

# MEDIaweek

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NEWSPAPER

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## Consolidation's Return?

Stage set for buying binge as FCC eyes dismantling ownership regs **PAGE 4**

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No ill effects seen from suppliers' downsizing

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November local news-casts will be serious

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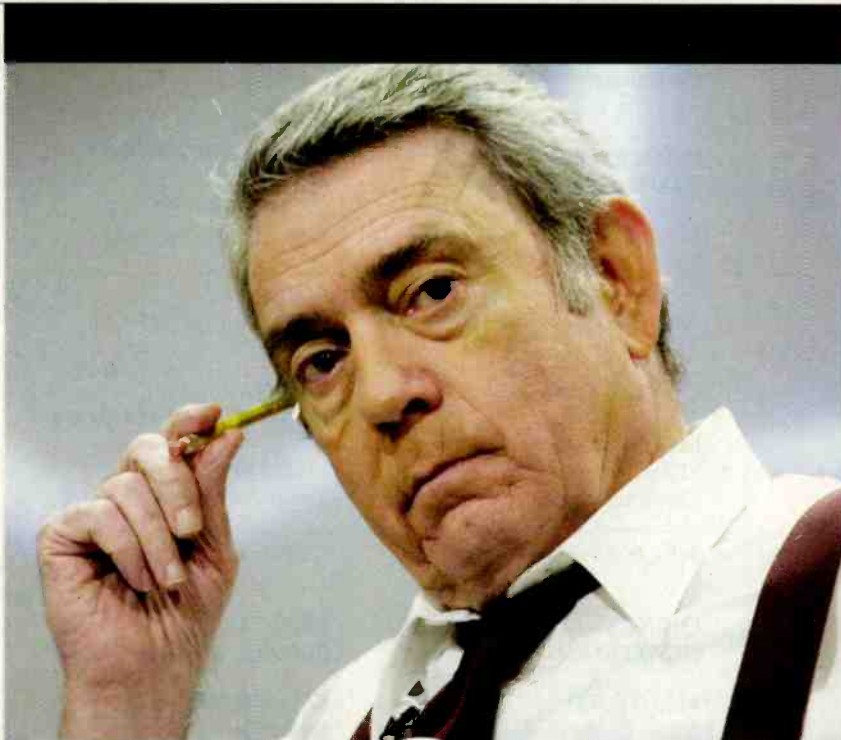
### MAGAZINES

#### Sober Time in New York City

AMC confab eschews levity for gravity

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## BEING DAN

20 YEARS AFTER CRONKITE, DAN RATHER  
REMAINS AN ENIGMA: IS THE MAN  
THE ANCHOR, OR IS THE ANCHOR THE MAN?

BY ALICIA MUNDY **Page 20**

### MARKET INDICATORS

**NATIONAL TV: CALM**  
Most advertisers are still delaying decisions on first-quarter cancellation options. Scatter avails are plentiful for November and December. Automakers' zero-based financing ads are plentiful.

**NET CABLE: QUIET**  
Major cable networks continue to report weak third-quarter ad revenue. Holidays may spark the market a bit, but little scatter money is working now.

**SPOT TV: WEAK**  
Inventory is back to pre-attacks levels, but station execs are facing advertiser wariness regarding spots airing adjacent to war and bioterrorism reports.

**RADIO: OPEN**  
Many ad buys are being placed very close to air dates. Active categories include local auto dealers and movie studios. Retail is sluggish but is expected to pick up for the holiday season.

**MAGAZINES: STEADY**  
Publishers of weekly titles expect pharmaceutical advertising to continue at its current healthy pace in the first quarter as several companies have drug launches scheduled for early 2002.



SUZANNE PLUNETT/AP PHOTO

**EMMIS  
COMMUNICATIONS  
CORPORATION**

\$1,400,000,000  
Senior Credit Facilities

Co-Lead Arranger

**INNER CITY  
BROADCAST HOLDINGS**

\$120,000,000  
Senior Credit Facilities

Syndication Agent

**INNER CITY MEDIA  
CORPORATION**

\$25,000,000

Private Equity Investor

**TRANSWESTERN  
PUBLISHING  
COMPANY, LLC**

\$75,000,000  
Senior Subordinated Notes

Joint Books

**TRANSWESTERN  
PUBLISHING  
COMPANY, LLC**

\$15,000,000

Private Equity Investor

**TRANSWESTERN  
PUBLISHING  
COMPANY, LLC**

\$300,000,000  
Senior Credit Facilities

Co-Lead Arranger &  
Syndication Agent

**MEDIACOM  
COMMUNICATIONS  
CORPORATION**

\$450,000,000  
Follow-On Equity Offering

Co-Manager

**MEDIACOM  
COMMUNICATIONS  
CORPORATION**

\$380,000,000  
Initial Public Offering

Co-Manager

**ADELPHIA  
COMMUNICATIONS  
CORPORATION**

\$500,000,000  
Convertible Preferred

Co-Manager

**PRINCETON VIDEO  
IMAGE, INC.**

\$17,500,000  
Equity Investment

Advisor & Placement Agent

**COTTER GROUP**

has been acquired by  
SFX/Clear Channel  
Communications

Sellside Advisor

**QUINCY  
NEWSPAPERS, INC.**

\$180,000,000  
Senior Credit Facilities

Sole Arranger

**THE FLORIDA  
OUTDOOR DIVISION  
OF THE ACKERLEY  
GROUP, INC.**

has been acquired by  
Clear Channel  
Communications

Sellside Advisor

**CSC HOLDINGS, INC.**  
Parent of Cablevision Systems Corporation

\$1,000,000,000  
Senior Notes

Co-Manager

**GOCOM  
COMMUNICATIONS**

\$28,653,000

Private Equity Investor

**GOCOM  
COMMUNICATIONS**

\$90,000,000  
Senior Credit Facilities

Arranger &  
Administrative Agent

**NEXSTAR  
BROADCASTING GROUP**

\$160,000,000  
Senior Subordinated Notes

Co-Manager

**NEXSTAR  
BROADCASTING GROUP**

\$275,000,000  
Senior Credit Facilities

Documentation Agent

**CHARTER  
COMMUNICATIONS**

\$300,000,000  
Senior Discount Notes

Co-Manager

**SINCLAIR  
BROADCAST GROUP**

\$1,100,000,000  
Senior Credit Facilities

Documentation Agent

**MORRIS  
MULTIMEDIA**

\$85,000,000  
Senior Credit Facilities

Arranger &  
Administrative Agent

**PAXTON MEDIA  
GROUP, INC.**

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Senior Credit Facilities

Syndication Agent

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BROADCASTING  
CORPORATION**

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Citadel Communications  
Corporation

Sellside Advisor

**YOUNG  
BROADCASTING**

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Senior Credit Facilities

Co-Book Runner &  
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# At Deadline

Laura K. Jones

## GM Decision Expected on Satellite TV Suitor

At press time last Friday, General Motors said that talks to sell its DirecTV satellite service were nearing a conclusion, with a winner expected to emerge between longtime suitor News Corp. and rival satellite provider EchoStar Communications. Over the weekend, GM was expected to select one of two bids: a \$27 billion offer from EchoStar or News Corp.'s offer of less cash but the addition of stock in the company's Sky Global Networks, the top satellite service in the U.K. and Asia.

## Wenner Loses Two Veteran Executives

Wenner Media, publisher of *Rolling Stone*, *Us Weekly* and *Men's Journal*, last week lost two of its five vice presidents. CFO John Lagana, who has been at Wenner for nearly 14 years, will soon leave to take on the same role at Dennis Publishing, publisher of *Maxim* and *Stuff*. Lagana will join Dennis in late November. Also, Fred Woodward, *Rolling Stone's* art director for the past 14 years, left to join Condé Nast's *GQ* as design director. The departures come shortly after Wenner announced a two-year salary freeze, said a company executive.

## AT&T Broadband Calling In Bids

Could AT&T Broadband be finally ready for sale? Parent company AT&T Corp., which has been talking to parties interested in buying the cable TV division without putting the unit on the block officially, reportedly wants all bids on the table by the end of next month. In addition to Comcast Corp., whose initial, unsolicited \$44.5 billion offer was rejected last summer, Cox Communications and AOL Time Warner are possible suitors. Meanwhile, a change in management last week ushered in a new era at AT&T Broadband. As AT&T prepared for more layoffs across various divisions, cable veteran and venture capitalist William Schleyer replaced CEO Dan Somers, who retired, as head of AT&T Broadband. Ron Cooper was named chief operating officer, and David Fellows was tapped as chief technology officer.


## Jupiter Media Metrix Sold

Mediaweek parent company VNU last week announced that its NetRatings unit, which provides Internet audience-measurement information and analysis, had agreed to acquire its competitor, Jupiter Media Metrix, for \$71.2 million. In addition, NetRatings has agreed to purchase the 80.1 percent of ACNielsen eRatings.com that it does not own for \$16.4 million in stock. VNU has a 64 percent equity interest

in NetRatings. ACNielsen eRatings is a joint venture of VNU subsidiary ACNielsen and NetRatings. Bill Pulver, formerly president of ACNielsen eRatings, will become CEO and president of the combined company.

## Fox's LCS Prime-Time Telecasts Up 20%

Fox Sports' prime-time coverage of Major League Baseball's League Championship Series averaged a 7.9 household rating and 13 share, up 20 percent over last season's prime-time LCS games on Fox (6.6/11) and 7 percent higher than the games on Fox and NBC combined (7.4/12), according to Nielsen Media Research. Overall, Fox's League Championship Series ratings (day and night games) were up 1 percent from last season (7.0/13 vs. 6.9/13). The LCS concluded Oct. 22.



**Primedia CEO Tom Rogers weighs in on consolidation**  
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**Addenda:** NBC has shelved two new sitcoms, *Emeril* and *Inside Schwarz*, for the November sweeps. Both shows are expected to return in December... **Turner Broadcasting System** has cut an \$8 million ad-sales deal with Walgreens Drug Stores. In addition to a year-long, traditional media schedule, Walgreens will sponsor 30-second "For Your Health" vignettes for a 26-week period across Turner's CNN, Headline News and TNT... **Zenith Optimedia Group** is the name of the new holding company, owned 75 percent by Publicis Groupe and 25 percent by Cordiant Communications Group, that will oversee the Zenith and Optimedia media buying agencies... **Viacom** is developing a local version of Viacom Plus, its cross-platform sales group, COO Mel Karmazin said last week... **Tribune Entertainment** and FremantleMedia North America have agreed to a wide-ranging deal that calls for Tribune to take over domestic distribution, barter sales and marketing for all of Fremantle's first-run TV programming... The **Radio-Television News Directors Association** is appealing to the White House and new director of homeland security Tom Ridge to lift the Federal Aviation Administration's ban on news helicopters, which have been grounded since the Sept. 11 terrorist attacks. The FAA has prohibited helicopters from flying over more than 30 metropolitan areas, including New York and Los Angeles.

**Correction:** In last week's issue, a CMR chart on teen magazines' ad pages and revenue on page SR12 of the Magazines Special Report cited the incorrect time period. The year-to-date data ran through Sept. 30.

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## Disney Gets Reduced Price For Fox Family Purchase

The Walt Disney Co. last week completed its acquisition of Fox Family Worldwide from News Corp. for \$100 million less than the \$5.3 billion price agreed upon last July. The deal, which includes Fox Family Channel (to be renamed ABC Family), as well as Fox Kids outlets in Europe and Latin America, calls for a payment of \$2.9 billion in cash and the assumption of \$2.3 billion in debt.

Disney chairman/CEO Michael Eisner had recently said that the worsening economy since the Sept. 11 terrorist attacks warranted a re-examination of the deal. In addition, analysts had noted that Disney would be paying a hefty price for the ratings-challenged Fox Family. The network has 81 million cable-TV and satellite subscribers in the U.S.

News Corp., which initially portrayed the pact as "ironclad" and not subject to review, last week decided to bend on pricing rather than risk delaying the deal. News Corp., which owned Fox Family Worldwide in a joint venture with Saban Entertainment, will realize \$1.7 billion from the deal.

Eisner said work is proceeding on the U.S. launch of ABC Family and the expansion of Fox Kids, which eventually will be re-branded. —Megan Larson

## On the Money. Kayse New Publisher of Time Inc. Title

Don Fries, publisher of Time Inc.'s *Money* magazine since June 2000, was replaced last week by Kathy Kayse, publisher of sister publication *Fortune Small Business* since 1998. A successor to Kayse has not been named.

Fries, who was publisher of *Life* for one year until it folded in March 2000, has accepted a senior management position in Time Inc.'s corporate sales and marketing group.

*Money*, like most financial magazines, has been pummeled by a steep decline in endemic advertising this year. The 1.9 million-circulation monthly's ad pages through November were down 16.4 percent, to 1,019, according to the *Mediaweek Monitor*. (continued on page 6)

# Consolidation Back on Track

Pool of station buyers could widen as FCC dismantles ownership limits

THE INDUSTRY By Katy Bachman

**A**s the advertising economy slips further into recession, several undercapitalized media companies may be facing the unthinkable—selling properties in a down market.

Among the companies that are now in the midst of refinancing or shopping their assets are Young Broadcasting, Sinclair Broadcast Group, Granite Broadcasting, Fisher Communications, Benedek Broadcasting, Big City Broadcasting, Cumulus Media, Radio One, Beasley Broadcast Group, Spanish Broadcasting System and Emmis Communications.

"We are like everyone else, poking along in a very tough economy," said Don Cornwell, CEO of Granite. "Almost every company, whether it's Young, Sinclair or Granite, has had to go back to their bankers and amend their loan agreements." The company recently announced it has retained Goldman Sachs & Co. to help it sell WDWB, its WB affiliate in Detroit. Industry analysts believe the company may even be forced to sell all nine of its TV stations.

Given the depressed advertising economy, some analysts believe distressed broadcasting companies may have trouble unloading properties. "Unless the market improves dramatically, [broadcasters] are going to have serious problems selling stations," said one analyst, who declined to speak for attribution.

Maybe not. The big players—News Corp., Viacom, AOL Time Warner, the Walt Disney Co., GE/NBC or even Clear Channel Communications—would have no trouble raising the cash to shop for stations. What's binding them now is the Federal Communications Commission's 35 percent national TV ownership cap, the TV duopoly rule restricting companies from owning two of the top four stations in the market, and the cross-ownership ban. But the FCC last month agreed to review the decades-old newspaper/TV/radio cross-own-



FCC chief Powell plans to hold a roundtable starting today to discuss lifting or easing ownership caps.

ership rule. And FCC chairman Michael Powell has made it clear he wants to do away with these restrictions. He will start that process today by holding a roundtable to discuss lifting or easing the regulations.

"The basis and form of media regulation is in dire need of being re-initialized," said Powell at a press conference last week. "Much of the regulatory structure and analytical foundations that exist today were built around television and radio as it existed in the 'golden age.' The current rules, standards and principles do not take account of very dramatic changes in the media landscape."

FCC staffers say Powell will move incrementally, easing up on restrictions one by one, beginning with the cross-ownership rule. Should cross-ownership laws be scrapped, the pool of interested buyers for broadcast properties, particularly for stations in smaller mar-

kets, could increase dramatically. Companies such as Tribune, Cox, Gannett, Knight Ridder, Hearst, Advance and Media General are considered likely to bid for stations in markets in which they own newspapers, or buy stations and swap them with other newspaper companies to create regional print/broadcast clusters.

Such local print/broadcast combines could give rise to an alternative to the national cross-media sales operations created over the last few years at News Corp., AOL Time Warner, Viacom, Disney and NBC. By creating local or regional clusters of media outlets, the Tribunes and Gannetts can offer marketers access from the bottom up rather than top down, an approach Clear Channel is already using.

Advertisers and their agencies remain steadfastly opposed to further consolidation in media, at least at the national level. "There is pent-up demand, and that will lead to a new wave of consolidation," said Carolyn Bivens, president/COO of Initiative Media North America. "Our challenge is to be better prepared with multimedia information."

"It looks like [Viacom COO Mel] Karmazin is winning the consolidation argument. There doesn't even seem to be a debate going on," said a far more pessimistic Allen Banks, executive vp and media director of Saatchi & Saatchi. "This won't be a good thing for the ad business or for the consumer. I have no clue why Michael Powell thinks this is a good thing."

"From a negotiating point of view, further consolidation is a troubling thing; it needs to be watched closely," agreed Rich Hamilton, CEO of Zenith Media. "Right now it's at the point where we can walk away, and that needs to be preserved. We had the first buyers' market we've had in a number of years, consolidation notwithstanding."

It appears consolidation will begin next year, barring any serious challenges to Powell's intentions from Senate Commerce Committee chairman Ernest Hollings (D.-S.C.), who stoutly believes the current caps should stay in place. At least Wall Street thinks so. "There will be a confluence of events that will lead to trading activity by the second half of next year," said Mark Fratrack, vp of BIA Financial Network.

Already one media company name has disappeared from the ownership roster. Saddled with a huge debt load, the Ackerley Group earlier this month pulled itself out of the media game when it agreed to sell its portfolio of TV stations, outdoor and radio to Clear Channel. Ackerley chairman and founder Barry Ackerley said he never imagined media companies would become so large and formidable. "We were faced with a choice of buying more or selling what we had," he said.

—with Alicia Mundy and Jeremy Murphy ■

# Nets Deal With Studio Cuts

## Suppliers' scaling down of operations not an immediate concern

**TELEVISION** By John Consoli and Alan James Frutkin

**T**elevision programming suppliers' current moves to scale back their operations are not expected to lead to more vertical integration, where the studios would supply shows almost exclusively to their affiliated networks and not to outside parties, with whom they must share profits.

Sony's Columbia Tri-Star television unit last week took a drastic retrenchment step by combining its network programming and syndication division, laying off about 70 employees and saying that it will work to find new distribution platforms for more than 50 projects that were in development for the broadcast networks' 2002-2003 prime-time season. Warner Bros. Television said last week that it will eliminate writing and producing positions in its network TV production unit, and 20th Century Fox Television said that it will shave 2 percent off its operating budgets.

Most network and studio executives said a smaller field of content producers is not necessarily a bad thing for the business. "The impact will be minimal," said one network executive, who requested anonymity. However, the executive cautioned that if a smaller broadcast network like UPN were to go out of business, "it would be far more drastic [for suppliers], since UPN is a buyer of programming."

Both sellers and buyers of programming said cutbacks at the studios are not expected to lead to more vertical integration. "Our commitment to be in business with other networks hasn't wavered at all," said Gary Newman, president of 20th Century Fox Television. "Being able to provide the opportunity to sell work to multiple networks is critical to remaining a desirable home for talent." In addition, Newman said, "You have to support too many writers and create too many ideas to supply just one network."

Scott Sassa, NBC West Coast president, agreed. "NBC Studios will not be able to survive if it only sells to NBC," Sassa said.

The problem the networks face is not a potentially dwindling programming supply due to studio cutbacks, but how to make enough money on the shows they do buy to cover production costs and still make a profit.

"There's a lot of pressure to run the networks as true businesses, and we must do that or the whole economy of our industry



Riches from repurposing? The WB is selling *Charmed* inventory across two networks.

will collapse," said Jordan Levin, entertainment president for the WB. "In order to pay for quality programming and keep the level of production up, other revenue streams are going to be needed."

To that end, the WB is the first broadcast network to begin experimenting with selling advertising for one of its shows, *Charmed*, at a price that combines the ratings of same-week airings of the show on the WB and its sister AOL Time Warner cable network, TNT. So far, most advertisers have been hesitant to buy into this "cumed" rating system. "I still don't believe that the value of the TNT audience [for *Charmed* repeat episodes] is as close to the WB audience as they want me to believe," said one media buyer.

Levin countered that there is less than a 1 percent duplication of audience for *Charmed* on the two networks. TNT has reported that the viewership for its repeat airings of the show grew strongly from the first to second week this season. Week-to-week ratings were up 60 percent in adults 18-34 and up 10 percent in adults 18-49, the network said.

Still, the broadcast networks' shared windows and repurposing of shows on sister cable networks remains a hot-button issue for many suppliers. Most studio executives believe that the more broadcasts an episode receives, the more chances viewers have to see it and the less interest they will have in watching the episode when it goes into syndication. Some studio execs say that once a series has enough episodes to sell into syndication, then the cable network that originally aired it in a shared window should be required to also buy the syndication run. ■

In November, Money's ad pages slipped 19.3 percent. —Lisa Granatstein

## Pappas Assumes Reduced Role in Azteca America

Pappas Telecasting, a majority partner in Azteca America, a planned new Spanish-language TV network, has given up its ownership stake and will only be an owner of affiliated stations.

Azteca America started up in June 2000 with Pappas owning 80 percent and Mexican broadcaster TV Azteca holding 20 percent. Visalia, Calif.-based Pappas was originally supposed to provide a dozen TV stations in major markets, and Azteca was to provide the content. As the economy softened, Pappas ran into assorted financing problems in acquiring stations, and a few deals fell through. At the same time, Univision, the largest Hispanic network, acquired 16 stations from USA Network to launch a second network, further hampering Pappas and TV Azteca's launch plans.

TV Azteca, while calling Pappas Telecasting "an associated company of great importance," will now allow TV stations owned by companies other than Pappas to become affiliates of the new network, which TV Azteca will wholly own. TV Azteca is hoping the reorganization will enable it to build the new network's station platform more quickly. The original goal was to launch Azteca America by the end of this year with stations reaching 65 percent of the U.S. Hispanic TV audience. —John Consoli

## Speedvision Sells Own Ads

Fox Cable Networks has given Speedvision its first dedicated sales force as it prepares to relaunch the 45 million-subscriber cable network on Feb. 4 as Speed Channel.

Speedvision, which was acquired by Fox in July from Roger Werner, previously shared an ad-sales team with its former corporate sibling, Outdoor Life Network. Richy Glassberg, Speedvision senior vp of ad sales, said he now has 35 dedicated sales staffers and will push integrated ad packages and sponsorships. The network will relaunch with Nascar and Formula One racing events. A live news show is also being developed. —ML

# Sweeps Stunting Sidelined

Station execs say they will serve viewers news, not fluff, in November

**LOCAL TV** By Jeremy Murphy

Say goodbye to exposés on female mud wrestlers and soccer-mom prostitutes. This November, TV stations across the country are pledging they will forgo typical sweeps fare for more serious news coverage in the wake of the Sept. 11 terror attacks.

"People are expecting a much different product than they were a month ago," said Stephen Doerr, senior vp of news for NBC Television Stations. "The air has changed."

News directors have been scrambling to replace previously planned sweeps exposés and investigative pieces with more stories relating to terrorism and the anthrax attacks.

"Stories that were once given a go without a second question are now being taken off the calendar," said Chris Blackman, assistant news director for WCAU-TV, NBC's owned-and-operated station in Philadelphia. "We don't want to do stories that appear trivial in a time like this."

Rather, stations this November are going to stick with what's already working. Viewer interest in the terrorist attacks and their aftermath has remained incredibly high, said Frank Whittaker, vp of news for WMAQ-TV, NBC's Chicago O&O, so it's only natural that local stations will continue to follow the story. And given all the recent developments—tainted mail, continued bombing in central Asia—local news directors should not have to resort to stunts to keep their ratings high next month.

In addition, news executives say that the restraint stations have demonstrated in news coverage since Sept. 11 is not likely to disappear after the November sweeps period ends. "The TV news business has been positioned in a very different light," said Joel Cheatwood, vp of news for the CBS Station Group. "The previous sweeps stories don't make sense anymore. They seem comical."

With TV viewing up across the country (see story on page 12), stations would be wise to seize the increased viewership. "Sampling has been incredible. People are out there looking for something to watch—what better time to give viewers something with meaning?" asked Carl Gottlieb, deputy director of the Washington-based Project for Excellence in Journalism. Gottlieb said viewers are looking for more relevant, responsible local news coverage.

Coverage of terrorism and the war will likely dominate local newscasts, but those won't be the only stories stations cover. "The public is telling us they want us to look at other things," said Barbara Cochran, president of the Radio-Television News Directors Association. "I think you'll see a mix of subjects." ■



Cheatwood: Re-thinking sweeps.

# Mute Button for Sanders

Columbia's toned-down version of HBO show to be test case for pay-cable series

**SYNDICATION** By Alan James Frutkin

When *The Larry Sanders Show* launches into syndication next fall, stations and distributors will be watching it as a test case for the aftermarket viability of pay-cable series with adult themes. Columbia TriStar Domestic Television is offering *Sanders*, which ran on HBO from 1992 to 1998, to broadcasters as a late-fringe or access vehicle on weekends. Earlier this month, ABC O&Os WLS-TV in Chicago and KABC in Los Angeles announced pickups of the series, following Bravo's announcement of its own Monday-to-Friday schedule of *Sanders* reruns.

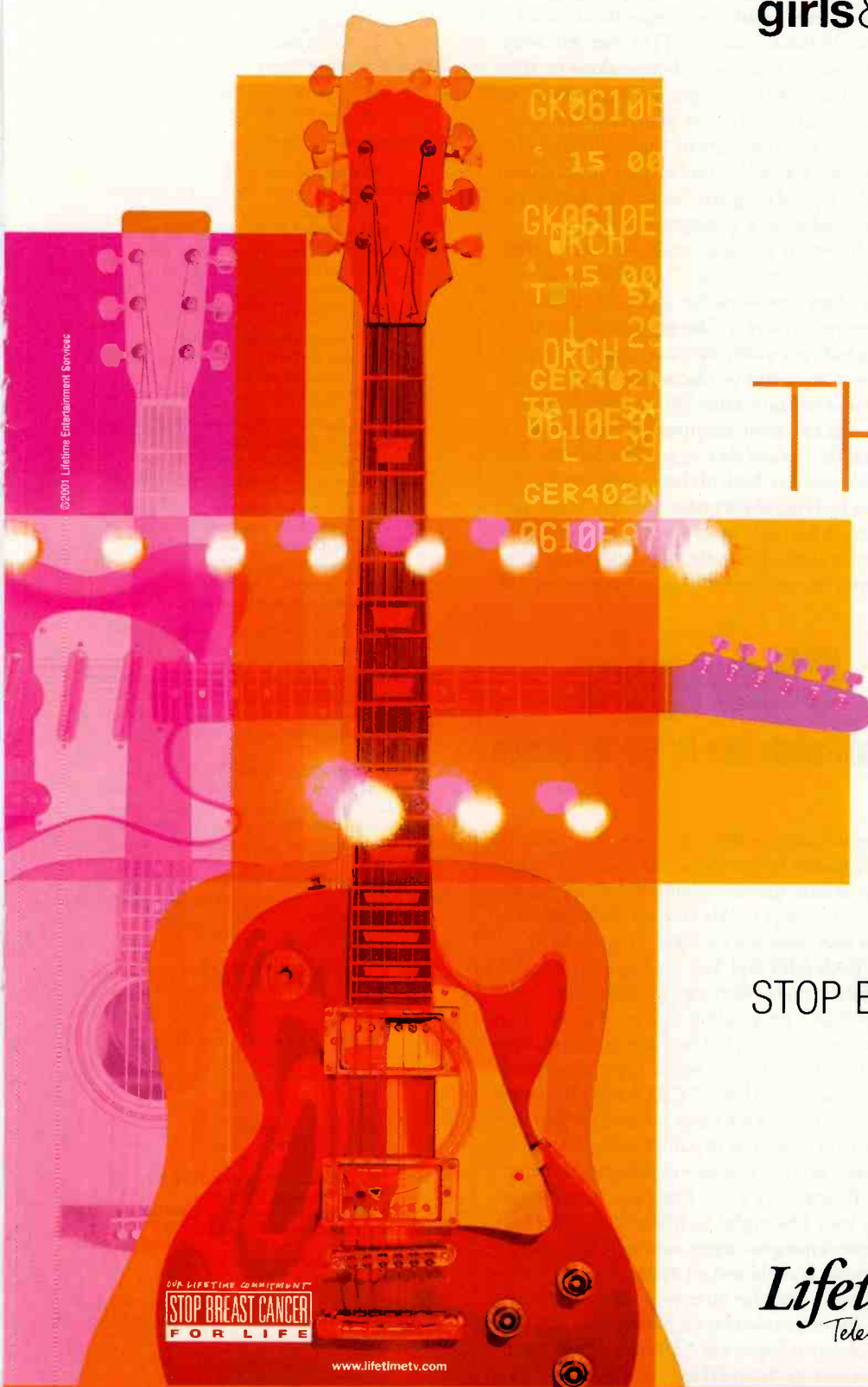
Steve Mosko, president of CTD, said the continued success of HBO original series like *Sex and the City* and *The Sopranos* has helped *Sanders* gain traction. "There's much more acceptance in the marketplace as stations see other shows succeeding on HBO," Mosko said.

Despite the interest, concerns remain. Unlike broadcast series, most pay-cable shows have pushed the standards envelope by incorporating adult content into their story lines. "Part of *Larry Sanders*' uniqueness was its ability to use all of the English language," said Tim Spengler, executive vp and director of national

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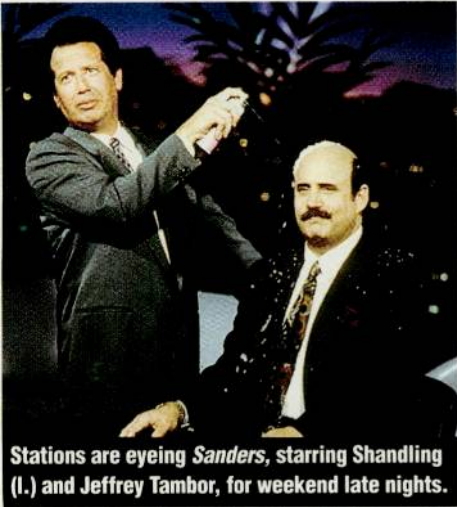


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Stations are eyeing *Sanders*, starring Shandling (l.) and Jeffrey Tambor, for weekend late nights.

broadcast for Initiative Media NA.

Mosko said he has assured stations he will deliver a broadcast-ready version of *Sanders*. But rather than editing out objectionable language, Mosko said CTDT simply will adjust the volume lower when such words are spoken.

How exactly will that play on the air? In an episode featuring Ellen DeGeneres as a guest of *Sanders* (Garry Shandling), for example, two particularly coarse words were used a total

of 17 times. Although muting such language may make the episode broadcast-ready, the viewing experience could be adversely affected by so many quick changes in the sound level.

While other strong language is peppered throughout virtually every episode of *Sanders*, some stations believe CTDT can get away with leaving the volume button alone on that less objectionable dialogue as long as the show plays in late-night time periods. "The standards aren't different in late night, but the audience available is probably more accepting of this type of program," said Emily Barr, president and general manager of WLS.

If *Sanders* succeeds, other pay-cable series may enter syndication. "The goal for almost any show produced for pay cable is that at some point there will be an opportunity to air in a non-pay-cable environment," said Perry Simon, president of Viacom Productions, distributor of Showtime's *The Chris Isaak Show*.

The two most anticipated series for syndie would be *Sex and the City* and *The Sopranos*. Yet unlike *Sanders*, both of those series are distributed by HBO Enterprises, and HBO chief Jeff Bewkes has indicated that the shows are so closely aligned with the network's brand that broadcast syndication is an unlikely route. ■

## NBC Mulls Sat. Changes

Sassa says network hopes to schedule non-movie fare by '03-'04 season

**TV PROGRAMMING** By John Consoli

**N**BC is developing a plan to program Saturday nights with non-movie fare, but the change will probably not happen until the 2003-2004 season, NBC West Coast president Scott Sassa said last week. Because NBC took movies off its Sunday-night schedule this season, except for miniseries during sweeps months, the network has a "stockpile" of theatrical movie inventory that needs to air, and those films will air on Saturday nights over the next two seasons, Sassa said. And during next month's sweeps, NBC's Saturday nights will also include first-run airings of theatrical movies, including *Shakespeare in Love*.

Bob Iger, Walt Disney Co. president, recently said that if ABC cannot find a solution to its low viewership on Saturday nights, the network may consider allowing its affiliates to program the night themselves. Sassa said NBC has no such plans. The network is examining viewing patterns and trying to find "creative and economical ways" to program the night, Sassa said. "It won't be 'discount theater,'" he said.

Programming a night with such low HUT

(homes using television) levels is a difficult proposition for the networks because low ratings inhibit the nets' ability to sell advertising at high enough CPMs to cover the high license fees they must pay for series programming.

Both CBS and Fox continue to program Saturday nights with regular series, while ABC and NBC are running movies. For nearly a decade, Fox on Saturdays has aired two episodes of the reality series *Cops*, along with *America's Most Wanted*. CBS has aired dramas on Saturdays with some success, particularly with *The District* at 10 p.m. "We're still making money on our Saturday-night programming," a CBS executive said. "There is a danger in giving back [the night] to affiliates. It could hurt network-programming continuity and confuse viewers. It could also set a precedent for the affiliates to push for other pre-emptions."

Buyers would like the networks to continue to program Saturdays. "Taking cheaper inventory out of the marketplace could hurt [ad] packaging," said Marc Goldstein, president of national broadcast for MindShare. ■

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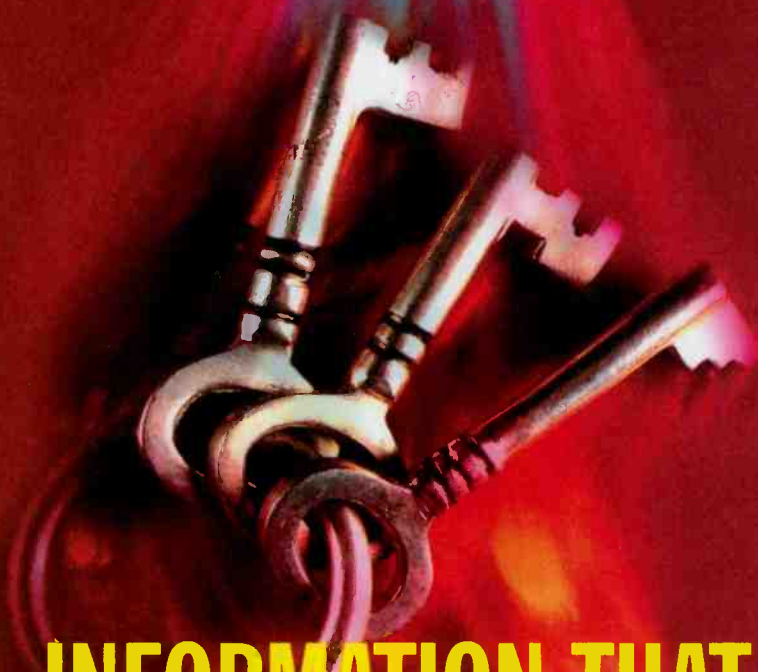
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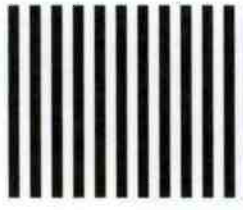
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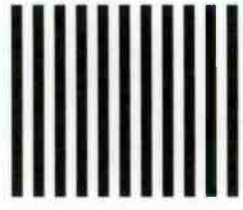
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# Letters

## KCAL-TV: A News Player in L.A.

I am writing to express my disappointment over the Market Profile in the Oct. 8 edition. As a regular reader (and corporate subscriber, Young Broadcasting) of the magazine, I am surprised at some of the inconsistencies in your profile of the Los Angeles market.

As you may or may not be aware, Young Broadcasting's KCAL Television, Channel 9, is a huge local player in the Los Angeles market for news and sports. Not only does your article discount KCAL as a viable news player in the L.A. DMA by leaving it out entirely, but it makes almost no mention of the station or its value to the local community.

The Los Angeles Market Profile opens with: "An increasingly fragmented audience for local television news has shaken up the Los Angeles media business this year." What is puzzling is that your article then continues to mention every major news operation in the market, with the exception of KCAL. KCAL

delivers more local news product as an Independent station in the No. 2 market than any other but is omitted from almost every news reference you cite. Local news is KCAL9's specialty; the station broadcasts three regularly scheduled prime-time newscasts in addition to its non-prime-time newscasts at noon, 2 and 3 p.m., and most recently at 4 p.m.

The article then continues with: "There are now seven TV stations broadcasting regularly scheduled newscasts..." There are nine. KCAL, KTTV, KTLA, KCOP, KABC, KCBS, KNBC, KVEA and KMEX all air regularly scheduled newscasts at various times throughout the day. You are misleading your readers when you refer to every station in the market but KCAL. KCAL has a very strong news presence in the Los Angeles market—especially for breaking news stories.

An additional incorrect reference is the chart comparing specific time-period newscasts. The article states that "KABC and KNBC are the only two stations in the market that program news at 4 p.m...." As of September, KCAL9 started airing a local news at 4 due to the overwhelming demand for news by L.A. viewers.

The "Late News" part of the chart is also incorrect. It lists only three stations that air news at 10 p.m.: KTLA, KTTV and KCOP. KCAL9 also airs a 10 p.m. newscast. (*Editor's Note: See corrected Nielsen Media Research ratings chart at left.*)

The article makes no mention of the huge impact local sports has in a market of this size. KCAL9 broadcasts many of the back-to-back-champion NBA L.A. Lakers' games, which generate huge ratings in the market. During the all-important May sweeps, KCAL often has an incredible ratings advantage over the competition in prime time due to the tremendous impact Lakers games have in the market. In addition to having Lakers regular-season and playoff games, KCAL also broadcasts Mighty Ducks hockey, Angels baseball, Pac10 regional football and Galaxy soccer games.

Vincent J. Young  
Chairman, Young Broadcasting  
New York

## Measuring L.A. Radio Ad Spending

Your Market Profiles are generally excellent reference pieces, but I noticed in the Los Angeles report that you used Nielsen Monitor-Plus as your local media advertising resource. The spot radio amounts they reported to you are understated from the actual amounts by a few hundred million dollars. CMR reports are closer to accurate because they use the Miller, Kaplan revenues as submitted by the local radio stations themselves. What's reported is 99 percent accurate (much of it is electronic transfer of the data) and represents about 90 percent of the radio stations in the DMA.

By the way, Los Angeles is the No. 1 radio revenue market in the world, with more than \$965 million in spot radio revenue in the DMA last year.

Mary Beth Garber  
President, So. California Broadcasters Assn.  
Los Angeles

Nielsen Monitor-Plus' response: After reading Mary Beth Garber's comments pertaining to the use of Nielsen Monitor-Plus information for the Los Angeles Market Profile, I thought it important to address some of her concerns and to put competitive monitoring into perspective. Monitor-Plus is a syndicated competitive advertising intelligence service whose expenditures are used (or should be used) to provide directional insight with respect to a competitor's advertising activity. Monitor-Plus is not a financial audit—nor does it purport to be. Broadcast activity is collected through in-market, independently verified schedules, and is not supplied by the media sellers whose business sometimes depends on the vitality of their market. Media-supplied data may not reflect earned frequency discounts or negotiated rates, which can result in projections that reflect full-rate estimates.

Syndicated services such as Monitor-Plus and CMR do not, and cannot, measure every media seller throughout America. Rather, they accurately report changes in media activity for a broad range of media vehicles. These shifts in strategy are most important to developing marketing responses and initiatives.

We can corroborate Ms. Garber's statement that Los Angeles is, in fact, the largest radio market in the U.S. We would expect, however, that given Ms. Garber's affiliation, she might have a different perspective on total advertising spending in the local marketplace.

Warren Dobbs  
VP, Marketing, Nielsen Monitor-Plus  
New York

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## NIelsen RATINGS / LOS ANGELES EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

### Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	ABC	KABC	4.8	11
	NBC	KNBC	3.7	8
	WB	KTLA*	3.1	7
	Independent	KCAL*	2.4	6
	Fox	KTTV*	2.4	5
	CBS	KCBS	2.2	5
	Pax	KPXN*	0.4	1
5:30-6 p.m.	ABC	KABC	4.8	11
	NBC	KNBC	3.7	8
	WB	KTLA*	3.1	7
	Fox	KTTV*	2.4	5
	CBS	KCBS	2.2	5
	Independent	KCAL*	1.9	4
	Pax	KPXN*	0.4	1
6-6:30 p.m.	ABC	KABC	5.8	12
	NBC	KNBC	4.3	9
	Univision	KMEX	3.3	7
	WB	KTLA*	3.2	6
	UPN	KCOP*	2.9	6
	Independent	KCAL*	2.4	5
	Fox	KTTV*	2.3	5
	CBS	KCBS	2.2	5
	Telemundo	KVEA	1.5	3
Pax	KPXN*	0.5	1	
8-9 p.m.	Independent	KCAL	2.6	4
9-10 p.m.	Independent	KCAL	3.1	5

### Late News

10-10:30 p.m.	KTLA	WB	3.2	6
	Fox	KTTV	3.1	5
	Independent	KCAL	2.5	4
	UPN	KCOP	2.1	4
10:30-11 p.m.	KTLA	WB	3.2	6
	Fox	KTTV	3.1	5
	UPN	KCOP	2.1	4
	Independent	KCAL*	1.7	3

\*Non-news programming. Source: Nielsen Media Research, July 2001

# Local Media

TV STATIONS | NEWSPAPERS | RADIO STATIONS | OUTDOOR | MAGAZINES

## RADIO STATIONS

# Music Outlets Tune In More News Reports

BY KATY BACHMAN

With a few exceptions, the hardest news listeners expected from their favorite music station was traffic and weather during drive times, and maybe a report on Britney Spears' latest single or Tom Cruise's new love interest. All that has changed since Sept. 11. Music-intensive radio stations, many of which did not have a source for news before Sept. 11, now do.

"Unquestionably, Sept. 11 raised people's interest in news," said Rick McDonald, senior vp of programming for Susquehanna Radio. Unlike a lot of groups, several Susquehanna stations have always provided hourly news reports, such as Country WFMS-FM in Indianapolis and WARM-FM, its Adult Contemporary station in York, Pa. But those stations are the exception, rather than the rule.

Most music stations dropped news after 1984, when the FCC lifted its requirement that all radio stations must include a certain amount of news and information in the programming schedules.

Keeping a news staff is expensive, and research kept telling programmers that listeners wanted more music, not less. The result has been very niched, format-specific radio stations. News stations only do news. Music stations only play music. Full-service stations that used to provide a combination of music formats, news and Talk are rare.

Now programmers are thinking differently about news. Why drive your audience to another radio station if you can provide what listeners want?

"Stations which primarily programmed music and entertainment are now finding they are also an information vehicle," said Chris Berry, vp of radio for ABC Radio News. "It's becoming a valuable programming element."

Some stations have forged alliances with the local TV station in the market or have

made arrangements to take news from a sister station in the market. Others have decided to affiliate with one of the many news networks offered by ABC Radio Networks, Westwood One Radio Networks or the Associated Press. The amount of news offered on music stations varies, from the occasional updates a few times a day to hourly reports.

In the past six weeks, ABC Radio Networks has added 75 music stations to its affiliate ranks. Likewise, the Associated Press reported that it has signed more than 35 music stations for its AP Network News, while another 60 stations have increased the level of services they receive from AP. Westwood One, which offers several news services, such as CNN Radio, CBS News, Fox News Radio, NBC News and MarketWatch, has added 70 affiliates. And thanks to consolidation, radio stations can tap into the vast resources of big groups. After the Sept. 11 attacks, Clear Channel, the country's largest radio group, created Clear Channel Worldwide News, which offers an hourly 60-second status report between 6 a.m. and midnight to Clear Channel stations. The news report is put together in the newsroom of KOGO-AM, the company's News/Talk station in San Diego.

"We had so many stations that wanted news. ABC and Westwood One wanted inventory in exchange for news, but we have the resources to do it ourselves," said Sean Compton, vp and national programming coordinator for Clear Channel. "It costs us nothing, just a little time in one news room. And we keep our inventory," he noted.

Those Clear Channel music stations that take the updates are FM music stations in markets where Clear Channel does not have a News/Talk outlet, such as Philadelphia. In Cincinnati, FM stations pick up the news produced at News/Talk WLW-AM.

Most believe the trend to carry news is not fleeting. "One programmer told his sales team and general manager that if they think it's going to be over in a month or six months, they are mistaken," said Berry. "This thirst for news and information is going to continue for many years."

## DALLAS RADIO STATIONS

### A Country Shoot-out

In what has become a pitch battle for country music listeners in Dallas, KSCS-FM, ABC's Country station, bested rival KPLX-FM to come out on top overall in the Summer ratings.



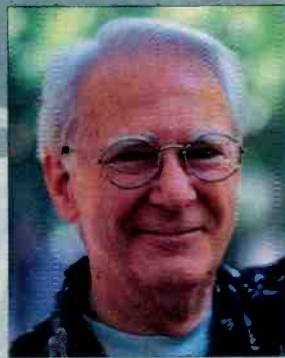
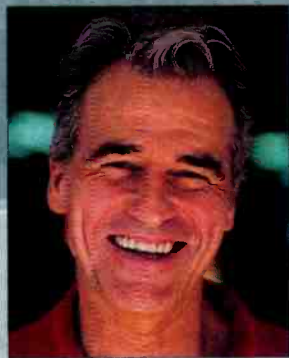
The Dixie Chicks and other Country artists are starring in the battle between KSCS and KPLX for the top ratings spot in Dallas.

KSCS, the No. 3 station in the market, scored a 5.2 among persons 12 years and older, while the Susquehanna Radio-owned KPLX was fourth with a 4.8.

"It's a classic Country battle," said Dan Bennett, vp and market manager for Susquehanna's stations in Dallas, who noted that the competition between the two stations has intensified since a year ago when Infinity Broadcasting's KYNG-FM dropped Young Country for FM Talk.

As with most local-radio battles, this one has not been without some talent shuffling. Melin-

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da and Rebecca, the two hosts of KPLX's *Night Wolf* left the station for KSCS in July. Melinda is now host of *Middays with Mel*, while Rebecca has joined the top-rated KSCS morning show team, *The Dorsey Gang*.

Bennett, however, has high hopes for KPLX's new evening show (7 p.m. to midnight), which debuts today (Oct. 29). The show is hosted by Hollywood Henderson, a former afternoon-drive host on KHKS-FM, Clear Channel's Contemporary Hit Radio station in the market, and on ABC-owned WPLJ-FM in New York.

KSCS worked hard to chip away at KPLX's audience and rolled out an aggressive marketing campaign that included billboards and TV ads, said Dean James, program director at KSCS. In addition to playing a broader list of songs by mixing in Country tunes from the 1980s and 1990s like Trisha Yearwood and the Dixie Chicks, KSCS cut back on the a.m. talk and added more music in the morning show.

"We knew we had to do something after our ratings results in Spring. A lot of people counted us out. KPLX has lost 33 percent of its share [of audience]," said James.

Bennett countered that KPLX is still a winner. "We may have lost the 12-plus battle this survey, but we maintained our dominance in the younger demographic [18-34 and 18-44-years-old] we target." —KB

## PHILADELPHIA TV STATIONS

### Fox O&O Taps Stensland

Anchor Dawn Stensland has landed at the competition just two months after being pulled off the evening airwaves of CBS' KYW-TV in Philadelphia. Stensland last week was named co-anchor of Fox-owned WTXF's 10 p.m. newscast. She replaces 11-year-veteran Jill Chernekoff, who has anchored the newscast with Rich Noonan for the past seven years. Chernekoff's contract was not renewed. WTXF's new anchor pair debuts on Dec. 3.

"She's a valuable addition—she's already well known in the market and someone who's spent a lot of time anchoring and reporting,"



said Roger LaMay, vp/gm of WTXF.

Stensland, once a rising star in the CBS Station Group, used to anchor KYW's 5 p.m. evening newscast but was pulled off the air and reassigned to the morning beat by station vp/gm Marcellus Alexander in August. Her move was part of a major on-air overhaul Alexander and KYW news director Susan Schiller put in place last summer. —JM

## TV STATIONS

### HUT Levels Remain High

A month and a half after the Sept. 11 terrorist attacks sent local news ratings soaring, stations are reporting that HUT levels in markets across the nation continue to remain high as the country grapples with a war and fears of anthrax exposure.

Although the numbers don't come near average ratings for the week of Sept. 11, thousands more viewers are still turning to local newscasts at all parts of the day for the latest news, Nielsen Media Research data indicates.

"There are viewers watching news that have not watched before," said Kathy Crawford, executive vp/director of local broadcast for Initiative Media. "As long as we're at this heightened state of awareness, people are going to continue to watch news."

Local stations in virtually every market are seeing more television usage, whether it's in the morning, evening or late night.

"In local news time periods, our HUT levels are definitely remaining higher," said Joan Erle, director of research for WCAU, NBC's Philadelphia owned-and-operated station. HUT levels for the fourth-largest market are up across the board, including 6-7 a.m., which is up 9 percent from last year, and 5-6 p.m., 6-6:30 p.m., and 11 p.m., which are all up 4 percent.

Stations are inadvertently benefitting from the ongoing fear of future attacks. Station research directors report that viewers who don't normally watch local news are now tuning in not once but several times a day for the latest developments.

In New York, which continues to be a hotspot for anthrax exposure, HUT levels are up dramatically. At 11 p.m., stations are seeing a nine percent jump from last year, translating into 336,000 additional viewers. At 6 p.m., the market saw a two percent jump, an increase of 66,000 viewers. Viewership in Chicago is also staying strong, especially at 10 p.m., where an increase of five percent in HUT levels has brought in

250,000 additional viewers.

"Their is a thirst for information, which is clearly reflected in the ratings data," Crawford said.

Bucking the trend, Los Angeles, which saw an 11 percent gain in HUT levels from 7-9 a.m., actually declined in the evening compared to last year. HUT levels in L.A. at 5 p.m. are down 2 percent, while 6 p.m. they are off by 3 percent. Some predict viewership will likely wane once news stops breaking. "I think they'll level off just as they did with the Gulf War," said Maribeth Papuga, senior vp/director of local broadcast for Mediavest. —JM

## PHOENIX RADIO STATIONS

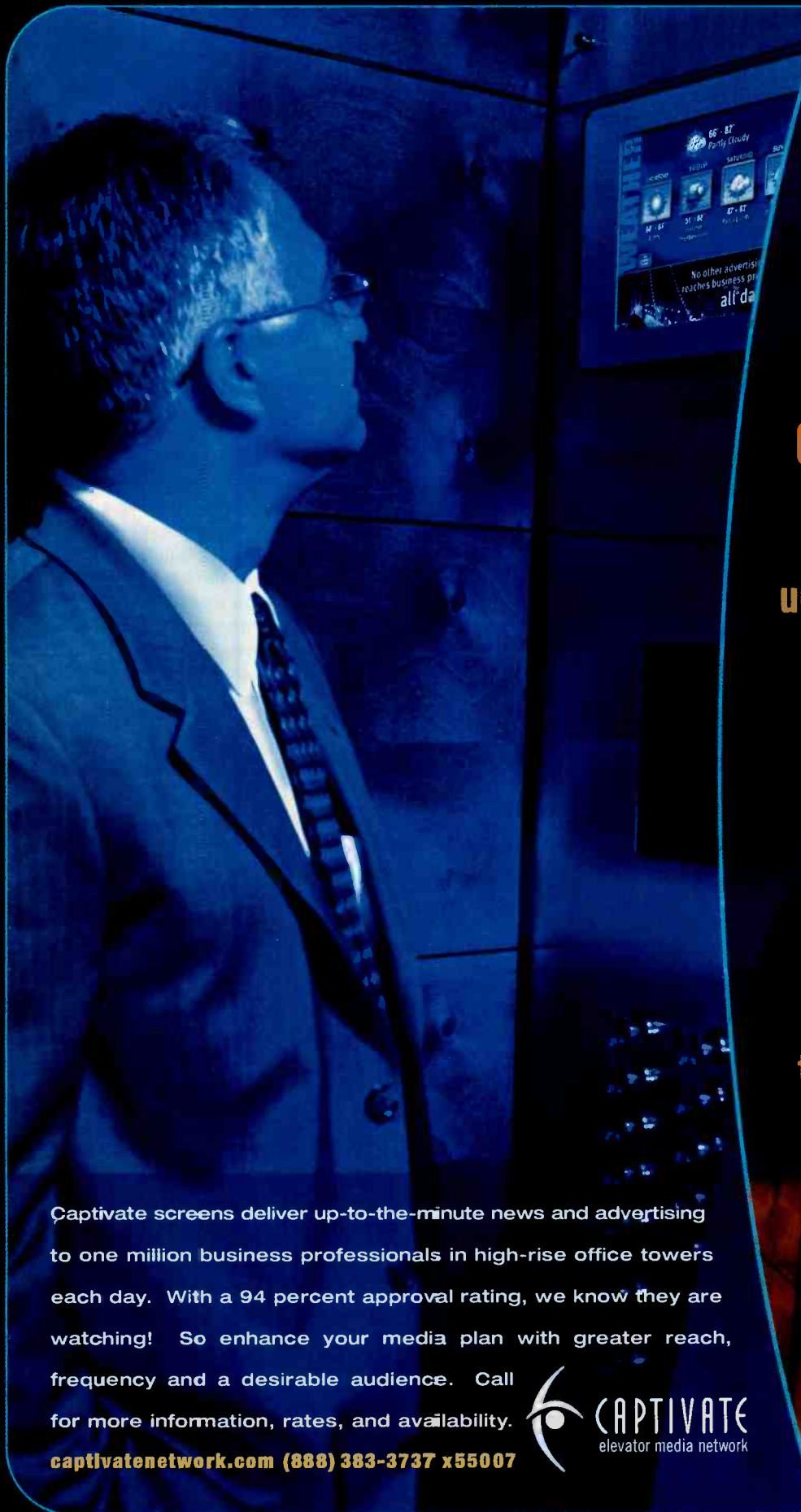
### Oldies Outlet Is No. 1

Oldies are definitely gold in Phoenix, where Infinity Broadcasting's KOOL-FM became only the second Oldies station in a decade to be the No. 1 station in a top-20 market, with a 7.0 share of the audience for the Summer survey. Second-ranked KTAR-AM, a News/Talk station owned by Emmis Communications, had a 6.5 share.

It's rare that an Oldies station tops the rankers, a position usually held by a strong signal News/Talk AM, a Contemporary Hit Radio station or Adult Contemporary station. The only other Oldies station to ever achieve top status is also owned by Infinity. New York's Oldies, WCBS-FM, was No. 1 in the market five times, twice in 1990, twice in 1991 and once in 1994.

"A lot of the previous owners took the exclusive Oldies franchise in the market for granted. We took a more proactive approach," said Clancy Woods, vp and market manager for Infinity stations in Phoenix. Infinity purchased the station in August last year when Clear Channel had to divest stations to acquire AMFM.

Woods attributes the station's success to Tim Moranville, the program director who has created a more consistent and up-tempo sound for the station; morning host Bill Gardner, who consistently ranks among the top five morning shows in the market; and promotional programs for the station's loyal audience, such as the Kool World Tour, which kicked off with a trip to Paris last November. Since then, listeners and station personalities have gone to Italy, Greece, and San Francisco, with Ireland planned for November. —KB



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# Market Profile

BY EILEEN DAVIS HUDSON



They like Mike: Local media outlets have high expectations for Jordan's NBA comeback.

FERNANDO MEDINA/BAE PHOTOS

## Washington, D.C.

AS THE U.S. CONTINUES THE WAR ON TERRORISM BOTH AT HOME AND ABROAD, MANY Americans have taken some comfort from watching sports on television. This fall's biggest sports story, Michael Jordan's return to the NBA, officially gets under way tomorrow night when Jordan's Washington Wizards

open their season against the New York Knicks.

There is probably no one in our nation's capital more thrilled about Jordan's latest comeback from retirement than David Nevins, president of Comcast SportsNet Mid-Atlantic. The regional cable sports network has rights to televise most of the Wizards' 82 regular-season games. "Moments after [Jordan's return] was confirmed, we had dozens of ad-sales people on the streets of Washington and Baltimore," Nevins says. "Washington virtually overnight became one of the nation's sports meccas. We're taking advantage of it."

NBC's deal with the NBA gives the network exclusive rights to air up to 11 Wizards games this season. Turner Sports has rights to air up to 15 Wizards games in prime time on its TNT and TBS cable networks, but those rights

are not exclusive. Comcast, as the local rights-holder, plans to black out the Turner telecasts of Wizards home games on its Washington-area cable systems in favor of its Comcast SportsNet coverage. The cable company also plans to telecast Wizards away games opposite any away games Turner elects to carry.

Nevins expects that Jordan will boost Comcast's ratings for the lowly Wizards (who went

19-63 last season) from less than a 1 average rating to a 5, representing 100,000 households in Washington plus 50,000 in Baltimore. To go along with the anticipated viewership jump, Comcast SportsNet has quintupled its Wizards ad rates for this season, to \$5,000 per 30-second spot. "We've been very pleased with the response," says Nevins, adding that Jordan has helped Comcast attract "a couple dozen" new advertisers so far.

Comcast SportsNet is projecting at least \$1 million in incremental revenue from its Wizards telecasts this season. The Jordan bonus has no effect on Comcast's rights fee for the Wizards, which was set in a 12-year renewal deal made earlier this year with Washington Sports and Entertainment, the team's owner.

Comcast also has high expectations for its telecasts this season of the NFL's Washington Capitals, whose ratings should improve following the team's signing of former Pittsburgh Penguins star Jaromir Jagr.

Tribune Broadcasting's WB affiliate in Washington, WBDC-TV, also stands to gain from the arrivals of Jordan and Jagr. WBDC will carry 20 Wizards games and 15 Capitals games this season. Jerry Martin, WBDC vp/general manager, says he anticipates Jordan to boost the outlet's Wizards ratings as much as 500 percent. WBDC is also the broadcast TV home of baseball's Baltimore Orioles.

While Washington has suffered greatly from the Sept. 11 terrorist attack on the Pentagon and the current anthrax onslaught, Martin remains positive that business will rebound. "We're not so gloom-and-doom here about the local economy—it's not as bad as it could be," he says. "Washington, D.C., is not going to fall off a cliff."

In the country's eighth-largest TV market (with 2 million TV homes), NBC's owned-and-operated WRC-TV is the local news ratings leader. WRC led the market in all evening and late news dayparts in Nielsen Media Research's July ratings book (see chart on page 17).

WRC is preparing to join six other NBC O&Os in the eastern U.S. under an operations hub that will be run out of WNBC-TV in New York. The plan to place each station's master control under the supervision of WNBC was postponed following the events of Sept. 11, but the hub should launch by the end of January, says

### NIelsen MONITOR-PLUS AD SPENDING BY MEDIA / WASHINGTON

	Jan.-Dec. 1999	Jan.-Dec. 2000
Spot TV	\$480,932,749	\$551,839,488
Local Newspaper	\$304,688,910	\$324,078,620
Spot Radio	\$181,073,670	\$164,786,720
FSI Coupon*	\$18,594,710	\$20,169,480
Outdoor	\$14,864,009	\$15,184,517
Local Sunday Supplement	\$3,495,160	\$3,698,470
<b>Total</b>	<b>\$1,003,649,208</b>	<b>\$1,079,757,295</b>

\*Packaged goods only Source: Nielsen Monitor-Plus



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## NEWSPAPERS: THE ABCS

Linda Sullican, WRC president and gm.

Paxson Communications' PaxTV outlet WPXW-TV rebroadcasts WRC's 11 p.m. news at 11:30 p.m. Monday through Friday.

WUSA-TV, Gannett Broadcasting's CBS affiliate, is in a tight battle for second place in news with Allbritton Communications' ABC affiliate, WJLA-TV. In the aftermath of Sept. 11, "[viewers'] appetite for local news is up significantly," says WUSA president/gm Ardyth Diercks. "In October, all the HUT [homes using television] levels are up. [Viewers' interest in local news] has increased, and the top stations are getting the benefit of that increase."

Diercks, previously a senior vp for Gannett Broadcasting, took over the gm spot at WUSA in August following the departure of Dick Reingold. She is continuing to perform some of her corporate oversight responsibilities for other Gannett TV stations. Since her arrival, Diercks has had to deal with the attack on the Pentagon, the anthrax scare and the temporary shutdown of Congress, as well as deadly tornadoes that struck the Washington area. Like other news organizations in the capital, WUSA has increased its security measures. "On a personal level, there's a heightened sense of anxiety," Diercks says.

Allbritton and Cox Communications, the second-largest cable operator in the Washington market, are in a dispute over renewal terms for Cox's carriage of Allbritton's WJLA and local cable service News Channel 8 in Fairfax, Va., where Cox has more than 200,000 subscribers. As of last week, the two sides had agreed to keep the two channels on Cox's system as negotiations continued. WJLA executives could not be reached for comment. An Allbritton representative said that if an agreement could not be reached by Oct. 31, Cox's rights to carry the two channels would end.

Bill Maher's comments last month about the U.S. armed forces on his *Politically Incorrect* late-night show prompted 17 ABC affiliates around the country to pull the program. While many of those stations have restored *PI*, WJLA, the largest-market station to take it off, has removed the show from its lineup indefinitely.

Viacom recently agreed to swap its Washington UPN affiliate, WDCA-TV, plus a station in Houston to News Corp. If the deal wins federal approval, it will give News Corp. a duopoly in Washington, where the company already owns Fox O&O WTTG-TV.

WTTG is a strong-performing outlet for Fox. The station's hour-long late news, which has no direct competitors at 10 p.m., is second only to WRC's 11 p.m. news in household rat-

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>District of Columbia: 221,556 Households</b>				
<i>The Washington Post</i>	140,502	132,069	63.4%	59.6%
<i>Wash. Times/Sun. Sports Times</i>	31,622	15,123	14.3%	6.8%
<b>Charles County (Md.): 42,155 Households</b>				
<i>The Washington Post</i>	9,925	21,692	23.5%	51.5%
<i>Wash. Times/Sun. Sports Times</i>	1,085	791	2.6%	1.9%
<b>Montgomery County (Md.): 320,391 Households</b>				
<i>The Washington Post</i>	149,757	196,908	46.7%	61.5%
<i>Wash. Times/Sun. Sports Times</i>	10,879	6,190	3.4%	1.9%
<i>Montgomery Journal</i>	29,698		9.3%	
<b>Prince George's County (Md.): 282,331 Households</b>				
<i>The Washington Post</i>	87,899	158,727	31.1%	56.2%
<i>Wash. Times/Sun. Sports Times</i>	8,236	5,137	2.9%	1.8%
<i>Prince George's Journal</i>	27,299		9.7%	
<b>Arlington County (Va.): 83,084 Households</b>				
<i>The Washington Post</i>	44,564	47,526	53.6%	57.2%
<i>Wash. Times/Sun. Sports Times</i>	4,226	2,187	5.1%	2.6%
<i>Arlington Journal</i>	8,303		10.0%	
<b>Fairfax County (Va.): 346,636 Households</b>				
<i>The Washington Post</i>	162,022	210,062	46.7%	60.6%
<i>Wash. Times/Sun. Sports Times</i>	8,714	6,544	2.5%	1.9%
<i>Fairfax Journal</i>	29,374		8.5%	
<b>Loudoun County (Va.): 59,272 Households</b>				
<i>The Washington Post</i>	19,330	32,542	32.6%	54.9%
<i>Wash. Times/Sun. Sports Times</i>	1,098	841	1.9%	1.4%
<b>Prince William County (Va.): 91,603 Households</b>				
<i>The Washington Post</i>	23,879	43,148	26.1%	47.1%
<i>Wash. Times/Sun. Sports Times</i>	1,591	1,171	1.7%	1.3%
<i>Potomac News</i>	15,190	16,322	18.0%	17.8%
<i>Manassas Journal Messenger</i>	1,836		2.0%	
<i>The Daily Journal</i>	10,502		11.5%	

\*Combined daily circulation. Source: Audit Bureau of Circulations

ings. WTTG also does well with some of its syndicated programming. The station's double run of *Judge Judy* tied for second in households in July at 5 p.m., behind WRC, and held second place alone at 5:30 (see Nielsen chart).

Meanwhile, WDCA has added several new syndicated shows this fall, including *Crossing Over With John Edward* at 1 p.m. The station also added *People's Court* and *Sally Jessy Raphael* to its daytime lineup. WDCA double-runs the syndicated *Everybody Loves Raymond* in access at 7 and 7:30 p.m. Next fall, the station will add *That '70s Show* in syndication.

Washington is among the markets included in Univision Communications' plans to roll out its second Spanish-language network across the country. The new network, called *Telefuturo*, is set to appear in Washington on WTMW-TV (Channel 14), currently an independent station. Univision and Entravision Holdings, owner of Univision affiliate WMDO-TV in D.C., will operate WTMW jointly. *Telefuturo*, slated to launch Jan. 15, will provide another viewing choice for D.C. area Hispanics, who account for about 9 percent of

the market's population, according to Scarborough Research (see chart on page 16).

In August, Entravision purchased a second station in the market, WJAL-TV (Channel 68), an independent based in Hagerstown, Md. Rudy Guernica, vp/gm of WMDO, says WJAL will remain English-language for the time being. WMDO is the only Spanish-language station in the market that programs local news, with half hours at 6 and 11 p.m.

Another Spanish-language outlet in the market is WZDC-TV, a Telemundo affiliate owned by local company ZGS Broadcasting. Wendy Thompson, WZDC vp/gm, says the Washington Hispanic market "has experienced tremendous ad growth." Thompson estimates that prior to Sept. 11, Hispanic advertising in D.C. had climbed 40 percent this year, driven by strong increases in retail and automotive.

Thompson says she is "excited about the possibilities" for more synergy with WRC. NBC parent General Electric this month agreed to acquire Telemundo. Thompson notes her station and WRC have had a working relationship for three years. WRC produces

a Spanish-language public affairs show, *Linea Directa*, for WZDC. The two outlets also do a joint community project each year.

Cable penetration in the Washington DMA is 74 percent, about average for a top-50 market, according to Scarborough. Comcast Cable, the market's largest MSO, estimates penetration at about 70 percent. The market's hardware interconnect, which handles regional and national ad sales, launched in 1999. Comcast, which entered the market the following year and purchased the interconnect, has been steadily adding systems to it. Currently, 17 cable systems owned by Comcast, Cox, Adelphia Cable, Charter Communications and Antietam Cable (a small concern serving Hagerstown) are part of the interconnect. Each system handles its own local ad sales; the interconnect manages and sells 30 percent of the member systems' inventory, says Pam Baratta, vp/gm for Comcast MarketLink Washington, Comcast's ad-sales arm.

The 17 cable systems in the interconnect represent 1.2 million cable subscribers, or 84 percent of the cable DMA and 73 percent of metro cable households. As of Jan. 1, the interconnect will serve more than 1.3 million subs, boosting the percentages to 92 percent of the DMA and 96 percent of metro cable homes.

Comcast, which controls 70-75 percent of the market's cable homes, will see that percentage dip slightly as of Jan. 1. Five new cable systems are being added to the market; ownership of those systems will be shared by Comcast and Adelphia, which will become the market's second-largest MSO, ahead of Cox.

Washington is one of the few top markets in the country that still has more than one daily newspaper. Its two competing papers are the Washington Post Co.'s flagship *Washington Post* and *The Washington Times*, owned by the Unification Church. The *Post's* average daily circulation for the six months ended March 31 was 802,594, a decline of 1.2 percent, according to the Audit Bureau of Circulations; Sunday circ dipped 1.5 percent year-over-year, to 1,070,809.

Although it is much smaller, the *Times* has made strong gains in a difficult market. Its daily circ for the period ended March 31 jumped 7.6 percent, to 107,358, and its sports-focused Sunday paper, called *Sunday Sports Times*, climbed 5.8 percent, to 49,972. *Times* officials could not be reached for comment.

*Post* publisher and CEO Bo Jones says the ABC report for the six months ended Sept. 30 will show that the *Post's* circ dipped less than 1 percent both daily and Sunday. But like many other big dailies around the country, the *Post's*

## RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Communications	1 AM, 5 FM	19.4	\$108.0	28.2%
Infinity Broadcasting	1 AM, 4 FM	15.6	\$97.9	25.6%
ABC Radio	1 AM, 2 FM	12.2	\$50.4	13.2%
Bonneville International	1 AM, 4 FM	11.8	\$47.2	12.3%
Radio One	2 AM, 2 FM	12.2	\$42.9	11.2%
Howard University Broadcasting	1 FM	4.7	\$22.6	5.9%
Mega Communications	2 AM, 2 FM	1.2	\$3.9	1.0%

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

## SCARBOROUGH PROFILE

### Comparison of Washington

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Washington Composition %	Washington Index
<b>DEMOGRAPHICS</b>			
Age 18-34	31	33	105
Age 35-54	41	44	110
Age 55+	28	23	81
HHI \$75,000+	25	40	159
College Graduate	12	15	119
Any Postgraduate Work	10	18	177
Professional/Managerial	23	33	145
African American	13	22	174
Hispanic	12	7	57
<b>MEDIA USAGE - AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	53	58	108
Read Any Sunday Newspaper	64	65	103
Total Radio Morning Drive M-F	22	22	99
Total Radio Evening Drive M-F	18	19	105
Total TV Early Evening M-F	30	24	82
Total TV Prime Time M-Sun	39	36	94
Total Cable Prime Time M-Sun	13	12	92
<b>MEDIA USAGE - CUME AUDIENCES**</b>			
Read Any Daily Newspaper	72	76	106
Read Any Sunday Newspaper	77	78	102
Total Radio Morning Drive M-F	75	79	105
Total Radio Evening Drive M-F	73	78	106
Total TV Early Evening M-F	71	62	87
Total TV Prime Time M-Sun	91	90	99
Total Cable Prime Time M-Sun	58	56	97
<b>MEDIA USAGE - OTHER</b>			
Access Internet/WWW	58	67	116
<b>HOME TECHNOLOGY</b>			
Own a Personal Computer	64	70	110
Shop Using Online Services/Internet	27	36	134
Connected to Cable	73	74	101
Connected to Satellite/Microwave Dish	14	13	88

\*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: 2000 Scarborough Research Top 50 Market Report (August 1999-September 2000)

ad lineage has tailed off sharply, particularly in classified. "It's been a tough year for us," Jones says. "Overall advertising on the print side has been down roughly 13 percent from last year.

Online is doing a little bit better." Jones adds that the *Post's* real estate advertising is up this year, and automotive is starting to come back.

At the end of 2000, 114 employees in the

# Market Profile

*Post's* production department and composing room took a company buyout. This year, "a couple dozen" staffers, primarily in production, circ and other business areas, have accepted buyouts, Jones says. While no layoffs are planned, Jones says the *Post* has instituted a virtual hiring freeze and is eliminating positions through attrition. "We're trying to do a lot of things to operate more efficiently," Jones says, citing increased use of credit-card billing for subscribers and selling more subs via the Web.

The *Post* recently completed the rollout of weekly zoned local-news sections for the suburbs, begun last year. This year, the paper added a zoned section for Fairfax and a combined section for Arlington and Alexandria, Va. The *Post* also converted some tabloid sections, including the Home section and the Monday Washington Business section, to broadsheet.

The *Post* has assigned Michael Leahy, formerly a reporter for the Metro section, to cover Michael Jordan as a full-time beat.

Washington's ninth-ranked radio market is crowded with Urban Adult Contemporary and Top 40 stations. The top players in the genre are Infinity Broadcasting's Contemporary Hit Radio/Rhythmic WPGC-FM and WKYS-FM, Radio One's Urban AC property. However, Clear Channel Communications is the overall market leader. CC's six largest stations earned a collective 19.4 listener share in the Summer Arbitron book. The stations took in \$108 million in revenue last year, representing 28.2 percent of the market.

In April, the market got yet another Contemporary Hit Radio station when CC flipped its Jammin' Oldies WJMO-FM to CHR/Top 40 and changed the call letters to WIHT-FM. The switch quickly caught on with listeners, as WIHT overtook Bonneville International's

## NIELSEN RATINGS / WASHINGTON

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

### Evening News

Time	Network	Station	Rating	Share
4-5 p.m.	NBC	WRC	4.3	13
	NBC	WRC	5.4	14
5-5:30 p.m.	ABC	WJLA	4.6	12
	Fox	WTTG*	4.6	12
	CBS	WUSA	4.0	10
	WB	WBDC*	1.3	3
	UPN	WDCA*	1.2	3
	Pax	WPXW+*	0.8	2
	Univision	WMDO*	0.5	1
	Univision	WMDO*	0.5	1
5:30-6 p.m.	NBC	WRC	5.4	14
	Fox	WTTG*	5.4	13
	ABC	WJLA	4.6	12
	CBS	WUSA	4.0	10
	WB	WBDC*	1.6	4
	UPN	WDCA*	1.2	3
	Pax	WPXW+*	0.8	2
	Univision	WMDO*	0.5	1
6-6:30 p.m.	NBC	WRC	7.0	15
	ABC	WJLA	5.6	13
	CBS	WUSA	5.5	13
	Fox	WTTG*	4.4	10
	WB	WBDC*	1.3	3
	UPN	WUPN*	1.1	2
	Pax	WPXW+*	0.9	2
	Univision	WMDO	0.6	1
6:30-7 p.m.	NBC	WRC	7.0	15

### Late News

10-11 p.m.	Fox	WTTG	6.0	11
11-11:30 p.m.	NBC	WRC	6.9	15
	CBS	WUSA	5.2	11
	ABC	WJLA	4.6	10
	Fox	WTTG*	4.2	9
	WB	WBDC*	1.4	3
	UPN	WDCA*	1.1	3
	Pax	WPXW+*	0.6	1
	Univision	WMDO	0.4	1

\*Non-news programming +Audience estimates for WPXW and a satellite station  
Source: Nielsen Media Research, July 2001

## RADIO LISTENERSHIP

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WKYS-FM	Urban Adult Contemporary	6.7	5.1
WPGC-FM	Contemporary Hit Radio/Rhythmic	6.1	6.8
WMMJ-FM	Urban Adult Contemporary	5.5	4.7
WWDC-FM	Rock	5.1	4.3
WMAL-AM	News/Talk	5.1	3.0
WRQX-FM	Hot Adult Contemporary	4.9	4.2
WTOP-AM	News	4.7	3.6
WJFK-FM	Talk	4.2	4.7
WMZO-FM	Country	3.9	5.2
WGMS-FM	Classical	3.8	4.2

Source: Arbitron Summer 2001 Radio Market Report

rival CHR outlet, WWZZ-FM, in key demo ratings. Striking back, WWZZ drastically cut its commercial load to just 6 minutes per hour (down from 14 minutes) in morning drive and 12 minutes in other dayparts. WWZZ is looking to attract an older 18-49 female audience to set itself apart from rival WIHT. With less inventory, WWZZ plans to boost its ad rates by 40 to 50 percent—a challenging move given the soft economy.

Syndicated Talk host G. Gordon Liddy, who has broadcast middays from Infinity's WJFK-FM for nine years, in August jumped to Washington's newest Talk outlet, CC's WTNT-AM, which launched in April as "Dynamite Talk."

Liddy hosts from noon to 3 p.m., joining an all-syndicated lineup at the station that includes Westwood One's *Innu in the Morning*. WJFK, which also carries the syndicated *Howard Stern Show* and *Don & Mike*, is the market's highest biller, taking in an estimated \$33.8 million in 2000, according to BIA Financial Network.

Clear Channel Outdoor dominates the market's out-of-home ad business. Outdoor advertising in the D.C. market is among the most restricted in the country because of many long-standing regulatory limits. As a result, advertisers and agencies have had to be creative with outdoor campaigns. Last spring, Howard University's WHUR-FM launched a marketing effort featuring taxi-wrap advertising, a first for the D.C. market. Developed by Washington's Adworks, the mobile ads promoted WHUR's morning show (which was revamped following the defection last year of popular host Tom Joyner to Radio One's WMMJ-FM). ■



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**There's a scene in the movie** *Broadcast News* where "Tom" the anchor, after reporting on an Arab nation's attack on an American military base, looks into the monitor and tells the TV audience, "I think we're all okay." The president of the network smiles oleagiously. "That 'bonding thing' between the public and anchorman," he says approvingly, "it's not the conventions anymore" where people turn for reassurance, "it's this kind of event."

That 'bonding thing' is what CBS News' Dan Rather does best, maybe better than any other television anchor, and on Sept. 11, Rather did his 'bonding thing' for 15 straight hours.

This was a day when Rather, Peter Jennings at ABC and Tom Brokaw at NBC took the role of the anchor to a whole new level. Many Americans couldn't make phone contact with crisis areas or even with their neighbors; there was every reason to believe that more attacks were imminent; the president of the United States appeared to have disappeared; and Rudy Giuliani could only do so much. That left the news anchors with the job of telling us what was happening, to not panic, and most of all, that we *would* be okay. There's probably a case to be made that the network anchors—particularly the homiletic, bromide-bound, down-home Dan—prevented hysteria in the streets.

"The word of the day is steady, steady," Rather intoned into the camera, shortly after coming on the air at 10 a.m. It was reminiscent of a short-lived experiment in the 1980s when he signed off with the word "courage," a strange affectation that has entered the lexicon and lore of the legend of Dan Rather. "This is a day when rumors are going to spread like mildew in damp basements," he added, doing a remarkable impersonation of himself. Sometime after midnight, he was still at it, quoting Rudyard Kipling and repeating "Steady as she goes."

Well, "steady" worked its charms.

"I've never needed more reassurance," says Tom Shales, Pulitzer Prize-winning critic for *The Washington Post* and chronicler of the culture. "The role of the anchor was critical in non-journalistic ways. In such a time of horror, I wanted the most human anchor, the anchor with the most warmth. Rather's that man; there's no competition."

To be fair, ABC's Peter Jennings and NBC's Tom Brokaw were both terrific Sept. 11 and in the days immediately following. "They were both very professional," agrees Shales. Jennings was, if anything, more focused in his questions to his field reporters; Brokaw was aided by NBC's bench strength and great graphics. "But Brokaw was too cool, and Jennings was too aloof," counters Shales. "If it looks like the world is coming to an end, I want Dan Rather to be the one to break it to me."

MASHED POTATOES, MILK SHAKES, grilled cheese sandwiches. And now, Dan Rather as comfort food. Who could have guessed? It's as strange as a frog with side pockets carrying a handgun, as Rather might say—in fact, Rather *did* say it.

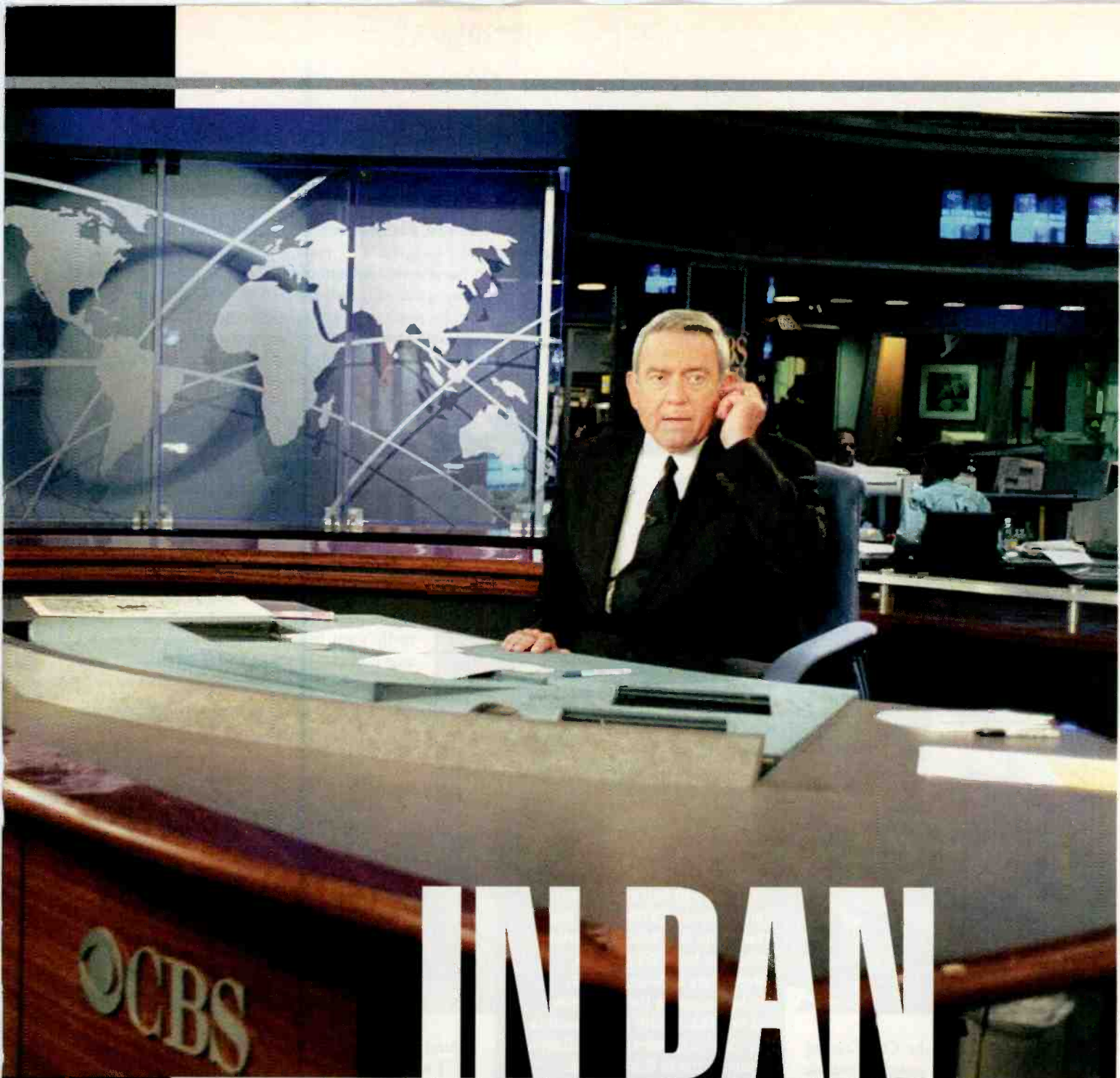
For three decades, Dan Rather's been the newsman most despised by the right and by Republicans. He's the star who sometimes upends his own colleagues at CBS. He's the anchor most likely to cause his competitors to roll their eyes at his platitudes and gonzo attitudes. He's the one of whom Don Imus has said, "I want to be watching when he finally snaps." The guy who could never, ever replace (prayerful pause here) Walter Cronkite, the Most Trusted Man in America.

So it's ironic. Just as whispers about his status at CBS News were growing louder, Rather sat down behind the anchor desk at 524 W. 57th Street the morning of Sept. 11 and reminded everyone why he's still here. But the craving for comfort food ebbs with the crisis. When the country returns to normal, will Americans still need Dan Rather? Will CBS?



DAVID M. RUSSELL/CBS

**HE'D RATHER BE BUSY:**  
On top of his duties as anchor and m.e. of the *CBS Evening News*, Rather works on *60 Minutes II* and *48 Hours*, as well as a radio show.



# IN DAN WE TRUST

**SINCE THE TERRORIST ATTACKS OF SEPT. 11, CBS NEWS ANCHOR DAN RATHER MAY FINALLY HAVE EMERGED FROM THE SHADOW OF WALTER CRONKITE. IS IT TOO LATE TO MATTER? BY ALICIA MUNDY**

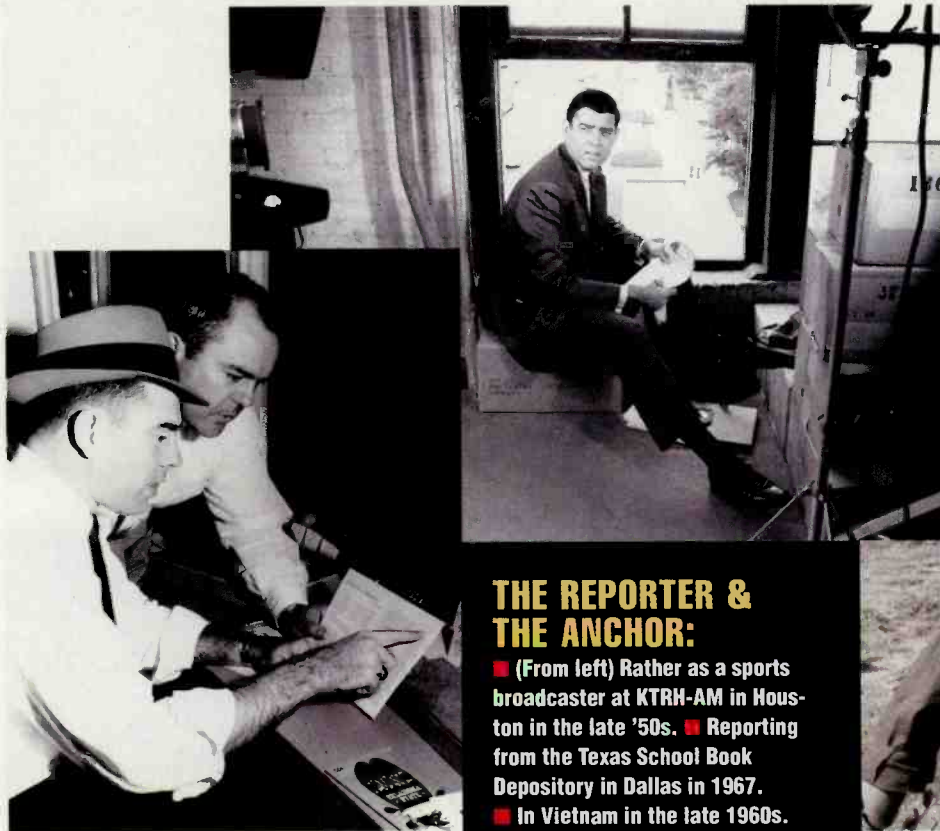
"I DON'T SEE MYSELF AS A FATHER FIGURE to anyone," says Rather, sitting in his office. "But I guess if you're talking about the role of anchor that day, well, I suppose there's something to that."

Father figure implies old, an image that Rather and the CBS hierarchy eschew. But there's no avoiding it: on Oct. 31, Rather will turn 70. He will be five years older than Walter Cronkite was when he was gently pushed out the door, some say with a little help from Rather. Rather's image is a big deal, and he's been working very hard to maintain the vigor and appearance of a much younger man, say, the 50-year-old Gunga Dan who trudged over Afghanistan's mountains in 1980 wearing mufti.

These days Rather hosts (and does segments of) *48 Hours*. He does *60 Minutes II*. He does a radio commentary. And he's both the anchor

There was also behind-the-scenes jockeying for the role of heir to the throne. Would it be John Roberts or Scott Pelley? Would CBS consider a woman? Would Rather retire or be carried out feet first?

Rather has been the anchor longer than Cronkite. But several sources at CBS believe that Rather's contract as anchor was expiring or had already expired. His agent of 37 years, Richard Leibner, says only that Rather "has a considerable amount of time" left on his general contract with CBS. But he specifically declined to discuss the actual term of the anchor job. But by noon on Sept. 11, say several CBS News people, Rather's reinvigorated performance had salvaged morale among reporters and producers, and probably bought him more time in the anchor chair. But the question is how *much* time?



### THE REPORTER & THE ANCHOR:

- (From left) Rather as a sports broadcaster at KTRH-AM in Houston in the late '50s. ■ Reporting from the Texas School Book Depository in Dallas in 1967.
- In Vietnam in the late 1960s.
- Dressed in mufti in Afghanistan in 1980. ■ Conversing with Castro during a trip to Cuba in 1996.
- At Ground Zero interviewing New York City Fire Commissioner Thomas Von Essen.

and managing editor of the *CBS Evening News*. Some people inside as well as outside CBS think it's too much. "He looks worn down sometimes," says a CBS reporter. And several months ago, Rather surprised the CBS News team with a brand new haircut, a cross between punk and *Leave It to Beaver*.

At a time when youth counts, he'd added ten years to his face.

However, many of those gripes dried up on Sept. 11. His quick response inside the studio, his vast experience, the old take-charge attitude "energized us," says a CBS reporter.

CBS News has been somewhat demoralized. Stuck in third place in the network-news race since the Gulf War, its ratings had really dropped in 1996. The loss of strong owned-and-operated stations left it with weak local leads into the *Evening News*, which was delivering the worst ratings in adults 25-54; New York, Los Angeles and Chicago local news were faring no better. Resources had been cut back and there was talk of farming out newsgathering to CNN. Rather was pushing to keep bureaus open but wasn't getting far.

"I HEARD ABOUT THE FIRST ATTACK from the radio, I'd been in the shower," says Rather. He said a quick "Our Father." Within minutes, CBS News president Andrew Heyward was on the phone. "I thought about rushing down to the scene and being a reporter," he adds, "then I wondered where can I do the most good?"

It's the constant tug-of-war with Rather, reporter versus anchor. But at this stage of the game, it's a little disconcerting to hear. Do you really want to know he was wrestling with the angel one more time? Did Tom Brokaw ponder whether he should play cub reporter or just get



behind the damned desk?

"I wondered about what to say. There was a piece Ed Murrow did during the Blitz," he says, "all about the word 'steady.' I knew that was the word I'd focus on."

And he did. All day. And into the wee hours of the next morning. But did Jennings or Brian Williams plot out the catchword of the day? Does anyone? How much of

Rather is spontaneously thoughtful, and how much is carefully thought-out spontaneity?

"Hey, that's the way he is," says CBS News executive producer Jim Murphy. "He worries about things, about what the viewers need. He always has, and that's why he's lasted as long as he has."

Rather set out to ensure "we had the correct facts" on Sept. 11. He didn't want a repeat of Election Night 2000 when he and others wrongly called the Florida vote. And remembering the rumors that marked the reporting of the story he likens this to, John Kennedy's assassination, he explains, "I was trying to present the viewers with three things: what we knew; what we did not know—the questions we had no answers for yet—and those things we *thought* were true but had not confirmed."



Like all the anchors that day, Rather had his glitches. He'd been on the air only a short time when Tower Two collapsed, as he was watching. "I couldn't talk. There weren't any words. It's one thing that shouldn't happen to any anchor," he says. "When I thought about all the people," he pauses, "I must have called home a half dozen times to check on my wife, make sure all our kids were accounted for."

Rather was on air about 55 hours between Sept. 11 and 14. The next week he was preparing a *48 Hours* piece in addition to the nightly newscast. What makes Rather run? The views are split.

"He loves his job," says Heyward. "And he's good at it. Why shouldn't he do as much as he can?" John Roberts, CBS' White House correspondent, says simply, "Dan is happiest when he's working. His schedule may have caused consternation among people closest to him, but that's what keeps him alive."

"It's a little like a shark," Roberts expounds. "If he stops swimming, he sinks, he dies."

There's a third analysis. Rather is often portrayed as Machiavellian and power-hungry. He's been referred to, behind his back, as "the Anchormonster." In 1988, Ed Joyce, former CBS News president who

now, Roberts has a shot, but so does Scott Pelley, now with *60 Minutes II*. People suggest Rather has been playing the one off the other, and they look for clues in statements Rather makes about both men to the press.

The rumor inside and outside CBS, which Heyward and CBS President Les Moonves deny, is that CBS will have to go outside for a replacement—and that they have already been window shopping over at Rockefeller Center. Brian Williams, MSNBC anchor, was anointed, but not appointed, Tom Brokaw's heir a couple years ago. But Brokaw doesn't seem in any hurry to step aside, and Williams may not want to end up the Prince Charles of NBC. Williams declined to comment on the situation, though friends of his say it's been his dream since he was a kid to anchor the CBS News. He has about another year to go on his current contract with NBC.

THAT MAY EXPLAIN THE METHOD to Rather's madness. By doing three CBS shows a week, he's making himself indispensable. But the down side, says a news director at another network, is that "if Dan gets hit by a car, who does CBS have?"

A CBS executive counters that Rather may look a little haggard at times, "but do you know anyone working as hard for their network?" You don't see Peter Jennings or



FROM LEFT: CBS (4); PATRICK PAGINANO/CBS; SCREEN GRAB



**"If it looks like the world is coming to an end, I want Dan Rather to be the one to break it to me." —TOM SHALES**

was fired in 1986, wrote in *Prime Times, Bad Times* that even as Rather was telling Joyce that rumors of a feud between them were "nonsense," Rather was apparently planning Joyce's ouster.

"Despite all the little things, he's still here," says Heyward. "He's outlasted everyone for a reason." Indeed, Rather's survived several news presidents and producers. He's adept at protecting his job. He knows, say former CBS executives, how Walter Cronkite got pushed out, and he knows that happened because there was a successor in the wings—him.

It seems there's a little of Mao Zedong as well as Machiavelli at work. Rather's developed a cult of personality at CBS that would shame Chairman Mao. "The most masterful things he's done at CBS over the years is to convince one news director after another not to bring along a successor," says a CBS producer. There is no obvious successor to Rather right

now. Tom Brokaw handling three outlets. Interestingly, over at NBC and ABC no one thinks you should. "What is it with Rather?" asks an ABC News producer. "Does the guy think if he's off the air for more than a day we'll all forget him?"

Oh, there's no forgetting Rather. A survey of writings on Rather's wrongs is a virtual vulture feast. Several seasoned media reporters have suggested, with no irony, that he's nuts. One likened him to Captain Queeg holed up in his cabin waiting for the *Caine Mutiny*. "People call me and ask if he's finally lost it," says Andrew Tyndall of *The Tyndall Report*, which follows the news biz closely. "I love listening to those strange things he says."

There's a nickname for those bizarre and wondrous lines: Rather Blather. The 2000 Election alone could have produced a book of his say-

ings—the candidates are “nervous as a cat in a room full of rocking chairs”; “the race is as tight as a too-small bathing suit on a too-hot car ride back from the beach.”

His office practically screams “Texas roots.” It resonates with Americana—knotty pine, crafts imagery, coasters cut from the center of a tree. Beneath a glass-covered hole in the wooden coffee table, a behemoth Bible lies open to an Old Testament passage. On his desk sits the manual typewriter he uses. On a coat rack hangs what appears to be the green military fatigue jacket he wore in Vietnam. It’s like a movie set. The only nod to modernity is the huge oil painting on the wall, done by his wife Jean. It’s got strong lines and a powerful image of a reclining woman.

His history is a series of *Twilight Zone* vignettes: The mugging incident that inspired a song by REM and made “What’s the frequency, Kenneth?” part of our lingo; storming off the set in 1987 when CBS’ U.S. Open tennis coverage ran long; being set upon and snapping back at then Vice President George Bush in 1988 (it says something that Rather was the anchor the Bush team chose to prod on the air). There was the mess

mistake. By the end of summer, things seemed, as Rather says, “shakier than cafeteria Jell-O.”

Then came the terrorist attacks, followed by the appearance on *The Late Show with David Letterman*, in which Rather openly wept. After that, Rather, who refused interviews this year about his 20th anniversary as CBS anchor, was everywhere. On *Entertainment Tonight* he said he was not ashamed he cried on Letterman: “I’m not a robot.” He also repeated his promise (or threat) that “if the president asks me to put on a uniform,” he’d ask where to report for duty. He spoke at length before C-SPAN and The National Press Club about the fallout of Sept. 11. After his assistant developed cutaneous anthrax, Rather told *Access Hollywood* that he would not get tested for that disease, bringing to mind John Wayne as macho anchor.

And there came that magic moment during the hour on *Larry King Live* on Oct. 18 where Rather explained Foreign Affairs 101. King asked Rather why so many people in Arab countries hate us. “They hate us because they’re losers,” Rather said ominously. “They see us as winners.” And losers hate winners. For once, Larry King didn’t seem to know what to say.

THAT’S WHY IT’S SO SILLY to hear conservatives question Rather’s allegiance. “He doesn’t have to wear a flag on his lapel,” says John Roberts. “He wears his patriotism on his sleeve.” Perhaps that’s one reason some people have strong feelings toward Rather. Americans distrust sincerity. A second-rate sitcom star can go on TV to cry about hunger in a country she can’t pronounce, and viewers buy it. But if Rather gets teary on Letterman or offers to fight for his country, we cringe.

If Rather is milking the situation right now, his many appearances and interviews have a point. He’s on a tear about the future of network news and sees the terrorist attacks as a way to reinforce its importance. “I don’t know what the future is for network news anywhere, even at CBS,” he says. “But I think this was a wake-up call. If you didn’t have a strong news division on Sept. 11, you weren’t a player.”

The news divisions demonstrated their value after the attacks, causing ratings to spike for all three nets. But even then, CBS didn’t spike as much. Rather worries, quite openly, “I don’t know if economically we’ll be able to keep this up. I don’t know what the bean counters will do as this story drags on or when we get back to normal. I’ll be very disappointed if, when this is over, we face the same cost-cutting problems we faced before the attacks.”

He’s been saying that a lot publicly, seeming to dare CBS brass. Though he’s sincere, it also seems as though he’s determined that if this is indeed his last big story in the CBS anchor chair, he’s going out as a news icon, not just a legend. He will be the last crusader for the preservation of network news. Instead of following the footsteps of Edward R. Murrow and standing in the shadow of Cronkite, he will create his own standard for others to emulate. Is it the product of hubris or just his inability to sleep more than a few hours a night? Who knows? But like so much about Rather, it’s just fascinating to watch.

“He’s sincere,” says Brian Williams, happy to talk about Rather. “It’s not an act. He keeps the fatigue jacket in his office? Hey, I was a New Jersey fireman. I keep my helmet. Dan Rather’s an infantryman at heart. He wants to be in the thick of it. That’s why he’s so good.”

And that, as Rather would say, is as soothing as a plateful of grits and gravy during an Amarillo snowstorm. ■

*Alicia Mundy is Mediaweek’s Washington bureau chief.*



**THE LEGEND** Cronkite (above) has shadowed Rather’s 20 years at the anchor desk.


## Rather will be five years older than Walter Cronkite was when he was gently pushed out the door, some say with a little help from Rather.

with co-anchor Connie Chung in 1995. Rather was accused of back-stabbing, but it looked like front-stabbing to many. At one point he invited a group of reporters to his office for coffee, where he politely trashed Chung’s journalistic experience. “I did on several occasions encourage her, not in any patronizing way, that to be really connected with the news, you really do have to read,” he told them.

After a dull performance during the 2000 election, this year Rather embarrassed CBS by appearing at a Democratic fundraiser in Texas, for which he apologized. And he was completely and totally ambushed by Bill O’Reilly on Fox on Sept. 7, while stumping for his new book, *The American Dream*. O’Reilly jumped all over him about CBS’ supposed lack of coverage of the Clinton scandals, instead of focusing on Rather’s soft and fuzzy book. This may have been unfair, but who on earth thought Rather was going to get fair treatment out of Fox and O’Reilly? Inside CBS, there’s consensus that the O’Reilly appearance was a

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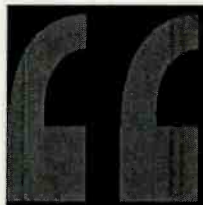
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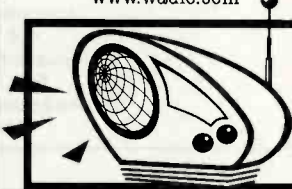
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# Culture Trends

## MTV's BUZZWORTHY

Buzzworthy songs are usually by new, up-and-coming artists who MTV believes have special potential. Of the videos designated as Buzzworthy, the vast majority have been certified gold or platinum.

Week of 10/22/01

Artist/Group: Fabolous  
 Song/Video: "Can't Deny It"  
 Album: *Ghetto Fabolous*

Discovered by DJ Clue, who also helped introduce the likes of DMX, Notorious B.I.G. and Foxy Brown, Fabolous' debut record opened at #4 on the Billboard Top 200. Also hot off a duo effort with Lil' Mo on the hit "Superwoman Pt. 2", he's due to team with Mariah Carey and Macy Gray by years end...

Artist/Group: P.O.D.  
 Song/Video: "Alive"  
 Album: *Satellite*

This Christian metal outfit from San Diego just released *Satellite* - their fourth record. Yet another band covering all the bases, fusing so many musical styles as to risk becoming faceless. But at least they're not followers to this trend. They've been at it since 1992. By the way, P.O.D. stands for Payable On Death (scary!)...

©2001 MTV

## The Hollywood Reporter's Box Office

For weekend ending October 21, 2001

This Week	Last Week	Picture	3-Day Weekend Gross	Days in Release	Total Gross Sales
1	New	From Hell	11,104,818	3	11,104,818
2	New	Riding in Cars With Boys	10,404,652	3	10,404,652
3	1	Training Day	9,325,443	17	57,283,521
4	2	Bandits	8,304,007	10	24,884,979
5	New	The Last Castle	7,088,213	3	7,088,213
6	4	Serendipity	5,446,446	17	34,426,889
7	3	Corky Romano	5,307,985	10	16,185,276
8	5	Don't Say Word	4,215,594	24	47,885,454
9	6	Iron Monkey	3,190,010	10	10,737,961
10	7	Zoolander	3,135,854	24	40,018,837
11	9	Max Keeble's Big Move	2,645,891	17	14,187,300
12	8	Joy Ride	2,543,786	17	18,814,682
13	11	Hardball	1,557,215	38	35,794,632
14	10	Hearts in Atlantis	1,285,476	24	22,791,121
15	14	Mulholland Drive	960,558	17	1,859,343
16	12	The Others	906,488	73	94,543,041
17	13	Rush Hour 2	622,254	80	223,879,783
18	15	Megiddo: Omega Code 2	429,552	31	5,220,846
19	16	Legally Blonde	367,357	101	95,001,351
20	22	Shrek	271,870	159	266,636,479
21	23	Bread & Tulips	220,572	87	3,449,764
22	18	The Princess Diaries	212,035	80	106,210,498
23	20	American Pie 2	162,155	73	144,044,409
24	26	Atlantis: The Lost Empire	153,048	136	83,561,615
25	19	Jeepers Creepers	148,819	52	37,470,017
26	27	Planet of the Apes	146,847	87	178,588,733
27	25	Jurassic Park III	137,795	96	180,279,730
28	17	The Glass House	132,365	38	17,640,303
29	34	My First Mister	119,369	10	258,640
30	21	Rat Race	114,437	66	56,028,435

©2001 The Hollywood Reporter

## Winds of Change

### A scaled-down industry confab reflects the magazine business' leaner, meaner times

GOLF AND SHIATSU IN LUSH, WARM SURROUNDINGS ARE USUALLY AS INTEGRAL TO THE annual American Magazine Conference as publishers ruminating over industry woes. But with the decision to move this year's AMC from Phoenix to New York as a result of the terrorist attacks and the worsen-

ing economy, the pared-down meeting last week was all business.

Under a cloud of uncertainty, magazine executives took a hard look at some harsh realities facing the industry in 2002. "Publishers nationwide have to be looking in a more serious way about their operations," said Cathie Black, Hearst Magazines president. "We have

2003. "People are afraid to make commitments," said Jon Mandel, co-managing director of MediaCom Worldwide. "The Sept. 11 attacks didn't affect the economy, but what it did affect were the brains, the heart, the psychology of [advertisers]."

Stephen Shepard, *BusinessWeek* editor in chief, told AMC attendees that his weekly's

a private contractor to sort its mail, leading to the elimination of 36 mail-room positions. Hearst slashed 125 jobs; Rodale cut a dozen this month; and *U.S. News & World Report* last week fired 13 staffers, cut salaries by 10 percent and said that it will not match its employees' 401(k) contributions next year.

"Business sucks," admitted panelist Steve Florio, Condé Nast president/CEO. "It does indeed suck."

Like all top executives, Florio said he is examining every aspect of his business to meet the added pressures on his bottom line. "We've looked at cost controls and finally, for once at Condé Nast, implemented cost controls," Florio said, drawing big laughs in light of the company's tradition of lavish perks. "We've looked at simple things—travel, company cars, T&E, even comp copies. We put together a real P&L budget—that may be a shock to everybody else in this room. We've been doing that for five or six years; it's working, and we've accelerated that."

Still, many publishers, including Hearst, Time Inc. and Hachette Filipacchi Magazines,

said they will continue to seek out acquisitions and even ideas for start-ups, though all said it's doubtful they will launch anything before late '02. Martha Stewart said she is also considering a launch, because "it's a very good time" to ramp up as

**Officers' club:** (from left) Steve Florio, Condé Nast president/CEO; Jack Kliger, HFM president/CEO; Steve Shepard, *BusinessWeek* editor in chief; Martha Stewart, chairman/CEO MSL Omnimedia; Tom Rogers, Primedia chairman/CEO; Cathie Black, president of Hearst Magazines.



to get our priorities in line." The industry's current challenges—including rising postal rates, flagging newsstand sales and problems with subscription marketing—are rallying points for the business. "They are a catalyst for change," Black said. "They are making us come together in a unified voice. Pain helps you focus."

Media buyers at the confab echoed Black, suggesting that the pain will continue for some time, with a rebound in advertising not expected until the second half of next year or early

ad pages will tumble to 4,000 this year from last year's 6,000, with profitability levels matching the meager returns of 1991, when the country was in the midst of the Gulf War and a recession.

The harsh economic climate has led to a flurry of magazine closures this year—including *Brill's Content*, *Mademoiselle* and *The Industry Standard*—and sweeping layoffs. Time Inc. has bought out about 500 staffers aged 50 or older with 15 years on the job and has hired



ABOVE: DOUG GOODMAN; RIGHT: THERESE KORN

# Magazines

other publishers retreat. In the meantime, Stewart said she will polybag *At Home With Technology*, a one-time special, with all 1.3 million subscriber copies of *Martha Stewart Living's* December issue.

Forecaster John Suhler, of private equity firm Veronis Suhler, said that in the long term, magazines are well positioned for a "solid" recovery in ad spending over the next four years. Even if the economy officially descends into a recession in the fourth quarter (with magazine ad pages projected to slide to June/July levels and newsstand sales continuing to fall), five-year growth patterns should not be severely affected, Veronis said. Under the recession scenario, Veronis Suhler predicts magazine ad revenue will reach \$15.5 billion by 2005, versus Veronis' projection of \$15.8 billion made two months ago.

"You have to circle the wagons a little bit, manage a little tighter," said Don Logan, Time Inc. chairman/CEO. "But while all this [uncertainty] is going on around us, we have to go on. You have to stay focused. We have no choice." —Lisa Granatstein

## Stamping Ground MPA pressing postal changes

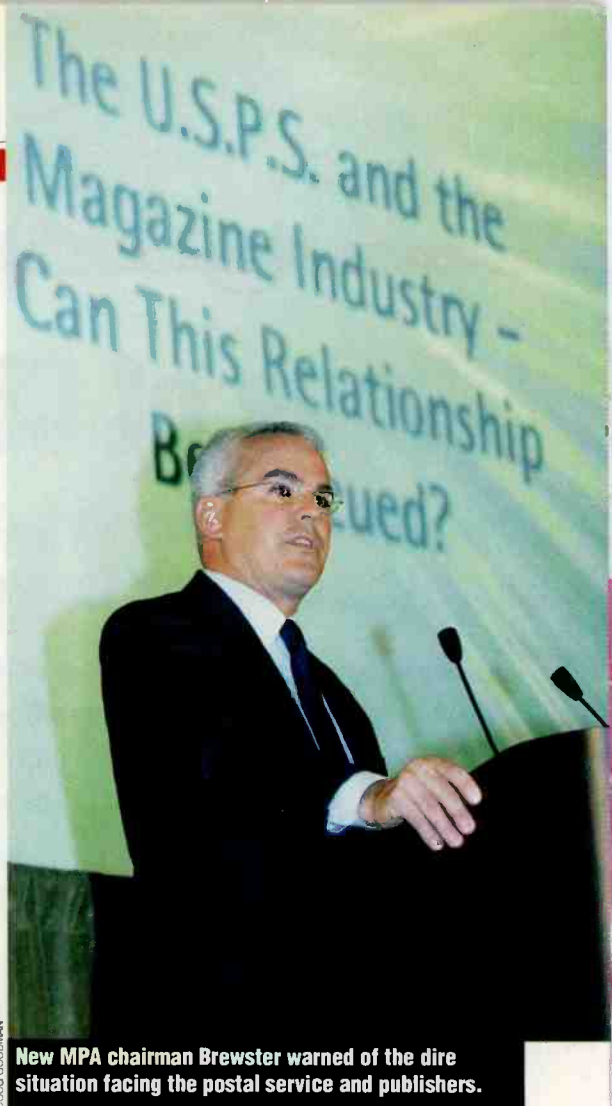
Despite all the grumbling over rate hikes and the need for reforms, discussions at the AMC on postal issues have almost always cleared the ballroom. But with a 10 percent bump expected to hit next summer—the third increase in two years—and ongoing U.S. Postal Service problems that are now further

compounded by the anthrax attacks, the issue took center stage at last week's meeting. "The very threat of our ability to get our magazines into the hands of readers" is real, said G+J USA president/CEO Dan Brewster in his first address as the new chairman of the Magazine Publishers of America. Ninety percent of publishers' magazines travel through the mail.

While U.S. Postmaster General John Potter initially called for \$61 million in emergency relief immediately after Sept. 11 to repair the post office's facility in lower Manhattan, he is now expected to ask Congress for far more aid given the anthrax crisis. At this point, it is unclear whether any of those funds would be allocated to fixing any problems with deliveries of magazines.

Brewster noted that there are postal reform measures being explored, both in Congress and by the MPA. Rep. John McHugh (R-N.Y.) is currently making a second attempt at postal reform legislation (his 1996 effort failed), circulating a "price-cap" concept. The cap "is designed to give mailers protection against skyrocketing postal rates and at the same time install a little fiscal discipline on postal management," Brewster said.

Meanwhile, members of the MPA board pledged earlier this year to contribute \$5,000 each to the MPA's political action committee, as well as to hold fundraisers in support of members of Congress who support postal reform. Last week, Time Inc. executives met with Sen. Joe Lieberman (D-Conn.),



New MPA chairman Brewster warned of the dire situation facing the postal service and publishers.

chairman of the Governmental Affairs Committee, to brief him on the postal crisis. "We should be really innovative about how we help the post office restructure itself," said Ann Moore, Time Inc. executive vp, who was at the briefing. "Something dramatic is going to

PARADE Magazine January 14, 2001

**Sunday**, the day there are no clients. 70% of Americans say Sunday is the only day during the week they can relax and 87% say they look forward to reading the Sunday newspaper.\*

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# PARADE

\* Harris Interactive/Yankelovich, Sunday In America™ 2001

be needed now."

In the coming weeks, the MPA will commission two studies. The first will be a "nuts-and-bolts operational report" to see how magazines can be consolidated, shipped and entered into the postal system in a cost-effective way, said James Cregan, MPA executive vp of governmental affairs. The second study is designed to help answer the question of how to best get magazines to subscribers in five or 10 years—whether to continue using the Postal Service, minimize its involvement or find an alternative way to ship issues. —LG

## Come Together

### Industry to consolidate further

As revenue flattens and costs continue to rise, fewer, larger players are expected to dominate the magazine industry in coming years, and many small or single-title companies may be forced to expand or sell out. "There is definitely going to be more consolidation," said *BusinessWeek* president Bill Kupper, who this year mounted a failed bid to acquire *Entrepreneur* from Entrepreneur Media.

"We realize that scale is important," Kupper said of *BusinessWeek* parent McGraw-Hill Cos.' interest in adding a companion or two to its single-title consumer-mag portfolio. Meanwhile, *BW* has expanded in other ways, starting up an online component, a conference division and a weekly syndicated TV show.

"It's going to happen, has to happen," former General Electric chairman Jack Welch said of magazine consolidation during a Q&A session with Time Inc. editorial director John Huey. "There will be some fallout, and yet there will be some stronger magazines," Welch said. "The stronger will have an opportunity to capitalize on this change."

There were 22 mergers and acquisitions in the consumer-magazine field in the first half of this year, down 18 percent over the previous year due to the slowing economy, according to the Jordan Edmiston Group. Time Inc., the largest magazine publisher, grew larger still by adding Times Mirror Magazines, acquiring *Business 2.0* and folding it into *eCompany Now* and snapping up U.K.-based publisher IPC Group. "You've got to be opportunistic—you can't control the timing," Time Inc. chairman/CEO Don Logan said of his company's strategy. "We're in the business for the long term. If the right thing comes along, we'll be there."

Tom Rogers, chairman/CEO of the struggling trade and specialty publisher Primedia, made an aggressive play last summer, spending

\$515 million for Emap USA, publisher of enthusiast titles including *Hot Rod*, *Guns & Ammo* and *Teen*. Even though his company must pay down some \$2 billion in debt, Rogers has continued to expand. "We used to be No. 1 or No. 2 in so many of our categories," Rogers said during an AMC panel session. "Now we are No. 1 and No. 2." Still, Rogers admitted that Primedia's debt load will force him to sell some of his niche titles.

For now, huge Emap-size deals may be on the wane, at least until '03, predicts Wilma Jordan, CEO of the Jordan Edmiston Group. "People don't have the confidence to make large bids," she said. Still, Jordan is bullish on the sale of small magazine properties and companies, given the large amount of private equity available.

Said Welch: "This is the moment for the strong to get stronger, the brave to get braver, because there will be lots of people running for cover in the industry." —LG, with Lori Lefevre



Shakeout ahead: Welch (left, with Huey) told publishers that consolidation is inevitable.

## Mediaweek Magazine Monitor

WEEKLIES October 29, 2001

Sunday magazines, which had been holding their own this year, have taken a hit since Sept. 11 as direct-response ads have largely evaporated. "They had to pull out," explains John Benl, vice chairman of *Parade*. "Nobody was responding to anything, at least for the first two weeks." The category is slowly picking up again, thanks to sales of patriotic tchotchkes. *Parade* trails 2000 by 6.44 percent. —LL

	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	29-Oct	60.66	30-Oct	123.13	-50.73%	3,132.99	4,940.54	-36.59%
The Economist	20-Oct	47.00	21-Oct	71.00	-33.80%	2,163.50	2,610.50	-17.12%
Newsweek <sup>E</sup>	29-Oct	41.06	30-Oct	69.05	-40.53%	1,464.67	1,925.14	-23.92%
The New Republic	29-Oct	10.66	30-Oct	19.78	-46.11%	388.42	393.92	-1.40%
Time <sup>E/Q</sup>	29-Oct	54.66	30-Oct	64.11	-14.75%	1,911.18	2,385.22	-19.87%
US News & World Report	29-Oct	22.09	30-Oct	30.92	-28.56%	1,150.80	1,503.86	-23.48%
The Weekly Standard	5-Nov	7.30	6-Nov	12.00	-39.17%	401.00	402.00	-0.25%
<b>Category Total</b>		<b>243.43</b>		<b>389.99</b>	<b>-37.58%</b>	<b>10,512.56</b>	<b>14,161.18</b>	<b>-25.06%</b>
<b>SPORTS/ENTERTAINMENT/LEISURE</b>								
AutoWeek	29-Oct	27.85	30-Oct	23.71	17.46%	1,179.87	1,272.28	-7.26%
Entertainment Weekly <sup>S</sup>	26-Oct	58.25	27-Oct	55.75	4.48%	1,452.83	1,639.74	-11.40%
Golf World	26-Oct	14.62	27-Oct	27.65	-47.12%	1,022.46	1,295.87	-21.10%
New York	29-Oct	49.80	30-Oct	82.40	-39.56%	2,231.00	2,256.80	-1.14%
People	29-Oct	71.53	30-Oct	87.34	-18.10%	2,956.76	3,336.90	-11.39%
The Sporting News	29-Oct	9.83	30-Oct	7.80	26.03%	516.41	512.70	0.72%
Sports Illustrated	29-Oct	61.44	30-Oct	62.20	-1.22%	1,895.91	2,305.84	-17.78%
The New Yorker <sup>1</sup>	29-Oct	30.40	30-Oct	47.11	-35.47%	1,758.24	1,884.39	-6.69%
Time Out New York	24-Oct	71.69	25-Oct	92.58	-22.57%	2,902.45	3,222.97	-9.94%
TV Guide <sup>X</sup>	27-Oct	62.47	28-Oct	81.07	-22.94%	2,304.52	2,641.20	-12.75%
US Weekly <sup>6</sup>	NO ISSUE		30-Oct	18.33	-100.00%	773.41	797.78	-3.05%
<b>Category Total</b>		<b>457.88</b>		<b>585.94</b>	<b>-21.86%</b>	<b>18,993.86</b>	<b>21,166.47</b>	<b>-10.26%</b>
<b>SUNDAY MAGAZINES</b>								
Parade <sup>X</sup>	28-Oct	13.82	29-Oct	15.88	-12.97%	500.26	534.67	-6.44%
USA Weekend <sup>X</sup>	28-Oct	10.14	29-Oct	17.55	-42.22%	474.86	497.88	-4.62%
<b>Category Total</b>		<b>23.96</b>		<b>33.43</b>	<b>-28.33%</b>	<b>975.12</b>	<b>1,032.55</b>	<b>-5.56%</b>
<b>TOTALS</b>		<b>725.27</b>		<b>1,009.36</b>	<b>-28.15%</b>	<b>30,581.54</b>	<b>36,360.20</b>	<b>-15.89%</b>

E=estimated page counts; S=YTD '00 includes Showbiz special issue; X=2000 YTD Included an out-of-cycle issue; 1=one more issue in 2001; 6=six more issues in 2001; @=one fewer issue in 2001

# Inside Media

NEWS OF THE MARKET

## NBC Re-Ups for Breeders' Cup

NBC has agreed to a four-year extension of its deal with the National Thoroughbred Racing Association that will keep the Breeders' Cup World Thoroughbred Championships on NBC through 2005. NBC has broadcast the event since its inception in 1984. NBC will also televise a pre-view show from Belmont Park in New York three to four weeks prior to the Cup races. This year's Breeders' Cup coverage on NBC aired on Oct. 27.

## WE Premieres New Image

Fledgling cable channel WE: Women's Entertainment today is introducing a new on-air look and the tagline "The Space We Share." The redesign tops a yearlong effort to transform the previously named Romance Classics, a channel that was devoted to romantic theatricals and made-for-TV

movies, into a female-targeted, Lifetime-type network. "Our mission is threefold: provide relaxation, inspiration and simplicity," said Martin von Ruden, executive vp.

## Concert for NYC Pulls Record for VH1

The live *Concert for New York City* hosted by VH1 on Oct. 20 generated the highest ratings in the history of the network. The five-and-half-hour, star-studded fund-raiser, held at Madison Square Garden and featuring appearances by the likes of Paul McCartney, Billy Joel, New York Mayor Rudy Giuliani and Yankees manager Joe Torre, scored a 3.7 household rating (5 million households) and a 3.2 (3 million households) among VH1's target 18-49 demo. Some 16 million viewers tuned in, helping VH1 achieve its highest-ever total-day and prime-time audience. Co-presenters with VH1 were Cablevision, Miramax Films and AOL. Sponsors included Bear

Stearns Charitable Funds, eBay and Ford Motor Co. Proceeds from ticket sales went to the Robin Hood Relief Fund, set up by the Robin Hood Foundation to benefit families of the World Trade Center attacks.

## Sinclair Seeks Advice on Ownership

Sinclair Broadcast Group, owner of 62 TV stations in 40 markets, has retained investment banking firm Bear Stearns to advise the company on its portfolio in anticipation of possible changes in cross-ownership rules and national TV caps. Recommendations could include acquiring or selling certain TV stations, said David Smith, president and CEO of Sinclair.

## Viacom Philly Stations Team for Studio 57

Following a spate of Viacom duopolies in major markets teaming to produce local shows, Philadelphia stations KYW-TV and

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WPSG-TV have joined forces to co-produce *Studio 57*, a Saturday-morning magazine show that airs on WPSG, a UPN affiliate. The co-produced show, which first aired Oct. 27, is hosted by KYW reporter Robin Rieger and WPSG anchor Ralph Fox.

#### Zinio Shopping E-Mags System

Zinio Systems has developed the technology to replicate a magazine in electronic form for readers. With plans to launch in early first quarter 2002, the San Francisco-based company is shopping a prototype of its software, which will allow consumers to download a digital version of their favorite magazine. The systems will allow readers to "flip" pages and "tear out" articles, and it will have Web sites embedded in the files to facilitate interactivity. Zinio is positioning itself as a competitor to Quiosk.com's Qmags, which gives readers Adobe Acrobat versions of

magazines. Quiosk launched earlier this month with *Popular Mechanics*.

#### Josephson Out at N.Y. Radio Association

Sandy Josephson, executive director of the New York Market Radio advertising association known as NYMRAD, will be exiting his post on Nov. 1. The organization was forced to downsize and reorganize in the wake of Clear Channel's decision to pull its five radio station members out of the marketing organization in June. Debbie Beagan, director of marketing and member services, is expected to stay and run the smaller organization.

#### Study: Mags Are Boffo for Branding

The Magazine Publishers of America last week released a new study conducted by Media Marketing Assessment that highlights magazines' significance in marketing plans. The study, which surveyed 186 brands over a

seven-year period, said brands that devoted a higher proportion of their marketing budgets to magazines got better results on their investment. It also indicated that magazines are the second most effective marketing option after trade promotions, and that the medium is 40 percent more effective than television and 60 percent more effective than radio.

#### Mags Announce Rate-Base Boosts

Dennis Publishing's *Stuff* will increase its circulation rate base 30 percent in January, from 850,000 to 1.1 million. Also, Meredith Corp.'s *More* will raise its rate base from 650,000 to 700,000, as of its February issue. Fairchild Publications' *Jane* will boost its rate base from 600,000 to 650,000, effective with its June/July 2002 issue. And Time Inc.'s *Cooking Light* will raise its guaranteed circulation by 6.9 percent, to 1.55 million, in January.

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# Media Person

BY LEWIS GROSSBERGER



## Beware News Abuse

EVERY NEW CENTURY POSES ITS OWN RISKS AND CHALLENGES.

In the 17th, it was important to be able to avoid looking or sounding like a witch, for instance. In the fifth, you needed to steer clear of Huns. The 21st, it's becoming clear, is a century wherein the ability to make

rapid mental adjustments will be crucial to survival because every couple of weeks the nature of the danger changes. Even more crucial may be to avoid the news media.

Last week, for instance, the nation was in anthrax hysteria. The mail, once an innocent conduit of bills, magazines and invitations to apply for credit cards with incredibly low interest rates, was suddenly recast as a subversive spreader of sinister substances. At the time, the populace had not yet gotten past worrying about kamikaze hijackers crashing airplanes into buildings. But now that fear had to be shelved to make room for spore-mail terror.

What was difficult, if not impossible, for the average person to know was just how panicky to become. The media were not the most reliable help in this endeavor since they were among the targets of the powder perpetrators. Reporters and editors had to get out the news, analysis, sports and weather while at the same time evacuating the building because either real, threatened, implied or imagined germs had invaded the mail room. It's not as easy as you might think to type while running down a staircase, especially when people in biohazard suits are jostling you and shouting "gangway!" as they move up the staircase.

Media Person's reassuring message of "Stay calm, fellow citizens! We have nothing to fear but fear itself and perhaps a stray antibody or two!" which he shouted out his apartment window periodically, were received mainly with skeptical glances and the occasional brick.

The problem was that most of the populace were spending too much time watching the news channels. On the news channels, it was all anthrax all the time. It was even hard to find out what the Northern Alliance was up to, what with all the anthrax all over the screen.

A typical TV set tuned to CNN, MSNBC or Fox at any given moment would show the face of a newscaster standing outside a Washington post office, saying, "Three new cases. Two old cases. Workers are worried. Employees are anxious. Officials are investigating. Investigators are officiating." Under her face would be the words ANTHRAX INVESTIGATION. Under that would be a "news ticker" or "crawl" spewing rapid-fire, hard-to-read items like CONCERNED ABOUT BIOTERRORISM? TELL US WHAT YOU THINK ON OUR MESSAGE BOARDS AND HELP SPREAD THE PANIC.

Then, typically, the news channel would cut to the anchor, who somehow was always Aaron Brown, the new superstar of the Terrorist War, and he would typically say something like: "Coming up, an interview with Homeland Health and Terror Secretary Tom-

gether for the time being, and the newspapers and magazines aren't much better. If you must have a paper, go for *The Wall Street Journal*. It's the most comforting thing you can read because of its wonderfully stodgy and boring 19th-century design. Just glancing at those skinny old print-clogged, photo-free columns reassures you that all is normal. Even if it isn't.

At the other end of the newspaper spectrum is the *New York Post*, as always in this time of difficult and sensitive mental adjustments, screaming out eternal rage, shock, madness and its incomparable brand of sledgehammer bad taste designed to appeal to the sense of humor of 18-to-34-year-old Visigoths. When a *Post* employee was anthraxed, she was shown on page one raising the middle finger while the banner screamed "Anthrax This!" No doubt the terrorist responsible was suitably chastened and quickly resolved never again to disturb the defiant *Post*.

At the same time, the paper's ham-handed cartoonist, Sean Delonas, produced a drawing showing a *Post* staffer saying, "What kind of twisted sicko would send us anthrax?" The

**ON THE NEWS CHANNELS, IT WAS ALL ANTHRAX ALL THE TIME. IT WAS EVEN HARD TO FIND OUT WHAT THE NORTHERN ALLIANCE WAS UP TO.**

my Ridge, who will announce the government's latest bungling attempt to assuage your fears." This went on all day and all night and then again the next day.

(Aaron Brown, by the way, is a deceptively mild presence, who became an immediate hit because he possesses that most important quality for network stardom—there is something vaguely annoying about him, something indefinable yet undeniably present. All the great ones have it—Barbara Walters, Larry King, Peter Jennings, Bill O'Reilly, H.V. Kaltenborn, you name 'em.)

It is probably best to avoid television alto-

next panel shows *Daily News* owner Mort Zuckerman licking an envelope addressed to the *Post* with a bottle labeled "anthrax" nearby. Actually, that *was* kind of funny, unlike most Delonas assaults on the brain, but readers complained, and a car dealership yanked its advertising in protest.

The beloved governor of Minnesota, Jesse Ventura, has advised his constituents to boycott local TV news and newspapers and instead listen to talk radio, which he considers more accurate. If he'd said classical-music radio, he might have been on to something. Puccini never wrote a word about anthrax in his life. ■



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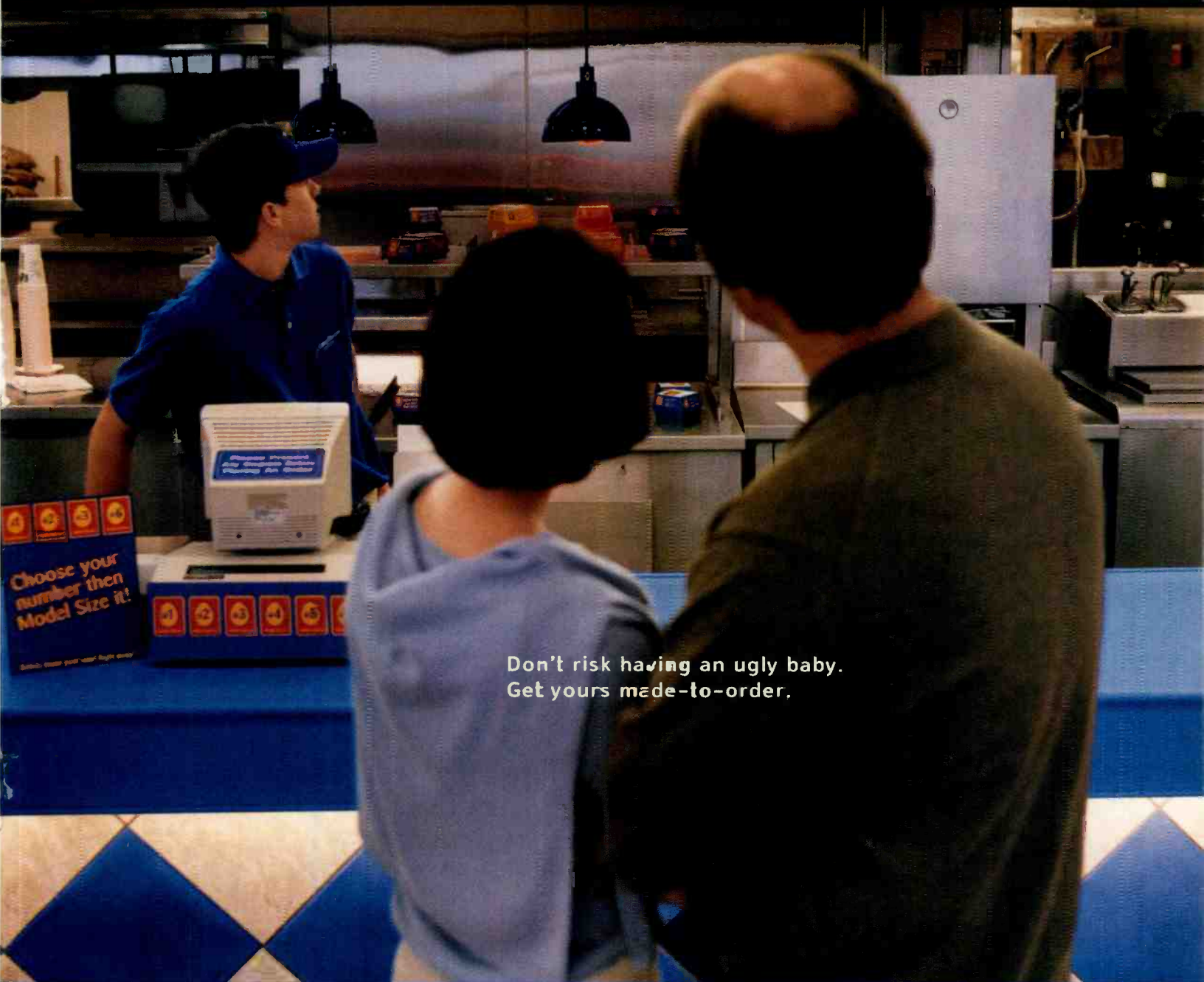
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