

MEDIAWEEK

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THE NEWS MAGAZINE OF THE MEDIA

CBS Talks Tough Before Upfront

Conves: We'll eat into NBC's revenue and hold back inventory if pricing is low **PAGE 4**

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Comcast's Digital Cable Draws Fire

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control analog cutoff **PAGE 5**

SPORTS

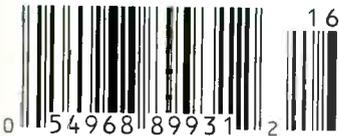
NFL, ESPN Dunk on BA Ratings

TV numbers slide as Stern
loses more cable **PAGE 6**

TV PROGRAMMING

Network Finales to Sweep Up May

NBC, Fox vie for demos; CBS
chases total viewers **PAGE 6**



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BY LUCIA MOSES **PAGE 26**



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networks including pay. Qualifications available upon request.)

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At Deadline

DISCOVERY, MCDONALD'S INK AD DEAL

Discovery Networks is expected to announce a cross-platform marketing deal this week with Omnicom Group's OMD and client McDonald's. Discovery Networks' TLC is the primary on-air component under the terms of the pact. McDonald's will also get exposure online on Discovery.com. The fast-food chain announced plans in December 2003 to consolidate its media strategy, planning and buying efforts with OMD.

LIFETIME UNWRAPS 2004-'05 LINEUP

At its upfront presentation in New York last week, Lifetime announced it will double its output of original movies, producing 19 films for the 2004-'05 season. The network will produce its first miniseries (on sex trafficking) with Hallmark Entertainment. Lifetime also plans to create a Friday lineup of reality series for this fall, with sophomore shows *Merge* and *Head 2 Toe*, and a new show from the creators of *American Idol* called *How Clean is Your House?* Other announced projects include *The Nanny Reunion* and TV Movie *Superstars: Women We Love*. In related news, Lifetime Entertainment Services will extend the network brand into radio with Lifetime Radio for Women, which will be syndicated by Jones Radio Networks.

WHITING DEFENDS NIELSEN LPM

Susan Whiting, president/CEO of Nielsen Media Research, defended the company's local people meter ratings system before 1,200 TV-station executives at last week's Television Bureau of Advertising meeting in New York. The LPM system recently came under attack in New York, forcing the ratings company to delay the service's launch by two months to June 3. Putting the controversy's blame squarely on Fox Television, which organized a campaign that spread to Capitol Hill, Whiting said it was a "great shame" that the publicity could affect Nielsen's ability to recruit minority and ethnic viewers for its sample. As Nielsen prepares to launch LPM service in Los Angeles (in July) and Chicago (in August), Whiting said the ratings firm, which is owned by *Mediaweek* parent VNU, would step up its public-relations efforts in those markets.

ABC, MINDSHARE TO PARTNER ON *THE DAYS*

ABC and MindShare North America last week gave the greenlight to the first series stemming from a program partnership they announced last December. Set for a

mid-summer launch, an order was made for six episodes of *The Days*, a drama that centers on a two-career couple with three kids as told from the perspective of their 14-year-old son. Tollin/Robbins Productions will produce the series, which was written by John Scott Shepherd (*Life or Something Like It*). MindShare already has announced Unilever as a participant in the project, along with another unnamed client.

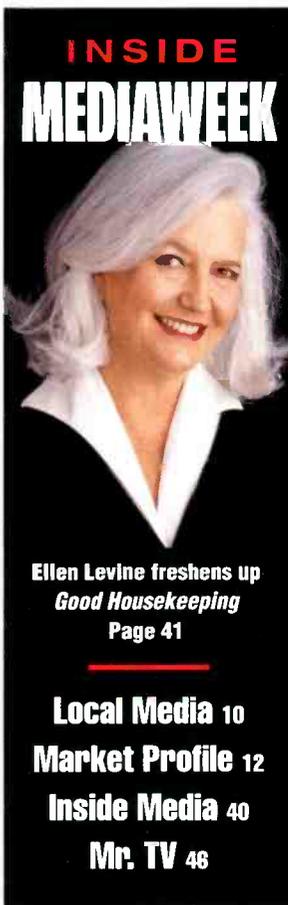
ESPN, ABC SCORE WITH NHL PLAYOFFS

National Hockey League playoff ratings on ESPN and ESPN2—through six and 11 telecasts, respectively—were up by double digits on both nets, albeit off small bases, while ratings for one Saturday's regional playoffs on ABC were up 27 percent. According to Nielsen Media Research, NHL playoffs on ESPN were averaging a 0.50 household cable rating, up 11 percent from 0.45 for the same period last year, while ratings on ESPN2 were averaging a 0.43, up 19 percent. Particularly strong increases on ESPN were among teens (46 percent) and men 18-24 (103 percent). ABC's three regional telecasts delivered a 1.4 rating, up from 1.1 last year.

ADDENDA: **Meximerica Media**, a San Antonio, Texas-based Spanish-language publisher, announced last week the launch of *Rumbo*, a new network of Spanish-language dailies. The papers will be published at the end of second quarter in Houston, San Antonio, Austin and the Lower Rio Grande Valley...Buena Vista Television is reporting off-network clearances for ABC sitcom *According To Jim* in more than 50 percent of the country. Recent deals include stations from the Sinclair Broadcast Group, Paramount Stations Group and Granite Broadcasting. The show premieres in syndication in fall 2006...**Pax TV** will launch two half-hour prime-time game shows this summer:

On the Cover, a pop-culture trivia contest, and *Balderdash*, based on the Mattel board game. The network has ordered 26 shows for each...**Terry Mackin**, executive vp of Hearst-Argyle Television, was named chairman of the NBC affiliates advisory board, succeeding Roger Ogden, executive vp of Gannett.

CORRECTION: In the March 22 Market Profile of Phoenix, the Radio Ownership chart misstated the number of stations Clear Channel Communications owns. It owns eight stations: three AM stations and five FMs.



**INSIDE
MEDIaweek**

Ellen Levine freshens up
Good Housekeeping
Page 41

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Market Indicators

NATIONAL TV: STEADY
With heavy upfront sellout levels and makegoods, second quarter through May is tight, but avails are more plentiful for June. Studios promoting their summer movies in scatter.

NET CABLE: MELLOW
As nets make grand upfront presentations to advertisers, scatter activity remains rather slow. Still, second quarter was much better sold in last year's upfront, so inventory is tightening up a bit.

SPOT TV: ACTIVE
Demand for both national spot and local continues to drive tight inventory conditions in top markets. Strong activity from political. Retail is varied.

RADIO: BUILDING
Buyers are beginning to place radio campaigns for May, tightening inventory in markets such as Philadelphia, San Diego, Los Angeles, Phoenix and Atlanta. Washington, D.C., is particularly tight. Demand for national spot picking up after lagging local in the early part of the year.

MAGAZINES: MOVING
Summer toiletries/cosmetics filling women's titles. Low-carb products continue to be active in women's service and lifestyle books. Business and news weeklies strong with tech, telecom and financial money.

Sears, ABC Family Sign One-Year Interstitial Deal

Retail giant Sears, which is putting a much greater emphasis on integrating its products into TV programming these days, has signed a one-year deal with ABC Family to sponsor the network's Friday-night movie, an agreement that includes eight minutes of Sears interstitials per two-hour show. The deal, which went into effect April 16, is timed to reach weekend shoppers.

Each movie will contain eight one-minute Movie Xtra segments hosted by actress Forbes Riley, themed to various seasonal offerings at Sears stores. This week's movie, *Picture Perfect*, will include Spring fashion tips.

The interstitials will also highlight specific products. The first Xtra, which ran last week, included plugs for the Craftsman Mini Tiller and other items. "The Movie Xtra is a great way to get people interested," said Perianne Grignon, director of media services at Sears. "Clutter is a huge issue, and presenting the merchandise we have for sale every week is a great opportunity."

Laura Nathanson, executive vp, ABC Family sales, said it is unlikely that the network will open up other nights for similar efforts. Sears also hired L.A.-based NMA this month for entertainment product integration. "I think this represents more of a strategic plan rather than looking at opportunities on a one-off basis," Grignon said of the hiring of NMA. —*Todd Wasserman*

FCC Moves to Smooth Path For Digital Radio Rollout

The Federal Communications Commission is seeking to iron out the technical wrinkles impeding the wider use of digital radio.

On April 14, the agency asked for comment on allowing digital broadcasts at night, when interference problems are most severe. The following day, the FCC's commissioners formally asked for comment on the suite of rules that will govern the advanced service. "Consumers will have the ability to hear surround sound, CD-quality music over the air" and broad- (continued on page 6)

Moonves Vows to Eat Zucker's Lunch

CBS plans to debunk NBC's high-income upfront pitch; NBC says bring it on

THE MARKETPLACE By John Consoli

A showdown is brewing in the coming television upfront marketplace on two fronts: between CBS and NBC, and between CBS and media buyers. Last week, CBS chairman and CEO Leslie Moonves said he expects the network will take away prime-time ad dollars next season from its competitors in the upfront, particularly from NBC on Thursdays.

Moonves is so confident, based on CBS' stability of schedule this season, that he said the network plans to ask for double-digit cost-per-thousand rate increases, likely as much as 12 percent. If advertisers balk, Moonves said, CBS will not hesitate to hold back inventory, as it did three years ago when it sold only about 66 percent of its inventory in the upfront.

While media buyers acknowledged that CBS has a solid lineup going into the fall (it added four strong new shows to its schedule this season), which makes the network a more attractive buy, they caution that the network had better not overplay its hand in upfront negotiations. "I thought [Moonves] was describing a new CBS sitcom" when he outlined his strategy, chuckled Lyle Schwartz, managing partner of research at Mediaedge:cia, who works closely with the buying agency's president of national broadcast, Rino Scanzoni.

Moonves also went right for NBC's juggler, proclaiming that CBS will eat into its huge Thursday night ad take. "We feel a lot of money will be shifting to CBS on Thursday nights... *Friends* [which ends its 10-year run after this season] was selling for a huge amount of money. *Joey* [which replaces *Friends* at 8 p.m. this fall] will not sell for nearly that amount."

Moonves believes that if it weren't for the success in this mid-season of *The Apprentice*, NBC would be in serious trouble on Thursday come the fall. "*The Apprentice* saved their bacon," he said.

Jeff Zucker, president, NBC Entertainment, News and Cable Group, agreed that *The Apprentice* (which recorded a massive

13.6 rating in adults 18-49 in its April 15 finale) exceeded the expectations of the NBC brass and that the show "totally changes the equation on Thursday night" for next season.

"We only had 18 first-run episodes of *Friends* this season, but we will have 32 first-run hours of *The Apprentice* next season," said Zucker, who added that the show—the most-watched among adults 18-49 with \$100,000-plus households—lets NBC charge advertisers a sizable premium. NBC also has seven of the top 10 shows in that age and income demo (*Mediaweek*, April 12)—and, Zucker said, "That's why our pricing is 15 percent higher than our nearest competitor."

CBS, however, plans to present media buyers with numbers that Moonves claims will



"We only had 18 episodes of *Friends* this year, but we'll have 32 hours of *The Apprentice* next season... [which] changes the equation."

ZUCKER



"*Friends* was selling for a huge amount of money [on NBC]. *Joey* will not sell for nearly that amount. *The Apprentice* saved their bacon."

MOONVES

debunk NBC's high-income-audience argument. Dave Poltrack, CBS executive vp of research and planning, called the 18-49, \$100,000-plus audience "the most bogus statistic out there," adding, "We will be making the case that it's CBS that has the most premium-[audience] programs."

Poltrack said that TV viewers in the 35-54-year-old age range contain the most affluent income earners and that the 18-49 demo range is skewed heavily by the large number of 18-24-year-olds who live in households that earn more than \$100,000 but whose pursestrings are in the hands of their parents. He said if one filters out those 18-24-year-olds from the high-income 18-49 demo, NBC shows take a sizable dip, while CBS shows move up. "If you want to sell luxury items, you want to reach the person who controls the discretionary income, which is the parent, not the child," Poltrack said. "In terms of \$100,000-plus income, if you look at all adults 18 years and older who are watching TV, CBS is only a tenth of a rating point behind NBC. But NBC wants to eliminate all people over 49 and include all children 18-24."

CBS also cites its closing of the gap in adults 18-49 in prime time—this season, CBS is only two-tenths of a rating point behind NBC. However, Zucker said, the CBS numbers are inflated by National Football League Sunday-night overruns and the Super Bowl. "If you take out sports programming, CBS falls five-tenths of a rating point behind us," Zucker said.

So what do the buyers say? "CBS' stable schedule is a little more top-of-mind for buyers because of the lack of stability of the other networks' schedules," said Steve Lanzano, executive vp/managing director at MPG. "And there is some validity to CBS' older-audience argument. NBC will also have a lot more persuading to do in selling their Thursday night at such high premiums. But if CBS is overly aggressive on pricing, buyers will walk away, and then some of the money targeted to them could go to other networks or to cable. But let's see how NBC responds to this."

Mediaedge:cia's Schwartz agreed with Lanzano that CBS' older-audience argument is "valid," but only for certain advertisers within categories. "The same automaker can sell both a higher-priced luxury car and a lower-priced economy car," he said. "Financial advertisers target both younger and older viewers."

Schwartz also believes money could move out of broadcast if the networks try to price their inventory too high. At what point will buyers balk? While Lanzano and Schwartz would not offer a number, another agency exec, who declined to speak for attribution, said any network that holds out for anything above a 6 percent CPM increase could be at risk. ■

Broadcasters Blast Ferree

Complain that plan will make cable the standard for shutoff of analog signals

WASHINGTON By Todd Shields

Top Federal Communications Commission staffer Ken Ferree says he expects tomatoes, and maybe worse, to be thrown his way this week when he appears before broadcasters to push his cable-centric vision of the digital-TV transition. Ferree may be overestimating broadcasters' hostility, but not by much. He could face difficulties on Capitol Hill, too, where some lawmakers are signaling they will fight his plan to end TV as we know it.

At issue is the proposal by Ferree, chief of the FCC's media bureau, to quickly complete the change from traditional analog TV to digital service by 2009. Congress said the switch can't happen until 85 percent of homes can receive digital signals. But most of the public has old-fashioned analog sets. That will be true at the end of 2006, the transition's target date. It still will be true for a long time after that, as households delay investing in pricey digital TVs.

Ferree described his closely held digital transition plan in a briefing last week in a bid, he said, to clarify misconceptions in advance of this week's National Association of Broadcasters convention.

In a nutshell, the Ferree plan simply counts all households receiving cable as digital homes, since cable operators could take in broadcasters' digital signals and convert them to analog. Because so many households get cable and because satellite broadcasters already use digital, nearly all markets would exceed the 85-percent threshold. Broadcasters would then lose their analog spectrum, which the government could auction off.

Ferree acknowledged the plan does little for the remaining 15 percent (or fewer) of Americans who still get their TV by antenna. He said those people could buy digital-to-analog converter boxes—at an estimated \$50 per box—that could be subsidized. The millions of second, third and fourth TVs in kitchens, garages and spare bedrooms would largely become junk. So would TVs for all who won't or can't buy a converter box or subscribe to satellite or cable.

Broadcasters don't like any of it. The National Association of Broadcasters and the affiliate groups for the four major TV networks jointly sent a letter to the FCC last week, saying the proposal "would condone" cable's down-converting, or degrading, of

digital signals. They said signal conversion at the cable headend, rather than via set-top boxes in viewers' homes, could leave households with something short of full digital service—lacking, for instance, the multiple channels broadcasters want to launch.

Separately, Nat Ostroff, vp/new technology for Sinclair Broadcast Group, which owns 62 stations in mid-sized and small markets, said the proposal would ominously set up cable as the standard of consideration for turning off the analog signal. "Broadcasters



Ferree's new digital-transition plan has drawn letters of concern from five U.S. senators.

seem to be the whipping boy for the FCC's failure" to handle the DTV transition, Ostroff said. "Our businesses are at stake."

Not surprisingly, cable had a different view on the recommendation. "Ken Ferree and the [Media Bureau] deserve a lot of credit for thinking creatively," said Robert Sachs, president/CEO of the National Cable & Telecommunications Association.

While Ferree said reaction on Capitol Hill has been "largely supportive," no U.S. lawmaker has come out publicly in favor of the plan, while five have written letters expressing concern. They include Sen. Conrad Burns (R-Mont.), chair of the Senate's telecommunications subcommittee, who, in a March 30 letter, said the plan "would do more harm than good."

One Capitol Hill staffer said the plan had ignited little enthusiasm, in part because "it's just to get spectrum back. And that doesn't work politically." Late last week, Ferree was back on Capitol Hill, trying to sell his pitch. His return trip amounted to an implicit admission that, just like Lucy during the heyday of analog TV, the FCC still has some 'plaining to do. ■

casters will better be able to compete with satellite and Internet services, said FCC Chairman Michael Powell.

Unlike TV signals, digital radio operates on the same frequency as the traditional analog broadcasts. Currently, 100 stations offer digital broadcasts, according to Ibiqity, the radio-industry consortium developing the new technology. Digital radio, also known as HD radio, offers extra information such as the artist and title of the song being broadcast. Companies are planning more advanced services, including rich traffic and weather streams and TiVo-like time shifting of radio shows. —Todd Shields

Air America Knocked Off Two Outlets, Adds Others

Air America Radio, the two-week-old, liberal-themed network, was back on the air in Chicago on April 16 but was still unable to clear its lineup in Los Angeles. The New York State Supreme Court last week granted the startup network's request for a restraining order against New York-based Multicultural Broadcasting, which, on April 14, abruptly changed the locks at its facilities and pulled the plug on Air America's feed in L.A. and Chicago.

At press time, Air America was still off the air on KBLA-AM in L.A. "We'll seek legal remedies and explore other broadcast options with a partner who is more responsible and mature," said Evan Cohen, chairman of AAR. "Arthur Liu [owner of Multicultural Broadcasting] received a clear message: Temper tantrums are not the way to conduct business." Multicultural claimed AAR, which is leasing time on the stations, had failed to pay its bills.

Meanwhile, AAR continues to add affiliates. Last week, AAR announced that two of its shows—*The O'Franken Factor*, hosted by comedian Al Franken (noon to 3 p.m.), and *The Majority Report*, hosted by Janeane Garofalo (9 to 11 p.m.)—will clear WCHL-AM in Chapel Hill, N.C., beginning April 19. Including Chicago and L.A., AAR airs on six stations, including WLIB-AM in New York, the Internet and both subscription satellite-radio services. It has deals to clear stations (continued on page 8)

NBA Passes to Cable

Twinned regular-season ratings gains for ESPN, TNT top ABC coverage

SPORTS TV By John Consoli

National Basketball Association Commissioner David Stern's goal of moving the league's TV audience from broadcast to cable took a major step forward this season, as ESPN and TNT grew ratings by 8 and 17 percent, respectively. ABC's average 2.4 rating for 14 games was down 8 percent and the lowest average in NBA history for a broadcast network. And while ESPN (1.3) and TNT (1.4) household ratings were lower than ABC's, cumulatively they were larger, and that pleased media buyers.

"The viewer does not distinguish the difference between watching a game on broadcast or cable," said Larry Novenster, senior vp and director of national buying at Deutsch. "To the viewer, it's not broadcast vs. cable—it's where they can find the game." Jason Maltby, senior managing partner and director of national broadcast at MindShare, believes ratings on ABC are down because of the limited number of games aired during the regular season. "For years, NBC carried double and tripleheaders each Sunday and became appointment viewing," he said. "ABC is still not known as the NBA destination, while the fan knows they can find NBA on ESPN and TNT Wednesday through Friday nights." The NBA and the cable nets have also capitalized on superstar rookies LeBron James and Carmelo

Anthony by airing a lot of Cleveland Cavaliers and Denver Nuggets games.

While ESPN and TNT may someday carry the NBA Finals, that series remains on ABC for now, and Stern is a little concerned that viewers won't find those games in June. "I think we have to do a better job of promoting the playoffs on ABC [this year]," he said. But Stern also added that, while ABC continues to produce higher ratings than the cable networks, "the inexorable move to cable is underway."

While ABC has lost 13 percent of its male 18-34 audience (to a 2.0), TNT has improved its ratings in that demo 18 percent to a 1.3, the same rating ESPN generated in the demo, which was flat this season. "We are getting all those lost young men," said Ed Erhardt, president of ESPN ABC Customer Marketing and Sales, referring to the across-the-board declines of men 18-34 ratings for all programming among the broadcast nets this season.

Trish Frohman, senior vp of sports sales at Turner Sports, said playoff inventory on TNT is about 80 percent sold. "We are virtually at the end of our sales process," she said. "We had a successful run. Increased viewership during the regular season has driven CPMs up over last year, with increases hovering around the high single digits." —with Megan Larson ■



Coverage of Denver's star rookie Anthony lifted ratings on cable.

Finales Set May in Stone

NBC, Fox vie for ratings-period win in key demos; CBS to take total viewers

NETWORK TV By A.J. Frutkin

The May sweeps ratings period doesn't start until next week (April 29-May 26), but its outcome is already a fait accompli: CBS takes the season in total viewers, while NBC wins among adults 18-49.

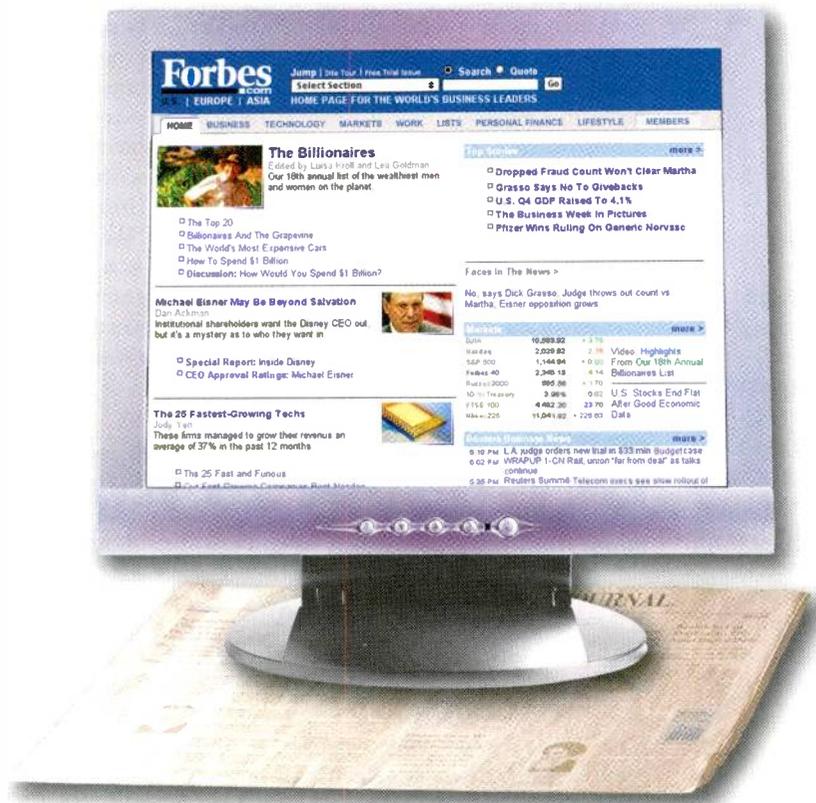
On the sheer strength of a two-hour *Friends* finale, airing Thursday, May 6, advertisers estimate that NBC will double its audience for the night, garnering a 40 share in households and a

16 share among adults 18-49. Of course, *American Idol*'s third-season finale, airing Tuesday and Wednesday, May 25 and 26, could still lead Fox to a ratings-period victory, but most advertisers believe NBC still has the season title locked up. And with so many of Fox's scripted series faltering this season, any victory for the network looks increasingly iffy.

"Fox will benefit greatly from *Idol*'s crescen-

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Media Wire

in seven other cities, for a total of 13 affiliates. —Katy Bachman

NYT Revamps Biz Section

The *New York Times* on April 18 unveiled SundayBusiness, its redesigned and renamed business section, formerly known as Money & Business. The makeover, the section's first in nine years, has a magazine feel, with two color pages and more graphics.

"We're taking a big-tent approach that draws readers who normally might not read the business section," said SundayBusiness editor Jim Impoco, a veteran of Time Inc.'s *Fortune*. "[It] needed more storytelling, more art and more of a national scope to differentiate itself from the daily coverage."

The section will feature more service editorial, including personal finance, consumer buying and technology coverage. Economist and former Comedy Central host Ben Stein will write a column on financial news and *The Atlantic Monthly*'s James Fallows will pen "The Tech-Files." The redesign will also seek to stir up more ad dollars. "Personal finance, technology and business-to-business are important areas for us that will make our SundayBusiness buy even more attractive," said Jyll Holzman, *Times* senior vp of advertising. —Aimee Deeken

NBC to Launch Digital Net

NBC and its affiliates agreed last week to launch The NBC Weather and Alert Channel, the nation's first national digital broadcast network. The ad-supported network, aired over local stations' digital signals, is a 50/50 joint venture between the network and its affiliates, which will share in the development and operating costs of the channel, also a first in the industry.

The concept was hatched a year ago by the NBC Futures Committee, which has been exploring ways for the network and its 215 affiliates to take advantage of the ability of digital TV to broadcast multiple channels. Expected to roll out this year, the channel will feature weather segments hosted by each local station's weather team, as well as national and local breaking news. NBC said it expected adoption by more than 92 percent of its affiliates. —KB

do," said John Rash, senior vp/director of broadcast negotiations at Campbell Mithun. "But NBC's lineup, beyond *Friends*, usually has higher ratings than Fox's."

Viewer anticipation surrounding *Friends* continues to eclipse NBC's two-hour *Frasier* finale, airing Thursday, May 13. Meanwhile, Fox hopes *Idol* fever boosts *24*'s season-ender, airing Tuesday, May 25.

But as to which network places second among adults 18-49 isn't a lock just yet. A fiercely competitive CBS could play the spoiler in this category with its *Survivor: All-Stars* finale on Sunday, May 9, and its *CSI* season finale on Thursday, May 20, which introduces the characters of spin-off *CSI: New York*. Additionally, the network airs its three-hour *Helter Skelter* remake on Sunday, May 16, a *Dick Van Dyke Show* reunion (scripted by Carl Reiner) on Tuesday, May 11, and a second *Carol Burnett* reunion special on Wednesday, May 12.

Kelly Kahl, executive vp of program planning and scheduling at CBS, said that whether

the net wins, places or shows among adults 18-49, to be mentioned in the category "is a feather in our cap and speaks volumes as to how far CBS has come in the demographic."

Advertisers agree. "While the other networks have lost audience this year, CBS is in a better position than last year—with the same numbers," said Lisa Quan, manager of broadcast research at Magna Global USA.

Although Fox seemed poised to overtake NBC among adults 18-49 at season's start, Quan said, "it didn't happen because so many programs didn't do as well as the network had hoped." Indeed, from highly anticipated dramas that failed, like *Skin* and *Wonderfalls*, to a botched Friday-night strategy, Fox's woes with scripted series this season has executives there already conceding the 18-49 crown to NBC. "We expect NBC to pull out a win," said Preston Beckman, executive vp of strategic program planning at Fox Broadcasting. "But it's a win they can't replicate, because they don't have *Friends* next year." ■

BET Asserts Its Strength

Net's first upfront points to leadership position in drawing black viewers

CABLE TV By Megan Larson

As full- and part-time competitors try to grab the attention of black TV viewers—Fox, MTV, UPN and even newcomer TV One—24-year-old cable network BET reminded advertisers at its first-ever upfront presentation last week that it's still the preeminent service targeting that audience. Viacom's 78 million-subscriber service backed its claims with a battery of research and a few new shows.

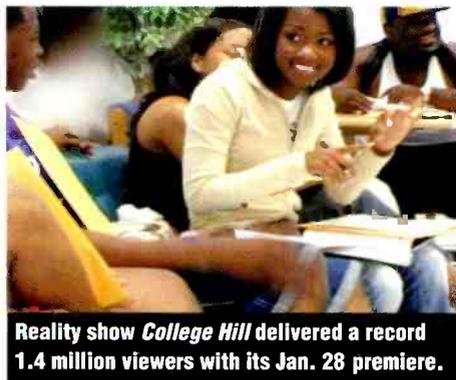
"When something new comes out, it gets a lot of press... People were asking, 'What happened to BET?'" said ad sales chief Louis Carr. "I thought it was time to get out there and remind people... who is more committed than anyone and who is doing more to serve the

black audience."

Blacks make up 13 percent of the U. S. population, according to the 2000 Census. And BET executives played up black spending power in food (\$35 billion), autos (\$19 billion) and tech (\$6.2 billion). But media buyers, who declined to speak for attribution, said sports and broadcast programming like Fox's *American Idol* is more efficient in reaching them.

BET's presentation sought to dispel that thinking. Though overall viewership for the network was flat in first-quarter prime (delivering 572,000 viewers 2-plus), BET's analysis of Nielsen Media Research data shows it was No. 1 among black viewers 18-49 and 25-54 in prime time, early fringe and late-night in January '04. BET also claims its viewers tune in for an average of 28 consecutive minutes at a time, according to Fortel-Carat Insight research.

Music remains BET's programming cornerstone. The net is renewing several shows, including *106 & Park*, *Rap City* and *Bobby Jones Gospel*. BET is also bringing back *College Hill*, a reality series about students at a black college. The first-season finale is April 21. New programming slated for 2004-'05 includes acquired series *Girlfriends* (which ran on UPN), as well as public-affairs talk show *Speak Now* and an entertainment show called *Style*. ■



Reality show *College Hill* delivered a record 1.4 million viewers with its Jan. 28 premiere.

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Source: 1&2 Nielsen Media Research, A18-49, M-Su 8p-11p, Ad Supported Cable Networks with 50+MM subs. 1. Court TV analysis of NPower, min x min, 11/03, week #4, program min vs. non-program min. 2. Length of Tune 11/03. 3. 2003 MRI Doublebase, indexed to Total US, A18-49, full attention to any program available. Ad-supported networks with 50+MM subs. Qualifications available upon request.

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LENGTH OF TUNE

Adults 18-49

MINUTES
PERTUNE-IN

NETWORK	# MINUTES PERTUNE-IN
LIFE	24.0
COURT	20.3
USA	20.0
SCIFI	19.2
TNT	18.8
BET	18.4
HALL	18.3
NAN	18.2
TBS	17.8
TLC	17.8
TVL	17.7
TOON	16.6
ESPN	16.4
DISC	15.9
GAME	15.9
A&E	15.6
ABCFAM	15.6
APL	15.4
HIST	15.1
FOXNC	14.3
AMC	14.1
FX	14.1
HGTV	13.8
SPIKE	13.8
WGN	13.8
BRAVO	13.1
WE	12.8
CMDY	12.5
FOOD	12.2
CMT	11.5
TRAV	11.5
CNN	10.7
MTV	10.1
SPEED	10.1
ESPN2	9.9
VH1	9.3
E!	8.4
TWC	8.4
MSNBC	8.3
HLN	6.8
CNBC	6.6
TVGC	4.5
CABLE AVG	14.0

Stay spot.

AUDIENCE RETENTION (Thru commercial breaks)

Adults 18-49

NETWORK %

NETWORK	%
COURT	95.4%
TVL	94.8%
HGTV	93.4%
NAN	92.4%
APL	91.8%
BRAVO	91.6%
GAME	91.6%
USA	91.0%
SCIFI	90.9%
BET	90.4%
A&E	90.3%
LIFE	90.2%
ABCFAM	89.9%
WE	89.8%
TNT	89.5%
ESPN	89.3%
DISC	89.2%
TLC	89.1%
HIST	89.0%
FX	88.7%
HALL	88.4%
TBS	88.3%
TVGC	87.9%
CMDY	87.7%
TOON	87.6%
FOXNC	87.4%
FOOD	86.9%
TWC	86.5%
AMC	86.0%
ESPN2	85.8%
SPEED	84.2%
TRAV	82.2%
HLN	81.8%
CMT	81.7%
E!	80.3%
CNN	80.2%
MTV	78.6%
SPIKE	77.6%
MSNBC	76.9%
VH1	76.4%
WGN	74.7%
CNBC	70.7%
CABLE AVG	86.6%

Good spot.

PAY FULL ATTENTION TO ANY TV PROGRAM

Adults 18-49

NETWORK INDEX

NETWORK	INDEX
HALL	116
WE	116
GAME	114
COURT	113
AMC	111
LIFE	111
TVL	111
WGN	111
ABC FAM	110
FX	110
TVGC	110
A&E	109
CMDY	109
NAN	109
SCIFI	109
VH1	109
BRAVO	108
E!	108
HGTV	108
MTV	108
SPIKE	108
TNT	108
TRAV	108
USA	108
BET	107
FOOD	107
TBS	107
TLC	107
CMT	106
CNBC	106
HLN	106
MSNBC	106
APL	105
HIST	105
TOON	105
TWC	105
DISC	104
ESPN	104
ESPN2	104
CNN	103
FOXNC	103
SPEED	103
CABLE AVG	108



Your spot works harder on Court TV.

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courttvmediakit.com

Source: 1&2 Nielsen Media Research, A18-49, M-Su 8p-11p, Ad Supported Cable Networks with 50+MM subs. 1. Court TV analysis of NPower, min x min, 11/03, week #4, program min vs. non-program min. 2. Length of Tune 11/03. 3. 2003 MRI Doublebase, indexed to Total US, A18-49, full attention to any program available. Ad-supported networks with 50+MM subs. Qualifications available upon request.

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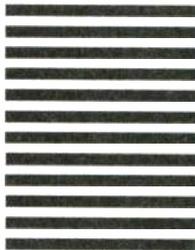
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Crime Stays

Police and thieves-themed originals proliferate on broadcast and cable

TV PROGRAMMING By Megan Larson

As a programming genre, crime shows are as old as television itself, but they have never been so pervasive. From CBS' *Cold Case Files* to Court TV's *Forensic Files*, viewers are tuning in to see whodunit, and advertising dollars are following. "This is probably the golden age of [crime] dramas," said Les Moonves, CBS chairman and CEO.

Though the number of crime shows will grow—there are 16 now in development on broadcast—the genre won't lose much steam in the near future. "Networks should be concerned that public interest might wane so they are not left flat-footed with only cop shows on their schedules, but who's to know when the tipping point will be?" said John Rash, chief broadcast negotiator at Campbell Mithun. "In an uncertain world, the certitude of crime, court and incarceration—all wrapped up in 45 minutes—is very satisfying for viewers."

Of the top 25 shows on broadcast, eight are crime-themed series. And with the launch of the fourth *Law & Order* series, *Law & Order: Trial by Jury*, and the third *CSI*, *CSI: New York*, it is likely criminal investigation will account for 10 of the top 25 series next season. "Crime touches everyone's lives, and it is part of the human condition to find out what happened," said Debbie Reichig, senior vp, sales strategy for Court TV.

With the help of *CSI*, *CSI: Miami*, *Cold Case Files* and *Without a Trace*, CBS has greatly solidified its position going into this year's upfront.

Law & Order and its spin-offs have also helped grow ratings on cable networks USA and TNT in both prime time and late-night. For example, USA captured the majority of household audiences among ad-supported cable nets during first quarter largely due to the stripping of *Law & Order: Special Victims Unit* at 8 and 11 p.m. Season to date, *SVU* delivered 1.7 million households in prime time, according to Horizon Media, and both *SVU* and *Law & Order: Criminal Intent* have averaged more than 1 million viewers in their late-night time slots. "These shows are

extremely durable because they appeal to everyone: young, old, male and female," said Kelly Kahl, CBS' executive vp of planning.

Certainly, the shelf life of the original *Law & Order* on NBC is testament to that. The series is entering its 15th year, and though it has lost viewers, it is still ranked No. 13, with a 10.8 household rating/18 share, according to Nielsen Media Research. The stamina of these series has prompted huge bidding wars by cable networks eager to acquire series like *CSI: Miami* (A&E) and *Without a Trace* (TNT). According to Lifetime, there likely will be more than 200 hours of scripted crime drama on television in '06, once the current broadcast hits start running nightly on cable.

A&E has experienced some ratings gains in first quarter due, in part, to the success of its run of the non-fiction *Cold Case Files*, which grew 25 percent season to date to deliver 507,000 adults 18-49. Court TV's *Forensic Files* grew 18 percent to deliver 468,000 adults 18-49.

"We rebranded ourselves in order to own



On the job: CBS' *Cold Case Files*, starring Kathryn Morris, is one of the eight crime-related dramas in the top 25 broadcast shows now airing.

this genre, and we are always looking to expand the definition of investigation so it doesn't get old," said Court TV's Reichig.

The prime-time cop show was reinvented when dramas like *CSI* began to focus on the science of forensics, but the audience truly became engaged after everyone's sense of security was threatened on Sept. 11, 2001. "There was an added push for these types of shows after 9/11," said Kathryn Thomas, director for Starcom Entertainment. "People want to see the bad guy get justice."

local media

TV STATIONS | RADIO STATIONS | CABLE | NEWSPAPERS | MAGAZINES | OUTDOOR

TV STATIONS

RAB Taps New Marketers to Boost Radio's Agency Profile

BY KATY BACHMAN

The Radio Advertising Bureau has hired four new marketing executives as part of an overall plan to raise the medium's profile among advertisers and media agencies. The bureau's latest effort, which one radio executive described as "aggressive, but in the early stages," was developed in response to the call from radio-group heads, who last year sharply criticized the organization for its lack of marketing initiatives.

A change in the focus of radio's chief marketing organization comes at a critical time for the radio business, which is slowly emerging from a soft advertising market but finds itself trailing other local media.

In February, a study conducted by TargetCast and Padin & Estabrook found that advertisers and agencies perceived radio as an "imperfect" medium and only a secondary consideration when creating advertising plans. Meanwhile, the industry is also facing increasing competition from local cable and TV stations, which are stepping up their respective marketing efforts to capture more dollars from local advertisers.

As part of the new marketing initiative, Sean Clark will become senior vp of marketing in Los Angeles. A founding partner of Sage Initiative, a brand-planning and consumer-research organization, Clark has worked with clients such as Starbucks, AT&T Wireless and Nordstrom.

Based in Dallas, Scott Vowinkle will be vp of marketing. Vowinkle comes to the RAB from Univision Communications, where he most recently was vp and general manager of the Hispanic Marketing Group. David Lutman also has been tapped as a vp of marketing, based in Chicago. Lutman was most recently a marketing consultant for clients such as McDonald's and ExxonMobile.

Finally, in New York, the RAB has hired Debra Miller Nelson as vp of marketing

research. Nelson spent the last five years at Universal McCann in New York, where she was tactical media insights manager.

The new hires will allow the RAB to open marketing offices in L.A., Dallas and Chicago by the end of the month. All positions will report to Mary Bennett, executive vp of the RAB, who informed the RAB's board of directors of the new marketing team in an e-mail dated April 9.

At the behest of radio executives who sit on the board of directors of the RAB, more



"If there is a wave in demand for radio, we have to get behind it and keep it going."

**JOEL HOLLANDER,
INFINITY BROADCASTING**

than \$1 million of the RAB's estimated \$7 million budget has been redeployed to focus on marketing the medium, including an advertising campaign that ran in *Mediaweek* and similar publications earlier this year.

And now that the advertising market is beginning to turn around, radio executives are even more anxious to get the industry focused on winning new dollars from agencies. "If there's a wave in demand for radio, we have to get behind it and keep it going," said Joel Hollander, COO of Viacom's Infinity Broadcasting.

Hollander—along with Clear Channel Radio CEO John Hogan, Entercom Communications president and CEO David Field, and other leading radio execs—will meet today at the National Association of Broadcasters annual show in Las Vegas to discuss the RAB's marketing plans.

"This is a very important step in the right direction as radio goes on the offense and

begins to market itself. By investing in more marketing talent, we'll do a better job building share on behalf of the industry," said Entercom's Field.

"The RAB needs to refocus the organization before it becomes obsolete," added a radio executive who sits on the RAB's board of directors, on condition of anonymity.

TV STATIONS

Meredith Taps Schwarz

Recognizing that mornings are the fastest growing daypart in local TV news, Meredith Broadcasting last week announced it had named Rosemarie Schwarz to the newly created position of vp of a.m. news operations. Meredith is the first television group to have an executive solely devoted to the burgeoning news daypart.

In her new position, Schwarz will oversee the morning newscasts, working closely with the company's station news directors and producers. Schwarz was most recently executive producer at KTVU-TV, Cox Broadcasting's Fox affiliate in San Francisco. There, Schwarz led the station to the top of the ratings contest in mornings. She also received three Emmy awards for best newscast and one for breaking-news coverage during her time at the station.

"It's a time period where our stations can generate significant ratings and, subsequently, advertising revenue," said Kevin O'Brien, president of Meredith.

Schwarz's first task will be to look at the research Meredith has conducted in each of its markets in order to improve the ratings for the company's morning newscasts.

"There's a huge appetite for morning news compared to late news, which is going down at most stations," said Mark Berryhill, vp of news and marketing for Meredith, to whom Schwarz reports.

Of Meredith's 12 stations, eight carry local news programming in the morning. Several stations posted ratings gains in the February sweeps, including KPTV, the company's Fox affiliate in Portland, Ore.; WGCL, its CBS affiliate in Atlanta; KCTV, its CBS affiliate in Atlanta; WSMV, its NBC affiliate in Nashville; and KVVU, the company's Fox affiliate in Las Vegas. —KB

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Young women prefer Telemundo's original programming.

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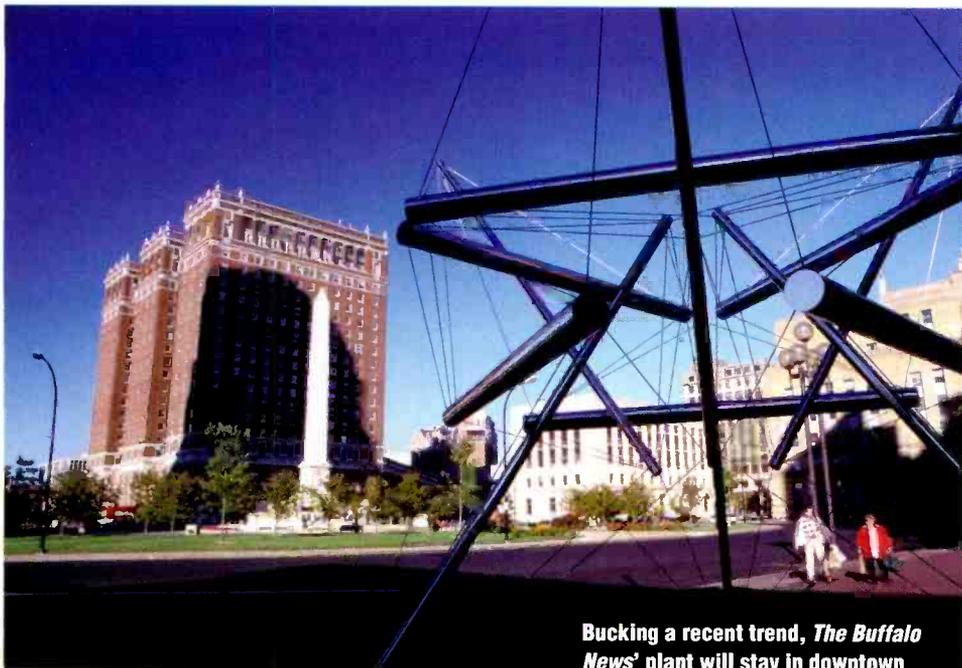
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Source: NHTI W18-34, Mar'03 vs Mar'04 impressions M-F 7-11P M-F 7-10P by hour impressions (PAV). Subject to qualifications which will be supplied upon request.

market profile

BY EILEEN DAVIS HUDSON



Bucking a recent trend, *The Buffalo News'* plant will stay in downtown Buffalo near Niagara Square.

ANDRE BENVENIGLI/PHOTOQUEST

Buffalo, N.Y.

LIKE ROCHESTER AND SYRACUSE, ITS BROTHERS GREAT LAKES CITIES IN WESTERN New York, Buffalo has been slow to recover from a protracted economic recession. Understandably, the former steel town more closely aligns itself with Midwestern manufacturing centers like Detroit than

New York City. But while manufacturing and heavy industry are still the backbone of the area's local economy, Buffalo, the second-largest city in New York state, has been trying to diversify, as an increasing number of local jobs have been lost because of corporate layoffs.

Buffalo mayor Anthony Masiello has been fighting to get a new casino built in the Queen City of the Great Lakes, as Buffalo is known. However, the local Seneca tribe has chosen to build the casino on 57 acres in the suburban town of Cheektowaga instead. The Senecas reportedly hope to have the project completed by the end of this year.

The University at Buffalo, the largest division of the State University of New York (SUNY) system, has played a key role in helping the city become more high-tech-focused, with its empha-

sis on medicine, engineering and computer science. The school, which has an undergraduate student enrollment of nearly 18,000, claims to have helped provide a \$1.25 billion economic boost to the economy of western New York in 2000-'01.

Buffalo is the No. 44-ranked market, with 647,920 TV homes. The dominant TV station is LIN Television's CBS affiliate WIVB-TV. Launched in 1948 as the city's first TV station,

WIVB has clawed its way to the top of the heap over the past several years, surpassing former undisputed news leader WKBW-TV, the ABC affiliate owned by Granite Broadcasting. The introduction of Nielsen meters in 2000 and the retirement of longtime main anchors have hurt WKBW in the ratings.

"We've won 11 ratings books in a row in every single newscast throughout the day, in households and mostly all demos," says Lou Verruto, president and general manager of WIVB and duopoly sister WNLO, LIN's UPN station. "What truly has been the driving force behind [WIVB's] growth—it's a very stable team, both on air and behind the scene. So I think the viewers feel very comfortable with the people on the air."

WIVB did bring back a familiar face to the market last fall. Victoria Hong, who began her career at the station in 1993, was named its new morning and noon co-anchor. Hong had been the main anchor at WGRZ, Gannett Co.'s NBC affiliate in Buffalo, at 6 and 11 p.m. for seven years before being moved to a 10 p.m. newscast produced by WGRZ that airs on Pax TV outlet WPXJ-TV. Hong left WGRZ last July after the 10 p.m. news was cancelled and a new anchor position was not offered to her (she was offered a reporter's job).

WIVB's newscasts contain "a very high concentration" of local news, according to Verruto. Verruto also says WIVB plans to air a live, two-hour special on the current effort to merge the local city and county governments. Advocates of the plan say it would create efficiencies by eliminating considerable duplication of services and would make western New York more competitive. Foes of the proposed merger say it's ill-conceived and that Buffalo residents are unlikely to approve a plan that would create a larger government with less representation.

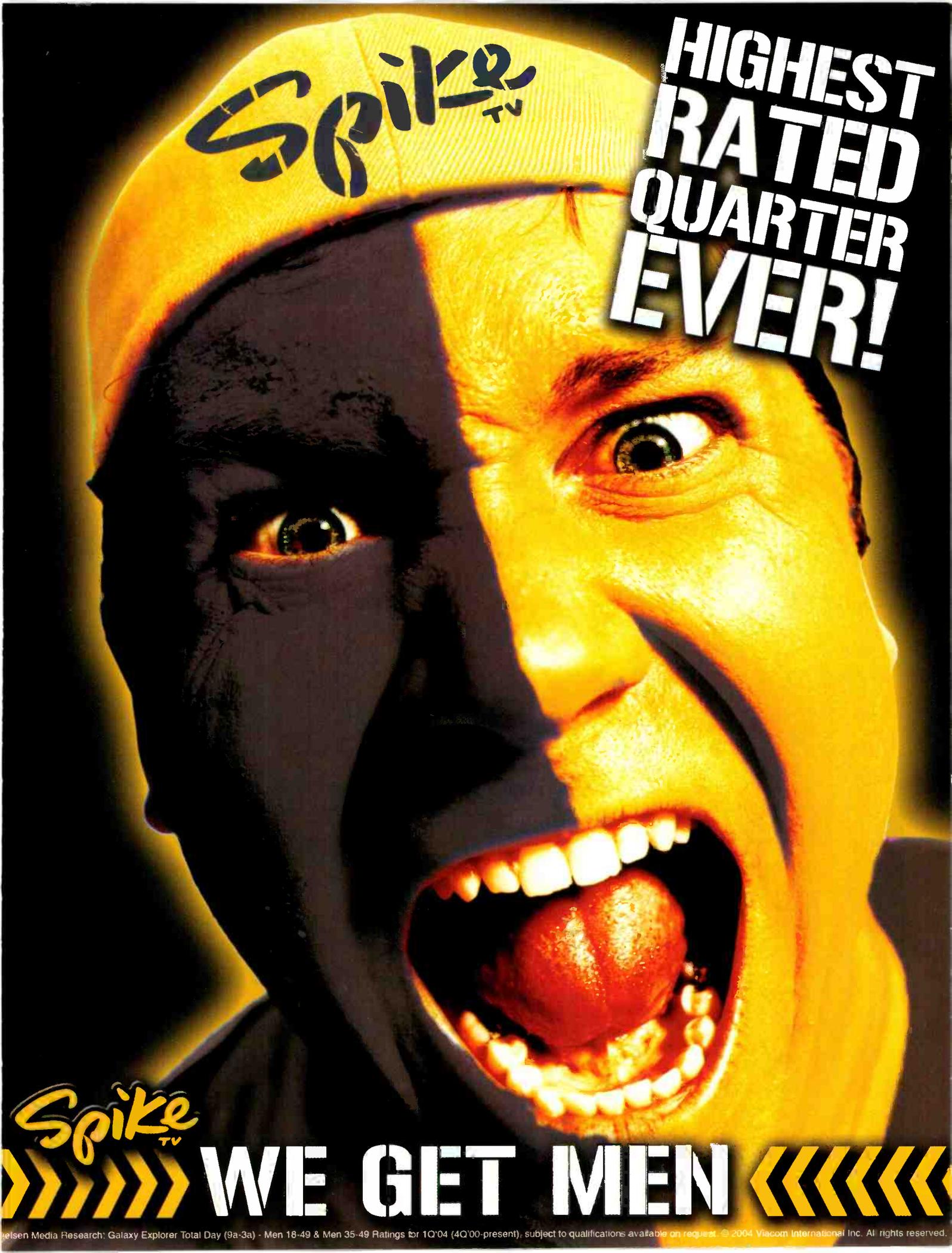
LIN purchased WNLO in July 2001 for \$26.2 million. The outlet had been a public TV station under the call letters WNEQ. It became the market's new UPN affiliate on Jan. 1, 2003, replacing then-UPN affiliate WNGS-TV. Locally owned WNGS became an Independent after losing its affiliation. WIVB produces an hourlong, 10 p.m. newscast on WNLO, which launched in January '01. It is the city's only 10 o'clock news.

For this coming fall, WNLO has acquired *Fear Factor* in off-net

NIELSEN MONITOR-PLUS AD SPENDING BY MEDIA / BUFFALO

	Jan.-Dec. 2002	Jan.-Dec. 2003
Spot TV	\$132,090,300	\$109,902,560
Local Newspaper	\$63,168,710	\$75,209,470
FSI Coupon	\$8,104,660	\$8,272,950
Outdoor	\$7,917,140	\$8,535,265
Total	\$211,280,810	\$201,920,245

Source: Nielsen Monitor-Plus

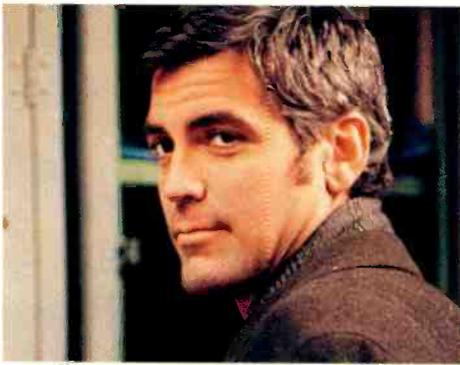


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market profile

SCARBOROUGH PROFILE

Comparison of Buffalo

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Buffalo Composition %	Buffalo Index
DEMOGRAPHICS			
Age 18-34	32	28	86
Age 35-54	40	39	98
Age 55+	28	34	118
HHI \$75,000+	31	18	59
College Graduate	13	11	83
Any Postgraduate Work	11	9	80
Professional/Managerial	23	16	69
African American	13	8	63
Hispanic	14	#	#
MEDIA USAGE-AVERAGE AUDIENCES*			
Read Any Daily Newspaper	53	61	114
Read Any Sunday Newspaper	62	72	116
Total Radio Morning Drive M-F	22	23	104
Total Radio Afternoon Drive M-F	18	18	100
Total TV Early News M-F	28	29	104
Total TV Prime Time M-Sun	38	40	106
Total Cable Prime Time M-Sun	14	17	116
MEDIA USAGE-CUME AUDIENCES**			
Read Any Daily Newspaper	73	81	111
Read Any Sunday Newspaper	76	84	110
Total Radio Morning Drive M-F	75	74	99
Total Radio Afternoon Drive M-F	73	75	103
Total TV Early News M-F	70	72	103
Total TV Prime Time M-Sun	92	91	99
Total Cable Prime Time M-Sun	62	65	106
MEDIA USAGE-OTHER			
Accessed Internet Past 30 Days	62	60	97
HOME TECHNOLOGY			
Owns a Personal Computer	69	66	95
Purchase Using Internet Past 12 Months	42	40	94
HH Connected to Cable	67	72	107
HH Connected to Satellite/Microwave Dish	18	20	111
HH Uses Broadband Internet Connection	20	17	83

#Respondent level 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: 2003 Scarborough Research Top 50 Market Report (August 2002-September 2003)

ARBITRON RADIO OWNERSHIP

Owner	Stations	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Entercom Communications	4 AM, 3 FM	28.8	\$23.5	33.6%
Infinity Broadcasting	1 AM, 4 FM	29.0	\$22.5	32.0%
Citadel Broadcasting	3 FM	19.5	\$18.9	27.0%

Includes only stations with significant registration in Arbitron diary returns and licensed in Buffalo-Niagara Falls or immediate area. Share data from Arbitron Fall 2003 book; revenue and owner information provided by BIA Financial Network.

syndication. The station also plans to add evergreen programs like *The Cosby Show* and *A Different World* to its lineup in the early afternoon. For '05, the LIN duopoly has picked up *Sex and the City* and *CSI*.

WKBW jazzed up its on-air look with a redesigned news set and graphics package last September. The station will enter its second year as the preseason home of the National Football League's Buffalo Bills this summer; WIVB previously had run Bills preseason games. In September '02, WKBW launched a live, locally produced magazine show from 4-5 p.m. weekdays called *Western New York Live*. *The Oprah Winfrey Show* on WIVB continues to win the time period, however.

Gannett's WGRZ-TV promoted general sales manager Jim Toellner to president and gm last August. WGRZ also saw some on-air changes. Most recently, the station hired 5 p.m. anchor Laura Steele, who came from WFMJ, Vindicator Printing's NBC affiliate in Youngstown, Ohio. She started this month. In January '03, WGRZ launched a 5:30 p.m. news anchored by Maryalice Demler, who also co-anchors newscasts at 6 and 11 p.m.

WGRZ, which cancelled the 10 p.m. newscast on WPXJ last year, now rebroadcasts its 6 p.m. news on the Pax affiliate at 7 p.m. and repeats its 11 p.m. news at 11:30 p.m. weeknights. (WGRZ operates the Paxson Communications-owned station under a local marketing agreement.) WGRZ plans to launch *The Jane Pauley Show* in September at 10 a.m. and first-run syndicated show *The Insider*, the companion show to *Entertainment Tonight*. The station will also air 20 Major League Baseball New York Yankees games on WPXJ.

Sinclair Broadcast Group owns the market's other duopoly: Fox affiliate WUTV and WB affiliate WNYO. Neither station currently airs local news. The duopoly has picked up *Girlfriends*, *Divorce Court* and *Judge Joe Brown* in syndication for the fall, as well as new shows *Life & Style* and *Home Delivery*.

In local newspapers, *The Buffalo News* is the city's lone daily. The paper, owned by billionaire investor Warren Buffett's Berkshire Hathaway, had a daily circulation of 207,989 as of September 2003, reflecting a 7.1 percent decline compared to the period ended September 2002, according to the Audit Bureau of Circulations. The paper's Sunday circulation dropped 2.5 percent to 298,383.

The *News* is in the process of completing its \$40 million conversion to a new offset press. Rather than relocate out of the city as some other businesses have done, the *News* decided to build its new press facility adjacent to its

existing main office in downtown Buffalo.

Last fall, the *News* converted to the narrower 50-inch width. It has been phasing in the use of the new presses, with the preprinted sections of the Sunday edition the first to be switched. Edward Cuddihy, a managing editor at the daily, says the paper is aiming for May 16 to switch the rest of the paper to the offset presses and simultaneously launch a comprehensive redesign. Buffet himself is expected to pay a rare visit to the paper on that date to see the results of the makeover.

Cuddihy says the redesign will be the first extensive revamp of the *News* in about 12 years; it will include changes in both the masthead and body type. For years, the *News* had been plagued with poor reproduction quality because of its 50-year-old letterpresses. "This is probably as extensive of a redesign as I've seen since I've been here," says Cuddihy, a 40-year *News* veteran.

The redesign should bring about significant improvements to the paper. Among them, the *News* will have expanded color capability, including adding color grids to its TV Topics guide and on its daily weather maps, which were previously in black and white. The paper also plans to reinstate The Picture Page it did away with a decade ago; it will feature an entire page of local and wire-service photos.

The various sections of the paper had floated from day to day because, with its outdated presses, the size of each section determined its placement in the paper. Under the redesign, each section will have a permanent home. Each section's inside pages will feature a new navigation aid for readers, who may also applaud another change being made with the reader in mind. "Our plan, which we fully intend to carry out, is that all jumps off of a cover will go to page 2 of every section," says Cuddihy, who says prime ad page A2 will also be included.

All of the paper's sections have been dressed up. The *News*' travel section got a fairly thorough redo, including a new name, Escapes & Getaways. "The idea is we continue to have the traditional travel stories [like trips to western Europe], but we also have close-in travel stories," says Cuddihy. The latter stories highlight local day trips.

Weekly business newspaper *Business First of Buffalo*, part of the American City Business Journals chain, also serves the market.

Adelphia Communications is the market's main cable provider. Adelphia, which filed its bankruptcy reorganization plan earlier this year, also owns regional cable sports channel Empire Sports Network. Empire Sports carries the National Hockey League's Buffalo



SETTING:
New York City Café

MIRANDA:
He was funny. And cute.

CARRIE:
Yeah, and in town for a week! What's the point?

SAMANTHA:
That IS the point! It's the best possible scenario, because you know he's leaving.

CARRIE:
But it's like whatever happens, there's an expiration date. It's expiration dating.

**Great Writing.
Great Comedy.**

SEX AND THE CITY
COMING IN JUNE

TBS

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NIelsen RATINGS / BUFFALO

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	CBS	WIVB	9.2	18
	ABC	WKBW	6.4	12
	NBC	WGRZ	6.0	12
	Fox	WUTV*	4.1	8
	UPN	WNLO*	0.9	2
	WB	WNYO*	0.8	2
	Pax	WPXJ*	0.2	#
5:30-6 p.m.	CBS	WIVB	9.2	18
	ABC	WKBW	6.7	13
	NBC	WGRZ	5.6	10
	Fox	WUTV*	5.3	10
	UPN	WNLO*	1.3	2
	WB	WNYO*	0.8	2
	Pax	WPXJ*	0.2	#
6-6:30 p.m.	CBS	WIVB	11.9	21
	ABC	WKBW	8.9	16
	NBC	WGRZ	5.5	10
	Fox	WUTV*	4.0	7
	WB	WNYO*	2.6	5
	UPN	WNLO*	0.8	1
	Pax	WPXJ*	0.7	1

Late News

Time	Network	Station	Rating	Share
10-11 p.m.	UPN	WNLO	3.4	5
11-11:30 p.m.	CBS	WIVB	12.8	22
	NBC	WGRZ	10.9	19
	ABC	WKBW	9.0	16
	Fox	WUTV*	3.0	5
	UPN	WNLO*	1.2	2
	WB	WNYO*	0.8	1
	Pax	WPXJ*	0.2	#

*Non-news programming. Source: Nielsen Media Research, February 2004.

NEWSPAPERS: THE ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Erie County: 378,140 Households				
<i>The Buffalo News</i>	181,641	245,540	48.0%	64.9%
<i>Tonawanda News</i>	3,742		1.0%	
<i>Niagara Gazette</i>	539	3,618	0.1%	1.0%
Niagara County: 87,525 Households				
<i>Niagara Gazette</i>	23,233	43,018	26.5%	49.1%
<i>The Buffalo News</i>	20,143	31,520	23.0%	36.0%
<i>Lockport Union-Sun & Journal</i>	14,611		16.7%	
<i>Tonawanda News</i>	7,001		8.0%	
Cattaraugus County: 31,094 Households				
<i>The (Olean) Times Herald</i>	10,407	10,473	32.6%	32.8%
<i>The Buffalo News</i>	4,108	6,283	12.9%	19.7%
<i>The (Jamestown) Post-Journal</i>	1,220	1,285	3.8%	4.0%
<i>(Dunkirk) Observer</i>	637	640	2.0%	2.0%
Wyoming County: 14,979 Households				
<i>Batavia Daily News</i>	3,123		20.8%	
<i>The Buffalo News</i>	2,884	5,005	19.3%	33.4%
<i>(Rochester) Democrat and Chronicle</i>	931	1,710	6.2%	11.4%

Data is based on audited numbers published in the Audit Bureau of Circulations' Fall 2003 County Penetration Report.

Sabres, which Adelphia owned until last year, when the team filed for Chapter 11 bankruptcy protection. Rochester-based billionaire B. Thomas Golisano signed a purchase order to buy the Sabres in March and the deal is reportedly near completion.

Cable penetration overall in the market is 72 percent, making Buffalo-area residents 7 percent more likely to subscribe to cable than the national average (see *Scarborough chart on page 14*). Area residents are also about 11 percent more likely to be hooked up to direct broadcast satellite than the national average.

The hyphenated Buffalo-Niagara Falls, N.Y., radio market ranks No. 52 in the country. Three radio giants control 92.6 percent of the radio advertising revenue pie: Entercom Communications, Infinity Broadcasting and Citadel Broadcasting (see *Radio Ownership chart on page 14*). Entercom owns News/Talk outlet WBEN-AM, the market's No. 1 station overall (in listeners 12-plus) and in morning drive. Infinity's Country format WYRK-FM leads afternoon drive from 3-7 p.m.

Early last year, Entercom flipped its struggling Business News station WWKB-AM back to its original Oldies format, competing with Citadel's Oldies WHTT-FM, the sixth-ranked station in listeners 12-plus. WWKB also hired a handful of former WHTT local personalities, including legendary local DJ Danny Neaverth, who was a morning radio fixture on WWKB from 1963-'88.

Entercom is also in the process of purchasing WNSA-FM, a Sports outlet licensed out of Wethersfield, N.Y., from Adelphia. Last year, WNSA picked up the radio rights to the Yankees games, which had been on Entercom's rival Sports station WGR-AM. Entercom may opt to change the formats on one of the Sports outlets once it receives final approval to purchase WNSA, which is also the flagship of the Buffalo Sabres. The Buffalo Bills games are heard on three Citadel stations: Classic Rock WGRF-FM, Modern Rock WEDG-FM and WHTT.

Lamar Advertising is the leading out-of-home advertising player in the Buffalo market. Lamar's local inventory includes more than 200 bulletin faces.

Lamar is currently suing a Buffalo area community, Orchard Park, for instituting an ordinance banning large billboards. The town won the case but Lamar won its appeal, which is expected to go before the New York State District Court (the court that originally upheld the town's ordinance).

Some say Eskimos don't need ice.



Guess no one looked in Hawaii.

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Interactive
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Interactive Agency Report Cards

IQ report-card season. Just as it used to be with mid-term grades, it's an occasion for hand-wringing and sleepless nights (for us as much as the shops). Given that the industry always has been chock-full of SAT-acing overachievers, we need to remind people that a C doesn't mean a career of ignominy. It means that according to our methodology, a shop was merely an average performer in a given category in a given year. Here, then, is how we determined the grades for the Top 10 interactive agencies (by revenue) for 2003: **Numbers:** We gathered information on revenue and staff from a number of sources: industry experts, syndicated data and, in fewer instances than we'd like (due to Sarbanes-Oxley), from the agencies themselves. Since evaluating only the Top 10 by themselves doesn't provide a large enough sample, we evaluated the Top 25 on revenue-to-staff ratio and revenue gains as compared with interactive-industry averages (this year's aggregate average was about 11 percent), before determining a composite rank in both categories. Then, with the help of *Adweek's* financial columnist, Alan Gottesman, grades were determined for the 10 agencies for which we publish report cards. **Creative:** Grades are based on design, ease of navigation, user experience and the overall power of the marketing idea. They take into account more than the work described in each shop's creative section; space limitations prevent us from going into greater detail. **Technology:** Creating proprietary technologies garners high grades, though shops that find innovative ways to use existing technologies get credit, too. **Management:** How execs run their businesses, taking into account revenue growth versus competitors, saviness of management moves and revenue-to-staff ratio. **The final grade:** We use a formula to average the other four marks. —*The Editors*

AGENCY.COM

C+

NUMBERS

D+

Revenue up 5% to \$84 million. Won Web duties for Honeywell, Bally Total Fitness, Sovereign Bank. One of four shops chosen for Hewlett-Packard's Web-development consolidation. No account defections, but Miller spending dipped last year following July '02 SAB purchase, as did HP's during consolidation. Below-average growth decreased grade.

CREATIVE

B

Straightforward HP home page simplifies company's complexity. Cinematic Flash animation, interactive vignettes effectively demonstrate flat bed, privacy and service on British Airways.

TECHNOLOGY

B+

Created picture-upload technology for HP's "You Take Five" digital-photography contest, and ADA-compliant sites for Sovereign, HP. Developed Discovery ad-sales-presentation tool. Net ad unit iTraffic quickly adopted Unicast's full-screen, 15-second ad for Discovery, Fox.

MANAGEMENT

C

Chairman, CEO Chan Suh kept staff focused during Omnicom's negotiations with Seneca to buy shop in June. Suh and president Don Scales retained clients Sovereign, ISO New England after cost-cutting Boston office closure. Under president Stacey Nachtaler, iTraffic represented 22% of Agency.com's revenue by year's end, up from 15% in '02.

COMMENTS

Having recorded its first, albeit modest, revenue gain in two years, Agency.com now can focus on growth rather than survival. Principals should try to market shop to siblings for intrafamily opportunities.

DIGITAL@JWT

B-

NUMBERS

B-

Revenue up 13% to \$63 million. Added business from existing clients White Castle, Lipton Brisk, Häagen-Dazs, Orkin, Schick, Ford. Landed online work for McLeod, FEMA, T. Rowe Price, Cargill, 3M. Lost digital-marketing duties for Baileys, Lubriderm, Sun Microsystems.

CREATIVE

B-

Ford F-150 roadblock shakes home pages of major portals to grab attention. Def Jam promotion on Lipton Brisk site appeals to younger, urban target. Schick Quattro features apt co-branded *FHM*, ESPN content, but cheesy product graphics.

TECHNOLOGY

B

Used Flash 6 to create virtual *Drivers Talk Radio* host Rick Titus, who takes users on tour of F-150; Viewpoint for 3D modeling of Schick razors; IBM WebSphere Portal for 3M, Cargill. Handled search-engine optimization for Northwestern Mutual, U.S. Marines, others.

MANAGEMENT

B

CEO Kevin Wassong expanded roster beyond JWT with digital-only wins from 3M, UHC, others. Stable leadership, including COO Dan Mallin and president Scott Litman, implemented network approach, servicing clients by using strengths of eight North American offices, such as technology in Minneapolis and online media in New York.

COMMENTS

This January's consolidation of JWT's digital, direct and database resources to form connect@jwt, with Wassong as CEO, should stimulate growth through cross-selling opportunities.

DIGITAS

B+

NUMBERS

B

Interactive marketing revenue up 17% to \$84 million. '03 first full year of profitability since IPO in 2000. Wins included retention assignment from America Online, AT&T Wireless online media, Pfizer, Grainger, Time Warner Cable. Nearly 25% of total company revenue gain came from existing clients. Lost American Century Investments.

CREATIVE

B+

E-booklet for Saab 9-3 convertible gracefully recreates top-down experience. American Express "visions of blue" campaign mesmerizing and memorable, but "Wheel of Fortune" effort workmanlike, if fun to play. "Daydream" for Sonystyle.com exhibits fashion-forward aesthetic.

TECHNOLOGY

A-

Delivered CRM, back-end programs for clients such as GM and Microsoft. Built XML-based publishing system for AT&T that could handle 300 offers in 50 markets.

MANAGEMENT

A-

Management and client base showed tremendous stability. Digitas vet Greg Johnson moved from president of Europe to president of marketing agency services. Rob Willms added London. Martin Reidy, former president and CEO of R/GA, hired as president, Digitas-West. While private investor Hellman & Friedman sold most of its 45% stake in 2003, stock is trading at roughly three times what it was a year ago.

COMMENTS

Digitas, *Adweek* IQ's 2003 Independent Agency of the Year, is well past its downturn. January 2004 wins of GM BuyPower and AOL online media business bodes well for strong year.

EURO RSCG INTERACTION

B-

NUMBERS

C

Revenue up 9% to \$260 million. Picked up Web assignments for Cap Gemini Ernst & Young, Polaroid, Agilent, MCI and Travelocity. Gained digital work for Citibank, Diesel, Bermuda Tourism, British Gas from absorption of Havas siblings' below-the-line units. Lost \$35 million Verizon Communications account. BMW Mini Web duties followed creative directors to their startup.

CREATIVE

B-

Intel Centrino's logo flies across ads as copy demands "Unwire" to aptly communicate mobile-technology message. New Balance site combines deep product info with powerful offline imagery of "N" logo. Volvo S40 sweepstakes plug lost amid dull color palette.

TECHNOLOGY

B+

Used online-photography application from eVox Productions to feature 360-degree spin of Volvo S40, with opening doors and functioning lights. Sent Centrino messages to AvantGo platform.

MANAGEMENT

B-

Euro RSCG Interaction CEO George Gallate managed integration of marketing-services units inherited in September Havas reorganization, crisscrossing globe to instill shared culture, clients, resources.

COMMENTS

Microsoft wasn't convinced Euro was a global network when software giant consolidated CRM duties elsewhere this February. This month's launch of Euro RSCG 4D—Gallate's effort to unify 118 offices worldwide (48 with digital capabilities)—should help shop make case.

GREY DIGITAL MARKETING

B-

NUMBERS

C

Revenue rebounded from dismal 2002 for Grey Digital (which includes Grey Interactive and Beyond Interactive) rising 15% to \$185 million. GI wins included Diet Coke, Harrisdirect. Additional business from Wyeth's Alavert and Caltrate. No losses. Beyond wins included Gerber, Levitra, ConAgra Foods, NAI, Gateway. Lost Pharmacia as result of Pfizer merger. Low revenue-to-staff ratio hurts grade.

CREATIVE

B-

For Beyond and GI, work is more straightforward than wildly creative. GI's ads for CoverGirl classy, information-rich; Beyond's Royal Bank of Scotland sponsorship of Jack Nicklaus content nicely subtle.

TECHNOLOGY

B+

GI built sites like P&G's CoverGirl.com and Novartis' Gerber.com that customized content based on user input. Beyond developed sophisticated ad-reporting technology and its own expandable rich-media unit.

MANAGEMENT

B-

GI managing directors Norm Lehoullier and Orin Wechsberg may be longest-running team in industry, at almost 10 years. 2003 performance proved 2002 was anomaly. On Beyond front, co-founder Nick Pahade, named evp/managing director in Feb. '04, worked closely with other Grey units for robust new-business year.

COMMENTS

Grey Digital's units benefit from Grey Global Group's willingness to let them build their own success, serving many clients not on Big Brother's roster while at the same time leveraging the network to expand. So far, it's a combination that works.

OGILVYINTERACTIVE

C+

NUMBERS

C-

Revenue up 10% to \$176 million, just under industry average. Wins included DuPont, Cisco, DHL, Zoloft, Relpax. Additional business from Unilever, Coca-Cola Co. Poor revenue-to-staff ratio hurts grade.

CREATIVE

B

Cyber Lion-winning work for Renault in Brazil, in which user is chastised for "touching" car with cursor, and Fanta's Shokata in Denmark, which allows people to make Bollywood-style movies, displays sweet spot where strong ad ideas and interactive intersect. Webisodes for ONDCP, IBM take too long to get to point.

TECHNOLOGY

B

Leveraged broadband for clients such as Cisco, Ameritrade and IBM, whose customers consider high-speed connection sine qua non. For example, IBM's Wimbledon sponsorship featured live video and audio feeds from tournament.

MANAGEMENT

C+

Formed mOne, which merged digital capabilities of MindShare and OgilvyOne into one shop. Also created new post for former Lot21 president/COO Eric Wheeler, who became executive director, OgilvyInteractive, N.A., in December. New-business record so-so.

COMMENTS

OgilvyInteractive should have it all—good creative product, global reach, and roster of interactive-savvy clients such as American Express and IBM. Now it needs to use those strengths to vault it to top of every client's interactive wish list.



R/GA

A-

NUMBERS

B+

Revenue up 20% to \$68 million. Won global standardization duties from Avaya; Web work for Levi Strauss, Circuit City, Hilton, Federal Reserve, NYC2012, Bausch & Lomb, Voom; creative portion of Verizon's \$35 million online media account. November '02 win of Bank of America (\$10 million online media spender) reflected in numbers. No losses.

CREATIVE

A

NikeGridiron.com pairs NFL athletes with 3D football games to effectively associate brand with speed. Interactive timeline on Levi Strauss' 150th-anniversary site reflects each decade with photos, ads, other historical materials. Strong copywriting highlights BofA ads.

TECHNOLOGY

A-

Developed BofA interactive signage with touch-sensitive screen. Partnered with WildTangent to develop Nike games. Showcased IBM software with Flash demo that simulates city.

MANAGEMENT

A-

Chairman and CEO Bob Greenberg, seven principals leveraged IPG ties, converting on four referrals from siblings (Circuit City, Hilton, others), but reeled in most business on their own. President and CEO Martin Reidy left in November after seven years to lead Digitas-West.

COMMENTS

Commendable growth, creative prowess and constant innovation earned R/GA *Adweek* IQ's 2003 Affiliated Agency of the Year honor. Shop's evolution likely will continue, as Greenberg gets into interactive TV, advergaming and lower-cost commercial production.

SBI.RAZORFISH

C+

NUMBERS

C-

Revenue up 60% to \$120 million on acquisitions of Razorfish and smaller Xcelerate, which accounted for almost 95 percent of \$45 million revenue gain. Wins included Garnier Fructis, Toon Disney, AT&T Networking, Kodak, Nabisco. Additional business from existing clients Visa, Ford, Thomson, Kraft. Losses: Perkins & Will, Wrigley.

CREATIVE

C+

Acquisition of creative hothouse Razorfish in March 2003 doesn't seem to have had appreciable effect on SBI's solid but predictable work. Garnier site makes good use of viral marketing; online work for Visa, Ford and Europe's Toon Disney nothing that hasn't been seen before.

TECHNOLOGY

B+

Tied order processing into existing SAP system for GE Silicones. Created content-management system to handle archives for New York Public Library. Combined video, music downloads, free music player and proprietary IM technology for Garnier site.

MANAGEMENT

C+

Spent most of 2003 digesting. Parent, renamed SBI Group, split into two divisions: enterprise-consulting arm SBI.Enteris and interactive-consulting arm SBI.Razorfish. Became largest outside shareholder of well-regarded European i-shop Framfab in October. Promoted Darrin Brown to evp/strategy and marketing.

COMMENTS

Formation of company that can do both interactive marketing and high-end technology consulting is interesting spin on integration. Only six months into it, it's too early to tell if it's also a good idea.

TRIBAL DDB

B

NUMBERS

B

Revenue up 31% to \$68 million. Landed mix of online advertising, Web development, CRM tasks for Frito-Lay, Cotton Inc., Dannon yogurts, Neutrogena and AstraZeneca's Nexium. Late-2002 Home Depot win reflected in numbers. Expanded international client ties with Volkswagen and Philips into regions of Australia and South America. No losses. Lowest revenue-to-staff ratio of Top 10 pulls down grade.

CREATIVE

B-

ING ads poke fun at online advertising with humorous lines like, "Please don't click here." McDonald's site falls flat after inviting home-page imagery. High-energy Pepsi site weaves music, sports and promotions.

TECHNOLOGY

B

Used BroadVision Web applications to power portal for U.S. Air Force and develop new HomeDepot.com, and Chattables instant-messaging technology for Pepsi. Leveraged Flash, Adobe After Effects to create 30-second online spots for American Airlines, ING.

MANAGEMENT

B

N.A. CEO Matt Freeman hired MRM exec Dori Stowe and Paramount vet Jefferson Burress to head pharma and entertainment practices, respectively. Boosted creative, tapping Modem Media's Doug Fitzsimmons as cd in L.A. and Blast Radius' Bruce Sinclair as cd in Canada.

COMMENTS

Look for Freeman to continue building expertise in verticals that are vested in Web; gaming category is next likely candidate. Hiring former Rare Medium, Organic exec Paul Roberts as Dallas gm this March should help shop build on 2003's new-business performance.

ZENTROPY PARTNERS

C+

NUMBERS

C-

Revenue up 10% to \$76 million. Wins included H&R Block, Wendy's, Nikon, Radisson. Additional work from Johnson & Johnson, Microsoft. Lost Marriott, Reebok (U.S.). Poor revenue-to-staff ratio hurts grade.

CREATIVE

B-

Online ad campaigns, such as banner effort for Black & Decker that tilts page and recommends tool to right it, generally outshine site design. Real-time Cartier watch perfect marriage of branding and product demo. Radisson cruises site has all the info, no zing.

TECHNOLOGY

B

Built application for private-jet provider CitationShares that offered users recommendations and competitive pricing, and helped client's staff generate newsletters. Developed BuickRetail.com extranet that enabled local marketing groups to manage online and offline ads.

MANAGEMENT

C+

Steve Woolford's first year as worldwide managing director saw growth that was just off industry average, but major clients H&R Block and Microsoft turned to shop for big engagements. Hired former TBWA\Chiat\Day interactive cd Gary Smith in L.A. as svp/gcd; ex-Modem Media execs Craig Lambert and Steve Nesle in N.Y. as managing director and cd, respectively.

COMMENTS

Agency's growth was underwhelming in 2003, given its parent's huge client base and industrywide turnaround. February 2004 MRM win of some of Microsoft's \$400-500 million in CRM duties gave shop jump start on new year.



Reach Kate at Work in New York.

Then, reach her brother in L.A.,
her former college professor in Philadelphia,
her friend in London, her yoga instructor
in Morristown and her mom in Miami.

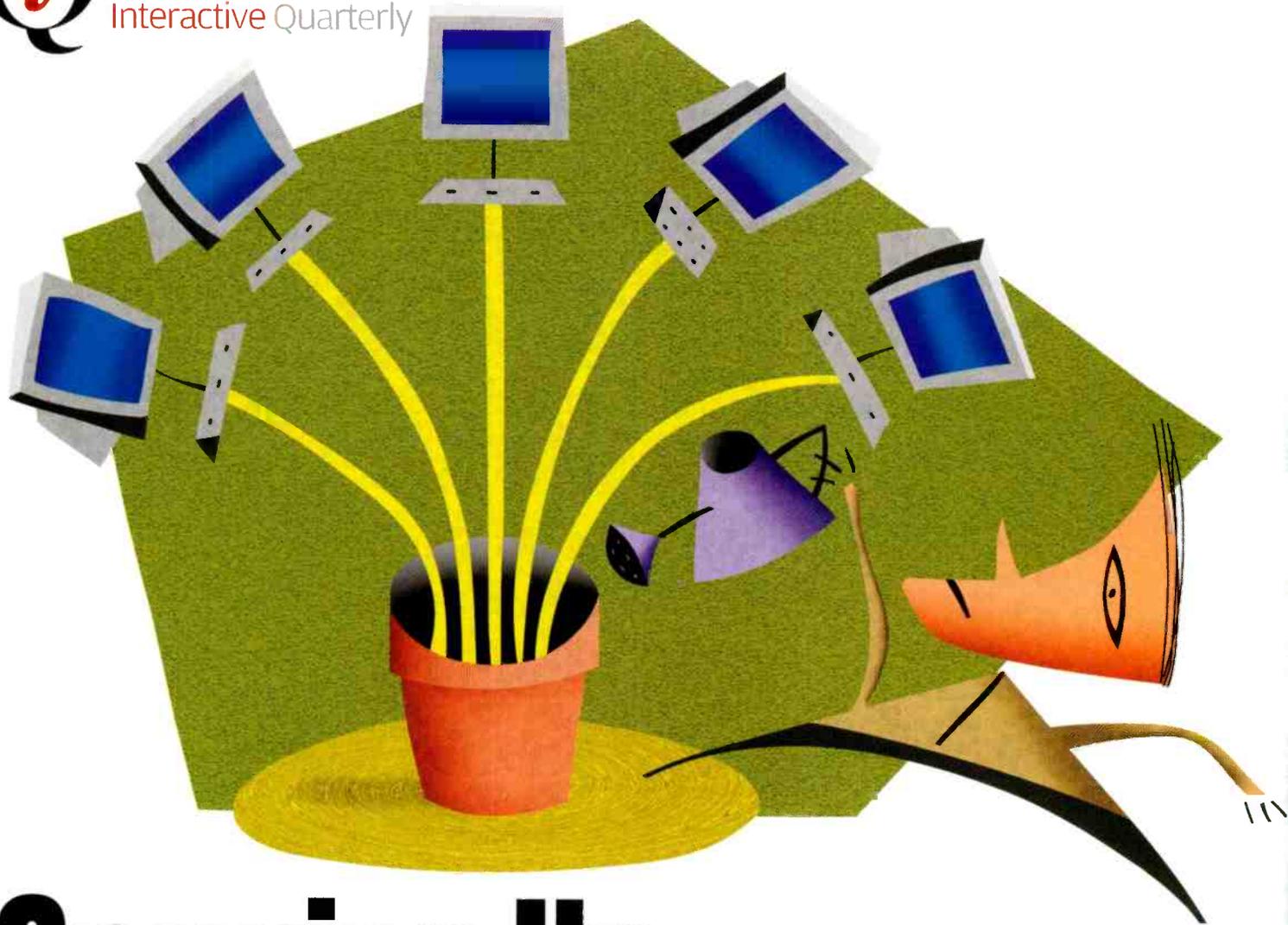
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Growing Up

The Internet has matured, spurring more sophisticated and lucrative usage by advertisers and publishers BY TONY CASE

Internet advertising is no longer the next big thing of 1996. Nor is it the questionable buy of 2001. As we head into the second quarter of 2004, it is a part of many companies' multitiered marketing plans. And this year, forecasters are predicting, will be the biggest ever for Internet-advertising expenditures. In fact, leading online entities that include MSN, Yahoo!, and the heavily trafficked sites of publications such as *The New York Times*, *The Wall Street Journal* and *Forbes* all are reporting especially robust ad figures so far this year.

In early April, Yahoo! reported first-quarter profits of \$101 million, compared with \$46.7 million a year earlier, and projected year-end revenue of \$2.4 billion, due to the strong growth of its ad business and the acquisition of Overture.

The New York Times Co.'s digital group, which encompasses NYTimes.com and Boston.com, reported that ad revenue in February soared 36.9 percent over last year. In 2003,

revenue in the unit rose 23 percent from the year before to \$88 million. In March, the NYTimes.com site added a movie-theater section in response to the growing interest in online advertising among Hollywood studios; studio ads for the unit rose 94 percent in 2003 versus the previous year.

Forbes.com enjoyed a 50 percent jump in ad business in the first quarter, while WSJ.com says 2004 ad revenue will best last year by 30 percent to 35 percent.

"We're bullish," says Gordon Hodge, media analyst with investment bank Thomas Weisel Partners in San Francisco, which projects that total Internet ad spending will jump 25 percent to \$9 billion in 2004.

Much of that surge, Hodge says, can be attributed to the "torrid pace" of the growth of search, which has caught on with small businesses and Fortune 500 players alike. The bank estimates that business from search alone this year will grow 35 percent to 40 percent, to \$3.5 billion, on top of last year's remarkable 170 percent improvement. "Search is going after the \$13 billion yellow-pages market, the \$40 billion direct-mail market, so there's a huge pie of opportunity for search to continue to [get a piece of]," says Hodge.

On top of search's growth, old-fashioned branded advertising in the way of sponsorships, banners, pop-ups and rich media will see a more-muted but still strong 20 percent jump this year. Branded advertising on the Internet—already the segment's biggest category—will grow as search continues to grow, Hodge says.

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Hodge and others say several factors are driving the market. One is consumer behavior—the growing number of people on the Internet and consumers' increased time spent with the medium. "The Fortune 500 began to take note," says Hodge, especially in relation to mass media like network TV, which demands ever-higher CPMs even as its audience continues to migrate to cable. "As advertisers look around for other media with significant reach, that deliver the young demos, the Internet is the obvious place. We're finding more and more users in the 18-49 demo, and that demo is spending six hours more per month [online] than it was a year ago."

And unlike network TV, with Internet, the price remains competitive. "There's so much supply out there, if you aggregate the inventory of Yahoo!, MSN, their sellouts are consistently below 50 percent of inventory, so there's a lot of opportunity in improving sellouts," says Hodge.

The evolving creative capabilities of online also have had an impact on business. American Express in March rolled out a four-minute "Webisode" featuring comedian Jerry Seinfeld, aimed at encouraging users to spend more time with its message.

'Blue-chip, offline advertisers are in some stage of ... **shifting serious dollars to online.**'

— JIM SPANFELLER, PRESIDENT AND CEO OF FORBES.COM

Like Hodge, David Hallerman, senior analyst for advertising and marketing with New York-based Internet-research firm eMarketer, says paid search will lead growth this year, accounting for one-third of expenditures. Hallerman's group projects total Internet ad spending will rise 15.3 percent to \$8.3 billion this year, up from last year's \$7.2 billion. "With paid search, advertisers have seen its effectiveness as a direct-response tool," he says. "The effectiveness is based on the fact that an individual is targeting himself at the point of search; he's interested in the topic and at that moment."

Hallerman says the best thing that ever happened to the online world was the burst of the dot-com bubble. "It began to take the Internet from something that was exceptional to something that was mainstream—the fact that the bubble burst and didn't go away," he says. The explosion of broadband connections is encouraging users to spend more time with the medium, he points out.

"Marketers finally woke up and realized consumers were online," says Greg Stuart, president and CEO of the Interactive Advertising Bureau trade group. "Marketers have had enough time post-bust to figure out on their own that this thing works. Are you going to get a competitive advantage by spending more in TV? That would be idiotic." In the fourth quarter of last year, interactive advertising brought the highest revenue, at \$2.2 billion, of any quarter since 1996, when IAB and PricewaterhouseCoopers began tracking spending, reports IAB.

Jim Spanfeller, president and CEO of Forbes.com, says advertising is "coming back in a way that is dramatically and fundamentally different than 2000. These are not dot-coms—this is where blue-chip, offline advertisers are in some stage of experimenting, reaffirming, then shifting serious dollars to online spending." Forbes.com enjoyed ad revenue last year that was 60 percent greater than 2002. Besides a greater number of companies growing to appreciate and understand the Web as a marketing tool, factors such as improvements in the economy, creative and trackability of online ad results are

driving business, says Spanfeller. New advertisers this year include Charles Schwab and T. Rowe Price. Forbes.com is so sure of the results it can bring marketers that in a new trade campaign, it guarantees advertisers a refund if their ads prove to be not as effective as those on the *WSJ's* site.

Randy Kilgore, vp of ad sales for *WSJ.com*, the largest paid news site on the Web, says his site's double-digit ad gains are the result in part of tech-market leaders such as Hewlett-Packard and Microsoft stepping up their commitments. In early April, *WSJ.com* said it adopted behavioral-targeting technology from Revenue Science Inc. that uses natural-language keywords to create custom audience segments in real time and rank the quality of those audiences for Web ad campaigns. Singapore Airlines was the first *WSJ.com* customer to use the service. The technology has piqued the interest of the site's consumer-electronics and automotive clients, as well as travel clients. Kilgore says ad categories picking up speed include retail, financial and travel.

"The consumer has been there for a number of years—what is surprising is that it's taken this long [for certain advertisers to come around]," says Martin Nisenholtz, CEO of New York Times Digital, noting that this boom is much more "sober" than the last, built so much on dot-com hype. While he doesn't want to downplay search, he adds, "I do think there's a lot of hot air in the discussion, and a lot of it is legitimate—and some of it isn't. You want to be careful before you blow something up into another bubble." Nisenholtz says real estate and automotive continue to drive classified business at *NYTimes.com* and *Boston.com*. Recruitment will grow this year, as the job market shows signs of improvement. On the display side, the sites continue to be "major-account-focused," he says, with entertainment, travel, technology and education among the strong categories.

Joanne Bradford, chief media revenue officer for *MSN.com*, says the site's ad revenue in the first two quarters of 2004 is running some 50 percent ahead of the same period last year—*notwithstanding search*. *MSN* is enjoying "significant growth" in pharmaceutical and healthcare; the current "diet war" is paying "big dividends" for the site, she says. Other strong areas include automotive, with Detroit rolling out some 60 launches or revamped models this year. *MSN* played a "key part" in the launch of the Ford F-150 pickup truck, she says; the advertiser took over *MSN's* home page but also utilized its search, automotive and entertainment features. Financial services also is coming on strong; American Express bought ads on *MSN's* home page and its entertainment and women's sites in April.

Bradford says that despite conventional wisdom that the country's largest companies are driving the current steamroller of online ad spending, one cannot ignore the continued impact of the dot-coms. "When you look at travel and financial services, some of the biggest spenders are not in the Fortune 500 but are savvy marketers who are blazing a trail," she says.

Still, the rate at which blue chips have come to embrace the Internet for their marketing campaigns is remarkable. Bradford notes that in late March, more than 500 major marketers, including Procter & Gamble, Toyota, Visa and AT&T Wireless, converged on *MSN's* Redmond, Wash., headquarters for the fifth annual *MSN Strategic Account Summit*. "Two years ago, you couldn't get those marketers to pay attention to this area," says Bradford. "Two or three years ago, the market had lost credibility, and you could ignore it—but everybody knows digital marketing is key to success today, and you can't ignore it."

Tony Case is a contributing editor to Mediaweek.

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Paper Chase

Newspapers traditionally attract the fewest political ad dollars. But with all the money flying around this election year, publishers could end up doubling their take.

BY LUCIA MOSES



Pennsylvania, which George W. Bush barely lost in 2000, is among 17 battleground states that are expected to be flooded with political advertising—and Christine Hutkin plans to be ready when that happens.

Hutkin, national ad manager for Calkins Media's three suburban Philadelphia dailies, has been learning who's who in state political campaign consulting and who's running for which offices, and making sure political advertisers are aware of her papers' entire portfolio of

products, not just ROP. The category traditionally has contributed little to nothing to newspapers, but Hutkin believes political represents an opportunity. "We didn't get anything in the last national campaign, so we have nowhere to go but up," she says.

Most political ad dollars will be spent on television; \$807 million went to TV ads in the last presidential election year, versus an estimated \$30 million spent in newspapers. But some political media consultants, ad buyers and newspaper executives contend that newspapers



could double that take or better this year.

Here's why:

The front-runner candidates are raising money at a brisk clip, and if the pace continues, they'll be looking for places to spend it. Candidates are expected to spend as much as \$1.3 billion on TV ads in the top 100 markets this year, the Campaign Media Analysis Group projected, a figure that would shatter spending records.

"They're going to have limited places to put the money, and

newspapers don't have the same restrictions as radio and TV have," says national Democratic political consultant Joseph Mercurio. "There's a very good possibility that newspaper advertising could explode this year."

With donations to political parties now limited, money is being rechanneled to new independent groups such as MoveOn.org that are exempt from the donor-disclosure or contribution-limit requirements affecting the parties and political action committees. In general, these

527 groups—so named for a section of the tax code—can't air TV or radio ads 60 days before the general election.

"Newspapers definitely have a play, because they're exempt from campaign financing," says Patti Heck, president of Crossroads Media in Alexandria, Va., a media-buying firm that handled \$7 million in pro-business advertising in 2002. In short, money will be plentiful this fall,



"I am probably more optimistic than I've ever been...I would be ecstatic if we did a quarter of a million in national advertising."

BRUCE FAULMANN, TAMPA TRIBUNE

and a significant amount may be shut out of broadcast media.

It also can't hurt that, for the first time, the newspaper industry is aggressively promoting itself as an effective way to communicate political messages. In a bipartisan survey of 1,200 registered voters last summer on behalf of the trade group the Newspaper Association of America, voters ranked newspapers second, behind TV, as most helpful in helping them make up their minds on how to vote in state and local elections. But they also trusted political ads in newspapers more than those in radio and TV. Undecided voters also were found to be highly likely to be newspaper readers.

The association packaged the research with 50 of the best print political ads it could find, then sent them to 100 political consultants. The NAA also has been presenting the message at conferences and symposiums attended by media consultants, and letting them know that newspaper ads are more than just ROP and preprints.

"We all have Web sites, we do Post-It notes on the front, we do polybags," says Jack Brady, director of marketing and advertising for the NAA. "It's a matter of telling them what we can do."

With all these new factors potentially affecting campaign spending, the few willing to predict their impact on newspapers do so with qualifiers. Financial analysts aren't factoring political print advertising into their newspaper models for 2004 at all, given that political print ads accounted for less than 1 percent of all newspaper-industry ad revenue in 2000.

"I think it would be a great success if they gained \$50 million," says longtime newspaper analyst Kevin Gruneich with Bear Stearns. "The upside is nearly infinite, because we're coming off such a small base."

With the NAA's marketing push, along with campaign finance reform and the candidates' desire to get back to grassroots, newspapers could "double the amount of linage" garnered in 2000, ventures veteran GOP media consultant Tom Edmonds. "If newspapers are

excited and make a more concerted effort, and if candidates see other candidates in newspapers, I think they have nowhere to go but up," says Edmonds, president of Edmonds Hackney and Associates in Washington, D.C., which has been helping the NAA get the ear of other political consultants.

The NAA's Brady wouldn't make a prediction. But, he says, "If we don't move [our share] 1 [percent], I would be a little bit disappointed."

Individually, some papers in battleground states have been mobilizing to boost their share of political ad dollars, often by direct mailing and meeting with campaign consultants. *The Tampa Tribune* started contacting top political media agencies two years ago and this spring plans to pitch them, using the NAA's voter research.

"I am probably more optimistic than I've ever been," says Bruce Faulmann, the *Tribune's* vp of advertising. After getting zilch in national ad dollars in the last presidential election, he says, "I would be ecstatic if we did a quarter of a million in national advertising."

In Pennsylvania, the *Pittsburgh Post-Gazette* is dedicating salespeople to political advertising and arming them with research that suggests newspaper ads talking about issues can influence voters. The Pennsylvania Newspaper Association has been promoting print to political strategists of both parties, says Randy Graf, vp of advertising, noting that Sen. Arlen Specter (R-Pa.) has already placed a number of newspaper ads at discounted rates. "We're frankly quite optimistic that this is going to be the year for newspapers," he says.

Yet it will take more than one election season to improve newspapers' image problem. Say "newspapers," and many campaign consultants think declining circulation, difficulty in placing ads in multiple papers simultaneously, and gouging rates. Since political ads don't fit neatly in an ongoing ad category, papers often charge the highest rate possible for them—the one-time, national rate. And just as campaigns aren't structured to think about print advertising, newspaper sales staffs aren't set up to sell to the campaigns.

"They're usually not as cost-effective," Mercurio says. "There are lead-time problems. You can't control what part of the paper you're in. You often don't have very large audiences."

"Local campaigns will still buy newspaper ads, but for large campaigns, the newspaper is not as competitive on a cost-per-thousand basis when you compare

it to broadcast," says Robin Roberts, founder of National Media Inc. in Alexandria, Va., and a 25-year GOP media buyer.

If campaigns do buy print, it's increasingly in the form of direct mail, which can be more targeted than the newspaper, Roberts says. Meanwhile, the growing audience of cable TV, others note, is attracting more political ads to that medium.

Newspapers' newsgathering and agenda-setting role also hurts them with candidates. "The worst enemy of the newspapers is their editorial page," Gruneich says.

But probably hardest to overcome is the belief that sound and motion can sway emotions in a way print (continued on page 32)



"In general, radio and TV [ads have more impact] because... their sound goes out to people, and they don't have to look in the newspaper to see the ad."

TONY SCHWARTZ

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News Leader

Jim Moroney III, Editor & Publisher's publisher of the year, transformed the *Dallas Morning News* from a solid but stodgy daily into a multi-paper powerhouse. **BY MARK FITZGERALD**

Visitors who haven't been to the publisher's office of *The Dallas Morning News* lately wouldn't recognize the place. The dark wood paneling that gave a hushed, clubby feel to the room has been painted bright white. A similar shade of wall-to-wall carpeting has replaced the muted, rich pile of its predecessor. Most strikingly, the publisher's massive mahogany desk—more reminiscent of an aircraft carrier than a workspace—has been supplanted by a more modest model. "It's the smallest one I could find," James M. Moroney III says with a sheepish smile.

If Moroney, publisher/CEO of the *Morning News*, is only now getting around to redecorating his office, it's because he's spent his first 27 months on the job shaking the newspaper to its foundation. His effort to change the very culture of the paper paid off with several remarkable achievements in 2003.

Moroney's performance is all the more impressive considering the challenges that faced him when he was appointed publisher in June 2001. For one thing, it was the worst possible time for anyone to take charge of the *Morning News*. The paper had been hurting since 2000 because of the collapse of the locally vital telecom sector, and the entire newspaper

industry was six months into the long economic swoon that would only intensify following the 9/11 terrorist attacks. On Oct. 26, 2001, just 150 days after taking the job, Moroney would have to announce the first layoffs in the paper's modern history, firing 73 of the *Morning News'* approximately 2,500 employees.

Yet after less than three years under Moroney's leadership, the newspaper now operates with a high-energy dexterity that astonishes even people inside the *Morning News*—let alone observers who had come to think of it as a solid but not especially interesting industry player. In a remarkable tour de force that may be unparalleled, the *Morning News* last fall launched two daily newspapers in just six weeks.

The first paper, the Spanish-language *Al Día*, got a traditional and carefully timed launch. The second launch was barely controlled chaos. Last October, American Consolidated Media LLC announced that in less than two weeks, it would begin publishing a free daily aimed at the city's young professionals.

The *Morning News* was caught by surprise—but also ready. The New Products Division that Moroney created had already developed, but shelved, prototypes for a free quick-read tabloid aimed at young readers. Moroney ordered the staff to start working on the paper as if they already had corporate approval.

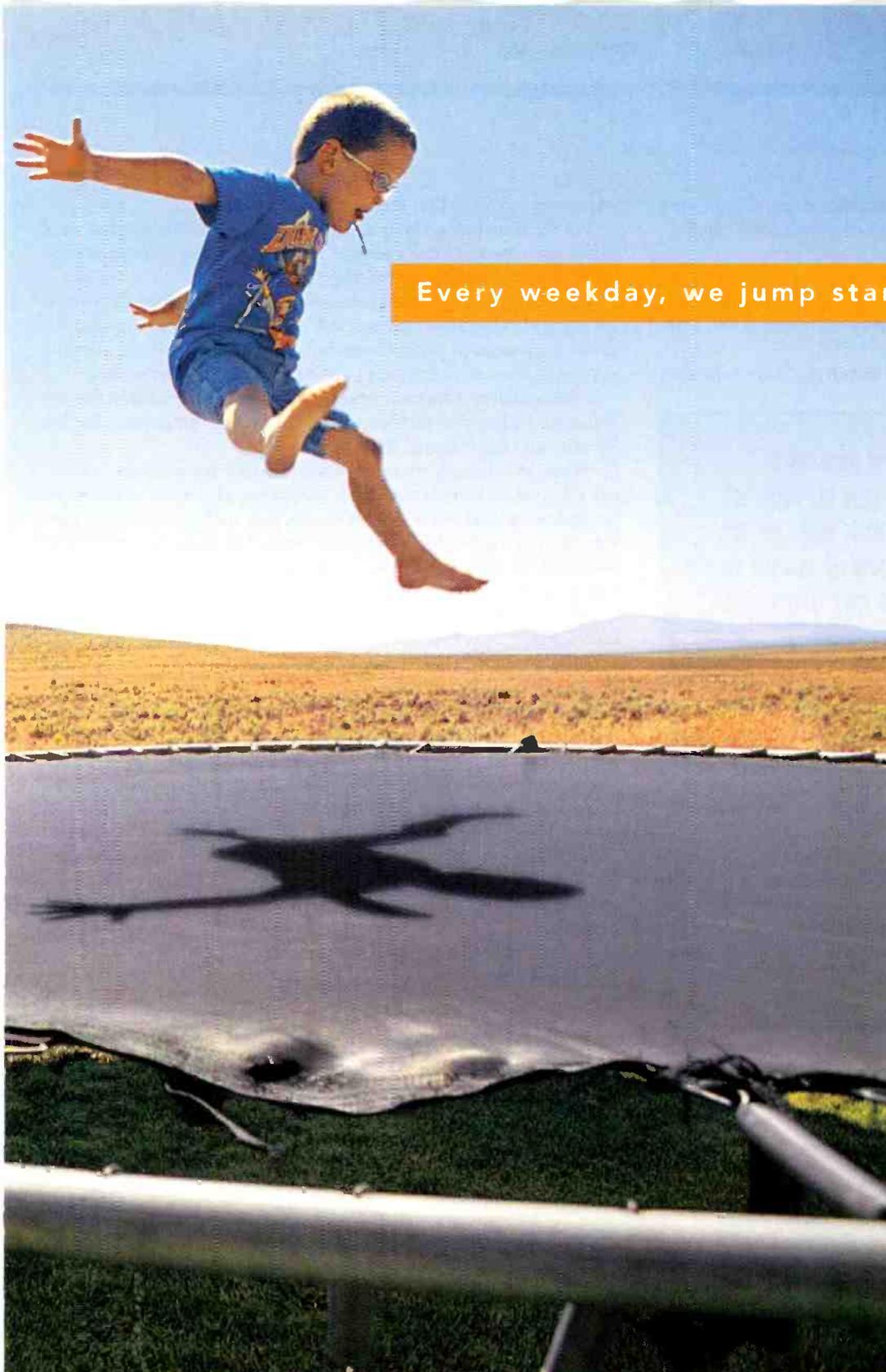
In the end, the *Morning News'* aptly named *Quick* beat ACM's *AM Journal Express* to the street by two days. *Quick* distributed 70,000 copies that first day. Within 12 weeks, it was moving 130,000 copies. Says Belo chairman, president and CEO Robert W. Decherd, "If we

had unlimited press capacity, we would be putting even more copies out—and they would be read, not gathering moisture in the boxes."

While the splashy debuts of *Quick* and *Al Día* have attracted the most industry attention, Moroney also greenlighted what might be considered a third product: the Collin County initiative. In a bid to increase circulation and advertising in an affluent county that the *Morning News* had mostly neglected, the paper added extra pages of news, sports and entertainment throughout the paper. The idea, Moroney says, is to permanently increase circulation through product improvement—and almost exactly one year later, it appears to be working.

The idea was also to do it on a shoestring. "Jim and [president and editor] Bob [Mong] made that happen with very minimal incremental expense to the *Morning News*, and significant upside to readers in Collin County," Decherd says. "That takes a lot of leadership, a great deal of the intensity and business skills and instincts that I attributed to Jim early on." ■

Mark Fitzgerald is editor at large of Editor & Publisher.



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(continued from page 28) cannot. "It's a matter of television being sexier. You're reaching very large numbers of people very rapidly," Mercurio says.

Legendary political campaign creator Tony Schwartz, whose 1964 "daisy ad" for Lyndon Johnson's campaign is considered one of the most effective TV ads ever made, says the spot's lesson is still relevant today.

"There are ways of using any medium creatively," says Schwartz,



"Broadcast wars are not working. You've got to look at alternatives. I think we, as an industry, offer lots of ways to do it. Our medium is not intrusive."

JACK BRADY, NAA

who created the media campaigns for more than 200 candidates and now consults and lectures. "But in general, radio and television [ads have more impact] because they're working with the ear, their sound goes out to people, and they don't have to look in the newspaper to see the ad. They can be in the car with the radio on, and something can come on and just affect them."

The love affair with broadcast frustrates publishers like the *Seattle Times*' Frank Blethen. "These people will do anything to get their names in the paper, and they're wasting [money] on people who don't vote," he complains of candidates. "The consultants all want to use television, and the media buyers, to them, television is glitzy, television is exciting."

Yet Brady sees a shift that could benefit newspapers. He hears that consultants are growing weary of TV. "Broadcast wars are not working. You've got to look at alternatives. I think we, as an industry, offer

lots of ways to do it. Our medium is not intrusive."

For the time being, though, newspapers see their biggest potential in issue groups and local and state campaigns, which have accounted for most print political advertising in the past.

Issue advertising—which accounted for about half of all political spending in 2000, according to the Alliance for Better Campaigns—is showing up more in print. Crossroads has doubled its issue spending in print in state races this year over 2002, albeit from a tiny base.

Edmonds also is increasingly placing print ads for clients like the National Federation of Independent Business, Americans for Job Security and the National Rifle Association.

When Wisconsin's governor vetoed a concealed weapons bill earlier this year, Edmonds placed ads supporting the bill in the newspaper and on radio the next day—messages that, he believes, helped convince state senators to override the veto. The state Assembly later sustained the veto, but Edmonds says the story illustrates that newspapers can be easy to work with—and that newspaper ads work.

When it comes to national political, though, expectations drop even lower.

In Ohio, another battleground state, Michael Curtin, associate publisher of Dispatch Printing Co.'s *Columbus Dispatch*, doesn't expect to benefit from the heightened attention. "We're seeing a ton of advertising on the airways in Ohio, but we've never seen much newspaper advertising, and I wouldn't expect to see much this year," Curtin says. "I think we have a case to make, but almost every political handler I know says TV ads move the numbers."

Todd Brownrout, senior vp of sales and marketing for Philadelphia Newspapers Inc., parent of the *Philadelphia Inquirer* and *Philadelphia Daily News*, was similarly guarded. "Newspapers always go in with a great degree of optimism and have never been able to break through," he says.

Still, he offered a bit of hope.

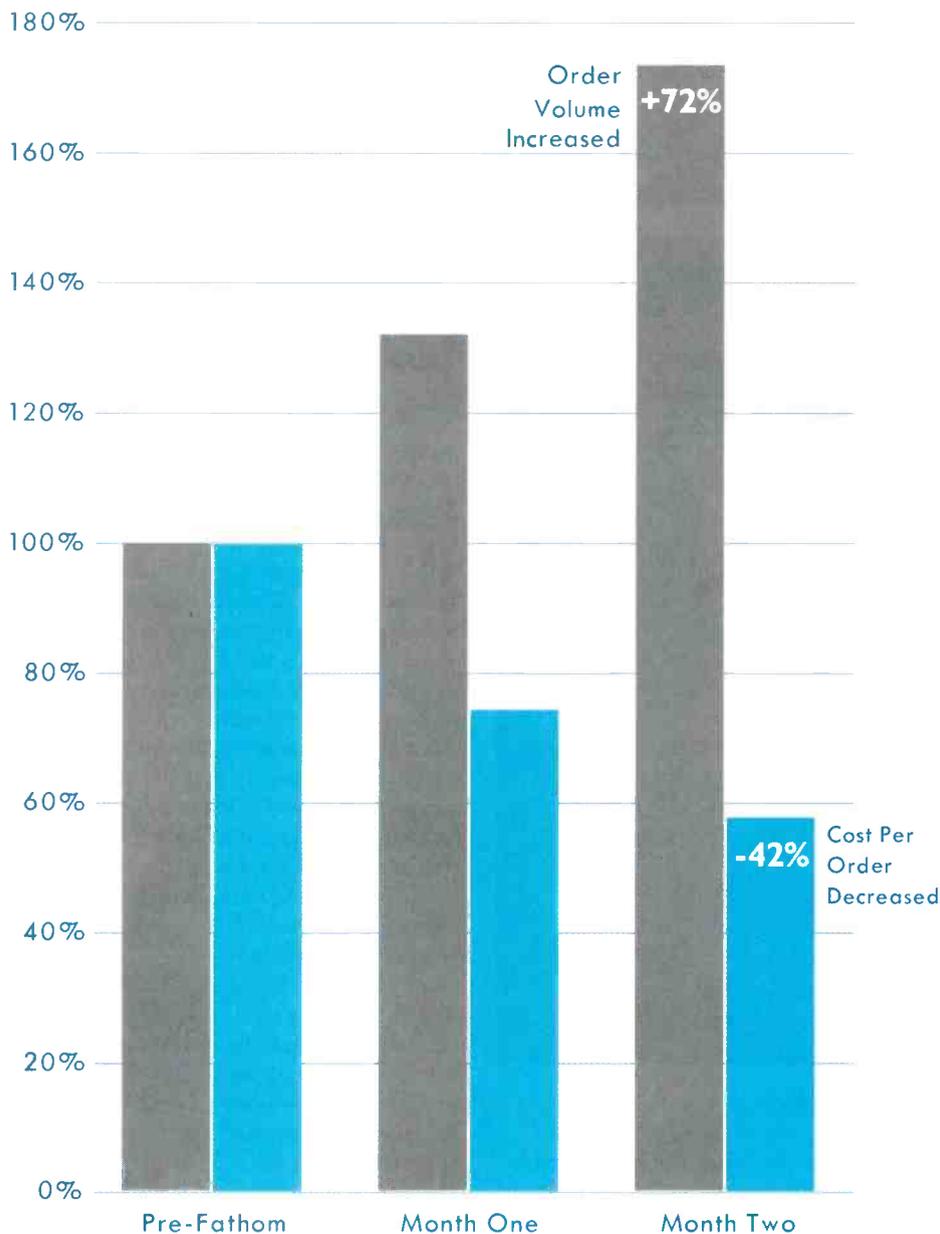
"It looks like a very tight TV market," he says, "so some folks are going to be more willing to listen." ■

Lucia Moses, a former associate editor with Mediaweek sibling Editor & Publisher, is a freelance writer based in Brooklyn, N.Y.

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NETWORK TV

Pete Macheska was named lead producer for Major League Baseball telecasts on Fox. Macheska joined Fox in 1994 as a National Football League producer and has held a variety of assignments since. He has produced MLB telecasts on Fox since 2001. Prior to joining Fox, he spent seven years with CBS Sports.

MAGAZINES

Kevin O'Malley, publisher of *Esquire* since February 2003, has been promoted to vp, publisher of the Hearst Magazines men's monthly.

RADIO

Gary Krantz has been promoted to executive vp of music operations from senior vp of operations for Premiere Radio Networks...**Kevin Cassidy** was named vp of sales for Clear Channel's radio stations in Dallas. Cassidy had been senior vp and regional executive for Interop in Dallas...At Sirius Satellite Radio, **John McDermott** was named program director of comedy. He had been program director of News/Talk WLIE-AM in Long Island, N.Y....**William Clark** was promoted to market manager for Clear Channel's stations in Macon, Ga. Clark was most recently director of sales for the company's stations in Toledo, Ohio.

TV

Lori Morley was named local sales manager for KMEX, Univision Communications' O&O in Los Angeles. Morley was most recently vp of sales and marketing for the eastern region of the TV group... At Katz Direct Marketing, a division of Katz Television group, **Ben Buchwald** was promoted to vp and general sales manager from vp and sales manager and **Steve Diamond** was promoted from senior account executive to sales manager.

RESEARCH

Michael Leo was named CEO of Trafficmac, a provider of software for managing advertising operations. Leo had been executive vp of Hotbar.com, a technology firm that provides targeted Internet advertising.

Quicktakes



Not quite ready to put the whole Super Bowl fiasco behind us: *Glamour's* Leive at the mag's "Don'ts" bash

WHAT TO WEAR to this year's *Glamour* Don'ts party was a no-brainer for editor **Cindi Leive**, whose black pleather ensemble with peekaboo red bra cup was ripped from the current-events headlines. Sporting a long brown wig to top it off, Leive said the Janet Jackson get-up engendered general hilarity. "People are always happy to see someone humiliate themselves," said Leive, noting that her usual personal style is "black pants suit and lip gloss." The editrix sipped Don'tinis in a lighted tent set up in the parking lot of the Hollywood Del Taco and cavorted with other "Don't-ables," including actresses Minnie Driver (\$7 purple jumpsuit from a thrift store down the block) and *Charmed's* Rose McGowan, who begged Leive never to run the picture of her in that see-through number from the 1998 Oscars in the magazine again...At the opening-night party for the recent *Architectural Digest* Home Design Show at Pier 94 in New York, **Michael**

Imperioli (Christopher on the hit HBO series *The Sopranos*) had to share the spotlight with his interior designer wife Victoria. Imperioli joked with *AD* publisher **Amy Churgin** that his wife was immediately recognized by the design-centric crowd before he was, from her photo and work appearing in the magazine. To which Churgin replied, "Welcome to the world of *AD*."...**Claudia Hinojosa** of KXTX, NBC's Telemundo station in Dallas, was named best anchor by the Texas Associated Press Broadcasters at the group's recent annual reception in Corpus Christi. It was the first time in the history of the news anchor/team category that the TAPB recognized an anchor of a Spanish-language TV station. Hinojosa anchors KXTX's 5 and 10 p.m. weekday news. Originally from Mexico City, she has lived in the Dallas-Fort Worth area for more than 13 years. In addition to being recognized by the TAPB, Hinojosa was recently nominated by the National Academy of Arts and Science for two Emmy awards for two news segments...

Maxim has found a clever way to boost ad pages without flogging salespeople: Make your own. Not that the successful Dennis Publishing laddie mag suffers from a shortage of space takers. It's just that the edit and art staffers had so much fun putting together



Honored by TAPB: KXTX's Hinojosa

six fake ads for the April Fool's issue that editor **Keith Blanchard** has decided to make them standard fare. They're good for filling odd spaces, and they're so realistic they "almost slip under the reader's radar," says Blanchard. Like the one for South Dakota tourism ("Now with running water!") and the

one for the Goldex watch ("Look, Ma! No hands!"). Space reservations for advertising in the May issue include the **IPeed** computer system. ■



Churgin (r.) with Imperioli, whose wife was the big star at *AD's* party

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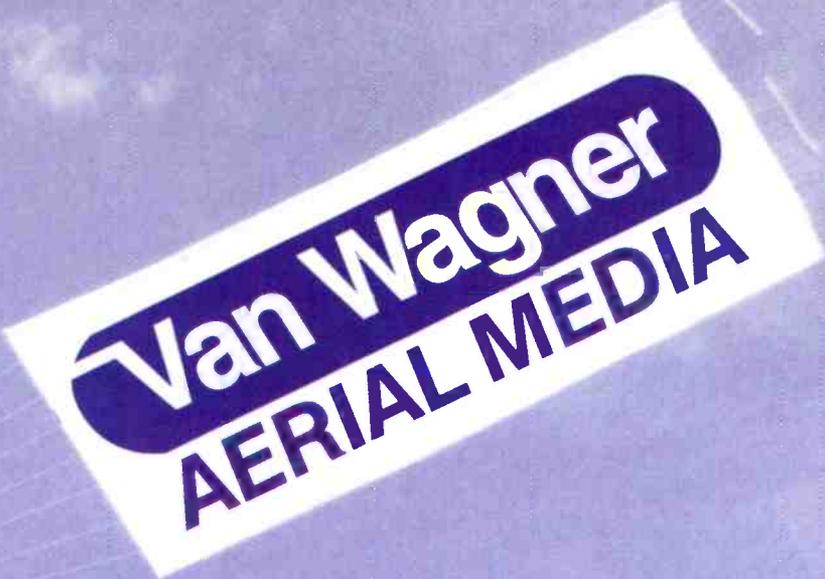
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OUTDOOR IN THE U.K.**



**NOW VAN WAGNER
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A white rectangular banner is suspended in the air against a blue sky with light clouds. The banner features the company logo in a dark blue oval and the text 'AERIAL MEDIA' in a bold, sans-serif font.

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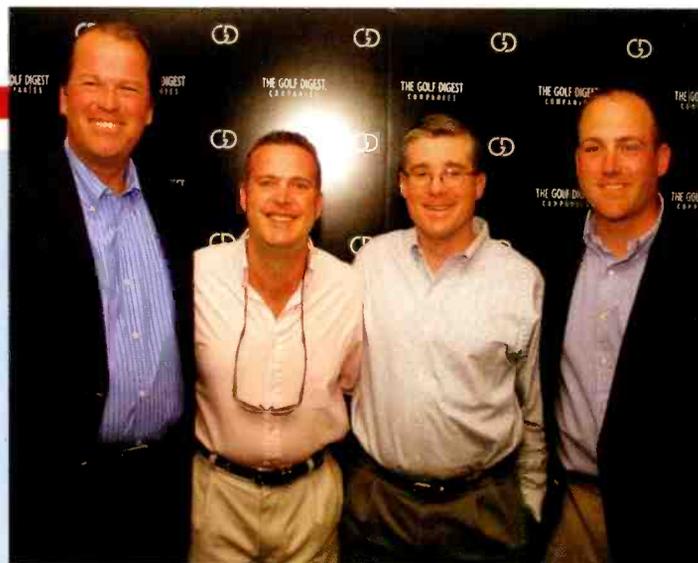
VAN WAGNER AERIAL MEDIA
GIVE YOUR CAMPAIGN WINGS

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New York NY 10022

212 699-8400
aerialmedia@vanwagner.com

Dish

At the Golf Digest Cos. screening of *Bobby Jones, Stroke of Genius* during Masters Week in Augusta, Ga.: (l. to r.) Mark Furlong, vp, Golf World Group; Andrew McLean, managing partner, MediaEdge WorldWide; Richard Aneser, Merrill Lynch; and Tom Nolan, ad director, *Golf World*



Harper's Magazine and A&E Network sponsored a recent evening of crime and punishment-themed storytelling at New York's Players Club, featuring Bill Kurtis, host of A&E's *Cold Case Files* and *American Justice* (l.), and *Vanity Fair* contributing editor Dominick Dunne.



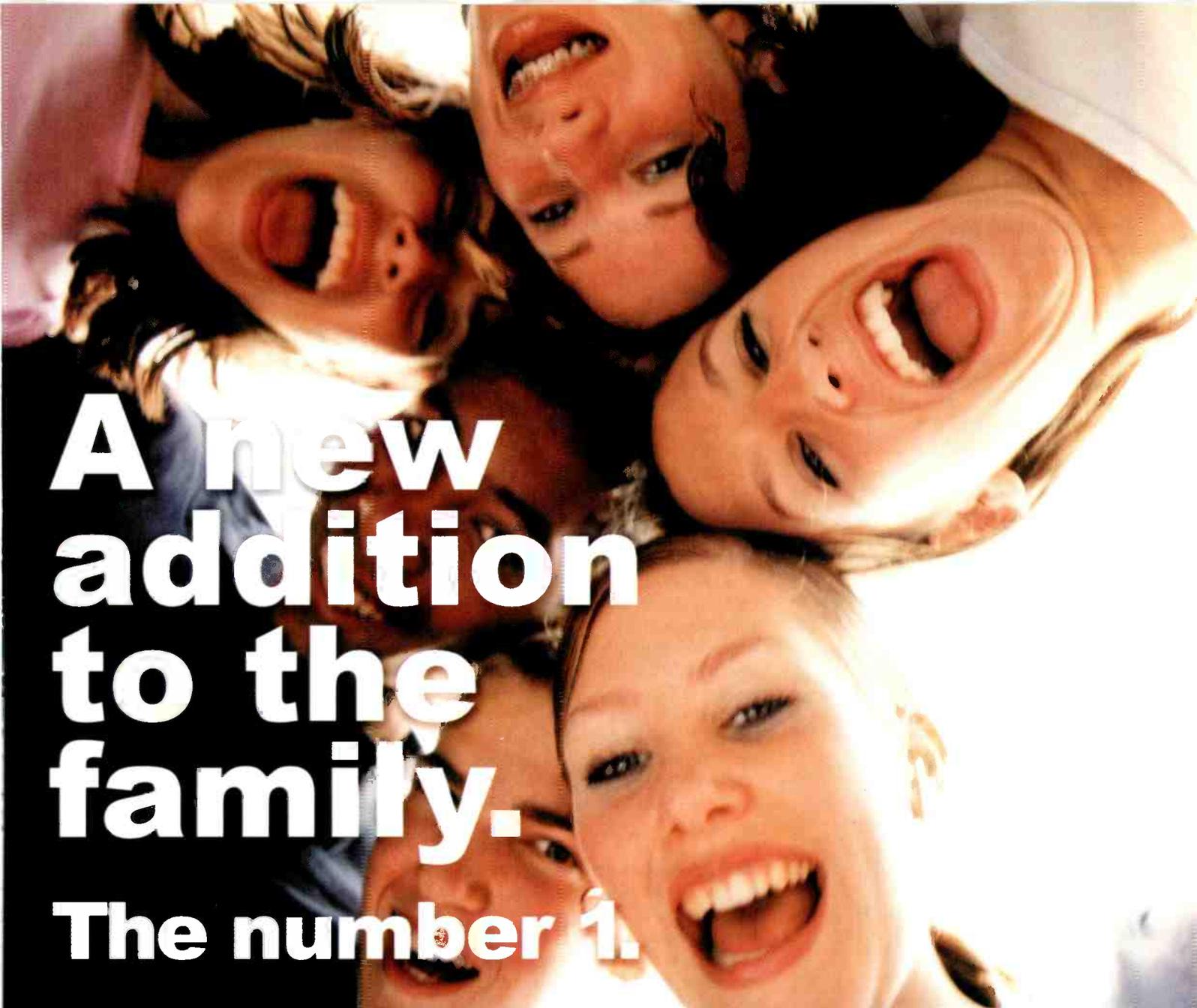
Men's Journal recently hosted May cover guy Dwayne "The Rock" Johnson and key advertisers at a private luncheon in the Wenner Media offices: (l. to r.) Michael Caruso, editor in chief, *MJ*; Johnson; and Jann Wenner, chairman of Wenner Media



On hand at the Raleigh Studios in Hollywood to celebrate the filming of the 1,000th episode of Universal Domestic Television's syndicated reality series *Blind Date*: host Roger Lodge (in black) with (l. to r.) James Dubose, co-executive producer, and executive producers Thomas Klein, Jay Renfro, David Garfinkle and Harley Tat



In Style toasted designer Kate Spade at the National Arts Club in New York, in honor of her trio of new books titled *Occasions*, *Style* and *Manners*: (l. to r.) Stephanie George, president, *In Style*; Spade; Charla Lawhon, managing editor, *In Style*; and Lynette Harrison, publisher, *In Style*.



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*Source: Nielsen Media Research, T12-17 000 (originator: data)
vs. all basic cable, M-F 300 - 600P, 1Q04.

Calendar

American Business Media will host its **spring meeting**, themed "Ride the Next Wave," May 2-5 at the Hotel del Coronado in Coronado, Calif. Speakers will include business futurist Jim Taylor and Bob Callahan, CEO of Ziff Davis Media. Visit www.americanbusinessmedia.com or call 212-661-6360, ext. 3320.

Adweek Magazines, *The Hollywood Reporter*, *Billboard*, *Sporting Goods Business* and Nielsen Media Research will host **The Next Big Idea: The Future of Branded Entertainment conference** in association with the NYU Stern School of Business, May 7 at the Sheraton New York Hotel & Towers. David Stern, commissioner of the National Basketball Association, will keynote. Contact: 888-536-8536.

The **New Generation Latino Consortium** will host its inaugural **NLGC Media, Marketing & Entertainment Conference** May 26 at the Harvard Club in New York. The conference's exclusive focus will be the New Generation Latino audience and its impact in the fields of media, marketing and entertainment. Keynote address will be delivered by Herb Scannell, MTV Networks Group president and Nickelodeon Networks president. Contact: David Chitel at 212-967-8267.

Magazine Publishers of America's Independent Magazine Advisory Group will host the first **Magazine Leadership Forum for Independent Publishers**, addressing the business issues of specific concern to this group, June 21-23 at Northwestern University in Chicago. Open to MPA members and non-members. Visit www.magazine.org/independent_publishers.

Interop will host a radio information conference entitled "**Mid-Year 2004 Radio Symposium: Solving New Industry Variables**" June 22 at the Grand Hyatt in New York. Topics will include radio advertising's return-on-investment and growth opportunities, major business trends, pacing, pricing and inventory, ED, and indecency rulings. Visit www.radiosymposium.com beginning May 3.

inside media

NEWS OF THE MARKET

Sponsors Lined Up for ESPN Anniversary

ESPN has sold out the sponsorships for its 25th-anniversary programming, according to Ed Erhardt, president of ESPN ABC Sports Customer Marketing and Sales. The premier sports channel will look back on its first 25 years with more than 30 hours of special programming, beginning in May. Sponsors include Toyota, Bud Light, T-Mobile, Nike, Gatorade Thirst Quencher and MasterCard. In addition to on-air ad support, advertisers will use point-of-sale materials, customer promotions and customized packaging to tout the milestone.

Brothers Delivers for History

The History Channel set a new ratings record on April 11 with the first episode of the *Band of Brothers* miniseries. The first installment, which ran a little longer than one hour, averaged a 3.7 household rating and delivered an average of 4.6 million viewers, the highest audience in the network's history. *Brothers* also had the highest delivery of the network's target audience, drawing 1.2 million men 25-54. This is the first time the 10-hour World War II epic has aired on ad-supported television; it ran on HBO in 2001.

Nat'l Advertisers Up Radio Spending in '03

The top 25 advertisers, which account for 35 percent of total spending in national radio, increased spending in 2003 by 23 percent to \$1.3 billion over the previous year, according to an Interep analysis of TNS Media Intelligence/CMR data. Collectively, the top 25 make up a growing percentage of the national radio segment. In 2002, they accounted for 31 percent of the total, compared to 29 percent in 2001 and 25 percent in 2000. SBC Communications spent the most in 2003 (\$145 million), followed by Home Depot (\$104 million), Daimler-Chrysler Dealers (\$85.7 million) and Time Warner (\$85 million).

Clear Channel Axes *The Regular Guys*

Clear Channel's zero-tolerance policy on indecency claimed the jobs of Larry Wachs and Eric Von Haessler, co-hosts of *The Regular Guys*, one of Atlanta's top-rated morning radio shows on Rock WKLS-FM. The move came April 9, one day after the Federal Communications Commission levied a \$495,000 fine against six of Clear Channel's stations for a 2003 Howard Stern broadcast; as a result, CC, which had suspended Stern

on the six stations, pulled the show permanently. *The Regular Guys* had been suspended since March 19 over a failed stunt to broadcast pornographic material backwards.

NYC's WXTV Sweeps Young Demos

For the second consecutive ratings sweeps period, WXTV, Univision Communications' New York flagship station, ranked No. 1 among adults 18-34 in all key local and network news time periods at 5, 6, 6:30 and 11 p.m. weekdays. The station for the first time was also No. 1 in the 18-49 demo for its 6 p.m. news and No. 1 in that demo during early fringe, beating *Oprah* on ABC's WABC at 4 p.m. with *El Gordo y La Flaca*.

ABC Elects Troutbeck as Chairman

The Audit Bureau of Circulations board last week unanimously elected Robert Troutbeck as chairman, succeeding Michael Browner, who in late March retired from his post as executive director, media and marketing operations for General Motors. Troutbeck, president of Troutbeck Chernoff in Toronto, will serve the remainder of Browner's one-year term and becomes eligible for reelection at the November board meeting. Browner was elected to the post of chairman in November 2002.

CSTV Creating Instructional Shows

College Sports Television is launching a programming initiative, CSTV U, to create 100 new 30-minute shows for student athletes aimed at instruction, demonstration and motivation. The new shows will join existing programs *Nike Training Camp* and *Coach*. Featured athletes include former University of Washington All Pac-10 shortstop and Major League Baseball veteran Kevin Stocker. All of the shows will be packaged and offered to affiliates as video-on-demand programming.

Steinberg Moves to MediaVest

Robin Steinberg, vp, print director at Carat USA, has been named to the new position of vp, director of print services at MediaVest, where she will launch a print media-buying division in New York. MediaVest's clients include Kraft Foods, but a unit of MediaVest's Chicago-based sibling Starcom has been servicing Kraft's print buys. That group will be moving to New York. Steinberg, who in 2002 was *Mediaweek's* All-Star for Magazines, will leave Carat on April 23 and begin her new job May 3. ■

EAST

SERVICES & RESOURCES

Minimum run for any ad is one calendar month (3,4 or 5 issues, depending on the month). New ads, copy changes, and cancellations are due by the third Thursday of the current month for appearance the following month. **RATES:** \$55 per line monthly; \$333 per half-inch dis-

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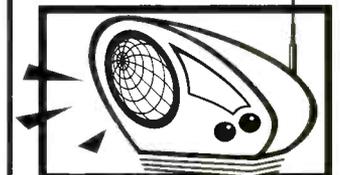
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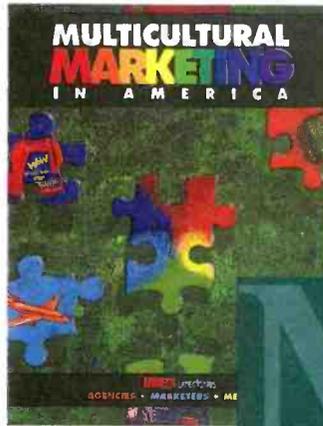
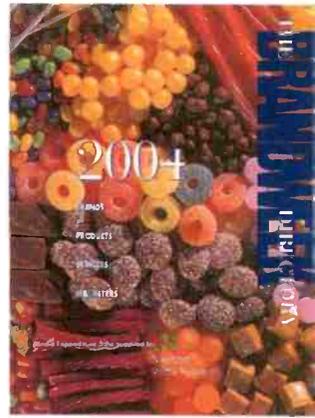
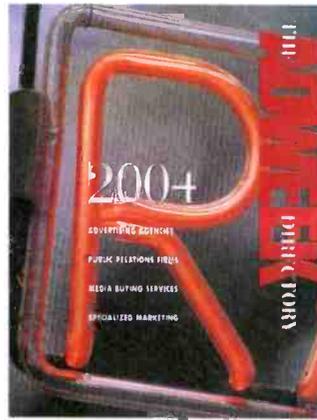
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THE **ADWEEK** DIRECTORIES 2004

Redecorating the House

With more spirited competition in the women's field, Hearst's *Good Housekeeping* gets a fresh new look

GOOD HOUSEKEEPING WILL UNVEIL A REDESIGN WITH THE JUNE ISSUE THAT HAS BEEN in the works for the past nine months. ■ The first extensive changes in five years come as the Hearst Magazines monthly and all traditional women's service titles contend with an aging readership, declining newsstand sales and direct challenges from upstarts like Time Inc.'s *Real Simple* and *O, The Oprah Magazine*, published by Hearst and Oprah Winfrey. And more competition is on the way. In September, Time Inc. plans to launch *All You*, a 500,000-circulation monthly aimed at value-conscious consumers that will be sold at Wal-Mart for under \$2.

"Times have changed, readers have changed," notes Ellen Levine, *Good Housekeeping* editor in chief. "Whatever I think is out there that is going to make the magazine more relevant and better, I'm going to do it."

"This is a rethink," she adds. "It includes a reorganization of the front of the book into a series of chapters, and a physical redesign of how we think the pages should look."

The opening pages have been rebranded with the word "good," as in good looks, good house and good health. "The theory is, that's

our name; it's very well-respected," says Levine. "Let's get it out there more."

The redesign overall is more contemporary and visual, with bolder photography and

more white space. The new look was overseen by design director Marilu Lopez, a veteran of Hearst's *Redbook* who joined *Good Housekeeping* last October. "The aim was to make the voice and editorial mesh, and find a certain sophistication and readability," says Lopez. The cover over the next few months will also get a slight tweak.

But despite all the changes, some media buyers say the *Good Housekeeping* name will always be an obstacle to attracting young readers. "The magazine is between a rock and a hard place," explains Carol McDonald, group director of print at OMD/USA. "To get a modern young reader, Hearst would have to change the name. And by changing the name, they would alienate their core readership and hurt their core franchise."

"We listen to our readers," counters Pat



New chapter: Levine has added a contemporary touch, renaming and reorganizing the magazine's front of the book.

60sec. With



Linda Wells Editor in Chief, *Allure*

Q. *Allure* is all about fresh looks for readers. Any touch ups planned for the magazine? **A.** In June, we're moving the fashion section to follow the front of the book's Beauty Reporter. We also redesigned our six health pages. We got rid of the tiny, ugly pictures of stained teeth and pores and replaced them with big, beautiful strong images. Because we're a beauty magazine. Hello? Why don't we look good! **Q.** Is the new wave of shopping titles, like sibling *Lucky* and Hearst Magazines' upcoming *Shop, Etc.*, a little too close [editorially] for comfort? **A.** What we do is report. We want to tell people, does the product work? Is it worth buying? We take a journalistic approach. The shopping magazines are more descriptive of what the products are. **Q.** What do you think of the plastic-surgery shows on TV? **A.** At first I was excited by [ABC's] *Extreme Makeover*. The r

before-and-afters were so compelling. Except I did find it fascinating that the women always got breast implants. But the show did help put plastic surgery in a more understanding light, because many people think of it as a freakish situation. But [Fox's] *The Swan* and [MTV's] *I Want a Famous Face* takes us right back to freakish and perverse. **Q.** How does *Allure* handle plastic surgery? **A.** We report on plastic surgery—the good and the bad. We don't recommend it, ever. When we do total makeovers, we don't bring in any plastic surgery. Because of the proliferation of the shows, I want them to be done the old-fashioned way. Progress is a yearlong process. But you see what hard work, and a good blow dryer and some makeup can do.

Mediaweek Magazine Monitor

MONTHLIES MAY 2004

	RATE BASE (2ND HALF '03)	CIRC. (2ND HALF '03)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
BUSINESS/TECHNOLOGY								
Business 2.0 ¹¹	550,000	587,986	66.38	66.81	-0.64%	251.23	216.83	15.86%
Entrepreneur	550,000	558,462	104.83	97.48	7.54%	574.94	566.23	1.54%
Fast Company	725,000	745,634	51.79	66.05	-21.59%	221.30	300.44	-26.34%
Fortune Small Business ¹⁰	1,000,000	1,000,100 ^B	44.68	53.92	-17.14%	160.78	161.38	-0.37%
Inc ^E	665,000	685,781	74.03	63.17	17.19%	339.12	299.22	13.33%
Technology Review ¹⁰	315,000	318,848 ^X	28.21	27.14	3.94%	135.49	129.90	4.30%
Wired	525,000	547,069	115.00	101.07	13.78%	404.00	377.05	7.15%
Category Total			484.92	475.64	1.95%	2,086.86	2,051.05	1.75%
ENTERTAINMENT								
Blender ¹⁰	410,000	536,906	75.48	55.59	35.78%	254.59	244.88	3.97%
MovieLine's Hollywood Life ⁹	250,000	251,986 ^X	39.50	42.50	-7.06%	90.48	89.49	1.11%
People en Español ¹¹	400,000	425,127	61.46	72.14	-14.80%	227.55	236.37	-3.73%
Premiere ¹⁰	500,000	514,119	47.00	27.33	71.97%	175.49	147.84	18.70%
The Source	500,000	501,743 ^X	77.46	80.66	-3.97%	364.37	433.99	-16.04%
Spin	550,000	560,531	46.19	55.28	-16.44%	210.06	253.12	-17.01%
Vibe ¹⁰	825,000	834,984	92.56	94.26	-1.80%	430.20	456.84	-5.83%
Category Total			439.65	427.76	2.78%	1,752.74	1,862.53	-5.89%
ENTHUSIAST								
Automobile	625,000	635,723	102.60	58.89	74.22%	355.67	330.53	7.61%
Backpacker ⁹	295,000	300,897	62.01	54.66	13.45%	221.57	204.42	8.39%
Bicycling ¹¹	400,000	405,639	49.90	63.46	-21.37%	179.98	207.93	-13.44%
Boating	None	198,157	121.07	109.52	10.55%	572.30	562.67	1.71%
Car and Driver	1,350,000	1,369,286	104.99	104.26	0.70%	467.23	446.59	4.62%
Cruising World	155,000	155,336	89.24	93.97	-5.04%	467.40	494.75	-5.53%
Cycle World	325,000	336,283	96.40	100.81	-4.37%	375.13	386.99	-3.06%
Flying	None	303,387	76.99	77.00	-0.01%	292.87	295.66	-0.94%
Golf Digest	1,550,000	1,572,803	162.66	149.25	8.98%	661.92	686.09	-3.52%
Golf Magazine	1,400,000	1,410,783	144.38	121.12	19.20%	591.58	611.69	-3.29%
Motor Boating	130,000	156,908	98.66	90.59	8.91%	493.83	523.81	-5.72%
Motor Trend	1,250,000	1,263,030	129.20	83.79	54.20%	463.68	410.74	12.89%
Popular Mechanics	1,200,000	1,238,965	87.84	104.02	-15.55%	378.29	379.11	-0.22%
Popular Photography & Imaging	450,000	453,704	128.50	125.36	2.50%	667.67	641.16	4.13%
Popular Science	1,450,000	1,463,565	86.70	64.00	35.47%	330.50	288.00	14.76%
Power & Motoryacht	155,000	157,588 ^B	210.99	164.00	28.65%	1,032.89	1,025.08	0.76%
Road & Track	750,000	758,615	107.66	109.65	-1.81%	470.78	481.33	-2.19%
Sailing World ¹⁰	50,000	53,916	62.38	50.79	22.81%	208.97	186.68	11.94%
Stereo Review's Sound & Vision ¹⁰	400,000	401,435	46.83	50.50	-7.27%	224.97	221.49	1.57%
Tennis Magazine ¹⁰	700,000	715,693 ^X	47.76	46.46	2.80%	134.26	164.13	-18.20%
Yachting	130,000	140,414	179.41	160.72	11.63%	985.22	865.53	13.83%
Category Total			2,196.17	1,982.82	10.76%	9,576.71	9,414.38	1.72%
FASHION/BEAUTY								
Allure	950,000	1,014,384	145.47	148.78	-2.22%	472.02	506.38	-6.79%
Cosmopolitan	2,816,667	2,918,062	178.53	180.81	-1.26%	692.50	680.34	1.79%
Elle	1,000,000	1,030,555	132.52	119.07	11.30%	658.69	648.06	1.64%
Essence	1,050,000	1,071,253	153.27	146.54	4.59%	564.42	537.64	4.98%
Glamour	2,200,000	2,328,846	151.68	184.72	-17.89%	550.65	618.52	-10.97%
Harper's Bazaar	700,000	730,665	82.74	73.31	12.86%	563.36	513.29	9.75%
In Style ^{VH}	1,600,000	1,652,906	246.00	263.00	-6.46%	1,263.40	1,253.28	0.81%
Jane ¹⁰	700,000	722,506	84.80	79.37	6.84%	302.87	349.20	-13.27%
Latina ¹¹	300,000	308,439	89.57	88.54	1.16%	295.08	307.30	-3.98%
Lucky	850,000	917,598	172.76	135.46	27.54%	584.07	552.91	5.64%
Marie Claire	875,000 ^D	940,777	122.84	145.73	-15.71%	508.10	583.54	-12.93%
Vogue	1,150,000 ^D	1,260,026	188.86	160.60	17.60%	1,081.44	1,126.03	-3.96%
W	450,000	470,727	134.83	116.71	15.53%	732.65	732.22	0.06%
Category Total			1,883.87	1,842.64	2.24%	8,269.25	8,408.71	-1.66%
FOOD/EPICUREAN								
Bon Appétit	1,250,000	1,302,049	95.44	125.50	-23.95%	415.20	443.32	-6.34%
Cooking Light ¹¹	1,600,000	1,615,023	151.08	142.79	5.81%	545.76	539.59	1.14%
Food & Wine	900,000	947,569	141.62	123.26	14.90%	508.82	465.82	9.23%
Gourmet	950,000	968,326	136.80	133.99	2.10%	469.36	445.82	5.28%
Category Total			524.94	525.54	-0.11%	1,939.14	1,894.55	2.35%
GENERAL INTEREST								
Guideposts	2,600,000	2,627,804	29.92	34.00	-12.00%	168.27	126.54	32.98%
Harper's Magazine	205,000	228,955	23.16	18.49	25.25%	105.89	95.06	11.39%
National Geographic	6,600,000	6,602,650	41.29	40.00	3.23%	202.91	151.72	33.74%
Reader's Digest	11,000,000	11,044,694	90.42	74.93	20.67%	418.92	355.27	17.92%
Smithsonian	2,000,000	2,030,651	51.10	50.00	2.20%	227.05	239.43	-5.17%
The Atlantic Monthly ¹¹	450,000	494,067	70.27	50.34	39.59%	275.15	244.39	12.59%
Vanity Fair	1,050,000	1,182,831	167.47	130.77	28.06%	818.07	787.56	3.87%
Category Total			473.63	398.53	18.84%	2,216.26	1,999.97	10.81%
HEALTH/FITNESS (MEN)								
Flex	None	144,106	200.94	151.91	32.28%	830.15	793.36	4.64%
Muscle & Fitness	None	435,223	138.81	109.85	26.36%	614.92	717.67	-14.32%
Runner's World	520,000	542,058	52.95	44.80	18.19%	222.78	192.06	16.00%
Category Total			392.70	306.56	28.10%	1,667.85	1,703.09	-2.07%
HEALTH/FITNESS (WOMEN)								
Fitness	1,400,000	1,431,157	101.50	100.71	0.78%	372.18	398.76	-6.67%
Health ¹⁰	1,350,000	1,387,870	111.20	111.82	-0.55%	403.00	405.46	-0.61%
Muscle & Fitness Hers ⁹⁺⁴	250,000	262,565	37.50	35.83	4.66%	145.84	168.16	-13.27%
Prevention	3,200,000	3,273,076	113.15	108.46	4.32%	502.85	434.84	15.64%
Self	1,250,000	1,347,650	102.25	113.59	-9.98%	388.70	466.58	-16.69%
Shape	1,600,000	1,640,871	162.87	120.81	34.81%	508.80	455.11	11.80%
Category Total			628.47	591.22	6.30%	2,321.37	2,328.91	-0.32%
KIDS								
Boys' Life	1,300,000	1,182,623	12.63	10.49	20.40%	53.12	54.72	-2.92%
Disney Adventures ^{10A}	1,200,000	1,244,090 ^B	25.90	19.90	30.15%	79.26	74.28	6.70%
Nickelodeon Magazine ¹⁰	1,050,000	1,082,056 ^B	35.82	31.02	15.47%	116.61	136.95	-14.85%

Haegeley, *GH* senior vp, publisher. "There is no disconnect between young and middle-aged readers and the name. The name to them is a brand name that they trust. They are quite comfortable with who we are."



Haegeley: Good Housekeeping is a brand readers trust.

Like its rivals, *Good Housekeeping* has seen its adult median age climb over the past five years, from 46.4 in fall 1998 to 48.0 in fall 2003, according to Mediabase Research Inc.'s audience estimates. For the same period, *Ladies' Home Journal*, published by Meredith Corp., saw its

median age rise from 48.4 to 50.1. G+J USA Publishing's *Family Circle* also climbed, from 46.9 to 48.8. On the other hand, in fall 2003, MRI reported *Real Simple*'s median age as 39.7 and *O* as 42.3.

Meanwhile, *Good Housekeeping*'s paid circ grew 1.4 percent to 4.8 million in 2003's second half versus the prior year, according to the Audit Bureau of Circulations. Newsstand dropped 6.5 percent to 925,363. *GH* did have some good news: Ad pages are on the rise, up 3.2 percent through May to 691, reports the *Mediaweek Monitor*. Haegeley says she has seen growth this year in family travel, as well as in domestic cars.

Good Housekeeping is not the only service title to do a makeover. A year ago, both Hachette Filipacchi Media's *Woman's Day* and Meredith Corp.'s *Ladies' Home Journal* went under the knife. *Woman's Day* grew its trim size, added heavier paper stock, and incorporated bolder photography and new editorial columns. *LHJ* relaunched, emphasizing heart, home and family, and added a host of new sections. The Meredith monthly continues to tweak, adding fresh photography, a new crafts page in February and a Family Recipe Makeover column. G+J USA Publishing's *Family Circle* also has plans for a makeover, after having upgraded its trim size and paper stock three years ago.

"You have to bring in new readers, and the new readers of today are the *Real Simple* readers," says Robin Steinberg, vp, print director at Carat USA. "So they all have to modernize or update themselves to know who the reader is and to get that reader of today." —LG

Spring Cleaning

Grimes out at Glamour

Despite *Glamour's* declining ad pages, media buyers last week were shocked to learn that vp, publisher Suzanne Grimes had been ousted after three years at the helm.

In his first big move since taking over in February as Condé Nast president/CEO, Chuck Townsend poached Bill Wackermann, publisher of *Details*, from corporate sibling Fairchild Publications to take over for Grimes. Previously, Wackermann had been an associate publisher at *Condé Nast Traveler* and *House&Garden*. (Advance Magazine Group is the parent of Condé Nast and Fairchild.)

Grimes' departure may, in fact, be the first of several changes to come, according to Condé Nast insiders. Additional publishers may be dismissed, and the creation of a publishing director position may also be in the works. Townsend dismisses the possibility of a new position, saying that such speculation was "totally wrong." And as for future firings, "I run the business as I see fit," he says. "My agenda does not include any change for change's sake. I've been working with this team of publishers for 10 years."

Townsend, who was once publisher of *Glamour*, may have set his sights on the struggling fashion monthly first since it has long been considered Condé Nast's most profitable magazine. *Glamour* recently has been hit by a falloff in ad pages. In 2003, pages were flat versus the year prior, but through May of this year, they fell 11 percent to 551, according to

the *Mediaweek* Monitor. Rival *Cosmopolitan*, the 2.8 million-circ monthly published by Hearst, was able to grow its ad pages 1.8 percent to 693 in the same period.

Grimes had a solid career at Condé Nast. Among the various top-level positions she held were publisher of *Allure* and publisher of defunct *Condé Nast Women's Sports&Fitness*.



Wackermann helped return advertising pages to *Details*.

Grimes replaced Debra Fine after Fine was dismissed from *Glamour* in 2001.

Media buyers say other factors may have contributed to *Glamour's* declining ad pages.

	RATE BASE (2ND HALF '03)	CIRC. (2ND HALF '03)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
Sports Illustrated for Kids	1,000,000	1,012,148 ^B	20.36	28.30	-28.06%	87.18	119.39	-26.98%
Category Total			94.71	89.71	5.57%	336.17	385.34	-12.76%
MEN'S LIFESTYLE								
Details ¹⁰	400,000	413,550	68.58	68.25	0.48%	397.27	368.46	7.82%
Esquire	700,000	718,898	64.81	59.86	8.27%	356.44	338.89	5.18%
FHM ⁺	1,100,000	1,107,940	65.47	69.32	-5.55%	333.57	284.52	17.24%
Gentlemen's Quarterly	750,000	788,851	113.00	99.01	14.13%	468.96	540.81	-13.29%
Maxim	2,500,000	2,504,932	80.40	104.44	-23.02%	357.77	439.20	-18.54%
Men's Fitness	600,000	607,347	93.00	56.51	64.57%	330.44	297.38	11.12%
Men's Health ¹⁰	1,625,000	1,675,363	138.68	111.83	24.01%	421.58	379.69	11.03%
Men's Journal	650,000	660,678	65.79	77.32	-14.91%	293.49	339.02	-13.43%
Penthouse	None	478,042	31.32	34.04	-7.99%	122.70	164.37	-25.35%
Playboy	3,150,000	3,045,244	42.70	38.77	10.14%	260.95	193.13	35.12%
Stuff	1,200,000	1,312,270	55.09	50.82	8.40%	266.74	275.45	-3.16%
Category Total			818.84	770.17	6.32%	3,609.91	3,620.92	-0.30%
OUTDOORS								
Field & Stream ¹¹	1,500,000	1,529,565	85.75	84.67	1.28%	257.61	249.86	3.10%
National Geographic Adventure ¹⁰	400,000	401,644	41.64	57.56	-27.66%	156.08	188.07	-17.01%
Outdoor Life ⁹	900,000	925,707	48.84	47.74	2.30%	158.80	162.22	-2.11%
Outside ⁶	650,000	658,098	112.88	124.43	-9.28%	339.99	378.72	-10.23%
Category Total			289.11	314.40	-8.04%	912.48	978.87	-6.78%
PARENTING/FAMILY								
American Baby	2,000,000	2,003,042 ^B	67.83	67.15	1.01%	294.50	261.67	12.55%
BabyTalk ¹⁰	2,000,000	2,001,305 ^B	53.03	39.99	32.61%	188.71	185.84	1.54%
Child ¹⁰	1,020,000	1,035,447	102.53	98.73	3.85%	370.13	344.92	7.31%
FamilyFun ¹⁰	1,750,000	1,770,141	58.66	71.18	-17.59%	232.64	242.17	-3.94%
Parenting ¹⁰	2,150,000	2,191,621	118.94	136.31	-12.74%	479.25	487.34	-1.66%
Parents	2,200,000	2,214,010	162.37	135.50	19.83%	595.44	587.97	1.27%
Category Total			563.36	548.86	2.64%	2,160.67	2,109.91	2.41%
PERSONAL FINANCE								
Kiplinger's Personal Finance Money ^A	1,000,000	1,028,275	49.71	43.74	13.65%	229.06	213.72	7.18%
SmartMoney	1,900,000	2,028,219	86.26	80.30	7.42%	381.66	351.57	8.56%
Category Total			191.79	189.83	1.03%	922.69	868.62	6.22%
SCIENCE								
Discover	850,000	899,510	20.47	21.16	-3.26%	109.28	109.38	-0.09%
Natural History ¹⁰	250,000	243,577 ^X	25.83	32.17	-19.71%	110.67	149.36	-25.90%
Scientific American	660,000	687,908	38.41	50.67	-24.20%	184.89	148.50	24.51%
Spectrum, IEEE	None	348,979	30.64	29.61	3.48%	172.16	183.93	-6.40%
Category Total			115.35	133.61	-13.67%	577.00	591.17	-2.40%
SHELTER								
Architectural Digest	800,000	812,892	223.64	201.57	10.95%	730.65	727.10	0.49%
Country Home ¹⁰	1,200,000	1,247,563	111.79	109.24	2.33%	388.56	362.79	7.10%
Country Living	1,700,000	1,739,769	104.80	119.02	-11.95%	453.34	441.44	2.70%
The Family Handyman ¹⁰	1,100,000	1,140,997	70.79	72.16	-1.90%	252.75	253.23	-0.19%
Home ¹⁰	1,000,000	1,008,015	83.75	83.02	0.88%	330.73	295.87	11.78%
House Beautiful	850,000	854,627	74.47	92.00	-19.05%	340.44	365.76	-6.92%
House & Garden	850,000	907,191	81.71	81.36	0.43%	298.44	352.18	-15.26%
Southern Living ¹³	2,550,000	2,608,632	118.48	138.67	-14.56%	598.53	663.69	-9.82%
Sunset	1,400,000	1,425,020	111.92	120.03	-6.76%	398.66	473.30	-15.77%
This Old House ^{10Y}	950,000	971,596	90.24	97.80	-7.73%	326.07	320.21	1.83%
Category Total			1,071.59	1,114.87	-3.88%	4,118.17	4,255.57	-3.23%
TEEN								
CosmoGirl! ¹⁰	1,250,000	1,238,325	76.33	87.28	-12.55%	263.56	261.83	0.66%
Seventeen	2,350,000	2,335,232	83.98	110.16	-23.77%	380.74	468.64	-18.76%
Teen People ¹⁰	1,600,000	1,571,272	73.48	75.78	-3.04%	285.15	322.74	-11.65%
Teen Vogue ^{10D}	500,000	N.A.C	66.28	N.A.	N.A.	269.64	144.18	87.02%
YM/SS	2,000,000 ^D	2,183,988	52.54	89.54	-41.32%	228.77	406.60	-43.74%
Category Total			352.61	362.76	-2.80%	1,427.86	1,603.99	-10.98%
TRAVEL								
A. F.'s Budget Travel ¹⁰	500,000	535,066 ^B	86.33	70.84	21.87%	291.23	305.77	-4.75%
Condé Nast Traveler	750,000	776,106	212.85	173.45	22.72%	656.34	570.17	15.11%
Travel + Leisure	950,000	965,977	166.76	133.56	24.86%	685.08	668.38	2.50%
Category Total			465.94	377.85	23.31%	1,632.65	1,544.32	5.72%
WEALTH								
Robb Report	None	108,118	86.67	79.17	9.47%	421.00	387.87	8.54%
Town & Country	450,000	461,291	120.76	116.32	3.82%	632.78	538.07	17.60%
Category Total			207.43	195.49	6.11%	1,053.78	925.94	13.81%
WOMEN'S LIFESTYLE								
Lifetime ¹⁰	500,000	N.A.C	43.35	108.24	-59.95%	147.12	108.24	35.92%
Martha Stewart Living More ¹⁰	2,300,000	2,364,920	58.54	132.75	-55.90%	312.19	511.33	-38.95%
O, The Oprah Magazine	850,000	896,415	102.02	89.23	14.33%	336.93	298.14	13.01%
Organic Style ^{10/FM}	2,100,000	2,652,522	165.10	156.65	5.39%	590.58	540.50	9.27%
Real Simple ¹⁰	750,000 ^D	614,846	57.51	53.18	8.14%	182.58	136.73	33.53%
	1,200,000	1,500,246	161.90	123.70	30.88%	493.70	422.60	16.82%
Category Total			588.42	663.75	-11.35%	2,063.10	2,017.54	2.26%
WOMEN'S SERVICE								
Better Homes and Gardens	7,600,000	7,606,820	189.15	217.12	-12.88%	840.01	840.54	-0.06%
Family Circle ¹⁵	4,600,000	4,641,656	107.35	123.70	-13.22%	573.58	614.38	-6.64%
Good Housekeeping	4,600,000	4,755,893	155.70	156.41	-0.45%	691.39	669.70	3.24%
Ladies' Home Journal	4,100,000	4,102,373	124.67	141.25	-11.74%	598.19	643.35	-7.02%
Redbook	2,350,000	2,392,427	120.89	169.02	-28.48%	486.00	598.39	-18.78%
Woman's Day ¹⁷	4,350,000 ^D	4,279,375	186.78	184.09	1.46%	698.83	730.92	-4.39%
Category Total			884.54	991.59	-10.80%	3,888.00	4,097.28	-5.11%
MEDIAWEEK MONITOR TOTALS			12,668.04	12,303.60	2.96%	52,532.66	52,662.66	-0.25%

Rate base and circ figures according to the Audit Bureau of Circulations for the second half of 2003 except: B-audited by BPA International, C-non-audited title, Q-raised rate base during period and X-did not file audit by deadline; A=April '04 issue had 77.23 pages, April 2003 had 78.42 pages; D=2003 April/May double issue; F=frequency changed from bimonthly in 2003 to monthly in 2004; G-figures include Buyer's Guide special: 50.6 pages in 2004, 55.13 in 2003; H-YTDs include 2004 Home special: 21 pages and 2003 Makeover special: 27.38 pages; M=2003 is May/June combined issue; N=2003 YTD includes newsstand-only special: 1.75 pages; SS=2003 YTD includes one special; Y=YTDs include one special issue; YY=YTDs include two specials; 9=publishes 9 times; 10=publishes 10 times; 11=publishes 11 times; 13=publishes 13 times; 15=publishes 15 times; 17=publishes 17 times; +=one more issue in 2004 than in 2003; @=one fewer issue in 2004

WEEKLIES APRIL 19, 2004

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek [®]	19-Apr	67.48	21-Apr	45.78	47.40%	816.21	785.99	3.84%
The Economist	10-Apr	35.00	12-Apr	31.00	12.90%	629.00	611.00	2.95%
Newsweek ^E	19-Apr	42.53	21-Apr	27.44	54.99%	623.56	568.99	9.59%
The New Republic [®] @/DD	NO ISSUE		21-Apr	14.73	N.A.	69.07	89.03	-22.42%
Time ^E	19-Apr	68.64	21-Apr	37.69	82.12%	694.76	652.07	6.55%
U.S. News & World Report	19-Apr	47.91	21-Apr	33.88	41.41%	465.73	388.91	19.75%
The Weekly Standard ^D	12-Apr	5.50	14-Apr	6.50	-15.38%	88.09	89.47	-1.54%
Category Total		267.06		197.02	35.55%	3,386.42	3,185.46	6.31%

SPORTS/ENTERTAINMENT/LEISURE

AutoWeek	19-Apr	25.92	21-Apr	21.17	22.44%	335.95	353.82	-5.05%
Entertainment Weekly	16-Apr	30.48	11-Apr	35.48	-14.09%	453.23	478.65	-5.31%
Golf World	16-Apr	45.33	18-Apr	42.30	7.16%	382.69	365.50	4.70%
New York	19-Apr	46.10	21-Apr	42.80	7.71%	750.90	684.10	9.76%
People	19-Apr	63.79	21-Apr	76.71	-16.84%	999.23	1,049.16	-4.76%
Sporting News	19-Apr	17.08	21-Apr	20.92	-18.36%	248.67	217.08	14.55%
Sports Illustrated	19-Apr	39.72	21-Apr	42.01	-5.45%	699.21	716.95	-2.47%
The New Yorker ^S	19-Apr	120.80	21-Apr	99.00	22.02%	625.62	650.49	-3.82%
Time Out New York	14-Apr	58.69	9-Apr	72.38	-18.91%	898.13	947.02	-5.16%
TV Guide	18-Apr	48.21	19-Apr	58.32	-17.34%	753.94	777.81	-3.07%
Us Weekly	19-Apr	23.17	21-Apr	20.83	11.23%	419.60	392.33	6.95%
Category Total		519.29		531.92	-2.37%	6,567.17	6,632.91	-0.99%

SUNDAY MAGAZINES

American Profile	18-Apr	8.85	20-Apr	8.85	0.00%	150.70	142.75	5.57%
Parade	18-Apr	14.94	20-Apr	13.77	8.50%	206.36	216.72	-4.78%
USA Weekend	18-Apr	16.28	20-Apr	10.96	48.54%	191.74	195.65	-2.00%
Category Total		40.07		33.58	19.33%	548.80	555.12	-1.14%
TOTALS		826.42		762.52	8.38%	10,502.39	10,373.49	1.24%

D=2004 double issue; DD=2003 double issue; E=estimated page counts; S=2004 is Humor double issue, 2003 is Money double issue; @=one fewer issue in 2004 than in 2003; @@=two fewer issues in 2004

BIWEEKLIES APRIL 19, 2004

	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	12-Apr	56.78	14-Apr	51.66	9.91%	377.43	387.94	-2.71%
Forbes [®]	12-Apr	189.17	14-Apr	151.45	24.91%	846.78	796.03	6.38%
Fortune	19-Apr	83.60	28-Apr	78.64	6.31%	955.14	911.99	4.73%
National Review	19-Apr	16.25	21-Apr	16.33	-0.51%	127.07	112.82	12.63%
Rolling Stone	15-Apr	89.23	17-Apr	66.50	34.18%	338.71	328.05	3.25%
Category Total		435.03		364.58	19.32%	2,645.13	2,536.83	4.27%

@=one fewer issue in 2004 than in 2003

CHARTS COMPILED BY AIMEE DEEKEN

"I see Suzanne as being the scapegoat," says one fashion buyer, who requested anonymity. "Glamour has good marketing programs. It's the editorial positioning that is questionable. I think Cindi Leive is a very talented editor, but I think she may be going a little too far in recreating some of the features of [former Glamour editor, the late] Ruth Whitney." Under Whitney, the magazine put a heavy emphasis on political and social issues. Glamour's paid circulation grew 1.1 percent to 2.3 million in last year's second half, according to the Audit Bureau of Circulations. Newsstand sales are flat.

"I don't think Suzanne did a bad job," adds Steve Greenberger, Zenith Media senior vp, director of print media. "She had a strong marketing sensibility, she was able to deal with details, and [is] liked by clients and agencies. But every so often in the marketplace, there needs to be some changes. And Bill has done an extraordinary job with Details. It makes you wonder if Condé Nast wanted to take some of that Details energy and move it into that magazine."

Details has certainly come a long way. Condé Nast struggled for years to find a voice for the men's monthly, shuttering it in spring 2000. Fairchild relaunched Details in October with Wackermann as publisher. The 414,000-circ magazine has since found its niche among young men, and ad pages are on a roll. Through May, Details ad pages grew 7.8 percent to 397, while sibling-rival Condé Nast's GQ fell 13.3 percent to 469.

"I'm absolutely thrilled to be part of one of the most powerful brands in the world," said Wackermann. "It's a dream job." —LG ■

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mr. television

BY MARC BERMAN



TV State of Mind

ON A 24-HOUR ROAD TRIP FROM NEW YORK TO FLORIDA THE OTHER WEEK, I HAD plenty of time to ponder my favorite topic: television. And though it took a little mental effort to keep from swerving off I-95, each of the 10 states I passed offered me some nugget of inspiration and recollection.

Leaving New York, it dawned on me that probably half of all scripted series take place in this crowded metropolis, including everything from classics like *I Love Lucy*, *The Honeymooners*, *All in the Family*, *Cagney and Lacey* and *The Cosby Show* to the current *Law & Order* franchise, *Friends*, *Everybody Loves Raymond* and *NYPD Blue*. Can you imagine the Kramdens, Archie and Edith, the Huxtables or the long-suffering Andy Sipowicz anywhere else but in New York? Despite the fact that most shows are still filmed in Los Angeles—even the ones about or set in New York—television as we know it would be considerably less appealing without the Big Apple as a character.

As I crossed the Verrazano Bridge into Staten Island and ultimately New Jersey, I couldn't help but think how HBO's *The Sopranos* has put that state on the map. Although this is not the first time a series was set in New Jersey, what *Dallas* did for Texas in the 1980s is the impact Tony, Carmela and company have on the Garden State. It's made New Jersey an unexpected tourist attraction.

As for Staten Island, I remembered how a then-unknown Sandra Bullock stepped into Oscar nominee Melanie Griffith's shoes as spunky secretary Tess McGill on the TV version of *Working Girl* in 1990. And I wondered why so many movies are made into television series despite the fact that nine out of 10 do not work. Other than *M*A*S*H*, *Alice*, *Fame*, *The Odd Couple*, *Mr. Belvedere*, *The Courtship Of*

Eddie's Father, *Lassie*, *Dr. Kildare*, *In the Heat of the Night* and *La Femme Nikita*, how many movie spin-offs can you think of that lasted more than one season on television?

Crossing Delaware into Maryland and eventually Washington, D.C., I thought about NBC's once-great *The West Wing* and how 2004-'05 will probably be the political drama's last season. As good as *The West Wing* was—and still is at times—NBC's current reliance on reality means that time is running out for small-screen president Martin Sheen to join cast mates Allison Janney, John Spencer, Bradley Whitford, Richard Schiff and Stockard Channing in the Emmy winner's circle.

I also remember when the Seavers sold their Massapequa, N.Y., home and moved to Washington, D.C., in the final episode of sitcom *Growing Pains* in 1992. More than a decade after the show's demise, ABC is now filming a second reunion telecast that will feature the clan selling their Massapequa house. What a careless blunder. Why do the writers fail to realize how smart viewers really are? We know our TV shows.

As I headed into Virginia, I couldn't help but think of *The Waltons*, which epitomized

must-see, family-oriented TV from 1972-'81. Other than the WB's *7th Heaven*, which is expected to end next season, and *Everwood*, there are no other dramas that make you feel warm and fuzzy inside. I consider that to be one of the greatest disappointments about TV today.

I spent almost six hours getting through the Carolinas. After whistling the theme song to *Andy Griffith* for an hour or two, the only other show that I thought of was current WB drama *One Tree Hill*, which, after a rocky start last fall, is beginning to attract an audience. Considering how poorly the network is faring this season, this is one of its key building blocks.

With one state to go before I reached my final destination, Georgia brought sitcom *Designing Women* to mind and how a good show often deteriorates after one of the principal stars leaves. Remember how bland *Designing Women* was without Delta Burke? I also thought of WB drama *Savannah*, which should

have lasted longer; *Cosby* spin-off *A Different World*, which never should have aired for six dreadful seasons; and *The Jeff Foxworthy Show*, which mysteriously moved from Indiana to Atlanta in its second season. Again, did the writers think we were all asleep on our sofas?

When I finally got to Florida, my immediate recollection of Dorothy, Rose, Blanche and Sophia of *The Golden Girls*, not to mention their neighbors the Westons on *Empty Nest*, told me the broadcast networks could do

better on Saturday if they programmed more aggressively. And Crockett and Tubbs of the ultra-cool *Miami Vice* serves as a reminder that TV can be both stylish and ahead of its time when it makes the effort. ■

I wondered why so many movies are made into television series when nine out of 10 do not work.

Do you agree, or disagree, with Mr. TV? Please e-mail mberman@mediaweek.com and let him know if you would like your response published in an upcoming issue.

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