

MEDIAWEEK

#BXBBHL *****3-DIGIT 078
#006171484#B 20020520 ed1 ep 2 S3DG
LAURA JONES, ASSISTANT MGR
WALDENBOOKS
42 MOUNT PLEASANT AVE
WHARTON NJ 07885-2120 161

NEWSPAPER

Vol. 11 No. 27

THE NEWS MAGAZINE OF THE MEDIA

July 2, 2001 \$3.95

TELEVISION

Azteca America Loses Outposts

Clearance problems in
key markets could
hinder net's launch

PAGE 7

TV RESEARCH

Who Let the HUTs Down?

Nielsen's local meters
in Boston show 9%
drop in sets tuned in

PAGE 8

RADIO

Sam Donaldson Eyes Talk Show

After subbing for local
hosts, ABC News vet
may get national gig

PAGE 8

Mediaweek Magazine
Monitor PAGE 25



THE UPFRONT:

15%

Turner sets pace
of cable upfront
by valuing volume
and cutting CPMs

Page 6

MARKET INDICATORS

NATIONAL TV: DONE

All networks except UPN have finished their upfront business for next season. The total take is about \$6.9 billion, about 15% less than last year. Nets sold between 65% and 75% of available inventory.

NET CABLE: BUILDING

Few deals are done. Talk is expected to heat up after this week. Buyers still gunning for double-digit CPM decreases; sales execs hope to hold the line at minus 10 percent.

SPOT TV: SLOW

Holiday-week buying was building steam in pockets of the country. Phoenix and Denver are still healthy, but Dallas and Atlanta have started to cool. Spot business is soft everywhere else.

RADIO: MOVING

Local auto, soft drinks, movies and restaurant categories are fueling July. National is off 10-20% but picking up slightly. Rates are generally negotiable.

MAGAZINES: HEATING

Media category spending is picking up in magazines, especially entertainment; books, in third quarter as TV networks begin promoting their fall shows.

COMPUTER
LIBRARY

SW
BCO

Tom Aalto
Editor & Author
November 7 2004

TBWACHIAI
DAY
APPLE
COMPUTER, INC.



NOCK PAPER SOLUTIONS

Ben
Longland
Editor

6.00



RING OF FIRE



RavensWork

10/2/98

Apple Computer, Inc.

TBWACHIAI
DAY
APPLE
COMPUTER, INC.



3

DEMO REEL
10/13/00



310-396-3333

Marjorie M. Miller
Dr. Sarah Monica

TBWACHIAI
DAY
APPLE
COMPUTER, INC.



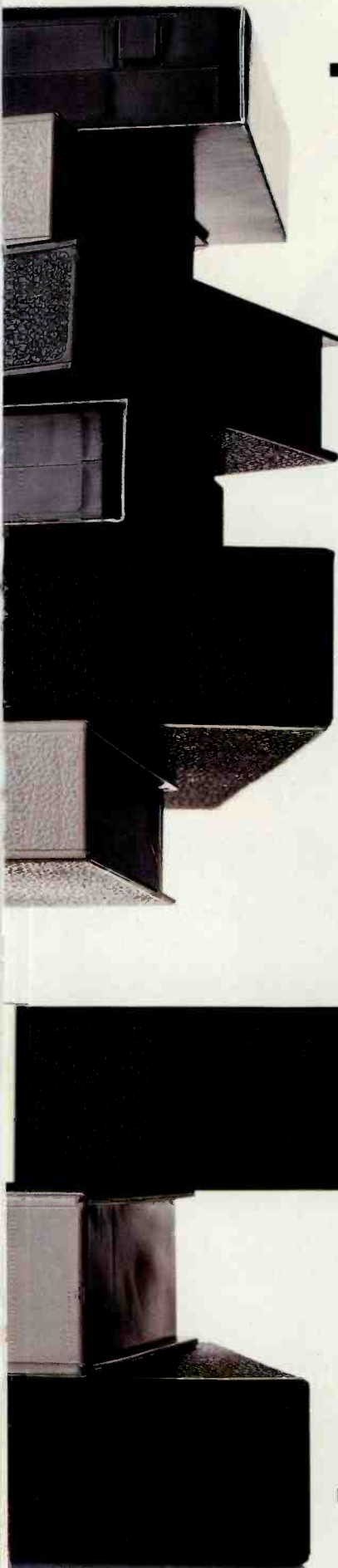
5/10/01

DEMO REEL
10/13/00



tarsem@radical.media

Series 500



With the new Power Mac™ G4* and Apple's revolutionary iDVD and DVD Studio Pro™ software, you can burn your best work onto a refreshingly compact DVD.

iDVD's simple drag-and-drop interface makes it easy to create elegant DVD menus – complete with titles, backgrounds and chapter buttons – in minutes. Or create richly interactive DVDs worthy of commercial release with DVD Studio Pro. Then use the new G4's



aptly named SuperDrive™

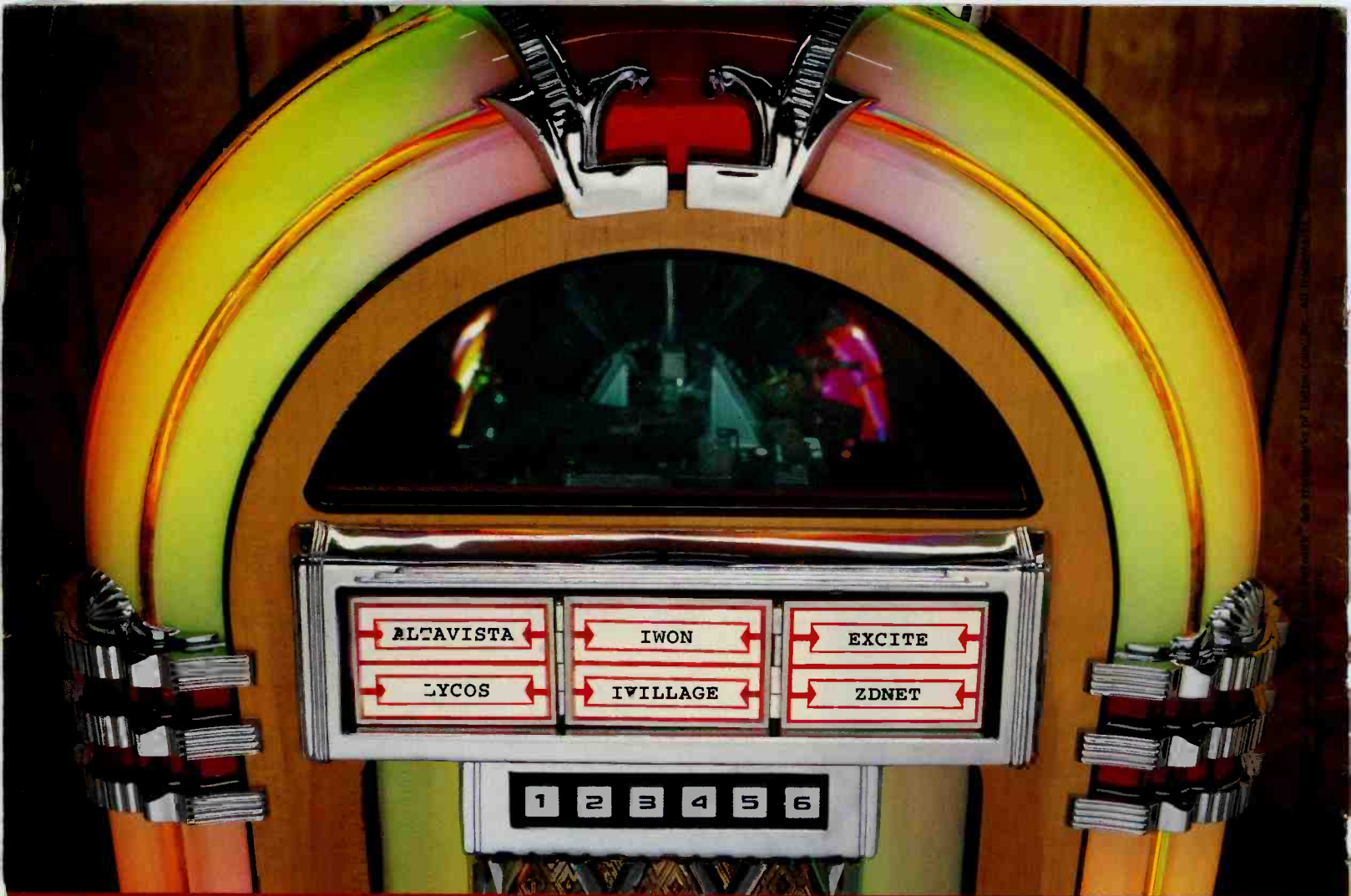
to burn custom DVDs that play in almost any standard DVD player. No more

clumsy 3/4" tapes. No

more sweating when you can't find the beginning of your clip in a meeting. Just ultra-crisp digital video and CD-quality sound. And, unlike everything else in this business, the whole package comes in way under budget. Right around \$3,500.**

🍏 Think different.



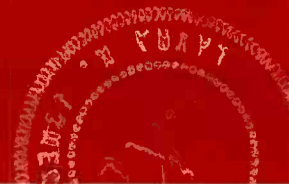


Listen Network presents the Web's greatest hits

As the online music provider for the Web's top portals and most popular sites, Listen Network easily reaches millions of music fans. Sources like the perfect selection for your next campaign. So include Listen in your media plan, and watch your clients top the sales charts. For information, go to listen.com/aw, email adsales@listen.com or punch in 415-934-2005.



At Deadline



Primedia Seen Close to Deal for Emap USA

Primedia, publisher of *Seventeen* and *Automobile*, was said to be wrapping up a deal over the weekend to acquire specialty publisher Emap USA for slightly more than \$500 million—beating out rival bidders American Media and Texas Pacific Group. An announcement regarding a deal with Primedia is expected today, though there was a slight possibility that it could unravel. Primedia's acquisition of Emap, which dominates the automotive marketplace with its Motor Trend Properties, would transform Primedia into a Goliath in Detroit. Emap's struggling *Teen*, which has been the company's oddball, would be paired with Primedia's *Seventeen*. Also, both companies publish hunting and sporting magazines—Emap owns *Guns & Ammo*, and Primedia publishes *Shooting Times*—making for a seemingly good fit. But a Primedia acquisition of Emap is risky. Primedia CEO Tom Rogers has already banked millions on an ambitious Web strategy, and Emap last month took a \$767.7 million write-down.

Cable's 2nd-Quarter Ratings Flat

Though significant distribution gains in the last year drove household delivery up in the second quarter for several cable networks, ratings were largely flat or down. The second quarter officially ended over the weekend, but preliminary data through June 27—based on Discovery Network's analysis of Nielsen Media Research audience measurement—gave the quarter's prime-time crown to Lifetime, which posted 12 percent growth in ratings, to an average 1.9, and 15 percent growth in household delivery, to 1.4 million. USA was second, having slipped to a 1.8 rating; USA's delivery was off 17 percent, to 1.4 million. TBS and TNT also fell in ratings and delivery, as did ESPN, MTV and Nickelodeon. The big winners were TNN—which due to brand repositioning and new MTV Networks management grew 64 percent, to 797,000 households and a 1.0 rating—and The History Channel, which increased delivery 26 percent, to 699,000 households and a 1.0 rating.

Fox Mulls Sale of Four O&Os

With News. Corp's pending acquisition of 10 Chris-Craft television stations, putting the company over the 35 percent broadcast-coverage ownership cap, its Fox Station Group is said to be close to selling four owned-and-operated stations—WDAF in Kansas City, Mo; WHBQ in Memphis, Tenn; WGHP in Greensboro, N.C.; and WBRC in Birmingham, Ala.—to Luther Gatling, a prominent New York City businessman and head of the nonprofit Budget & Credit Counseling Ser-

vices. Gatling, who is also president of the New York chapter of the One Hundred Black Men community-service mentorship program, would be buying stations in four markets that have large African-American populations. Fox officials **Laurel K. Jones** not comment; Gatling could not be reached. **Magazine Maven**

Daily News Re-Ups Supermarkets JUL 03 2001

After losing an estimated \$50,000 to \$100,000 per week in supermarket advertisements after publishing an investigation on the cleanliness of New York City food stores in May, the New York *Daily News* has persuaded two major chains to start advertising again. Krasdale Foods' C-Town and Bravo supermarkets, which pulled their ads after the story ran, resumed advertising on June 27. Gristedes and Associated Supermarkets, which also pulled their ads, are still refusing to advertise in the tabloid.

Harpo Confirms Dr. Phil Spinoff

Confirming an April 16 report in *Mediaweek*, Oprah Winfrey's Harpo Productions said last week that it will produce an hour-long daytime talk show starring Dr. Phil McGraw, a frequent guest on the *Oprah Winfrey Show*, for fall 2002 syndication. Paramount Domestic Television will co-produce the program, with King World Productions handling distribution.

Mediaweek Takes July 4th Break

Mediaweek will not publish an issue on July 9. The next edition will be published on July 16.

Addenda: Ziff Davis Media last Friday laid off two dozen staffers in the marketing and sales division of its consumer media group, which publishes *Yahoo! Internet Life*, *Family PC* and *Expedia Travels*...**Lesley Jane Seymour**, formerly editor in chief of Hearst Magazines' *Redbook*, was named editor of *Marie Claire*, succeeding Glenda Bailey, who in May replaced Kate Betts at *Harper's Bazaar*...**Dick Clark Productions** and the William Morris Agency are packaging a "talk/human interest"—themed TV show starring litigation hero Erin Brockovich for

fall 2002 syndication...**Peter Herbst**, most recently editor at large for Hachette Filipacchi Magazines in Paris, was named to the new position of associate editorial director of HFM in New York.

Correction: In a June 25 article about the second half of Nascar's TV season, the Turner Broadcasting-owned network on which the races will appear was incorrectly identified. It is TNT.

Inside



New *Heart & Soul* editor Corbett makes over the lifestyle magazine Page 24

Local Media 12
Market Profile 15
Media Elite 19
Inside Media 22

Fox Family Graced With Strong Debut; Buyers Wary

Fox Family Channel could have a potential hit with its new coming-of-age drama, *State of Grace*. In back-to-back premiere episodes on June 25, the show earned an average 1.6 rating (2.1 million households), Nielsen Media Research reports.

But with Fox Family up for sale by co-owners News Corp. and Saban Entertainment, media buyers say they are hesitant to fully embrace any new series from the network because of concerns that it might not survive under a new owner. "It's great that they're finally getting traction, [but] how much of your clients' dollars can you commit to a show if [the network] is going to be sold?" Laura Caraccioli, vp/director of Starcom Entertainment, said of Fox Family. "You just don't know what you are investing in."

Countered Fox Family president Maureen Smith: "With this kind of quality, any new owner would love it. [*State of Grace*] will be around [next] season." —Megan Larson

Marchesano Named CEO Of VNU Business Media



VNU's Michael Marchesano

VNU Business Media last Friday announced a reorganization and new management team that will result in the combination of BPI Communications (the parent company of *Mediaweek*, *Adweek*, *Brandweek*, *Billboard* and *The Hollywood Reporter*) and Bill Communica-

tions (publisher of *Restaurant Business* and *Sales & Marketing Management*, among others) into a single organization, VNU Business Publications USA.

Heading the new entity will be Michael Marchesano, who moves from CEO of Bill Communications to president and CEO of VNU Business Media. He succeeds John Wickersham, who resigned unexpectedly earlier last month to pursue business opportunities outside of VNU, including a family business. Prior to joining VNU, Marchesano was president and CEO of BPA (continued on page 8)

Cable Nets Face A Hostile Market

Inventory glut and CBS' about-face may limit upfront to \$4 billion

THE MARKETPLACE By Megan Larson and John Consoli

The cable upfront marketplace, which has hardly begun, is already looking dismal, with media buyers demanding rollbacks in cost-per-thousand prices of 15 to 20 percent and sales executives attempting to hold the line at 10 percent below last year's rates. It means that cable's total upfront take could drop as much as \$700 million from the estimated \$4.7 billion last year, insiders guessed last week. And the marketplace is expected to drag through most of the summer, being bought simultaneously with a depressed syndication market. "There will be blood in the water," asserted one media buyer.

Privately, several sales executives are furious at two cable sales operations—Turner Broadcasting Sales and FX—for having set cable's price bar so low, only an acrobat could limbo under it. Starcom, which wrapped its business with cable and broadcast Friday and will turn to syndication this week, is said to have cut its business with TNT and TBS at minus 15 percent last week.

"There are a bunch of knuckleheads out there," said one sales chief for a mid-tier net-

work. "By offering low CPMs in exchange for more money, FX and Turner set the bar with buyers for the non-targeted cable networks."

Added another executive from a larger cable net: "If broadcast did negative 5 percent, where does this thinking come from that cable should go lower than negative 10? We are hearing from the agencies that the marketplace will be negative 15 or negative 20, and I do think it is [FX and Turner] that are doing it."

A Turner representative denied cutting any deals: "Rumors along these lines have been circulating for weeks. We have not concluded any upfront business [yet] at any price level."

Perhaps as damaging to cable's hopes of enjoying another up market is the fact that CBS—the lone holdout against dropping its CPMs as of early last week—caved by week's end. It means that money—which cable sales execs had hoped would shift over to them—will stay in Viacom CEO Mel Karmazin's pocket.

That said, it was certainly not Karmazin's intent to blink, but blink he did. While CBS attempted to save face early in the week by doing some deals at flat to slightly positive CPM increases in exchange for guarantees that

MIDDLE-TIER NETS' IMPACT ON THE CABLE UPFRONT

Advertisers for years have been buying cable's core, top-level entertainment networks: A&E, TBS, TNT, USA, MTV, Discovery, Nickelodeon and Lifetime. Those nets will still attract the lion's share of the anticipated \$4.0–\$4.5 billion cable upfront market this year. But the rapid growth of cable's second tier of networks, some of which are listed below, has made them major players and offered more alternatives to advertisers, particularly in a buyers'-market upfront:

Network	Distribution (in millions of homes)		Ad Revenue* (in millions)	
	1996	2001	1996	2000
Animal Planet	N.A.**	70.6	N.A.**	\$64.1
Cartoon Network	31.8	73.1	\$34.0	\$133.6
Comedy Central	44.0	72.3	\$56.7	\$204.2
E!	42.7	71.0	\$45.9	\$110.0
Food Network	19.2	59.0	\$10.0	\$52.9
History Channel	29.4	73.0	\$9.0	\$120.0
Sci Fi Channel	38.2	70.9	\$48.0	\$177.1
VH1	56.3	74.2	\$89.4	\$238.6

*Calendar year **launched October 1996 Compiled by K.L. Gionti with data from Kagan Word Media, cable networks

advertisers' packages would overdeliver in ratings, most buyers insisted on buying only at absolute negative CPMs, said to be between 2 and 4 percent below last year. At the same time, the other networks began luring dollars away from CBS budgets by offering to do business at more hefty negative CPMs.

"CBS holding out benefited all the rest of us," said a competing network sales exec. "Mel is a wonderful human being." Another competing network sales exec added, "CBS lost between \$100 million and \$200 million by refusing to budge earlier. The other networks started going after that money."

A CBS representative acknowledged that the network sold some of its inventory at negative CPMs but contended that when averaged out, CPMs came in at 1 to 2 percent above last season, primarily because of CBS' powerhouse Thursday night schedule of *Survivor* and *CSI: Crime Scene Investigations*, for which advertisers paid hefty increases. A competing network, however, polled buyers last week and said the results did not agree with CBS' spin.

The broadcast prime-time upfront total is expected to reach \$6.9 billion, down nearly 15 percent from last year. Broken down by network: NBC dropped 9 percent, to \$2 billion;

ABC slumped 29 percent, to \$1.6 billion; CBS slipped 12 percent, to \$1.4 billion; Fox stayed flat at \$1.3 billion; WB, the lone gainer, was up 5 percent, to \$475 million; and UPN is projected to remain level with last year at \$160 million. "We said the market would be down 15 percent," said one buyer. "Now the networks realize we weren't posturing."

Nevertheless, all of the networks sold less inventory in this year's upfront: CBS at 65 percent, NBC at 70 percent and ABC and Fox at about 75 percent. Last year's range was 80-85 percent. The largest chunk of inventory not sold by the nets is in fourth quarter, and that could present some problems, since most industry observers believe the economy will not turn around until next year's first quarter at the earliest. One network sales exec agreed, conceding that buyers may be able to get some discounts in scatter in the fourth quarter, but believes "the rest of the season will be okay."

UPN was the only network that didn't wrap its upfront business last week. Most media buyers said they had cash left to buy time on the network but were still wrangling over pricing for *Buffy, the Vampire Slayer* and *Roswell*. "Those shows are clearly better than those they replaced on the schedule," said one buyer, "and

they deserve a higher price. But if those shows underdeliver and the network needs to give makegoods, UPN has very little else in the same demo to offer the advertiser."

At least UPN only had to sell against five other networks. Cable doesn't have that luxury, and the glut of viable cable channels with whom media buyers can negotiate continues to swell. "Negotiations with the cable networks will be much tougher and more tedious than with the broadcast networks," said one major media buyer. "There are about 40 cable networks, and every one of them is viable. It will be a lot easier for us to spread our business among many of them and, since there are more places to go to, some of the traditionally stronger networks will take more of a hit."

A few direct-to-client deals have been done, and The Media Edge cut deals with A&E, Lifetime, USA, TBS and TNT, according to sources, but heavy deal-making will not likely begin until the week of July 9 and will last through August.

Syndication is expected to move alongside cable, sources said, but may be hit with budgets that have been slashed 50 percent from last year's \$2.4 billion marketplace. —with Daniel Frankel ■

Station Problems for Azteca

Planned new Hispanic broadcast network encounters distribution setbacks

TELEVISION By John Consoli

Azteca America, the new Hispanic TV broadcast network that was expected to launch this spring, has suffered a series of distribution setbacks that could delay it from getting on the air indefinitely. The fledgling network, a partnership between station owner Pappas Telecasting and Mexico-based programmer TV Azteca, has recently had two station-acquisition deals fall through. And a complaint against Azteca America regarding its distribution plans in Los Angeles has been filed with the FCC by rival Hispanic network Telemundo.

After Azteca's agreement to acquire KXTX-TV in Dallas was scuttled due to financing problems, Telemundo stepped in to acquire the outlet last week from owner Southwest Sports Group. Azteca's deal to acquire KDBC-TV in El Paso, Texas, also fell through. In Los Angeles, Telemundo has contended that Azteca's KIDN-TV, in signal tests, has created interference problems with its station, KVEA-TV.

"They cannot launch the station until the

matter is resolved," said Alan Sokol, COO of Telemundo. Sokol added that Telemundo's FCC complaint against Azteca America is pending.

Azteca America executives did not return calls for comment.

Losing the Dallas and El Paso outlets lowers Azteca America's current coverage of U.S. Hispanic households to just above 30 percent of the country. Without a station in L.A., the network's coverage would fall into the teens. That would be well below the 40 percent of the U.S. required by Nielsen Media Research to be considered a national broadcast network.

Also adversely affecting Azteca America's ability to put together its station platform was Univision's recent acquisition of 16 TV outlets from USA Network. Some of those outlets had been sought by Azteca.

As a result of the network's uncertain status,



Sokol: Telemundo is not out to derail Azteca.

advertisers have not been willing to make significant advance commitments to Azteca America, according to media buyers.

Sokol denied recent speculation that Telemundo, the country's second-largest Hispanic TV network behind Univision, had specifically

targeted Azteca America in its moves. "That couldn't be further from the truth," Sokol said. "We made sure [Azteca's] deal in Dallas was completely dead before we moved in." Telemundo's contract with affiliate KFWD-TV in Dallas ends in February, after which the network will switch its signal to KXTX.

Sokol also refuted recent reports that Telemundo is up for sale. Viacom, News Corp., Globo of Brazil, Telefonica of Spain, and Televisa of Mexico have all been mentioned as being interested in acquiring Telemundo. Sokol said the growth potential of the Hispanic marketplace has resulted in other media companies making inquiries. But he added: "Our owners [Sony Corp. and Liberty Media] wouldn't be making the investments they are making in the network if they were planning to sell it. They are very happy with the network. There is no 'for sale' sign up." ■

International. Howard Lander, executive vp of BPI and president of its music and media group, which includes *Billboard*, has been named COO of VNU Business Media, a new position. John Babcock Jr., CEO of BPI and former president of Adweek Magazines, says he will "spend the next few months exploring options. In the meantime, I'm here to help the new VNU team in transition. I wish Mike and Howard all success going forward."

In a memo to staffers, Jerry Hobbs, CEO of VNU USA, said: "The current economic environment coupled with the consolidation among our customers and competitors mandate that we constantly look to evolve and transform our organization in order to stay in front of the new challenges and opportunities we face in the business-information field today."

Besides Bill and BPI, VNU USA owns A.C. Nielsen, Nielsen Media Research, Scarborough, Spectra and Claritas.

CNN's Johnson Resigns; Kellner Consolidates Power

Tom Johnson, chairman/CEO of CNN News Group, last week announced his resignation after 11 years with the cable network. At the request of Jamie Kellner, Turner Broadcasting Systems chairman/CEO, who assumes Johnson's titles and duties, the CNN veteran has agreed to remain on board as a consultant. "It is time for a workaholic to escape the stress of work before stress gets me," Johnson wrote in a memo to the CNN staff.

Johnson had managed to ride out CNN's shake-ups following the AOL-Time Warner merger earlier this year, including the ascendance of former WB network chief Kellner over Johnson. No replacement has been named. Phil Kent, CNN president/COO, will report to Kellner, and Eason Jordan, CNN chief news executive and news-gathering president, will continue to report to Kent and Kellner.—ML

Publishers Prune Freelance Articles From Archives

The U.S. Supreme Court, in a 7-2 ruling, said last week that publishers violated copyright law by posting freelance articles in electronic (*continued on page 10*)

Boston Homes Less Tuned In

Agencies, stations shocked by 9% HUT level drop in local people-meter demo

TV RESEARCH By Katy Bachman

Nielsen Media Research executives met with the Boston media and ad community last week to compare the performance of its 420 people-meter homes with the current methodology of set-top meters and diaries. While Nielsen was pleased with the service's response rates and sample proportionality, agencies and stations were alarmed to see that HUT (households using television) levels had declined 9.1 percent.

"The meeting was frustrating. There was no new information, and Nielsen wasn't able to answer a lot of questions," said Tricia Maloney, director of research/programming for Fox's WFXT. No TV station in the market has signed up—the only paying clients are cable operator AT&T Broadband and regional channel New England Cable News, which signed a six-year contract last week.

Of particular concern to stations is the 14-15 percent HUT level drop from 5 to 7 p.m. "We're in a tough economy, and when you look at the decline in [local] news, that's a concern," said Adrienne Lotoski, research director for WCVB-TV, Hearst-Argyle's ABC affiliate.

Agencies fear they won't be able to justify

the inevitable higher ad rates. "I'm not sure my clients will buy the explanation that it's a better methodology," said Karen Agresti, senior vp/director of local broadcast at Hill, Holliday, Connors, Cosmopolos. "We'll be dealing with fewer GRPs because we won't be able to afford more. Boston could be nationally out-priced."

Nielsen vows it will try to get to the source of the lower HUTs. "The purpose of the demonstration is for everyone to look at the numbers and make adjustments, including us," said Ken Wollenberg, Nielsen senior vp of strategic development.

While Nielsen (owned by *Mediaweek* parent VNU) struggles to win acceptance of its local people meters, new president/COO Susan Whiting also is talking to advertisers and broadcasters about plans to double its national people-meter sample, to 10,000 homes. Some homes will be added from local people meters being installed in nine markets over the next three years, while another 2,000 new national homes will have to be sought out, at considerable expense. For Nielsen clients, the big question will be how much of that cost the ratings firm will pass on to them. ■

Donaldson Eyes Talk Radio

ABC considering launch of national show for network TV news veteran

RADIO By Katy Bachman

ABC is exploring the possibility of giving Sam Donaldson, one of its premiere TV news personalities, a national radio talk show. To gauge listener interest in the show, Donaldson, nemesis of presidents from Carter to Clinton, has been sitting in for local talk hosts at ABC Radio stations around the country for several weeks.

Last week, Donaldson subbed for ABC radio icon Paul Harvey; also in June, he hosted shows on ABC's WMAL-AM in Washington and KGO-AM in San Francisco. In July, the ABC News vet is headed back to KGO and to Clear Channel's KTRH-AM in Houston, which is breaking its

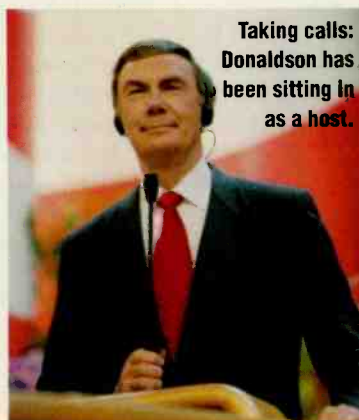
all-news format to bring in Donaldson.

"We're testing the waters," said Chris Berry, vp of ABC News Radio. "It's an opportunity for audiences to get to know him."

Donaldson, 67, is game. "This is not a lark," he said last week. "The more I do it, the more I like it. I'm having a ball, and if I can attract an audience, I'm ready to compete." Donaldson is

co-anchor of ABC's Sunday-morning news program, *This Week*.

The idea of Donaldson as a radio talk-show host got started in 1998, when he addressed a roomful of radio-station programmers in D.C. Sitting in the back was Jack Swanson, operations manager for KGO,



Taking calls: Donaldson has been sitting in as a host.

ABC NEWS



Let's focus on your target.

We can provide the solutions you need to develop and implement on-line campaigns geared toward the US Hispanic and the Latin American markets. With one-to-one relationships, value-added solutions and our extensive database, we can create highly focused and personalized messages to meet your individual communication and segmentation needs. Terra focuses where it should: Your target market.
1-888-MYTERRA • advertising@terra.com

www.terra.com

Telefónica

terra™ 

Internet,
más tuyo que nunca.

With just one call, within 2 hours your campaign can be in:

ARGENTINA www.terra.com.ar BRAZIL www.terra.com.br CHILE www.terra.cl COLOMBIA www.terra.com.co COSTA RICA www.terra.co.cr DOMINICAN REPUBLIC www.terra.com.do
EL SALVADOR www.terra.com.sv GUATEMALA www.terra.com.gt HONDURAS www.terra.com.hn MEXICO www.terra.com.mx NICARAGUA www.terra.com.ni PANAMA www.terra.com.pa
PERU www.terra.com.pe SPAIN www.terra.es URUGUAY www.terra.com.uy USA www.terra.com VENEZUELA www.terra.com.ve

Media Wire

archives and by selling articles to database companies. The decision concluded an eight-year battle between freelancer Jonathan Tasini (who was joined by five other plaintiffs) and the New York Times Co., Time Inc. and *Newsday* (now owned by the Tribune Co.).

The ruling does not affect most current freelancers, who since the mid-1990s have signed contracts granting publishers digital rights.

Several newspaper and magazine publishers have begun the process of deleting freelance articles from their electronic archives. *The New York Times* publisher Arthur O. Sulzberger Jr. said the paper would delete 115,000 articles written between 1980 and 1995. The stories, mainly in the travel section, Sunday magazine and book review section account for about 8 percent of *Times* articles for the period. Gannett Co., Knight Ridder, and Time Inc. said they were reviewing their electronic archives.

"We were disappointed with the ruling," said Steve Hull, senior vp of *The Atlantic Monthly*. "With technology, we now have the ability to make the entire 144 years of the *Atlantic* available. But now, there will be a significant gap in what we can provide." —Todd Shields, 'Editor & Publisher'; Lori Lefevre

Radar: CNN Max Still No. 1

The top five radio networks, led by Westwood One's CNN Max, retained their ratings rankings in the spring Radar report released last week by Statistical Research Inc. Premiere Radio captured 7 of the top 10 spots, with Premiere Morning Drive AM at No. 2, followed by Premiere Diamond and Premiere Morning Drive FM. ABC's Prime network was fifth; it is the top-rated full-service net, with 124.5 minutes of commercials per week (top-rated CNN Max has 28 minutes).

After adding inventory from more than 40 new Clear Channel Communications stations to its networks, two Premiere networks showed marked increases in quarterly ratings. Focus, ranked 9th, was up 27.7 percent, and 16th-ranked Axis was up 40.8 percent. Moving to 11th place from 14th, Pinnacle was up 10.6 percent; Renaissance was up 12.9 percent; and ABC's Urban Advantage gained 13.2 percent. —Katy Bachman

the No. 1 outlet in San Francisco for more than two decades. "It was a defining moment for me," Swanson recalls. Donaldson "was funny, quick, and he didn't work with notes. He has that curmudgeonly twinkle that not only makes him an exceptional journalist but an entertainer who knows how to engage an audience."

When he sat in for WMAL's Chris Core last month, Donaldson found himself taking up topics he normally wouldn't broach. "At first, I thought the story on Chandra Levy's disap-

pearance was more tabloid than straight news," he said. Later, when he asked listeners to call in their biggest pet peeves, "the switchboard lit up," Donaldson added proudly.

John Butler, WMAL operations director, believes talk radio will expose a side of Donaldson the public rarely gets to see. "We know him for politics and as the White House correspondent, but that only scratches the surface," Butler said. "He's a host most of us [in radio] can only dream of having." ■

Too Much of a Good Thing?

With launches of *Millionaire* and *Link*, stations face game-show glut in '02

SYNDICATION By Daniel Frankel

While most other program development for fall 2002 is still in the early-pitch phase, syndicators last week continued to fill TV station schedules with game shows. If game-show pickups continue, the field could swell to nearly a dozen by the fourth quarter of next year.

Adding deals with McGraw-Hill and Scripps-Howard outlets to pacts already signed with major-market CBS owned-and-operated stations, Buena Vista Television's syndie version of *Who Wants to Be a Millionaire?* is now sold in about half of the country. At the same time, NBC Enterprises Domestic Distribution's syndie *The Weakest Link*, already sold to the CBS O&O in New York and the NBC O&O in Chicago, continues to be the subject of competitive bidding between NBC and CBS stations in important markets such as Los Angeles.

Meanwhile, Columbia TriStar TV Distribution has clearance deals in San Francisco, San Diego and Phoenix for the Donny Osmond-hosted *Pyramid*, premiering in fall 2002. A deal with Los Angeles' KCAL-TV is said to be in the works. If Warner Bros. can find any time periods remaining for a new version of *Lets Make a Deal*, hosted by Rosie O'Donnell and currently in development, nearly a dozen syndicated game shows will be running in fall 2002.

However, that volume could overexpose the genre and stem demand. "Just like when you had eight or nine court shows on the air at once, you're not going to see that many game shows survive," said Steve Sternberg, senior vp, broadcast research, TN Media.

CBS O&Os in particular have been aggressive in acquiring game strips, with stations such as WCBS going outside their Viacom family



to fill crucial late-afternoon time periods. CBS O&Os that have licensed both *Millionaire* and *Weakest Link* will air the strips back-to-back, leading into their 5 p.m. news, said Tom Zappala, senior vp, Viacom Television Stations.

"Our goal is to improve afternoon delivery and improve news delivery," Zappala said.

Other station program directors, such as KCAL's Virginia Hunt, said they plan to schedule new game shows in access time periods, competing directly with King World Production's top-rated trio of game strips: *Wheel of Fortune*, *Jeopardy* and *Hollywood Squares*. Responding to the influx of new game-show competition, King World is already tweaking *Hollywood Squares*. The show will now emphasize its game elements, while downplaying the comedic banter.

"I think [the increased competition] is great," added Sid Vinnedge, who heads production for Pearson TV game shows *Family Feud*, *To Tell the Truth* and *Card Sharks*. ■

UNLOCK NEW OPPORTUNITIES



Here's the key to uncovering new opportunities in your industry: Don't miss an issue of **MEDIAWEEK**, **ADWEEK** or **BRANDWEEK**. With timely news coverage and insightful analysis, they're your inside source for everything that's happening — deals, trends, strategies and technologies that can open up a world of opportunities for you. Get the information you need to get ahead — subscribe today!

MEDIAWEEK

For faster service call toll-free
1-800-722-6658.
Or subscribe online at
www.mediaweek.com

YES! Please send me 1 year of **MEDIAWEEK** for only \$149.*

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 E-Mail _____ Phone _____
 Bill me. Payment enclosed. Charge my: Visa MC AMEX
 Account # _____ Exp. Date _____
 Signature _____ J17MWT

To speed your order, please check one box in each section.

TYPE OF FIRM (Check One)

- 01. Manufacturing
- 11. Advertising Agency
- 12. Public Relations Firm
- 13. Independent Media Buying Service
- 20. Outdoor Advertising
- 31. Newspaper
- 41. Magazine
- 61. Television
- 51. Radio
- 67. Graphic Design
- 79. Market Research/Service
- 80. Sales Promotion / Support
- 81. Commercial Production
- 98. Other (please specify)

JOB FUNCTION (Check One)

- C. Product/Brand/Category Mgmt
- P. General or Corporate Mgmt
- W. Public Relations /Public Affairs
- L. Account Management
- R. Creative Dept. Mgmt.
- H. Copywriting
- I. Sales/Product Promotion
- T. Art Direction
- U. Media Buying/Planning/Supervision
- V. Advt./Market Research
- X. Other (please specify)

Title _____

From time to time, we may allow reputable companies to send you information by e-mail which might be of interest to you; please check the box if you prefer not to receive it.

* Canadian and other Foreign: Add US \$170 for Postage and Handling

ADWEEK BRANDWEEK

For faster service call toll-free
1-800-722-6658.
Or subscribe online at
www.adweek.com

YES! Please send me 1 year of **ADWEEK**
 BRANDWEEK for only \$149.*

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 E-Mail _____ Phone _____
 For ADWEEK subscription, please check the region you prefer:
 New England East Southeast Midwest Southwest West
 Bill me. Payment enclosed. Charge my: Visa MC AMEX
 Account # _____ Exp. Date _____
 Signature _____ J17MWB

To speed your order, please check one box in each section.

TYPE OF FIRM (Check One)

- 01. Manufacturing
- 11. Advertising Agency
- 12. Public Relations Firm
- 13. Independent Media Buying Service
- 20. Outdoor Advertising
- 31. Newspaper
- 41. Magazine
- 61. Television
- 51. Radio
- 67. Graphic Design
- 79. Market Research/Service
- 80. Sales Promotion / Support
- 81. Commercial Production
- 98. Other (please specify)

JOB FUNCTION (Check One)

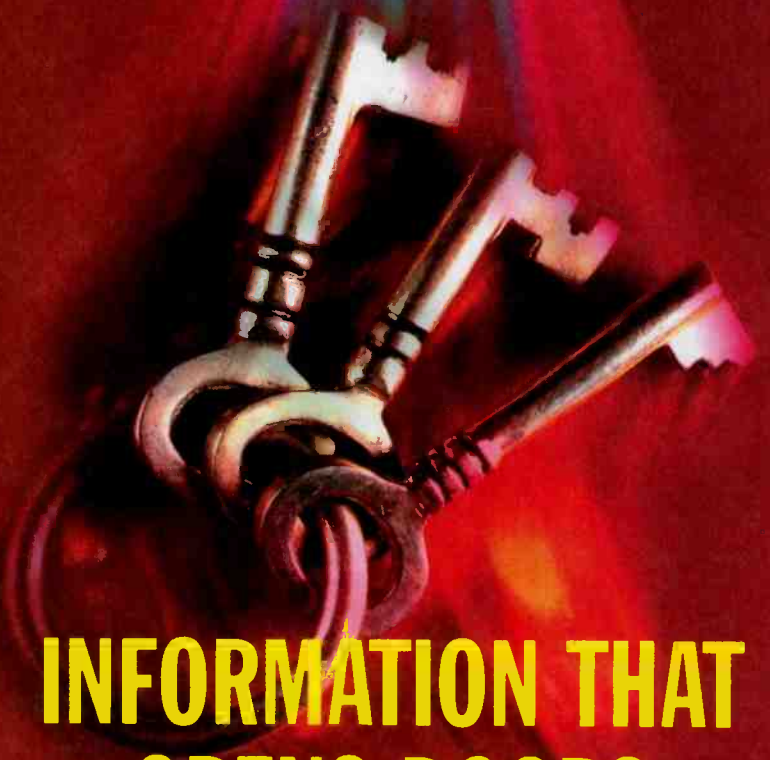
- C. Product/Brand/Category Mgmt
- P. General or Corporate Mgmt
- W. Public Relations /Public Affairs
- L. Account Management
- R. Creative Dept. Mgmt.
- H. Copywriting
- I. Sales/Product Promotion
- T. Art Direction
- U. Media Buying/Planning/Supervision
- V. Advt./Market Research
- X. Other (please specify)

Title _____

From time to time, we may allow reputable companies to send you information by e-mail which might be of interest to you; please check the box if you prefer not to receive it.

* Canadian and other Foreign: Add US \$170 for Postage and Handling

BRANDWEEK
ADWEEK
&
MEDIAWEEK



**INFORMATION THAT
OPENS DOORS**

Satisfaction Guaranteed

If at any time, for any reason, you decide that **MEDIAWEEK**, **ADWEEK** or **BRANDWEEK** does not measure up to your expectations — you can cancel your subscription and receive a full refund on all unmailed issues, no questions asked.

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 70 DANBURY CT

POSTAGE WILL BE PAID BY ADDRESSEE



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

MEDIAWEEK

SUBSCRIPTION SERVICE CENTER

PO BOX 1976

DANBURY CT 06813-9839

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 76 DANBURY CT

POSTAGE WILL BE PAID BY ADDRESSEE



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

ADWEEK BRANDWEEK

SUBSCRIPTION SERVICE CENTER

PO BOX 1973

DANBURY CT 06813-9845



Editor-in-Chief: Sid Holt
Group Editor: William F. Gloede

Executive Editor: Brian Moran
Managing Editor: Michael Bürgi
News Editor: Jim Cooper

Departments Editor/Copy Chief: Anne Torpey-Kemph

Editor, Special Report: Richard Brunelli
IQ Executive Editor: Patricia Orsini

Mediaweek.com: News Editor: George Gameau Associate
Editor: Anthony Crupi Senior TV Writer: Marc Berman

Washington Bureau Chief: Alicia Mundy
Senior Editors: Katy Bachman, John Consoli,
Daniel Frankel, Alan J. Frutkin, Lisa Granatstein, Megan Larson

Market Profile Editor: Eileen Davis Hudson

Reporters: Lori Lefevre, Jeremy Murphy
Media Person: Lewis Grossberger
Contributing Writers: Tony Case
Verne Gay, Eric Schmuckler

Design Director: Paul Virga
Art Director: Victoria A. Conte
Photo Editor: Kim Sullivan

Production Coordinator: Eileen Cotto

Circ. Dir: Mary Barnes; Circ. Mgr: Richard Chung
List Rental Info: Anthony DiNino (212) 684-4800;
Subscriber Services 1-800-722-6658;
Customer Service: bpi@realtimedpubinc.com

Mediaweek Online: Prod Mgr: Matt Lennon
Directories/Publishing Dir: Mitch Tebo
VP/Exec. Dir. Conferences: CG O'Connor, Sr. Spvsr: Matthew
Pollock; Spvsr: Cathryn Weber;
Conferences: 1-888-536-8536;
Address: www.adweek.com/adweekconf

Regional Sales Directors: N.Y. Linda D'Adamo,
Midwest: Tina Campione, L.A.: Charlotte Stein

Online Category Mgr. Hanna Shin Print Category Mgr.
Michael Candullo; Acct. Mgrs: N.Y.: Sandra Dent,
Diane DiDominici, Randy Doran, Robert Hamerslough
New England: Sara McCann; L.A.: Jacki Leigh

CLASSIFIED: Publisher: Harold Itzkowitz;

Sales Mgrs: Julie Azous, Liza Reich, Sara Weissman
LA Reps: Lindsay Boris, Gary Gomez, Asst: Michele Golden
Mktg Svcs Dir: Rachel Bell, Promo Art Dir: Hillary Friedman;
Spl. Events Coors: Jennifer Minihan, Ann Reilly

Prod. Dir.: Louis Seeger; Dir. of Oper: Adeline Cippoletti; Assoc.
Prod. Dir: Elise Echevarrieta; Sr. Prod. Mgr: Candee Weiss;
Asst Mgrs: Noah Klein, Craig Russell;
Assts: Michelle De Roche, Siobhan Treanor

Vice President/Marketing:
Mary Beth Johnston

Vice President/Publisher:
Wright Ferguson, Jr.

Senior Vice President/General Manager:
Louis Isidora

Executive VP/Editor-in-Chief:
Sid Holt

Executive VP/Group Publisher:
Michael E. Parker

President:
Mark A. Dacey

BPI COMMUNICATIONS

President & Chief Executive Officer: John Babcock Jr.
Exec. VPs: Mark A. Dacey (Media), Robert J. Dowling (Film & TV), Howard Lander
(Music & Literary), Sr. VPs: Paul Quinn (Consumer), Robert Montemayor (Circ. & Databases),
VPs: Debbi Keniston (HR), Glenn Hoffman (Books), Deborah Patton (Communications)
A VNU BUSINESS MEDIA COMPANY
President & Chief Executive Officer: John Wickensham; Sr. VP/Business
Development: Greg Farrar, CFO: Joseph Furey; Presidents: James Bracken
(Expositions), Jeremy Grayzel (eMedia)

Media as Investment

BY DONALD EVANSON

INDUSTRY PUNDITS ARE ALREADY PREDICTING A DECLINE IN 2002 AD REVENUE. NETWORK TV and cable organizations are hard at work developing effective sales strategies to retain pricing levels in the 2001-02 upfront TV market. Agency broadcast and print negotiators are drawing up lists of

value-added benefits and pricing concessions they can extract from the media companies.

For their part, advertisers expect a downturn in cost per point(s) and cost per thousand(s) to help offset lowered 2002 ad budgets. In the past 12 months, 13 major \$100 million-plus advertisers conducted media-agency-of-record reviews for business valued at \$3.5 billion. They expect to reduce media pricing, consolidate media staffing and lower overhead costs of media planning and buying.

It's easy to get caught up in viewing media management as an expense. Pricing can be measured and comparing year-to-year changes can validate it. But media management firms are staffed and equipped to do much more than squeeze a few cost-efficiency coins from media companies. Astute marketers realize that upgrading the role of the media strategist is a sound business investment.

Media management firms now routinely use broadcast and print optimizers; have proprietary media modeling charts; produce primary research; gain consumer insights; report on marketing trends; issue competitive media spending analyses; prepare media plans using cross-media platforms; brainstorm innovative communication venues to reach specific target prospects; are adept at building ad awareness; promote product trial; propel store traffic; track direct media response programs; create broadcast programming; develop niche publishing options; and offer a host of other services that significantly leverage client marketing efforts.

Impacting the marketplace is the true value of a professional media organization. The 164 media plans submitted for 2001 Media Plan of the Year reflect the driving pursuit of excellence that advertisers crave. More importantly, they demonstrate a tangible link between effective media strategy and marketplace response.

A few results-oriented examples from the

164 submitted media plans illustrate this point. The media plan for OnStar's driver assistance geo-tracking system doubled ad awareness. The media team on Lending Tree.com proposed a media strategy that drove up loan applications by 30 percent. Leveraging the media approach for the modern remake of *Charlie's Angels* netted Sony a \$125 million-plus box-office hit. Two-thirds of households actually returned their 2000 Census forms because a variety of media reached 25 market segments in 17 languages. A cancer research center in Seattle engaged the whole town for one day.

Advertisers realize that pushing CPMs down by 3 percent in 2002 will lower expenses by only \$600,000 on a \$20 million media budget. While good, it doesn't compare to the ability of the media management firm to increase company sales by 3 percent. For a company with \$1 billion in sales, that investment in media expertise is worth \$30 million in incremental business. Distracting management with efforts to reduce compensation by 0.5 percent to 1.5 percent is shortsighted and ultimately self-destructive. Media companies that cannot make enough to properly staff and sustain cutting-edge tools to accomplish their mission end up providing cut-rate service to their clients.

Media management firms can and want to be respected by their clients. This year's *Mediaweek* media plan submissions show they have the ability to earn that respect because they can achieve company marketing goals. As media plans and buys are being prepared for 2002, the industry should focus efforts on building business for advertisers, not just on the reduction of media pricing. Viewing media expertise as an investment rather than an expense is proven to be more profitable for advertisers and media agencies alike.

Donald Evanson is president of Marketing & Media Insights, a Secaucus, N.J.-based firm.

Local Media

TV STATIONS | NEWSPAPERS | RADIO STATIONS | OUTDOOR | MAGAZINES

TV STATIONS

Sinclair Taps Katz to Find National Dollars

BY JEREMY MURPHY

With national advertisers dramatically scaling back their local TV buys, one of the industry's biggest station groups has signed an exclusive deal with a national ad rep in hopes of increasing its share of the national advertising pie. The Sinclair Broadcast Group, owner of 62 network-affiliated stations in 40 U.S. markets, last week announced that Katz TV Group's Millennium Sales & Marketing division will be handling national sales for all its stations. The deal is estimated to be worth more than \$300 million in annual billings. Katz, which is owned by Clear Channel, will be Sinclair's sole national sales rep through 2006.

"Over 40 percent of our revenues still come from national advertisers, so it is important that we continue to find efficiencies and improvements in this category," said David Smith, president/CEO of Sinclair, in announcing the deal.

Katz's Millennium division previously handled just 32 Sinclair stations, while TeleRep, which is owned by Cox, handled the rest.

The rep firm, which spent nearly eight weeks negotiating with Sinclair execs, will create a specialized, in-house division that will handle the station group exclusively. With one rep firm handling all 62 stations, Katz will be able to begin packaging the entire station group in an effort to bring in more national ad dollars, said Michael Hugger, executive vice president of Katz's TV division.

Representatives from TeleRep did not return calls for comment.

Sinclair's new deal with Katz may be big, but it's not surprising, say some broadcast executives. In a weak economy, station groups are looking to do all they can to eliminate costs, and outsourcing national sales is one way to reduce the bottom line.

"It's very expensive for station groups to rep themselves," said one station rep exec,

noting a group would have to open as many as 20 regional offices with staffing to stay competitive with national sales.

With so many stations under its belt, Sinclair was also able to negotiate a reduced commission rate, sources said, estimating it was probably between 6 and 10 percent.

Hearst-Argyle struck a similar agreement with Katz in 1999 that included national sales for its 33 stations. Katz also created an in-house sales division for the Hearst stations called Eagle Sales. The division handles ad sales for several Scripps, Fisher and Albritton stations, as well.

Nearly all the major non-network owned station groups, including Gannett, Belo, Tribune, Cox, Raycom and Media General, still use national station reps to sell national advertising. Three rep firms—Katz (Millennium, Eagle and Continental), Petry (Petry and Blair) and Cox (TeleRep, MMT and HRP)—handle the bulk of national sales for station groups. Some, like Hearst-Argyle, choose to let one rep handle all their stations, while others break their stations into multiple rep firms, as Sinclair previously did with Millennium and TeleRep.

Networks, on the other hand, have the infrastructure to support in-house sales divisions for their owned-and-operated stations. ABC, CBS and NBC all handle national sales for their stations, and Fox recently dumped its rep firm, Petry, and formed its own in-house sales division.

NEW YORK MAGAZINES

L.I. Seasonal Title Bucks Ad Slowdown

BY K.L. GIONTI

As jet-set New Yorkers flee the city to cool off in the Hamptons this summer, a publishing heat wave has taken the East End of Long Island by storm. And while publications across the country deal with shrinking ad pages, the glossies in the land of the mega-wealthy appear recession-proof, with mammoth issues and increased advertising.

To date, *Hamptons* magazine, led by publisher Jason Binn, has emerged as an early leader with its 424-page double July 4 issue and advertising billing up 20 percent from last year.

"We've become the first place people go to look for information," explained Binn.

But after watching the seasonal weekly take in \$6 million in advertising in only 16 issues last summer, the island's other magazines are stepping up the competition.

Hamptons Country magazine, published by M. Shanken Communications, which also publishes *Cigar Aficionado* and *Wine Spectator*, set out to differentiate itself from Binn's magazine by changing its name in June to simply *Country*, with the tagline "The magazine of the Hamptons."

"We consider the magazine to be a thoughtful, serious read," said Shanken senior vp Niki Singer. "We don't cover party pictures." Published monthly during the summer, *Country* appears geared toward hyper-wealthy readers more comfortable sipping South Sides at the Maidstone Club than getting wild until the early hours at Jet East.

Others make the party scene their mission. Most notably is Joan Jedell's *The Hampton Sheet*, in which all 28-pages of the summer monthly are devoted to copious party pictures. In its fourth year of publication, with a cir-



Publisher Jason Binn says ad revenue for *Hamptons* is up 20 percent over last year.

We believe...

The Internet hasn't changed everything about business, but it's changed plenty - and it's just getting started.

Business and technology will drive the economy in the 21st century.

Leaders with strength in their convictions will always be a big part of the story.

Time Inc. is proud to announce the acquisition of Business 2.0, and our plans to launch a new monthly for the next generation of business.

This exciting news creates a remarkable value proposition for advertisers. Commit to advertising in the launch issue this September (closing July 2) and receive your current eCompany Now or Business 2.0 rate for the rest of the year. At the new rate base of 550,000, that's almost a 50% bonus circulation at no additional cost.

For all the launch details, stop by www.ecompany.com/business2 or contact:

Lisa Bentley, Publisher 415.293.4820 (lisa_bentley@timeinc.com) or

Rich Russey, Associate Publisher 212.522.4959 (richard_russey@timeinc.com)

BUSINESS 2.0

Disclaimer: All is contingent upon the closing transaction anticipated between Imagine Media Inc. and eCompany Now Inc. pursuant to which eCompany Now Inc. will purchase certain assets relating to Business 2.0.

Local Media

culuation of 35,000, Jedell said her ad sales have more than doubled since last year. "I don't believe the economy is faltering," she said. "Not at this level."

Also focusing on gossip and celebrity photos is publisher Joseph DeCristofaro's new seasonal monthly *Manhattan Style in the Hamptons*. DeCristofaro started the monthly in connection with *Manhattan Style* magazine. Another new East End glossy is News Communications Inc.-owned *South of the Highway*, a weekly insert to *Dan's Papers*, the Hamptons' largest newspaper with a circ of 71,000.

So far, Binn's *Hamptons* appears to be taking the lead in ad sales again this summer. The title, with a circ of more than 35,000, averages 220 pages, with 96 pages of advertising. The title's billing is 20 percent higher than last year, with \$5.2 million billed at the beginning of the summer, compared to \$3.7 million billed at the beginning of last summer. "We're a third of the way through the season and so far, we're ahead of schedule," said Binn.

But will the Hamptons mags be able to keep pulling ads throughout the summer?

"It's one of those hold outs where people are always in the spend mode," said Valerie Muller, senior vice president of print services for MediaCom, a media agency owned by the Grey Global Group. Despite the success, Muller expects the market to shake out, even for the Hamptons. "This is definitely a unique circumstance," she said, "but I think it might be a tad much."

SEATTLE OUTDOOR

Civia Expands Kiosks

BY KATY BACHMAN

In Seattle, a new advertising medium has popped up in about a dozen public buildings and malls. A cross between outdoor, TV and the Internet, the 8 foot, touch-screen Civia Media Terminals, named after the company that developed them, offer consumers news, sports updates, stock quotes, traffic, weather, as well as info about the building where the CMT stands.

Launched in late May, Civia Media Group is expanding to Portland, Ore., in July and plans to be in another four markets by the end of the year. As majority owner in Civia, Seattle-based Fisher Communications backed the kiosks to tap into the growing out-of-home audience.



Interacting with consumers: Civia's terminal is a non-traditional approach to outdoor media.

GREG GILBERT/THE SEATTLE TIMES

"Traditionally, broadcasters have relied on our audience coming to us. More and more we have to go to them," said Sandy Montgomery, vp of broadcast operations and marketing for Fisher's KOMO-TV, the No. 2 news provider in the market, according to Nielsen. KOMO-TV provides the content for CMT terminals in Seattle in exchange for a share of the ad revenue. When Civia expands to Portland, the content provider will be Fisher-owned ABC affiliate KATU, Channel 2. Civia will have other content partners in its four other planned markets.

Civia is in the early stages of marketing to advertisers. Right now, most of the CMT advertisers are those that helped develop the medium, such as NEC Technologies and Plexus. The kiosks' ad rates are comparable to more traditional outdoor billboards.

WASHINGTON, D.C. CABLE

Affils Hit Their 20s

BY JEREMY MURPHY

More than 100,000 cable customers in Washington, D.C. are going to have to look a little harder to find their favorite network stations. Just two weeks ago, area cable operator District Cablevision, which is owned by Comcast, moved the city's four

main network stations—NBC's WRC, Fox's WTTG, Gannett's CBS affiliate WUSA and Albritton's ABC affiliate WJLA—to higher channel positions on their cable system because of ingress, a frequent glitch that happens when cable customers living near broadcast towers find broadcast signals bleeding into their TV reception.

"It leads to very, very poor picture quality," said Michael Ortman, director of programming for Comcast's mid-Atlantic division. It only happens to homes that don't use converter boxes or state-of-the-art TVs.

"It's a problem we can deal with on lesser-viewed channels," Ortman said, but it becomes a big headache when it affects the regions most popular stations.

To combat the problem, the cable operator on June 16 shuffled its channel line-up, moving WRC 4 to channel 24, WTTG 5 to channel 25, WJLA 7 to channel 27, and WUSA 9 to channel 29. The cable operator also repositioned 16 additional channels as part of a new station lineup.

Ortman said the cable operator had each station's blessing to make the switch.

"We agreed to do it as long as all the other stations did it," said Christopher Pike, vp/gm of WJLA. Pike said the station hasn't received any complaints from viewers, and that "it's too soon to tell what effect it'll have on ratings."

ATLANTA RADIO

WPEZ to Radio One

BY KATY BACHMAN

Radio One, the largest radio owner targeting African-American and urban listeners, last week agreed to acquire the assets of WPEZ-FM in Macon, Ga., from U.S. Broadcasting Limited Partnership, for \$55 million.

While the station is located outside the Atlanta radio market now, it will be moving to Hampton, Ga., in the Atlanta radio metro, giving Radio One a three-station cluster in the nation's fifth-largest African-American market.

Pending completion of the sale next year, Radio One will begin operating WPEZ with a new format in September under a local marketing agreement for a fee of \$300,000 per month. WPEZ currently programs Soft Adult Contemporary music broadcasting as Today's Lite Rock Z108.

Market Profile

BY EILEEN DAVIS HUDSON



NICK GUNDBERG/COURTESY OF SEATTLE NEWS BUREAU

Seattle

BASEBALL FANS IN SEATTLE ARE ENJOYING A YEAR TO REMEMBER. THE HOMETOWN Mariners are feasting on their opponents in the American League, running up one of the best early-season records in Major League Baseball history. On July 10, the Mariners' Safeco Field home will host the

sport's annual showcase, the All-Star Game.

In March, the Kingdome, the 24-year-old former residence of the Mariners and of the NFL's Seattle Seahawks, was imploded in a major local media spectacle. A \$430 million, 72,000 square-foot football/soccer stadium and exhibition center is currently under construction for the Seahawks, who are expected to move into the new facility next summer (in the meantime, the team is playing its home games at the University of Washington's Husky Stadium).

Besides the Mariners' fast start and the Kingdome's demise, the biggest story in the Seattle media this year has been the continuing fallout from the month-and-a-half-long strike at *The Seattle Times* and the *Seattle Post-Intelligencer*, which are published via a joint-operating agreement. About 750 of 2,500 workers went on strike last November at the *Times*, controlled by the Blethen family. The Hearst Corp.-owned *Post-Intelligencer* was hit even harder: About 160 of its 185 staffers were involved in the walkout. The staff of the *P-I* (circulation 168,951 daily; 156,002 Saturday)

is primarily editorial; the larger *Times* (circulation 225,222 daily; 214,5001 Sunday) handles all business functions for both papers, including printing, ad sales, circulation and marketing. The *P-I*'s unionized employees ended their job action on Jan. 9; staffers of the *Times* ratified their agreement a week later.

Although neither paper was forced to interrupt its publishing schedule, both were given away free at newsstands and via home delivery during the walkout, costing management millions in lost circulation revenue. After the settlement, newsstand prices were slashed from 50 cents to a quarter for the papers (both are published in the mornings), in an effort to placate readers who were put off by the strike.

"The strike was very damaging to our financial situation," says Kerry Coughlin, a representative for the *Times*, noting that the labor dispute took place at the same time as the national advertising slowdown hit the newspaper industry. Coughlin says the local economy is holding steady, despite Seattle-based Boeing's recent decision to move its head-

quarters to Chicago, relocating 200 to 300 managers. The engine manufacturer's plants, which employ thousands in the Seattle area, are staying put.

As a result of the strike and the national ad shrinkage, the Blethen family has made some cost-cutting moves at the *Times*, eliminating a total of 300 to 400 positions. The downsizing is expected to include about 30 layoffs, along with voluntary separation and early-retirement packages, attrition and a hiring freeze, Coughlin says.

During the strike, the *Times* eliminated three of its four daily zoned editions, publishing only the Metro edition. In May, the paper revived its Eastside edition, which serves a large area east of Lake Washington that includes the communities of Redmond (home of Microsoft Corp.) and Bellevue. The elimination of the North and South zoned editions has hurt smaller advertisers who cannot afford the full-run *Times* or who only wanted to target those specific areas, as well as readers who bought those editions for community-specific news, Coughlin notes.

Also in May, the *Times* resumed publication of *Advance*, a bulldog Sunday edition published on Saturdays with ad inserts and feature stories; *Advance* was not produced during the strike.

While Hearst has not made any layoffs at the *P-I*, that possibility cannot be ruled out, says representative John Joly. "The strike was a painful time for us," he says.

In May, the paper promoted two staffers to split the responsibilities of Kathy Best, the assistant managing editor for news, who departed after the strike. Rita Hibbard, an assistant business editor, succeeded Best as metro editor, and Jennifer Sizemore (daughter of *Seattle Times* president Mason Sizemore) stepped into Best's assistant m.e. administrative role.

Meanwhile, speculation continues to swirl about a possible sale of the *Times*. Knight Ridder, a minority owner of the *Times* since the 1950s and controller of a 49 percent stake in the paper, last October made an unsuccessful offer of \$750 million to buy out the Blethens' 51 percent stake. Hearst, publisher of the *P-I*, has right of first purchase should the Blethens decide to sell their stake in the *Times*. "We're not interested in selling," says Coughlin. "The fourth generation [of the] family is running the paper now, and the fifth generation is getting involved and fully com-

Market Profile

AD SPENDING BY MEDIA/SEATTLE

ALL DOLLARS ARE IN THOUSANDS (000)

	Jan.-Dec. 1999	Jan.-Dec. 2000
Newspaper	\$314,521.18	\$295,477.23
Spot TV	\$314,509.53	\$389,015.06
National Spot Radio	\$57,996.63	\$65,818.32
Outdoor	\$21,209.92	\$6,513.44
Total	\$708,237.26	\$756,824.06

Source: CMR, a Taylor Nelson Sofres company

mitted to continuing."

In nearby Tacoma, McClatchy Newspapers owns *The News Tribune*, the third-largest newspaper in the state of Washington (daily circulation 129,057; Sunday 145,957). *The News Tribune*, which promotes its "intensely local news," covers the Puget Sound area south of Seattle, including suburban Pierce, Kitsap, South King, Thurston and Snohomish counties.

In broadcast television, Belo Corp. has been increasing its foothold in the 12th-ranked Seattle-Tacoma market, which has 1.6 million TV households, according to Nielsen Media Research. Belo, owner of the market's news leader, NBC affiliate KING-TV, in February acquired Independent KONG-TV, an outlet Belo had operated under a local marketing agreement. Belo also owns Northwest Cable News, a 24-hour cable news channel. And like many other NBC affiliates around the country, KING also sells advertising for the local Pax TV outlet, KWXP-TV, an arrangement that began this spring.

In addition to packaging all of its TV properties for advertisers, Belo has been integrating its properties on the content side. For example, if there is a breaking local news story that isn't quite important enough to pre-empt NBC programming, KING will broadcast its live coverage on Northwest Cable News.

For years, KING has produced *Evening Magazine*, a long-form feature program. The half-hour show airs weekdays at 7 p.m. (and is repeated later on Northwest Cable). "We're one of the last stations to retain non-news local programming," says Dave Lougee, vp and general manager of KING and KONG. "It's been a great franchise for the marketplace. It allows us to control our syndication [programming] costs and promote our brand."

ABC affiliate KOMO-TV, owned by Seattle-based Fisher Broadcasting, is working to narrow the news-ratings gap between itself and KING. Dick Warsinske, senior vp/gm of KOMO, says Fisher has had some success providing regional ad packages to advertisers for

spots on KOMO and on the company's three other TV outlets in Washington and Oregon.

In June 2000, KOMO moved into a state-of-the-art digital facility, Fisher Plaza, located underneath Seattle's Space Needle. KOMO's newscasts are produced in

high definition and are then "down-converted" to analog. The new facility is "allowing us

to propagate our news content on multiple digital platforms," Warsinske says. These delivery platforms include the station's Web site, AT&T Wireless and WAP (Wireless Application Protocol) phones, pocket PCs and Civia Media Terminals. The terminals are 40-inch plasma screens scattered around downtown Seattle that pedestrians can touch to get news and information (see story on page 14).

KOMO's push for alternative delivery of its content is not surprising given that Seattle-area residents are among the most wired in the country. According to Scarborough Re-

SCARBOROUGH PROFILE

Comparison of Seattle

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Seattle Composition %	Seattle Index
DEMOGRAPHICS			
Age 18-34	31	31	98
Age 35-54	41	43	106
Age 55+	28	26	94
HHI \$75,000+	25	23	92
College Graduate	12	13	110
Any Postgraduate Work	10	11	105
Professional/Managerial	23	23	104
African American	13	3	27
Hispanic	12	5	39
MEDIA USAGE - AVERAGE AUDIENCES*			
Read Any Daily Newspaper	53	53	100
Read Any Sunday Newspaper	64	59	92
Total Radio Morning Drive M-F	22	20	90
Total Radio Evening Drive M-F	18	17	95
Total TV Early Evening M-F	30	28	93
Total TV Prime Time M-Sun	39	34	89
Total Cable Prime Time M-Sun	13	12	91
MEDIA USAGE - CUME AUDIENCES**			
Read Any Daily Newspaper	72	71	98
Read Any Sunday Newspaper	77	73	95
Total Radio Morning Drive M-F	75	75	99
Total Radio Evening Drive M-F	73	74	100
Total TV Early Evening M-F	71	67	95
Total TV Prime Time M-Sun	91	89	98
Total Cable Prime Time M-Sun	58	58	100
MEDIA USAGE - OTHER			
Access Internet/WWW	39	41	106
HOME TECHNOLOGY			
Own a Personal Computer	64	74	115
Shop Using Online Services/Internet	27	36	133
Connected to Cable	73	73	101
Connected to Satellite/Microwave Dish	14	14	98

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

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

RADIO OWNERSHIP

Owner	Stations	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Entercom	2 AM, 5 FM	23.1	\$97.2	37.7%
Infinity Broadcasting	1 AM, 4 FM	17.7	\$48.6	18.8%
Sandusky Radio	1 AM, 3 FM	14.3	\$36.6	14.2%
Fisher Broadcasting	2 AM, 1 FM	10.8	\$35.1	13.6%
New Century Media	1 AM, 2 FM	10.0	\$23.5	9.1%
Beethoven	1 FM	2.5	\$5.8	2.2%
Crista Ministries	2 FM	3.2	\$2.8	1.1%

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

search, 74 percent of the DMA's population own a personal computer (compared to a 64 percent average for the country's top 50 markets). In addition, 36 percent of Seattleites shop online, making them 33 percent more likely to do so than the top 50 average.

Cox Broadcasting's CBS affiliate, KIRO-TV, is the No. 3-ranked news outlet in the market (see *Nielsen chart at right*). The outlet is reaping the rewards of its 34-game package of Mariners games this year via a deal with Fox Sports Northwest, the team's TV rights holder (FSN is scheduled to air 106 games this year). KIRO executives did not return calls.

Like Belo, Tribune Broadcasting operates a duopoly in Seattle, owning Fox affiliate KCPQ-TV as well as WB affiliate KTWB. KCPQ wins the 10 p.m. news race against its lone competitor, KONG. In March, KCPQ expanded its half-hour 10 p.m. news to an hour Monday through Friday; the Saturday show remains a half-hour. And last January, KCPQ entered the morning news fray with the launch of the three-hour *Mornings Live on Q*.

This spring, KCPQ inked a deal to carry the Seahawks preseason games (most of the team's regular-season games are carried on CBS affiliate KIRO). Three of the four weekend games will air this summer on KCPQ; the fourth preseason game conflicts with a Mariners' telecast, so the Seahawks game will air on KTWB. KING had the rights to the Seahawks preseason games for some 20 years.

KTWB has a Pac-10 football package featuring University of Washington and University of Oregon games. This fall, KTWB is set to pick up syndicated reruns of *Everybody Loves Raymond* and *Just Shoot Me*.

UPN affiliate KSTW-TV, owned by Viacom's Paramount Stations Group, carries popular syndicated shows including *Frasier*, *Seinfeld* and *Drew Carey*. Station officials did not return phone calls.

AT&T Broadband is the dominant cable

operator in the Seattle market, where cable penetration equals the average for the top 50

markets at 73 percent, Scarborough reports.

If there's one thing Seattle-area residents can't seem to get enough of, it's talk radio (it's no wonder that *Frasier* is set in the city). There are a half-dozen Talk-formatted radio stations in the market. Among the gabby group is Entercom's KQBZ-FM "The Buzz," the lone Talk outlet on FM and one of Entercom's eight properties in the market (one station does not get significant listenership in Arbitron surveys). KQBZ's competitors on the AM dial include Entercom's News/Talk/Sports outlet KIRO; Fisher's Talk KVI and its News/Talk KOMO; and Salem Communications' Christian/Talk station KGNW.

In sports programming, KIRO has the

NIelsen RATINGS CHART

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	NBC	KING	7.8	18
	ABC	KOMO	6.5	15
	CBS	KIRO	3.9	9
	UPN	KSTW*	2.5	6
	Fox	KCPQ*	2.3	6
	Pax	KWPX*	0.8	2
	WB	KTWB*	0.7	2
	Independent	KONG*	0.3	1
5:30-6 p.m.	NBC	KING	7.8	18
	ABC	KOMO	6.5	15
	CBS	KIRO	3.9	9
	UPN	KSTW*	3.1	7
	Fox	KCPQ*	2.2	5
	WB	KTWB*	0.9	2
	Pax	KWPX*	0.8	2
	Independent	KONG*	0.3	1
6:30-7 p.m.	NBC	KING	7.5	15
	ABC	KOMO	6.5	13
	CBS	KIRO	3.5	7
	UPN	KSTW*	3.0	6
	Fox	KCPQ*	2.8	5
	WB	KTWB*	1.9	4
	Independent	KONG*	1.6	3
	Pax	KWPX*	0.6	1

Evening News

10-10:30 p.m.	Fox	KCPQ	4.2	8
	Independent	KONG	3.2	6
10:30-11 p.m.	Fox	KCPQ	4.2	8
	Independent	KONG*	1.6	3
11-11:30 p.m.	NBC	KING	8.1	21
	ABC	KOMO	5.5	14
	CBS	KIRO	4.9	13
	Fox	KCPQ*	2.9	8
	UPN	KSTW*	1.3	3
	Independent	KONG*	1.1	3
	WB	KTWB*	0.8	2
Pax	KWPX*	0.8	2	

*Non-news programming. Source: Nielsen Media Research, February 2001

Market Profile

RADIO LISTENERSHIP

Station	Format	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
KIRO-AM	News/Talk/Sports	7.3	5.5
KMPS-FM	Country	6.0	5.6
KUBE-FM	Contemporary Hit Radio	5.6	5.6
KVI-AM	Talk	5.2	2.4
KBSG-FM	Oldies	4.7	5.0
KWJZ-FM	Smooth Jazz	4.3	4.6
KNDD-FM	Modern Rock	4.2	4.1
KOMO-AM	News/Talk	4.2	1.6
KZOK-FM	Classic Rock	4.1	3.8
KRWM-FM	Soft Adult Contemporary	3.6	4.1

Source: Arbitron Winter 2001 Radio Market Report

rights to the Seahawks and the Mariners. New Century Media's Sports outlet KJR-AM has the NBA's Seattle SuperSonics. New Century is the radio arm of Seattle-based multimedia company the Ackerley Group. In April, Ackerley sold the SuperSonics franchise, along with the WNBA Seattle Storm and both teams' business and marketing unit, Full House Sports & Entertainment, for \$200 million to a private investment group headed by Howard Schultz, founder of Seattle-based Starbucks Corp.

During a major earthquake that hit Seattle in February, KJR's 5,000-watt transmission tower collapsed, forcing the outlet to switch to a structure in Tacoma. That tower started out broadcasting at only 10,000 watts but has gradually been boosted up to 50,000.

KIRO, the market's longtime leader in the Talk format, took a ratings tumble in Arbitron's Winter Radio Market Report. Among all listeners 12-plus, KIRO's average share declined from a 7.9 in the Fall 2000 book to a 5.0 in the Winter book. Yet the station is still No. 1 in the format and is by far the top overall biller in the market, taking in an estimated \$31 million in 2000, according to BIA. Rival KVI had been on an upward trend for the past several Arbitron books, although it was flat among listeners 12-plus from the Fall to Winter books, dipping from a 4.9 share to a 4.8.

Sandusky Radio is betting that Seattleites are looking for a new alternative in the News and Talk area. On June 1, Sandusky relaunched its Rhythmic Oldies outlet KSRB-AM as KKNW-AM, featuring CNN Headline News. "There's an oversaturation of talk shows in town," says Marc Kaye, general manager of Sandusky's five radio outlets in Seattle. "There is not an oversaturation of na-

tional and international news. At the top of the hour, you can't get national news here. We decided there was a large hole for what CNN offers."

KKNW generally carries CNN Headline News round the clock, except for breaks for live local-sports broadcasts. The station is the home of the Storm, along with University of Washington's women's basketball, men's baseball and women's softball, as well as local high-school football.

Another motive in flipping the station's format from Rhythmic Oldies to News, Kaye says, was New Century's launch of a Rhythmic Oldies format on an FM frequency that has a stronger signal than Sandusky's AM stick. "Any time you put [the same] music on an FM, it's hard to compete [with an AM]," Kaye says.

In another recent format switch, New Century saw the listener shares of its '70s Hits station KJR-FM sink following Infinity Broadcasting's change of its Country outlet

KYCW-FM to an '80s Hits playlist under the new call letters KYPT-FM "The Point." As a result, New Century last summer bailed on '70s Hits and relaunched KJR as KMBX-FM "The Mix," with an Adult Contemporary format. But the makeover failed to click with listeners. New Century changed the station again last November, switching it to Rhythmic Oldies; in January, the company changed the station's call letters to KBTB-FM "The Beat."

Greg Swanson, director of marketing for New Century Media in Seattle, concedes that having three different formats in a 12-month period has some advertisers putting the brakes on spending as they take a wait-and-see approach toward KBTB. The station, which went four months without any on-air talent during its most recent change-over, this spring introduced the morning show *Wakin' Up With Bob & C.J.*, featuring Bob Case and C.J. Silas.

Ackerley's outdoor division, AK Media, dominates the Seattle out-of-home market and beyond. AK Media has billboard positions extending from the Canadian border south past Seattle to the state capital of Olympia, Wash. ■

NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
King County: 705,237 Households				
<i>Eastside Journal</i>	27,111	25,876	3.8%	3.7%
<i>South County Journal</i>	21,594	22,621	3.1%	3.2%
<i>Seattle Post-Intelligencer</i>	185,270		26.3%	
<i>The Seattle Times</i>	135,868	373,763	19.3%	53.0%
<i>The (Tacoma) News Tribune</i>	10,397	10,331	1.5%	1.5%
Pierce County: 259,420 Households				
<i>The Seattle Times</i>	11,096	15,266	4.3%	5.9%
<i>The (Tacoma) News Tribune</i>	110,409	127,093	42.6%	49.0%
Snohomish County: 223,929 Households				
<i>The Everett Herald</i>	51,458	59,270	23.0%	26.5%
<i>Seattle Post-Intelligencer</i>	24,805	11,111		
<i>The Seattle Times</i>	17,840	57,299	8.0%	25.6%
Kitsap County: 86,698 Households				
<i>The Bremerton Sun</i>	32,222	35,364	37.2%	40.8%
<i>Seattle Post-Intelligencer</i>	1,772		2.0%	
<i>The Seattle Times</i>	2,039	11,731	2.4%	13.5%
<i>The (Tacoma) News Tribune</i>	1,611	1,595	1.9%	1.8%
Thurston County: 81,601 Households				
<i>Centralia Chronicle</i>	1,022		1.3%	
<i>The Olympian</i>	34,660	39,746	42.5%	48.7%
<i>The Seattle Times</i>	2,982	3,427	3.7%	4.2%
<i>The (Tacoma) News Tribune</i>	4,221	4,393	5.2%	5.4%

Source: Audit Bureau of Circulations

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:** \$49 per line monthly; \$304 per half-inch display monthly. **ALL ADS ARE PREPAID.** Monthly, quarterly, semi-annual and annual rates available. Orders and copy must be submitted in writing. Mastercard, Visa, and American Express accepted. Call Sara Weissman at 1-800-7-ADWEEK. Fax 646-654-5313.

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:** \$49 per line monthly; \$304 per half-inch display monthly. **ALL ADS ARE PREPAID.** Monthly, quarterly, semi-annual and annual rates available. Orders and copy must be submitted in writing. Mastercard, Visa, and American Express accepted. Call Sara Weissman at 1-800-7-ADWEEK. Fax 646-654-5313.

ADVERTISING INTERNET RESOURCES

THE BEST OF NEW YORK
www.madavenyc.com

ADVERTISING SPECIALTIES

PAKTITES® COMPRESSED T-SHIRTS

This PakTite® is an X-Large Heavy-weight T-Shirt!



Many stock & custom shapes available: Great for GWP's, Tradeshow Giveaways and On-Pack Promotions. Include coupons, catalogs and event schedule: inside packages.

TOWELS TOWELS



Screen printed towels of all sizes and weights, low minimums, quick delivery; Also patented Matrix® photo towels

3-STRIKES CUSTOM DESIGN
1905 ELIZABETH AVE. RAHWAY, NJ 07065
Tel 732-382-3820 Fax 732-382-4062
E-mail: customer.service@3strikes.com
Web Site: www.3strikes.com ASI 91243

ART/DESIGN SERVICES



"Your First Stop In Computer Graphics And Hands On Artwork"

Steve, New York City

Call 718-544-7670

invisiongraphics.com

BRANDESIGN

Where does one stop and the other start?

Corporate identity, websites and other business collateral.

www.courtneyco.com
212-594-1748

Almost as creative as your ad agency's accounting department.

Big agency talent. Small agency rates.

ROCKET 12
Advertising
www.rocket12.com

ART/DESIGN SERVICES

FREELANCE ADVANCERS

dial now !! 212 661 0900

Providing Excellent Artists & Writers Since 1987

- ▲ Graphic Design
- ▲ Art Direction
- ▲ Illustration
- ▲ Web Design & Production
- ▲ Copy/Tech Writers
- ▲ Proofreaders

http://www.freelanceadvancers.com

a better way to save the day

ART/DESIGN SERVICES

BERNI

MARKETING | DESIGN

Unleashing the Power of Your Brand

Independent for 64 years and still growing

- Brand Creation
- Corporate ID
- Naming
- Packaging
- Environmental Design
- Perception Research

WWW.BERNIDESIGN.COM | 203.661.474

ART/DESIGN SERVICES

Need an agency? Email danielle@yougoteyes.com Big projects/small.

ART DIRECTION

Sr. AD/designer, www.mollicastudio.com

HANDY MACANDY F/L AD (212) 988-5114

Not your average AD* Dick G. 212.213.5333

F/L A/D 212-873-2381

CARTOONING

Custom Illustration And Cartoons
Call Janie at 661 299-4764



http://janieg8s.home.mindspring.com

COMPUTER SOFTWARE

Visit ADMAN - >www.admanweb.com

CONCEPTS & COPY

BEST WRITER
Top NY/LA exp.; Award Winning.
323-634-1933

COPY/CREATIVE

Leapfrog Advertising
801 212.769.7000

We Help Small & Medium Size Companies Jump Ahead
Full-Service Agency - www.leapfrogadv.com

creative, strategic ADS, BROCHURES, etc.
212 348 - 9181

CLEVER CAMPAIGNS are only successful if they sell your brand. Call Rob 203-557-8720

WE DON'T OVER PROMISE. WE OVER DELIVER.
Call Dann & Gary
914-715-5636

What's the big idea? DG 212.213.5333

COPYWRITING

www.CreativeCopywriter.com
See for yourself.

Fincl Svcs, B-to-B, Long Copy Savvy, award-winning copy pro Ads, brochures, annual rpts, direct response, advertorials, more. 201-445-1686

Now: Corporate Profiles & Helpful Commentaries by Celebrity Writers 24/7
JohnR8831@aol.com

CORPORATE COMMUNICATIONS
Expert writing for Web or print. See me at usable-thought.com or call 914-478-8420

Top copy pro @ low rates (212) 439.1845

Copywriter. Fast. Fearless. Freelance. (212) 724-8610.

Chiat/Day senior writer (415) 563-8800 email: chuck@thegeze.com

LONG COPY SPECIALIST
Brochures, annual reports, catalogs, more.
DAN ICOLARI 718-442-7846

HOT COPY, COOKED TO ORDER... Hungry? Call me ... I deliver!
212.254.9311
www.joanweb.com

FREELANCE COPYWRITER
Thinks strategically. Writes creatively. Good. Fast. Very experienced.
Call Patt (212) 595-6780

CREATIVE

Push the right buttons. D. Grider
212.213.5333

EAST SERVICES & RESOURCES

CREATIVE SERVICES



robot team
CREATIVELY MORE EVOLVED
212 749 2782

DIRECT MARKETING

MORE BANG FOR YOUR BUCK
We'll show you how to target the customers you need with creative and unexpected direct marketing.
Call Lisa (212) 481-7300 x.13
Lisa@EverydayMedia.com

FILM/VIDEO PRODUCTION

Creative Oasis 425-830-7633

GRAPHIC DESIGN SERVICES

WE SPECIALIZE IN
POWERPOINT ppt
www.lughstudio.com 718.230.0601

After 15 years
Still fresh & hungry
Graphic Design-Identity-Interactive
JRDG 212-420-0656 www.jrdg.com

INSURANCE

ARE YOU PAYING TOO MUCH FOR YOUR INSURANCE?

We specialize in insurance for advertising & media firms.
Our rates are the most competitive in the industry!

- Advertiser's Professional Liability
- Property & Liability Coverage
- Life & Disability Insurance
- Group Health, Dental, & Pensions
- Homeowners, Auto, Jewelry & Fur
- Coverage for Freelancers too!

Call for a quotation with no obligation.
Adam Wolfson, CIC @ 212-370-3900
Arnold K. Davis & Company, Inc.

MARKETING CONSULTANTS

WANT HELP?
Marketing Consulting. Strategic Planning
Brand Building. Thorough.
ZBC, Inc., Len Zimmerman (212) 860-3107
www.zbcinc.com

MARKETING SERVICES

Need mktg services? Email:
danielle@yougoteyes.com Branding, taglines,
media kits, promotions and more.

MEDIA BUYING & PLANNING SERVICES

HIRE A MEDIA GUERRILLA
I'll show you how to ambush your target prospects. Call Al Romano at 212-463-9292
email:Armano@bladvertising.com

America's Radio Experts.....212-292-4225

EXPERT PLANS & BUYS.....908-470-1221

PRINTING

OUT OF HOME LITHO

TRANSIT SIGNS - BUS, SUBWAY, AIRPORT, TAXI ♦ OUTDOOR & MALL POSTERS ♦ BACKLIT
St. Louis, MO **Compton & Sons, Inc.** Since 1853
77" PRESS CAPACITY 800-325-1451 SHORT & LONG RUNS
Fax Specs For Quick Quote (314) 991-4726

MEDIA BUYING & PLANNING SERVICES

Maximize your MEDIA investment.
North American expertise & knowledge.
Canadian Media Specialists.
Results-Driven-Proven Solutions
the media people
Tel & Fax: 416-367-2604

SMALL TO MID-SIZED AGENCIES
Let Us Show You How You Can
*provide your clients improved media service
*reduce your clients' media costs
*reduce your own operating costs
MEDIA FIRST INTERNATIONAL, INC.
New York-212-686-3342 X 222
Minneapolis-612-630-1102 X 1

MUSIC

www.LicenseMusicNow.com

RADIO COMMERCIALS

Need radio spots en español?
spanishradioservices.com (713) 407-1468

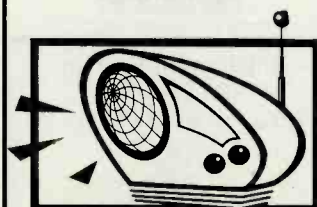
www.kenrayzor.com

www.killerradio.net

RADIO PRODUCTION

**WADIO:
IT'S LIKE
HIGH
DEFINITION
RADIO.**

www.wadio.com



WorldWideWadio
H O L L Y W O O D

LA: 323 957 3399 · NY: 212 768 9717

RADIO COMMERCIALS

The other guys charge a fortune to cover the cost of their big space ads. Our Clio-winning Productions sound great, too. But when you hear our prices, they sound unbelievable.
800/789-RADIO
Sounds almost too good to be true.

RADIO PRODUCTION

**If You Don't Like Our New Reel,
Call 800-607-1907 For A Free Gift.**

If you haven't heard it yet,
call 1-800-776-OINK and we'll send you a copy.



Oink Ink Radio
New York / Los Angeles

RADIO PRODUCTION

How to produce better radio without going to a radio production company.

- A Guide for Writers and Producers. -

3. DIRECTING TALENT.

Actors and actresses always seem to be commenting on how much they enjoy Radioland-directed sessions. Sometimes, we're able to pull performances out of them that even they didn't think they were capable of. Conversely, many agency writers and producers are not super comfortable when it comes to directing talent. Very few of them have had much training or experience at it, and most seem to make the same mistakes over and over again. The result is often frustrated actors, frustrated writers, awkwardness, wasted time (which can translate rapidly into going over budget), and lackluster performances. Directing is definitely a skill to be learned. Part intuition, part experimentation, part experience. We'd like to share what we know, but the best way to do that is by working with you, and actually showing you some of the things we've learned in an actual session. However, this ad is about how to do better radio without a production company, so we'd like to make you the following offer, if you'd like some help directing your next radio campaign:

"BUY THE HARDWARE, AND GET THE SOFTWARE FOR FREE."
From now until September 30th, if you book our Los Angeles recording studio, The Big What If, to record, edit and mix your radio campaigns, we'll throw in Austin Howe to help you direct them, absolutely free. No Radioland production company charges. No creative fees. "Ahh, but you're going to charge me up the wazoo for the studio," you posit. Nope. \$275 an hour. (That's a heck of a lot less than what most L.A. studios charge.) "So, what's the catch?" The catch is, you have to do at least 2 or 3 spots to make it worth our while. But if you do, we will do everything we can to make it worth your while. So, forget radio production companies. Call Em at 323-962-9199 to put time on hold at The Big What If. And become a better director, almost overnight.

Radiolana

EAST SERVICES & RESOURCES

RADIO PRODUCTION

MEET MR. BIGG!

Why settle for small radio?
Do what the Bigg boys do.
Call Sarley, Bigg & Bedder
and ask Mr. Bigg to send
you our latest, hottest
demo CD. You won't be
Sarley you did!



Call or email us for your free demo CD or visit us at www.sarley.com

Sarley, Bigg & Bedder
Radio at its best

Phone 323-969-9767 Fax 323-969-9343 Email info@sarley.com

SWEEPSTAKES

Sweepstakes.Web Promotions.Administration
Go to www.cfacompany.com or Eric 888-371-3742

VOICE OVER

Hear here. www.johnmatthew.com

**ADVERTISING INTERNET
RESOURCES**

**HAS YOUR
Killer
web site**
Hit a Technical Dead End?
Blast Your Way Out With
METAfuse.

We're not Web-site designers.
We're a programming SWAT team
for the hard-core interactivity that
puts your killer Web sites ahead
of the pack and top-of-mind.
949.476.6499
www.metafuse.com

YELLOW PAGE SERVICES

O'Halloran Advertising Inc.
Serving Clients' National & Regional
Directory Advertising Needs
For Over 30 Years: Call For FREE Analysis
800.762.0054 x222 ohalloranagency.com

**ATTN:
FREELANCERS**

ADWEEK can offer you the exposure
you need in our **Services &
Resources** section. If you need to get
your service out to the people who
matter, you need to advertise *now*.

Call for info
1-800-7-ADWEEK

For Classified Advertising Call
1-800-7-ADWEEK

OFFERS & OPPORTUNITIES

NOTICE

EARLY CLASSIFIED DEADLINE

Because of the *July 4th holiday*, some of our Classified deadlines will be earlier than usual. The deadline for **Offers & Opportunities** and **Employment** ads in the July 9th issue will be **Tuesday, July 3**, at 4:30 p.m. For more information, please call **1-800-7-ADWEEK**. In the **West**, call **866-8-ADWEEK**. *Thank you and have a great holiday!*

ACQUISITIONS

A Great Opportunity

We're looking to acquire Web Design and/or Print Design Agencies to complement our busy and growing group. Can be a shop of one, two or more. All inquires will be responded to and held in strict confidence. E-mail: ab@visiongraphics.com

**4 A's NEW YORK CITY
ADVERTISING AGENCY**

is looking for growth...either by acquisition (we are open to acquiring or being acquired) or joint venture. We are a strong agency with solid clients, management and financials. All inquiries will be held in strict confidence.

E-mail: maxagency@yahoo.com

CATCH A CREATIVE GENIUS

EMPLOYMENT

Account Manager

Martin Interactive, a division of The Martin Agency, is seeking a highly strategic individual to join its New York office.

To be considered, you must have a minimum of 4 years' advertising agency experience with a combination of general and interactive/integrated skills. You must also possess the ability to build and maintain client relationships, an appreciation for creative talent and the ability to work with creative teams.

Martin Interactive boasts an impressive client list, including such brands as UPS, FMC, Seiko, Coke (Dasani), TLC Laser Eye Centers, Olympus and Champion Mortgage. If you're up to the challenge and want to join one of the hottest interactive agencies on the East Coast, we'd love to hear from you.

Please submit resumes and salary requirements to Ana Reilly via fax 804-698-8900 or e-mail ana.reilly@martinagency.com.

MARTIN INTERACTIVE

★ ★ ★ Classified Advertising Sara Weissman at 1-800-7-ADWEEK ★ ★ ★

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

HELP WANTED

Looking to make
a career move?
It's who
you know.

we know
people hiring:

Web Gurus

Designers

Production Artists

Prepress

Copywriters/Editors

Media

Account Service

Marketing

we know
people in:

Atlanta

Boston

Chicago

Dallas

Houston

Los Angeles

Minneapolis

San Francisco

get to
know us.



digitalpeople

1.877.527.8803
www.digitalpeople.net

Director of Marketing Communications NY City Marriott Hotels

Internal Marketing Communications Department needs an experienced marketing professional to develop strategic plans for hotels and manage the creative and production process with appropriate vendors.

Must have proven experience in:

- Managing many multi-faceted marketing projects simultaneously
- Working with agencies, media buying, designers, printers, broadcast production
- Organizing and scheduling numerous projects from concept through production and billing
- Managing media placement and ad production, print and broadcast
- Developing relationships and managing co-op marketing partners
- Direct marketing and internet marketing channels
- Hospitality industry

Qualifications

- 5 years agency account management or internal marketing department experience
- Strong written and personal communication skills



Send Letter of introduction and resume to:

Marriott International
Human Resources
600 Unicorn Park Drive
Woburn, MA 01801
781-937-8068 Fax
marriottmarcom@hotmail.com
No phone calls please

BRAND MANAGER

10 M specialty food company, San Francisco-based, seeks seasoned, energetic, creative and tenacious Brand Manager. Min 5 yrs exp, MBA a plus. Fantastic opportunity, great benefits and competitive package.

Fax resume, cover & samples to:
HR Director (510) 645-5919

ADWEEK MAGAZINES THE HIRE AUTHORITY

When it comes to cutting edge solutions for your staffing needs - we deliver more - more impact - more reach and more qualified applicants, ready to step in and fill those openings!

We can target one area of the USA or the entire country.

We will publish your ad in our award-winning magazines, and send your message across the world with our ADWEEK classifieds on-line!

Check out our classifieds at www.adweek.com, you'll be impressed by how much ADWEEK on-line has to offer!

Please call 1-800-7-ADWEEK, and we will prove how fast we can fill your jobs with great people, and how much money you'll save doing it!

DEDICATE YOUR CREATIVITY TO CLASSIFIED

Send Us Camera Ready Art Work. Your ad will stand out from the others and get better results, if you are creative and design an ad that sells your jobs to potential employees. Call 1-800-7-ADWEEK and get the details.

SALES ASSISTANT

ADWEEK Magazines, New York office, seeks well-organized, detail oriented person for immediate opening. The responsibilities of this hands-on position require supporting sales executives plus management. Computer skills are necessary, as is initiative, high energy level, good phone manner, plus ability to manage multiple projects.

Great entry-level opportunity. Office experience and/or interest in sales are preferred. Fax or e-mail resumes and salary requirements to:

ADWEEK Magazines
Attention: Andrea
646-654-5351
E-mail: Apetolino@adweek.com
No phone calls please
EOE

THREE AUDIENCES FOR THE PRICE OF ONE

For one low price, your Classified ad appears in three different magazines: ADWEEK Classified, BRANDWEEK Classified and MEDIAWEEK Classified.

THREE FOR ONE . . . not a bad idea.

Call 1-800-7-ADWEEK
or just Fax it to: (646) 654-5313

ATTN: FREELANCERS

ADWEEK can offer you the exposure you need in our Services & Resources section. If you need to get your service out to the people who matter, you need to advertise now.

Call for info
1-800-7-ADWEEK

For Classified Advertising Call Sara Weissman at 1-800-7-ADWEEK

HELP WANTED

**HELP WANTED...
SERVED FRESH DAILY**

Starting July 2, 2001, ADWEEK MAGAZINES **CAREER NETWORK**, your leading online source for the best jobs in the advertising, marketing, and media businesses, will be posting fresh, hot, new jobs each and every business day. Now, you will find the latest and most exciting career opportunities five days a week -- and you will find more of them in your professions than anywhere else on the web or in print.

And for our advertisers, this new daily posting means that your help wanted ads appear faster than ever before -- and you can fill those positions faster than ever before with the best candidates imaginable.

For more information about this valuable new service call us at:

800-7-ADWEEK

in the West, call:

888-8-ADWEEK

**ADWEEK MAGAZINES
CAREER NETWORK**

CONFERENCE COORDINATOR

This is a career choice position! If you are self-motivated with a can-do attitude, are extremely resourceful and detail-oriented, organized to a fault, have 2-3 years of practical office experience, a degree in Marketing or Communications, excellent problem-solving and writing skills, and a desire to work hard, you may qualify to join our fast-paced department as **Conference Coordinator**. You must be able to travel frequently (often on weekends) and qualify for a corporate credit card. Candidates with prior conference planning experience are preferred.

WE OFFER GOOD STARTING SALARY with EXCELLENT BENEFITS. Send resume & salary requirements to:

CG @ AdWeek Conferences

770 Broadway, 7th Floor

New York, NY 10003-9595

or fax to:

(646) 654-5355

No phone calls or e-mailed resumes will be accepted

ATTN: ADWEEK CLASSIFIED ADVERTISERS:

ADWEEK Classified closes on Wednesdays at 4:30 p.m.

All copy and artwork must be in our New York office no later than WEDNESDAY. Copy received after Wednesday will be held and run in the next available issue. We appreciate your cooperation.

THE CONVENIENT CLASSIFIED CONTACT FORM

USE THIS HANDY COUPON TO FAX OR MAIL YOUR AD

**ADWEEK
BRANDWEEK
MEDIWEEK**

CLASSIFIED MANAGER: S. WEISSMAN

MAIL TO : ADWEEK CLASSIFIED 7TH FL.

770 BROADWAY, NEW YORK, NY 10003-9595

PHONE: 1(800) 7-ADWEEK OR FAX (646) 654-5313

REGION: East ___ New England ___ Southeast ___

Midwest ___ Southwest ___ West ___ All ___

CATEGORY _____

*FREQUENCY: 1x ___ 2x ___ 4x ___

MORE: (Specify) _____

*Not applicable to Advertising Services Categories

AD COPY (Attached additional sheet if needed) _____

PAYMENT

CHECK MASTERCARD VISA AMER.EXP.

Signature _____

Cardholder's Name _____

Card # _____ Expires _____

NAME _____

ADDRESS _____

PHONE _____

FAX _____

RATES for Employment and Offers & Opportunities

1-800-7-ADWEEK Classified Manager: Sara Weissman

Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$192.00, 1/2 inch increments: \$96.00 week. Rates apply to EAST edition. Special offers: Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$35.00 per insertion. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

The identity of box number advertisers cannot be revealed. If ADWEEK must typeset ad, charge is \$25.00. Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m. If classified is filled prior to closing, ads will be held for the next issue. Classified is commissionable when ad agencies place ads for clients. No proofs can be shown. Charge your ad to American Express, Mastercard or Visa, ADWEEK CLASSIFIED, 770 Broadway, 7th fl. New York, NY 10003. 1-800-723-9335 Fax: 646-654-5313.

THE NEXT RESPON

AND
PARTNERS
simons.com

WHAT A THRILLING RIDE IT WAS. THE NEW ECONOMY AND THE BUSINESS TO BUSINESS SECTOR WERE BOTH WHITE HOT AND OVER-FUNDED. It was all about first-to-market, land-grab, awareness, scale, eyeballs, stickiness and the omnipresent business narcotic: branding. For more than a year, the traditional, testosterone-driven advertising approach held sway over every business looking for traction and relevance in this new landscape — all at the expense of ROI, PE and revenues. What a wild and wonderful financial bacchanal!

So it's not surprising that we now find ourselves abandoning all things New Economy for a more mundane, practical New Responsibility. There is a new scrutiny in the purchase and management of professional services — marketing services chief among them. Tighter times call for a new accountability — there is a place for ROI, PE and revenues after all.

Clients are challenging the overhead full-service general advertising agencies carry to maintain a suite of capacities under one roof. If your b2b campaign includes print and online advertising (only), why accept the overhead charges of direct mail, broadcast production or sports marketing departments?

That's why an increasing number of advertisers are considering the unbundled communications concept pioneered and perfected by PARTNERS+simons and Carat Freeman. For over 10 years our shops have practiced a cooperative, collaborative philosophy because, in spite of our chosen core competencies, we know it pays to play nicely with others.

NEW THING: SIBILITY



Founded in 1989, PARTNERS+simons maintains specialized core competencies in strategy and creative. Running at an \$85 million billings clip, PARTNERS+simons has a portfolio of case histories with clients like Symantec, PC Magazine, Schwab.com, Fidelity, Logistics, Blue Cross and a host of emerging technology companies.

For more information, visit partnersandsimons.com or call Chris Demakis 617/330-9393.



Carat Freeman and Carat Interactive are part of the world's third largest independent media agency, Carat Inc. With more than \$14 billion in billings, Carat specializes in developing, integrating, executing, and optimizing media strategies for clients like: AOL, Pfizer, Radio Shack, Philips, Nokia and Rational Software. For more on Carat Freeman, visit caratfreeman.com or call Lynne Esparo 617/303-3000. For more on Carat Interactive, visit caratinteractive.com or call Kimberly Jackson 617/449-4100.



Carat Interactive

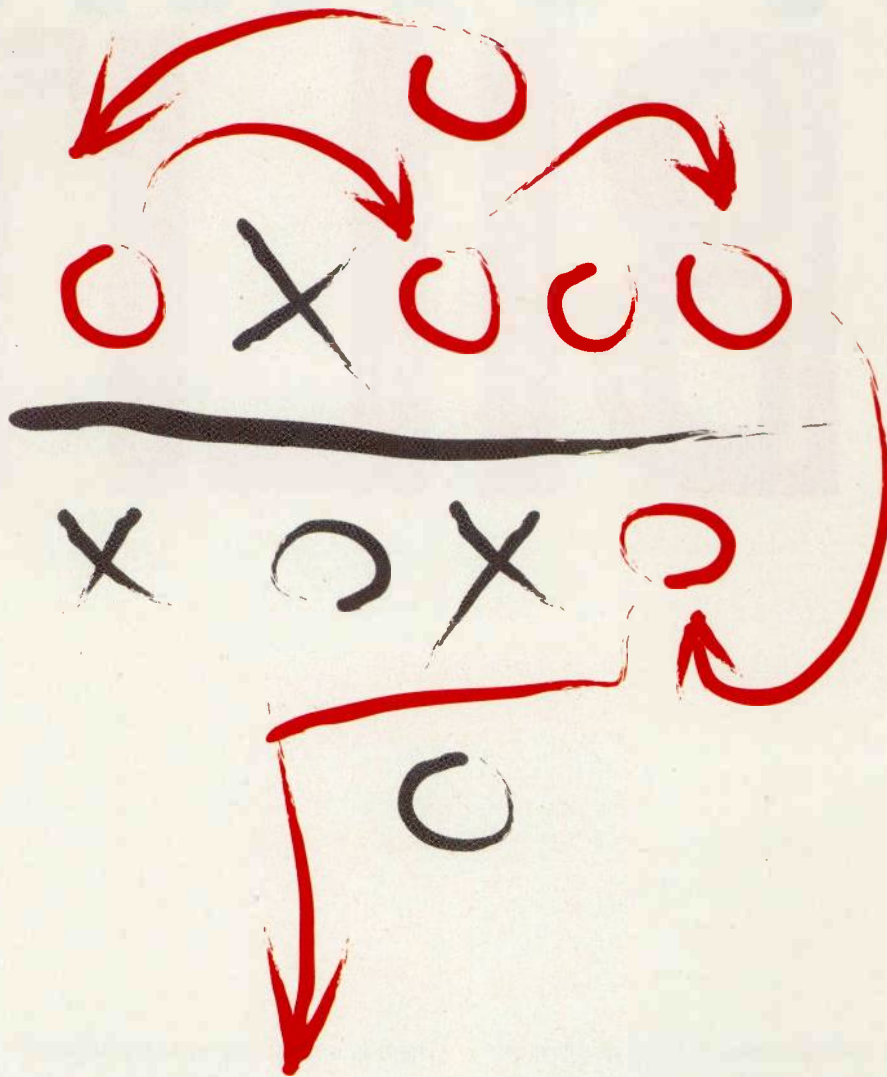


CARAT FREEMAN

There is opportunity in specialization — in media services, strategy, and creative; and in technology, health care, financial services, and pharmaceuticals. From experience, we know that when we unselfconsciously incorporate our own areas of expertise together in the interest of building thoughtful, surgically-integrated campaigns — across all platforms and venues — the chemistry regularly outperforms programs created in the generalist environments of the full-service agencies. It consistently demonstrates superior ROI and generates greater revenues.

Perhaps that's why we are seeing an increasing number of clients taking this New Responsibility seriously, practicing a new scrutiny, parting with a little less money.

Value investing is back in favor.



YOUR AD AGENCY COMES UP WITH DECENT IDEAS.

(DO THEY SURVIVE THE AGENCY'S BUREAUCRACY?)

Big agencies don't suffer from a lack of talent. They do suffer from an abundance of levels and hierarchy. Every project runs a gauntlet of supervision that tortures clients and kills

Seiter & Miller



ideas. Not at Seiter & Miller. Our experienced, entrepreneurial people work directly with clients. That's better for your sanity...and the advertising you're paying for.

Contact Esther Goda at: 212-843-9900 or visit www.seitermiller.com

Movers

MAGAZINES

At Meredith Corp., **William Reed**, publishing director of *Wood* and its Creative Collection, has been promoted to vp, publishing director for Special Interest Publications, *Wood*, the Creative Collection and *Successful Farming*...At Time Inc., **Matt Diebel**, former Time.com deputy editor, has moved over to People.com as editor.

TV STATIONS

Steven South was named general sales manager of KTNV-TV, Journal Broadcasting Group's Las Vegas ABC affiliate. He was regional director of Internet Broadcasting Systems...**Michelle Ribalta** was named account exec for WTVZ, Sinclair Broadcasting Group's Norfolk, Va., WB affiliate. She had been a broadcast media buyer at the Meridian Group in Virginia Beach.

SYNDICATION

Tribune Entertainment last week announced the production team for its new strip, *Talk or Walk*. **Tracy Mazuer**, previously a supervising producer on Telepictures Productions' *Change of Heart*, has been named co-executive producer. Director duties will be handled by **Barry Glazier**, who most recently directed a number of Buena Vista Television series. And **Kathy Giaconia** and **Jacque Jordan** have been named supervising producers. They most recently worked together as supervising producers on USA Network's *Friends or Lovers*.

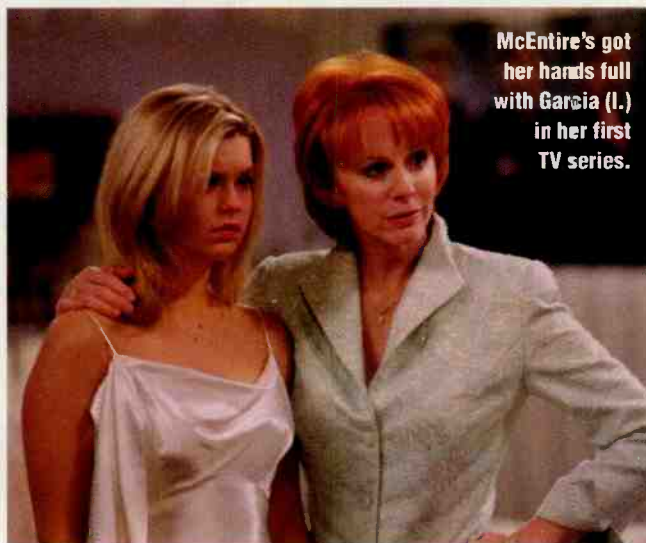
RADIO

The radio division for Associated Press announced two management appointments. **Christopher LaCroix**, formerly operations manager for AP's technology division, was named manager of direct radio sales. And **Dave Herring** was promoted to manager of network sales, from regional sales rep...XM Satellite Radio announced several appointments to its programming staff. Joining as program directors are **Pat Dinizio**, founder, lead vocalist and principal songwriter for the Smithereens; **Trinity Colon**, formerly music director for WLVE-FM in Miami; Russ Davis, former programmer and presenter on Voice of America's *Jazz America*; **Eddie Kilroy**, founder of Eddie Kilroy Productions, an (continued on page 21)

Media Elite

EDITED BY ANNE TORPEY-KEMPH

Heart's Right for Reba



McEntire's got her hands full with Garcia (l.) in her first TV series.

REBA MCENTIRE has won countless Grammys, sold 40 million-plus albums, scored several movie roles, and most recently wowed Broadway crowds as the lead in a five-month run of *Annie Get Your Gun*. On June 22, she hung up her *Annie* hat and set out to conquer a new (for her) medium: TV.

On the WB's upcoming Friday-night sitcom *Deep in the Heart*, McEntire will star as the harried mother of three whose life—complete with an ex-husband, his new and much younger wife, and

a pregnant teenage daughter (Joanne Garcia)—is anything but Brady. "When I saw the script, I just knew I had to do it," says McEntire, who describes her real life with manager/husband Narvel Blackstock and son Shelby as less tumultuous but not as funny. "I've been wanting to give television a shot for many years, and I feel strongly that this is the right project."

Still, it might be hard to match the thrills she got on Broadway. "I must say that of anything I've ever done, theater is my favorite thing," says the energetic 46-year-old. "It's live, you feel alive, and every performance is different. But now I'm even more excited about appearing on *Deep in the Heart*." She'll begin shooting the initial 13 episodes in August. The WB has yet to set a premiere date. —Marc Berman

Court TV Faces Down Bullies

COURT TV'S Henry Schleiff & Co. recently headed to Capitol Hill to drum up support for the latest addition to the network's Choices and Consequences anti-violence outreach effort. The new "media literacy" part of the program teaches youth about media portrayals of bullying and its effects, relying partly on Court's airings of the late, lamented NBC show *Homicide: Life on the Street*. Such images let kids see what they can face if they get into trouble (nobody looks cool in an orange jumpsuit with handcuffs).

Said Schleiff: "We have got to come up with ways to prevent youth violence, and we are committed to this effort." Schleiff was joined at the Capitol building by House Minority Leader Dick Gephardt and several congressmen to kick off the program. —Alicia Mundy



Schleiff (l.) and Rep. Gephardt shake on it as Court TV host Catherine Crier and Rep. Dennis Moore look on.

Media Dish



Baseball legend Cal Ripken Jr. (l.), third baseman for the Baltimore Orioles, joined *Sports Illustrated* publisher Fabio Freyre at New York's Remi restaurant recently for the Time Inc. magazine's annual baseball luncheon.



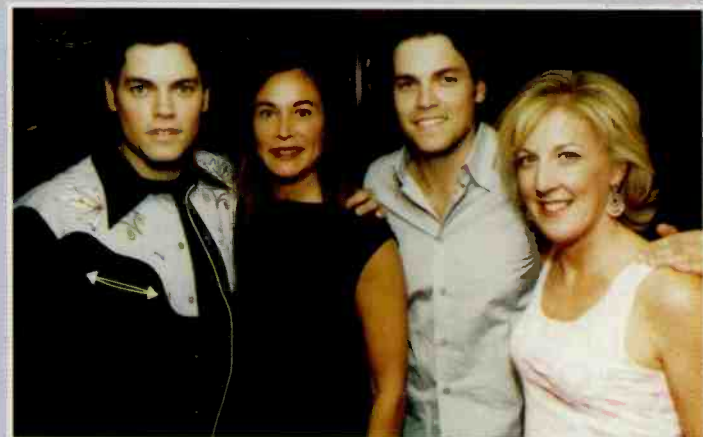
Lifetime Entertainment Services president and CEO Carole Black (third from right) recently received the National Hispanic Media Coalition's Impact Award for her efforts in advancing the cause of program and employment diversity in the entertainment industry. Celebrating with Black at the Regal Biltmore Hotel in Los Angeles were (l. to r.) Tracy Needham and Nancy McKeon, actresses on Lifetime series *The Division*; Nely Galan, president and CEO of Galan Entertainment; Congresswoman Hilda Solis; and Lisa Vidal, actress, *The Division*.



At the Cloister in Sea Island, Ga., for *Health*'s recent annual sales meeting, staffers kicked up their heels at a rodeo-themed dinner. (L. to r.): Amy Van Etten, account manager, Chicago; Heidi Anderson, Western regional manager; Laura Warren, account manager, Chicago; Anna Duran, Los Angeles manager; Deborah Pimsner, account manager, Chicago; and Tamara Mack, San Francisco manager.



Rolling Stone hosted a dinner at the Manhattan home of editor in chief Jann Wenner before the recent U2 concert at Madison Square Garden, with guests including (l. to r.) Naomi Katz, ad director, Giorgio Armani; Ron Gregory, *RS* publisher; Ross Klein, senior vp of corporate advertising, Polo Jeans; and Keith Batten.



Primedia's *Seventeen* kicked off summer with a school's-out bash for 1,000 teens at Hollywood's House of Blues. Headlining performers included brother-act Evan (left) and Jaron, pictured with Linda Platzner, president of Primedia's teen marketing division, and Ellen Abramowitz, *Seventeen* associate publisher.

DALE WALCOWSKI

Movers



**Potter to cultivate
TNN brand**



**Cosgrove promoted
at Fox Family**

(continued from page 19) independent music production company; **Felton Prutt**, former president and program director for FAT Music Radio Network; **Bill Schmalfeldt**, former program director of WGUF-FM in Naples, Fla.; and **Emma Wilson**, a writer and personality who has toured with 98 Degrees. Joining XM as music directors are **Brian Chamberlain**, former program director and show host for Discjockey.com, and **Dan Dixon**, former on-air personality for WKKO-FM in Toledo...**Eugenio (Gene) Bryan** was named vp of sales for Entravision Communications' radio division. Bryan was president of Hispanic Media Sales, a marketing and sales consultancy group.

CABLE

Tom Cosgrove, Fox Family Channel/Fox Kids senior vp of scheduling and marketing, was promoted to the new position of executive vp of both the cable network and the kids broadcast-programming unit. He will be responsible for day-to-day operations...**Tina Potter** was named to the new position of vp of the brand central creative group at TNN: The National Network. Potter joined TNN last year as a consultant. Prior to that she was the principal and creative director at T-Pot International, a division of the National Video Center...**Colleen Glynn** has been named vp of affiliate sales and distribution, Eastern region, for the digital network distributor OlympuSAT. She had been vp of affiliate relations and marketing for Lifetime.

BROADCASTING

Brian Knox, vp and managing director of Katz Media's Urban Dimensions sales unit, has been named to the board of directors for the Black Broadcasters Alliance.

Think you
know where
the teens
are?



Calendar

The **Television Critics Association** will hold its summer press tour July 9-27 at the Ritz-Carlton Huntington Hotel in Pasadena, Calif. Sessions will be as follows: syndication, July 9; cable, July 10-14; the WB, July 15; UPN, July 16; Fox, July 17-18; CBS, July 19-20; TCA Day, July 21; ABC, July 22-23; NBC, July 24-25; and PBS, July 26-27. Contact: 626-568-3900 for hotel reservations. The event is open only to TCA members.

The **Media Buying Academy's** 2001 city tour will come to New York July 9-12 at the Best Western Hotel, covering buying basics as well as intensive sessions on radio, TV, print and outdoor. Pre-registration is required. Contact: 800-622-2893.

American Business Media will present the **ABM/WPA Fast Track Media Management Program**, July 10 at the Los Angeles Airport Marriott. Contact: 212-661-6360 or www.americanbusinessmedia.org.

Myers Forums will present a **retreat for media and ad industry executives** July 10 at the Roosevelt Hotel in New York. The session will include an upfront update, interactive TV case studies, 2002 ad spending forecasts and new models for media buying and selling online. Contact: 212-764-5566, ext. 228, or www.myers.com.

The **Outdoor Advertising Association of America** will present its **annual sales training seminar** July 17-18 at the Marquette Hotel in Minneapolis. Contact: 202-833-5566 or www.oaaa.org.

The Poynter Institute will present a five-day **seminar on producing television newscasts** Aug. 5-10 at the Institute's St. Petersburg, Fla., offices. Contact: www.poynter.org or 727-821-9494.

The **Radio and Television News Directors Association** will present a **news decision-making workshop** Aug. 17-18 at the Doubletree Hotel in Philadelphia. Ramon Escobar, MSNBC executive producer, and Al Tompkins, broadcast/online group leader for the Poynter Institute, will be featured speakers. Cost: \$50 per station. Contact: 202-467-5252.

Inside Media

NEWS OF THE MARKET

Arbitron to Measure Mexico City

Arbitron announced last week that it will begin measuring radio audiences in Mexico City beginning in September, with the first estimates to be released in February. It's the radio ratings firm's first syndicated radio service outside the U.S. If Mexico were ranked with U.S. markets, it would be the second-largest market, with a population of 13.3 million. About half of the 54 Mexico City radio stations have signed multiyear contracts, including stations owned by Grupo ACIR, Imagen Telecomunicaciones, MVS Radio, Nucleo Radio Mil and Organización Radio Formula. Agencies that have signed contracts or letters of intent for the new service include BBDO-OMD, Control Media, FCB Worldwide, Initiative Media, Leo Burnett-Starcom, McCann Universal, Media Planning Mexico and Mindshare, accounting for two-thirds of the radio ad spending in the market.

MSNBC Shuffles P.M. Schedule

MSNBC is shuffling its evening and prime-time schedule following the cancellation of the interview show *Barnicle*, hosted by *New York Daily News* columnist Mike Barnicle. Effective July 9, *Hardball With Chris Matthews*, which has been running at 8 p.m. since the presidential race heated up last fall, has been moved up an hour earlier and *Newsfront With Lester Holt and Ashleigh Banfield* has moved from 7 to 5 p.m. In addition, *The News With Brian Williams* has moved up to 8 p.m. and *MSNBC Investigates* has been pushed back to 9 p.m., prior to *Headliners and Legends* at 10. In related news,

MSNBC.com and *Newsweek* have created a new lifestyle feature for their joint Web site and the cable channel. The "Weekend Guide" section on the site, which will be updated every Thursday, includes entertainment reviews, shopping tips and travel advice. On Fridays, there will be TV segments with *Newsweek* correspondents and MSNBC regulars.

USA Green-lights Wordplay Game Show

USA Network has green-lit a half-hour show described as "a hip, hilarious house-party-game-show-in-one." The tentatively titled *Smush*, to be executive produced by *Who Wants to Be a Millionaire* creator Michael Davies, will feature contestants creating "smushes" by fusing two terms—for example, Chinese martial art + Japanese folding bed = Kungfuton—and competing for cash prizes. Scheduled to premiere in fourth quarter, *Smush* will run Monday-Thursday at 11 p.m. as an anchor to the network's new late-night programming block.

SBCA Appeals Must-Carry Ruling

The Satellite Broadcasting and Communications Association, along with DirecTV and EchoStar Communications, has filed an appeal to challenge the recent Alexandria, Va., district court ruling upholding the must-carry provisions of the Satellite Home Viewer Improvement Act. The appeal will take the satellite providers' fight to the 4th District Court of Appeals in Richmond, Va. Since the SHVIA was enacted in fall 1999, satellite operators have challenged the provi-

Rolling Thunderbox

After a very slow start, Litton Syndications' weekly boxing series, *Thunderbox*, appears to have found its legs. The series, which features taped bouts between fighters in promoter Cedric Kushner's boxing stable, scored a series-high 1.9 average audience rating for the week ended June 10. This follows a May sweeps period in which *Thunderbox* averaged a 1.4 rating, according to Nielsen Media Research. These ratings are in stark contrast to the season's earlier rounds—the series averaged a 0.8 rating during November sweeps. Among renewal options for the series for next season, Litton is considering switching from broadcast to exclusive cable distribution.



The boxing series has seen a dramatic ratings rise.

sion that dictates they carry every TV signal in a market if they carry one.

Hughes Taps Austin as President

Hughes Electronics named Roxanne Austin president and COO of DirecTV, replacing Odie Donald, who will stay on as a consultant. Austin joined Hughes in 1993 and has served as CFO since 1997. She will retain her position as executive vp of Hughes and will remain on the executive committee. Also, Michael Gaines, DirecTV vp of finance, was promoted to vp and CFO, succeeding Austin.

MTV, VH1 Sign on With XM

MTV and VH1 are headed for satellite radio. Through a deal announced last week with XM Satellite Radio, the two Viacom cable music networks will program two 24-hour channels on XM Satellite Radio featuring MTV and VH1 content. As part of the agreement, MTV Networks will also provide XM with promotional support on its cable networks. Terms were not disclosed. Based in Washington, D.C., XM is one of two satellite subscription radio services planning to launch 100 channels each of digital radio.

Myers Index Shows Confidence in Print

Myers Reports' Advertising Confidence Index, looking ahead to third quarter, reveals that confidence in magazines and newspapers improved significantly over second quarter. In the ACI survey of 152 media planners and buyers about their spending plans for the next 12 to 18 months, confidence in magazines was up 14.6 percent. For newspaper spending, national advertising confidence grew 25.1 percent and local grew 14.8 percent. Still, only 22 percent of the respondents said they expected to increase magazine spending during the period, and 53 percent anticipated decreases.

PCH Settles More Sweepstakes Suits

Publishers Clearing House last week announced that it settled lawsuits with 26 more states that had accused the company of deceptive sweepstakes programs. The magazine-subscription company agreed to pay \$34 million in damages. This follows a settlement late last year of \$18 million with 24 other states and the District of Columbia. As part of the agreement, PCH will revise its mailing practices by making the rules and odds of winning clear.

WE DO.

Delivering over 4.5 million teens per week... more than Buffy... Roswell... Charmed... and Dawson's Creek combined.

Think again.

For Media and Sponsorship information contact: Jim Rothschild • World Wrestling Federation Entertainment, Inc. Advertising Sales Office • 212-593-2228 • Email: elate@clients@wwfent.com

*This number represents the US GAA Projection for WWE Cable Syndication and the US AA Projection for *WWE SmackDown!*
Source: Nielsen Media Research 9/5/00 thru 5/31/01. ©2001 World Wrestling Federation Entertainment, Inc. All Rights Reserved.

Change of Heart

Vanguard energizes *Heart & Soul* with a new editor and a more modern approach to health

HEART & SOUL, VANGUARDE MEDIA'S HEALTHY LIVING PUBLICATION AIM-ed at black women 25-54, will roll out in August a clean and sophisticated redesign spearheaded by newly anointed editor in chief Corynne Corbett, the former editor of *Mode*. "My goal

is to make this a vibrant lifestyle magazine," Corbett says of the seven-year-old title, "to create a magazine that makes wellness a whole-life issue for African American women." The 10-times yearly title, which stepped up its frequency from 7-times yearly in February, also will continue to include its spiritual and celebrity components. The August issue, on stands July 17, kicks off with a renewal theme and film star Pam Grier on its cover.

"Helping women to address the full diaspora of the factors in their lives—from spirituality, their home, their health, to travel and beauty and fashion—is vitally important to the *Heart & Soul* woman," says Roy S. Johnson, Vanguard's editorial director. "It clearly was conceived to address the health issues of black women, but as we grew as people, we came to embrace many other things under that umbrella.

It's not just about sit-ups."

Corbett has shifted a number of *H&S* departments around and added new ones. "You, First!," a body/mind/spirit section that offers everything from yoga tips and book recommendations to covering up a pimple, now takes the lead spot in the magazine.

"Particularly for African American women, it is difficult, if you're taking care of family and friends, to put yourself first," says Corbett. "This gives women time to focus on themselves and being comfortable with that."

Previously, much of the fitness, beauty and health content was sprinkled throughout the issue; now each will have its own section, making the publication easier to navigate. Fashion, too, will have its own section. "Our

fashion stories are not for trends' sake, necessarily, but are rather opportunities to give women ideas in building a wardrobe," explains Corbett, of the title's more upscale but accessible direction.

The makeover of *Heart & Soul*, executed out-of-house by 24s design, follows on the heels of last year's overhaul of its younger urban sister, *Honey*. Leonard Burnett, Vanguard's group publisher, says he hopes that, together, the reach of *Heart & Soul* and *Honey* will soon be able to take on the 1 million-circulation *Essence*—the grande dame of African American publishing for women, which is now jointly owned by Essence Communications and Time Inc. In January, the rate base for *Heart & Soul* will climb 16.7 percent, to 350,000, and *Honey* will grow its guaranteed circ 40 percent, to 350,000, says Burnett.

"We welcome additions because you need more [minority] media, not less. If I can afford it, I'll buy all three magazines," notes Doug Allgood, senior vp, special markets for BBDO. "But if I have to choose, it's going to be tough to ignore *Essence*. That's a very difficult choice to make."

After a yearlong absence, *H&S* reapplied for membership in the Audit Bureau of Circulations; both *Honey* and *Savvy* have applied for membership. They should have a publisher's



The August issue includes a just-added fashion section.



Clinton says Web-based media kits will save Hearst \$500,000 annually.

Let's Get Digital: Hearst Will Put All Its Titles' Media Kits Online

Hearst Magazines, publisher of *Cosmopolitan* and *Esquire*, early next year will become the first publishing company to offer all of its titles' media kits online. The move will not only reduce clutter for advertisers—the bulky folders contain data on rate cards, special ad sections and circulation—but will also save Hearst upward of \$500,000 annually in mailing, FedEx and printing expenses. Already, kits for *Good Housekeeping* and *Popular Mechanics* have been tested online successfully and are now available. "We have been producing elaborate media kits to help the sales process, and they have had the opposite effect," says Michael Clinton, Hearst executive vp/chief marketing officer. "The print kits would quickly go out of date. By the time they were printed, they were old news." Clinton adds that for some sensitive material, such as special inserts, clients will be given passwords. Otherwise, everything will be easily accessible—even to the competition. "Ultimately, everyone knows everything anyway," he says with a laugh. "There are no secrets."

Some other publications' media kits have been available online for some time, including those of Time Inc.'s *Fortune*, *People*, *Time* and *Sports Illustrated*, as well as Ziff Davis Media's *PC Magazine*. And SRDS, which collects and publishes media data, including magazines' circulation and advertising rates, posts such information online. (SRDS is owned by *Mediaweek* parent VNU.) Media buyers say Hearst's move is a smart one, as long as the data is updated regularly. "[Web-based kits] will be more dynamic," says Valerie Muller, senior vp/print media manager for MediaCom. "But the trick will be to keep them current and accurate." —LG

Mediaweek Magazine Monitor

Weeklies July 2, 2001

Time Inc.'s *Entertainment Weekly* closed the first half on an up note, with its June 29 "It List" double issue topping last year's "It" edition by 14.78 percent. *EW* scored 10 pages from liquor accounts, including Skyy Vodka, Absolut and Bacardi Mixers, says publisher David Morris. Still, *EW* trails 2000 by 9.41 percent to date, having lost 100 pages of tobacco ads due to its young readership. —Lori Lefevre

statement available in December, Burnett says. Another Vanguard title will also bump up its rate base this year. *Savoy*, which launched in January as a lifestyle publication aimed at black America, will increase its guaranteed circulation 25 percent, to 250,000. —LG

Keepin' it Fresh Teen People, Teen redesign

Every new editor wants to put her stamp on the magazine she joins. But is a publication exempt if it just won a National Magazine Award for General Excellence in May? Apparently not. Barbara O'Dair, who succeeded Christina Ferrari as managing editor of Time Inc.'s *Teen People* in February, will introduce several "refinements" in the August issue, on newsstands July 6. "There's always room for improvement," says O'Dair. "No one can rest on their laurels."

O'Dair, who adds that the 1.6 million-circ monthly's pages had begun to look "cluttered and scattershot," has sought to create a better flow by adding and tweaking a number of sections. The front-of-book "now!" section will include a gossipy dish page and an expanded full-page Q&A. August will also introduce a new lifestyle section called "in the know,"



O'Dair has expanded TP sections like "now!"

which will carry newsy items, and "hot topic," which will deal with violence prevention at schools. To boot, *Teen People* created a poetry page, inviting its readers and more seasoned scribes to publish their work. "Teens and poetry go together like peanut butter and jelly," she insists.

Another staff addition, who will help with the visual flourishes, is design director Jill Armus, who joined in late June. Armus was most recently a consultant for *Real Simple*.

Meanwhile, another teen title, Emap USA's *Teen* has made even more radical alterations. Beginning with this week's August issue, *Teen*'s \$4 million redesign and repositioning seeks to target older readers as a celebrity shopping and style magazine. *Teen* will sport a heavier cover stock, better quali-

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	2-Jul	56.92	3-Jul	96.13	-40.79%	1,950.19	3,077.33	-36.63%
The Economist	23-Jun	68.00	24-Jun	89.00	-23.60%	1,473.00	1,605.00	-8.22%
The Industry Standard	2-Jul	23.00	3-Jul	146.00	-84.25%	1,110.00	4,310.00	-74.25%
Newsweek ^E	2-Jul	23.46	3-Jul	28.57	-17.89%	897.55	1,154.52	-22.26%
The New Republic	2-Jul	5.82	3-Jul	3.51	65.81%	230.51	229.94	0.25%
Time ^{E@}	2-Jul	35.05	3-Jul	24.60	42.48%	1,182.53	1,470.59	-19.59%
US News & World Report	2-Jul	15.85	3-Jul	17.25	-8.12%	686.04	858.05	-20.05%
The Weekly Standard		NO ISSUE				249.00	236.00	5.51%
Category Total		228.10		405.06	-43.69%	7,778.82	12,941.43	-39.89%

SPORTS/ENTERTAINMENT/LEISURE

AutoWeek	2-Jul	26.71	3-Jul	27.80	-3.92%	749.28	796.14	-5.89%
Entertainment Weekly ^D	29-Jun	60.79	30-Jun	52.96	14.78%	883.42	975.19	-9.41%
Golf World	29-Jun	18.67	30-Jun	26.33	-29.09%	672.26	851.48	-21.05%
New York ¹		NO ISSUE				1,386.30	1,287.70	7.66%
People	2-Jul	53.62	3-Jul	60.68	-11.63%	1,834.97	1,998.29	-8.17%
The Sporting News	2-Jul	6.30	3-Jul	8.30	-24.10%	257.10	309.80	-17.01%
Sports Illustrated ^D	2-Jul	56.42	3-Jul	44.12	27.88%	1,201.53	1,344.96	-10.66%
The New Yorker	2-Jul	17.83	3-Jul	19.37	-7.95%	1,118.54	1,173.54	-4.69%
Time Out New York	27-Jun	64.21	28-Jun	60.00	7.01%	1,708.66	1,874.06	-8.83%
TV Guide ^X	30-Jun	23.23	1-Jul	27.18	-14.53%	1,463.24	1,695.16	-13.68%
US Weekly ⁶	2-Jul	16.00	3-Jul	36.67	-56.37%	475.98	474.55	0.30%
Category Total		343.78		363.41	-5.40%	11,751.28	12,780.87	-8.06%

SUNDAY MAGAZINES

Parade ^X	1-Jul	6.57	2-Jul	9.78	-32.82%	313.49	324.44	-3.38%
USA Weekend ^X	1-Jul	8.22	2-Jul	7.67	7.17%	298.81	300.47	-0.55%
Category Total		14.79		17.45	-15.24%	612.30	624.91	-2.02%
TOTALS		586.67		785.92	-25.35%	20,142.40	26,347.21	-23.55%

E=estimated page counts; @=one fewer issue in 2001; D=Double issue; 1=one more issue in 2001; X=YTD included an extra issue in 2000; 6=six more issues in 2001

Biweeklies July 2, 2001

Though *Forbes* has more fourth-quarter ads booked than it did at this point in 2000, president James Berrien says he is "not confident" the year will end in the plus column. *Forbes* is off 25.83 percent YTD through July 9. On top of falling financial and tech ads, travel spending is also slow, Berrien says. —LL

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
BUSINESS/ENTERTAINMENT								
ESPN The Magazine	9-Jul	47.67	10-Jul	42.32	12.64%	655.45	808.24	-18.90%
Forbes	9-Jul	96.00	3-Jul	161.10	-40.41%	2,131.92	2,874.41	-25.83%
Fortune	9-Jul	126.52	10-Jul	226.07	-44.04%	2,215.19	3,413.79	-35.11%
Inc. ^F	1-Jul	41.55	1-Jul	80.96	-48.68%	518.68	939.87	-44.81%
National Review	23-Jul	19.25	31-Jul	10.68	80.20%	273.70	269.99	1.37%
Red Herring ^B	15-Jul	67.16	1-Jul	285.83	-76.50%	858.09	1,831.75	-53.15%
Rolling Stone	19-Jul	26.63	NO ISSUE		N.A.	751.44	949.27	-20.84%
Category Total		424.78		806.96	-47.36%	7,404.47	11,087.32	-33.22%

F=18 issues per year; B=four extra issues in 2001

ty pages inside, and larger trim size by an inch. But along with the makeover, *Teen* has also cut its rate base to 1.5 million, from 2 million. The monthly also has struggled with the glut of teen magazines available—paid circulation is down 3.2 percent, to 2.1 million, in last year's second half over the prior year, according to the ABC.

Teen's move to attract older readers (it had targeted 14 year olds) comes just as bids for its parent company were due last month. The

changes may help improve its value in a sale (previous efforts by Emap to unload *Teen* were unsuccessful), though Lynn Lehmkuhl, Emap's youth group president, says the company decided to reposition *Teen* last October—before Emap was put on the block. "This was all completely independent of whether *Teen* or Emap USA was going to be for sale," she explains. New advertisers in August include Target, Nike, Old Navy and Chanel. —LG

Media Person

BY LEWIS GROSSBERGER



Pin the Tale on the Monkey

THE SCREAMING-MONKEY HOAX HAS ONCE AGAIN PROVEN

Media Person's oft-quoted axiom that: 1. Telling the difference between truth and fiction is nearly impossible, and 2. Yet we must try, doomed though we are to fail. (The Fighting Historian Hoax proved the

same thing but wasn't nearly as funny, so MP's playing that one down.)

In case you missed it: The online magazine *Slate* ran a piece by a writer named Jay Forman about an island off Florida, allegedly teeming with rhesus monkeys (deposited by a pharmaceutical company for medical experiments), and the local fishermen who slip over there in boats and cast ashore lines baited with fruit. When a monkey gets hooked, it is yanked screaming from its tree. More fun than a barrel of professional wrestlers! But oh so cruel.

Well, *The Wall Street Journal* and *The New York Times* then questioned the veracity of the snag-a-simian saga, and *Slate*, after first doing a stand-by-our-man number, finally backed down and issued an apology, admitting that "key details of this article were fabricated."

Apparently—and Media Person must be very careful here to sort out the facts from the pseudo-facts—though Monkey Island really does exist, and some alleged perpetrators may have actually attempted the purported activity at one time or another, doubtless after too much drink, "monkey fishing" is not really a major pastime among the locals, and no credible witness has yet come forward, at least at this writing, who has ever himself seen a monkey actually hooked. Besides which, several primate experts have expressed serious doubt that your average rhesus monkey would fall for a trick this dumb.

Now apologizing properly for a hoax is fiendishly difficult, and almost everyone muffs it. The correct form is as follows: "OK, we're busted. We blew it, big time. Oh boy, did we screw up. What a bunch of idiots we are! Right now I'm smacking myself in the

forehead." A sample of incorrect form would be, for example, this quote from *Slate* editor Michael Kinsley's longish apology: "The friend [of Forman] maintains that lines were cast and that the monkeys did tug on the fruit...[*The New York Times*] quotes a local boat captain saying that it is 'logistically impossible to cast a rod with an apple attached to it.' Writing late Sunday night and knowing nothing about fishing, I cannot say who's right. But we'll get to the bottom of it, possibly with help from our readers."

Some people claimed after the fact that they'd smelled the hoax all along. Media Person suspects many of these people may themselves be engaging in a little hoax. MP read the original piece in *Slate* and found it totally plausible. After all, we live in a world

SEVERAL PRIMATE EXPERTS HAVE EXPRESSED SERIOUS DOUBT THAT YOUR AVERAGE RHESUS MONKEY WOULD FALL FOR A TRICK THIS DUMB.

where people have engaged in the sport of dwarf-tossing, where mold growing on your wall can put you in the hospital, where a newspaper editor married to a movie star is attacked by a Komodo dragon in Los Angeles (See last week's MP column headlined: "Newspaper Editor Married to a Movie Star Is Attacked by a Komodo Dragon in Los Angeles"), and where George W. Bush is president of a major country. In this context, is it really so incredible that dimwits could be yanking screaming monkeys out of palm trees with fishing rods? Especially when you consider this is Florida we're talking about.

The Joseph Ellis case, in which a distinguished historian and college professor pre-

tended to have served in combat in Vietnam, was more disturbing, for Media Person had recently read Ellis' latest book, *Founding Brothers*. What if this book contained stretchers? What if Hamilton really shot Burr? What if John Adams didn't really like Abigail Adams all that much? What if Jefferson didn't really spend his spare time designing college buildings and impregnating slaves but instead sneaked into the woods to yank screaming monkeys out of trees? What if our founding fathers didn't really set us on the road to an admirable representative democracy but in fact bequeathed us a nation secretly run by a small cabal of rich and powerful industrialists and their lackeys in government, whose only object is enriching themselves? Nah, that couldn't be.

But the biggest question is this: Why do people love making stuff up so much? Of course, Media Person never makes anything up. The Pulitzer Prize he received in 1992, among many other awards, is testimony to his unimpeachable integrity. But a lot of oth-

er writers are weaker individuals.

Is the problem caused by some defective gene? Is it a safer, nonviolent form of crime for people who are too chicken to commit armed robbery? Are we descended from creatures who were better cave painters than hunters? Are our immune systems too weak to resist viruses carrying an entertaining story? Or are we simply, as a species, kind of nuts?

Media Person suspects the latter. But more research is needed before we take action. A committee of distinguished writers should be appointed to study the matter, with Mike Barnicle and Edmund Morris as co-chairmen. ■

OLD ECONOMY

NEW ECONOMY

NEXT ECONOMY



THE ULTIMATE POWER TOOL IN EVERY ECONOMY.

Advertising is a powerful business tool in any economic environment. Consider this: In lean times, competition increases, and it's the companies who continue to advertise that increase the demand for their products. These are the survivors, the leaders, the masters of brand building.

ADWEEK

www.adweek.com

photo: mathewzucker.com

ADVERTISING DURING CHALLENGING TIMES.

◆ number 4 in a series ◆



©2001 Dow Jones & Company, Inc. All rights reserved. **Advertising in Recessionary Times**, October 6, 1990, DDB Needham Worldwide. *Source: 2000 Manufacturing Media Report

Out of sight.
Out of mind.
Out of business.

As advertising goes, so goes the company. When economic times get tough, companies often go to their advertising budgets, hatchet in hand. Rolling back ad budgets is simple and quick. Simple, quick—and potentially dangerous. What seems like prudence may in fact endanger a company's very future.

The fallacy of the bottom line. The usual justification for cutting ad spending is to protect the "bottom line." However, studies show that companies that curtail their ad programs realize no greater short-term returns on investment than their competitors who do not. More significantly, the companies that remain aggressive gain share from their "prudent" competitors—securing an advantage that may never be made up. And ultimately, of course, market share shows up on the bottom line.

Invisibility can be fatal. When a company sharply cuts back on its advertising, its brand can suffer "memory decay." Often with

extraordinary speed. Worse, if its competitors remain aggressive, a company can lose not only market share but mind share. And so the vicious circle begins.

Where will you spend the recovery? No downturn is forever. Over the last 50 years, even full-blown recessions lasted an average of only 11 months. The companies that understand this are already betting on the recovery. The lessons, then, are clear: Confident marketers plan for periodic downturns, seize share from timid competitors, and gain speed and momentum to ride the business cycle back up.

Why The Journal? The Wall Street Journal is read faithfully by 4 million[†] affluent and influential people every business day and is the most trusted publication in America. In order to survive a downturn, even prevail over it, it's clear you must stay the course. And the best place to do this is in The Wall Street Journal.

THE WALL STREET JOURNAL.

DOW JONES

MEDIA WEEK JUL 2, 2001