

# MEDIAWEEK

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## Nielsen Adjusting Estimates

Revisions to audience data for '01-'02 TV season will keep nets, buyers busy **PAGE 4**

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Network trims staff amid slides in ratings and CPMs

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## Real Simple Ramps Up

ABC reports title's paid circ up 33% in 1st half

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### TV PROGRAMMING

## It's Too Hot for Several Series

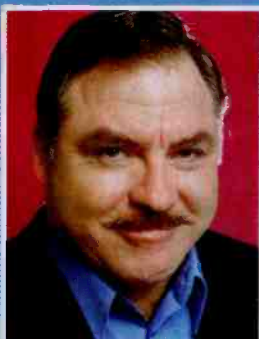
ABC, Fox and NBC all suffer summer bummers

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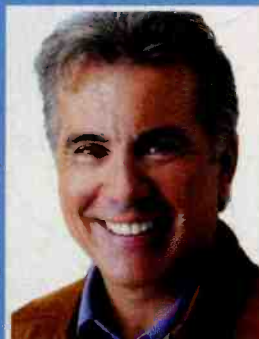
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CAROLINE RHEA



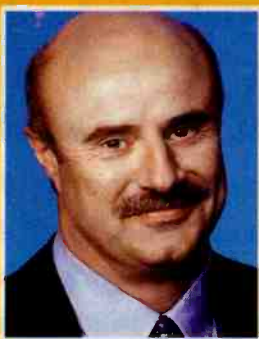
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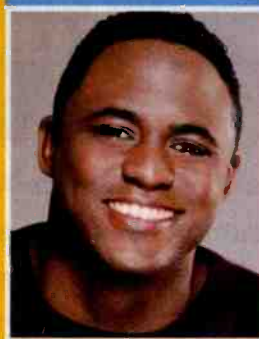
JOHN WALSH



ROB NELSON



DR. PHIL



WAYNE BRADY

# Phil-i-Busters

Five new syndicated talk-show contenders will try to hold their own this fall against the Oprah Winfrey spinoff *Dr. Phil*

BY MARC BERMAN **PAGE 16**

### MARKET INDICATORS

**NATIONAL TV: CALM**  
With third-quarter prime sold out and the start of the new season just a month away, buyers are meeting with clients on fourth-quarter cancellation options. Fox is adding spots to ad pods on hit *American Idol*.

**NET CABLE: STEADY**  
Solid ratings for USA, MTV, E! and FX are putting demand on third-quarter scatter. Young-skewing nets are particularly well sold in third as talks begin on fourth-quarter business.

**SPOT TV: TIGHT**  
Conditions in top markets are tight, with rates heading north in most markets. Political campaigns continue to spend heavily, with auto and entertainment also squeezing inventory.

**RADIO: ACTIVE**  
Tight September inventory boosts rates in New York, Washington, L.A., Boston and Texas. With network radio pacing ahead of '01 by double-digits, some advertisers are already buying '03.

**MAGAZINES: WARMING**  
Men's lifestyle titles are seeing heated business from consumer electronics and domestic and foreign autos as fourth quarter nears.

JAMES VAN PRAAGH: FERDINAND GREER; WAYNE BRADY: ENJOY THE RIDE PRODUCTIONS LTD







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Sources: \*Nielsen Media Research, August 2002 household universe estimate (33,476,000). †Beta Research 2001 Digital Cable Subscriber Study, evaluation of emerging networks. % among network viewers with kids under 13. \*\*Beta Research 2002 Non Subscriber Study, % interest (4/5 on a 5 point scale) among non-subscribers with children under 12. Programming subject to change.



# At Deadline

## ■ NEWS CORP. SEEKS VALUE FOR SPORTS STAKE

News Corp. said last week it may force Cablevision Systems Corp. to pay \$1 billion to dissolve the sports partnership in which News Corp. owns a 40 percent stake. Cablevision, which is cash-poor, is currently trying to trim expenses. News Corp. chairman/CEO Rupert Murdoch, in an earnings call with analysts, said he hopes to strike a deal with Cablevision before December, when News Corp. can demand the value for its stake in the partnership, which includes Madison Square Garden six regional sports networks, and the New York Knicks basketball and Rangers hockey franchises.

## ■ ECHOSTAR TO BE INVESTIGATED BY 10 STATES

As lawmakers continue to ask anti-trust questions regarding EchoStar's bid to purchase DirecTV, the nation's largest satellite service, attorneys general from 10 states last week launched an investigation of the satellite provider on grounds that it failed to follow consumer protection laws. The investigation, which was announced in EchoStar's second-quarter earnings statement, will look into the company's customer call response times and policies, as well as advertising and customer agreement disclosures. Despite the latest hurdle, EchoStar's stock climbed last Thursday as the company reported a second-quarter profit of \$48.5 million, or 7 cents a share versus a loss of 1 cent per share for second quarter last year.

## ■ 1ST-HALF RADIO REV UP SLIGHTLY

Strong national radio sales pushed industry ad revenue up by 3 percent in the second quarter, bringing total revenue up a slight 1 percent for the first half of 2002, according to figures released last week by the Radio Advertising Bureau. National revenue was up 7 percent in the second quarter, while local was up 2 percent. Year-to-date, national was up 5 percent and local was flat, paving the way for improving revenue performance in the second half of the year, noted Gary Fries, RAB president.

## ■ UNIVISION SHUFFLES EXECS

Joanne Lynch, vp and national sales manager at Univision, was named senior vp/general manager of Galavision, Univision's cable network. Lynch will move from Miami's sales office to New York. Univision also named Maria Lopez-Alvarez and Sylvia Rosabal-Ley vps and co-news directors of Univision Network. Lopez-Alvarez most recently served as Univision's vp and director of news/entertainment programs. Rosabal-Ley was most recently vp/director of news coverage.

## ■ ESPN NETS ARE BOYS' FAVORITE

ESPN and ESPN2 together ranked as the favorite network among males ages 12-19, according to Illinois-based firm Teenage Research Unlimited. Of 1,053 males polled, 15.1 percent check ESPN and ESPN2 as their top channel of choice out of 24 networks. MTV (14.7 percent) ranked second, followed by Fox (11.6 percent) and The Cartoon Network (11.5 percent). In other ESPN news, the network canceled *Mohr Sports*, an irreverent sports show hosted by actor/comedian Jay Mohr, which launched earlier this year. Mohr's show averaged a 0.37 rating.

## ■ FISHER SELLS TWO GEORGIA STATIONS

Fisher Communications last week announced it reached a non-binding agreement to sell Georgia TV stations WFXG-TV in Augusta and WXTX-TV in Columbus (both Fox affiliates), but would not disclose the buyer. For Seattle-based Fisher, which owns 10 other affiliates in the Northwest and Southeast and a number of other media and real-estate properties, the announcement comes at a time when it is struggling to meet earnings expectations and has seen its TV station revenue drop.

## ■ MEDIaweek TAKES A BREAK

Mediaweek will not publish an issue on Aug. 26. The next edition will be published on Sept. 2.

■ **ADDENDA:** Fox's Saturday Baseball ratings are up 12 percent, season-to-date, to a 2.9/9, and viewers are up 18 percent to a 4 million per game average, highest in its seven years of regular season coverage...**Chris Simko** was promoted to senior vp, CBS Sports sales and marketing, and **Bob Malmgren** was elevated to vp, CBS sports sales. Simko oversees sales for college sports programming, U.S. Open Tennis and the PGA Golf Tour...**Wendy's International** has shifted its \$240 million account from Bates to McCann Erickson...CNBC has hired **Jeff Gralnick** as a consultant to help flesh out the network's staff of reporters...The four **Hyundai Motor America Dealer Associations** have hired The Richards Group to handle creative responsibilities on their ad accounts, but Carat North America will continue to handle media buying...Hearst Corp.'s *San Francisco Chronicle* has named **Gary Randazzo** vice chairman and associate publisher. Randazzo had been senior vp, sales and marketing, at the *Houston Chronicle*...To prepare for the second season of 24 on Fox, the network's cable sibling **FX** will air the first season unedited for 24 hours over Labor Day weekend, starting Sept. 1 at midnight.



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MEDIaweek**

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## CBS Reports Near-Sellout On U.S. Open Tennis Spots

CBS reports it has sold between 85 percent and 90 percent of the commercial time for its more than 40 televised hours of coverage of the U.S. Open tennis tournament, which begins on Aug. 26 and runs through Sept. 8. The women's final, which will air in prime time for the second year in a row (on Saturday, Sept. 7, from 8 to 10 p.m.) is sold out. A handful of commercial spots remain for the men's final, set for the following day at 4 p.m. More than a dozen new advertisers are running Open spots, including Audi, Charles Schwab, United Airlines and DuPont.

USA Network, which last week signed a six-year renewal with the U. S. Tennis Association to air coverage of the Open through 2008, will televise 92 hours this year. USA's coverage will air most weekdays from 11 a.m. to 5 p.m. and weeknights from 7 to 11 p.m. —John Consoli

## Swanson Taps NBC's Dunn For CBS Outlet in Philly

Dennis Swanson, Viacom TV Stations Group's newly appointed executive vp and COO, continues to cut a swath through the executive ranks of his former employer NBC.

Peter Dunn, most recently executive vp of sales for NBC Television Stations Division and who since 1997 has served in a variety of sales positions at NBC, was named vp and general manager of CBS station KYW-TV in Philadelphia. While at NBC, Dunn led the stations' group to record sales highs during the 2000 Summer and 2002 Winter Olympics. He replaces longtime CBS executive Marcellus Alexander, who will likely be moved to another CBS station.

Swanson has now poached three key executives from NBC after just two months on the job. —Sandy Brown

## Financial Signals Unclear For Cash-Strapped Sirius

Sirius Satellite Radio last week told investors during its second-quarter earnings call that it (continued on page 6)

# Nielsen to Adjust '01-'02 Estimates

Revised audience numbers expected to trigger talks between nets and buyers

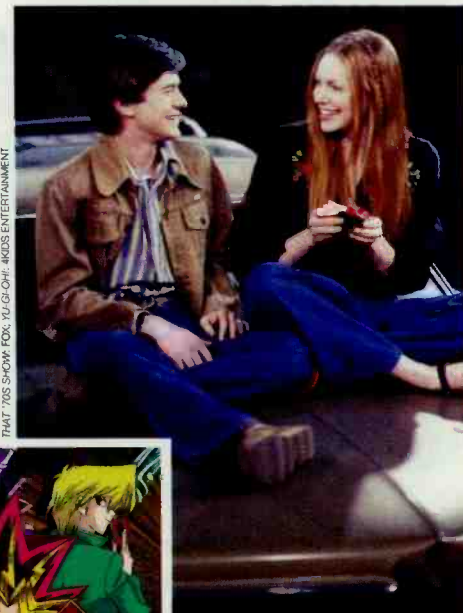
TELEVISION By John Consoli

**N**ielsen Media Research next week will release revised estimates of the size of the U.S. television audience based on the 2000 Census, resulting in some significant changes to the numbers of viewers who watched last season's prime-time shows. The new data is expected to set off a flurry of new analysis of last season's ratings by network sales departments and media buyers, setting the stage for intense renegotiations as both sides seek to make up for under- and over-delivery of audience guarantees.

Because the 2000 Census found that the population of Americans ages 2-11 declined from the last survey in 1990, the new Nielsen data shows that kids' programming—the staple of cable networks Nickelodeon and Cartoon Network and a sizable portion of the WB's business—under-delivered the networks' ratings guarantees in many instances last season. As a result, advertisers may go back to the networks and seek makegoods or some other form of compensation for audience shortfalls on Saturday-morning cartoon shows such as the WB's *Yu-Gi-Oh!* and *Static Shock*.

Conversely, because the population in most age groups between 12 and 34 increased in the 2000 Census, networks with programming that appeals to those viewers—such as Fox, MTV, UPN and the WB in prime time—over-delivered their audience guarantees in the 12-34 and 18-34 demos. Within those overall demos, the biggest audience increases were among viewers 12-17 and 18-24, the latter a group highly coveted by advertisers. The new Census-based Nielsen data means that prime-time WB shows like *Gilmore Girls* and *Dawson's Creek* and Fox's *Boston Public* and *That '70s Show*, which attract large numbers of viewers 18-34, may have over-delivered on their audience guarantees, bonusing advertisers.

The 18-49 demo, the overall prime target



THAT '70S SHOW: FOX; YU-GI-OH!: NICKEL ENTERTAINMENT



The new data will show that 18-34 programs like Fox's *That '70s Show* (top) over-delivered, while kids fare like *Yu-Gi-Oh!* came up short.

of the Big Four networks, was only slightly affected by the new 2000 Census-based Nielsen data, with viewership up a fraction.

Media buyers purchase commercial time on TV shows based on particular demos and pay rates based on the number of viewers delivered within those demos. Nielsen's universe numbers are used as part of the equation to determine what advertisers pay per spot.

While the networks do not expect to receive additional cash compensation for over-delivery of viewers in the 2001-'02 season, sales executives are hoping that advertisers who may seek makegoods for programming that under-delivered will be willing to make trade-offs.

Several media buyers said they were surprised that Nielsen is revising its 2001-'02 season audience universe estimates. "I knew they were planning to issue new estimates for the 2002-'03 season based on the 2000 Census



numbers, but not to revise this season's estimates," said one top buying executive.

Nielsen, which like *Mediaweek* is a unit of VNU, is releasing the revised audience estimates in the interests of accuracy. Jack Loftus, Nielsen senior vp of communications, said the ratings service could not issue updated audience estimates until now because it did not have all the necessary demo information from the Census Bureau. When the 2001-02 TV season began last September, Nielsen had received only household data, Loftus said. As a result, Nielsen's estimates for the season for age-demo audiences were based on 1990 Census data.

By the time Nielsen received the second wave of Census data, which included population numbers by age demos, the season was almost over, Loftus said. The ratings service prepared preliminary estimates for the 2002-03 season using the new Census data and issued them in May.

After conversations with its clients, Nielsen decided it was important to go back and apply the 2000 Census data to the entire 2001-02 season and release new universe estimates by age demo, Loftus said. Nielsen will release its final universe estimates for the 2002-03 season this week and the revised '01-'02 estimates next week, he said.

When the numbers come out, the phone calls between networks and buyers should be plentiful. "We're going to have to look at individual cases and talk with each advertiser and try to come up with a solution," said Jon Nesvig, sales president of Fox Broadcasting Co. "We need to figure out a way to get some value [from advertisers] for the true audience we delivered for each show this past season. We'll run the season's schedules out with the new universe numbers and then approach the agencies."

WB president Jed Petrick said his network also will approach advertisers to seek an equitable solution to the audience-delivery changes. Petrick said the WB will not ask advertisers to pay extra cash for prime-time shows that over-delivered viewers, and that he plans to offer makegoods to advertisers on kids programming that came up short according to the new Nielsen data. However, Petrick said he hopes that some advertisers who may now be receiving makegoods for prime-time shows that are no longer under-delivering will allow the network to cancel any additional makegoods owed.

Petrick also believes it is important that the revised numbers be issued so that each network gets credit, even in postseason analysis, for the viewership that its shows actually drew. "We earn our revenue based on the audiences we deliver," Petrick said. "We just want to have this accurately reflected, and we are glad Nielsen is addressing the issue." ■

# A&E Seeks Second Act

## Veteran network cuts staff amid continued slide in ratings and CPMs

CABLE TV By Megan Larson

**A**fter A&E Television Networks' first major round of layoffs in 18 years, which follow a steady decline in ratings and disappointing ad sales in the past two upfronts, questions abound about how management will resurrect the network's once-unassailable brand.

The problem lies in programming, media buyers said, which would explain why head of programming Allen Sabinson abruptly left the network three weeks ago after two years. Aside from a few original movies slated this year, A&E is still putting together its programming lineup for 2003.

Management has been criticized for allowing A&E to coast on its name and its aging *Biography* franchise as it poured its energies into sibling The History Channel. For example, both A&E and History strove to attract younger viewers in prime time this year, but while History picked an original reality series, *Basic Training*, this summer and gave it a hip, MTV look, A&E added ABC's a.m. talk-show *The View* as a prime-time lead-in. As of Aug. 11, *The View* is averaging 25 percent more viewers 35-64 (44,000) than viewers in the target demo of 25-54 (33,000) and has eroded the net's upscale demos.

Nickolas Davatzes, president/CEO of A&E Television Networks, which is owned by The Walt Disney Co., Hearst Corp. and NBC, disagreed that A&E has been left untended. "Our overall strategy was to make AETN stronger by growing [analog] shelf space, so we got going on The History Channel, which focused on a segment of the population—men—that we wanted to reach," he said. "The question is, in a multichannel environment, how are we doing? The creative process has been uneven, but if you combine A&E, History and [digital channel] Biography, we are in a significantly better place than we were two years ago, even a year ago, in ad revenue and people watching."

Despite some programming flaws, all the networks are very valuable assets, analysts say. "Even if a network is in the dumper ratings-wise, if it has 80 million subs, it's still viewed as an industry crown jewel," said Kagan World Media

analyst Derek Baine. A&E and History count 85 million and 70 million subs, respectively. In annual ad revenue, A&E is projected to drop to \$290 million this year from \$315 million in 2001, according to Kagan. History's ad sales will grow to \$145 million from \$140 million.

Agency executives said A&E needs to pick a personality. "If they are going to be PBS-lite, then do it with authority, go back to *Poirot* and *The Scarlet Pimpernel*," said Kathryn Thomas, associate director of Starcom Entertainment, who added the net also needs to revamp daytime in order to build a better lead-in for prime time. "They've got *America's Castles*, *The View* and *Murder She Wrote*. A [better] move would be a smart sitcom like *News Radio*," she said.



*The View*, with guests like Janet Jackson (2nd from right) and hosts Vieira, Jones and Behar, isn't drawing young viewers for A&E.

A&E's recent ratings erosion has not justified the high cost-per-thousand rates the network has been charging, media buyers said, so its sales executives have had to roll back CPMs around 20 percent in '01 and 5 percent this year. The drop, buyers said, has handicapped A&E's ability to continue to produce enough high-end content to remain competitive.

Davatzes refuted that assessment, noting that A&E's upfront dollar take was on target with company goals and programming investments have increased. However, in keeping with company policy, he did not divulge any financial details. He said the decline in upscale demos is a natural byproduct of a network that has become fully distributed to serve not only big markets, but C and D counties as well. "Our investors are very happy," he said. "A few years back they all re-upped for about a zillion years. They'll be here longer than I will." ■



may be forced to seek bankruptcy protection if it cannot raise additional cash.

Sirius, which completed the national rollout of its 100-channel subscription radio service on July 1, only has enough cash to fund operations into the second quarter of 2003. Although the company said it needs to raise an additional \$300 million to take it through next year, Joe Clayton, Sirius president/CEO said the company had taken a number of steps to cut operating costs, such as instituting a hiring freeze. It has also retained investment banker UBS Warburg to help it raise additional cash.

"We are making significant progress in solidifying our balance sheet, and I remain extremely confident that we will secure additional financing shortly," Clayton said.

As of Aug. 11, Sirius had 6,510 subscribers. The company expects to have 75,000 subscribers by year's end. —Katy Bachman

## Rolling Stone Vet Wallace To Remake Men's Journal

Jann Wenner, chairman of Wenner Media, has tapped *Rolling Stone* veteran Robert Wallace to transform *Men's Journal* from an adventure monthly into a general-interest title that will compete against Hearst Magazines' *Esquire* and Condé Nast's *GQ*.

Wallace, who will succeed Sid Evans on Sept. 4, will put his first stamp on the November issue of *Men's Journal*. "The whole idea of adventure can be broadened," said Wallace. "I think we can cover more things in the culture that are of interest to men...that don't necessarily have to involve a river-rafting trip."

*Men's Journal* "needs to be more dynamic," added Wenner. "Bob is an extraordinarily skilled editor with creative ideas."

*MJ*'s total paid circulation dipped 2.3 percent to 620,614 in this year's first half compared to last year, according to the Audit Bureau of Circulations.

Wallace, most recently editorial director of the defunct *Talk* magazine, spent 15 years at *RS*, from the mid-'70s to the early '90s. He was also a senior producer for ABC News and editor in chief of St. Martin's Press. —Lisa Granatstein

# Real Simple Math

ABC report shows sharp circ gain for title, while rival *O* dips for first time

**MAGAZINES** By Lisa Granatstein

**W**hile weak newsstand sales continue to dog many magazines, there are some bright spots among the first-half 2002 circ figures released last week by the Audit Bureau of Circulations.

Big winners included Time Inc.'s *Real Simple*. The 10-times-yearly women's lifestyle title saw its paid circ shoot up 33.6 percent over last year's first half and its newsstand sales rise 40.7 percent (see chart). Also showing solid numbers: Condé Nast's *Vogue*, whose paid circ climbed 12.7 percent and single-copy sales rose 24 percent. "[Editor in chief] Anna [Wintour] is hitting home runs—she has broadened the appeal of the magazine," said Tom Florio, *Vogue* vp/publisher, who noted the fashion monthly's newsstand sell-through has averaged almost 50 percent in the first half.

Hearst Magazines' *Harper's Bazaar*, which editor in chief Glenda Bailey redesigned in February, saw newsstand sales jump 11.2 percent, but paid circ was flat at 718,834.

Hearst and Oprah Winfrey's two-year-old *O*, *The Oprah Magazine* saw its paid circ drop for the first time, by 17.3 percent, while newsstand fell 29.3 percent. Hearst executives said the declines were expected, as they cut back on bonus circ copies to advertisers and pushed to convert readers to subscriptions. In January, Hearst will raise *O*'s rate base 5 percent to 2.1 million.

Over on the men's side, winners included Emap's *FHM*, whose paid circ grew 28.6 percent (newsstand sales up 1.8 percent), and Dennis Publishing's *Stuff*, which advanced 19.9 percent to 1.17 million in total circ and 4.3 percent in single copies. Meanwhile, Condé Nast's *GQ*'s paid circ dipped 3.9 percent to 775,084 and newsstand sales slipped 12.9 percent; *Playboy*'s single copies fell 25.8 percent, while total circ grew 2.1 percent to 3.2 million.

A few titles missed their circ guarantees,

### CIRCULATION UPS AND DOWNS

MAGAZINE (RATE BASE)	TOTAL PAID CIRCULATION (% CHANGE)	AVG. NEWSSTAND SALES (% CHANGE)
<b>GAINERS</b>		
<b>REAL SIMPLE</b> (900,000)	1,047,796 (+33.6)	320,665 (+40.7)
<b>FHM</b> (1 million)	1,056,587 (+28.6)	462,569 (+1.8)
<b>VOGUE</b> (1.1 million)	1,245,490 (+12.7)	473,773 (+24)
<b>LOSERS</b>		
<b>TWIST</b> (300,000)	217,815 (-40.6)	177,203 (-28.2)
<b>O</b> (2 million)	2,275,599 (-17.3)	719,417 (-29.3)
<b>READ. DIGEST</b> (12.5 million)	12,212,040 (-2.7)	684,942 (-7.5)

For 6 months ended in June compared to same period in 2001. Source: Audit Bureau of Circulations

including *Reader's Digest*, which had said it would lower its rate base 4 percent to 12 million in July. "Basically, it's the 9/11 story," said Dawn Zier, *RD* vp/circ director. "Our heaviest [direct] mail period is in the fall, and we got hit pretty hard last year with [the] anthrax [scare]." Total paid circ for *RD* fell 2.7 percent, and subs dipped 7.5 percent. Bauer Publications' teen title *Twist*, whose paid circ dipped 40.6 percent, missed its 300,000 rate base. ■

# Summer's Bummers

ABC nonfiction shows, Fox newsmag and sitcom, and NBC series all fizzle

**TV PROGRAMMING** By Alan James Frutkin

**A**mid the broadcast success stories this summer, there were some real disappointments. ABC's nonfiction series—including *Houston Medical*, *Boston 24/7*, and *State v.*—failed to click with viewers. Fox's Fox News Channel-produced newsmagazine *The Pulse* flopped, as did its sitcom/hidden camera show *Meet the Marks*. NBC's test run of the syndie action hour *She Spies* also fell flat.

Although buyers applauded ABC's efforts to program highbrow shows this summer, several advertisers questioned their timing. "Con-

sidering they're trying to skew younger and more family this fall, it's an odd choice to go with older-skewing documentaries," said Laura Caraccioli, vp/director of Starcom Entertainment. *State v.* averaged a 4.3 in households and a 2.8 in adults 18-49. *Houston Medical* averaged a 4.3 in households and a 2.6 in adults 18-49. *Boston 24/7* averaged a 4.1 in households and a 2.4 in adults 18-49, according to Nielsen Media Research data.

Despite those numbers, the network stood behind its choices. "Obviously we would have



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NBC's four-episode summer test of *She Spies* on Saturday nights was pulled after three airings.

CHRIS HANSTON/NBC PHOTO

liked to have seen higher ratings, but that's only one measure of success," said a representative for ABC News, which produced *Boston 24/7* and *State v.*

Lackluster viewer response to *Meet the Marks* may save Fox from taking a dive with it come midseason, when it was initially slated. *The Pulse's* failure (3.0 HH, 1.9 adults 18-49) may signal a greater loss for the network and underscores parent company News Corp.'s continuing inability to fuse the programming

efforts of its broadcast and cable divisions.

Some buyers said Fox News' conservative bent and Fox Broadcasting's culturally alternative focus may be at odds. "Many of the cultural dynamics that are often questioned on Fox News Channel are the building blocks of high-rated programming on the Fox network, and that represents a significant disconnect for viewers," said John Rash, senior vp/director of broadcast negotiations for Campbell Mithun.

NBC's reasons for airing *She Spies* this summer were twofold: help out NBC Enterprises with the show's syndicated fall launch, and test-run low-cost programming on Saturday nights. Although it was set to air four episodes of the action hour, the network pulled out after three, with the show averaging a 2.7 in households and a 1.4 among adults 18-49.

"You don't want to be in the range where you see ones, but this is still more viewers than the show would otherwise have gotten even with 100 percent clearance across the country," said Mitch Metcalf, NBC's senior vp of scheduling. ■

## Clear Channel Tries Again

Giant's new cross-platform sales unit to compete with sibling sales groups

THE MARKETPLACE By Katy Bachman

Clear Channel Advantage, the latest cross-platform sales initiative from Clear Channel Communications, started to take shape last week with the appointment of Lori Wellinghoff, a 20-year agency executive, as its senior vp. She is the first major hire for CCA president Don Howe, who was named to the post in May.

Wellinghoff, who spent the past 12 years as senior vp and general manager of Cincinnati-based Local Marketing Corp., a subsidiary of Grey Global Group, is charged with spearheading the development and execution of cross-platform media and marketing deals across Clear Channel's 1,200 radio stations, 36 TV stations, 135 live entertainment venues and 770,000 outdoor displays.

That won't be easy. Since last summer, when Clear Channel closed both its \$23.5 billion acquisition of AMFM Radio and \$4.4 billion purchase of SFX Entertainment, the company has made little progress in leveraging the assets of its two major divisions into deals with national advertisers. The company's first attempt at a cross-platform sales unit, Clear Channel Sales Group (*Mediaweek*, April 16, 2001), resulted in only a handful of deals. This past May, Clear Channel reorganized the division at a higher

corporate level under Clear Channel Radio COO and president John Hogan.

Ironically for CC Advantage, its biggest competition for national cross-platform sales deals is Clear Channel Entertainment (the former SFX), which has been racking up deals since it began adding the company's radio and outdoor assets to its mix. "The more we do [these deals], the more advertisers realize they can buy traditional sponsorship opportunities or custom-create opportunities through our radio and outdoor partners," said Bruce Eskowitz, who was recently promoted to president of national sales and marketing for Clear Channel Entertainment. Eskowitz said CCE will be working closely to better coordinate with CCA and the radio and outdoor divisions.

Last week, CCE announced a deal with Burger King to produce and promote the "BK Got Music Summer Soul Tour 2002," which includes a 19-city tour, supported by a national radio promotion. CCE has cut similar deals with Miller Brewing Co. and Volkswagen. CCE also is producing the NFL's season kickoff event featuring Bon Jovi in New York's Times Square on Sept. 5, supported by a Clear Channel Radio national listener contest with national, regional and local sponsorships. ■



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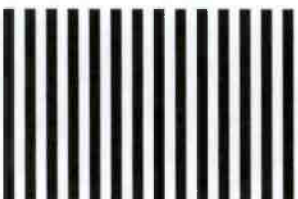
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# Local Media

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WASHINGTON, D.C. RADIO

## WMAL Hopes Big-Name Pundits Pump Ratings

BY KATY BACHMAN

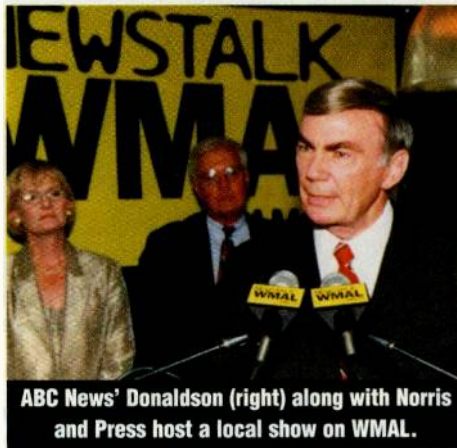
Unlike the vast majority of News and Talk radio stations throughout America, WMAL-AM, ABC Radio's Talk station in the nation's capital, did not see a ratings jump in the weeks following the events of Sept. 11. That gave the station's managers a serious wake-up call to take a long look at the station's content.

Instead of increasing its audience after Sept. 11, WMAL's overall share dropped from a 3.7 in Arbitron's Fall survey to a 3.3 in Winter. The station's mornings dropped even more, from a 5.1 to 3.9. The trend continued into the Spring Arbitrons, when ratings hit a year low of 3.0 overall and a 3.1 in mornings. Meanwhile, rival WTOP-AM, owned by Bonneville International, continued to gain ground and ended up the No. 2 station overall in the Spring survey with a 5.2 share.

"The audience was seeking something that our morning show was not providing. People expect us to deal with what's happening and be opinionated about that, and we weren't doing that," said John Butler, program director and operations manager for WMAL. For about a decade, Butler said, the morning show, hosted by Tim Brant and Andy Parks, tended to be "light-hearted and fun [but] almost apologetic when it dealt with news and serious issues."

So last month, WMAL said goodbye to Brant, who will continue to work for ABC Sports and ESPN Radio, and paired Parks with Jane Norris, a frequent commentator on CNN and MSNBC, as well as Bill Press, the current host of *Buchanan and Press* on MSNBC, for *The WMAL Morning News* from 5 to 9 a.m.

As a follow-up to the trio of heavy hitters, WMAL recruited ABC News personality Sam Donaldson. Donaldson—whose radio show *Sam Donaldson Live in America* is syndicated by ABC Radio Networks from 10 a.m. to noon—premiered July 11 as the host of a live, local hour on the station from 9 to 10 a.m. To make room for Donaldson, WMAL trimmed its airing of Dr. Laura Schlessinger's



ABC News' Donaldson (right) along with Norris and Press host a local show on WMAL.

syndicated show by an hour to air from 10 to 11:45 a.m. The rest of the lineup stayed in place: Paul Harvey (11:45 a.m. to noon), Rush Limbaugh (noon to 3 p.m.), Sean Hannity (3 to 6 p.m.), and Chris Core (6 to 9 p.m.), a local favorite who has been with the station for 27 years.

"There were dramatic [ratings] increases for those shows. We're trying to fulfill audience expectations in mornings as we do other times during the day," said Butler.

"The station now has more of a hard-news focus in a very news-oriented town," agreed Charli King, vp and associate media director for Arnold MPG. "Adding Bill Press and Jane Norris gives the station more balance to the issues," she said.

WMAL also signed three-year deals with the University of Maryland to broadcast both the men's football and basketball games, beginning with the 2002-2003 season. Although the station had broadcast the basketball games for several years, the football rights were formerly held by Clear Channel's sports station in the market WTEM-AM.

"They're looking to skew a little younger and get in on some 18-49 buys. I would hope to see ratings movement in the next survey or two," said Sylvia Shammah, broadcast super-

visor for Mediaedge:cia, who buys the station for clients AT&T and Lincoln-Mercury.

CHAMPAIGN, ILL. TV STATIONS

## Outlets Toast Da Bears

While Chicago's Soldier Field undergoes reconstructive surgery this year, downstate Champaign, Ill., is busy readying itself to host the NFL's Bears at the University of Illinois at Champaign-Urbana.

For fans in the region, about 150 miles south of Chicago, the team's arrival is reason enough to celebrate. But for some stations in the Champaign-Springfield-Decatur DMA (market No. 82), the temporary move should also translate to extra advertising revenue.

Bahakel Communications-owned Fox affiliates WRSP-TV in Springfield and WCCU in Champaign will air most of the Bears' games as part of the network's National Football Conference package. Most of the local inventory in and around those broadcasts is sold out, said John Newcomb, general manager of both outlets. "We got some really good rates," Newcomb said.

The Fox affiliates are not the only local station that will benefit from the Bears' move. "There's a lot of heightened interest in the area," said Larry Katt, sales manager of ABC affiliate WAND-TV in Decatur, which will air the team's three *Monday Night Football* games.

ABC and the NFL had not scheduled a Chicago game for Monday night in five seasons due to the team's lackluster record. The Bears' run to the playoffs last season earned the team the prime-time slots this fall.

WAND, owned by LIN Television, is understandably pumped that the Bears will play some of their biggest games of the season on ABC, including Oct. 7 against longtime rival the Green Bay Packers. The station is scheduling an extra hour of local pregame programming and another half-hour for the St. Louis Rams *MINF* telecast on Nov. 18. Katt says that local sales have been strong, with auto, fast food and financial institutions leading the way.

Despite all the buildup in Champaign, there's a chance the NFL's blackout regulations could sack the stations' ramped-up programming and sales efforts. Those rules state that if a stadium is not sold out 72 hours prior to the game, the game will not be broadcast within a 75-mile radius. Because there is some overlap between the Champaign and Chicago markets, if the games do not sell out, then



# Market Profile

which pulled a 3.4/7. The same is true of WHIO's lead in attracting adults 25-54 for its newscast at 11 p.m., where the station surged to an 8.8 rating from a 7.5 this past May. WKEF jumped to a 3.4 from a 1.5 and WDTN slipped to a 3.1 from a 3.7. Fox affiliate WRGT-TV, owned by Sullivan Broadcasting, has a 10 p.m. news that climbed two ratings points to a 5.0 in May.

On the talent front, WHIO in April added a new morning co-anchor, James Brown, who had been the lead evening anchor at KTUU, NBC's affiliate in Anchorage, Alaska. As for programming changes, WHIO will replace the departing *The Rosie O'Donnell Show* with *Weakest Link* and *Pyramid* with Donny Osmond at 4 p.m. this fall. The station will also replace *The Other Half* at 10 p.m. with *Dr. Phil*.

WDTN has a new president and gm in Greg Bendin, who came aboard on April 2 from WCTX, the LIN Broadcasting UPN affiliate in Hartford, Conn., where he served as station manager. LIN acquired WDTN when it finalized its purchase of the station's former owner, Sunrise Television, in June. In taking the new position, Bendin had to rebuild a staff depleted by the ownership change. When he arrived, WDTN was lacking news, business and promotions directors.

Bendin went on to hire Jason Heath as news director. He had most recently been assistant news director at WKRN, the ABC affiliate in Nashville, Tenn. Also hired were Terri Wilson, who had worked outside the TV business, as the new business director; and Jason Doyle, a former staffer at sister station WISH-TV in Indianapolis, as promotions director. In addition, Bendin last month filled the station's lead female-anchor position, vacant since Molly Hughes left the market last October, with Coleen Sullivan, previously an anchor at KESQ in Palm Springs, Fla. Sullivan co-anchors at 5, 6 and 11 p.m.

Sinclair is in the process of creating the market's first duopoly by purchasing WRGT from Sullivan Broadcasting. Sinclair has operated WRGT under a local marketing agreement since 1998. Sinclair's application to purchase WRGT is awaiting final approval from the Federal Communications Commission. Housed in the same building, WRGT and WKEF share on-air talent and in May 2001 started a co-branding campaign.

Like their competition, the stations have experienced their share of staff flux. Chuck Budt took over as gm of the two stations in February 2001, arriving from WAMI-TV in

## NIELSEN RATINGS / DAYTON

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News				
Time	Network	Station	Rating	Share
5-5:30 p.m.	CBS	WHIO	12.9	27
	ABC	WDTN	5.4	11
	NBC	WKEF*	4.1	9
	Fox	WRGT*	3.7	8
	WB	WBDT*	1.9	4
5:30-6 p.m.	CBS	WHIO	13.9	28
	ABC	WDTN	5.1	10
	NBC	WKEF*	4.5	9
	Fox	WRGT*	3.0	6
	WB	WBDT*	1.9	4
6-6:30 p.m.	CBS	WHIO	15.3	30
	ABC	WDTN	4.7	9
	Fox	WRGT*	4.0	8
	NBC	WKEF	3.4	7
	WB	WBDT*	2.4	5
Late News				
10-10:30 p.m.	Fox	WRGT	5.7	9
11-11:30 p.m.	CBS	WHIO	15.1	27
	ABC	WDTN	5.9	11
	NBC	WKEF	4.9	9
	Fox	WRGT*	3.5	6
	WB	WBDT*	2.3	4

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

## RADIO LISTENERSHIP / DAYTON

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WTUE-FM	Rock	12.7	7.1
WMMX-FM	Hot Adult Contemporary	10.7	9.2
WHKO-FM	Country	8.0	8.1
WLQT-FM	Lite Adult Contemporary	6.7	8.0
WROU-FM	Urban	5.2	4.8
WLW-AM	News/Talk	4.8	3.8
WONE-FM	Nostalgia	4.5	2.0
WXEG-FM	Alternative	4.3	5.7
WHIO-AM	News/Talk	4.3	5.4
WGTZ-FM	Contemporary Hit Radio	3.5	5.1

Source: Arbitron Spring 2002 Radio Market Report

Miami. Budt hired Charlie Henrick, a former sales manager for Fox Television, as the new director of sales. While WKEF produces only two weekday newscasts (6 p.m. and 11 p.m.), it produces a seven-day 10 p.m. news for WRGT. Budt says he plans to expand that newscast to a full hour in September.

In terms of news content, Budt says it was his decision to not cover "crime and slime in

this market...We will purposely go out of our way to try and not highlight criminals." In March, the two stations started running a news crawl across the bottom of the screen for the duration of all their newscasts.

Acme Television owns Dayton's WB affiliate WBDT, which also serves as a secondary Pax TV station. On Sept. 16, WBDT will begin producing a live, three-hour morning



show from 6 to 9 that it will then transmit via satellite to its sister Acme WB affiliates across the country. The station has purchased a new 50-ft. satellite truck and built a brand-new set and a separate newsroom for the venture. The entertainment-focused morning show will target adults 18-49, a demo that Stan Gill, WBDT vp/gm, says is "woefully underserved by the traditional morning newscasts." The show will rely on news from CNN and will also provide local headlines and local weather. WBDT's fall syndicated lineup will include new off-net additions *That '70s Show* and *Will & Grace*.

Dayton also has a low-power independent station, WRCX, owned by local broadcaster Glenn Ross. In January, the station changed its call letters from WUCT and channel position to 40 from 51. The African American-owned station targets the African American community with syndicated shows like *Mo'isha* and *Rock* as well as original programming.

In local cable, Time Warner Cable is the main service provider, with approximately 310,400 subscribers in the market. According to Scarborough Research, cable penetration in the DMA is 69 percent, on par with the average cable-penetration rate for the top 50 markets. Scarborough also estimates that 17 percent of the Dayton market is connected to satellite service, compared to the national average of 15 percent for the top 50 markets. New York-based Insight Communications operates one small cable system in Wayne County, Ind., which is part of the DMA.

Time Warner inserts local ads on 42 channels, including Time Warner TV, a local origination channel featuring several basketball and football games from the University of Dayton, and some area high school sports. The cable company also has a joint venture with WHIO to run cable-only UPN affiliate UPN44. WHIO produces a live, 10 p.m. late newscast on UPN44, which also carries some University of Dayton basketball games. Regional sports fans can also catch A10TV (the Atlantic 10 Television Network) on Fox Sports Ohio in Southwestern Ohio.

As for newspapers, the *Dayton Daily News'* daily circulation for the six months ended March 31 was 137,433, which was flat compared to the same six-month period ended March 31, 2001, according to the Audit Bureau of Circulations. The paper's Sunday circ of 193,356 reflected a 3.3 percent jump compared to the same period a year ago.

In June, the *Daily News* unveiled its new look featuring a narrower 50-inch width and

## SCARBOROUGH PROFILE

### Comparison of Dayton

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Dayton Composition %	Dayton Index
<b>DEMOGRAPHICS</b>			
Age 18-34	31	29	93
Age 35-54	41	41	100
Age 55+	28	30	106
HHI \$75,000+	28	19	68
College Graduate	12	10	77
Any Postgraduate Work	11	8	75
Professional/Managerial	23	21	90
African American	13	11	84
Hispanic	13	#	#
<b>MEDIA USAGE - AVERAGE AUDIENCES*</b>			
Read Any Daily Newspaper	56	59	107
Read Any Sunday Newspaper	64	63	99
Total Radio Morning Drive M-F	22	20	92
Total Radio Evening Drive M-F	18	17	96
Total TV Early Evening M-F	29	33	112
Total TV Prime Time M-Sun	38	39	102
Total Cable Prime Time M-Sun	13	16	120
<b>MEDIA USAGE - CUME AUDIENCES**</b>			
Read Any Daily Newspaper	74	79	106
Read Any Sunday Newspaper	77	78	101
Total Radio Morning Drive M-F	75	73	97
Total Radio Evening Drive M-F	73	75	103
Total TV Early Evening M-F	71	76	106
Total TV Prime Time M-Sun	91	91	100
Total Cable Prime Time M-Sun	59	62	106
<b>MEDIA USAGE - OTHER</b>			
Access Internet/WWW	62	58	94
<b>HOME TECHNOLOGY</b>			
Own a Personal Computer	68	69	101
Purchase using Internet	37	35	93
Connected to Cable	69	69	100
Connected to Satellite/Microwave Dish	15	17	112

\*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: 2001 Scarborough Research Top 50 Market Report (August 2000-September 2001)

simultaneously launched a redesign.

Aside from owning the main daily newspaper in the market, Cox also owns the *Springfield News-Sun* (daily circ 31,438; Sunday circ 38,324), based in Springfield, Ohio, which is about 30 miles northeast of Dayton and is part of the Greater Dayton metro area.

Cox has further expanded its influence on the market's newspaper publishing with its purchase of Thompson Newspaper's Southwestern Ohio Newspaper Group in late 2000.

The group consists of a chain of 10 weeklies in Warren and Butler counties, two of the fastest-growing areas in the state.

Mark Stange, vp of advertising for the *Dayton Daily News* and Cox Ohio Publishing, says advertising sales management for the two dailies and 10 weeklies is now consolidated. "We're selling packages across different newspapers, depending on geography," says Stange, adding that advertisers can buy the papers in any number of combinations.



# Market Profile

Local radio in Dayton in many ways reflects the city's diverse population. There are at least four stations that compete in the crowded Urban format targeting the market's African American listeners. According to Arbitron, 11 percent of the Dayton market is African American.

Dayton-based Hawes-Saunders Broadcast Properties owns two of the four Urban outlets, WROU-FM and WRNB-FM. "Being an independent and being able to compete successfully against the major conglomerates is extremely challenging and extremely rewarding," says Ro Nita Hawes-Saunders, president and gm of Hawes-Saunders Broadcast Properties.

WROU-FM, the heritage Urban station, is in the midst of a yearlong 10th anniversary celebration. Although the station typically ranks in the top five of all stations in the market, WROU has some new competition.

Blue Chip Broadcasting last August sold its four stations in the Dayton area to Radio One, which immediately flipped the market's only Classic Rocker WING-FM to Urban with the new call letters WDHT-FM, in order to compete directly with WROU. The move has heated up the competition in the Urban format but left the Classic Rock format untapped. Dayton-based Johnson Communications owns R&B/Gospel outlet WD-AO-AM, which skews older and competes to some extent with WRNB.

Clear Channel Communications also owns a Rhythmic Contemporary Hit Radio outlet that competes for some of the same listeners as the Urban stations, although its much broader playlist spans from rapper Nelly to neophyte pop singer Kelly Osbourne.

The loss of the market's Classic Rock station has been a boon for CC's Rock outlet WTUE-FM, which has seen its share increase from a year ago. Another CC property, Hot Adult Contemporary station WMMX-FM, had a very strong Spring 2002 book, rocketing to a 9.5 share overall from a 6.5, putting it in first place overall, up from fourth.

Clear Channel owns eight stations in the Dayton market, although one, Adult Standard outlet WIZE-AM, does not receive enough listenership to show up in the ratings books. Its seven other stations had a combined 37.7 share among listeners 12-plus in the Spring Arbitrons and took in nearly \$20 million in ad billings, according to BIA Financial Network. Clear Channel has a 44.2 percent chunk of the market's radio ad revenue (see *Radio Ownership chart above*).

## RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Communications	1 AM, 6 FM	37.7	\$19.9	44.2%
Cox Radio	1 AM, 3 FM	15.1	\$11.2	25.8%
Radio One	1 AM, 3 FM	10.8	\$6.4	14.3%
Hawes-Saunders B'dcast Prop.	2 FM	6.4	\$3.5	7.7%
Johnson Communications	1 AM	2.0	\$0.6	1.3%
WPFB Inc.	1 FM	1.5	\$0.6	1.3%

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

## NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
<b>Montgomery County: 225,540 Households</b>				
<i>Dayton Daily News</i>	89,945	124,621	39.9%	55.3%
<b>Clark County: 55,081 Households</b>				
<i>Springfield News-Sun</i>	27,040	31,746	49.1%	57.6%
<i>Dayton Daily News</i>	1,932	3,868	3.5%	7.0%
<b>Greene County: 54,249 Households</b>				
<i>Dayton Daily News</i>	17,230	27,409	31.8%	50.5%
<i>Xenia Daily Gazette</i>	7,335		13.5%	
<b>Miami County: 37,149 Households</b>				
<i>Troy Daily News</i>	10,231	11,700	27.5%	31.5%
<i>Dayton Daily News</i>	8,593	14,005	23.1%	37.7%
<i>The Piqua Daily Call</i>	6,679		18.0%	
<b>Darke County: 19,774 Households</b>				
<i>Greenville Daily Advocate</i>	7,029		35.5%	
<i>Dayton Daily News</i>	3,529	5,532	17.8%	28.0%
<i>The Sidney Daily News</i>	369		1.9%	
<b>Preble County: 15,213 Households</b>				
<i>Dayton Daily News</i>	2,341	4,173	15.4%	27.4%
<i>Richmond Palladium-Item</i>	2,051	2,421	13.5%	15.9%
<i>The Middletown Journal</i>	457	490	3.0%	3.2%

Source: Audit Bureau of Circulations

Cox Radio owns four stations in Dayton, including the market's leading News/Talk outlet, WHIO-AM, and simulcast '80s Hits stations WDPT-FM and WDTP-FM. The company also controls nearly a quarter of the market's radio ad haul based on \$11.2 million in estimated ad revenue. The two H-S Broadcast Properties stations generated about \$3.5 million in ad revenue, giving the company a 7.7 percent slice of the ad pie.

In outdoor advertising, Lamar Advertising is the dominant player, offering nearly 700 30-sheet poster panel faces and about 280 bulletin

faces. The company has managed to increase its foothold in the market in the past two years through acquisitions of smaller companies. In January of this year, Lamar purchased the Dayton outdoor inventory of Eagan, Minn.-based DeLite Outdoor Advertising. Lamar picked up the majority of the 280 bulletins it now has through the DeLite purchase, says Dan Parsons, gm of Lamar's Dayton plant. Parsons says Lamar has also grown its poster inventory from about 500 two years ago by acquiring smaller companies and by leasing new locations. ■



## TV SPORTS

### John Consoli

# Battling for the Brunch Crowd

## Despite low ratings, the nets are pumping up NFL pregame shows



ADRIENNE HELE

**A FEW WEEKS AGO, CBS AND FOX** began blitzing viewers with heavy promotions for their hour-long football pregame shows, *The NFL Today* and *Fox NFL Sunday*. The Fox campaign, which includes spots featuring Claymation figures of the show's analysts, is airing on Fox and on cable networks Fox Sports Net, Fox News Channel and FX. CBS is also blanketing its owned-and-operated TV stations, Infinity Broadcasting radio outlets and Viacom sibling cable nets MTV, VH1 and TNN with spots for *NFL Today*. ESPN, which airs the two-hour pregame *Sunday NFL Countdown*, plans to kick off a big promo push of its own on Aug. 26.

Why are the networks devoting so much airtime to promote these noontime shows, which together attract fewer viewers than any NFL game telecast by CBS or Fox? Because the pregame programs' audiences are growing, and because they are a vehicle to give loyal in-game

advertisers more exposure. Fox's *NFL Sunday* averaged a 4.1 in households last season, up 5 percent, while *NFL Today's* 2.8 was up 8 percent.

While *NFL Sunday* is the clear ratings leader, in part because Fox's National Football Conference telecasts air in more top markets than CBS' AFC package, CBS is getting more aggressive, having shaken up *NFL Today's* entire on-air-analyst lineup during the off-season.

Joining host Jim Nantz in the studio are former NFL stars Dan Marino, Boomer Esiason and Deion Sanders, replacing Randy Cross and former coaches Mike Ditka and Jerry Glanville. Earlier this month, CBS tossed a lavish party at *NFL Today's* outdoor set on Fifth Avenue to introduce the new lineup to advertisers, the media and the public.

Fox's pregame-show vets—host James Brown and analysts Terry Bradshaw and Howie Long, together since Fox added the NFL in 1994—this season will be joined by a roving fourth analyst each week. Former NFL coach Jimmy Johnson will make a few appearances, and Fox will bring on current NFL players during their bye weeks.

Not to be outdone, ESPN's *Countdown* has added former coach Bill Parcells to its in-studio team, joining anchors Chris Berman and Tom Jackson. ABC's *Monday Night Football* analyst John Madden will have a weekly segment on *Countdown*, via satellite as he travels to his

next *MNF* assignment on his "Maddencruiser" bus.

This all adds up to a lot of network muscle supporting lead-in shows that earn less than half the ratings of the NFL games that follow. Tony Petitti, executive producer of CBS Sports, says his network decided it had to make a bigger commitment to *NFL Today* to protect the network's investment in the AFC game telecasts. That's why CBS paid big bucks to hire marquee names Marino and Esiason. CBS Sports execs had to get CBS Television president Leslie Moonves to sign off on multiyear deals for both.

While few advertisers buy the shows apart from package deals, the nets use the programs to offer heavy in-game advertisers opportunities to sponsor regular pregame segments like matchups of the day and player profiles. (The NFL does not permit sponsored segments during games.) Staples and Subway are among the advertisers that will sponsor *NFL Today* segments this season, with Subway attached to a "Coach of the Week" feature.

The networks also occasionally use the pregame shows for makegoods on game telecasts. Many NFL games underdeliver ratings guarantees by less than the cost of a full in-game spot. "Rather than take cash back, it's sometimes better to take a spot in the pregame show, which reaches the same male demo," one top sports buyer says.

There are also advertisers who want to reach that male football audience but do not want to cough up the \$170,000 to \$190,000 for a 30-second in-game spot. While CBS says its pregame stand-alone spots go for around \$100,000, buyers say such spots can be had for as low as \$50,000 to \$60,000, depending on level of sellout.

Sports consultant Neil Pilson, a former president of CBS Sports, says the pregame shows are profitable, even with their escalating costs for signing star talent, because talent and production crews are working on Sundays anyway to offer viewers halftime and postgame highlights. "The NFL is the most important sports presentation for these networks," Pilson says. "Having a credible pregame show promotes the halftime and postgame shows and is good entertainment lead-in programming to the games. And you are getting more for your money on these shows than on other shows with 3 or 4 ratings."

ESPN will get the three-network pregame competition under way with a two-hour marathon at 6:30 p.m. on Thursday, Sept. 5, leading into the NFL's first-ever midweek season-opener (New York Giants vs. San Francisco 49ers). "When I first began at the networks, these were half-hour shows," Pilson says. "Even with their small ratings, they are too important for the networks to ever think about dropping them." ■



Bradshaw is getting grilled all over the Fox networks.





# The Fall Freshmen

**MARC BERMAN TAKES THE MEASURE OF THE SEASON'S NEW FIRST-RUN SYNDICATED STRIPS—AND DOESN'T FIND A WHOLE LOT TO ROOT FOR**

EXPECTATIONS ARE RUNNING HIGH for this season's new shows in syndication, which recently enjoyed its best upfront in years with estimated sales of \$2 billion. That surprising 18 percent increase over syndie's \$1.7 billion in advance sales to advertisers last year has helped dispel some of the doom and gloom that has lingered since the industry's National Association of Television Programming Executives conference in January. ("If syndication's audience bleeding doesn't stop soon, this end of the business could become extinct," bemoaned one NATPE attendee.) Syndie's encouraging upfront results came out during a down first half, with total ad spending in the category off 8.8 percent for that period compared to the first six months of '01, according to Nielsen Monitor-Plus.

So there is tremendous pressure on this season's crop to succeed. Can Dr. Phil, Caroline Rhea, Wayne Brady, John Walsh, Rob Nelson and James Van Praagh find success in the casualty-strewn talk-show landscape? Will large numbers of viewers tune in to see *The View*'s Meredith Vieira as host of *Millionaire*, or another daily dose of *Pyramid*, now helmed by Donny Osmond? "Every new show has a chance to work," says Garnet Losak, vp/director of programming at the Petry Television Group. "But in a marketplace this competitive, the unfortunate reality remains a failure rate of about 90 percent for new first-run offerings." With an oversupply of familiar-sounding shows premiering this fall, reversing that trend will be tough. Following is a breakdown of this year's roster of new strips, along with our odds for survival.

**OUT OF OPRAH'S SHADOW:** King World's *Dr. Phil* appears to be the season's best hope for a successful new talk show.



# Talk Shows

## DR. PHIL

No new show has a better chance of survival than King World's *Dr. Phil*. Reported clearances in 96 percent of the country is more than any other new first-run series (see chart on page 20); weekly appearances on parent show *Oprah* is a bonus no other program enjoys; and possessing the cushiest time periods in town (contractually, no station can air *Dr. Phil* opposite *Oprah*) clearly gives Dr. Phil McGraw an edge. But could there be a double edge at work here?

"*Dr. Phil* definitely has standout potential—people obviously know him from years on *Oprah*, and they know what he is all about," said Brad Adgate, senior vp of corporate research at Horizon Media. "But not every show with great expectations is a guaranteed success. It didn't happen with *Roseanne*, *Martin Short* or *Howie Mandel*, and two of those three shows [*Roseanne* and *Short*] were also from King World."

"Since viewers already know Dr. Phil, they need to make sure that the program they deliver is the one viewers want to see," adds Ross Crystal, executive director of entertainment development at Westwood One in Los Angeles and former host of the locally produced talk show *Panorama* on WTTG in Washington, D.C. from 1980-84. "If that happens, there is every reason to believe *Dr. Phil* will succeed."

Of course, in an environment where even a seemingly sure thing can turn into one of the biggest disasters in the history of television (*USA Today: The Television Show* in 1988 should ring an immediate bell), nothing—including a show associated with Oprah—is a given. Even Oprah's best friend and former frequent guest, Gayle King, hit the skids after just one season as a talk show host in 1997-98.

"The real test is whether or not viewers want to see Dr. Phil on a daily basis instead of just once a week," notes John Rash, senior vp, director of broadcast negotiations at Campbell Mithun. "By sharpening his skills as a talk show host on *Oprah*, I think he has a good shot at success."

➤ **ODDS OF SURVIVAL FOR DR. PHIL: 2-1**

## CAROLINE RHEA

It's not often that a talk show gets a second chance, but *Caroline Rhea* is one of those rare instances, and she can thank Warner Bros. Add to that twist the fact that she is in effect Rosie O'Donnell's replacement, and suddenly the industry is paying serious attention.

"Because Caroline Rhea is going into a production model that is already up and running, odds are more in favor of her succeeding," said Stacey Lynn Koerner, senior vice president, director of broadcast research at Initiative Media. "Instead of looking for a focus, the pace is already built in. That is an obvious advantage."

"If I had to pick one new talk show that could work, my vote is *Caroline*," adds Bob Jacobs, president of ECM Distribution. "She is friendly, cute, appealing and natural—the exact combination needed for a talk show host in daytime."

Although Paramount's unsuccessful attempt to sell *Caroline* two years ago, coupled with declining ratings for *Rosie*, could be considered two strikes against *Caroline*, slipping into *Rosie*'s chair is probably still more advantageous than starting from scratch.

"If Warner Bros. can put together a familiar yet distinct new show that can capitalize on the success of *Rosie*, then *Caroline* could work," notes Dave Walsh, president of Walsh Entertainment Group, Inc., an entertainment strategy-consulting firm. "But if *Caroline* is just *The*

*Rosie O'Donnell Show* without Rosie, the odds won't be in favor of this series."

Considering how fickle the daytime audience is, hopefully Rhea kept the door open to a potential return to her former sitcom *Sabrina*, the *Teenage Witch* or game show *The Hollywood Squares* should her talk show not succeed.

➤ **ODDS OF SURVIVAL FOR CAROLINE RHEA: 4-1**

## BEYOND WITH JAMES VAN PRAAGH

Of course, in the world of syndication, when something works—even on a minor scale—imitators come out of the woodwork. This season's copycat is Tribune Entertainment's reality/talker *Beyond with James Van Praagh*, which follows in the footsteps of Universal Television's moderately successful *Crossing Over with John Edward* this season. Considering that Tribune's last two stabs at talk—*Talk or Walk* and *Dreammaker with Richard Simmons*—were each canceled midway through their first seasons, the syndicator best known for weekend hours (*Andromeda*, *Mutant X*, *Earth: Final Conflict* and *BeastMaster*) is obviously hoping number three is the charm in talk.

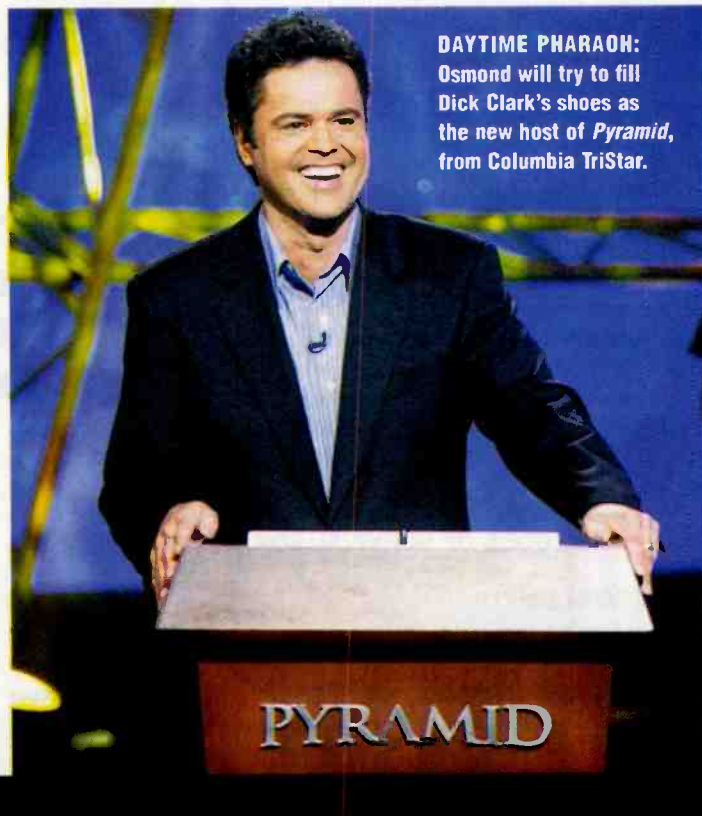
"Because this end of talk is still relatively new, I think *James Van Praagh* could have an advantage," says Koerner. "Less clutter has to be considered a good thing."

"What could definitely work in Tribune's favor is the recent success of CBS miniseries *Living with the Dead*, which was based on the life of Van Praagh," adds Adgate. "Viewers are obviously curious to learn more about him. This could be a sleeper."

"Van Praagh is obviously convincing at what he does," adds Jacobs. "I had the opportunity to see him in action; it certainly looks real to me."

Even so, is this sudden fascination with the dead really enough to bring ratings in syndication back to life?

➤ **ODDS OF SURVIVAL FOR BEYOND WITH...: 6-1**



**DAYTIME PHAROAH:**  
Osmond will try to fill Dick Clark's shoes as the new host of *Pyramid*, from Columbia TriStar.





**A DIFFERENT VIEW:** As Vieira takes over Regis Philbin's old chair for the syndicated version of *Millionaire*, some buyers are wondering if the concept might be burned out.

### THE WAYNE BRADY SHOW

Vying for a spot in the category best described as feel-good talk/variety is *The Wayne Brady Show*. In an initial limited rollout similar to Twentieth's *Texas Justice* (hence no reported coverage levels and no immediate national ratings), distributor Buena Vista is hoping clearances on the ABC-owned and -operated stations that aired *Rosie* will give *Brady* an early shot of adrenaline.

"Although you have to question the need for this type of show due to the failure of other similarly appealed talk shows, debuting with limited coverage is probably a wisely precautionary way to launch a series," notes Jacobs. "It allows a show more time to find an audience without being under the immediate radar. Look how well that strategy worked for *Montel* and the recently introduced court show *Texas Justice*."

But are the decline of *Whose Line Is It Anyway?*, the improvisational series in which Brady co-starred, and the demise of his self-titled variety show, both on ABC, indicative of his chances in daytime? And is *Brady*'s limited launch a result of lack of initial station interest?

"As talented as Wayne Brady is, I think his frenetic type of humor may be better suited to prime time," said Rash. "And the non-success of his variety show [which ABC pulled after two low-rated second season telecasts in January] is certainly not a positive. If I were programming a station, this show would not be first on my list."

Chances are it won't be first on viewers' lists as well.

➤ **ODDS OF SURVIVAL FOR WAYNE BRADY: 7-1**

### JOHN WALSH

Another familiar prime-time name looking for an audience in daytime is *America's Most Wanted* host John Walsh, who promises to focus on such important issues as missing children, safety tips and unsung heroes in his upcoming self-titled NBC Enterprises talk show.

"If he does what he says he will, consider this a potentially welcome alternative to the more exploitative talk shows," says Adgate. "But if he ends up reveling in tragedies, viewers may not be interested. We see too much of that in daytime already."

"I'm not necessarily sure women in daytime will feel a bond with John Walsh," adds Crystal. "After all, the more male-driven audience watching Walsh in prime time is not necessarily the same audience watching daytime television."

Although Walsh's achievements with the long-running *America's Most Wanted* are commendable, the real question is whether or not viewers really want to see him consoling two teary-eyed women, as he did in the pilot.

➤ **ODDS OF SURVIVAL FOR JOHN WALSH: 7-1**

### ROB NELSON SHOW

Last and least known among the new talk show hosts is Rob Nelson, the man Twentieth Television likes to think of as the next Phil Donahue.

"Sometimes less hype and lower expectations are more advantageous in launching a new series," adds Bill Carroll, senior vp and director of programming at the Katz Television Group. "Although one of my picks next season has to be *Dr. Phil* given its built-in advantages, not every new show needs a mountain of early buzz to succeed."

"If the higher profile entries fail to score—which is a good possibility—Rob Nelson obviously has a better chance to succeed," believes Adgate. "But given the number of other new and returning competing talk shows, finding a fresh face to work in this cluttered environment may not work to Nelson's advantage. It certainly didn't this year with Iyanla and Ananda Lewis."

"Most people who don't know Rob Nelson now may still not know who he is in six months," says Crystal. "There are just too many other talk shows for him to compete with."

In other words, Donahue—who recently came back to television to do what he does best—doesn't have to worry about losing his identity.

➤ **ODDS OF SURVIVAL FOR ROB NELSON SHOW: 8-1**



**"If I had to pick one new talk show that could work, [it's] *Caroline*. She's friendly, cute, appealing and natural."** BOB JACOBS

## Game Shows

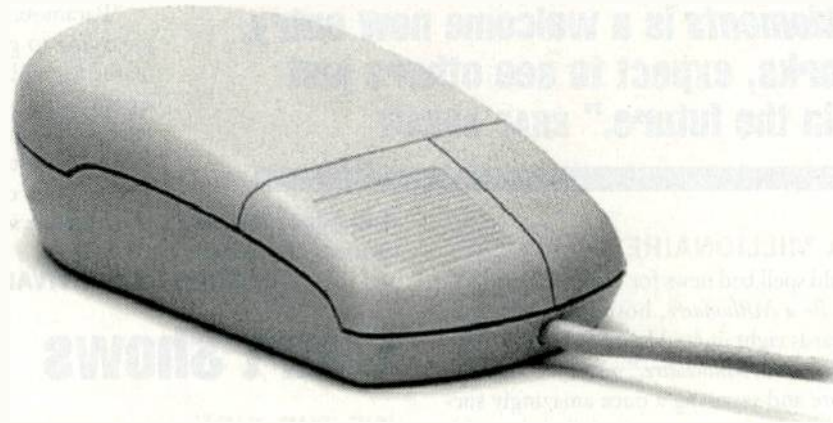
### PYRAMID

Since there is more to daytime syndication than just talk, the game show segment this year consists of two tried-and-true show concepts that will try their hand in daytime. The stronger candidate at this point looks to be an updated version of the classic *Pyramid* from Columbia TriStar, hosted by Donny Osmond.

"Since there really are only a select number of game show formats



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that have worked historically, I am not surprised to see *Pyramid* looking for a comeback," said Bob Boden, senior vp of programming at cable outlet Game Show Network, which will probably end up running *Pyramid* on its network since it too is owned by Columbia Tristar parent Sony Corp. "Whether or not this is the right time to bring back *Pyramid*, I have to think the recent success of new versions of *Hollywood Squares* and *Family Feud* and the collapse of *Who Wants to Be a Millionaire* on ABC will make *Pyramid* look even more appealing."

➤ **ODDS OF SURVIVAL FOR PYRAMID: 3-1**



**"Life Moments is a welcome new entry. If it works, expect to see others just like it in the future." BRAD ADGATE**

## WHO WANTS TO BE A MILLIONAIRE

*Millionaire's* demise on ABC could spell bad news for Buena Vista's half-hour edition of *Who Wants to Be a Millionaire*, hosted by Meredith Vieira. "If ABC had played its cards right, it could—and should—have had a huge cash cow in syndication with *Millionaire*," notes Jacobs. "But instead of planning for the future and segueing a once amazingly successful prime-time run into syndication, overexposure killed the golden daytime goose. I mean, how smart is it to launch a series in daytime that has just died in prime time?"

"Since the format of *Millionaire* is heavily host-driven, the absence of Regis Philbin could be detrimental to the daytime run," adds Boden. "When you think of *Millionaire*, you think Regis Philbin. *Pyramid's* association with original host Dick Clark is less critical. It's unlikely Meredith Vieira will have the same impact that Regis did on *Millionaire*."

Luckily Vieira has her other gig, ABC talk show *The View*, to fall back on.

➤ **ODDS OF SURVIVAL FOR MILLIONAIRE: 8-1**

## Game Shows

### CELEBRITY JUSTICE

There's a new strip that is cleverly combining the elements of court with a proven reality formula: Warner Bros.' *Celebrity Justice*. Tapping into America's fascination with the rich and famous, *Extra* spin-off *Celebrity Justice*, which already appears as an ongoing segment on the veteran strip, will profile civil conflicts and investigations involving stars.

"With Hollywood a melting pot of controversial personalities, *Celebrity Justice* is the one show that will never run out of stories to tell," jokes Carroll. "But because this is one of *Extra's* more popular segments, I wouldn't be too surprised to see viewers giving this show a shot."

But some buyers don't necessarily believe that a spinoff is guaranteed to work. "Like *Dr. Phil*, my concern about *Celebrity Justice* is taking a successful element from one show and spinning it off into its own series," says Rash. "What works on a limited basis doesn't always translate into success on its own."

Although the prognosis for *Celebrity Justice* is actually somewhat positive, it sounds like something more suited for cable network E!

➤ **ODDS OF SURVIVAL FOR CELEBRITY JUSTICE: 6-1**

### LIFE MOMENTS

Although new talk, game, reality and court shows are the norm each season, the one freshman entry that dares to be somewhat different is Paramount's *Life Moments*, which seems more like a Lifetime cable network series than a syndicated strip.

"With so much of the same in syndication, *Life Moments* is a welcome new entry," says Adgate. "And if it works, expect to see other shows just like it in the future."

"Paramount deserves a good deal of credit for trying to go a different route with a show featuring uplifting stories about women," agrees Jacobs. "If syndicators were more creative, you wouldn't be seeing the same kind of shows year after year."

But does creativity really equal success?

And will a rumored 1 a.m. clearance in Chicago hinder *Life Moments's* chances of survival?

➤ **ODDS OF SURVIVAL FOR LIFE MOMENTS: 7-1**

## Court Shows

### WE THE JURY

One genre that has appeared to peak is court, with Telco Productions' minimally cleared *We the Jury* (which will take viewers into the secret proceedings of the jury room) the one new entry. Thwarted by a low coverage level and less-than-stellar time periods, *We the Jury* is obviously the biggest long shot of the fall.

"It wasn't that long ago when *Judge Judy* was the only syndicated court show," explains Carroll. "But with *Judy*, *Judge Joe Brown*, *People's Court*, *Divorce Court*, *Judge Mathis*, *Judge Hatchett* and *Texas Justice* all returning, there really is little room for any other new court shows."

➤ **ODDS OF SURVIVAL FOR WE THE JURY: 10-1**

### FRESHMAN STRIPS FOR 2002-03

	PREMIERE DATE	NO. OF STATIONS	PERCENT OF U.S.
<b>TALK</b>			
<b>BEYOND WITH JAMES VAN PRAAGH</b> (TRIBUNE)	SEPT. 16	151	95
<b>CAROLINE RHEA</b> (WARNER BROS.)	SEPT. 2	137	89
<b>DR. PHIL</b> (KING WORLD)	SEPT. 16	171	96
<b>JOHN WALSH</b> (NBC ENTERPRISES)	SEPT. 9	160	90
<b>ROB NELSON SHOW</b> (20TH TELEVISION)	SEPT. 16	155	92
<b>WAYNE BRADY SHOW</b> (BUENA VISTA)	SEPT. 2	N.A.	N.A.
<b>COURT</b>			
<b>WE THE JURY</b> (TELCO)	SEPT. 9	129	70
<b>GAME</b>			
<b>PYRAMID</b> (COLUMBIA TRISTAR)	SEPT. 16	177	95
<b>WHO WANTS TO BE A MILLIONAIRE</b> (BUENA VISTA)	SEPT. 16	145	90
<b>REALITY</b>			
<b>CELEBRITY JUSTICE</b> (WARNER BROS.)	SEPT. 2	98	94
<b>LIFE MOMENTS</b> (PARAMOUNT)	SEPT. 9	175	93

COMPILED BY MARC BERMAN



**Cappell's Circulation Report**

The highest average annual subscription price among U.S. magazines, as reported to the Audit Bureau of Circulation.

1. Barron's	\$124.93
2. Economist	103.88
3. People Weekly	95.76
4. Blood Horse	81.12
5. Higher Education	74.48
6. Thoroughbred Times	67.56
7. Education Week	67.51
8. Chronicle of Philanthropy	64.80
9. Robb Report	64.20
10. Nascar/Winston Scene	54.44
11. Sports Illustrated	53.63
12. Washington Post National Weekly	51.58
13. Us Weekly	51.48
14. Communication Arts	51.03
15. Chronicle of the Horse	49.92
16. Women's World	49.40
17. National Enquirer	48.36
18. The Star	48.36
19. NY Review of Books	48.26
20. Time	47.37

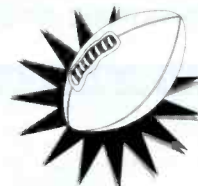
Source: Cappell's

**Nielsen TV Ratings**

For the week of August 5-11, 2002

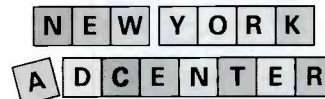
1.	<b>C.S.I</b>	CBS	Thursday	9.5
2.	<b>60 Minutes</b>	CBS	Sunday	8.6
3.	<b>Everybody Loves Raymond</b>	CBS	Monday	8.3
4.	<b>Law &amp; Order</b>	NBC	Wednesday	8.0
5.	<b>48 Hours</b>	CBS	Monday	7.8

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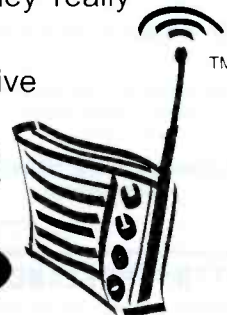
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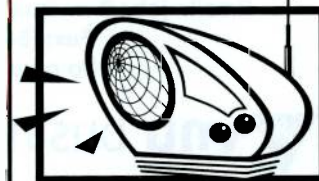
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# Magazines

EDITED BY LISA GRANATSTEIN

## Bad News Brands

Some media buyers are becoming wary about advertising in *Martha Stewart Living* and *Rosie*

BACK IN 1997, DON LOGAN WONDERED WHAT WOULD HAPPEN IF MARTHA STEWART WAS ever "hit by a bus." Logan, then CEO of Time Inc. (and currently chairman of AOL Time Warner's new media and communications group), chose to sever the company's ties to Martha Stewart Living Omnimedia, publish-

ers of *Martha Stewart Living*, in part because he was concerned about having the publisher's investment so dependent on an individual. After all, a publisher may be able to control a product, but controlling a product that is embodied by a single person is another matter entirely. Case in point: John F. Kennedy Jr.'s *George*, co-published by Hachette Filipacchi Media, folded just over a year after Kennedy's death.

While personality-based magazines may engender instant brand recognition and huge consumer awareness, that bus Logan spoke of is now heading directly at Stewart and at Rosie O'Donnell, who with G+J USA publishes *Rosie*.

All summer long, media buyers have been reading about Stewart's alleged involvement in the ImClone insider-trading scandal, which may soon see Stewart testifying before a congressional panel. Meanwhile, O'Donnell and G+J USA are embroiled in a war of words over control of the year-old *Rosie*. Contractually, G+J has the final say over content, but O'Donnell (who told *Mediaweek* last month that her magazine was "boring") increasingly has sought total control over story selection and covers.

In July, O'Donnell signed off on G+J's dismissals of *Rosie* editor in chief Cathy Caverder and creative director Doug Turshen. But after approving the hire of *People* veteran Susan Toepfer as new editor in chief, O'Donnell got cold feet. Both G+J and O'Donnell have hired lawyers, who are trying to hammer out a workable solution before the magazine combusts.

All this Sturm und Drang is taking place just as the 2003 planning season for advertis-

ers is getting under way. "This is the worst possible timing for having these kinds of controversies," says Carol McDonald, a print media manager for OMD/USA. "The fourth quarter is absolutely critical for plans next year. If there is a question about the viability of a publication right now, [media planners] will plan around it, and it will be too late for



Readers will ultimately decide whether O'Donnell's (top) and Stewart's magazines continue with their success.

O'DONNELL: NANCY KASZERMANN/AMA PRESS; STEWART: AP PHOTO

next year. All the money will have been spent."

How much of an impact these crises will have on *MSL* and *Rosie* will be played out in coming months. Through September issues, before both imbroglios took shape, *Martha Stewart Living's* ad pages were up 3.9 percent this year to 1,316, according to the *Mediaweek Monitor*. *Rosie* is up a whopping 89

## Mediaweek Magazine Monitor

WEEKLIES August 19, 2002

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
<b>NEWS/BUSINESS</b>								
BusinessWeek <sup>X</sup>	12-Aug	36.24	13-Aug	50.81	-28.68%	1,843.83	2,355.73	-21.73%
The Economist	10-Aug	31.00	11-Aug	23.00	34.78%	1,461.00	1,719.00	-15.01%
Newsweek <sup>E/X</sup>	19-Aug	31.99	20-Aug	15.65	104.41%	1,074.55	1,002.51	7.19%
The New Republic <sup>3/D</sup>	19-Aug	12.30	20-Aug	4.00	207.50%	249.92	270.94	-7.76%
Time <sup>E/X</sup>	19-Aug	32.25	20-Aug	24.46	31.85%	1,283.74	1,317.64	-2.57%
US News & World Report	19-Aug	12.33	20-Aug	35.20	-64.97%	799.66	855.79	-6.56%
The Weekly Standard <sup>DD</sup>	26-Aug	7.16	20-Aug	8.70	-17.70%	290.80	294.20	-1.16%
<b>Category Total</b>		<b>163.27</b>		<b>161.82</b>	<b>0.90%</b>	<b>7,003.50</b>	<b>7,815.81</b>	<b>-10.39%</b>
<b>SPORTS/ENTERTAINMENT/LEISURE</b>								
AutoWeek	19-Aug	29.83	20-Aug	19.28	54.72%	755.48	930.71	-18.83%
Entertainment Weekly	16-Aug	30.95	17-Aug	23.86	29.72%	1,058.51	1,040.82	1.70%
Golf World	16-Aug	18.50	17-Aug	20.33	-9.00%	968.00	837.85	15.53%
New York <sup>4</sup>	19-Aug	23.00	20-Aug	24.20	-4.96%	1,505.10	1,589.10	-5.29%
People <sup>X</sup>	19-Aug	52.59	20-Aug	51.33	2.45%	2,158.71	2,220.38	-2.78%
The Sporting News	19-Aug	21.42	20-Aug	13.50	58.67%	456.45	398.72	14.48%
Sports Illustrated	19-Aug	29.70	20-Aug	31.50	-5.71%	1,495.23	1,441.17	3.75%
The New Yorker <sup>S</sup>	19-Aug	79.61	20-Aug	73.85	7.80%	1,203.41	1,305.34	-7.81%
Time Out New York	14-Aug	53.13	15-Aug	52.88	0.47%	2,134.98	2,139.53	-0.21%
TV Guide	17-Aug	41.02	18-Aug	49.70	-17.46%	1,390.25	1,705.54	-18.49%
US Weekly <sup>3/D</sup>	19-Aug	36.33	20-Aug	16.67	117.94%	631.66	588.70	7.30%
<b>Category Total</b>		<b>416.08</b>		<b>377.10</b>	<b>10.34%</b>	<b>13,757.78</b>	<b>14,197.86</b>	<b>-3.10%</b>
<b>SUNDAY MAGAZINES</b>								
Parade	18-Aug	10.55	19-Aug	6.91	52.68%	396.95	371.75	6.78%
USA Weekend	18-Aug	10.06	19-Aug	8.21	22.53%	387.77	362.62	6.94%
<b>Category Total</b>		<b>20.61</b>		<b>15.12</b>	<b>36.31%</b>	<b>784.72</b>	<b>734.37</b>	<b>6.86%</b>
<b>TOTALS</b>		<b>599.96</b>		<b>554.04</b>	<b>8.29%</b>	<b>21,546.00</b>	<b>22,748.04</b>	<b>-5.29%</b>

D=2002 double issue; DD=2002 and 2001 double issues; E=estimated page counts; S=2002 special food double issue, 2001 special music double issue; X=YTD 2001 includes an out-of-cycle issue; 3=three fewer issues in 2002 than in 2001; 4=four fewer issues in 2002



## Mediaweek Magazine Monitor

**MONTHLIES** September 2002

percent, to 765 pages.

But those gains may fall off sharply if the magazines' doyennes do not repair the damage soon, according to media buyers for several major advertisers, including Met Life, Fisher Price, Pfizer, Mastercard and Kitchen Aid. Buyers say their clients are taking a wait-and-see attitude on *MSL* and *Rosie*, with "caution" being the operative word for fourth quarter and into next year.

Signs of ad-page strain are beginning to show at *MSL*. The monthly's October issue is expected to be flat with October 2001. "Although the adverse publicity relating to Martha has obviously not been helpful, most of our major advertisers continue to focus on our strong demographics and brand loyalty, and to buy advertising in our media properties," says Suzanne Sobel, *MSL* executive vp of ad sales and marketing.

Over at *Rosie*, "there are concerns" about how the O'Donnell-G+J feud may affect business. "Advertisers have called and asked good questions, and we've talked to them about what's going on," said *Rosie* publisher Joan Sheridan LaBarge.

Neither Sobel nor LaBarge would address whether any advertisers have pulled out of their magazines.

While advertisers are keeping a close eye on both situations, they are more concerned at the moment with *MSL*. "We're a little more cautious about Martha," says Eric Blankfein, vp/director of planning for Horizon Media, whose clients include Ace Hardware and IHOP. Blankfein says neither advertiser has pulled any business. "With *Rosie*, you knew what you were getting with her and her magazine—what you see is what you get. But with *Martha*, the wholesomeness is maybe just a facade," he says.

The intense scrutiny around Stewart "gives us a little bit of pause," adds Steve Moynihan, Arnold MPG senior vp/managing director, whose client Volkswagen advertises in *MSL*. Stewart's situation is being addressed as he plans '03. "We have to ask a few tougher questions about how [the scandal] is impacting their business," Moynihan adds.

"We'll have to look at the [Audit Bureau of Circulations statements] when they come out to see what readers think," says George Jansen, director of print for Mediaedge:cia.

Personality scandals aside, the deal-breaker for most buyers to advertise or not in any magazine comes down to readership. "As long as readership is up, you can't argue with that," says Blankfein. —LG

	RATE BASE (2ND HALF '01)	CIRC. (2ND HALF '01)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>BUSINESS/TECHNOLOGY</b>								
Business 2.0 <sup>L</sup>	550,000 <sup>D</sup>	530,909	60.69	N.A.	N.A.	454.37	N.A.	N.A.
Entrepreneur	540,000	563,534	101.12	97.34	3.88%	962.95	1,015.73	-5.20%
Fast Company	680,000	708,251	86.39	95.83	-9.85%	551.95	739.06	-25.32%
Fortune Small Business <sup>10</sup>	1,000,000	N.A.	49.00	66.11	-25.88%	281.28	345.78	-18.65%
Inc. <sup>E2</sup>	650,000	665,428 <sup>B</sup>	73.32	136.94	-46.46%	549.79	702.82	-21.77%
Red Herring <sup>MA</sup>	325,000	333,810	42.00	94.00	-55.32%	353.00	813.00	-56.58%
Technology Review <sup>10</sup>	275,000	287,221	31.75	21.40	48.36%	117.63	240.74	-51.14%
Upstart <sup>10U</sup>	300,000	307,175 <sup>B</sup>				83.00	358.00	-76.82%
Wired	500,000	515,383	58.24	87.42	-33.38%	508.98	921.89	-44.79%
<b>Category Total</b>			<b>502.51</b>	<b>599.04</b>	<b>-16.11%</b>	<b>3,862.95</b>	<b>5,137.02</b>	<b>-24.80%</b>
<b>ENTERTAINMENT</b>								
Movieline <sup>11/1</sup>	300,000	307,786	33.66	33.00	2.00%	189.81	266.05	-28.66%
Premiere	600,000	617,389	24.33	30.99	-21.49%	258.38	305.27	-15.03%
The Source	460,000	464,644	165.97	194.41	-14.63%	865.41	1,141.66	-24.20%
Spin	525,000	541,506	72.85	96.18	-24.26%	551.95	701.57	-21.33%
Vibe <sup>10</sup>	775,000	800,114	157.95	155.40	1.64%	834.39	870.53	-4.15%
<b>Category Total</b>			<b>454.78</b>	<b>509.98</b>	<b>-10.83%</b>	<b>2,700.94</b>	<b>3,285.08</b>	<b>-17.78%</b>
<b>ENTHUSIAST</b>								
Automobile	625,000	634,006	68.85	57.09	20.60%	588.41	544.05	8.15%
Backpacker <sup>9</sup>	285,000	291,089	56.72	69.02	-17.82%	355.30	469.50	-24.32%
Bicycling <sup>11</sup>	285,000	280,218	37.40	37.84	-1.17%	307.99	369.30	-16.60%
Boating	None	201,171	87.91	95.56	-8.01%	982.58	1,128.20	-12.91%
Car and Driver	1,350,000	1,371,761	84.43	88.17	-4.24%	761.61	815.66	-6.63%
Cruising World	155,000	159,536	103.39	120.39	-14.12%	849.50	990.65	-14.25%
Cycle World	310,000	328,351	72.42	77.00	-5.95%	797.72	865.93	-7.88%
Flying	None	305,050	98.59	105.74	-6.76%	635.59	674.21	-5.73%
Golf Digest	1,550,000	1,567,588	146.73	121.55	20.72%	1,088.21	997.42	9.10%
Golf Magazine	1,400,000	1,400,328	100.56	108.91	-7.67%	1,007.91	1,040.44	-3.13%
Motor Boating	None	125,473	100.23	104.71	-4.28%	941.39	1,080.07	-12.84%
Motor Trend	1,250,000	1,271,620	70.53	73.24	-3.70%	626.80	617.40	1.52%
Popular Mechanics	1,200,000	1,211,630	57.83	48.15	20.10%	570.19	496.83	14.77%
Popular Photography	450,000	452,297	132.00	164.08	-19.55%	1,268.42	1,531.29	-17.17%
Popular Science	1,550,000	1,567,079	50.20	34.00	47.65%	415.14	294.84	40.80%
Power & Motoryacht	None	156,735 <sup>B</sup>	193.79	163.16	18.77%	1,772.48	1,840.54	-3.70%
Road & Track	750,000	787,579	86.19	93.53	-7.85%	831.66	828.56	0.37%
Sailing World <sup>10</sup>	55,000	56,752	48.95	44.04	11.14%	314.44	309.63	1.56%
Stereo Review's Sound & Vision <sup>13</sup>	450,000	453,901	64.62	66.16	-2.33%	416.51	507.12	-17.87%
Tennis <sup>10</sup>	700,000	709,979	58.54	81.85	-28.48%	377.91	459.25	-17.71%
Yachting	132,000	132,846	222.00	229.54	-3.28%	1,514.39	1,564.91	-3.23%
<b>Category Total</b>			<b>1941.87</b>	<b>1983.72</b>	<b>-2.11%</b>	<b>16,424.15</b>	<b>17,425.79</b>	<b>-5.75%</b>
<b>FASHION/BEAUTY</b>								
Allure	850,000	945,631	121.67	123.20	-1.24%	826.02	824.80	0.15%
Cosmopolitan	2,600,000	2,759,448	216.63	220.55	-1.78%	1,337.73	1,459.98	-8.37%
Elle	950,000	961,117	283.37	320.23	-11.51%	1,093.79	1,396.04	-21.65%
Essence	1,050,000	1,053,484	119.50	129.75	-7.90%	766.25	900.43	-14.90%
Glamour	2,100,000	2,201,279	191.08	200.37	-4.64%	1,065.83	1,163.22	-8.37%
Harper's Bazaar	700,000	736,494	269.92	266.27	1.37%	1,008.85	1,210.62	-16.67%
Honey <sup>10</sup>	250,000	260,668	87.24	57.49	51.75%	405.91	338.40	19.95%
In Style <sup>ST</sup>	1,400,000	1,568,777	395.39	394.92	0.12%	2,044.77	1,994.32	2.53%
Jane <sup>10</sup>	600,000	619,166	120.97	127.23	-4.92%	587.20	608.69	-3.53%
Lucky	600,000	693,176	143.22	113.27	26.44%	647.87	451.44	43.51%
Marie Claire	825,000	925,919	200.76	206.84	-2.94%	1,101.52	1,108.09	-0.59%
Vogue	1,100,000	1,192,949	574.31	564.93	1.66%	2,055.71	2,207.13	-6.86%
W	425,000	455,372	359.80	386.20	-6.84%	1,262.72	1,473.21	-14.29%
<b>Category Total</b>			<b>3083.86</b>	<b>3111.25</b>	<b>-0.88%</b>	<b>14,204.17</b>	<b>15,136.37</b>	<b>-6.16%</b>
<b>FOOD/EPICUREAN</b>								
Bon Appétit	1,200,000	1,267,560	86.39	108.29	-20.22%	714.93	838.19	-14.71%
Cooking Light <sup>11</sup>	1,450,000	1,562,339	149.88	94.62	58.40%	900.83	844.91	6.62%
Food & Wine	800,000	978,277	70.73	76.00	-6.93%	789.80	781.07	1.12%
Gourmet	900,000	947,399	90.76	141.84	-36.01%	752.06	857.56	-12.30%
<b>Category Total</b>			<b>397.76</b>	<b>420.75</b>	<b>-5.46%</b>	<b>3,157.62</b>	<b>3,321.73</b>	<b>-4.94%</b>
<b>GENERAL INTEREST</b>								
Atlantic Monthly <sup>11</sup>	450,000	504,336	56.33	41.90	34.44%	337.17	311.21	8.34%
Biography	650,000	733,495	35.00	33.41	4.76%	275.31	314.57	-12.48%
Harper's Magazine	205,000	212,010	19.83	26.41	-24.91%	150.89	193.65	-22.08%
National Geographic	7,700,000	7,664,658	32.07	39.83	-19.48%	284.50	296.35	-4.00%
People en Español <sup>11/+</sup>	325,000	356,152	59.10	89.53	-33.99%	415.09	463.11	-10.37%
Reader's Digest	12,500,000	12,565,779	89.95	82.28	9.32%	750.90	816.97	-8.09%
Savoy	200,000	201,048	49.58	31.50	57.40%	320.51	230.08	39.35%
Smithsonian	2,000,000	2,040,141	50.00	51.86	-3.59%	423.54	477.91	-11.38%
Vanity Fair	1,000,000	1,108,536	284.00	283.15	0.30%	1,229.41	1,271.03	-3.27%
<b>Category Total</b>			<b>675.86</b>	<b>679.87</b>	<b>-0.59%</b>	<b>4,187.42</b>	<b>4,374.88</b>	<b>-4.28%</b>
<b>HEALTH/FITNESS (MEN)</b>								
Flex	150,000	142,253	213.83	173.00	23.60%	1,723.35	1,507.64	14.31%
Muscle & Fitness	None	440,298	153.16	136.83	11.93%	1,328.35	1,286.40	3.26%
Runner's World	505,000	520,684	60.48	44.01	37.42%	349.42	301.86	15.76%
<b>Category Total</b>			<b>427.47</b>	<b>353.84</b>	<b>20.81%</b>	<b>3,401.12</b>	<b>3,095.90</b>	<b>9.86%</b>
<b>HEALTH/FITNESS (WOMEN)</b>								
Fitness <sup>+</sup>	1,050,000	1,168,622	105.92	72.73	45.63%	705.02	509.07	38.49%
Health <sup>10/1</sup>	1,300,000	1,411,174	136.31	92.68	47.08%	718.22	636.25	12.88%
Prevention	3,100,000	3,121,340	97.82	125.12	-21.82%	754.93	823.42	-8.32%
Self	125,000 <sup>Q</sup>	1,332,689	135.00	145.97	-7.52%	824.33	850.28	-3.05%
Shape	1,500,000	1,580,655	88.25	76.54	15.30%	729.03	657.60	10.86%
<b>Category Total</b>			<b>563.30</b>	<b>513.04</b>	<b>9.80%</b>	<b>3,731.53</b>	<b>3,476.62</b>	<b>7.33%</b>
<b>KIDS</b>								
Boys' Life	1,300,000	1,224,829	16.42	19.06	-13.85%	91.45	113.52	-19.44%
Disney Adventures <sup>10</sup>	1,100,000	1,120,344 <sup>B</sup>	36.15	48.68	-25.74%	182.37	186.90	-2.42%
Nickelodeon Magazine <sup>10</sup>	900,000	929,873 <sup>B</sup>	60.21	37.82	59.20%	256.05	221.30	15.70%
Sports Illustrated for Kids	950,000	977,695 <sup>B</sup>	40.77	48.66	-16.21%	239.52	259.18	-7.59%
<b>Category Total</b>			<b>153.55</b>	<b>154.22</b>	<b>-0.43%</b>	<b>769.39</b>	<b>780.90</b>	<b>-1.47%</b>



**MONTHLIES** September 2002

	RATE BASE (2ND HALF '01)	CIRC. (2ND HALF '01)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
<b>MEN'S LIFESTYLE</b>								
Details <sup>10</sup>	400,000	407,778	164.00	161.30	1.67%	558.12	555.79	0.42%
Esquire	650,000	659,386	118.83	129.69	-8.37%	578.16	666.96	-13.31%
FHM <sup>11/4</sup>	750,000	844,127	90.00	78.88	14.10%	559.34	345.38	61.95%
Gear <sup>11/4</sup>	500,000	517,008	59.00	64.00	-7.81%	239.79	241.49	-0.70%
Gentlemen's Quarterly	750,000	758,969	313.72	240.04	30.69%	1,133.50	1,144.77	-0.98%
Maxim	2,500,000	2,553,895	153.42	135.58	16.85%	861.06	840.50	2.45%
Men's Fitness	550,000	589,407	68.24	49.49	37.89%	598.54	548.00	9.22%
Men's Health <sup>10</sup>	1,625,000	1,630,646	124.42	86.16	44.41%	566.01	507.88	11.45%
Men's Journal	600,000	638,462	102.40	119.46	-14.28%	629.86	677.10	-6.98%
Penthouse	None	641,115	41.52	49.17	-15.56%	352.22	395.96	-11.05%
Playboy	3,150,000	3,157,540	34.87	55.55	-37.23%	367.30	449.16	-18.23%
Stuff	1,000,000	1,103,745	87.14	82.31	5.87%	546.76	471.28	16.02%
<b>Category Total</b>			<b>1382.56</b>	<b>1251.63</b>	<b>8.86%</b>	<b>6,990.66</b>	<b>6,844.27</b>	<b>2.14%</b>
<b>OUTDOORS</b>								
Field & Stream	1,750,000	1,752,621	69.22	54.44	27.15%	393.09	353.07	11.33%
Nat'l. Geographic Adventure <sup>10/#0</sup>	350,000	351,238	52.03	70.50	-26.20%	347.97	321.98	8.07%
Outdoor Life <sup>10/1</sup>	1,350,000	1,357,705	57.27	43.67	31.14%	259.46	240.44	7.91%
Outside <sup>++</sup>	600,000	643,454	62.16	68.19	-8.84%	591.50	644.04	-8.16%
<b>Category Total</b>			<b>240.68</b>	<b>236.80</b>	<b>1.64%</b>	<b>1,592.02</b>	<b>1,559.53</b>	<b>2.08%</b>
<b>PARENTING/FAMILY</b>								
American Baby	2,000,000	2,001,922 <sup>B</sup>	63.37	55.19	14.82%	518.36	425.08	21.94%
Baby Talk <sup>10</sup>	2,000,000	2,001,384 <sup>B</sup>	46.87	43.63	7.43%	333.21	293.79	13.42%
Child <sup>10</sup>	1,020,000	939,310	93.27	78.52	18.79%	527.32	443.41	18.92%
FamilyFun <sup>10</sup>	1,450,000	1,389,699	72.52	81.16	-10.65%	452.36	427.26	5.87%
Parenting <sup>10</sup>	2,150,000	1,914,419	129.94	134.99	-3.74%	753.27	712.09	5.78%
Parents	2,200,000	2,005,578	143.66	144.55	-0.62%	1,016.78	961.98	5.70%
<b>Category Total</b>			<b>549.63</b>	<b>538.04</b>	<b>2.15%</b>	<b>3,601.30</b>	<b>3,263.61</b>	<b>10.35%</b>
<b>PERSONAL FINANCE</b>								
Bloomberg Personal Finance <sup>10</sup>	300,000	354,990	26.33	30.20	-12.81%	168.50	253.00	-33.40%
Kiplinger's Personal Finance	1,000,000	1,223,486	46.62	48.40	-3.69%	413.45	493.07	-16.15%
Money	1,900,000	2,195,178	78.56	90.57	-13.26%	589.18	768.17	-23.30%
Mutual Funds	800,000	884,136	34.36	39.48	-12.97%	300.68	406.98	-26.12%
SmartMoney	800,000	809,685	61.15	73.54	-16.85%	491.72	645.80	-23.85%
Worth <sup>10</sup>	500,000	507,691	45.77	43.67	4.81%	331.10	380.59	-13.00%
<b>Category Total</b>			<b>292.79</b>	<b>325.86</b>	<b>-10.15%</b>	<b>2,294.63</b>	<b>2,947.61</b>	<b>-22.15%</b>
<b>SCIENCE</b>								
Discover	1,000,000	1,025,059	20.16	22.07	-8.65%	195.05	237.38	-17.83%
Natural History <sup>10</sup>	225,000 <sup>2</sup>	264,815	27.34	28.33	-3.49%	220.73	216.42	1.99%
Scientific American	655,000	687,437	38.51	18.34	109.98%	213.31	187.84	13.56%
Spectrum, IEEE	None	325,685	37.07	42.21	-12.18%	310.31	440.04	-29.48%
<b>Category Total</b>			<b>123.08</b>	<b>110.95</b>	<b>10.93%</b>	<b>939.40</b>	<b>1,081.63</b>	<b>-13.15%</b>
<b>SHELTER</b>								
Architectural Digest	800,000	822,014	186.39	189.15	-1.46%	1,124.98	1,205.77	-6.70%
Country Living	1,600,000	1,639,626	97.92	90.06	8.73%	755.90	732.03	3.26%
The Family Handyman <sup>10</sup>	1,100,000	1,137,203	56.83	57.50	-1.17%	417.51	404.31	3.26%
Home <sup>10</sup>	1,000,000	1,006,306	83.53	77.33	8.02%	470.04	572.15	-17.85%
House Beautiful	850,000	865,352	86.41	99.27	-12.95%	679.72	706.55	-3.80%
House & Garden	750,000	768,985	160.14	146.51	9.30%	703.89	736.88	-4.48%
Southern Living <sup>13</sup>	2,500,000	2,549,601	132.28	133.75	-1.10%	1,073.69	1,097.26	-2.15%
Sunset	1,425,000	1,459,354	93.39	112.37	-16.89%	796.80	868.81	-8.29%
This Old House <sup>10H</sup>	925,000 <sup>2</sup>	1,075,058	95.47	108.19	-11.76%	600.10	633.18	-5.22%
<b>Category Total</b>			<b>992.36</b>	<b>1014.13</b>	<b>-2.15%</b>	<b>6,622.63</b>	<b>6,956.94</b>	<b>-4.81%</b>
<b>TEEN</b>								
CosmoGirl <sup>10</sup>	750,000	838,964	105.00	89.79	16.94%	442.75	423.10	4.64%
Seventeen <sup>V</sup>	2,350,000	2,333,126	190.36	204.09	-6.73%	1,008.65	1,038.25	-2.85%
Teen People <sup>10</sup>	1,600,000	1,639,107	140.89	156.76	-10.12%	714.04	790.07	-9.62%
YM <sup>11/4</sup>	2,200,000	2,206,078	168.32	131.04	28.45%	748.96	572.79	30.76%
<b>Category Total</b>			<b>604.57</b>	<b>581.68</b>	<b>3.94%</b>	<b>2,914.40</b>	<b>2,824.21</b>	<b>3.19%</b>
<b>TRAVEL</b>								
Condé Nast Traveler	750,000	772,476	165.64	163.28	1.45%	897.93	1,034.20	-13.18%
Travel + Leisure	925,000	1,012,305	171.83	187.48	-8.35%	988.46	1,224.23	-19.26%
Travel Holiday <sup>10</sup>	650,000	659,505	63.83	56.74	12.50%	622.36	603.60	3.11%
<b>Category Total</b>			<b>401.30</b>	<b>407.50</b>	<b>-1.52%</b>	<b>2,508.75</b>	<b>2,862.03</b>	<b>-12.34%</b>
<b>WEALTH</b>								
Robb Report	None	100,526				553.31	887.30	-37.64%
Town & Country	425,000	433,771				940.51	1,021.96	-7.97%
<b>Category Total</b>			<b>DID NOT REPORT</b>	<b>DID NOT REPORT</b>		<b>1,493.82</b>	<b>1,909.25</b>	<b>-21.76%</b>
<b>WOMEN'S LIFESTYLE</b>								
Heart & Soul <sup>10</sup>	300,000	316,122	42.42	31.33	35.40%	281.91	218.73	28.88%
Martha Stewart Living	2,150,000	2,437,970	198.74	177.20	12.16%	1,315.97	1,267.16	3.85%
More <sup>10</sup>	650,000 <sup>2</sup>	632,520	64.91	66.38	-2.21%	380.35	460.51	-17.41%
O, The Oprah Magazine	1,900,000	2,751,563	160.47	160.72	-0.16%	982.28	970.07	1.26%
Real Simple <sup>10</sup>	700,000	864,891	98.10	70.30	39.54%	510.50	341.00	49.71%
Rosie <sup>RY</sup>	3,500,000	3,613,055	128.00	89.52	42.98%	765.21	404.27	89.28%
Victoria	950,000	976,795	30.73	45.68	-32.73%	273.08	272.07	0.37%
<b>Category Total</b>			<b>723.37</b>	<b>641.13</b>	<b>12.83%</b>	<b>4,509.30</b>	<b>3,933.81</b>	<b>14.63%</b>
<b>WOMEN'S SERVICE</b>								
Better Homes and Gardens	7,600,000	7,601,377	186.83	182.96	2.12%	1,383.23	1,318.97	4.87%
Family Circle <sup>1/15/F</sup>	4,600,000 <sup>2</sup>	4,712,548	159.87	155.17	3.03%	958.55	930.81	2.98%
Good Housekeeping	4,500,000	4,527,447	120.79	132.51	-8.84%	1,044.61	1,125.73	-7.21%
Ladies' Home Journal	4,100,000	4,100,675	119.94	119.31	0.53%	878.58	889.68	-1.25%
Redbook	2,250,000	2,321,233	142.23	127.22	11.80%	856.64	930.90	-7.98%
Woman's Day <sup>17</sup>	4,350,000 <sup>2</sup>	4,257,742	155.31	184.84	-15.98%	1,064.31	1,173.93	-9.34%
<b>Category Total</b>			<b>884.97</b>	<b>902.01</b>	<b>-1.89%</b>	<b>6,185.92</b>	<b>6,370.02</b>	<b>-2.89%</b>
<b>MEDIAWEEK MONITOR TOTALS</b>			<b>14537.42</b>	<b>14491.01</b>	<b>0.32%</b>	<b>92,092.12</b>	<b>96,587.26</b>	<b>-4.65%</b>

Rate base and circulation figures according to the Audit Bureau of Circulations for the second half of 2001, except: B=audited by BPA International; A=Sept. 2001 including two issues; E=publisher's estimate; F=Both 2002 and 2001 figures include two September issues; H=includes interiors SIP; 7.92 pages in 2002, 10.93 pages in 2001; L=re-launched in Sept. 01; M=moved from biweekly to monthly in Nov. 2001; O=Sept./Oct. issue in 2001; Q=raised rate base during period; R=launched in May 2001; S=publishes four specials in 2002; T=Sept. 2002 figure includes fourth special issue of 30.36 pages; U=Dec. 2001/Jan. 2002 issue not counted in 2002 YTD; V=2002 YTD includes August newsstand special issue of 11.91 pages; Y=2001 YTD includes only May-Sept. ad pages; 1=will publish one fewer issue in 2002 than in 2001; 2=will publish two fewer issues in 2002; 9=published 9 times; 10=published 10 times; 11=published 11 times; 13=published 13 times; 15=published 15 times; 17=published 17 times; +=will publish one more issue in 2002 than in 2001; ++=will publish two more issues in 2002; #=will publish four more issues in 2002

CHARTS COMPILED BY AIMEE DEEKEN

# 60sec. With



**Chris Evert**  
Publisher, *Tennis*

**Q.** What is your role as publisher of 'Tennis'? **A.** I'm more of a spokesperson for the magazine. I write my (Chrissie's Page) column, and during major tournaments I talk to potential sponsors. There are other executives that sell the ad pages.

**Q.** What interested you about getting involved? **A.** I grew up with *Tennis* magazine. I believed in it, and that's why I wanted to become a part of it. The magazine has a little bit of everything for everybody.

**Q.** Since you know so much about the game, can you still get anything out of 'Tennis'? **A.** Just because I was a tennis professional on the tour doesn't mean necessarily that I'm a qualified coach. I know most of the players, so reading about them doesn't surprise me; but when I read the instructional [tips], I learn new things all the time.

**Q.** With all the interest in women's tennis now, is this a chance for 'Tennis' to focus more on their game? **A.** It's always been fifty-fifty in terms of coverage. The magazine gave the women a lot of ink even when women's tennis wasn't as exciting.

**A.** On Aug. 23, 'Tennis' will host a 'Grand Slam' promotional event at New York's Grand Central Terminal. Will you be on the court hitting some balls? **Q.** I hope not! That's not the purpose of this whole thing. I think people would rather see the current pros play. We'll have Pete Sampras and Lindsay Davenport. Basically, it's a celebration of the U.S. Open a few days before it kicks off.

**Q.** Do you ever play a set or two with 'Tennis' advertisers? **A.** Usually, when I do things for *Tennis* I do clinics rather than play. It's pretty instructional—it's about how to help them with their game.

**Q.** So you don't have to embarrass them, right? **A.** Or myself!



# Calendar

The National Association of Black Female Executives in Music and Entertainment will present its **International Women's Leadership Summit** Aug. 29- Sept. 1 at the Sheraton Centre Toronto. For information, visit [www.womenet.org](http://www.womenet.org).

The **Audit Bureau of Circulations** will kick off a series of **circulation-specific full-day seminars** for newspaper-industry professionals Sept. 12 at the Holiday Inn O'Hare International in Chicago. Seminars will also be held in the New York area, Los Angeles and Atlanta. Contact: 847-879-8261.

The **NAB Radio Show** will be held Sept. 12-14 at the Washington State Convention and Trade Center in Seattle. Keynoters will include TV and radio personality Bill O'Reilly. Contact: [www.nab.org/conventions/radio](http://www.nab.org/conventions/radio).

**American Business Media** will present a **Publishers' Roundtable** Sept. 19 at the Hotel Monaco in Chicago. Topics will include sales motivation and compensation and revenue-generating editorial extensions. Contact: 212-661-6360.

The National Association of Broadcasters will present the **Hundred Plus Exchange**, a conference addressing the needs of small-market broadcasters, Sept. 20-22 at the Pointe South Mountain Resort in Phoenix. Contact Carolyn Wilkins at 202-429-5366 or [cwilkins@nab.org](mailto:cwilkins@nab.org).

The **National Association of Minorities in Communications** will present its **annual conference**, this year themed *The Digital Connection: Creating a World Without Boundaries*, Sept. 23-24 at the Millennium Broadway Hotel in New York. Conference co-chairs are Chuck Dolan, chairman, Cablevision Systems Corp.; and Anne Sweeney, president of Disney Channel Worldwide and ABC Cable Networks Group. Contact: 212-838-2660.

**American Demographics** magazine will present a seminar titled **"Busting Boomer Myths,"** Oct. 9 in a New York location TBA. Contact: 917-981-2936.

# Inside Media

## NEWS OF THE MARKET

### Fox Launches Early-Evening News in NYC

Fox is flexing its news muscle in the New York market. On Aug. 12, the network's WNYW-TV launched newscasts at 5 and 6 p.m., both concentrating heavily on local coverage. The 5 p.m. newscast airs weekdays with station veterans John Roland and Linda Schmidt anchoring; the 6 p.m. news airs seven days a week, anchored by the 10 p.m. on-air team of Rosanna Scotto and Len Cannon. The move follows Fox's recent introduction of early-evening newscasts in Atlanta and Detroit that have helped boost Fox's prime-time ratings in those markets.

### WCBS-FM Closes Doo-Wop Shop

After a 27-year run, a New York institution, WCBS-FM's Sunday-night *Doo-Wop Shop* is going off the air. The program's last broadcast, hosted by Don K. Reed, will be Aug. 25. Joe McCoy, program director for the Infinity Broadcasting-owned Oldies outlet, said the program was drawing the older segment of the station's audience but not the 25-54 demo it needs to be competitive. WCBS listeners picketed the station on Aug. 14 in hopes of saving the program.

### Court Reverses on RDA Recap Plan

The Delaware Supreme Court last week reversed an earlier decision and issued a preliminary injunction against Reader's Digest Association, which planned a recapitalization that would have simplified its stock structure by converting all of its shareholders' stock to one vote per share (*Mediaweek*, April 29). A number of shareholders had filed suit against the Pleasantville, N.Y.-based publisher and direct marketer. The effort to block recapitalization of RDA stock is one of several points of difference among the same shareholders, who earlier this year argued against the \$760 million purchase of Reiman Publications. RDA is reviewing the Delaware court's ruling.

### Time Inc.'s Moore Makes Executive Moves

In her first high-level moves since becoming chairman/CEO of Time Inc. last month, Ann Moore last week named two new executive vps: Nora McAniff, most recently president of the People Group, which includes the flagship, *Teen People* and *People en Español*; and John Squires, president of *Entertainment Weekly*. They join Jack Haire, Richard Atkinson and Mike Klingensmith

(who added *Time* magazine to a portfolio comprising the American Express Publishing Corp., Time4 Media and *Sports Illustrated*). All executive vps report directly to Moore. McAniff will continue to oversee the People Group but will now have the added responsibilities of the women's monthlies: *In Style*, the Parenting Group and *Real Simple*. McAniff will also oversee Time Inc.'s relationship with *Essence*. Squires will be responsible for consumer marketing and act as a liaison with sister company AOL. He will continue to oversee *EW*. In addition, *People* publisher Peter Bauer was named president.

### CCU to Lay Off 170 in Ackerley Merger

In a recent filing to the Securities and Exchange Commission, Clear Channel Communications said it would lay off about 170 employees related to its recent purchase of the Ackerley Group. The San Antonio-based company has already spent about \$40 million in restructuring operations, including closing the Ackerley corporate office in Seattle. Furthermore, Clear Channel already laid off 630 employees and closed offices in Dallas and Austin as a result of restructuring associated with the purchase of AMFM and SFX Entertainment in 2000.

### AAA Adds Fifth Station in Peoria

AAA Entertainment, a privately held radio group with 20 radio stations in smaller markets, has added its fifth station in Peoria, Ill., through a deal with Kelly Communications. In exchange for Adult Contemporary WCNL-FM plus cash, AAA added Country WXCL-FM to its current cluster, including Rock WWCT-FM, Classic Hits WDQX-FM, Contemporary Hit Radio WZPW-FM and Adult Contemporary WJPL-FM.

### Suit by Former Barron's Exec Proceeding

A former sales executive for *Barron's* is moving ahead with a lawsuit filed against parent Dow Jones & Co. alleging that senior executives permitted employees to charge personal-entertainment expenses to their corporate accounts. Plaintiff Patrick Allocco left *Barron's* in January 2001 after eight years with the financial weekly. A federal judge dismissed the part of Allocco's suit that dealt with his exit, but attorneys for both sides are due back in federal court in New York next month to take up the parts involving the alleged expense-account abuses. ■



# Movers

## NETWORK TV

**Sonja Piper Dostl**, most recently head of drama programming at Studios USA, has joined UPN as senior vp of drama development. At Studios USA, Dostl developed the new CBS series *Robbery Homicide Division*, as well as the new NBC drama *American Dreams*. Prior to joining Studios USA, she was vp of development and current programming at Imagine Television and also served as director of development and current programming at ABC.

## TV STATIONS

**Ron Longinotti** was named vp and general manager of CBS owned-and-operated KPIX-TV in San Francisco. Longinotti had been vp/gm of NBC affiliate KGW-TV in Portland, Ore., since 1999. Previously, he was president and general manager of KOTV in Tulsa, Okla. He will work alongside Jerry Braet, vp and gm of KBHK-TV, Viacom's San Francisco UPN station. Braet had been serving as interim vp/gm of KPIX-TV...**Ramon Pineda** was named vp/gm of Univision Network stations KTVW in Phoenix and KUVE in Tucson. Pineda, who will be based in Phoenix, will also oversee operations at Univision-owned TeleFutura Network stations KFPH in Phoenix and KFTU in Tucson. Previously he was vp/gm of Tele-mundo's WNJU-TV in New York...**Gary Schneider** was named vp/gm of KEYE-TV, the CBS O&O in Austin, Texas. Most recently, Schneider was with ROI Interactive, which he founded.

## MAGAZINES

**Michela O'Connor Abrams**, the onetime president of Imagine Media's business division, was named to the new post of president/publisher of San Francisco-based design title *Dwell*. Also, senior editor **Allison Arieff** was promoted to editor in chief, succeeding Kerrie Jacobs...**Reed Foster**, formerly publisher of Hearst Magazines' *Classic American Homes*, which ceased publication in 2000, has been named associate publisher of Hachette Filipacchi Media's *Woman's Day*...*Budget Living*, the lifestyle and personal-finance title launching in October, has named **Alex Bhattacharji**, previously senior editor at *Men's Journal*, as executive editor.

# Media Elite

EDITED BY ANNE TORPEY-KEMPH

## Quicktakes

**MARK HECKMAN HAS RAISED** outdoor advertising to an art—that is, he raises his art to the lofty heights of outdoor. The Grand Rapids, Mich.-based artist/political activist buys billboard space along well-traveled routes in the Lake St. Clair, Saugatuck and Grand Haven areas and, basically, waits for the TV crews to show up. That's how he spreads his messages, most recently a Colin Powell spoof addressing sewage overflow. The placements, mostly with market-dominating outdoor player Viacom, set Heckman back about \$4,000 a month, but they're effective. The local TV stations ate this one up. No word on how it went

down with the Secretary of State...Radio talk show host **Bruce Williams** is on a mission to convince the government to reopen the Statue of Liberty, which has been closed to the public since Sept. 11. Williams has taken his message to his daily show and to his Web site ([www.brucewilliams.com](http://www.brucewilliams.com)), urging listeners to write to the proper authorities. Williams argues that the U.S. can send a clear message to the terrorists that "You lose." He's aiming for a Sept. 11 re-opening...**Jane Pratt** is full of surprises. First she signs Pamela Anderson as a columnist opining on issues such as parenting and domestic abuse, then she pulls a really classy move by flipping the September-issue masthead to give top honors to the 22 summer interns who worked on the mag's fifth-anniversary issue. Kudos...*CosmoGIRL!* edi-

tor in chief **Atosa Rubenstein** is thinking ahead, *way* ahead. By 2024, the youngest of *CosmoGIRL!*'s current readers will be old

enough to run for president, and Rubenstein wants to empower them to reach that goal—or any other leadership position they might aspire to. Rubenstein's "Project 2024" kicks off in the September issue, featuring interviews with prominent women leaders in government and business and accompanying "workbooks" that help readers translate the skills to their own lives. Tops among Rubenstein's own role models: her mom, and women's-mag legend Helen Gurley Brown, who showed

her the ropes in the business. Among the leader role-models to be interviewed in the first several Project 2024 sections will be Lifetime Entertainment CEO **Carole Black** and MTV Networks president **Judy McGrath**. Says Rubenstein, "We're not just telling girls, 'You will be a CEO someday.' We take these interviews and make them into a workbook so they are actionable today."...NBC chairman **Bob Wright** has been selected by the Broadcasters' Foundation as the 2003 recipient of the industry's top honor, the Golden Mike Award, which recognizes outstanding contributions to radio and television. There's plenty of time to get the black-tie ensemble together: Wright will receive the award at the foundation's annual gala at New York's Plaza Hotel in February. ■



Rubenstein is prepping her readers to be leaders.



Broadcasters' Golden boy: Wright



Heckman's outdoor placement got TV coverage as an added value.



# Media Person

BY LEWIS GROSSBERGER



## Peaches for Beaches

RIGHT NOW SOME OF YOU ARE LYING ON THE BEACH, YOUR VULNERABLE epidermises sunblocked to a fare-thee-well (and/or sheathed in sun-insect-and-radiation-repellent mesh, plus sombrero and shades). You're happy to be away from work but getting a little bored. You for-

got your beach book, you silly goose, and now you have nothing to do but swim and play volleyball, both extremely taxing. Not to worry. Media Person is here with the perfect bag of books for your summer reading pleasure. Just reach in, grab one and read 'er up!

*The Financial Life Of Martha S.* by Anonymous. A runaway best seller in Europe, this shocking memoir relates the gripping story of one woman's astonishingly unfettered and candid life between the spreadsheets. From an early age, the author confesses, she has secretly led an investment life of wild abandon, wantonly throwing herself at stocks, bonds, mutual funds and even convertible debentures. Unable to resist a tip from an attractive businessman, she once went so far as to invite the entire board of directors of a multinational corporation into her boudoir, ostensibly for the purpose of cookies and wild sex but in reality to get insider-trading tips.

*The Danny Diaries* by Dan Rather. A satirical look at the television industry through the eyes of a disillusioned young man who disguised himself as an anchorman for 40 years in order to write a searing exposé—only to discover that he really likes network news a lot.

*Dear Deadly Daddy Dearest* by Victoria Gotti. When she hears a rumor at her beloved father's funeral that he died in a federal penitentiary, a sensitive young woman is shocked to discover that some people thought Daddy might have had mob connections.

*Close Call* by Randall Smegler. The assistant manager of a Wal-Mart store in Connecticut tells how he cheated death in the ordeal of Sept. 11 by flunking the test to become a New York City firefighter and moving out of town a year before the disaster occurred.

*The Bridges of John Adams* by David McCullough and Robert James Waller. Two best-

selling authors team up to produce a tender novel about what happens when a lonely New England housewife encounters a former president of the United States who is looking for his missing false teeth.

*Abdominal Disclosure* by Robert A. Caro. The eighth book in a masterful, multivolume biography of Lyndon B. Johnson focuses on the notorious surgical scar showing-off episode. Drawing on 12 years of meticulous research, the author proves that Johnson manipulated the media and the public to elicit sympathy for himself and not, as he maintained, to educate Americans on the need for annual checkups.

*Love It or Kiss My Ass* by Dinesh D'Souza. The author of *Why Liberals Suck* argues that America is really nice and cute and anyone who says different is a jerk and should shut up

hood by Rebecca Wells. Two generations of Southern women are flabbergasted to learn that a third generation contained several males pretending to be women in this thought-provoking sequel to the popular novel.

*Satan's Zip Code* by Tim LaHaye and Jerry B. Jenkins. In volume 63 of the popular "Left Behind" series, the forces of good, battling to save our planet from the forces of evil, discover that the U.S. Postal System is actually Hell.

*I'm Starting to Run Out of World War II Veterans to Interview* by Tom Brokaw. More personal histories of members of the "greatest generation" in a collection that one critic called "oddly familiar though uninspired."

*Tom Clancy's Big Book of Barbecue* by Tom Clancy. Called out of comfortable retirement when Reform Jewish terrorists complain loudly about some bad chopped liver in a deli on Manhattan's Upper East Side, former CIA agent Jack Ryan rushes to the scene and douses them with low-cal mayonnaise.

*Lucky Stiff* by Jackie Gleason. Several decades after being diagnosed as deceased, the rotund comedian describes how he decided to

## In 'Z' Is for Zzzzz, Kinsey Millhone contemplates suicide after realizing that there are no more letters left in the alphabet.

or he'll slap them and he's not kidding, so watch it.

*Stupid White Men—Not Including Me!* by Michael Moore. Another entertaining polemic from the author of *I'm Not Quite as Funny as I Think*, who argues that corporate greed is a bad thing and that he could beat up Dinesh D'Souza so easily that his baseball cap wouldn't even fall off.

*"Z" Is for Zzzzz* by Sue Grafton. The California private eye Kinsey Millhone contemplates suicide after realizing that there are no more letters left in the alphabet.

*One More Divine Secret of the Ya-Ya Sister-*

ignore his doctors' advice to lie down and cease all movement. Instead he resolved to battle against his condition and defy the prejudiced thinking that condemns the "departed" to miserable, cramped, silent existences.

*Why I Love Baseball* by Oscar Wilde. Recently discovered in an old locker room, this unexpected essay by the famous writer reveals a secret passion for men in tight flannels swinging bats. Wilde uncorks some of his inimitable epigrams, such as "Hitting the breaking ball is almost as difficult as breaking out of the Reading Gaol" and "Kill the ump? I don't know; he's kind of cute." ■



# Nominate MEDIaweek's Media All-Stars 2002

Cast your vote for this year's "A" list of Media Professionals!

If you know someone who has what it takes to compete for our **2002 Media All-Stars Awards**, then we invite you to submit your ballot by **Wednesday, September 18th**.

In order to nominate, **YOU MUST** be a working media professional, media sales rep or research supplier doing business with agencies and buying services. Your nominee should work in an advertising agency media department or at a media agency. People who buy, plan or research media buys, as well as media agency executives are eligible.

If your nominee is ready to join last year's elite winners, please visit [www.mediaweek.com](http://www.mediaweek.com) and indicate reasons why you think your nominee should be selected and tell us some of his or her specific accomplishments.

## Last Year's Winners by Category

### PRESIDENT'S AWARD

ROBERT A. FRANK | *SFM Media*, New York

#### MEDIA EXECUTIVE

RICH HAMILTON  
*Zenith Optimedia Group*  
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#### PLANNING

LAURIE GREENE  
*Round 2 Communications*  
San Francisco

#### RESEARCH

TONY JARVIS  
*MediaCom*  
New York

#### RADIO

RICH RUSSO  
*JL Media*  
Union, N.J.

#### OUT-OF-HOME

STAN NYGARD &  
STERLING PILE  
*Outdoor Vision* | Los Angeles

#### NATIONAL TELEVISION

MARC GOLDSTEIN  
*MindShare* | New York

#### MAGAZINES

MELISSA PORDY  
*Zenith Optimedia Group*  
New York

#### SPOT TV

KATHY CRAWFORD  
*Initiative Media North America*  
Los Angeles

#### NEWSPAPERS

JEFF PIPER  
*Carat Press*  
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#### NON-TRADITIONAL MEDIA

GUY MCCARTER  
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The **2002 Media All-Stars Awards Luncheon** will be held in New York City  
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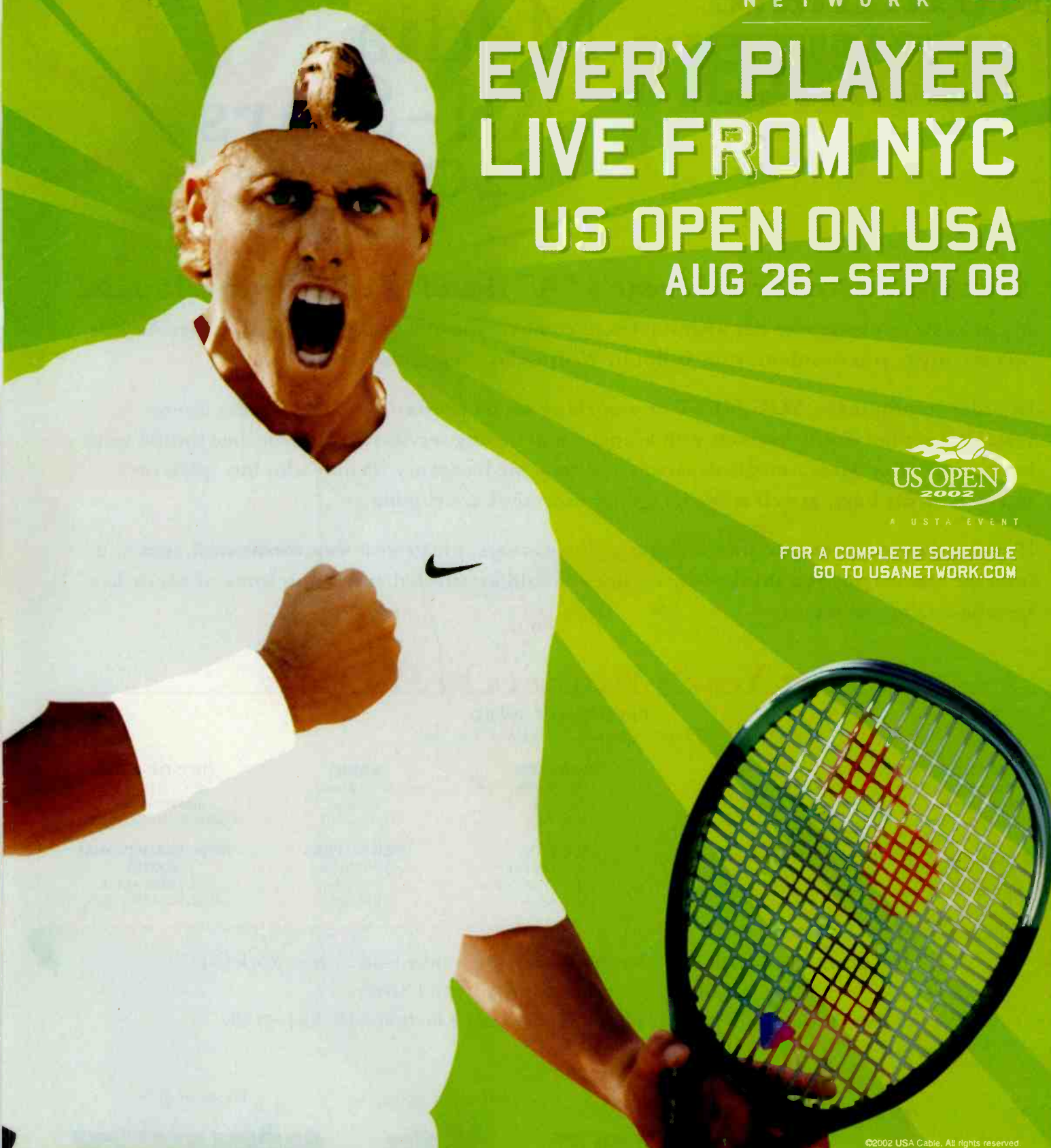
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