

# MEDIaweek

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## Scatter Rates Holding Up

Big Four networks try to protect integrity of upfront pricing **PAGE 4**

### MARKET INDICATORS

**NATIONAL TV: HOLDING**  
 Buyers say they have some scatter money to spend but are skipping October in favor of November and December. Scatter rates hold, with avails made scarce by rebooked ads from preemptions.

**NET CABLE: SOFT**  
 Scripps Networks, Belo and Disney reported weak third-quarter revenue, stifling fourth-quarter scatter. First-quarter options are delayed until Nov. 1.

**SPOT TV: MIXED**  
 Buyers are slamming N.Y.C. stations failing to meet guarantees because of signal problems. Execs are worried about prolonged preemptions and a poor retail holiday season.

**RADIO: DEALING**  
 Core advertisers are hanging in, but a lot of inventory is still available as stations drop rates and make deals. Holidays so far are looking bleak.

**MAGAZINES: DELAYED**  
 Buyers and publishers report 2002 planning is stalled as companies reevaluate their marketing direction. Business titles see uptick from security and charter jet companies.

### TELEVISION

#### Telemundo Plays With Peacock

NBC to seek synergies at stations and sales

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### RADIO

#### Fries Fires Off 'Deer' Letter

RAB head seeks to stop sales lethargy

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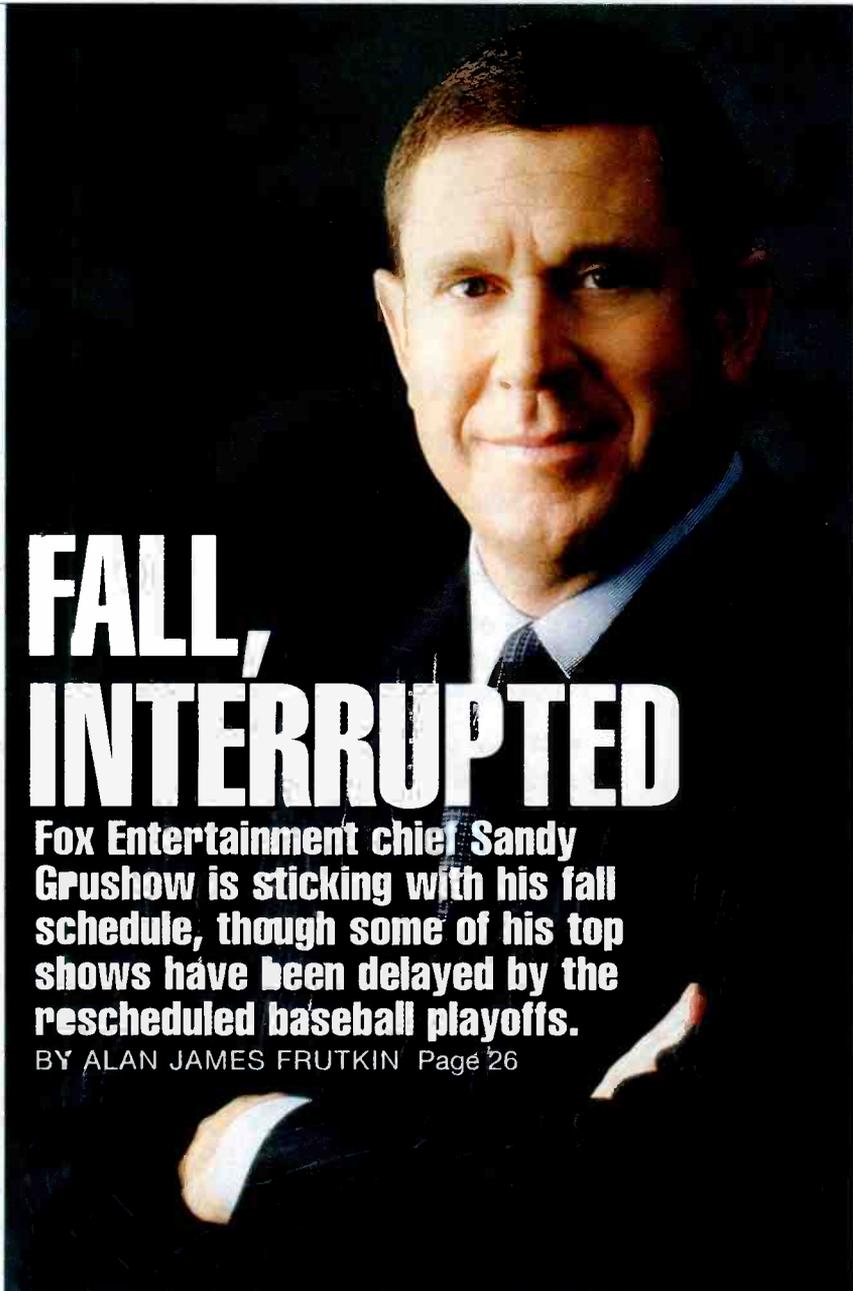
### SYNDICATION

#### ABC's Saturday May Open Up

Stations, distributors eager to fill prime slot

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**Mediaweek Magazine Monitor** **PAGE 434**



## FALL, INTERRUPTED

Fox Entertainment chief Sandy Grushow is sticking with his fall schedule, though some of his top shows have been delayed by the rescheduled baseball playoffs.

BY ALAN JAMES FRUTKIN Page 26



# Deliver your health message...



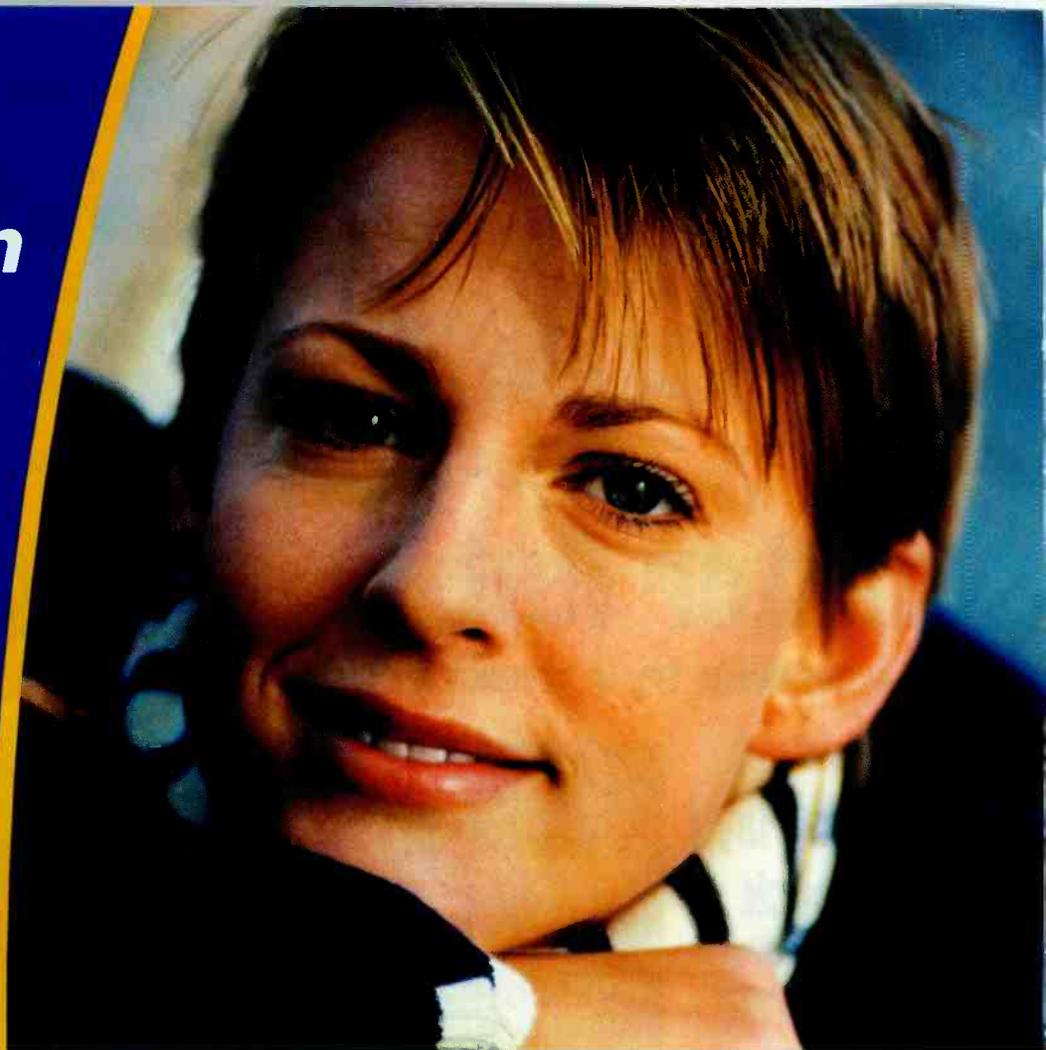
**before**  
she sees her doctor.



**before**  
she asks about  
a new medication.



**before**  
she goes shopping.



## Reach her in the waiting room on the AccentHealth TV network.

- **18 million of your best prospects sit in physician waiting rooms each month** — an uncluttered, zap-free environment that generates an unaided ad recall rate nearly twice that of cable TV.
- **63% of viewers discussed prescription medicine with their doctor...** and 82% of viewers think that a commercial shown on AccentHealth is more believable than on commercial TV.
- **84% of viewers plan to shop within 2 hours of leaving the doctor's office** — shopping for groceries, prescriptions, OTC medications, diet products, beauty aids and more.

*Your message on the AccentHealth network enjoys category exclusivity while patients make brand decisions.*

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Source: Audits & Surveys 2001

**AccentHealth**  
Information For Healthy Living 

# At Deadline

Laura K. Jones

OCT 17 2001

## Anthrax Diagnosis Seals Floor at NBC HQ

The third floor of NBC headquarters at 30 Rockefeller Plaza in New York City was sealed off and being investigated by the FBI and the Centers for Disease Control Friday after a woman who works for *NBC Nightly News* was diagnosed with an anthrax infection. The woman has been under antibiotic treatment since Oct. 1, after she reported receiving an envelope containing a suspicious white powder on Sept. 25. According to New York Mayor Rudolph Giuliani, who conducted a press conference on the investigation, tests on the powder proved to be negative for anthrax.

## Early Fox MLB Playoff Ratings Up Over '00

Ratings for the first two games of the American League divisional playoffs in prime time on Fox recorded a 5.8/10, up 23 percent from a 4.7/8 for the comparable first two games last season that aired on NBC and Fox. The rating for the Thursday-night game (Oct. 11) between the New York Yankees and the Oakland Athletics, a 5.7/9, was up 14 percent over the New York Mets-San Francisco Giants second game last year, which earned a 5.0/9 on Fox. The first four games on Fox Family Channel through Thursday (Oct. 11) averaged a 1.8/4 national rating, compared to the 2.1/6 rating for the first four games that aired on ESPN last season.

## Fox Pre-Empts for *Most Wanted*

At the request of the FBI, Fox on Friday Oct. 12 aired a special edition of *America's Most Wanted*, pre-empting an episode of freshman drama series *Pasadena*. The special edition focused on the world's most wanted terrorists with links to Osama bin Laden and the Al-Qaeda network. "We have made it our highest priority to bring this information to the American public," said Sandy Grushow, chairman of Fox Television Entertainment.

## Cronin Sues Fox Family Over Pay

Game Show Network president/CEO Rich Cronin is suing his former employer Fox Family Worldwide for an estimated \$12.7 million for "following wrongful and bad-faith acts." In a suit filed last week in the Superior Court of The State of California in the County of Los Angeles, Cronin claims Fox has refused to acknowledge his stock options worth around \$11.9 million and has refused to pay him \$712,916. Cronin, who joined the network in 1998, was asked to leave in May 2000. At the time, he was told by his supervisors his shares in the compa-

ny were worthless, but those shares proved extremely valuable when Disney agreed to buy Fox Family this summer for \$5.3 billion.

## Time Warner Cable Reorgs Executive Suite

In a reorganization of key executives last week at Time Warner Cable, Glenn Britt was appointed chairman/CEO and John Billock, president of the U.S. Network Group at HBO, was named vice chairman and COO of the company. Among other changes, Thomas Rutledge, president of TWC for just two months, left the company to pursue a "different career direction," according to a statement. The restructuring is designed, according to a company statement, to beef up management with execs that have a lot of cable experience and to spur the delivery of two-way digital services.

## Struggling ABC Tweaks Schedule

In an attempt to recover from its Tuesday-night ratings losses, ABC announced its first scheduling changes last week. It has canceled *What About Joan* and is delaying *The Job* until midseason, as well as moving the struggling *Bob Patterson* to Wednesdays at 9:30 p.m. Effective Nov. 6, *Spin City* moves from its Tuesday 9:30 p.m. slot to *Joan's* 8:30 p.m. slot. *NYPD Blue*, which the network had moved to Wednesdays at 10 p.m., shifts back to Tuesday but will air this season at 9 p.m., leading into Steven Bochco's struggling new drama *Philly*.

**Addenda:** **MSNBC** last week signed radio personality Don Imus to a multiyear contract. *Imus in the Morning* is simulcast live on the network each weekday morning between 6 and 10 a.m... **Peter Liguori** last week was promoted to president/CEO of FX Networks and will take on the additional responsibilities of the Fox Movie Channel and any new launched or acquired entertainment networks... **Belo Corp.** announced last week plans to cut 160 jobs from its staff of 8,000... **Cox Communications** and Allbritton Communications last week failed to reach an agreement over carriage for Allbritton's Washington ABC affiliate WJLA and local cable service News Channel 8 in Fairfax, Va.

The parties agreed to keep the channels on the system until Oct. 31 as negotiations continue... **Ziff Davis Media** last week pulled the plug on year-old *Expedia Travels*. November will be the last issue... **Columbia TriStar TV Distribution** announced last week it won't have booth presence at the NATPE convention in Las Vegas in January.

## Inside



Bailey puts her stamp on *Harper's Bazaar's* November issue Page 41

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## FCC OKs Ads on Some Public TV Digital Channels

The Federal Communications Commission last week ruled that public TV stations can air commercials on subscription-driven digital channels. Public broadcasters will be required to pay the federal government 5 percent of their gross revenue from the channels, whose programming must be primarily devoted to noncommercial, educational content. The commission said that rules prohibiting ads on noncommercial stations do not apply to public TV's planned subscription-driven digital channels. The ads will help pay for public stations' transition to digital broadcasting by May 2003.

Commissioner Michael Copps dissented in the 3-1 vote. "[Public TV] was established to be what commercial TV is not," Copps said. "It is about serving the better angels of our nature."

Separately, FCC chairman Michael Powell said the agency will create a Digital Television Task Force headed by Rick Chessen, FCC Mass Media bureau associate chief, to review the problems with the transition to digital TV.

The broadcast analog spectrum is expected to revert to the government for auction in five years, but the transition has been slow, due in part to disputes with the cable industry over transmission standards. "A big part of the problem are the unrealistic expectations set by the 2006 target date for return of the analog spectrum," Powell said. "We need to take a hard look at where we are in the DTV transition and make any midcourse corrections necessary." —*Katy Bachman and Alicia Mundy*

## American Media Publishes Tabs Despite Anthrax Scare

With its staffers scattered throughout southern Florida, American Media Inc., publisher of the *National Enquirer*, the *Globe* and the *Sun*, continued operations last week following the anthrax scare in its Boca Raton headquarters. The AMI building was sealed by health officials after a photo editor died and a mailroom clerk was exposed to anthrax. Later in the week, another (*continued on page 6*)

# Nets Scramble To Save Scatter

Big Four holding line on pricing, may even resort to direct response

THE MARKETPLACE By John Consoli

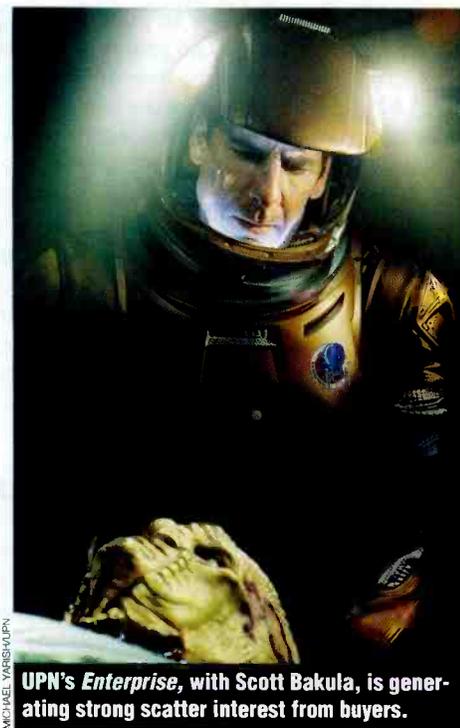
**D**espite a slew of underperforming new and returning shows during the first three weeks of the new TV season, the broadcast networks have been able to keep the bottom from falling out on scatter ad pricing—at least for now—resulting in the protection of advertisers who bought in the upfront.

"Things are better than we might have expected," said Marc Goldstein, president of national broadcast for MindShare. "I can't say things are healthy, but they're okay. Scatter pricing is not as low as people might have thought it would be at this point. It's probably comparable to fourth quarter last season."

That's not to say the networks aren't taking somewhat of a financial bath. While 90 percent of displaced advertising since Sept. 11 has been re-expressed by clients, it has taken up space on future programming that can no longer be sold. That, however, has tightened up scatter avails, enabling the networks to keep fourth quarter pricing from radical dips.

Most of the networks also have been bolstered by strong showings of key returning shows, a fact which has helped advertiser packages meet ratings guarantees and prevent makegoods. For example, though CBS' freshman dramas *The Agency* and *Wolf Lake* are tanking, buyers who packaged those shows in the upfront with veteran hits *JAG*, *Judging Amy* or *CSI: Crime Scene Investigation* saw their gross rating points buoyed above guaranteed levels by the strength of the latter shows.

Although no media buyer would speak for attribution, most said they are happy the networks are doing what they can to protect the integrity of the \$6.9 billion spent in the upfront, even if it means holding the line a bit on scatter pricing. "The networks are not dumping prime-time scatter inventory yet," said one buyer. "Some have even indicated that if they have a lot of holes to fill, they might be more willing to sell scatter to direct-response advertisers before drastically cutting the price for mainstream advertisers."



UPN's *Enterprise*, with Scott Bakula, is generating strong scatter interest from buyers.

Direct-response ads are rarely sold by the networks in prime time, but selling some scatter time—in effect dumping it—to bottom-fishing d.r. advertisers can serve as a way to protect upfront rates charged to mainstream advertisers.

Fourth-quarter scatter buying hasn't begun in earnest, but media buyers said many clients have money to spend, and it will probably start in November and December. "With the season so volatile so far with all the pre-emptions, it's better to wait until things normalize a bit before putting money down," said one buyer.

Both MindShare's Goldstein and Tim Spengler, executive vp and director of national broadcast for Initiative Media North America, said they have clients who plan to spend in fourth-quarter scatter. "We may not have as much scatter money as the network's would like, but we have some," Spengler said.

At least one network, UPN, has been get-

ting a heavier dose of scatter dollars for two shows that buyers didn't purchase heavily in the upfront—*Enterprise* and *Buffy, the Vampire Slayer*. Advertisers who bought those shows in the upfront are now enjoying a healthy dose of audience overdelivery. "Some people who waited on the sidelines in the upfront are now showing up," said Michael Mandelker, executive vp of network sales for UPN.

*Buffy* has doubled UPN's Tuesday audience in the time period (5.6 million vs. 2.8 million viewers last season) and boosted its adults 18-49 rating to 2.6/7 from 1.2/3, according to Nielsen Media Research data. *Enterprise* has also scored well. After three weeks, it is the highest rated new drama among men 18-49 (6.4/17), men 18-34 (5.8/18), men 25-54 (7.2/17) and male teens (3.8/13). The show also has tied ABC's *Alias* as the top new drama among adults 18-49 (5.4/14).

Advertisers who bought WB shows may also reap the benefits of overdelivery—especially among adults 12-34, teens and women. On Oct. 8, *7th Heaven* rated tops among women 12-34 (6.3/17), female teens (10.3/31) and teens (7.0/22). Second-year drama *Gilmore Girls* premiered on Oct. 9 tops for the night in women 12-34 (5.2/14), female teens (7.7/23) and teens (4.8/15). *Dawson's Creek* premiered as the top-rated show in its time period on Oct. 10 in persons 12-34 (3.5/11) and women 12-34 (4.7/14), as well as the top show for the night in female teens (6.3/23).

Through the first two weeks of the season, NBC is the only Big Four network that's drawing more viewers and showing demo gains. NBC has averaged a 9.0/15 in households, up 20 percent over the comparable period last season, and is also up 3.5 million viewers, to 13.3 million, a 23 percent gain. NBC is also up 26 percent in adults 18-49 to a 6.3/15. NBC shows mostly have been performing solidly, with ratings wins on Tuesdays, Wednesdays and Friday nights. But a few shows are faltering, including returning sitcom *Three Sisters*, freshman *Emeril*, and NBC's Saturday night lineup of repeat runs of new programming (Saturday will soon be programmed as a movie night).

CBS season-to-date has recorded double-digit ratings declines overall, down 20 percent in households to an 8.0/13, down 19 percent in total viewers to 11.7 million, and down 26 percent in adults 18-49 to 3.7/10. Still, CBS has managed to keep advertisers happy because its audience-deficient shows have been packaged with proven winners. And *Survivor: Africa*, which premiered Oct. 11 with a 13.2/19 rating, is expected to boost ratings. The network's Monday night comedies, led by *Everybody Loves Raymond* have been solid, and CBS has been winning Tuesday nights definitively with its

newcomer *The Guardian* at 9 p.m. safely ham-mocked between returning shows *JAG* and *Judging Amy*. *CSI* on Thursdays, *60 Minutes* and *60 Minutes II* and newcomer *The Education of Max Bickford* on Sunday have performed well, but those ratings have been offset by several disappointing new shows, including *The Amazing Race*, *Wolf Lake*, *The Agency*, *Citizen Baines* and *The Ellen Show*. Worst of all was *Danny*, canceled after just two episodes.

ABC, which this week announced a major reshuffling (see related item on page 3) is down 19 percent in homes to a 7.2/15, down 17 percent in viewers to 10.7 million, and down 9 percent in 18-49 to a 4.2/11.

Fox has seen the biggest drop in households

(down 26 percent to a 4.5), viewers (down 22 percent to 6.8 million) and adults 18-49 (a decline of 18 percent to 3.2/9), but that is because the network is waiting to introduce all but two of its new shows until after Major League Baseball is completed in November.

While ratings are down for most of the nets, homes-using-television (HUT) levels are virtually the same, says Steve Sternberg, vp of audience research for Magna Global USA. Much of the audience that has left broadcast in prime time has switched to the cable news outlets, whose ratings are up dramatically, Sternberg said. "Basically it's too early to tell what's going to happen to the season," he said. "The main thing is people are still watching television." ■

## NBC Eyes Telemundo Fit

Synergies anticipated in programming, station operations and ad sales

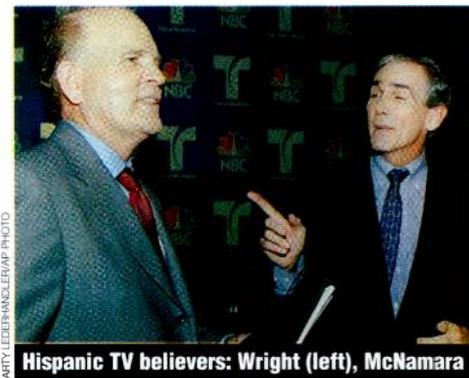
TELEVISION By Jeremy Murphy

The addition of Telemundo to NBC's programming and TV station assets is expected to generate powerful synergies and extensive cost savings via the sharing of shows, facilities and ad-sales operations. Bob Wright, NBC chairman and CEO, said the company's \$1.98 billion purchase of the No. 2 Spanish-language TV network should translate into "tens of millions of dollars" of savings. Wright said that Telemundo's network and 10 local stations will be fully integrated into the NBC framework.

While Telemundo's ratings lag far behind those of rival Univision, Wright said that Hispanic TV offers considerable potential. Hispanics make up 14 percent of the U.S. population, but Hispanic media currently commands less than 3 percent of total ad spending, Wright noted. "The market is very thinly penetrated, but it's growing rapidly," he said.

Analysts said that Viacom, which lost out to NBC in the bidding for Telemundo, may consider mounting a bid for Univision.

Analysts agree that Telemundo's 6.8 million viewers offer NBC new opportunities to grow revenue. In 2010, almost 38 percent of U.S. residents 18-35 are projected to be Latino. The demographics of Telemundo's audience and the combination of NBC's sales muscle should help attract advertisers to both broadcast networks, as well as to NBC's cable properties. "Hispanics are younger and are at an earlier stage in their household formation" and are heavy consumers of packaged goods, financial services and wireless communications, said UBS Warburg analyst Lee Westerfield.



Hispanic TV believers: Wright (left), McNamara

The networks will also make cross-repurposing of NBC and Telemundo content a top priority. Spanish-language reruns of NBC's news programming, *The Weakest Link* and the syndicated *Access Hollywood* are being considered, as is comedy programming. "Telemundo is woefully under-comedied," admitted Jim McNamara, who will continue to serve as Telemundo CEO. "NBC is king of comedy."

Telemundo's 10 stations will be incorporated into NBC's regional hubbing system, under which the master control of NBC's 13 owned-and-operated stations is handled by digital hubs in Miami, New York and Los Angeles.

The Telemundo properties will give NBC duopolies in five top Hispanic markets—New York, Los Angeles, Chicago, Dallas and Miami. In Los Angeles, NBC will now own three stations; Wright said the network will ask the Federal Communications Commission for a waiver to retain all three. NBC plans to consolidate operations in the five markets. ■

mailroom staffer tested positive.

After the entire American Media staff was tested, some employees were assigned to offices in Delray Beach and shared space with AMI's Miami-based *Mira* magazine. Many staffers also worked from their homes. Since AMI editors and writers did not have access to the company's computer servers, stories were e-mailed directly to production staffers who had access to the network, and photos were downloaded from the Internet, said an AMI production staffer, who requested anonymity. The magazines were then transmitted electronically to printing plants as usual.

David Pecker, AMI chairman/CEO, told CNN that all publishing deadlines were met and that all American media publications were expected to reach newsstands on time last Friday. —Lisa Granatstein and Jeremy Murphy

## Hearing-Impaired Limbaugh To Continue Radio Show

Talk-radio icon Rush Limbaugh last week pledged to continue his daily radio show even if he goes completely deaf. "He's not wavering, he has no self-pity—he has incredible resolve," said Craig Kitchin, president of Premiere Radio Networks, which syndicates Limbaugh's noon-to-3 p.m. show, heard by some 20 million listeners on 600 radio stations.

During his program last Monday, Limbaugh, 50, told his listeners that since May he has experienced rapid hearing loss that has rendered him totally deaf in his left ear and about 80 percent deaf in his right. The radio host has been diagnosed with the rare auto-immune inner ear disease.

In July, Premiere inked a \$285 million deal to keep Limbaugh on the air through 2009; neither Limbaugh nor Kitchin were aware of the seriousness of the condition. "He was wearing a hearing aid at the time," said Kitchin. "We wouldn't have changed our position even if we knew," he added.

The text of listener comments during Limbaugh's show are being played on a monitor, and an assortment of colors are used to indicate the caller's tone for the host. "As long as he can articulate his thoughts and (continued on page 8)

# Motivating the Troops

RAB president Fries urges ad sales executives to 'get back to business'

**RADIO** By Katy Bachman

Describing radio sales executives as "looking like deer in the headlights" in the aftermath of the Sept. 11 attacks, Radio Advertising Bureau president Gary Fries issued an unusual open letter to the industry last week in an effort to rally its sagging ad revenue. The letter, which took note of the difficulty of making sales calls and closing deals in the current environment, was issued the day after the RAB reported its revenue figures for August, which showed total industry revenue down 7 percent year-to-date.

"It's time to stop talking about getting back to business and time to start doing it," Fries wrote in the letter. The New York-based RAB also exhorted radio executives in top management to "return to the front lines" and sell ads to help lift the industry out of its doldrums.

Analysts' forecasts are bleak for both radio and TV. Merrill Lynch recently revised downward its forecast for 2001 radio revenue, from a decline of 5 percent to minus 8 percent. For TV, Merrill Lynch took its '01 forecast down 5 percentage points, to minus 13 percent.

Many stations ran commercial-free the week of the attacks, and the following week "sales executives were essentially not selling ad spots," said James Marsh, Robertson Stephens managing director/senior research analyst.

In TV, things seem to be picking up a bit,

said Chris Rohrs, Television Bureau of Advertising president. "I'm not seeing that hang-dog [attitude] any more," Rohrs said.

Radio execs were not troubled by the alarmist tone of Fries' missive. "It's an admirable letter—I think he just wants to rally the industry," said Jeff Smulyan, CEO of Emmis Communications. "The bottom hasn't fallen out—we're writing business."

"It's a tougher sale, but we've been through worse," said Terry Jacobs, CEO of Regent Communications. "Our guys are out there, trying as hard as they can."

Still, some believe that Fries may be on to something. "We're all overwhelmed with what happened, whether we want to admit it or not—it's burrowed into our psyche," said Joan Gerberding, president of Nassau Media Partners, another station group. Gerberding said she has held several "pep talks" with her sales people. Fries' letter, Gerberding said, "brought the issue to the front of our minds." ■



Fries gives radio an unusual wake-up call.

# Prime Space on Saturday?

Stations and distributors eager to fill in blanks if ABC frees up weekend night

**SYNDICATION** By Daniel Frankel

Syndicators and ABC station executives reacted with excitement to the possibility that ABC may back away from programming prime time on Saturdays in order to cut costs, thereby freeing those hours up for syndication or local programming.

"It could be great for the action-hour business if ABC stations suddenly had three hours of prime time available," said Chuck Larsen, president of October Moon Productions, which has currently cleared the Alliance Atlantis-produced syndie action hour *John Woo's Once a Thief* in 40 percent of the country for fall 2002 launch. (A series about a trio of young adults bent on fighting terrorism, all 22 first-season

episodes of the John Woo-produced series were originally shot in 1996 for the Fox network, which ultimately passed on it.)

"If prime time suddenly opened up again, we'd get right back into the [action-hour] business," added Steve Rosenberg, president of Studios USA Domestic Television, who said the studio canceled its top-rated *Xena: Warrior Princess* last year in part because of an inability to secure good weekend time periods.

Robert Iger, Walt Disney Co. president (which owns ABC) said last week in published comments that "if Saturday night can't be put together efficiently, then we won't program it." Iger was unavailable to elaborate on his sug-

# Buffy™ lives on UPN...

A close-up, high-contrast image of Buffy Summers' eyes, looking directly at the viewer. The eyes are dark and intense, with a slight reflection on the pupils. The background is a deep red, matching the overall theme of the advertisement.

...right where she belongs.

**HIGHEST WOMEN 18-34 RATING  
IN THE SHOW'S HISTORY!**

**HIGHEST MEN 18-34 RATING  
IN THE SHOW'S HISTORY!**

Also highest ratings in the show's history among Adults 18-34, Adults 18-49, Adults 25-54, Women 18-49, Men 18-49, and Men 25-54. Source: Nielsen Television Index. Galaxy Explorer. Premiere episode, 8-10pm, 10/02/01 vs. 03/10/97-10/02/01. Primetime. Includes Preliminary data. Clarifications available upon request.

**UPN**  
[buffyupn.com](http://buffyupn.com)

# Media Wire

beliefs, he can still do the show and keep his strong audience," said Phil Boyce, program director at New York's WABC-AM. —KB

## Turner and NBC Add Games With Jordan's Wizards

Following up on Michael Jordan's return to the NBA with the Washington Wizards, Turner Broadcasting System last week replaced five previously scheduled prime-time telecasts on TNT and TBS Superstation with Wizards contests. TNT will carry the Wizards on Nov. 1, 7 and 22; TBS added games Oct. 30 and Nov. 20.

NBC last week added two Wizards games to its weekend NBA schedule; the telecasts will air Nov. 3 and Dec. 1. The move is unusual for NBC, whose NBA telecasts typically do not begin until late December.

All three networks said they can add more Wizards games to their schedules if audience levels demand it. "We love it that [Jordan] is back," said Keith Cutler, Turner Sports executive vp of sales and marketing. Yet Cutler noted that while advertisers have been keen to participate in Turner's Jordan-heavy telecast schedule, their fourth-quarter scatter budgets have largely been stripped bare. —Megan Larson

## Liberty's Vogel Tapped As Charter President/CEO

Carl Vogel joined Charter Communications last week as president/CEO, facing a challenge to get the country's fourth-largest cable operator back on track. Charter's stock price has sagged since the Sept. 28 resignation of CEO Jerald Kent following reports of disagreements with Paul Allen, the MSO's chairman and largest shareholder. Another key exec is also leaving: Mary Pat Blake, senior vp of marketing, will exit Charter this week to work for a charity.

While Vogel was considered the front-runner for the Charter CEO post, some analysts have been uncertain about his ability to steer the company. Vogel was a relatively low-profile executive in his most recent post, as senior vp of Liberty Media Corp. and CEO of Liberty Satellite and Technology. —ML

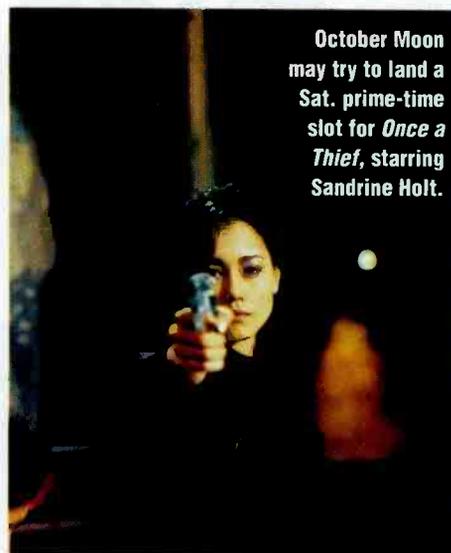
gestion that ABC affiliates program themselves on Saturday nights.

An ABC spokesperson downplayed the comments, explaining that Iger was actually referring to a production cost-cutting strategy he had suggested a decade ago during the last recession. The ABC rep said the scenario is "not relevant" today, since ABC currently airs theatrical movies on Saturday nights.

Still, executives at ABC-owned stations and affiliates, which retain only a minute of commercial inventory for each hour of network programming, reacted favorably to Iger's suggestion. "Assuming we could program ourselves effectively with syndication, we could make a lot more money since we'd have a lot more inventory to sell," said Darrell Brown, general manager of McGraw-Hill-owned ABC affiliate KGTV-TV in San Diego.

"From a local station point of view, it's really exciting to hear," added Fran Preston, program director for Chicago's WLS-TV, one of two ABC O&Os so far to pick up a weekend off-cable run of Columbia TriStar's *The Larry Sanders Show*, which launches in fall 2002 (KABC-TV in Los Angeles is the other).

Preston said WLS acquired the Emmy-



October Moon may try to land a Sat. prime-time slot for *Once a Thief*, starring Sandrine Holt.

winning HBO series specifically for late-fringe time periods. With Columbia doing an effective job of dropping the show's audio levels to inaudible during the show's abundant instances of foul language, Preston said she would consider airing *Sanders*, as well as other off-net hours, during Saturday-evening prime time, should the time periods become available. ■

# The Biggest Gets Bigger

## Clear Channel snaps up Ackerley; only a handful of divestitures are expected

**OUTDOOR/BROADCASTING** By Katy Bachman

**B**olstering its clout as the country's leading out-of-home advertising concern, Clear Channel Worldwide last week agreed to acquire the Ackerley Group, the fourth-largest outdoor company, for \$497 million in stock and the assumption of \$294 million in debt.

Hampered by that huge debt load, Ackerley was unable to expand significantly beyond its strong base in the Pacific Northwest, where its assets will fill in some major gaps in Clear Channel's vast network of outdoor and broadcasting properties.

With the addition of Ackerley's 90 to 95 percent market share of outdoor advertising in Boston, Seattle and Portland, Ore., Clear Channel will have billboards in 20 of the top 25 markets. In addition, CC will pick up Ackerley's 18 TV stations, including duopolies in Monterey and Santa Barbara, Calif., and Binghamton, N.Y., giving CC a total of 37 stations reaching 13 percent of U.S. TV households.

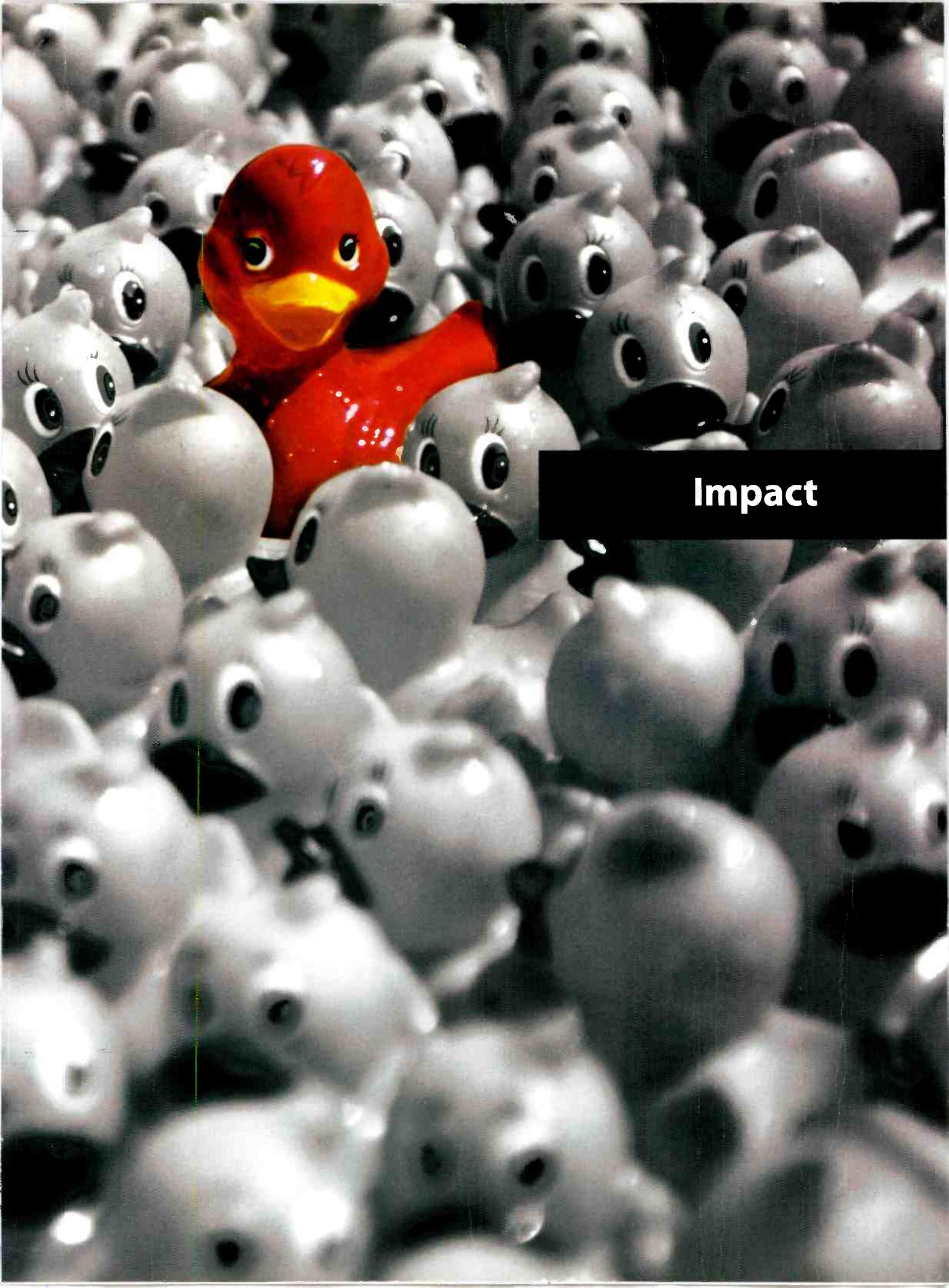
In radio, gaining a foothold in Seattle via Ackerley's five-station cluster there (Ackerley's only radio properties) further sweetened

the deal for Clear Channel. Seattle was the only top-50 market in which CC, the country's top owner with 1,200 radio stations, did not own an outlet.

As far as possible divestitures, there are six markets where CC may have to sell one of its radio stations in order to keep its TV outlets—Fresno, Bakersfield and Santa Barbara, Calif.; and Utica, Syracuse and Rochester, N.Y.

Despite the ad recession, analysts heralded the deal as a smart, strategic move that CC can easily afford. "As a former investment banker, Lowry Mays [CEO of CC] has always been focused on the best return. Clear Channel can do better margins than the current owners [of Ackerley]," said Jim Boyle, senior vp of First Union Securities.

The deal is expected to close next year. It was hatched in July, when Karl Eller, founder of Eller Media and CEO of Clear Channel Outdoor, approached Ackerley chairman Barry Ackerley, with whom he had done several deals. In 1999, two years after Eller sold his company to Clear Channel, Ackerley sold his Florida outdoor operations to CC for \$300 million. ■



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## Running the Numbers

In *Mediaweek's* Los Angeles Market Profile (Oct. 8), BIA Financial Network is sourced for your television station sales ranking. According to Ernst & Young, KTLA-TV, Tribune Co.'s WB affiliate, ranked No. 3 in total station sales for the year 2000, as well as No. 1 among independent stations. In Los Angeles, Ernst & Young is the station sales-ranking source used by all television stations.

Vinnie Malcolm  
General Sales Manager  
KTLA-TV  
Los Angeles

*Editor's Note: All Mediaweek Market Profiles use BIA Financial Network as the source for TV and radio station revenue information.*

## Don't Forget WTBS

The Market Profile on Atlanta (Oct. 1) gave short shrift to Turner Broadcasting's WTBS-TV Ch. 17 in that market. I don't know why.

There is no mention that WTBS is the No. 1 prime-time station in the market during the baseball season, because of its unrivaled Atlanta Braves baseball coverage.

There is no mention that WTBS is the No. 3 station among the nine local broadcast outlets in the market on a total-day basis (per the July '01 sweeps).

What is most unbelievable is that the magazine's previous Market Profile on

Atlanta (Oct. 2, 2000) reported: "One unique competitor in the Atlanta TV market that cannot be ignored is WTBS-TV..." and went on to talk about Braves' baseball, the NBA's Hawks, NASCAR races and our Friday-night signature movie franchise, "Dinner & a Movie."

WTBS can no more be ignored this month than it could be a year ago. If anything, there's more reason to pay attention:

Beginning this month, one of the most popular sitcoms in TV history—*Friends*—began airing on WTBS each weeknight at 6:30 and 7:30 p.m. The top-rated theatrical movies for the third quarter were broadcast on WTBS, including *Rush Hour*, *Pretty Woman* and *A Few Good Men*. Our theatrical and original feature films get the largest share of movie viewing in the Atlanta TV market. And early next year, WTBS will present a two-hour block of original programming (8-10 p.m. on Wednesdays) with *Ripley's Believe It Or Not* followed by *Worst Case Scenario*.

Jim Williams  
Executive VP and General Sales Manager  
WTBS  
Atlanta

*Mediaweek* welcomes letters to the editor. Address all correspondence to Editor, *Mediaweek*, 770 Broadway, New York, NY 10003 or fax to 646-654-5368 or e-mail to [bgloede@mediaweek.com](mailto:bgloede@mediaweek.com). All letters are subject to editing.

## EDITORIAL

# Reconnecting With the First Freedoms

In the debate surrounding advertiser pullouts and affiliate defections from *Politically Incorrect with Bill Maher* and the firings of a pair of newspaper columnists in Texas and Oregon over their criticism of President George W. Bush, there has been much invoking of the "First Amendment" on behalf of the presumptively wronged media types. We figured it might be instructive to print the entire text of the First Amendment so our readers would be reminded of what it does and does not say.

"Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances."

That is it, in its entirety. Note that it says nothing about the duty of advertisers to support opinions with which they or their customers do not agree. Nor does it say that anyone has a right of access to the mass media for the expression of their opinions. And while it does say that anyone is entitled to express an opinion, it does not say that anyone must listen.

The immortal press critic A.J. Liebling came up with a pair of aphorisms that pretty well capture what the First Amendment actually says about the press. The first is that freedom of the press belongs only to those who own one. The second is that while the role of a free press in society is to inform, its function is to make money for its owners. Liebling did not believe these fundamental tenets to be good; but he knew they were correct.

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# Local Media

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## RADIO STATIONS

# Minority Listeners Growing and Moving

BY KATY BACHMAN

Hispanic radio stations in several major markets are likely to see a bump in ratings in the Winter 2002 survey as a result of new population estimates released last week by Arbitron.

The total Hispanic population 12 years and older in the 68 Arbitron-measured His-

"We call those sleeper markets. Hispanics are moving to areas where there is employment," explained Rosa Serrano, senior vp and group account director for multicultural marketing at Initiative Media. "When markets jump as much as Houston and Dallas, there may be more advertising allocated there."

Even though Los Angeles still has the largest U.S. Hispanic population, its Hispanic penetration was adjusted slightly down, from 39 to 38.4 percent. Hispanic penetration in New York, the No. 2 Hispanic market, increased slightly, from 18.8 to 19.2. Miami (No. 3) Hispanic penetration also gained a percentage point, from 40 to 41.4 percent.

Rounding out the top 10 Hispanic markets, the Hispanic population gain in Chicago moved it up in rank from fifth to fourth, jumping

it above Houston, which slipped to fifth, and San Francisco, which slid to fourth. Dallas moved up from ninth to seventh, and San Antonio slid from seventh to eighth. McAllen-Brownsville-Harlingen, Texas, where 85.4 of the population is Hispanic, moved up to ninth from tenth. Phoenix moved into the top 10 at tenth place, pushing out San Diego, which slid to No. 11 from eighth place.

Along with the growth in the Hispanic population has come much more diversity of Hispanic radio formats. "It's only getting better. I'm spending 10 percent more time on Hispanic radio," Serrano said.

Among the general market population 12 plus estimates, no market fell out of the top 10 ranks, and estimates for all but two, Los Angeles (down 1.7 percent) and San Francisco

(down 0.18 percent), were up. Dallas' population posted the most gain, up by 7.3 percent, moving it up in rank to fifth and pushing Philadelphia down to sixth. Detroit, which gained by only 2,000, fell in rank to tenth from seventh. Houston moved up a notch to ninth, and Washington, D.C., moved from ninth to seventh.

African American populations increased in New York, Chicago, and Washington, which remain the top three markets with the highest African American populations. Atlanta, whose Black population increased by 16.5 percent, moves up to No. 4, displacing Detroit, which slipped to sixth from fourth. Philadelphia moved up to fifth from seventh place. Miami's African American population increased by 18.1 percent, which moved it into the top 10 at No. 8, from 11th place.

## MINNEAPOLIS TV STATIONS

### LaSpina Tops WCCO-TV

BY JEREMY MURPHY

A month after celebrating her five-year anniversary with WCCO-TV, the CBS owned-and-operated station in Minneapolis, Jan McDaniel unexpectedly resigned last week as vp and general manager. Replacing McDaniel is Rene LaSpina, previously vp/gm of WNEP-TV, the New York Times Co.'s ABC affiliate in Scranton, Pa., an outlet that boasts the highest-rated local newscast in the country. LaSpina has led WNEP since 1997.

The change in leadership at the Minneapolis O&O comes as the station faces some serious challenges. Last May, WCCO's 10 p.m. newscast finished a distant second behind Gannett's KARE-TV (NBC) after having won the 10 p.m. race in May 2000. Over the last three years, WCCO has lost 8 percent of its viewers overall, according to Nielsen Media Research.

As part of her new job, LaSpina will also oversee WCCO's satellite sister station, KCCO-TV, in Alexandria, Minn.



GM LaSpina enjoyed success in Scranton.

## FASTEST-GROWING HISPANIC MARKETS

MARKET	Hisp. Pop. '01	% Chg./'00	'00 Penetration	'01 Pen.
1. Orlando	231,000	40.6	13.3%	18.7%
2. Portland, Ore.	153,100	38.3	6.0%	8.3%
3. Dallas-Ft. Worth	892,900	37.7	15.1%	20.8%
4. Westchester, N.Y.	122,200	31.9	11.6%	15.3%
5. Denver-Boulder	346,900	29.8	13.1%	17.0%
6. Nassau/Suffolk, N.Y.	242,400	28.8	8.0%	10.3%
7. Phoenix	610,300	26.9	18.2%	23.1%
8. Salt Lake City	134,400	26.9	7.8%	9.9%
9. Las Vegas	264,000	21.9	17.8%	21.7%
10. Houston-Galveston	1,068,000	17.4	23.6%	27.7%

Source: Arbitron, Fall 2000 and Fall 2001 population estimates

panic markets was up 10 percent, compared to the general population, which grew 3.5 percent. The African American population in the 128 African American markets measured by Arbitron climbed 8.8 percent.

Revised annually, last week's release is the first round of population changes based on the Census 2000 data. Arbitron will use the new estimates to conduct its surveys and calculate ratings in the 285 radio markets it measures. Updated age and sex demographics from the census will be incorporated for the Winter and Spring 2002 surveys.

Hispanic populations in 11 markets, including top-ranked Hispanic markets Houston (sixth), Dallas (seventh) and Phoenix (tenth), increased by more than 15 percent (see chart).

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# Market Profile

BY EILEEN DAVIS HUDSON



The city's observance of its 300th birthday this year was highlighted by a week-long summer festival.

DETROIT CHAMBER OF COMMERCE

## Detroit

**CELEBRATING ITS 300-YEAR HISTORY, DETROIT THREW A WEEK-LONG PARTY FOR ITSELF** in July. The Detroit 300 Festival was highlighted by a parade of ships on the Detroit River that attracted a crowd of 1 million people, as well as a concert by Detroit native and Motown legend Stevie Wonder.

The country's general economic slowdown has hit Detroit particularly hard. Automakers General Motors, Ford and DaimlerChrysler have all curtailed production and made extensive layoffs this year, as have scores of Detroit-area equipment manufacturers that supply parts to the Big Three.

In local television, Viacom has been working to improve its Detroit duopoly, formed last year when the company acquired CBS and its owned-and-operated WWJ-TV and combined many of that outlet's operations with WKBD-TV, Viacom's UPN outlet in the market. WWJ (Channel 62) has struggled to find viewers since CBS acquired the outlet in the mid-1990s after former CBS station WJBK (Channel 2) was acquired by News Corp. and became a Fox O&O. While WJBK has

flourished as a Fox property, retaining many of the newscasts and talent the station had as a CBS station, WWJ, which opted not to produce local news, has not fared well in the ratings.

Over the past year, WWJ has begun easing into the local news business. Last fall, the outlet began airing two-minute news updates during CBS' NFL football telecasts on Sun-

day afternoons and during its nightly airings of syndicated *Seinfeld* repeats from 11-11:30 p.m. In April of this year, WWJ launched its first full newscast, a half hour at 11 p.m. The program is hosted by the anchors from sister station WKBD (which produces its own hour-long late newscast at 10 p.m.). WWJ's 11 p.m. news earned an average 2.2 rating and a 4 share in households in July, placing fifth in the time period, according to Nielsen Media Research (see chart on page 20).

Ray Rajewski, executive vp of Viacom Television Stations, is overseeing both WWJ and WKBD, which currently are without general managers. Viacom has not decided whether the outlets will continue to have separate gms or be run by a single executive, a company representative said.

Former WWJ vp/station manager and sales director Kevin Cuddihy left the station in April and became vp of regional and national sales, Midwest division, for Comcast MarketLink, the market's cable TV interconnect. At WKBD, executive vp/gm Mike Dunlop resigned in August, and news director Tom Bell left soon after.

Fox's WJBK is also currently operating without either a general manager or a news director. Former gm James Clayton recently was promoted to vp/gm of Fox's WNYW-TV in New York, and former WJBK news director Neil Goldstein became vp/news director at WNYW. Fox's corporate staff in New York is overseeing WJBK during the search to fill these management slots.

WJBK's 10 p.m. news continues to maintain a wide lead over WKBD's competing newscast, generating an average 8.7/14 in households in July to WKBD's 3.9/6.

The top two news competitors in the country's ninth-largest television market (with 1.9 million TV homes) are Post-Newsweek's NBC affiliate WDIV-TV and Scripps Howard Broadcasting's ABC affiliate WXYZ-TV.

For more than a decade, WDIV has been one of NBC's top-performing major-market affiliates. Over the past year, the station has adjusted its branding, downplaying WDIV in favor of "Local 4 News." WDIV news director Deborah Collura says market research showed that viewers did not identify strongly with the outlet's call letters. "The

NIelsen MONITOR-PLUS

### AD SPENDING BY MEDIA / DETROIT

	Jan.-Dec. 1999	Jan.-Dec. 2000
Spot TV	\$428,345,120	\$454,346,905
Local Newspaper	\$260,369,840	\$276,816,820
Spot Radio	\$139,938,350	\$131,123,970
Outdoor	\$23,884,135	\$25,819,700
FSI Coupon*	\$12,785,840	\$18,478,550
Local Magazine	\$8,638,380	\$7,389,760
Total	\$873,961,665	\$913,975,605

\*Packaged goods only Source: Nielsen Monitor-Plus

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# Market Profile

only thing we can give people today is local news—there are so many outlets out there [for entertainment], from the Internet to cable,” says Collura. The re-branding effort “has made a significant difference for us,” she adds.

Among WXYZ’s strengths is the stability of its veteran news staff. “It’s a real battle between us and WDIV,” says Grace Gilchrist, WXYZ vp/gm. And it’s no longer just a two-horse race, Gilchrist adds, noting that WJBK has been making strong gains over the past five years. In morning news, WJBK’s local program often wins the 7-9 a.m. time period in key demo ratings against ABC’s *Good Morning America* on WXYZ and NBC’s *Today* on WDIV, Gilchrist notes.

WDWB-TV, Granite Broadcasting’s 4-year-old WB affiliate, competes with WJBK and WKBD for the market’s younger viewers as well as Detroit’s sizeable African American population (19 percent of the market’s total, according to Scarborough Research).

Paxon Communications also has an O&O in the market, WPXD-TV.

Viacom’s Infinity Broadcasting is the leading group in the 10th-ranked Detroit radio market, with 32.6 percent of total radio advertising spending in 2000, according to BIA Financial Network. For its six stations, Infinity has a combined 23.2 listener share (see *Radio Ownership* chart on page 20).

Close behind Infinity is Clear Channel Communications, whose six Detroit outlets command a 29.5 percent share of ad billings and a combined 22.7 listener share.

Greater Media and ABC Radio pull in far less total revenue than the two market heavyweights, but several of their individual stations are among the strongest in both ratings and billings. Among them is Greater Media’s FM outlet at 105.1 on the dial. In June, the station shook up the market by hiring away Jim Harper, Detroit’s top-rated morning-show host, from Clear Channel’s Adult Contemporary WNIC-FM. After nabbing Harper, who is also serving as program director, privately held Greater Media changed the call letters of 105.1 from WGRV-FM (“the Groove”) to WMGC-FM (“Magic”) and flipped the outlet’s format from Rhythmic Oldies to Adult Contemporary, going head-to-head with WNIC.

Greater Media now boasts the top two morning shows in the market among listeners 25-54 with Harper and *Drew and Mike in the Morning* on Album-Oriented Rock station WRIF-FM.

WNIC remains the highest-billing station in the market and the top station overall among listeners 12-plus, according to the Spring 2001 Arbitron ratings. However, WNIC’s overall ratings slipped from an average 7.6 in the Winter Arbitrons to a 6.3 in the Spring book. In morning drive, WNIC finished third in the Spring book, behind WRIF and Infinity News outlet WWJ-AM. (In news, WWJ’s strongest competitor is ABC Radio’s News/Talk WJR-AM.)

In late September, local TV personality Chuck Gaidica joined the morning show on

WNIC. Along with Gaidica, WNIC’s *The Breakfast Club* features hosts Stacey DuFord, Lori Bennett and Dave Lockhart. Gaidica replaced Chris Edmonds, who became host of WNIC’s afternoon-drive (3 to 8 p.m.) show. Gaidica continues his weather forecasting duties at WDIV-TV.

Radio One, another significant player in the market, acquired two stations in 1998 from Bell Broadcasting, a pioneering black-owned broadcaster in Detroit. In 1999, Radio One acquired its third Detroit outlet, Urban Adult Contemporary WDMK-FM. Radio

## SCARBOROUGH PROFILE

### Comparison of Detroit

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Detroit Composition %	Detroit Index
<b>DEMOGRAPHICS</b>			
Age 18-34	31	31	99
Age 35-54	41	41	102
Age 55+	28	28	99
HHI \$75,000+	25	31	125
College Graduate	12	10	79
Any Postgraduate Work	10	9	90
Professional/Managerial	23	21	94
African American	13	19	152
Hispanic	12	4	31
<b>MEDIA USAGE - AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	53	47	87
Read Any Sunday Newspaper	64	63	99
Total Radio Morning Drive M-F	22	23	102
Total Radio Evening Drive M-F	18	20	111
Total TV Early Evening M-F	30	27	92
Total TV Prime Time M-Sun	35	38	97
Total Cable Prime Time M-Sun	13	14	110
<b>MEDIA USAGE - CUME AUDIENCES**</b>			
Read Any Daily Newspaper	72	63	88
Read Any Sunday Newspaper	77	77	100
Total Radio Morning Drive M-F	75	75	99
Total Radio Evening Drive M-F	73	77	105
Total TV Early Evening M-F	71	68	97
Total TV Prime Time M-Sun	91	92	101
Total Cable Prime Time M-Sun	55	58	101
<b>MEDIA USAGE - OTHER</b>			
Access Internet/WWW	55	56	96
<b>HOME TECHNOLOGY</b>			
Own a Personal Computer	64	62	96
Shop Using Online Services/Internet	27	27	103
Connected to Cable	73	77	106
Connected to Satellite/Microwave Dish	14	14	100

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

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

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# Market Profile

## RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Infinity Broadcasting	2 AM, 4 FM	23.2	\$92.0	32.6%
Clear Channel Communications	1 AM, 5 FM	22.7	\$83.2	29.5%
Greater Media	3 FM	11.0	\$37.4	13.3%
ABC Radio	1 AM, 2 FM	12.8	\$33.9	12.1%
Radio One	1 AM, 2 FM	5.6	\$10.1	3.6%

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

One's two FM stations' primary competitors are Clear Channel's Urban Adult Contemporary WJLB-FM and Infinity's Smooth Jazz WVMV-FM.

Radio One recently also made a change in the mornings, hiring John Mason as a.m. host on WDMK. For 18 years, Mason hosted the market's top-rated morning show among African American listeners, on Clear Channel's WJLB, still the top-rated Urban outlet in the market.

To replace Mason in the mornings, WJLB hired Big Tigger, the host of *Rap City: The Basement* on cable's BET network.

Another group on the Detroit radio scene is Canadian broadcaster CHUM Group Radio. CHUM owns four stations in nearby Windsor, Ontario, including popular New Rock outlet CIMX-FM and Adult Standards CKWW-AM.

One of the biggest recent developments in Detroit's local media has been the consolidation of cable system ownership in the hands of Comcast Cable. Philadelphia-based Comcast now controls Detroit cable subscribers previously controlled by Adelphia Cable, Media One and AT&T Broadband and has boosted its market share from about 35 percent to about 80 percent. Comcast is also expected to add some systems in the southern portion of the Detroit DMA via a swap with Buckeye Cable. That deal should be completed by the end of the year, says Comcast MarketLink's Cuddihy.

In June, Comcast purchased the existing local interconnect and formed Comcast MarketLink Detroit. The former interconnect, ADNex Detroit, was a partnership of Comcast, Time Warner and Buckeye Cable. Also in June, Comcast began handling sales of local and interconnect spots on Time Warner's systems in the market.

Comcast is pitching its system acquisitions and the new interconnect as providing local cable advertisers as a more efficient way of doing business. MarketLink reaches all 1.1

million of the DMA's cable households.

According to Scarborough, cable penetration in Detroit is 77 percent, although Comcast estimates the figure is actually closer to 69 percent.

In newspapers, Detroit's two dailies are Gannett Co.'s *Detroit News* and Knight Ridder's *Detroit Free Press*. The papers have done

business under a joint operating agreement since 1989, sharing operations including advertising, circulation and distribution, but competing for news. The morning *Free Press* had average daily circulation of 362,979 for the six months ended March 31, down slightly from the same period a year earlier. The afternoon *News*' daily average circ was 237,991, a 3.5 percent decline.

On weekends, a single *News and Free Press* is published. For the six months ended in March, the Saturday edition's average circ was 546,342, down 5.8 percent, and Sunday circ was off 2.9 percent, to 738,248.

Last December, the JOA finally completed all of its new contract agreements with the papers' labor unions, ending years of bitter relations and work stoppages that cost Knight Ridder and Gannett millions of dollars. Because of the protracted dispute, many other

## NIELSEN RATINGS / DETROIT

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

### Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	ABC	WXYZ	8.1	19
	NBC	WDIV	8.1	19
	Fox	WJBK	4.8	11
	UPN	WKBD*	2.4	6
	WB	WDWB*	1.1	3
	CBS	WWJ*	1.7	4
	Pax	WPXD*	0.3	1
5:30-6 p.m.	ABC	WXYZ	8.1	19
	NBC	WDIV	8.1	19
	Fox	WJBK	4.8	11
	UPN	WKBD*	2.5	6
	CBS	WWJ*	1.7	4
	WB	WDWB*	1.5	3
	Pax	WPXD*	0.3	1
6-6:30 p.m.	NBC	WDIV	9.5	21
	ABC	WXYZ	8.0	17
	Fox	WJBK	4.5	10
	UPN	WKBD*	4.6	10
	CBS	WWJ*	2.2	5
	WB	WDWB*	1.5	3
	Pax	WPXD*	0.2	1
6:30-7 p.m.	ABC	WXYZ	8.0	17

### Late News

10-11 p.m.	Fox	WJBK	8.7	14
	UPN	WKBD	3.9	6
11-11:30 p.m.	NBC	WDIV	12.9	24
	ABC	WXYZ	9.4	17
	Fox	WJBK*	3.9	7
	UPN	WKBD*	2.6	5
	CBS	WWJ	2.2	4
	WB	WDWB*	1.8	3
	Pax	WPXD*	0.7	1

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

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# Market Profile

## RADIO LISTENERSHIP

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WRIF-FM	Album-Oriented Rock	8.7	4.3
WWJ-AM	News	8.2	5.2
WNIC-FM	Adult Contemporary	7.5	5.1
WJR-AM	News/Talk	6.9	4.9
WOMC-FM	Oldies	5.6	5.1
WJLB-FM	Smooth Jazz	5.1	5.3
WMXD-FM	Urban Adult Contemporary	4.5	3.1
WVMV-FM	Smooth Jazz	4.0	5.6
WDRQ-FM	Adult Contemporary	3.6	5.1
WKQI-FM	Top 40	3.6	4.0

Source: Arbitron Spring 2001 Radio Market Report

members of unions in the Detroit area, including autoworkers and teachers, refused to buy the newspapers. (Only 47 percent of residents of the Detroit DMA currently read a daily newspaper, well below the average of 53 percent for the country's 50 largest markets, according to Scarborough.)

In an effort to win back some teachers, many of whom previously used the paper in their classrooms, the *Free Press* revamped its Yak's Corner, a section devoted to children ages 6-12. The two-page broadsheet was recently converted to a tabloid.

The *Free Press* also recently expanded its technology coverage with the launch of Tech Today, which runs daily on page 2A.

On the distribution front, the *Free Press* has expanded its efforts in Oakland County, particularly the fast-growing northern section of the county, which includes Pontiac, Mich. The *Press'* zoned Oakland edition, launched in 1998, now outsells all other newspapers in the county with about 98,000 copies per day, says *Free Press* publisher Heath Meriwether.

The two metro dailies have many competitors in the surrounding suburbs. Among them is 21st Century Newspapers' Greater Detroit Newspaper Network, which publishes *The Oakland Press* (circulation 77,146 daily; 92,992 Sunday) and the *Royal Oak Daily Tribune*, an afternoon paper (circ 15,630 daily; 18,761 Sunday). The two papers cover different parts of Oakland County, one of the wealthiest areas in the country.

The weekly newspaper *Crain's Detroit Business* got a full redesign in February 2000, the paper's first makeover since its 1985 launch, says Philip Nussel, *CDB* managing editor. *CDB* primarily covers five counties in the metro area: Wayne (where Detroit is located), Oakland, Macomb, Livingston and

Washtenaw. A sister *Crain* publication, *Automotive News*, keeps close tabs on the Big Three automakers.

Most of Detroit's local media outlets came up with their own ways of covering the city's 300th anniversary. For its part, *CDB* spent a full year preparing a special supplement that was published at the end of June. The 136-page supplement included information about the city's evolution and photo essays featuring the daily lives of present-day residents.

As with radio, Detroit's out-of-home advertising market is led by Viacom, whose Viacom Outdoor is the biggest outdoor player in the market. While the company has coverage throughout the seven-county DMA, its largest concentration of outdoor ad inventory is in Wayne, Oakland and Macomb counties. Viacom offers about 800 bulletin positions, with rotary bulletins measuring 14-by-48-ft. and permanent bulletins having var-

ious oversized measurements. Viacom Outdoor also offers about 1,500 30-sheet facings, as well as bus advertising in Wayne County through a contract with the Detroit Department of Transportation.

A recent development in out-of-home advertising that hit the Detroit market in April is Suburban Auto Murals. SAMs, available in Detroit through Viacom, involve wrapping minivans and SUVs owned by private individuals with advertising messages. Most of Viacom's SAM business so far is in affluent Oakland County. "The focus is on [standard] outdoor advertising," says Tom Carroll, vp/central region for Viacom Outdoor. Individuals who have SAMs wrapped around their vehicles receive \$350 a month. Carroll says if the novelty catches on, he will likely expand the program.

Although Viacom is by far the largest outdoor concern in the market, competitors include Lamar Advertising, which offers bulletin positions, and Gateway Advertising, which specializes in eight-sheet facings in Detroit. —with Katy Bachman

## NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>Wayne County: 783,634 Households</b>				
<i>The Detroit News and Free Press*</i>	238,257	314,319	30.4%	40.1%
<b>Oakland County: 468,911 Households</b>				
<i>The Detroit News and Free Press*</i>	145,543	180,864	31.0%	38.6%
<i>The Oakland Press</i>	75,134	92,886	16.0%	19.8%
<i>Royal Oak Daily Tribune</i>	16,974	19,566	3.6%	4.2%
<b>Ingham County: 105,624 Households</b>				
<i>The Detroit News and Free Press*</i>	6,449	5,023	6.1%	4.8%
<i>Lansing State Journal</i>	44,136	55,463	41.8%	52.5%
<b>Macomb County: 309,842 Households</b>				
<i>The Detroit News and Free Press*</i>	98,194	129,061	31.7%	41.7%
<i>The Macomb Daily</i>	55,109	79,199	17.8%	25.6%
<b>Washtenaw County: 116,706 Households</b>				
<i>Ann Arbor News</i>	48,318	59,537	41.4%	51.0%
<i>The Detroit News and Free Press*</i>	13,522	14,032	11.6%	12.0%
<b>Livingston County: 54,024 Households</b>				
<i>Ann Arbor News</i>	4,153	6,526	7.7%	12.1%
<i>The Detroit News and Free Press*</i>	9,670	15,356	17.9%	28.4%
<b>St. Clair County: 61,069 Households</b>				
<i>The Detroit News and Free Press*</i>	4,193	7,207	6.9%	11.8%
<i>Port Huron Times Herald</i>	25,888	34,939	42.4%	57.2%

\*Combined daily circulation Source: Audit Bureau of Circulations

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## RESEARCH

**Katy Bachman**

# The Odd Couple

**Can Nielsen and Arbitron really collaborate on a local ratings system?**

Certainly one of the strangest cooperative agreements ever signed in the media research business is the unlikely pact between Arbitron and Nielsen Media Research to develop Arbitron's portable people meter technology. In June 2000, when Arbitron announced it would begin testing the passive alternative in Philadelphia, it also announced that Nielsen, which invested undisclosed millions in the project, would later have the opportunity to join with Arbitron in the PPM's commercial deployment. A formalized joint venture could come as early as next February.

What on earth would Nielsen and Arbitron—former rivals in the local TV ratings business and the two companies that respectively provide the currency for \$58 billion in TV spending and \$19 billion in radio—be doing as partners? The answer seems simple enough: to spread the costs of deployment. Arbitron would use the PPM to measure radio listening and Nielsen could use it to measure TV viewing.

But given the track record of both companies, specifically Arbitron's abandoned effort in 1993 to compete with Nielsen in local TV ratings and Nielsen's propensity for vanquishing any and all competitors, this alliance seems tenuous at best. There has been talk that Nielsen parent VNU should buy Arbitron—particularly now that Arbitron's six-month quiet period following its public offering has expired—and unify the ratings system for all electronic media. But federal regulators may not take too kindly to such a combine, and stations and advertising agencies would very likely oppose any further consolidation in the ratings business. Even a formalized joint venture on the PPM has raised eyebrows. It's "an oligopoly controlling a ratings monopoly," says Tony Jarvis, senior vp and director of strategic insights for MediaCom.

So far, Arbitron has released initial topline data for May and July. If further releases pass muster, Arbitron's PPM could be deployed commercially in Philadelphia in mid-2002. That's about the time Nielsen will officially turn on its first local people meter market in Boston, next May. It will happen whether or not TV stations in Boston are willing to buy the service, which they very well might not since the local people meters have reported lower HUT levels, and thus lower ratings, in key dayparts.

Nielsen says it will go ahead with people meters with or without station contracts. Why the rush? Why wait, counters Ken Wollenberg, Nielsen's senior vp of strategic and business development. Though Nielsen will consider the PPM if it turns out to be a real alternative, Nielsen has already sunk millions into the Boston demo.

The sad fact is that the methodology behind local TV

measurement hasn't improved in more than 40 years. Smaller markets still use diaries, first introduced in 1949! The first set meters came along in the late '50s.

For the first time in a long time, the industry has a choice: people meters (meters connected to the TV set that require household members to indicate they are viewing by pressing buttons) or the PPM (a small, pager-like device that picks up encoded radio, TV and cable signals, both inside and outside the home).

On the face of it, the PPM is closer to the two holy grails of the research business. It's passive and it's single-source, recording an individual's consumption of TV, cable and radio using one device. All the consumer has to do is carry around the PPM, and before retiring for the night, place it in its docking station, which whisks the data to the ratings company for processing.

The PPM also picks up TV-viewing behavior that the homebound people meter cannot, specifically, viewing in sports bars or in the workplace, wherever a consumer watches TV. While people meters in Boston reported HUT levels down by 9 percent on average and down as much as 15 percent for early fringe, data from the PPM in Wilmington, Del., showed cable viewing doubled and broadcast TV viewing up 10 percent.

In the end, the success or failure of any effort to improve audience measurement with either people meters or the PPM will depend on Nielsen. Steve Morris, president of Arbitron, admitted as much during a recent meeting with agency and station clients at its Columbia, Md., headquarters. Without Nielsen's participation, the rollout of the PPM "would take a lot longer," Morris said, adding, "Their words and their actions have indicated their keen interest in the system's potential. We have no indication to date that they won't join us."

For its part, Nielsen has been mum about how the PPM fits into its business strategy, referring questions about the PPM to Arbitron because it's "Arbitron's project." Calling for more conclusive PPM data, Nielsen has carefully held back any direct praise or comment.

Few doubt the face of local TV measurement is going to change for the better, whether it's Nielsen's people meters or the PPM. It's long overdue. But given Arbitron's strategy to embrace Nielsen, and Nielsen's long history of successfully defending its role as the currency of TV measurement, the decision is likely to be made by one person: John Dimling of Nielsen. He holds all the cards.

*Editor's disclosure: Katy Bachman covers radio and research for Mediaweek. Her husband, Thom Mocarsky, is the vp of communications for Arbitron. Mediaweek is a property of VNU, the parent company of Nielsen Media Research.* ■

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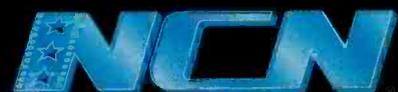
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NATIONAL CINEMA NETWORK



# Spring Forward, Fall Back

Fox Entertainment chief Sandy Grushow had expected to maintain the network's ratings momentum from last season going into this fall. Since Sept. 11, his plans have changed. Can Fox still gain ground on NBC? **BY ALAN JAMES FRUTKIN**

**When the attacks on New York** and Washington took place Sept. 11, Sandy Grushow was in Manhattan, about to leave his hotel room for the News Corp. offices. As he tried to take in what had happened, he knew he had some programming decisions to make—and fast. Fox was set to air *The X-Files Movie* on Sept. 14 and *Independence Day* on Sept. 16. *The Rats*, a network original about out-of-control rodents overrunning New York, was slated for Sept. 17.

Grushow, chairman of Fox Television Entertainment Group, says that after the attacks, "it was clear those movies were not appropriate for the network to be broadcasting." Other decisions soon followed. The launch of the new reality series *Love Cruise* was postponed. Promo spots for Fox's highly anticipated drama *24* were pulled, as was a scene from the pilot episode in which an assassin blows up a plane.

In the days following the attacks, Fox brass scoured much of its content for verbal and visual references to the World Trade Center, to explosions, to anything that might offend viewers. Such reflex actions seem easy compared to the long-term decisions Grushow and all network executives may be forced to make.

For the moment, viewers have returned to watching their favorite

programs. But with retaliatory attacks by the United States and Britain under way, it's unclear how a protracted war, which could require prime-time pre-emptions and beefed-up news programming, will further impact the season.

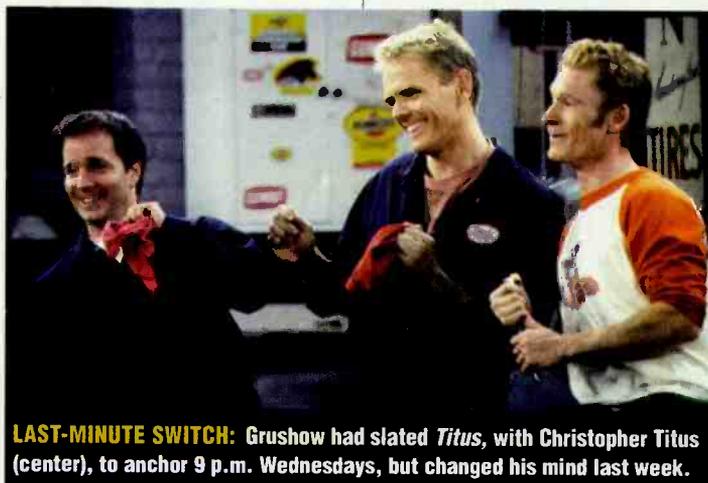
The television industry also hasn't yet figured out how Sept. 11 and its aftermath could affect long-term viewing patterns. Will audiences lose their taste for reality shows? Will there be a surge in comedies? A return of the Western?

Perhaps the earliest the networks will be able to fully address those questions is fall 2002. Even if some cultural trends emerge over the coming months, it would be financially impractical to get almost anything new up and running for midseason.

With advertising revenue down about \$750 million dollars from last year—and declining—broadcasters already were tightening their belts. And in the news coverage that fol-

lowed the attacks, the networks lost approximately \$200 million. Further pre-emptions of prime-time programming could cripple broadcasters.

Grushow says those losses bode poorly for any network scrapping its midseason plans in response to shifting cultural trends. "Even if a network has a sense that the tide has turned, it will be hard to economically



**LAST-MINUTE SWITCH:** Grushow had slated *Titus*, with Christopher Titus (center), to anchor 9 p.m. Wednesdays, but changed his mind last week.

© JEFF BLANKENHORN



**THE CEO WITH TWO JOBS:**  
Grushow, in his office above the Fox lot,  
says running the network has not affected  
his thinking as studio chief.

justify additional program expenditures because of what's going on in the marketplace," he says. "To suggest that we're all facing financial difficulties the likes of which we've never seen before is probably an understatement."

Rewind to Sept. 10: A mere week away from the official start of the fall season, Fox was positioned to make significant gains. On the strength of shows such as *Malcolm in the Middle* and a revitalized *Ally McBeal*, it had finished last season in the No. 2 slot in adults 18-49, second only to NBC (and a first for Fox). This summer, TV critics chose Fox shows as the new season's top three entries: *24*, *Undeclared* and *The Tick*.

As overseer of both Fox Broadcasting and sister studio 20th Century Fox Television since 1999, Grushow has been largely credited with reviving the network, which had fallen prey to an overreliance on questionable nonfiction programming such as *When Animals Attack*. Even highly touted narrative series such as *Action* couldn't make the grade.

Grushow shares much of the praise with Gail Berman, whom he named Fox's entertainment president in 2000. Likewise, 20th Century

have premiered Oct. 30, will now launch Nov. 6.

Grushow expresses concern about that delay. "We certainly don't want to give the other networks an opportunity to establish their programs—new or returning—before we have an opportunity to be heard from," he says. Making matters worse, however, is the fact that *24* will now launch during sweeps. The stunts Grushow will face from his competition could stymie his plans to create the network's next big hit. "It only makes it more challenging," he adds.

Whatever havoc the Sept. 11 attacks have wrought on network television, Grushow maintains they did not render the fall season entirely moot. "We still have the exact same schedule," he says. "And most of our plans continue to be in place."

Much of the network's strengths clearly lie in its Saturday, Sunday, and Monday lineups. Grushow hopes to extend that strength to Tuesday night, with an expected smooth flow between *That '70s Show*, *Undeclared* and what many consider to be the season's best new series, *24*. But the numbers for the first two haven't panned out exactly as Fox had hoped, though it is still early: *That '70s Show* is delivering an average household 6.4 rating/10 share and a 7.0/22 in adults 18-34, according to Nielsen Media Research, while *Undeclared* is drawing a 5.8/9 in households and a 6.3/18 in young adults.

The network's most apparent weak spots are on the three other weeknights. And reversing that pattern may prove as difficult as ever this season—regardless of world events. Wednesday's so-called "comedy wheel" is one reason. In its analysis of the new season, Starcom Entertainment's research staff dismissed the strategy, saying it "basically means...repeats. Is branding repeats supposed to trick us?" Despite such response to the strategy, Grushow says, "I assure you [buyers] gave that comedy wheel a higher estimate than they would have given a brand-new comedy." If only because it would be foolhardy to launch a new series at 8.

Grushow didn't even want to put *Grounded for Life*, which follows at 8:30 p.m., in the 8 o'clock slot. He seems intent on growing the series, which launched last midseason to modest ratings. But he says it is still "too young and too fragile" at a 4.4/7 household rating to anchor the night.

Could they have put *Malcolm* at 8? Sure. But with ABC and NBC aggressively scheduling Sunday, Grushow wanted to give *The X-Files* the best protection possible. And with no other established comedy to move into the Wednesday slot, the comedy wheel (formed out of necessity last season. Remember *Normal, Ohio*?) stuck on the fall schedule.

When pressed, Grushow suggests that the comedy wheel is a temporary fix. And he alludes that it may disappear as soon as midseason. Among the shows being considered for the 8 p.m. slot is the follow-up to *That '70s Show*, loosely referred to as *That '80s Show*. Although not established, the branding that comes with the series could offer the network a solid anchor to lead into *Grounded*.

While intent on protecting *Grounded*, Grushow had seemed as willing to sacrifice *Titus*, which initially was moving from Tuesday at 8:30 to Wednesday at 9. "At some point, you have to send shows out there into the world to fend for themselves," Grushow had said at the time of that move. Last week, however, he decided to flip the 9 o'clock hour, anchoring with *The Bernie Mac Show*, followed by *Titus* at 9:30, effective Nov. 14.

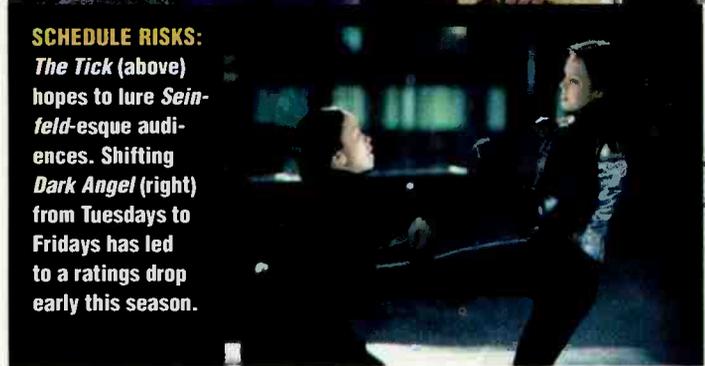
As NBC powerhouse *The West Wing* continues to reign supreme at 9, Grushow initially believed that with *Titus* he could encroach on ABC's declining *The Drew Carey Show*. "It's a series that showed signs of erosion this past season," he says. "So it's incumbent upon us to go in there and plant our flag, even though we're probably going to underperform."

But *West Wing*'s early numbers may have helped bump *Titus* from



**SCHEDULE RISKS:**

*The Tick* (above) hopes to lure *Seinfeld*-esque audiences. Shifting *Dark Angel* (right) from Tuesdays to Fridays has led to a ratings drop early this season.



THE TICK: FOX; DARK ANGEL: GREG COOPER/FOX

Fox TV, headed by presidents Gary Newman and Dana Walden, continues its reign as the top content provider in Hollywood for the third season in a row.

Fox's rising profile also has served as a vindication of sorts for Grushow, who has spent much of his professional career on the Fox lot and who was once ousted as the network's top programmer, in 1994. But despite the success he's enjoyed over the last two years, events since Sept. 11 have put some of Grushow's winning strategies in jeopardy. With its postseason baseball coverage, Fox already was launching several series late, including *24* and *The Bernie Mac Show*; with baseball pushed back a week because of the attacks, that means *24*, which was to

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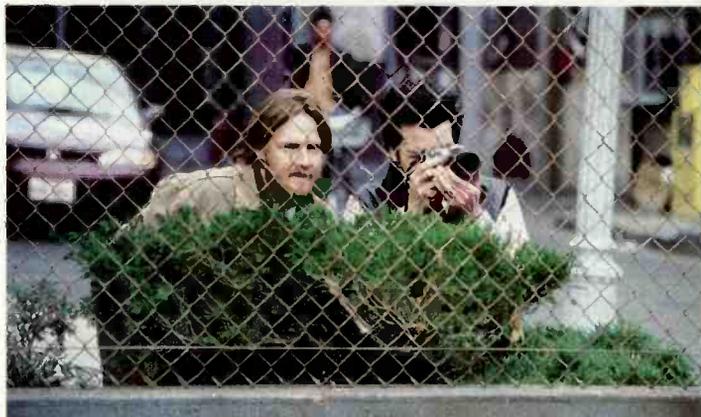


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the anchor slot. Grushow now says *The Bernie Mac Show* represents "a truer and more classic form of counterprogramming."

And many buyers are going along with that reassessment. "I'm not sure *Titus* was strong enough to anchor at 9," says Steve Sternberg, senior vp and director of audience analysis at Magna Global USA. "And it gives *Bernie Mac* a chance to become a success on its own." Sternberg adds that the move may not boost Fox's numbers all that much. "Wednesday is still a relatively weak night for them," he says.

Like *Titus*, Tuesday's *Dark Angel* was one of the network's most promising shows last season. When the net repositioned it at Fridays at 8 p.m., some buyers believed its chance at success would be greatly diminished. But many have come around to see the repositioning as another smart move. "The country fell in love with *The X-Files* on Fridays, and I don't see why another program along those lines couldn't



**SOPHOMORIC BEHAVIOR:** Second-year *Grounded* stars Donal Logue (left).

MICHAEL YARSH/FOX

## Grushow seems intent on growing *Grounded for Life*, but he says it is still 'too young and too fragile' at a 4.4 household rating to anchor Wednesday night.

work there," says Chris Geraci, director of national TV for OMD/USA.

Season-to-date, *Dark Angel* is tracking at a 4.6/8, 29 percent lower than its season average last year on Tuesdays (a night with much higher homes-using-TV levels). Grushow had hoped *Dark Angel*'s move to Friday could help draw young women to the series, and that *Pasadena* would keep them there. But *Pasadena*—part *Dynasty*, part *Twin Peaks*—already has faltered in its first two weeks on the air.

Grushow admits that the audience flow between *Dark Angel* and *Pasadena* is less than ideal, evidenced by the prime-time soap losing a big chunk of its *Dark Angel* lead-in. Geraci blames the show's content less than its scheduling, and he suggests that better positioning might have helped its chances. "*Pasadena* might have worked better if it had been paired with a David E. Kelley show," he says.

*Titus* and *Dark Angel* aren't the only shows getting batted around by Grushow. *The Tick*, a live-action comedy based on the popular comic strip, was originally announced two upfronts ago as a midseason replacement for the 2000-2001 season. When news of a potential writers strike made its way through Hollywood last year, Fox hoped to hold the series in case of a work stoppage.

Now scheduled for Thursdays at 8:30, *The Tick* has one of the least enviable slots on any network's lineup. Ironically, TV critics voted *The Tick* the season's third-best show. But its slot underscores rumors that the network has little faith in the series. "I would ask people to look at our schedule and identify a better time period for it," Grushow says,

noting that unlike the Big Three networks, Fox programs 15 hours a week rather than 22. "We weren't touching Saturday, we weren't touching Sunday, and we weren't touching Monday."

With the network's big plans for Tuesday, Fox brass was left with only three days to consider. They didn't want to launch it Wednesdays at 8, nor did they want to put it up against *Will & Grace* on NBC and *CSI: Crime Scene Investigation* on CBS Thursdays at 9. So all roads led to Thursday at 8:30. "And we tried to give it as much protection as we can, by putting it behind a semi-established show," Grushow says.

That show is *Family Guy*, the animated series Fox has tried to launch twice, with little success. And both shows are up against what may be the toughest programming on any night: NBC's *Friends* and CBS' *Survivor: Africa*.

In a strange twist of fate, *The Tick* will compete against NBC's *Inside Schwartz*, a show that 20th Century Fox TV produces. Coincidentally, *The Tick* stars *Seinfeld*'s Patrick Warburton. Clearly, the show targets NBC's Must-See demographic. And what better time to siphon them off than after *Friends*?

Grushow, however, sees no conflict in going head-to-head with his own product. "We invest heavily in our shows and we want all of them to work whether they're at NBC or any other network," he says. "I don't believe that Scott Sassa or Jeff Zucker are thinking that we're doing anything destructive to *Inside Schwartz* because we fear that somehow it's going to hurt *The Tick*'s chance to succeed."

Zucker agrees, saying Grushow's dual stewardship has had little negative impact on NBC. "I'm sure Sandy juggles wearing both those hats, but he's always been a gentleman about it," Zucker says. "The beauty is that he can't lose. Either he enjoys success on the network or he enjoys success with a program he hopes to syndicate."

Still, Grushow may end up wiping out with both *The Tick* (from Columbia TriStar TV) and *Inside Schwartz*. Given the track record of most 8:30 programs on Thursday, that's a distinct possibility. And though the tenuous nature of the upcoming season have network programmers thinking they need to be more patient with their shows,

Grushow says patience is a virtue that few can afford—whatever the national mood. "The game is not all that different today than it was on Sept. 10," he says. "You'll stick with the shows you believe in creatively, and cut bait with shows that aren't attracting an audience and that you don't have a creative passion for."

As development begins for fall 2002, the creative decisions going into next season might not prove so cut-and-dried. Gary Newman of 20th Century Fox TV says the networks already are making their choices. "Procedural cop shows, which have had so much success recently, are not being emphasized," he says. "I think the networks are looking for kinder, gentler dramas, like family dramas, or pure escapist shows that are adventurous and fun, as opposed to serious, intense, dramas."

On the comedy front, Newman says the networks will likely favor high-concept and family sitcoms over the urban-yuppie genre. "There's something about singles in their thirties fretting about trivial problems that doesn't seem timely or relevant," he adds.

Grushow, however, seems loath to predict any post-Sept. 11 cultural trends. "I think it's far too early to make any grand pronouncement about how the viewing public's tastes have changed or are going to change," he says. "There's no historical precedent for an event of this magnitude, and it's incumbent on this corporation as a whole to keep our fingers on the pulse of what the American public is looking for." ■

*Alan James Frutkin covers the television business for Mediaweek from Los Angeles.*

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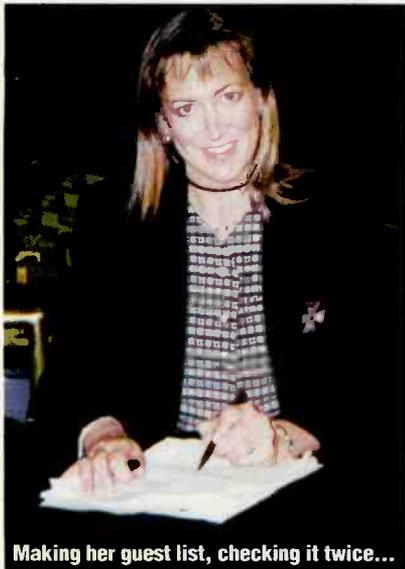
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# Media Elite

EDITED BY ANNE TORPEY-KEMPH



Making her guest list, checking it twice...

## Pierce Knows How to Pick 'Em For *Nightline*

**DIANA PIERCE'S CHALLENGE** in the past three weeks has been to find quality in much greater quantity. As senior live segment producer for ABC's *Nightline*, she's had to line up 100-plus guests to fill the show's expanded schedule since the Sept. 11 terrorist attacks (in the first three days after the attacks, the usual half-hour news show was on for three-and-a-half hours, and since then it has aired for one hour nightly). "Trying to find the right voices for [*Nightline* host] Ted [Koppel] each night with more time to

fill has been pretty hectic," Pierce says. "I haven't seen the gym since Sept. 11."

Pierce, who has been booking guests for *Nightline* since leaving her post as assistant to former White House adviser David Gergen in 1994, said there has been particular pressure to find credentialed experts who can give viewers a clear picture of U.S. military operations and the threats of bioterrorism. Her job involves finding appropriate guests, screening them and walking them through the on-air interview.

Among Pierce's recent booking coups: Suhail Shaheen, deputy ambassador for the Taliban mission in Islamabad, just two days after the attacks; and Lord George Robertson, NATO Secretary General. She's also proud of having lured author and social critic Susan Sontag, who rarely does TV interviews, and a panel that included a former secretary of state, secretary of defense, head of the CIA and head of the Allied Forces.

Despite the increased pressure, Pierce says she's enjoying her work more than ever. "Before this, I was changing jobs every three years," she says. "Now I plan to be here as long as [Walt Disney Co. chairman] Michael Eisner will have me." —*John Consoli*

## Take the Ratings and Run

**IF YOU BELIEVE** the results of the recent surveys by Pew Research Center for the Public & the Press, practically all the media have been worthy of wearing the "elite" label for their news coverage since Sept. 11. An Oct. 4 survey by the Washington-based independent polling firm showed that the public remains satisfied with the quality, and to a lesser degree the quantity, of the news coverage of the terrorist attacks. Fully 85 percent rated the coverage as excellent or good, only a slight decrease from the 89 percent who said this in a mid-September Pew survey. There has been a modest decline, from 56 percent to 48 percent, in the number judging the media's performance as excellent. A solid majority (63 percent) says news organizations are providing the proper amount of coverage

of the attacks and their aftermath, although about a third (32 percent) believe the coverage has been excessive.

But for a group that's accustomed to regular floggings from the public, the favorable ratings do not compute. "It's difficult for the media to hear they did something right," says Al Tompkins, who teaches courses in television and the Internet for St. Petersburg, Fla.-based Poynter Institute. At a seminar he taught last week, a reporter expressed concern about the unprecedented high ratings. "He asked me, 'Is this good news, or does it mean we've gone soft?'" relates Tompkins. "I'd just graciously accept it," he adds. Indeed, enjoy it while it lasts, concurs Pew editor Carroll Doherty—because it probably won't. —*ATK*

## Movers

### CABLE TV

EI Networks named **Gavin Harvey** senior vp of marketing and brand director, to spearhead creative services, promotions and design both on-air and online. Gavin worked in the marketing department at EI years ago, but he most recently served as senior vp and brand director at the pay-per-view service iN Demand...**Lee Heffernan** has joined WE: Women's Entertainment as senior vp of marketing, responsible for overseeing the creation and implementation of all national marketing efforts, both consumer and trade. Previously Heffernan was vp of marketing at Lifetime Television, where she developed marketing programs and events to enhance brand position, drive ratings, promote programming and gain affiliate distribution.

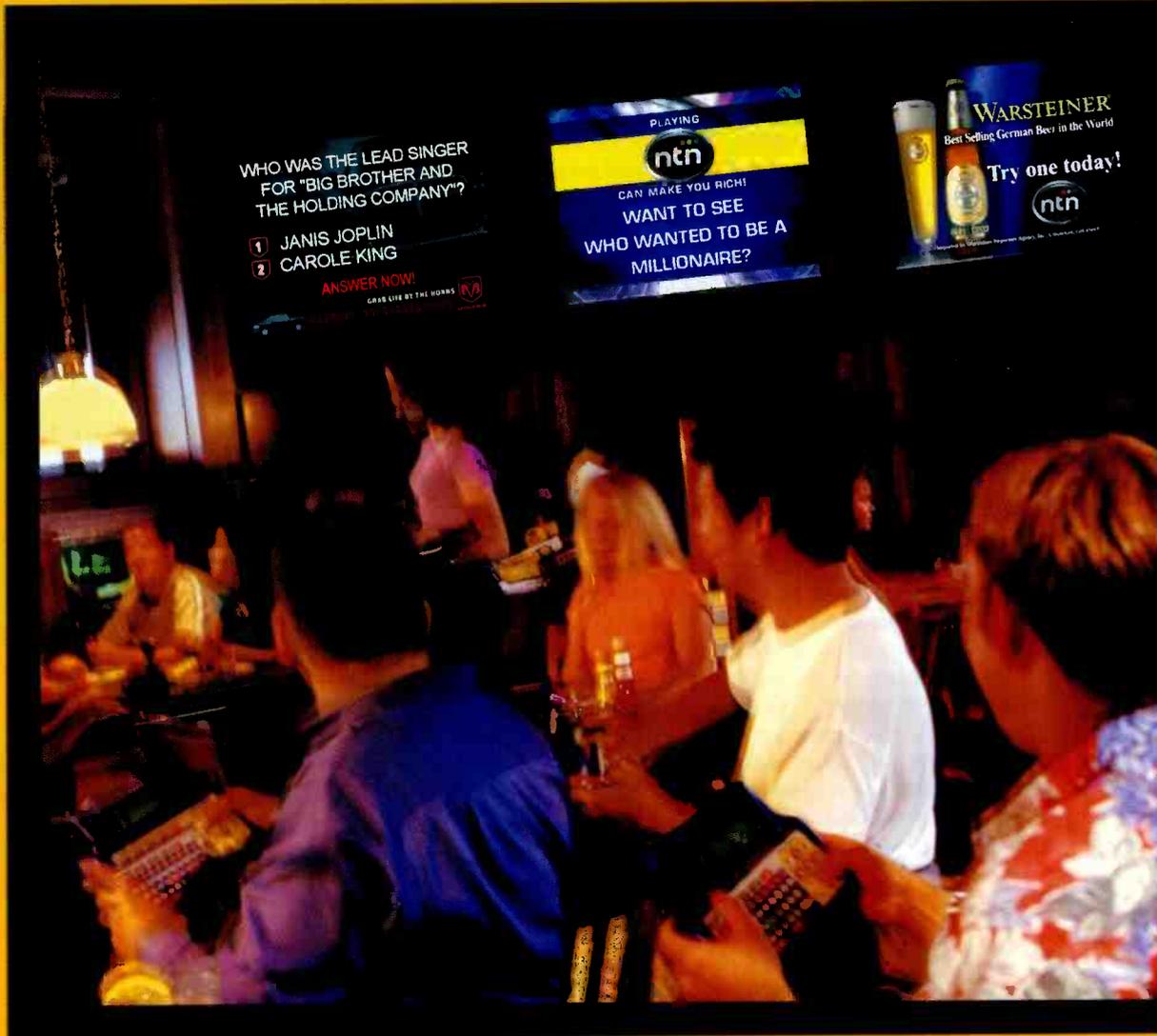
### RADIO

**David Sall** was named to the new post of national sales manager for WCBS-AM and WINS-AM, Infinity Broadcasting's news stations in New York. He was most recently eastern regional sales manager for Hiwire, an Internet streaming company. Prior to that, he was account executive and director of radio marketing for Interep's Infinity Radio Sales...**Warren Schultz** has been named to the new post of national manager of network radio, advertiser/agency services, for Arbitron. He comes to Arbitron from Turner Broadcasting, where he was an account executive for the Turner Trade Group, which created custom cash and barter deals for advertisers...Clear Channel named several managers for its Midwest radio division. **Tom Thon** was named regional vp of the Central Ohio trading zone, where he'll oversee stations in Chillicothe, Hillsboro, Mansfield/Ashland, Marion and Washington Court House, as well as Parkersburg, W.Va., in addition to his current position as market manager for the company's stations in Columbus, Ohio. **Bill Gentry** has been promoted to regional vp, adding responsibility for stations in Frankfort, Lexington and Somerset, Ky., and Evansville, Ind., to his current responsibility as vp and market manager for stations in Louisville.

### MAGAZINES

**Stephen Moylan**, former CEO, president and publisher of InfoWorld Media, a unit of International Data (continued on page 34)

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**Nancy Novogrod**  
Editor in Chief, *Travel + Leisure*

In the post-Sept. 11 world, air travelers may be allowed only one carry-on, but their emotional baggage is likely to be heavy. So Nancy Novogrod has a very tall order. The editor in chief of *Travel + Leisure* must revamp content to address readers' fear of traveling after the terrorist attacks on the U.S.—and get back in the air herself.

"Now I have to be better and smarter than I've ever been before," says Novogrod, who had taken about 40 flights for business and pleasure trips this year prior to Sept. 11. She believes it's the magazine's duty "to

support our readers, keep them safe and help them make decisions at this challenging time."

In the days after the attacks, Novogrod led her staff in ripping up some pages of the American Express Publishing monthly's November issue, which had already gone to press. They replaced some "light" department content with more appropriate fare, and Novogrod rewrote her editor's letter, acknowledging the attacks' profound effect on the travel community, but encouraging readers: "Like the instinct for joy after sorrow and movement after rest, travel is part of our genetic code—and altogether irreplaceable in our souls."

The December issue got a complete revise, to include a special report on the state of travel, which looks at airline and airport security, managing anxiety and travel insurance. Novogrod sees certain sections, such as Best Steals and Ask T & L, being permanently modified in tone and content.

"We're looking critically at the destinations we cover and the voice we use," explains Novogrod. "But we're still going to satisfy our readers' passion for travel. We just want to provide as much guidance as possible."

Noting that she now feels a closer connection to her readers than ever before, Novogrod says she shares their reservations about traveling. "I would be crazy not to have some concerns," she says. "But I can't stop traveling." In two weeks, she'll be stepping on a plane to Mexico, her first flight since Sept. 11. —Lori Lefevre

## Movers



FEATURE PHOTO SERVICE

**Moylan to head up Ziff Davis sales**



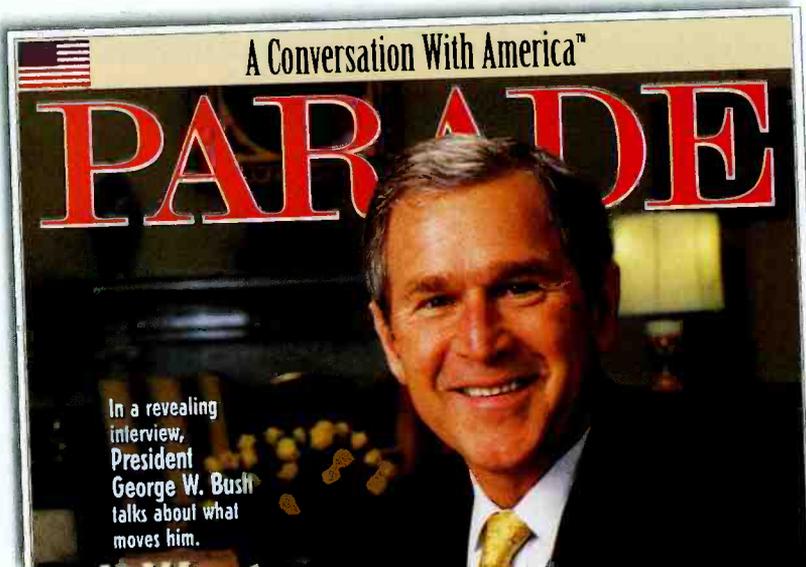
**Van Allen adds Fox stations relations**

(continued from page 32) Group, has been named executive vp of sales and marketing for Ziff Davis Media...**Mark Peterson**, former president and CEO of Media Solutions Group, a magazine consulting firm, has been named COO of Vanguard Media, publisher of *Savoy*, *Honey* and *Heart & Soul* magazines...At Time Inc.: **Kerry Bianchi** has been upped from director of marketing of Time4 Media's *This Old House* to vp/director of marketing services for The Outdoor Company. **John Donnelly**, former national ad director for Advance Publications' *Golf Digest*, has joined Time Inc.'s *Golf Magazine* in the same role. And **Wally Buchleitner**, former associate publisher at *Newsweek*, has joined *Mutual Funds* to head up Southeast ad sales.

### SYNDICATION

**Ivey Van Allen**, vp of media relations for Twentieth Television, has been given the additional role of vp of media relations for Fox TV Stations.

President George W. Bush as seen in PARADE Magazine April 29, 2001



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# Inside Media

NEWS OF THE MARKET

## Seinfeld Cooks in Second Syndie Cycle

Enjoying by far its best weekly household ratings average since beginning its second off-network syndication cycle in April, Columbia TriStar TV Distribution's *Seinfeld* earned a 5.7 average audience rating for the week ended Sept. 23, according to Nielsen Media Research. *Seinfeld* was the top off-net sitcom for the week in terms of households, adults 18-49 (3.8), men 18-34 (3.9), men 18-49 (4.0) and men 25-54 (4.3).

## CNBC to Get General News From MSNBC

In light of the events unfolding in Afghanistan and the steady flow of news coming out of Washington, MSNBC reporters on Oct. 29 will begin delivering general news during cut-ins on financial-news sister net CNBC. CNBC also has added another ticker across the bottom of the screen, with general-news updates.

## Dish to Carry WNET in Basic Package

New York public broadcasting station Thirteen/WNET, whose antennas and transmitters were demolished in the Sept. 11 collapse of the World Trade Center towers, has cut a deal to have its programming distributed on EchoStar Communications' Dish Network. Dish has a customer base of 6 million in 29 New York-area counties. Since Sept. 11, Thirteen's programming has been seen from 6 to 9 a.m. and from 9 p.m. to 2 a.m. on WNYE-TV, channel 25, owned and operated by the New York City Board of Education, which donated the air time. Also, a low-power antenna in Alpine, N.J., has improved reception for some viewers, but Dish's service will enable viewers without cable TV to watch Thirteen's programming on a 24-hour basis. Thirteen was added to Dish's local channel package, which also includes WCBS (Channel 2), WNBC

(Channel 4), WNYW-Fox (Channel 5), WABC (Channel 7), WWOR-UPN (Channel 9) and WPIX (Channel 11). The package costs \$4.99 per month.

## WFAN Launches Live Pre-MNF Show

Sports radio station WFAN-AM in New York has launched *Monday Night Live*, which airs from 6:30 to 8:30 p.m. on most Monday nights during the NFL season as a warm-up to ABC's *Monday Night Football* telecasts. *MNL*, which broadcasts live from Gallagher's Steak House in New York, features New York Giants running back Tiki Barber and WFAN host Joe Benigno.

## Mags Ad Revenue Down Slightly

Total magazine advertising revenue fell 2.5 percent to \$11.8 billion through the third quarter, according to Publishers Information Bureau. Year-to-date through September, ad pages slipped 9.2 percent to 174,728. And for the month of September, ad pages and revenue were soft. Spending slipped 1.2 percent to \$1.7 billion and pages dropped 9.9 percent to 24,383. Technology; retail; media and advertising; and financial, insurance and real estate are all down in spending this year.

## Edward Back Strong After Pre-Emptions

Following three weeks of news pre-emptions in the New York market following the Sept. 11 terrorist attacks, Studios USA's *Crossing Over With John Edward* returned last week to its 3 p.m. time slot on WCBS-TV. Despite the pre-emptions, the series was tops among new syndicated programs for the week ended Sept. 23, earning a 1.7 average audience rating.

## Ackerley Capitalizes on Regional Hubbing

The Ackerley Group, owner of 18 network-affiliated stations, will begin producing a

## Calendar

The **American Magazine Conference 2001**, the annual conference of the Magazine Publishers of America and the American Society of Magazine Editors, will be held Oct. 21-23 at the Sheraton New York Hotel and Towers. Contact: 212-872-3700.

The International Radio & Television Society Foundation will present **IRTS Newsmaker Luncheon: Network Entertainment Chiefs** Oct. 24 at the Waldorf-Astoria in New York. Contact: 212-867-6650.

Media All-Stars will present a **musical benefit for victims of the World Trade Center attack** Oct. 25 at Le Bar Bat in New York. The event will feature live bands comprised of media and ad-industry professionals. Donations of \$20 per person will go to the Widows and Children's Fund. For more information, visit [www.nycgigs.com](http://www.nycgigs.com).

The Conference Board will present the **2001 Marketing Conference: Marketing Metrics and Execution**, Nov. 1-2 at the Waldorf-Astoria in New York. Contact: 212-339-0345.

CTAM will present **"The Broadband Opportunity Conference: The FYI on HSI + ITV"** Nov. 6-8 at the Sheraton Premiere Hotel in Tyson's Corner, Va. Contact: 703-549-4200.

The Magazine Publishers of America's **Big Bang III: Maximizing Magazine PR** event will be held Nov. 12 in New York. Media critic and author Ken Auletta will keynote. Contact: 212-872-3767.

PriceWaterhouseCoopers will present its annual **global entertainment, media and communications summit** Nov. 15 at the Waldorf-Astoria in New York. Speakers will include Martha Stewart, CEO of Martha Stewart Living Omnimedia. Contact: 646-394-2413.

**SCHEDULE CHANGE: "What Teens Want: Marketing to a New Generation Ages 12-18,"** a seminar presented by Adweek Conferences and YM magazine, has been postponed. Originally scheduled for Nov. 5-6 at the Hilton Universal Hotel in Los Angeles, the new date is April 8-9, 2002, same location. Contact: 888-536-8536.



Valued player on WSNR-AM's team

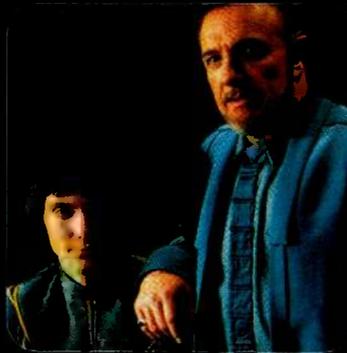
## Berman Re-Ups as Inside Radio Host

Award-winning sportscaster Len Berman has renewed his contract for one year with Sporting News Radio. Berman, the lead sports anchor for WNBC, News Channel 4, NBC's owned-and-operated outlet in New York, is the producer and host of *Inside New York Sports*, which airs Tuesday through Friday (4:51, 6:51, 7:51 p.m. ET) exclusively on WSNR-AM 620, SNR's Sports station in New York. "Len Berman is an important part of our localization efforts for 620 WSNR," said Mark Gentzkow, vp of programming for Sporting News Radio.

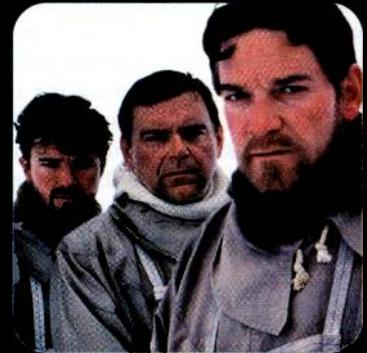
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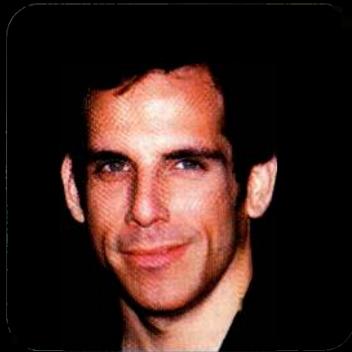
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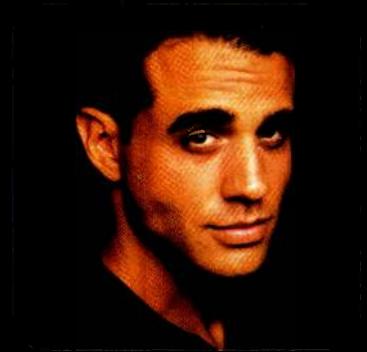


**Ben Stiller**  
BIOGRAPHY



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regional morning news program for its four New York stations to share. The program will be produced and broadcast out of Ackerley's Syracuse ABC affiliate WIXT and will also be aired on Ackerley's Utica ABC affiliate WUTR, Watertown ABC affiliate WWTI and Binghamton ABC affiliate WIVT.

## Bravo Tops 60 Million Subs

Cable network Bravo passed the 60 million-subscriber milestone last week, having grown its base by 24 percent, or 11.8 million subscribers, since October 2000. Through carriage deals with operators including Adelphia, AT&T Broadband, Comcast, Cox and Time Warner, the arts network's total sub count is now 60,756,000. In third quarter, Bravo's prime-time household ratings remained flat at 0.3, but delivery increased 20 percent to 193,000 due to the increased carriage.

## CNN Money Previews on Web

Though CNNfn won't be renamed CNN Money until next year, the AOL Time Warner siblings behind the forthcoming new entity, CNNfn and *Money* magazine, began merging their Web sites last week. The CNN Money Web site launched Oct. 8 and can be accessed by logging on to [cnnmoney.com](http://cnnmoney.com), [money.com](http://money.com), [cnnfn.com](http://cnnfn.com) and through AOL keyword: money. The new site, which leans on the editorial resources of both the CNN cable network and Time Inc. publications, is devoted to breaking financial news and contains articles and columns written by staff from each unit.

## MSNBC.com Taps HBC for Spanish Content

MSNBC.com will incorporate Spanish-language news reports into its content offerings through an agreement with Hispanic Broadcasting Corp., the largest Spanish-language radio group in the U.S. The arrangement, expected to begin in the few weeks, calls for co-branding initiatives to drive traffic to HBC's Web property, [netnio.com](http://netnio.com), which draws on content from HBC's radio stations in 10 of the top 11 Hispanic radio markets, including Chicago, Dallas, Houston, Los Angeles, Miami and New York.

## CBS Stations Renew *Martha* for 2002-03

King World Productions last week announced the renewal of its syndicated strip *Martha Stewart Living* in 60 percent of the country, including CBS owned-and-operated stations, for the 2002-03 season. The series, produced by Martha Stewart Living Omnimedia and distributed by King World, is beginning its fifth season. It earned a 1.4 average audience rating for the week ended Sept. 23, during which it was pre-empted in several important markets by news coverage.

## MLB Offers Best Games Online

MLB AdvancedMedia, the interactive and Internet unit of Major League Baseball, has launched a video library on the Web of baseball's best postseason games ever. The Baseball's Best online archive offers original TV broadcasts of 28 classic games from the 1960s through the 1990s in high-res streaming video. The fee-based service is available at [www.mlb.com/baseballbest](http://www.mlb.com/baseballbest).

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## Mary Goes More Mainstream

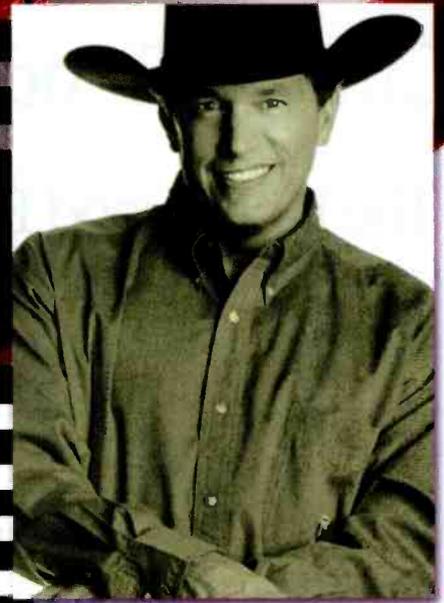
Mary Engelbreit plans to take her lifestyle magazine more mainstream by dropping her signature illustrations from the covers. As of its February issue, the 5-year-old *Mary Engelbreit's Home Companion* will use photographs of homes on the covers instead, with Engelbreit's art on the edge and in the logo. Readers will still be able to find the illustration inside on heavier stock for fans to tear out. "The cover was confusing to some people," said Engelbreit, who serves as editor in chief. "It didn't clearly show what category the magazine fit in." Also in February, the 604,303-circulation bimonthly will increase its rate base from 575,000 to 600,000, a 500 percent jump from the launch.



The cover makeover (r.) clarifies *Companion's* category.



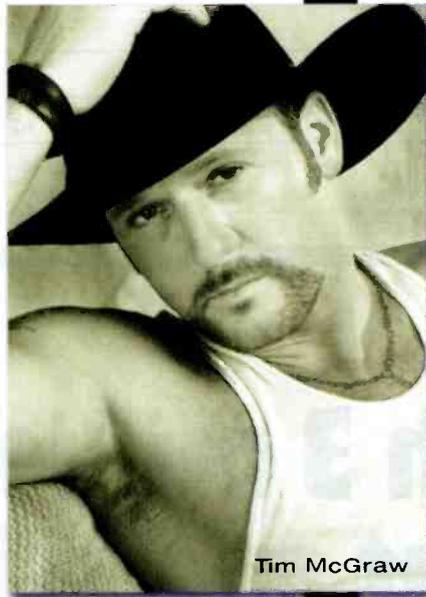
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# Culture Trends

## The Hollywood Reporter's Box Office

For weekend ending October 7, 2001

This Week	Last Week	Picture	3-Day Weekend Gross	Days in Release	Total Gross Sales
1	New	Training Day	25,253,429	4	25,253,429
2	New	Serendipity	14,906,793	4	14,906,793
3	1	Don't Say a Word	10,799,866	11	32,967,747
4	2	Zoolander	10,546,560	11	29,367,112
5	New	Joy Ride	8,185,837	4	8,185,837
6	New	Max Keeble's Big Move	6,327,342	4	6,327,342
7	3	Hearts in Atlantis	5,553,479	11	16,971,820
8	4	Hardball	3,978,557	25	31,035,928
9	5	The Others	3,148,539	60	90,877,006
10	6	Rush Hour 2	1,916,118	67	221,718,192

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## MTV's BUZZWORTHY

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

Week of 10/8/01

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

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

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

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

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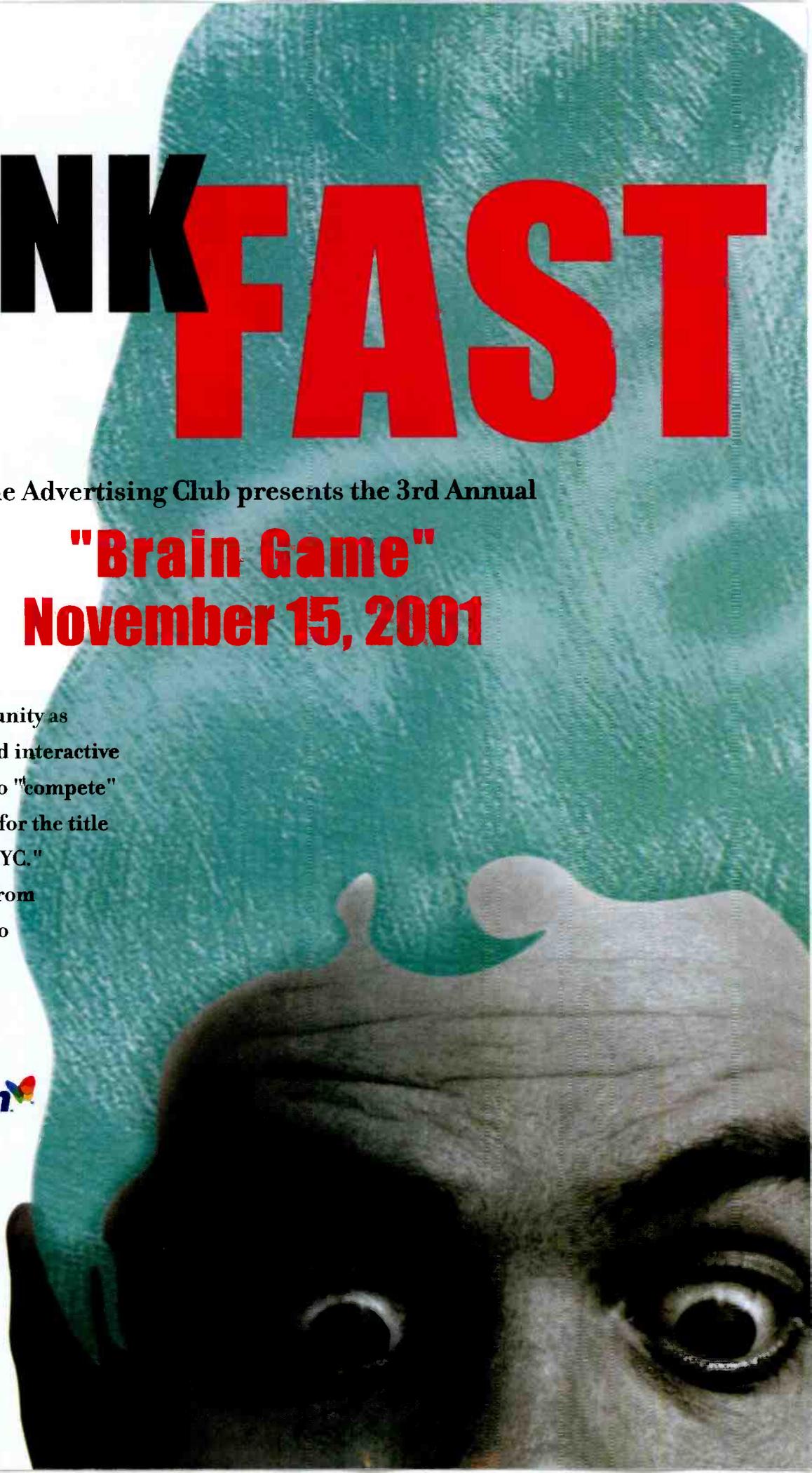
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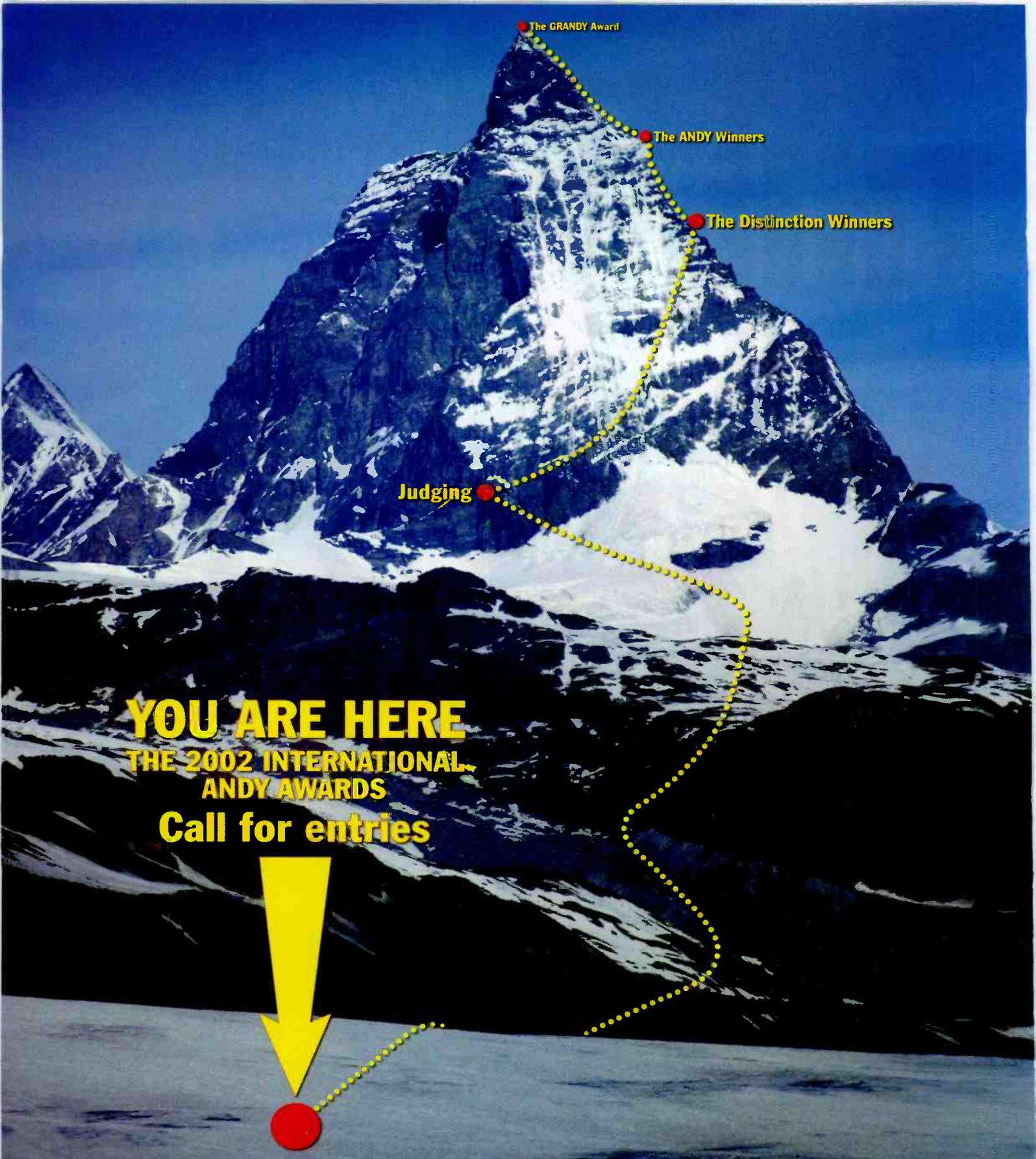
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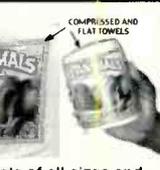
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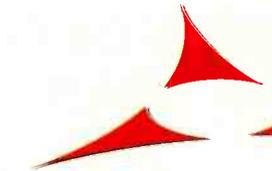
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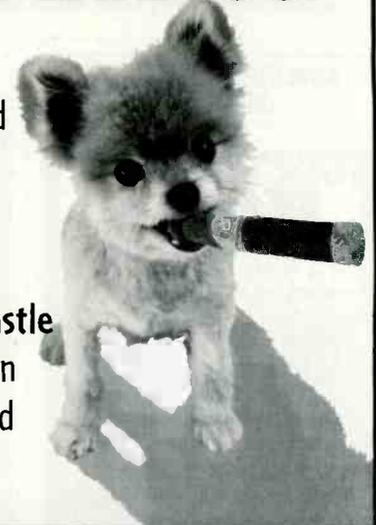
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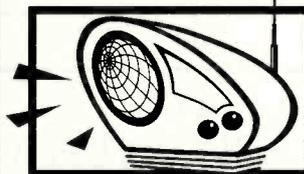
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Division of Franchises, Concessions and Consents

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EOE

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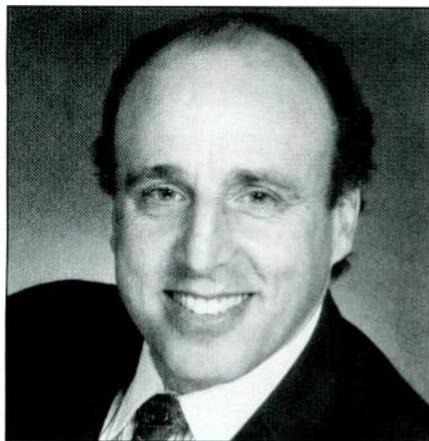
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# Culture Trends



**Bob Mate**  
President, The Advertising Club  
VP/Publishing Director  
Meredith Corporation

## What is MEDIACTION?

MEDIACTION was developed to support The Advertising Club's Foundation — which is committed to attracting the brightest young minds to advertising careers.

Each year, MEDIACTION donations are used to support a year's worth of educational efforts for the Junior Ad Club and provide grants and scholarships to high school and college students interested in pursuing advertising.

This year the publications have been extremely generous with an unprecedented \$3.8 million in donated media from national publications — our highest property amount to date.

The MEDIACTION committee is co-chaired by Page Thompson, President, DDB Worldwide/Optimum Media and Jack Haire, Executive Vice President, Time Inc.

"We want every agency to get behind this effort. The Club does extraordinary work and the industry needs to support it," said Thompson.

Created by DDB Worldwide, the brochure cover is an image of a teenager on the front cover with the tagline,

**"Without your help they could become lawyers."**

On the inside it continues with,

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Here's how it works: Advertisers and agency media directors enter a drawing for ad space donated by top publishers in virtually every media category imaginable. Advertisers can enter the media drawing for an unlimited number of publication placements. In the end, advertisers receive 50 percent off the open rate (or 10 percent less than your negotiated rate). A portion of the proceeds from this event will be donated to the New York City relief effort.

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THE ADVERTISING CLUB

## The Billboard 200

The top-selling albums compiled from a national sample of retail store sales.

This Week	Last Week	Weeks on Chart	Artist	Album
1	1	3	Jay-Z	The Blueprint
2	2	14	Alicia Keys	Songs in a Minor
3	-	1	Various	Totally Hits 2001
4	7	45	Enya	A Day Without Rain
5	3	3	Nickelback	Silver Side Up
6	8	3	P.O.D.	Satellite
7	10	49	Linkin Park	Hybrid Theory
8	14	19	Staind	Break the Cycle
9	23	8	Usher	8701
10	12	9	Various	Now 7

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## The Billboard Hot 100

The most popular singles compiled from a national sample of radio play and retail store sales.

This Week	Last Week	Peak Pos.	Weeks on Chart	Title	Artist
1	1	1	18	Fallin'	Alicia Keys
2	2	1	15	I'm Real	Jennifer Lopez
3	3	3	20	Where The Party At	Jagged Edge w/Nelly
4	5	4	12	Family Affair	Mary J. Blige
5	4	2	24	Hit 'em Up Style	Blu Cantrell
6	6	6	27	It's Been Awhile	Staind
7	7	1	18	U Remind Me	Usher
8	8	2	25	Let Me Blow Ya Mind	Eve w/Gwen Stefani
9	9	9	12	Izzo (H.O.V.A.)	Jay-Z
10	11	10	12	Differences	Ginuwine

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## Updating a Classic

New *Bazaar* editor Glenda Bailey celebrates the monthly's legacy and ushers in a fresh voice

INVOKING THE NAMES OF EDITORS PAST—CARMEL SNOW AND ALEXEY BRODOVITCH, LIZ Tilberis and Fabien Baron—*Harper's Bazaar's* Glenda Bailey takes the wayward fashion monthly back to its roots in the November issue, her first as editor. Though Bailey, who joined *Bazaar* in July from Hearst Mag-

azines sibling *Marie Claire* following the dismissal of Kate Betts, is quick to note that November is just her first stab (her official makeover will be the February issue), the changes so far are striking.

While Betts largely dispatched with *Bazaar's* past, Bailey has opted to embrace it,

bringing back the monthly's decorative Didot logo, as well as an elegantly stylized cover. Bailey also reintroduced Why don't you...?, a column originated by Diana Vreeland, *Bazaar's* legendary fashion editor in the '40s and '50s. "It was a column full of advice like 'Why don't you wash your blonde child's hair with



Bailey's *Bazaar* features bolder, brighter images.

champagne?" says Bailey. "We thought we'd make it a little practical." The column, designed in Vreeland's signature red, will be filled with book, music and film reviews by celebrities.

"We want to bring *Bazaar* back to its traditional values, but with a modern twist," says Bailey, squeezing in a phone call last week while attending the Paris fashion shows. "We want to produce beautiful images that celebrate fashion and that will be memorable. We want to make history."

Bailey, with creative director Stephen Gan, whom she hired in August, spent only 10 days revamping the magazine. Gan lured back *Bazaar* photographers Terry Richardson and Hiro and recruited new ones, including Dan Forbes and Greg Kadel. Bailey renamed the front-of-book sections—now Fashion News, Fashion Scene and Fashion Views—and added more beauty pages. The masthead, always in the front of the book, now runs in the back.

The new *Bazaar* carries many Bailey touches, including her predilection for numbered cover lines. At *Marie Claire*, she touted tips like "498 Fashion Best Buys," and now at *Bazaar* she continues to play the numbers game with November's "440 New Looks for All." Bailey also heaves up on the celebrity quotient. Not only is there additional celebrity fashion, but as in *Marie Claire*, stars also contribute to the magazine. Joan Collins vents her anger in a Shopping Rage column, and Spike Lee directs a fashion shoot in Brooklyn's Coney Island.

Along with pages stuffed with multiple images of merchandise (also prevalent in *Marie Claire*), Bailey slips in Luxe for Less, which serves up designer clothes at relatively

## Mediaweek Magazine Monitor

WEEKLIES OCTOBER 15, 2001

	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	15-Oct	82.60	16-Oct	134.49	-38.58%	2,987.62	4,653.75	-35.80%
The Economist	6-Oct	49.00	7-Oct	94.00	-47.87%	2,071.50	2,460.50	-15.81%
Newsweek <sup>ER</sup>	15-Oct	64.78	16-Oct	87.12	-25.64%	1,363.70	1,806.44	-24.51%
The New Republic	15-Oct	26.80	16-Oct	31.91	-16.01%	365.25	366.71	-0.40%
Time <sup>E@M</sup>	15-Oct	63.58	16-Oct	87.18	-27.07%	1,790.85	2,184.54	-18.02%
US News & World Report	15-Oct	42.00	16-Oct	49.59	-15.31%	1,100.46	1,438.05	-23.48%
The Weekly Standard	22-Oct	10.20	23-Oct	11.80	-13.56%	383.70	379.80	1.03%
<b>Category Total</b>		<b>338.97</b>		<b>496.09</b>	<b>-31.67%</b>	<b>10,063.08</b>	<b>13,289.79</b>	<b>-24.28%</b>
<b>SPORTS/ENTERTAINMENT/LEISURE</b>								
AutoWeek	15-Oct	22.20	16-Oct	24.73	-10.23%	1,128.96	1,223.86	-7.75%
Entertainment Weekly	12-Oct	38.28	13-Oct	43.40	-11.80%	1,361.05	1,492.32	-8.80%
Golf World	12-Oct	11.33	13-Oct	28.09	-59.67%	992.34	1,242.26	-20.12%
New York <sup>S</sup>	15-Oct	52.30	16-Oct	58.20	-10.14%	2,114.60	2,105.50	0.43%
People	15-Oct	99.61	16-Oct	95.95	3.81%	2,804.70	3,176.71	-11.71%
The Sporting News	15-Oct	7.80	16-Oct	8.40	-7.14%	385.20	493.10	-21.88%
Sports Illustrated	15-Oct	48.70	16-Oct	66.65	-26.93%	1,839.11	2,219.64	-17.14%
The New Yorker <sup>1</sup>	15-Oct	132.45	16-Oct	167.98	-21.15%	1,710.57	1,837.28	-6.90%
Time Out New York	10-Oct	62.89	11-Oct	71.50	-12.05%	2,742.08	2,936.69	-6.63%
TV Guide <sup>X</sup>	13-Oct	51.55	14-Oct	80.77	-36.18%	2,180.01	2,484.33	-12.25%
US Weekly <sup>6</sup>	15-Oct	12.00	16-Oct	19.50	-38.46%	736.52	758.62	-2.91%
<b>Category Total</b>		<b>539.11</b>		<b>665.17</b>	<b>-18.95%</b>	<b>17,995.14</b>	<b>19,970.31</b>	<b>-9.89%</b>
<b>SUNDAY MAGAZINES</b>								
Parade <sup>X</sup>	14-Oct	16.70	15-Oct	19.69	-15.19%	471.96	502.43	-6.06%
USA Weekend <sup>X</sup>	14-Oct	18.83	15-Oct	13.07	44.07%	455.80	465.43	-2.07%
<b>Category Total</b>		<b>35.53</b>		<b>32.76</b>	<b>8.46%</b>	<b>927.76</b>	<b>967.86</b>	<b>-4.14%</b>
<b>TOTALS</b>		<b>913.61</b>		<b>1,194.02</b>	<b>-23.48%</b>	<b>28,985.98</b>	<b>34,227.96</b>	<b>-15.31%</b>

E=estimated page counts; R=revision; X=2000 YTD included an out-of-cycle issue; 1=one more issue in 2001; 6=six more issues in 2001; @=one fewer issue in 2001; S=2001 YTD includes Fall Shops; YTD; M=2001 YTD includes Music Goes Global Special

# Magazines

affordable prices.

Bailey has given the title a definitive voice, says *Bazaar* vp/publisher Cynthia Lewis. "As we were selling [Betts'] *Bazaar*, it was constantly about evolution. The vibe is different now."

While *Bazaar's* paid circulation grew 2.1 percent in this year's first half over 2000, newsstand sales plunged 17 percent, according to the Audit Bureau of Circulations. Ad pages through November were down 6.7 percent, to 1,528, reports the *Mediaweek* Monitor. Rival Condé Nast's *Vogue* was flat, at 2,946 pages.

"It's a good first step," Pattie Garrahy, PRG Media president, says of the November *Bazaar*. "[But] some of Bailey's signature features that she brought to *Marie Claire* are showing through, and I think it's a bit of a stretch so quickly."

Others applaud Bailey's imprint. "It's exactly the infusion it needed," says Melissa Pordy, senior vp/director of print services for Zenith Media. "Glenda stayed true to her style...with her sophisticated touch, *Bazaar* does not seem formulaic."

More changes are on the way for February, including a tweak to the front-of-book fashion section. "Fashion is always changing, and consequently so will the new *Bazaar*," Bailey says. "We have lots of surprises." —Lisa Granatstein

## Late Edition

### U.S. News publishes special

While *Time* and *Newsweek*, which close on Saturdays, managed to update many copies of their Oct. 15 issues with reports on the Oct. 7 air strikes in Afghanistan, *U.S. News & World Report's* Friday closing schedule precluded the title from joining in. The 4-million circ *Time* was able to stop 40 percent of its print run, and *Newsweek* updated 87 percent of its 3 million subscriber copies. Mortimer Zuckerman's *U.S. News* decided to publish an extra 590,000-circ, newsstand-only edition that hit stands on Oct. 11. On sale for \$3.95 until mid-November, the 68-page issue carries a single ad, from PBS, on its back cover. "Our feeling was this is such an important event readers would want to know the details of [the war]," said Bill Holiber, publisher of *U.S. News*. "This special brings it all together."

*U.S. News* has on occasion updated its editorial on Saturdays (as it did in July 1999, when John Kennedy Jr. died in a plane crash, though not for the death in August 1997 of Princess Diana), but delayed press runs are extremely difficult for the magazine. It's not a cost issue as

## MONTHLIES November

Personal finance books have seen their ad pages take a dive this year, with the category off 23.29 percent to date. "Our performance was directly market-based," says David Kieselstein, president of Time Inc.'s Personal Finance Group, publisher of *Money* and *Mutual Funds*. "[The downturn] impacted both the institutions themselves as well as consumers." Mutual fund companies cut spending in magazines as a result of their funds' poor performances, publishers say. Also, discount and online brokerage firms have reduced their ad pages as trading activity has slowed, notes Knight Kiplinger, publisher and editor in chief of *Kiplinger's Personal Finance*. —Lori Lefevre

	RATE BASE (1ST HALF '01)	CIRC. (1ST HALF '01)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	TO DATE	YTD LAST YEAR	% CHANGE
<b>BUSINESS/TECH/NEW ECONOMY</b>								
Entrepreneur	\$40,000	555,831	116.93	127.64	-8.39%	1,246.99	1,587.88	-21.47%
Fast Company	680,000	683,499	100.24	221.19	-54.68%	918.89	1,937.82	-52.58%
Fortune Small Business	1,000,000	N/A	57.75	96.16	-39.94%	461.94	538.59	-14.29%
Technology Review	250,000	261,150 <sup>8</sup>	26.41	72.40	-63.52%	301.48	336.31	-10.36%
Upside <sup>10</sup>	250,000	308,035 <sup>8</sup>	31.00	112.00	-72.32%	467.50	1,449.00	-67.74%
Wired	500,000	506,395	115.50	204.81	-43.61%	1,148.67	2,037.77	-43.63%
<b>Category Total</b>			<b>330.90</b>	<b>706.56</b>	<b>-53.17%</b>	<b>3,298.18</b>	<b>8,299.49</b>	<b>-47.64%</b>
<b>ENTERTAINMENT</b>								
Movieline <sup>11</sup>	300,000	307,863	35.16	41.57	-15.42%	333.29	327.26	1.84%
Premiere	600,000	607,819	41.47	48.83	-15.07%	398.68	502.22	-20.62%
The Source	460,000	465,225	128.50	146.38	-12.21%	1,399.81	1,492.89	-6.23%
Spin	525,000	548,846	79.45	128.39	-38.12%	859.30	1,066.38	-19.42%
Vibe <sup>10</sup>	775,000	777,218	92.73	113.18	-18.07%	1,065.50	1,046.92	1.77%
Yahoo! Internet Life	1,102,000	1,102,801	58.15	108.99	-46.65%	651.68	1,010.78	-35.53%
<b>Category Total</b>			<b>435.46</b>	<b>587.34</b>	<b>-25.86%</b>	<b>4,708.26</b>	<b>5,446.45</b>	<b>-13.55%</b>
<b>ENTHUSIAST</b>								
Automobile	625,000	633,972	68.09	94.66	-28.07%	673.47	850.73	-20.84%
Backpacker <sup>9</sup>	285,000	285,570	56.70	69.63	-18.57%	572.55	665.47	-13.44%
Bicycling <sup>11</sup>	278,000	296,861	27.36	52.62	-48.01%	432.34	551.08	-22.11%
Bicycling <sup>10</sup>	165,000	174,064		<b>DID NOT REPORT*</b>		326.95	432.46	-24.40%
Boating	None	200,152	146.71	107.07	37.02%	1,412.92	1,375.43	2.73%
Car and Driver	1,350,000	1,350,000	1,365,195	118.81	-13.92%	1,031.64	1,130.26	-8.73%
Car Craft	350,000	353,413		<b>DID NOT REPORT*</b>		380.21	487.44	-22.00%
Chevy High Performance	200,000	228,232		<b>DID NOT REPORT*</b>		656.88	706.41	-7.01%
Circle Track	120,000	128,503		<b>DID NOT REPORT*</b>		611.85	707.36	-13.50%
Cruising World	185,000	159,224	85.01	102.36	-18.95%	1,241.58	1,246.77	-0.42%
Cycle World	310,000	319,489	123.06	103.80	18.55%	1,087.06	992.94	9.48%
Dirt Rider	180,000	205,445		<b>DID NOT REPORT*</b>		1,050.73	901.46	16.56%
Flying	None	308,086	75.84	84.70	-10.46%	854.36	921.50	-7.29%
Four Wheel & Off Road	425,000	444,087		<b>DID NOT REPORT*</b>		759.35	818.23	-7.20%
Golf Digest	1,550,000	1,559,322	95.69	99.86	-4.18%	1,208.16	1,361.82	-11.28%
Golf Magazine	1,400,000	1,400,140	103.61	77.15	34.30%	1,238.18	1,347.92	-8.14%
Hot Rod	725,000	733,485		<b>DID NOT REPORT*</b>		616.08	634.86	-2.96%
Motor Boating	None	125,505	110.46	150.16	-26.44%	1,249.97	1,569.54	-20.36%
Motorcyclist	240,000	258,174		<b>DID NOT REPORT*</b>		581.34	609.67	-4.55%
Motor Trend	1,250,000	1,253,214	90.60	89.99	0.68%	786.90	861.80	-8.70%
Petersen's Photographic	200,000	203,257		<b>DID NOT REPORT*</b>		1,689.59	1,859.73	-9.15%
Popular Mechanics	1,200,000	1,239,737	73.10	78.89	-8.50%	636.90	759.21	-16.11%
Popular Photography	450,000	453,944	146.72	177.87	-17.51%	1,841.27	2,037.60	-9.64%
Power & Motorsport	None	157,039	278.75	267.35	4.64%	2,433.33	2,202.52	10.48%
Road & Track	750,000	772,848	129.01	114.97	12.21%	1,067.40	1,051.78	-1.33%
Rod & Custom	150,000	174,498		<b>DID NOT REPORT*</b>		844.85	823.61	2.55%
Sailing World <sup>10</sup>	55,000	57,217	36.38	40.39	-9.93%	408.75	402.98	1.43%
Salt Water Sportsman	160,000	163,369		<b>DID NOT REPORT*</b>		862.02	800.36	7.70%
Skin Diver	200,000	200,916		<b>DID NOT REPORT*</b>		535.32	610.23	-12.23%
Sport Truck	175,000	177,315		<b>DID NOT REPORT*</b>		908.24	729.49	24.50%
Stereo Review's Sound & Vision <sup>10</sup>	450,000	454,615	100.59	97.73	2.93%	678.86	742.72	-8.60%
Tennis <sup>10</sup>	700,000	702,877	30.27	33.86	-10.60%	521.80	553.80	-5.78%
Yachting	132,000	135,406	214.72	228.42	-6.00%	1,991.33	1,991.69	-0.02%
<b>Category Total</b>			<b>2,095.94</b>	<b>2,191.29</b>	<b>-4.35%</b>	<b>31,192.47</b>	<b>32,768.87</b>	<b>-4.81%</b>
<b>FASHION/BEAUTY</b>								
Allure	850,000	943,829	115.00	103.17	11.47%	1,091.74	1,092.63	-0.08%
Cosmopolitan	2,600,000	2,642,886	166.37	182.97	-9.07%	1,824.85	1,930.26	-5.46%
Elle	950,000	960,230	164.81	236.05	-30.18%	1,783.14	2,012.10	-11.38%
Essence	1,050,000	1,050,652	102.35	126.55	-19.12%	1,157.74	1,163.87	-0.53%
Glamour	2,100,000	2,139,672	153.03	176.16	-13.13%	1,469.67	1,733.06	-15.20%
Harper's Bazaar	700,000	723,302	159.68	182.71	-11.88%	1,527.86	1,636.93	-6.69%
In Style	1,400,000	1,634,320	266.34	341.00	-21.85%	2,568.35	2,807.00	-8.50%
Jane <sup>10</sup>	690,000	630,455	91.51	81.49	12.30%	802.36	724.85	10.68%
Lucky <sup>9</sup>	500,000	N/A	81.81	N/A	N/A	614.47	N/A	N/A
Marie Claire	775,000	910,602	170.10	159.77	6.47%	1,478.51	1,503.45	-1.66%
Vogue	1,100,000	1,104,876	390.80	394.60	-0.96%	2,945.73	2,951.23	-0.19%
W	425,000	442,358	209.30	238.40	-12.21%	1,934.40	1,939.90	-0.28%
<b>Category Total</b>			<b>2,071.10</b>	<b>2,202.87</b>	<b>-5.98%</b>	<b>19,198.82</b>	<b>19,495.38</b>	<b>-1.52%</b>
<b>FOOD/EPICUREAN</b>								
Bon Appetit	1,200,000	1,283,375	157.10	153.95	2.05%	1,133.16	1,206.92	-6.11%
Cooking Light <sup>11</sup>	1,450,000	1,502,670	115.52	121.83	-5.18%	1,100.55	1,077.01	2.19%
Food & Wine	800,000	907,917	158.52	165.15	-4.01%	1,076.67	1,098.52	-1.99%
Gourmet	900,000	956,698	118.00	148.91	-20.76%	1,151.57	1,189.08	-3.15%
<b>Category Total</b>			<b>549.14</b>	<b>589.84</b>	<b>-6.90%</b>	<b>4,461.95</b>	<b>4,571.53</b>	<b>-2.40%</b>
<b>GENERAL INTEREST</b>								
Atlantic Monthly <sup>11</sup>	450,000	597,948	49.23	47.61	3.40%	413.75	490.10	-15.58%
Biography	625,000	690,046	32.16	42.99	-25.19%	379.90	383.87	-1.03%
Harper's Magazine	205,000	213,850	20.16	24.50	-17.70%	233.48	281.07	-16.93%
National Geographic	7,700,000	7,812,564	41.50	33.85	22.60%	369.27	373.47	-1.12%
People en Español <sup>10</sup>	325,000	340,215	73.87	70.48	4.81%	608.55	604.67	0.64%
Reader's Digest	12,500,000	12,551,090	79.19	105.11	-24.66%	1,003.15	1,100.03	-8.81%
Smithsonian	2,000,000	2,028,133	57.60	88.75	-35.10%	614.89	682.53	-9.91%
Talk	680,000	650,660	83.86	52.19	60.69%	605.67	558.91	8.37%
Vanity Fair	1,000,000	1,092,382	224.27	240.91	-6.91%	1,734.18	1,842.61	-5.88%
<b>Category Total</b>			<b>661.85</b>	<b>706.39</b>	<b>-6.31%</b>	<b>5,962.84</b>	<b>6,317.26</b>	<b>-5.61%</b>
<b>HEALTH/FITNESS (MEN)</b>								
Flex	150,000	154,290	168.13	165.13	1.82%	1,859.46	1,824.10	1.94%
Muscle & Fitness	None	458,593	132.17	125.40	5.40%	1,551.38	1,523.67	1.82%
Runner's World	505,000	520,334	34.14	40.57	-15.85%	366.95	446.27	-17.10%
<b>Category Total</b>			<b>334.44</b>	<b>331.10</b>	<b>1.01%</b>	<b>3,780.79</b>	<b>3,794.04</b>	<b>-0.35%</b>
<b>HEALTH/FITNESS (WOMEN)</b>								
Fitness <sup>10</sup>	1,050,000	1,183,095	60.36	50.36	19.86%	629.94	618.32	1.88%
Health <sup>10</sup>	1,300,000	1,378,970	85.11	93.22	-4.56%	852.11	818.21	4.14%
Prevention	3,100,000	3,110,642	78.47	78.24	2.92%	972.34	1,078.28	-9.82%
Self	1,200,000	1,553,911	110.00	123.18	-10.70%	1,098.24	1,208.88	-9.15%
Shape	1,500,000	1,686,229	65.04	87.73	-25.86%	799.17	837.83	-4.61%
<b>Category Total</b>			<b>399.98</b>	<b>427.73</b>	<b>-6.49%</b>	<b>4,351.80</b>	<b>4,561.52</b>	<b>-4.60%</b>

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# Magazines

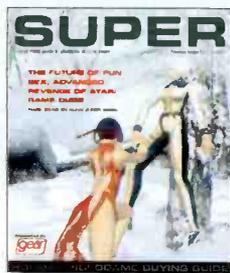
much as it is logistical, explains *U.S. News* editor Brian Duffy. There are a limited number of printing plants that can print high-quality four-color issues on a fast turnaround. "*Newsweek* is not going to give up its press time except when it wants to move deeper into Sunday to do news. [If that happens], then we can move deeper to do news on Saturday," Duffy says. "Deadlines are always going to kill you, whether you're a daily or a weekly." —LG

## Game Boy

### Gear to publish Super insert

With the next generation of video gaming systems set to hit stores this holiday season, young men's magazine *Gear* is poised to cash in, thanks to a new partnership with Los Angeles-based Super Media.

*Gear*, published by Bob Guccione Jr., in December will run a 24-page preview of *Super*, a new gaming magazine now in the works. While *Super*'s staff will handle the content—a buyer's guide on gaming consoles—*Gear* will sell the advertising and retain the revenue. *Super* will follow closely on the heels of Imagine Media's September launch of the gaming title *Xbox*.



*Gear* fits with *Super*'s target of young males.

"We saw a lot of editorial synergy between our magazines," says *Gear* publisher Bob Lee, noting the 500,000-circulation title's regular reviews of video games and gadgets. Gaming companies, including Nintendo and Tecmo, have signed on to run pages in the insert.

*Super* founder Van Burnham approached *Gear* last month. "Since we're trying to appeal to 18-to-36-year-old males who are sophisticated, tech-savvy and interested in entertainment, *Gear* really fit the bill," she says.

Burnham plans to roll her magazine out as a 250,000-circ monthly in the first quarter. But those plans may not include *Gear*. Lee says *Gear* needs to see how the marketplace reacts to the insert before any decision is made to launch *Super* as a stand-alone or continue as an insert. In the meantime, Burnham says she will continue to hunt for other potential partners.

Through November, *Gear*'s ad pages were up 11.6 percent, to 335, reports the *Mediaweek* Monitor. —LL

## MONTHLIES November

	RATE BASE (1ST HALF '01)	CIRC. (1ST HALF '01)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>KIDS</b>								
Boys' Life	1,300,000	1,335,811	14.62	19.95	-26.72%	144.89	173.17	-16.33%
Disney Adventures <sup>10</sup>	1,100,000	1,117,332 <sup>B</sup>	34.16	36.40	-39.43%	250.46	316.11	-20.77%
Nickelodeon Magazine <sup>10</sup>	900,000	941,662 <sup>B</sup>	55.50	47.17	17.66%	334.15	354.50	-7.05%
Sports Illustrated for Kids	950,000	963,638 <sup>B</sup>	36.83	46.37	-20.57%	335.39	314.13	6.77%
<b>Category Total</b>			<b>141.11</b>	<b>163.89</b>	<b>-16.94%</b>	<b>1,064.89</b>	<b>1,162.91</b>	<b>-8.43%</b>
<b>MEN'S LIFESTYLE</b>								
Details <sup>10A1</sup>	400,000	402,449	73.03	46.34	57.60%	726.00	232.00	212.93%
Esquire	650,000	672,700	89.09	99.08	-10.98%	866.38	936.87	-7.82%
FHM <sup>10</sup>	750,000	821,834	65.84	97.58	-32.53%	482.23	504.86	-4.48%
Gear <sup>10</sup>	425,000	494,008	35.67	36.82	-3.12%	335.13	300.27	11.61%
Gentlemen's Quarterly	750,000	806,911	277.23	350.04	-20.80%	1,616.18	1,819.11	-11.16%
Maxim	2,250,000	2,513,146	115.44	144.80	-20.28%	1,079.75	1,068.80	1.02%
Men's Fitness	550,000	591,761	59.81	53.78	11.21%	664.00	519.04	27.93%
Men's Health <sup>10</sup>	1,625,000	1,688,363	66.53	84.14	-20.93%	642.47	692.35	-7.20%
Men's Journal <sup>4</sup>	600,000	635,235	107.43	115.00	-6.58%	879.43	1,024.89	-14.19%
Outside	600,000	664,590	91.52	123.12	-25.67%	796.74	1,030.78	-22.71%
Penthouse	None	715,137	39.60	45.15	-12.29%	477.03	464.33	2.74%
Playboy	3,150,000	3,151,580	61.29	64.06	-4.32%	578.24	593.02	-2.49%
Stuff <sup>8</sup>	850,000	976,364	60.86	63.49	-4.14%	609.17	392.31	55.28%
<b>Category Total</b>			<b>1,070.31</b>	<b>1,277.87</b>	<b>-16.19%</b>	<b>9,026.75</b>	<b>9,349.62</b>	<b>-3.45%</b>
<b>OUTDOORS</b>								
Bowhunting <sup>9</sup>	180,000	192,668						
Field & Stream	1,750,000	1,756,149	-6.23	DID NOT REPORT*	-30.06%	352.46	265.14	32.93%
Guns & Ammo	575,000	582,208						
Handguns	150,000	151,958						
Hunting	350,000	364,513						
Outdoor Life <sup>10</sup>	1,350,000	1,356,997	40.71	72.55	-43.89%	329.81	562.86	-41.40%
Sports Afield	450,000	453,022	32.82	27.93	17.51%	287.25	286.65	0.21%
<b>Category Total</b>			<b>119.76</b>	<b>166.58</b>	<b>-28.11%</b>	<b>2,163.99</b>	<b>2,718.03</b>	<b>-20.38%</b>
<b>PARENTING/FAMILY</b>								
American Baby	1,830,000	1,831,750 <sup>B</sup>	48.62	57.30	-15.15%	519.44	532.35	-2.42%
Baby Talk <sup>10</sup>	1,800,000	1,800,769 <sup>B</sup>	44.92	51.09	-12.08%	389.23	387.49	0.45%
Child <sup>10</sup>	920,000	944,179	78.21	82.65	-5.37%	590.66	558.42	5.77%
FamilyFun <sup>10</sup>	1,200,000	1,232,443 <sup>A</sup>	69.34	121.59	-42.97%	563.78	712.16	-20.84%
Family Life <sup>10</sup>	600,000 <sup>Q</sup>	703,634	45.89	66.55	-31.04%	428.84	418.57	2.45%
Parenting <sup>10</sup>	1,565,000	1,604,403	136.32	154.87	-11.98%	978.24	1,101.61	-11.20%
Parents	1,985,000	2,020,747	129.09	196.77	-34.40%	1,245.12	1,449.06	-14.07%
<b>Category Total</b>			<b>552.39</b>	<b>730.82</b>	<b>-24.42%</b>	<b>4,715.31</b>	<b>5,159.66</b>	<b>-8.61%</b>
<b>PERSONAL FINANCE</b>								
Kiplinger's Personal Finance	1,000,000	1,030,279	46.00	76.46	-39.84%	569.37	729.51	-21.95%
Money	1,900,000	1,907,159	100.70	124.77	-19.29%	1,018.66	1,218.47	-16.40%
Mutual Funds	800,000	818,231	57.25	60.83	-5.89%	504.58	635.47	-20.60%
SmartMoney	800,000	809,240	79.78	148.37	-46.23%	806.29	1,162.61	-30.65%
Worth <sup>10</sup>	500,000	507,474	57.67	77.83	-25.90%	528.73	718.68	-26.43%
<b>Category Total</b>			<b>341.40</b>	<b>488.26</b>	<b>-30.08%</b>	<b>3,427.63</b>	<b>4,464.74</b>	<b>-23.23%</b>
<b>SCIENCE/TECHNOLOGY</b>								
Discover	1,000,000	1,005,991 <sup>X</sup>	25.44	46.50	-45.29%	294.06	432.87	-32.07%
Natural History <sup>10</sup>	300,000	327,481	32.84	36.84	-10.86%	301.87	300.87	0.33%
Popular Science <sup>10</sup>	1,550,000	1,572,540	44.32	61.01	-27.36%	388.54	500.81	-22.42%
Scientific American	655,000	686,302	21.68	40.08	-45.91%	228.52	318.18	-27.86%
Spectrum, IEEE	None	304,430 <sup>A</sup>	41.76	54.36	-23.18%	526.87	571.92	-7.88%
<b>Category Total</b>			<b>166.04</b>	<b>238.79</b>	<b>-30.47%</b>	<b>1,720.08</b>	<b>2,124.65</b>	<b>-19.04%</b>
<b>SHELTER</b>								
Architectural Digest	800,000	826,728	237.69	244.84	-2.92%	1,607.99	1,694.35	-5.10%
Country Living	1,600,000	1,631,178	98.42	102.11	-3.61%	936.85	979.22	-4.33%
The Family Handyman <sup>10</sup>	1,100,000	1,179,408	56.00	62.50	-10.40%	519.08	638.51	-18.70%
Home <sup>10</sup>	1,000,000	1,006,893	77.70	113.73	-31.68%	773.54	927.45	-16.59%
HomeStyle <sup>10</sup>	850,000	974,336	35.21	62.89	-44.01%	436.16	596.84	-26.80%
House Beautiful	850,000	866,243	122.50	166.76	-26.54%	918.52	1,090.05	-15.74%
House & Garden	750,000	753,186	104.82	117.63	-10.89%	1,009.35	1,016.43	-0.70%
Southern Living <sup>13</sup>	2,500,000	2,546,005	131.97	143.84	-8.25%	1,349.69	1,429.14	-5.56%
Sunset	1,425,000	1,448,041	114.09	122.48	-6.85%	1,085.84	1,267.11	-14.32%
This Old House <sup>10A</sup>	715,000	804,596	80.76	84.69	-4.64%	797.33	791.54	0.73%
<b>Category Total</b>			<b>1,069.16</b>	<b>1,221.47</b>	<b>-13.29%</b>	<b>9,434.15</b>	<b>10,429.64</b>	<b>-9.54%</b>
<b>TEEN</b>								
CosmoGirl! <sup>10A</sup>	750,000	790,124	42.59	41.33	3.05%	519.72	472.60	9.97%
Seventeen	2,350,000	2,370,013	92.79	123.38	-24.80%	1,230.00	1,327.40	-7.34%
Teen	2,000,000	1,871,111						
Teen People <sup>10</sup>	1,600,000	1,611,579	76.61	84.23	-9.05%	391.74	423.76	-7.56%
YM <sup>10</sup>	2,200,000	2,276,939	48.47	50.71	-4.42%	549.85	333.80	1.73%
<b>Category Total</b>			<b>266.46</b>	<b>296.65</b>	<b>-13.06%</b>	<b>3,780.56</b>	<b>3,652.55</b>	<b>3.59%</b>
<b>TRAVEL</b>								
Condé Nast Traveler	750,000	801,795	193.72	225.51	-14.10%	1,336.79	1,454.54	-8.10%
Travel + Leisure	925,000	997,538	187.08	215.75	-13.29%	1,619.31	1,679.36	-3.58%
Travel Holiday <sup>10</sup>	650,000	657,891	81.71	86.82	-5.89%	776.93	618.84	25.55%
<b>Category Total</b>			<b>462.51</b>	<b>528.08</b>	<b>-12.42%</b>	<b>3,733.03</b>	<b>3,752.74</b>	<b>-0.53%</b>
<b>WEALTH</b>								
Robb Report	None	100,163	154.48	217.00	-28.81%	1,379.14	1,532.00	-9.98%
Town & Country	425,000	438,132	195.89	240.65	-18.67%	1,412.56	1,480.34	-4.58%
<b>Category Total</b>			<b>350.37</b>	<b>457.65</b>	<b>-23.47%</b>	<b>2,791.70</b>	<b>3,012.34</b>	<b>-7.32%</b>
<b>WOMEN'S LIFESTYLE</b>								
Martha Stewart Living <sup>10</sup>	2,150,000	2,404,751	176.43	216.31	-18.44%	1,624.71	1,614.69	0.62%
More <sup>10++</sup>	600,000	600,096	62.27	N.A.	N.A.	591.16	362.84	62.83%
O, The Oprah Magazine <sup>5</sup>	1,300,000	2,751,563	149.52	150.67	-0.76%	1,262.40	777.71	62.32%
Real Simple <sup>6</sup>	700,000	784,307	63.00	60.00	5.00%	467.00	451.00	3.51%
Rosie <sup>M</sup>	3,500,000 <sup>Q</sup>	4,003,261	74.01	N.A.	N.A.	553.76	N.A.	N.A.
Victoria	950,000	990,313	41.81	54.18	-22.83%	353.49	451.74	-21.75%
<b>Category Total</b>			<b>567.04</b>	<b>481.16</b>	<b>17.85%</b>	<b>4,852.52</b>	<b>3,690.98</b>	<b>31.47%</b>
<b>WOMEN'S SERVICE</b>								
Better Homes and Gardens	7,600,000	7,604,634	194.86	195.93	-0.55%	1,672.61	1,760.36	-4.98%
Family Circle <sup>10A</sup>	5,000,000	5,002,906	155.16	162.58	-4.56%	1,192.39	1,192.29	0.01%
Good Housekeeping	4,500,000	4,534,716	146.23	170.97	-14.47%	1,435.66	1,416.35	1.36%
Ladies' Home Journal	4,100,000	4,130,431	121.13	116.58	3.90%	1,138.19	1,191.99	-4.51%
Redbook	2,250,000	2,299,626	116.81	146.08	-19.97%	1,185.76	1,355.74	-12.54%
Woman's Day <sup>17</sup>	4,050,000	4,055,014	176.81	223.73	-20.97%	1,469.58	1,679.27	-12.89%
<b>Category Total</b>			<b>911.10</b>	<b>1,015.87</b>	<b>-10.21%</b>	<b>8,094.18</b>	<b>8,596.00</b>	<b>-5.84%</b>
<b>MEDIAWEEK MONITOR TOTALS</b>			<b>2,880.45</b>	<b>14,818.61</b>	<b>-13.08%</b>	<b>131,759.91</b>	<b>141,368.41</b>	<b>-8.80%</b>

\*=Primedia was not ready to report the titles it had acquired recently from Emap  
 Footnotes: rate base and circulation figures according to the Audit Bureau of Circulations for the first half of 2001; B=audited by BPA International; C=non-audited title; X=did not file audit by deadline; A=launched in 4/00; M=launched in 5/01; O=launched in 5/00; P=launched on 11/00; Q=raised rate base during period; S=launched as a monthly on 8/00; LL=relaunched in 10/00; 9=published nine times per year; 10=published 10 times; 11=published 11 times; 13=published 13 times; 17=published 17 times; +=will publish one more issue in 2001; ++=will publish two more issues in 2001; @=will publish one fewer issue in 2001; !=YTD includes Interiors SIP

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# Media Person

BY LEWIS GROSSBERGER



## The FAQs About 'Thrax

WAR MAKES THE NEWS MORE INTENSE, MORE URGENT,

more portentous and also more confusing. The media, always a hodgepodge of ephemera, now spew a concentrated stream of fact, official pronouncement, analysis, fevered speculation, rumor and

error. The appetite for this news becomes insatiable. But the populace tends to get a little hysterical, especially at the beginning. (Later, if the war goes on too long, they may become depressed.)

The people of the news media become very serious about it all, but they're also very excited. Wars are career makers, you see, and everyone spies the main chance. Producers and editors feel like generals sending their troops into battle. Reporters vie for foreign postings, hoping to witness historic events and ride them to glory. Everyone feels an increased sense of purpose. Adrenaline flows.

(Not Media Person's, of course. His adrenaline coagulated years ago and is now a sodden yellow lump somewhere east of his spleen. But never mind him.)

Strange things happen in wartime, some tragic, some merely absurd, still others a combination of both. The media hurl it all at us daily in raw, kaleidoscopic profusion.

The doings in Florida have been illustrative. A man died, which isn't funny at all. He died of anthrax, an obscure disease that normally afflicts livestock more than people, a disease that sounds like the made-up planet where the nasty extraterrestrials hail from in a sci-fi movie.

Anthrax is also the name of a rock band, and the media tell us the musicians are now worried about all the bad publicity hurting their bookings. Presumably they previously thought the name would give them a positive image.

The disease may not have anything to do with the war (though on the other hand, it may) and is said to be noncontagious, but the panic-prone were taking no chances. Having already emptied the malls of gas masks, they descended en masse on the pharmacies de-

manding Cipro, which two weeks ago no one had ever heard of but now seemed to the crowds as essential as bread, water or Viagra.

If anthrax sounds like a planet, Cipro sounds like the up-to-no-good extraterrestrial guy who hails from there. He transports himself here and injects sinister alien spores up your nose, and they turn you into a fanatic killer zombie in thrall to an evil bearded man in a turban.

More unlikely than the names Cipro and anthrax or the willies they engendered among us was the victim's place of employment. He was a photo editor at the nation's chief publisher of supermarket tabloids, including the *National Enquirer*. This fact gave rise to any number of conjectures in Media Person's warped brain:

If this really was a terrorist attack, did the naive perpetrators think they were striking a

bio-warfare expert explaining its symptoms, its treatments, its chances of killing you once it became happily ensconced in your intimate recesses (very high). And chances are you did watch a news channel instead of the sitcoms and dramas the poor networks had labored over so mightily for our autumnal diversion.

Instead, we became familiar with the functioning of the nasal swab. We came to know, if not love, the squiggly little anthrax bacteria magnified hundreds of times. We watched FBI agents in hazmat suits roaming the contaminated crime scene that is the AMI building. We empathized with its anxious employees as they voiced their fears and awaited their lab test results; yet despite our concern for these people, at the same time we could not help thinking, "So these are the wackos who put out those preposterous newspapers. Funny, they look just like normal human beings."

A few other random thoughts that crossed the mind while watching these reports:

Can the *National Enquirer*, the *Globe*, the *Sun* and the *Star* ever recover their audience, given the probability that the thought patterns of their readers will almost certainly

### WE EMPATHIZED WITH AMI'S EMPLOYEES AS THEY VOICED THEIR FEARS AND AWAITED THEIR LAB TEST RESULTS.

blow against an important institution of U.S. journalism? If they thought so, was it because the publisher is named American Media Inc.? Or were they enraged after reading in a recent issue of AMI's *Globe* that Osama bin Laden has a small penis? Or by some photo that showed his less flattering side? Or were they perhaps offended by all those stupid ads in the AMI publications for cloying porcelain kitsch, reinforcing their belief that Western culture is worthless, degenerate trash?

"Anthrax" has rapidly become the most-used word on American television, more ubiquitous than "Barrybonds." No matter what news channel you watched, there was a

lead them to believe that reading their favorite paper will give them anthrax?

Why is anthrax such a terrorist favorite (if it is in fact a terrorist favorite) in the first place if it's so hard to spread? Wouldn't a smart terrorist go for a rip-snorting contagion like bubonic plague or smallpox?

And lastly, if the *National Enquirer* and its sisters ever do come back and run a story claiming they were shut down by an anthrax attack, why should we believe such an unlikely story from such an unreliable source? ■

(Editor's note: The above column was written before it was learned last Friday that an NBC employee had been exposed to anthrax bacteria.)

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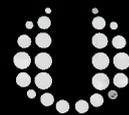
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