

MEDIAWEEK

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THE NEWS MAGAZINE OF THE MEDIA

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ABC, the WB, NBC Sweep Up

Two nets in comeback mode make strong Nov. gains; NBC widens 18-49 lead **PAGE 4**

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NBC O&Os Win Key Local Races

Outlets take news battles in New York, Chicago, L.A.

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Robbins Hits WB's *Birds* Call

Producer says net didn't give show enough time

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MAGAZINES

Service Titles Dusting Off

Traditional women's books get makeovers

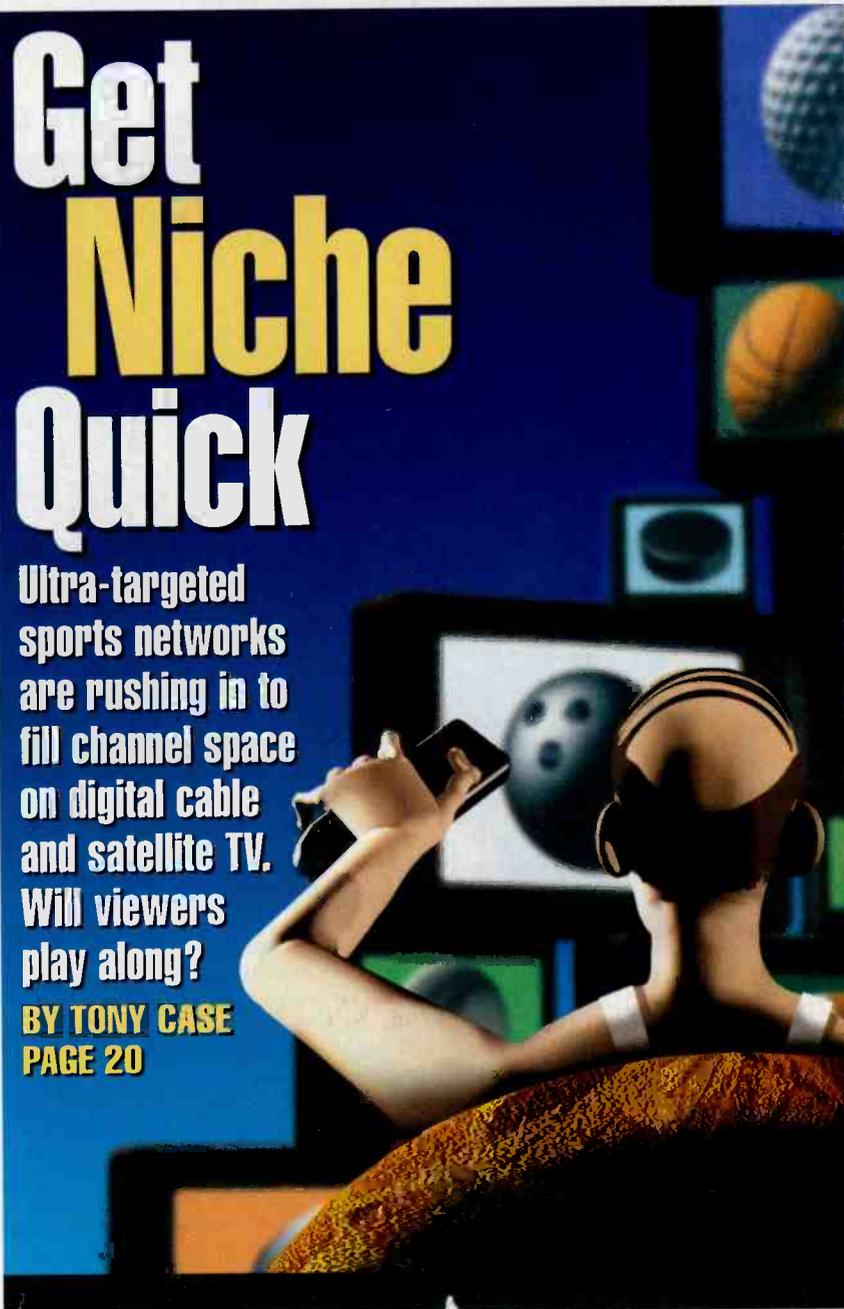
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Get Niche Quick

Ultra-targeted sports networks are rushing in to fill channel space on digital cable and satellite TV. Will viewers play along?

BY TONY CASE
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MARKET INDICATORS

NATIONAL TV: FULL
Makegoods at some nets have tightened first-quarter prime-time scatter. Smaller advertisers are being asked to pay 30 percent over upfront prices; larger advertisers get 15 percent bumps.

NET CABLE: MOVING
Brisk business in the retail category going into first quarter. Wireless, autos, movies and packaged goods are also driving the market.

SPOT TV: ROBUST
Lots of pressure on major-market inventory as holiday ad spending is robust through December. Entertainment and retail are the spending leaders.

RADIO: TIGHT
Stations are looking to extend strong market into January by offering attractive rate packages. Inventory is tight through the holidays in large markets such as New York, Philadelphia, Dallas and Los Angeles.

MAGAZINES: WARM
With new pharmaceuticals and autos coming online in 2003, the first quarter is starting to heat up. Retail, electronics and household furnishings & supplies also remain strong.

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At Deadline

■ COURT TV SIGNS SEARS TO NEW AD CAMPAIGN

Court TV has created a new interstitial spot for the holidays that showcases advertisers' brands. Sears is the first major advertiser to sign on, as part of a fourth-quarter scatter buy. Court's 30-second interstitial puts the spotlight on Kris Kringle Private Elf, a Sam Spade-type avatar who helps solve the mystery of where to buy the perfect gift by downloading the advertiser's Web site. Court TV plans to make Kris Kringle Private Elf an integral part of its upfront pitch over the next few years.

■ NETWORKS ANNOUNCE MIDSEASON CHANGES

Following the close of November sweeps last week, most of the broadcast networks announced lineup changes beginning in January. ABC launches *The Bachelorette* on Wednesday, Jan. 8, at 9 p.m. Beginning Monday, Jan. 27, the network also adds Dick Wolfe's remake of *Dragnet* at 9 p.m., followed by the spiritually charged drama *Miracles* at 10 p.m. CBS premieres its updated version of *Star Search* on Thursday, Jan. 9, at 8 p.m. Fox, meanwhile, may have the most lineup changes. By launching *American Idol 2* on Tuesday, Jan. 21, at 8 p.m., *That '70s Show* moves to Wednesdays at 8 p.m., followed by the *Idol 2* audience voting results show at 8:30. That move pushes *The Bernie Mac Show* back to last season's 9 p.m. berth, followed by *Cedric the Entertainer Presents* at 9:30 p.m. *The Bernie Mac/Cedric* change moves *Fastlane* to Fridays at 8 p.m., beginning Jan 10. Consequently, the struggling *Firefly* has been put on hiatus. NBC's Washington-set drama *Mr. Sterling* will launch Friday, Jan. 10, at 8 p.m. On Sunday, Jan. 5, at 9 p.m., the WB debuts reality series *High School Reunion*, pushing *Angel* to Wednesdays, where it will replace *Birds of Prey* at 9 p.m. On Thursday, Jan. 9, at 9:30 p.m., the network launches another reality series, *The Surreal Life*. *Reunion* will get a repeat airing Thursdays at 8 p.m.

■ HOLT MULLS NEW BUYING SERVICE

Media buying pioneer Dennis Holt, founder of Initiative Media North America predecessor Western International Media, is "weighing offers" and considering the possibility of starting a new buying service, he said last week. Holt declined to identify with whom the discussions are taking place and added that "I have not made any decisions at all" about his next move. Holt launched Western, the first independent media agency in the U.S., in Los Angeles in 1970. Holt sold the shop to Interpublic Group of

Cos. in 1994. It was merged with IPG's European media network Initiative in 1998, and two years later, the agency was renamed Initiative Media Worldwide.

■ KING: NO MERGER FOR KWP AND PARAMOUNT

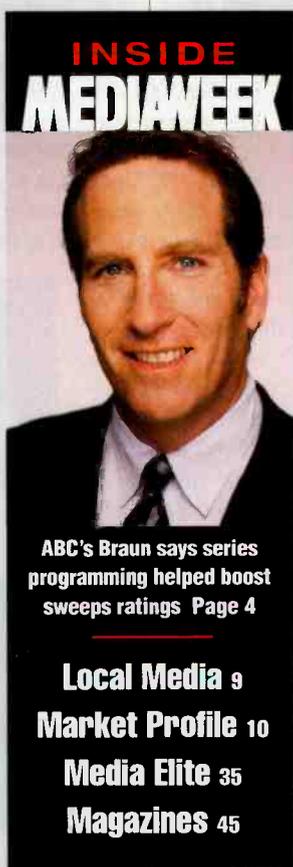
Roger King, CEO of CBS Enterprises and King World Productions, firmly denied that a consolidation of King World and Paramount Domestic Television, Viacom's two major syndicated programming units, is being contemplated. "There is no truth to King World and Paramount merging," King said last week. Two weeks ago, King World dismissed its entire six-person programming-development team, a move that fueled renewed speculation about a possible combination of KWP and Paramount. King also denied reports that he might leave the family-run company. "King World and Paramount are two distinctly separate, and successful, companies owned by the same shareholders," King said. "We are thrilled to be partners with Viacom, and I have no intention of leaving anywhere in the near future."

■ ECHOSTAR STILL EYES DIRECTV

EchoStar Communications Corp., in its latest attempt to keep its proposed purchase of competitor DirecTV alive—despite opposition by the Justice Department and the Federal Communications Commission—late last Wednesday was expected to file a "remedial proposal" to the FCC. Any changes will go before skeptical federal officials, who have said the merger will bring an unacceptable loss of competition. DirecTV could pull out of the deal if the Jan. 6 deadline goes by without FCC approval.

■ NETS SEEK ALTERNATIVES TO ADS

Inventory growth has probably topped out, and increases in ad availability on the major TV networks likely will take the form of product placement and sponsorships, top executives said at a Bear Stearns TV industry summit last week in Washington. "We're very concerned about clutter" that might send viewers to other channels, said Tony Vinciguerra, Fox Networks Group president. Vinciguerra noted that nontraditional advertising, including product placement, has been successful on reality shows such as Fox's *American Idol*. "I think you'll see more of that," he said. The practice could spread to more formats, added NBC network president Randy Falco. "You haven't seen it in scripted drama, although I'm sure that's something we'll have to deal with," Falco said. The comments came as Forrester Research released research (continued on page 48)



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ABC's Braun says series programming helped boost sweeps ratings Page 4

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BOB D'AMICO

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American Media to Acquire Weider for \$350 Million

Having long been on the prowl for a magazine group, American Media chairman/CEO David Pecker, along with financial backers Evercore Partners, got his wish last week, agreeing to snap up muscle-and-fitness publisher Weider Publications for \$350 million.

Tabloid titan American Media, publisher of the *National Enquirer* and *Star*, has branched out with startups in recent years, including *Auto World* and the Spanish-language tabloid *Mira*. But the Weider acquisition accomplishes a goal of Pecker's since he formed AMI in 1999. "From the beginning, I have said we would transform a tabloid company into a large consumer publishing company," Pecker said. "We were looking to [buy] for a long time."

Founding publisher Joe Weider will retain a minority stake in the seven-title publishing group, which includes the 1.7 million-circulation *Shape* and 635,000-circ *Men's Fitness*. Weider's separate vitamin business is not part of the deal.

Pecker's tabloid group and the Weider titles should benefit from the combination. American Media owns 60 percent of the country's 4 million checkout pockets at retail and also runs magazine distributor Distribution Services Inc. While Weider is currently signed to the Hearst Magazines-Condé Nast Comag partnership, its titles will most certainly be more visible at checkout. "We'll look at all the magazines, and we'll be able to work closely with Comag and expand as many retail outlets as we can that they're not in," said Pecker.

As for the tabloids, Weider will be able to expose those publications to new sources of advertising, most notably in the health and fitness area. Pecker said he will also build a corporate-sales network with staff in New York, Los Angeles and Detroit. —Lisa Granatstein

The WB Gives Up Seeking Revised Nielsen Estimates

WB president Jed Petrick said last week his network has "put up the white flag" in its efforts to (continued on page 6)

ABC, the WB, NBC Harvest Increases

Sweeps gives big lift to two nets that struggled last Nov.; Peacock preens

NETWORK TV By John Consoli

The November sweeps period that concluded last Wednesday solidified the comebacks of ABC and the WB, both of which suffered heavy audience defections in November 2001. The WB enjoyed its best sweeps ever, earning its highest ratings among viewers 18-34 and 18-49. And ABC's strong performance in the 18-49 demo boosted the network from a dismal fourth-place finish last November to what was expected to be a second-place showing this year.

ABC's solid 4.2 sweeps rating in the advertiser-desired 18-49 demo helped the network boost its season-to-date average to a 4.0, 5 percent over the 3.8 it had entering November. That 4.0 is up 14 percent over ABC's 18-49 average for the full 2001-02 season.

Lloyd Braun, the network's entertainment chairman, said that ABC has "stopped the bleeding" in its ratings and has largely done so "on the back of original programming" rather than specials, miniseries and prime-time sports. The network did, however, schedule some special guests (including Jennifer Lopez and Justin Timberlake) on its newsmagazines during the sweeps, and it aired a Paul McCartney music special on the final night of the ratings period.

But the strong showing of ABC's Tuesday and Wednesday sitcoms, plus the reality series *The Bachelor*, have drawn the most new 18-34 and 18-49 viewers to the network. Season-to-date, *According to Jim* (Tuesday, 8:30) is up 17 percent in 18-34 to a 4.7 and 14 percent in 18-49 to a 5.4, and *My Wife & Kids* (Wednesday at 8) is up 16 percent in 18-34 to a 5.4 and 12 percent in 18-49 to a 5.0. What makes *According to Jim*'s gains even more impressive is that last

season the show aired on Wednesday, following *My Wife & Kids*. This season, *Jim* is outdrawing its lead-in, the successful freshman sitcom *8 Simple Rules* (averaging a 5.2 in 18-49).

ABC's *Monday Night Football* is up 14 percent in the 18-34 demo and 7 percent in 18-49, and the *The Bachelor* averaged a 7.9 rating in 18-49. *The Bachelor* completed its first edition during the sweeps and will not return until January, in the form of *The Bachelorette*. ABC is planning to air a short-run reality series in the



ABC's *Jim* dandy: Star Belushi (left, with guest Chris Elliott and Larry Joe Campbell) has found a cozy new home on Tuesdays.

Wednesday 9 p.m. slot until then.

Braun was humble about the pockets of success thus far. "Our work is far from done, and the turnaround is far from complete," he said. "We still have a long road to where we want to be." Indeed, ABC is still virtually a non-factor on Thursday and Saturday nights.

The WB scored increases of 14 percent in its key 12-34 demo during the sweeps and was up 20 percent in 18-34 and 17 percent in 18-49.

While ABC and the WB are winning back some of the demo ratings points they surrendered last season, CBS and NBC continue to battle for the top spots. NBC won its 11th straight sweeps in the 18-49 demo, but CBS won in households and total viewers. NBC

made a last-minute effort to overtake CBS in households and viewers last week, when on the next-to-last night of the sweeps the network pulled scheduled episodes of low-rated sitcoms *Just Shoot Me* and *In-Laws* in favor of two repeat episodes of *Frasier*. Not to be outdone, CBS stuck in a repeat at 10 p.m. on the last night of sweeps of its hit series *CSI*.

NBC Entertainment president Jeff Zucker crowed about his network nearly catching CBS in total viewers (falling short by 300,000) after trailing last November by 1.2 million. Zucker also noted that five NBC shows scored their best November ratings ever.

CBS, which suffered hefty declines in viewers 18-34 (down 23 percent) and 18-49 (down 11 percent) from November 2001, sorely missed last year's lineup of sweeps specials, which included the Emmy Awards (delayed to November last year because of Sept. 11), Michael Jackson, Carol Burnett and a *Lucy* retrospective.

A Victoria's Secret fashion show, one of CBS' few specials this November, scored a soft 3.9 in the 18-49 demo on Nov. 20 and was crushed by ABC's *Bachelor* finale.

CBS' Sunday movie has also skewed older this season, with its 18-49 rating off 19 percent from last year. "The ratings for their made-for-TV movies, for the most part, have been abysmal, and moving sitcoms to the Sunday 8 p.m. hour may have hurt the movie as a lead-in," said Brad Adgate, vp of research for Horizon Media. "The flow is not smooth going from *60 Minutes* to sitcoms to drama movies, many of which have skewed very old."

Fox showed the biggest ratings declines in the sweeps, partially because the World Series aired in November last year. But new Fox shows such as *Girls Club* and *Firefly* have not performed as well as the series they replaced, *Ally McBeal* and *Dark Angel* respectively.

In addition, Fox's shift of *Bernie Mac* to Wednesday at 8, an hour earlier than last season, has not worked out as well as the network had hoped. *Bernie Mac*, now playing opposite ABC's *My Wife & Kids*, has seen its 18-49 rating slide 29 percent compared to last season. Fox plans to move the sitcom back to its original time slot in January.

Like Fox, UPN was down across the board in all demos during the sweeps, although the network's Monday ethnic-comedy lineup scored its best November sweeps performance in viewers 18-34 since 1997 and its best ratings in 18-49 since May 1996. During the sweeps, UPN's Monday 9 p.m. sitcom *Girlfriends* delivered the network's strongest sweeps performance ever in total viewers (an average 4.9 million), persons 12-34 (2.4/6) and several other categories. ■

NBC Widens Local Leads

O&Os take key news races in New York, L.A., Chicago and Dallas

TV STATIONS By Sandy Brown

As the November sweeps came to a close last week, several major markets including New York, Los Angeles and Chicago saw NBC owned-and-operated stations win tight local news contests in key dayparts.

In Chicago's late-news race, NBC O&O WMAQ-TV continued to dominate at 10 p.m. Monday through Friday, jumping a full ratings point in November over the same month last year. The station averaged a 13 rating/20 share through Nov. 26 over last year's 12/19 for the same period, according to Nielsen Media Research. Runner-up ABC O&O WLS dipped to an 11.8/19 from a 12.2/19 last year. Third place went to CBS O&O WBBM, which saw marginal gains during the 10 p.m. hour, achieving a 5.5/9 over last year's 5.2/8. Retention still appears to be a problem for WBBM, as network quarter-hour lead-ins for late news were down 6 percent from last November.

WBBM also saw gains for its 6 p.m. newscast, with an average 4.6/8 over last year's 4.2/7, putting it in a virtual dead heat for second place with WMAQ (4.7/8). WLS retained its lead at 6 p.m. with a 9.8/17, a drop from a 10.3/17 last November.

In New York, WNBC continued on top, winning the 11 p.m. news competition with an average 8.4/15, followed by WABC, which drew a 6.7/12. Third-place WCBS posted a 5.2/9, a 10-percent gain over its 4.7/8 last November. WNBC ran neck-and-neck with WABC in early morning and late afternoon news. WCBS' newscasts at 5 and 6 p.m. dropped 6 and 13 percent, to a 3.0 and a 3.3 respectively, from year-ago levels.

In New York, WCBS' 11 p.m. news "has

made some headway, [but] other than that, it has really been the status quo," said Allison Shapiro, vp/associate director of local broadcast at Zenith Media. Shapiro noted that NBC continues to dominate prime time across major demographics including adults 18-49, ABC still has programming problems on every night but Tuesday and the WB has been strong among young adult viewers.

In Dallas-Fort Worth, NBC O&O KXAS remained on top at 10 p.m. with an 11.5/18, adding a full ratings point from last November. Belo Corp.-owned ABC affiliate WFAA once again controlled the earlier news time periods. At 5 p.m., the station averaged a 9.0/19, doubling the audience of its closest competitor, KXAS, which pulled a 4.6/10. At 6 p.m., WFAA reigned with a 10.4/18, 60 percent higher than KXAS, its closest rival in the time period with a 6.6/11.

In Los Angeles, NBC O&O KNBC (8.0/15) won a close race at 11 p.m. with ABC O&O KABC (7.6/14). As for news at 10 p.m., KTLA, Tribune's WB affiliate in Los Angeles, scored a dramatic win by wresting the top spot from Fox O&O KTTV, which dropped 14 percent from last November to an average 3.3/5. KTLA jumped 8 percent to a 4.2/7. KCAL, Viacom's Independent outlet in L.A., was third at 10 p.m. with a 2.7/4.

Despite the vows of many news directors over the recent sweeps periods to tone down over-the-top stunting to drive up ratings, November still had its share of hyped in-depth "investigative" reports. In Dallas, exclusive news reports included exposés on flammable fake fingernails and exploding turkey fryers.

Dennis Williamson, senior corporate vp at Belo Corp., which owns 19 TV stations, 16 of which produce local news (including WFAA in Dallas), said that Belo is trying to steer clear of sweeps chicanery. "If you do the right thing, viewers will respond," Williamson said. "Long-term, that resonates."

As for competitors who stunted during the sweeps by running special reports instead of hard news, Jeff Wald, news director at KTLA, said: "We owe our viewers a newscast 365 days of the year—we consistently come out to play." For Wald, the consistent approach seems to have paid off. Beyond 10 p.m., KTLA and primary competitor KTTV are in a virtual dead heat in morning news, with a 3.4/10 and 3.3/10 respectively in November. ■



Media Wire

get Nielsen Media Research to officially revise its estimates of the size of the U.S. TV audience for the 2001-2002 season. Nielsen in mid-September issued a separate "update" of its estimates based on new information provided from the 2000 Census, but it did not revise or replace them. That meant that there would be no official recourse for the networks to claim that they over-delivered viewers on certain shows last season and were entitled to additional compensation from advertisers. Conversely, advertisers could not go back to the nets and seek compensation for ratings under-deliveries based on the updated data.

Nielsen's updated numbers showed a larger TV audience in the younger demos in which the WB is strongest, meaning the network over-delivered viewers on many of its shows last season. However, Nielsen's action left it up to the networks and media buyers to work things out on their own. "There were a few advertisers who on their own were willing to compensate us based on what we actually delivered, but I didn't take their money," Petrick said, referring to make-goods that should not have been awarded. "I told them I will remember their gesture to treat us fairly." —John Consoli

TV Confab Stirs Debate Over FCC Ownership Rules

TV broadcasters used last week's Bear Stearns-sponsored forum on the industry in Washington to lobby for relaxation of the current TV duopoly and TV station-newspaper cross-ownership rules. The FCC is in the midst of a sweeping review of all the media ownership rules and just recently approved Comcast's purchase of AT&T, which will create the largest cable company in the U.S.

"[The FCC has created] a monopoly. I just want to be treated in the same way," David Smith, CEO of Sinclair Broadcast Group, said in reference to the Comcast-AT&T merger. "We need to be able to compete [with cable] fairly, and under the current rules we can't."

Belo CEO Robert Dechard said "there is nothing wrong with cross-ownership, if you want to encourage the free flow of information in the local market." —Katy Bachman

Birds Exec Questions WB

Producer Robbins says network had "buyers' remorse" from the start

TV PROGRAMMING By A. J. Frutkin

Following the WB's decision in mid-November to pull the plug on its new Batgirl drama *Birds of Prey*, Brian Robbins, the show's executive producer, remained silent. Until now. Robbins, who along with Mike Tollin oversaw *Birds of Prey*, said last week that WB entertainment president Jordan Levin "didn't have faith in the show" and had expressed "buyers' remorse" about the series from the beginning.

"I think [Levin] was afraid of the *Batman* world being too dark for his air," Robbins said. "He was never a huge fan of the show."

Airing Wednesdays at 9 p.m., *Birds* premiered Oct. 9 to huge ratings for the WB, with a 5.0 rating in the key adults 18-34 demographic and a 3.9 rating/10 share in adults 18-49. But the show's numbers soon spiraled downward.

In a conference call last week discussing the WB's November sweeps, Levin described *Birds'* demise as a "failure of execution," adding that the network was unable to find the right showrunner to work with *Birds* creator—and first-time series writer—Laeta Kalogridis.

Robbins agreed, but he also blamed *Birds'* ratings decline on the success of ABC's *The Bachelor* in the same time slot. "If I were running [the WB], I would have tried to figure out a way to survive until after *The Bachelor*, and then give it a chance," Robbins said.

Despite *Birds'* failure, the Warner Bros.-based Tollin/Robbins Productions remains a rising powerhouse in Hollywood. Its sophomore drama *Smallville* is a hit for the WB, and Robbins is optimistic about TRP comedy *What*



The WB is considering Tollin/Robbins' *The Black Sash*, starring Russell Wong, for a March launch.

I Like About You, another WB series. The company is also producing WB midseason martial arts drama *The Black Sash*.

Created by Robert Kamen (*The Karate Kid*), *The Black Sash* stars Russell Wong as an ex-cop-turned-bounty hunter who opens up a martial arts school. Wong gets involved in his students' lives, and vice versa, which was the appeal for Robbins. "We've always wanted to do a *21 Jump Street* for the WB," he said, referring to Fox's young-skewing cop drama. The series likely will launch in March. Levin suggested it might air Sundays at 9 p.m., following *Charmed*.

Robbins said *Birds'* exit from the schedule will have no impact on his relationship with the WB. TRP has three shows in development for fall 2003 at the WB (seven other projects are in the works at the Big Four networks). And he knows failure is part of the business: "As you put more shows on the air, you're apt to find more disappointment," Robbins said. ■

A Showdown for Showtime

Venerable series from New York's Apollo faces a new crosstown rival

SYNDICATION By Marc Berman

After 16 years on the air, the syndicated weekly *It's Showtime at the Apollo* has built up an impressive reservoir of brand equity among viewers and advertisers. But now the venerable talent show may have its first real competitor in the similarly titled new *Showtime in Harlem*.

The two weekend series share a convoluted, intertwined history. This past August, Percy Sutton, founder of Inner City Broadcasting

and owner of the famed Apollo Theater in Harlem, was outbid by the Heritage Networks for rights to *It's Showtime at the Apollo*. Sutton had held the rights to the show since its 1986 launch. Soon after, Sutton created *Showtime in Harlem* (actually taped in Brooklyn) with distributor Western International, his partner on the original series. The new entry began airing in September, and the battle was joined.

"The two things I have that they don't are

Where are the ugly rock stars?

They were once a shining beacon of hope to oddballs everywhere who figured, "man if I'm ever going to get laid I'd better grab a guitar." All you see on music television these days are models, socialites, and "the beautiful people." If this trend continues millions of uglies everywhere will be left in the dark, never aware that they too can "get some" with dizzying regularity. If you're remotely ugly, please get back in the game.

Rolling Stone

the original name of the series and the Apollo Theater—the most important elements,” said Frank Mercado Valdes, president and CEO of Heritage Networks. Valdes had a new set built and recruited Mo’Nique [The Parkers] as host and Suzanne de Passe [The Jacks-sons: An American Dream, The Temptations] as producer. “This is a totally rejuvenated series,” Valdes said.



It's Showtime at the Apollo, hosted by Mo'Nique, has a daypart rival.

TABANITHA MCDANIEL

“We are the original—they are not.”

“Although the name has changed, we are the original show,” countered Chris Lancey, president/CEO of Western International. “We have the station clearances, the concept and the format that viewers are accustomed to.”

Both Showtime competitors face the daunting challenge of chasing the same audience in the same daypart. Through Nov. 17, Showtime in Harlem was averaging a 1.2 rating in households, a slim 0.1 rating points ahead of It's Showtime at the Apollo, according to Nielsen Media Research. Apollo's household ratings are down

27 percent from last year. Both shows score significantly higher ratings in African American households, where Showtime at the Apollo's mid-5 rating is off an estimated 35 percent from last season.

“The ratings loss for It's Showtime at the Apollo is by no means a negative,” said Brad Adgate, senior vp of research at Horizon Media. “Considering the combined rating is over a 2 for both series, I think it's a positive overall.”

“I can't say I am surprised to see some type of ratings erosion for our show,” notes Valdes, who contractually was unable to maintain all of the original It's Showtime at the Apollo station clearances and time periods. “Once we add more stations, we can gain back some of the lost momentum.”

“There will always be only one Apollo Theater and only one It's Showtime at the Apollo,” said Mo'Nique, whose first television appearance was on the series in 1989. “The vibe on this show is like no other series.” ■

Nets Mull 4As' Online Play

Sales executives miffed at \$10,000 loan requests for Mediaport successor

THE MARKETPLACE By John Consoli

None of the broadcast networks have responded to a Nov. 5 letter from the American Association of Advertising Agencies requesting they each loan the trade association up to \$10,000 to help fund an online system for tracking media buying and selling. The “XML repository” project, originally operated by Mediaport with \$45 million in funding from agency holding companies Omnicom, WPP and Interpublic, was turned over to the 4As last August when Mediaport disbanded. The system's goal is to allow media transactions to be executed entirely online—from avail requests to final electronic billing.

“We are trying to electrify the entire system,” said Mike Donahue, executive vp of member services at the 4As.

However, executives at some of the broadcast networks say that because of the high levels of competitiveness for business, they are wary of doing deals from start to finish on the Internet. “We would all like to get to a point of eliminating the exchange of information and data by phone, faxes and messengers, but that system has worked,” said a top sales executive

at one of the Big Four networks who requested anonymity. “Our concern is electronic data theft, were we to exchange sensitive information within the system.”

The networks are also put off by the way they were solicited for the loan. “The 4As should have brought us all in to explain and discuss it, instead of just sending out a solicitation letter,” another sales executive said. The networks declined official comment.

Donahue acknowledged the process could have been handled better. He said he will contact the nets and explain the benefits of the project. The loans from the networks would be paid back with revenue generated by an online directory of vendors, who will each pay \$1,000 annually to be listed, Donahue said. He believes media transactions will eventually be done electronically, and all parties that will be involved “can either pay us a little now, or a lot later.”

Jon Mandel, co-managing director of MediaCom, said the networks are overreacting and should kick in. “It's pretty much like putting gas in the gas tank,” Mandel said. “They're stupid if they don't do it.” ■

MEDIAWEEK

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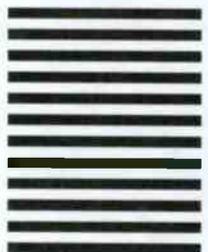
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Local Media

TV STATIONS | NEWSPAPERS | RADIO STATIONS | OUTDOOR | MAGAZINES

NEW ORLEANS LOCAL SPORTS

NBA's Hornets Making A Bounce in the Big Easy

BY RICHARD ZITRIN

New Orleans is a football town. Sports fans in the Bayou love their hometown professional and college teams—the NFL's Saints and the Louisiana State University Tigers—and the local media cover them with a similar fervor.

But there is a new player in town, and New Orleans TV and radio outlets are starting to open up their airwaves to reflect how the community is embracing the National Basketball Association's New Orleans Hornets. And although local sports fans' hearts were broken 23 years ago when their team, the Jazz, left town for Utah, there is a sense of optimism just one month into the season that this time pro hoops is in New Orleans to stay. At press time last week, the Hornets' record stood at 10-4, including 8 wins at home without a loss.

"I think it's going to grow in popularity," said Harry McCulla, sports director and anchor for Tribune Broadcasting's ABC affiliate WGNO-TV, who files his sports reports for the station's 5, 6 and 10 p.m. newscasts from the New Orleans Arena, home of the Hornets. "A lot of people here are just getting used to being basketball fans again."

Cox Communications, the primary cable operator in the market, launched regional sports channel Cox Sports Television (CSTV) based on having obtained rights to Hornets games for 10 years; CSTV is the exclusive local TV outlet for the team. While viewers without cable cannot see the games, cable penetration in New Orleans is 73.3 percent, higher than the national average of 69.5 percent for the top 50 U.S. markets, according to Scarborough Research.

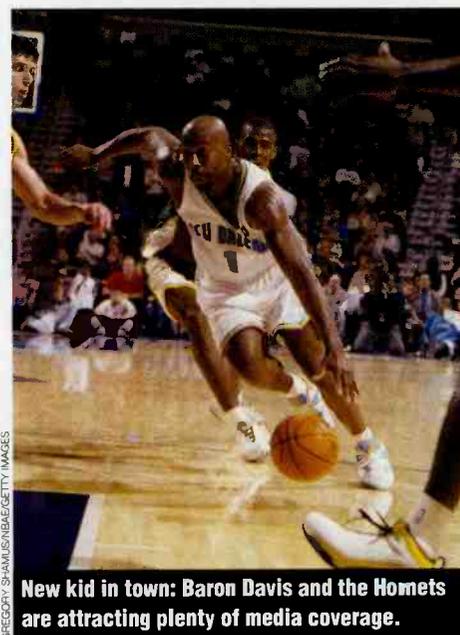
Rod Mickler, Cox vp of regional sports, said Hornets ratings have exceeded expectations so far. The 5.4 cable household rating for the Oct. 30 opener was the top-rated game in the 15-year history of the franchise, which moved to New Orleans from Charlotte, N.C., this season. "People are watching," said Mickler.

The Hornets are selling most of the ad inventory on cable and radio in-house, al-

though both Cox and WTIX-FM, the flagship station of the team's 13-station radio network, have some spots to sell, as well.

Mike Costello, co-owner and general manager of New Orleans-based Fleur de Lis Broadcasting's WTIX, said his only problem in selling ads for eight preseason, 82 regular-season and possible playoff-game broadcasts is that the station did not get the Hornets rights until about a month before the season began. The biggest sponsor WTIX has so far is Entergy, the New Orleans gas and electric company.

While many fans have embraced the team, some advertisers may be taking a more cautious approach as the city gets used to having the NBA again. "Before the marketers, promoters and buyers start dropping ad dollars into this vehicle, there's going to have to be a long-term support there, and buyers are going to have to know that this city is committed to the NBA," said Eric Morgan of MorganJoanen, a New Orleans media planning and placement firm.



New kid in town: Baron Davis and the Hornets are attracting plenty of media coverage.

Media coverage and fan interest likely will become even stronger once football season ends, said sports anchor Lee Zurik of CBS affiliate WWL-TV, which carries live shots from the arena before and after Hornets games.

"A lot of people are skeptical about the team lasting," Zurik said, "but [NBA chief] David Stern is probably the best commissioner in any sport, and he would have found a way to keep them from moving here if he wasn't [convinced] they could survive."

NEW YORK MAGAZINES

Paper Unfolds Stand-Alone pm Tab

Paper, an entertainment guide for aspiring scenesters in New York, is expanding its party plate. Looking to build on the success of a four-color pull-out insert it launched in September, *pm: new york's nightlife tabloid*, Paper Publishing Co. will unveil *pm* as a stand-alone next year in January and July (months when the 10-times-yearly *Paper* does not publish).

Paper, which competes with the much larger Gotham entertainment guide *Time Out New York*, will distribute 40,000 copies of the tabloid free to approximately 400 venues, including bars, restaurants and art galleries, and 10,000 copies to newsstands at a \$1 cover price. Of January's 32 pages, 14 are ads for brands including Kools, American Spirits and Michelob Ultra. After January and until July, the guide will continue to publish as an insert in the 100,000-circulation *Paper*. The company hopes to launch *pm* as a weekly in the last quarter of '03.

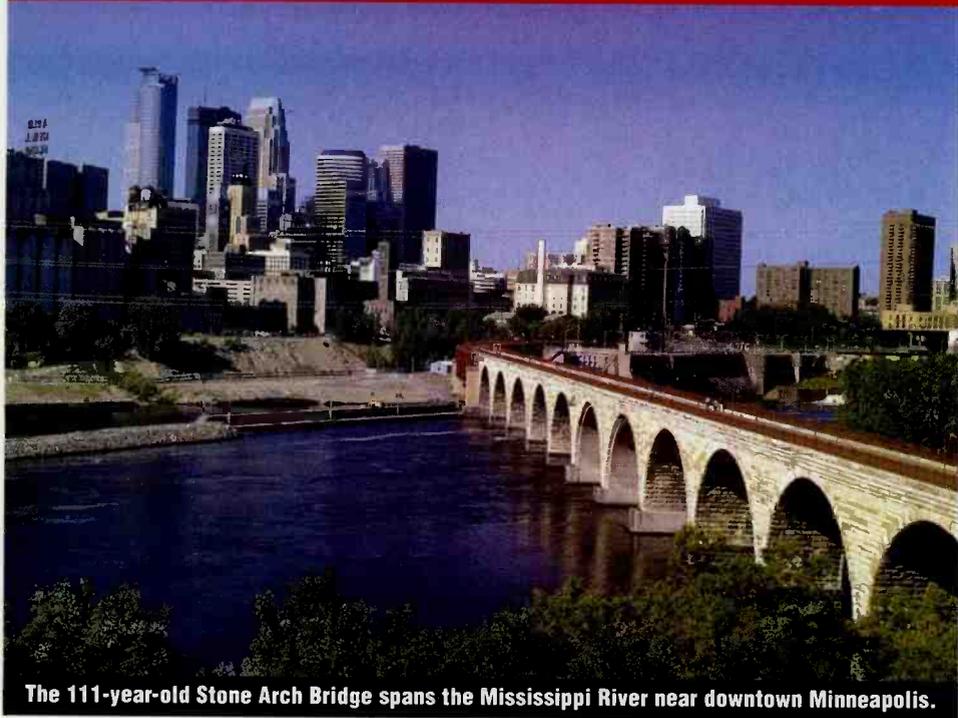
"It's a new spin on the city guide," said David Hershkovits, *Paper's* co-editor and co-publisher along with Kim Hastreiter. "[Nightlife listings] are not exclusive information, but this isn't so dry. We're making it fun, with gossipy things to add to events." —Aimee Deeken



The tab spinoff hits in January

Market Profile

BY EILEEN DAVIS HUDSON



The 111-year-old Stone Arch Bridge spans the Mississippi River near downtown Minneapolis.

THE GREATER MINNEAPOLIS CONVENTION & VISITORS ASSOCIATION

Minneapolis—St. Paul

MAJOR LEAGUE BASEBALL'S MINNESOTA TWINS, ONE OF THE TEAMS THAT BASEBALL commissioner Bud Selig had targeted for the scrap heap after this past season, proved to still be a viable franchise by not only making the divisional playoffs, but also the American League championship, where

they lost to the eventual World Series champion Anaheim Angels. The other major story in Minneapolis—St. Paul, and the state in general this year, was the hotly contested political races which dumped an estimated \$28 million worth of political advertising into local media coffers.

The huge flow of dollars was attributable to unforeseeable events, such as the death of Sen. Paul Wellstone (D-Minn.) in a plane crash on Oct. 25, that made Minnesota a political swing state in last month's election. Democrats tapped former vice president and presidential candidate Walter Mondale to replace Wellstone on the Nov. 5 ballot. Mondale lost to Republican Norm Coleman, the former mayor of St. Paul. Since colorful Minnesota Gov. Jesse Ventura opted not to seek re-election, the state's gubernatorial race, which was won by Republican Tim Pawlenty, was also hotly contested.

The Minneapolis—St. Paul television market ranks No. 14 in the country with 1.59 million TV homes. The Mississippi River splits the market in half, with Minneapolis to the west and St. Paul to the east.

News Corp.'s Twin Cities' duopoly has undergone the most dramatic changes in the last year. The company, which already owned WFTC, acquired KMSP in July 2001 through its purchase of station group Chris-Craft. News Corp. followed through with its plans

to swap the affiliations of the two stations on Sept. 8. WFTC, the former Fox affiliate, is now the market's UPN affiliate. Conversely, KMSP, the former UPN affiliate, is now the local Fox owned-and-operated station.

Carol Rueppel, who took the helm of the two stations as vp/general manager on Oct. 1, 2001, says the affiliation swap has created some efficiencies "so we weren't dividing our resources to compete against each other." For instance, rather than producing two competing 9 p.m. newscasts, WFTC now has a comedy block during the 9-10 p.m. hour featuring reruns of *Seinfeld* and *Everybody Loves Raymond*. In addition, WFTC launched a brand new half-hour 10 p.m. newscast. KMSP now only produces a 9 p.m. newscast.

While the on-air talent have stayed with their respective stations, the staffs of the two stations have been consolidated into the KMSP facility, Rueppel says. The newscasts are now produced using one management team and assignment desk. As of Jan. 1, one account executive is responsible for selling both stations.

The two stations also partner with the local regional sports service, Fox Sports Net North, to carry some local pro sports teams. WFTC and FSNN carry the National Basketball Association's Minnesota Timberwolves, while KMSP and FSNN carry the National Hockey League expansion team the Minnesota Wild.

Some other anchor-shuffling has gone on in the market. Gannett Broadcasting's NBC affiliate KARE recently hired Julie Nelson, ABC affiliate KSTP's lead female anchor. However, Nelson, who left Hubbard Broadcasting-owned KSTP in August, will remain off the air until a one-year non-compete agreement ends. When she returns to the air next year, Nelson will anchor KARE's 10 p.m. newscast.

KARE plans to usher in the new year by kicking off its year-long golden anniversary celebration, which will include a look back at historic moments involving the TV station and important news events in the market during the past 50 years. Next year also marks the 20th anniversary of KARE's veteran anchor team, Paul Magers and Diana Pierce, both of whom arrived shortly after Gannett purchased the station in 1983. Magers and Pierce currently co-anchor the station's 5 and 10 p.m. newscasts. When Nelson begins co-anchoring the late news with Magers, Pierce will anchor the 5 and 6 p.m. news, says Tom

NIELSEN MONITOR-PLUS AD SPENDING BY MEDIA / MINNEAPOLIS—ST. PAUL

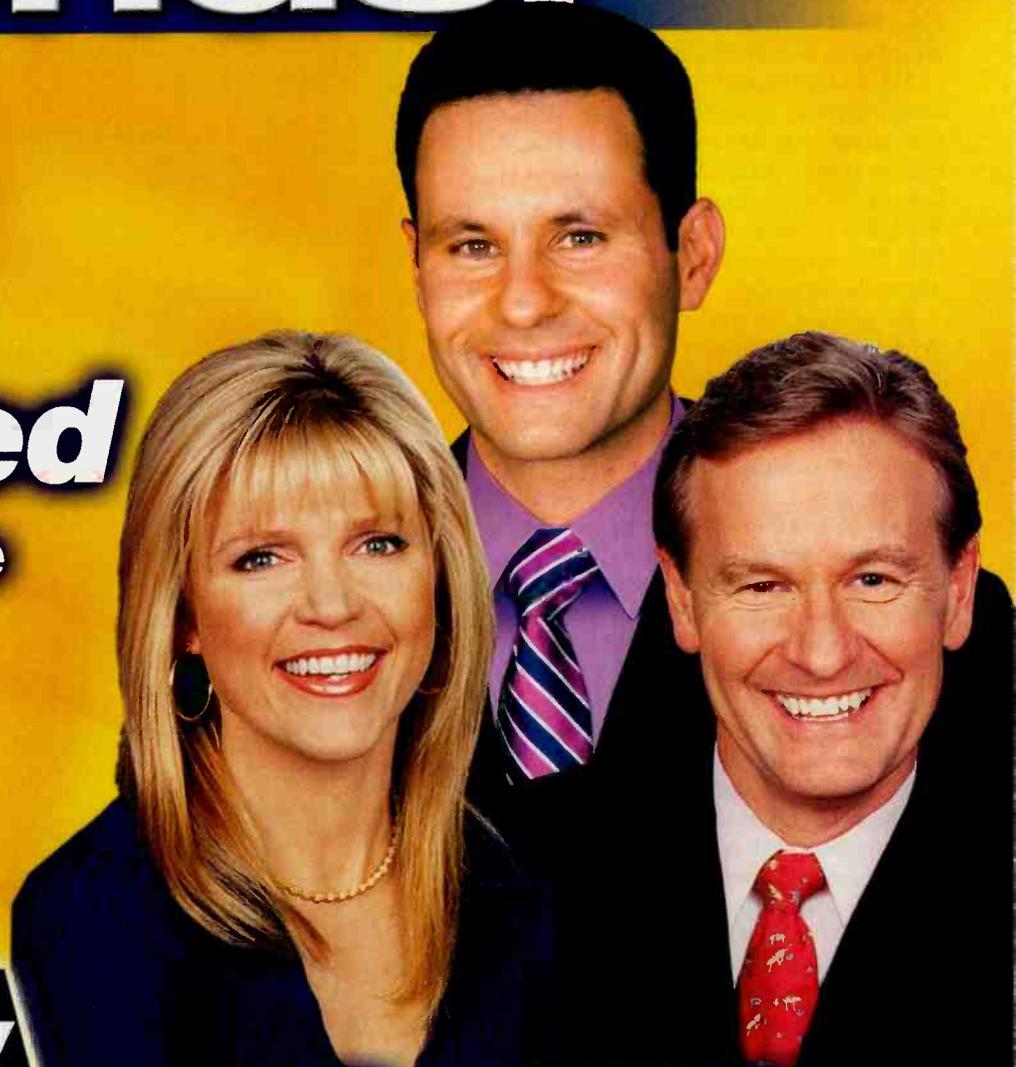
	Jan.—Dec. 2000	Jan.—Dec. 2001
Spot TV	\$385,345,410	\$321,373,569
Local Newspaper	\$179,122,267	\$200,753,799
Outdoor	\$28,664,203	\$31,626,813
Local Magazine	\$27,680,873	\$20,157,075
Total	\$620,812,753	\$573,911,256

Source: Nielsen Monitor-Plus

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Source: Nielsen Media Research, PNF, M-F 7am-9am: FNC vs. all cable networks, based on 3Q02 Adults 18+ AA(000). Qualifications will be made available upon request.
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Market Profile

Lindner, KARE vp/news director.

Although Viacom's CBS O&O WCCO-TV is the clear market leader on a household basis, in the adults 25-54 demo KARE has been No. 1 in local news for the past decade, Lindner says. In the July sweeps, for example, KARE did a 5.0 rating/22 share in the demo at 6 p.m. compared to WCCO's 2.9/13. At 10 p.m., KARE did a 9.6/26 to WCCO's 7.7/20, according to Nielsen Media Research data.

WCCO, meanwhile, has overhauled its morning show, promoting Noelle Walker from station reporter to morning co-anchor. Her co-anchor, Andy Dominianni, starts on Dec. 15. He was most recently lead anchor at WCCB-TV, the Fox affiliate in Charlotte, N.C. Dominianni will also become WCCO's solo anchor at noon.

In addition to on-air talent changes, WCCO launched an extensive weather initiative on Nov. 14, which includes a new weather set and equipment. WCCO, like several other stations in the market, uses a satellite station to better cover the DMA. That satellite station, KCCO, has been based out of Alexandria, Minn. Now, the station makes use of three offices, having added one in St. Cloud and one in Brainerd. Folks who live in central Minnesota now receive six live weather cut-ins during the day, up from two.

In terms of programming, WCCO picked up *Dr. Phil* this fall, which it airs at 3 p.m., ahead of *The Oprah Winfrey Show* at 4 p.m.

St. Paul-based Hubbard Broadcasting's duopoly of KSTP-TV and KSTC are both in the news race. The two stations' local newscasts are branded separately but share talent. KSTP has replaced Julie Nelson with Harris Faulkner as its new female anchor at 5, 6 and 10 p.m. Faulkner had most recently been co-anchoring KSTP's 5 p.m. news and KSTC's 9 p.m. news.

An unexpected bright spot for KSTC was the performance of the Twins this past season, which marked the first year of a two-year deal to broadcast 25 Twins games a year. "It was a great Cinderella story for the city and for the television station," says Ed Piette, vp/gm of the duopoly. "We're just really excited about having that franchise." Piette adds he is in the process of negotiating a longer-term agreement now that the team will be around for at least another four years. The Twins' home opener is simulcast on KSTC and KSTP. KSTP is also the home of the Minnesota Vikings' preseason National Football League games.

KMWB, Sinclair Broadcast Group's WB affiliate, does not produce local news. Station executives did not return phone calls.

Paxson Communications' O&O in the mar-

NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Hennepin County: 452,743 Households				
<i>Minneapolis Star Tribune</i>	161,652	286,804	35.7%	63.3%
<i>Saint Paul Pioneer Press</i>	14,119	9,023	3.1%	2.0%
Ramsey County: 202,224 Households				
<i>Saint Paul Pioneer Press</i>	82,755	98,688	40.9%	48.8%
<i>Minneapolis Star Tribune</i>	28,299	47,568	14.0%	23.5%
Dakota County: 133,796 Households				
<i>Saint Paul Pioneer Press</i>	31,543	41,482	23.6%	31.0%
<i>Minneapolis Star Tribune</i>	25,805	60,719	19.3%	45.4%
Anoka County: 107,079 Households				
<i>Minneapolis Star Tribune</i>	25,565	66,030	23.9%	61.7%
<i>Saint Paul Pioneer Press</i>	6,601	8,582	6.2%	8.0%
Washington County: 72,613 Households				
<i>Saint Paul Pioneer Press</i>	30,049	44,705	41.4%	61.6%
<i>Minneapolis Star Tribune</i>	7,448	16,202	10.3%	22.3%
Scott County: 31,973 Households				
<i>Minneapolis Star Tribune</i>	7,529	21,056	23.5%	65.9%
<i>Saint Paul Pioneer Press</i>	569	638	1.8%	2.0%
Wright County: 31,205 Households				
<i>Minneapolis Star Tribune</i>	7,194	18,389	23.1%	58.9%
<i>St. Cloud Times</i>	885	1,232	2.8%	3.9%
Carver County: 25,428 Households				
<i>Minneapolis Star Tribune</i>	7,085	16,698	27.9%	65.7%
Saint Croix County (Wis.): 23,158 Households				
<i>Saint Paul Pioneer Press</i>	5,868	10,671	25.3%	46.1%
<i>Minneapolis Star Tribune</i>	782	2,027	3.4%	8.8%
<i>Eau Claire Leader-Telegram</i>	364	543	1.6%	2.3%
Sherburne County: 22,241 Households				
<i>Minneapolis Star Tribune</i>	2,822	10,590	12.7%	47.6%
<i>St. Cloud Times</i>	1,996	2,367	9.0%	10.6%
Chisago County: 14,762 Households				
<i>Saint Paul Pioneer Press</i>	2,594	4,836	17.6%	32.8%
<i>Minneapolis Star Tribune</i>	1,818	5,365	12.3%	36.3%

Data is based on audited numbers published in the Audit Bureau of Circulations March 15, 2002 County Penetration Report
Source: Audit Bureau of Circulations

RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Communications	1 AM, 5 FM	25.2	\$58.3	34.1%
Infinity Broadcasting	1 AM, 2 FM	19.2	\$40.1	23.5%
ABC Radio	4 FM	15.4	\$37.0	21.7%
Hubbard Broadcasting	1 AM, 1 FM	8.9	\$17.5	10.2%

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



Are we over-prescribing mood drugs?

Or under-prescribing personal responsibility?

Your Body, Your Mind Issue, closing December 16th. Join the conversation.

Market Profile

ket is KPXM. The station operates under a joint sales agreement with KARE. As part of the deal, KPXM rebroadcasts KARE's early and late news at 6:30 and 10:30 p.m.

Last January, the Minneapolis-St. Paul cable interconnect grew, with the addition of Charter Communications. Called Interconnect of the Twin Cities. Charter's coverage area essentially wraps around the metro area, including parts of Wisconsin that are part of the DMA, says Roger Werner, Time Warner Cable Ad Sales regional vp, Midwest region. "They really took the interconnect from a metro focus to a DMA focus," Werner says.

The interconnect now serves about 700,000 cable households. Time Warner Cable, the managing partner of the interconnect and the largest cable operator in the market, serves about 200,000 cable homes and its ad-sales arm inserts on 42 cable networks. TWC covers Minneapolis and the city's southwestern suburbs, while AT&T Comcast serves St. Paul and the northern suburbs. According to Scarborough Research, cable penetration in the market is 59 percent, well below the 69 percent average for the top 50 markets (see *Scarborough chart on page 16*). Another 18 percent of the market is connected to satellite/microwave dish service, slightly above the national average.

The Twin Cities are served by separate newspapers. The *Star Tribune*, owned by the McClatchy Co., dominates Minneapolis and Hennepin County, while Knight Ridder's rival daily, the *Saint Paul Pioneer Press*, is the main paper in St. Paul and Ramsey County.

The larger *Star Tribune* has a Monday-Wednesday circ of 342,780 as of the six months ended Sept. 30, according to the Audit Bureau of Circulations. Its Thursday-Saturday circ is 415,497, and its Sunday circ is 674,343, all flat compared to the same period in '01. The *Pioneer Press* had not filed its publishers' statement by the ABC's printing deadline.

In October, the *Tribune* launched an Internet-based eEdition, which is identical to the print version and is available to subscribers by 5 a.m. each day. However, eEdition does not include USA Weekend, TV Week or advertising inserts. The *Tribune* also launched several promotional and marketing efforts this year, including co-sponsoring debates with KSTP during the fall campaign season, as well as teaming with the Twins for a couple of promotional efforts during the baseball season.

In June, the *Tribune* named a new senior vp and editor, Anders Gyllenhaal, most recently executive editor at *The News & Observer* in Raleigh, N.C. In September, Gyllenhaal made a series of management changes at the paper,

including the promotion of Scott Gillespie from assistant managing editor for local news to managing editor.

Over in St. Paul, the *Pioneer Press* completed a lengthy installation of new insert packaging equipment earlier this year. The \$7.4 mil-

lion project, which got underway in mid-2001, increased the paper's capacity for preprinted inserts and provided additional options for advertisers, says a *Press* representative.

Also this year, the *Press* initiated content improvements and expanded coverage in three

RADIO LISTENERSHIP / MINNEAPOLIS-ST. PAUL

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
KQRS-FM	Classic Rock	17.3	5.8
WCCO-AM	News/Talk/Sports	12.8	8.4
KXXR-FM	Rock	5.1	6.0
KEEY-FM	Country	4.9	6.4
WLTE-FM	Lite Rock	4.9	5.0
KDWB-FM	Contemporary Hit Radio	4.6	5.2
KTCZ-FM	Album Adult Alternative	3.7	4.8
KSTP-AM	Talk	3.6	7.8
KSTP-FM	Adult Contemporary	3.6	4.4
KQQL-FM	Oldies	3.6	4.3

Source: Arbitron Summer 2002 Radio Market Report

NIELSEN RATINGS / MINNEAPOLIS

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share	
5-5:30 p.m.	CBS	WCCO+	9.0	22	
		NBC	7.6	19	
		ABC	5.5	14	
		Fox	3.6	9	
		UPN	1.6	4	
		WB	1.3	3	
		Independent	KSTC*	0.7	2
		Pax	KPXM*	0.4	1
6-6:30 p.m.	CBS	WCCO+	9.4	20	
		NBC	7.0	15	
		ABC	5.6	12	
		Fox	5.0	11	
		UPN	2.2	5	
		WB	1.9	4	
		Pax	KPXM*	0.6	1
		Independent	KSTC*	0.4	1

Late News

9-10 p.m.	UPN	KMSP	5.3	9	
	Fox	WFTC+	2.1	4	
	Independent	KSTC	0.6	1	
10-10:30 p.m.	CBS	WCCO+	12.8	23	
		NBC	11.1	20	
		ABC	7.8	14	
		UPN	2.8	5	
		Fox	WFTC+	2.5	5
		WB	KMWB*	1.9	4
		Independent	KSTC*	1.4	3
		Pax	KPXM*	0.6	1

+Audience estimates for parent station plus satellite/affiliate stations *Non-news programming
Source: Nielsen Media Research, July 2002

Discovery

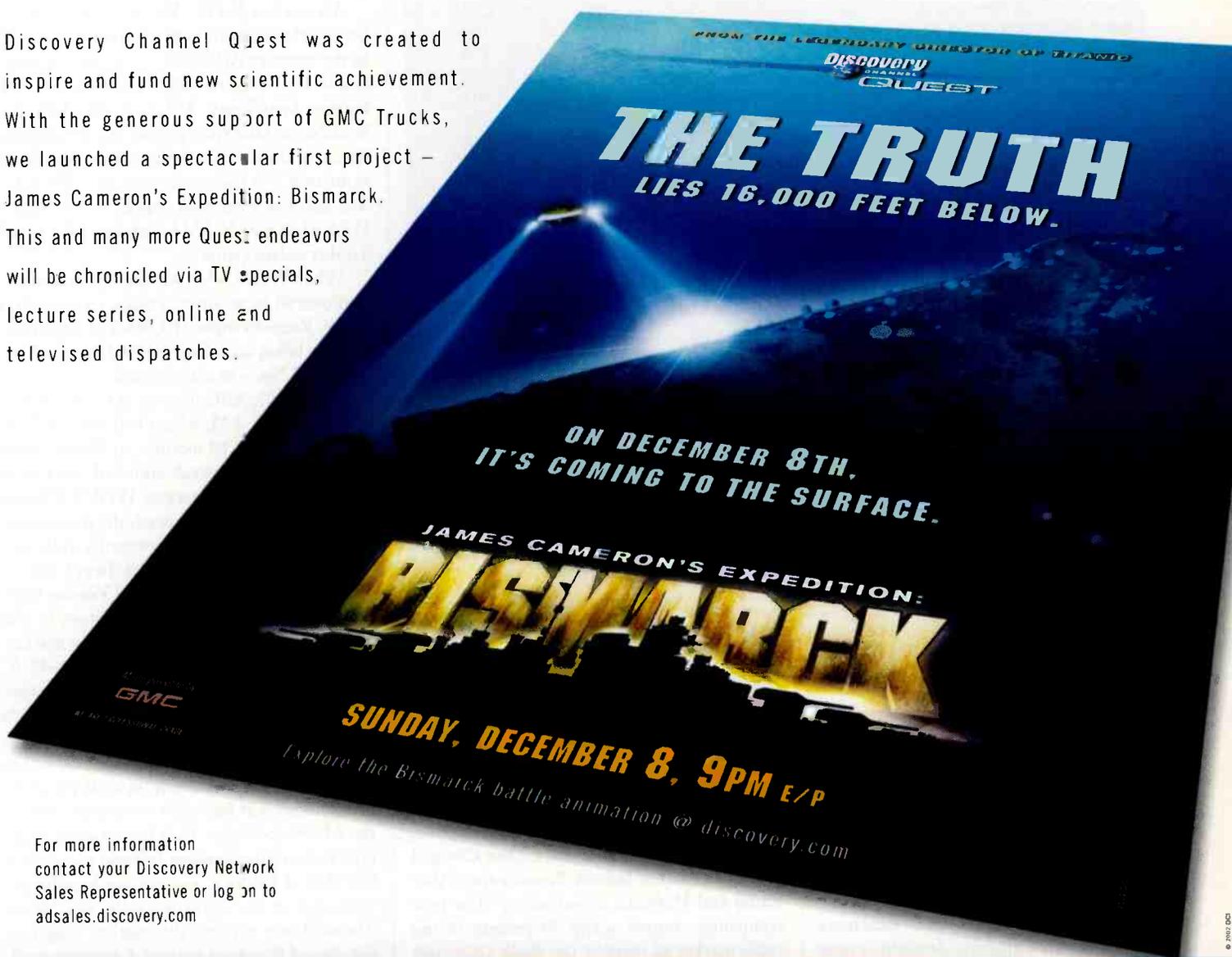
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SCARBOROUGH PROFILE

Comparison of Minneapolis-St. Paul

TO THE TOP 50 MARKET AVERAGE

	Top 50 Mkt. Average %	Minn.-St. Paul Composition %	Minn.-St. Paul Index
DEMOGRAPHICS			
Age 18-34	31	32	103
Age 35-54	41	41	101
Age 55+	28	27	94
HHI \$75,000+	29	29	100
College Graduate	13	13	105
Any Postgraduate Work	11	11	103
Professional/Managerial	23	22	97
African American	13	#	#
Hispanic	13	#	#
MEDIA USAGE-AVERAGE AUDIENCES*			
Read Any Daily Newspaper	55	56	101
Read Any Sunday Newspaper	64	69	109
Total Radio Morning Drive M-F	22	23	102
Total Radio Afternoon Drive M-F	18	18	99
Total TV Early News M-F	29	29	101
Total TV Prime Time M-Sun	39	36	93
Total Cable Prime Time M-Sun	13	10	78
MEDIA USAGE-CUME AUDIENCES**			
Read Any Daily Newspaper	75	76	102
Read Any Sunday Newspaper	77	82	106
Total Radio Morning Drive M-F	76	80	105
Total Radio Afternoon Drive M-F	73	75	103
Total TV Early News M-F	70	71	101
Total TV Prime Time M-Sun	91	90	98
Total Cable Prime Time M-Sun	59	52	88
MEDIA USAGE-OTHER			
Accessed Internet Past 30 Days	60	61	102
HOME TECHNOLOGY			
Own a Personal Computer	69	67	98
Purchase Using Internet	38	39	102
HH Connected to Cable	69	59	86
HH Connected to Satellite/Microwave Dish	16	18	113

#Respondent count too low to report. *Media Audiences-Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable. **Media Audiences-Cume: 5-issue cume readers for daily newspapers; 4-issue cume readers for Sunday newspapers; cume of all listeners within a specific daypart for radio; cume of all viewers within a specific daypart for TV and cable.
Source: 2002 Scarborough Research Top 50 Market Report (February 2001-March 2002)

areas of high reader interest: national and international news, local news, and arts and entertainment. To draw in more occasional readers, the paper started a program in which stories are highlighted in that day's paper or ahead of time in promotional ads within the paper.

The *Press* promoted two senior editors in June to succeed Vicki Gowler as managing editor. Chris Worthington is now m.e., local news and business; and Catherine Straight is now m.e., sports and features. Gowler was promot-

ed last year to senior vp/editor.

Lionheart Newspapers owns the Sun Newspapers chain of 30 weekly community papers in the Twin Cities suburbs.

The Minneapolis-St. Paul radio market is dominated by four broadcasters: Clear Channel Communications, Infinity Broadcasting, ABC Radio and Hubbard Broadcasting. The four companies control nearly 90 percent of the radio market ad revenue (see *Radio Ownership chart on page 12*). Although Radio One's Hip-

Hop outlet KTTB-FM ranks No. 11 among listeners 12-plus, the station does not pull in as much revenue as some lower-ranked stations.

Among some of the changes that have hit the market this year: Hubbard purchased WIXK-AM and FM, two automated, simulcast Country outlets out of Richmond, Wis., and moved the signal into Minneapolis in order to launch a new station. While the AM station remains an automated Country stick out of Richmond, WIXK-FM was flipped to Talk and its call letters changed to KSTP-FM. "It is now one of the nation's first Talk stations aimed at women," says Joe O'Brien, program director for sister station KSTP-AM, the market's dominant Talk outlet. "We think the concept is very sound, now it's up to us to prove it," he says.

Meanwhile, KSTP-AM, along with a number of other stations in the market, got socked in the summer Arbitrons, to varying degrees, thanks to the Twins' remarkable season. The biggest beneficiary, WCCO-AM, Infinity's local News/Talk/Sports outlet and the flagship station of the Twins, saw its 12-plus share jump from an 8.7 in the spring to a 10.7. WCCO-AM also has local radio rights to the NHL's Wild, while KFAN-AM broadcasts Vikings and Timberwolves games.

While WCCO-AM was the top-ranked station overall in summer ratings, sister station Classic Rock-formatted KQRS-FM is the market's top biller, according to BIA Financial Network, and No. 2 in share overall.

On Jan. 17, ABC flipped its Urban Oldies outlet WGVX-FM, which had only had the format for about 10 months, to Album Adult Alternative. The weak-signaled station is triplecast with sister stations WGVY-FM and WGVZ-FM in order to reach the metro area, says Julie Honebrink, community relations director for ABC Radio in the Twin Cities.

Clear Channel Outdoor and Viacom Outdoor are the two main competitors in the Twin Cities' out-of-home advertising market. Besides offering roughly 500 14-by-48-ft. bulletins, CC is the only company in the market offering 30-sheet poster panels, of which it has about 1,250. However, Viacom offers about 180 standard-sized bulletins, as well as some odd-sizes, including several marquee positions such as its outdoor marquee outside the Minneapolis-St. Paul International Airport and another outdoor bulletin marquee at the Mall of America. Viacom also handles advertising on the approximately 900 Metro Transit buses serving the market. Augusta, Ga.-based Fairway Outdoor Advertising offers about 60 bulletins in the market. ■

Circ Growth in Suburban D.C.

Your recently published article profiling the Washington, D.C., market (*Mediaweek*, Oct. 28) contained a table that included some accurate but misleading paid circulation figures for the *Potomac News/Manassas Journal Messenger*.

Based on an Audit Bureau of Circulations County Penetration report for the 12 months ended Sept. 30, 2000, the table reflected paid circulation for the *Potomac News/Manassas Journal Messenger* of 14,540 daily and Sunday circulation totaling 13,533. Those 2-year-old numbers were correct for circulation only in Prince William County. However, paid circulation in the cities of Manassas and Manassas Park, both of which are located within the geographic boundaries of Prince William County, was omitted.

According to the most recent annual ABC audit report, for the 12 months ended Sept. 30, 2001, combined daily circulation for the *Potomac News/Manassas Journal*

Messenger is 20,740, with the *Potomac News* at 15,707 Monday-Friday and the *Manassas Journal Messenger* at 5,033 for the same weekdays. The newspapers are combined for both weekend days and show a Saturday paid circulation of 19,559 and a Sunday paid circulation of 19,471.

Further, the newspapers have shown excellent growth in the past year. According to the ABC Fas-Fax report for the six months ended Sept. 30, 2002, combined daily circulation has increased 1,074 copies to 21,814, a 5.2 percent growth rate. Individually, the *Potomac News* is at 15,878 and the *Manassas Journal Messenger* is at 5,936. For the combined weekend editions, Saturday circulation is up 1,424 or 7.3 percent to 20,983, and Sunday circulation has grown by 1,001 copies, or 5.1 percent, to 20,472. Of course, it is important to note that the Fas-Fax numbers are as yet unaudited, but as the publisher of these newspapers, I am confident of the accuracy of these totals.

I would also point out that *The* (Prince William) *Daily Journal* and the *Fairfax Journal* and *Arlington Journal*, along with another sister publication, the *Alexandria Journal*, have been consolidated into one Monday-Friday paid circulation newspaper called the *Northern Virginia Journal*. That newspaper also distributes free of charge one day on the weekend. Additionally, the *Journal* has severed its relationship with the Audit Bureau of Circulations and, outside of a sworn statement to the U.S. Postal Service once a year, is an unaudited distribution newspaper.

Your assistance in informing your readers of the exceptional growth of the *Potomac News/Manassas Journal Messenger* in its primary market of Prince William County and the cities of Manassas and Manassas Park is appreciated.

Mark E. Laskowski
Regional Publisher

Media General Northern Va. Newspapers
Woodbridge, Va.

Tainted Ratings!

On July 22, KDKA-TV had one of the country's most successful early fringe newscast launches ever. As a result, KDKA has once again become the undisputed news leader at 5PM, 5:30PM, 6PM, and 6:30PM.... until the November sweeps began. Both WTAE and WPXI launched their massive contesting to distort ratings and mislead advertisers. This in spite of the AAAA's policy condemning such manipulative practices. These stations say their viewers like contests. If they're really doing it for their viewers then do it all year long.

No market sees such dramatic ratings distortion as Pittsburgh (due to an abundance of senior citizens who are the biggest players)! TAKE PUNITIVE ACTION IN PITTSBURGH! To fully inform you we are providing Nielsen ratings illustrating true viewing, because in November these numbers became dramatically altered. We challenge both WTAE and WPXI to compete on a level playing field, in order to provide clients with credible audience data. And we challenge all clients to look at Pittsburgh and aggressively support the AAAA's policy.

	KDKA-TV	WTAE-TV	WPXI-TV
4PM	5.8/13 News	4.8/11 Oprah	6.7/15 Judge Judy
5PM	8.7/18 News	7.1/15 News	7.9/16 News
6PM	10.5/21 News	7.7/15 News	7.8/15 News

7/22/02 - 10/30/02 Nielsen Overnight Ratings



DTV

Source: U.S. Census Bureau - 2001 US Median Household Income
Source: DIRECTV - Based on a random sample of surveyed DIRECTV Customers 10/02
Source: Adults 25-54 Index: Nielsen Media Research Special Study October-November 2001

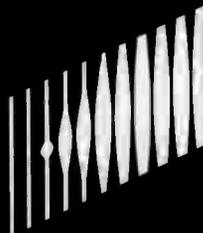


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or Niche Hell?

Ultra-targeted sports channels are rushing in to serve the 33 million-subscriber digital cable and satellite universe. But some argue that the fine-tuning of sports television may be overkill BY TONY CASE

Stand back, ESPN. Karate, judo, jujitsu and tae kwon do might not seem broadly appealing enough to support a 24-hour cable channel, but the backers of Blackbelt TV are banking that come next spring their nascent network will do for martial arts what MTV did for the music video and the Food Network did for Emeril Lagasse.

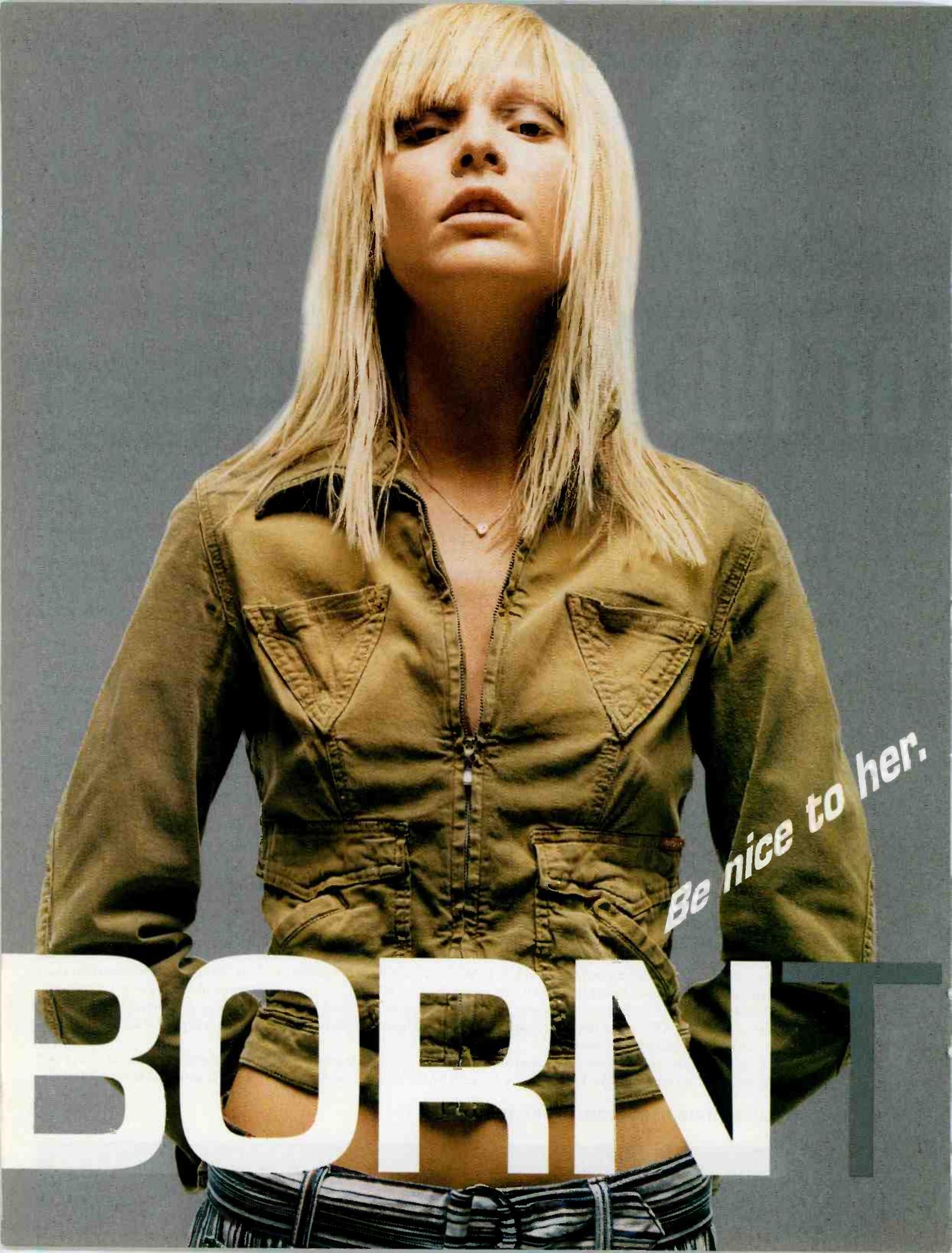
Sporting a round-the-clock lineup of programming ranging from Thai kickboxing tournaments to reruns of *The Karate Kid* (Blackbelt TV says it has built the biggest library of martial arts movies and classic sporting events anywhere, amounting to more than 15,000 hours of programming), parent Threshold Entertainment expects to get the Los Angeles-based network into 6 million homes by April Fool's Day. Threshold, the company behind the *Mortal Kombat* movie and video game franchise, is bankrolling the channel.

Creating a new cable network: certainly no small feat in this business environment, even as the explosion in digital technology makes way for specialized networks, thanks to ever-expanding channel capacity. "People would say maybe it's not the best timing, starting a network in one of the worst advertising markets in years," concedes Blackbelt COO Wesley Hein, who earlier co-founded Enigma Digital, a radio station network eventually acquired by Clear Channel Communications. "But for us, it was the best time. If you look at cable right now and what viewers are faced with, they're saying, 'Hmm, look at all the neat channels coming out.' But most of those channels are recycled analog content."

Off the record, some pooh-pooh the prospects of Blackbelt TV, pointing out that its top executives—including chairman Larry Kasanoff, producer of the *Mortal Kombat* movies and a co-founder, with *Titanic* and *Terminator* director James Cameron, of Lightstorm Entertainment, and president Joshua Wexler, a *Mortal Kombat* producer—have impressive action-entertainment experience but have never before built a cable network. The next layer of management at the channel, however, includes several cable veterans, including senior vp/programming and acquisitions Paul Presburger, who helped launch Sony's action-adventure channel AXN at Columbia TriStar International Television. Still others question the viability of a network devoted to kickboxing, kung fu and the like.

Even though Blackbelt TV has yet to announce any distribution agreements, it already has secured commitments from such deep-pocketed advertisers as the U.S. Marines, General Motors and others hungry to reach the network's natural 18-to-34-

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Be nice to her.

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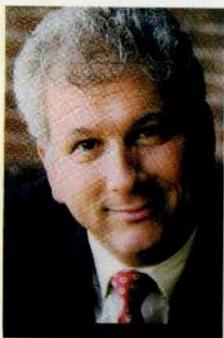
LEAD

year-old male constituency. As Hein explains: "Six million may seem small compared to 60 million, but that's a very valuable demographic."

BLACKBELT TV ISN'T THE ONLY newcomer making sales calls. It's just one in a flock of new sports cable channels aiming to take flight in the coming months. Others, in various stages of development, include the Tennis Channel, the Football Network, College Sports Television, the Ice Channel, a relaunched NBA TV, and a still-untitled network devoted to the basketball-soccer-hockey hybrid lacrosse. The rookies join already established players such as the Golf Channel, the Outdoor Channel and the Speed Channel, along with broader-based sports channels including ESPN and the regional network of Fox Sports Net channels.

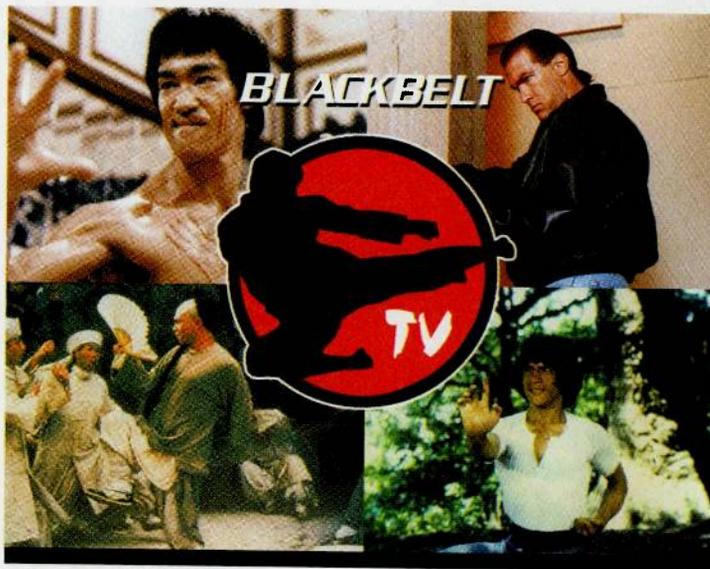
Is the field getting too crowded? Hardly, says sports media veteran Neil Pilson, former president of CBS Sports and now a consultant whose clients include the International Olympic Committee, Nascar and the Ice Channel. "It's simply a case of the 'software' following the 'hardware,'" explains Pilson. "We have the opportunity to go from 150 analog channels to 400 or 500 or 1,000 digital cable channels...and we have to come up with the 'software,' namely, programming."

As the broadcast nets have locked up rights to major sporting events, many wonder whether the new channels can ever be anything but ancillary—and whether advertisers will ever come to see them as an essential part of their media mix. One sports media buyer maintains the channels will never be a "first media buy." Unless they manage to attract an overwhelming stable of sporting-equipment manufacturers out of the gate, the buyer predicts, the services will have a rough time of it. "The Golf Channel is succeeding because 30 to 40 percent of its ad revenue comes from manufacturers of golf equipment, and that gives it a strong base," explains the buyer, who declined to speak for attribution. The Tennis Channel will need to get tennis racket makers and the like, who are not traditionally major advertisers, to fund the network. It will be hard to get some of these companies to spend the money to make new TV spots just for a smaller digital network."



"Unlike all the other networks, which do a tremendous job covering [football] games, we will start where everybody else ends." JERRY SOLOMON, TFN

Despite the challenges of budget-conscious advertisers and unproven track records—one cable sports exec sniffed, "You have to distinguish between real businesses and press releases"—the newcomers, Pilson is convinced, have a fighting chance, even the most "niche" ones. "If you reach 300,000 families who are avid figure skating nuts, your efficiencies are quite strong, even though you're not reaching a large total number," he contends. "You're reaching the committed."



MARTIALED FORCES: The makers of the *Mortal Kombat* movie and videogame are bankrolling the planned April 1 launch of Blackbelt TV.

One strong foundation for any sports-niche startup is original programming, especially sporting events. "You have to offer live, first-run and exclusive programming that people can't get anywhere else," says Jim Liberatore, president of the Charlotte, N.C.-based Speed Channel. First-run racing events make up some 20 percent of the channel's schedule. Liberatore predicts the newcomers will struggle to snag cable distribution, despite cable operators' increased capacity—industry estimates put total digital cable subs at 15.5 million, while digital satellite penetration stands at 18 million. "Distribution will be tough for some of these guys, because content is still king," he says.

THE FIRST OF THE NEW networks expected to hit the court: the Tennis Channel, which is now prepping for an end-of-year launch (postponed from its originally planned summer launch). The fledgling service had the good fortune to land Frank Biondi, CEO of Universal, Viacom, HBO and Columbia Pictures, as its lead investor. Tennis stars Pete Sampras and Andre Agassi also have bought equity in the network and agreed to on-air roles. The Los Angeles-based net already is far beyond other channels in the works, having inked its first distribution deal, a 15-year pact with Time Warner Cable, whose markets include New York, Los Angeles and Houston. The Tennis Channel also has secured deals with sports agent IMG and cable channel Comedy Central, which is handling its affiliate-relations deals with operators and lending marketing support. Wilson Sporting Goods and equipment manufacturer Prince have signed up as charter advertisers.

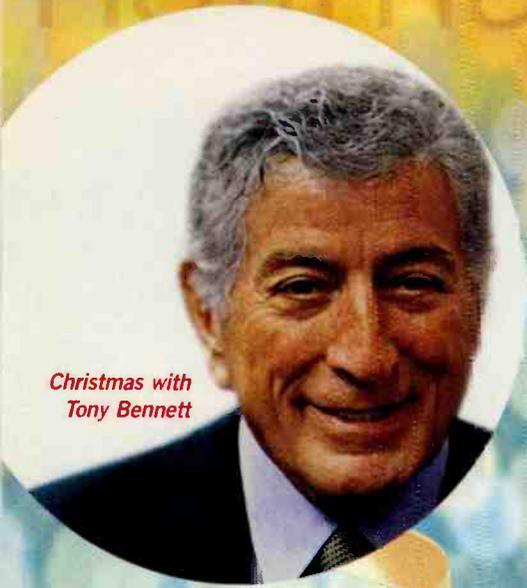
On the programming front, the network—which will devote 40 percent of its schedule to tournaments, 40 percent to instructional programs and 20 percent to news and personality-oriented shows—has secured more than 1,000 hours of U.S. tournaments. Tennis might not have the U.S. Open and Wimbledon, but viewers can catch such events as the Kroger St. Jude and Acura Classic, as well as classic matches (think McEnroe, King and Navratilova). Tennis also has announced its first original series, *No Strings*, which promises an "intimate look at the glamorous lifestyles of pro tennis players off the court." Sampras, all-time Grand Slam champ and Tennis Channel investor, is the subject of the first installment. David Meister, longtime cable executive and Ten-

What do you give the advertiser who has everything?

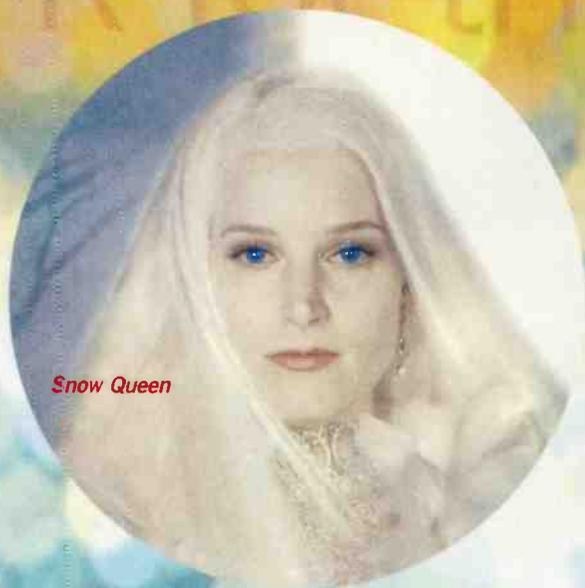
HOLIDAY *wish list*

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- Millions of Prizes
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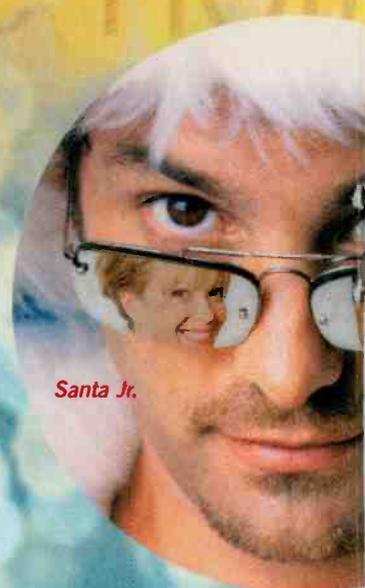
hallmark for the holi



Christmas with Tony Bennett



Snow Queen



Santa Jr.

original programs

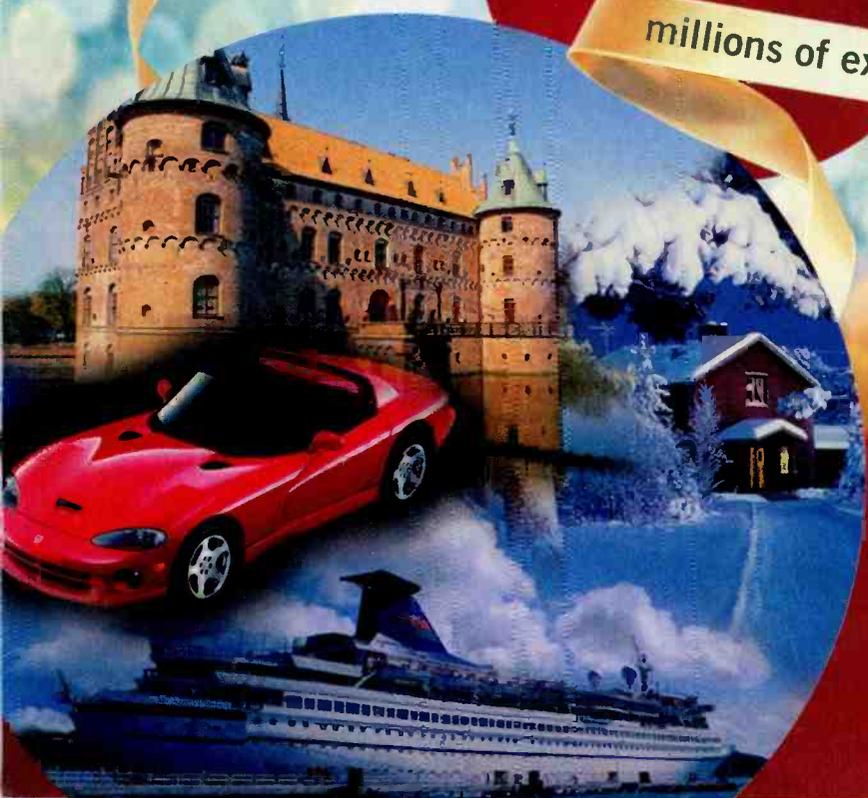
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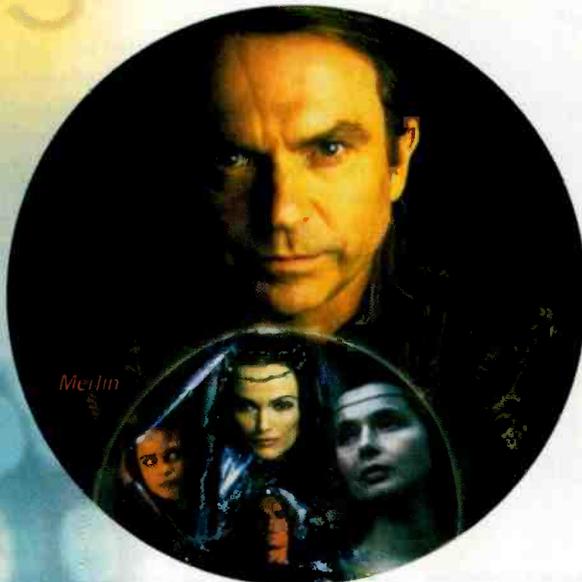
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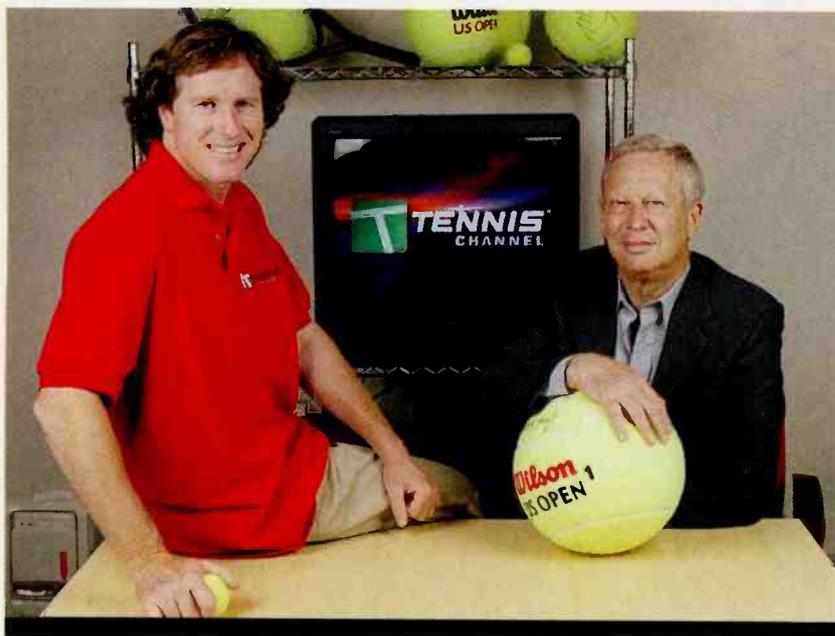
*For more information on advertising & sponsorships, contact:
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TENNIS, ANYONE? The Tennis Channel's Bellamy (left) and Meister say the concept for the network has been around for 20 years but that now is the right time to serve it up.

nis Channel chairman/CEO, says the idea for a tennis-based cable network first started getting tossed around some 20 years ago, when he was senior vp at HBO in its earliest days, in charge of developing new channels for the network (Meister established HBO Sports and Cinemax, was president of Financial News Network and then had a hand in creating The Sundance Channel for Showtime Networks and Robert Redford). "It was clear to me at that point that a tennis channel, such as it might be, was inappropriate for that day and age. The channels we now take for granted—ESPN, CNN, MTV—were only a year or two old and there was still a need to build out the cable plant," he explains.

When the Golf Channel was launched in 1995, Meister said, the idea of a tennis-focused network was revisited once again, but it still seemed a premature concept. "Cable operators were squeezing additional channels and hadn't yet evolved to the digital world. As a business proposition, they didn't appear to be a strategic partner." The exec says patience is the key to building any successful cable franchise. "The tennis industry is behind us, and it's also great timing for the cable industry, which needs broadly appealing channels to help drive digital."

Meister, like his counterparts at other sports startups, insists his is a coveted constituency, reeling off stats like, "Twenty-six percent of tennis watchers earn over \$100,000". And like his counterparts, he doesn't think all emerging sports networks ought to be painted with

the same brush, insisting that each has its own unique place, and its own prospects. "A couple will make it and a couple won't," he says. Amazingly, many execs deny that their networks are "niche," preferring instead to sell their mass appeal. "Never have you had a talent pool cross into the mainstream media like this—tennis players are like pop stars," says Steve Bellamy, Tennis Channel founder and president, a coach, promoter, tennis-center entrepreneur and singer-songwriter.

Even a channel as narrowly focused as Blackbelt TV takes issue with the "niche" label. "The action-entertainment enthusiast may or may not be a fight fan—they may not be into martial arts, but they love *The Matrix* and *Charlie's Angels*," says Hein.

THERE'S NO DENYING the massive following for college athletics—just flip on the broadcast and cable nets any given weekend during football or basketball season. Still, some 10 years ago, when the idea of a cable channel devoted to 24/7 coverage of more than two-dozen college sports was presented to College Sports Television co-founder/CEO Brian Bedol, who in the mid-1990s co-founded Classic

Sports Network, now ESPN Classic, he rolled his eyes. But the more the channel's idea man Chris Bevilacqua, co-founder/executive vp of New York-based CSTV, talked about the idea, the more excited Bedol became. "It struck me that college sports had all the qualities that define a successful network, from available and inexpensive programming to a very well-defined audience to an extremely focused programming mission," Bedol says.

Echoing the Tennis Channel's Meister, Bedol says that until three years ago, the timing for such a channel wasn't right. "The Internet bubble was still intact," recalls Bedol. "Lots of people were chasing rights to everything and paying so much silly money. We felt we couldn't compete with people who were paying a million dollars for streaming rights to some track-and-field event."

But now the ball is rolling. College Sports Television, which plans to go live from its 20,000-sq.-ft., street-level base in Manhattan's mammoth sports and production facility Chelsea Piers on Feb. 23, has secured agreements with more than 23 college athletic conferences, including the Big Ten, Big East and America East. Bedol is mum about CSTV's distribution and advertising deals ("We don't want to be out there selling vapor," he says), nor will he talk targets, except to say the network aims to reach 10 million homes by the end of its first year.

The network also has been somewhat vague about programming details, announcing only that it plans to carry a mix of sporting events, studio-based news and talk shows, and documentaries. Although the channel will cover a range of sports, Bedol says some will get more attention than others. "Like the Olympics, there will be a hierarchy," he says, noting the "huge fan base" of football and basketball. He adds that he and his colleagues, along with many fans, consider a number of sports—including baseball, lacrosse, soccer and ice hockey—to be "underexposed," and that CSTV is determined to finally give them their due.

Meanwhile, the estimated 150 million U.S. gridiron fans who suffer withdrawal every off-season are saliv-



Three years ago, "we felt we couldn't compete with people who were paying \$1 million for streaming rights to some track-and-field event." BRIAN BEDOL, CSTV



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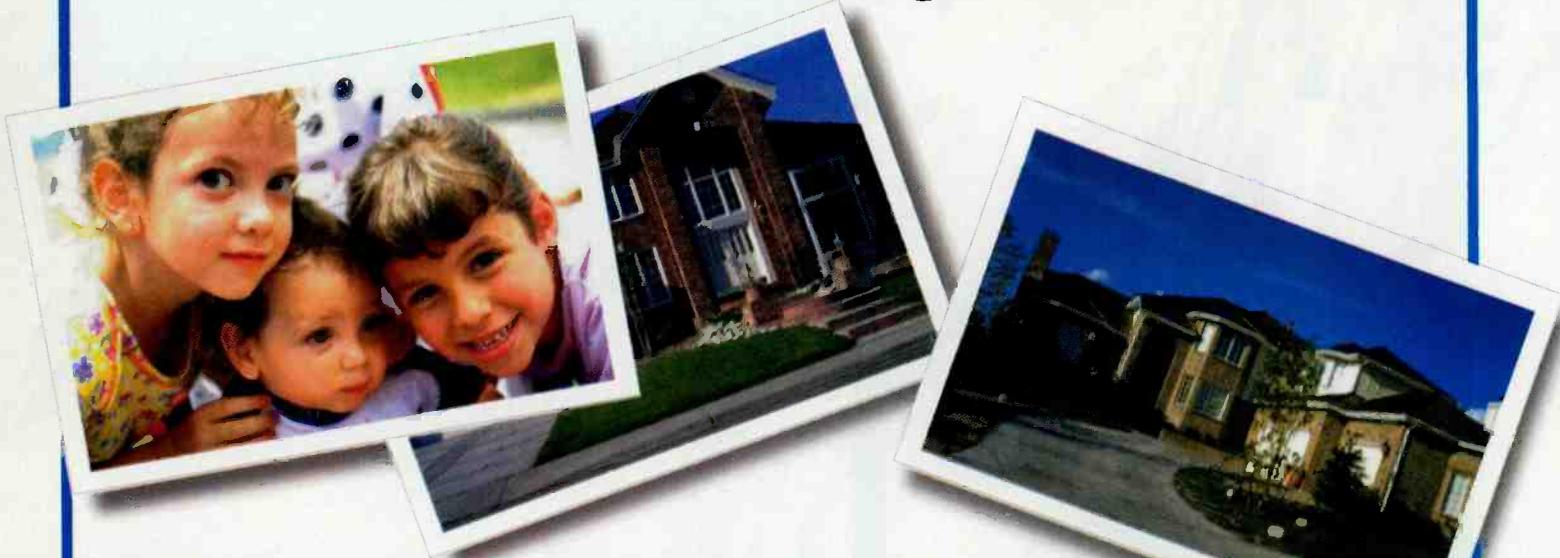
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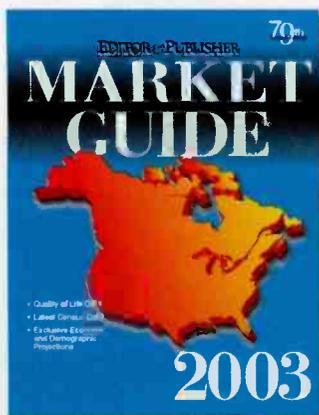
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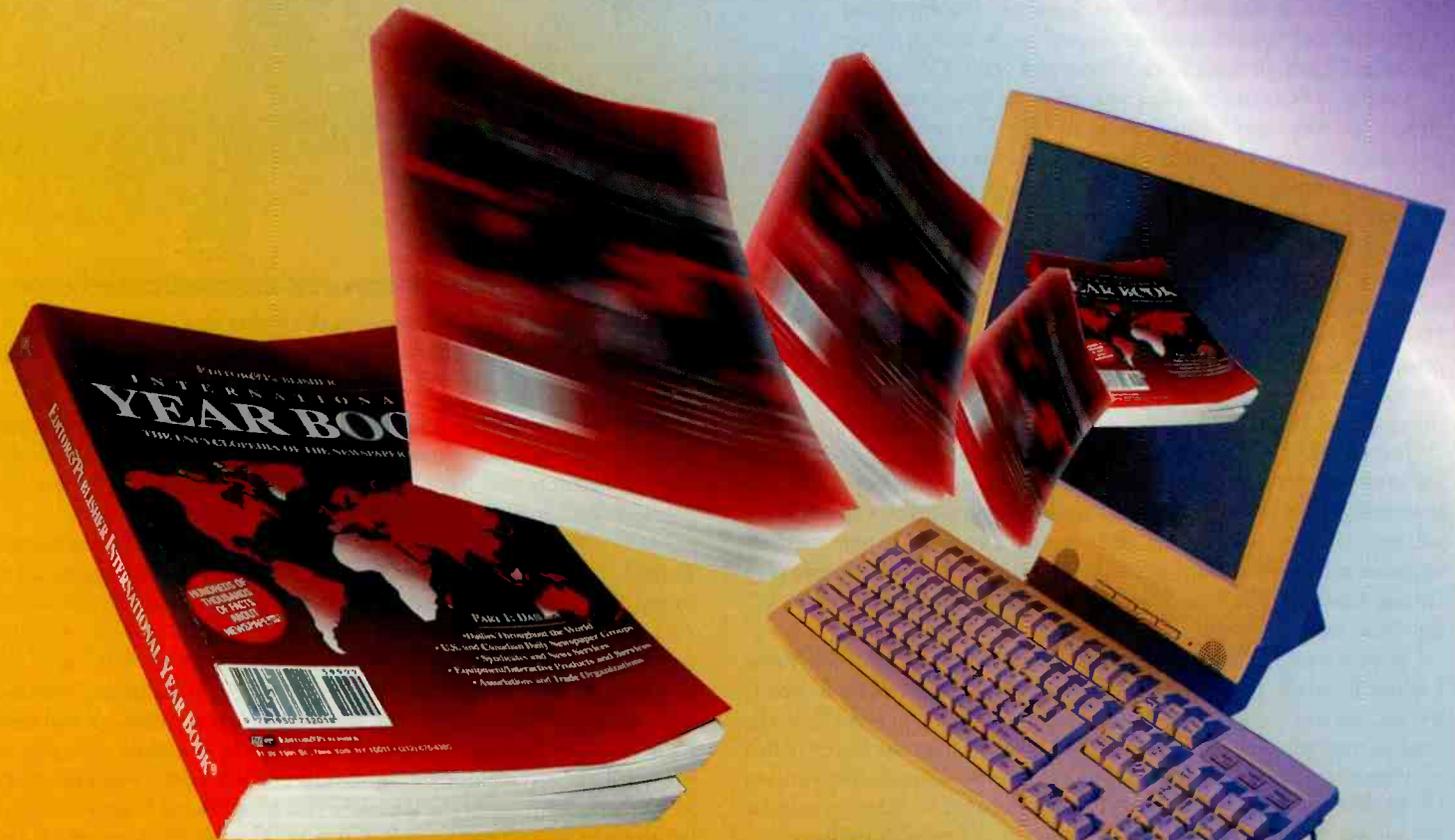
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vating at the prospect of the Football Network (TFN), which is working toward a September 2003 launch. TFN president and veteran sports marketer Jerry Solomon envisions the channel as "the one place fans can get their year-round football fix."

Solomon, who is married to Olympic ice skater Nancy Kerrigan, isn't bothered that the broadcast networks have secured carriage rights to important games. He sees TFN rather as a companion to the big boys. "Unlike all the other networks, which do a tremendous job covering the games, we will start where everybody else ends," notes Solomon. Furthermore, TFN won't be " beholden to any league"—a reference to the National Basketball Association's revamped NBA TV.

While TFN is still nearly a year from its target debut, it already has some productions under its belt. This season it is producing Atlantic 10 conference games, and the channel produced an hourlong special on the 2002 College Football Hall of Fame induction, which aired on USA Network over the Thanksgiving holiday weekend. The Hall of Fame special, *Echoes of Glory*, lined up ad support from the likes of videogame maker Xbox, Mazda, Geico Insurance and Arm & Hammer. Solomon is confident about the channel's ad prospects as well. "Football has such a strong following, people have to take us seriously," he says. TFN also has a relationship with legendary sports announcer Pat Summerall.

Just as CSTV's Bedol thinks certain college sports are overlooked, Solomon says his network, aside from featuring such expected programming as games, news and talk shows, documentaries and movies, will pay attention to often-slighted amusements such as arena football, women's football and fantasy football. "About 15 million people play fantasy football, but there's not a national TV show devoted to it," Solomon says.

Terry Kassel, TFN vp/sales and former head of TV sales for Major League Baseball, says she was so intrigued by the idea of a football-focused net that she came out of retirement to work on it. Kassel says the channel even plans to run high school football, giving time back to cable operators to air regional games. While the network's core demo is men 18-49, Solomon says women won't be overlooked; contrary to popular perception, he says, they make up 43 percent of football's fan base.

WHILE MOST OF THESE CHANNELS likely will have an overwhelmingly male following, at least one, the Ice Channel, will cater mainly to women. One estimate has women accounting for 65 percent of skating viewers aged 18-49. Aiming to launch next fall in time for the start of the 2003-2004 figure skating season, the Ice Channel is just four months in the planning and therefore the least-developed of



"This onslaught, if you will, is what everybody has always talked about. It's just taken longer to materialize than people expected." DAVID MANOUGIAN, GOLF



FIRE AND ICE: The Ice Channel plans to cover even the tawdry side of skating, such as the recent Olympics judging scandal affecting Canadians Jamie Sale and David Pelletier.

the new nets. Although it's still searching for investors and distribution, its backers say they have little doubt they can attract some of the same advertisers that have been so loyal to ice skating broadcasts for years, including Visa, Campbell's Soup and Chevrolet.

At first glance, a channel devoted to ice skating might seem to have limited appeal, until one considers that 77 million Americans tuned in to see the ladies figure-skating finals at the Salt Lake City Olympics earlier this year. "This is not something so niche that you wonder whether it will work on TV—we know it works on TV," says Ice Channel executive vp/chief operating officer Jay Rosenstein, a former vp/programming at CBS Sports. Rosenstein says the channel will even focus on some of the more tawdry elements of the sport, pointing to the Salt Lake Olympics judging scandal and the Tonya Harding-Nancy Kerrigan soap opera (he'll have to talk to colleague Solomon to line up any new interviews with Kerrigan). "The more controversy, the more interesting the sport becomes," Rosenstein maintains. "I'm not condoning thuggery or violence, but it happens."

It remains to be seen whether the Ice Channel or any of the arrivistes can come close to matching the success of such veteran niche networks as the Golf Channel. Nearly eight years after its launch, the Orlando, Fla.-based net this year surpassed the critical 50 million-home point, both cable and satellite. More than 80 percent of subscribers get the Golf Channel as part of a basic package, and the network expects even greater reach as digital blasts off.

The network's president, David Manougian, says the sudden wealth of sports networks shouldn't come as a surprise. "This onslaught, if you will, is what everybody has always talked about," he says. "It's just taken longer to materialize than people expected."

What are their prospects in this uncertain media environment? "These are not the easiest market conditions to [launch a channel]," the exec admits. "But it's not easy on existing businesses either. It's a tough, competitive marketplace out there." ■



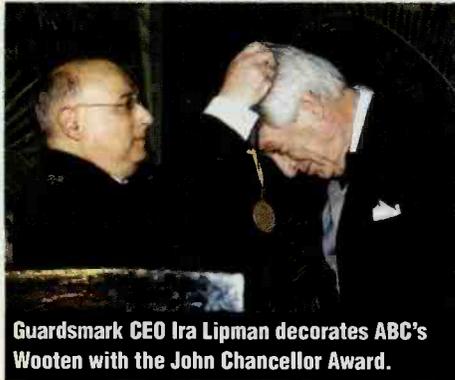
TRUE FACT

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LEFT-HANDED.**

Media Elite

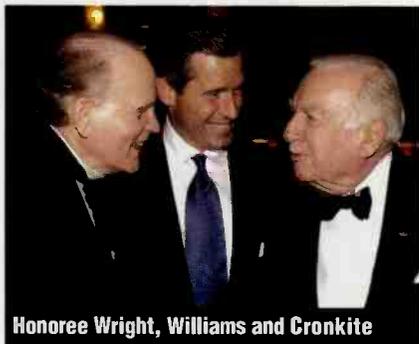
EDITED BY ANNE TORPEY-KEMPH

Quicktakes



Guardsmark CEO Ira Lipman decorates ABC's Wooten with the John Chancellor Award.

AUTHOR DAVID HALBERSTAM, Ben Bradlee, writer Anna Quindlen and screen star Lauren Bacall came out to the Pierre Hotel in New York recently for an intimate dinner in **Jim Wooten's** honor. The longtime ABC News correspondent received the John Chancellor Award for Excellence in Journalism in a ceremony sponsored by private security firm Guardsmark. Wooten's gritty coverage of wars and world events from faraway places apparently hasn't dulled his sense of humor. Surrounded by friends, family and co-workers, Wooten deadpanned that winning the award was certainly a step up from the typical highlight of his week: a decidedly less-than-personal e-mail from Disney/ABC honcho Michael Eisner that always begins, "Dear Colleague,"...Media luminaries and ad-industry folk gathered recently at New York's Waldorf Astoria, when the Advertising Council feted NBC president **Bob Wright** for his longstanding commitment to public service. NBC newsman Brian Williams introduced the guest of honor; last year's winner, former PepsiCo CEO Roger A. Enrico, presented the award; and notable attendees included Janet Robinson, president of the New York Times Co.; Carole Black of Lifetime; Walter Cronkite; and BET's Louis Carr...Condé Nast chief **Steve Florio** shared the spotlight with singer Phil Collins at a recent gala at Cipriani's in midtown Manhattan when the pair received the Spirit



Honoree Wright, Williams and Cronkite

of Life award from City of Hope, a biomedical research, treatment and educational institution dedicated to the prevention and cure of cancer. Florio and Collins have been extremely active in fund-raising and promoting awareness of the group, recently touring its facility in Duarte, Calif. Highlights of the evening included a one-hour concert by Collins and a fund-raising auction with designer Isaac Mizrahi presiding over the bidding...On what might have been an overindulgent weeknight, *Esquire* editor **David Granger** limited himself to one, with olives, at *Esquire's* Real Martini Invitational at downtown Manhattan's Chateau. After all, he had to introduce David Wondrich, author of the new book that prompted the party, *Esquire Drinks: An Opinionated & Irreverent Guide to Drinking*. Wondrich, in turn, emceed



The drinks were on Granger.

a martini mix-off, with bartender Albert Trummer of Town serving the winning stirred-not-shaken recipe: Fill shaker with cracked ice, pour in 1 ounce white vermouth, stir it briefly and strain it out (you can discard it). Quickly add 4 ounces gin, stir vigorously and strain into chilled cocktail glass. Garnish with an olive. The *Esquire* crew knew the event was a hit when Chateau ran out of martini glasses...New York's **WPLJ-FM** today will select the winner of its "Holiday Shoplifting Spree" at Saks. Conceived by Bruce Goldberg and Todd Pettengill, producer and co-host, respectively, of the Contemporary station's *Scott & Todd in the Morning* show, the promo has drawn extraordinary interest from other stations looking to, ahem, steal the idea, according to vp/programming Tom Cuddy. WPLJ tried to get Saks to partner in the promo, but the retailer said it's had enough excitement lately, thank you. ■

Movers

MAGAZINES

Rhona Murphy, previously Dow Jones & Co.'s managing director for North America, has been named associate publisher, director of international sales at *Newsweek*...World Publications has tapped **Sarah Galvin**, most recently the pro tour marketing director for the Women's Tennis Association, as business development director in the company's sports event division, World Sports & Marketing.

RADIO

Maxine Todd has been named program director for KHJZ-FM, Infinity Broadcasting's Smooth Jazz radio station in Houston. She was most recently program director of KOAI-FM, the company's Smooth Jazz outlet in Dallas... Among several appointments in American Urban Radio Networks' entertainment division, **Anita Parker-Brown** was promoted to vp of entertainment programming, from senior director of affiliate relations. And **Ron Atkins** was promoted to senior director of entertainment programming, from director of entertainment programming...**Rocco Macri** has been named CEO of Broadcast Manager, the database marketing company he helped found in 1992. He was most recently director of marketing for Emmis Communications' three radio stations in New York...At Clear Channel, **Jack Foley** was promoted to regional vp of sales for stations in the Boston trading area, continuing in his role as director of sales for the Boston station cluster. **Bruce Logan** was promoted to regional vp of programming for the Charlotte, N.C., trading area, adding stations in Statesville, Waynesville, Asheville and Greensboro, N.C., and Greenville, S.C., to his current duties as operations manager for the company's stations in Greenville. **Scott Johnson** was promoted to regional vp of programming for the Tennessee and Mississippi trading areas. Johnson will continue his day-to-day responsibilities as operations manager for the company's stations in Jackson, Miss. **Larry Julius** has been named to the new post of director of sales for the company's 21 stations in Maine. Julius comes to Clear Channel (continued on page 38)



TRUE FACT

**TASTE BUDS ONLY
LAST FOR TEN DAYS.**



Lauren Zalaznick President, Trio

Lauren Zalaznick wants watercooler status. Since joining Universal Television Group's Trio as president this past spring, Zalaznick has launched programming initiatives to establish the emerging digital channel as a destination for pop-culture enthusiasts.

In her first move to mold the 20 million-subscriber channel, she's scratching regularly scheduled programming once a quarter and creating a theme month. April kicked it off with censorship-themed shows, and August's "Hot Summer Nights" centered on music. December will feel a bit like TV Land with a twist, with its "Brilliant But Cancelled" theme on critically acclaimed series that failed. The programming lineup will include episodes of the ill-fated Fox comedy *Action*; Robert Altman's *Gun*; *Kolchak: Night Stalker*, the 1970s inspiration for *X-Files*; and 1953's *The Ernie Kovacs Show*. Original documentaries will also address the theme: *Brilliant But Cancelled* examines why such shows fail; *The Perfect Pitch* looks at how to sell—or not to sell—a series idea; and *Face Time* features host and media junkie Kurt Andersen interviewing industry heavies such as CBS Entertainment chief Les Moonves about success and failure in television. "It's a microcosm of what belongs on Trio regularly," Zalaznick says. "We want to focus on original programming and wrap it with the best acquired stuff we can get." She is aiming for 70 hours of original programming next year.

For Zalaznick, it seems like all her previous work experience was leading her to this particular place. "When people found out about this job, everyone said, 'This is the perfect gig for you,'" says the former senior vp of original programming at VH1 and producer of indie film *Kids, Safe* and the more commercial *Zoolander*. "Trio is a wonderful melding of everywhere I have come from—from big movies, the independent world and my seven years at VH1." —Megan Larson

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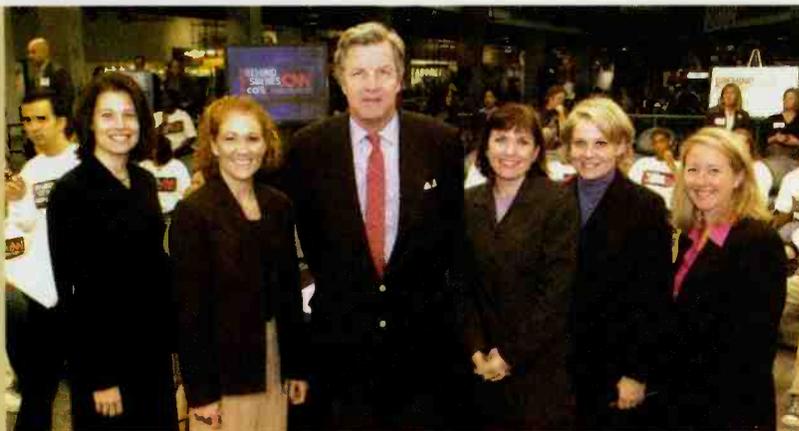
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As part of CNN and Cox Communications' "Line to Learning" educational program, designed to show young people how television news works in the 21st century, Cox invited Atlanta-area students to the *Talk Back Live* studios at CNN Center for a live interactive Web event using the latest broadband technology. (L. to r.) Jennifer Iras, director national accounts marketing, Turner Network South; Kathy McGinty, Cox Communications; Jim Robbins, president and CEO, Cox Communications; Ellen East, Cox Communications; Megan Rock, sales and marketing director, TNS; Jennifer Reichenbach, vp/national accounts, TNS.

Movers

(continued from page 34) from Lightningcast, where he was vp of sales... Among recent management appointments at Salem Communications' Honolulu stations: **Rick Innamorato** was named director of programming for KAIM-FM, KHNR-AM and KHCM-AM. Innamorato comes to Salem from Clear Channel, where he was brand manager and program director for its radio stations in San Diego. He replaces Michael Shishido, who was promoted to creative director for Salem's stations in Hawaii. **David Serrone** has been promoted to sales manager for the station group, from account executive... **Karl Alonso Meyer** has been promoted to senior vp of sales for Radio Unica, from senior vp of new business development for the Spanish-language network... **Bob Buccil** has joined Syndication Solutions as director of affiliate sales. He had been associate vp at Medialink.

MEDIA

James Ellis has been named to the new post of vp of brand management for Tribune Co. Ellis was previously vp of creative services for Tribune Broadcasting.

CABLE TV

Abby Greensfelder was promoted from director of programming and strategy to vp, programming and development for the Discovery Channel. In her new position, Greensfelder will oversee scheduling, acquisitions and program development. She replaces Dan Salerno, who was promoted to vp, program planning for Discovery Networks... Hotelvision has hired **Deldra Didion** as account manager in its New York office, where she will be responsible for cultivating new client relationships and working with existing advertisers. Didion comes to Hotelvision from Discovery Communications, where she was a sales associate. New York-based Hotelvision markets and sells national advertising time for distribution in some 165,000 hotel rooms for its ad-supported cable TV partners, including Biography Channel, Court TV, CNBC, ESPN Classic, Fox News, Golf Channel, History Channel International, MSNBC, The Weather Channel and Starz.

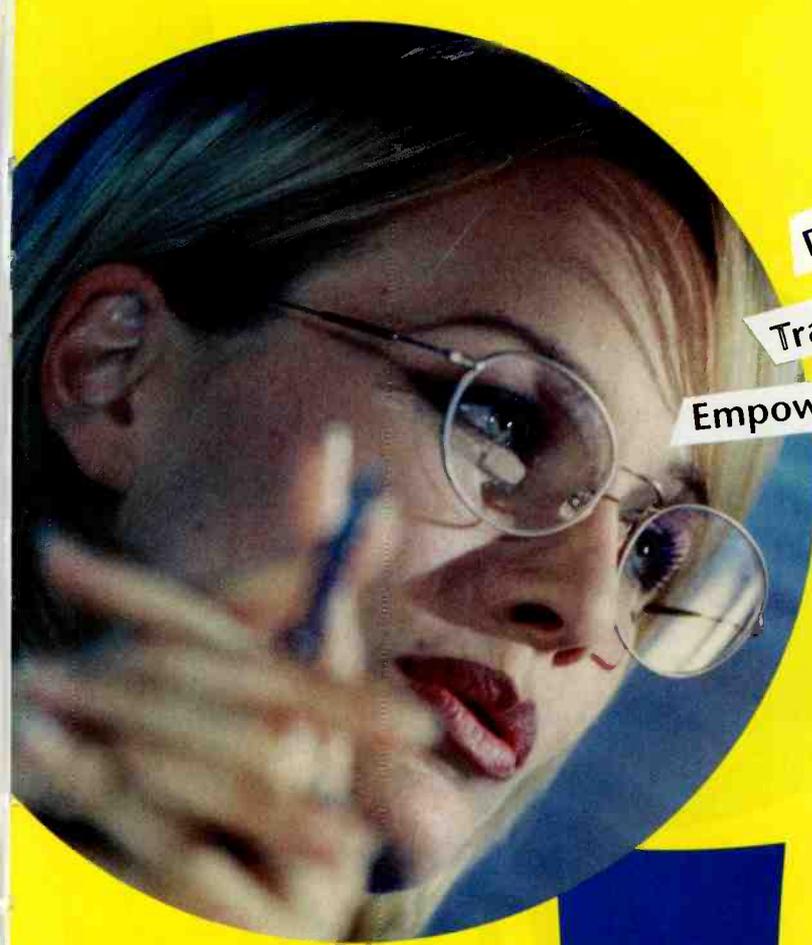


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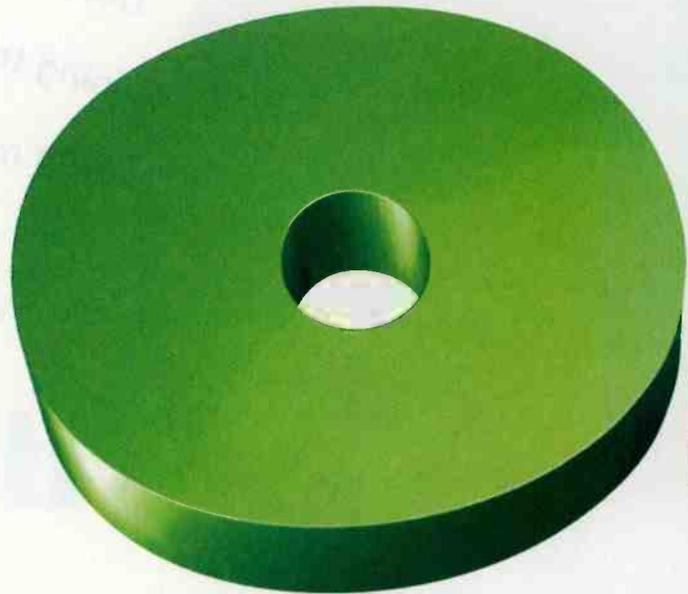
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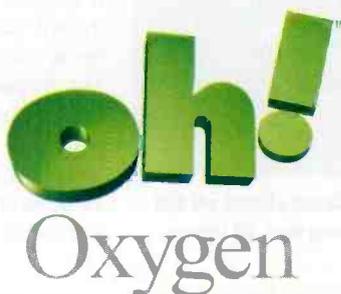
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Inside Media

NEWS OF THE MARKET

Autos, Movies Help Boost Q3 Spending

Advertising spending through the third quarter of 2002 increased by 3.8 percent over the same period last year, fueled by large increases in the automotive, motion picture and wireless categories, according to Nielsen Monitor-Plus preliminary figures. These three categories contributed to an overall increase of \$1.69 billion compared to the same period last year, Nielsen reported. Ad spending was up in eight of 11 reported media, experiencing growth rates of 2 to 10 percent. Local newspapers, bolstered by political advertising, were up 9.5 percent, while network TV grew 8 percent and network radio rose more than 7 percent. Media that experienced ad-spending declines were syndicated TV (-9 percent), national newspapers (-9 percent) and the Internet (-1 percent). Procter & Gamble and Pfizer both spent more than 20 percent more on advertising during the first three months, while DaimlerChrysler (-10 percent) and Johnson & Johnson (-7 percent) spent less.

Radio Stations Get Into Holiday Spirit

Many radio stations are getting into the holiday spirit by flipping to all-Christmas formats, including Clear Channel's Adult Contemporary outlets WLIT-FM in Chicago, WASH-FM in Washington and WNIC-FM in Detroit, and Beasley Broadcast Group's WJPT-FM in Fort Myers, Fla. Sirius Satellite Radio is devoting one of its channels to "Sirius Sounds of the Season." Jones Radio Networks' *Delilah* (7 p.m. to midnight) and *The Dave Wingert*

Show (midnight to 6 a.m.) have also begun airing 100 percent-holiday content. Some markets—Dallas, Milwaukee and Pittsburgh, to name a few—will have two or more radio stations playing all-holiday lineups.

BusinessWeek Raises Rate Base

BusinessWeek will increase its rate base in North America to 970,000 from 950,000 beginning Jan. 1. According to the Audit Bureau of Circulations report through the first half of 2002, the McGraw-Hill weekly carried 977,128 circulation. *BusinessWeek's* European and Asian rate bases will remain the same, at 110,000 and 80,000, respectively. The last North American rate base increase was a 50,000-copy bump in January 2001.

ABC Adds to Radio Disney

ABC has agreed to purchase KMUS-AM in Tulsa, Okla., from Reunion Broadcasting, for undisclosed terms. The station will be the 55th Radio Disney affiliate.

Creative Broadcast Syndicates Americana

Creative Broadcast Consulting has inked a deal with Americana Entertainment to syndicate *This Week in Americana*, broadcast on 40 radio stations. Hosted by Nashville radio veteran Rusty Miller, the one-hour weekly show features roots-country music and in-studio guests including Dwight Yoakam, Kelly Willis, Willie Nelson and Alison Krauss. Based in Nashville, Americana Entertainment has produced the show since 1998 through a partnership with Counterpoint Music Group and Crawford Com-

Calendar

Cable industry convention **Broadband Plus: The Western Show** will be held Dec. 3-6 at the Anaheim Convention Center in Anaheim, Calif. For more information, visit www.broadbandplus.org.

NYMRAD (New York Market Radio) will hold its **holiday party** Dec. 6 from 1-5 p.m. at The World in New York. Tickets are \$100 per person. Contact Deborah Beagan at 646-254-4493 or visit www.nymrad.org.

The **International Radio & Television Society Foundation** will hold a **round-table breakfast discussion** featuring Leo Hindry Jr., chairman and CEO, YES Network, Dec. 6 at the Chrysler Building in New York. Contact: 212-867-6650.

As part of its **Advertising & Marketing 101** series, **The Ad Club of New York** will present a seminar on broadcast production Dec. 10 at its midtown-Manhattan offices. Jon Achar, director of creative services for ESPN, will be the featured speaker. For information, visit www.theadvertisingclub.com.

International Sport Summit 2003 will be held Jan. 15-17 at the Marriott Marquis Hotel in New York. Highlights will include a global presentation on the Olympic movement and an examination of doing business in China. Contact: 301-493-5500 or e-mail ejksports@ejkrause.com.

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.

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.



Original Docs Deliver for Sci Fi

The Sci Fi Channel delivered its highest rating for an original special (not including its original movies or miniseries) with its Nov. 22 lineup of documentaries surrounding the mysteries and apparent coverups of UFOs and alien abductions. From 8-11 p.m., USA Networks-owned Sci Fi scored a 1.7 household rating in its universe, delivering 1,342,000 viewers. The documentary *The Roswell Crash: Startling New Evidence*, hosted by Bryant Gumbel, delivered a 2.0/1,560,000 viewers from 8-10 p.m., followed by *Abduction Diaries*, which registered a 1.1/901,000. The documentaries are designed to build interest in Sci Fi's original miniseries *Taken*, presented by Steven Spielberg, airing tonight at 9 p.m.

Roswell Crash kicked off the high-scoring Nov. 22 lineup.

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munications. Based in Chicago, CBC provides syndication services to clients such as the National Geographic Channel and *Pro Football Weekly*.

Salem Launches Faith Talk Magazine

As a companion to its Talk/Teaching radio stations, Salem Communications, the leading radio group programming religious and family-themed formats, announced last week the launch of *Faith Talk* magazine. A cooperative effort between Salem Publishing, a division of Salem and the company's radio stations, the initial launch will reach more than 340,000 people in Los Angeles, Boston, Chicago, Cleveland, Dallas, Pittsburgh, Portland, Ore., and Washington, D.C. Many of the articles in the first issue are written by hosts of shows on Salem stations, including Dr. Walt Larimore of *Focus on the Family* and Hang Hanegraaf of *The Bible Answer Man*. At least two issues are planned for 2003. Including announced transactions, Salem owns and operates 85 radio stations and the Salem Radio Network, which syndicates programming on 1,600 radio stations.

Sirius Satellite Restructures Financing

Sirius Satellite Radio recently announced a broad \$1.2 billion financial restructuring plan aimed at raising an additional \$200 million to keep the company operating into 2004. In August, the New York-based company warned investors of impending bankruptcy if it couldn't obtain



Olive will garnish Cartoon's holiday lineup.

when one of his reindeer gets injured. Produced by *The Simpsons* creator Matt Groening, *Olive* also features the voice talents of Joe Pantoliano, Ed Asner and Michael Stipe. Cartoon Network is available in 82.1 million homes.

additional financing. The second company to launch a 100-channel subscription radio service, Sirius had 6,510 subscribers at last count. XM Satellite Radio, which has more than 200,000 subscribers, is also strapped for cash and is seeking financing to continue operations beyond first quarter of next year.

Syndicated Solutions Adds to Portfolio

Through a strategic alliance with Business TalkRadio, Syndicated Solutions has taken on national sales for three of BTR's daily radio shows. *The Ray Lucia Show* (noon-3 p.m.), Steve Crowley's *American Scene* (3-5 p.m.) and *Investors Edge* with Gary Kaltbaum (5-7 p.m.) all deal with various aspects of personal finance. The company

Cartoon to Air Olive

Just in time for the Christmas holiday, the Emmy-nominated 1999 film *Olive, The Other Reindeer*, based on the 1997 book, will have its cable premiere on Cartoon Network on Dec. 14 at 8 p.m. Voiced by Drew Barrymore, Olive is an unusual dog who loves Christmas and goes the extra mile one year when her owner, Timmy, loses his holiday spirit, traveling to the North Pole to help out Santa Claus

also has partnered with Farm Fresh, LLC and Tony Tantillo, who appears on several TV stations across America including WCBS-TV in New York and KCBS-TV in Los Angeles, to syndicate a daily short-form program called *The Fresh Grocer*, beginning Jan. 6. Based in Ridgefield, Conn., SSI has more than 600 affiliates.

NatGeo Adventure Ups Rate Base

National Geographic Adventure will increase its guaranteed rate base to advertisers by 7 percent to 400,000 from 375,000, beginning with the February 2003 issue. The 10-times-yearly outdoor adventure title, published by the National Geographic Society, was launched in spring 1999 and originally published bimonthly. ■

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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 11/18.

Top 10 TV Searches

1. *The Bachelor*
2. *Friends*
3. *Survivor*
4. *Sponge Bob SquarePants*
5. *The Simpsons*
6. *Scrubs*
7. *CSI*
8. *Gilmore Girls*
9. *Smallville*
10. *Trading Spaces*

Top 10 Movie Searches

1. *Harry Potter*
2. *8 Mile*
3. *Lord of the Rings*
4. *Die Another Day*
5. *Jurassic Park IV*
6. *Spider-Man*
7. *Analyze That*
8. *The Santa Clause 2*
9. *Femme Fatale*
10. *Jackass The Movie*

Source: Ask Jeeves

The Hollywood Reporter's Box Office

For weekend ending November 24, 2002

THIS WEEK	LAST WEEK	PICTURE	3-DAY WEEKEND GROSS	DAYS IN RELEASE	TOTAL GROSS SALES
1	New	<i>Die Another Day</i>	47,072,040	3	47,072,040
2	1	<i>Harry Potter/Chamber of Secrets</i>	42,227,263	10	148,358,831
3	New	<i>Friday After Next</i>	13,010,767	3	13,010,767
4	3	<i>The Santa Clause 2</i>	10,210,369	24	94,944,099
5	2	<i>8 Mile</i>	8,620,975	17	97,579,500
6	4	<i>The Ring</i>	7,560,200	38	110,837,875
7	New	<i>The Emporer's Club</i>	3,846,780	3	3,846,780
8	6	<i>My Big Fat Greek Wedding</i>	3,657,055	220	204,520,221
9	5	<i>Half Past Dead</i>	3,125,916	10	12,501,542
10	9	<i>Frida</i>	2,369,554	31	12,055,767

Source: The Hollywood Reporter

**NE _ J _ SE _
M _ RK _ T**

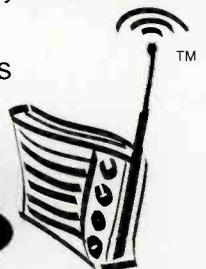
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MTV Top 20 U.S. Countdown

Week of 11/18/02

1. Sean Paul "Gimme the Light"
2. Justin Timberlake
"Like I Love You"
3. Enimem "Lose Yourself"
4. Foo Fighters "All My Life"
5. Puddle of Mudd
"She Hates Me"
6. Avril Lavigne "Sk8er Boi"
7. Missy Elliott "Work It"
8. Madonna "Die Another Day"
9. Audioslave "Cochise"
10. Mariah Carey
"Through the Rain"
11. Korn "Alone I Break"
12. Pink "Family Portrait"
13. Good Charlotte
"Lifestyles of the Rich & Famous"
14. Nirvana
"You Know You're Right"
15. Snoop Dogg
"From the Church to the Palace"
16. Paul Oakenfield
"Starry Eyed Surprise"
17. Norah Jones
"Don't Know Why"
18. Carlos Santana/
Michele Branch
"Game of Love"
19. Eve "Satisfaction"
20. Erykah Badu/Common
"Love of My Life"

Source: MTV Online

The Billboard 200

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

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST
1	-	1	<i>The Blueprint 2</i>	Jay-Z
2	1	3	<i>8 Mile</i>	Soundtrack
3	-	1	<i>Under Construction</i>	Missy Elliott
4	2	2	<i>Justified</i>	Justin Timberlake
5	-	1	<i>Riot Act</i>	Pearl Jam
6	-	1	<i>3D</i>	TLC
7	4	3	<i>Stripped</i>	Christina Aguilera
8	-	1	<i>Away From the Sun</i>	3 Doors Down
9	7	26	<i>The Enimem Show</i>	Enimem
10	5	4	<i>Shaman</i>	Santana

Source: Billboard/Soundscan

Modern Rock Tracks

Compiled from a national sample of airplay supplied by Broadcast Data Systems.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST
1	1	12	<i>All My Life</i>	Foo Fighters
2	2	8	<i>You Know You're Right</i>	Nirvana
3	3	16	<i>She Hates Me</i>	Puddle of Mudd
4	4	13	<i>Bother</i>	Stone Sour
5	5	16	<i>Prayer</i>	Disturbed
6	6	15	<i>The Zephyr Song</i>	Red Hot Chili Peppers
7	7	9	<i>Always</i>	Saliva
8	8	19	<i>The Red</i>	Chevelle
9	9	8	<i>Cochise</i>	Audioslave
10	11	8	<i>No One Knows</i>	Queens of the Stone Age

Source: Billboard/Soundscan

G4 TV 4 Gamers

Top 10 Pre-Orders

1. *Legend of Zelda* (GC)
2. *Dragon Ball* (PS2)
3. *Asheron's Call 2* (PC)
4. *Final Fantasy XI* (PS2)
5. *Shadowbane* (PC)
6. *Brute Force* (XBox)
7. *Star Wars: Galaxies* (PC)
8. *Tomb Raider: Angel of Dark* (PS2)
9. *Steel Battalion* (XBox)
10. *Dead OR Alive: Xtreme V-Ball* (PS2)

Top 10 Guilty Pleasures

1. *Grand Theft Auto III*
2. *Conker's Bad Fur Day*
3. *Dance Dance Revolution*
4. *Worms*
5. *Puzzle Fighter*
6. *Pokemon Snap*
7. *Deer Hunter 5*
8. *Super Monkey Ball*
9. *Sims*
10. *Samba De Amigo*

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Nielsen TV Ratings

For the week of November 18-24, 2002

	PROGRAM	NETWORK	NIGHT	VIEWERS
1.	CSI	CBS	Thursday	29.9
2.	Friends	NBC	Thursday	25.4
3.	ER	NBC	Thursday	24.3
4.	Survivor: Thailand	CBS	Thursday	21.6
5.	Everybody Loves Raymond	CBS	Monday	20.8
6.	CSI: Miami	CBS	Monday	20.1
7.	Scrubs	NBC	Thursday	19.9
8.	Monday Night Football	ABC	Monday	19.6
9.	Will & Grace	NBC	Thursday	19.1
10.	Law & Order	NBC	Wednesday	19.0

Source: Nielsen Media Research

Nielsen/NetRatings AdRelevance

Top 10 Ad Industry Segments (for the week of November 11, 2002)

	Company	Impressions (000)	Share
1	Retail Goods & Services Books	2,028,569	8.6%
2	Financial Services	1,722,659	7.3%
3	Retail Goods & Services (Misc.)	1,617,844	6.9%
4	Retail Good & Services (Personal Care)	1,062,834	4.5%
5	Travel Booking Services	929,792	3.9%
6	Financial Services (Consumer Credit)	735,695	3.1%
7	Retail Goods & Services (Auctions)	731,920	3.1%
8	Automotive Manufacturers	638,887	2.7%
9	Telecommunications (ISP & Broadband)	619,610	2.6%
10	Retail Goods & Services (Flowers & Gifts)	560,088	2.4%

Source: Nielsen/NetRatings AdRelevance

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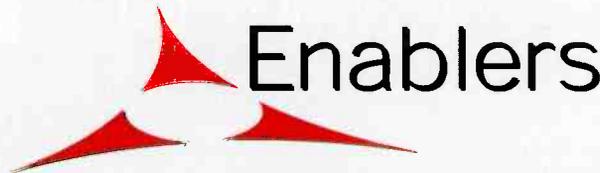
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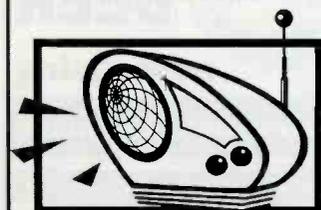
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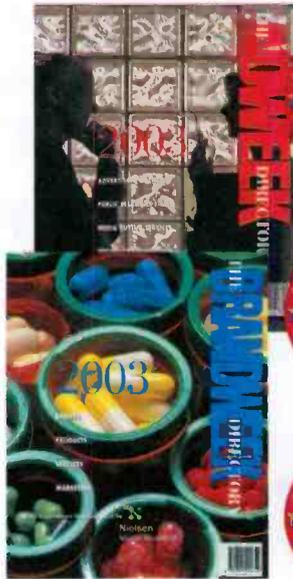
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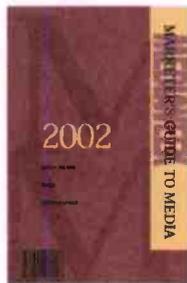
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Service Upgrades

Challenged by new lifestyle titles, women's service magazines are changing with the times **BY AIMEE DEEKEN**

FOR DECADES, THE WOMEN'S SERVICE CATEGORY WENT UNCHALLENGED. AS FIELD guides to homemaking, titles such as Hearst Magazines' 4.7 million-circulation *Good Housekeeping* and Meredith Corp.'s 4.1 million-circ *Ladies' Home Journal* commanded a powerful block of readers and were integ-

ral to any advertiser seeking mass reach. Though each title possessed its own DNA, the group as a whole (which also includes Hearst's *Redbook* and G+J USA Publishing's *Family Circle*) became known as the Seven Sisters. While some Sisters prospered more than others, the genre was basically secure.

But over the past five years, a new crop of magazines targeting the same group of readers has joined the fray. Lifestyle magazines, including the 2.3 million-circulation *Martha Stewart*

"Now, many advertisers are buying all the lifestyle [magazines] and adding one women's service title—it was the reverse a few years ago," says Steve Lerch, vp/print media manager at Campbell Mithun.

"The reason these new 'lifestyle' magazines are catching on is that they really are just contemporary service magazines," says Rick Jones, managing partner of the Douglas/Jones Group, a marketing services firm. "For traditional service titles, the challenge is to reinvent themselves

Hearst corporate editor Diane Salvatore as *LHJ*'s first new editor in 21 years. While the monthly will continue to cover staples such as food and fashion, Salvatore will increase *LHJ*'s family focus with coverage of home entertainment and family-friendly fashion. "The revitalized editorial is organized around the heart, home and family," says Salvatore. "The woman [is] shown in the context of how she lives her life within her family connections." *LHJ* will continue to do the journalistic, news-based pieces it's known for, Salvatore notes.

Last week, Salvatore shook up her editorial team, hiring four new staffers including a photography director and a fashion/beauty director, a new post. Readers will see the first changes in the January issue, which will introduce a heavier, glossy paper stock and more-sophisticated photography.

Woman's Day also will add more upscale photography, a heavier paper stock and a half-inch-wider trim size with its March edition. "The issue is how to modernize *service*, making it more interactive, with new departments," explains Jane Chesnutt, *WD* editor in chief. "You have to adapt to what the reader wants—something livelier, more modern fashion—while remaining a strong service magazine."

The changes at 66-year-old *WD* come at a crucial time. This year, *WD*'s ad pages were the hardest hit of the women's service titles, down 6.5 percent over 2001, reports the *Mediaweek* Monitor.

Meanwhile, the 118-year-old *GH* this fall gave its consumer-product sections *Real Deals* and *Heads Up!* a more newsy feel. The consumer trends section, *Better Way*—previously a two-color department on newsprint in the back of the book—was moved up front and renamed *Extra! Extra!* The section, now four-color, is printed on regular *GH* paper stock.

Over at *BHG*, editor Karol DeWulf Nickell in the October issue took the wraps off a more intimate, homey approach, adding more personal stories and introducing *Better Living*, which profiles a family who improved their home life. "It's more about the emotional side of living, not just about their cabinets and stone



Salvatore: Overseeing a makeover at *LHJ*

2002 PERFORMANCE OF WOMEN'S SERVICE MAGAZINES

	PAID CIRCULATION (1st half 2002)	%CHANGE (vs. 1st half 2001)	2002 AD PAGES	%CHANGE (vs. '01)
BETTER HOMES AND GARDENS (MEREDITH)	7.6 MILLION	FLAT	1,911	+5.9%
GOOD HOUSEKEEPING (HEARST)	4.7 MILLION	+3.8%	1,540	-2.0%
FAMILY CIRCLE(G+J USA)	4.7 MILLION	-6.6%	1,331	+3.0%
WOMAN'S DAY (HACHETTE)	4.2 MILLION	+2.8%	1,489	-6.5%
LADIES' HOME JOURNAL (MEREDITH)	4.1 MILLION	FLAT	1,215	-1.0%
REDBOOK (HEARST)	2.4 MILLION	+3.5%	1,263	-1.0%

SOURCES: AUDIT BUREAU OF CIRCULATIONS, MEDIAWEEK MONITOR

Living, the 2.3 million-circ *O, The Oprah Magazine*, published by Hearst and Oprah Winfrey; Time Inc.'s 1 million-circ *Real Simple*; and Hearst's 500,000-circ *Lifetime*, set to launch next spring, have essentially put a modern spin on service and in the process have made the old standbys seem a bit worn around the edges.

As the new entries have gained momentum in both circulation and advertising, figures for some Sister titles have softened (see chart). G+J gave up on the concept of traditional women's service entirely, partnering last year with Rosie O'Donnell to transform the 125-year-old *McCall's* into the lifestyle title *Rosie*, now defunct. The demise of *McCall's* marked the end of the Seven Sisters' sorority and the beginning of a new era in women's publishing.

for the next generation of customers."

The service magazines have recognized the need for change. Several have installed new editors and publishers, and a number of redesigns are in the works. *Good Housekeeping* and Meredith's *Better Homes and Gardens* recently introduced changes to their editorial mix. *LHJ* and *Woman's Day*, published by Hachette Filipacchi Media, will unveil new looks in March.

"The introduction of women's lifestyle has been a major impetus to modernize," acknowledges Laura Klein, *Woman's Day* vp/publisher. "Women want a more beautiful, more indulgent environment."

The oldest of the service titles, the 119-year-old *LHJ*, will undergo the most dramatic changes. In July, Meredith tapped former

Magazines

floor," Nickell says. Early next year, Nickell will add Real Time Gatherings, featuring photos taken by readers, and Local Flavors, which will seek out the best regional foods.

In addition to *McCall's* disastrous transformation into *Rosie*, other women's service titles have made changes in response to the lifestyle boom, with mixed results. Two years ago, 70-year-old *Family Circle* (which publishes 15 issues yearly) upgraded its paper, boosted its trim size and introduced new editorial elements. *FC's* paid circulation fell 6.6 percent to 4.7 million in the first half of this year compared to 2001, according to ABC. The title's ad pages grew 3 percent this year, to 1,331.

Perhaps the most drastic modernization effort has come at *Redbook*. Almost 5 years ago, the 99-year-old Hearst monthly narrowed its focus and began targeting women 25-34. *Redbook's* covers feature younger, sexier celebrities, and the book has added sections featuring relationships, beauty and health. "You have to fill consumer needs and change as women change," says *Redbook* publisher Jayne Jamison. *Redbook's* efforts have largely paid off. Last January, the monthly raised its circulation rate base by 100,000, to 2.35 million.

While many service titles are undergoing significant changes, nothing is being reinvented here. "There's no such thing as a brand new idea—it's about building and making it better," says Susan Ungaro, *FC* editor in chief. "If you look at *O*, *Real Simple*, *Martha* [*Stewart Living*], you see a lot of common threads. The 'Little Sisters' are doing things the 'Big Sisters' have done for ages."

Mediaweek Magazine Monitor

WEEKLIES December 2, 2002

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek ^A	2-Dec	76.32	3-Dec	67.36	13.30%	3,034.23	3,519.02	-13.78%
The Economist	23-Nov	47.00	24-Nov	47.00	0.00%	2,102.00	2,400.50	-12.43%
Newsweek ^E X	2-Dec	56.12	3-Dec	32.95	70.32%	1,766.46	1,682.38	5.00%
The New Republic ⁴ D	2-Dec	8.08	3-Dec	7.42	8.89%	339.17	430.90	-21.29%
Time ^E X	2-Dec	54.78	3-Dec	43.24	26.69%	2,119.88	2,174.96	-2.53%
U.S. News & World Report	2-Dec	28.07	3-Dec	25.35	10.73%	1,338.03	1,300.94	2.85%
The Weekly Standard	9-Dec	9.33	10-Dec	10.70	-12.80%	421.12	425.35	-0.99%
Category Total		279.70		234.02	19.52%	11,120.89	11,934.05	-6.81%
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	2-Dec	22.86	3-Dec	23.14	-1.21%	1,107.49	1,330.59	-16.77%
Entertainment Weekly [*]	29-Nov	58.18	30-Nov	42.53	36.80%	1,724.40	1,690.27	2.02%
Golf World	29-Nov	17.81	NO ISSUE		N.A.	1,234.35	1,084.67	13.80%
New York ⁴	2-Dec	54.00	3-Dec	47.20	14.41%	2,337.00	2,545.50	-8.19%
People ^{X/2} S	2-Dec	110.00	3-Dec	77.09	42.69%	3,354.87	3,367.12	-0.36%
The Sporting News	2-Dec	13.50	3-Dec	11.50	17.33%	694.77	566.76	22.59%
Sports Illustrated	2-Dec	41.78	3-Dec	48.79	-14.37%	2,291.85	2,214.09	3.51%
The New Yorker	2-Dec	51.94	3-Dec	38.24	35.83%	2,037.44	1,978.41	2.98%
Time Out New York [*]	27-Nov	67.63	28-Nov	73.06	-7.44%	3,319.35	3,230.31	2.76%
TV Guide	30-Nov	52.63	1-Dec	41.37	27.22%	2,290.19	2,632.05	-12.99%
Us Weekly ³ D	2-Dec	48.73	NO ISSUE		N.A.	988.48	872.75	13.26%
Category Total		539.06		402.92	33.79%	21,380.19	21,512.52	-0.62%
SUNDAY MAGAZINES								
American Profile	1-Dec	11.98	2-Dec	8.60	39.30%	427.54	403.34	6.00%
Parade	1-Dec	19.14	2-Dec	15.08	26.92%	613.75	581.02	5.63%
USA Weekend	DID NOT REPORT					564.92	528.59	6.87%
Category Total		31.12		23.68	31.42%	1,506.21	1,512.95	6.16%
TOTALS		849.88		660.62	28.65%	34,107.29	34,959.52	-2.44%

D=2002 double issue; E=estimated page counts; S=2002 Sexiest Man special issue; X=YTD 2001 includes an out-of-cycle issue; 2=two fewer issues in 2002 than in 2001; 3=three fewer issues in 2002; 4=four fewer issues in 2002; +=one more issue in 2002

BIWEEKLIES December 2, 2002

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
BUSINESS/ENTERTAINMENT								
ESPN The Magazine	9-Dec	75.59	10-Dec	58.82	28.51%	1,386.63	1,246.12	11.28%
Forbes ²	25-Nov	179.92	26-Nov	146.00	23.23%	3,117.81	3,462.46	-9.95%
Fortune	25-Nov	141.46	26-Nov	171.79	-17.66%	3,047.46	3,731.19	-18.32%
National Review	23-Dec	12.08	17-Dec	19.41	-37.77%	356.19	456.91	-22.04%
Rolling Stone ^D	12-Dec	77.37	6-Dec	101.76	-23.97%	1,443.96	1,452.24	0.57%
Category Total		486.42		497.78	-2.28%	9,352.05	10,348.92	-9.63%

D=2001 double issue; 2=two fewer issues in 2002 than in 2001

CHARTS COMPILED BY AIMEE DEEKEN

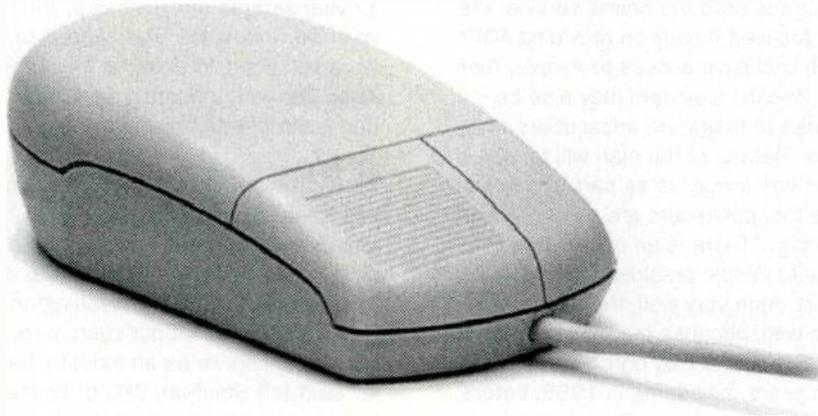
60sec. With



Joe Meli Publications Manager, *In Touch Weekly*

Q. Why do consumers need another celebrity magazine? **A.** If you see the success of our competitors (*People* and *Us Weekly*), it shows there is some room in that space. We felt that if we put some key points of differentiation to it, it would be a successful model. **Q.** What are some of those differentiation points? *'In Touch'* actually looks a lot like *'People'*. **A.** That's a great compliment. But we are a quicker read, and the pieces of information we give are only positive. Gossip has such negative connotations, so we try not to [focus on that]. We do celebrity reporting. **Q.** *'In Touch'* launched in late October with a cover price of \$1.99 and a print run of 1.2 million copies, most of which are targeted for newsstand sales. Why have such a concerted newsstand effort at a time when single copies are such a difficult sale? **A.** Bauer Publishing is a newsstand-sales specialist. We sell 1.6 million copies of *Women's World* a week and sell 1.2 million copies of *First For Women* (17 times yearly) on newsstand. Those are two huge magazines that have helped us understand and leverage their success experiences into our future books. We're taking a look at those business models and positioning *In Touch* to succeed as its predecessors have. **Q.** How has *'In Touch'* performed so far? **A.** The most I can say is, I'd be willing to bet that we are happily covering our 250,000 rate base. **Q.** *'In Touch'* has been getting a rep for heavy ad-rate discounts. Fair statement? **A.** We're looking to develop long-term relationships with many key advertisers in several different categories—automotive, health, fashion and consumer electronics. We've tried different strategies in attempting to initiate these relationships. **Q.** Given your job, you must be a celebrity junkie. Who is your obsession these days? **A.** I'm a big fan of J. Lo and Ben Affleck. I'd like to see them have a successful relationship.

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At Deadline

(continued from page 3) showing that many companies plan to reduce national-TV ad spending but increase their use of product placement in response to personal video recorders, which make ad-skipping easy. The study concluded PVR use will result in a \$7 billion decline in ad spending by 2007.

■ TIME INC. MAY SHIFT WEB CONTENT TO AOL

Time Inc. and corporate-sibling America Online are exploring a new arrangement that could soon shift content from the magazine publisher's free Web sites onto the online service. Preliminary discussions have focused largely on providing AOL's 35 million subscribers with exclusive access to *People*, *Teen*, *People* and *Entertainment Weekly*; a system may also be worked out to provide access to magazine subscribers who do not use the AOL service. Details of the plan will be outlined on Dec. 3 to analysts and investors as part of a larger presentation on AOL. Time Inc. publishers are generally warm to the idea of content sharing. "There is an opportunity for AOL to use our content," said *People* president Peter Bauer. "And while our Web site has done very well, there's no guarantee it will continue to do well, because the advertising element is fairly uncertain." *People.com* had only been available on the AOL service for two years, beginning in 1998, before moving back onto the Internet. While other Time Inc. titles may also sign on, *Sports Illustrated* will likely keep its Web site intact, given AOL's relationship with CBS' Sportsline. The discussions are part of a renewed effort to find corporate synergy between America Online and Time Inc.; their relationship soured following the 2001 AOL-Time Warner merger, with each entity having grown deeply suspicious and critical of the other.

■ CABLE RATE HIKE ANGER CONSUMER GROUP

Consumers Union last week blasted major cable companies for what it called "a sort of annual holiday tradition"—subscriber rate hikes. The lobby group said Cablevision, AT&T Broadband, Comcast and Time Warner Cable have announced rate increases ranging from 3.5 percent to 7.8 percent. Consumers Union called the increases part of "a troubling trend." The National Cable & Telecommunications Association said Consumers Union distorted or overlooked facts including increased cost for programming. It said cable "remains the best consumer value."

■ LIFETIME, VH1 RATINGS RISE; TBS FALTERS

Lifetime's solid ratings may turn it into the top-rated cable network for a second calendar year in a row. Lifetime has grown 5 percent to a 2.1 prime-time household rating (1.7 million homes) year-to-date. During the November sweeps, Lifetime scored a 1.8 prime-time household rating (1.5 million homes). After suffering a drop in audience level this year, VH1 experienced a solid ratings bump in November, with prime-time household ratings up 33 percent over the same period last year to a 0.4. Meanwhile, TBS Superstation's average prime-time ratings, which have been dropping all year, plunged 30 percent in November to a 1.4.

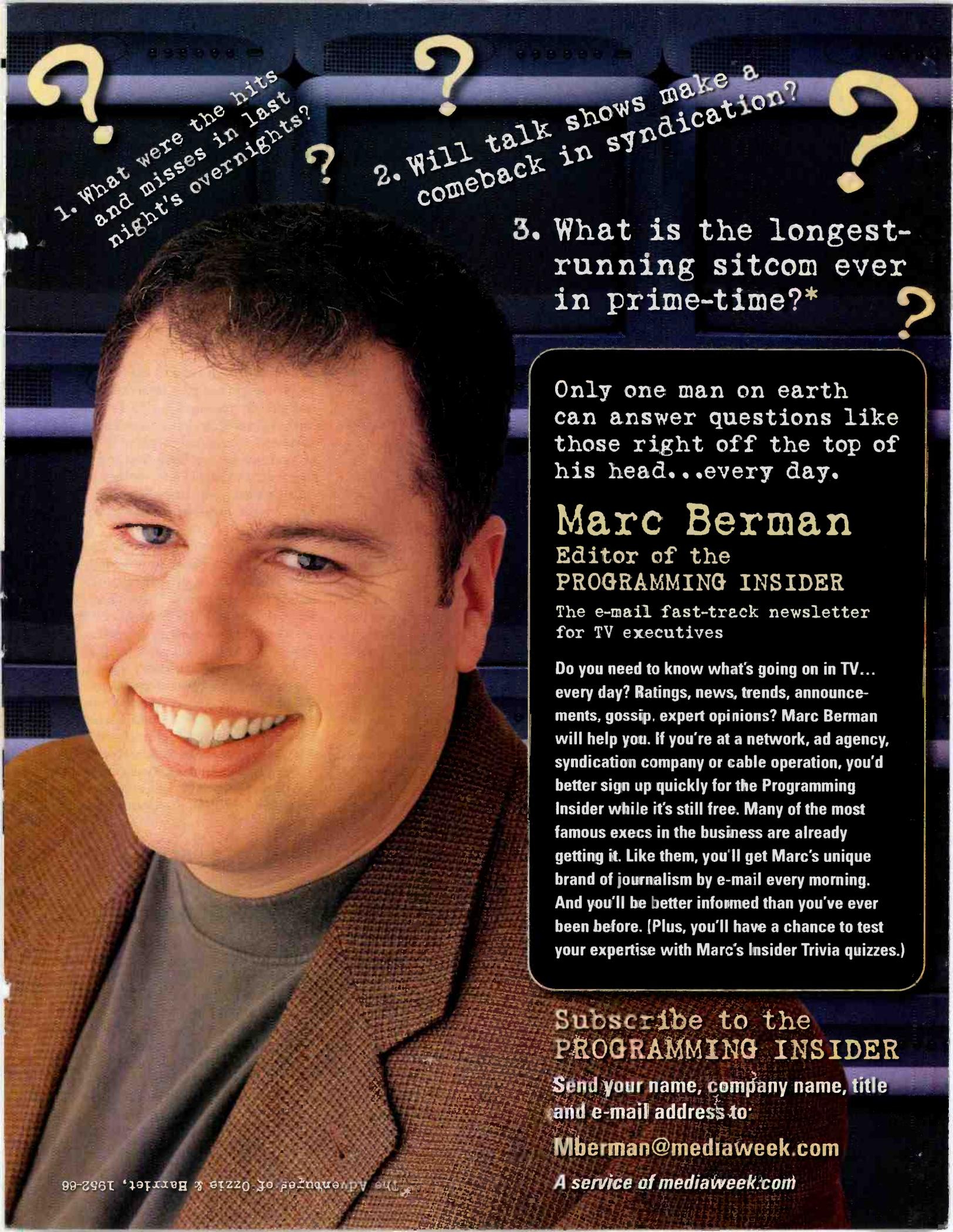
■ CBS' ROSS ASSEMBLES NEW SALES TEAM

CBS sales president JoAnn Ross has promoted Chris Simon to executive vp of sales, where he will serve as her next-in-command and oversee sales for all dayparts. Simon was previously senior vp in charge of prime-time sales, a post that will now be filled by Linda Rene, previously vp of prime-time sales. Simon worked as a buyer with several agencies before joining CNBC in 1988. He spent five years with USA Networks and joined CBS in 1994. Replacing Rene is Matt Steinfeld, a 17-year veteran at CBS sales. John Bogusz, previously senior vp of daytime sales, was tapped to replace the recently departed Scott McGraw as executive vp of sports sales. Jared Zerman, a prime-time account executive, replaces Bogusz in the daytime post.

■ BROADCASTERS WANT HIGHER CARRIAGE FEES

Will local TV broadcasters hold their digital signals hostage to negotiate better cable carriage fees? That was the suggestion of at least one broadcaster at last week's TV Industry Summit held by Bear Stearns in Washington. "Cable and satellite make \$60 billion off our customers. That's the heart of all our problems, and we as an industry haven't done anything about it," said Jeff Smulyan, CEO of Emmis Communications. "We have cross-subsidized cable. It's stark-raving insanity."

■ **ADDENDA:** The Discovery Civilization Channel, a joint venture between Discovery Communications and the New York Times Co., will be renamed the **Discovery Times Channel**...Two editors of **Gannett Co.**-owned newspapers swapped jobs last week. Ward Bushee, editor of *The Cincinnati Enquirer*, takes over *The Arizona Republic* from Tom Callinan; Callinan will move to the *Enquirer*. Both editors add vp of news to their titles...The Game Show Network will launch its first reality series, **Chuck Woolery: Behind The Lingo**, next spring. Executive produced by *Weakest Link*'s Phil Gurin, the series offers a behind-the-scenes glimpse into the life of Woolery, the host of GSN's popular game show *Lingo*, which was just renewed for 65 more episodes beginning Dec. 9 at 9 p.m...**The Tennis Channel** will launch its second original series, *Center Court With Chris Myers*, early next year. The new program, hosted by former *SportsCenter* anchor Chris Myers, will be broadcast from the network's studios in Los Angeles and will feature one-on-one interviews with tennis greats such as Pete Sampras and Tracy Austin (see related story on page 20)...**CNN Sports Illustrated.com**, a partnership between Time Inc.'s *SI* and CNN, is expected to relaunch as **Sports Illustrated.com** sometime next month. The name change is an effort to do away with any confusion in the marketplace, which in some cases had consumers wondering if *cnn.com* was a Spanish-language version of *cnn.com*...**WFOR-TV** in Miami, owned by Viacom Television Stations Group, has partnered with local Univision station WLVU. The news-sharing venture will give Viacom more reach into South Florida's Hispanic market. WFOR also recently struck a deal with *The Miami Herald*, an agreement that will involve news-sharing and marketing opportunities.



1. What were the hits and misses in last night's overnights?

2. Will talk shows make a comeback in syndication?

3. What is the longest-running sitcom ever in prime-time?*

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Marc Berman

Editor of the
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Media Person

BY LEWIS GROSSBERGER



Mathers of Importance

WENT TO SEE THAT MOVIE STARRING EMINEM/'CAUSE THE

Lords of Culture said it's quite a gem/They said Em's a real actor,
he's the new James Dean/Said we all gotta like him or we're not too
keen/Well well. Well well well./Now he lives in the 'hood with his

slutty drunken mom/And he hangs with the
homeys, talkin' black with aplomb/He goes to
a contest and he raps with the best/He's a
champ like Rocky only not as well dressed/Yo,
dawg. Bitch ho ho.

All right, all right. How long do you
expect Media Person to keep this up, any-
way? Let us beat about the bush no longer.
Media Person is here to start the Official
Eminem Media Backlash.

That's right, backlash. MP says you do
not have to be tyrannized by Frank Rich and
Andrew Sarris. You do not have to blast the *8
Mile* soundtrack through your headphones as
you exercycle at the gym. You do not have to
blabber about "interior rhyme" and the grit-
ty realism of the Detroit inner-city milieu.
You are (most likely) a middle-class, middle-
aged white person who has no hope of ever
pulling off a seven-stage ghetto handshake
without looking utterly ridiculous.

And you are strong enough to hear the
truth: The guy is spewing doggerel, and his
only subject is himself. Beneath its hard-core
affectations, the movie's a sentimental cliché,
and it needs subtitles. OK, granted, he's not a
bad actor, but there are about 68,640 others
just as good. And most of them don't insist
on a contract allowing them to keep their
hats on during sex scenes.

In short, the Eminem has no clothes.

So dare to be uncool. Come on, all you
boomers and slackers and wimps, let's revolt.
Let's work up the courage to tell the younger
generation that Eminem is all theirs. Tell
them they can quit worrying that their par-
ents will understand him, thus ruining every-
thing.

Now, go do something really radical. Play
Cole Porter.

Which is quite enough about Eminem.
Media Person is changing the subject. Stand
by for an important question.

Would Christians riot if they read a news-
paper article that said Muhammad would
marry a Miss World contestant that Jesus had
his eye on?

This question has been vexing Media Per-
son since he read about that newspaper that
started the trouble in Nigeria. First of all, he
was jealous. For many years, Media Person
has strived to be controversial and offensive
but has never managed to start even a fist-
fight. About the most outrage he's ever
worked up was a letter from the *National
Enquirer's* lawyer, threatening legal action
because MP had suggested that the super-
market rag was sometimes less than strictly
accurate. Which is really pathetic.

Secondly, MP was mystified. If you can

fact would at least seem to indicate that the
Prophet might not have been averse to cer-
tain worldly pleasures during his time on
earth. Of course, some of his more extreme
followers are ferociously opposed to the sight
of young women wobbling down runways in
swimsuits and high heels, so they assume
their Prophet would have shared their view.
But does this necessarily mean he wouldn't
marry one?

Let's not be too quick to set innocent
bystanders on fire before we judiciously con-
sider the question, is all Media Person is ask-
ing. For all MP knows, Muhammad might
very well have said, "OK, look, Miss Djibouti
is not behaving in a manner as modest and cir-
cumpect as Allah has decreed, but perhaps if
I take her into my household and patiently
instruct her and cover every inch of her
delightful young body in shapeless robes, she
will see the light and become devout. She
appears to have spiritual potential, and I'm not
saying that just because she's one hot babe."

It's possible. After all, Media Person just
read that a group of evangelical Christians is
launching a series of TV commercials that

The Eminem has no clothes. So dare to be uncool. Come on, all you boomers and slackers and wimps, let's revolt.

believe the press reports, thousands of angry
Muslims wreaked lethal havoc because of some
article in a Nigerian newspaper saying Mu-
hammad would have married a beauty-contest
babe. Now, Media Person knows nothing
about the Prophet's marital proclivities, so he
went on the Web and Googled Muhammad in
order to be able to write some learned theo-
logical commentary on this matter.

There MP learned that Muhammad may
have had as many as nine wives. And not one
at a time, either. Though it's doubtful any of
them were beauty-pageant contestants, this

ask the question "What would Jesus drive?"
(Although Media Person would rather know,
"What would Jesus put on his dashboard?")
And a Jewish group put on a mock trial of
their first prophet, Abraham, for agreeing to
sacrifice his son. (He was acquitted, of
course—he had a Jewish lawyer.)

So the Western religions are struggling to
make their founders relevant, and the Mus-
lim religion is struggling to keep Western
culture irrelevant. And what is the responsi-
bility of the media in all of this? Why, to stir
up as much trouble as possible, of course. ■

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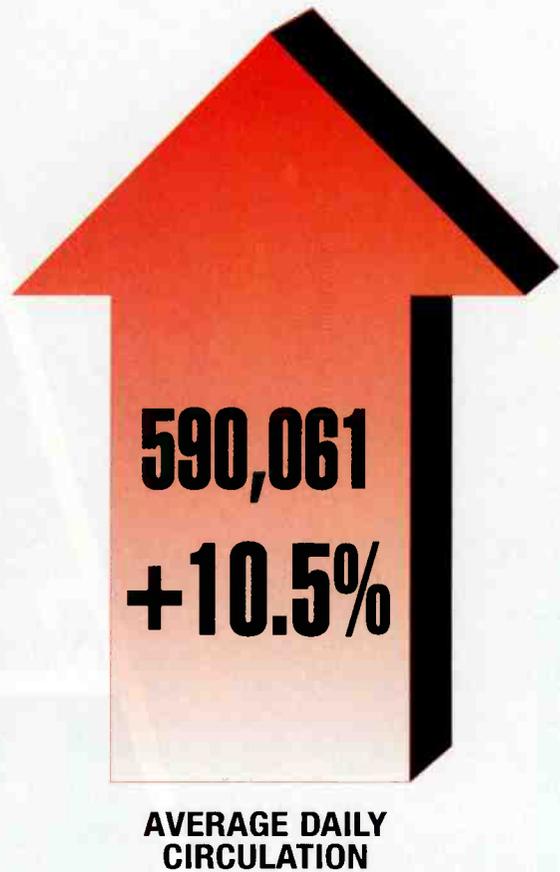
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MIKE'S STOCK SHOCK
Mayor must sell \$45M in shares

Billionaire Mayor Mike Bloomberg got some bad news yesterday from the Council of Economic Advisors — he's got to jump at least half million of his personal stock holdings. Bloomberg — who is worth over \$4 billion, said he will quickly comply with the order — and even donate some of the proceeds to charity.
 STORY: PAGE 9



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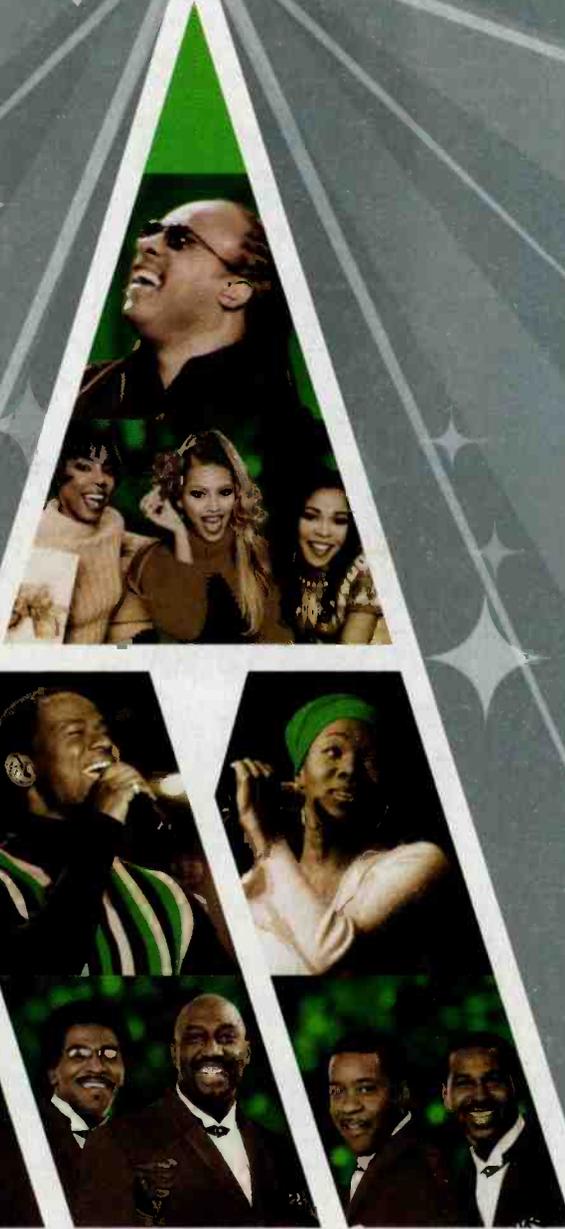
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