

# MEDIaweek

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## AOL Time Warner: What's Next?

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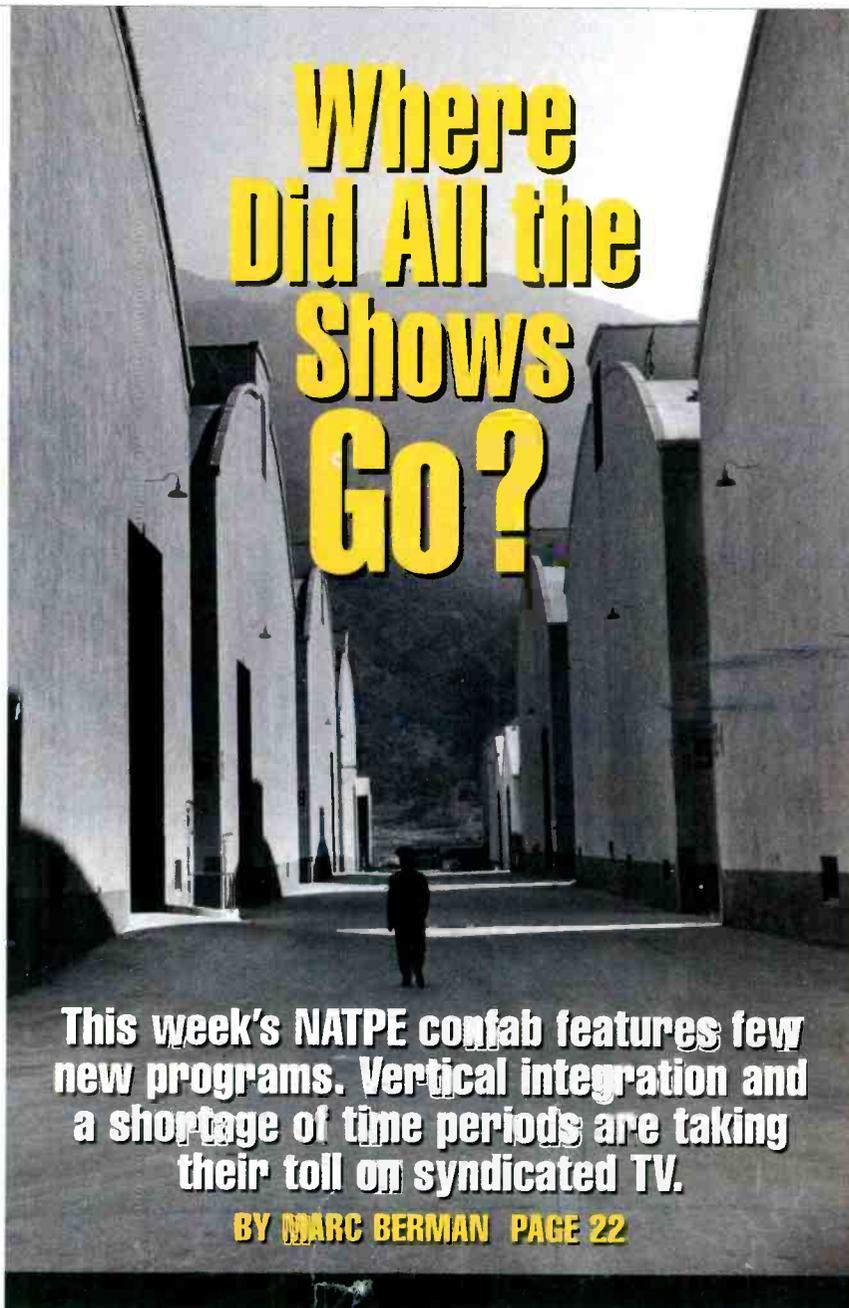
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NBC rivals hold scripted shows back on Thursdays

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## Where Did All the Shows Go?

This week's NATPE confab features few new programs. Vertical integration and a shortage of time periods are taking their toll on syndicated TV.

BY **MARC BERMAN** **PAGE 22**

### MARKET INDICATORS

#### NATIONAL TV: MIXED

Early indications are that second-quarter cancellation options will be exercised at very low levels. First-quarter spots saved for scatter sales are being used for makegoods by most networks instead.

#### NET CABLE: STEADY

Solid scatter spending from automotive, wireless and movie companies is keeping prices level or slightly higher than upfront, depending on the network.

#### SPOT TV: WARM

Auto continues to move inventory, as early 2003 is trending better than expected. While concerns linger about the health of the retail and financial sectors, entertainment remains solid.

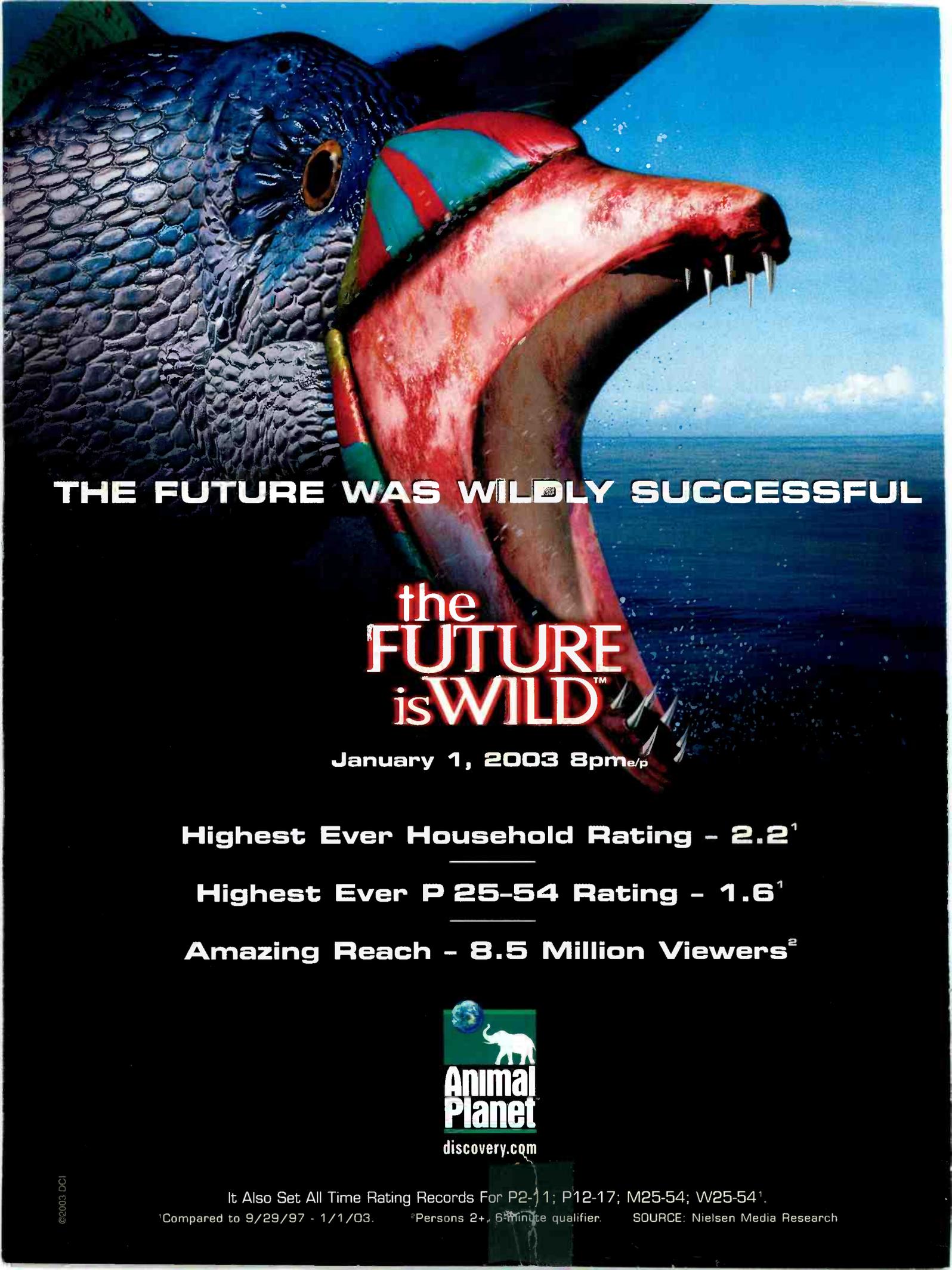
#### RADIO: MOVING

With a few exceptions such as Los Angeles, plenty of inventory is available for January. Auto, financial, and telecom remain strong.

#### MAGAZINES: SOLID

Second quarter is pacing stronger than first. Epicurean titles enjoy spending from the packaged goods, home furnishings and supplies, food and food products, and beer, wine and liquor categories.





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**the  
FUTURE  
is WILD™**

January 1, 2003 8pm<sup>e/p</sup>

**Highest Ever Household Rating - 2.2<sup>1</sup>**

**Highest Ever P 25-54 Rating - 1.6<sup>1</sup>**

**Amazing Reach - 8.5 Million Viewers<sup>2</sup>**



**Animal  
Planet**

discovery.com

It Also Set All Time Rating Records For P2-11; P12-17; M25-54; W25-54<sup>1</sup>.

<sup>1</sup>Compared to 9/29/97 - 1/1/03.

<sup>2</sup>Persons 2+, 6-minute qualifier.

SOURCE: Nielsen Media Research

# At Deadline

## ■ NEWS CORP. STICKS WITH CABLEVISION

News Corp. has decided to stay in business with Cablevision Systems rather than force the Long Island, N.Y.-based cable operator to buy out its stake in their sports partnership, Regional Programming Partners. News Corp. has until December 2005 before it has another opportunity to exercise that option. Under the agreement, News Corp. has lowered its stake in Fox Sports Net Chicago and Fox Sports Bay Area to 40 percent from 50 percent while keeping a 40 percent interest in RPP, which includes an ownership split of Madison Square Garden, the New York Knicks and seven other regional sports networks. Cablevision, through its Rainbow Media Holdings, owns 60 percent of RPP. News Corp. now has 40 percent stakes in all the sports networks under the Fox-Rainbow partnership.

## ■ DR. PHIL CLEARS 60 PERCENT

Paramount/King World's syndicated *Dr. Phil* is reeling in the renewals, and increased license fees, with confirmed clearances through 2005-06 in more than 60 percent of the U.S. License fees are said to be in the low six-figures per week in top markets. *Entertainment Tonight*, also from Paramount, has renewed with its corporate sibling, the CBS owned-and-operated stations, through 2010. Tribune Entertainment's *Family Feud* has re-upped with stations reaching an estimated 60 percent of the country for 2003-04.

## ■ TIME TO MARK 80TH ANNIVERSARY

*Time's* March 31 issue will mark the magazine's 80th anniversary. On newsstands March 24 and double *Time's* usual number of pages, the issue will feature the "80 Days That Changed the World," marking the most pivotal day in each of the last 80 years. Principal Financial Group will be the sole sponsor of a tie-in one-hour TV program airing March 23 on CNN at 8 p.m. and repeating four additional times. Television coverage also includes broadcasting 20 daily one-minute news items over four weeks.

## ■ FOUR ABC SUPER BOWL SPOTS OPEN

Going into last weekend, ABC still had four in-game spots to sell for Super Bowl XXXVII on Jan. 26. New advertisers on board, paying between \$2 million and \$2.2 million per 30-second spot, are financial Web site Fair, Isaac & Co. and Salton Inc., maker of the George Foreman grills. Traditional Super Bowl advertisers Anheuser-Busch, Pepsi and AT&T have bought multiple spots. If ABC cannot sell the remaining spots, the network likely will offer them to advertisers already in the game, at discounted rates.

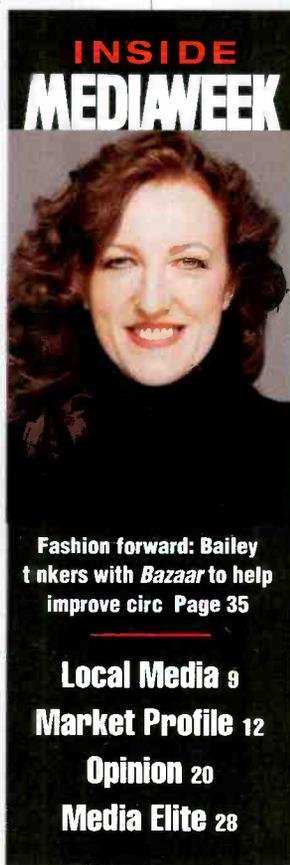
## ■ E! TAPS MTV NETWORKS VET COLEMAN SMITH

To spur new series development and generate more attention for its Style channel, E! Networks has named former MTV Networks veteran Salaam Coleman Smith to the new position of vp, programming. Smith will oversee scheduling, program strategy and acquisitions for E! and Style. She joined Nickelodeon in 1994 and most recently served as vp of programming and acquisitions for the network.

## ■ VIACOM'S SWANSON SHAKES UP KEY STATIONS

Dennis Swanson, Viacom Television Stations Group executive vp/COO, last week named Steve Mauldin, vp/general manager of WFOR TV in Miami, as president/gm of Viacom's Dallas/Fort-Worth duopoly—CBS station KTVT and UPN station KTXA. Mauldin will also oversee Viacom's CBS outlet KEYE in Austin, Texas, and Oklahoma City UPN station KAUT. Michael Colleran, formerly general sales manager for ABC Television's KABC in Los Angeles, has been appointed Mauldin's successor in Miami. Colleran will also oversee UPN station WBFS in Miami and West Palm Beach UPN/WB outlet WTVX.

■ **ADDENDA:** Former AT&T Broadband president/CEO **William Schleyer** has been named chairman/CEO of struggling Adelphia Communications. Schleyer succeeds chairman/interim CEO Erland "Erkie" Kailbourne, who will remain on the board...Former ESPN president/CEO and ABC president **Steve Bornstein** last week was formally named executive vp of media of the National Football League and president/CEO of the league's projected NFL Channel...At the Winter Press Tour for TV critics held in Los Angeles last week, NBC announced it has renewed *The West Wing* for two more seasons, despite declining ratings this season, especially among adults 18-49...ABC is offering a high-definition feed of its telecast of **Super Bowl XXXVII** on Jan. 26, and 65 of its stations have HDTV capability. But New York will be missing from the mix. Flagship station WABC lost its digital-TV antenna system in the Sept. 11, 2001 terrorist attacks. While it has relocated its analog antenna, WABC has not found a substitute digital location...**Campbell Mithun**, Minneapolis, has been awarded the \$20 million Good Humor-Breyers account, which includes media buying, planning and creative. The account was previously handled by Ogilvy & Mather...General Motors and American Honda said they will increase their commitment to offer **XM Satellite Radio** in their cars.



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PATRICK DEMARCHELIER

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# 'Old Media' Side Takes Full Control

Company's fate is now in the hands of former Time Warner execs

**THE INDUSTRY** By Lisa Granatstein

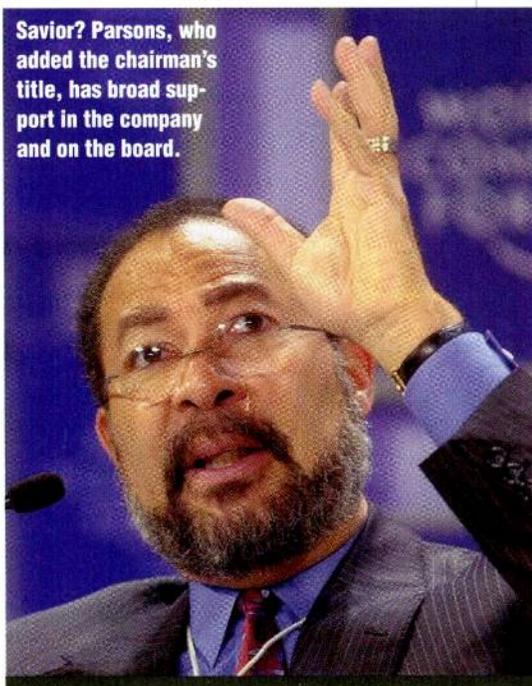
**W**ith the ascent last week of CEO Richard Parsons to the additional post of chairman, replacing the embattled Steve Case, AOL Time Warner has shed itself of the chief architects of the January 2000 megadeal that has hobbled the world's biggest media and entertainment conglomerate almost from the outset.

It will now be up to the collegial Parsons, who only eight months ago rose from co-COO to CEO following the exit of Gerald Levin, to overcome a myriad of challenges. Chief among them are the resurrection of America Online and the smooth integration of the Internet service with the company's magazine, television, music and film divisions. Also on the agenda: Parsons in March must shepherd an initial public offering of Time Warner Cable; pay down a mounting debt that has soared to \$26 billion; and keep an eye on the struggling CNN. All the while, Parsons will have to remain in the good graces of AOL Time Warner's acrimonious board, a feat that neither Levin nor Case managed to accomplish in their short tenures.

For many media moguls, any of these challenges alone would be daunting—together, they would appear to be insurmountable. But with what in effect amounted to a palace coup, former Time Warner executives have now assumed full command of the company, pushing out their AOL counterparts. This means that Parsons, who previously served as Time Warner president, can rely on the loyalty and support of his own hand-picked lieutenants, potentially bringing some newfound momentum to the merger.

"The work has flowed to the competent," a top executive from one of the Time Warner divisions said last week. "[AOL managers] were just not equipped to deal with this situation. They didn't have the experience, the knowledge or the style to deal with the world's largest media conglomerate. We're in this big hole, and if anyone can get us out, it's the manage-

**Savior? Parsons, who added the chairman's title, has broad support in the company and on the board.**



MARK LENIHAN/AP PHOTO

ment team we have now."

Parsons initiated the process last summer, when in one of his first key moves as CEO he restructured the company's top management following the exit of COO Robert Pittman. Among the Time Warner executives promoted was former Time Inc. chairman/CEO Don Logan to chairman of the Media & Communications Group, with oversight of AOL, Time Warner Cable and Time Inc. Parsons is relying on Logan and AOL chairman/CEO Jonathan Miller to fix the troubled online service, after it became clear that Pittman, who ran AOL before the merger, could not do so.

AOL has had to contend with federal investigations into its accounting practices, the ongoing headache of declining dot-com advertising and sluggish growth in its subscriptions. Standing virtually still at an impressive 35 million subscribers, AOL Time Warner's self-described "crown jewel" has hit a wall. The new growth area is high-speed connection, which AOL now offers on a limited basis, though it

does have a broadband content service.

While Miller unveiled a new strategy in December that involves developing proprietary AOL content to help build revenue-per-subscriber, there are still many naysayers within the merged company who argue that AOL may be a lost cause. "If they can't make it work in the next six months, they have to sell it," said another high-level AOL TW executive. Other executives have called for the removal of AOL from the company's name.

Parsons' job is to avert a big unbundling. "Changing the name is a cosmetic fix, and in terms of spinning off the business, AOL is an important strategic asset for the next [decade]," said Mark May, media analyst at Kaufman Brothers. Michael Kupinski, media analyst at A.G. Edwards, added that while the company's divisions "are dissimilar in many ways, AOL does offer a distribution platform."

The one planned spinoff in the works is Time Warner Cable, which will be the new chairman/CEO's first big test as deal maker. If successful, the public offering of the U.S.' second-largest cable systems operator will help pay down debt and could ultimately boost the company's severely depressed stock price.

On the content side of the cable business, Jeff Bewkes, chairman of the company's Entertainment & Networks Group, and Turner Broadcasting chairman Jamie Kellner must stabilize CNN. After just 18 months in the post, CNN News Group chairman/CEO Walter Isaacson announced last week that he will leave in the spring to become president/CEO of the Aspen Institute, a Washington-based think tank. Succeeding Isaacson will be Jim Walton, CNN's No. 2 exec, as president.

The changes come at a critical time for the network, which has struggled to find its voice as the irreverent Fox News Channel has steadily chipped away at its audience base.

One possible salve for CNN's woes could be a long-discussed joint venture with Walt Disney Co.'s ABC News. But that appears to be far off, given that the parties have yet to resolve control and management issues.

In the meantime, Parsons' wooing of Wall Street and calming of disaffected shareholders will shift into high gear on Jan. 29, when AOL Time Warner is scheduled to detail its 2002 financial results. The departures of Case and Isaacson and the elevation of Parsons last week had negligible impact on the Street. AOL Time Warner's stock price actually declined, closing last Friday at \$14.81, 7 cents below its close prior to Case's resignation. ■

# AOL Looks for Clues

Yahoo! results offer hope and stronger competition for troubled AOL brand

**THE INTERNET** By Catharine P. Taylor

**A**s America Online reorganizes, with a sword of Damocles hovering over it, the unit's executives might do well to look at the healthy earnings report last week from competitor Yahoo! for clues to what lies ahead. The AOL rival scored increases in both advertising and subscription revenue in 2002, providing good news and bad for AOL's strategy to bolster its multiple revenue streams.

First the bad news: Yahoo!, which has never threatened AOL's subscription revenue, is now making inroads into that category. In September, Yahoo! launched a broadband offering with baby Bell SBC, which allows Yahoo! to realize monthly ISP subscription revenue in 13 states. Yahoo! said it currently has 2.2 million people signed up as paying subscribers to at least one of its offerings, ranging from online gaming to personals to the SBC service. While the SBC relationship doesn't give Yahoo! nearly the geographical reach, or subscriber base, that AOL has with over 35 million subs, the company plans to narrow the gap by partnering with

more baby Bells. AOL doesn't need yet another competitor in the broadband arena.

The better news comes from the ad side. Yahoo! is proving it is possible to turn around Internet ad revenue. Yahoo!'s marketing-services revenue posted an 8 percent increase to \$582 million last year, even as the company

HEADED IN DIFFERENT DIRECTIONS					
ANNUAL AD REVENUE, IN BILLIONS					
	1999	2000	2001	2002	2003
<b>AOL</b>	\$1.2	\$2.4	\$2.7	\$1.6*	\$1.0*
<b>YAHOO!</b>	\$0.5	\$1.0	\$0.5	\$0.6	\$0.7*

\*Projections. Both companies' ad revenue numbers include other commerce and marketing services revenue. Source: Company reports.

stated its intent to rely less on ad revenue. Yahoo! has made aggressive moves into attention-grabbing ads from traditional advertisers, but much of the gain was attributed to unglamorous, but effective, sponsored search. Fortunately for AOL, that area of online advertising doesn't require the technological heavy-lifting

that running rich-media ads does, and could be an easy way to gain some ad-revenue traction.

AOL shifted management again last week, making unit vice chairman Joe Ripp where the buck stops for the interactive marketing (read ad sales) department. Media buyers contacted last week feel a little more optimistic AOL is turning a corner. "It's not quite that palpable yet, but I can see the momentum," said Maggie Boyer, vp of media, at Avenue A. Others are encouraged at the new management's attitude. "[Exec vp Lon Otremba] is kicking people in the rear end and not putting up with stuff not getting done," said one New York media exec.

AOL is also engineering its turnaround at a time when the online ad market could be on the rebound. Taylor Nelson Sofres' CMR said last week Internet advertising would grow by 7.4 percent in 2003—only Spanish-language TV is predicted to outpace it. It's possible that AOL was just being ultra-conservative when it said ad/commerce

revenue would decline by half this year. "I happen to think that AOL consciously set the bar really low," said Forrester Research's Jim Nail.

Not that investors will give AOL Time Warner stock the benefit of the doubt anytime soon. It may be a long time before anyone gets back to believing the hype. ■

# CNN: Soldiering On

Network to continue focus on hard news, with the help of brand-name talent

**CABLE TV** By Megan Larson

**I**n the wake of Walter Isaacson's abrupt departure from his post as CNN chairman last week, successor Jim Walton firmly countered the chorus of critics that for the past two years has labeled CNN a big, but fumbling, service that is running solidly second to Roger Ailes' brassy Fox News Channel.

"Let's define winning," Walton said. "We have a major investment in resources around the globe, we provide value for our stockholders and attach a premium on commercial value for our advertisers based on who watches us. We deliver the promise of news. I think we're winning."

Though the network is indeed suffering a ratings slide, CNN execs maintain it's their job not to focus on the ratings race, but rather to tell the world's most important stories.

CNN has attempted to keep pace with the flashy graphics and

popular Talk radio-style of FNC by bringing in better-known news anchors and creating branded programming. Some of the changes, such as *American Mornings With Paula Zahn*, have worked, while others—*Connie Chung Tonight*, for example—have fallen flat. "Paula, Aaron [Brown of *News Night*] and Connie are not off the mission," said Teya Ryan, executive vp and general manager of CNN. "This is a 24-hour news network. There is room for all different types of journalism."

CNN's current audience level is essentially flat with 2000, when FNC began its steady ascent. CNN hit a high during fall 2001 while covering the events of Sept. 11 and the ensuing war in Afghanistan. But the net has suffered a 67 percent slide in total-day delivery of persons 2-plus since Oct. 1, according to a Horizon Media analysis of Nielsen Media Research data. Over



Walton says CNN is keeping promises.

this period, when CNN's prime-time ratings have dropped 50 percent, FNC's audience have held steady. "We have more people who watch CNN U.S. each month, but we have to get them to sit there a little longer," said Walton, who began his CNN career as an entry-level video journalist in 1981.

"CNN is in a very difficult position right now, with intense competition and viewer bifurcation amongst the various news outlets," said Derek Baine, Kagan World Media senior entertainment analyst. CNN is besting its competition in terms of cash flow, ad revenue and license fees, according to Kagan research. Combined with Headline News, CNN is projected to attract \$405.2 million in ad revenue in '03 compared to FNC's \$81.9 million.

Both Walton's role and CNN itself could change if a still-speculative merger between CNN and ABC News becomes a reality. Those talks are on hold for about six weeks, Turner Broadcasting chairman Jamie Kellner said last week, as executives "evaluate whether a merger is in the best interest of CNN." Company sources said a merger will happen if ABC is willing. "We're not talking about whether we should do this, but rather the timing of it," said one top CNN exec. "These are difficult times for AOL Time Warner." ■

# Date Shows On the Rise

*Elimidate, 5th Wheel* grow ratings

**SYNDICATION** By Marc Berman

In a season that has seen only one breakout hit in syndication—the *Oprah* spinoff *Dr. Phil*—two sophomore shows have quietly grown their audience since September. Based on gross average audience ratings from Nielsen Media Research, Warner Bros. Domestic TV Distribution's *Elimidate* has seen its ratings rise 36 percent to a 1.9 season-to-date, while Universal Domestic Television's *The 5th Wheel* is up 23 percent to a 1.6. Both shows are also up in key demographic ratings.

In a sea of audience erosion where 22 of the 31 established first-run syndicated strips are on the downside this season, both shows also have new rating highs to boast about. *Elimidate* scored an average 2.3 for the week of Dec. 30, while *The 5th Wheel* earned a 2.1 one week later.

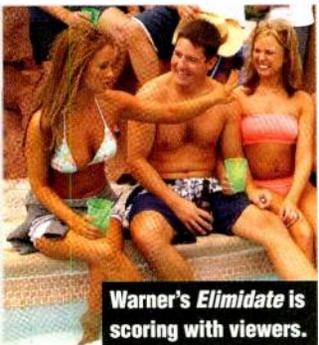
Time-period upgrades and more double-runs "have clearly been very beneficial" to *5th Wheel* and *Elimidate* this season, said Andy

Donchin, director of national broadcast for Carat USA. "Although the content of either series could be an issue for some advertisers, any show with growing ratings and a young-adult skew is worth considering."

The two series have also been helped

by the attention drawn by high-rated primetime dating shows. "The popularity of *The Bachelor* and *The Bachelorette* has certainly helped," said Steve Rosenberg, Universal Domestic TV president. "But the success of any show is a reflection of the product itself. People don't watch genres, they watch individual shows. If the show isn't worthwhile, getting double-runs or station upgrades are unlikely to ever happen. Without that, the ratings won't grow."

Alex Duda, *Elimidate*'s creator and executive producer, believes the universality of the show's theme has sunk in with viewers. "The momentum on our show comes from creating a story viewers can relate to," said Duda. "Thankfully, dating is something that never goes out of style." ■



TELEPICTURES PRODUCTIONS

# Radio High on FCC's List

Ownership concentration issues highlight Capitol Hill, NYC appearances

**REGULATION** By Todd Shields

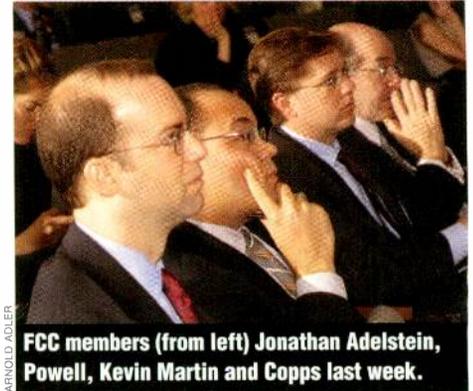
Last January, a train derailed near Minot, N.D., spewing chemicals in a dangerous cloud that enveloped much of the town. Residents desperate for information jammed telephone lines. They had little alternative, because during the early stages of the accident, which killed one person and sickened hundreds, local radio stations aired music and commercials rather than news bulletins.

Six of Minot's seven commercial radio stations are owned by the country's largest radio group, Clear Channel Communications, making the Minot disaster part of the escalating national debate on media concentration. At a Senate Commerce Committee hearing last Tuesday at which lawmakers from both parties cautioned the Federal Communications Commission against weakening media ownership restrictions, Sen. Byron Dorgan (D-N.D.) cited Minot's communications breakdown as one byproduct of consolidation.

"If the commission is heading toward eliminating some of the barriers to additional concentration, that is a huge mistake," Dorgan told FCC chairman Michael Powell, who attended the session with the agency's other four commissioners. Powell indicated that rules defining radio markets may be changed to ensure that a single company could not own virtually all of a market's radio stations.

Powell also assured the Senate committee that some current regulations will be left standing after the agency this spring completes its sweeping review of media ownership rules.

In the Minot incident, an emergency communications link failed after the 1:39 a.m. derailment, and the only Clear Channel em-



ARNOLD ADLER

ployee on duty at the time did not answer a phone call. Clear Channel says local authorities failed to initiate an automated emergency system. Both sides say the problem has been fixed.

CC senior vp Andrew Levin said that the lean overnight staffing in Minot "would have happened irrespective of whether there were two companies in [the market] or one or four."

Clear Channel CEO Lowry Mays and president Mark Mays paid a visit to Dorgan the day following the Commerce hearing. The company might need more such efforts. CC's rapid growth since the 1996 Telecom Act to 1,225 stations has made it a poster child for critics of media concentration.

At a forum in New York last Thursday, FCC commissioner Michael Copps surveyed a radio landscape that includes fewer owners and more remote programming. He cast the agency's upcoming decisions as a choice of "whether to visit upon the rest of the broadcast media that which we have already visited upon radio—and perhaps much, much more." ■

# What's New Is Old Again

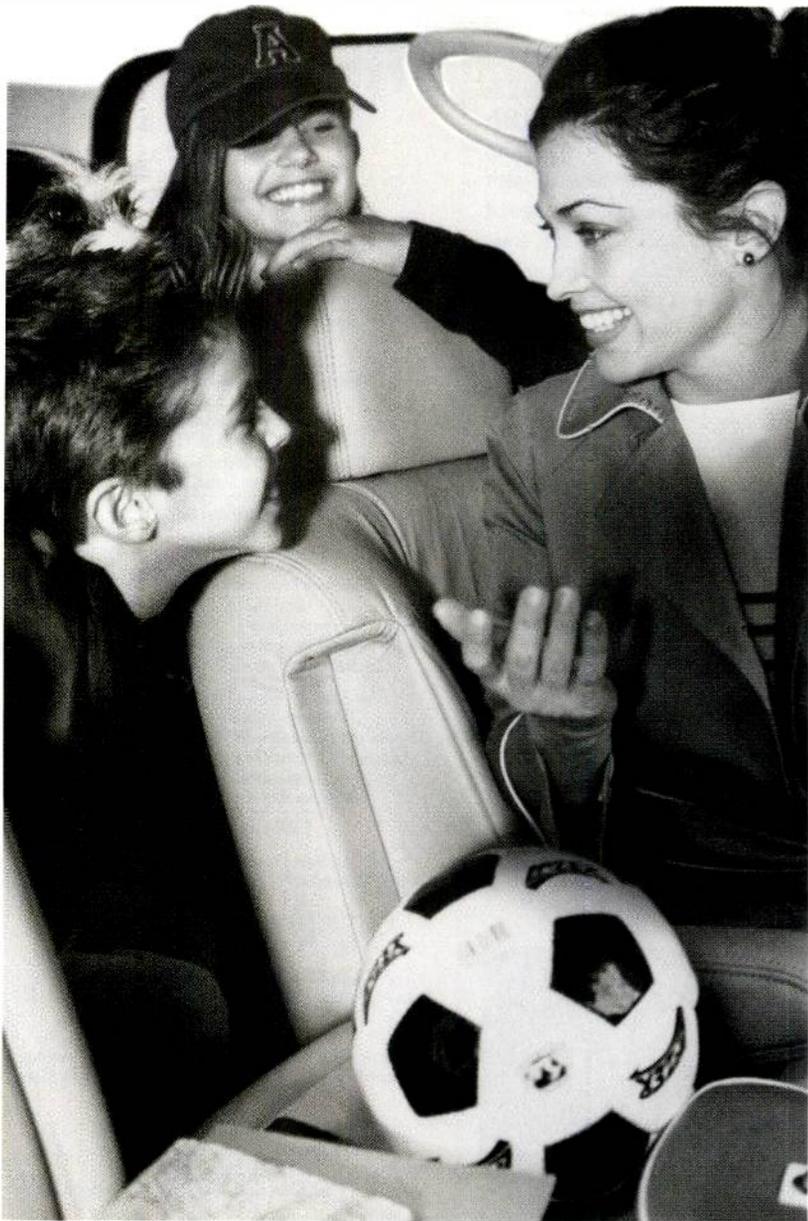
CBS and NBC still miss young viewers with scripted replacement shows

**NETWORK TV** By John Consoli

CBS' decision last week to not renew *Touched by an Angel* for a 10th season this fall once again puts the network in position to replace a show that skews to a 55-plus crowd with something that draws more viewers 18-49. But recent history indicates that for CBS and NBC, the two oldest-skewing networks, shows they think might

attract younger viewers don't always do so.

For example, CBS last spring canceled its Sunday 8 p.m. drama *The Education of Max Bickford* after one season because, in the words of CBS president Leslie Moonves, "it was the oldest-skewing show on the network." *Bickford*, which had a median age audience of 57.1, was replaced this season with veteran sitcom *Becker*,



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Wanted For  
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For more information about REDBOOK's "Mother's Day How-To's" or our yearlong 100th Anniversary celebration, call VP/Publisher Jayne Jamison at 212.649.3334.

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**100**  
**YEARS**

which moved from Monday nights, and newcomer *Bram & Alice*. *Becker's* median age has gone from 50.7 last season to 58.5, even older than *Bickford*. When *Bram & Alice* was canceled recently, it had a median age of 56. So much for getting younger.

CBS' 8 p.m. Sunday follows the perennially older-skewing *60 Minutes* (median age 59.1), so it just may be a tough time period to program younger. "The median age numbers prove that what really matters is not what type of show you put in a time slot, but what age the lead-in targets," said Brad Adgate, executive vp of research at Horizon Media.

Fridays present a similar challenge. *Hack*, CBS' 9 p.m. freshman drama that delivers a solid household rating, has a median audience of 55.6. As a result, the network's 10 p.m. *Robbery Homicide Division* could only muster a median of 51.8 before it was canceled. Its replacement,

*Queens Supreme*, is doing better in households and adults 18-49 but has a median age of 51.2.

NBC on Fridays canceled its 8 p.m. drama *Providence*, which was performing decently with a 7.6 household rating but had a median age of 54.4, and replaced it with *Mister Sterling*, starring Josh Brolin. So far, *Sterling* has improved household (8.0) and 18-49 (3.5) ratings, but its median is 53.9, almost the same as *Providence*.

While a show's median age may not be a major factor for buyers, John Rash, chief broadcast negotiator at Campbell Mithun, said it "is a key indicator of the overall audience watching a show and is an important part of the decision-making process."

Overall, CBS has eight shows in prime time with a 50-plus median age; NBC has four. Still, NBC and CBS are Nos. 1 and 2 in the delivery of adults 18-49 season-to-date with an average 4.5 and 3.9 rating, respectively. ■

# Surrendering to Friends

Rival networks are giving up on scripted series in Thursday 8 p.m. slot

**TV PROGRAMMING** By A.J. Frutkin

Following NBC's renewal of *Friends* for fall, most other broadcast networks have thrown up their hands on Thursdays—at least in terms of scripted programs. Executives at several competing networks say their only means of survival on Thursdays is to counter-program with less-costly non-scripted fare, which, in some cases, are repeats.

Thursdays at 8 p.m., the WB reruns its Sunday-night reality series *High School Reunion*, followed at 9 by first-runs of *The Surreal Life*. Last Thursday, Fox aired repeats of *Joe Millionaire's* first two episodes. A network representative said that Fox may fill the 8 p.m. hour with more *Joe* repeats or *World's Craziest Videos*—type programming leading in to news-magazine *The Pulse* at 9 p.m.

On Feb. 13, ABC will launch the 9 p.m. reality series *Are You Hot: The Search For America's Sexiest People*. After *Hot's* six-show run, *Extreme Makeover* will fill in for six weeks. The network has yet to announce plans for Thursday at 8 p.m., but ABC Entertainment president Susan Lyne said it will likely be alternative programming. Lyne noted that gaining traction with character-driven scripted series isn't easy: "With a show that has to build over time, cutting into the juggernaut that is Thursday is going to be very tough," she said.

WB Entertainment president Jordan Levin noted that over the past two seasons, he had scheduled scripted half hours on Thursdays,



**The WB is airing repeats of *High School Reunion* rather than run originals against NBC's *Friends*.**

with the hope of growing an audience for those shows once *Friends* ended. Now, Levin said, "it would be wise to look at that night more short-term oriented, and program for the season at hand, not the season beyond."

With *Friends* and CBS' *Survivor* leading into *CSI*, Thursdays have become a two-horse race this season. ABC's Lyne said CBS' combining of non-scripted with scripted programming is a strategy she hopes to emulate.

For now, though, Lyne is intent on gaining a foothold with non-scripted series on Thursdays, where ABC is No. 5 in adults 18-49 this season, averaging a 2.1. She added that such a strategy even might extend into next season's 8 p.m. and 9 p.m. slots. "It's very likely that in at least one of those hours, we'll be coming in with alternative programming," Lyne said. ■

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# Local Media

TV STATIONS | NEWSPAPERS | RADIO STATIONS | OUTDOOR | MAGAZINES

## CHICAGO RADIO STATIONS

# Two New A.M. Shows Give Windy City a Wake-Up Call

BY KATY BACHMAN

Morning radio in Chicago—a market with some of the nation's longest commutes—has always been competitive, but recent changes at several music stations are upping the stakes.

At the beginning of the month, ABC Radio's struggling Modern Rock station WZZN-FM premiered its new morning show, *Brooke and Jill*, to go head-to-head with *Mancow's Morning Madhouse* on Emmis Communications' WKQX-FM. And on Jan. 6, Clear Channel's Contemporary Hit Radio station WKSC-FM/Kiss rolled out its new morning show, *DreX in the City* with Kevin Buchar. The show was plucked from Infinity Broadcasting's KTFM-FM in San Antonio, Texas, where it was consistently No. 1 in women 18 to 34, with shares as high as 10.

*DreX* is up against *Eddie and Jo Bo* (Ed Volkman and Joe Bohannon), the morning team on Infinity Broadcasting's Rhythmic CHR-formatted WB-BM-FM. A fixture in Chicago, the duo are the top morning men among the young-skewing music stations in the market and the No. 6-rated morning show overall.

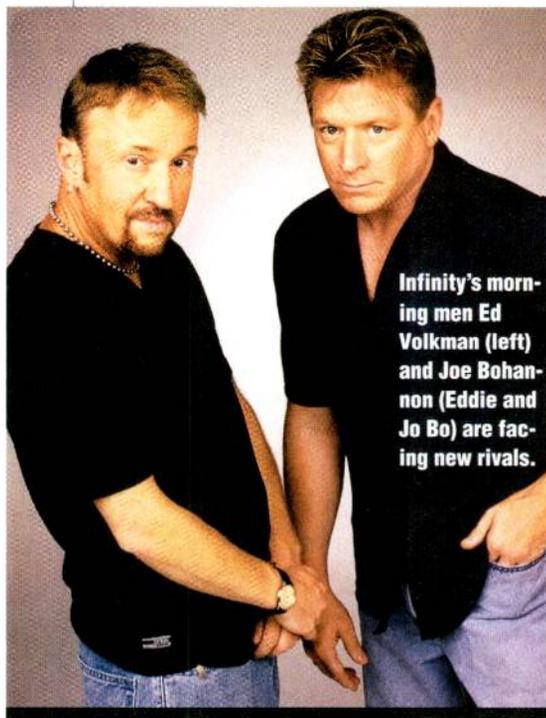
"We're going through a relaunch. We now have more local personalities and do a better job of connecting with our listeners," said Paul Agase, station manager for WKSC, which slid slightly in the Fall survey to a 2.5 from a 2.9. WKSC's entry into the morning race comes after two years of trying to attract ratings with a Los Angeles-based radio host who voice-tracked mornings for the station.

"It's an uphill road for [Kiss]," said Don Marion, vp and general manager of WBBM-FM, which has kept the same format in the market for 20 years. "*Eddie and JoBo* is the most listened [cued] to morning show in Chicago, and they've been there a long time."

"There's a lot of very good morning-drive talent. It has always been a battle in mornings.

If you win in morning drive, it plays well for the rest of the station," said Pat Kelley, station manager for WLIT-FM and WNUA-FM, two other Clear Channel outlets in the market.

After switching WZZN's formats several times over the last few years, ABC Radio is sticking with Modern Rock to face off against



Infinity's morning men Ed Volkman (left) and Joe Bohannon (Eddie and Jo Bo) are facing new rivals.

WKQX-FM, Emmis' stand-alone Alternative Rock outlet. To compete with *Mancow*, ABC pulled Brooke Hunter and Jill Egan out of nighttimes to do mornings. "There hasn't been anything new and fresh in the marketplace since *Mancow*. Given time, this will be a successful franchise," said Bill Gamble, WZZN program director.

While WZZN slipped slightly in Fall to a 1.5 from a 1.8 overall, WKQX held onto its overall rating position, up to a 2.4 from a 2.3. *Mancow* continued his reign as the No. 1

morning host among 18-to-34-year-olds. "[WZZN] has really been on top of us over the last six months, mirroring us on a song-by-song basis. But we believe we have the best player," said Chuck DuCoty, vp and gm of WKQX.

While the morning battle heats up among the music stations, the top three morning shows provide strong evidence of the market's love affair with news and politics. Topping the rankers was Felicia Middlebrooks and Pat Cassidy on Infinity's News station WBBM-AM, followed by Spike O'Dell on Tribune's WGN-AM and *Don Wade & Roma* on ABC Radio's WLS-AM. Fourth was *The Crazy Howard McGee Morning Show* on Clear Channel's Urban leader and the No. 1 station in the market, WGCI-FM.

Meanwhile, Clear Channel's WLIT-FM is getting traction with *Melissa Forman Mornings*, a program that premiered about a year ago and has moved up from No. 19 overall to No. 10.

## LOS ANGELES RADIO STATIONS

# Hispanic Share Rises

Ratings for Spanish-language radio stations rebounded in the Fall 2002 Arbitron survey, which began releasing earlier this month. In Los Angeles, the largest Hispanic radio market, overall audience shares to Spanish-language stations were up 12.4 percent to 24.4, after dipping to 21.7 in the Summer survey.

Hispanic radio groups blamed that shortfall on the lack of Spanish-speaking Hispanics in Arbitron's sample, leading to the ratings company's announcement last November that it would weight its sample by language at an unspecified later date.

With the Fall survey, the percent of Spanish-speaking Hispanics in the sample was at 51 percent, higher than the 47.3 percent low point in Summer. The top rated Spanish-language station in the market, KSCA-FM, Hispanic Broadcasting Corp.'s Regional Mexican formatted station, was up to a 3.9 from a 3.4. Its sister station, *Romantica* KLVE-FM, rose to a 3.4 from a 3.0. Spanish Broadcasting System's two FMs in L.A. also posted increases. Regional Mexican KLAX-FM overall shares hit 2.9 from a 2.3, and Spanish Contemporary Hit Radio KXOL-FM rose to a 2.5 from a 1.9. Liberman Broadcasting's KBUE-FM, one of two stations not affected in Summer, surged in Fall to a 3.5 from a 2.9 to hit No. 2 among

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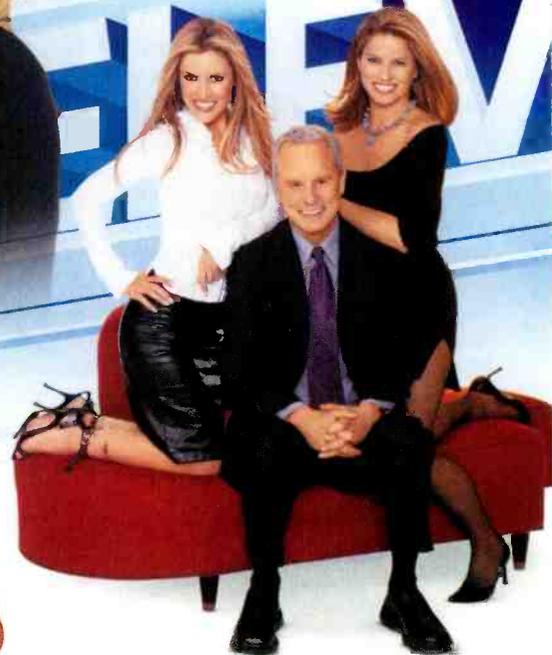
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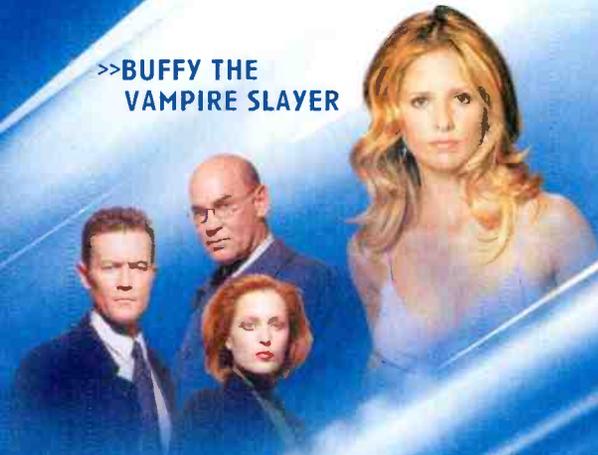


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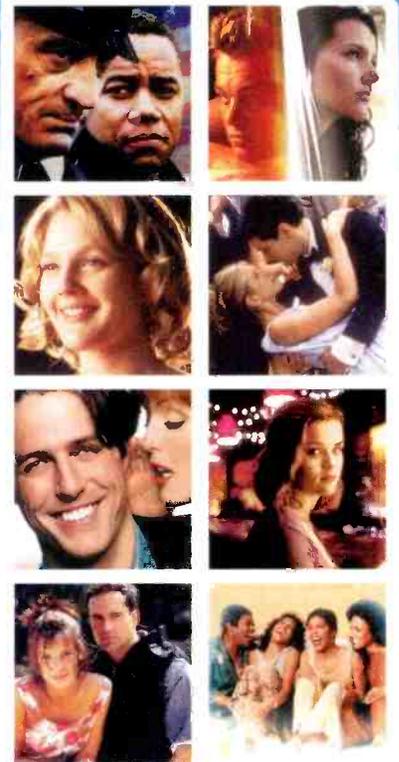
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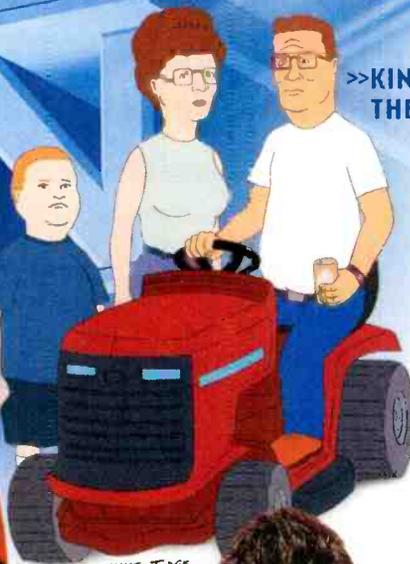
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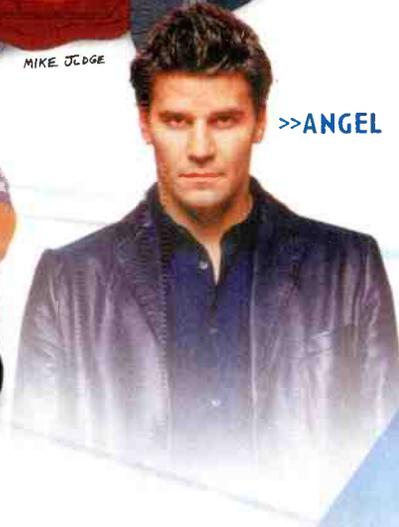


>>KING OF THE HILL

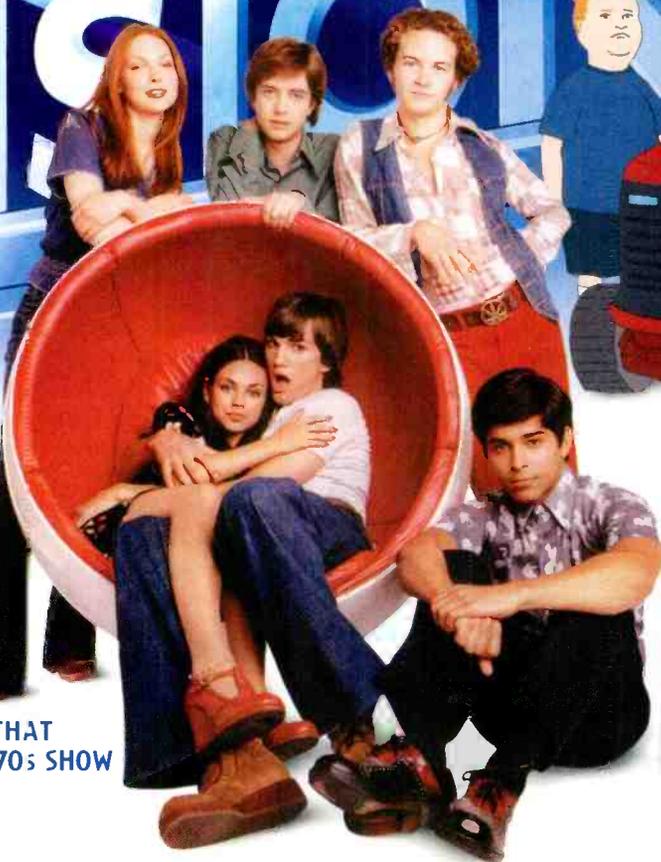


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# Market Profile

BY TONY CASE

Spanish-language stations.

Despite the ratings increases, Spanish-language group owners are still pressing Arbitron to weight the sample by language. Arbitron promised it would give the industry a timetable for making the methodology change in early 2003. A meeting with broadcasters is scheduled for the end of this month. —KB

## FORT WAYNE, IND. TV STATIONS

### WKJG Sold for \$20 Mil

With a goal to build its TV station group up to 15 stations, Arlington Capital Partners' New Vision Group last week purchased WKJG-TV, the NBC affiliate in Fort Wayne, Ind., from Cloutier Trust for \$20 million, its third outlet.

Last September, Washington D.C.-based New Vision announced its purchase of KSBY, the NBC affiliate in Santa Barbara, Calif., and KVII-TV, the ABC affiliate in Amarillo, Texas, both the highest-billing stations in their respective markets. Fort Wayne is the No. 104 market, while Santa Barbara and Amarillo are No. 119 and 129, respectively. Plans are to purchase outlets in markets No. 50 to 150.

"We're buying at an attractive time, both in broadcast TV and in the market. We also believe the ad market has stabilized and is starting to turn upwards," said Perry Steiner, managing director, Arlington Capital Partners.

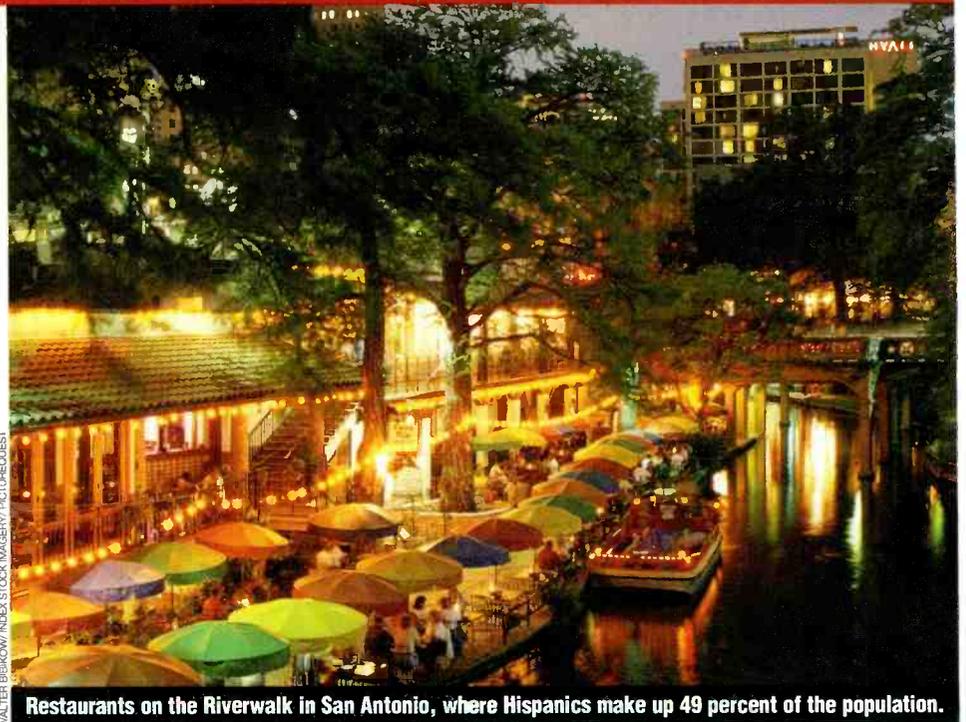
Steiner also pointed to the possibility that the regulatory environment might soon change and increased concentration in TV ownership will favor station owners. "While there's no guarantee of regulatory changes, there's considerable room for loosening, and that will present a very attractive backdrop to effect a consolidation," he said. —Sandy Brown

## PHILADELPHIA TV STATIONS

### Simone Takes GM Post

Fox Television Stations last week tapped Robert Simone as vp/gm of WTXF-TV, its owned-and-operated Philadelphia station. He will report to Fox TV Stations chairman/CEO Mitchell Stern. WTXF has had no gm since the December departure of Roger LeMay.

Simone, who was unavailable for comment, comes from Fox O&O KDVR-TV in Denver, where he had been vp/gm since 1997. He will be replaced in Denver by Bill Schneider, who was vp/director of sales for WAGA and Fox Sports Net South in Atlanta. —SB



Restaurants on the Riverwalk in San Antonio, where Hispanics make up 49 percent of the population.

## San Antonio

**SAN ANTONIO IS A TOP-50 MARKET THAT, IN SO MANY WAYS, GOES AGAINST THE GRAIN.**

While other markets across the country are seeing scores of manufacturing jobs vanish, the home of the fabled Alamo finds itself in serious contention for a new Toyota plant that would bring 22,000 jobs

and a whopping \$265 million annual payroll (San Antonio is competing against tiny Macon, Ark., for the facility).

As for the DMA's media businesses, even as newspaper publishers everywhere continue to struggle with eroding readership, Hearst Corp.'s *San Antonio Express-News* is that rare metro daily actually enjoying circulation growth, and healthy gains at that.

While media in other markets scramble to cater to an increasingly visible, and economically powerful, Hispanic base, media businesses in San Antonio, where Latinos make up some 49 percent of the population (according to Scarborough Research), already serve that community. Major names like Clear Channel Communications, Cox Radio and Infinity Broadcasting may boast the greatest share of

the radio market, but the biggest moneymaker among FM stations by far is Hispanic Broadcasting Corp.'s Tejano station, KXTN.

Then there is the uniqueness of the San Antonio TV landscape. While many other markets play host to one (continued on page 14)

NIelsen MONITOR-PLUS

### AD SPENDING BY MEDIA / SAN ANTONIO

	Jan.-Dec. 2000	Jan.-Dec. 2001
Spot TV	\$180,747,043	\$162,239,273
Local Newspaper	\$120,801,912	\$118,400,638
Spot Radio	\$33,446,959	\$36,169,323
Outdoor	\$19,658,966	\$18,628,481
Local Sunday Supplement	\$1,114,531	\$1,182,750
Total	\$355,769,411	\$336,620,465

Source: Nielsen Monitor-Plus

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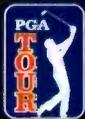
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# Market Profile

(continued from page 12) clearly dominant news station, here ABC affiliate KSAT, a Post-Newsweek outlet, and Belo Corp.'s CBS affiliate KENS are locked in a dead heat, separated at times by a mere share point, and sometimes by not even that much. The San Antonio TV market is ranked No. 37 in the nation with 712,000 households in 2001, up 2.1 percent from 641,000 five years earlier, according to BIA Financial Network.

During the November sweeps, KSAT edged out its rivals in households during the 5 p.m. news race with an 11.8 rating/21 share,

followed by KENS' 10.8/19, according to Nielsen Media Research. NBC affiliate WOAI, a Clear Channel station, remained a distant third with a 5.9/10. By the 6 p.m. local newscast, KSAT's lead narrowed, with a 10.8/18, followed by KENS' 10.6/17 and WOAI's 6.5/11.

In the 6:30 p.m. news time slot, leading into the networks' prime-time offerings, KENS in November remained comfortably ahead of the pack with *Wheel of Fortune*, which pulled a 11.3/18 in households, compared to KSAT's *Entertainment Tonight*, which drew a 9.2/14, and WOAI's *Access Hollywood*, with a 5.8/9.

Early-evening ratings for KABB, Sinclair Broadcasting Group's Fox affiliate in the market, and programming such as *King of the Hill* (5 p.m. and 6 p.m.) and *The Simpsons* (5:30 p.m.) rival those of WOAI. The same is true with WRRT, Sinclair Broadcasting Group's WB affiliate, which has seen ratings in the 3-to-4 range with two episodes of *Everybody Loves Raymond* between 6 p.m. and 7 p.m. San Antonio-based Corridor Television's UPN station in the market, KBEJ, offers lower-rated fare during the early evening, with *Judge Hatchett* and the game show *Pyramid* each delivering around half a ratings point.

In the late-news race, KENS jumped ahead of the pack at 10 p.m., scoring a 14.3/22 in November, followed by KSAT's 13.9/21 and WOAI's 11.4/17. KABB has the field to itself at 9 p.m., when its late news earned a 6.1/9 in the November sweeps.

When asked to explain the strength of the station's early-news block, KSAT general manager Jim Joslyn credits the station's enviable early-news lead-ins: *Dr. Phil* at 3 p.m., followed by *The Oprah Winfrey Show* at 4 p.m. "Starting at 3 p.m., we own the market," says Joslyn, who adds that KSAT just signed on for two more seasons of *Dr. Phil*, on top of the station's initial two-year commitment.

Competitors of KSAT admit that the station's afternoon lineup is hard to beat. "It's a tough position for us," says WOAI's gm Don Perry. KSAT has "a very powerful block. We, like a lot of stations, are figuring out how to combat that." WOAI, which had carried the now-canceled *Rosie O'Donnell Show* at 4 p.m., now runs *The Weakest Link* and *Who Wants to Be a Millionaire* during that time slot.

KSAT also is delivering favorable demos in the a.m. news race and in November enjoyed its best demos in 10 years for its 6-to-7 a.m. block, which earned a 4.9 among women 18 to 49 and a 6.4 among women 25 to 54, according to Joslyn. He blames KSAT's weaker performance at 10 p.m., meanwhile, on such factors as *Monday Night Football* delaying its late news program once weekly during the sweeps.

KSAT is the biggest revenue generator among San Antonio TV stations, bringing in an estimated \$30.1 million in 2001, the most recent year for which figures are available, according to BIA Financial Network. WOAI was No. 2 in the market with \$28.6 million, followed by KENS with \$28.1 million and KRRT with \$25.3 million. On the ad front, KSAT saw especially healthy growth in 2002 from the automotive category, which was up some 10 percent to 12 percent versus 2001.

Over at KENS, gm Bob McGann points to

## NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>Bexar County: 503,487 Households</b>				
<i>San Antonio Express-News</i>	168,008	273,677	33.4%	54.4%
<b>Guadalupe County: 32,495 Households</b>				
<i>San Antonio Express-News</i>	7,115	12,005	21.9%	36.9%
<b>Comal County: 31,055 Households</b>				
<i>San Antonio Express-News</i>	8,854	14,460	28.5%	46.6%
<i>New Braunfels Herald-Zeitung</i>	7,373	9,181	23.7%	29.6%
<b>Medina County: 13,737 Households</b>				
<i>San Antonio Express-News</i>	2,895	5,478	21.1%	39.9%
<b>Atascosa County: 13,516 Households</b>				
<i>San Antonio Express-News</i>	2,552	5,200	18.9%	38.5%
<b>Wilson County: 11,793 Households</b>				
<i>San Antonio Express-News</i>	2,200	4,665	18.7%	39.6%
<b>Kendall County: 9,273 Households</b>				
<i>San Antonio Express-News</i>	2,943	5,120	31.7%	55.2%
<b>Bandera County: 7,611 Households</b>				
<i>San Antonio Express-News</i>	1,360	2,936	17.9%	38.6%

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

## RADIO LISTENERSHIP / SAN ANTONIO

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
KISS-FM	Album-Oriented Rock	7.8	7.5
KBBT-FM	Urban/Rhythmic	5.5	8.0
KCYY-FM	Country	5.3	5.3
KAJA-FM	Country	5.1	5.2
KONO-FM	Oldies	4.7	5.8
WOAI-AM	News/Talk	4.6	3.9
KXXM-FM	Contemporary Hit Radio	4.6	5.0
KTFM-FM	Contemporary Hit Radio	4.5	2.9
KZEP-FM	Classic Rock	4.4	5.9
KXTN-FM	Tejano	4.0	3.4

Source: Arbitron Fall 2002 Radio Market Report

# #1

We apologize if we keep  
repeating ourselves.

Sources: MRI Fall 2002; PIB Year 2002. Among leading business magazines.

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- #1 in total audience
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- #1 in companies with 1,000+ employees
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# Market Profile

the significant growth of the station's newscasts over the last five years, noting that back in the mid '90s his station was far behind KSAT at both 5 p.m. and 6 p.m. "It's been a real horse race [between KSAT and KENS] for the last couple of years," says Tess Coody, partner in the San Antonio-based full-service ad agency Guerra DeBerry Coody.

McGann says KENS has caught up to the competition by focusing more on breaking news, as well as investigative reporting and health-news coverage. He also mentions the stability of the station's on-air team, singling out Chris Marrou, the dean of San Antonio news anchors, who has called the market home for more than two decades (agency exec Coody points out that KSAT also has a roster of talent, which consistently earns high "Q" ratings).

Like KSAT, KENS saw strong growth in automotive ads last year, McGann says. And like so many other markets, last year's elections brought a windfall of political spending to San Antonio. All stations benefited—especially from the brutal gubernatorial race, which pitted incumbent Republican and eventual winner Rick Perry against Democrat Tony Sanchez.

WOAI's Perry predicts political spending brought anywhere from \$12 million to \$15 million in total ad revenue into the San Antonio TV market.

While KSAT and KENS duke it out, Clear Channel, which is based in San Antonio, continues to build what Coody calls a "mini empire" in the market. In Fall 2001, Clear Channel bought NBC affiliate KMOL, the market's solidly No. 3 news station, from Chris-Craft. In September 2002, the station changed its call letters to WOAI. It also changed the call letters of the company's flagship, and market-leading, AM News/Talk station to WOAI. Clear Channel also dominates San Antonio's outdoor advertising market and holds a stake in the city's Verizon Amphitheater.

"Clear Channel's dominance has opened up opportunities for clients that have both branding and promotional needs," Coody says, pointing to the inventory the company offers across its vast media holdings in the market.

WOAI TV and radio maintain separate sales staffs but have offered salespeople "incentives" to sell other media, according to Perry.

San Antonio, which has been called the birthplace of Spanish-language TV, is home to two dominant Spanish-language stations, Univision's owned-and-operated KWEX and NBC-owned Telemundo affiliate KVDA, whose respective ratings rival those of the market's bigger players. KWEX's 5-6 p.m. news in November earned a solid 4/7. The station is

## RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Cox Radio	5 FM, 2 AM	26.8	\$29.2	30%
Clear Channel Communications	4 FM, 2 AM	20.4	\$19.3	20%
Hispanic Broadcasting Corp.	4 FM, 2 AM	15.5	\$18.8	19%
Infinity Broadcasting	1 FM, 1 AM	7.8	\$12.2	12%

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

## NIELSEN RATINGS / SAN ANTONIO

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

### Evening News

Time	Network	Station	Rating	Share	
5-5:30 p.m.	ABC	KSAT	11.8	21	
	CBS	KENS	10.8	19	
	NBC	WOAI	5.9	10	
	Univision	KWEX*	3.9	7	
	WB	KRRT*	3.7	7	
	Fox	KABB	3.3	6	
	Pax	KPXL*	0.6	1	
5:30-6 p.m.	UPN	KBEJ*	0.4	1	
	CBS	KENS	10.5	18	
	ABC	KSAT	10.3	18	
	NBC	WOAI	6.7	11	
	Fox	KABB*	6.0	10	
	Univision	KWEX*	4.0	7	
	WB	KRRT*	2.8	5	
6-6:30 p.m.	Pax	KPXL*	1.2	2	
	UPN	KBEJ*	0.6	1	
	ABC	KSAT	10.8	18	
	CBS	KENS	10.6	17	
	Univision	KWEX*	6.5	11	
	NBC	WOAI	6.5	11	
	Fox	KABB*	5.5	9	
Late News	WB	KRRT*	3.3	5	
	Pax	KPXL*	0.7	1	
	UPN	KBEJ*	0.6	1	
	9-9:30 p.m.	Fox	KABB	6.1	9
	10-10:30 p.m.	CBS	KENS	14.3	22
		ABC	KSAT	13.9	21
		NBC	WOAI	11.4	17
Fox		KABB*	5.8	9	
Univision		KWEX*	4.7	7	
WB		KRRT*	3.3	5	
UPN		KBEJ*	0.9	1	
Pax	KPXL*	0.9	1		

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

also a major moneymaker, bringing in \$15 million in 2001, BIA Financial Network reported.

The San Antonio radio market has seen some shifting in the last year. Infinity Broadcasting's KTFM, which moved from a Contemporary Hit Radio format to Hip-Hop in 2001 to distinguish itself from the market's oth-

er two CHR players, returned to its CHR roots in April 2002. KTFM has faced stiff competition from Clear Channel's KXXM, which has pulled ahead in share.

Rex Packett, gm of Infinity's two stations in the market, KTFM and News/Talk/Sports-formatted KTSA, admits the FM battle has been

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Source: Nielsen Universe Estimate January 2002-January 2003 UE Actual 39,126,000



# Market Profile

tough, but he hopes that returning to CHR will improve KTFM's fortunes. Last fall, KTFM was tied in the market at No. 10 in the ratings with HBC's KXTN (Tejano) Monday through Sunday, 6 a.m. to midnight, according to Arbitron. Both stations earned a 3.5 overall rating.

The market's top-rated radio station last fall overall was HBC's KBBT, with an Urban/Rhythmic format, which pulled a 7.5 rating. The station was also No. 1 in the afternoon drive ratings. Second overall was Cox Radio's

Album-Oriented-Rock formatted KISS with a 7.4 rating, followed by Cox's Oldies station KONO with a 5.4 rating.

Cox's KISS last fall remained the market's top player in the mornings, thanks to the continued dominance of its *Lisle and Hahn* a.m. show, which is entering its twelfth consecutive year on KISS, according to operations manager Virgil Thompson.

Among FM stations, HBC's KXTN was the biggest moneymaker in 2001, according

to BIA, with \$9.7 million. Among AM stations, Clear Channel's WOAI was the top revenue earner, with \$7.1 million.

Time Warner controls the San Antonio cable market with some 330,000 subscribers, or more than 80 percent of the market's cable customers. Scarborough Research reports that 62 percent of households in the San Antonio DMA are connected to cable, somewhat below the top-50 market average of 69 percent.

Coody likes the cable buy in this market, which she calls "very affordable," pointing to Time Warner's deep penetration as offering strong ad-segmenting possibilities, as well as the fact that the MSO offers a "robust" lineup of cable networks.

The area's flat topography has been credited with strong satellite growth in the area. Scarborough reports that 22 percent of households have satellite/microwave dishes, versus the 16 percent average of the top 50 markets.

Hearst's *San Antonio Express-News* is the market's only metro daily and, as mentioned, has seen tremendous circulation growth of late. In the six months ended Sept. 30, 2002, the paper's weekday sales grew 5.8 percent to 220,998 copies, up from 208,952 copies a year earlier, according to the latest Audit Bureau of Circulations report. On Sundays, the paper last fall sold 356,377 copies, up 2 percent from 349,280 a year earlier. The growth marks a real turnaround for the *Express-News*, which was hit with both weekday and Sunday sales declines in 2001 versus 2000. Executives at the paper declined to be interviewed.

According to Coody, the *Express-News* has "come into its own" in December by launching a new Monday tabloid-format business section. Coody also says the paper has become more flexible in dealing with advertisers. The paper last year enlisted its outside agency Creative Civilization to promote such features as editorial and help-wanted ads with billboards across San Antonio. San Antonio is home to several Spanish-language publications, most notably *La Prensa*, a paid broadsheet published on Sunday, and its sister free weekly tabloid *La Prensa*, published on Wednesdays. The *Express-News* publishes a stand-alone Sunday broadsheet in Spanish, called *Culturitas*.

Clear Channel Outdoor controls about 75 percent of the outdoor advertising market, says gm Dan Kreel. Other, smaller players include Viacom Outdoor, Lamar Advertising and Keller Outdoor. Clear Channel has some 3,600 faces in San Antonio. Strong outdoor ad categories over the last year have included construction (especially new home development) and packaged goods, Kreel reports. ■

## SCARBOROUGH PROFILE

### Comparison of San Antonio

TO THE TOP 50 MARKET AVERAGE

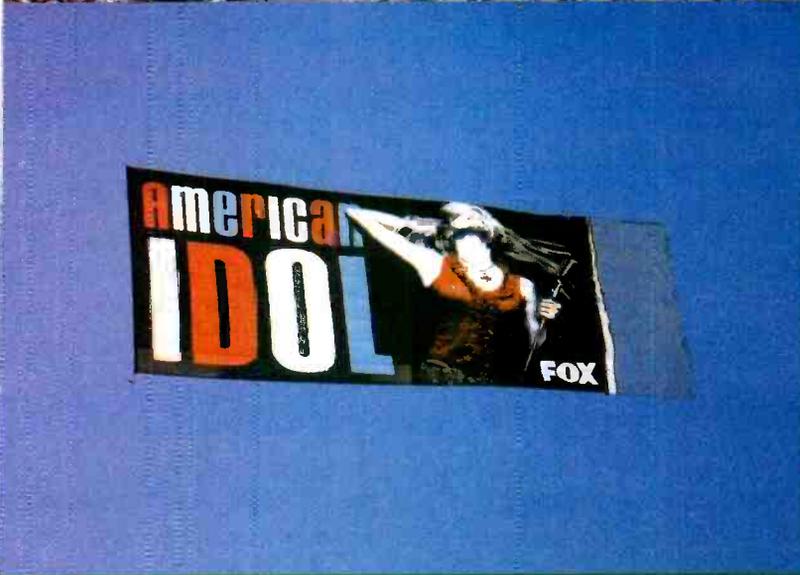
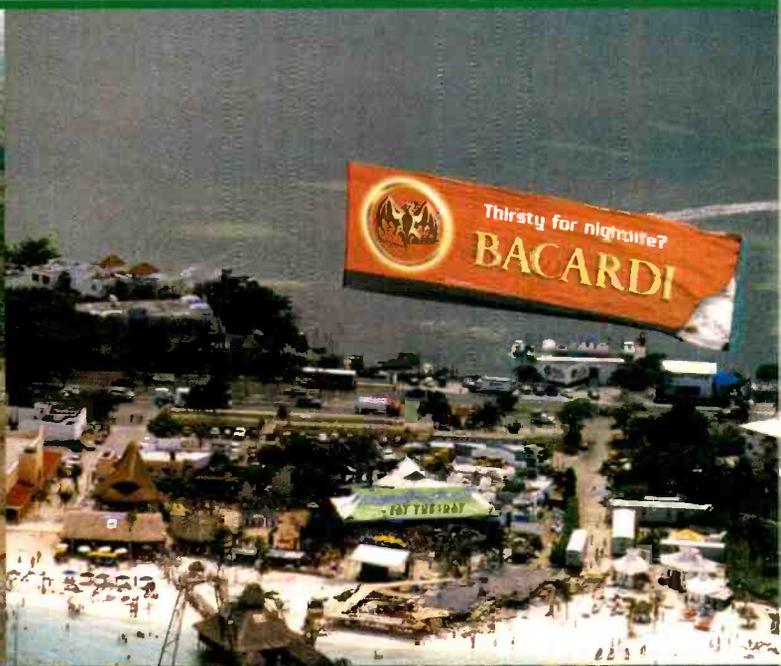
	Top 50 Market Average %	San Antonio Composition %	San Antonio Index
<b>DEMOGRAPHICS</b>			
Age 18-34	31	31	101
Age 35-54	41	40	98
Age 55+	28	29	101
HHI \$75,000+	29	16	55
College Graduate	13	10	81
Any Postgraduate Work	11	9	82
Professional/Managerial	23	20	88
African American	13	7	55
Hispanic	13	49	377
<b>MEDIA USAGE - AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	55	45	81
Read Any Sunday Newspaper	64	65	102
Total Radio Morning Drive M-F	22	21	94
Total Radio Afternoon Drive M-F	18	17	95
Total TV Early News M-F	29	36	124
Total TV Prime Time M-Sun	39	39	101
Total Cable Prime	13	13	100
<b>MEDIA USAGE - CUME AUDIENCES**</b>			
Read Any Daily Newspaper	75	65	87
Read Any Sunday Newspaper	77	77	100
Total Radio Morning Drive M-F	76	75	99
Total Radio Afternoon Drive M-F	73	73	99
Total TV Early News M-F	70	81	115
Total TV Prime Time M-Sun	91	91	99
Total Cable Prime	59	56	94
<b>MEDIA USAGE - OTHER</b>			
Accessed Internet Past 30 Days	60	53	89
<b>HOME TECHNOLOGY</b>			
Own a Personal Computer	69	64	93
Purchase Using Internet	38	31	81
HH Connected to Cable	69	62	91
HH Connected to Satellite	16	22	134

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

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



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**Heading into this week's** National Association of Television Program Executives conference in New Orleans, one could assume the mood to be upbeat. Breakout *Dr. Phil*, from Viacom's Paramount/King World Productions, is proof positive that a new hit show in syndication is still possible. At least four of this season's freshman first-run strips are expected back in 2003-04, a higher ratio than last year. And syndie's upfront selling season last spring—a reported \$2 billion—was up 18 percent from the prior year, while scatter business in the fourth quarter was strong, thanks to trickle-down from the network marketplace. Even the continuation of NATPE itself, despite rumors of its demise, is all the more reason to think of the current gathering as a testimonial to the strength of syndication.

“Anyone who predicted the downfall of this business was obviously speaking very prematurely,” says Gene DeWitt, president of the Syndicated Network Television Association (SNTA), whose mission is to promote syndication as an alternative advertising choice to network and cable. “Diversity in programming, longevity you don’t see elsewhere and the recent successful additions of series like *Dr. Phil*, *Will & Grace* and *That ’70s Show* are all the more reason why no advertising buy is

complete without syndication.”

Yet despite all the good news, there’s clearly something wrong with the syndication business. Looking at the new first-run programs being presented at NATPE this year—a paltry 14, compared to 23 in *Mediaweek’s* guide to programming a year ago—leads to the question: Why are there so few options?

As always, there are a bunch of new talk shows, with this year’s crop featuring hosts Sharon Osbourne, Ellen DeGeneres and Sarah Ferguson, along with Ali Wentworth and Jack Ford as a twosome. But *Starting Over* from NBC is the sole new reality entry. Sony Television’s *eBay TV* remains a question mark. There are only two freshman first-run weekend hours, *The Talent Agency* and *Unexplained Mysteries*, while two shows that are already up-and-running roll out nationally: *The Wayne Brady Show* from Buena Vista and *Ex-Treme Dating* from Twentieth Television. A last-minute game show that may or may not make it to this year’s NATPE is *On the Cover*, from Western International Syndication.

Other than *Ask Rita*, a half-hour talk show that debuts on Jan. 27 and a handful of half-hour weeklies, where’s the rest of the new programming? With advertiser spending on the rise, *Dr. Phil* on board and long-



# Slim Pickings

The lineup of new first-run shows on display at this year's NATPE conference is a paltry 14, a little more than half of last year's total. Where has all the programming gone?

BY MARC BERMAN

ILLUSTRATION BY STEVE WACKSMAN



term veterans alive and still well, shouldn't the industry be buzzing with new first-run entries? Three major studios—Paramount, Tribune and MGM—have no new first-run shows, and for the first time in many years, there isn't a single court show to be found. NBC Enterprises, which could have a new game show later in the season—a long-shot revival of *Let's Make a Deal*—asked that the show not be included in our listings (NBC will first try a prime-time remake of the show on the network).

Syndicators offered several explanations for what's happening in the industry. "With just five or six companies now controlling the business, the limited number of programming options shouldn't surprise anyone," says Dick Robertson, president of Warner Bros. Domestic Television Distribution. "This has been a pattern for years. Vertical integration has, and will, continue to take its toll on new programming options."

"With distributors producing their own shows, putting them on their own stations and keeping them there despite often less-than-stellar ratings, the way we do business in syndication has obviously changed," adds Chris Lancey, president/CEO of Western International. "Unless the Fin-Syn [Financial Interest and Syndication] rules are reactivated, the absence of independent distributors will continue to limit the number of first-run options. The Federal Communications Commission has to decide whether it's better to have a business ruled by deregulation or

one by the more creative entrepreneurial spirit of yesteryear."

Since the disappearance of Fin-Syn makes it difficult, if not impossible, for new independent producers and distributors to exist in the syndication marketplace, larger companies have commanded greater and greater market share. The Fin-Syn rules—before they were done away with in 1995—prevented the broadcast networks from owning more than a few hours of their prime-time schedules. Once the rules were overturned, the networks gradually increased their stakes in programming, crowding out independent distributors along the way.

In an effort to fight the growing monopoly of a handful of syndicators dominating the business, a coalition comprised of Sony Pictures Entertainment, Carsey-Werner-Mandabach, ad agency MediaCom, the Screen Actors Guild and the Directors Guild of America is lobbying to institute a rule that would force broadcast networks to populate 25 percent of their prime-time lineups with independently owned programming. But until that happens—and it's a big if at this point—new first-run programming options are likely to remain somewhat paltry.

TIME, OR THE LACK OF IT, is another factor. "The availability of open time periods is becoming more difficult each year," says Bill Carroll, vp/director of programming at rep firm Katz Media Group. "With



**"Unless the Fin-Syn rules are reactivated, the absence of independent distributors will continue to limit the number of first-run options." LANCEY**

fewer individual companies and a more solidified system where programming is provided specifically for station groups from their sister syndication units [for example, ABC and its sibling Buena Vista], the number of new programs continues to dwindle. Instead of more companies offering two or three new strips in search of the one show that will stick, fewer syndicators are tailoring their programming needs to one specific series."

"I can't recall the last time so many new first-run strips were renewed for a second season," adds Garnett Losak, vp/director of programming at the Petry Media. "Real estate for new first-run programs is becoming harder to come by every year."

Risk-aversion also appears to be inhibiting new programs. "I remember when NATPE was bustling with new programming activity—40, 50 new projects," notes Ed Wilson, NBC Enterprises president. "Fear is probably the main reason why first-run development is lacking. Until we see more bona-fide new hit shows, I think people will continue to look for new programming alternatives elsewhere. The success of *Dr. Phil* alone is not enough to jump-start new development."

"With rising programming costs in a still-deteriorating economy, launching a show in a slow rollout is becoming a more cost-effective option," adds Bob Jacobs, president of ECM Distribution. "Testing the waters in a limited number of markets could save a lot of money if the show isn't successful. In addition, we are also seeing shows return for a second season that never should have been renewed."

The off-network genre, which has grown significantly over the years, is also filling up time slots. "With UPN and the WB each in their eighth years, there are enough episodes of comedies like *Moesha*, *The Hughleys*, *The Steve Harvey Show* and *The Parkers* to run in syndication," notes Brad Adgate, senior vp of corporate research at Horizon Media. "More off-net comedies leads to fewer available time periods for first-run programming—it's that simple."

Weekend first-run programming, which at one point was heavily populated by action hours, has also seen its new first-run options dwindle because of lower ratings and fewer available time periods. "Since the likelihood of a new first-run action hour surpassing a 2 national rating is improbable, financially these are no longer worthwhile programming choices," continues Adgate. "Add to the mix the WB's recent strategy of airing repeat programs from 5 to 7 p.m. Sunday and more sixth-day telecasts of off-net comedies and established first-run newsmagazines, and little room is left for new weekend hours."

One studio that has bucked the trend of trimmed programming options is Warner Bros. Domestic Television Distribution. Despite a season marred by disappointing results for its freshman strips *Caroline Rhea* and *Celebrity Justice*, Warner Bros. plans to launch not one but two new talk shows: *The Ellen DeGeneres Show* and *The Sharon Osbourne Show*. "When we see a show with potential, we go out and sell it," says Robertson. "As much as the business has changed, it's still all about introducing

the right programming. Nothing can ever change that."

With that in mind, will viewers find a solo Sharon Osbourne an appealing daytime option? Will *Living It Up! With Ali & Jack* or *Fergie* find an audience? And can Ellen DeGeneres successfully switch from prime time to daytime?

Of the four, *Sharon Osbourne* might have the early momentum, thanks to her exposure on MTV. But minus the rest of her family, an expectedly toned-down *Osbourne* could be a long shot (Roseanne was also at one time thought to have talk-show-host potential, and we all know how that worked out). *Ellen* is funny—that's a given—but with the failure of

similarly skewed talk shows hosted by Howie Mandel and Martin Short, not to mention DeGeneres' failed CBS sitcom last season, talk/variety again may miss its chance to establish a foothold in syndication. Although *Ali & Jack* are inheriting some of the time periods being vacated by *Martha Stewart Living*, competing with *Regis & Kelly* will be no easy feat. As for *Fergie*, without a decent time period in New York, Universal Television may even choose not to go forward with the show.

Will finding success with new syndicated shows next season be elusive, or easy? "With less new options for viewers to choose from, maybe these new shows will benefit," says Jacobs. "Then again, maybe they won't. In this fickle business, anything is possible." ■



# On With The Shows

**NATPE**  
2003

**SHE SWEARS TO OZ:**  
Sharon Osbourne of MTV fame takes a crack at hosting her own talk show, a realm in which many other stars have failed.

## Daytime Talk-Show Strips

**KEY TARGET DEMOGRAPHICS**  
Women 18-49, 25-54

### ASK RITA

**Distributor:** Litton Syndication  
**Availability:** Jan. 27, 2003  
**Program Length:** Half hour  
**Terms:** Cash plus barter (1.5 minutes national/5.5 minutes local)  
**Ad Sales:** Buena Vista Advertising Sales, Howard Levy (212) 456-1740.  
**Description:** In TV's comedic version of "Dear Abby," comedian, actress and author Rita Rudner will be joined by celebrity guests in a forum where viewers' problems will be addressed from letters written to the show. Charo, Carrot Top, Charles Nelson Reilly, do you need a guest-starring gig?

### THE ELLEN DEGENERES SHOW

**Distributor:** Warner Bros.  
**Availability:** September 2003  
**Program Length:** One hour  
**Terms:** Cash plus barter (3.5 minutes national/10.5 minutes local)  
**Ad Sales:** Warner Bros. Media Sales, Michael Teicher (212) 636-5310  
**Description:** Former sitcom star Ellen DeGeneres heads to daytime in this hour of talk/variety featuring Ellen's trademark stand-up comedy and her "everywoman" approach to life's daily situations. With Warner's *Caroline Rhea* unlikely to return, consider this show another potential replacement for Rosie O'Donnell. Hopefully Ellen will find more success with talk than she did in her last prime-time comedy. At press time, the NBC owned-and-operated stations have picked up the series.

### FERGIE

**Distributor:** Universal Domestic Television  
**Availability:** September 2003  
**Program Length:** One hour  
**Terms:** Cash plus barter (3.5 minutes national/11 minutes local)  
**Ad Sales:** Universal Domestic Television, Elizabeth Herbst (212) 373-7770  
**Description:** Weight Watchers' pitchmeister Sarah Ferguson, England's Dutchess of York, brings her own brand of royal humor, warmth and honesty to an hour that plans to focus on stories of survival and a passion for life.

### LIVING IT UP! WITH ALI AND JACK

**Distributor:** King World  
**Availability:** September 2003  
**Program Length:** One hour  
**Terms:** Cash plus barter (3.5 minutes national/10.5 minutes local)  
**Ad Sales:** King World Advertiser Sales, Steve Hirsch (212) 541-0235  
**Description:** Ali Wentworth (*In Living Color*) and morning news veteran Jack Ford (*Good Morning America*) team up in this daily *Regis & Kelly*-like hour of comic banter, lifestyle topics and celebrity interviews. With announced clearances in over 70 percent of the country including the CBS owned-and-operated stations, look for Paramount/King World cousin *Martha Stewart Living* to lose some of its key morning time periods. Not a good thing!

### THE SHARON OSBOURNE SHOW

**Distributor:** Telepictures  
**Availability:** September 2003  
**Program Length:** One hour  
**Terms:** Cash plus barter (3.5 minutes national/10.5 minutes local)  
**Ad Sales:** Warner Bros. Media Sales, Michael Teicher (212) 636-5310  
**Description:** TV's most unusual Mama, Sharon Osbourne trades reality for talk in this daily single-topic chatfest. Look for one-on-one interviews with celebrity guests and top newsmakers, audience interaction and the kind of topics daytime talk is famous for. As for Ozzy, Kelly and Jack, don't be too surprised to see them pop in for a visit (or two) to jumpstart the ratings. That's what family is for! The Tribune O&Os, which have picked up this series, will likely sub it in for *Jenny Jones*.

## Daytime Strips

**KEY TARGET DEMOGRAPHICS**  
Women 18-49, 25-54,

### STARTING OVER

**Distributor:** NBC Enterprises  
**Availability:** September 2003  
**Program Length:** One hour  
**Terms:** To be determined  
**Ad Sales:** NBC/MGM, Chris Kager (212) 708-0333  
**Description:** In what sounds like a combination of *Life Moments* and *Big Brother* complete with the classic Helen Reddy theme, a

group of six women who occupy a house together set out to make a fresh start in life. Whether it's leaving an abusive husband, looking to find a new job, finishing an education, these women share their dreams under the watchful eye of an in-house camera. Clearance levels to date are reported at approximately 50 percent of the country.

### EBAY TV

**Distributor:** Sony Pictures Television

**Availability:** September 2003

**Program Length:** One hour

**Terms:** TBD

**Ad Sales:** Sony Pictures Television, Bo Argentino (212) 833-8282

**Description:** A show that blends *Entertainment Tonight* with *Antiques Roadshow* and *Ripley's Believe it or Not*, the long awaited eBay TV features celebrity pitches, stories of interest and items for sale. Sony will offer stations a fee for every viewer who buys something on the show. It's what you could call programming with a business twist.



**MOVE OVER, MARTHA:** *Living It Up!*, with Ford (I.) and *Wentworth*, has its eye on Stewart's slots.

### Late-Night Strips

**KEY TARGET DEMOGRAPHICS**

**Teens, Adults 18-34, 18-49, 25-54**

### EX-TREME DATING

**Distributor:** Twentieth Television

**Availability:** September 2003

**Program Length:** Half hour

**Terms:** Barter (3 minutes national/4 minutes local)

**Ad Sales:** Twentieth Television, Bob Cesa (212) 556-2520

**Description:** Launched as a test-run series in July and currently airing in 13 markets, *Ex-Treme Dating* adds a new twist to the relationship/game show genre by sending people out on a dream date with their ex. Demi and Bruce, Ivana and Donald, Angelina and Billy Bob—want to give it another shot?

### First-Run Weeklies

**KEY TARGET DEMOGRAPHICS**

**Kids, Teens, Adults 18-34, 18-49, 25-54**

### AMERICA'S MOVING TO...

**Distributor:** Mansfield Television

**Distribution**

**Availability:** January 2003

**Program Length:** Half hour

**Terms:** Cash plus barter (3.5 minutes national/3.5 minutes local)

**Ad Sales:** Worldlink Media, Dan Casey (323) 965-3002

**Description:** Taking viewers on a tour of some of the fastest growing cities in the United States, *America's Moving To...* will cover recreation, entertainment, celebrity hangouts, real estate, architecture, health-care, shopping and other elements about each city worth noting. It's the next best thing to being there in person. At least that's what Mansfield would like you to think.

### COSMOGIRL!

**Distributor:** Hearst Entertainment

**Availability:** September 2003

**Program Length:** Half hour

**Terms:** Cash plus barter (3.5 minutes national/3.5 minutes local)

**Ad Sales:** Tribune, Clark Morehouse (212) 210-1060

**Description:** Targeting teenage girls, this FCC-friendly companion piece to *The Pet Shop* will offer advice, encouragement and inspiration on issues that are critical to every girl's life. Segments include entertainment, fashion and beauty, health and fitness, dating and relationships, and social issues. What, no segment for parents on how to get through the terrible teens?

### MISSING

**Distributor:** Telco Productions, Inc.

**Availability:** Spring or September 2003

**Program Length:** Half hour

**Terms:** Cash plus barter (3.5 minutes national/3.5 minutes local)

**Ad Sales:** TBD

**Description:** Focusing on missing juveniles and adults, and with assistance from the FBI, the Center for Missing & Exploited Children and various law enforcement agencies across the country, *Missing* will include an appearance by a celebrity each week (including Paul Reiser in the pilot) to help promote information hotlines and safety tips.

### THE TALENT AGENCY

**Distributor:** Western International Syndication

**Availability:** September 2003

**Program Length:** One hour

**Terms:** Barter (7 minutes national/7 minutes local)

**Ad Sales:** TBD

**Description:** Amateur performers from all realms of entertainment—singers, dancers, stand-up comics, models and more—compete in this weekly talent contest hosted by Alex Thomas (*The Jamie Foxx Show*) and Eva Longoria (*The Young and the Restless*), and judged by Hollywood agents, Hollywood executives and a select group of major stars (calling Jaye P. Morgan). The first-year competition will culminate in May with the ultimate winner being awarded with both a contract and a cash prize.

### UNEXPLAINED MYSTERIES

**Distributor:** Paramount

**Availability:** September 2003

**Program Length:** One hour

**Terms:** Barter (7 minutes national/7 minutes local)

**Ad Sales:** Paramount Advertiser Services, Marc Hirsch (212) 654-6901

**Description:** In this *X-Files*-like look at reality featuring library footage from prior Paramount series *Sightings*, everything from UFOs and Big Foot to paranormal events and science fiction will be explored. Maybe one of the stories will solve the mystery of why there are so few new first-run programming entries at NATPE 2003.

### Miscellaneous

**KEY TARGET DEMOGRAPHICS**

**Adults 18-49, 25-54**

### VITAL SIGNS

**Distributor:** Lions Gate Entertainment

**Availability:** September 2003

**Program Length:** One hour

**Terms:** Barter (7 minutes national/7 minutes local)

**Ad Sales:** Lions Gate Entertainment, Ira Bernstein (212) 581-0893

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# Movers

## MAGAZINES

Time Inc. has named **John Needham** to the new position of senior vp of public affairs. Needham was most recently president of Fortune Multimedia, overseeing all extensions of the Time Inc. title...Mountain Sports Media, a division of Time Inc.'s Time4Media, has named **Andy Bigford**, formerly editor in chief of *Ski*, vp/general manager of Warren Miller Entertainment. Bigford replaces Bailey Pryor, who left to start a film production company. Replacing Bigford as editor of *Ski* is **Kendall Hamilton**, most recently deputy editor of *MBA Jungle*...Meredith Corp. has named **Linda Hallam** editor in chief of *Better Homes and Gardens' Decorating and Design Group* special interest publications. The group encompasses 39 annual single-subject issues, including *Creative Home*, *Do It Yourself* and *Paint Décor*. Hallam was most recently senior interior design editor for Meredith's *Traditional Home*.

## RESEARCH

**Stacie de Armas** has been promoted to director of Hispanic marketing services for Arbitron, from senior account manager for the company's advertising/agency services.

## CABLE TV

**Maureen Swan** has been appointed regional sales director for Transit Television Network's Milwaukee office. Swan spent the past 15 years as an account exec for WJMR radio and WVTV in Milwaukee. Also at TTN, **David Schwartz** was promoted from director of national sales to director of sales.

## BROADCASTING

**Lisa Dollinger** has joined Clear Channel Communications as senior vp of marketing and communications. She comes to Clear Channel from Dollinger Public Relations. Prior to that, she was vp of corporate communications for Capstar Broadcasting, which subsequently merged into Clear Channel. And **Sandy Capell** has joined CC as director of sales for the company's seven-station radio cluster in New Orleans. She was vp and director of sales for Ocean Broadcasting's four radio stations in Wilmington, N.C.

# Media Elite

EDITED BY ANNE TORPEY-KEMPH

## Quicktakes

**GOLF LEGEND CHI CHI RODRIGUEZ** mystified and amused as the host of the recent Puerto Rico Ambassador's Cup amateur golf tourney, sponsored by *T&L Golf Magazine*. During a Q&A with Rodriguez at the final awards banquet and reception, moderator and *T&L Golf* regional advertising director **Larry Glick** asked Rodriguez if he were to play his last round of golf ever, who would he play with and where would he play. Rodriguez went off on a tangent about how the best 45 minutes of his life were spent with Mother Theresa. When Glick steered him back to the original question, Rodriguez thought for a second, then smiled and said, "Christy Brinkley."...In other sports news, Hearst Magazines president **Cathie Black** took a swing at Bill Clinton—not on purpose, of course. Black was playing golf with the former president prior to his appearance as surprise speaker at the mag group's executive conference in Scottsdale, Ariz., when an errant swing sent a ball flying in Clinton's direction, narrowly missing him. It would have been a shame if Clinton hadn't been able to keep his speaking engagement, but there were plenty of other A-listers on hand to fill the bill, including Dennis Miller, Dr. Phil McGraw and George Stephanopoulos...Guests of *Savueur* packed the Jazz Standard in New York recently for a preview of the mag's Texas Hill Country Wine & Food Festival (to be held April 2-6 in Austin). Highlights included a menu of Texas fixins' and editor in chief

**Colman Andrews** on vocals. Andrews joined Texas crooner Kimmie Rhodes and her band on stage, harmonizing on two original songs from Rhodes' new CD. Colman says he likes to sing at least as much as he likes to cook.

"My chef friends all think I'm better at singing than cooking, in fact. But of course, my musician friends all think I'm better at cooking."...The start of the L.A.-based Winter Press Tour for television critics this month had been uneventful—until ABC held its executive session last Wednesday. With the network

announcing spring launch dates for three new and two returning nonscripted shows, the press hounded ABC Entertainment chairman Lloyd Braun and president **Susan**

**Lyne** about the network's overreliance on reality. Lyne finally responded that if that was the public's perception, "it would be the fault of the people in this room." A collective gasp emerged from the assembled reporters, after which Lyne tried to retract her statement. But

she'd already stepped in it...After a while, all that jet-setting, wine-quaffing, category-dominating stuff can get to be such a bore. So, it seems, was the case for **Felix Dennis**, the bon vivant Brit sitting atop the Dennis Publishing empire (think powerhouse young men's titles *Maxim*, *Stuff*, et al.). Dennis began dashing off doggerel verse two years ago and has kept it up at the rate of one poem every 41 hours (his estimate), collecting enough for the new book *A Glass Half Full*, available only in the U.K. The glasses were probably more than half full at stops along Dennis' "Did I Mention the Free Wine?" book-promoting tour, for which the author provided libations from his private wine cellar.



Legendary swinger Rodriguez (r.) knocked Glick off his tee at P.R. event.



Dennis finds the time for rhyme.



Savueur's Andrews (c.) has an appetite for song.



## Sherry Burns VP/General Manager, WJXT-TV

Although Sherry Burns has been at the helm of WJXT-TV in Jacksonville, Fla., for eight years, she's had to do some fancy footwork recently to keep the station on top after it gave up its longtime affiliation with CBS. Under Burns' stewardship, the now-independent outlet remains the market leader in local evening news and is settling in to its new role as an underdog.

WJXT had been a CBS affiliate for 53 years until last July, when owner Post-Newsweek and CBS severed ties over compensation issues. Sans comp or network prime-time programming, Burns had to switch gears quickly, deciding to emphasize WJXT's reputation for being "the news and information backbone of the town for over 50 years." She programmed eight hours of local news daily (including a new 10 p.m. newscast), along with strong syndicated programming like *Dr. Phil* and *Entertainment Tonight*.

Despite a 32 percent decline in its evening news (5-7 p.m.) ratings from November '01 to November '02, WJXT has maintained its market-leading position in three of those four half hours, according to Nielsen Media Research. With its 11 p.m. news, WJXT earned a third-place 4.8 rating/8 share in November, down 51 percent from November '01, when CBS prime-time programming led in to the market's top-ranked newscast. Burns attributes the station's performance so far as an Independent to its strong connection with Jacksonville viewers. "Our viewers grew up with our [news personalities], most of whom are also active volunteers in the community," she says.

As for her own performance and rise to vp/gm, Burns credits "serendipity and good fortune," but she carries some impressive credentials. At WJZ-TV in Baltimore, she produced local talk shows from 1973-82, most notably Oprah Winfrey's first, *People Are Talking*. It wasn't long before that show expanded to five other Westinghouse-owned stations and regularly beat *Phil Donahue*. After working for Post-Newsweek in both Detroit and Miami, Burns jumped at the opportunity to join WJXT in 1994. "I knew what a powerhouse it was," she says, "and I didn't see how anyone in their right mind could pass up the opportunity." —Sandy Brown

## Media Dish



President of ABC Family Angela Shapiro (second from left) poses with celebrity judges Maureen McCormick, David Faustino and Dave Coulier before introducing *My Life Is a Sitcom* at the recent ABC Family TCA presentation at the Renaissance Hollywood Hotel.



At Bloomingdale's in New York for the "Chanel Colour of the Year" contest, (l. to r.) winner Lindsay Sousa; Ellen Abramowitz, publisher of contest sponsor *Seventeen*; and Jean Hoehn Zimmerman, exec vp of fragrance and beauty, Chanel

# Inside Media

NEWS OF THE MARKET

## Calendar

### Radio One, Comcast Team for Cable Channel

For four years, Radio One, the largest radio group targeting African Americans, has wanted to form a companion cable network, if it could find the right partner. Last week, the Lanham, Md.-based group announced it will team with Comcast, the largest cable company with 22 million subscribers, to launch a new channel targeting African-Americans by mid-2003. "We're not out there to compete with [Viacom-owned] Black Entertainment Television," said Alfred Liggins, president and CEO of Radio One, who will also serve as the chairman of the new company. "The reality is, the marketplace can support more than one good idea. We think it will be a good complement to it." While BET targets younger African Americans, the Radio One/Comcast channel will target adults 25-54. Comcast and Radio One will each own about 40 percent of the new company and will invest a combined \$130 million over a three-year period. As part of its investment, Comcast, which has systems in 21 of the top 25 Urban markets, will also provide the key distribution component that has eluded other similar cable ventures. The agreement also calls for Radio One, owner of 65 radio stations, to cross-promote the venture. "We'll have the ability to offer an integrated advertising solution," Liggins said. Management and programming for the new company will be announced in the coming weeks.

### JFK Jr. Delivers for TBS

Americans just can't get enough of the Kennedys. TBS Superstation's first original movie of the year, *America's Prince: The John F. Kennedy Jr. Story*, delivered 5.7 million viewers 2-plus during its premiere on Jan. 12 at 8 p.m. *America's Prince* is the highest-rated basic cable movie for the broadcast season-to-date and was TBS' most-watched movie since last year's No. 1 cable flick *Atomic Twister*, which aired in June. The JFK Jr. story delivered 2.4 million viewers 18-49 and 2.7 viewers 25-54.

### Exec Behind A&E's *Biography* Resigns

The chief executive behind A&E's signature *Biography* series, Carolanne Dolan, resigned last week. The move comes after A&E general manager Abbe Raven late last year gave the directive to tweak the look and feel of the series and make it more contemporary.

Raven recently hired Robert DeBitetto as senior vp of programming and said he would have a hand in overseeing *Biography* (*Mediaweek*, Jan. 13). The struggling network is off to a good start this year. A&E's first original movie of the year, *Benedict Arnold: A Question of Honor*, on Jan. 13 averaged a 2.5 rating and delivered 2.9 million viewers ages 2-plus. In its target demo of 25-54, *Arnold* delivered 953,000 viewers. *Benedict* was the network's highest-rated original production of the past year.

### CMR Forecasts 3.3% Spending Rise

Despite the absence of Olympics and political advertising, advertising is expected to climb 3.3 percent this year to \$117.5 billion, according to a forecast released last week by CMR/TNS Media Intelligence, which tracks advertising expenditures across 15 media categories. Because of lackluster growth in the first half of 2002, the strongest growth rates will be posted in the first half of 2003 and level out as the year progresses. Spanish-language TV is forecast to post the biggest gain in 2003, up 9.2 percent, followed by Internet at 7.4 percent, Cable Network TV at 4.8 percent and Radio at 3.8 percent. Spot TV is expected to have the smallest gain at 1.9 percent.

### Battista to Lead Head Fox Networks Group

Rich Battista was named executive vp of Fox Networks Group. Battista, who has been with Fox since 1990 serving in various senior operation roles, will be responsible for all business development for the group, which includes Fox, Fox Sports, FX and the National Geographic Channel. In this new position, Battista will report to Anthony Vinciguerra, president and CEO. "Rich is one of the few people fortunate to have been with Fox throughout the initial development and eventual execution of each of the different cable and satellite-delivered programming services that together now rank among the industry's most popular and diverse," said Vinciguerra.

### Cablevision Names Ratner Vice Chairman

Hank Ratner, most recently vice chairman of Rainbow Media Holdings, the programming arm of cable conglomerate Cablevision Systems Corp., has been elevated to the position of vice chairman of the parent company. Ratner, who has served as Rainbow's chief strate-

**National Association of Television Programming Executives** will hold its annual conference and exhibition Jan. 20-23 at the Ernest Morial Convention Center in New Orleans. Contact: 310-453-4440, ext. 210.

ANA's second **Agency Relationship Forum** will be held Jan. 23 at the Plaza Hotel in New York. The featured speaker will be agency executive-turned-marketing guru Al Ries, presenting his controversial theory about the fall of advertising and the rise of public relations. Contact: 212-697-5950 or visit [www.ana.net](http://www.ana.net).

**Magazine Publishers of America** and the **American Society of Magazine Editors** will present their lifetime achievement awards at a black-tie gala to be held Jan. 29 at New York's Waldorf-Astoria. The honorees will be Ed Lewis, chairman/CEO of Essence Communications Partners and former MPA chairman, who will receive the Henry Johnson Fisher Award; and Art Cooper, GQ editor in chief for the past 20 years, who will be inducted into the ASME Hall of Fame. Contact: 212-872-3755.

Strategic Research Institute will present its **Marketing to U.S. Hispanics & Latin America** conference Jan. 30-31 at the Radisson Deauville Resort Hotel in Miami Beach, Fla. Event features Latino marketing gurus discussing trends and strategies for reaching those markets. Contact: 212-967-0095.

The **Radio Advertising Bureau** will present its **sales and management and leadership conference** Jan. 30-Feb. 2 at the Hyatt Regency Hotel in New Orleans. Keynoters will include Rick Sirvaitis, president and COO of General Motors Mediaworks and motivational speaker Les Brown. Contact: 212-681-7200 or visit [www.rab.com](http://www.rab.com).

Interep will host the **Power of Urban Radio symposium** Feb. 13 at the Grand Hyatt Hotel in Atlanta. Keynote speaker will be Bill Lamar, executive vp/head of U.S. marketing for McDonald's. Contact: Sherman Kizart at 312-616-7204 or [sherman\\_kizart@interep.com](mailto:sherman_kizart@interep.com).



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# Inside Media



Berlin is one of the "CoolCapitals" to get a special push from T&L.

## T&L Packs for Netherlands

Travel + Leisure magazine has partnered with the Netherlands Board of Tourism to launch a multimedia marketing program called "CoolCapitals," highlighting the contemporary and avant-garde offerings in Amsterdam, Berlin and Vienna. The program with the American Express Publishing monthly includes four in-book, multipage travel planners, a custom Web site, a direct-mail campaign and live events in New York and Los Angeles. Marketers can gain brand exposure at every level through sponsorships, signage and promotions.

gist and dealmaker—he engineered the company's recent sale of Bravo, one of Rainbow's biggest cable networks, to NBC—will expand his duties to cover the entire company, which includes cable systems, Madison Square Garden, The Wiz electronics retail chain and Radio City Music Hall.

### This Old House Stands Strong

This Old House Media, a division of AOL Time Warner's Time4Media unit, enjoyed solid growth in 2002 across its media properties, which are packaged together or in pieces as part of a cross-platform pitch. *This Old House* magazine increased its rate base by 29 percent to 925,000—this month it will increase again to 950,000. Publishers Information Bureau data also show the monthly title to be up 31.25 percent in ad revenue for the year over 2001, while ad pages were up 4.5 percent. *This Old House* and *Ask This Old House*, TOHM's flagship TV programs, which run on 328 public TV stations, moved to prime time in October, and landed underwriters Ace Hardware, GMC, Kohler, State Farm Insurance and Century 21. The group's Web site, [thisoldhouse.com](http://thisoldhouse.com), which launched in April, reported 3,860,379 page views and 836,676 unique visitors in October.

### CF Clears Special for Black History Month

Los Angeles-based syndicator CF Entertainment has cleared an upcoming one-time-only, one-hour special called *We Have a Dream*, a tribute to successful African Americans, with the top five ABC-TV stations. The special, timed to commemorate Black History Month, will be available in over 90 percent of U.S. households and has a broadcast window that started on Jan. 13 and runs through March 2. The special pays tribute to accomplished African Americans and fea-

tures personalities including Tiger Woods, Denzel Washington and Halle Berry.

### Noggin Adds to Friday Tween Block

Noggin will showcase two new series during its new "Too Good To Go Friday" on The N, the network's prime-time programming block for tweens. *Too Good To Go Friday* will launch on Jan. 24 with the season finale of *Degrassi: The Next Generation*, *White Wedding* at 8 p.m., followed by the network premieres of *Just Deal* and *Caitlin's Way* at 8:45 and 9:10, respectively. *Just Deal* chronicles the lives of three teenagers from very different backgrounds who attend the same high school and *Caitlin's Way* follows an orphan as she adapts to a new life in rural Montana. Noggin/The N reach 30 million households via analog cable and digital cable and satellite.

### AURN Launches Urban News Block

American Urban Radio Networks recently launched its first national news block, called *NewsWorld This Morning*. Anchored by Kim Lampkins, the report, which airs twice in the mornings between 7 and 9 a.m., covers national and international news from an Urban perspective. The broadcast will be part of the company's Urban Pinnacle Network, carried by 400 radio stations and reaching more than 6.5 million listeners.

### 12 Nets on Board for NBA All-Star Special

Twelve networks will simulcast a one-hour special, *NBA All-Star Read to Achieve Celebration*, on Saturday, Feb. 8, at noon. The networks are ABC, TNT, Nickelodeon, Nick Gas, BET, Disney Channel, Telemundo, NBA TV, AOL Broadband, RealOne SuperPass, NBA.com's Inside Ticket and MuchMusic. The show will pro-

mote the NBA's Read to Achieve program and will feature performances by Justin Timberlake, Christina Aguilera, LL Cool J and BK2. It will take place during the NBA All-Star Game weekend in Atlanta. ABC's *NBA Inside Stuff* co-hosts Ahmad Rashad and Summer Sanders will co-host the special.

### Westwood One Readies Grammy Coverage

As the official Grammy Radio Network, Westwood One Grammy began broadcasting Grammy coverage last week with the recent announcement of the nominees. The network will also broadcast a series of "Look Back" specials leading up to the live remote broadcast from Madison Square Garden of the 45th annual awards on Feb. 23. During the weekend preceding the Grammys broadcast, the network will also air *Backstage at The Grammys*, a special multistation remote broadcast event live from backstage, featuring interviews and news.

### CBS Loses Court Bid vs. ABC's *Celebrity*

A federal district court judge in New York last week denied a motion by CBS to block rival network ABC from airing a reality show that it claimed copied the format of CBS' *Survivor*. Judge Loretta Preska ruled that the "concept and feel" of the upcoming ABC show *I'm a Celebrity...Get Me Out of Here* was different from *Survivor*. During the hearing, CBS had a media professor testify that among the similarities of the two series was that contestants had to eat bugs and insects. But the judge ruled that while on *Survivor* the competition was of a serious nature, the celebrity competition on the ABC series was more comedic. CBS lost a similar court bid last year to stop Fox from airing *Boot Camp*, another alleged *Survivor*-copycat.

### Wal-Mart TV Boasts Reach, Recall

Wal-Mart Television Network, comprising TVs hanging in more than 2,000 of the retail chain's stores nationwide, delivers 55,309 gross impressions per store during every four-week period, according to Nielsen Media Research data released by Premier Retail Networks. The in-store network broadcasts product information and advertising that reaches consumers while they shop. Another PRN study showed that consumer recall for five test brands on Wal-Mart TV was 66 percent, compared to the industry recall average of 24 percent for in-home TV. ■

## Most Requested on Ask Jeeves

The following is a report containing the top TV programs and movies that garnered the most questions on www.ask.com for the week of 1/6.

### Top 10 Movie Searches

1. *The Lord of the Rings: The Two Towers*
2. *Chicago*
3. *Catch Me If You Can*
4. *The Hours*
5. *Harry Potter: Chamber of Secrets*
6. *About Schmidt*
7. *25th Hour*
8. *The Pianist*
9. *Antwone Fisher*
10. *Just Married*

Source: Ask Jeeves

## The Hollywood Reporter's Box Office

For weekend ending January 12, 2003

THIS WEEK	LAST WEEK	PICTURE	3-DAY WEEKEND GROSS	DAYS IN RELEASE	TOTAL GROSS SALES
1	New	<i>Just Married</i>	17,548,993	3	17,548,993
2	1	<i>The Lord of the Rings: Two Towers</i>	14,755,306	26	283,421,517
3	2	<i>Catch Me If You Can</i>	14,630,444	19	119,370,261
4	3	<i>Two Weeks Notice</i>	6,833,423	24	78,993,281
5	5	<i>About Schmidt</i>	6,403,691	31	21,597,264
6	9	<i>Chicago</i>	5,690,875	17	17,171,239
7	4	<i>Maid in Manhattan</i>	5,144,633	31	83,850,874
8	6	<i>Gangs of New York</i>	4,829,938	24	54,925,876
9	15	<i>Antwone Fisher</i>	3,783,122	25	10,434,944
10	7	<i>The Wild Thornberrys</i>	2,844,770	24	35,165,937

Source: *The Hollywood Reporter*

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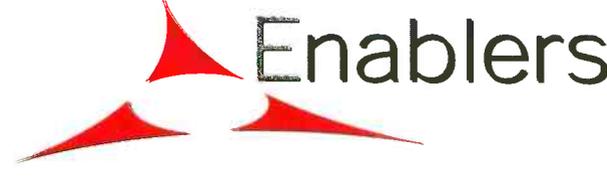
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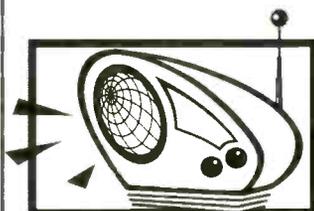
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## Dollars and Sense

Personal finance titles are sidestepping dismal investment prospects by mixing in lifestyle coverage **BY AIMEE DEEKEN**

**WITH NO SIGN OF A BULL MARKET UP AHEAD AND FEW SURE-FIRE INVESTMENTS TO RECOMMEND,** personal finance magazines are increasingly adding lifestyle elements to their pages to retain readers and expand their advertising bases. Finance books have struggled mightily over the past two years.

In 2002, Time Inc. shuttered *Mutual Funds*, and this month Bloomberg L.P. folded its 6-year-old *Bloomberg Personal Finance*. The surviving titles in the category have not fared much better. *SmartMoney's* advertising pages fell 13.7 percent last year to 748, reports the *Mediaweek* Monitor. *Money* dropped 14.4 percent to 937 pages, *Kiplinger's Personal Finance* fell 12.3 percent to 566 pages, and *Worth* was down 12 percent to 516.

"We're all waiting out the stock slump by proving to readers each month that regardless of the market, we're a helpful magazine to them, helping them think through purchases," says Knight Kiplinger, editor in chief of *Kiplinger's* and CEO of parent company Kiplinger Washington Editors. "We've all subtly shifted the advice we emphasize," he adds. "Car and home buying is still booming," Kiplinger notes, making them popular topics.

Last summer, *Kiplinger's* ran "Dream Jobs," a feature about pursuing a job regardless of its salary—a fairly out-of-the-box concept for a personal finance mag. The title is planning to bring back the section this year and establish it as an annual lifestyle franchise. *Kiplinger's* has

also been regularly covering retirement, home and automotive topics.

*SmartMoney* has tried to broaden its focus to include more lifestyle subjects with its February issue, currently on newsstands. The monthly, a joint venture between Hearst Magazines and Dow Jones & Co., has added more in-depth product comparisons and monthly columns on wine, travel and home, as well as a back-page column by the acerbic Joe Queenan.

"We'll continue to cover [investing], but in the present environment, we'll help people manage more the spending side of the equation," says Ed Finn, *SmartMoney* chairman/editor in chief, who recently added *SM* to his duties as president/editor of Dow Jones' *Barron's*.

Time Inc.'s *Money* is continuing to tweak its editorial package in favor of lifestyle subjects; over the past few years, *Money* has regularly featured real estate and home remodeling stories. "We saw that the market we were writing about was wildly frothy, so we shifted focus," says Robert Safian, *Money* managing editor. This month, *Money* went a step further, hiring a reporter to exclusively cover automotive reviews and trends.

Across the category, more stories providing readers guidance in making big-ticket purchases provide the perfect setting for non-

endemic advertising by marketers of high-end and luxury goods, apparel and cars. So far this year, *Money* has welcomed new advertisers Porsche and Tiffany; in its March issue, *SmartMoney* will add Hummer and luxury home products.

"Lifestyle really compliments financial edit," says Peter Gardiner, chief media officer at Deutsch. "These magazines have branded themselves to talk about managing money, but for a lot of consumers, personal finance is a way into other lifestyle [topics]. And broader coverage gives broader revenue opportunities."

Over at *Worth*, principal owner Randy Jones



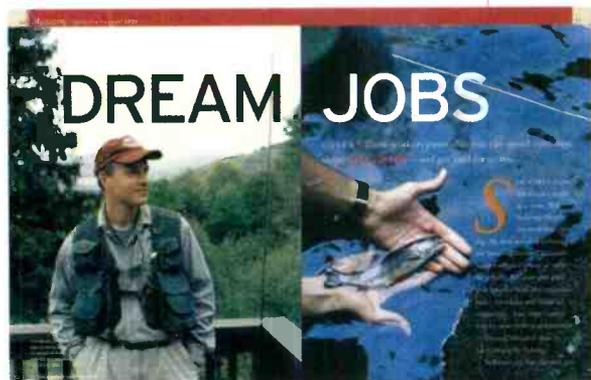
**SmartMoney's Finn has broadened the magazine's editorial palette to include columns on wine, home and travel.**

recently hired Gary Walther, formerly of Ziff Davis Media's *Expedia Travels*, as executive editor to oversee the title's lifestyle coverage, which includes stories on philanthropy and real estate. In March, *Worth* will add a *Money* and *Meaning* column, which will address issues such as how wealthy parents can best raise well-rounded children.

Jones, *Worth* Media CEO/editor in chief, charges that his personal-finance competitors lack *Worth's* expertise in lifestyle topics. "They're late to the party," Jones says. "You can't suddenly add more lifestyle and assume readers will come to you."

Counters *SmartMoney's* Finn: "We've already achieved credibility with readers because we've been writing about a vital part of their lives—investing. So they will come to us for spending on the other aspects of their life."

Before Bloomberg decided to pull the plug on *Personal Finance*, the title had undergone an extensive repositioning that had included more



**Kiplinger's encouraged readers to lose their suits.**

# Magazines

lifestyle elements, including reviews of high-tech technology products for the home.

Lifestyle coverage may or may not be a factor, but all four surviving books have enjoyed ad-page increases so far this year. Through their February issues, *Money* was up 19.6 percent over the first two months of '02 to 124 pages and *SmartMoney* advanced 27 percent to 100 pages. *Worth* was up 0.8 percent in pages, and *Kiplinger's* gained 0.3 percent.

## Back in the Fold

### TV Guide rejoins the MPA

Since the departure last fall of Henry Yuen as chairman/CEO of *TV Guide* parent Gemstar-TV Guide International and the installment of a new management team, there has been a renewed emphasis on the 9 million-circulation magazine. During Yuen's tenure, the weekly print product had taken the back seat to the company's electronic offerings. Last September, News Corp.



**Loughlin: Focusing on newsstand sales**

(which holds a 42 percent stake in the company) installed former Fox executive Jeff Shell as CEO. Shell quickly changed course, tapping publishing veteran John Loughlin as president of *TV Guide* Publishing Group. Loughlin in turn hired Scott Crystal, who previously ran G+J USA's

*Inc.* and *Fast Company*, as executive vp/publisher of *TV Guide*, filling a post that had been vacant for more than a year.

The latest evidence of *TV Guide's* intent to take itself more seriously as a print vehicle came last week. After a two-year absence, *TV Guide* rejoined the Magazine Publishers of America. The title's departure had been a major blow to the MPA, given the loss of the magazine's hefty annual membership dues (which are based on publishers' revenue).

"With a magazine of this size, scale and history, there are many benefits to being an MPA member," says Loughlin, who sat on the organization's board when he was an executive at Primedia. "It also says to one of our key constituencies—the advertising community—that *TV Guide* is very serious about revitalizing itself and being an active participant in the publishing community."

The return of *TV Guide* and its dues will boost the MPA's lobbying efforts in Washing-

# Mediaweek Magazine Monitor

## MONTHLIES February 2003

	RATE BASE (1ST HALF '02)	CIRC. (1ST HALF '02)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>BUSINESS/TECHNOLOGY</b>								
Business 2.0	550,000	557,093	46.27	33.67	37.42%	46.27	67.67	-31.62%
Entrepreneur	540,000	543,885	92.63	88.78	4.34%	250.67	237.35	5.61%
Fast Company	725,000	770,672	47.78	43.83	9.01%	103.00	74.81	37.68%
Fortune Small Business <sup>10</sup>	1,000,000	N.A. <sup>B</sup>	28.02	32.39	-13.49%	28.02	32.39	-13.49%
Inc	665,000	680,394	41.26	35.27	16.98%	106.07	72.92	45.46%
Red Herring <sup>M</sup>	325,000	332,889	29.50	25.00	18.00%	56.50	56.00	0.89%
Technology Review <sup>10/J</sup>	310,000	312,037	20.78	18.06	15.06%	50.78	18.06	181.17%
Wired	500,000	509,300	50.28	40.17	25.17%	109.57	86.59	26.54%
<b>Category Total</b>			<b>356.52</b>	<b>317.17</b>	<b>12.41%</b>	<b>750.88</b>	<b>645.79</b>	<b>16.27%</b>
<b>ENTERTAINMENT</b>								
Movieline <sup>10</sup>	250,000 <sup>Q</sup>	295,012						
Premiere	600,000	619,265	28.02	19.82	41.37%	0.00	0.00	N.A.
The Source	475,000	475,000	78.17	62.00	26.08%	54.92	44.43	23.61%
Spin	525,000	526,973	38.35	53.37	-28.14%	153.83	136.99	12.29%
Vibe <sup>10</sup>	800,000	820,792	70.82	55.87	26.76%	87.24	108.06	-19.27%
<b>Category Total</b>			<b>215.36</b>	<b>191.06</b>	<b>12.72%</b>	<b>428.00</b>	<b>397.96</b>	<b>7.55%</b>
<b>ENTHUSIAST</b>								
Automobile	625,000	645,211	43.66	39.43	10.73%	104.82	96.06	9.12%
Backpacker <sup>9</sup>	295,000	298,062			<b>NO ISSUE</b>	32.48	40.28	-19.36%
Bicycling <sup>11</sup>	285,000	286,347	22.62	23.12	-2.19%	22.62	23.12	-2.19%
Boating	None	202,957	120.95	122.66	-1.39%	221.79	245.78	-9.76%
Car and Driver	1,350,000	1,369,848	72.99	62.58	16.63%	150.66	136.94	10.02%
Cruising World	155,000	160,020	104.55	100.88	3.64%	204.13	192.34	6.13%
Cycle World	310,000	323,700	54.92	54.98	-0.11%	122.42	132.75	-7.78%
Flying	None	305,763	51.00	53.47	-4.62%	98.00	107.30	-8.67%
Golf Digest	1,550,000	1,578,248	91.12	108.99	-16.40%	202.11	179.73	12.45%
Golf Magazine	1,400,000	1,426,304	100.76	96.32	4.61%	202.62	206.74	-1.99%
Motorboating	None	134,126	140.67	132.99	5.77%	228.74	227.82	0.40%
Motor Trend	1,250,000	1,272,053	60.67	55.33	9.65%	142.44	113.48	25.52%
Popular Mechanics	1,200,000	1,239,186	51.40	49.27	4.32%	94.03	93.88	0.16%
Popular Photography	450,000	451,725	126.26	144.33	-12.52%	268.43	297.11	-9.65%
Popular Science	1,450,000	1,468,346	56.30	35.27	58.63%	107.90	76.43	41.17%
Power & Motoryacht	None	156,735 <sup>B</sup>	283.16	282.92	0.08%	462.61	448.71	3.10%
Road & Track	750,000	762,688	77.67	75.06	3.48%	168.01	158.62	5.92%
Sailing World <sup>10</sup>	50,000	51,376	37.64	31.07	21.15%	37.64	31.07	21.15%
Stereo Review's Sound & Vision <sup>10</sup>	450,000	453,022	35.83	68.11	-47.39%	107.65	138.93	-22.51%
Tennis Magazine <sup>10</sup>	700,000	705,264	28.78	37.54	-23.34%	28.78	37.54	-23.34%
Yachting	132,000	133,633	192.16	195.71	-1.81%	311.23	320.34	-2.84%
<b>Category Total</b>			<b>1,753.11</b>	<b>1,770.03</b>	<b>-0.96%</b>	<b>3,319.11</b>	<b>3,304.97</b>	<b>0.43%</b>
<b>FASHION/BEAUTY</b>								
Allure	900,000	957,276	81.33	55.06	47.71%	149.15	126.49	17.91%
Cosmopolitan	2,700,000	2,963,351	132.14	121.82	8.47%	208.40	200.17	4.11%
Elle	1,000,000 <sup>Q</sup>	989,728	101.50	68.99	47.12%	139.82	99.68	40.27%
Essence	1,050,000	1,052,925	108.33	81.25	33.33%	164.07	118.93	37.96%
Glamour	2,200,000	2,509,566	81.39	68.41	18.97%	133.79	117.60	13.77%
Harper's Bazaar	700,000	718,634	75.59	83.85	-9.85%	104.27	115.39	-9.64%
Honey <sup>10</sup>	350,000	387,999	36.70	32.43	13.17%	36.70	32.43	13.17%
In Style <sup>Y</sup>	1,500,000	1,660,193	158.00	116.84	35.23%	390.27	276.16	41.32%
Jane <sup>10</sup>	650,000 <sup>Q</sup>	663,222	60.50	38.67	56.45%	60.50	38.67	56.45%
Latina <sup>11</sup>	250,000 <sup>Q</sup>	230,371	82.99	48.72	70.34%	82.99	48.72	70.34%
Lucky	700,000	779,521	60.84	30.94	96.64%	86.24	63.60	35.60%
Marie Claire	850,000 <sup>Q</sup>	952,223	68.29	58.11	17.52%	128.91	112.65	14.43%
Vogue	1,100,000	1,245,490	184.43	150.92	22.20%	270.53	200.52	34.91%
W	450,000	471,265	102.33	86.33	18.53%	143.94	135.30	6.39%
<b>Category Total</b>			<b>1,334.36</b>	<b>1,042.34</b>	<b>28.02%</b>	<b>2,099.58</b>	<b>1,686.31</b>	<b>24.51%</b>
<b>FOOD/EPICUREAN</b>								
Bon Appetit	1,200,000	1,263,134	81.33	55.06	47.71%	149.15	126.49	17.91%
Cooking Light <sup>11</sup>	1,550,000	1,603,680			<b>NO ISSUE</b>	134.88	89.93	49.98%
Food & Wine	900,000	957,838	63.31	58.91	7.47%	114.56	103.68	10.49%
Gourmet	900,000	934,778	71.06	69.26	2.60%	116.56	111.37	4.66%
<b>Category Total</b>			<b>215.70</b>	<b>183.23</b>	<b>17.72%</b>	<b>515.15</b>	<b>431.47</b>	<b>19.39%</b>
<b>GENERAL INTEREST</b>								
Biography	700,000	724,550	27.67	15.83	74.79%	56.84	34.83	63.19%
Harper's Magazine	205,000 <sup>X</sup>	212,010	18.00	15.41	16.78%	36.62	29.24	25.24%
National Geographic	6,600,000	6,890,852	31.38	32.33	-2.94%	47.10	58.84	-19.95%
People en Español <sup>11</sup>	400,000	420,849	52.17	37.67	38.49%	52.17	37.67	38.49%
Reader's Digest	12,500,000	12,212,040	85.28	78.45	8.71%	133.75	150.56	-11.16%
Savoy <sup>10</sup>	300,000	302,070	51.51	62.25	-17.25%	51.51	62.25	-17.25%
Smithsonian	2,000,000	2,040,294	40.36	40.85	-1.20%	69.90	78.11	-10.51%
The Atlantic Monthly <sup>11/F</sup>	450,000	502,113	84.00	29.29	186.79%	84.00	63.52	32.24%
Vanity Fair	1,000,000	1,107,802	95.59	57.26	66.94%	145.98	107.54	35.74%
<b>Category Total</b>			<b>485.96</b>	<b>369.34</b>	<b>31.57%</b>	<b>677.87</b>	<b>622.56</b>	<b>8.88%</b>
<b>HEALTH/FITNESS (MEN)</b>								
Flex	150,000	154,199	163.31	183.97	-11.23%	332.48	341.97	-2.78%
Muscle & Fitness	None	470,263	126.30	121.00	4.38%	250.88	271.34	-7.54%
Runner's World	510,000	528,905	29.40	25.27	16.34%	57.96	52.94	9.48%
<b>Category Total</b>			<b>319.01</b>	<b>330.24</b>	<b>-3.40%</b>	<b>641.32</b>	<b>666.25</b>	<b>-3.74%</b>
<b>HEALTH/FITNESS (WOMEN)</b>								
Fitness	1,100,000	1,197,638	63.11	56.63	11.44%	120.31	104.08	15.59%
Health <sup>10</sup>	1,350,000	1,407,660			<b>NO ISSUE</b>	98.60	75.19	31.13%
Prevention	3,100,000	3,131,814	85.23	69.37	22.86%	142.74	139.68	2.19%
Self	1,200,000	1,284,604	81.00	62.56	29.48%	136.00	105.23	29.24%
Shape	1,500,000	1,692,690	77.48	51.85	49.43%	139.74	98.55	41.80%
<b>Category Total</b>			<b>306.82</b>	<b>240.41</b>	<b>27.62%</b>	<b>637.39</b>	<b>522.73</b>	<b>21.93%</b>
<b>KIDS</b>								
Boys' Life	1,300,000	1,410,198	8.17	8.17	0.00%	17.19	15.27	12.57%
Disney Adventures <sup>10</sup>	1,100,000	1,139,167 <sup>B</sup>	15.90	21.02	-24.36%	15.90	21.02	-24.36%
Nickelodeon Magazine <sup>10</sup>	1,000,000	1,042,680 <sup>B</sup>	22.16	22.47	-1.38%	22.16	22.47	-1.38%
Sports Illustrated for Kids	950,000	987,432 <sup>B</sup>	16.55	22.18	-25.38%	32.88	46.51	-29.31%
<b>Category Total</b>			<b>62.78</b>	<b>73.84</b>	<b>-14.98%</b>	<b>88.13</b>	<b>105.27</b>	<b>-16.26%</b>

	RATE BASE (1ST HALF '02)	CIRC. (1ST HALF '02)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>MEN'S LIFESTYLE</b>								
Details <sup>10</sup>	400,000	417,631	57.01	42.95	32.74%	57.01	42.95	32.74%
Esquire	700,000 <sup>D</sup>	720,894	46.85	42.28	10.81%	73.99	75.73	-2.30%
FHM <sup>11</sup>	1,000,000	1,056,587			<b>NO ISSUE</b>	52.67	47.00	12.06%
Gear <sup>11</sup>	500,000 <sup>X</sup>	517,008			<b>NO ISSUE</b>	34.00	33.00	3.03%
Gentlemen's Quarterly	750,000	775,084	65.00	59.01	10.15%	106.87	94.68	12.87%
Maxim	2,500,000	2,569,172	79.88	57.81	38.18%	134.12	120.25	11.53%
Men's Fitness	550,000	635,145	66.61	72.91	-8.64%	119.67	120.15	-0.40%
Men's Health <sup>10</sup>	1,625,000	1,659,594			<b>NO ISSUE</b>	58.81	41.10	43.09%
Men's Journal	600,000	620,614	46.99	42.50	10.56%	105.54	81.50	29.50%
Penhouse	None	601,365	31.03	38.29	-18.96%	64.38	78.85	-18.35%
Playboy	3,150,000	3,217,269	39.00	32.64	19.49%	76.84	71.27	7.82%
Stuff	1,100,000	1,170,555	58.32	44.82	30.12%	102.65	90.79	13.06%
<b>Category Total</b>			<b>490.69</b>	<b>433.21</b>	<b>13.27%</b>	<b>986.55</b>	<b>897.27</b>	<b>9.95%</b>
<b>OUTDOORS</b>								
Field & Stream <sup>11/1</sup>	1,500,000	1,519,280	43.70	35.17	24.25%	43.70	55.98	-21.94%
National Geographic Adventure <sup>10</sup>	375,000	381,148	31.33		<b>NO ISSUE</b>	31.33	37.42	-16.27%
Outdoor Life <sup>10</sup>	900,000	1,149,876	52.68	35.36	48.98%	52.68	35.36	48.98%
Outside	625,000	649,420	39.46	36.82	7.17%	87.24	72.32	20.63%
<b>Category Total</b>			<b>167.17</b>	<b>107.35</b>	<b>55.72%</b>	<b>214.95</b>	<b>201.08</b>	<b>6.90%</b>
<b>PARENTING/FAMILY</b>								
American Baby	2,000,000	2,002,010 <sup>B</sup>	47.46	46.93	1.13%	96.83	91.69	5.61%
Baby Talk <sup>10</sup>	2,000,000	2,001,113 <sup>B</sup>	47.59	48.94	-2.76%	47.59	48.94	-2.76%
Child <sup>10</sup>	1,020,000	942,193	68.72	53.80	27.72%	68.72	53.80	27.72%
FamilyFun <sup>10</sup>	1,550,000	1,482,788	43.84	43.89	-0.11%	43.84	43.89	-0.11%
Parenting <sup>10</sup>	2,150,000	2,039,462	106.10	86.48	22.69%	106.10	86.48	22.69%
Parents	2,200,000	2,092,443	102.26	81.86	24.92%	187.18	156.22	19.82%
<b>Category Total</b>			<b>415.97</b>	<b>361.90</b>	<b>14.94%</b>	<b>550.26</b>	<b>481.02</b>	<b>14.39%</b>
<b>PERSONAL FINANCE</b>								
Kiplinger's Personal Finance	1,000,000	1,072,471	46.83	46.00	1.80%	86.29	86.00	0.34%
Money	1,900,000	1,945,265	61.37	60.38	1.64%	123.67	103.44	19.56%
SmartMoney	800,000	822,436	46.26	38.94	18.80%	99.87	78.62	27.03%
Worth <sup>10/F</sup>	500,000	509,010	47.07	46.70	0.79%	47.07	46.70	0.79%
<b>Category Total</b>			<b>201.53</b>	<b>192.02</b>	<b>4.95%</b>	<b>356.90</b>	<b>314.76</b>	<b>13.39%</b>
<b>SCIENCE</b>								
Discover	1,000,000	1,054,788	20.81	22.71	-8.37%	43.14	41.21	4.68%
Natural History <sup>10</sup>	225,000	249,745	26.67	24.69	8.02%	26.67	24.69	8.02%
Scientific American	665,000 <sup>Q</sup>	681,122	20.66	18.20	13.52%	37.83	33.04	14.50%
Spectrum, IEEE	None	339,264	37.13	33.15	12.01%	85.61	78.93	8.46%
<b>Category Total</b>			<b>105.27</b>	<b>98.75</b>	<b>6.60%</b>	<b>193.25</b>	<b>177.87</b>	<b>8.65%</b>
<b>SHELTER</b>								
Architectural Digest	800,000	828,730	133.40	107.05	24.61%	227.33	216.07	5.21%
Country Home <sup>10</sup>	1,100,000	1,101,234	66.92	61.01	9.69%	66.92	61.01	9.69%
Country Living	1,700,000	1,711,449	75.03	63.57	18.03%	120.95	111.86	8.13%
The Family Handyman <sup>10</sup>	1,100,000	1,152,187	53.00	48.67	8.90%	53.00	48.67	8.90%
Home <sup>10/F</sup>	1,000,000	1,010,623	71.23	50.71	40.47%	71.23	50.71	40.47%
House Beautiful	850,000	901,880	54.01	59.17	-8.72%	99.87	103.15	-3.18%
House & Garden	775,000 <sup>D</sup>	882,611	59.55	47.14	26.33%	108.46	94.67	14.57%
Southern Living <sup>13</sup>	2,500,000	2,546,471	96.92	76.72	26.33%	187.59	150.73	24.45%
Sunset	1,425,000	1,446,911	71.97	70.73	1.75%	127.79	118.30	8.02%
This Old House <sup>10/K</sup>	925,000	974,052	12.13	12.57	-3.50%	67.44	70.82	-4.77%
<b>Category Total</b>			<b>694.16</b>	<b>597.34</b>	<b>16.21%</b>	<b>1,190.58</b>	<b>1,025.99</b>	<b>10.19%</b>
<b>TEEN</b>								
CosmoGirl <sup>10</sup>	750,000	1,054,638	40.98	34.19	19.86%	40.98	34.19	19.86%
Seventeen	2,350,000	2,431,943	52.08	70.10	-25.71%	104.27	114.51	-8.94%
Teen People <sup>10</sup>	1,600,000	1,651,723	61.78	49.73	24.23%	61.78	49.73	24.23%
YM <sup>10/V</sup>	2,200,000	2,262,574	53.68	50.10	7.15%	92.40	55.91	65.27%
<b>Category Total</b>			<b>208.52</b>	<b>204.12</b>	<b>2.15%</b>	<b>299.43</b>	<b>254.34</b>	<b>17.73%</b>
<b>TRAVEL</b>								
A. Frommer's Budget Travel <sup>10/A</sup>	400,000	517,000 <sup>B</sup>			<b>DID NOT REPORT</b>	0.00	0.00	N.A.
Condé Nast Traveler	750,000	780,051	68.94	59.99	14.92%	205.05	146.30	40.16%
Travel + Leisure	925,000	960,779	100.19	71.25	40.62%	192.86	125.83	53.27%
Travel Holiday <sup>10/F</sup>	650,000	657,883			<b>NO ISSUE</b>	66.77	66.77	33.29%
<b>Category Total</b>			<b>169.13</b>	<b>198.01</b>	<b>-14.59%</b>	<b>486.91</b>	<b>338.90</b>	<b>43.67%</b>
<b>WEALTH</b>								
Robb Report	None	105,842	82.07	66.50	23.41%	155.57	155.00	0.37%
Town & Country	425,000	431,491	120.13	114.71	4.72%	183.86	175.67	4.66%
<b>Category Total</b>			<b>202.20</b>	<b>181.21</b>	<b>11.58%</b>	<b>339.43</b>	<b>330.67</b>	<b>2.65%</b>
<b>WOMEN'S LIFESTYLE</b>								
Heart & Soul <sup>10</sup>	350,000	359,215	36.90	31.38	17.59%	36.90	31.38	17.59%
Martha Stewart Living	2,270,000	2,323,129	106.31	125.12	-15.03%	156.99	196.01	-19.91%
More <sup>10</sup>	700,000	723,066	61.15	43.09	41.91%	61.15	43.09	41.91%
O, The Oprah Magazine	2,000,000	2,275,599	85.79	80.43	6.66%	137.22	129.87	5.66%
Real Simple <sup>10</sup>	900,000	1,047,796	70.40	39.40	78.68%	70.40	39.40	78.68%
Victoria	950,000	957,638	29.70	30.97	-4.10%	48.85	48.09	1.58%
<b>Category Total</b>			<b>390.25</b>	<b>350.39</b>	<b>11.38%</b>	<b>511.51</b>	<b>487.84</b>	<b>4.85%</b>
<b>WOMEN'S SERVICE</b>								
Better Homes and Gardens	7,600,000	7,602,575	167.49	131.45	27.42%	246.98	194.99	26.66%
Family Circle <sup>15</sup>	4,600,000	4,671,052	135.07	99.00	36.43%	191.15	152.11	25.67%
Good Housekeeping	4,600,000	4,708,964	121.09	110.88	9.21%	218.47	214.73	1.74%
Ladies' Home Journal	4,100,000	4,101,280	138.80	95.73	44.99%	190.44	134.24	41.87%
Redbook	2,350,000	2,380,410	101.54	66.11	53.59%	166.77	120.44	38.47%
Woman's Day <sup>17</sup>	4,050,000	4,167,933	157.27	163.61	-3.88%	214.76	209.17	2.67%
<b>Category Total</b>			<b>821.26</b>	<b>666.78</b>	<b>23.17%</b>	<b>1,228.57</b>	<b>1,025.68</b>	<b>19.78%</b>
<b>MEDIAWEEK MONITOR TOTALS</b>			<b>8,915.76</b>	<b>7,908.75</b>	<b>12.73%</b>	<b>15,455.77</b>	<b>13,918.74</b>	<b>11.04%</b>

Footnotes: rate base and circulation figures according to the Audit Bureau of Circulations for the first half of 2002 except: B=audited by BPA International and X=did not file audit by deadline; A=moved from bimonthly to monthly in Sept. 2002; F=Jan./Feb. 2003 combined issue; J=Jan./Feb. 2002 only; K=no Feb. issue; current issue is SIP Kitchen & Bath Winter 2003; M=moved from biweekly to monthly in Nov. 2001; V=YTD figures include newsstand-only Prom special: 5.8 pages in 2003, 5.81 in 2002; Q=raised rate base during period; Y=YTD figures include Weddings special: 160.5 pages in 2003, 100.12 pages in 2002; 9=published 9 times; 10=published 10 times; 11=published 11 times; 13=published 13 times; 15=published 15 times; 17=published 17 times; +=more issue in 2003 than in 2002; 1=one fewer issue in 2003

ton on issues such as telemarketing restrictions and postal reform. Considering that 90 percent of *TV Guide* circulation is via subscriptions, it would serve the weekly well to take an active interest in those two key industry concerns.

Meanwhile, Loughlin is not finished reorganizing his management team. John O'Reilly, *TV Guide* president, has resigned and will leave in April; he will not be replaced. Taking on some of O'Reilly's duties will be Chuck Cordray, in the new post of vp of consumer marketing. Cordray was most recently vp of circulation business development for Primedia's Consumer Magazine and Media Group.

Loughlin says that he hopes Cordray can revive *TV Guide's* newsstand sales, which fell 21.5 percent in the first half of 2002, according to the Audit Bureau of Circulations. Price-testing, raising the draw in selected markets and new cover treatments will all be part of the single-copy push.

*TV Guide*, which has published covers with holographs and in 3-D, is testing another attention-getting format, Loughlin says; if successful, the cover enhancement will appear in March on the annual parenting guide issue.

The biggest item remaining on Loughlin's to-do list is hiring a new editor in chief. Loughlin says he has narrowed the search to four candidates and that a decision is likely by the end of February. Candidates are said to include former *Rosie* editor Susan Toepfer, who is currently working on a thirtysomething women's lifestyle title at G+J, and Barry Golson, former editor of *Yahoo! Internet Life*. *Us Weekly* editor in chief Bonnie Fuller's name remains in play, given that she has a one-year contract with Wenner Media chairman Jann Wenner. —LG

## A Trying Year Turnaround is slow at *Bazaar*

A year after the relaunch of *Harper's Bazaar*, the fashion monthly remains a work in progress.

Editor in chief Glenda Bailey continues to tweak the magazine, toying with typefaces and cover designs, as well as adding regular features such as an international style section, introduced in the February issue. That edition, which hit stands last week, offers three back-to-back covers of Gisele Bündchen, featuring the model in dresses by Dolce & Gabbana, Giorgio Armani and Tom Ford. "I wanted to give readers three covers and advertisers the opportunity of a unique position," Bailey explains.

Lancôme bought pages on the back of all three covers, plus another single page.

Stunt covers aside, *Bazaar's* circulation and

# Magazines

advertising have yet to show much of a revival under Bailey. *Bazaar's* total paid circulation in the second half of 2002 is expected to be flat to up marginally, according to parent Hearst Magazines' estimates. While newsstand sales are expected to show a 10.5 percent bump to 182,000, subscriptions, the bulk of *Bazaar's* circ, will be down 3 percent to 555,000.

"Hearst wanted to increase newsstand and pull back subscriptions," Bailey says. "That's on plan, and it's what I'm most proud of. *Bazaar* had really struggled with newsstand sales."

Still, media buyers say the magazine is not yet a turnaround story. "It seems to have not yet found its own voice," says Pattie Garrahy, president of PGR Media, whose clients include Tommy Hilfiger. "It feels like it started to be-



February leads with a bundle of Bündchen.

come something different, then it got cold feet, and now it's just not sure where it's going. It seems to be a little bit in limbo—between *Marie Claire* and high fashion."

Another fashion advertiser echoes Garrahy: "I don't know what *Bazaar's* core competency is. Who is it being edited

for, and for what part of their lives? Is it fashion adviser? Is it social register? Fashion as art?"

That apparent confusion, combined with a difficult 2002 for all fashion magazines, has not helped. *Bazaar's* ad pages fell 12.6 percent last year to 1,436, reports the *Mediaweek* Monitor

## WEEKLIES January 20, 2003

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
BusinessWeek	20-Jan	32.99	21-Jan	33.93	-2.77%	83.22	69.82	19.19%
The Economist	11-Jan	27.00	12-Jan	37.00	-27.03%	54.00	64.00	-15.63%
Newsweek <sup>E</sup>	20-Jan	39.99	21-Jan	24.32	64.43%	72.65	67.23	8.06%
The New Republic	20-Jan	7.00	21-Jan	5.32	31.58%	10.00	9.14	9.41%
Time <sup>E</sup>	20-Jan	57.85	21-Jan	60.31	-4.08%	90.10	87.37	3.12%
U.S. News & World Report	20-Jan	26.47	21-Jan	26.06	1.57%	41.04	44.02	-6.77%
The Weekly Standard	27-Jan	8.50	28-Jan	9.33	-8.90%	23.66	24.18	-2.15%
<b>Category Total</b>		<b>199.80</b>		<b>196.27</b>	<b>1.80%</b>	<b>374.67</b>	<b>365.76</b>	<b>2.44%</b>
<b>SPORTS/ENTERTAINMENT/LEISURE</b>								
AutoWeek	20-Jan	24.76	21-Jan	15.84	56.31%	55.10	51.91	6.15%
Entertainment Weekly	17-Jan	34.60	18-Jan	28.27	22.39%	80.86	71.37	13.30%
Golf World	17-Jan	32.50	18-Jan	20.33	59.86%	32.50	44.47	-26.92%
New York	20-Jan	43.80	21-Jan	52.20	-16.09%	115.90	147.50	-21.42%
People	20-Jan	82.67	21-Jan	69.06	19.71%	163.44	131.04	24.73%
Sporting News	20-Jan	12.00	21-Jan	8.50	41.18%	36.00	29.83	20.68%
Sports Illustrated <sup>1</sup>	20-Jan	33.98	21-Jan	25.34	34.10%	64.89	85.43	-24.04%
The New Yorker	20-Jan	27.33	21-Jan	16.60	64.64%	74.48	56.63	31.52%
Time Out New York	15-Jan	56.38	16-Jan	74.69	-24.52%	167.38	168.56	-0.70%
TV Guide	18-Jan	54.89	19-Jan	47.31	16.02%	152.18	121.52	25.23%
Us Weekly	20-Jan	24.67	21-Jan	23.33	5.74%	47.67	47.66	0.02%
<b>Category Total</b>		<b>427.58</b>		<b>381.47</b>	<b>12.09%</b>	<b>990.40</b>	<b>955.92</b>	<b>3.61%</b>
<b>SUNDAY MAGAZINES</b>								
American Profile	19-Jan	9.05	20-Jan	8.35	8.38%	26.40	24.35	8.42%
Parade	19-Jan	9.48	20-Jan	9.70	-2.27%	34.05	37.20	-8.47%
USA Weekend	19-Jan	14.30	20-Jan	12.10	18.18%	33.91	39.18	-13.45%
<b>Category Total</b>		<b>32.83</b>		<b>30.15</b>	<b>8.89%</b>	<b>94.36</b>	<b>100.73</b>	<b>-6.32%</b>
<b>TOTALS</b>		<b>660.21</b>		<b>607.89</b>	<b>8.61%</b>	<b>1,459.43</b>	<b>1,422.41</b>	<b>2.60%</b>

<sup>E</sup>—estimated page counts; 1—one fewer issue in 2002 than in 2001

(Condé Nast's *Vogue*, Fairchild Publications' *W* and Hachette Filipacchi Media's *Elle* also reported declines). Through February this year, *Bazaar* has continued its slide, down 9.6 percent to 104 pages. *Elle* is up 40.3 percent to 140 pages; *W* advanced 6.4 percent to 144; and *Vogue* jumped 34.9 percent to 270 pages.

"It's been a tough first quarter," says *Bazaar*

vp/publisher Cynthia Lewis. "But our losses are not substantial, and we're not doing big advertising sections that really junk up the book," she notes, referring to *Vogue's* two advertorials in January that accounted for 27 pages. "The total look of the magazine is really important to the reader. Glenda feels strongly about [limiting advertorial] sections, and so do I." —LG ■

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# Media Person

BY LEWIS GROSSBERGER



## You Ask, MP Quibbles

ONCE AGAIN, IT'S TIME FOR YOU, THE READER, TO ASK MEDIA

Person, the Explainer of Last Resort, those questions that the rest of the media have raised in your overburdened mind, and then failed to answer satisfyingly. As always, just type your question on the screen,

hit the "enter" key and make a wish. Media Person will hear you.

*Is Steve Case a genius or an idiot?*

That's not the real question. The real question is: Why does everyone call Steve Case "Steve Case" except *The New York Times*, which calls him "Stephen M. Case?" Simple. It's because the *Times* is schizophrenic. It wants to be all hep, mod and groovy to sell more papers to 23-year-olds, but deep down in their priggish, stuffy hearts, most *Times* editors remain proper Victorian ladies and gentlemen. This is why the *Times* will run such headlines as "Hearken! R. Justin Timberlake Jr. and Ms. Spears, 22, Are Allegedly Doing It Again, We Have It on Good Account From Impeccable Sources." And why they always put Steve in Upper Case.

*I demand that you tell me whether Steve Case is a genius or an idiot. Stop evading the question!*

Steve Case is a genius who occasionally does idiotic things, like buy Time Warner. When he stepped down last week as chairman of AOL Time Warner Kmart, America's largest cut-rate media company, he said; "I guess my eyes were just bigger than my stomach. Time Warner was just sitting there, and I had all this overinflated AOL stock, and my accountant said, 'You know, things are so crazy now, you could buy it.' And I said, 'No way.' And he said, 'Way.' So I bought it, and now my tummy hurts and nobody likes me anymore and I am going home to bed."

*How did Fox News overtake the mighty CNN?*

By outfoxing them, of course. Once a small, rural network broadcasting fly-fishing tips and recipes for apple brown Betty,

Fox News is today a media juggernaut that reaches 9 out of 10 homes where no one is home but Republicans. Promising to take an approach that is "fair and balanced, though not necessarily true," top Foxer Roger Ailes rented a fleet of attractive young blond women as anchors and had them rest their legs atop the desk so you could have something to look at while they read the news. This and other innovations, such as snazzy graphics that flash the message: "You are growing sleepy, you will keep watching, you will buy all the advertised products," have made Fox a magnet for affluent, male 18-to-34-year-old viewers who want to see Sean Hannity eat Alan Colmes alive and spit out the bones and gristle.

*When that 4-ton Asian elephant came from behind and hauled the jumbo jet across the finish*

**You pathetic, deluded fool. In mixed-species strength events, the smart money always bets the pachyderm.**

*line on Fox's 'Man Vs. Beast,' seconds before the 44 little people pulled their plane across, was that race fixed? Because I had 500 bucks on the midgets, and it looked to me like they threw the race.*

You pathetic, deluded fool. In mixed-species strength events, the smart money always bets the pachyderm. Now if it's a Navy Seal versus a chimpanzee running a boot-camp obstacle course, naturally you go with the human (even though he's a Seal) because the ape lacks discipline. He's not motivated. He wants product endorsements, sure, but he won't work for them, so Chiquita Banana never calls. Your elephant,

though, he'll stay focused, give 110 percent and stay within himself. He's a competitor, and he wants to win so bad he can taste it. Besides, everyone knows that most professional elephant athletes are on steroids.

*Will the proposed tax cut on dividends mainly benefit the rich, as administration critics contend, or will it allow every middle-class American to buy a new SUV, a TiVo and an MP3, as President Bush claims?*

It will be of great financial benefit to every American, though only on Fox. On other channels, no.

*Is North Korean leader Kim Jong Il really nuts, or is that just a typically distorted Western capitalist media stereotype?*

K Jo, as intimates call the cuddly Korean, is "a cool dude when you really get to know him," according to TV newsmen Gerardo Rivera, who roomed with Il at NYU in the '70s. Korean political experts say that many of his so-called "crazy stunts," such as buttering the hand of then U.S. Secretary of State Madeleine Albright at a banquet in Pyongyang in the '90s, or reviewing troops

in the uniform of a mail carrier, are actually shrewdly calculated ploys to appear unbalanced, thus frightening American presidents into caving in when Il plays the nuclear-blackmail card during Middle East crises.

*Have Britney and Justin reunited, or are they just dating to revive their flagging careers?*

In real life, Britney Spears is happily married to CNN anchor Aaron Brown and Justin Timberlake has been living with a rich older woman since he was 14. The "canoodling" reported by gossip columnists in nightclubs and in the back seats of cars is strictly for publicity. ■

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