

# MEDIA WEEK

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# Sept. 11, 2001

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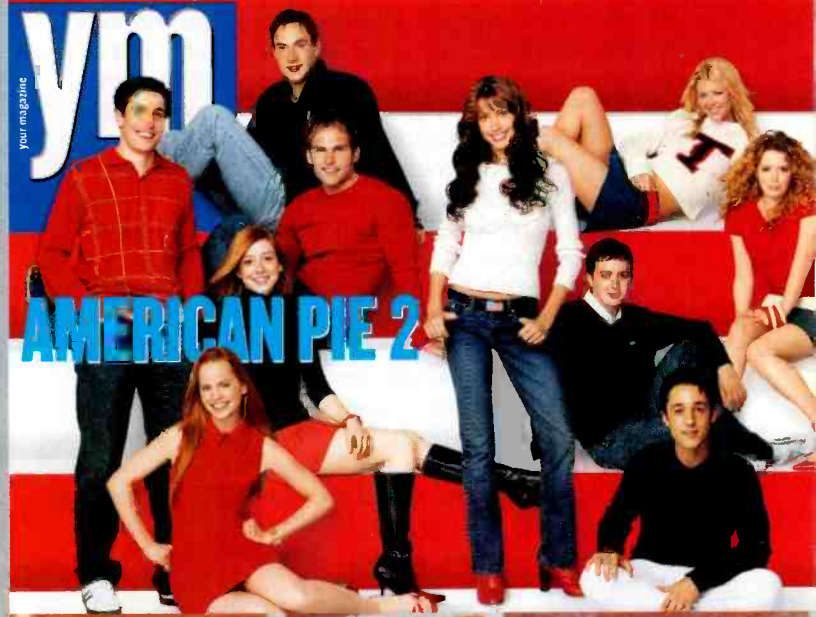




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# At Deadline

## FCC Agrees to Review Media Cross-Ownership, Cable Regs

In a gesture that chairman Michael Powell described as "doing our small part to press on with business," the Federal Communications Commission last Thursday voted to begin revising its broadcast and cable-ownership rules. Two major issues, the ban on cross-ownership of broadcast properties and newspapers in the same market, and the limits on cable-system ownership, were on the agenda.

The newspaper industry and some broadcasters have been pushing the FCC and Congress to remove the cross-ownership ban. The FCC's Mass Media staff drafted a notice of proposed rule-making (NPRM) that included the options of retaining the ban, modifying it or eliminating it. The notice laid out a series of considerations the commission will consider, including: the impact of cross-ownership on diversity of viewpoints and news sources; on advertising in a market; the addition of a "market concentration" standard for reviewing newspaper/broadcast combinations; and the relevance of "editorial independence" between print and TV/radio staff in any combination.

The three Republican commissioners—Powell, Kathleen Abernathy and Kevin Martin—spoke unequivocally in favor of the proposed changes. Democrat Michael Copps, a former staffer for Sen. Fritz Hollings (D-S.C.), who opposes lifting the cross-ownership ban, said that the FCC should conduct a thorough review of competition. Powell countered that with more than 40 such print-broadcast combinations already in existence through FCC waivers or "grandfather clauses," there is a large database in place to evaluate. While the currently four-member FCC voted unanimously to review the rules, Copps seems unlikely to vote to end the ban, say FCC staffers. The FCC put the review on a fast schedule of 90 days for comments and replies, making the rules subject to a vote as soon as January. Said Tribune lobbyist Shaun Sheehan: "The train's finally moving down the track."

On the cable front, the NPRM seeks evidence on the effects of cable concentration on consumers; whether an ownership cap can be economically established or justified; and what attribution rules the FCC should consider for companies that own large cable systems. In a suit filed by Time Warner against the FCC, a federal appeals court ruled last March that while the FCC can impose a cap on cable ownership, the agency has to justify any specific limits on the number of subscribers. The decision here will affect AOL Time Warner and AT&T's business plans.

The FCC could set a specific cable-ownership cap on the grounds that it's needed to help independent programmers reach enough viewers to be economically viable. Or by using an "elegant economic analysis," according to FCC staffers, the agency could set a standard of market concentration measured by a dozen factors. Companies whose subscriber penetration falls below that threshold would not face restrictions on ownership. However, implementing this would be more difficult. If the market conditions changed after a merger was approved, affecting that merged company's penetration, what would the FCC do? The item could come up for a vote next spring. —Alicia Mundy

# Big Media Sho



CREDIT

**A**t 8:48 last Tuesday morning, the "lock box," shark attacks, Gary Condit, Michael Jordan and even Lizzie Grubman were summarily swept off the story budgets at the nation's major news organizations, replaced by a tragedy of unimaginable proportion. By nearly all accounts, Big Media—good old-fashioned TV, radio, newspapers and magazines—rose to meet the challenge of an impossibly fast-breaking story. Particularly in New York, where TV and print reporters and photographers literally risked their lives to get the story, the media got the facts and delivered them to a stunned and confused public.

In the photo above, New York *Daily News* photographer David Handschuh had just been carried into a deli by three firefighters after he was propelled under a vehicle by debris from the collapse of 2 World Trade Center. Had Handschuh remained under that vehicle, he would have most certainly been crushed to death as 1 World Trade Center came down soon after. His pictures appeared in the *Daily News* the next morning.

## THE RATINGS PICTURE

Americans tuned in to their television sets in droves last week, transfixed by the nonstop coverage of their country under attack. Nielsen Media Research reported that in prime time on Sept. 11, 79.5 million homes watched broadcast and cable—69 percent of all TV homes. In New York, homes using television (HUT) levels rose as high as 76.3 percent last Tuesday; and in Washington, HUTs topped 73.8 percent. NBC attracted the most viewers among the broadcast networks (see chart). Among cable news nets, CNN drew the highest ratings, followed by Fox News Channel, then MSNBC. Comparable ratings data for the cable networks was not available at press time.

NETWORK	AVG. PRIME-TIME HOUSEHOLD RATING/SHARE	
	Sept. 11	Sept. 12
NBC	14.7/20	11.2/16
ABC	12.0/17	9.7/14
CBS	10.2/14	8.3/12
Fox	5.0/7	4.5/7

Source: Nielsen Media Research

# News It Still Knows How

MSNBC's Ashleigh Banfield remained at her post just down the street from the World Trade Center disaster through the day and late into the night, often covered in dust and dodging debris.



There were some low points—a pair of ill-informed, hubristic newspaper editorials that offered unsought advice on the conduct of the presidency amid a major crisis; and the heroic and later lapsed judgement of a reporter for WCBS-TV in New York who police said misrepresented himself as a federal agent, a mortal sin in journalism. Then there was the sales manager at Gannett Co.'s *Honolulu Advertiser* who wrote a memo to sales reps directing them to write notes to advertisers along the lines of the following: "In the aftermath and shock of the terrorist attack on America, I couldn't help but reflect on those who are really important in my life—family, friends and valued customers." *Advertiser*

publisher Mike Fisch told *Mediaweek's* sister publication *Editor & Publisher* that while he believes the memo was well-intentioned and not designed to cash in on the tragedy, it was the idea of a sales manager who did not run it past his supervisors, and that the sales manager was "sat down and talked to." Still, the incident should prove an object lesson to any media company in which the corporate culture values shareholders more highly than readers and advertisers.

The TV ratings tell the viewership story; America was glued to the tube. WCBS in New York, knowing that it was the only major broadcast news operation in the city that still had a transmission tower, stayed local most of the time, giving people information they needed to try to find lost loved ones or to get around the city. The station was rewarded with the market's highest ratings.

On Thursday, Sept. 13, on a commuter train headed toward Manhattan, *everyone* in the car was reading a newspaper. The major dailies in and around New York upped their press runs and sold or distributed every single copy they printed. At *The Record* in Hackensack, N.J., the county seat of Bergen where many of the Trade Center victims lived, owner Mac Borg established a fund to aid the families of the deceased and personally donated to it the first \$50,000.

Even though they had no commercials running in the coverage, the media-buying community was impressed. Very impressed. Someday, this will pay dividends. Big old media still works pretty well. —*Bill Gloede*

## Coverage Displaces TV Ad Revenue

Shift to all-news programming costs networks at least \$150 million; a full-scale war could cost them a lot more

**THE MARKETPLACE** By John Consoli

**B**uyers and sellers of TV commercial time, as well as investors in media companies, are anxiously awaiting developments in what is now being called a war between the United States and terrorism. If wide-scale, sustained military action is undertaken, advertisers may flee the media marketplace just as they did at the beginning of the Gulf War in 1991, particularly if there are casualties among the U.S. armed forces.

TV has already taken a major financial hit. The decision by the Big Four broadcast networks last week to forego ad revenue in order to keep the nation continuously informed about the terrorist attacks in New York and Washington resulted in some of the finest hours in television history, according to media buyers and other industry observers. But the Big Four broadcast networks combined lost some \$150 million to \$160 million in ad revenue over the four-day period last Tuesday through Friday, not including costs associated with newsgathering. Moreover, three of the Big Four are taking another \$35-\$40 million hit resulting from the cancellation of Week 2 of National Football League games, although those games could be made up later in the season.

In addition, advertisers in several categories, including airlines, travel bureaus, financial institutions, insurance companies and movies, were contacting the networks last week to pull many ads that were scheduled to run once the networks resumed regular programming. In every

instance, the networks complied without question.

"A lot of commercials have that happy, happy, buy-me tone, which will just not be appropriate at this point in time," conceded one network sales executive.

The highest-profile advertiser to have pulled its national TV spots is Coca-Cola, albeit only for this week. At the other end of the spectrum, the Catholic League, which had scheduled a membership-solicitation campaign to run nationally on cable, has put the spots on indefinite hold. "It is nothing if not scurrilous to exploit a tragic moment like this for the self-interest of any individual or organization," said Catholic League president William Donohue.

Still, buyers said that clients who may be pulling ads now intend to come back into the marketplace. Additionally, these buyers, who would not speak for attribution, believe that much of the money that was displaced last week by news coverage will be re-expressed, probably in the fourth quarter.

"The TV network execs have been phenomenal," said Dan Rank, director of national broadcast for media buyer OMD. "They totally appreciate that some of our advertising is not going to be appropriate, and they are being very considerate about letting us pull out. Technically, they could have held us to our commitments."

Rank added: "The networks have been pretty good about serving the



public needs and not thinking about just their cash registers.”

Michael Mandelker, UPN executive vp of network sales, said cooperation between the networks and media buyers has been extraordinary. “I’ve never seen this type of unselfishness on the part of the TV industry,” he said. “We received a few calls from buyers saying their clients just don’t want to be on the air, and we’ve honored that.” UPN, which does not have a network news operation, preempted its prime-time programming on the first night of the crisis, allowing affiliates to run news programming. UPN resumed feeding its regular prime-time schedule the next night. However, many affiliates, including outlets in New York and Washington, continued to air news coverage in prime time.

Compounding the financial burden for the nets is the increased manpower and production costs they have had to bear for their news divisions’ coverage of the unfolding events in New York and Washington, as well as in other markets in which FBI investigations are breaking news. Since the coverage has been rapid-fire and ongoing, total costs could not be ascertained last week. Sandy Genelius, a CBS News representative, said her network’s news division had called in “every able-bodied employee” and hired many freelancers.

“The cost of covering this is enormous, and there is no revenue coming in,” said one network exec. “But there are times when you do things like this because it is the right thing. The media conglomerates have taken criticism for caring only about profits, but in this case they are doing it for the public. They know that people are getting their most immediate information from TV.”

It also is true that every broadcast station is bound to public service by virtue of its FCC license. Some 60 million people watched prime-time news coverage on the Big Four broadcast networks last Tuesday night following the attacks that day.

Dealing with the lost \$150 million in ads that was scheduled to run on the Big Four networks will be complex because the spots were to run across four dayparts—morning, daytime, evening news and prime time. In most instances, money will be rebated unless the advertiser wants to re-express. Most buyers envision the latter. “I don’t think there are any clients that are looking at this as an opportunity to save money,” said Rank.

One buyer, who requested anonymity, pointed out that in the fourth quarter all of the broadcast and cable networks have sizable commercial time holes to fill, so moving third-quarter money into new fall-season programming should be a simple and smooth transition. “This could actually benefit the advertisers by getting them into better-quality programming, and help the networks by tightening up inventory, which could help them in the soft scatter market,” the buyer said.

Most buyers contacted for this story expected to begin talking with network sales execs on Monday to see how to redeploy their ad dollars.

Amicable solutions are expected. “The TV marketplace is one of long-term partnerships between advertisers and the networks,” said John Rash, chief broadcast negotiator for Campbell Mithun. “We will come together and find equitable solutions.”

Cable networks that are part of media conglomerates also took revenue hits by foregoing advertising. All-news CNN, owned by the increasingly bottom-line-driven AOL Time Warner, dropped its advertising once the crisis began; soon after, CNN’s sister cable nets TBS Superstation and TNT picked up the CNN feed. CNN continued to telecast in a commercial-free environment into Friday, while TBS and TNT went back to their regular entertainment schedule, with commercials, last Wednesday. Ads with content that was deemed inappropriate were pulled.

Cable news networks CNN, Fox News Channel and MSNBC drew a combined 15 million viewers on the first night of coverage last Tuesday. On that same night, Viacom-owned cable networks MTV, VH1 and BET canceled their entertainment programming and commercials and aired CBS News.

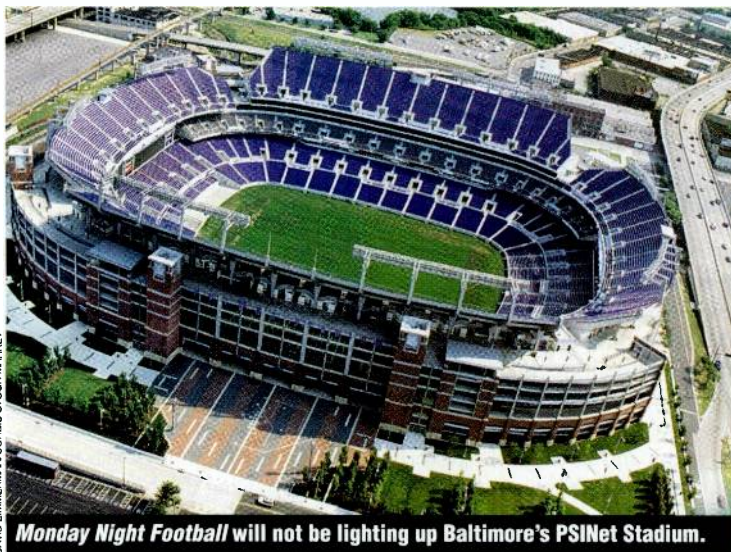
In addition to preempting regular programming on their own, each of the broadcast networks and cable sports nets had to fill holes created over last weekend by the postponement of college football by the collegiate sports conferences and professional games

suspended by Major League Baseball and the National Football League. CBS replaced its college and NFL football games with movies and filmed sports specials. Fox was scheduled to return the time to its local affiliates. With no sporting events to show last Thursday night, Fox Sports Net ran a still shot of the American flag with a streamer announcing postponements of the MLB and NFL games. The NFL’s postponements include ABC’s *Monday Night Football* game tonight featuring the Baltimore Ravens and the Minnesota Vikings, which ABC will replace with a repeat of *Who Wants to Be a Millionaire* and an ABC News special.

Advertisers scheduled to run in the postponed sporting events will receive makegood ads to air when the games are eventually played. A Fox exec said that if the NFL games are not made up later this season, the networks will ask the league for a partial refund of their rights fees.

As far as the start of the new prime-time season, NBC, CBS and ABC delayed their introduction of new shows, scheduled for this week, until next week. The WB delayed the premiere of its new Saturday-morning kids block from Sept. 15 to Sept. 29.

Fox was expected to go ahead with its only season premiere set for this week, the comedy *Undeclared*. Fox replaced its scheduled Sunday-night movie, *Independence Day*, in which the White House is blown up, with the tamer *Mrs. Doubtfire*. The network also replaced a movie scheduled for tonight, *The Rats*, with *The Nutty Professor*. —with Megan Larson



DAVID ZIMMERMAN/CORBIS STOCK MARKET

Monday Night Football will not be lighting up Baltimore's PSINet Stadium.

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# Hard News Views

Reporters put lives at risk to provide breaking coverage

**CABLE TV** By Megan Larson

**O**n the morning of Sept. 11, the daily 8:30 a.m. news meeting at CNN had barely begun when the New York bureau informed Atlanta that a plane had crashed into the World Trade Center. Sid Bedingfield, the network's executive vp/general manager based in Atlanta, said his staff had been discussing Michael Jordan's NBA comeback for a story. But like all news stories that would have made headlines prior to the WTC, Pentagon and airline hijacking tragedies, Jordan's

talking with MSNBC anchor Brian Williams as she ducked and rolled from the falling towers.

Reporters from local news networks were also in the fray. When the first tower fell, NY1 general manager Steve Paulus thought he had lost his crew under the rubble. Reporter Kristin Shaughnessy had been covering the mayoral primaries in Brooklyn when she heard the news and rushed to the base of the WTC. Shaughnessy was hooked up to the network via audio when the tower began to collapse and an FBI agent grabbed her arm and told her to run. "I am on live and looking up at the tower, thinking nothing else could go wrong. People, of course, kept trying to get closer; but then everybody started running, including the police, and when they have fear in their eyes... I took off my high heels and ran... like I was outrunning a tornado," she said. About seven minutes passed before she could notify her office that she was OK.



**Solid anchors:** (from left) MSNBC's Williams, CNN's Brown and FNC's Hume, along with their news teams, delivered nonstop coverage of Tuesday's dark events.

return was rendered instantly, remotely trivial. "We quickly forgot about Michael Jordan and immediately went to the scene," said Bedingfield.

The story played out similarly in newsrooms across the U.S. as journalists began to realize that what was first thought to be a random accident was unfolding into one of the worst horrors in our country's history. "I have never been in a control room where everyone who was working was crying," said Fox News Channel executive producer Bill Shine. "I will never forget that."

CNN's new face of news Aaron Brown was assigned to report from the roof of Five Penn Plaza as the Twin Towers burned in the background. Reporters, including Gary Tuchman and Brian Palmer, were stationed at "ground zero" of the city's financial center, where the buildings eventually collapsed, likely killing thousands.

Also, in a strategic move by CNN, Paula Zahn, fired from Fox News Channel and hired by CNN in a much publicized switch two weeks ago, was a prominent player last week, joining Brown on Tuesday afternoon. CNN veteran Judy Woodruff manned the anchor desk.

FNC was also involved in a news meeting at 8:48 a.m., quickly breaking to dispatch senior newsmen Brit Hume to the anchor desk. The first FNC reporter on the street was Rick Leventhal.

Moreover, reporters, whose only likely brush with chaos on the job occurred during busy days on the Stock Exchange floor, rushed to the front lines. Many of CNN's reporters were from CNNfn, which is headquartered in New York; and CNBC's Ron Insana quickly dashed from a breakfast with hedge-fund managers only to be confronted with death when the South Tower fell. Insana, separated from his crew and sprinting from the scene, sought protection from the monstrous cloud of smoke and debris by ducking into a car. "I don't remember how anything sounded. It just kept getting darker and darker as the ash grew thicker," he said. "I thought I might never get out of that car."

Insana eventually made his way north to NBC headquarters, where news president Andy Lack told him to get on the air. Dusted with soot from the fallen buildings, Insana joined the *Today* show and stayed with the network until almost midnight. MSNBC's Ashleigh Banfield, her hair and clothes slowly turning grey from the falling ash, stayed on camera,

Entertainment and sports-related cable channels with sister news networks picked up feeds, and the traditionally cutthroat news networks agreed to share footage that day. Viacom nets VH1, MTV, BET, TNN and CMT picked up CBS' coverage. CNN was broadcast on CNNfn, CNN Airport Networks, TBS Superstation and TNT. FNC was picked up by Fox Family Channel, all Fox Sports outlets, National Geographic Channel and FX. ESPN and ESPN2 picked up ABC News. Oxygen picked up sister AOL Time Warner net NY1 until noon on Friday.

During the unfathomable tragedy, choices made—photographs, graphics, tirades against the suspected perpetrators—were at times criticized. But as FNC's Shine said, "we are doing our best." Added Bedingfield: "We're trying to make the coverage as comprehensive as possible and as responsible, and to reflect the feelings of the country."

## WCBS Goes It Alone

Backup equipment kept station on the air in New York

**LOCAL TV** By Katy Bachman

**A**s the horror of events unfolded around them last Tuesday, the citizens of New York—like the rest of the nation—kept updated by watching television. In New York, that meant staying tuned to WCBS-TV, the only network affiliate that was able to keep transmitting its signal during the tragedy.

The majority of the city's broadcast TV stations, including WCBS (Channel 2), had antennas atop the World Trade Center. The others were WABC (Channel 7), WNBC (4), WPIX (11), WNYW (5), WWOR (9), WNET (13) and WPIX (31).

WCBS was one of only two stations that was able to bring over-the-air live, local, commercial-free coverage to the 25 percent of the New York DMA that does not have access to cable TV. With only a one-minute interruption, WCBS stayed on the air, thanks to its backup



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transmitter on the Empire State Building, from which the station transmits two analog and one digital signal.

Univision's WXTV (41), the other New York station that remained on the air, also has its tower on the Empire State Building. As it was broadcasting its network morning show *Despierta America* out of Miami, the disaster hit. By 9 a.m., the station switched to local news coverage, suspending all commercials. It even broadcast news bulletins and advisories in both English and Spanish.

WCBS, which has lagged well behind in New York's local news ratings race, made the most of its opportunity. At 9 a.m. Tuesday, the station had a 14 share. By 9:30, it had jumped to a 28 share; and at 10 a.m., it scored a 32. Instead of going to its CBS network feed, WCBS elected to stay as local as possible. Even as the story progressed into late last week, local news remained the station's focus.

WCBS reporter Vince DeMentri led the station's field coverage. Amid layers of rubble and twisted portions of steel, DeMentri brought the shocking WTC scenes into New York homes. "Vince didn't even know precisely where he was," said a WCBS representative. "Everyone had always used the Trade Centers to get their bearings."

"The attack on New York City is one of the most local stories in the history of the city, impacting millions of people in the area," said Joel Cheatwood, WCBS news director. "We feel we have a responsibility to provide detailed information that most affects the community."

DeMentri perhaps got a little too swept up in his work. On Thursday evening, he tried to get into blocked-off areas of the ruins. He was issued a misdemeanor summons for falsely identifying himself. "He expresses his regrets for the unfortunate incident," said the WCBS representative.

While WCBS continued its reporting, the city's other TV stations scrambled to get back on the air. By 4 p.m. Tuesday, Tribune Co.'s WPIX

had returned with reduced power, using a portable transmitter the station acquired in the aftermath of the 1993 World Trade Center bombing.

Most New York stations were only available via cable. WABC continued to deliver its signal to New York City cable systems and made temporary arrangements to transmit via satellite so that other area cable systems could access its coverage. WABC also made arrangements to have DirecTV pick up its coverage. For a period of time, WABC was

carried on WHSE (a Home Shopping Network affiliate), as well as public stations WLIW and WNYE. The two public outlets also picked up WNBC.

On Wednesday, WABC received shipment of a backup transmitter and antenna. On Thursday, it was busy working to get its signal up in New Jersey, hoping that by Friday it would be able to broadcast over-the-air with a reduced power signal.

In addition to making arrangements to feed cable heads and DirecTV, WNBC made arrangements to be carried by Channel 39, a Spanish-language low-power station. By late Thursday, WNBC had hopes that it would soon have its low-power back-up in New Jersey up and running.

Even as stations hustled to ready their backup equipment, they had to seek temporary approval from the FCC to erect new antennas, which the commission quickly granted.

Despite the technical difficulties, all New York stations went commercial-free through the end of the week, alternating between local and network coverage. In Washington, D.C., and in Boston, stations also elected not to air commercials.

Of course, there was a price for going ad-free. TV stations in the three markets lost an estimated \$26 million last week. Over the weekend, the outlets were expected to go back to a modified schedule, including commercials. —with *Alicia Mundy* and *Jeremy Murphy*



Getting the story: DeMentri filed a report from inside a lower Manhattan office building just before it collapsed.



## New York TV Stations' High-Definition Future Is Now Unclear

Not only did New York television stations lose their antennas when the World Trade Center crumbled after last week's gruesome terrorist act, but five outlets—WABC, WNBC, WPIX, WWOR and WNET—also lost millions of dollars' worth of digital broadcast equipment. The catastrophe sets New York back months, if not years, in the transition to high-definition TV broadcasts. The May 2002 deadline set by the Federal Communications Commission for commercial stations to have HDTV offerings up and running will now be difficult for the effected stations to meet (noncommercial stations like WNET have until 2003). Only three New York stations—WCBS, WNYW and WNYE—have their digital transmission facilities on the Empire State Building.

"If this isn't an extenuating circumstance for making the deadline, I don't know what is," said one Washington lobbyist, who requested anonymity.

Deadline aside, it won't be easy or cheap for the stations to replace their digital signals. Most insurance companies do not cover losses from terrorist acts. Then there is the challenge of finding another location that is high and strong enough to support the heavier digital equipment. Station deals to lease space on the World Trade Center took months. WABC and WNBC had completed construction only late last year.

Now the process has to start all over again. Choices are severely limited. With the Empire State Building at full capacity, one option stations are looking at is the Armstrong Tower in Alpine, N.J., the site of the first experimental FM radio station. Named after Edwin Armstrong, the inventor of FM radio who eventually committed suicide after a protracted fight with RCA's David Sarnoff (who wanted to prevent FM from encroaching

on AM), the tower sits atop the Palisades, one of the highest points in New Jersey.

All that pales, however, in comparison to the deaths of five engineers from WCBS, WNBC, WABC and WPIX, who were monitoring their stations' transmitters at the top of the WTC when the attacks came last week. —*Katy Bachman*



# Clearing the Air

## Stations drop ads, music for attacks coverage

**RADIO** By Katy Bachman

Up and down the radio dial, stations across the country, especially in New York and Washington, D.C., dropped commercials and music for news and talk, minutes after the first jet plowed into the north tower of the World Trade Center at 8:48 a.m. on Sept. 11. ABC News Radio got its first report out to hundreds of its affiliates at 8:55 a.m. Eastern time. Continuous coverage began at 9:03 a.m. In a quirk of fate, ABC News Radio national correspondent Ann Compton was the sole broadcast reporter on Air Force One. The network estimated that as many as 2,000 radio stations, including some that weren't affiliated with ABC, carried its wall-to-wall coverage.

By 9:30, Westwood One, which is managed by Viacom's Infinity Broadcasting, made all of its news products and services—CBS Radio News, CNN Radio News, Fox News Radio and NBC Radio News—available for broadcast to any radio station in the U.S. until further notice. It also made available via satellite the broadcasts of Infinity's WINS-AM and WCBS-AM in New York and WTOP-AM in Washington.

Only two commercial radio stations, Clear Channel's WKTU-FM and Spanish Broadcasting's WPAT-FM, and two noncommercial stations, WNYC-FM and WKCR-FM, had their main antennas on

Trade Center Tower One. WKTU quickly switched to its full-power backup at 4 Times Square, the site of Clear Channel's other four radio stations. WPAT had a reduced-power backup on the tower in New Jersey, where it has its AM counterpart. The signals of the city's other FM stations, most of which transmit from the Empire State Building, and its AM stations, which transmit from towers scattered around the metro area, were not affected by the collapse of the Trade Center.

As of Sept. 13, New York's major news outlets WINS-AM and WCBS-AM were still delivering commercial-free, nonstop news. Elsewhere, radio hosts such as Howard Stern on Infinity's WXRK-FM became instant news reporters. Stern stayed on the air until noon, taking calls, passing on information and calming New Yorkers. Scott Shannon and Todd Pettengill, hosts of the morning show on ABC's Hot Adult Contemporary station WPLJ-FM in New York, stayed on the air until 7 p.m. In Los Angeles, Clear Channel's Rick Dees, morning host on KIIS-FM and syndicated on more than 30 radio stations, suspended music and remained on the air until 4 p.m. providing news and taking listener phone calls.

Late in the week, radio managers were meeting to set up special programming, combing playlists to find appropriate music and struggling with the decision of when to begin airing ads. Estimates put the weekly loss for the biggest stations at about \$100,000 per station, a small price to pay, said radio execs. Clients such as Coca-Cola, for example, have cancelled schedules in multiple markets. "Clients are requesting we hold off for a while," said Scott Elberg, vp/general manager of WTJM and WKTU in New York. The stations are generally airing reduced spot loads, having stayed commercial-free up until 10 a.m. Sept. 13.

# Weeklies Scramble

## Titles rush specials; questionable ads pulled

**MAGAZINES** By Lisa Granatstein

As the horrific terrorist attacks unfolded last week, shell-shocked magazine publishers in New York rose to the occasion, overcoming bomb threats and logistical hurdles to churn out special editions and extensive news packages.

In large part, advertising in these issues took a back seat. Some ads were pulled to make room for editorial content, and others—from financial services, airlines, hotels, feature films and others—were pulled due to their inappropriate nature. Time Inc.'s *People* removed 42 pages of advertising, and *The New Yorker* pulled about a dozen. In some cases, ads expressing sympathy for the victims took their place. *BusinessWeek*, which pulled a handful of pages from its Sept. 24 issue, will run sympathy messages gratis starting Oct. 1.

Special editorial packages were assembled within two days of the attacks. In an unprecedented move, all three newsweeklies published ad-free extra editions last Thursday. *Newsweek* produced a 64-page "America Under Attack" newsstand-only issue. *Newsweek* put 2 million copies on stands. "This is an extraordinary story, and we've tried to respond in an extraordinary way," said Richard Smith, *Newsweek* chairman/editor in chief.

*Time* printed 7 million copies for its 4 million U.S. subscribers and newsstands. For the first time in its 78-year history, *Time*'s signature red border was black. *U.S. News & World Report*'s 54-page edition hit the



street with 500,000 copies. All three newsweeklies will have updated packages in their regular editions today.

Meanwhile, *People* produced 80-plus edit pages for "The Day That Shook America," a 7-million-copy edition released last Friday. "One of the special things about the issue were the first-person accounts," said Robert Howe, *People* assistant managing editor. "It's a remarkable gamut of human emotions."

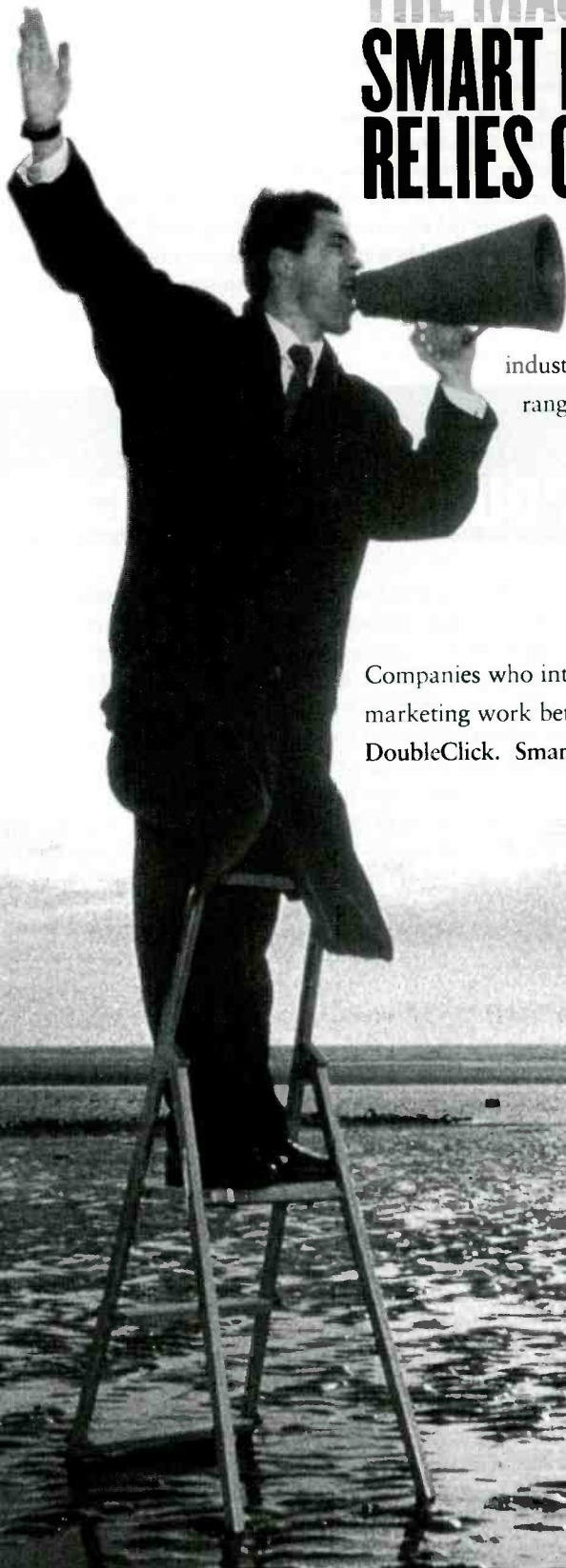
For *BusinessWeek* staffers, assembling the magazine's 30-page package on people and companies they regularly cover and use as sources was especially difficult. "It's going to take a long time for the financial community to recover, and that will affect the city, the country, the economy and us," said Stephen Shepard, *BusinessWeek* editor in chief.

Primedia's *New York* and Condé Nast's *New Yorker* dug deep into the city's psyche. "What readers expect is good writing that will channel the way people feel and tell what it felt like to be a New Yorker at that moment," Caroline Miller, *New Yorker* editor in chief, said of the 36-page package. *The New Yorker* devoted its entire issue to the tragedy, with a single cartoon depicting an old woman weeping on the contributors' page. Art Spiegelman's black cover shows barely visible Twin Towers. *The New Yorker* printed an extra 200,000 copies.

"This is a weird, horrible moment in history," said John Huey, Time Inc. editorial director. "But there is a sense among journalists that this is what we're in the business for, and we have to get on with it." —with Lori Lefevre



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# Rising to the Call

N.Y. dailies threw all they had at crisis coverage

**NEWSPAPERS** Special from *Editor & Publisher*

**O**n Sept. 11, newspapers throughout the country began their coverage of the terrorist attacks on the World Trade Center and the Pentagon. The four dailies in New York overcame utter chaos, personal tragedy and in some cases bodily injury to produce outstanding editions that did what newspapers do best: Inform and serve the public. Here are their stories:

## *The Wall Street Journal*

*Journal* staffers found themselves having to chronicle the deadliest terrorist attack in U.S. history only after narrowly escaping death them-

selves. The *Journal*, headquartered four blocks from the World Trade Center in lower Manhattan, was near ground zero.

As debris fell from the sky, *Journal* employees scrambled down the stairs of the World Financial Center about 9:15 a.m., shortly after the second tower was hit. Staffers were ferried across the Hudson River to South Brunswick, N.J., where the 1,819,528-circulation *Journal* has its back-office and printing operations. A skeleton crew, many of whom had watched people plunge to their deaths that morning, produced a scaled-back version of the next day's issue in a makeshift newsroom.

Kopin Tan, a stock options market reporter for Dow Jones News-wires, was eating breakfast with sources in the New York Marriott World Trade Center when he noticed debris falling from the sky and a burning smell. After joining the stream of people moving south, he passed clumps of flesh on the ground. He was only a few blocks from the WTC when the first tower fell, enveloping the area in a snowy dust cloud. Tan eventually groped his way to a ferry that took him to Staten Island.



## One Reporter's Ground Zero Account

*Emily Gest, a staff writer at the New York 'Daily News,' was an eyewitness to the destruction of the World Trade Center last week. Here, in an e-mail message sent to those close to her, she tells what she saw:*

Dear friends and family,

Many thanks for your concern about my well-being. Physically I'm fine, but mentally I'm a little whacked. But, it's nothing compared to those who were inside the WTC or the rescuers who are digging through the rubble.

I'm sure everyone has heard numerous stories far worse than mine, but I thought I'd take the opportunity to give you all a little flavor of my experiences on Tuesday. (Forgive the improper grammar, punctuation, spelling, etc. And, maybe, I should apologize if I'm a bit maudlin.)

I left my house at 6 a.m. to cover Mark Green for Tuesday's mayoral primary, which was eventually canceled. I left my car on the Upper East Side, where Green voted, and rode around the city with him while he greeted voters outside polling places. Around 8:30 a.m. or so (time has no meaning for me anymore), we were outside an elementary school in Greenwich Village (Sixth Avenue at 11th Street) when people began screaming, "A plane just hit the World Trade Center."

True enough—there was a gaping hole and a fireball in one of the towers. I immediately called my editors to tell them what happened (it hadn't yet been broadcast on the police scanner). I found a guy who saw the first American Airlines plane tilt its wings and plow into the building. In halting sobs, he told me what he saw and said, "Thank God, I'm on my way to therapy." Woody Allen would have loved it.

I rode on an "A" train down to Chambers Street beneath the WTC and emerged from the subway station to pure chaos. The second plane had just crashed. At Church and Fulton Streets (on the east side of the WTC), there were police, FBI, bodies everywhere. A woman with third-degree burns. Other victims in ambulances. Papers—trading sheets, etc.—everywhere. The metal shell of an airplane wheel. Pools

of blood from those killed by debris from the plane's impact. I found a colleague, Greg, who had been standing next to someone who was sliced in half by debris. He was freaked but kept working.

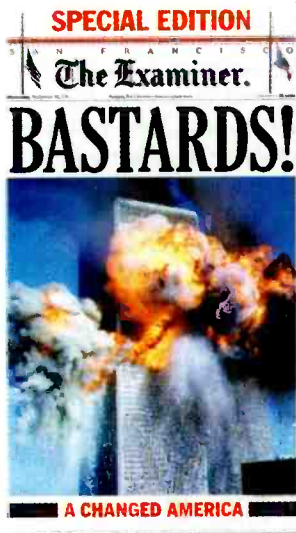
I ran around trying to interview those who escaped. Many were too terrified to talk, or couldn't remember their name. When they turned to look at the building, they shook in fear. I saw at least a dozen people leap to their deaths. The first, a man wearing a blue polo shirt and khaki pants, I'll never forget. I averted my eyes from the rest. At one point, police and FBI wanted reporters, photogs, TV crews to move back a block to Broadway, but we refused. I showed my press badge to an FBI agent, and he said, "I don't care." I ignored him and stayed put.

Then, a huge roaring sound as if 100 jets had started their engines. Panic. Cops, FBI, press, victims—we scattered in all directions. I hid underneath a granite overhang of an old bank building on Broadway (across from St. Paul's Church), a block away from the explosion of the first tower. The sound continued, the ground shook and rumbled, and I realized I wasn't safe. I worried the tower wouldn't implode but would fall like a tree. I looked around the corner to Church Street to see what was happening, and a giant gray cloud was coming my way. I had no idea what was behind it. Smoke? Debris? A fireball? And then, I realized I might die.

Like hundreds of others, I ran down Fulton Street, desperate for refuge. As the smoke caught up with me, I clawed my way into a building lobby with a dozen others. The lobby soon filled with white ash and was stifling hot. I was desperate for a phone to call David and the news desk to tell them I was OK, but the phones were dead. Cell phones didn't work then or for the rest of the day.

I coned my way into a Conway (discount store) that abutted the building lobby and tried to use their phone. But the phone lines worked intermittently, and there were dozens of others who were desperate to call their loved ones. A Pakistani woman who spoke little English was convinced her husband and baby were dead. She cried, prayed, and threw her arms around me. A jerk yelled at his wife on the phone: "You can't deal with this, I can't deal with it. I can't get home!" A pregnant Russian woman bathed in the bathroom sink as she tried to remove





Newspapers from coast to coast published expanded news sections and distributed special editions on the terrorist attacks.

The next day, Tan had to cover the disaster's impact on the options market, although his mind was elsewhere. He heeded the advice of an exchange person, who told him that in such times it's good to follow a routine. "I didn't want to be writing about money and profit," Tan said. "I didn't want to come across as callous, but, at the same time, it's important to do your job." —*Lucia Moses*

*The New York Times*

"I knew it was big when the second plane crashed into the towers," said Sonny Kleinfeld, a 23-year *New York Times* reporter who was planning to cover the New York mayoral primary when he arrived at work Tuesday. "When the first tower collapsed, it became uncharted territory."

After Kleinfeld was quickly dispatched to cover the World Trade Center tragedy, he took a cab as far downtown as he could, then ran the last few blocks to the scene of destruction. "I saw bodies flying out of the building. It was the most horrible thing I've ever seen," he said.

Kleinfeld's experience mirrored that of some 100 *Times* metro-desk

the stinging, itchy ashes from her skin.

I was on the phone with my editors during the second explosion. Outside, the windows were covered with ash and then a black smoke that looked like black paint against the windows. Finally, I prepared to go outside. The manager of Conway gave me a bandanna to wear over my nose and mouth, and a plastic bag to wear over my clothes. I had the good fortune of wearing a suede skirt and heels that day (joke).

Outside, rubble, debris, an inch or two of ash, and awe. I couldn't believe the change in the skyline. No more WTC towers. I walked down Fulton back to Church and saw the destruction. Chairs from the Millennium Hilton blown outside windows. Cars looked like they had been bombed. Debris everywhere. Fires raging. Lots of heat and

**'A GIANT GRAY CLOUD WAS COMING MY WAY. I HAD NO IDEA WHAT WAS BEHIND IT. SMOKE? DEBRIS? A FIREBALL? AND THEN, I REALIZED I MIGHT DIE.'** —EMILY GEST

smoke. Panicked firefighters and cops. I was worried about my colleague Greg, but I found out Wednesday he was fine. During the first explosion, he ran into a subway station, where he was engulfed in smoke. A man next to him suffered a broken leg. During the second explosion, he followed a firefighter who used his axe to break down a door to a store. The firefighter had cut his leg badly. One of our photographers, David Handschuh, suffered a broken leg. A firefighter removed him from the rubble and took him to a deli until he could

be taken to a hospital.

For the rest of the afternoon, I wandered around, numb, looking for people to talk to, trying to dodge cops who wanted to kick me out of the area. At one point, I entered a seedy bar called the Blarney Stone and just sat, numb, watching the TV. I interviewed a few people, but mostly was too shocked to talk. Firefighters and cops came in to get sodas and free food. We just sat and looked at each other. One cop admonished me for not calling my mother yet. "I asked my boyfriend to call her," I said. "You should call her. She's probably crying. Mine was," he replied. And, yes, my mom said she sat weeping in front of the television.

For the rest of the afternoon, I was routinely hampered by cops who didn't want me near the site. Another shock occurred later in the afternoon, when I had to run away from the third building collapse. By then, I'd had enough. I was terrified and lonely. It was difficult to find a phone that worked, and I hadn't seen a single *Daily News* reporter or photographer since 9:30 a.m. I wandered farther and farther away from the destruction and found some of my friends. I nearly broke down in tears with relief. I spent the next several hours in and out of a command post in a state insurance building that lacked power. Occasionally, the power would go out and the desk sergeant had one flashlight to light the cavernous marble lobby.

Exhausted, I just sat on a street corner and stared into the eerie darkness of smoke and night sky where the Towers once stood. Finally, at 11 p.m., my editor said I could go home. I finally reached David's apartment around midnight. My shoes and clothes were ruined. My hair was a gray, stiff Brillo pad, and my skin itched uncomfortably. My eyes were beet red from irritation.

Wednesday, today, my feet are swollen and ache, and it hurts to wear shoes. I have shinsplints. It hurts to walk. Loud noises frighten me: I look up to see if anything is falling or exploding. I arrived at work fighting back tears and then broke down when I began to read the paper. So far, I'm lucky. No one I know was badly hurt or killed. Nothing I have endured or my colleagues have endured compares to the victims, their families, and the rescuers. My best wishes to you all.



reporters who went searching for stories amid the worst-ever terrorist attack on America.

Reporter Dan Berry heard about the attacks during breakfast in his suburban New Jersey home. With all bridges and tunnels into Manhattan sealed, he hopped a Circle Line boat that had been pressed into service as a ferry across the Hudson River, then ran to the *Times* building on West 43rd Street and quickly swung into action on rewrite. "Reporters came in, some covered with ash, and dumped what they saw for me to put together," he said.

By midafternoon, when vehicle access into the city remained blocked, circulation executives of the *Times* and the *Journal* contacted New York Gov. George Pataki's office for help getting delivery trucks in. The result: New York State Police led a convoy of *Times* and *Journal* trucks into

Manhattan at 3 a.m. Wednesday with thousands of papers. "We got everything in that we wanted to," said Scott Heekin-Canedy, *Times*' senior vp of circulation. —Joe Strupp  
*Daily News*

"It was an all-hands-on-deck operation," said *Daily News* editor in chief Edward Kosner, noting that 105 reporters pitched in to write 110 stories for the 716,095-circ tabloid. Pictures were taken by 34 photographers, one of whom became a story. David Handschuh was shooting images when the first tower crumpled. "I got swept up by a wall of hot, black, smoky debris," said the 15-year *News* veteran, reached at his home, where he was recovering from a broken right leg. "It tossed me about a block. I landed under a vehicle."

Three firemen dragged Handschuh out and carried him into a delicatessen. Soon after, the second tower came down—burying the vehicle the photographer had just been pulled from. "I'm alive, and so many people aren't," Handschuh said somberly. "I won the lottery: my life." Amazingly, Handschuh managed to hold on to his two cameras—and see his photos appear in the paper.

The *Daily News* churned out 80 tabloid pages of disaster coverage for the Sept. 12 issue and 75 pages for the Sept. 13 edition. —David Astar  
*New York Post*

The *New York Post* is no longer on South Street, just blocks from the World Trade Center. But when word of the terrorist attack Tuesday crackled through the synapses of the newspaper world, the *Post*'s midtown Manhattan office emptied of reporters, columnists and photographers, who raced after the story.

*Post* photographer Bolivar Arellano was one of the first

on the scene at the crumbling World Trade Center. Arellano kept shooting as his legs bled. He stopped off at the *Post* city room to drop off his roll of film before he could be taken to the hospital for stitches. Another photographer, Don Halasy, made his debut at the 487,219-circulation *Post* with a first-person account of being covered from head to toe in ash.

An indication of the unusual deployment of personnel was the perspective story about bond brokerage firm Cantor Fitzgerald, a World Trade Center tenant, that was written by Paula Froelich, whose usual beat is putting together the *Post*'s "Page Six" gossip column. The column was kicked to the back of the book, finding a route to page 66. —Wayne Robins

## Web Fails Big Test

Some online reports came an hour late

THE INTERNET By Wayne Robins, Editor & Publisher

When the unexpected met the unimaginable in last Tuesday morning's terrorist attacks, newspaper Web sites were no match for the numbing live and taped images of the catastrophe that were broadcast on television. The story, after all, wasn't about a 24-hour news cycle: It was war, an unnatural disaster, with horrific developments overlapping before your eyes with such speed that the brain—never mind the computer keyboard—couldn't process the information.

Subscribers to The New York Times Direct, the e-mail headline edition with links to *The New York Times* on the Web, received four news alerts between 10:02 and 10:38 a.m. The first two were timed at 10:02: "Plane Crashes Into World Trade Center," followed by "Second Plane Crashes Into World Trade Center." The first crash had occurred at 8:48 a.m.

At 10:12, a third alert gave word of a plane crashing into the Pentagon—32 minutes after the fact. At 10:38 came the alert: "World Trade Tower Collapses," nine minutes after the building fell.

There is an explanation for those users who noticed that graphics did not load on the *Times*' Web site. "Our first priority is to get the news out. So we stopped serving ads pretty soon after the news broke," said Christine Mohan, a representative for the *Times*' online operation.

Washingtonpost.com's home page was as spare as the event was profound. "Planes Crash Into World Trade Center; Explosion Rocks Pentagon" was a headline in blue against an almost totally white backdrop, blank except for a live video, provided by *Post* partner MSNBC, of the collapse of the WTC towers. The *Post*, a leader in newspaper Web sites using video camera work, also had a link to a Webcam focused on the Pentagon fire that resulted from another terrorist plane crash.

Among the New York-area tabloid Web sites, only Newsday.com carried an early main story by staff writers. The site also had an eyewitness, Newsday.com's Diane Goldie, who watched the attack and its aftermath from her apartment near the Trade Center. After the first plane hit the tower, Goldie reported: "Part of the building flew through the air."

The *New York Daily News*' online edition carried dramatic breaking-news headlines at the top of its site: "Twin Towers Collapse After Terrorist Plane Strike" and "I Just Saw the Top of Trade 2 Come Down." But the stories were both by the Associated Press.

At that same time, 10:58 a.m., the *New York Post*'s site had a small "This Just In...Planes Crash Into World Trade Center" on its site, an afterthought to a story on Democratic mayoral candidate Mark Green. A click on the crash link led to a dry, early AP story under a sexy banner ad for the MTV Video Music Awards.





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# Discretionary Tactics

## Networks to alter episodes of new series with terrorist themes

**TV PRODUCTION** By Alan James Frutkin

In an expected response to the terrorist attacks last week, the three major networks postponed their fall seasons—originally to have begun this week—until Sept. 24. The WB, which had planned to launch Sept. 14 with its Friday-night schedule, also moved to delay its rollout. Nielsen Media Research shortly followed suit, announcing it would start its measurement of the fall season on Sept. 24.

But last week's events are likely to impact more than just the start of the fall season. In fact, the effects may be felt through next year. Up until Sept. 11, one of the fall's most exciting creative trends had revolved around three dramas that focus on the CIA: ABC's *Alias*, CBS' *The Agency*, and Fox's *24*. Now that trend could backfire on broadcasters.

Since the upfront presentations, Fox's *24* has been the new season's most anticipated drama. Fox, however, is now concerned that one of the final scenes of the pilot episode involves an explosion on a commercial airliner. "We are monitoring the situation," said Gail Berman, Fox entertainment president. "And if need be, we may need to change that particular piece of film." Whatever edits are made to the episode, Berman said she remained confident in the series' chance at success. The show's premiere may be bumped from Oct. 30 to Nov. 6.

CBS' *The Agency* is also at risk. The pilot revolves around a terrorist bombing, and it even includes a reference to Osama bin Laden.



CBS switched its launch episode of *The Agency*.

A CBS representative said the pilot "has been shelved indefinitely," and that the series will debut Sept. 27 with a different episode.

ABC's drama *Alias* may also be impacted by last week's events. The show involves a female college student/spy who, in the pilot, takes on a group of Taiwanese villains, as well as a group of American spies who have turned traitorous. An ABC representative said the episode will run and that no future storylines were deemed problematic by the network, but added that the show's creator, J.J. Abrams, is replacing references that could be perceived as insensitive.

NBC's special *Law & Order* miniseries was set to begin production for next May's sweeps. Melding the casts of all three *L&O* series, the drama was to focus on an act of bio-terrorism. The production may be shelved. At press time, NBC had not determined the project's fate.

## In Memory of Fallen Colleagues

With heavy hearts we list the following individuals from the media business who lost their lives or remain missing as a result of last week's terrorist attacks on the World Trade Center in New York and the Pentagon in Virginia and the crash of the fourth hijacked plane in Pennsylvania. The following list was as complete as possible by last Friday evening. —Jim Cooper and Aimee Deeken

- Writer-producer David Angell, co-creator of *Frasier* and *Wings*, and his wife, Lynn.
- Jeff Mladenik, vp of market development, electronics division; interim CEO, eLogic; Cahners Publishing.
- Andrew Curry Green, director of business development, eLogic.
- Karen Kincaid, a media attorney with Wiley, Rein & Fielding in Washington.
- Bill Meehan, chief market strategist and columnist for theStreet.com (missing).
- Barbara Olson, TV news commentator and attorney.
- Bob Pattison and Isaias Rivera, engineers for WCBS-TV.
- Don DeFranco, WABC-TV engineer and a 15-year veteran of the station.
- Steve Jacobson, engineer for WPIX-TV and a 22-year veteran of the station.
- William Steckman, veteran WNBC-TV engineer (missing).

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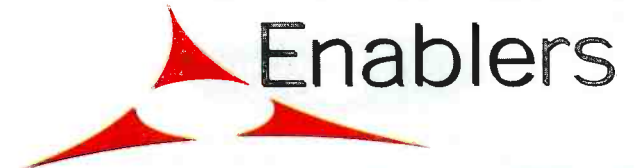
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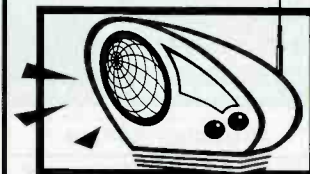
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# Market Profile

BY EILEEN DAVIS HUDSON



SAN FRANCISCO: COURTESY OF VISITORS BUREAU PHOTO

## San Francisco—Oakland

NORTHERN CALIFORNIA'S BAY AREA, WHICH ENCOMPASSES THE CITIES OF SAN FRANCISCO, Oakland, San Jose and surrounding areas, is one of the most affluent regions in the U.S. More than 40 percent of the area's residents have annual household income of at least \$75,000; in the country's

other top-50 markets, that percentage is only 25 percent, according to Scarborough Research. Santa Clara County, home of Silicon Valley, is the DMA's wealthiest sector.

Escalating costs for office space and housing in the Valley have driven many businesses and residents into neighboring Contra Costa County. More than half (55 percent) of the six-county Bay Area's population lives in Santa Clara, Contra Costa and parts of southern Alameda counties.

The crash of the high-tech and dot-com segments this year has tempered the San Francisco—Oakland market's rapid growth and has sharply curtailed advertising spending in many local media.

The most significant change on the local media scene over the past year was the completion of the sale of the *San Francisco Examiner* and the dissolution of the paper's joint

operating agreement with its larger partner, the *San Francisco Chronicle*. Hearst Corp. purchased the family-owned *Chronicle* last year and then sold the afternoon *Examiner*, which had been part of the Hearst family's holdings since the days of William Randolph Hearst, to another prominent Bay Area publishing family, the Fangs.

Hearst hired about 200 former *Examiner* newsroom staffers, adding them to the existing

300-member newsroom of the *Chronicle*. In addition, all of the 2,300 business-side staffers who had worked for the JOA in advertising, circulation and other back-office business functions became employees of the *Chronicle*.

The Fang family, which also owns *The Independent*, a biweekly San Francisco paper with a controlled circulation of about 379,000, tapped *Independent* chief Ted Fang as editor and publisher of the *Examiner*. Fang immediately converted the *Examiner* to morning publication, going head-to-head against the *Chronicle*, and launched a Sunday edition. The *Examiner's* Saturday paper was discontinued.

For the newly independent *Examiner*, the transition from operating under the JOA has been a bit rocky. The paper had to build a distribution system from scratch, and problems breaking in new truck drivers caused the paper to hit the streets extremely late on many days earlier this year, with many subscribers not receiving their copies. Exacerbating the problem were the departures in July of two top executives at the *Examiner*, which had a direct impact on the paper's home delivery in parts of the market. After the paper's vp/general manager, Robert McCray, resigned, Fang assumed his duties. Circulation director Stephen Sparks also left; his responsibilities were assumed by circ department staffer Cheryl Ruiz. The *Examiner* halted home delivery in a handful of ZIP codes in some outlying communities.

Fang says most of the distribution problems have been worked out. The *Examiner's* circulation, which had been controlled by the *Chronicle* under the JOA, now stands at approximately 60,000, according to Fang. The publisher says the *Examiner* expects to file its first circulation statement with the Audit Bureau of Circulations for the six-month period ended next March.

Fang says staffing up of the *Examiner's* newsroom is complete, with a staff of about 50 people. The *Examiner*, located in downtown San Francisco in the Fang-owned Warfield Theatre building, hired noted publishing designer Roger Black to give the paper a makeover. The daily is trying to appeal to younger readers with a new, hip sensibility. Fang describes the city-focused *Examiner's* new mantra as "Dignity With Irreverence." This month, Fang promoted *Examiner* editor-in-chief David Burgin to editor-in-chief of all the

### NIelsen MONITOR-PLUS AD SPENDING BY MEDIA/SAN FRAN.—OAK.

	Jan.—Dec. 1999	Jan.—Dec. 2000
Local Newspaper	\$520,466,880	\$467,244,270
Spot TV	\$491,042,300	\$520,834,000
Spot Radio	\$338,937,940	\$391,458,300
Local Magazine	\$16,143,680	\$16,098,470
Local Sunday Supplement	\$11,039,690	\$11,660,340
Total	\$1,377,630,490	\$1,407,295,380

Source: Nielsen Monitor-Plus



# Market Profile

## RADIO OWNERSHIP

Owner	Stations	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Communications	1 AM, 6 FM	19.8	\$131.0	26.0%
Infinity Broadcasting	2 AM, 4 FM	14.3	\$114.2	22.7%
Susquehanna Broadcasting	2 AM, 3 FM	8.6	\$85.2	16.9%
ABC Radio	2 AM	10.9	\$60.6	12.1%
Bonneville International	3 FM	10.7	\$55.4	11.0%
Inner City Broadcasting	1 FM	2.8	\$20.6	4.1%
Hispanic Broadcasting	2 FM	2.7	\$10.4	2.1%

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

Fang publications, including the San Francisco and San Mateo editions of the *Examiner*, *The Independent* and a string of suburban weeklies in San Mateo County. Zoran Basich, most recently *Examiner* editorial page editor, became executive editor of the paper. And Richard Defendorf was promoted from assistant managing editor to managing editor.

As the *Examiner* continues to suffer growing pains, the *Chronicle's* weekday circulation jumped 13.4 percent to 527,466 for the six months ended last March compared to the same period a year earlier. However, the *Chronicle's* Sunday circulation dipped 5.4 percent over the same period, to 540,074. The *Chronicle* and *Examiner's* combined daily circulation under the JOA was 566,573 for the six months ended March 31, 2000.

Phil Bronstein, former executive editor of the *Examiner*, was named executive editor of the *Chronicle* after Hearst acquired the paper. In July, *Chronicle* executive vp and associate publisher Matthew Wilson, who had worked at the paper since 1975, resigned.

Serving the southern end of this fragmented market is the mainstay Silicon Valley paper, Knight Ridder's *San Jose Mercury News* (daily circulation 283,756; Sunday, 317,799). Knight Ridder also owns the *Contra Costa Times*.

Last March, Jay T. Harris resigned as publisher of the *Mercury News*, citing the increasing difficulty of balancing Knight Ridder's corporate profit-margin goals with journalistic performance. Harris was succeeded by Joseph Natoli, formerly president of Knight Ridder's *Miami Herald*.

In an effort to improve the *Mercury News's* bottom line, Knight Ridder earlier this year folded the paper's nearly three-year-old Sunday magazine, *SV*, because of the sharp drop-off in ad spending throughout Silicon Valley. The paper had published a Sunday magazine under various names for 32 years.

The *Mercury News*, which has also com-

binced several of its daily editions, currently publishes four zoned editions: The Valley (for Santa Clara County); Peninsula (for San Mateo and San Francisco counties); Alameda

(Alameda County); and Northern California (for outlying communities south of San Jose, including Santa Cruz).

Another major player on the local newspaper scene is Media News Group. Media News publishes *The Oakland Tribune* (daily circ 67,308; Sunday, 64,415), which serves the East Bay cities of Oakland, Berkeley, Richmond, Albany and surrounding suburban areas. The company also owns a cluster of papers serving other Bay Area suburbs, including the *San Mateo County Times* and the *Alameda Times-Star*. Last year, Media News purchased the *Marin Independent Journal*, serving Marin County north of San Francisco, from Gannett Co. The company's papers claim a combined reach of 696,000 readers daily throughout the market.

Hispanics make up 18 percent of the mar-

## NIELSEN RATINGS CHART

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

### Evening News

Time	Network	Station	Rating	Share
4-4:30 p.m.	NBC	KRON	4.0	14
4:30-5 p.m.	CBS	KPIX	1.8	5
5-5:30 p.m.	ABC	KGO	5.1	15
	NBC	KRON	4.7	13
	CBS	KPIX	3.0	8
	Fox	KTVU*	2.3	6
	Univision	KDTV**	1.2	3
	UPN	KBHK*	0.9	3
	WB	KBWB*	0.8	2
	Telemundo	KSTS**	0.8	2
	Pax	KKPX*	0.3	1
	5:30-6 p.m.	CBS	KPIX	3.0
6-6:30 p.m.	NBC	KRON	4.8	11
	ABC	KGO	4.5	10
	CBS	KPIX**	4.4	10
	UPN	KBHK*	2.3	5
	Fox	KTVU	2.1	5
	Univision	KDTV	1.4	3
	WB	KBWB*	0.9	2
	Pax	KKPX*	0.8	2
	Telemundo	KSTS	0.7	2
	6:30-7 p.m.	NBC	KRON	4.8
	ABC	KGO	4.5	10

### Evening News

10-11 p.m.	Fox	KTVU	6.9	13
11-11:30 p.m.	NBC	KRON	6.4	16
	ABC	KGO	4.4	11
	CBS	KPIX	3.2	8
	UPN	KBHK*	3.0	7
	Fox	KTVU*	3.0	7
	Univision	KDTV	1.2	3
	Pax	KKPX*	0.6	1
	WB	KBWB*	0.4	1
	Telemundo	KSTS*	0.2	1

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





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# Market Profile

ket's total population, well above the average of 12 percent for the country's 50 largest markets, according to Scarborough (see chart on page 20). About 72 percent of the Hispanic population is of Mexican descent. Three controlled-circulation Spanish-language weekly newspapers serve Hispanic residents of the Bay Area. The largest is *Nuevo Mundo*, which has a circulation of about 90,000 and is published by the *San Jose Mercury News*. The others are *El Mensajero*, which focuses on San Francisco and has a circulation of about

50,000; and *El Observador*, which has a circ of about 30,000 in Alameda County.

Bay Area broadcast television stations are gearing up for a major change in the country's fifth-ranked market (with 2.4 million TV households) as of Jan. 1. That's when Young Broadcasting's longtime NBC affiliate and the market's leading news outlet, KRON-TV, will become an Independent and Granite Broadcasting's Independent KNTV-TV in San Jose will take over the NBC affiliation.

Young, which last year outbid NBC to pur-

chase KRON, was unable to reach a deal with the network on financial terms to renew the station's affiliation agreement. While KRON currently is the market's top-billing station, its prospects following the separation from NBC and the network's strong programming are uncertain, analysts say.

Craig Marrs, KRON vp and station manager, says local news programming and syndicated fare will fill the void. The station plans to nearly double its output of local news on weekdays and will also expand its weekend news, Marrs says. In last May's sweeps, KRON won out over ABC's owned-and-operated KGO-TV at 6 p.m. for the first time in about 20 years, Marrs notes. The trend continued in the July sweeps, with KRON's 6 p.m. news winning the time period with a 4.8 rating/11 share in households, according to Nielsen Media Research (see *Nielsen chart on page 18*).

Marrs says KRON has negotiated long-term contracts with "virtually all of our on-air talent," ensuring that they will remain with the station after it becomes an Independent. Still, a few key news anchors remain uncommitted.

In addition to its strong afternoon and evening newscasts, KRON boasts solid syndication programming including *Entertainment Tonight* and *Judge Judy*, which the station double runs at midday and at 4:30 p.m. One new syndicated show KRON has purchased for fall 2002 is *Dr. Phil*, the *Oprah Winfrey* offshoot. This winter, KRON will air about 25 college basketball games featuring the University of California at Berkeley and Stanford University.

Granite's KNTV has been busy inking deals with AT&T Broadband, San Francisco's dominant cable operator, to get coverage in San Francisco. When it takes over the NBC affiliation in January, KNTV expects to have 100 percent coverage of the San Francisco cable homes served by AT&T. Granite is paying NBC about \$365 million over 10 years for the network affiliation, establishing a new affiliate-compensation precedent in the industry. Granite also owns KBWB-TV, the WB affiliate in the market.

While KRON and KGO continue to battle for the top spots, Viacom's CBS O&O KPIX-TV has worked to improve its position in the fiercely competitive local news race. Last year, KPIX hired away three staffers from KRON, including news director Dan Rosenheim, assistant news director Lisa White and executive sports producer Dennis O'Donnell.

Viacom also has a duopoly in the market via

## SCARBOROUGH PROFILE

### Comparison of San Francisco-Oakland

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	San Fran.-Oak. Composition %	S.F.-Oak. Index
<b>DEMOGRAPHICS</b>			
Age 18-34	31	32	101
Age 35-54	41	43	106
Age 55+	28	25	90
HHI \$75,000+	25	41	163
College Graduate	12	15	122
Any Postgraduate Work	10	14	141
Professional/Managerial	23	28	125
African American	13	8	66
Hispanic	12	18	144
<b>MEDIA USAGE - AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	53	58	109
Read Any Sunday Newspaper	64	62	97
Total Radio Morning Drive M-F	22	22	102
Total Radio Evening Drive M-F	18	17	96
Total TV Early Evening M-F	30	25	83
Total TV Prime Time M-Sun	39	34	89
Total Cable Prime Time M-Sun	13	9	69
<b>MEDIA USAGE - CUME AUDIENCES**</b>			
Read Any Daily Newspaper	72	76	106
Read Any Sunday Newspaper	77	76	99
Total Radio Morning Drive M-F	75	75	100
Total Radio Evening Drive M-F	73	74	101
Total TV Early Evening M-F	71	63	90
Total TV Prime Time M-Sun	91	90	99
Total Cable Prime Time M-Sun	58	52	90
<b>MEDIA USAGE - OTHER</b>			
Access Internet/WWW	58	67	115
<b>HOME TECHNOLOGY</b>			
Own a Personal Computer	64	73	115
Shop Using Online Services/Internet	27	34	129
Connected to Cable	73	75	104
Connected to Satellite/Microwave Dish	14	11	79

#Respondent count too small to measure. \*Media Audiences-Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable. \*\*Media Audiences-Cume: 5-issue cume readers for daily newspapers; 4-issue cume readers for Sunday newspapers; cume of all listeners within a specific daypart for radio; cume of all viewers within a specific daypart for TV and cable. Source: 2000 Scarborough Research Top 50 Market Report (August 1999-September 2000)



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# Market Profile

## NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>San Francisco County: 324,680 Households</b>				
<i>San Francisco Chronicle, Examiner*</i>	158,834	137,131	48.9%	42.2%
<b>Santa Clara County: 589,321 Households</b>				
<i>San Francisco Chronicle, Examiner*</i>	31,633	27,878	5.4%	4.7%
<i>San Jose Mercury News</i>	233,135	267,558	39.6%	45.4%
<b>San Mateo County: 266,603 Households</b>				
<i>San Francisco Chronicle, Examiner*</i>	92,183	100,217	34.6%	37.6%
<i>San Jose Mercury News</i>	16,317	17,200	6.1%	6.5%
<i>San Mateo County Times</i>	33,580		12.6%	
<b>Marin County: 105,312 Households</b>				
<i>San Francisco Chronicle, Examiner*</i>	40,842	45,687	38.8%	43.4%
<i>Marin Independent Journal</i>	37,887	38,279	36.0%	36.3%
<i>Santa Rosa Press Democrat</i>	1,049		1.0%	
<b>Alameda County: 539,655 Households</b>				
<i>Fremont Argus</i>	31,066	31,024	5.8%	5.7%
<i>The Daily Review</i>	38,174	38,136	7.1%	7.1%
<i>Pleasanton Tri-Valley Herald</i>	22,029	21,984	4.1%	4.1%
<i>The Oakland Tribune</i>	58,505	53,275	10.8%	9.9%
<i>San Francisco Chronicle, Examiner*</i>	96,037	97,969	17.8%	18.2%
<i>San Jose Mercury News</i>	19,200	22,630	3.6%	4.2%
<i>Contra Costa Times**</i>	26,633	28,028	4.9%	5.2%
<b>Contra Costa County: 366,946 Households</b>				
<i>Pleasanton Tri-Valley Herald</i>	9,754	9,619	2.7%	2.6%
<i>The Oakland Tribune</i>	6,539	6,271	1.8%	1.7%
<i>San Francisco Chronicle, Examiner*</i>	56,717	61,595	15.5%	16.8%
<i>Contra Costa Times**</i>	152,245	162,146	41.5%	44.2%

\*Combined daily circulation. \*\*Aggregate circulation of four papers  
Source: Audit Bureau of Circulations

its ownership of UPN outlet KBHK-TV.

Yet another duopoly here belongs to Cox Broadcasting, owner of Fox affiliate KTVU in Oakland and Independent KICU-TV of San Jose. At the beginning of August, KICU underwent a complete on-air remake. The station is now branded as "Action 36, Your Action Station." At the end of August, KICU stopped rebroadcasting KTVU's local newscasts. Kevin O'Brien, executive vp of Cox's regional television group, says the rebroadcasts "weren't doing as well as we'd like, and we wanted to try some counter-programming in there." In the 11 p.m. weeknight slot, KICU is now airing syndicated reruns of *Mad TV*.

Univision O&O KDTV-TV, which last year launched the market's only weekend Spanish-language newscasts, is looking forward to a big ratings boost next July from its carriage of soccer's World Cup tournament.

Rival station KSTS-TV, a Telemundo O&O, launched the market's first Spanish-language newscasts on weekday mornings and at midday. The station says it hopes to add weekend newscasts by the first quarter of next year.

In local cable, AT&T Broadband serves 72 percent of cable homes in DMA. On Aug. 1, Young Broadcasting's seven-year-old, 24-hour cable news network, Bay TV, was pulled off of AT&T's systems, eliminating the only local cable news programming in the market. Young and AT&T were unable to agree on terms for a new contract. Executives of AT&T Broadband, which replaced Bay TV with the Food Network, could not be reached for comment.

Clear Channel Communications dominates the country's No. 5 radio market, with a 26 percent share of annual ad revenue (see *Radio Ownership chart on page 18*). Clear Channel recently added a seventh station to its Bay Area radio lineup, Album-Oriented Rock property KSJO-FM in San Jose. Clear Channel also made a format change on its KIOI-FM, which went from Adult Contemporary to '80s Hits, and the company's

KABL-AM recently flipped from '70s and '80s fare to Adult Standards.

Viacom's Infinity Broadcasting, the second-highest bidder in the market with its six stations, has kept its outlets' formats unchanged in the last year. Infinity's All News outlet KCBS-AM remains the No. 2 News station in the market behind ABC Radio's perennial leader, News/Talk KGO-AM. ABC's Talk KSFO-AM gets limited competition from Infinity's KYCY-AM, whose ratings are not significant enough to register in the Arbitron ratings books.

Susquehanna Broadcasting's five stations in the market are led by cash cow KNBR-AM, the only All-Sports station in the Bay Area. KNBR enjoyed strong ratings growth in the Spring 2001 Arbitrons, jumping to a 2.9 share among listeners 12-plus from a 1.9 share in the previous book.

Bonneville International's top station in share and revenue is Soft Adult Contemporary KOIT-FM. Bonneville also owns the sole Classical station in the market, KDFC-FM.

Among other recent changes, Salem Communications earlier this year acquired KJQI-FM and changed the Christian Contemporary outlet's call letters to KSFB. And Spanish Broadcasting recently changed the format of its KXJO-FM in Alameda from Mexican to Album-Oriented Rock.

Two AM stations serve the market's large Asian-American community, which accounts for about 20 percent of the population—Inner City Broadcasting's KVTO and Multicultural Broadcasting's KEST. Neither generates sufficient listenership to make the Arbitron book.

Clear Channel Outdoor dominates San Francisco-Oakland's out-of-home ad business. CC's largest competitor is San Francisco-based Foster Media, which specializes in bulletins and wallspacs. ■

## RADIO LISTENERSHIP

Station	Format	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
KGO-AM	News/Talk	7.4	4.7
KCBS-AM	News	6.7	4.1
KSFO-AM	Talk	5.4	4.3
KYLD-FM	Contemporary Hit Radio/Dance	4.3	4.0
KFOG-FM	Album Adult Alternative	3.2	2.9
KLLC-FM	Adult Contemporary	3.2	2.1
KOIT-FM	Soft Adult Contemporary	3.0	4.2
KKSF-FM	Smooth Jazz	2.9	3.7
KITS-FM	Alternative	2.9	1.9
KDFC-FM	Classical	2.8	4.2

Source: Arbitron Spring 2001 Radio Market Report



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