCC Chairman Michael Powell, a Republican who guided the indecency crackdown, is leaving office in March (after earning criticism from Bozell, who believes Powell’s “reluctance to enforce broadcast decency laws” sanctioned prime-time topics including “bestiality, masturbation, oral sex, anal sex and pedophilia”).

Powell will leave behind several commissioners who have argued for stricter indecency enforcement, but it is unclear which way the next chairman will lean. Last week, 33 members of Congress wrote to President Bush pushing for a new chair who will “continue to crack down on patently offensive material on public airwaves.”

Whoever takes office will face a changed landscape, in part due to innovations crafted by the PTC and other groups such as the Tupelo, Miss.-based American Family Association, which objected to the liberal use of the F-word when the World War II epic *Saving Private Ryan* was televised on ABC last year. In recent years such groups have linked monitoring of shows with e-mail campaigns to the FCC. The result is a fundamental change in a longstanding dynamic.

The FCC used to receive complaints from people who actually saw or heard a broadcast and were offended. It still receives those, but now it also fields many thousands of complaints filed by people who may never have seen or heard the broadcast they are criticizing—in essence, people who are complaining about things other people may have chosen to view and judge. Many of these new generation of complainants contact the FCC through the PTC Web site and e-mail campaigns, which include alerts calling for objections to be sent to Washington officials.

**Bozell disputes an internal FCC estimate**, first reported last year by *Mediaweek*, that his group filed 99 percent of the 1.1 million indecency complaints, aside from those about the Super Bowl, that were received by the FCC in 2004, and a similar proportion of the indecency complaints filed with the FCC the previous year. The PTC denial arrived via a Jan. 12 news report on CNS News—the Conservative News Service that is another Bozell-founded group. According to CNS News, the PTC records show 224,000 people used the group’s e-mail Web form system to file complaints in 2004, and nearly 114,000 did so in 2003.

The percentage for last year works out to roughly 21 percent of all complaints coming from PTC—or it could be 42 percent, if the number going through the group’s site is set against the number of non-Super Bowl complaints, the subject of the FCC estimate. In the previous year, Parents Television Council calculates, it was responsible for 56 percent of indecency complaints to the FCC.

Such figures have drawn the attention of Philip Lombardo, joint chair of the National Association of Broadcasters. He used a recent speech to pose the question: “Are activist groups trying to drive broadcasters off the air through Internet campaigns based on complaints from people who never actually hear or watch programs they’re protesting?”

Well, yes, in part. Bozell crowed in the PTC’s monthly bulletin after DJ Howard Stern announced he was leaving traditional broadcasting for satellite radio, in part because indecency strictures made him trim his speech. “This is a huge victory for defenders of decency on the public airwaves,” Bozell wrote. “Stern and his sewage are leaving, and we—you and I—made it happen.”

Bozell thinks there may be more such victories to come. “I look at those press reports about the undue influence of the PTC and I know we’re having an impact,” he stresses.

“I know the industry is now on the defensive,” Bozell continues. “They weren’t before. And now the public is flexing its muscle, saying that it’s mad as hell and is not going to take it any more. And the industry is recognizing that its days of unchecked pollution are over.” ■

Todd Shields is *Mediaweek*’s Washington editor.

Special  
\$100  
Discount for  
Subscribers



in association with

**ADWEEK**

*Presents*

# THE ADVERTISING AGENCY PROFITABILITY FORUM

*Driving Growth, Maximizing Opportunity*

**General Session**

March 3-4, 2005

**Pre-Conference Workshops**

March 2, 2005

*The Princeton Club  
New York, New York*



**Hear from the leaders who make their agency's most important strategic decisions!**

#### Conference Highlights Include:

- STRATEGIC AND FINANCIAL MANAGEMENT TOOLS FOR GAUGING THE TRUE PERFORMANCE OF YOUR AGENCY
- INCREASING YOUR "BELOW THE LINE" PROFITABILITY
- UTILIZING ALTERNATIVE AGENCY-CLIENT COMPENSATION APPROACHES
- BRANDED ENTERTAINMENT—NEW WAYS TO INCREASE REVENUE
- THE ACCOUNT PERSON OF THE FUTURE
- PRACTICAL STRATEGIES FOR CREATING AND DRIVING SHAREHOLDER VALUE

**For more information or to register,  
call 1-866-265-1975 or register online at  
[www.northstarconferences.com/ADWK](http://www.northstarconferences.com/ADWK)**

**Mention VIP Code ADWK for \$100 off  
the registration price!**

EAST

# SERVICES & RESOURCES

Minimum run for any ad is one calendar month (3,4 or 5 issues, depending on the month). New ads, copy changes, and cancellations are due by the third Thursday of the current month for appearance the following month. **RATES: \$55 per line monthly; \$333 per half-inch display monthly. ALL ADS ARE PREPAID.** Monthly, quarterly, semi-annual and annual rates available. Orders and copy must be submitted in writing. Mastercard, Visa, and American Express accepted. Call **Karen Sharkey** at 1-800-7-ADWEEK. Fax 646-654-5313.

### ADVERTISING SERVICES

Affordable Newswire Services  
Send2Press.com

### AGENCY MANAGEMENT

Agency Growth Consultant  
New business - Account planning  
Growing accounts - New profit centers  
FREE Overview. fieldvision2001@aol.com

### ART/DESIGN SERVICES



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

- ➔ **WEB DESIGN**
- ➔ **COMPANY PRESENCE**
- ➔ **CAMERA READY ART**
- ➔ **ADVERTISING**

Call **STEVE** At: 718-544-7670

traditionalartist@yahoo.com

### ART DIRECTION

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

### ASIAN MARKETING SERVICES

asianmarketingandmedia.com  
212.924.1512

### CARTOONING

GRAPHICHUMOR.COM

### COPY/CREATIVE

Headturning copy: The Vagabond.646.319.4984

www.CreativeCopywriter.com  
732.571.9672

www.MovingAheadCommunications.com

### COPYWRITING

**I WRITE ADS!** Clear, effective, hard-sell copy. Ads, brochures, direct mail, PR. Financial and B2B. [Procopy@johnbarefield.com](mailto:Procopy@johnbarefield.com). Or call toll free: 1-866-978-4660.

### COPYWRITING

Smart. Detailed. Clear. Boyar  
212-242-4603

The best Sales Promotion Writer in NY & NJ Freelances Full Time. Marty Friedman (973) 539-4852

### EMPLOYMENT SERVICES

## Eureka Freelancers are ready to solve any problem!

We are an experienced resource pool in the Tri-State area ready to help you figure out any marketing or communications problem you might have, just like Archimedes did for his clients a couple of thousand years ago. We are:

- Project managers
- Account managers
- Print production pros
- PR folks
- Art directors and designers
- Copywriters
- Media planners and buyers
- Research geniuses
- Web everything



And any other communications discipline...

We average over nine years of experience. Some of us have probably worked on exactly the subject of your problem. We're ready to go. Now. Referenced-checked. No screening. Experienced. No training. Eureka pays us. No IRS or benefits hassles for you.



Call Doug Longmire at 203-977-8580

We'll find that Eureka Associate or two who will figure out your communications solution.

### ADWEEK ONLINE:

FINDING THE RIGHT EMPLOYER JUST GOT A WHOLE LOT FASTER

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

- **Instant e-mail responses.** Just by clicking on an email link that appears in many online ads, you can send your resume, cover letter, and other material in seconds to a prospective employer. And this means to confidential ads, too!
- **Visit an employer's web page.** Many online ads have a direct link to the company's website, so you can learn more about them fast.
- **Direct links to the ADWEEK MAGAZINES Archives.** Just by clicking on the company's name, subscribers to ADWEEK Online's premium services can search the Adweek, Brandweek, Mediaweek, and MC archives for news and features about an employer. The more you know, the smarter you'll search.

**VISIT ADWEEK.COM**

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

**Use ADWEEK MAGAZINES to get National Exposure**

### FILM/VIDEO PRODUCTION

Highest film & video prod'n value for your budget. Award winning reel 212/582-9600

### HISPANIC CREATIVE SERVICES

[www.nvi-advertising.com/917-757-9434](http://www.nvi-advertising.com/917-757-9434)

### ILLUSTRATOR'S REPRESENTATIVE

Lemonade - [www.lemonadeillustration.com](http://www.lemonadeillustration.com)  
Elite illustrators, many styles.

### MARKETING SERVICES

HEALTHCARE ADVERTISING SPECIALIST  
To the Consumer. To the Trade. To the Point.  
David Upright: 973.726.9655  
[uprightadvertising@direcway.com](mailto:uprightadvertising@direcway.com)

### MEDIA BUYING & PLANNING SERVICES

Guaranteed lowest DR media prices  
(212) 295-9191 x223

### MEDIA BUYING & TRAINING SEMINARS

[www.mediabuyingacademy.com](http://www.mediabuyingacademy.com)

### MEDIA SEMINARS

[paragonmedia.com/mediaseminars.html](http://paragonmedia.com/mediaseminars.html)

## THREE AUDIENCES FOR THE PRICE OF ONE

For one low price, your Classified ad appears in three different magazines:

**ADWEEK Classified,  
BRANDWEEK Classified,  
and MEDIaweek  
Classified.**

THREE FOR ONE . . . not a bad idea.

Call **Randolph E. Larsen**  
1-800-7-ADWEEK

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

**EAST SERVICES & RESOURCES**

**MARKETING SERVICES**

**Use our brand to build yours**

**Incorporate Zagat's best-selling content into your marketing and promotions to drive sales and increase customer loyalty**



To discuss customization options,  
call 1-800-540-9609  
[www.zagat.com/corporate](http://www.zagat.com/corporate)

**ZAGAT SURVEY®**

**For Classified Advertising Rates**

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

**MUSIC LICENSING**

**NEED MUSIC CLEARED FOR COMMERCIALS?**  
We specialize in all music rights clearance and music supervision. Fast/cheap licenses for all your music broadcast needs. Our clients include top ad agencies and TV networks. [www.musicsongfinder.com](http://www.musicsongfinder.com)  
Dafydd Rees: 508 362 8850  
[dafydd@musicsongfinder.com](mailto:dafydd@musicsongfinder.com)

**PHOTOGRAPHY**

Stills for TV, Film & Stage. [barshphoto.com](http://barshphoto.com)

**RADIO COMMERCIALS**

**RADIO - SOUP TO NUTS**  
[www.princeradio.com](http://www.princeradio.com) 805-584-2258

[www.flyingbrickradio.com](http://www.flyingbrickradio.com)

Sarley, Bigg & Bedder • [www.sarley.com](http://www.sarley.com)

**RADIO PRODUCTION**

Sarley, Bigg & Bedder • [www.sarley.com](http://www.sarley.com)

**SPANISH RADIO SPOT PRODUCTION**

[WWW.RECORDLABELMUSIC.COM](http://WWW.RECORDLABELMUSIC.COM)

**SWEEPSTAKES**

**SWEEPSTAKES: FOR TURNKEY SERVICES**  
CENTRA MARKETING & COMMUNICATIONS  
Contact Bob Bell, COO 516-997-3147, ext 12  
or [bbell@centramarketing.com](mailto:bbell@centramarketing.com)

**SWEEPSTAKES, GAMES & CONTESTS**  
Call Marla Altberg at Ventura Associates  
(212) 302-8277 ext 3003 or  
[maltberg@sweepstakespros.com](mailto:maltberg@sweepstakespros.com)

**VOICE OVER**

Digital Patch Services  
Your Connection to LA Voice Talent  
866-630-ISDN (4736)

**VOICE OVER TALENT**

[WWW.VOICESUNLIMITED.COM](http://WWW.VOICESUNLIMITED.COM)

**VOICE TALENT FOR TV & RADIO**

cast & direct world-class  
**voiceovers**  
from the comfort of your office.

**PROCOMM**  
Great spots demand great voiceovers.

888.803.5573  
[www.procommss.com/voices](http://www.procommss.com/voices)

**OFFERS & OPPORTUNITIES**

**MERGERS & ACQUISITIONS**

**Florida Advertising Agency Acquisition**

Florida major market, well established shop available for acquisition. Solid existing business. Two Florida service offices. Current local ownership with impeccable reputation. All responses confidential. Contact:

[floridaagency@yahoo.com](mailto:floridaagency@yahoo.com)

**NOTICE**

**BE A DOER**

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

Call  
1-800-7-ADWEEK

**NOTICE**

**For Classified Advertising Rates**

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

**EMPLOYMENT**

**Turn Key Ad Agency With "A List" Clients and Proprietary Media Niche**

High income opportunity in entertainment and media marketing. Take over a thriving Agency just outside Manhattan. Great accounts, dedicated employees, excellent financials.  
**Email: [david@recourses.com](mailto:david@recourses.com)**

**Tocquigny Advertising Creative Director**

We're looking for a passionate, award-winning creative star to lead, mentor and develop our creative team. Must provide creative and strategic excellence and lead the development and execution of media neutral breakthrough ideas. Global account experience required. Fearless? Please apply. Conceited? Don't bother. Reference job code YT-CD. Please apply to:

[employment@tocquigny.com](mailto:employment@tocquigny.com)

*Tocquigny is located in warm and wonderful Austin, Texas, live music capital of the world and one of the all-around best places to live on the planet. Check out other employment opportunities at [www.tocquigny.com](http://www.tocquigny.com).*

**REACH YOUR AD COMMUNITY  
ADWEEK MAGAZINES**

## HELP WANTED

**Casanova Pendrill, one of the top Hispanic advertising agencies in the country,  
is seeking dynamic and creative "Idea Breeders"  
to staff our growing NY Office.**

**Associate Media Director**

Minimum 10 years media planning experience with strong working knowledge of Hispanic-targeted media. Ideal candidate will demonstrate a passion for innovation and integrated communications. Bilingual (Spanish/English) strongly preferred.

**Media Planner**

Minimum 3 years of Hispanic media planning experience, including a strong understanding of the media planning process. Ideal candidate will demonstrate the ability to work well independently and as part of an integrated team. Bilingual (Spanish/English) strongly preferred.

**Assistant Planner**

Ideal candidate would have at least one year of experience in either general market or Hispanic media, with working knowledge of basic media concepts. Analytical and computer skills required. Bilingual (Spanish/English) strongly preferred.

**Network TV Buyer**

Ideal candidate would have a minimum of 3 years Network TV Buying or Assistant-level experience. Must have strong working knowledge of Donovan Netpak and network buy stewardship. Bilingual (Spanish/English) strongly preferred.

If you believe you have the strengths and qualifications necessary, please forward your resume in WORD OR PDF FORMATS ONLY to [Danielle.Mead@casanova.com](mailto:Danielle.Mead@casanova.com). In the subject line, please note the position you are applying for.

## CASANOVA PENDRILL

Integrated Hispanic Communications

### PUBLICIST

Turner Broadcasting System is seeking a Publicist in New York. BS degree Communications, Public Relations or Journalism. Approximately five years experience in television PR. Responsibilities: To assist with the execution of the day-to-day PR operations/plans for Entertainment, CNN, Sports, and Animation Ad Sales, as well as corporate research. Interact with consumer and trade media on a daily basis, develop press materials and work to secure opportunities for company executives on key industry panels and lists. Please apply online to [www.turnerjobs.com](http://www.turnerjobs.com) Req. # 348138R.

Turner Broadcasting System, Inc.  
and its subsidiaries are  
Equal Opportunity Employers

### SUBSCRIPTION QUESTIONS?

Need Information about a subscription to ADWEEK, BRANDWEEK, or MEDIAWEEK? For fast service, call our subscriber hotline TOLL FREE:

**1-800-562-2706**

### Print and Internet Account Director

Scarborough Research, the nation's premier provider of local-market consumer research, is seeking a highly motivated and self-directed sales professional with an exceptional new business development orientation to join our dynamic Print and Internet Sales Team.

The Print and Internet Account Director will be responsible for the sales and service of the Scarborough Reports -- and Scarborough's related products and services -- to daily newspapers, weeklies, magazines and dot.com companies in the U.S. The Account Director will be assigned to a specific geographic territory and will need to travel 30-35% of the time.

The ideal candidate will have seven or more years of experience in technical sales, preferably marketing research sales, with a proven record of developing new business. A BA/BS required; MA/MS preferred.

The following skills are essential for success in this position:

- ability and desire to cold call, prospect for new clients and grow Scarborough's Print and Internet business
- ability to provide consistent "over the top" customer service
- ability to manage multiple clients in various markets
- exceptional presentation and training skills
- in-depth understanding of consumer research
- ability to help clients use research information to grow their businesses

If you love the print and dot.com media businesses and you have a background in sales, new business development and management, presentations, data analysis and data interpretation -- and possess the energy and drive to grow Scarborough's Print and Internet business -- then this position is for you.

We offer a competitive compensation and benefits package. Please send your resume with salary requirements to: [jobs@scarborough.com](mailto:jobs@scarborough.com) or fax to (646) 654-8440. M/F EOE

**Scarborough Research**

## JOBTUNTERS!

### Log Onto Adweek Online Today

- Help Wanted Ads -- by job type -- from all six classified regions of Adweek, Brandweek, & Mediaweek
- Contacts -- the names and addresses you need from fully searchable databases
- Stay Up - to - date on current news, people moves, key industry issues, account changes

Visit our Website at: <http://www.adweek.com>  
e-mail: [adweek@adweek.com](mailto:adweek@adweek.com)

### ADWEEK ONLINE:

#### FINDING THE RIGHT EMPLOYER JUST GOT A WHOLE LOT FASTER

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

- **Instant e-mail responses.** Just by clicking on an email link that appears in many online ads, you can send your resume, cover letter, and other material in seconds to a prospective employer. And this means to confidential ads, too!
- **Visit an employer's web page.** Many online ads have a direct link to the company's website, so you can learn more about them fast.
- **Direct links to the ADWEEK MAGAZINES Archives.** Just by clicking on the company's name, subscribers to ADWEEK Online's premium services can search the Adweek, Brandweek, Mediaweek, and MC archives for news and features about an employer. The more you know, the smarter you'll search.

VISIT ADWEEK.COM

In print and online,

**ADWEEK MAGAZINES Classified is  
THE HIRE AUTHORITY**

## ATTN: ADWEEK CLASSIFIED ADVERTISERS:

ADWEEK Classified closes  
on **wednesdays at 3:30 p.m.**

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

# Adweek Magazines Offer Complete Advertising, Marketing & Media Coverage



## EACH SUBSCRIPTION INCLUDES:

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

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

For faster service subscribe online @ [www.adweek.com/subscribe](http://www.adweek.com/subscribe)  
Call toll-free 1-800-562-2706 or fax 646-654-5518.

**YES!** I need complete advertising coverage, please send me 1 year (48 issues) of **ADWEEK** for \$149.\* I'll receive 48 weekly issues plus password protected access to [Adweek.com](http://Adweek.com)—for expanded regional, national and international news and analysis.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL (required for online access) \_\_\_\_\_

NATURE OF BUSINESS \_\_\_\_\_

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

ACCOUNT # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

\*Canada US \$199 + GST other foreign US \$319 J52AW4  
Please add applicable tax in DC, GA, MD, MO, SC & TN



**YES!** I need complete marketing coverage. Please send me 1 year of **BRANDWEEK** (45 issues, plus password-protected online services) for only \$149.\*

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL (required for online access) \_\_\_\_\_

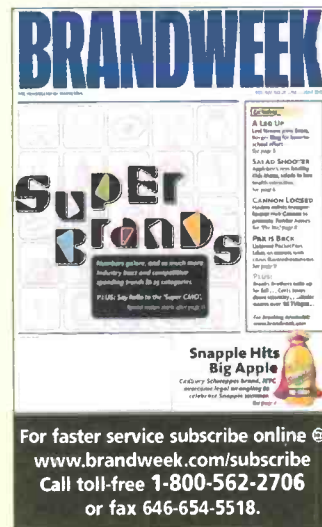
NATURE OF BUSINESS \_\_\_\_\_

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

ACCOUNT # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

\*Canada US \$199 + GST other foreign US \$319 J52BW4  
Please add applicable tax in DC, GA, MD, MO, SC & TN



**YES!** I need complete media coverage. Please send me 1 year of **MEDIAWEEK** (45 issues, plus password-protected online services) for only \$149.\*

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL (required for online access) \_\_\_\_\_

NATURE OF BUSINESS \_\_\_\_\_

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

ACCOUNT # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

\*Canada US \$199 + GST other foreign US \$319 J52MW4  
Please add applicable tax in DC, GA, MD, MO, SC & TN





NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



## BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 956 NORTH HOLLYWOOD CA

POSTAGE WILL BE PAID BY ADDRESSEE

# ADWEEK

PO BOX 16569  
NORTH HOLLYWOOD CA 91615-9458



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



## BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 959 NORTH HOLLYWOOD CA

POSTAGE WILL BE PAID BY ADDRESSEE

# BRANDWEEK

PO BOX 16749  
NORTH HOLLYWOOD CA 91615-9464



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



## BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 960 NORTH HOLLYWOOD CA

POSTAGE WILL BE PAID BY ADDRESSEE

# MEDIAWEEK

PO BOX 16809  
NORTH HOLLYWOOD CA 91615-9466



## Adweek Magazines Offer Complete Advertising, Marketing & Media Coverage



### EACH SUBSCRIPTION INCLUDES:

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

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

For faster service subscribe online @  
[www.adweek.com/subscribe](http://www.adweek.com/subscribe)  
Call toll-free 1-800-562-2706  
or fax 646-654-5518.



## Movers

### AGENCIES

**John Muszynski**, most recently managing director, investment and operations, for Starcom USA, was promoted to CEO of the media agency. Muszynski, a 24-year veteran of the company, worked in planning and strategy before getting into the broadcast-buying side and then the agency's broadcast-investment group.

### NETWORK TV

Telemundo Network has appointed two new executives to its West Coast operations. **Augustine Martinez**, formerly vp and general manager of Univision's KMEX-TV in Los Angeles, has joined as vp, West Coast, strategy. And **Diana Mogollon**, most recently vp, development, sales and marketing for Galan Entertainment, was named vp of programming and marketing.

### MAGAZINES

Meredith Corp. has named **Jon Andrade** publisher of *¡Siempre Mujer!*, its Hispanic women's lifestyle magazine, launching in September. Andrade had been ad director at *Ser Padres*, the Spanish-language version of *Gruner + Jahr's Parents*.

### RADIO

**Corinne Baldassano** was named senior vp, programming and marketing for Take On the Day, Dr. Laura Schlessinger's syndication company. She had been president of Translucent Media, a consulting company... **Carlos "Napoleon" Sanchez** was named format director of Entravision Radio's Radio Tricolor network. He had been morning-show host and program director for Lotus Communications' Regional Mexican KIWI-FM in Bakersfield, Calif.... **David Smith** was named vp and general manager for NextMedia Group's stations in the north Dallas region. Smith had been vp/gm of the company's stations in Saginaw/Bay City/Midland, Mich.

### TV STATIONS

**Dave Duncan** was promoted to general sales manager from local sales manager of KCTV, Meredith Broadcasting's CBS affiliate in Kansas City, Kan.... **John Braun** was named director of sales for WPSG-TV, Viacom's owned and operated UPN station in Philadelphia. He was sales manager for WCAU-TV, NBC's O&O in Philly.

# media elite

EDITED BY ANNE TORPEY-KEMPH



**Suede's Boyd (r.) with Time Warner CEO Parsons at the mag's SoHo fashion bash**

tor, and model/media star Tyra Banks, Parsons' inner fashionista shone through—or was that the glow of “glamazon”

**Suzanne Boyd?** The editor of the new Time Inc. title aimed at women of color dazzled in a satin-corseted, feather-trimmed gown. Besides the big boss, Boyd chatted with guests including actor Hank Azaria and über-chef Rocco

**THE PRESSURE WAS ON** to bring on the flava, and Time Warner CEO **Dick Parsons** didn't disappoint at *Suede's* “Fab 40” party during New York Fashion Week. As he mixed it up at SoHo's Skylight Studios with “Ultra-Suedes” like Emil Wilbekin, former *Vibe* edi-

DiSpirito, and toasted the party's honored guests, a group of 40 “influencers” in the design and culture world. For anyone who wasn't totally occupied with all the tight threads, there was Thai boxing [in a boxing ring] and an eclectic mix by DJ A.M. ■

## Spotlight On...



### Trish Frohman Senior vp, Turner Sports Sales

**TRISH FROHMAN HAS BEEN IN TRAINING** her whole life for her job in ad sales for Turner Broadcasting's sports division. “I grew up with two older brothers,” Frohman says. “If you want to play in the sandbox, you learn to play sports.”

Frohman's sandbox is pretty big these days. She's responsible for selling the NBA, the PGA, the MLB and Nascar on-air and online, and she's in charge of the company's event marketing group. As such, she should be on top of her game this weekend, overseeing one of Turner's biggest sports-programming extravaganzas, the NBA All-Star Weekend. That all might sound like a tall order, but Frohman says she's got the best job in the world. “It's all about having the passion for what you do,” she says.

An athlete who played field hockey in high school and college, Frohman's goal was to find a job at a sports-related organization when she graduated. In college, she applied to all the big shops, including Nike, but when that didn't work out, she joined American Home Products as a buyer. A job as associate media director at DeWitt Media followed. Then, in 1993, Frohman landed at Turner, where on Day Two she introduced herself to the then-head of sports sales, David Levy. A year later, she found herself working at Turner Sports as a sales manager.

Even after-hours—and before—Frohman is all about sports. The mother of two coaches three soccer teams and gets up every day at 5 a.m., rain or shine, to run several miles with a friend. She has to be in great shape just to keep up with her schedule. After this weekend's All-Star event in Denver, she will be headed to Orlando, Fla., with clients in tow, for the beginning of the Atlanta Braves' spring training. Then she's off to St. Andrews golf course in Scotland for the British Open.

On all trips, clients participate in the sports events, giving Frohman a way to share her enthusiasm for the game at hand. “Having them participate conveys how excited we are about what we do,” says Frohman. “Sometimes you just have to have them touch it.” —Megan Larson

■ **Katz Media Group and American Women in Radio & Television (AWRT)** will present the first of the year's **Women's Career Summit** events Feb. 25, as part of the AWRT Leadership Summit in Washington, D.C. Leading men and women in the media industry will address career advancement and diversity, among other hot topics. To register or receive more information about both programs, visit [awrt.org](http://awrt.org) or call Kasana Banks, 212-424-6480.

■ **The Advertising Club** will present **The Changing Media Landscape Breakfast** on Wednesday, Feb. 16, from 8-10 a.m. Panelists from Masterfoods, Anheuser-Busch and CBS will address how marketers are maximizing current trends in budgets and media plans. The event will be at The Sky Club in the Met Life Building, 200 Park Ave., 56th floor. Register at [theadvertisingclub.org](http://theadvertisingclub.org) or call 212-533-8080.

■ **The American Association of Advertising Agencies' 12th Annual Media Conference & Trade Show** will be held at the Hilton New Orleans Riverside March 2-4. Panels and presentations will cover topics including branded content and multicultural and youth markets. Register for the conference, including the *Mediaweek* golf tournament, at [www.aaaa.org](http://www.aaaa.org) or contact Michelle Montalto ([michelle@aaaa.org](mailto:michelle@aaaa.org)) for more information.

■ **The John A. Reisenbach Foundation** will honor GroupM Worldwide CEO Irwin Gotlieb with its 2005 Distinguished Citizenship award March 8 at its **13th annual gala**. The charitable organization of New York's media and advertising communities will host the event at the Harmonie Club, with Initiative Media CEO Alec Gerster and former *Variety* publisher Gerry Byrne serving as the evening's co-chairs. Call 212-935-1840 or e-mail [ronnyvenable@aol.com](mailto:ronnyvenable@aol.com).

■ **The Syndicated Network Television Association** will present the first of its three spring **Syndication Day** events March 10 at the Grand Hyatt in New York. Info: [snta.org](http://snta.org).

**Video-on-Demand Usage Nearly Doubles**  
VOD service attracted more consumer interest last year, according to a new study from Leichtman Research Group. Based on surveys conducted in December of 1,400 households in four markets, the Durham, N.H.-based group found that about half of digital cable subscribers used VOD, nearly double the rate of 17 months ago. In those four markets where the top cable operator has offered VOD for a year, household use of the service ranged from 50 to 69 percent.

**Working Mother to Spin Off into Pregnancy**  
Working Mother Media will publish *Working Through Pregnancy*, a spinoff of its flagship magazine. The biannual title, available May 3, will have a circulation of 350,000 and be distributed through OB/GYN offices and HR departments at Fortune 500 companies.

**Interactive Taxicabs Debut in Three Cities**  
Hundreds of "cybercabs" last week began trolling the streets of Boston, Chicago and

For more quick media hits, go to the new [mediaweek.com](http://mediaweek.com)

San Francisco. Interactive Taxi, a division of Targeted Media Partners, launched a network of Internet portals in the backseats of taxicabs. The portals, planned for 600 cabs by the end of February, provide traffic information, maps, local news and advertisements. Passengers also can access special event listings, book restaurant reservations and buy movie tickets. Interactive Taxi has partnered with PeerDirect Corp., a division of Progress Software, for use of its Internet-connection technology. Interactive Taxi is being considered by the New York City Taxi and Limousine Commission for adoption later this year.

**FCC: Cable Rates Up 5.4 Percent in '04**  
The Federal Communications Commission reported that cable rates increased 5.4 percent in 2004 to \$45.32 per month—a slower rate than the 7.8 percent price-hike of the year prior. In its annual report on cable-industry prices, the FCC reported that cable operators increased the number of channels provided on all programming tiers. As a result, rates increased at a much slower pace or declined when measured on a per-channel basis. The report also noted an increase in advanced services: 97 percent of all cable subscribers were offered digital video, and

95 percent subscribed to a cable service offering Internet access. Moreover, 28.5 percent of subscribers were offered telephone service by their cable operator.

### MtvU Announces New Programming

A year after launch, MTV's college campus network mtvU has several new and returning programs lined up in time for the spring semester. New shows include *Fresh Produce*, which features student-produced short films and home movies; *The Opening*, which shows recent graduates on the job; *mtvU Sports*, which covers collegiate athletics; and the video game championships, *Best Gamer on Campus Contest*. *Stand In* will return, with new guest professors such as Sting and Russell Simmons. MtvU is now available to 6.4 million students, a 15 percent increase in viewership since launch.

### LIN Buys Two UPN Stations from Viacom

LIN TV acquired two owned-and-operated UPN TV stations in Indianapolis and Columbus, Ohio, from Viacom for \$85 million. Buying WNDY-TV gives LIN a duopoly (with CBS affiliate WISH-TV) in Indianapolis, the 25th largest TV market. The company also recently created WIIH-TV in the market, a cable channel affiliated with Univision Communications. Purchasing WWHO-TV in Columbus will allow LIN to operate multiple stations from a regional center, a strategy it currently employs in seven of the 13 markets where it owns stations.

### Monitor-Plus Adds Radio Markets

Nielsen Monitor-Plus, the Nielsen Media Research service that tracks advertising activity across 18 media, expanded its coverage of spot radio and began reporting brand-level detail. Beginning last month, Monitor-Plus increased the number of radio markets it covers to 26 from 19, bringing the total number of reported radio stations to more than 500. As a result, the service now tracks more than 50 percent of all radio ad spending in the U.S. and monitors the advertising on more than 35 Spanish-language radio stations in 13 markets, representing 56 percent of Hispanic households. Markets added to Monitor-Plus spot radio coverage include Baltimore, Minneapolis, Orlando, Fla., Phoenix, San Diego, St. Louis and Tampa, Fla. ■

# Thank You

to our sponsors, presenters and attendees for making  
**THE NEXT BIG IDEA – WEST** a huge success!



— SPONSORS —

**manatt**  
manatt | phelps | phillips



**SNIPPIES**.com  
The Real People People.



the next **BIG** idea

east

**THE FUTURE OF BRANDED ENTERTAINMENT**

is coming to New York in October 2005

Hosted by

**ADWEEK**

**BRANDWEEK MEDIWEEK**

**Billboard**

**THE REPORTER**

**SGB**  
SPEAKERS GROUP BUSINESS

**ab**

Nielsen  
Media Research

in association with  
ENTERTAINMENT AND  
MEDIA MANAGEMENT INSTITUTE  
UCLA Anderson  
School of Management

For registration or sponsorship information, email [jkobin@vnubusinessmedia.com](mailto:jkobin@vnubusinessmedia.com) and mention this event.

## Sex Meets Suburbia

Morrison revamps *Redbook* with the goal of making the mag a guide to marriage and motherhood **BY TONY CASE**

**BEFORE STEPPING INTO THE ROLE OF EDITOR IN CHIEF OF HEARST MAGAZINES' VENERABLE *Redbook* last July, Stacy Morrison, fresh off a three-year stint as executive editor of the company's *Marie Claire*, had distinguished herself as a "queen of the launches," helping to create titles including**

*Time Out New York*, *Condé Nast Sports for Women*, *Mirabella* and the design magazine *One*. In college, she even penned a thesis on magazine launches pegged "Start-Ups: Reality & Fantasy."

But her new gig is the farthest thing from a launch one could imagine, *Redbook* having burst on the scene back in 1903, when American women had not yet earned the right to vote, Oprah and Martha were still to make their mark on womankind, and the women's magazine field was somewhat less cutthroat.

Morrison comes to *Redbook* at a time of static circulation and less-than-stellar ad business for the storied service titles—this, as newer entries like Hearst and Harpo's 2.7 million-circ *O*, *The Oprah Magazine* and Time Inc.'s 1.7 million-circ *Real Simple* deepen their connections with readers and Madison Avenue.

Following a recasting in the late '90s to address its aging readership (though, with a median age of 43.6, it's still no spring chicken), *Redbook* more recently has taken to billing itself as "The Married Girls' Guide to Life." Targeting Gen X women moving from single life to marriage to motherhood, the magazine aims to bridge the gap between older-skewing service titles such as Hearst's *Good Housekeeping* and lifestyle books like Oprah's. *Redbook* vp, publisher Mary Morgan describes its core readers as "the *Sex and The City* girls when they move to the suburbs."

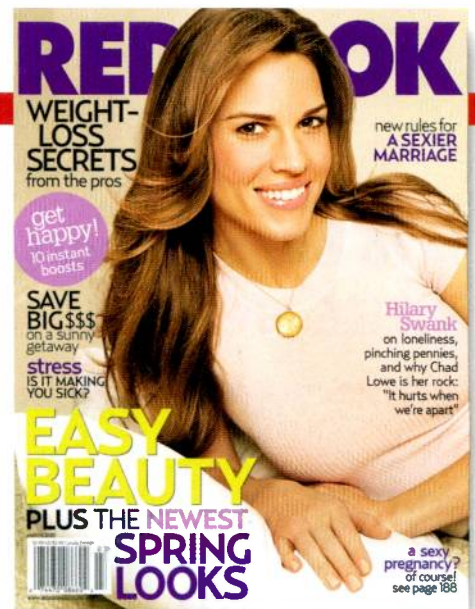
Morrison's arrival followed a succession of top editors over the last few years, most recently Ellen Kunes, who was moved to a magazine-development job within Hearst after three years at the helm of *Redbook*. Morrison has made her own distinctive mark on *Redbook*.

"We've changed the architecture to move the reader through the book and maximize their sense of plenty," she said. *Redbook*, Morrison mused, "has been a sleepy magazine when it should have been an exciting, vibrant and optimistic one."

The current March issue, which features Hilary Swank on the cover, introduced front-of-the-book section Beat the Clock, offering time-saving tips for putting together an outfit, shaping up the thighs and frosting a cake. The health section has been dramatically revamped as well. And Morrison has ushered in updated typefaces, a brighter color palette and a more modern layout. The editor also has made some mistakes, killing the most-embarrassing-moments column Red in the Face—only to restore it after readers complained.

Hearst is betting Morrison's influence can boost *Redbook's* fortunes heading into its second century. For the six months ended December 2004, total circ remained flat at 2.4 million over the prior year, according to the Audit Bureau of Circulations. Newsstand sales fell 4.2 percent (single copies account for less than 20 percent of total circ). But, publisher Morgan noted, last June the magazine raised its cover price to \$2.99 from \$2.50, which she said hampered single-copy sales. Still, in the first-half 2004, *Redbook's* newsstand sales plunged 19.3 percent.

On the advertising front, *Redbook* also shouldered an 11.6 percent year-over-year decline in ad pages in 2004, according to *Mediaweek Monitor* (although, as Morgan pointed out, the magazine last year was coming off the big centennial year of 2003, when it enjoyed year-over-year ad-page growth of 14.6 percent). Through February, ad pages are flat at 174. Morgan, however, reports that



Morrison has sought to transform the sleepy magazine into one that's more "exciting" and "optimistic."

through April, pages are up 13 percent, with new clients including Fruit of the Loom, Hershey's and Kohl's and greater commitments coming from the likes of Estée Lauder, Levi's and Calvin Klein.

Robin Steinberg, vp, print director at MediaVest, whose clients include Kraft and Procter & Gamble, believes the magazine's "Married Girls' Guide" positioning connects with what's happening in the culture. "Hello? *Desperate Housewives*? The movie *Closer*?" she said. "These are the hot topics right now."

## For the Girls

*Vibe Vixen* launches Feb. 22

The urban music and lifestyle title *Vibe* next week will give props to its large female following—and the advertisers chasing them—with the launch of *Vibe Vixen*. The 425,000-circ beauty, fashion and lifestyle book will be published twice this year, with spring and fall issues, and aims to go quarterly in 2006. "A girly version of what the ladies love about *Vibe*," as *Vibe* and *Vibe Vixen* editor in chief Mimi Valdés put it, the super-glam spinoff is being mailed to female subscribers of *Vibe*. *Vibe Vixen*, like its sibling, will also be available on newsstands.

While the world that *Vibe* inhabits is most assuredly male-dominated, many don't real-

For more coverage of the magazine industry, go to the new [mediaweek.com](http://mediaweek.com)

# MEDIAWEEK MAGAZINE MONITOR

WEEKLIES FEBRUARY 14, 2005

ize that the 851,000-circ magazine actually claims a near-50/50 dual readership. "Over the years, so many women who love R&B and hip-hop have been coming to the magazine. ... This is an opportunity to do something for the ladies," Valdés said.

An advance peek at the first issue reveals the front-of-the-book sections Start, a capsule of snippets about the culture and personalities, and Crave, a massive, 18-page shopping guide featuring the hottest in threads, make-up and bling. Features include a cover story on up-and-coming singer Ciara and a piece on the history of hair weaves. No worries that *Vibe Vixen* will cannibalize its progenitor, said Valdés, explaining, "You still have to go to *Vibe* to read about 50 Cent."

*Vibe Vixen's* 138-page inaugural issue sports a diverse 50 pages of ads, mostly for health/beauty marketers that include L'Oréal and Neutrogena and apparel advertisers like Nike and Manolo Blahnik. But the title also got business from automakers Mercedes-Benz and Ford Motor Co., household products giant Clorox, and retailer Target. "The momentum continues to grow from marketers targeting the young female that really can't find anything out there speaking to this multicultural audience, which is trendsetting

and influential in fashion and beauty," said Carol Watson, *Vibe/Vibe Vixen* publisher.

*Vibe Vixen* comes on the heels of Time Inc.'s 250,000-circ urban startup *Suede*. "Some people felt the tone was not as authentic as *Vibe*," said Dennis Santos, media director of PGR Media, which



*Vibe's* spinoff will target women who live the hip-hop lifestyle.

handles buying chores for Tommy Hilfiger. Santos said that Hilfiger, a *Vibe* client, did not buy *Suede* and is now taking a "wait-and-see" approach to *Vibe Vixen*. —TC

## A New Dance

### *Savoy* rises from the ashes

*Savoy*, the general-interest monthly geared to affluent African Americans, was resurrected last week by Chicago-based Jazzy Communications, publisher of the city-weekly newspa-

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	14-Feb	43.67	16-Feb	46.07	-5.21%	218.78	242.03	-9.61%
The Economist	5-Feb	31.00	7-Feb	40.00	-22.50%	214.00	200.00	7.00%
Newsweek <sup>E</sup>	14-Feb	48.66	16-Feb	30.26	60.81%	183.70	250.45	-26.65%
The New Republic	14-Feb	5.08	16-Feb	6.86	-25.95%	25.47	25.17	1.19%
Time <sup>E</sup>	14-Feb	39.46	16-Feb	62.19	-36.55%	236.28	277.19	-14.76%
U.S. News & World Report <sup>@</sup>	14-Feb	30.37	16-Feb	32.97	-7.89%	140.10	159.29	-12.05%
The Weekly Standard	7-Feb	4.00	9-Feb	6.00	-33.33%	22.49	24.66	-8.80%
<b>Category Total</b>		<b>202.24</b>		<b>224.35</b>	<b>-9.86%</b>	<b>1,040.82</b>	<b>1,178.79</b>	<b>-11.70%</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	14-Feb	17.97	16-Feb	26.75	-32.82%	127.59	123.61	3.22%
Entertainment Weekly	11-Feb	23.49	13-Feb	28.67	-18.07%	159.07	167.27	-4.93%
Golf World	11-Feb	11.67	15-Feb	19.33	-39.63%	112.82	139.10	-18.89%
New York	14-Feb	116.50	16-Feb	100.70	15.69%	287.70	304.60	-5.55%
People	14-Feb	71.93	16-Feb	58.31	23.36%	416.52	366.28	13.72%
Sporting News	18-Feb	9.67	16-Feb	25.50	-62.08%	63.92	88.84	-28.05%
Sports Illustrated <sup>S</sup>	14-Feb	35.52	16-Feb	29.78	19.27%	171.64	350.90	-51.09%
Star	14-Feb	15.33	17-Feb	17.15	-10.61%	96.32	110.14	-12.55%
The New Yorker <sup>A</sup>	14-Feb	139.07	9-Feb	16.04	767.02%	276.42	132.30	108.93%
Time Out New York	9-Feb	62.94	11-Feb	62.88	0.10%	322.95	347.26	-7.00%
TV Guide	13-Feb	26.74	14-Feb	55.73	-52.02%	274.21	369.71	-25.83%
Us Weekly <sup>+</sup>	14-Feb	26.50	16-Feb	41.00	-35.37%	208.33	164.66	26.52%
<b>Category Total</b>		<b>557.33</b>		<b>481.84</b>	<b>15.67%</b>	<b>2,517.49</b>	<b>2,664.67</b>	<b>-5.52%</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	13-Feb	12.07	15-Feb	8.95	34.86%	67.18	68.35	-1.71%
Parade	13-Feb	10.18	15-Feb	11.76	-13.44%	92.10	86.62	6.33%
USA Weekend	13-Feb	10.86	15-Feb	11.87	-8.51%	89.66	76.78	16.78%
<b>Category Total</b>		<b>33.11</b>		<b>32.58</b>	<b>1.63%</b>	<b>248.94</b>	<b>231.75</b>	<b>7.42%</b>
<b>TOTALS</b>		<b>792.68</b>		<b>738.77</b>	<b>7.30%</b>	<b>3,807.25</b>	<b>4,075.21</b>	<b>-6.58%</b>

A=2005 Anniversary double issue; E=estimated page counts; S=2004 YTD includes 2/13/04 Swimsuit Issue, 114.57 pages; @=one less issue in 2005 than in 2004; +=one more issue in 2005

CHARTS COMPILED BY AIMEE DEEKEN

per *N'Digo*.

Launched in 1999 by Vanguard Media, which folded the title after the company went bankrupt in late 2003, *Savoy's* assets were acquired in May 2004 by New York-based Jungle Media Group, which shortly thereafter flipped *Savoy* to Jazzy.

Publisher Hermene Hartman said the decision to relaunch *Savoy* was a testament to its cachet in the marketplace. "It was a good product, good presence, good title, good subscriber and advertising base," she said of *Savoy*. "This was a title that needed to be restored. It is in a niche that remains unfilled."

While *Savoy's* business strategy remains the same as it was under Vanguard—maintaining a 325,000 rate base and a \$24,000 open rate for a full-color page—its demographics and editorial positioning have been tweaked. The previous incarnation of *Savoy* had targeted a dual audience, though it aimed more at men. Now, the title will be female oriented, given the broader advertising opportunities, said Hartman.

*Savoy's* editor in chief is Monroe Anderson, a veteran of *Ebony* and Chicago's WBBM. The magazine's February issue, with Illinois Senator Barack Obama and his wife Michelle on the cover, includes a horo-

scope page, as well as inspirational, investment, and lifestyle columns. In a nod to its dual audience, the new *Savoy* will also cover both men's and women's fashion. Hartman also noted *Savoy* would take positions on civil rights, hip-hop and other contemporary issues affecting African Americans. —LG ■



The relaunched magazine aims more at women.

# mr. television

BY MARC BERMAN



## Still Wild and Crazy

**LIVE FROM NEW YORK ... IT'S SATURDAY NIGHT! AFTER ALL THESE YEARS, THOSE SEVEN** words still take me back to the 1970s, when there were three broadcast networks, *All in the Family* ruled, cable was unheard of, computers were used to compute, and no Saturday was complete without a dose of

Chevy Chase, Gilda Radner, Dan Aykroyd, John Belushi, Jane Curtin, Garrett Morris and Laraine Newman. Almost 30 years have passed since Chevy took his first pratfall, Gilda did one of her spot-on impersonations and guest host Steve Martin strutted to "King Tut." No one over the years—Eddie Murphy, Billy Crystal, Mike Myers and Chris Rock included—could match the brilliance of the original cast.

Billed as the "Not Ready For Prime Time Players," NBC's *Saturday Night Live* forever changed the late-night television scene. Suddenly, it became cool to be home by 11:30 p.m., and it still is even today.

Although variety at the time was becoming obsolete, a colorful cast of memorable recurring characters from the first years of *SNL*—including The Blues Brothers, Roseanne Rosanna-Dana, Emily Litella, those "wild and crazy guys," the Coneheads, the Killer Bees, Ba Ba Wawa, Samurai Warrior, Mr. Bill and Jane "you ignorant slut" on *Weekend Update*—completely shook up the genre as it redefined it. Unlike shows in other dayparts, particularly in prime time when the average shelf life of a successful series is six to nine years, *SNL* has survived—and thrived—as it approaches an unprecedented 30 years. Other than NBC's *Today* show and *The Tonight Show*, ABC's *Good Morning America*, CBS' *60 Minutes*, the Sunday morning public affairs programming and some daytime soap operas, no other network series has lasted this long. And

that includes syndication, which prides itself on long-term hits.

In honor of those glorious early years of *SNL*, NBC is offering a two-hour retrospective, *Live From New York: The First 5 Years of Saturday Night Live*, this Sunday at 9 p.m. Although facing ABC blockbuster *Desperate Housewives* means the special will have to settle for the distant No. 2 spot, at least from 9 to 10 p.m., that should be of little concern for a show with the historical success of *SNL*.

While NBC's *The Tonight Show With Jay Leno* and CBS' *Late Show With David Letterman* continue to get the lion's share of attention, *SNL* remains a bigger attraction. Based on data from Nielsen Media Research, *SNL* this season is averaging 7.1 million viewers versus 5.81 million for *The Tonight Show* and 4.57 million for *Letterman*. Because this is a business where adults 18-49 rule, let's look at the numbers in that demo: *SNL*'s rating is a 3.4 compared to a 2.1 for *Tonight* and a 1.6 for *Letterman*.

Even more impressive, among adults 18-34, *SNL* is averaging a 3.0 rating versus a 1.7 for *Tonight* and a 1.2 for *Letterman*. That's 3 percent above the two shows combined! I

don't think many people in the industry are aware of this.

Although one could argue that the competitive landscape on a typical weeknight is more severe, don't forget that Fox's partially competing *Mad TV* (which begins one-half hour earlier than *SNL* and is averaging 3.95 million viewers with a 1.9 among adults 18-49) has its loyal fans.

While no show has put more catchphrases into the vernacular ("Never mind!" "It's always something!" "No Coke—Pepsi!") and more characters on the movie screen (*The Blues Brothers*, *Wayne's World*), I often wonder if people truly realize the impact *SNL* has had. As hard a time as NBC is having in prime time right now, the underrated *Saturday Night Live* remains a rare and consistently strong performer.

Instead of the networks fighting among themselves for the next reality hit, forensic crime-solving drama, or countless number of *Desperate Housewives* clones that are guaranteed to come, why don't the networks take a page from *SNL* and think of other new options?

What about a talk show in prime time? Or a Sunday late-night hour that could highlight news of the past week and look ahead to the following week? Instead of the traditional sitcoms and dramas with a familiar talent pool, how about—as *SNL* does so well—finding some fresh faces?

For anyone who still insists variety is dead, it does indeed live on in late night courtesy of *SNL*. In the event you need a good laugh, watch the NBC special this Sunday. One look, and you'll realize how originality can thrive on the small screen. ■

**Do you agree, or disagree, with Mr. TV? Please e-mail [mberman@mediaweek.com](mailto:mberman@mediaweek.com) and let him know if you would like your response published in an upcoming issue.**

**No television show has put more catchphrases into the vernacular or more characters on the movie screen.**

MEDIAWEEK (ISSN 1055-176X, USPS 885-580) is published 46 times a year. Regular issues are published weekly except 7/4, 7/18, 8/1, 8/15, 8/29, 12/26 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@espcomp.com](mailto:mediaweek@espcomp.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 2005, 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. For reprints, please call Valeo Intellectual Property (651) 582-3800; [www.ValeoIP.com](http://www.ValeoIP.com)

# THE MEDIA UNIVERSE CONTINUES TO EXPAND.

The screenshot shows the Mediaweek.com website with a top navigation bar including 'abc prime time live', 'interest', and 'mediaweek'. Below the navigation is a search bar and a list of news articles. Key headlines include 'TCA Notebook Roundup', 'Post-Powell FCC to Stay the Course', 'Hail to the Chief', 'PCs to G-3: Your complaint is unfounded', 'VH1 Classic Adds Rex Sells', 'Free Adweek Newsletter', 'United Way', 'Face time', and 'MEDIaweek magazine'. The magazine section lists current issues and offers 6 free issues.

## AND SO DO WE.

Keeping pace with the ever-expanding media universe requires speed and access, getting the in-dep'th, up-to-date information you need to compete and succeed. That's why we've launched the new Mediaweek.com.

Redesigned and enhanced — with twice as much exclusive Web content — Mediaweek.com is now your 24/7 online source for a wealth of information you won't find anywhere else. You'll have access to breaking news stories and expanded coverage in six key media categories — network TV/syndication, cable television, TV stations, interactive, print and radio. Subscribers will also have online access to the current issue of Mediaweek magazine, as well as new features and departments designed to keep you up to speed on the latest media trends and opportunities.

**Go to [www.mediaweek.com](http://www.mediaweek.com) for a chance to win a SONY widescreen HDTV!** Visit our Web site now and click on "Log In" to activate your online access. Then starting February 14th, every day you go online, you can play our **Follow the Money Sweepstakes** for a chance to win a SONY 42" widescreen HDTV.\* We'll also be awarding 24 American Express gift checks for \$100.

You'll find the new Mediaweek.com offers so much more than any other industry news source. For all media, all the time, go to [www.mediaweek.com](http://www.mediaweek.com).

# INTRODUCING THE NEW MEDIaweek.COM

ALL MEDIA. ALL THE TIME.

\* NO PURCHASE NECESSARY. U.S. RESIDENTS, 18 YEARS OF AGE OR OLDER TO ENTER. VOID WHERE PROHIBITED. Promotion ends April 14, 2005. For complete details, see Official Rules at [www.mediaweek.com](http://www.mediaweek.com). Sponsor: VNU Business Media, Inc., 770 Broadway, New York, NY 10003.



**MEET THE RIVERAS. WHEN HIGH TIDE ROLLS IN.** Meet Mom on AOL Food, poring over ceviche recipes in English. Meet the kids on AOL Latino's *Preguntale al Maestro*, reading about jellyfish in Spanish. Meet Dad on PeopleEnEspañol.com, checking out movies for tonight (no subtitles needed). Want to meet the Riveras and 10.3 million other Hispanics like them? Let us connect you to their lives. Start by visiting [aolmedianetworks.com](http://aolmedianetworks.com) **AMERICA LIVES. HERE.**  **AOL/**media networks



America Online, AOL, and the triangle logo are registered trademarks of America Online, Inc. © 2005 America Online, Inc. All rights reserved.  
Demographic info from Media Metrix, 11/04 (AOL+Time Warner).