

# MEDIAWEEK

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THE NEWS MAGAZINE OF THE MEDIA

FEBRUARY 24, 2003 \$3.95

## UPN Mulls Ethnic Expansion

By building on successful Monday lineup, net hopes to stem ratings falloff **PAGE 6**

### WASHINGTON

#### Martin Plays The Spoiler

Position on phone rules worries TV dereg fans

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### MAGAZINES

#### U.S. News' 2nd Front Prepped

Title will offer advertisers war dispatch-free pages

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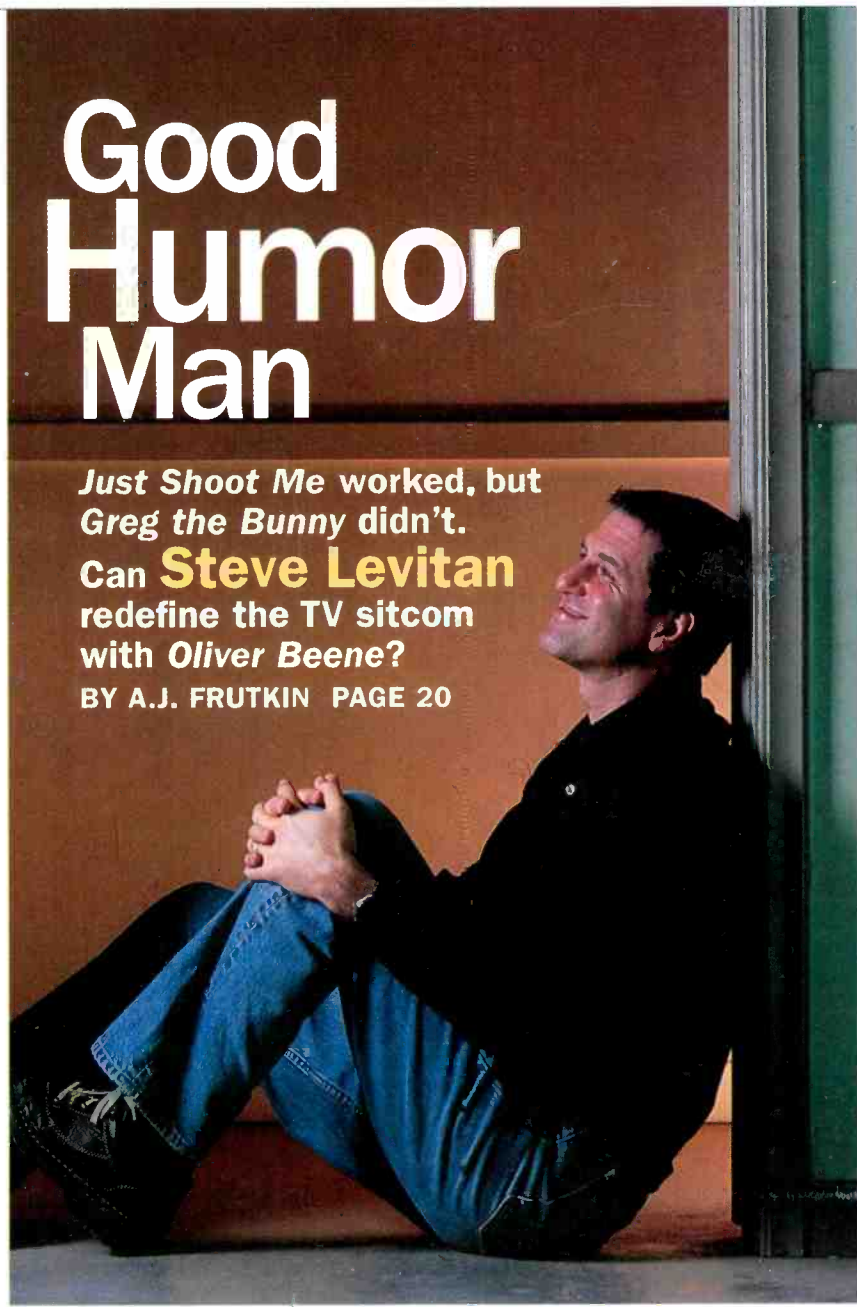
### TELEVISION

#### Kellner Heads Back to WB

Hands TBS helm to Kent after two years in Atlanta

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## Good Humor Man

*Just Shoot Me* worked, but *Greg the Bunny* didn't. Can **Steve Levitan** redefine the TV sitcom with *Oliver Beene*?

BY A.J. FRUTKIN **PAGE 20**

### MARKET INDICATORS

**NATIONAL TV: HOT**  
Some first-quarter prime-time inventory remains. Second quarter is selling fast, with autos, fast foods and beverages bringing the networks added scatter dollars at hefty prices.

**NET CABLE: HEALTHY**  
Business fueled by spending from wireless companies and movie studios. Second quarter looks good, too, and sales execs expect few options to be exercised.

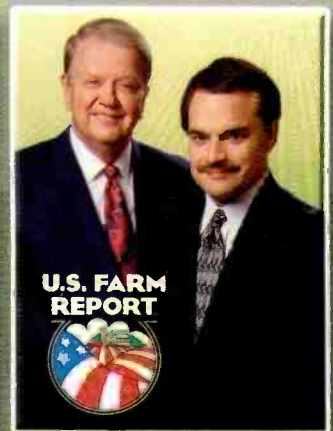
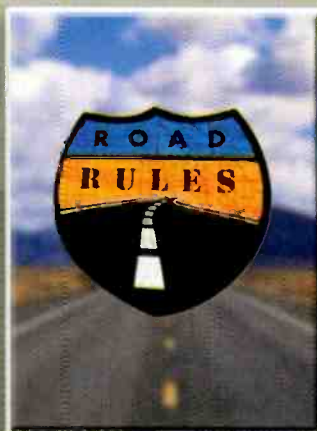
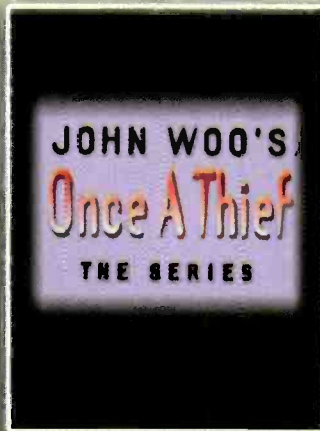
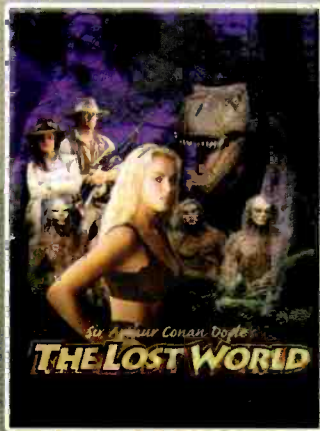
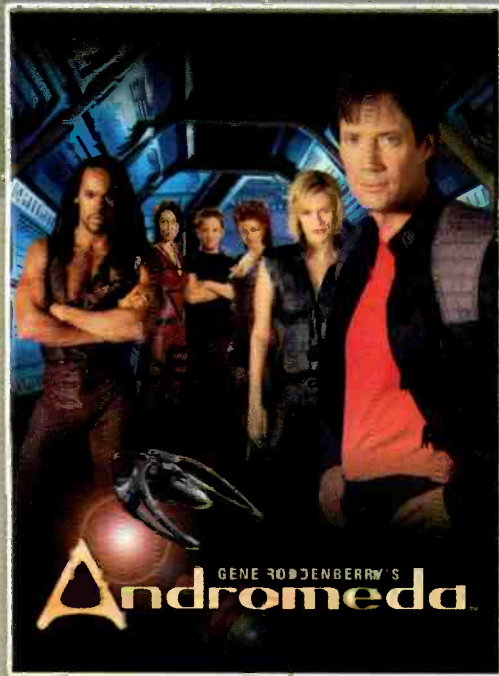
**SPOT TV: MIXED**  
Telecom and auto propelling top 15 markets; movie dollars still flowing into March. Retail and financial still sluggish due to economy.

**RADIO: ACTIVE**  
February moving, but some advertisers are holding back commitments for March. Buys are being placed at the last minute. Auto, telecom, entertainment (tune-ins) remain strong.

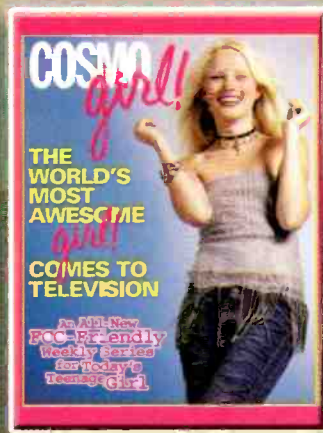
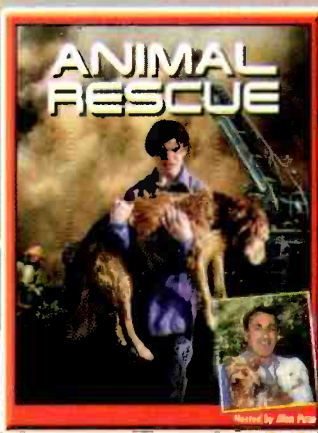
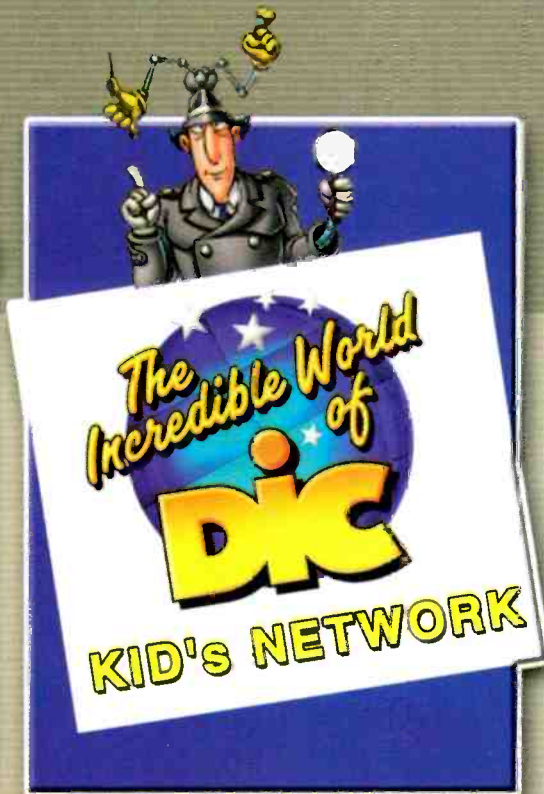
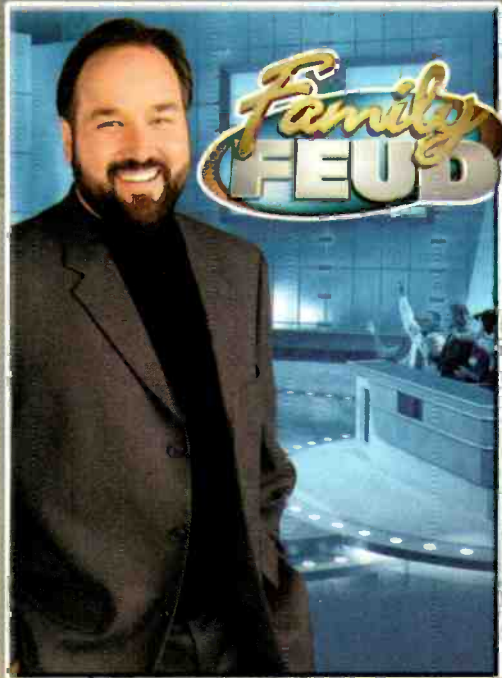
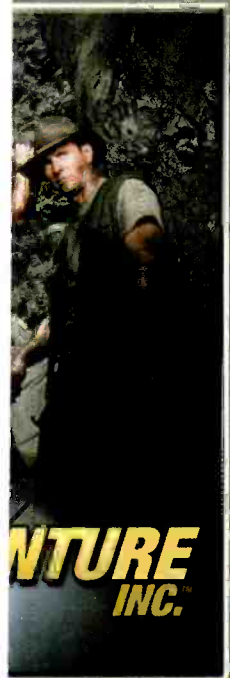
**MAGAZINES: STRONG**  
Household furnishings & supplies and packaged goods are spending in women's lifestyle and service titles. Auto, beverage, pharmaceutical and toiletries are strong across the board.



# TUNE IN



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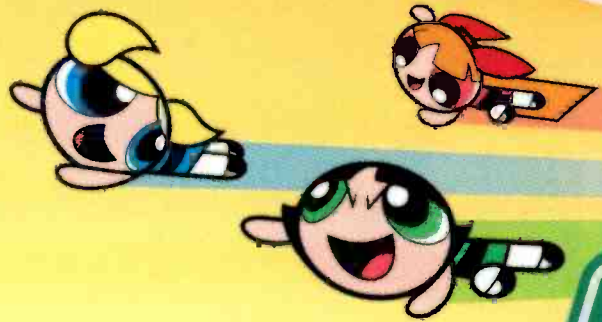
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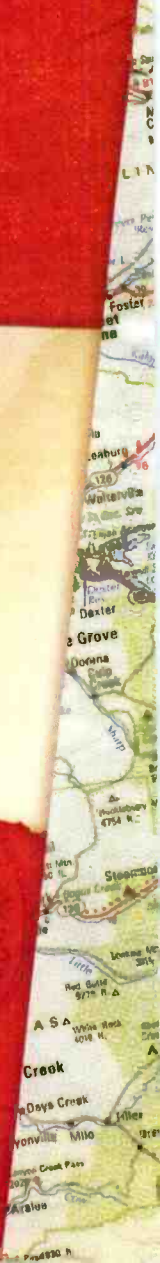
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# At Deadline

## ■ **ESQUIRE, BAZAAR GET NEW PUBLISHERS**

Just over a year after the relaunch of *Harper's Bazaar*, Hearst Magazines president Cathie Black shook up the fashion monthly's business side Friday, replacing vp/publisher Cynthia Lewis with Valerie Salembier, vp/publisher of *Esquire*. Lewis will stay at Hearst and team with Mandi Norwood, formerly editor of British *Cosmopolitan* and Condé Nast's defunct *Mademoiselle*, to develop a new women's style magazine, planned for a spring 2004 test. Succeeding Salembier at *Esquire* is Kevin O'Malley, formerly vp/publisher of Wenner Media's *Men's Journal* and most recently president of Emap's sports division. O'Malley had served as *Esquire's* ad director from 1987 to 1992. *Bazaar* has struggled on the advertising front. Through March, *Bazaar* fell 8.7 percent, to 223 pages, reports the *Mediaweek* Monitor.

## ■ **ABC PLANS MARCH BUYER MEETING**

ABC will meet with media buyers in New York on March 25 and 26 to discuss program development for the 2003-04 season. Mike Shaw, president of ABC sales, said entertainment chairman Lloyd Braun, entertainment president Susan Lyne and ABC Television president Alex Wallau, along with key producers and some show talent, will attend. "We view this as a very important part of the process, and we plan to be very proactive," Shaw said. "We are making a conscious effort to keep our advertisers informed."

## ■ **FOX CONTINUES SWEEPS STREAK**

Fox, on the heels of the super strong two-hour finale of *Joe Millionaire* last week plus the continued strength of *American Idol*, extended its February sweeps lead over NBC in the 18-49 demographics category, boosting its three-week total to a 5.8 rating/15 share compared to NBC's second-place 4.9/13, according to Nielsen Media Research. *Joe Millionaire's* finale recorded an 18-49 rating of 20.4, the highest ever on Fox for a non-sports program; *Idol* recorded a solid 9.2 rating. CBS also extended its lead in household ratings over second-place NBC, 8.6/14 to 8.2/13, and in viewers, 13.1 million to 12.4 million. Other three-week sweeps 18-49 ratings: ABC, third with a 4.1/11; CBS, fourth with a 3.8/10; WB, 2.0/5; and UPN, 1.5/4.

## ■ **CARTOON ROLLS OUT 2003-04 SEASON**

Cartoon Network announced a partnership with Lucasfilm to create 20 animated shorts, *Star Wars: Clone Wars*, for the 2003-04 season. The shorts, 2-3 minutes in length, will pick up where

the feature film *Star Wars: Episode II Attack of the Clones* left off and will air at regularly scheduled times exclusively on Cartoon Network. In addition, Cartoon announced the return of series such as *Dexter's Laboratory*, *Powerpuff Girls*, *Samurai Jack*, *Justice League* and *Codename: Kid's Next Door*. A new series, *Low-Brow* an animated action-comedy about a slacker, his car and a giant robot, will premiere in December 2003.

## ■ **OMD'S DUNDAS JOINS INITIATIVE MEDIA**

Ray Dundas, most recently group director, national broadcast at OMD, and prior to that director of broadcast at SFM/Media Planning, has joined Initiative Media in a newly created role of senior vp/group director, national broadcast, where he will oversee operations of the agency's West Coast clients, as well as key clients Coors, Merck and SC Johnson. Peter Butchen was promoted to a similar position and will add several more clients to his current responsibilities. Both will be based in New York and report to Tim Spengler, executive vp/director of national broadcast. Both will also serve on the advisory committee of Magna Global, the network negotiating unit of the Interpublic Group of Companies.

## ■ **INFINITY ENDS LETTERMAN ON RADIO**

Blaming the steep cost of residual fees to the Director's Guild of America, Infinity Broadcasting last week scrapped its radio simulcast of CBS' *The Late Show With David Letterman* after just three months. In other Infinity news, Gloria McDonough-Taub, a former senior broadcast producer for MSNBC, has been hired as executive producer and head of programming for WNEW-FM, which is expected to launch its new format in early spring. Ken Stevens, general manager of WNEW, and Jeremy Coleman, program director, were shown the door last week.

■ **ADDENDA:** After a two-year hiatus from TV news, **Rick Kaplan** has been hired by ABC News to oversee special events. Kaplan was a longtime ABC News producer before joining CNN in 1997 as head of CNN's domestic division. He left in 2000 and had most recently been teaching at Harvard...CBS News named

**Jim Acosta** a correspondent, bringing him to New York from Dallas, where he had been a correspondent with CBS Newspath, the network's affiliate news service...

**Shaun McDonald** has been named vp and general manager of Viacom-owned UPN stations WNDY-TV in Indianapolis and WW-10-TV in Columbus, Ohio.

**INSIDE  
MEDIWEEK**

Hirsch will put distributors and buyers together in a pre-upfront meeting Page 8

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## ESPN to Net Wimbledon Rights for Next Four Years

ESPN is expected this week to sign a four-year rights deal with the All-England Tennis Club to carry the cable package of the Wimbledon grand-slam tournament, which runs in June and July. ESPN outbid incumbent TNT and will pay about \$6.4 million annually, a 20 percent drop from TNT's rights. ESPN already owns all U.S. TV rights for the Australian Open and the cable rights for the French Open.

"This deal will make ESPN a significant player in the TV tennis marketplace," said a network executive, who declined to speak for attribution. "It clearly has tremendous upside."

Much of the early-round play is expected to run on ESPN 2. Wimbledon coverage would also fit in well when packaged with the Australian and French tournaments.

On the broadcast side, NBC also renewed its multiyear Wimbledon rights for about \$13 million a year, less than it paid under its last contract. Household ratings on NBC for nine Wimbledon telecasts in 2002 dipped 19 percent, to a 2.1/7, according to Nielsen Media Research data. —*John Consoli*

## NBC/Nielsen Deal Includes Special Guarantees for Net

Not only is NBC's seven-year ratings agreement with Nielsen Media Research the biggest in media research history, covering all of NBC's national and local TV and cable properties, it also sets a new precedent for ratings contracts between media and research companies. Just as advertisers negotiate audience guarantees from media companies, NBC negotiated performance guarantees from Nielsen, on such issues as response rates and sample proportionality.

"There are some key metrics that have to remain in tolerance, or Nielsen will pay penalties. I want to make sure the quality of measurement improves," said Alan Wurtzel, NBC's president of research and media development. "Before we had (continued on page 8)

# UPN Mulls More Multiethnic Focus

Ostroff hopes to expand on net's success with African American audiences

**NETWORK TV** By A.J. Frutkin

**O**f all the networks, UPN has made the least ratings noise this season. Hoping to reverse that trend next fall, the Viacom-owned broadcaster is refining its image as a home for the young, the hip and the ethnically diverse. The network's strategy for this fall seems, in part, propelled by the success it continues to enjoy with its Monday night lineup of African American comedies.

But UPN entertainment president Dawn Ostroff stops short of saying UPN would specifically target African American viewers on other nights. "What we're going for is the trendsetter type of person—young, hip, contemporary viewers," she said. "I don't know if that has a racial meaning as much as it pinpoints a characteristic of this particular demographic."

Citing the network's research of its core adult 18-34 audience, Ostroff said young viewers—regardless of their ethnicity—are less constrained than older viewers by racial labels in popular culture. "When you look at statistics about who buys rap and hip-hop music among adults 18-34, 70 percent of the music is bought by Caucasians," added Ostroff.

Armed with those stats, Ostroff said UPN is aggressively pursuing a multiethnic strategy in casting its pilots. "Some have African American leads, some don't, but all will be diversely cast," she said.

Among the dramas UPN is considering for the fall are *Hotel*, a remake of the 1980s series; *Kamelot*, a futuristic retelling of the King Arthur saga; and *Newton*, which takes place in a suburb that serves as a product testing ground. Possible comedies include the twentysomething-focused *Old School*; an untitled project from writer Tim Kelleher about young married couples; and an untitled project from Will Smith and

Jada Pinkett-Smith, which is loosely based on the stars' lives.

If UPN finds itself regrouping, then it is largely attributable to a lackluster season, during which few of its programs have ignited very much audience interest. Among viewers 18-34, the network is down 6 percent from last spring. With adults 18-49, the network is down 11 percent. And it is down 12 percent in household ratings.

From Monday's African American comedies like *Half & Half*, to Tuesday's *Buffy, the Vampire Slayer*, to Wednesday's *Enterprise*, to Thursday's *WWE Smackdown*, many buyers believe that programming consistency remains one of UPN's greatest challenges. "Each night seems to serve a different constituency," said John Rash, senior vp/director of broadcast negotiations at Campbell Mithun.

Although the strategy may have helped expose the network to more viewers, "the programming isn't providing UPN with any sort of audience flow night to night," said Stacey Lynn Koerner, senior vp/director of broadcast research at Initiative



*Half & Half*, starring Rachel True (left) and Telma Hopkins, has worked with the black viewers that Ostroff (above) wants to reach.

Media. And because UPN's current strategy is built on the following of individual shows, most buyers said the network has failed to create an identity for itself. "UPN needs to get some attitude and some personality, and tell us who they are," said Laura Caraccioli, vp/director of Starcom Entertainment.

In response, Ostroff said the network's goal "is to blend nights together and make them more wide-reaching and ranging." In fact, the network began moving in that direction last month by launching its African American comedy *Abby* on Tuesday at 9 p.m., following *Buffy*. But the series has underperformed, averaging a 1.1/3 in adults 18-34, 1.0/2 in adults 18-49 and 1.5/2 in households.

Although Ostroff acknowledged that audience flow between *Abby* and *Buffy* was less than optimum, she noted that 20 percent of *Buffy*'s audience is African American and added that both shows "feed into the universal theme of single, strong, independent women."

Ostroff hopes to have better luck in blending Tuesday night with the April launch of UPN's music-industry drama *Platinum*. The series revolves around an African American family that owns a successful hip-hop music label. Describing the series as a "perfect example" of the network's culturally diverse strategy, Ostroff said, "You have a show about an African American family at its core, but when you go to the record company, it's a multiethnic environment."

Ostroff also said viewers of *Buffy* and *Platinum* may not be all that different. "People who buy rap and hip-hop are trendsetters," she said. "They're consumed with pop culture, which is very similar to *Buffy*'s audience."

With *Buffy* unlikely to return to UPN's schedule next season and with Wednesday's *Twilight Zone* performing only modestly for the network, Ostroff said it was still too soon to say what the nights might look like in the fall.

Meanwhile, Thursdays are almost sure to remain anchored by wrestling. Although Ostroff admits *Smackdown*'s ratings are declining, she said the network remains confident that WWE chairman Vince McMahon will revive the show. "[McMahon] is very focused on getting the numbers up," she said.

In a season dominated by non-scripted series, most buyers noted that UPN seems also to have missed the reality train. The network had been prepping *America's Next Top Model* for a spring launch, but Ostroff said now it likely will air in the summer. "When you look at what our holes are and what our opportunities are, we have less time to program reality than most of the other networks," she said. "We can't pull the trigger just to do it. We have to make sure we take the right shots." ■

# Martin Softens on Dereg

## Break with Powell on FCC phone issue hints at possible spat over TV limits

WASHINGTON By Todd Shields

A vote on phone deregulation last week at the Federal Communications Commission revealed a split between chairman Michael Powell and fellow Republican commissioner Kevin Martin, leading some in Washington to wonder if the road to eliminating media ownership regulations will have more twists than expected.

Over Powell's objections, the agency voted 3-to-2 to preserve a regulatory role in local phone competition. Powell and Martin were on the same side of another 3-to-2 vote to remove rules that burden builders of new high-speed Internet lines. But on phone competition, Powell lost because Martin decided to spurn him and forge an alliance with the agency's two Democrats.

The outcome brings new prominence to Martin, a Harvard University law graduate who served on the Bush transition team. Now the well-connected young Republican is set to play a pivotal role as the FCC works toward its spring deadline for revamping media ownership rules.

Martin generally embraces deregulation but at times offers more explicit caveats than Powell. In an address last month, for instance, Martin expressed the usual rationale for easing or eliminating broadcast ownership rules, noting that since the regulations were crafted there has been a proliferation of cable, satellite, Internet and other outlets. But he tempered that acknowledgement. "The introduction of new voices does not mean that all of our limits need to be relaxed, or that consolidation is not a concern," he said in remarks delivered Jan. 16 at a Columbia University forum in New York.

Martin has been an outspoken advocate of at least loosening the rule that bars common ownership of a newspaper and a broadcast station in the same market, one of the six major regulations to be decided together in coming months. His public stance on the other rules is less defined. Two sources say that in private meetings, Martin has indicated sympathy with the stance supported by the Network Affiliated Stations Alliance, which urges the commission to keep the station

cap—it prevents a company from reaching more than 35 percent of the country through its station group—in place. "He's not a radical deregulator," said one source. On another issue, Martin has publicly speculated that an increase in coarse programming may be linked to increased media concentration—a line of thought expressed by the Democratic commissioners but not endorsed by Powell, who worries about eroding free-speech guarantees.

Some believe that Republican schisms are unlikely to make much difference in the ownership review, since Powell, Martin and fellow GOP commissioner Kathleen Abernathy all favor deregulation and can be expected to form the majority needed to overturn or ease the rules. Others aren't so convinced. In his victory over Powell last week, Martin chose continued regulation in telephone service in order to preserve competition. It may not be a

stretch for Martin to conclude some broadcast rules need to stay if their absence diminishes competition. Already, he has said the FCC needs to address rules that may inadvertently have enhanced local radio concentration. Such nuances give hope to defenders of regulations. "Kevin Martin is a pragmatic regulator. Michael Powell is an ideological regulator," said Mark Cooper, director of research for the Consumer Federation of America, which wants to retain ownership rules. "I'm not sure that difference persists on every issue. We'll see."

Martin's role leaves others nonplussed—or even angry. Hours after last week's telephone vote, Rep. Billy Tauzin (R-La.), who chairs the House Commerce Committee that oversees the FCC, issued a statement calling Martin a "renegade Republican," who "has breathed new life into the dying era of big-government control over telecommunications policy." Even those who believe Martin will go their way on ownership rules were left unsettled by last week's intramural split. Said one senior broadcast lobbyist, "Somebody's got to tell the two young Republican Turks that we need a win: You guys can't do this on all the issues." ■



ARNOLD ADLER

Some Republicans see Martin as a "renegade."

no control over quality. Now we're influencing it."

Also as part of the pact, NBC agreed to support the expansion of Nielsen's national people meter sample, from 5,000 to 10,000 homes, which could help pave the way for Nielsen's rollout of local people meters beyond Boston.

"It's not the best methodology for the long term, but it offers a significant advantage over the diary," added Wurtzel. "I want to see the national sample expanded, and if part of that means local people meters in the short term, it makes sense to support it." —Katy Bachman

## Liberal Colmes Says He'll Play Fair on Radio Show

As if on cue from Democrats bemoaning the lack of liberal talk hosts on national radio, Alan Colmes, the left-leaning co-host of *Hannity and Colmes* on the Fox News Channel, returns to radio today as host of a late-night talk show. Syndicated by Fox News Channel, *Fox Live with Alan Colmes* has cleared 10 stations, 8 of which are in the top 50 markets.

Although clearly a liberal, Colmes said he'll be philosophically even-handed on the show. "I'm here to satisfy the needs of my audience. I'm a broadcaster, not a political mouthpiece. An ideologically based network totally disrespects what the medium should be," said Colmes, who was most recently heard on WEVD-AM in New York before ABC Radio changed the format to ESPN Radio in late 2001.

Broadcast from Fox News' radio studio in New York, Colmes' news-driven show will use FNC resources and will feature updates from Fox News reporters. Colmes will also interview top newsmakers and take listener phone calls.

The show, which airs weeknights from 10 p.m. to 1 a.m. following *Hannity & Colmes* on FNC, is the first syndicated radio show for Fox News, which will handle both affiliate and ad sales. Colmes' TV partner Sean Hannity and colleague Bill O'Reilly have national radio shows, but syndication is handled by ABC Radio Networks and Westwood One, respectively. —KB

# All Quiet on the 2nd Front

*U.S. News* to run ad-safe zone for those that want to avoid war dispatches

**MAGAZINES** By Lisa Granatstein

As the drumbeat of war with Iraq grows louder every day, newsweeklies are bracing for a possible repeat of the events following the terrorist attacks on Sept. 11, 2001, when skittish advertisers pulled pages.

In an attempt to avoid a similar exodus of ads, *U.S. News & World Report* said last week that if war breaks out, it will create a new war-free zone in which buyers can be assured their ads are next to less-traumatic fare, including stories on health, science, business and culture. The section, which will be called 2nd Front, will have an inside cover replete with the *U.S. News* logo, display photography and a table of contents.

To date, newsweeklies are seeing ad-page gains. Through Feb. 24, *U.S. News* is up 23.9 percent to 199 pages over '02, reports the *Mediaweek* Monitor. *Time* rose 14.6 percent to 317 pages, and *Newsweek* grew 15.4 percent to 268.

Still, given the uncertain times, *U.S. News* publisher Bill Holiber said he expects a slow-down in March. "We're already getting calls from advertisers that don't want to be in issues with any war edit," he said. "It's a very tenuous situation. I don't know if it will help or not."

Meanwhile, *Time* publisher Ed McCarrick and Greg Osberg, *Newsweek* executive vp/worldwide publisher, do not foresee a downturn. Both said last week they will be sensitive to advertisers' concerns and will give them the opportunity to pull out if requested, or keep them far removed from any war coverage—

most likely landing in their respective back-of-the-book sections.

"First and foremost, our readers come to expect a certain type of magazine that comes into their hands each week," said McCarrick. "But that's not to say we're not concerned about advertisers' needs."

*Newsweek's* Osberg said *U.S. News's* safe section appears to be a marketing ploy. "They're not going to be able to compete with us or with *Time* in terms of covering any late-breaking news," noted Osberg. "They missed the entire shuttle disaster story because of their news cycle. It's a way to take the emphasis off of that."

Responded Brian Duffy, *U.S. News* editor: "When events happen off our clock, we produce special issues of greater length and great journalistic quality. I would stack up our shuttle issue against anything *Time* and *Newsweek*



Outside In: *U.S. News's* war-free sales effort has buyers divided.

put together."

Media buyer reaction to *U.S. News's* war preparations is mixed. "It seems it would be easier to turn the switch off on a newsweekly that's conducting business as usual," said Alan Jurmain, Lowe & Partners executive vp, U.S. media services. "There may be added consideration to *U.S. News's* approach."

Still, Melissa Pordy, Zenith Media senior vp/director of print services, called the *U.S. News* section a smoke-and-mirrors tactic: "No matter how you slice it, people are still buying the magazine for war coverage." ■

# Making Pre-Upfront Noise

Many top distributors to huddle with buyers to secure upfront dollars

**SYNDICATION** By Marc Berman

With the television upfront selling season looming and this year's National Association of TV Program Executives convention just a memory, most major syndicators, save one, are coordinating their efforts to ensure they rake in

more than last year's \$2 billion.

The Syndicated Network TV Association this week hosts a two-day conference in New York targeting media buyers and planners, as well as media executives from major TV advertisers. "I don't consider this to be a replacement



# MEDIAWEEK

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New England: Charlotte Erwin;  
L.A.: Jacki Leigh, Lisa Zeni

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

Mktg Svcs Dir: Rachel Bell Promo Art Dir: Hillary Friedman  
Assistant Manager of Special Projects: Jennifer Minihan  
Mktg Svcs Coordinator: Melinda Kmetz

Director of Operations: Adeline Cippoletti  
Production Director: Elise Echevarrieta  
Production Mgr: Cindee Weiss  
Asst Mgrs: Noah Klein, Craig Russell Asst: Michelle De Roche

Vice President/Marketing:  
Mary Beth Johnston

Senior Vice President/Sales:  
Wright Ferguson Jr.

Executive VP/Editor in Chief:  
Sid Holt

President:  
Michael E. Parker

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

## vnu business publications

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

## vnu business media

President & CEO: Michael Marchesano  
Chief Operating Officer: Howard Lander  
President & CEO: Michael Marchesano  
Chief Operating Officer: Howard Lander  
Chief Financial Officer: Joseph Furey  
President - VNU Expositions: Greg Farrar  
Executive Vice President - eMedia and Information  
Marketing: Toni Nevitt  
Vice President/Business Development: John van der Valk  
Vice President/Business Management: Joellen Sommer  
Vice President/Communications: Deborah Patton  
Vice President/Human Resources: Sharon Sheer

for NATPE," said Marc Hirsch, president of Paramount Advertiser Services, who helped plan and organize the conference. "We wanted to do something after NATPE and before the upfront specifically for advertisers, agencies, researchers and anyone else locally who doesn't normally attend NATPE."

SNTA president Gene DeWitt will kick off the event, but the attending distributors—SNTA members Paramount, Buena Vista TV Advertising Sales, King World Media Sales, The Heritage Networks, Tribune Entertainment, Twentieth TV, Universal Domestic TV and Warner Bros. Domestic TV Distribution, along with nonmember NBC/MGM—will sit down with buyers and planners individually in closed-door meetings. "You could say it's the kickoff to the upfront season," said Clark Morehouse, senior vp, ad sales at Tribune.

Advertisers and buyers don't seem to mind the chance to get a pre-upfront syndie primer. "As an advertiser, this is an efficient way to talk to both your agency and a number of syndica-

tors at the same time," said Brad Simmons, vp, media services for Unilever North America. "With upfront season on the horizon, now is the time to start planning ahead."

"The biggest advantage for us is that we will be bringing 40 to 50 people to this meeting," noted Marc Goldstein, president/CEO of MindShare North America. "Last year we only took five people to NATPE. In these cost-effective times, what the SNTA is doing is considerably beneficial for them and for us."

One syndicator—former SNTA member Sony Pictures Television—will be notably absent. "While we fully support the SNTA—we were a member for three years—we have a different agenda," said Bo Argentino, Sony executive vp, advertiser sales. "Because we're an independent studio whose business is both barter syndication and [satellite service] DirecTV's ad sales, we don't see any benefit to joining a trade organization right now. We'll also be meeting with clients next week, but we'll do so individually." ■

## Kellner Back to WB Roots

After two roller-coaster years heading Turner, he hands reins to Kent

TELEVISION By Megan Larson and John Consoli

While no one at AOL Time Warner openly disputes Jamie Kellner's desire to step down as chairman/CEO of Atlanta-based Turner Broadcasting System so he could move back to California with his family, some insiders say he was always considered a somewhat miscast Hollywood outsider within Turner's culture.

And the fact that the company named two TBS veterans from the era of founding father Ted Turner—Phil Kent as Kellner's replacement and the earlier promotion of Jim Walton to chairman of CNN—underscored the point that upper management was not enamored with some of Kellner's moves during his two years in the post.

His experiments with adding flashier on-screen graphics, more personality-driven news shows and a more interpretive rather than hard-news approach at CNN resulted in only a short-term ratings bump against rival Fox News Channel that has since dissipated. And, most recently, his strong push for merging CNN with ABC News met with opposition from some AOL Time Warner higher-ups, including former vice chairman Turner.

"CNN tried to counter-program against Fox by becoming more like broadcast news, while going away from CNN's core objective

of being a hard-news network," said Andrew Tyndall, a media analyst and publisher of the *Tyndall Report*. "It seems that the experiment is now being rolled back."

Kent, CNN's former president/COO, returns after leaving a year-and-a-half ago. While he complimented Kellner last week on "raising the bar of presentation," Kent declined to critique individual prime-time news programs.

Kellner will be welcomed back at the WB, the AOL Time Warner-owned broadcast network that Kellner founded eight years ago.

"It's his network, the rest of us have been renting it from him," said Jed Petrick, president/COO of the WB.

The 55-year-old Kellner said last week he plans to complete his current Turner contract, which expires in the summer of 2004, and then retire. He will also continue his role as chairman/CEO of Acme Communications, the WB's third-largest station group. ■



Jamie Kellner:  
California dreamin'

# Local Media

TV STATIONS | NEWSPAPERS | RADIO STATIONS | OUTDOOR | MAGAZINES

## CHICAGO MAGAZINES

# Tribune Brings Monthly Into Cross-Platform Sales Fold

BY AIMEE DEEKEN

After six months under the Tribune Co. umbrella, *Chicago* magazine, tapping into its parent company's various media assets in the Windy City, is starting to offer cross-platform deals to buyers.

"We're taking advantage of relationships Tribune has with nearly everyone in town," said Ted Biedron, president of Chicagoland Publishing Company, the division of Tribune that publishes *Chicago* and all other local print products except for the *Chicago Tribune*. "We'll get into cross-platform strategies this year."

So far, the monthly publication has picked up business from Chicago-based Harris Bank, which expanded a schedule that had solely been in the *Tribune*. The bank is now advertising on a long-term plan in every issue of the title. Long-held accounts from the auto industry are also considering adding *Chicago* to their Tribune buys, Biedron said.

The 30-year-old local lifestyle title, which was purchased by Tribune in July last year from Primedia for \$35 million, adds an upscale glossy to the media giant's considerable presence in the nation's third-largest market. The conglomerate's assets include the *Tribune* (one of the nation's largest dailies with a weekday circ of 613,429), WB affiliate WGN-TV, radio station WGN-AM (the top biller in the market), as well as cable superstation WGN and Major League Baseball's Chicago Cubs.

Biedron said he hopes advertisers will recognize the value of the upscale reach that multiple Tribune media platforms can provide.

"You get a greater reach with a combined buy and get two impressions in an upscale

market," agreed independent media and marketing consultant Valerie Muller, referring to cross-platform opportunities between *Chicago* and the similarly upscale *Tribune* Sunday supplement, *Chicago Tribune Magazine*. Department stores, the largest advertiser category for both Tribune's Sunday magazine and *Chicago*—which have a significant amount of crossover readership—will be an important local category to target.

"With the newspaper you have immediacy, and with the magazine, longevity," added Muller, former senior vp of print services for Mediacom. "Tribune provides the bigger coverage for advertisers, and *Chicago* has advertisers Tribune would like to have in its pages."

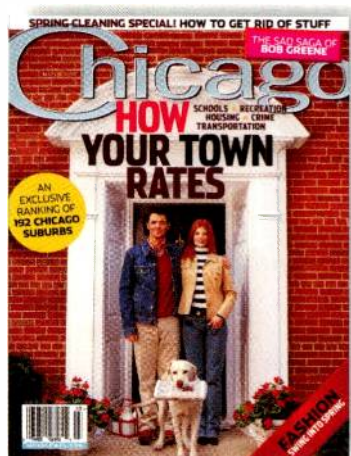
The price of a four-color, full-page ad in *Chicago* is

\$25,970, a 5 percent increase made January 1, which is a standard new-year rate increase, Biedron said.

*Chicago's* sales staff continues to operate separately from other Tribune properties, and virtually all magazine editorial and sales staff have stayed with the title since the purchase, according to Biedron. The title's circulation mirrors publication figures garnered under Primedia's ownership, with a consistent rate base of 175,000 and cover price of \$3.99.

Through December 2002, the title had a total circulation of 181,616, according to the Audit Bureau of Circulations. Subscriptions were down 1.6 percent, single copy sales were up 9.2 percent, and total paid circulation ended up 0.4 percent below the last half of 2001.

Looking ahead to future cross-media sales pitches, Biedron said he will try to emphasize the value of a long-term relationship with the



**Chicago plans to approach Tribune's long-standing automotive accounts.**

overall Tribune brand by making "four-legged sales calls," in which the magazine is just one opportunity for media planning within the larger company.

"We want to leverage the relationships that Tribune has and talk about their planning regardless of the channel," Biedron explained. "We'll present the benefits of each property."

## MIAMI-FT. LAUDERDALE TV STATIONS

### Viacom Pitches Triopoly

The sales force at the Viacom TV Station Group's south Florida triopoly, which consists of one CBS and two UPN stations in the Miami-Fort Lauderdale market, is starting to offer advertisers cross-platform ad packages across all three of its stations in the nation's No. 17 market.

The new packages offer advertisers a discount on the more expensive inventory on WFOR-TV, CBS' owned-and-operated station in Miami, by throwing in spots on the less expensive UPN affiliates WBFS-TV in Miami and WTVX-TV in nearby West Palm Beach.

The new sales strategy has already attracted some local interest. Miami's Eldorado Furniture, for example, promoted its 20-year anniversary with a buy that included all three stations. "This gives us the ability to cross-promote seamlessly across stations. One station can help a weaker station," said Desi Hernandez, vp of Viacom station sales in the Miami market.

Hernandez pointed to the ability of his sales execs to streamline their sales efforts. "This allows us to single out and target large and small accounts and offer them both younger demos and higher reach," he added.

"The trick to triopolies is to maintain the unique identity of each station and give the advertiser the ability to do things they otherwise couldn't do with the aggregate stations," said Michael Colleran, vp and general manager of the stations, who was recently brought to the Viacom group from Los Angeles, where he was general sales manager for ABC Television's KABC-TV.

Media buyers in the market pointed to the benefit of getting more reach for less as an obvious plus.

"The new triopoly is strategic and affordable because it is an efficient way to not only purchase one market [Miami-Fort Laud-

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TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

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

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

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

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

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

SIGNATURE \_\_\_\_\_

\*Canada and foreign add \$170 J3BAW3



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NAME \_\_\_\_\_

TITLE \_\_\_\_\_

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

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

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

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NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

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

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

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

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

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

SIGNATURE \_\_\_\_\_

\*Canada and foreign add \$170 J3BAWM





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**ADWEEK**

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POSTAGE WILL BE PAID BY ADDRESSEE

**MEDIAWEEK**

PO BOX 16809  
NORTH HOLLYWOOD CA 91615-9466





**"This allows us to single out and target large and small accounts and offer them both younger demos and higher reach."**

**HERNANDEZ**

erdale] but also West Palm Beach," said Michelle Cohen, associate media director, Hill Holiday Florida. "It's one-stop shopping that allows you to accomplish a great deal with one group. Viacom can bring to the table a whole conglomerate of stations and give us different options that oftentimes one station cannot."

Cohen added that certain high-rated shows, when priced alone, are too expensive for some advertisers, especially if it happens to be a top-20 show. "CSI Miami on its own merit might not be affordable, but when you bring in [additional ad spots on] UPN stations, they are putting together an efficient package." —Sandy Brown

## LOS ANGELES RADIO STATIONS

### KLYY-FM Goes Cumbia

While the vast majority of the 14 Spanish-language radio stations in Los Angeles are programming Regional Mexican or Spanish Adult Contemporary formats, Spanish-language broadcaster Entravision Communications last week rolled out a new format on KLYY-FM, one of the six stations the company owns in the market.

Called "La Cumbia Caliente," the new format is the industry's first devoted to Cumbia music, a contemporary, rhythmic genre of dance music from Mexico and Central and South America.

Targeting young Hispanics 18 to 44, KLYY-FM's (Oye 97.5) music features artists such as Los Angeles Azules, Sonora Dinamita and Rayito Colombiano. "Almost all the other Spanish-language stations play a little bit of this music, but nobody has built a format around it. There's a strong catalog of music out there that doesn't get

airplay," said Haz Montana, vp of programming for Entravision.

Although the music originated in Colombia, the genre migrated to Mexico, where it gained popularity. "It's a form of music that appeals to the Mexican audience of Los Angeles, the majority of the Hispanic population, but also has appeal to Central and South Americans, so it has broad appeal," added Montana.

Since January, when it added to its three-station radio cluster by purchasing three additional stations from Big City for \$127 million, Entravision has been repositioning its footprint in the market. KLYY used to be the flagship station for Entravision's Super Estrella format, a Spanish Contemporary Hit Radio format targeting 18-34 year-olds that now airs on three of its stations. In February, the company also launched its English-language, multi-ethnic Party format targeting 18-34 year-olds simulcast on KSSC-FM and KSSD-FM. —Katy Bachman

## PROVIDENCE, R.I. TV STATIONS

### Telemundo Adds R.I. Affil

Telemundo last week landed in Providence, R.I., offering the city's fast-growing Hispanic population its first local Spanish-language TV station.

ZGS Broadcast Holdings Inc., which has Telemundo affiliate stations all along the Eastern seaboard in cities including Boston; Hartford, Conn.; and Orlando, Fla., launched new Telemundo affiliate WRIW on Feb. 14. The station will also run on Cox Communications' cable system in Providence. Telemundo will service a burgeoning Spanish-speaking population there, which has grown by a whopping 90 percent over the last decade.

"We are targeting markets where we don't have strong distribution, and Providence has been a big priority for us, given the Hispanic population growth there," said Telemundo COO Alan Sokol, in discussing the new station deal with ZGS Broadcasting. Recent census data shows that the city now has some 112,000 Hispanics when it had just over half of that, 58,000, in 1990. —SB

## CAPE COD, MASS RADIO STATIONS

### Quantum Makes Leap

Quantum Communications, a new radio group looking to acquire and operate radio stations in small- and medium-sized markets, recently announced its first acquisition.

The Stamford, Conn.-based company has agreed to purchase Classic Rock WCIB-FM, Contemporary Hit Radio WRZE-FM and Rock WPXC-FM, all serving the Cape Cod, Mass., market (Arbitron rank No. 183), from Makkay Group Broadcasting for \$32 million.

Quantum was formed last year by Frank Osborn, who is the company's CEO, and other former managers of Aurora Communications, including Frank Washington and Michael Mangan, CFO of Quantum. Aurora, an 18-station radio group, was sold last year to Cumulus Media for \$220 million. —KB

## FRESNO, CALIF. RADIO STATIONS

### Univision Picks Up KPXF

In an ongoing bid to reach its goal of raising \$100 million in cash, Paxson Communication Corp. last week completed the sale of its TV station KPXF, in Fresno, Calif., for \$35 million to Univision Communications.

This latest transaction brings Paxson's total to \$85 million in station sales. The company is working with Bear Stearns to explore strategic opportunities since the unwinding of its relationship with NBC. The sale of non-core assets has been part of that strategy since contractual disagreements grew out of NBC's purchase of Telemundo in 2001. Paxson had a 3-year-old pact with NBC that fell apart when Paxson said the Telemundo purchase violated a commitment by NBC to buy the Pax network. Pax has replaced its coverage in Fresno with cable and satellite carriage.

Along with Univision affiliate KFTV and low-power Telefutera affiliate KTFF, the purchase of KPXF gives Univision a duopoly in Fresno, with which it will attempt to grow KTFF. —SB

## JACKSONVILLE, FLA. RADIO STATIONS

### Salem Buys 4 Outlets

Salem Communications Corp. will enter the Jacksonville, Fla., market with its acquisition of four radio stations last week from Concord Media Group for \$9.25 million cash.

Two of the four stations, Black Gospel WZAZ-AM and Contemporary Christian WBGB-FM, fit nicely with Salem's core programming strengths in religious and family-themed fare.

The other two stations in the market are News/Talk/Sports WJGR-AM and Sports WZNZ-AM, which Salem said will not change formats. —KB

**JAWS**

ROBERT SHAW RICHARD DREYFUSS  
ROY SCHEIDER

**UNIVERSAL THE WHOLE WORLD**

MEET JOE BLACK



# THE 5<sup>TH</sup> WHEEL

## THE 5TH WHEEL

- 1.6 HH rating.
- Up +14% in HH; +22% among A 18-49.<sup>(6)</sup>

## MAURY

- 3.3 HH rating, the only talk show up year-to-year.<sup>(1)</sup>
- Record delivery among W 18-34, W 18-49 and W 25-54.<sup>(2)</sup>

## JERRY SPRINGER

- 2.8 HH rating.
- A top 5 talk strip for 6 consecutive seasons.<sup>(3)</sup>

## BLINDDATE

- 2.0 HH rating.
- #1 relationship strip in HH and A 18-49.<sup>(5)</sup>

## FERGIE

- Popular personality with a strong connection to the daytime audience.
- Available for 2003-2004.

## CROSSING OVER WITH JOHN EDWARD

- Top 10 first-run strip in W 25-54 VPVH.<sup>(4)</sup>
- Genre original.
- 98% coverage.

## FEATURE FILM

- Blockbuster movies.
- 97% coverage.

Source: NIS/Galaxy Explore. Premiere-to-date thru 2/2/03. HH AA/GAA%.

(1) PTD thru 2/2/03 vs. PTD thru 2/3/02, AA/GAA%. Talk=Jerry, Oprah, Regis & Kelly, Montel Williams, Ricki Lake, Jenny Jones, Martha Stewart, and Other Half.  
(2) 3AA%. PTD each season thru 2/2/03, 2/3/02, 2/4/01, 2/6/00, 2/7/99.  
(3) PTD by season thru 2/2/03, 2/3/02, 2/4/01, 2/6/00, 2/7/99, 2/8/98. HH AA/GAA%. Talk=type codes CC.  
(4) PTD thru 2/2/03, AA/GAA VPVH. (5) PTD thru 2/2/03, AA/GAA%. Relationship strips=Fifth Wheel, Eliminate, Change of Heart, and Shipmates. (6) PTD thru 2/2/03 vs. PTD thru 2/3/02, GAA%.

# Market Profile

BY RICHARD ZITRIN



STEVIE DUNN/GETTY IMAGES

## Hartford—New Haven

WHILE SEPARATED BY 40 MILES AND MANY OTHER FEATURES, HARTFORD AND NEW Haven, Conn., are one when it comes to television. Hartford, the insurance capital of the world and the capital of the Nutmeg State, and New Haven, the home of Yale University, are joined in one Nielsen

TV market. The two metro areas go their separate ways, however, in radio.

Business and government leaders in both communities are working to position their cities to remain competitive in the new economy. A major component of Hartford's strategy is Adriaen's Landing, a downtown convention, entertainment, residential, retail and cultural development. Work on the \$770 million project is under way. New Haven is aiming to position itself as a major biotechnology center. That effort received a boost this month when the Pfizer pharmaceutical company revealed plans to build a clinical research facility in downtown New Haven.

As a television market, Hartford-New Haven ranks No. 27 in the nation, with 980,410 households. The DMA lies between

two of the largest TV markets—New York (No. 1) and Boston (No. 6)—and TV and radio signals as well as cable channels spill into the DMA from those markets, as well as from Springfield, Mass., Providence, R.I., and Albany, N.Y.

WFSB-TV, Meredith Corp.'s CBS affiliate, won three of four Nielsen Media Research ratings books last year, finishing

second in February 2002 to NBC's owned-and-operated affiliate WVIT-TV.

WFSB had the top-rated 6 p.m. newscast in the November sweeps with an 11.9 rating and 21 share, compared to WVIT's 9.2/16 and a 7.2/13 for WTNH-TV, LIN Television Corp.'s ABC affiliate. WVIT won the 11 p.m. ratings race in November with a 9.2/20, while WFSB pulled an 8/17 and WTNH delivered a 4.2/9. WVIT's 11 p.m. newscasts are carried at 11:30 p.m. on the Pax affiliate, WHPX-TV, as part of a joint sales agreement. The NBC O&O has bought the new Ellen DeGeneres talk show that will launch in the fall. WVIT will schedule the syndicated program during daytime or in an early-evening fringe slot, Hoffman says.

WFSB news director Lyn Tolan, who came to the station in December from Cox's ABC affiliate WFTV-TV in Orlando, Fla., says a key to WFSB's success is that news team staffers have been with the station for a long time and know the marketplace.

WVIT has the only 10 a.m. newscast in the DMA. The hour show went on the air after the Sept. 11, 2001, terrorist attacks, replacing *The Maury Povich Show*. WVIT president/general manager Mark Hoffman, who came to the station from CNBC 16 months ago, said the broadcast has worked well for WVIT as a hard-news and lifestyle program, noting it scored a 2.9/11 in the November sweeps, second in that time period to *Dr. Phil's* 4.7/19 on WTNH.

WTNH is based in New Haven, where the ABC affiliate must contend with four other ABC signals that come into the market via cable and over the air, says president/gm Jon Hitchcock. The station focuses more on the southern part of the state, whereas its Hartford-based rivals are more dominant in the northern part of Connecticut. LIN, which owns WTNH, also bought UPN affiliate WCTX-TV last year. It had been operating the station through a local marketing agreement.

The two stations are separate on the sales side but share news, engineering, traffic and promotional staff, says Hitchcock. WTNH newscasters do a 30-minute broadcast at 10 p.m. on WCTX.

WCTX carried Major League Baseball's Boston Red Sox games last year, but has since reached an agreement with the New York Mets

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

	Jan.-Dec. 2000	Jan.-Dec. 2001
Spot TV	\$206,180,912	\$205,234,753
Local Newspaper	\$134,463,686	\$121,166,805
Local Magazine	\$9,799,360	\$7,775,135
Sunday Supplement	\$1,027,609	\$1,063,081
Total	\$351,471,567	\$335,239,774

Source: Nielsen Monitor-Plus



in November to air 30 of their games this coming season.

Tribune Broadcasting has a duopoly in the Hartford-New Haven market with Fox affiliate WTIC-TV and WB affiliate WTXX-TV. The stations occasionally cross-sell and cross-promote with Tribune's *The Hartford Courant*, the state's largest daily, says the stations' creative services director, John Mason.

The stations air two newscasts simultaneously, the only such setup in the country, Mason says. WTIC runs an hour newscast at 10 p.m., and the first half hour also runs on its sister station, WTXX. Both beat WCTX's newscast at 10 p.m. The WTIC newscast scored a 4.9/8 in the latest Nielsen book, compared to a 1.3/2 for its simulcast on WTXX and a 0.7/1 for WCTX's news.

WTXX airs University of Connecticut men's basketball games. Ratings for the nationally ranked team's games are up 18 percent over the past two years. UConn's women's hoops games run on Connecticut Public Broadcasting's CPTV.

There are three Spanish-language stations in the Hartford-New Haven market. Entravision Holdings owns WUVN-TV, a Univision affiliate, and WUTH-CA, which is a TeleFutura affiliate that went on the air in January 2002, says Alexander von Lichtenberg, general sales manager for the stations. "We view it as a rapidly developing Spanish market with an above-average household income level," he says.

WUVN plans to launch a 6 p.m. Spanish-language newscast in April, von Lichtenberg says. The newscast will go head-to-head with the other Spanish-language newscast in the market on WRDM-LP, ZGS Broadcasting's low-power Telemundo affiliate.

Cable TV penetration in the Hartford-New Haven DMA is 91 percent, the highest figure for the top 25 Nielsen markets in the country, says Darlene Salonia, gm of the local interconnect, Connecticut Cable Advertising. An independent corporation, CCA serves all 22 cable systems in the DMA and reaches 902,000 homes, including some in neighboring Fairfield county, which is part of the New York DMA. Scarborough Research says 87 percent of the households in the market are connected to cable, far higher than the average of 69 percent for the top 50 markets. Roughly 892,000 of the 980,410 TV homes in the DMA are connected to cable, according to Salonia. AT&T Comcast accounts for

## RADIO OWNERSHIP

Owner	Stations	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Infinity Broadcasting	1 AM, 3 FM	34.0	\$34.9	48.3%
Clear Channel Communications	1 AM, 4 FM	20.9	\$22.6	31.3%
Buckley Broadcasting	1 AM, 3 FM	7.9	\$7.7	10.7%
Marlin Broadcasting	1 AM, 1 FM	4.9	\$4.2	5.8%

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

## NIELSEN RATINGS / HARTFORD

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

### Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	CBS	WFSB	11.1	23
	NBC	WVIT	5.7	12
	ABC	WTNH	5.0	10
	Fox	WTIC	3.2	7
	WB*	WTXX	1.0	2
	UPN*	WCTX	0.3	1
5:30-6 p.m.	CBS	WFSB	11.7	22
	NBC	WVIT	7.2	14
	ABC	WTNH	5.9	11
	Fox*	WTIC	2.6	5
	WB*	WTXX	1.1	2
	UPN*	WCTX	0.9	2
5-6 p.m.	Pax*	WHPX	0.5	1
6-6:30 p.m.	CBS	WFSB	11.9	21
	NBC	WVIT	9.2	16
	ABC	WTNH	7.2	13
	Fox*	WTIC	4.1	7
	WB*	WTXX	1.3	2
	Pax*	WHPX	0.9	2
UPN*	WCTX	0.7	1	

### Late News

10-10:30 p.m.	WB	WTXX	1.3	2
	UPN	WCTX	0.7	1
10-11 p.m.	Fox	WTIC	4.9	8
	WB*	WTXX	0.7	1
11-11:30 p.m.	NBC	WVIT	9.2	20
	CBS	WFSB	8.0	17
	ABC	WTNH	4.2	9
	Fox*	WTIC	3.3	7
	UPN*	WCTX	0.6	1
	Pax*	WHPX	0.5	1

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

462,000 of the cable households, while Cable Rep has 229,000, Salonia says.

"Viewership also is huge," says Salonia, referring to Nielsen data for the DMA showing that at any given time during prime time, between 31 percent and 45 percent of viewers are watching cable.

Cable is popular in the market because of demos of higher income and education, Salonia says. Also, cable TV started out on the East Coast, and Connecticut is a small state, so it is easy to be connected to cable, she says. Conversely, satellite service is not as popular. Only 5 percent of the households in the Hart-

ford-New Haven market have direct broadcast satellite service, compared to the average of 16 percent for the nation's top 50 markets.

In radio, Hartford-New Britain-Middletown is the No. 49 market in the country while New Haven falls in at No. 108. Arbitron also rates some Hartford stations in the New Haven and Springfield, Mass., markets.

Infinity Broadcasting sits on top of the ratings and revenue charts in Hartford, with three of its four stations running Nos. 1, 2 and 3 in the latest book. Infinity stations also account for nearly half of the billings in the market at \$35 million in 2001, according to

# THE STRENGTH

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>>TEXAS JUSTICE



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>>THE HUGGLEYS

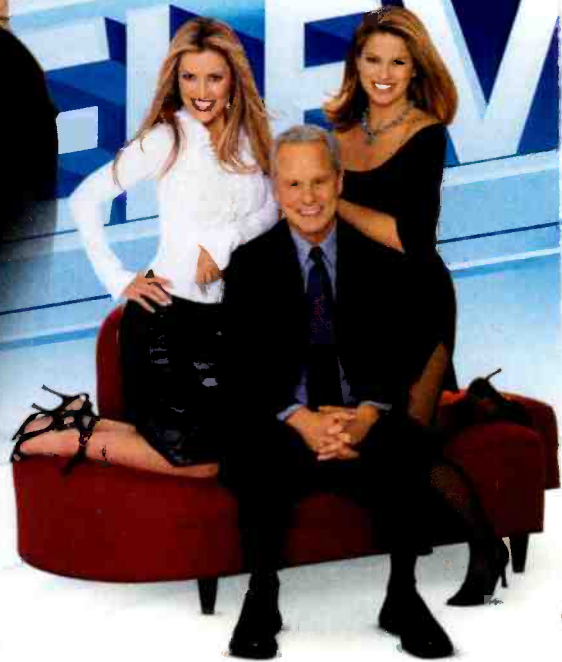
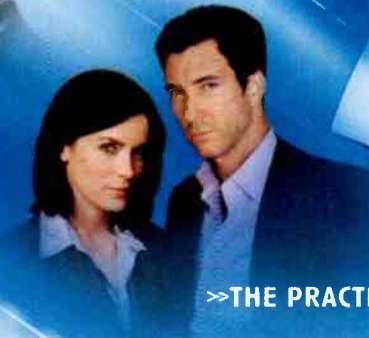


>>DIVORCE COURT



>>COPS

>>THE PRACTICE



>>GOOD DAY LIVE

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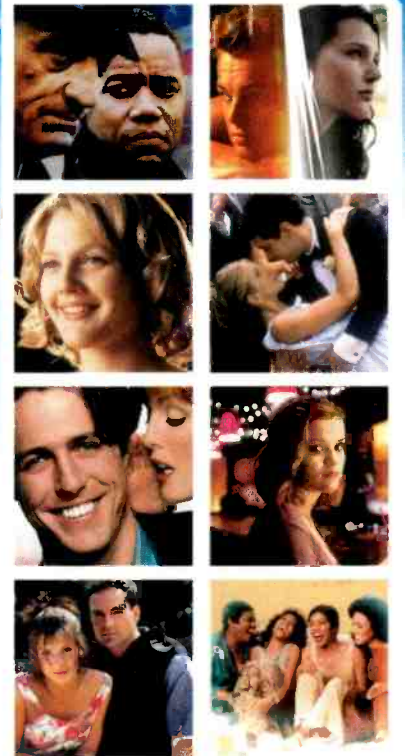
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VAMPIRE SLAYER



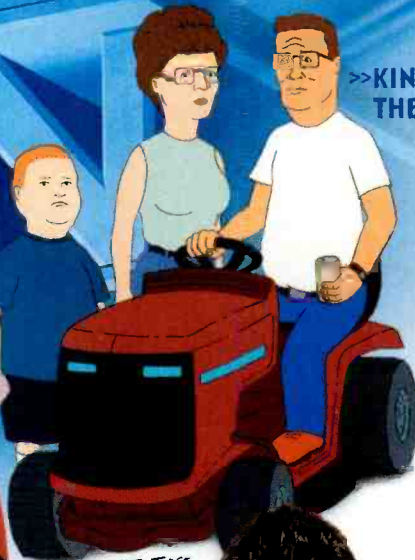
>>THE X-FILES



>>FOX FEATURES



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AD SALES 212-556-2520

# Market Profile

BIA Financial Network.

Infinity's Soft Adult Contemporary station WRCH-FM (11.2 average-quarter-hour share), Rhythm & Blues station WZMX-FM (9.6) and News/Talk WTIC-AM (8.7) are the top-rated stations among listeners 12-plus overall in Arbitron's Fall book.

Infinity also has the top two stations in morning and afternoon drive. WTIC-AM and WRCH are respectively first and second

from 6 to 10 a.m., and WZMX and WRCH lead the 3-7 p.m. ratings race. WZMX has gone from a low-rated station to one of the market leaders since its format was changed from Rhythmic Oldies to R&B/Hip-Hop two years ago, according to Steve Salhany, Infinity's operations manager.

WTIC-AM carries Boston Red Sox baseball and University of Connecticut men's and women's basketball and football.

Clear Channel Communications owns five radio stations in the Hartford market and has nearly one-third of the ad revenue, more than \$22 million. Clear Channel's top-rated station in the Fall Arbitron book is Country-formatted WWYZ-FM, which ranks No. 4 from 6 a.m. to midnight with a 7.4. The station also is No. 4 in morning and afternoon drive, with a 6.9 and a 7.5, respectively.

Clear Channel's WHCN-FM flipped formats from Classic Rock to Hot Adult Contemporary in March 2002. Since then, WHCN has climbed to a 5.3 from a 3.7 and is tied for fifth in the Fall book with Buckley Broadcasting's Oldies station WDRC-FM. WHCN is No. 2 in the adults 25-54 demo with an 8.0, second to WRCH's 9.9.

Other top stations in the 25-54 demo are WZMX, WWYZ and Marlin Broadcasting's Album-Oriented Rock station WCCC-FM, which is No. 3 in morning drive based on the ratings strength of Howard Stern's syndicated show. Clear Channel's Sports station WPOP-AM, an ESPN affiliate, carries Yankees baseball and the National Football League's New York Jets games.

In the New Haven radio market, there are seven stations, including WYBC-AM, a non-commercial student station at Yale University.

Cox Radio leads the way in ratings and revenue and its Album-Oriented Rock station WPLR-FM is No. 1 overall and in morning- and afternoon-drive times. WPLR draws an 8.8 from 6 a.m. to midnight, ahead of the No. 2 station in the market, Yale Broadcasting's Urban Adult Contemporary station WYBC-FM, with a 6.7. The two stations also run 1-2 in morning-drive time, with 9.6 and 7.3 respectively. WPLR has a 9.3 to lead in p.m. drive time, ahead of Hartford station WZMX's 8.8. WYBC-FM is third with a 5.9.

In addition to WZMX, other out-of-town stations are popular in the market, including Cox's Adult Contemporary station WEZN-FM from nearby Bridgeport, Conn., and Infinity's New York Sports station WFAN-AM, which are tied for fourth in New Haven morning drive with 5.4s.

Cox's WPLR is the top biller in New Haven, its \$7.6 million accounting for 43.4 percent of the market's \$17.5 million in billing in 2001, according to BIA Financial Network. Cox also handles sales for its closest competitor in the ratings, Yale Broadcasting's WYBC-FM. The station had \$1.7 million in revenue in 2001, according to BIA. Clear Channel, which owns three New Haven stations, had \$7.675 million in billings, or 43.8 percent of the market revenue.

## NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>Hartford County: 338,580 Households</b>				
<i>The Hartford Courant</i>	136,687	185,177	40.4%	54.7%
(Manchester) <i>Journal Inquirer</i>	29,288		8.8%	
(New Britain) <i>Herald</i>	16,129	23,147	4.8%	6.9%
<b>New Haven County: 332,640 Households</b>				
<i>New Haven Register</i>	92,965	93,795	28.8%	29.1%
<i>Waterbury Republican-American</i>	36,775	44,946	11.5%	14.1%
(Meriden) <i>Record-Journal</i>	21,815	21,850	6.8%	6.9%
<i>Connecticut Post</i>	14,781	18,327	4.6%	5.8%
<i>The New York Times</i>	9,688	17,383	3.0%	5.4%
<i>The Hartford Courant</i>	8,879	17,438	2.8%	5.4%
<b>Litchfield County: 72,415 Households</b>				
<i>Waterbury Republican-American</i>	18,039	21,767	25.4%	30.7%
(Torrington) <i>Register Citizen</i>	10,137	9,495	14.0%	13.1%
<i>The Hartford Courant</i>	5,818	10,040	8.0%	13.9%
<b>Middlesex County: 62,821 Households</b>				
<i>The Hartford Courant</i>	19,194	28,311	30.6%	45.1%
<i>The Middletown Press</i>	9,544		15.2%	
<b>Tolland County: 50,656 Households</b>				
<i>The Hartford Courant</i>	17,928	29,995	35.4%	59.2%
(Manchester) <i>Journal Inquirer</i>	14,567		29.2%	
(Willimantic) <i>Chronicle</i>	3,932		7.9%	

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

## RADIO LISTENERSHIP / HARTFORD

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WTIC-AM	News/Talk	11.6	8.4
WRCH-FM	Soft Adult Contemporary	10.0	10.3
WCCC-FM	Album-Oriented Rock	8.9	3.2
WWYZ-FM	Country	6.9	7.5
WZMX-FM	Rhythm & Blues/Hip-Hop	6.8	10.8
WDRC-FM	Oldies	5.3	4.9
WTIC-FM	Modern Adult Contemporary	5.3	4.8
WDRC-AM	News/Talk	4.6	1.2
WHCN-FM	Classic Hits/Rock	4.3	5.9
WKSS-FM	Top 40	4.0	5.5

Source: Arbitron Fall 2002 Radio Market Report

WPLR is dealing with the departure of longtime morning team *Smith and Barber* at the end of January after an 18-year run, says gm John Ryan. WPLR replaced them in the 5:30-10 a.m. slot on Feb. 17 with *Chaz and AJ*, who had been on Barnstable Broadcasting's WRCN-FM on Long Island.

Clear Channel's WAVZ-AM changed its format from Oldies to Sports six months ago. The station, which carries Fox syndicated programming, is going to carry New York Yankees broadcasts this season and also broadcasts Yale football games.

The Hartford-New Haven market also is home to the state's two largest dailies, *The Hartford Courant* and the *New Haven Register*. Tribune's *The Courant*, the oldest continuously published paper in the nation, is older than the U.S. itself, having started in 1764 as a weekly paper.

The *Courant's* Monday-Saturday circulation, other than Thursday, was 190,312 as of Sept. 30, according to the Audit Bureau of Circulations, down about 4 percent from the previous year. Thursday circulation was 240,046, the higher daily figure attributable to advertising inserts in that day's paper, says *Courant* spokesman Ken DeLisi. Sunday circulation as of Sept. 30 was 285,068, down 2 percent from the previous year.

The *Courant* publishes 10 daily zoned editions and Tribune also publishes four free weeklies with total circulation of 270,000 in the region.

The *New Haven Register*, owned by Trenton, N.J.-based Journal Register Co., publishes five zoned editions. Weekday circulation was down nearly 3 percent to 97,318 as of Sept. 30, according to ABC. Saturday circulation was also down about 3 percent to 81,469, while Sunday circulation was up just slightly, to 101,374. *Register* publisher Kevin Walsh says he expects daily and Sunday circulation numbers to be up when ABC's next report comes out in March. Walsh came to the *Register* in January 2002 from the parent company's *The Morning Journal* in Lorain, Ohio, where he was publisher.

The New Haven-based daily revamped its Weekend section in November, changing it to a tab from a broadsheet. The *Register* has heavily promoted the Friday section, says Walsh. The *Register* also publishes 22 weeklies with total circulation of 210,000 in the market. Those weeklies include the *Fairfield County Weekly*, *New Haven Advocate*, *Hartford Advocate* and *Valley Advocate*. The *Connecticut Post* in Bridgeport (circulation 76,133 Monday-Saturday, 88,276 Sunday, as of Sept. 30

## SCARBOROUGH PROFILE

### Comparison of Hartford

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Hartford Composition %	Hartford Index
<b>DEMOGRAPHICS</b>			
Age 18-34	31	30	98
Age 35-54	41	40	98
Age 55+	28	30	106
HHI \$75,000+	29	33	113
College Graduate	13	14	113
Any Postgraduate Work	11	12	116
Professional/Managerial	23	25	109
African American	13	9	64
Hispanic	13	8	63
<b>MEDIA USAGE - AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	55	65	117
Read Any Sunday Newspaper	64	73	114
Total Radio Morning Drive M-F	22	23	104
Total Radio Afternoon Drive M-F	18	18	98
Total TV Early News M-F	29	30	103
Total TV Prime Time M-Sun	39	40	102
Total Cable Prime	13	15	113
<b>MEDIA USAGE - CUME AUDIENCES**</b>			
Read Any Daily Newspaper	75	82	110
Read Any Sunday Newspaper	77	85	110
Total Radio Morning Drive M-F	76	78	102
Total Radio Afternoon Drive M-F	73	75	102
Total TV Early News M-F	70	73	104
Total TV Prime Time M-Sun	91	92	100
Total Cable Prime	59	65	111
<b>MEDIA USAGE - OTHER</b>			
Accessed Internet Past 30 Days	60	63	104
<b>HOME TECHNOLOGY</b>			
Own a Personal Computer	69	70	102
Purchase Using Internet	38	39	104
HH Connected to Cable	69	87	127
HH Connected to Satellite	16	5	34

#Respondent count too low to report. \*Media Audiences-Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable.

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

Source: 2002 Scarborough Research Top 50 Market Report (February 2001-March 2002)

according to ABC) publishes two daily editions in New Haven county.

The out-of-home advertising market is highly competitive in the Hartford-New Haven market, in part because three heavily traveled interstates—I-84, I-91 and I-95—traverse the region. The two major players in Hartford are Lamar Outdoor Advertising and NextMedia Outdoor, says Loretta Berry, an independent national sales rep and owner of East Hartford-based Out of Home America.

Lamar has bulletins, 30-sheet posters and 8 sheets, while NextMedia offers bulletins, Berry says. Obie Media sells bus ads in the market, and Culver Amherst sells bus shelters.

A number of out-of-home advertisers compete in the New Haven market, says Berry. Viacom Outdoor sells bulletins and 30-sheet posters. Other major bulletin companies in New Haven include Barrett Outdoor Communications, NextMedia Outdoor and SESCO Outdoor. ■



**For Steve Levitan, comedy** is all in the timing. Or time period. As executive producer of Fox's *Oliver Beene*, he's landed a plum slot for the series, which launches Sunday, March 9, at 8:30 p.m., in between *The Simpsons* and *Malcolm in the Middle*.

But Levitan's good fortune comes after a tough year, during which two other series of his suffered. Last spring, Fox paired its innovative puppet comedy *Greg the Bunny* with *The Bernie Mac Show* on Wednesdays at 9:30. But the network cancelled *Greg* after airing 11 of its 13 episodes. This season, NBC moved Levitan's long-running comedy *Just Shoot Me* from Thursdays at 9:30 to Tuesdays at 8, where it virtually has vanished.

Both scheduling decisions still seem to sting. "It's a frustrating business," Levitan says frankly. "You're at the mercy of a lot of people."

Not to mention changing viewer tastes. At 40, Levitan is a veteran of the network comedy business. He began his career as a writer on NBC's *Wings*, and he has watched prime-time programming respond to tumultuous shifts, ranging from cable's emergence to the Internet's birth, from drama's cyclical rise to comedy's decline. But the trend perhaps most perplexing to Levitan is this season's reality craze. While he hopes *Beene* will help ignite comedy's resurgence in prime time, launching a new series in the face of such a phenomenon gives him pause.

"It boggles my mind that viewers automatically will go check those shows out, whereas with scripted series, there's a sense that we must prove to viewers it's funny," says Levitan.

The sheer number of viewers tuning in to reality also puzzles him. "Going up against *American Idol* right now is like going up against the Super Bowl," he says. "You can't compete. They're forces of nature. It's weird."

Like most advertisers and TV executives, Levitan says comedy's decline is due primarily to the market's hot-this-year, cold-next-year nature. But as nonscripted series encroach upon real estate long held by sitcoms, he admits the landscape may be shifting more drastically than he expected. "It's demoralizing to work really hard on crafting a good episode, and then get a 9 share, when some new reality phenomenon comes on and gets twice that audience," he says. "But what can you do? I'm not going to respond to that by

having my characters eat pig colons."

Perhaps equally demoralizing to Levitan is the impact he sees reality's success having on his peers in the industry. "I heard some friends of mine say, 'Maybe we should start thinking about reality ideas.' And I thought, 'God, it's come to that,'" he adds. "These are really good writers saying that, which, for me, is the ultimate blow."

**BUT ENOUGH ABOUT REALITY.** Levitan has his hands full launching *Beene*. His overall deal at 20th Century Fox Television runs through 2006, and he says he is committed to delivering a hit. If it's *Beene*, great. If it's not, it'll be something else. "I never want to be in business with anyone who, at the end of the day, is sorry they made a deal with me," he says. "I want them to make their money off of me."

Should *Beene* deliver on his vow, it will be due to a confluence of events, Levitan says. "A lot of stars have to align for a show to become a hit," he notes. "You've got to be real good—and real lucky."

Describing the TV creation process as a mine field, Levitan rattles off a checklist of prerequisites for success in network television, ranging from the right casting decisions to a choice timeslot to a network showing enough patience in growing a series. "Many shows will achieve 80 percent of the checklist," he says. "But they don't get 100 percent, and that means they'll fail."

Given its timeslot, *Beene's* checklist seems almost complete. "We believe in the show," says Gail Berman, Fox's entertainment president. "It's the kind of unique Fox family show that we are always striving for."

In the Fox tradition, *Beene* revolves around an unconventional family from Queens, New York. Set in 1963, the single-camera series is produced by Dreamworks Television in association with 20th Century Fox Television, and was created by Howard Gewirtz, a colleague of Levitan's from *Wings*.

**HOT FOX SLOT**  
Levitan, at left on the vintage-y set, has high hopes for *Beene*, which leads out of *The Simpsons*.



# Laugh Track

*Greg the Bunny* didn't work and *Just Shoot Me* might not return. But STEVE LEVITAN hopes his new *Oliver Beene* on Fox rekindles an interest in TV sitcoms. BY A.J. FRUTKIN

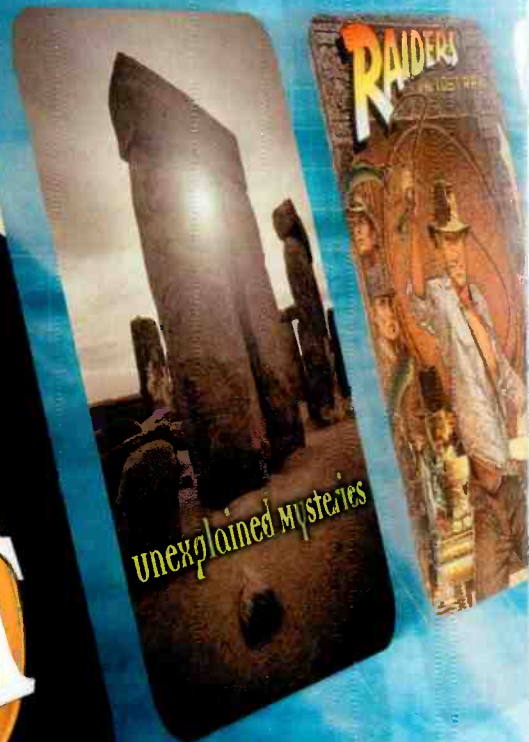
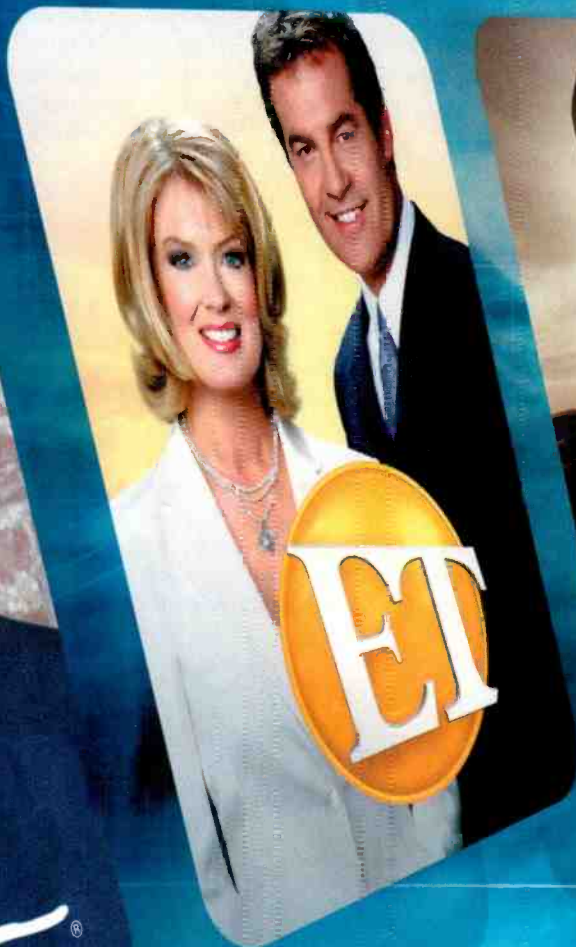
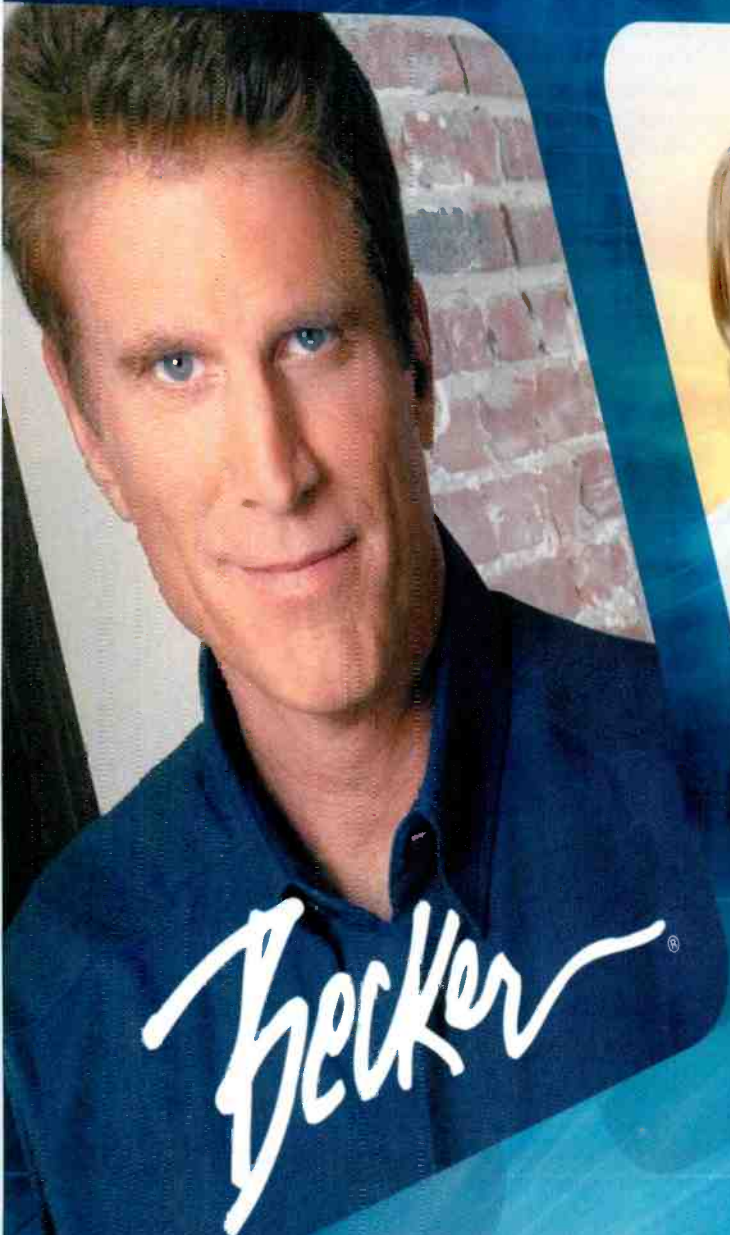
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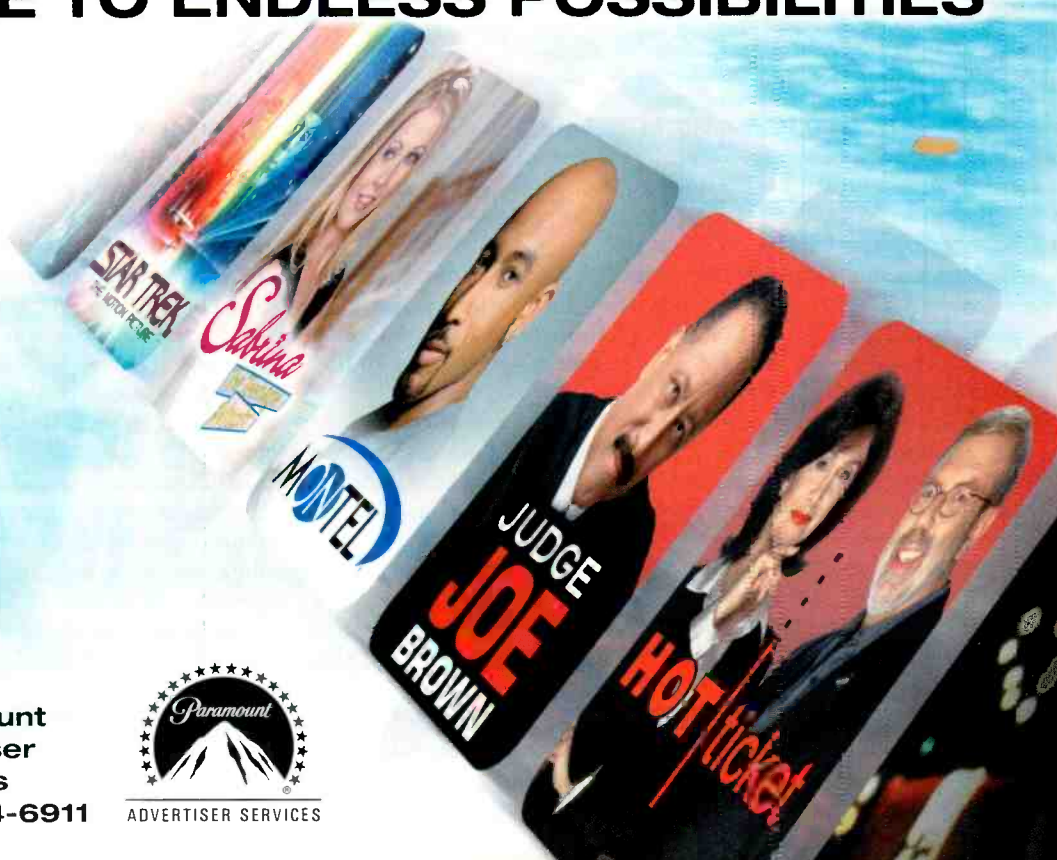






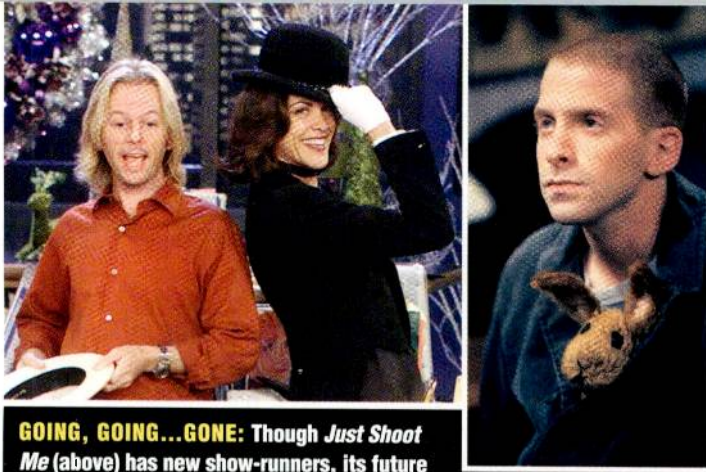
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**GOING, GOING...GONE:** Though *Just Shoot Me* (above) has new show-runners, its future on NBC is unclear. Fox didn't even air all 13 episodes of *Greg the Bunny*.

*Beene* already has been compared to *The Wonder Years*, but Levitan says if the classic ABC show took a gentle look back at the '60s, then *Beene* "twists the hell out of" that formula.

Indeed, whereas *The Wonder Years'* central character, Kevin Arnold, was portrayed as a well-adjusted suburban kid, Oliver (Grant Rosenmeyer) is more of a misfit. His swishy best friend, Michael (Taylor Emerson), is perhaps the youngest gay character in TV history. And, in the show's opening episode, *Just Shoot Me's* Wendie Malick plays a Mrs. Robinson-type character who preys on Oliver's teenage brother Ted (Andrew Lawrence).

Although the episode in which Malick appears will launch the series, it is not its pilot episode. After Fox picked up the pilot last year, it ordered six more episodes (the network has since ordered four more, bringing the total to 11). Levitan says the show's midseason launch enabled him and his staff to start the series off on its best foot, even if that meant shelving the pilot for several episodes. "We learned so much from doing the pilot," he says. "But there were about five other episodes that we thought were stronger."

While pilots serve as blueprints for a series, Levitan says writers traditionally don't hit their stride for several more episodes. So even though networks may greenlight series based on a pilot's potential, Levitan says those same pilots can sink a show with viewers. "If it's not that great, you never get them back," he adds. "Or the critics review the pilot, and then if it's not great, they condemn the show, and people don't give it a chance."

BORN AND RAISED IN CHICAGO, Levitan studied journalism and communications at the University of Wisconsin, Madison. In fact, he began his career as a TV reporter and morning-news anchor at ABC affiliate WKOW in Madison. It was the mid-'80s, he says: "Lots of big hair."

After deciding against an on-air career, Levitan returned to Chicago, where he took a job as a copywriter at Leo Burnett, working on accounts that included McDonald's and Miller Beer. Throughout this period, he was always writing TV scripts. And, after moving to Los Angeles, he landed a job on *Wings*.

Talent and luck may play significant roles in prime-time success. But, ironically, Levitan suggests both also can undermine that success. Of course, it's easy to understand how some bad luck may impact a show's odds for survival. But the role talent plays in that equation is a bit more subtle.

Case in point: After *Just Shoot Me's* second season, Levitan left the show's day-to-day operations to create NBC's short-lived sitcom *Stark Raving Mad* (a critic, he recalls, named it "Stark Raving Bad"). After *Stark*, came *Greg the Bunny*. After *Greg* came *Beene*. There were also

projects that never made it to air, at times leaving Levitan juggling four projects at once. "And each of them suffered because of it," he says.

Without Levitan at the reins of *Just Shoot Me* over the past several seasons, the show's tone has been somewhat erratic, he acknowledges. "Any time the creator of a show leaves, it loses some of what made it so good," he adds.

By most accounts, last season's episodes were its least consistent. Which is why, he says, a new team of show-runners was brought in this season to get the series back on track. Even NBC acknowledges *Just Shoot Me's* return to form. "Creatively, it's as strong as it's ever been," says Karey Burke, executive vp of prime-time series at NBC Entertainment.

So why has it fallen off the radar? "Frankly, it's our fault for not having a better place to put it," Burke adds. "We needed it to go out and do hard work for us on Tuesdays, and we may not have surrounded it with the right things."

With NBC's newer comedies falling short of its must-see moniker, *Shoot Me* may get a new timeslot this spring, before the network decides whether to bring it back next season. Although Levitan welcomes the network's renewed interest in his series, he fears it still might be too late. Calling *Shoot Me* "a very battered show," Levitan says the series has seen more time periods than seasons—11, according to his calculations, since its March 1997 premiere.

"I think this has been a frustrating year for Steve, because he cares deeply about the show getting the support it deserves, and he's right," says David Kissinger, president of Universal Television, which produces *Shoot Me*.

Because of his experience with *Shoot Me*, Levitan says he's learned how important stability is for viewers. "I know people in our own fan club who can't find the show now," he says.

If *Shoot Me* was lost in the shuffle of network scheduling, then *Greg the Bunny* was just lost, Levitan suggests. "With the right time slot, and a little patience, I think there could have been something really exciting there," he says.

Given its wacky premise—a cast of pill-popping, sex-talking anthropomorphized puppets that exist alongside humans—Greg probably would have fit better in the Sunday comedy block than in its Wednesday berth, Levitan says.

Dana Walden, co-president of 20th Century Fox Television, says *Greg's* 9:30 slot also may have limited its exposure to the viewers who might have been most drawn to it. "The later in the night you move, the more adult it gets," she says. "And the less opportunity there is to attract a young audience."

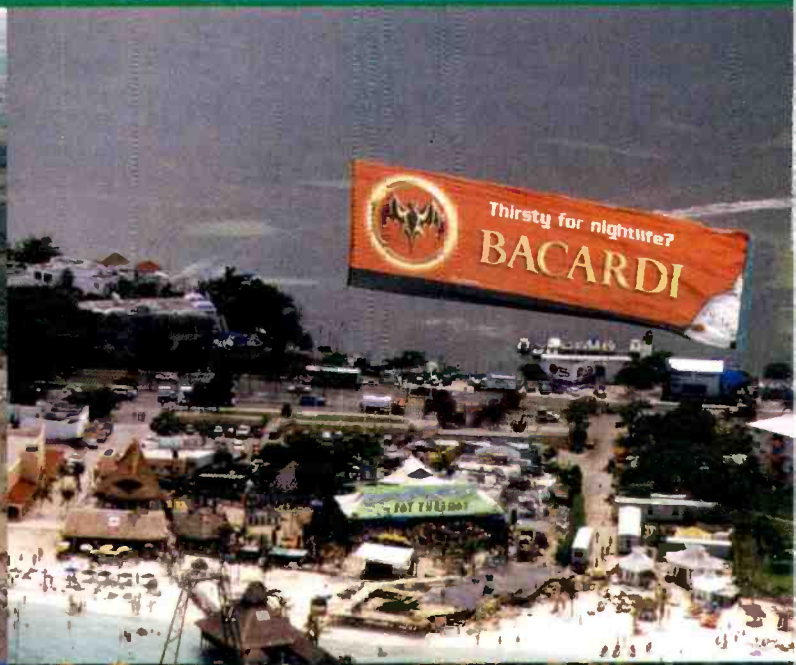
But Walden adds that timeslots can't guarantee success. And Berman agrees. "Sometimes shows just don't work," she says.

With the odds against any series succeeding on television, Levitan faces an uphill battle with *Beene*, despite its coveted time slot. Levitan says he has cleared his plate to devote himself to the series' growth if it starts off strong this spring. With no other project in development for the fall, he says, "I hope that by focusing on [*Beene*], the show will benefit."

If *Beene* fails, and if *Shoot Me* gets canceled, Levitan also could exit this season empty-handed. But that prospect has yet to deter him from returning to network television in the future. "I can't see doing something because it feels like a hit, or because it sounds like an idea that people want to see," he says. "But if it's an idea that I love, then I'll strap on the helmet and the shoulder pads, and try to crack through the line one more time." ■



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# Movers

## MAGAZINES

Playboy Enterprises has promoted **Aaron Duncan** to senior vp, licensing group, from director of design development. He will oversee the creative direction of entertainment products such as games and music and of international publishing and online endeavors...**Rich Antonello**, previously national ad sales director for *National Geographic Adventure*, has been named associate publisher of *Complex*, the new men's magazine from Complex Media...**Alison Adler Matz** has been named associate publisher, advertising, at Conde Nast's *Teen Vogue*. Most recently, she served as associate publisher at sister CN title *House & Garden*. Prior to that, she has held advertising positions at *Us Weekly*, *Country Home*, *Mirabella* and *Self*...**Michele Parrella**, formerly art director for *New York* magazine, has been named creative director for *Scholastic Parent & Child Magazine*.

## AGENCIES

**Carrie Cook**, most recently a senior producer at ABC News, has joined Hill Holliday as vp, director of event marketing, a new position. Cook spent the past 12 years at ABC News and prior to that had two stints at Hill Holliday as a copywriter and later as a broadcast producer.

## RADIO

**Wendi Power** was promoted to director of sales for WGN-AM, Tribune Broadcasting's News/Talk radio station in Chicago. Formerly local sales manager, Power succeeds **Mark Krieschen**, who was promoted to vp and general manager of the station...**Sherri Carlson** has been named vp and market manager of Clear Channel's radio stations in Sarasota, Fla. She was most recently director of sales for the company's radio station cluster in Fort Myers, Fla....At AAA Entertainment, **Rick Hirschmann** has been named to the new post of director of operations and IT services for central Illinois stations. Hirschmann, who will continue as on-air personality on WDQX-FM in Peoria, was most recently program director at the Classic Rock station. **Scott Robbins**, morning-show host on WDQX-FM, succeeds Hirsch- (continued on page 29)

# Media Elite

EDITED BY ANNE TORPEY-KEMPH

## Quicktakes

**IT WAS A HISTORIC MOMENT** when *Cosmo's* signature Fun Fearless Female awards event put a man in the spotlight for the first time. And honoree Jon Bon Jovi ate it up. After the big buildup to his crowning as the original Fun Fearless Male, punctuated by groupie-

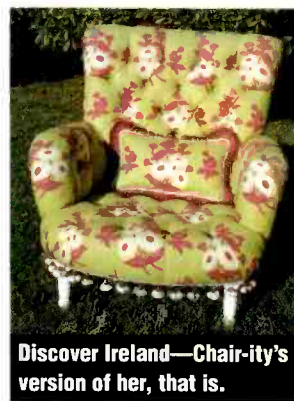


**They've got Male: Cosmo execs Donna Kalajian Lagani (l.) and Kate White with honoree Bon Jovi**

esque comments from FFF awardees Sandra Bullock and Cristina Applegate, Bon Jovi quipped: "This is a very Burt Reynolds moment...God bless women!"...**Jack Griffin** looks forward to a time when he's far from the world of ad sales and subscription renewals. Specifically, March 5-10, when he'll be in Cuba doing humanitarian work with a small group from Catholic Relief Services. Griffin, president and publisher of *Parade* magazine, has been active in humanitarian work throughout the Caribbean for three years, visiting the region eight times as the board of directors' chair for Mustard Seed Communities. On this trip, he and his fellow do-gooders will visit CRS shelters and orphanages in Havana and the countryside in a rare instance of Americans being allowed into the Communist country. "I know how humanitarian services work happens in a free and open society like Jamaica, but I have no experience with how things work in Cuba," says Griffin. CRS has facilities throughout the Caribbean that house abandoned children who are severely handicapped and disabled...The Radio Advertising Bureau

has already lined up the judges for its annual Radio-Mercury Awards event, to be held at the Waldorf in June. The ad-industry luminaries who've signed on to determine which radio ads deserve outstanding honors include **Arthur Bijur**, president and executive creative director for Cliff Freeman & Partners, and **Jim Ferguson**, president and chief creative officer for Y&R in New York. Bijur is best known for ad campaigns for Little Ceasars, Wendy's and Staples. Among Ferguson's most celebrated work are campaigns for Dr Pepper, Sony Electronics, Dannon and the NFL...Several Hollywood personalities have agreed to become the inspiration for chairs. To be sat upon. But Melanie Griffith, Kathy Ireland, Anjelica Huston, Rhea Perlman, Henry Winkler and about 35 other celebs are happy to sit this one out to aid one of their pet charities, Children's Action Network, the beneficiary of *House Beautiful's* upcoming

"Chair-ity" event. *HB* vp/publisher **David Arnold** came up with the idea to have top interior designers create one-of-a-kind chairs reflecting the persona of 40 participating celebrities, to be auctioned off in New York and Los Angeles throughout March to raise money for CAN...As **U.S. news organizations** prepare for the possibility of a war with Iraq, they're learning some new jargon that helps describe and regulate the often contentious relations between the military and the press. In a recent meeting with print and broadcast journalists, the Pentagon presented some terms of engagement: 1) embed—a reporter attached to a specific military unit who lives, eats and moves with that unit; 2) pool—a group of journalists given superior access, whose reports are then available to a wide group of news outlets; and 3) POC—



**Discover Ireland—Chair-ity's version of her, that is.**

point of contact; the one person within a news organization whom the Pentagon should call when it's arranging pools and embeds. With any luck, these terms of engagement won't become household words.



## Brad Grey Chairman, Brad Grey Television

People are probably thinking the TV series was a no-brainer that followed the smashing success of the movie. But when *My Big Fat Greek Life* launches on CBS tonight, it will actually be the culmination of a deal that Brad Grey closed almost two years ago, before *My Big Fat Greek Wedding* even had a distributor. Grey recognized bankable talent when he saw Nia Vardalos in 2001 in her one-woman stage show, upon which the indie film and series are based, and approached her about doing a sitcom. His decision, he says, was based on instinct. "We just thought [Nia] had a unique and very funny point of view," says Grey.

As network comedy struggles through a down-cycle, all eyes are sure to be on *Life* as a possible trend-breaker. The series gets a preview at 9:30 p.m. following the popular *Everybody Loves Raymond*. It then moves to its regular Sunday 8 p.m. time slot on March 2.

With the Brad Grey Television label attached, *Life* may have a better shot than most film-to-TV series projects—Grey's TV credits include HBO's *The Sopranos*. Another big factor in its favor is the cast—completely reassembled from the movie with the exception of John Corbett (Steven Eckholdt plays Vardalos' husband). That unique occurrence, says Grey, may be the key to *Life*'s success. "It always takes time for people to get comfortable with each other," he says. "But we enjoy the relationship these actors had before they get on the set, and that really counts."

Despite so few new network comedies succeeding this season, Grey seems to shrug off the pressure on *Life* to help revive the genre. "I don't pay attention to cycles," he says. "You just have to trust your instincts, and find your way to shows that are funny." After all, he adds, "People haven't stopped laughing." —A.J. Frutkin

WITHOUT  
SPORTS,  
WHERE WOULD  
AGENCY PEOPLE  
TAKE THEIR  
CLIENTS?

ESPN

Meredith Corp.'s *Traditional Home* hosted a recent reception to welcome new editor in chief Ann Omgig Maine at the Town lounge in the Chambers Hotel in New York. (L. to r.) Wilkie Bushby, publisher, *TH*; Linda Lee, assistant home editor, *The New York Times*; Ann Omgig Maine; and Pamela Daniels, advertising director, *TH*.



In Beaver Creek, Colo., for *Bon Appétit*'s Celebrity Chef Ski Race weekend, (l. to r.) Maria Cunningham, senior mktg. manager, Fireman's Fund; Judy Murphy, associate publisher, *BA*; and Matthew Gaudet, sous chef at New York restaurant Aquavit

WITHOUT  
SPORTS,  
M18 - 34  
WOULD JUST  
BE A SERIES  
OF RANDOM  
NUMBERS

**ESPN**

## Movers

(continued from page 26) mann as program director...**Ron Nenni** was named director of programming for AOL Radio@ Network. He comes to AOL Time Warner from the online XACT Radio Network, where he was vp of programming.

### TV STATIONS

**Peter Barnes** has joined Hearst-Argyle Television as its bureau chief in Washington, D.C., succeeding Gary Griffith, who retired in December. Barnes had been Washington bureau chief at TechTV...**John Vitanovec** was named regional vp of Tribune Television. Currently vp/general manager of WGN-TV in Chicago, Vitanovec will also oversee Fox affiliate WXIN-TV and WB affiliate WTTV-TV, Tribune's two-station cluster in Indianapolis, and WXMI-TV, the

Fox affiliate in Grand Rapids, Mich. Elsewhere within the Tribune Co., **Steve Carver** was named vp/general manager of WATL-TV, its WB affiliate in Atlanta. Carver was regional vp for Tribune Television and vp/gm of WGN-AM Radio in Chicago. **Mark Krieschen**, director of sales at WGN-AM, will succeed Carver...**Matt Ross**, former senior vp of sales for Clear Channel New York, has joined Emmis as vp of sales and marketing for Emmis New York. Also at Emmis, **Joe Cook**, vp/gm at Fox affiliate WVUE-TV in New Orleans, has been named regional vp. In addition to running WVUE, Cook will oversee operations at Fox-owned WALA-TV in Mobile, Ala., and soon-to-be-acquired WBPB-TV in Pensacola, Fla.

### CABLE TV

**Tom Halleen** was named vp of programming and scheduling at AMC. Previously, Halleen was senior vp of programming



**Barnes joins Hearst-Argyle Television**

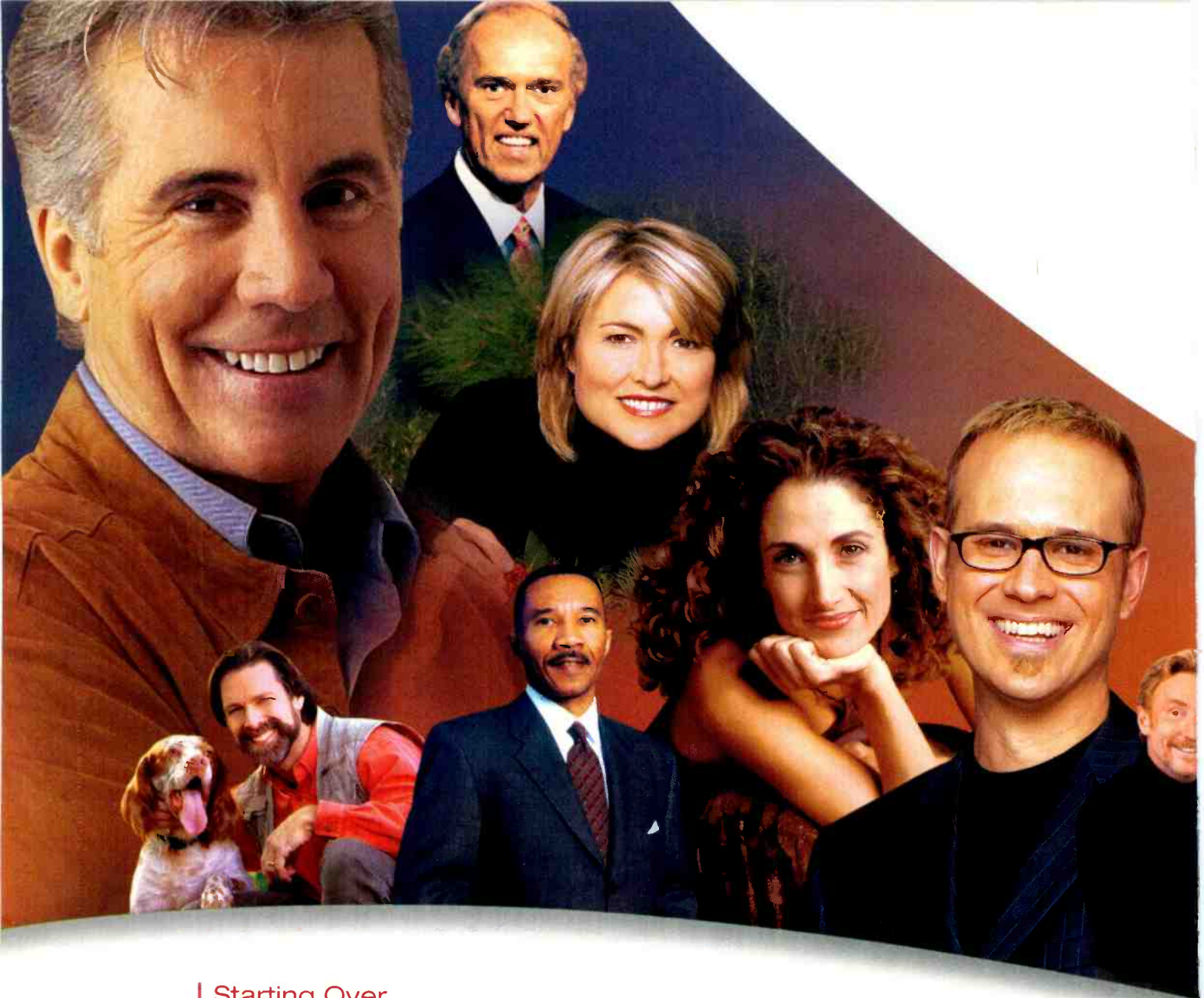


**Halleen tapped as AMC vp/programming**

and development at ABC Family, which was previously Fox Family Channel. He will be responsible for the day-to-day scheduling of original and acquired specials, films and events...**Joe Bernard** was named director of sales for mun2 television, the cable unit of Telemundo that targets young U.S. Latinos. He will oversee all advertising sales activities and play a role in developing promotional strategies for the network. Prior to joining mun2, Bernard served as director of sales and marketing for *Urban Latino Magazine* and its subsidiary, the nationally syndicated *Urban Latino TV*.

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# Inside Media

NEWS OF THE MARKET

## Magazines Start '03 on Positive PIB Note

Publishers Information Bureau tallies for January indicate that magazine advertising is picking up. Ad pages for the month were up 4.8 percent from January 2002, and ad revenue increased 9.5 percent. Ten of PIB's 12 major advertising categories experienced positive growth in ad pages. The biggest gainers: apparel and accessories, up 29.5 percent; automotive, up 20.6 percent; and toiletries and cosmetics, up 16.4 percent. Beginning with the January data, PIB will now report all titles' ad pages and dollars for both the current period and the corresponding period the previous year, in order to reflect magazine closures and launches. Previously, PIB had reported data from only a set of titles common to both periods.

## Bigger Not Always Better in Local TV News

A new five-year study of local TV news conducted by the Project for Excellence in Journalism found a correlation between the size of the station's owner and the quality of the newscast. Based on reviews of some 23,000 news stories by 172 stations over five years, the study found that stations owned by larger media companies have a tendency to produce lower-quality news. The study gave an 'A' grade to 31 percent of stations owned by smaller station groups and to only 11 percent of stations owned by the 10 biggest media companies.

## Jacko Jacks Up VH1 Ratings

VH1 made a smart move by acquiring the rights to the ABC special *Living With Michael Jackson*. The documentary delivered 1.7 million viewers aged 2-plus on both

Feb. 15 at 12 p.m. and Feb. 16 at 8 p.m. VH1 ran the special five times over the weekend for an average delivery of 1.4 million viewers 2-plus. *Jackson* also drew a strong 0.9 rating over the weekend in its target demo of adults 18-49, up 181 percent from the prior four-week time periods. An average of 1.2 million people 18-plus tuned in to watch over the weekend. The run of *Living With Michael Jackson* on Feb. 16 helped boost the ratings of *Driven: Li'l Kim* to a 0.8 among adults 18-49, the highest rating for that demo in *Driven's* history. All told, the channel had its best weekend prime time ever, with a 0.9 rating.

## Initiative Wins \$20 Million Goody's Acc't

Initiative Media has won the \$20 million Goody's Family Clothing media buying business, which will include spot television and local radio. The chain operates 328 stores in 18 Southern and Midwestern states. Newspaper Services of America will continue to handle Goody's print media buying.

## Susquehanna Adds Stations in Pa.

Susquehanna Radio has agreed to purchase Oldies WSOX-FM, the No. 2-rated station in York, Pa., from Lancaster-York Broadcasting, for undisclosed terms. The purchase gives York-based Susquehanna its third station in the No. 106 market. Susquehanna also owns Adult Contemporary WARM-FM, York's top-rated station, and Talk WSBA-AM.

## Study: Big Radio Doesn't Limit Choices

Has consolidation in the radio industry resulted in fewer on-air choices for listeners? According to a new study by Arbitron, the



## Sears Signs For NCAA HD 'Cast

Sears will sponsor the high-definition television coverage of the 2003 NCAA Men's Basketball Championship on CBS. Coverage will include 12 games in HD starting with four first-round regional games on March 21, and including the two national semifinal games and the championship. The telecasts will be unified productions, produced in the 1080-interlaced format and downconverted for the CBS analog broadcast. The games will also be broadcast in CD-quality Surroundsound.

The clarity of March Madness in HDTV, brought to you by Sears

# Calendar

The American Association of Advertising Agencies' annual **Media Conference and Trade Show** will be held March 5-7 at the Hilton Riverside Hotel in New Orleans. Event lineup includes panel discussions, breakout sessions led by marketing communications experts, trade show exhibits and an e-business symposium. Contact: Michelle Montalto, 212-850-0850.

**Magazine Publishers of America** will present "**Breakfast With a Leader**" with Steven Florio, president/CEO, Condé Nast Publications, March 6 at the University Club in New York. Contact: 212-872-3755.

The Association of National Advertisers **Annual TV Advertising Forum** will be held March 13 at the Plaza Hotel in New York. Highlights will include an update from Federal Communications Commission chairman Michael Powell on what's happening at the agency and how it is impacting television. Contact: Patricia Hanlon, 248-391-3121.

The Katz Media Group will present a **Women's Career Summit** to benefit professional women within the advertising and media industries March 19 at the Grand Hyatt in New York. The content of the day will address career achievement and life-work balance concerns. Contact: [www.katzwomenscareersummit.com](http://www.katzwomenscareersummit.com)

The International Radio and Television Society Foundation will host a **Golden Medal Award** dinner honoring Leslie Moonves, president of CBS, March 19 at the Waldorf-Astoria in New York. Contact: 212-867-6650, ext. 302, or e-mail [mpritikin@irts.org](mailto:mpritikin@irts.org).

The Advertising Research Foundation will hold its annual **convention and research Infoplex** April 9-11 at the Hilton New York. Contact: 212-751-5656 or visit [www.thearf.org](http://www.thearf.org).

**TVB** will hold its **annual marketing conference** April 15 at the Jacob Javits Convention Center in New York. Opening keynote by Tim Russert, host of NBC's *Meet the Press*. Contact: 212-486-1111.

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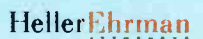
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answer is no. A solid majority of listeners, 79 percent, said they get more or the same amount of programming choices from their local radio stations than they did five years ago. More than one-third said they have more choice, and more than two-thirds said their stations do a good job of providing a wide variety of programming. The study was based on telephone interviews with 2005 persons 12-plus who participated in Arbitron's Fall 2002 survey.

## Hispanic Broadcasting Adds in Puerto Rico

Hispanic Broadcasting recently announced it has agreed to acquire the stock of El Mundo Broadcasting Corp. from Fundacion Angel Ramos for \$32 million in cash. The deal gives HBC, the largest Spanish-language radio group, four radio stations in Puerto Rico, the 13th-largest Arbitron-rated market: WKAQ-AM/FM and WUKQ-AM/FM. The two FM stations are programmed as one station, known as KQ-105, and the two AMs as Radio Reloj. HBC currently owns and operates 63 radio stations and has agreed to be acquired by Univision, the largest Spanish-language TV broadcaster.

## Daytona 500 Nears 30 Million Viewers

Though the rain cut the race short, Fox's coverage of the 45th Daytona 500 on Feb. 16 delivered 29.4 million viewers, the fifth-largest audience for the event in its televised history, according to Nielsen Media Research. Fox televised only 2 hours and 10 minutes of race time during its four-and-a-half hour broadcast and scored a 9.8 national household rating/21 share. The Daytona performance capped off extensive Nascar coverage over the long weekend, including the Busch Series Koolerz 300 on Feb. 15, which generated a 3.6/8 share overnight, besting the 2.9/7 earned by the event telecast in 2001, the last time it was on Fox.

## NBG Folds, Turns Into Crystal Media Net

NBG Radio Networks, the Portland, Ore.-based radio production and syndication company, announced its lenders have foreclosed on its assets and the assets of its subsidiary, Fisher Entertainment, which the company purchased in 2001 for \$5.3 million. John Holmes, president and CEO of NBG, resigned Jan. 29. In its wake, a new radio network has been formed called Crystal Media Network, which has picked up syndication for NBG's properties including *The Dave Koz Radio Show* and *Hollywood Hamilton*. Crystal is

backed by MCG Capital, which was a senior lender for NBG. MCG's managing director, Nick Krawczyk, is the CEO of the new company. National sales representation for Crystal is being handled by True Measure.

## Omnicom Expands Monitor-Plus Contract

OMD, a unit of Omnicom Group, has signed a five-year contract with Nielsen Monitor-Plus, which tracks advertising spending across 15 media. Although several Omnicom Group companies already subscribe to the service, the new contract consolidates under one master contract all service agreements for both U.S. and international Omnicom companies, including OMD Worldwide, PHD Network, Icon International, Novus Print Media, BBDO Worldwide, DDB Worldwide, TBWA Worldwide, as well as several U.S.-based agencies and a number of other Omnicom companies in direct marketing, promotions and specialty communications.

## More Complaints on Falling Response Rates

The Network Radio Research Council has joined the long line of radio organizations blasting Arbitron for falling response rates. "This problem now extends to the RADAR [network radio] service, which in the past under the telephone methodology sported response rates that were almost 15 to 20 percentage points higher," said NRRC chairman Len Klatt, senior vp/director of research for Premiere Radio Networks. Arbitron, which purchased RADAR in July 2001, is in the final stages of transitioning the network radio service from a telephone-based to diary-based methodology. Earlier this month, the National Association of Broadcasters' Com-

mittee on Local Radio Audience Measurement called for Arbitron to present a plan to address the problem during Colram's upcoming meeting on March 19.

## NCC to Add Positions, Restructure

National Cable Communications is restructuring and expanding following robust 24 percent revenue growth in 2002. NCC is adding 78 new positions, an 18 percent increase, which brings the total number of employees to 522. The expansion will create a divisional setup that the company hopes better interacts with regional buying shops and cable operators. It also refocuses the director of sales positions while creating eight new sales teams, including eight sales managers and 33 account executives. Despite the lack of political ad dollars in 2003, NCC expects revenue to be up 20 percent.

## Fox Sports Radio Adds Auto Racing Show

Fox Sports Radio, a joint venture between Fox Sports and Premiere Radio Networks, on Feb. 16 launched a new weekly auto racing show to the network's Sunday lineup. Called *Race Day*, the two-hour show (7-9 a.m. Eastern time) is hosted by Rob D'Amico, a former professional racing driver.

## Pauley to Leave NBC News

Jane Pauley, a veteran of NBC News who was best known as the longtime co-anchor of the *Today* show, said last week she is resigning from the network. Pauley joined NBC in 1975 as the first female co-anchor at NBC-owned WMAQ-TV in Chicago. Most recently, she has been anchoring *Dateline NBC*, a prime-time newsmagazine. ■



## Bell'Italia Travels to the New World

A new magazine exclusively about Italy launched last week in the U.S. and Canada. *Bell'Italia*, published by Beautiful Publishing Inc., hits stateside through a licensing agreement with Giorgio Monadori Group, the publisher of the Milan-based Italian original of the same name. The bimonthly will contain some translated material from its Italian counterpart, as well as original editorial on food, style, travel, hotels and restaurants. Editor in chief Steven Wagner, founding editor of *Metropolitan Home*, will edit and translate for the title. Most

recently, Wagner served as editor in chief of the Hearst Magazine Group's iVillage.com division. The title launched with an initial distribution of 150,000 copies on newsstands in the U.S. and Canada and 25,000 copies mailed to select homes. Advertisers in the premiere issue include Maserati, Calvin Klein Eyewear, Vespa and CIT Tours.

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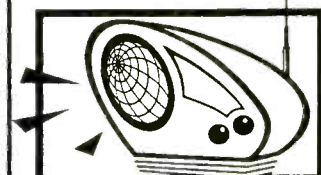
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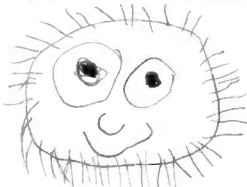
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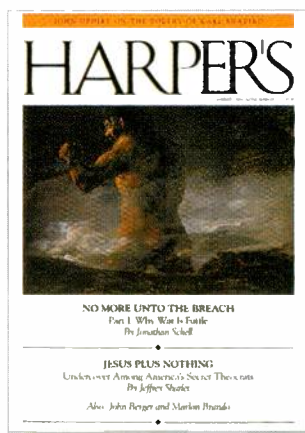
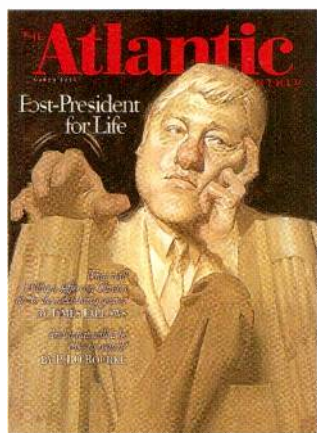
# 2003 THE ADWEEK DIRECTORIES

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## Get Smart

Readers and advertisers are finding time to set aside Ben and J.Lo in favor of the heady topics of thought-provoking titles

**JOE MILLIONAIRE ASIDE, HEIGHTENED CONCERNS OVER TERRORISM, A LOOMING WAR IN Iraq and a sputtering economy have contributed to an intense national dialogue that in turn has translated into big circulation gains in last year's second half for thought-leading magazines such as *The New***



**Issues-oriented magazines are in their element, as people take time out to ponder world crises.**

*Yorker*, *The Atlantic Monthly*, and *Harper's Magazine*; and while many publications continue to suffer from an advertising downturn, those titles have also continued to experience steady increases in ad pages.

"There is a renewed interest in politics, foreign countries and argument. Despite what [President] Bush is saying, there's a big argument going on in the country," explains John "Rick" MacArthur, *Harper's* president/publisher. "And the opinion magazines do well in an argumentative climate."

*The New Yorker's* paid circulation for the last six months of 2002 grew 6.8 percent to 938,600, according to the Audit Bureau of Circulations; newsstand sales dipped 9.7 percent, owing to the record-breaking 160,000 copies sold for last year's 9/11 issue. In fact, the Condé Nast weekly is on such a roll, it will raise its circulation rate base to 900,000 from 875,000, beginning with the August 18-25 issue, says vp/publisher David Carey.

*The Atlantic*, published 10 times yearly, saw its paid circ rise 5.1 percent, to 529,834, and

single-copy sales soar 52.4 percent. Also on the upswing is *Harper's*, published monthly, whose paid circ increased 8.2 percent, to 229,434, and newsstand sales rose 28.1 percent. Subscriber renewal rates for all titles remain solid, with *The New Yorker* leading the way at 77.9 percent, followed by *Atlantic* and *Harper's* at 65 percent.

"It's a bifurcated market," says Carey. "There's the whole 'J.Lo industrial complex,' for which we're not a member, and then there's magazines like *The New Yorker* that focus on things that really matter."

Each magazine, in its own way, has risen to the occasion, offering readers much to think about: *The New Yorker* has served up insightful pieces, such as the Sept. 16 profile of Osama bin Laden's No. 2, Ayman Al-Zawahiri, which sold 65,108 on stands. The *Atlantic* dug deep with William Langewiesche's "American Ground: Unbuilding the World Trade Center," a three-part series that ran in the July/August, September and October editions, and sold, on average, over 68,000 copies. *Harper's* December issue,

which sold 46,070, featured "The Case for Liberalism," a cover story by George McGovern denouncing the Bush administration; it was the best-selling issue since *Harper's* unveiled its redesign in March 1984.

Just as the newsweeklies have returned to more heady fare since Sept. 11, so too have titles like the *Atlantic*—and that's generally when they all tend to thrive. "The world doesn't have to be collapsing for the *Atlantic* to succeed," explains John Fox Sullivan, *Atlantic's* president/group publisher. "But there do have to be big issues of the day, and controversy. Issues that the leadership of this country focuses on—that's our audience." The 146-year-old title has seen its ups and downs. The magazine flourished in the '60s and '70s when the national discourse turned to civil rights, Vietnam and the economy. Even the '80s Reagan era proved interesting. Less so, however, were the booming '90s. "People focused on travel, food, the stock market and enjoying life," says Sullivan, whose boss David Bradley acquired the *Atlantic* in 1999. "It certainly affected the magazine."

As for *Harper's*, MacArthur attributes the monthly's circ gains to his and editor Lewis Lapham's anti-Bush stance. "Of the three magazines, we're the most anti-administration," he says. "We're just out-and-out anti-Bush, and we're publishing lots of critical stuff on Iraq. And that's just doing fantastically on newsstand."

The country's bad news so far appears to be good news on the advertising front, as well. Through the Feb. 17-24 issue, *The New Yorker's* pages rose 16.2 percent, to 292, reports the *Mediaweek Monitor*; the *Atlantic* is up 31.6 percent to 141 through March, and *Harper's* is up 23.2 percent to 55 pages. —LG

## Soap Circ Drama

### Primedia slashes rate bases

With television soap operas on the wane and Primedia challenged to maintain the circulation rate bases of its magazines that cover the daytime dramas, the publishing company has recently opted to cut its losses and recalibrate its business model.

In January, Primedia slashed the rate base of 1 million-circ *Soap Opera Digest* to just 500,000 and trimmed the 300,000-circ *Soap Opera Weekly* to 225,000; advertising rate cards were also reduced on par with the rate-base cuts. The cost per thousand, or CPM, at both

titles remains unchanged. The move comes as both titles missed their rate bases for last year's second half. *Digest's* paid circ fell 7.6 percent, to 935,849, and newsstand dipped 2.4 percent, according to ABC. *Weekly* also fell, with paid circ down 7.8 percent, to 265,383, and single-copy sales off 7 percent. The steep circ declines mirror the bad news emanating from the daytime dramas themselves, with ratings down 42 percent over the past 10 years, according to Nielsen Media Research.

"Clearly, consumer demand has diminished, there's no mystery about that.... What I needed to do was change the [circ] model," explains Steve Astor, executive vp, consumer marketing for Primedia, and general manager of the two soap books. "We created a model that has high-priced, high-quality circulation." In doing so, he said, there will be less pressure to pump up subscriptions with cheap, less targeted readers.

Media buyers say the move makes sense: "It's going to be more of a quality circulation, and that's going to be the publishing trend to come," says Robin Steinberg, vp/print director for Carat USA. "As far as my reach is concerned, it will be affected slightly, but as long as my out of pocket and CPM is the same, I'm OK with it."

Last November, Bauer Publishing also went about reconfiguring its soap publishing stable. The 150,000-circ *Soap Opera Update*, a predominantly newsstand-driven title, folded, with the 20,000-circ subscriber file poured into Bauer's *Soaps in Depth-ABC* and *Soaps in Depth-CBS*. Paid circ for both editions grew in the second half: ABC's was up 12 percent to 239,828, while CBS' went up 3.2 percent to 226,525. —LG

## Mediaweek Magazine Monitor

**WEEKLIES** February 24, 2003

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
BusinessWeek	24-Feb	65.56	25-Feb	76.10	-13.85%	317.56	342.58	-7.30%
The Economist	15-Feb	43.00	16-Feb	58.00	-25.86%	272.00	296.00	-8.11%
Newsweek <sup>E</sup>	24-Feb	34.93	25-Feb	28.54	22.39%	268.02	232.21	15.42%
The New Republic	24-Feb	7.41	25-Feb	6.50	14.00%	45.92	45.80	0.26%
Time <sup>E</sup>	24-Feb	51.58	25-Feb	42.59	21.11%	316.97	276.63	14.58%
U.S. News & World Report <sup>D</sup>	24-Feb	49.34	25-Feb	37.07	33.10%	199.13	160.67	23.94%
The Weekly Standard	3-Mar	7.00	4-Mar	9.50	-26.32%	63.82	70.33	-9.26%
<b>Category Total</b>		<b>258.82</b>		<b>258.30</b>	<b>0.20%</b>	<b>1,483.42</b>	<b>1,424.22</b>	<b>4.16%</b>

### SPORTS/ENTERTAINMENT/LEISURE

AutoWeek	24-Feb	18.81	25-Feb	18.80	0.05%	169.54	155.82	8.81%
Entertainment Weekly	21-Feb	45.50	22-Feb	44.03	3.34%	228.69	207.95	9.97%
Golf World	21-Feb	19.16	22-Feb	37.17	-48.45%	117.15	180.26	-35.01%
New York	24-Feb	33.70	25-Feb	34.90	-3.44%	315.20	376.50	-16.28%
People	24-Feb	49.05	25-Feb	55.42	-11.49%	485.46	440.61	10.18%
Sporting News	24-Feb	13.50	25-Feb	9.00	50.00%	98.33	103.19	-4.71%
Sports Illustrated <sup>1/S</sup>	24-Feb	138.59	25-Feb	135.99	1.99%	346.56	415.24	-16.54%
The New Yorker			<b>NO ISSUE</b>			291.61	250.94	16.21%
Time Out New York	19-Feb	65.69	20-Feb	56.50	16.26%	488.43	430.50	13.46%
TV Guide	22-Feb	57.65	23-Feb	56.20	2.58%	439.75	406.40	8.21%
Us Weekly	24-Feb	28.16	25-Feb	37.67	-25.25%	174.83	151.51	15.39%
<b>Category Total</b>		<b>469.81</b>		<b>485.68</b>	<b>-3.27%</b>	<b>3,155.55</b>	<b>3,118.92</b>	<b>1.17%</b>

### SUNDAY MAGAZINES

American Profile	23-Feb	9.35	24-Feb	8.35	11.98%	69.30	69.65	-0.50%
Parade	23-Feb	10.78	24-Feb	9.50	13.47%	100.26	93.38	7.37%
USA Weekend	23-Feb	10.59	24-Feb	10.98	-3.55%	89.67	99.21	-9.62%
<b>Category Total</b>		<b>30.72</b>		<b>28.83</b>	<b>6.56%</b>	<b>259.23</b>	<b>262.24</b>	<b>-1.15%</b>
<b>TOTALS</b>		<b>759.35</b>		<b>772.81</b>	<b>-1.74%</b>	<b>4,898.2</b>	<b>4,805.38</b>	<b>1.93%</b>

D=double issue; E=estimated page counts; S=includes Swimsuit special: 116.36 pages in 2003, 105.85 pages in 2002; 1=one fewer issue in 2003 than in 2002

### BIWEEKLIES February 24, 2003

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>BUSINESS/ENTERTAINMENT</b>								
ESPN The Magazine	3-Mar	47.66	4-Mar	43.66	9.16%	232.38	204.71	13.52%
Forbes <sup>F</sup>	3-Mar	74.18	4-Mar	96.50	-23.13%	386.06	351.85	9.72%
Fortune	3-Mar	101.62	18-Feb	92.48	9.88%	399.19	323.98	23.21%
National Review	10-Mar	15.00	11-Mar	14.58	2.87%	61.07	58.32	4.72%
Rolling Stone	6-Mar	58.90	28-Feb	52.25	12.73%	167.67	163.49	2.56%
<b>Category Total</b>		<b>297.35</b>		<b>299.47</b>	<b>-0.71%</b>	<b>1,246.37</b>	<b>1,102.35</b>	<b>13.06%</b>

F=last year's figures include a Forbes FYI issue

CHARTS COMPILED BY AIMEE DEEKEN

60sec. With



### David Granger Editor in Chief, *Esquire*

**Q.** *'Esquire'* had a solid second half in '02, with paid circulation up 12.3 percent to 740,204 and newsstand sales up 17.3 percent. What went right last year? **A.** In part, it's an accumulative effect. But the essential thing is we're one of the very few men's magazines that attempts to be vastly entertaining and substantial. Combine that with trying to create more of an *Esquire* look to the cover. We're doing large images, we're doing very aggressive coverlines that tout service packages and stories inside, as well. **Q.** Would you ever try the witty iconic covers like those adman George Lois created for *'Esquire'* in the '60s? **A.** I'm not sure how many magazines have succeeded in the history of magazines with concept covers. We tried them, yes we did:

Mike Tyson and his son (photographed in prison) for Father's Day, Fred Rogers on the cover of the "Heroes" issue, a broken human head meant to look like a piggy bank on a cover about a coming economic depression and others. They mostly tanked.

**Q.** What's in store for *'Esquire's'* October 70th anniversary issue? **A.** We're going to use a lot of the front of the book to look at *Esquire's* heritage. We'll track the amazing things that have happened in the magazine in fairly entertaining ways. Most of the feature will be looking forward at redefining areas that *Esquire* has always covered: style, power, fame, women and sex. **Q.** Each month, *'Esquire'* has a column called *What I've Learned*. What have you learned in your nearly six years as *'Esquire's'* editor? **A.** What I've learned, I guess, is that if you're making a magazine you're proud of, it's better to sell more of those magazines than fewer.

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# **HOT**

**Mini Cooper**

**Joe Millionaire**

**Low-Carb**

**Sharon Osbourne**

**Polka Dots**

**The Swiffer™**

**Caipirinhas**

## **RED HOT & COOL**

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**NOT**

SUV

The Bachelor

Low-Fat

Sharon Stone

Peasant Tops

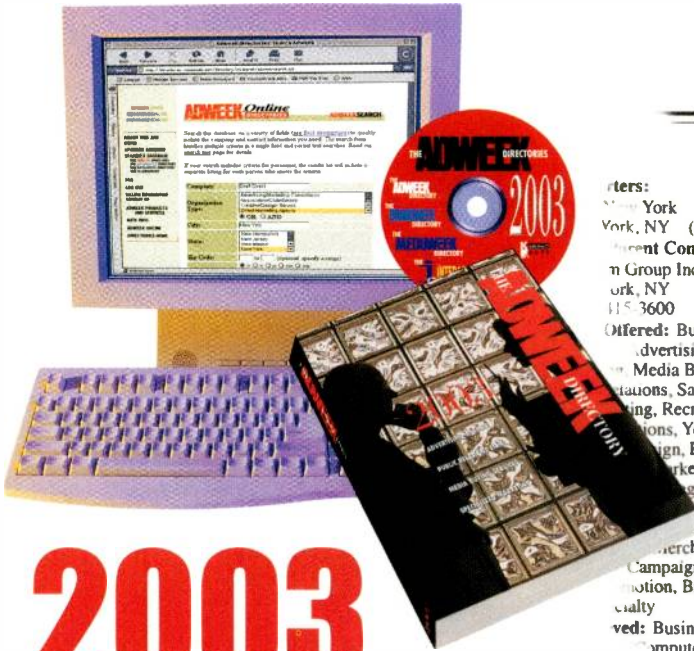
Mops

Cosmopolitans

**The HOT LIST**

**ADWEEK**

**March 10th**



Agencies, PR Firms, Media Buying Services

**2003**

# ADWEEK DIRECTORY

- 3,069 Full Service Advertising Agencies**
- 1,294 Public Relations Firms**
- 500 Media Planning/Buying Services**
- 1,523 Specialized Marketing Companies**
- 26,788 Key Personnel**

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 10153-3600  
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 Sales Promotions, Sales Promotion,  
 Staffing, Recruitment/Employee  
 Relations, Yellow Pages, Infomercial,  
 Design, Event  
 Marketing, Out-of-Home  
 Advertising, Strategic Planning/Marketing,  
 Market Research, Market Research,  
 Public Relations, Sports Marketing,  
 Merchandising,  
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 Quality  
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 Gasoline/Petroleum

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 Fax: (612) 339-5022  
 URL: <http://www.bbdo.com>  
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 New York, NY (212) 459-5000  
**Ultimate Parent Company:**  
 Omnicom Group Inc.  
 New York, NY  
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**Services Offered:** Business-to-Business,  
 \*Consumer Advertising, Media  
 Buying/Placement/Planning, Sales Promotion,  
 Strategic Planning/Marketing, Brand  
 Development  
**Fields Served:** Automotive, Fast Food/  
 Restaurants, Financial Services/Banks/Savings &  
 Loans, Food  
**Employees:** 70 **Year Founded:** 1930  
**2001 Billings:** \$133,908,000  
**2001 Billings By Medium:** Network TV -  
 \$1,200,000, Cable TV - \$155,000, Syndicated TV -  
 \$5,400,000, Spot TV - \$39,754,900, Radio -  
 \$31,000, Newspapers - \$1,498,000, Consumer  
 Publications - \$12,881,100, Trade Publications -  
 \$1,524,700, Outdoor - \$4,131,600, Production -  
 \$4,700, Other - \$4,013,700  
**2001 Fee Income:** \$49,055,000  
**Key Personnel:**  
 Pres./CEO ..... Bob Thacker  
 Exec. Vice Pres./Exec. Creative Dir. Dennv Halev  
 Sr. Vice Pres./Dir., Client Servs. ... Steve Hayes  
 Sr. Vice Pres./COO ..... Wesley Crawford  
 Vice Pres./Dir., Integration ..... Tim Wilson  
 Vice Pres./Media Dir. .... Carolyn Hubbart  
 Vice Pres., Bus. Devel. .... Jeff Harrington  
 Vice Pres./Dir., Bus. Devel. .... Dave Schneider  
 Vice Pres./Mgr., Cor. Servs. ... Barbara Lundeen  
**Major Accounts:**  
 Buffets, Inc.  
 Dain Rauscher  
 Fiserv  
 Hormel Pdcnts. Div. *Hormel Foods Corp.*  
 Turkey Store  
 Hormel Pdcnts. Div. *Hormel Foods Corp.*  
 Anti-Smoking *State of New Jersey*  
 Bank

**ORGANIZED BY BRANCH OFFICE**

Address, Telephone, Fax, Email, Web Site, Parent Company, Headquarters Company, Services, Industries Served, Number of Employees, Year Founded, Billings, Billings by Medium, Key Personnel, Major Accounts.

Indexed by State/City, Organization Type and Parent Company  
 Agency Name Changes, Agency Rankings, Advertising Awards, Associations

Print/CD-ROM/Online  
**ADWEEK DIRECTORIES**





**2003**

**BRANDWEEK DIRECTORY**

- 6,793 Brand Names**
- 2,643 Marketing Companies**
- 44 Industry Categories**
- 17,677 Key Personnel**

**Lead Advertising Agency:**  
 House  
**Personnel:**  
 Susan Kronick  
 Michael Osborn  
 Carlton B. Watson Jr.  
 Gilbert Lorenzo  
 Ron Rodriguez

**BURGER KING RESTAURANTS**  
 Burger King Corp.  
 3 North  
 33157  
 378-7011  
 78-7910  
 burgerking.com  
 1954  
 United Kingdom  
 927-5200  
**Service Category:** Fast Food/Restaurants  
**2001 Media Expenditure:**  
 \$328,691,800  
**2001 Sales:** \$8,600,000,000 approx.  
**Lead Advertising Agency:**  
 DraftWorldwide, Chicago, IL

**Key Personnel:**  
 Pres./CEO ..... Monroe G. Milstein  
 Vice Pres./COO ..... Mark Nesci  
 Vice Pres./Exec. Merch. Mgr. ... Andrew Milstein  
 Vice Pres./Gen. Merch. Mgr. ... Stephen Milstein  
 Vice Pres./Gen. Counsel ..... Paul Tang  
 Vice Pres. .... Henrietta Milstein  
 Dir. Human Resources ..... John Weston  
 Dir., Mktg. .... Garry Graham  
 Dir., Admin. .... Bob Grapski  
 Mgr., Media Rel. .... Ric Bramble  
 Sr. Media Rel. Specialist ..... Bonnie Malamut

**BURLINGTON COAT FACTORY**  
 Burlington Coat Factory Warehouse Corp.  
 1830 Rt. 130 N.  
 Burlington, NJ 08016  
 (609) 387-7800  
 Fax: (609) 387-7071  
**URL:** www.coat.com  
**Year Established:** 1972  
**Product/Service Category:** Retail Stores/Chains  
**2001 Media Expenditure:**  
 \$66,808,500  
**Lead Advertising Agency:**  
 Norman J. Stevens, South Orange, NJ

..... Monroe G. Gilstein  
 ..... Mark Nesci  
 ..... Stephen Milstein  
 Vice Pres., Mktg./Adv. Mari Ann McCormack  
 Vice Pres., CIO ..... Michael Prince  
 Mgr. Media Rel. .... Ric Bramble

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 Freeport, IL 61032  
 (815) 235-4171  
 Fax: (815) 381-8155  
**URL:** http://www.newellco.com  
**Product/Service Category:** Home  
 Furnishings/Textiles  
**Key Personnel:**  
 Chrmn. .... William P. Sovey  
 Pres./CEO ..... Joseph Gulli Jr.  
 Pers. Cor. Devel./CFO ..... William T. Aldredge  
 Pres., Burnes of Boston ..... Scott Slater  
 Vice Pres., Cor. Commun. .... Ken Ross  
 Vice Pres., HR ..... Timothy J. Jahnke

**ORGANIZED BY BRAND NAME**

*Address, Telephone, Fax, Email, Web Site, Parent Company, Headquarters Location, Media Expenditure, Year Brand Established, Lead Creative and Specialized Agencies, Key Corporate and Brand Personnel*

**Indexed by State/City, Industry Category and Marketing Company**  
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# Media Person

BY LEWIS GROSSBERGER



## The Miracle Continues

EVER SINCE THIS COLUMN FIRST APPEARED ON A DEWY SPRING

morning in 1957, one of its most popular continuing features has been Ask Media Person Your Stupid Questions. Readers then and now marvel over MP's ability to grab any query, no matter how knotty or obscure,

and respond to it in a manner that is insolent, yet at the same time insanely satisfying. Even more amazing is the miraculous way he hears your urgent inquiries in the absence of any visible means of communication. All of which is a long-winded way of saying: Here comes that sthick again.

*What lessons have American youth learned from the success of Fox's hit 'Joe Millionaire'?*

1. Always lie. You'll end up famous and receive \$500,000, plus you'll get a lot of free champagne and dates with 30 or 40 good-looking young women while bunking in a French chateau. 2. The nice girl gets the guy, assuming the guy you want to get is an inarticulate part-time underwear model who's sold his soul to a cheesy TV network. 3. Don't pose for bondage photos if you ever want to A. run for president, or B. become a contestant on a tacky dating show. The media will out you. 4. Never make out in the woods when a camera crew is following you or you will end up with sleazy subtitles like "slurp" and "yum" and "shtup-shtup-shtup" superimposed over your shadowy image on national TV, much to your chagrin.

*Who is Maer Roshan?*

Maer Roshan is the greatest magazine editor alive today. For several years now, Media Person has been unable to open a newspaper or check a media Web site without seeing some reference to Maer Roshan and his latest plans for the fabulous *Radar* magazine. His strategy has been unbelievably brilliant. Everyone knows that this is a terrible time to start a magazine (or anything else, except maybe a war) and so Roshan has opted to *not* start one. Meanwhile, he has hired so many fine journalists and received so much publicity that his magazine gets more buzz than any other. People at parties are always talking

about the fantastic articles they would have read in *Radar* this month if only it existed. Advertisers can't wait to run their ads in it. The only thing that could possibly hurt *Radar's* success would be its debut. But Media Person believes Maer Roshan is much too smart to allow that to happen.

*I'm not feeling anxious. Is there something wrong with me?*

Afraid so. All the best magazines say unequivocally that Americans are feeling anxious. Who the hell are you to be different? *Time's* cover shouts: "America the Anxious." *Newsweek* states that terror warnings "crescendomed into a national panic attack." *New York* magazine explains that the impending war, the threat of terrorism and economic troubles "are creating a perfect storm of anxiety." If you weren't feeling anxious before all those magazine stories came out, you certainly should be

## You may be able to raise your anxiety level and begin dysfunctioning as a normal member of society.

feeling anxious by now. If not, there is something seriously amiss, and you should seek professional help. That way, you may be able to raise your anxiety level and begin dysfunctioning as a normal member of society.

*If we're feeling that anxious now, how anxious are we going to feel when the war starts?*

Surprisingly, all leading psychiatrists agree that we'll feel much better. Because it's the waiting that really makes you crazy, the actual war will come as a catharsis for the American public, which, according to Administration spokesmen, is yet one more good reason to

have it. However, according to Elvin M. Smiegel, assistant managing editor in charge of anal priorities for *The New York Times*, it is improper of you to assume there will be a war. "'Potential war' would be more accurate than 'imminent war' or 'impending war' at this point," he stated in a recent panel discussion on adjectival procedures, adding: "The two latter expressions, if used, should ideally be attributed to someone. Haste results in imprecision sometimes in daily journalism." That is why Media Person engages only in weekly or longer journalism and advises all of you to do the same.

*Were Catherine Zeta-Jones and Michael Douglas right to sue the British celebrity magazine 'Hello!' for publishing unauthorized photos of their wedding?*

Absolutely. If big movie stars cannot have a public tantrum, throw their weight around, make a huge stink over inconsequential matters and waste the time of the British judiciary, what's the point of being a big movie star? Who would want to become one anymore? What would happen to the entertainment industry? Hold on—Media Person has just

been informed that Ms. Zeta-Jones has taken umbrage to being called a "big movie star." Wait, Catherine, don't sue! MP meant "big" only in the sense of "important," not "fat." And "throwing their weight around" was just an innocent expression; no double entendre intended! Really, you're still beautiful. Svelte, in fact. You'll be fabulous in *Chicago II: The Revenge of the Floozies*. Media Person means it. Seriously.

*Are there any questions that Media Person can't answer?*

This one. ■

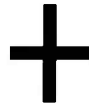
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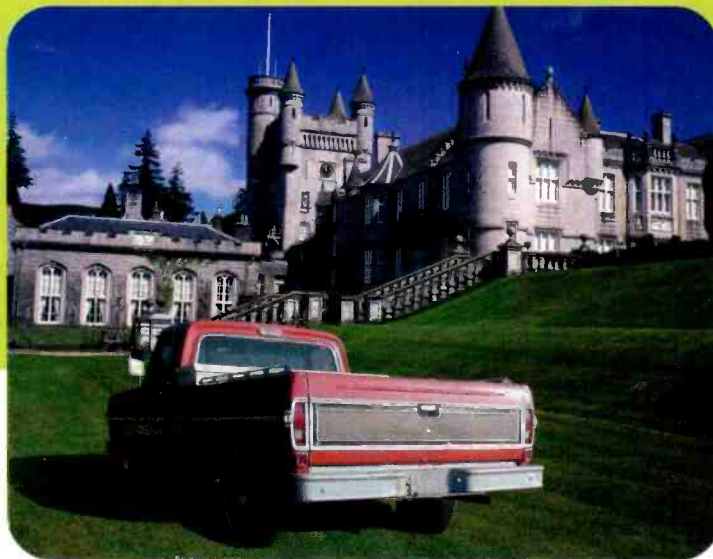
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