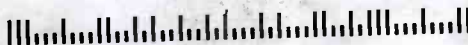


MEDIAWEEK

#BXNDWJ *****3-DIGIT 078
#MWO098348# JUN04 ED9 485
LAURA JONES
WALDENBOOKS
42 MOUNT PLEASANT AVE
WHARTON, NJ 07885-2120



VOL. 12 NO. 41

THE NEWS MAGAZINE OF THE MEDIA

NOVEMBER 11, 2002 \$3.95

Deregulation to Pick Up Speed

New Commerce chair McCain expected to push FCC's hand on ownership rules **PAGE 4**

THE MARKETPLACE

Honed for The Holidays

Broadcasters hope solid year-end carries into '03

PAGE 5

TELEVISION

Universal Pulls Rank Into Cable

OMP exec switches sides to sell USA, Sci Fi, others

PAGE 5

CABLE TV

Agencies Eager For Overnights

Buyers want Nielsen data for smaller nets

PAGE 6

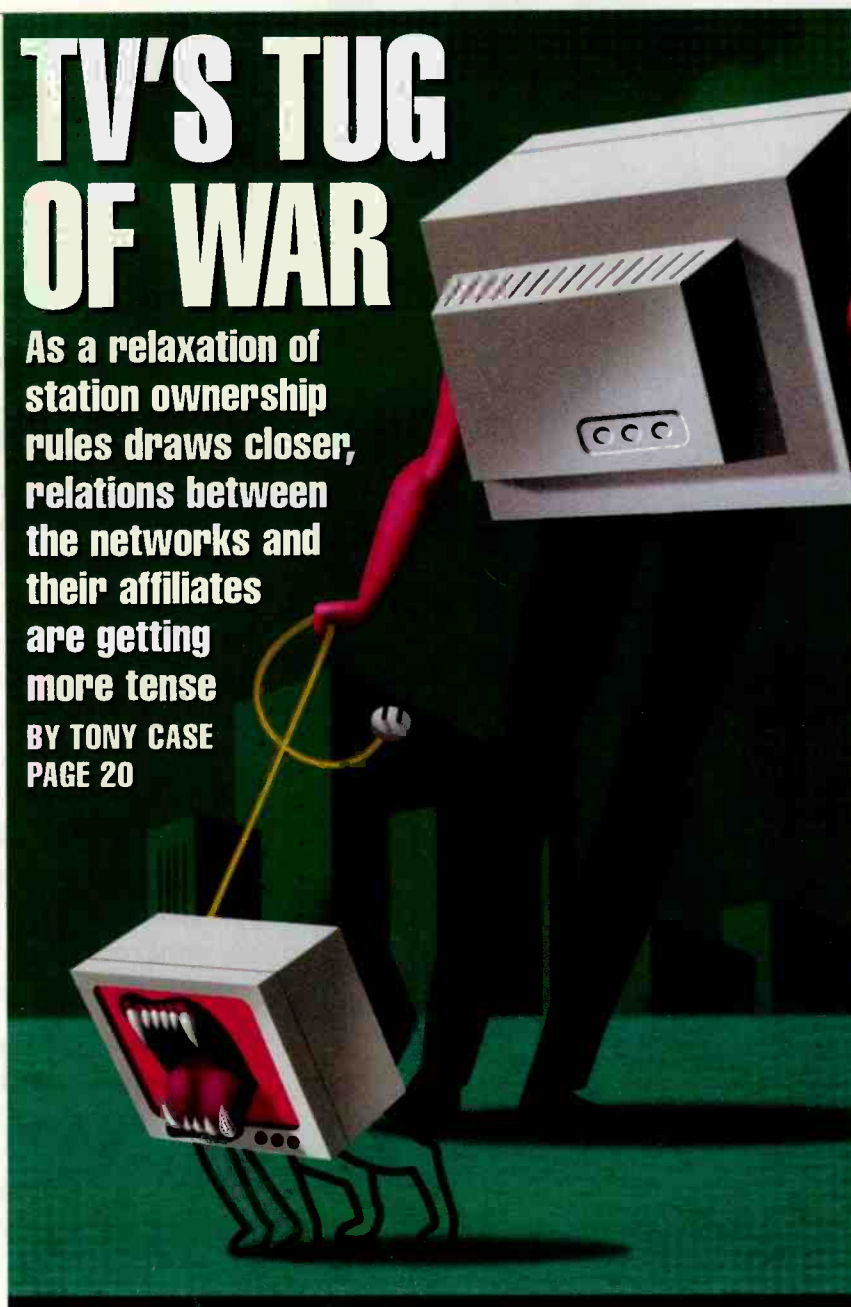
Mediaweek Magazine
Monitor **PAGE 34**



TV'S TUG OF WAR

As a relaxation of station ownership rules draws closer, relations between the networks and their affiliates are getting more tense

BY TONY CASE
PAGE 20



MARKET INDICATORS

NATIONAL TV: STRONG
Remain ng first-quarter inventory is being gobbled up with some younger-skewing ad categories even buying up scatter time in the older-skewing evening news daypart.

NET CABLE: HEALTHY
Buoyed by holiday sales and year-end auto clearances, fourth-quarter scatter is nearly sold out. Deals are working for first quarter, along with a few for second.

SPOT TV: TIGHT
With many advertisers having held budgets until the end of the political season, many markets are now tight through November as entertainment, retail and telecom come on strong for the holidays.

RADIO: STEADY
Brisk business from auto, real estate, entertainment, fast food, beverages, restaurants and supermarkets continue to apply pressure to ad rates.

MAGAZINES: BUSY
Women's lifestyle and service titles cite growth in new pharmaceutical and health and beauty products for first quarter. Packaged goods and automotive are holding strong.

STUART BROWN



One awful addition.

Two very good ones.

abc Daytime Direction

2300+ stations

Excellent Top 10 &

Top 25 market coverage

abc Morning News

1500+ stations

80% of inventory clears in

ABC News Radio broadcasts

UNLIKE SOME ADDITIONS, YOU'LL APPRECIATE OUR TWO NEW NETWORKS.

We're changing the look of radio, with a fresh new line-up. Our two new RADAR® networks are leaders in ratings and audience delivery. And there's more. We've changed our network names, so you'll know exactly what you're getting, with the specific audiences you want. No confusion. Just a great line-up. Now, your choice has never been easier.

**LIKE OUR NEW LOOK? CALL US AT 212-735-1700
OR VISIT US AT WWW.ABCRADIO.COM.**

abc RADIO NETWORKS
america listens to abc

At Deadline

■ CABLE, TV MANUFACTURERS STILL AT ODDS

The cable industry and TV-set makers at press time still had not reached an agreement on standards to allow digital TV sets to plug directly into cable outlets without a set-top box, but are "on a constructive path," said Robert Sachs, president/CEO of the National Cable & Telecommunications Association. "No final agreement has been entered into." Talks are expected to continue for several weeks. The aim is to make digital TVs easy to connect to the cable lines that deliver video to most American TV homes. One stumbling block: whether set makers will agree to restrictions on how users can make copies using digital equipment. Makers of movies and TV programs fear digital pirates will steal their fare.

■ CBS SUES ABC OVER *CELEBRITY*

CBS, home to hit reality series *Survivor*, is suing ABC over its planned midseason reality series titled, *I'm a Celebrity...Get Me Out of Here!* Like *Survivor*, the ABC show features a group of contestants competing against one another in physical challenges. Unlike *Survivor*, the viewing audience of *I'm a Celebrity*—rather than fellow contestants—will vote to eliminate show participants. If CBS is unsuccessful in its legal action, the ABC show is scheduled to air during the February sweeps. Last year, CBS sued, then settled with, Fox over *Boot Camp*, which CBS claimed copied the *Survivor* concept.

■ BONNEVILLE BUYS 15 STATIONS

Bonneville International, the 12th-largest radio group, announced last week it will acquire 15 radio stations in three markets in the Southwest and Midwest regions from Simmons Media Group, for \$173.5 million. If approved by the Federal Communications Commission, the acquisition would give Bonneville a total of four radio stations in Salt Lake City, where it already owns News/Talk KSL-AM, two TV stations (NBC affiliate KSL-TV and Pax affiliate KCSG), and, through a sister company, daily newspaper the *Deseret News*. Unless Bonneville gets a waiver, the deal would put it in violation of the cross-media ownership rule currently under review by the FCC.

■ MEREDITH ROLLS OUT CHRYSLER CUSTOM PUBS

Meredith Corp., publisher of *Ladies' Home Journal*, last week rolled out custom-published lifestyle magazines for each of Chrysler Group's Chrysler, Jeep and Dodge brands. Created by Meredith's Integrated Marketing group with involvement from Chrysler Group and agency BBDO Detroit, the three perfect-

bound, semi-annual glossies each have a circulation of 2 million. The magazines will be distributed to Chrysler, Jeep and Dodge car owners via direct mail and dealerships. A second mailing is expected next spring. The project is Chrysler Group's first collaboration with a major publisher.


■ REVAMPED *EARLY SHOW* GETS RATINGS BOOST

In its first week on the air (Oct. 28–Nov. 1), CBS' revamped *The Early Show* increased its household ratings 4 percent from the previous week to a 2.2 rating/8 share and increased total viewers 200,000 to 2.8 million. However, NBC's *Today* enjoyed its best weekly household ratings since the May sweeps, recording a 5.3/19, with 6.5 million viewers. ABC's *Good Morning America* recorded a 3.9/14, with 4.8 million viewers

■ **ADDENDA:** As part of BET's move to centralize programming in New York, **Curtis Gadson**, executive vp of entertainment programming, will leave the network after 10 years. In other BET news, Louis Carr, executive vp for broadcast media sales, was promoted to president of the department...Four **MTV** executives have been promoted to executive vps: Tom Calderone was promoted to executive vp, music and talent programming, MTV and MTV2; Lois Curren, who is responsible for developing *The Osbournes* and *FM Nation*, was promoted to executive vp, series and movie development, MTV; John Miller, who helped develop *Jackass*, was named executive vp, series and animation, MTV; and Dave Sirulnick was named executive vp, news and production, MTV...**Premiere Radio Networks** said it will cancel *The Suze Orman Show* at the end of the year—it started distributing the show in January...**Arbitron** response rates for the Summer 2002 survey were the worst on record, dropping to 32.6 percent from 34.4 percent a year ago and 36.6 percent in 2000...**Christina Ferrari** and **Henry Muller**, the just-married veteran Time Inc. editors, will launch an English-language lifestyle magazine in Switzerland that will target foreigners and natives of Switzerland. The unnamed magazine launches in early 2003...**Mark Feldman**, former COO of TVN Entertainment, was named president/CEO of Univision and Televisa's joint venture digital cable and satellite TV networks.

■ **CORRECTION:** In the Oct. 21 Magazines Special Report piece "Where the Action Is," the number of ad pages through September for *Elle Decor* should have been 188. The figure was listed in the household furnishings category.

**INSIDE
MEDIaweek**



Belo's Sander says network comp payments to affiliates will decline further Page 20

**Local Media 9
Market Profile 10
Media Elite 26
Magazines 33**

MEDIaweek (ISSN 0155-176X, USPS 885-580) is published 46 times a year. Regular issues are published weekly except 7/8, 7/22, 8/5, 8/26, 12/23 and 12/30 by VNU Business Publications USA., 770 Broadway, New York, NY 10003. Subscriptions are \$149 one year, \$249 two years. Canadian subscriptions are \$342 per year. All other foreign subscriptions are \$319 (using air mail). Registered as a newspaper at the British Post Office. Canadian Post Publication Agreement Number 1430238. Periodicals postage paid at New York, NY, and additional mailing offices. Customer Service Email: mediaweek@espcomp.com. Subscriber Service 800-562-2706. MEDIaweek, 770 Broadway, New York, NY, 10003. Editorial: New York, (646) 654-5250; Los Angeles, (323) 525-2270; Chicago, (312) 583-5500. Sales: (646) 654-5125. Classified: (1-800-7-ADWEEK). POSTMASTER: Send address changes to Mediaweek, PO Box 16809, North Hollywood, CA 91615-9467. If you do not wish to receive promotional material from mailers other than ADWEEK Magazines, please call (800) 722-6658. Copyright 2002, VNU Business Media, Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher. Reprints (651) 582-3800.

Nielsen to Weight Spanish-Speakers in Key Markets

Beginning Dec. 30, Nielsen Media Research will weight its TV audience sample by language preference in six metered markets with large Spanish-speaking populations: Los Angeles, New York, Miami, Houston, San Antonio and San Diego. "Weighting [Spanish] spoken in Hispanic households improves the accuracy of the reported daily household estimates," Nielsen said in a notice to its local ratings clients.

Hispanic TV broadcasters have sought the change for several years, saying that language preference in the home is a key factor in viewing habits in large Hispanic markets. "This will level out the peaks and valleys [in the ratings]," said Phillip Wilkinson, president/COO of Entravision Communications, which owns Univision affiliate KBNT-TV in San Diego. "We hope [Nielsen] will add more markets."

Meanwhile, Spanish-language radio broadcasters, who have experienced ratings losses in L.A. (*Mediaweek*, Oct. 21), want Arbitron to implement a similar change. Arbitron and Spanish broadcasters are scheduled to meet this week to discuss the issue. —*Katy Bachman*

NFL TV Ratings Advance In Households, Key Demos

Just past the midway point of the National Football League season, all four television networks airing games are showing increased ratings in households and key male demographics. NFL games this season have featured the highest scoring since the 1960s, and many games have extended into overtime.

Sunday Night Football on ESPN was averaging a 7.3 household rating after nine games, up 26 percent over last season, according to Nielsen Media Research. *SNF's* male 18-34 rating rose 30 percent to a 7.1, and men 18-49 grew 38 percent to a 7.4.

Nine telecasts of ABC's *Monday Night Football* averaged an 11.5 in households, up 3 percent. *MNF's* men 18-34 increased 19 percent to a 9.9, and men 18-49 grew 11 (continued on page 6)

McCain Expected To Fast-Track Dereg

But will likely vex broadcasters on spectrum allocation, free-airtime issues

WASHINGTON By Todd Shields

Restrictions on media ownership are more likely to be relaxed or go away altogether, while cable system operators could feel new heat over price hikes to their customers. Those are among the most clearly anticipated effects of last week's national elections, which returned the Senate to the Republicans, giving the GOP control of both houses of Congress as well as the White House.

When the new 108th Congress convenes in January, the GOP will hold at least 51 seats in the 100-seat Senate, giving it control over committees and the ebb and flow of legislation. While rushed legislation will be slowed by rules that require 60 Senate votes for most major changes, the shift portends smoother progress for pro-business policies.

Sen. John McCain (R-Ariz.) will reclaim the Commerce, Science and Transportation Committee chairmanship he surrendered to Sen. Ernest Hollings (D-S.C.) after Vermont Sen. Jim Jeffords left the Republican party in May 2001. The switch in chairs replaces an ardent critic of media concentration with a maverick senator who has been antagonistic to broadcasters on spectrum allocation and free airtime for political campaigns but is decidedly deregulatory in other areas.

Judging from his record, McCain will push the Federal Communications Commission toward loosening media ownership regulations. The agency is considering whether to retain or modify a broad range of rules, including those that limit the number of stations a TV network may own and that prohibit joint ownership of daily newspapers and nearby broadcast stations.

"[McCain] is going to be asking the FCC why they haven't moved on ownership. So that's helpful," said Shaun Sheehan, a lobbyist for Tribune Co., which holds several TV/newspaper combinations that could be at risk if the rules are not relaxed.

In 1997, McCain authored an unsuccessful bill that would have required the FCC to eliminate the cross-ownership ban. At a hearing last year, he was a vigorous critic of ownership restrictions and of the FCC, saying the agency had failed to remove "rules that arguably are the most anachronistic and anti-competitive."

Aside from questions of ownership, McCain is expected to offer a mixed bag for the TV industry. Networks eager to expand may appreciate his criticism of the ownership cap, while affiliates who want to maintain the rule think



Ownership-rules foe McCain (l.) will take over the Senate Commerce Committee from consolidation-wary Hollings.

otherwise. McCain also wants to quickly auction spectrum that broadcasters were given to use during the transition to digital television. He has been a harsh critic of broadcasters' failure to meet federal deadlines for beginning digital broadcasts. McCain is also a proponent of free airtime for candidates—an issue that most broadcasters oppose. And in what has to be worrisome for the cable industry, McCain in April directed Congress' investigative arm, the General Accounting Office, to undertake a study of what he called "soaring cable rates."

McCain still is considering his agenda, and while specifics have yet to be determined, he expects to be a vigorous chairman, said Pia Pialorsi, one of his representatives. "He likes to

keep a very active pace," Pialorsi said.

Elsewhere, Republicans could use their new control of the Senate to clear a backlog of judicial nominations contested by Democrats. That, in turn, could free the languishing nomination of Jonathan Adelstein as the fifth FCC commissioner, said Blair Levin, an analyst for Legg Mason. Adelstein, an aide to Sen. Tom Daschle (D-S.D.), was nominated by the White House last February and approved by the Commerce Committee in July, but his nomination stalled amid partisan rancor over the judicial appointments. Adelstein would become the second Democrat on the five-member FCC. "We don't think his presence would change the direction of FCC policy," said Levin. "But we think he could push the rural agenda and be a voice of caution against dramatic changes in media ownership rules."

Among developments that could signal smoother sailing for parties seeking to weaken ownership restrictions is the fact Hollings will no longer chair the commerce subcommittee of the Appropriations Committee. The post is likely to revert to Sen. Judd Gregg (R-N.H.). Hollings used the subcommittee's power of the purse early this year to scuttle a plan to exclude the Federal Trade Commission from a role in reviewing media mergers. Earlier, he used the same power to forbid the FCC from moving toward changing the cross-ownership rule.

At the Senate Judiciary Committee, Sen. Orrin Hatch (R-Utah) takes over from Sen. Patrick Leahy (D-Vt.). Leahy opposed a Hollings bill mandating copy-protection technologies for digital content such as movies and TV programs, saying the measure went too far. Hatch has supported copyright protection.

Over at the Judiciary Committee, the chairmanship of the antitrust subcommittee, whose purview includes media mergers and copyright issues, moves from Sen. Herbert Kohl (D-Wis.) to Sen. Mike DeWine (R-Ohio). "DeWine and Kohl work so closely together that which one is chair makes no difference," observed a DeWine representative.

In terms of how the Senate's shift will impact pending media-related bills, prospects have dimmed for a measure from Sen. Russ Feingold (D-Wis.) dealing with concentration of radio ownership. The bill would stem any loosening of ownership restrictions and threatens license revocation for companies unfairly using joint ownership of stations and concert venues.

The election means only minor changes in the composition of the House Commerce Committee, which is crafting a bill aimed at speeding the digital TV transition. Rep. Billy Tauzin (R-La.) is expected to continue as chairman, with Rep. John Dingell (D-Mich.) as ranking minority member. ■

Holiday Hopes Extend to '03

Broadcasters say spending will stay up in 1st Q, but indicators are uncertain

THE MARKETPLACE By Sandy Brown and Katy Bachman

Having fattened up their coffers with a record \$900 million bonanza in political advertising over the past few months, local TV stations are expecting a steady flow of holiday-season ad dollars to carry them to positive revenue growth for the year. But the arrival of the first quarter may well bring an end to broadcasters' recent robust gains.

"It should be a pretty soft first quarter, with flat growth compared to first quarter this year," said Rich Hamilton, CEO of Zenith Optimedia Group.

First quarter is traditionally the lightest advertising period of the year. But first quarter 2003 could be even dicier for spot TV and radio because many agencies are playing a wait-and-see game before allocating budgets. "We are waiting until the [November ratings book] before we place spots for next year. A lot of us are waiting to see how the year sums up before we commit," said Anne Pomeranz, group broadcast director for OMD.

Broadcasters are more positive, betting that several major ad categories will keep spending past the holiday season and into the new year. Vinnie Malcolm, station manager of Tribune Broadcasting's WB outlet KTLA-TV in Los Angeles, said he expects his station's sales "will be flat to up slightly in early 2003 on the strength of the film industry, retail and telecom, led by Verizon."

Riding on the coattails of a strong network upfront should also help, Malcolm said. "Money should continue to flow to spot because network scatter is so expensive, and advertisers don't want to pay the heavy freight," he said.

However, some economic indicators cast doubt upon retail's strength into and past the

holidays. In October, the consumer confidence index plunged from 93.7 to 79.4—leading to the question: Will retailers heavy-up on advertising to move merchandise and promote sales, or will they cut budgets to boost their bottom lines?

The automotive category, meanwhile, has been a consistent spender on spot TV as well as radio throughout the year, and some believe that trend will continue. "We expect the manufacturers to keep up their incentives into first quarter next year," said Mary Beth Garber, president of the Southern California Broadcasters Association. Garber said stations are expecting dealers and dealer associations "to advertise even more" early next year because they have rising inventories of both new and used cars.

Radio station owners are subject to many of the same market conditions as their TV counterparts, only in smaller degrees. They, too, are bullish about fourth quarter based on strong activity from several categories, but like the TV groups, they stop short of forecasting significant growth into the first quarter.

Radio stations are also expecting continuing good health from auto dollars. "Even if the economy remains sluggish, we'll still see strength from auto," said Lew Dickey, CEO of Cumulus Media. The auto category is not as vital to radio, contributing about 15 percent to 20 percent of revenue compared to 25 percent to 30 percent in TV. ■



KTLA's Malcolm remains upbeat.

Universal Beefs Up Sales

Rank leaves OMD to work under Lucas, a former client, along with 3 others

TELEVISION By Megan Larson and John Consoli

For the second time in a month, a national cable ad sales operation has lured a major player in the media world to join its sales team. Following Discovery's hire of CBS sales chief Joe Abruzzese in October, Universal Television Group last week tapped Dan Rank,

managing partner at OMD USA, to switch sides of the negotiating table and become executive vp of ad sales. Rank, who relocates to Chicago from New York, will run ad sales for USA Network, Sci Fi Channel, Trio and News World International, overseeing sales offices in

percent to a 10.3.

On Fox's Sunday telecasts, household ratings were up 5 percent to 10.2, while men 18-34 jumped 13 percent to an 8.8 and men 18-49 rose 10 percent to a 9.2. Sunday NFL games on CBS were also seeing growth, with household ratings climbing 4 percent to a 9.3; men 18-34 were up 11 percent to an 8.0, and men 18-49 were up 14 percent to a 7.7.

All the networks are 90 percent to 95 percent sold out through their NFL playoff telecasts. They have been bringing in extra revenue by selling ad units previously held back for audience deficiencies that have not materialized. —John Consoli

FCC's Copps Wants More Time for Comments on Caps

The Federal Communications Commission's lone Democrat says the agency may be rushing to judgment in its current review of media ownership rules. Commissioner Michael J. Copps issued his written comments last week after the agency said it would extend by one more month the period for receiving comments on the ownership caps. Copps said the new Jan. 2 deadline is too short.

"I am disappointed in the extreme and alarmed at the prospect of forging ahead to dismantle the limits and caps before we fully understand the effects of such action," Copps said. FCC Media Bureau chief Ken Ferree, whose office issued the extension, said it will help to "further ensure a full and open debate" about media ownership. —Todd Shields

BusinessWeek, Dow Jones, Forbes Make Staff Cuts

BusinessWeek last week laid off 19 editorial staffers—13 from the magazine and 6 from BusinessWeek Online—plus 2 from the mag's business side. The layoffs amounted to a 4 percent staff reduction at the McGraw-Hill Cos.-owned title, bringing staffing levels in line with 1996 levels, the company said in a statement. Also last week, Dow Jones & Co., publisher of *The Wall Street Journal*, announced it will lay off 230 staffers, 3 percent of its work force. Another business pub, *Forbes*, has laid off about two dozen staffers this month. —Lisa Granatstein

Chicago, Detroit and Los Angeles.

Jeff Lucas, UTG's sales president, has been working overtime to overhaul the ad sales department. Just prior to Rank's hire, Mike Tedone, most recently vp of pricing and planning at NBC, was named executive vp of national ad sales, overseeing the New York office. Kevin McAuliffe, previously senior vp of affiliate marketing at Gemstar, was named to the new position of senior vp, cross-platform sales, in charge of creating packages across all of Universal's TV properties as well



Rank is making the jump to cable.

as other Universal outlets, such as the film studio, theme parks and the music group. Additionally, Lloyd Schloss, most recently vp of pricing and planning at UPN, has been named senior vp of operations.

"We have to keep pace with our programming," Lucas said of the hires, referring to the success last summer of USA Network's original series *Monk* and *The Dead Zone*. "The biggest thing we have added is experience."

Spurred by ratings growth at USA Network—where third-quarter prime-time ratings among adults 18-49 and 25-54 were up 12 percent and 11 percent, respectively—Lucas is rebuilding the sales department after two years of what some media buyers characterized as mismanagement. When USA's ratings declined during 2000 and 2001 and the network's ad pricing eroded, the sales department was hit by high staff turnover. Lucas is the unit's third

president in a little more than two years.

Rank has valuable contacts among major advertisers that are OMD clients, including JC Penney, State Farm, Pepsi and Frito-Lay. "He walks in their door knowing a lot of paying customers," said a sales executive at a competing cable network. And Rank is going to work for another OMD client—Universal.

Still, rival sales execs questioned if Rank's more than two decades as a media buyer might hurt him as he sells cable inventory he once deemed insignificant. One exec, who requested anonymity, said, "During the last upfront, he told my [sales] guys that we were 'this big' [his fingers spaced out just a little bit]. How many years can you say cable is nothing and have it be OK to change your mind suddenly?"

At OMD meanwhile, internal candidates such as Debbie Richmond, who has worked directly under Rank, may be considered by OMD Worldwide president/CEO Joe Uva to succeed him. Outside contenders are said to include Mel Berning, president of U.S. broadcast at MediaVest; Donna Speciale, executive vp, director of national and local broadcast at Mediacom; and Rino Scanzoni, president of the broadcast division at Mediaedge:cia. Uva could also tap a former colleague, Turner Broadcasting Sales' executive vp of marketing and research Barry Fischer, who in the mid '90s ran national TV buying at Wells Rich Greene.

Following Rank's departure, OMD last week promoted Page Thompson from chief strategy officer to CEO of OMD North America, a new position. Monica Karo, managing director of OMD West, will succeed Thompson as OMD USA's top strategy executive and will retain her regional responsibilities. ■

Show Us the Ratings

Some buyers want Nielsen to release overnights for several growing nets

CABLE TV By John Consoli

Some media buyers who are spending advertiser dollars on several growing cable networks are at odds with Nielsen Media Research over the company's policy of not releasing overnight ratings data to agencies unless the networks become fully paid subscribers to Nielsen.

The agency executives who are opposed to the Nielsen policy, none of whom would speak for attribution, claim that the networks have grown to the point where they are no longer "startup" or "emerging" services, and that their overnight ratings should be posted by Nielsen regardless of whether they are subscribers. The

networks include Golf Channel (which currently reaches 47 million households), MTV 2 and Oxygen (nearly 40 million homes each), ESPN News (29 million), BBC America (27 million) and Health Network (25 million). National Geographic Network (27 million homes) was on the buyers' list, but it recently became a Nielsen subscriber.

None of the cable networks returned calls. "We really have no idea how these networks are performing on a day-to-day basis," said one agency executive. "Nielsen releases some of their ratings data in pocket pieces or custom studies that come out monthly or quarterly by

Squeaking by on a 4000% mark-up

Somewhere in Malibu, a music exec lies on his \$7000 Mies Van Der Rohe daybed, whimpering because album sales are down. A CD costs roughly 40¢ to produce and package, and despite charging twenty bucks for it, he's losing his Comme Des Garçons shirt. Premature releases featuring one good song plus forty minutes to forget won't garner much sympathy. Won't fill that six car garage either. Maybe you should charge more. No wait, you already tried that.

Rolling Stone

dayparts, but no program-specific ratings are being released overnight."

Said another buyer: "We pay Nielsen to provide us with overnight data, and they should make it mandatory that when these networks reach a certain level of households, their ratings must be published. Nielsen should be able to decide when a network is large enough to have its ratings released. Right now we don't really know how many eyeballs we are paying for."

Jack Loftus, senior vp of communications for Nielsen, which like *Mediaweek* is a unit of VNU, said the research company "cannot force networks to subscribe." As such, Loftus said, Nielsen cannot share their ratings data. "We do custom service for some of these networks, but that information is released only to them," he added. The networks in turn release that data to agencies, but some buyers complain that it is selective and not as reliable as overnights.

Loftus believes the matter is up to the agencies and the networks to work out. "If the agencies want this data released, they should put

pressure on the networks to subscribe," he said.

John Rash, chief broadcast negotiator for Campbell Mithun, agreed. "No one should be required to do anything," Rash said. "But there is pressure on all networks to release as much information as possible to advertisers. And those networks that don't allow their data to be released could potentially lose business."

Jon Mandel, chief negotiating officer for Mediacom, took issue with the complaining buyers. "I don't buy the griping, since the agencies that buy these networks know going in that they are not going to have access to their data," he said. "It's like buying *Jerry Springer* and then saying you have to pull out because of the content. You know what it is when you buy it."

Still, Mandel said Nielsen should reconsider its policy. "The agencies are paying Nielsen lots of money to give them ratings data, and Nielsen is measuring everyone," he said. "There's no excuse for Nielsen not to release the data just because the networks won't pay them to do so." —with Megan Larson ■

NBC Finally Lands Bravo

65 million-sub entertainment channel may be sold with NBC, cable nets

TELEVISION By Megan Larson

After several futile attempts to acquire a cable entertainment network over the years, NBC finally scored one last week with its \$1.25 billion purchase of Bravo from Cablevision Systems Corp.

The deal will help Cablevision pay down its \$7.5 billion in debt and gives NBC a long-desired cable platform for entertainment content, as well as NBC Studios projects. "In this environment, where it's really tough to make a profit at a broadcast network, it's important to have cable networks so you can buy additional runs on network shows and feed them to your cable outlet," said Kagan World Media analyst Derek Baine.

While most of the Bravo staff is expected to remain with Cablevision in order to run sister network the Independent Film Channel, Bravo sales president Hanna Grynchwajg will travel with Bravo. An NBC representative said the channel will have its own dedicated sales force. And though nothing has been decided with regard to how advertising sales will be handled in the future, it is likely that Bravo will sometimes be bundled into

multiplatform packages with NBC and its other properties. NBC owns CNBC, MSNBC and Telemundo and has small stakes in A&E, the History Channel, Pax TV and the National Geographic Channel. NBC also has a position in ShopNBC with ValueVision International and GE Equity.

NBC Entertainment president Jeff Zucker, who will oversee Bravo, last week lauded the network's potential repurposing opportunities. Zucker said it's possible NBC will air a more graphic version of its midseason drama *Kingpin* on Bravo while running a more broadcast-friendly version on the network.

As far as Cablevision is concerned, the seventh-largest cable operator may be selling more assets. Kagan's Baine expects the company's Rainbow Networks to eventually be "dismantled and sold." AMC may be the first to go. MGM has been interested in Cablevision's classic movie channel and, in a call with analysts late last week, Cablevision CEO James Dolan reportedly said that the company will consider what it sees as the right offer for the 80 million-plus-subscriber network. ■



Kingpin could run on Bravo.

CHRIS HASTON/NBC PHOTO

MEDIAWEEK

Editor-in-Chief: Sid Holt

Editor: Brian Moran

Executive Editor: Michael Burgi

News Editor: Jim Cooper

Departments Editor/Copy Chief: Anne Torpey-Kemph

Editor, Special Report: Patricia Orsini

Mediaweek.com Editor: Richard Brunelli

General Editor: Lisa Granatstein

Senior Editors: Katy Bachman, Marc Berman, John Consoli,

Alan J. Frutkin, Megan Larson

Washington Editor: Todd Shields

Market Profile Editor: Eileen Davis Hudson

Reporter: Sandy Brown

Assistant Editor: Aimee Deeken

Media Person: Lewis Grossberger

Contributing Editor: Catharine P. Taylor

Contributing Writers: Tony Case, Eric Schmuckler

Design Director: Paul Virga

Photo Editor: Kim Sullivan

Production Coordinator: Eileen Cotto

Circ. Dir: Mary Barnes Assoc. Circ. Dir: Michael Nass

Circ. Mgr: Richard Chung

List Rental Info: JJ Single (845) 731-2731

Subscriber Services: 1-800-722-6658

Customer Service: bpi@realtimepubinc.com

Mediaweek Online: Prod Mgr: Matt Lennon

Director of Conferences and Special Events: Matthew Pollock

Manager of Conferences and Special Events Shanny Bang

Conferences: 1-888-536-8536

Address: www.adweek.com/adweekconf

Publisher: Linda D'Adamo

Regional Sales Director: Midwest: Tina Balderas

Account Managers: N.Y.: Sandra Dent, Robert Hamerslough,

Liz Irving, Colleen Kurrus;

New England: William J. Callahan, Jr.;

L.A.: Jacki Leigh, Lisa Zeni

CLASSIFIED: Sales Director Brian Chester

Sales Mgrs: Liza Reich, Randy Larsen, Jr., Karen Sharkey L.A.

Rep: Gary Gomez; Asst: Michele Golden

Mktg Svcs Dir: Rachel Bell; Promo Art Dir: Hillary Friedman

Assistant Manager of Special Projects: Jennifer Mihinian; Mktg

Svcs Coor: Melinda Kmetz

Dir. of Operations: Adeline Cippoletti

Production Director: Elise Echevarrieta

Production Mgr: Cindee Weiss

Asst Mgrs: Noah Klein, Craig Russell Asst: Michelle De Roche

Vice President/Marketing:

Mary Beth Johnston

Senior Vice President/Sales:

Wright Ferguson, Jr.

Executive VP/Editor-in-Chief:

Sid Holt

President:

Michael E. Parker

MARKETING/MEDIA & RETAIL DIVISION

President Mark A. Dacey

Marketing/Media Group President Michael E. Parker

Retail Group President Mark Holdreith

General Manager H. Todd Hittle

vnu business publications

USA

President & CEO Michael Marchesano

Chief Operating Officer: Howard Lander

Executive Vice Presidents:

Mark Dacey (Marketing/Media & Retail),

Richard O'Connor (Travel, Performance, Food Service

and Retail Estate/Design)

Vice Presidents:

Joellen Sommer (Business Management),

Joanne Wheatley (Circulation)

vnu business media

President & CEO: Michael Marchesano

Chief Operating Officer: Howard Lander

Chief Financial Officer: Joseph Furey

President - VNU Expositions: Greg Farrar

Executive Vice President - eMedia and Information

Marketing: Toni Nevitt

Vice President/Business Development: John van der Valk

Vice President/Communications: Deborah Patton

Vice President/Human Resources: Sharon Sheer

Adweek Magazines Offer Complete Advertising, Marketing & Media Coverage



EACH SUBSCRIPTION INCLUDES:

- A one-year weekly print subscription to the publication(s) of your choice
- 12 month online access to all current articles of the selected print edition

Get all the information you need to stay on top of the issues. Subscribe to this exclusive print/online subscription offer today!

For faster service subscribe online @
www.adweek.com/subscribe
Call toll-free 1-800-562-2706
or fax 646-654-5518.

YES! I need complete advertising coverage. Please send me 1 year of **ADWEEK** (51 issues, plus password-protected online services) for only \$149.*

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____

E-MAIL (required for online access) _____

NATURE OF BUSINESS _____

Bill me. Payment enclosed. Charge my: VISA MC AMEX

ACCOUNT # _____ EXP. DATE _____

SIGNATURE _____

*Canada and foreign add \$170 J2BAW1



For faster service subscribe online @
www.adweek.com/subscribe
Call toll-free 1-800-562-2706
or fax 646-654-5518.

YES! I need complete marketing coverage. Please send me 1 year of **BRANDWEEK** (46 issues, plus password-protected online services) for only \$149.*

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____

E-MAIL (required for online access) _____

NATURE OF BUSINESS _____

Bill me. Payment enclosed. Charge my: VISA MC AMEX

ACCOUNT # _____ EXP. DATE _____

SIGNATURE _____

*Canada and foreign add \$170 J2BAWB



For faster service subscribe online @
www.brandweek.com/subscribe
Call toll-free 1-800-562-2706
or fax 646-654-5518.

YES! I need complete media coverage. Please send me 1 year of **MEDIAWEEK** (46 issues, plus password-protected online services) for only \$149.*

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____

E-MAIL (required for online access) _____

NATURE OF BUSINESS _____

Bill me. Payment enclosed. Charge my: VISA MC AMEX

ACCOUNT # _____ EXP. DATE _____

SIGNATURE _____

*Canada and foreign add \$170 J2BAWM



For faster service subscribe online @
www.mediaweek.com/subscribe
Call toll-free 1-800-562-2706
or fax 646-654-5518.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 956 NORTH HOLLYWOOD CA

POSTAGE WILL BE PAID BY ADDRESSEE

ADWEEK

PO BOX 16569
NORTH HOLLYWOOD CA 91615-9458



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

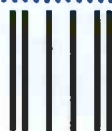
BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 959 NORTH HOLLYWOOD CA

POSTAGE WILL BE PAID BY ADDRESSEE

BRANDWEEK

PO BOX 16749
NORTH HOLLYWOOD CA 91615-9464



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

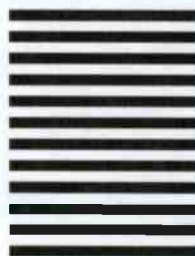
BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 959 NORTH HOLLYWOOD CA

POSTAGE WILL BE PAID BY ADDRESSEE

MEDIAWEEK

PO BOX 16809
NORTH HOLLYWOOD CA 91615-9466



Local Media

TV STATIONS | NEWSPAPERS | RADIO STATIONS | OUTDOOR | MAGAZINES

RADIO

Most Night Programming Doesn't Light Up the Dial

BY KATY BACHMAN

Radio after dark (7 p.m. to 6 a.m.) is asleep at the mike. When the sun goes down, radio loses about half its audience and draws even less revenue. As a result, the daypart is usually a lower priority for programmers who put their creative juices into mornings, a daypart that on average pulls in half of a given station's revenue. Most buyers place 80 percent of their advertising run in mornings, with the rest of their dollars flowing into afternoon drive and midday.

"Not too often do you package nights. It's one of the lowest-priced and least-used dayparts," said Kevin Garrity, senior vp and director of national sales for Interep, the radio rep firm.

However, despite the overwhelming concentration on the money dayparts, there are a few signs that radio broadcasters aren't ready to write off evenings as a loss leader.

"Evenings are a wide-open opportunity," said John Sykes, CEO of Viacom's Infinity Broadcasting, which today premieres a simulcast of *The Late Show With David Letterman* on 15 top-market stations.

In an attempt to attract larger adult audiences at night, Cox Radio last week rolled out *The Dream Doctor*, hosted by Dr. Charles McPhee, on four of its stations in Atlanta; Miami; San Antonio, Texas; and Tulsa, Okla., from 7 to 11 p.m. The show, which combines McPhee's analysis of listeners' dreams with music, had enormous success in Santa Barbara, Calif., on KRUZ-FM, where it challenged *Delilah*, one of the few programming success stories at night. The nightly show is syndicated by Jones Radio Networks on more than 200 stations.

Radio was not always a 7 a.m.-to-7 p.m. medium. Many a boomer remembers the days when nights were populated with the likes of a Wolfman Jack, Cousin Brucie and Alison Steele



Bright spot: Talk host Delilah

("the Night Bird"), among others. "Nighttime radio listeners are looking for personality, and when they find it, it becomes appointment radio," said Steve Young, a program director with JRN, one of the few companies to develop syndicated programming for radio after 7 p.m. "If radio can present entertaining personalities, it can compete against other media," added Young.

"It doesn't have to be a wasted daypart," agreed John Gehron, regional vp and market manager in Chicago for Clear Channel Communications. "But you do have to work a lit-

tle harder to make it valuable."

That might take dollars that radio groups—already pressured by bottom-line concerns—simply don't want to spend. It also may be tougher to change peoples' media habits at a time when consumers are flooded with increasing choices from TV, cable and the Internet. "People go home at night and they watch TV. I don't know that the pattern is going to change," said Natalie Swed Stone, director of national radio services for OMD.

"It's going to be difficult for radio to come up with programming in the evening hours that would compel them to switch off TV and turn on the radio," said Allen Shaw, co-COO of Beasley Broadcast Group.

So is repurposing high-profile programming from TV the answer? Advertisers said it depends on how it translates. "*60 Minutes* [which airs on 18 Infinity stations] is a great success story, but that's all news," said Karen Agresti, senior vp and director of local broadcast for Hill, Holliday, Connors, Cosmopolus. "*Letterman* is an interesting idea, the programming is right for that time. But what concerns me is that *Letterman* is a visual guy. You'll lose his mannerisms." (continued on page 10)

Little Steven Proves It All Night on Sundays

Steven Van Zandt, who is rocking audiences around the world these days on tour with Bruce Springsteen's E Street Band, is also rocking radio listeners on Sunday nights (10 p.m. to midnight) as host of *Little Steven's Underground Garage*. Since April, when Van Zandt partnered with Hard Rock Cafe to syndicate the two-hour show devoted to garage bands and rock 'n' roll, the show has had the success most daily syndicated shows only dream of and is the first of its kind to be cleared in every top-10 radio market. "In a short time, Little Steven's show has become appointment radio," said Rich Russo, director of broadcast services for JL Media. In New York, where *Underground Garage* airs on WAXQ-FM, Clear Channel's Classic Rock station, time-period ratings have climbed from a 1.6 to a 5.1 among adult men. In Miami, on Clear Channel's Classic Rock WBGG-FM, ratings are up from a 2.5 to a 9.6 among men.

Van Zandt, who also stars in HBO's *The Sopranos*, said he knew audiences would find him. "A few years ago, radio pushed all the personality into Talk, and the ratings went with it. I'm trying to bring back music-personality radio, and the audience is responding," he said. While music stations' playlists usually consist of about 250 songs, Van Zandt's list numbers about 900, he said. The show's relatively light commercial load has pulled in major advertisers, including Unilever and Pepsi.

"My fantasy is that some station will say to me, 'Let's do this 24 hours a day,'" Van Zandt said. That wish almost came true three years ago, in the months preceding Infinity Broadcasting's decision to dump Rock on WNEW-FM in New York for Talk. Van Zandt applied for the program director position. "Part of what I suggested was that they let DJs put together their own sets," he recalled. "That was the deal-breaker." —KB



Hey Mr. DJ: Van Zandt

Market Profile

BY EILEEN DAVIS HUDSON

NEW YORK TV STATIONS

Tower Travails Continue

In the ongoing effort to find a new home for the digital-transmission towers destroyed in the collapse of the World Trade Center, Empire State Building officials last week told broadcasters that the landmark is upgrading its facilities in order to serve all New York stations. "We are capable of providing a home to all the stations," said Alex Smirnoff, ESB director of telecommunications.

However, that message got a cool reception from the Metropolitan Television Alliance, which is backing a plan to build a new 2,000-ft. tower somewhere in the New York metro area. With the exception of Viacom's WCBS-TV, stations have been sharing antenna on the Empire State Building and have complained of poor reception. "It's an old building, and it would require adding an awful lot of equipment," said MTA president Edward Grebow.

Meanwhile, the Durst Corp.'s plan to erect a 358-foot transmission tower atop the Condé Nast building in Times Square is not viewed by the MTA as a viable option. "We're happy to have another alternative, but that does not solve the problem," said Grebow. —Sandy Brown

HOUSTON RADIO

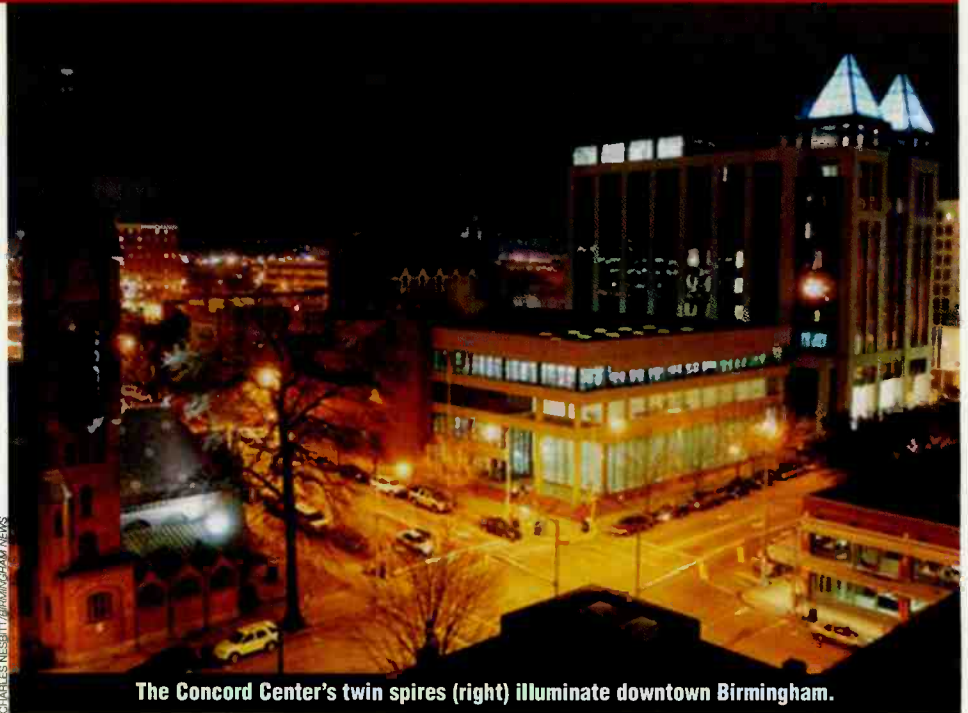
Infinity Tunes In Jazz

Instead of continuing to operate the No. 3 Country station in Houston, Infinity Broadcasting last week flipped KIKK-FM to Smooth Jazz, leaving the Country battle to Infinity's other Country station, KILT-FM, and Cox Radio's KKQB-FM.

"It was very difficult for three Country stations to survive in the market," said Laura Morris, vp and market general manager for Infinity's four-station radio cluster. Houston had been one of only two top-50 markets that had three Country stations.

KIKK, which has changed its call letters to KHJZ, is modeled after successful Infinity Jazz outlets in L.A. (KTWV-FM), Dallas (KOAI-FM) and Detroit (WVMV-FM).

While Smooth Jazz seeks out its audience, the two Country stations will be going head-to-head. Cox's younger-skewing KKQB has been gaining on KILT with a lighter spot load. "We're on their back bumper, flashing the headlights and honking the horn," said Chris Wegmann, vp and general market manager for Cox's Houston stations. —KB



The Concord Center's twin spires (right) illuminate downtown Birmingham.

Birmingham, Ala.

SITUATED IN THE NORTH CENTRAL PART OF ALABAMA NEAR THE FOOTHILLS OF THE Appalachian mountain range, Birmingham is a metropolitan hub in a region that also features dozens of rural communities. The diverse local economy of greater Birmingham got a significant boost in 2001, when

Mercedes-Benz USA doubled the size of its manufacturing plant in the region. Honda also constructed a brand new automotive plant in the area that year, which it recently expanded.

In general, the city is experiencing a rebound in the fourth quarter after shaking off a sluggish summer, thanks largely to the region's automotive sector, says Sharon Gee, publisher of the *Birmingham Business Journal*, a weekly business publication.

Beyond automotive, Birmingham, the

state's largest city, with a population of 246,903 according to the 2000 U.S. Census, is home to six institutions of higher learning, including the University of Alabama at Birmingham. The university's renowned medical research and development facilities continue to foster local economic growth, as well.

Birmingham, the nation's No. 40 television market according to Nielsen Media Research, also includes the Alabama cities of Anniston and Tuscaloosa, the home of the

University of Alabama. With 690,030 TV households, the latest development in Birmingham's broadcast-television scene is a proposal by a local businessman to launch the market's first Spanish-language television station. Jonathan Barbee,

NIelsen MONITOR-PLUS

AD SPENDING BY MEDIA / BIRMINGHAM

	Jan.-Dec. 2000	Jan.-Dec. 2001
Spot TV	\$124,574,000	\$122,310,000
Local Newspaper	\$60,436,000	\$60,831,000
FSI Coupon	\$4,769,000	\$4,532,000
Local Magazine	\$2,127,000	\$2,408,000
Total	\$191,906,000	\$190,081,000

Source: Nielsen Monitor-Plus



**Watches
while she
works out.**

#1 in Non-Children's Cable Daytime
Among Women 18-34*

A **Baby Story** 9am & 3pm
A **Wedding Story** 10am & 2pm
A **Personal Story** 11am
A **Makeover Story** 12pm
A **Dating Story** 1pm

TLC
LIFEUNSCRIPTED™

*TLC ranks as the #1 non-children's ad-supported cable network among women 18-34 AA% for the 2001-2002 season to date.

Source: NHI, 10/1/01 - 9/1/02; Daytime is Monday-Friday 9a - 4p; all ad-supported cable; ratings based on network coverage area; non-children's ad-supported cable excludes networks airing children's programming (Nickelodeon, ABC Family, Cartoon Network and Toon Disney).

Market Profile

president of Birmingham-based advertising and public relations firm Media Works International, hopes to negotiate a deal with Univision Communications, Telemundo or TV Azteca to create a Birmingham affiliate.

Barbee and two private investors would foot 52 percent of the estimated \$6 million-\$7 million in startup costs, with the remaining stake taken by other investors. Barbee says he anticipates creating 75 to 100 new jobs with the proposed station (probably a low-power outlet at the outset), which he hopes to have on area cable systems by the end of next year.

"The Hispanic population has risen about 300 percent in the last 10 years, so we decided to bring a Spanish-speaking station to town," says Barbee. While the U.S. Census pegs the number of Hispanics in the Birmingham metro area at around 17,000, or about 1.8 percent of the population, Barbee says he has evidence that Hispanics number around 50,000 in the metro area and could actually be double or triple that amount because of underreporting.

The top two stations for local news are Fox owned-and-operated WBRC and Allbritton Communications' ABC affiliate WBMA. Low-power WBMA uses two satellite stations to boost its reach in the market.

As part of an affiliation swap that affected the market in the mid-1990s, WBRC—at one time both an independent and an ABC affiliate—switched to Fox but retained its strong local news and dominant market position. WBRC produces more local news than any other rival in the market. Its news shows also include local newscasts from 5 to 7 a.m., followed by its local news and entertainment show, *Good Day Alabama*, from 7 to 9 a.m. and a noon newscast. The station picked up *Dharma & Greg* this fall, which airs after its 10 p.m. news.

WBMA picked up *The Oprah Winfrey Show* after WBRC dropped it in 2000 for *Judge Judy* and *Divorce Court*, and now airs it as its early news lead-in at 4 p.m. and again at 11:35 p.m. WBMA, which had been No. 1 in early news, has since lost that lead. Frank DeTillio, who became WBMA's new gm in October, declined comment. DeTillio had previously served as gm of Nashville NBC affiliate WSMV.

In February, NBC O&O WVTM hired new president and gm David Doebler, who arrived from NBC's Raleigh, N.C., O&O WNCN, where he was vp of sales and creative services. Doebler says WVTM this year installed a new management team, some new on-air talent and an entirely new sales team. He says WVTM has seen very strong ratings growth in each sweeps this year, jumping

NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Jefferson County: 260,154 Households				
<i>The Birmingham News/Post-Herald*</i>	110,081		42.3%	
<i>The Birmingham News</i>	98,182	122,174	37.7%	47.0%
Tuscaloosa County: 63,952 Households				
<i>The Birmingham News/Post-Herald*</i>	2,813		4.4%	
<i>The Birmingham News</i>	2,767	3,110	4.3%	4.9%
<i>The Tuscaloosa News</i>	771		1.2%	
Talladega County: 30,588 Households				
<i>The Birmingham News/Post-Herald*</i>	2,367		7.7%	
<i>The Birmingham News</i>	2,321	3,002	7.6%	9.8%
<i>The (Anniston) Star</i>	1,362	1,500	4.5%	4.9%
Walker County: 27,846 Households				
<i>Jasper Daily Mountain Eagle</i>	11,064	11,566	39.7%	41.5%
<i>The Birmingham News/Post-Herald*</i>	3,493		12.5%	
<i>The Birmingham News</i>	3,493	4,551	12.5%	16.3%
St. Clair County: 23,843 Households				
<i>The Birmingham News/Post-Herald*</i>	4,192		17.6%	
<i>The Birmingham News</i>	4,192	6,318	17.6%	26.5%
<i>The Gadsden Times</i>	678	772	2.8%	3.2%
Blount County: 19,772 Households				
<i>The Birmingham News/Post-Herald*</i>	2,493		12.6%	
<i>The Birmingham News</i>	2,492	3,516	12.6%	17.8%
<i>The Gadsden Times</i>	212	246	1.1%	1.2%

*Combined daily circulations of *The Birmingham News/Birmingham Post Herald*. Source: Audit Bureau of Circulations

RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Cox Radio	1 AM, 5 FM	34.8	\$20.5	41.7%
Citadel Communications	2 AM, 3 FM	19.7	\$12.7	25.8%
Clear Channel Communications	1 AM, 4 FM	17.4	\$9.4	19.1%
Crawford Broadcasting	1 AM, 2 FM	9.1	\$2.7	5.5%

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

from third place in news a year ago to being a close second or tied for first in some dayparts in key adult demographics.

"It's a cleaner product—the storytelling is much cleaner, much more viewer-benefit focused," says Doebler, who adds that the first eight minutes of all WVTM's newscasts are now more fast-paced with more local stories.

On the programming front, WVTM added *Life's Moments*, *Dr. Phil* and *The John Walsh Show* to its afternoon lineup this fall. It also launched a new Sunday-night sports show featuring University of Alabama football coach

Dennis Franchione that airs 10:30-11 p.m.

Sinclair Broadcast Group owns the market's only duopoly with UPN affiliate WABM and WB affiliate WTTO. Sinclair finalized its purchase of WABM from Glencair in February. Sandy Stewart was promoted to gm of WTTO and WABM in December 2000 from director of sales, following the promotion of Stephen Mann to group manager for Sinclair.

The two stations each have their own general and local sales managers but share a national sales manager. In March of 2001, Mary Margaret Henry was promoted from account ex-

Surprise!

We're #1.

Discovery Channel's
new daytime series
Surprise by Design is #1*
in its time slot on Ad-Supported Cable.

Discovery

CHANNEL

Weekdays 10am & 1pm_{e/p}

Surprise
BY DESIGN

Hosts and designers Robert Verdi & Rebecca Cole

For more information contact your Discovery Network
Sales Representative or log on to adsales.discovery.com

Source: NHI. Women 25-54 (CvgAA%) rank,
M-F 1P, 9/30-10/27/02.

*Tied with LIFETIME

Market Profile

ecutive to local sales manager for WABM, a newly created position. Administration and sales staffs for the stations are located in one building, while production and engineering are in a separate facility.

Neither WTTO nor WABM produces local news. "Right now our backbone is sitcoms and sports," says Stewart. WABM changed its early fringe lineup this fall with the additions of *The Hughleys*, *That '70s Show* and *Everybody Loves Raymond*. Second runs of *Everybody Loves Raymond* and *That '70s Show* air on WTTO at 9:30 p.m. and 11 p.m., respectively.

WTTO will carry 13 Southeastern Conference football games and 26 basketball games this fall through a Jefferson-Pilot package. "If you live in the South, you live and breathe football," says Stewart. "When you carry an Alabama or Auburn game, it's like carrying the Super Bowl." Besides college football and basketball, WTTO is also the exclusive broadcast home of the Super 6, high school state championship basketball games that will air Dec. 5-7.

Media General's CBS affiliate WIAT generally ranks fourth in the market in local news. Its late newscast even gets outdelivered by WABM's reruns of *Good Times* and WTTO repeats of *The Andy Griffith Show*. Executives at WIAT did not return calls seeking comment.

Paxson Communications' Pax TV outlet WPXH, featuring its family-oriented fare, does well in this Bible Belt market.

Time Warner Cable had been the dominant cable company in Birmingham until July 2001, when Charter Communications acquired AT&T's Birmingham system. This past July, Charter began handling ad insertions for Time Warner in the DMA. Charter also controls the Greater Birmingham Interconnect, which reps about 344,000 subs, or 73 percent of cable homes in the DMA. Serving about 242,000 subscribers in the market, Charter has 51 percent of cable households in the DMA. Comcast also has a large presence in the market, with 86,500 subs in Tuscaloosa and Gadsden.

Charter inserts on about 40 networks on most head-ends, up from 30 in 2000. In Nielsen's July DMA survey from 6 a.m. to midnight, 40 networks on Charter, on a seven-day average, did a combined 26 household rating/52 share, says Charter general sales manager Joie Davis. That compares to a combined 22.8/45 for the market's seven broadcast stations. Charter also does well when the local football teams are playing. The Oct. 26 Alabama vs. Tennessee on ESPN pulled a local overnight rating of 36.2/47. The game was up against the World Series on Fox, which did an

8.2/11. "When you look at our market, college football is a monster for us," Davis says. Cable penetration in the market is 69 percent, on par with the top-50 market average, according to Scarborough Research.

Cox Radio dominates the Birmingham radio market, which is ranked No. 57 in the country. Cox owns a total of seven stations in the market, although one, WRJS-AM, does

not show up in the Arbitron ratings books. About six weeks ago, Cox blew up the format on WRJS, making it the market's first full-time Spanish-language station. WRJS had been a Gospel/Talk outlet. "There's been a large increase in the Hispanic population in Birmingham," says David DuBose, vp/market manager of Cox Radio-Birmingham. "We felt like there was an opportunity there. Also, our

RADIO LISTENERSHIP / BIRMINGHAM

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WYSF-FM	Soft Adult Contemporary	2.9	0.6
WBHK-FM	Urban Adult Contemporary	2.1	1.6
WZZK-FM	Country	1.6	1.5
WDJC-FM	Christian	1.3	1.0
WBHJ-FM	Rhythmic Contemporary Hits	1.2	1.2
WZRR-FM	Classic Rock	1.1	1.0
WRAX-FM	Alternative	1.1	1.0
WAGG-AM	Gospel	1.1	0.8
WBPT-FM	'80s Hits	0.8	0.8
WMJJ-FM	Adult Contemporary	0.8	0.7

Source: Arbitron Summer 2002 Radio Market Report

NIelsen RATINGS / BIRMINGHAM

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

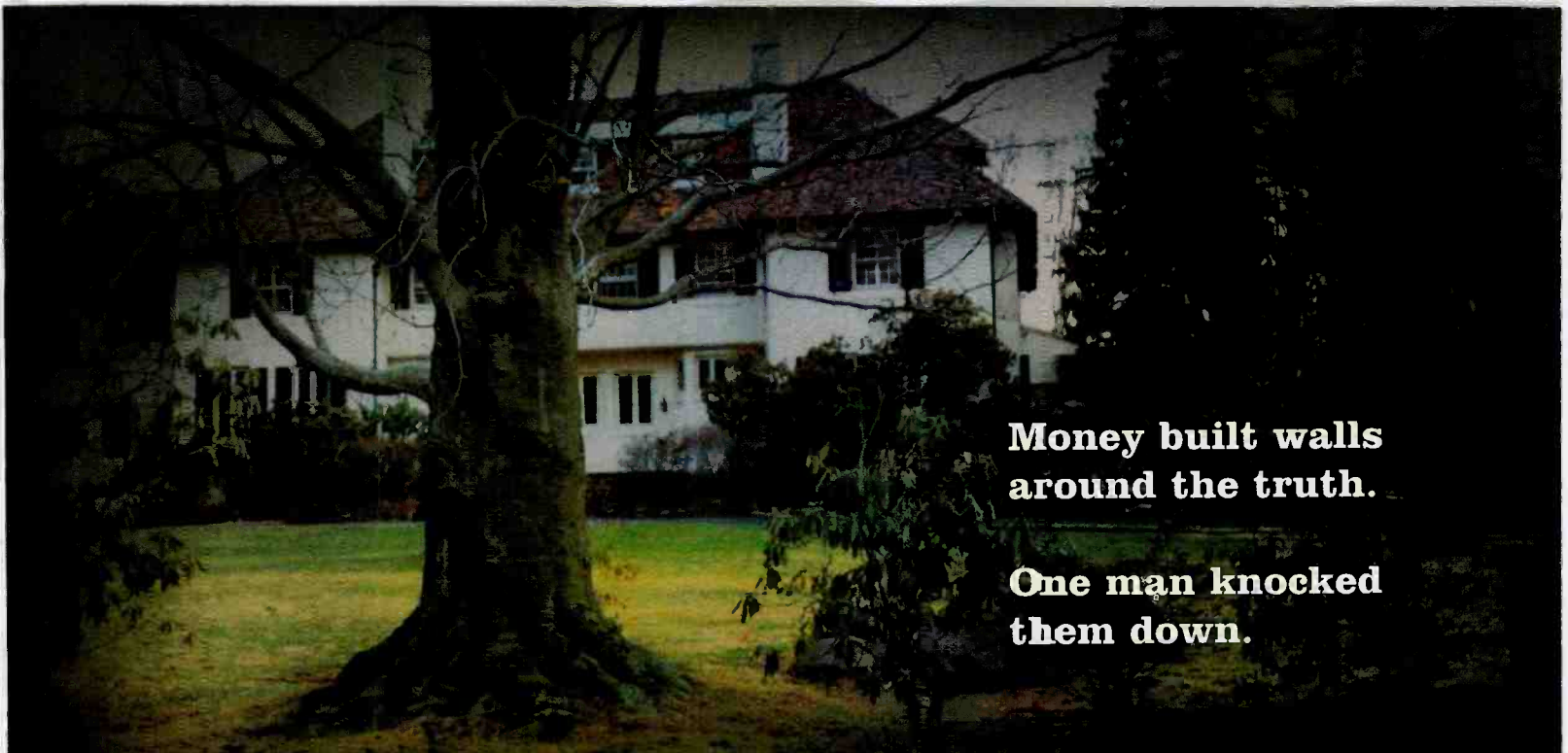
Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	Fox	WBRC	10.3	19
	ABC	WBMA+	8.9	16
	NBC	WVTM	4.0	7
	CBS	WIAT	3.0	5
	WB	WTTO+*	2.7	5
	UPN	WABM*	2.3	4
5:30-6 p.m.	Pax	WPXH+*	1.3	2
	Fox	WBRC	9.4	16
6-6:30 p.m.	Fox	WBRC	10.6	18
	ABC	WBMA+	8.1	14
	NBC	WVTM	5.4	9
	WB	WTTO+*	4.9	8
	UPN	WABM*	3.1	5
	CBS	WIAT	3.0	5
	Pax	WPXH+*	2.4	4

Late News

Time	Network	Station	Rating	Share
9-9:30 p.m.	Fox	WBRC	10.3	14
9:30-10 p.m.	Fox	WBRC*	7.6	11
10-10:30 p.m.	Fox	WBRC	8.8	13
	ABC	WBMA+	8.3	13
	NBC	WVTM	7.6	11
	WB	WTTO+*	4.9	7
	UPN	WABM*	4.2	6
	CBS	WIAT	3.5	5
	Pax	WPXH+	1.5	2

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



**Money built walls
around the truth.**

**One man knocked
them down.**

DOMINICK DUNNE PRESENTS

MURDER IN GREENWICH

BASED ON THE BOOK BY DETECTIVE MARK FUHRMAN



A USA NETWORK ORIGINAL MOVIE
FRIDAY NOVEMBER 15TH 8PM/7C



BIG. BOLD. BLOCKBUSTER.

Market Profile

clients were asking us to help them reach Hispanic listeners."

Cox maintains its dominant position in the Urban genre, with three stations targeting the market's sizeable African American community. They are Urban Adult Contemporary station WBHK-FM, the No. 1 station overall in the market and in adults 25-54 and 18-49; Rhythmic CHR station WBHJ-FM; and Contemporary Inspirational station WAGG-AM.

"We think we're in a good position with covering the demographics across the Urban spectrum here," says DuBose. Cox's Country station, WZZK-FM, has been the heritage Country outlet in the market for the past 20 years. Cox launched '80s Hits station WBPT-FM in November 2001.

Citadel Communications relaunched its Classic Rock outlet WZRR-FM in March as The Buzzard. "We increased the attitude, pushed the edge a little bit more," says Terry Bond, vp/gm for Citadel's Birmingham five-station cluster.

WJOX-AM, Citadel's Sports/Talk outlet, this year inked a five-year deal to be the new radio home of University of Alabama football, basketball and baseball. The Crimson Tide football games had previously been on Cox's WBPT, and its basketball games were on WAGG. WJOX also re-upped with NASCAR in February for a two-year deal. WJOX's host lineup has also changed in the past six months, including adding Jay Barker, a former Crimson Tide star quarterback, to mornings; and Ray Melick, a sports writer at the *Birmingham News*, to an afternoon-drive show. Between WJOX, WZRR and Alternative outlet WRAX-FM, Citadel owns the 18-plus, 25-54 and 18-34 male demographics in Birmingham. The popular, good-humored *Rick and Bubba Show* originates from Citadel's Soft Adult Contemporary station WYSF-FM.

On the newspapers front, the *Birmingham News*, a morning paper, and the afternoon *Birmingham Post-Herald* have been in a joint operating agreement since the 1950s, with shared business operations but separate newsrooms. The JOA is due to expire in 2015. The *News*, owned by Advance Newspapers, publishes a morning edition seven days a week. The Saturday paper is a combined paper featuring both the *News* and *Post-Herald* as part of the JOA.

The *News'* Monday-Thursday circulation of 153,172 was up 2.3 percent for the six months ended March 31 versus the same period in 2001. Its Friday circ of 175,890 was down 1.3 percent year-over-year, and its Sunday circ of 190,259 was flat year-over-year.

SCARBOROUGH PROFILE

Comparison of Birmingham

TO THE TOP 50 MARKET AVERAGE

DEMOGRAPHICS	Top 50 Market Average %	Birmingham Composition %	Birmingham Index
Age 18-34	31	29	4
Age 35-54	41	40	99
Age 55+	28	31	108
HHI \$75,000+	29	18	63
College Graduate	13	10	84
Any Postgraduate Work	11	7	63
Professional/Managerial	23	19	84
African American	13	23	178
Hispanic	13	#	#

MEDIA USAGE-AVERAGE AUDIENCES*

Read Any Daily Newspaper	55	50	91
Read Any Sunday Newspaper	64	57	90
Total Radio Morning Drive M-F	22	21	93
Total Radio Afternoon Drive M-F	18	16	87
Total TV Early News M-F	29	34	119
Total TV Prime Time M-Sun	39	40	104
Total Cable Prime Time M-Sun	13	17	129

MEDIA USAGE-CUME AUDIENCES**

Read Any Daily Newspaper	75	72	97
Read Any Sunday Newspaper	77	72	93
Total Radio Morning Drive M-F	76	72	95
Total Radio Afternoon Drive M-F	73	69	94
Total TV Early News M-F	70	76	108
Total TV Prime Time M-Sun	91	94	103
Total Cable Prime Time M-Sun	59	67	114

MEDIA USAGE-OTHER

Accessed Internet Past 30 Days	60	49	82
--------------------------------	----	----	----

HOME TECHNOLOGY

Own a Personal Computer	69	59	86
Purchase Using Internet	38	23	60
HH Connected to Cable	69	69	101
HH Connected to Satellite/Microwave Dish	16	23	140

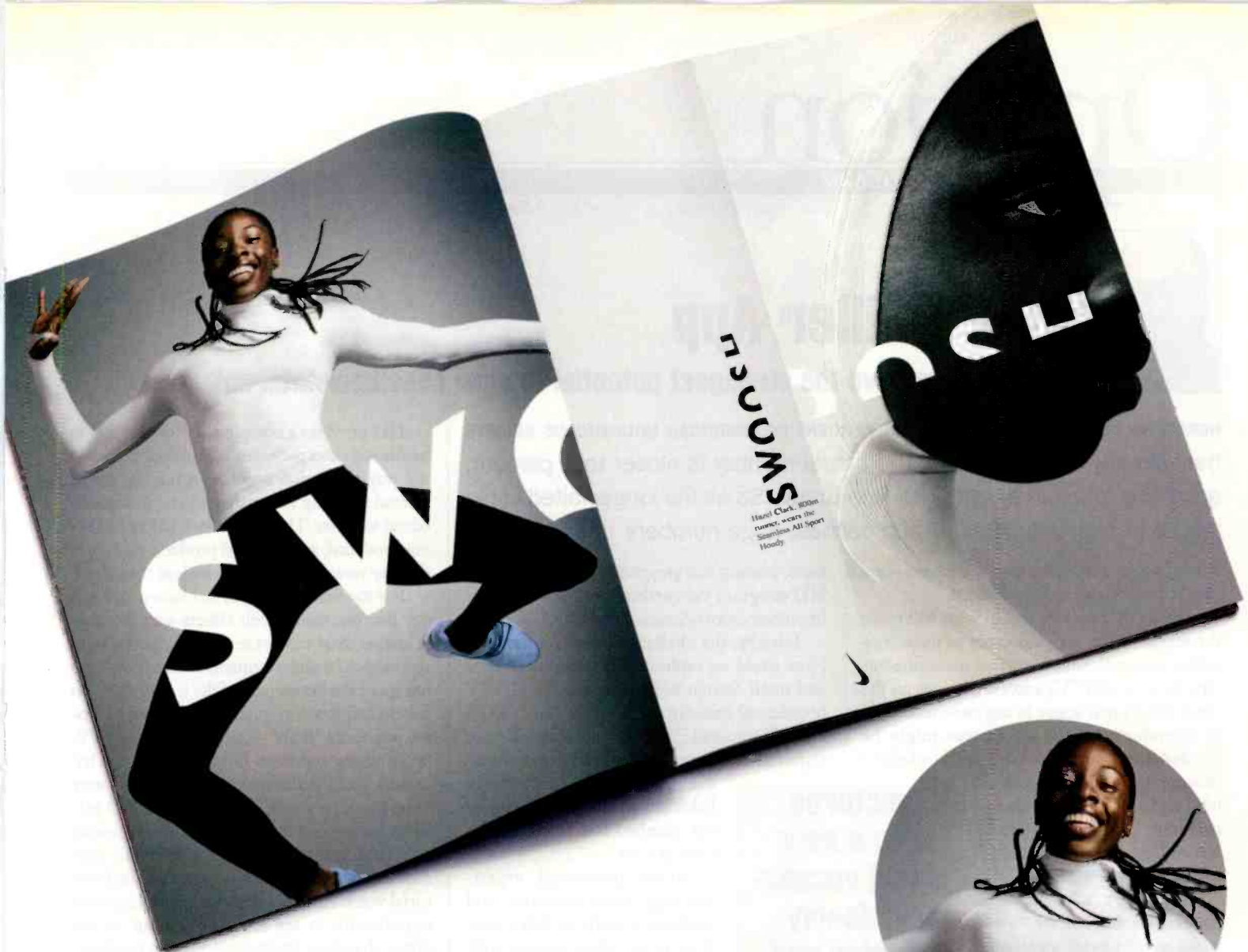
#Respondent count too low to report. *Media Audiences Average: average issue readers for newspapers; average quarter-hour listeners within a specific daypart for radio; average half-hour viewers within a specific daypart for TV and cable. **Media Audiences-Cume: 5-issue cume readers for daily newspapers;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

E.W. Scripps' *Post-Herald's* Monday-Friday circulation fell 19.4 percent, to 11,313, from 14,041 in 2001. In January 2001, Victor H. Hanson III, previously gm of the *News*, was promoted to publisher, succeeding his father, Victor H. Hanson II, who retired after 46 years at the paper. A member of the family has been publisher of the *News* since 1910.

The 19-year-old *Birmingham Business Journal*, which competes with the two dailies, pub-

lishes on Fridays and is distributed in the Birmingham metro area. *La Voz Latina* is a weekly bilingual newspaper targeting the market's Hispanic community.

Over the last few years, Lamar Advertising has steadily gobbled up nearly all of the competition in the Birmingham outdoor market, giving it 95 percent to 97 percent of the outdoor inventory in the market. The company offers bulletins, 30-sheets and 8-sheets. ■



This Nike campaign came out in January.

The energy leapt off the page. People followed the swoosh into the steely eyes of an Olympian. Hazel Clark. Sporting a tight Nike hoody. And they realized, hey, I'm no Hazel Clark, but I can look just as cool.

By November, apparel sales were up 35%.

Bottom line, magazines make a difference.



Magazine Publishers of America

To see more successful magazine case histories, visit www.magazine.org.
The Nike ad ran as part of an overall media mix.

BY STEVEN ROSENBAUM



HDTV's Killer App

News reports have the strongest potential to spur consumer interest

HERE'S AN INTERESTING STATISTIC: 22 PERCENT OF AMERICAN HOUSEHOLDS BELIEVE they already have digital TV. The actual number is closer to 1 percent, according to a survey by the Yankee Group. So as the long-awaited cable rollout of high-definition TV approaches, huge numbers of consumers

falsely believe they have seen the future—and they're presumably underwhelmed.

As HDTV becomes reality, what will move the market from early adopters to mass consumer demand? Answering that question matters, because HDTV's success depends on the same factors that apply to any new-technology introduction. The equipment might be revolutionary, but consumers need to believe they can get something not just new and different but also of personal value and benefit before they shell out thousands of dollars for new gear.

HD needs a "killer app"—an application that has the "wow" factor to turn heads and fundamentally change the viewing experience. Until very recently, HD was the domain of high-end nature documentaries, lush travelogs and sports. But what began as a unusual experiment may have unlocked the door to the real distinctive difference for households with HDTV.

It's news—pictures of real events, important events and distant conflicts brought into living rooms with a vivid and rich presentation that is both riveting and plying with detail and data.

How do I know this? Because since Sept. 11, 2001, CameraPlanet has been deploying HDTV field teams producing reports in some of the most hostile and dangerous places on earth—Afghanistan, Israel and Iraq. The result has been more than 20 finished hours of hard-news programming produced entirely in HD and presented to viewers of HDNet, the all-high-definition programming channel available via satellite. HDNet viewers have voted with their remote con-

trols, putting our programs in the top 10 of HD program viewership (and that includes broadcast-network series and HBO films).

Initially, the challenge seemed immense. How could we replicate the mobility of Beta and small-format newsgathering for HDTV broadcasts? Initially, we thought it couldn't be done. Traditional HDTV protocol would have required equipment and backup that would likely never clear customs in Pakistan, let alone make it over the bombed-out roads on the Khyber Pass.

So we improvised, experimenting with cameras and equipment until we felt confident to run a four-person crew that could go anywhere a traditional news crew could go. We also named Pulitzer Prize-winning war correspondent Peter Arnett as CameraPlanet's chief correspondent; Arnett was to return to Baghdad, Iraq, last Friday with an HD crew.

Think about it—is there anything more tailor-made for the clarity of HDTV than the global canvas of worldwide conflict? In 16:9 format, the 1080i [interlaced] camera not only delivers startling news images—from the breadth of the U.S. bombing campaign in the Tora Bora mountains to the dreadful consequences of a suicide bombing attack in Israel—it also captures the rawness of real life in remarkable new detail, from the agony of a refugee unable to afford medical care to the impact of tear gas on a group of demonstrators. And as viewers find themselves in the role of adjudicating the veracity of the players, HD provides an astonishing ability to read faces and expressions as if the person were sitting in your living room.

HD pictures invite a new visual vocabulary; deeply engaging and powerfully experiential, they require a more detailed editorial voice.

HD provides a completely different feel to traditional news packages. It's almost like film in the way the action unfolds within the frame instead of being furiously panned and quick-edited together. The picture feels like real life—not produced, manipulated product. And that's the way viewers become hooked on the story.

For the first time, reporters have a technology that can match their efforts with the visual images their viewers see. The importance of this cannot be underestimated. Television news has spent the better part of the last 20 years on faster cuts, more graphics, more music—simply put, more "flash"—to try and attract a TV-savvy, young audience. But this style's time has passed, and the demos of the networks' core news products continue to get older. HD pictures invite a new visual vocabulary; deeply engaging and powerfully experiential, they require a more thoughtful, more detailed editorial voice. And viewers seem to welcome the opportunity to see and think about stories rather than have them rapid-fired in machine-gun fashion. The evolution from "headline" pictures to pictures that add value and knowledge should not be underestimated. The powerful potential of this technology should open entirely new fields of opportunity for digital storytellers and audiences alike.

Newsrooms should embrace HDTV because reporters now have a technology that can match their efforts with the visual images their viewers see. If HD can deliver in Afghanistan, imagine what it could do for local coverage. From crime to entertainment to weather, local stations should be focusing like laser beams on HD and how it can enhance coverage and build new audiences for revitalized newscasts with all the intensity of real life.

As the HDTV rollout begins in earnest, it's simply smart business to start showing viewers that they have not even begun to see the future. At a time when news matters more than it has in a generation, we have a tremendous opportunity. Let's seize it.

Steven Rosenbaum is CEO of CameraPlanet, a York-based independent producer. The company's HDTV broadcasts can be seen on HDNet. ■

#1 HANNITY & COLMES

deposes King and takes control of 9pm.



“For the first time since ‘Larry King Live’ made its debut 16 years ago, something else has become the most-watched cable news program at 9 p.m.”

- *The New York Times*, October 29, 2002



We report. You decide.™

The Network America Trusts for Fair and Balanced News™

Still Nasty After All These Years

THE ADVERSARIAL RELATIONSHIP BETWEEN THE BROADCAST NETWORKS AND THEIR AFFILIATES OFTEN EASES A BIT WHEN THEY STRIKE NEW DEALS. BUT CONSOLIDATION AND CHANGING ECONOMICS KEEP POISONING THE WELL BY TONY CASE

Christmas came early this year for affiliates of television network ABC. After months of sometimes-testy negotiations, the two sides announced last month that they had finally hammered out a deal that would, for the next two years at least, settle such long-contentious issues as network compensation to affiliates, repurposing of programming on platforms like cable channel ABC Family, network-cable cross-promotion, and station contributions to *Monday Night Football*.

A press release heralding the truce was emphatically upbeat, and in the weeks following the announcement, the network and its local partners lined up to praise the pact. Bruce Baker, vp of affiliates for Atlanta-based Cox Television and chairman of the ABC Television Affiliates Association, reported that the two sides “worked hard” to find “common ground,” and expressed hope the deal would “strengthen” the relationship.

But despite some progress, relations between the major broadcast networks and their affiliates remain schizophrenic as ever. Everyone has watched those relations sour dramatically in recent years, as the networks slashed compensation (and in some cases, did away with it altogether), snatched advertising time from stations, and put programming on cable outlets that once was exclusively carried by affiliates.

The networks have, at times, been most brutal in their dealings with local partners. Witness NBC's tactics two years ago after Young Broadcasting, parent of San Francisco's KRON, refused to pay the network \$10 million a year for the privilege of carrying its programming. Rather than continuing to bargain, NBC swiftly cut a deal with Granite Broadcasting for a tiny station in nearby San Jose, devaluing KRON and sending shockwaves through all network-affiliated stations.

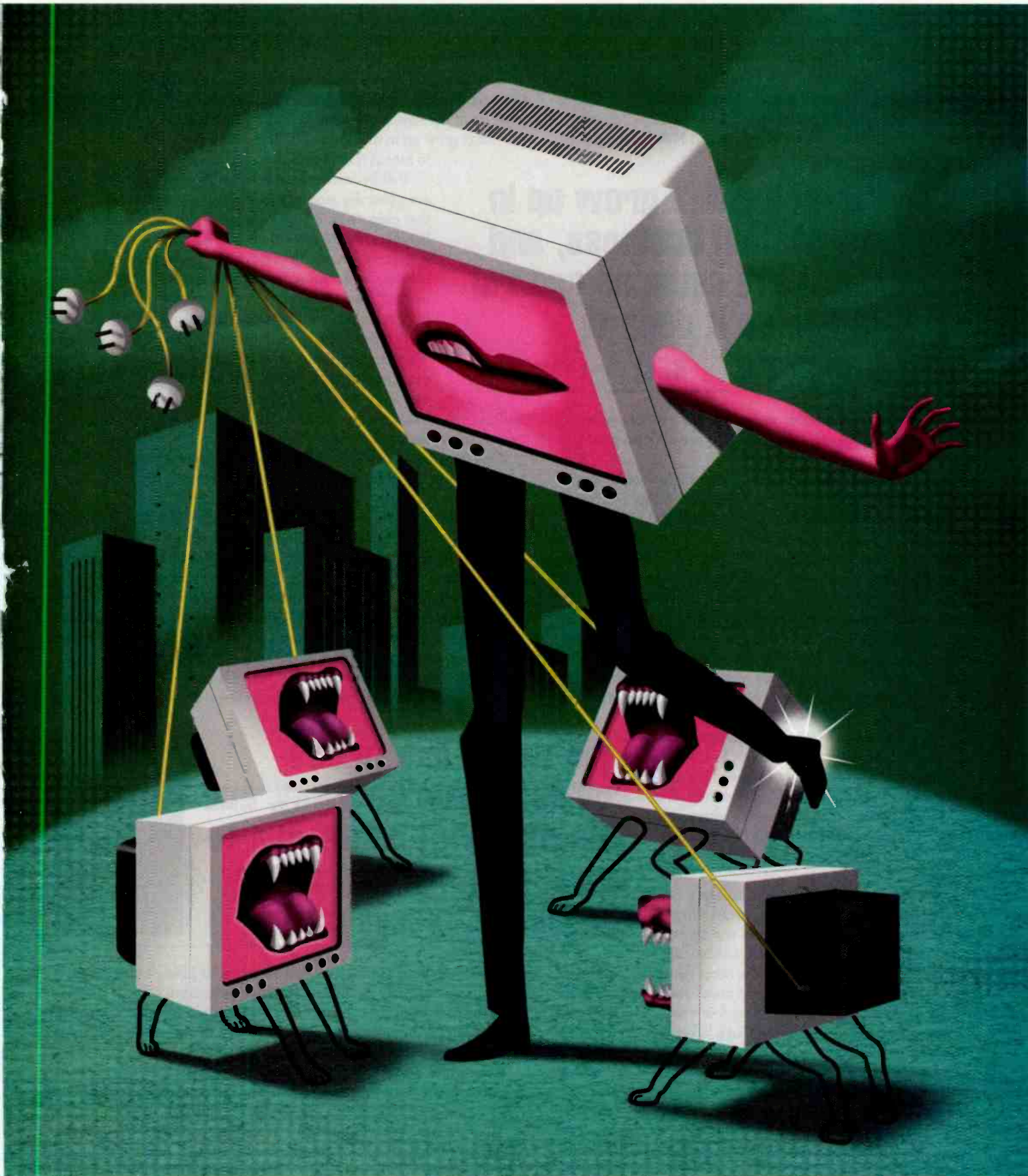
Or, consider the revolt that same year by several Fox affiliate groups,

including Northwest Broadcasting and Pegasus Communications, after the network tried to force stations to buy back prime-time ad spots at below-market rates. During that hubbub, an exec at one Fox affiliate said of the network, “They are no more partners of the stations than Genghis Khan.” Fox's aggressive behavior led stations in markets as far-flung as Portland, Maine, and Jackson, Miss., to bolt for the WB network.

Pat Mullen, president of Tribune Broadcasting, which operates more than 24 major-market stations and is a part-owner of the WB, says that “heavy-handed” move did real damage to Fox's “already tense relationship” with its affiliates. “I think Fox has heard loud and clear from the affiliate body that the inventory buyback was an awful business deal for the stations and something that they simply could not do when it was time for renewal.” (Fox Networks president/CEO Tony Vinciguerra declined to comment for this story.)

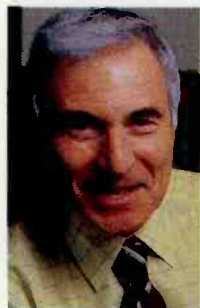
The networks maintain that tough economic conditions have forced them to get tougher with affiliates. “The network business has become more difficult with fragmentation and increased production costs, and there's always going to be a desire at the networks to have affiliates share more of those costs,” says Dennis FitzSimons, president/COO of Chicago-based Tribune Co., parent of Tribune Broadcasting.

The networks continue to put pressure on stations even as they look to snap up still more affiliates of their own and control an even greater share of the local distribution system. After all, most of the broadcast networks lose money, while their owned-and-operated station groups invariably make a lot of money for the parent company. What could work to the networks' benefit is if the Federal Communications Commission next spring relaxes the rules that limit the size of already-behemoth media



conglomerates. Meanwhile, mergers and rumors of mergers continue: ABC stations are understandably jumpy these days, as talk of an ABC News-CNN marriage swirls. No wonder stations are more worried than ever about their standing.

The stations aren't taking it lying down: In September, Fox affiliates threw their support behind the Network Affiliated Stations Alliance, a group representing more than 600 ABC, CBS and NBC stations peti-



"Eisner didn't grow up in the station business, and it doesn't seem as central to him as it does to Karmazin." BELL

tioning the FCC to consider whether their contracts with the networks unfairly restrict them in such areas as preempting network programs.

CLEARLY, THE NETWORK-AFFILIATE dance is looking more like a standoff—and at a time when most say the networks, facing a declining audience base and mounting competition from cable and other media, need the good will of their local outlets. "The affiliates are more than willing to work with the networks to achieve their goals, as long as there's respect for the [stations'] concerns and problems," says Alan Frank, president of Post-Newsweek Stations, who's also chairman of NASA.

Although the ABC pact seemed to settle several disputes between the network and its stations, station execs admit to a far more cautious optimism. Randy Bongarten, president of Indianapolis-based Emmis Television, which just renewed deals not only with ABC but also with CBS and is close to renewing its contract with NBC, says the ABC agreement was "a move in the right direction, without question," noting the headway made on such issues as NFL compensation. (Under the deal, affiliates will pay about \$34 million a year to help subsidize *Monday Night Football*, for which ABC pays the NFL an annual fee of \$550 million. But smaller stations will pay less than larger ones—stations in markets with NFL teams will pay the most.) But, Bongarten adds, "You can always go further on these things. Time will tell."

In a recent conference call with investors, Dave Barrett, president/CEO of New York-based Hearst-Argyle Television, the largest ABC affiliate group and second-biggest owner of NBC affiliates (behind Gannett), said: "ABC recognized it wasn't behaving like the other networks in terms of assignment and so forth." (The current assignment deal assures affiliates the network won't yank the affiliation if a station is sold. The issue had greatly hampered relations with affiliates, Cox's Baker says. "It created a very negative environment.")

Also taking a wait-and-see position in regard to the ABC agreement: Post-Newsweek's Frank, who is particularly concerned about parent Disney's consideration of the network and its local partners. "It doesn't help when [Disney chairman/CEO] Michael Eisner gets up and says two brands are important," he says, referring to the embattled CEO's comment at an investors' meeting in New York last month that the company's

greatest strengths were its "two strong and differentiated brands"—Disney and ESPN. Alan Bell, president/CEO of Irvine, Calif.-based Freedom Communications, owner of three ABC outlets and five CBS affiliates, explains: "CBS is the most progressive in understanding the station business, because high-up in Viacom, [president/COO] Mel Karmazin grew up in the station business. At ABC, it's a harder slog, because Eisner didn't grow up in the station business, and it doesn't seem as central to him as it does to Karmazin."

Bell believes relations between ABC and its stations are generally stronger following last month's pact, and that executives like ABC Television president Alex Wallau increasingly show they "really feel" for the stations. But if relations are better than they used to be, Bell adds, it's not due to some "enormous epiphany" by the networks. "It's because you get to a point where you realize it's like a circular firing squad. Instead of killing the guy you've lined up against the wall, you shoot yourself. There's a realization on both parts that we have to figure out a way to get together. We understand at the stations that the networks need relief in certain areas, and they understand certain things are showstoppers and deal-breakers and heartbreakers for station owners."

One lingering concern for ABC stations is the net's uncertain future in prime time. There are some bright spots this season—including Tuesday night, particularly the new John Ritter sitcom *8 Simple Rules*. The network touts the strong 18-to-49 demos of shows such as *The Bachelor* and *Monday Night Football*. ABC's senior vp of affiliate relations, John Rouse, explains, "This never is a process that can shift three weeks into the new season. We want to be very clear, we're very aware we've got a lot more work to do." ABC affiliate group chair Baker says the stations strongly support Susan Lyne, ABC Entertainment president since January. Baker says he and his colleagues are patient, for now. "It takes a lot of energy to get the momentum back. They are in that phase right now."

ABC is not alone. Although NBC still dominates ratings on most nights, affiliates nervously watch as its hits *ER* and *Frasier* slowly slip from

"We would like to see compensation go away, and [the stations] would like to see it stay. It's one of the big issues." SCHRUTH



LARRY BUSACCA/CBS

the top of the heap. (NBC has other issues on its plate: The network is investigating whether its Nashville affiliate, Meredith Corp.'s WSMV, squeezed additional commercial time in prime time. Meredith president Kevin O'Brien did not return calls. NBC's vp of affiliate relations, Joe Damiano, also declined requests for an interview.)

Meanwhile, Fox, coming off a miserable season last year, found a bona fide hit over the summer with *American Idol* but is struggling to build on that success, even as programs like *24* show promise.

Contrast ABC's year of building and the uncertainty at NBC and Fox with CBS' powerhouse prime-time lineup and ratings winners *Everybody Loves Raymond*, *CSI: Crime Scene Investigation* and its new spinoff, *CSI:*

**Audience delivery so young
we've even scared ourselves.**

MONSTERFEST 24/7

This year's MonsterFest was the most successful ever. Making us #1 in adults 18-34 on Halloween night*, and bringing in the youngest median age overall in the history of our exclusive monster marathon.**



TV FOR MOVIE PEOPLE

Source: Nielsen Media Research, 10/27/00-11/01/00: 8P-6A, 10/26/01-10/30/01: 8P-12A, 10/31/01: 6A-6A, 10/25/02-11/01/02: 8P-6A
*Halloween 2 on 10/31/02 ranked #1 on A18-34 delivery and concentration among all feature films aired between 8P-11P on ad-supported
cable networks. **Monsterfest 2002 median age was 47.8, 2001 was 48.5 and 2003 was 47.9. AMC measured starting 20 03.
Qualifications available upon request.

Miami. Robust prime-time numbers this season have spelled bigger ratings and healthier ad revenue for stations' late-news broadcasts (a major moneymaker for the affiliates) while providing a better lead-in for ratings laggard *Late Night With David Letterman*. Not surprisingly, like so many, CBS' relationship with its stations hasn't been this good in ages.

But all isn't rosey. In April of this year, Jacksonville affiliate WJXT broke its 53-year affiliation with the network over a compensation dispute. An exec at one mid-market CBS outlet says the network's good fortunes are a "mixed bag" for affiliates. "CBS is a much stronger partner, and is exercising that power in their negotiations with stations," says the exec. The network has taken an especially hard line against stations preempting network shows and has headed off affiliate efforts to replace at least part of CBS' troubled *The Early Show* with local programming. But at the end of the day, "You'd rather have a bully for a network that gives results than a crappy network that acquiesces to your every need," says the exec with a shrug.

Robert Lee, president/general manager of CBS affiliate WDBJ in Roanoke, Va., and newly named chairman of the CBS Affiliates Advisory Board, says despite all the hand-wringing about the state of network-affiliate relations, the dynamics of the partnership have remained mostly unchanged over the decades. "The interests of the network and the interests of the affiliates don't always run on parallel tracks," says Lee. "There comes the inevitable butting of heads over one issue or another from time to time."

CBS president/affiliate relations Peter Schruth, who also heads up affiliate relations for the UPN network, admits that despite the network's winning prime-time lineup and the general happiness right now among its affiliates, problems remain—including the shaky performance of *The Early Show*. Even in its revamped form. Especially in its revamped form. The recently retooled also-ran morning program—featuring three largely unknown female anchors and Harry Smith, who already co-heralded one failed incarnation—got creamed by the critics after its debut two weeks ago. "Bring back Bryant Gumbel: He was never this dull," read one scathing headline in the *New York Post*. "Foremost, it seems to me it can't be just another *Today* show, because the *Today* show and *Good Morning America* are already fighting it out," Lee says. Lee, who spent most of his career at ABC stations, recalls his skepticism when the network rolled out *GMA* in the 1970s. As for *The Early Show*, Lee is hopeful: "Lightning may strike twice, if we get it right."

ALL THE NETWORKS HAVE a proud history of listening to what their affiliates have to say about programming—then doing exactly what they want with their schedules. Station execs claim they aren't bothered by that. "They listen, but they don't want to throw out their schedule, according to 212 market responses to what programming there should be," says Jack Sander, president of Dallas-based Belo



"We would love to have comp, but you can't deny the economics of the business are changing, and we have to adjust to that." BONGARTEN

Television Group, which owns affiliates of all six major broadcast nets. Cox's Baker adds, "I'm not a believer that the network has an obligation to consult with us on creative ideas."

Sometimes, when the outcry is overwhelming, the networks will listen—and give in to the stations. A major reason CBS has put so much energy into the 10 p.m. block is because affiliates clamored for a strong lead-in to local news. Then there's Fox, which ended up returning its weekday-afternoon block of ratings-losing children's pro-

"The networks...run shows elsewhere, they have other business alliances. And affiliates aren't part of those discussions." FRANK



gramming back to its stations. "It was a problem having kids in the afternoon, then trying to build an audience going into news," Emmis' Bongarten says.

Repurposing of network programming was a major sticking point in the ABC negotiations. Affiliates seemed to bend somewhat on the network's rerun of programs on its ABC Family cable network. But overall, station owners are still concerned about the practice, and the issue is destined to remain a big obstacle in their future dealings with the nets. Fox recently announced plans to run repeats of its hit drama *24* on its sister cable network FX for the second year. And only last week, NBC bought cable network Bravo for \$1.25 billion—whether the channel becomes a repurposing outlet for the network remains to be seen.

"The networks have other partnerships, they're running shows elsewhere, they have other business alliances. It blurs things, and affiliates aren't part of those discussions. We're concerned about what the bottom-line business practices will be," says Post-Newsweek's Frank. Baker says he's keeping an "open mind" about repurposing but "there is a point where you damage your brand."

Then there's that old chestnut, compensation (the fees networks pay their affiliates for airing their shows). Currently, comp accounts for some 3 to 5 percent of a station's revenue. Schruth says flatly, "We would like to see it go away, and [the stations] would like to see it stay. It's one of the big issues." Many say comp is on the way out altogether, as production costs keep soaring and the networks continue to squeeze their affiliates. Bongarten says of compensation, "We would love to have it, but you can't deny the economics of the business are changing, and we all have to adjust to that."

Adds Sander, "You get comp in many ways. If I have additional inventory in particular programs, that's compensation too. The value will be sustained, but will hard compensation dollars change? You bet. Compensation as we know it...will diminish. I don't know if it will be zero." Pointing out that comp accounts for just 2 to 4 percent of his stations' revenue, Sander says the issue is more crucial for smaller affiliates, who are more dependent. "The networks have to be respectful of that."

Time will tell whether the networks and affiliates can find the respect they need to maintain their fractured, fragile alliance. ■



Just what you'd expect. Still climbing.

It's just the last year we've added more than 18 million subscribers*. And we have commitments to take your message to 57 million homes. Maybe that's why over 100 blue chip advertisers are already on board. To learn more call Rich Goldfarb, SVP, Media Sales at 212.822.8668.



* 2002 Nielsen Media Research Universe Estimate Tracking Report, October 2001 - October 2002. © 2002 National Geographic Channel. NATIONAL GEOGRAPHIC and the Yellow Border Design are trademarks of National Geographic Society, used with permission. © Fox Cable Networks, LLC. All rights reserved.

nationalgeographic.com
AOL Keyword: NatGeoChannel

Media Elite

EDITED BY ANNE TORPEY-KEMPH

Quicktakes

GUESTS AT LAST WEEK'S premiere screening of Food Network's *Eating Out Loud: New York* watched star **Ruth Reichl** slurp giant oysters at 3 a.m. at the Fulton Fish Market—the longtime *Gourmet* editor's



Shucks and yucks: (L. to r.) Esca chef Dave Paster-nack, *Gourmet* publisher Giulio Padua and Reichl

first visit to the legendary NYC foodie haunt—and lamented the developing caviar crisis (beluga sturgeon is on the brink of extinction). A highlight of the night for Reichl was being invited by the Food Network production crew to join celebrity chef Anthony Bourdain, host of the network's popular *A Cook's Tour*, on an upcoming trip to China... **Paul Harvey** is flying high since NASA shrinks decided it would be beneficial to beam him up to the International Space Station Alpha—his show, that is. The NASA psych ops unit in Houston thought the astronauts aboard the first permanently manned space station needed a regular dose of news from home to keep their spirits up, and turned to ABC Radio's legendary newsman to fill the bill. Harvey's credentials for having his show selected as the one and only to be transmitted to Alpha? With 52 years on the air and more than 1,200 stations carrying his daily broadcasts, he's the most-listened-to newscaster in the world, known especially for his 15-minute, storytelling-style noon-time broadcasts. Starting last Tuesday, NASA began sending

Harvey's three daily newscasts to outer space, digitally encoded, along with other regular transmissions... Was it the haunted Halloween punch or are the figures at Madame Tussaud's Wax Museum really that convincing? At

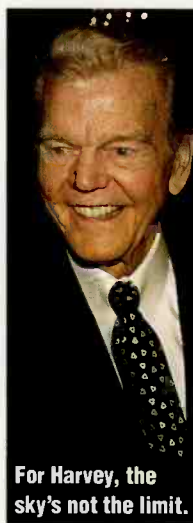
Parents magazine's recent "spooktacular" for advertisers at the renowned Times Square venue, publisher **Jan Studin**, all dolled up as Raggedy Ann for the occasion, said she had trouble distinguishing people from paraffin: "Repeatedly, I would bump into someone and apologize, only to realize a second later it was Gandhi"... At the risk of piling on: **Martha Stewart's** was the most-downloaded mask among those of five legally embattled CEOs made available on forbes.com during Halloween week. Among some 74,000 site visitors

who downloaded one of the full-size, full-color, printer-friendly masks, the greatest number by far opted for the Martha model (the others were Stewart's friend Sam Waksal, of ImClone; Enron's Kenneth Lay; Worldcom's Bernard Ebbers; and Tyco's Dennis Kozlowski). Even *Forbes'* competitors got in on the fun, when the hosts of CNBC's popular *Squawkbox* and CNNfn's *Money Morning* wore the masks on their shows on Halloween day... Seen

around town: *Men's Health* editor in chief **Dave Zinczenko** on the arm of *Charmed* star Rose McGowan. We hear they met at a Bruce Springsteen concert in Los Angeles in August and have been jetting between coasts (she lives on the West, he on the East) to see each other on weekends. So much for the "Hottest Bachelor" status *People* bestowed on Zinczenko a few months ago. ■



Popular at parties: forbes.com's Martha mask



For Harvey, the sky's not the limit.

Movers

TELEVISION

Teri Vila-Caballero was appointed vp, national sales, Miami, at Univision Communications, where she will be responsible for overseeing national sales and developing new business for all Univision and Telefutera stations in the U.S. She was an account executive for Univision's national sales office in Miami, and before that was Southeast regional manager of sales and marketing for Radio Unica... **Jim Chabin**, most recently president of the Academy of Television Arts and Sciences, has rejoined Promax & BDA as CEO, replacing Glynn Brailsford, who has moved to the new role of chief creative officer. Chabin served as president and CEO of the Broadcast Promotion and Marketing Executives (which under his watch became Promax & BDA) from 1992 to 1998.

MEDIA SERVICES

Gerard Broussard has joined Interactive Market Systems, the data analysis and media software company, as senior vp of the new Advanced Analytics Group. He previously served as senior partner and director of media analytics at OgilvyOne, New York.

MAGAZINES

ESPN The Magazine has upped **Roxanne Jones** to the new position of senior deputy editor and coordinating producer. Since 2000, Jones has been deputy editor at the magazine and will now also produce television pieces from the mag's content for ESPN's *SportsCenter* and other programs. Jones helped conceive the ESPN show *The Life...Reader's Digest* has named **Fred Tietze** to the new post of director of the marketing solutions group, overseeing the title's creative and marketing services, custom publishing and partnerships. Tietze was director of integrated marketing solutions at G+J USA.

RADIO

At Clear Channel Radio, **Jay Sterin**, director of sales for Philadelphia stations, was promoted to regional vp of sales in the Philly area, adding responsibility for Allentown, Williamsport, Reading, Lancaster and Harrisburg, Pa.

Need to know (fill-in-the-blank) about the Internet?

MEET THE NIELSEN//NETRATINGS FAMILY



THE GLOBAL STANDARD IN ONLINE MEASUREMENT

ONLY NIELSEN//NETRATINGS

provides the most accurate and complete picture of your online world, using media quality research methodologies that monitor the entire digital media universe across the globe.

Internet Ratings

@Plan

AdRelevance

WebRF

Analytical Services

NEVER BEFORE

has it been possible to understand Internet behavior so accurately and in so much detail—available only from the Nielsen//NetRatings family.

Internet Ratings—the global standard in digital media measurement

@Plan—demographics, lifestyles and preferences of the online population

AdRelevance—the most comprehensive intelligence for online advertising

WebRF—the most advanced reach and frequency online media planning tool

Analytical Services—custom research for your specific business needs

Nielsen//NetRatings

www.nielsen-netratings.com



At the New York offices of Time Inc.'s Parenting Group to celebrate the completion of *Baby Talk's* annual Cover Baby contest, (l. to r.) winner Lindsey Sage Pollack; Sue Montecallo, vp, corporate juvenile marketing, Babies 'R' Us; and *Baby Talk* editor Susan Kane



Latina toasted author Sandra Sisneros last week at Manhattan's Metronome restaurant upon the release of her new novel, *Caramelo*. (L. to r.) Actor Eduardo Verastegui; Sisneros; Betty Cortina, editorial director, *Latina*; and David Kahn, *Latina* publisher.



James Lipton, host of Bravo's *Inside the Actors Studio* (l.), with the cable net's senior vp of ad sales, Hanna Grynchwajg, and Robert Boyce, media director for Black Rocket, at the University of San Francisco's Presentation Theater for a screening and audience Q&A



On hand at New York's Bayards to fete John Hayes, executive vp of global advertising & brand management for American Express Co., recipient of the Advertising Club's Silver Medal Advertising Man of the Year award, (l. to r.) Jack Haire, executive vp, Time Inc.; Carla Loffredo of MindShare; and Erich Linker of Newspapers First



In the latest in WBOS-FM/Boston's series of intimate concerts, the Wallflowers played at the new Paradise Lounge to celebrate the band's forthcoming release, *Red Letter Days*. (L. to r.) WBOS program director Chris Herrmann, Interscope Records' James Evans, WBOS assistant program director Michele Williams; and Wallflowers frontman Jakob Dylan.

online (ɔn'līn') *adj.* 1. VMS

More Media • Quicker Turnaround • More Coverage



GET COMPETITIVE ADVERTISING DELIVERED ONLINE.

My Adsite delivers your competitive TV, Radio, Print, Internet and Out-of-Home advertising right to your desktop in one shareable, customizable database. It's available worldwide 24 hours a day. You can also get access to international advertising, media schedules and other reports through the same interface.

Media asset management has never been more convenient.



NEVER CLIP ANOTHER PRINT AD.

Print Plus gives you print coverage from over 18,000 newspapers, consumer magazines, trades and in-flight books. Coverage can be customized just for you, and it's all available online with detailed insertion and expenditure data.

Print tracking has never been easier.



REAL LOCAL SPENDING DATA IS FINALLY AVAILABLE.

The **VoiceTrak** report gives you the most comprehensive local media expenditure information from key categories such as Wireless Telecom, Bank, Healthcare, Automotive, QSR and many more. Over 9,000 media vehicles are surveyed, covering TV, Radio, Print, Cable and Out-of-Home.

Local spending data has never been more complete.

Find out how VMS Advertising Services can help you make your life easier.
Contact your local VMS representative or call 800-VMS-2002 and ask for Rick Denos.



Inside Media

NEWS OF THE MARKET

Bochco Signs for HBO Series

Veteran TV producer Steven Bochco, along with *Philly* writer Alison Cross, have signed with HBO to create a series about a married New York couple. The deal calls for a 13-episode commitment with an expected launch in 2004. On programs ranging from the long-running *NYPD Blue* to the failed musical series *Cop Rock*, Bochco was perhaps the first TV producer to test network limits in terms of language and sex, and format. At HBO, he'll likely take even more license. In fact, the show's proposed format already is innovative: Filming of scenes will be confined to the couple's bedroom, bathroom and walk-in closet areas.

Cablevision Speeds Up Digital Rollout

Boosted by a \$75 million investment from New York-based Quadrangle, Cablevision Systems Corp. has accelerated its rollout of digital services. Up until two months ago, only 1.5 million customers of the 4.3 million Cablevision serves in the greater New York area could access digital cable, but the company expanded its reach to 750,000 more homes in October and plans to roll out service to an additional 1 million over the next month.

Thunderbox Puts On PPV Event

The weekly syndicated boxing series *Thunderbox* will stage *Fistful of Dollars*, a pay-per-view event, on Nov. 30 from the Trump Taj Mahal in Atlantic City, N.J.

Boxing promoter and *Thunderbox* creator Cedric Kushner's winner-take-all, \$100,000 round-robin event will feature eight heavyweight boxers, including former world champion Tim Witherspoon and undefeated Gerald Nobles. The event will also feature hip-hop stars Eve and Xzibit.

G4 Signs Carriage Deal With TWC

G4, the cable network targeted to videogame fans ages 12-34, has signed a carriage deal with Time Warner Cable that will distribute the network to the cable operator's digital subscribers over the next two years starting next month. The fledgling network has carriage deals in place with Comcast, Insight and AT&T Broadband. G4 launched in April and airs 13 original series.

VH1 Adds Specials, Awards Show

In a bid to boost sliding ratings, VH1 is adding new programming. A combination of MTV's music awards and movie awards shows, the *VH1 Big in 2002 Awards* will showcase the best and worst in music, movies, TV and people. The live event premieres Dec. 15. Other programs to launch over the next few months are *Inside/Out*, which examines the lives of artists at crossroads; *Rock Med*, which looks at a mobile emergency unit that tends to folks injured at rock concerts; and *Mock Rock*, which gives cover bands a chance to shine at a major concert. And in a hip-hop-themed special, the cable channel will honor artists including Run DMC,

Calendar

The American Association of Advertising Agencies will hold its annual **creative conference** Nov. 13-15 at the Grand Hyatt San Francisco on Union Square. Contact: Michelle James, 212-682-2500.

American Women In Radio & Television will present two cocktail receptions with broadcast pioneer Phyllis George, Nov. 13 at the ABC Gallery in New York (contact: 212-481-3038) and Nov. 21 at the Viceroy Hotel in Los Angeles (contact: 818-509-0429).

PricewaterhouseCoopers will present the **Global Entertainment, Media and Communications Summit**, hosted by CNN's Jeff Greenfield, Nov. 15 at the Waldorf-Astoria in New York. Contact: 646-394-2413.

IRTS will present a **panel on cross-platform media opportunities** Nov. 19 at the NBC building in New York. Contact: Jim Cronin at 867-6650, ext 305.

Ira Berman's Media All-Stars gathering of the bands will take place on Nov. 21 at Upstairs at Studio 54 in New York. For information, e-mail nycgigs@nycgigs.com.

American Business Media will present as part of its Midwest-region meeting the **Fast Track Media Management Program**, designed for middle management handling b-to-b media, Nov. 21 at the Fairmount Hotel in Chicago. For information, visit www.americanbusinessmedia.com.

Variety magazine and Frankfurt Garbus Kurnit Klein & Selz will present a media conference entitled "**Content & Commerce: Hollywood Meets Madison Avenue**," Nov. 22 at the New York University Stern School of Business. Contact: 1-888-887-0288.

Broadband Plus: The Western Show will be held Dec. 3-6 at the Anaheim Convention Center in Anaheim, Calif. This year's event focuses on the technological advancements in broadband. For more information, visit www.broadbandplus.org.

Kimmel to Kick Off Post-Bowl

Comedian Jimmy Kimmel's new late-night show on ABC, *Jimmy Kimmel Live*, will premiere following the Super Bowl on Jan. 26 and will air live from Los Angeles to the East Coast in its regular time slot Monday through Friday 12:05-12:30 a.m. The show, featuring a weekly rotating co-host, will originate from space now known as the El Capitan Entertainment Center on Hollywood Boulevard, across the street from the new Kodak Theatre, where the Academy Awards show is held. Kimmel is currently co-host and co-creator of Comedy Central's *The Man Show*. His new show replaces *Politically Incorrect With Bill Maher*, another instance of ABC plucking Comedy Central talent for its late-night roster.



ABC is giving him a Super lead-in.

Don't Miss the Media All-Stars 2002 Awards Luncheon

The Editors of Mediaweek invite you to the 2002 Media All-Stars Awards Luncheon

GUEST PRESENTER



LESTER HOLT
MSNBC Anchor

MONDAY, DECEMBER 9, 2002
Cipriani 42nd Street
42nd Street (between Park and Lexington Avenues)
New York City

11:30 Reception
12:15 Luncheon and Awards Ceremony

Tickets: \$175 per seat or \$1750 for a table of ten

For advertisers in the December 9th issues of ADWEEK, BRANDWEEK and MEDIAWEEK we are offering a special price of \$1000 for each table of ten.

RSVP by Friday, November 29, 2002
To register online visit www.mediaweek.com

THE WINNERS

MEDIA EXECUTIVE OF THE YEAR

Robin Kent
Universal McCann | New York, NY

INTERACTIVE

David Song
MPG | Boston, MA

OUT-OF-HOME

Jack Sullivan
Starcom Worldwide | Chicago, IL

MAGAZINES

Robin Steinberg
Carat USA | New York, NY

PLANNING

Dan Albert
Starcom Worldwide | Chicago, IL

NATIONAL TV/CABLE

Andrew Donchin
Carat USA | New York, NY

RADIO

Matt Feinberg
Zenith Media | New York, NY

NEWSPAPERS

Jay Knott
Zenith Media | Irvine, CA

RESEARCH

Beth Uyenco
OMD-Midwest | Chicago, IL

NON-TRADITIONAL MEDIA

Adam Gerber
The Digital Edge/Mediaedge: CIA | New York, NY

SPOT TELEVISION

Karen Agresti
Hill, Holliday | Boston, MA

— Luncheon Sponsor —



— Reception Sponsor —



— Presented By —



Contact Name: _____
Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
E-Mail: _____

Send me _____ ticket(s) at \$175 each for a total of \$ _____
I am buying _____ table(s) at \$1750 each for a total of \$ _____

We are advertising in the December 9th issues of ADWEEK, BRANDWEEK, and MEDIAWEEK and would like to buy _____ table(s) at the discounted rate of \$1000.

Please charge my: Visa MasterCard American Express

Card #: _____ Exp. Date: _____

Name on Card: _____

Signature: _____

Enclosed is a check made payable to MEDIAWEEK for \$ _____

Please detach this form, list additional names on a separate sheet, enclose with payment and send to: Melinda Kmetz, MEDIAWEEK, 770 Broadway, 7th Floor, New York, NY 10003
Or fax your form and list of additional names to: 646-654-5353
For more information call Melinda Kmetz at 646-654-5141

RSVP by Friday, November 29, 2002
Register online at www.mediaweek.com

MPA, ASME Combine Events

For the first time, the Magazine Publishers of America and the American Society of Magazine Editors will both present lifetime achievement awards at their annual late-January gala at the Waldorf-Astoria in New York. The 2003 honorees are Ed Lewis, chairman/CEO of Essence Communications Partners and former MPA chairman, who will receive the Henry Johnson Fisher Award; and Art Cooper, *GQ* editor in chief for the past 20 years, who will be inducted into the ASME Hall of Fame. Traditionally, the January gala is reserved for the HJF award, honoring a publishing executive and an editor in chief, and the ASME award is handed out at the National Magazine Awards in May. ASME editors said the Hall of Fame induction tended to be overshadowed by the National Magazine Awards, so the two groups agreed to combine their events. The HJF honor will now be given only to publishing executives.



Mag-industry achievers Lewis and Cooper will share the glory in January.

LEFT: DWIGHT CARTER, RIGHT: SPENCER PLATTIGREY

Beastie Boys and Outkast in *50 Greatest Hip-Hop Artists of All Time*. Premiere dates for the specials have yet to be determined.

AURN to Spin New Jazz Network

American Urban Radio Networks plans to launch American Smooth Jazz Network in January, anchored by two new daily features. In *Jazz Masters*, host Ken "Spider" Webb will focus on jazz artists who have gained broad popularity in America. *Jazz Notes* will be hosted by Angela Stribling, a host of BET's *Jazz Central* as well as a personality on WQCD-FM in New York. On the show, Stribling will give her personal perspective on some of the best known artists in the genre.

Postal Service: Rates May Hold Till '06

The U.S. Postal Service announced last week that current postal rates could remain in effect until 2006, after a financial review of its retirement fund determined that there is extra money from one of its pension funds. Last month, Postmaster General John Potter predicted the next rate hike would not go into effect until "well into 2004." The timing of the next postal-rate increase, however, is dependent on whether Congress approves legislation that recalculated the pension fund.

Three HFM Titles Cut Rate Base

Hachette Filipacchi Media will lower the circulation rate base and increase the cover price of three of its titles next year. *Premiere* will slash its rate base by 100,000 to 500,000 and increase its newsstand price to \$3.99 from \$3.50 with its February issue. *Premiere* will also reduce its publishing frequency from

monthly to 10-times-yearly and revert to saddle-stitch binding from perfect-binding. The movie magazine will become an inch wider in trim size and add eight editorial pages. Also, David Fishman, currently senior vp of brand development of HFM U.S., has been tapped to also serve as senior vp/group publishing director to oversee the title's publisher and advertising team. Meanwhile, *Sound & Vision* and *American Photo* will shrink their rate bases by 50,000, to 400,000 and 200,000, respectively. *S&V* will raise its cover price to \$4.99 from \$4.50; *AP*'s cover price will jump to \$4.50 from \$3.99.

TVB Offers Resources for Buying Local TV

The Television Bureau of Advertising has launched a new resource on its Web site. The Advertiser/Agency Resource Channel includes information on the basics of spot TV buying, market profiles, media planning strategies and other research. Intended to aid junior media buyers and planners but also benefit senior media executives, the free information is available at www.tvb.org.

MSO in Promo Deal With P.R. Tourism

Puerto Rico Tourism Co. and Rums of Puerto Rico have developed a cross-media promotion with Martha Stewart Living Omnimedia. The marketing venture, MSO's first with travel, centers around the "Perfect Wedding in Puerto Rico" sweepstakes winners, who will receive an all-expenses-paid wedding and honeymoon in Puerto Rico planned by *MS Weddings* and wedding gifts from MSLO advertisers. Portions of the wedding weekend, Jan. 31-Feb. 2, will be filmed for the

Martha Stewart Living TV program and promoted across the magazine and Web site.

Big City Radio Stations for Sale

Financially strapped Big City Radio has retained Jorgenson Broadcast Brokerage to auction off the company's 12 stations in suburban New York, Los Angeles and Chicago. Proceeds of the sale will be used to pay down debt. The New York-based company did not make its semiannual interest payment on a \$174 million note, which was due Sept. 15. The grace period ended Oct. 15, forcing the company to raise cash by selling off properties. Founded in 1994, the company acquired small, less-expensive station facilities in the suburbs of major markets. The programming strategy, to simulcast a single format on several suburban stations in order to cover the entire market, never caught on with audiences.

NextMedia Picks Up Mich. Stations

NextMedia Group, owner of 51 radio stations in 13 midsize markets, has agreed to purchase five stations in Saginaw-Bay City-Midland, Mich., the 118th-ranked radio market, from Wilks Broadcasting for \$55.5 million. It's the same deal that Cumulus Media walked away from without explanation in September. In the past 15 months, the company has spent more than \$160 million on radio and outdoor properties.

Premiere Radio Trims Portfolio

Premiere Radio Networks plans to cancel 15 programs and services from its vast portfolio by the end of 2002 and lay off about 100 people. Among the shows to be cancelled are *Jim Cramer's Real Money*, a one-hour daily Talk show that Premiere syndicated in summer 2001; *Rockline*, a weekly show that featured Classic Rock artists; and *American Top 40 Flashback: The '80s*, another weekly program. In February 2001, as the bottom fell out of the advertising market, the Los Angeles-based programming arm of Clear Channel cancelled 13 programs and services. It still syndicates about 100 shows.

Radio's Movie Show Switches Reps

The Movie Show, a nationally syndicated weekend Talk show about movies and videos, will change national representation firms at the start of the new year from NBG Radio Networks to Canada-based The Da Silva Group, whose radio unit recently opened an office in Los Angeles. ■

EAST

SERVICES & RESOURCES

Minimum run for any ad is one calendar month (3,4 or 5 issues, depending on the month). New ads, copy changes, and cancellations are due by the third Thursday of the current month for appearance the following month. **RATES: \$51 per line monthly; \$315 per half-inch display monthly.** ALL ADS ARE PREPAID. Monthly, quarterly, semi-annual and annual rates available. Orders and copy must be submitted in writing. Mastercard, Visa, and American Express accepted. Call Karen Sharkey at 1-800-7-ADWEEK. Fax 646-654-5313.

play monthly. ALL ADS ARE PREPAID. Monthly, quarterly, semi-annual and annual rates available. Orders and copy must be submitted in writing. Mastercard, Visa, and American Express accepted. Call Karen Sharkey at 1-800-7-ADWEEK. Fax 646-654-5313.

ADVERTISING & MEDIA

Reach NY Executives.
Empire Magazine 917-365-1542

ADVERTISING SPECIALTIES

• TOWELS! • TOWELS! •

Screen printed towels of all sizes and weights, with low minimums, and quick delivery. Lowest prices!
Also patented MATRIX® photo towels!

FLAT AND COMPRESSED BEACH TOWELS



PAKTITE® COMPRESSED T-SHIRTS!

This PAKTITE® is an Extra-Large, Heavy-weight T-Shirt!



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



3 Strikes Activation
ph: 203-359-4559 • fx: 203-359-2187
e-mail: customerservice@3strikes.com
website: www.3strikes.com

www.nexuspromotions.com
LiteCubes distributor, Coach Leather, Kosta Boda, Cross Pens, All Holiday Gifts. Fleece, Calendars, Bags 718-305-2720

ART/DESIGN SERVICES

INVISION GRAPHICS

INVISION GRAPHICS offers the most creative and dynamic graphic concepts from start to finish.

- ➔ WEB DESIGN
 - ➔ COMPANY PRESENCE
 - ➔ CAMERA READY ART
 - ➔ ADVERTISING
- Call STEVE At: 718-544-7670

FREE website design 212-226-5686
www.graffica.com (212) 675 8628

ART DIRECTION

HANDY MACANDY F/L AD (212) 988-5114
Push the right buttons. 212.213.5333
dickgrider.com

TALENTED AD/DESIGNER Beautiful print collateral/adv/promo portfolio. 212-496-0453

BRAND DISTRIBUTION

Improve your brand distribution with supermarkets, drug chains and mass merchandisers. Call 516-465-4463.

ART/DESIGN SERVICES



At Freelance Advancers, we're artists and writers ourselves...
Who better to place quality creatives in premier freelance and staff positions?
Our personal attention enables the best matches - and has since 1987.
So call, e-mail or fax us today: We're putting our talent to work!

- ▲ Graphic Designers
- ▲ Production Artists (Traditional / Digital)
- ▲ Art Directors / Creative Directors
- ▲ Copywriters / Editors / Proofreaders
- ▲ Trafficking / Project Management
- ▲ Pre-Press / Print Production
- ▲ Illustrators (Traditional / Digital)
- ▲ Web Site Development ...and more!

Freelance Advancers (212) 661-0900
420 Lexington Avenue, Suite 2007 New York, NY 10170
www.freelanceadvancers.com info@freelanceadvancers.com

BRAND NAMES

Ace Banner Flag & Graphics
One Banner or Hundreds
Any Process. Any Size Large Format Digital
www.acebanner.com
212-620-9111 Since 1916

COMPUTER CONSULTANTS

Macintosh Tech Support!
On-Site Service & Training, Nationwide!
1-877-865-6813, MacSolutionExperts.com

COPY/CREATIVE

WILL WRITE FOR FOOD - Or any other category. Fast. Tasteful. Hungry.
mark@silberware.com 917-886-6836

www.CreativeCopywriter.com
732.571.9672

COPYWRITING

Big agency copywriter available for projects big & small. conradwinter.com

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

davidrockwell.com

I write, customers read. 212-439-1845

Need good radio copy? 718-591-2043

Seasoned. Bnfts, educ, fincl, hc, indus, prof svces, re, trav, more. steveboyar@aol.com.

The long stuff. The tough stuff.
Annual rpts. Capabilities/product literature. Pharm/Biotech/Chem/Indus. 610.526.1993.

This freelancer works! 212-679-0609.

Write the first time. 914.419.2639

DIRECTORIES

World's Best Outdoors & Sports Directory
Outdoors Yellow Pages
www.outdoorsyp.com (888) 386-8600

GOLF PROMOTIONS

Speakers, PGA TOUR, LPGA, Celebrities
golfpodium.com / 561-776-9112

INDEPENDENT SALES REPS

SALES SOLVED. 212-585-1321

INSURANCE

ARE YOU PAYING TOO MUCH FOR YOUR INSURANCE?

We specialize in insurance for **advertising & media firms.**

Our rates are the most competitive in the industry!

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

E-mail Adam Wolfson for a quotation
awolfson@globalcoverage.net
Global Coverage, Inc.

Catch a Creative Genius
ADWEEK CLASSIFIED

MARKETING SERVICES

HEALTHCARE ADVERTISING SPECIALIST
To the Consumer. To the Trade. To the Point.
David Upright: 973.726.9655
dupright@earthlink.net

MEDIA BUYING & PLANNING SERVICES

Newspaper Planning/Buying
Display, Classified; RFP Ads; FSI
15 Years Exp./Excellent References
888-374-7874
krussell@russell-gordon.com

SMALL TO MID-SIZED AGENCIES

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

TRP MEDIA INC. COM
Planning/Buying TV, Radio & Print
at commissions as low as 4 1/2%!!!
Call Herman 972.306.9672
herman@trpmediainc.com

MEDIA BUYING & TRAINING

www.mediabuyingacademy.com

PRINTING

John Zap Printing, Inc.
Newsletters, Books, Magazines
Quality, On-time, Cost Effective
Web & Sheet Fed Printing
V-212.255.7191 & F-212.255.7193

PROOFREADING

EDITORIAL EXPRESS

EXPERIENCED - FAST - PRECISE

Advertising • Collateral
Catalogs • Annual Reports
Magazines • Manuals

Call: 508-697-6202

Fax: 508-697-7773

RADIO COMMERCIALS

The other guys charge a fortune
to cover the cost of their big space ads.
Our Clio-winning Productions sound
great, too. But when you hear our prices,
they sound unbelievable.

800/789-RADIO
Sounds almost too good to be true.

www.kenrayzor.com

www.killerradio.net

RADIO PRODUCTION

Killer Radio!
www.kenrayzor.com • (888) KRSound

spanishradiospots.com

EAST SERVICES & RESOURCES

CORPORATE COMMUNICATIONS



Give your clients the choice
of butter, cheddar, caramel

or

Nautica, Royal Velvet, Wamsutta, Calphalon, KitchenAid, Krups, Black and Decker, Cuisinart, Rubbermaid, George Foreman, Guest, Longhi, HoMedics, Sharp, Conair, Circulon, Pacific Coast Feather, Hamilton Beach, Pfaltzgraff, Spectrum, Oneida, Yankee Candle, Sonoma, Nautica, Royal Velvet, Wamsutta, Calphalon, KitchenAid, Krups, Black and



Give your customers, clients and staff something they're not expecting: options. The Linens'n Things gift card, redeemable at over 350 locations nationwide. Now that's a great idea. Call 973-249-4414 or contact mforfar@LNT.com for more info or to place your order. Volume discounts available.

LINENS-N-THINGS

©2002 Linens'n Things

RADIO PRODUCTION

**HO!
HO!
HO!
WADIO!**

Funny, cut-through,
Succes\$\$ful holiday
radio campaigns.

www.wadio.com



WorldWideWadio
H O L L Y W O O D

LA: 323 957 3399 • NY: 212 768 9717

RADIO PRODUCTION

Sarley, Bigg & Bedder
Radio at its best
323.969.9767 • www.sarley.com

we write
we polish
we produce
Killer Radio
www.kenrayzor.com • (888) KRSound

JOBHUNTERS:

**Find Hundreds of Great
Jobs In Adweek Online!**

Search ads from all six classi-
fied regions of Adweek,
Brandweek, & Mediaweek.

Visit our website at
<http://www.adweek.com>

e-mail:
adweek@adweek.com

RADIO PRODUCTION

**bert berdis
& company**

Why us?

Because you're not
going to win an award
for that "other" thing
you do in 60 seconds.

work with the best in the business
bertberdisandco.com
call for the reel 323.462.7261

**THREE AUDIENCES
FOR THE PRICE
OF ONE**

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

THREE FOR ONE . . . not a bad idea.
Call **1-800-7-ADWEEK**
or just Fax it to: **(646) 654-5313**

EAST SERVICES & RESOURCES

RADIO PRODUCTION

"You talk to us.
We listen.
We talk to them.
They buy from you.
Nice how it works out, huh?"

THE FAMOUS RADIO RANCH
Phone 323-462-4966 / doranch@aol.com

SWEEPSTAKES

Traditional & Online
sweepstakes
Eric:888-371-3742
www.cfapromo.com

ATTN: FREELANCERS

ADWEEK can offer you the exposure you need in our **Services & Resources** section. If you need to get your service out to the people who matter, you need to **advertise now**. Call for info 1-800-7-ADWEEK.

**USE ADWEEK MAGAZINES
TO GET NATIONAL EXPOSURE.**

Catch A Creative Genius With Adweek Classified

OFFERS & OPPORTUNITIES

NOTICE

SUBSCRIPTION QUESTIONS?

Need Information about a subscription to ADWEEK, BRANDWEEK, or MEDIWEEK? For fast service, call our subscriber hotline TOLL FREE:

1-800-722-6658

OFFICE SPACE

CHELSEA - Sunny Loft

Great light, lots of wndws, open, airy, furn/unf work place. 1000-2000 sf - will divide. Use of conf rm, full kit & receipt. *Priced to rent.*

Call Andrea: 212-727-1239

EMPLOYMENT

Calvin Klein, Inc.

CRK, the in-house agency for Calvin Klein, Inc., has excellent opportunities to join their team.

ACCOUNT EXECUTIVES

The Account Executive will be responsible for managing and executing the day-to-day process of advertising projects from conception through completion. Projects include print advertising, packaging, collateral (point-of-sale and in-store signage materials), and new product launches. Daily client contact with licensing partners. Interface with creative, production and public relations. Must have 3-5 years' experience in account management in a fast-paced environment. Must be detail-oriented, self-motivated, and a strong team player.

BROADCAST PRODUCER

The Broadcast Producer will be responsible for coordinating the production process from beginning to end (coordinating shoots, casting and talent; location scouting; editing), including post-production. Has numerous financial responsibilities including estimates, purchase orders, and job actualizations. Maintains strong relationships and negotiates with vendors. Individual must be self-motivated, organized, and have an aptitude for numbers. 3-5 years of agency or post-production experience required. Team player with excellent communication skills essential.

For consideration, please send resume to: **Calvin Klein, Inc., Human Resources, Dept. CR, 205 W. 39th Street, 4th Floor, New York, NY 10018, Fax: 212-768-8922 or email: hrck@ck.com.**

Calvin Klein, Inc. is an equal opportunity employer.

EMPLOYMENT

BEST OF BOTH WORLDS

If you're tired of the agency grind but still want to work closely with the advertising agency community on award-winning creative, this is the job for you. After years of selling products, you can now utilize your skills and experience to help unsell one. The Partnership for a Drug-Free America is seeking a **Senior Account Management professional** to work within the **Creative Development group** as an **Associate Director**. The AD is primarily responsible for recruitment and briefing of PDFA's volunteer agencies for the government funded, National Youth Anti-Drug Media Campaign (NYADMC) as well as PDFA's pro bono efforts. The AD is the agency's primary contact from strategic development through the production process, managing all aspects of the client/agency relationship. The ideal candidate will possess strong written and oral communications skills and at least 5 years Account Management experience, working on production intensive accounts. **Please send resume and salary requirements to: jobs@drugfree.org.**

The Partnership for a Drug-Free America

Use ADWEEK MAGAZINES to get National Exposure

RATES for Employment and Offers & Opportunities 1-800-7-ADWEEK Classified Manager: Karen Sharkey Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$198.00, 1/2 inch increments: \$99.00 week. Rates apply to **EAST** edition. **Special offers:** Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$35.00 per insertion. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

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

HELP WANTED

Marketing

SENIOR ACCOUNT MANAGER, DIGITAL MARKETING

Integrated Marketing Agency located in the greater NYC metro area is seeking an experienced marketing professional with 7+ years of experience (including 3+ years experience in on-line marketing) to lead the strategic development and deployment of multiple digital marketing promotions for a popular automotive manufacturer and a consumer packaged goods client.

Responsibilities include sustaining a positive client partnership, developing strategic point of views and innovative digital marketing solutions that solve the client's objectives, assimilating these solutions with off-line initiatives, leading all internal workflow and processes, managing a small staff, and maximizing account profitability. Digital marketing initiatives include web site development, e-mail marketing/CRM, banner advertising/sponsorships, online newsletters, interactive communities and online seminars.

In addition to the requirements listed above, the ideal candidate will be an automotive and interactive expert, have extensive off-line and on-line marketing experience across multiple industries, superior client relationship management skills, and a thorough understanding of agency workflow processes. Additionally, the candidate will possess superior verbal and written communications skills, leadership and project management skills, and the ability to collaborate well in a dynamic, creative and deadline-driven environment. Bachelor's degree from a 4-year college or university is required.

Please E-mail resume and cover letter to sraccountmanager@nj.hodes.com.

EQUAL OPPORTUNITY EMPLOYER.

Account Manager

NYC-based sports & entertainment marketing/promotions agency has immediate opening for dynamic, experienced team player for Account Manager position. Candidate must have: 5+ years promotional and event marketing experience, consumer & trade promotion development/execution, ability to handle multiple projects, strong leadership and time management skills.

Please fax resume, cover letter & salary requirements to 212-986-3727 Attn: Acct. Director.

**Catch a Creative Genius
ADWEEK CLASSIFIED**

VP, Biz Development

Field Marketing agency seeking senior business development VP to lead regional/national effort, with relocation optional. Compensation packages include generous bonus incentives and stock options with earning potential well into six figures. Minimum of 10 years experience SELLING experiential/event/ guerrilla promotions/mktg, with proven record of sales performance, forward your resume in confidence to clientserv@esilic.net

Market Research Analyst needed for advertising agency. Degree and exp. Required. Competitive salary. Send resumes to: Rodrigo Nieto Television Services, Inc. 7230 NW 58th Street, Miami, FL 33166.

arnoldworldwide Brand Promotions

We are seeking seasoned promotions professionals for future opportunities in our Boston office.

Arnold Brand Promotions, a division of Arnold Worldwide, is seeking candidates with at least six years of agency experience developing and leading field marketing, sponsorships, sweepstakes, events and mobile marketing programs. Experience on major consumer brands a must.

Arnold provides an excellent benefits package and is committed to diversity in the workplace. Interested candidates may forward resume and cover letter to:

jobs@arn.com

No phone calls, please.

ADVERTISING SALES/ ASSISTANT

National Geographic Kids

A leading magazine in the kids category seeks someone who is looking for the perfect opportunity to break into the business by assisting in both administrative responsibilities and advertising sales in the New York City/Northeast territory. Ideal applicants should have good interpersonal and organizational skills, and an excellent phone manner. A strong command of a variety of software programs is required. Experience working at an advertising agency is highly desirable, but not necessary.

Please send resumes and a brief cover letter to ebesozzi@ngs.org or by fax at 212-610-5505.

Art Director

The agency is called "Blue." You've probably never heard of it, but with your drive that's going to change soon. Print mandatory, TV a plus. Brilliant ideas, strong presentation skills and the organizational ability to see a project through from beginning to end. Excellent compensation and benefits!

Email: Vicky@blueworldwide.com
No calls please.

Blue

Blue is a Daniel J. Edelman company.
EEO/AA Employer.

Creative Director needed for advertising agency. Degree and exp. Required. Competitive salary. Send resumes to: Rodrigo Nieto Television Services, Inc. 7230 NW 58th Street, Miami, FL 33166

JOBHUNTERS: Log Onto Adweek Online Today

- Help Wanted Ads - by job type - from all six classified regions of Adweek, Brandweek, & Mediaweek
- Contacts - the names and addresses you need from fully searchable databases
- Stay Up - to - date on current news, people moves, key industry issues, account changes

Visit our Website at: <http://www.adweek.com>
e-mail: adweek@adweek.com

For Classified Advertising Rates

Call
1-800-7-ADWEEK

ATTN: ADWEEK CLASSIFIED ADVERTISERS:

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

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

YOUR ENTIRE INDUSTRY AT YOUR FINGERTIPS!

All the critical data you need in the format you choose.



THE 2003 ADWEEK DIRECTORY Packed with over 6,500 Advertising Agencies, PR Firms and Media Buying Services and more than 31,000 personnel. Detailed information on each branch office including phone, fax, e-mail, URL, services, industries served, billings, personnel, accounts, parent company and subsidiaries. Indexed by State/City, Type of Organization and Parent Company. Special sections feature Agency Rankings, Name Changes, Openings & Closings and Advertising Awards. *Available in print, CD and online.*



THE 2003 BRANDWEEK DIRECTORY With distinct information on over 7,000 individual brands, it's the only resource of its kind. Provides address, phone, fax and URL with over 20,000 personnel at both corporate and brand level. Listings also include media expenditures, parent company, industry category and lead advertising agency. Indexed by State/City, Brand Marketer and Industry Category. Plus the Top 2,000 SuperBrands ranked by media expenditure in 41 industry categories. *Available in print, CD and online.*



THE 2003 MEDIAWEEK DIRECTORY The only single source for information on Radio, Television, Cable, Out-of-Home, Magazines and Newspapers. 6,000+ individual listings and over 47,000 personnel for the Top 100 Local Media Markets, the top 300 Consumer Magazines, the top 150 Trade Magazines plus National Networks, Syndicators and Sales Reps. Indexed by State/City, Call Letters, Format, Network Affiliation, Cable System Name, Out-of-Home Service Type, Magazine Publisher and Newspaper Name. *Available only on CD and online.*



IQ 2003 DIRECTORY With information on over 2,100 companies and 9,000 personnel whose focus is digital media in marketing, this profiles virtually every key player and business in digital marketing. Listing location, services, key personnel, phone, fax, e-mail, URL, parent company, accounts, strategic alliances, branded interactive products and subsidiary offices. Includes Advertising Agencies, Brand Marketers, Media/Telecommunications, CD-ROM, Web Development/Online Services, Computer Software/Hardware, POP/Kiosk, Multimedia Graphic Design and Consultants. *Available only on CD and online.*



MARKETER'S GUIDE TO MEDIA Compact and easy-to-use containing all the essential data needed for strategic media planning, presentations, sales pitches or whenever you need accurate and up-to-date media analysis. A compilation of industry trends, demographics and rates from the leading research companies, it is truly a one-of-a-kind resource. Includes analysis and information on Broadcast TV, Syndicated TV, Cable, Radio, Out-of-Home, The Teen Market, Promotion, Magazines, Newspapers, Online Services and Hispanic Markets. *Available only in print.*

CALL 1-800-468-2395, FAX 646-654-5518 OR ORDER ONLINE @ www.adweek.com/directories

THE ADWEEK DIRECTORIES
2003

THE ADWEEK DIRECTORIES
2003

Order the database you want in the format that works for you.

BEST OFFER

- | | | | |
|------------------------------|---|--|---|
| THE ADWEEK DIRECTORY | <input type="checkbox"/> Print & CD \$399 | <input type="checkbox"/> Online \$699 | <input type="checkbox"/> Print/CD/Online \$899 |
| THE BRANDWEEK DIRECTORY | <input type="checkbox"/> Print & CD \$399 | <input type="checkbox"/> Online \$699 | <input type="checkbox"/> Print/CD/Online \$899 |
| ADWEEK/BRANDWEEK DIRECTORIES | <input type="checkbox"/> Print & CD \$699 | <input type="checkbox"/> Online \$1150 | <input type="checkbox"/> Print/CD/Online \$1299 |
| THE MEDIAWEEK DIRECTORY | <input type="checkbox"/> CD \$399 | <input type="checkbox"/> Online \$699 | <input type="checkbox"/> CD/Online \$799 |
| IQ DIRECTORY | <input type="checkbox"/> CD \$399 | <input type="checkbox"/> Online \$699 | <input type="checkbox"/> CD/Online \$799 |
| MARKETER'S GUIDE TO MEDIA | <input type="checkbox"/> 2002 Print \$109 <input type="checkbox"/> 2003 Print \$129 (available in 3/03) | | |

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-Mail _____

Payment Enclosed
 (make check payable to ADWEEK Directories)
 Charge my: VISA MC AmEx
 Card # _____
 Exp. Date _____
 Signature _____

Add appropriate sales tax in NY, CA, TN, MA, IL, NJ, PA, OH, VA and DC.

Please add \$12 for shipping and handling.

AWD11102

THE **ADWEEK** DIRECTORIES 2003

ADVERTISING

MARKETING

MEDIA

INTERACTIVE

NEWSPAPERS

MAGAZINES

TV & CABLE

RADIO

OUT-OF-HOME

AND MORE

PLACE
STAMP
HERE

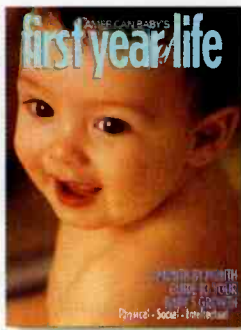
THE **ADWEEK** DIRECTORIES 2003

CIRCULATION DEPT.
770 BROADWAY, 6TH FL.
NEW YORK, NY 10003

Baby Boon

Snapping up the American Baby Group, Meredith invests \$115 million in its push to target young female readers

BUILDING ON ITS LONG-TERM STRATEGY OF REACHING MORE YOUNG WOMEN, MEREDITH Corp., publisher of *Ladies' Home Journal* and *Better Homes & Gardens*, last week agreed to acquire Primedia's American Baby Group for \$115 million. Along with a collection of six magazines on baby-rearing that



Family values: Lacy (right) says that under Meredith, American Baby Group will attract non-endemic ads that it could not get as a stand-alone unit at Primedia.

are primarily distributed free to doctors' offices and hospitals—including the 2 million-circulation monthly *American Baby*, the 3 million-circ annual *First Year of Life* and the 1 million-circ annual *Healthy Kids en Español*—Meredith's new properties include the TV shows *American Baby* and *Healthy Kids* (which air on the FX cable network), as well as an array of product expos and sampling programs.

Des Moines, Iowa-based Meredith, which also owns 11 network-affiliated TV stations and a database of 63 million names, is not known for aggressive media plays. The company's last magazine purchase was *Ladies' Home Journal* in 1986, and its recent launch record is spotty. Meredith has rolled out *Family Money* (1997, now defunct), the *LHJ* spinoff *More* (1998) and the current test of a young women's shelter title, *Living Room*. "We've been very careful in what we've done over the years, and with things we haven't done, like go crazy in the dot-com era," says Stephen Lacy, president of Meredith's publishing group.

Lacy says Meredith was simply waiting for the right property to come along. "We were looking for a beachhead" to reach younger

women, he explains. "We're anxious to [attract readers] 8 to 10 years younger than we have traditionally served."

Meredith's titles largely reach women in their 40s. The median age of the *LHJ* reader is 48, according to Mediemark Research Inc. *BH&G* has a median age of 45. Meanwhile, *American Baby's* average reader is 30.

Analysts see Meredith's acquisition of the American Baby Group as a potentially winning move. "Meredith could use a younger skew in its demographics," says Douglas Arthur, a publishing analyst at Morgan Stanley. "They have basically been a builder, not a buyer."

Lacy says Meredith will be on the lookout for more opportunities to get younger demos. Categories for possible acquisitions include home decoration, businesses focused on younger women and women's health issues, he says.

Weider Publications, publisher of the 528,000 paid-circ bimonthly *Fit Pregnancy*, as well as *Shape* and *Men's Fitness*, and currently on the market, could be another good fit. "We've always been interested in [Weider's] women's publications—we think they are really well run businesses," says Lacy, who won't discuss

whether Meredith will make a bid for Weider.

In the meantime Meredith will have its hands full with *American Baby*, which is in a highly competitive category. "We believe our existing portfolio of titles will help, especially with advertising and attracting non-endemic ads," says Lacy, who points to automotive as one possibility. "At Primedia, once [the] Modern Bride group was sold, the folks at *American Baby* didn't have anyone to groove with."

Still, *American Baby* remains the category leader. Through September, *AB's* ad pages were up 23.4 percent this year to 524, according to Publishers Information Bureau. Time Inc.'s Parenting Group, which publishes the 2 million-circ controlled-circ *BabyTalk*, saw its ad pages rise 14.4 percent through September, to 336. G+J USA Publishing also publishes three controlled-circ titles, the largest of which is the 500,000-circ bimonthly *Ser Padres*.

"What Meredith, Hearst and Condé Nast realize is the world is moving toward bigger deals with major media companies, so you need more pieces to play," notes Peter Gardiner, chief media officer at Deutsch. "If we were to talk to Meredith about an integrated deal, [American Baby Group] becomes one more piece to an already big puzzle." —LG

Moving Out

Playboy, TVG lose key players

Aging icons *Playboy* and *TV Guide* each lost top executives last week just as both titles were preparing to undergo major changes. Michael Carr, executive vp of Playboy Enterprises and publishing group president for the past two years, and Steven Reddcliffe, editor in chief of *TV Guide* for more than seven years, announced their resignations. Replacements have not been named.

The departures come at a critical time for both titles. In the case of *Playboy*, Carr is leaving just one month after he helped recruit new editorial director James Kaminsky to re-energize the magazine. "My desire was to [help make editorial changes at *Playboy*], stabilize circulation, and hopefully put it on a path to ad recovery. Most of these things have been accomplished," says Carr.

Though still the largest-circ men's monthly, *Playboy* in recent years has lost ground to the tsunami of laddie magazines, including Dennis

Mediaweek Magazine Monitor

WEEKLIES November 11, 2002

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek ^X	11-Nov	93.72	12-Nov	96.34	-2.72%	2,800.81	3,293.97	-14.97%
The Economist	2-Nov	45.00	3-Nov	51.00	-11.76%	1,951.00	2,259.50	-13.65%
Newsweek ^E X	11-Nov	69.72	12-Nov	43.19	61.43%	1,596.28	1,552.33	2.83%
The New Republic ⁴	11-Nov	5.99	12-Nov	13.53	-55.73%	320.97	403.95	-20.54%
Time ^E X	11-Nov	69.02	12-Nov	61.33	12.54%	1,937.64	2,011.51	-3.67%
U.S. News & World Report	11-Nov	48.17	12-Nov	34.61	39.18%	1,238.48	1,220.69	1.46%
The Weekly Standard	18-Nov	9.16	19-Nov	8.32	10.10%	393.98	396.33	-0.59%
Category Total		340.78		308.32	10.53%	10,239.16	11,138.28	-8.07%
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	11-Nov	24.09	12-Nov	22.41	7.50%	1,030.16	1,225.35	-15.93%
Entertainment Weekly ⁺	8-Nov	47.65	9-Nov	47.00	1.38%	1,561.20	1,531.80	1.92%
Golf World	8-Nov	19.33	9-Nov	29.50	-34.47%	1,216.54	1,068.67	13.84%
New York ⁴ S	11-Nov	81.80	12-Nov	87.60	-6.62%	2,163.60	2,357.80	-8.24%
People ^{X/2}	11-Nov	95.05	12-Nov	77.18	23.15%	3,071.53	3,093.36	-0.71%
The Sporting News	11-Nov	23.41	12-Nov	13.67	71.25%	659.60	525.10	25.61%
Sports Illustrated	11-Nov	49.61	12-Nov	47.44	4.57%	2,128.23	2,054.46	3.59%
The New Yorker ^C	11-Nov	127.40	12-Nov	65.70	93.91%	1,900.55	1,862.64	2.04%
Time Out New York ⁴	6-Nov	86.63	7-Nov	67.75	27.86%	3,077.41	3,007.29	2.33%
TV Guide	9-Nov	64.58	10-Nov	75.51	-14.47%	2,087.02	2,445.54	-14.66%
Us Weekly ³	11-Nov	23.00	12-Nov	19.43	18.37%	884.17	811.25	8.99%
Category Total		642.55		553.19	16.15%	19,780.01	19,983.26	-1.02%
SUNDAY MAGAZINES								
American Profile	10-Nov	7.90	11-Nov	8.60	-8.14%	393.96	377.54	4.35%
Parade	10-Nov	13.83	11-Nov	20.24	-31.67%	561.36	532.91	5.34%
USA Weekend	10-Nov	16.51	11-Nov	11.84	39.44%	528.84	499.44	5.89%
Category Total		38.24		40.68	-6.00%	1,484.16	1,409.89	5.27%
TOTALS		1,021.57		902.19	13.23%	31,503.33	32,531.43	-3.16%

C=Cartoon special issue; E=estimated page counts; S=holiday entertaining special; X=YTD 2001 includes an out-of-cycle issue; 2=two fewer issues in 2002 than in 2001; 3=three fewer issues in 2002; 4=four fewer issues in 2002; +=one more issue in 2002
CHART COMPILED BY AIMEE DEEKEN



Publishing's *Maxim*. *Playboy*'s paid circ through June grew 2.1 percent over the prior year to 3.2 million, reports ABC, but newsstand sales skidded 25.8 percent. Through November, ad pages are down 19.1 percent from last year to 463, reports the *Mediaweek* Monitor.



Carr (top) and Reddicliffe exit as their titles make changes.

Carr says he wants to return to his home in Las Vegas. A *Playboy* executive in the late '80s and later CEO of Weider, he had come out of semiretirement to rejoin *Playboy*.

While *TV Guide*, published by Gemstar-TV Guide International, is still one of the largest U.S. titles, its total circ has dropped 30 percent

over the past five years, to 9 million. Ad pages through the Nov. 9 issue were down 14.7 percent to 2,087. *TV Guide* has faced major circulation challenges in recent years due to the rapidly changing media landscape. The television coverage and reviews that were once unique to *TV Guide* are now found in many magazines, such as Time Inc.'s *Entertainment Weekly*. Also, the explosion of channels offered by cable and satellite distributors has made it increasingly difficult for the weekly guide to keep up, and expansive listings are readily available in newspapers and via onscreen programming guides.

John Loughlin, *TV Guide*'s recently named

publishing group president, says that the magazine will soon begin to complement its listings with more recommendations. "There's no question that my challenge is to lead the reinvigoration of *TV Guide*," Loughlin says. "And as Steve thought about the demands of producing a weekly magazine coupled with all the things that will need revisiting and redefinition, he came to a fundamental lifestyle decision more than anything else."

Reddicliffe says his plans include looking at

"other media and entertainment-related projects." He says *TV Guide* is in "great shape" for the future. "In a 500-channel universe, people are going to want guidance and the best of what's available to them," he says.

The search for Reddicliffe's replacement is expected to take two months, though Loughlin says he already has six candidates. The search for a new publisher (the post has been vacant for 18 months) may wrap up before Thanksgiving. —LG

60sec. With



Sabrina Weill Editor in Chief, *Seventeen*

Q. What's the biggest difference between *Seventeen* and your most recent stop, *CosmoGirl!*? **A.** The biggest change is that *Seventeen* is the [teen] category leader. It's really about graduating to a bigger ship. Also, the personality and mission of *Seventeen* is completely different. It's the ultimate guidebook for teenage girls, with the best and freshest service to cover all aspects of their lives. *CosmoGirl!* is more aspirational and deals a lot with how girls are going to live their lives in the future. *Seventeen* is about how girls are going to live their lives right now, today. **Q.** What are your plans for the magazine? **A.** I plan on making sure the book always has the best advice—hair, makeup, fashion and life issues. We'll also be reformatting the magazine so the advice is as clear and as current as possible. We'll change some columns and evolve the design. **Q.** Some teen magazine editors play major roles in their titles' identities. Will you have a big presence? **A.** The thing about teenagers is that they have a voice, and they're just discovering their voice and they're very eager to use it. And so the important thing in creating a magazine for them is to really listen to what they have to say, and really deliver the information they need...if they ask for me, we'll give it to 'em! **Q.** You began your career at *Seventeen* as an editorial assistant. You must feel like you've come full circle. **A.** I loved *Seventeen* as a teenager. It was with great joy that I got my first publishing job at the magazine. I remember Caroline Miller [now editor in chief of *New York*] coming in and making her [first] speech, and I thought 'Oh yeah, that's going to be me someday!'...Then I left to pick up some dry cleaning and coffee.

laptops DSL wireless
information technology
eBusiness email PDA
ISP consumer electronics
semiconductors printers
Intranet pagers Flash
CRM software MP3
interactive television
USB eCommerce HTML
networking rich media
customer service DVD
telecommunications

THE NEXT BIG THING WON'T BE.

Unless it's marketed well. From the latest trends and thought-leadership to the sharpest feedback and commentary, Technology Marketing is the only magazine devoted to the marketing of innovation.

ADWEEK MAGAZINES'

TECHNOLOGY MARKETING

TO ADVERTISE, CALL CHARLOTTE ERWIN, PUBLISHER,
646-654-5383. TO SUBSCRIBE, CALL 1-800-722-6658.

He makes the TV

"His insight into ratings and trends is flawless. We would be lost without him."

-Maury Povich

"It is fantastic, a reliable source for the latest information in television."

**-Griffith Barger,
Supervisor for Nissan
North American at
TBWA/OMD**

"Hats off on a column. I'm s speed you can p

The

"You're the first thing I read every morning."

**-Dick Wolf,
Creator and Exec. Producer
of Law & Order and
Law & Order: Special
Victims Unit**

"The Insider offers what would take me an hour to glean from trade papers in just a matter of minutes."

**-Geoffrey Mark Fidelman,
Author, The Lucy Book**

"It is mandato anyone who t blood of our program."

Gen

"The Insider has a unique and valuable perspective. I'd even pay for it if I had to."

-Adam Ware, COO, UPN

"Your column is smart, hip and always provocative."

**-Clyde Phillips,
Producer, Get Real**

Do you need to know what's going on in TV...every day? Ratings, news, trends, announcements, gossip, expert opinions? **Marc Berman** will help you. If you're at a network, ad agency, syndication company or cable operation, you'd better sign up quickly for the **Programming Insider** while it's still free. Many of the most famous execs in the business are already getting it. Like them, you'll get Marc's unique brand of journalism by e-mail every morning. And you'll be better informed than you've ever been before. (Plus, you'll have a chance to test your expertise with Marc's Insider Trivia quizzes.)

experts look good.

"This incredible
tunned at the
all this together."

**-Bill Brioux,
Toronto Sun**

"Thanks for all you do. I live by
your programming notes."

**-Jerry Jones,
WCBI**

"Keep up the good work on
reporting syndication demos.
You are the only reporter doing
it consistently."

**-Dick Robertson,
President, Warner Bros.
Domestic Television**

"...reading for
...ches the life
...business, the

**ave Carfolite,
eral Manager,
WFXB Fox 43**

"Thank you for the very
professional coverage of the
NATPE conference."

**-Bruce Johansen,
President/CEO NATPE**

Subscribe to the **PROGRAMMING INSIDER**

Send your name, company name,
title and e-mail address to:

Mberman@mediaweek.com

A service of mediaweek.com

Marc Berman

EDITOR OF THE PROGRAMMING INSIDER

Media Person

BY LEWIS GROSSBERGER



St. Nick Flick Picks

EVERY YEAR, HOLLYWOOD RELEASES A FLOOD OF BAD MOVIES—until the holiday season. Then, in a fit of guilt and repentance, the moguls toss us a few good ones, hoping we will find it in our hearts to forgive. Well, Media Person doesn't forgive that easily. So

this year's Holiday Movie Guide, when read backwards and translated from Lithuanian, contains obscene jokes about the major studio heads. That'll teach 'em.

Gangs of New York: Martin Scorsese's long-awaited epic of pre-Mafia urban riff-raff answers the question: What would have happened if it had been Kate Winslet who died when the *Titanic* went down and Leonardo DiCaprio had made it to New York and met Cameron Diaz? Would Bloomberg be mayor today? Would the Dodgers still be in Brooklyn? Would Media Person be writing this sentence?

8 Mile: Bad-boy rap star Eminem gives a surprisingly sensitive, nuanced performance in his film debut, playing a young man who, though appearing alienated, angry and violent on the surface, is actually concerned with attaining vast wealth and power by any means possible. After killing, raping and burning his annoying suburban parents, he heads for the ghetto and challenges the best young blacks to an all-night rap-a-thon that will leave only one man standing and the rest deaf. The haunting fade-out finds Eminem with a major recording contract but a nagging uncertainty as to whether he should betray his hard-core street values and release his girlfriend from the trunk of his car.

Eight Crazy Nights: Is the world really ready for an animated musical comedy about Chanukah? Well, if anyone can pull it off it's Steven Spielberg, Barbra Streisand and Dustin Hoffman, but unfortunately they have nothing to do with *Eight Crazy Nights*, so you'll have to settle for Adam Sandler.

Harry Potter and the Secret Chamber of Congress: Elected Britain's prime minister by acclaim, the popular boy wizard discovers on a visit to Washington that Congress has been enchanted by an evil sorcerer and is

rubber-stamping the right-wing policies of a former oil executive, which threaten to bankrupt the economy. Harry not only saves the free world, but also loses his virginity in a steamy hot-tub scene with Helena Bonham Carter.

Trotsky in Love: Inspired by the hot love scene between Geoffrey Rush and Salma Hayek in *Frida* comes this story of the little-known romantic exploits of communism's great exile. The goateed theorist beds Garbo, Dietrich, Mae West and Eleanor Roosevelt, all the while dashing off witty and perceptive op-ed pieces to the *Daily Worker*.

Far From Heaven: Lots of Oscar buzz surrounds this Gold Fig winner at the Beirut Film Festival about a man named Oscar Buzzworthy (Dennis Quaid) and his wife Goldie Figghart (Julianne Moore), who set tongues wagging in staid 1950s Con-

time, Crystal is hilariously bludgeoned to death with his own bust of Freud when he suggests that DeNiro has latent homosexual tendencies.

Two Weeks Notice: When corporate attorney Sandra Bullock tells her boss, tycoon Hugh Grant, that she's quitting, he becomes very upset and realizes that he's in love with her, so he blurts a proposal. She accepts, and they get married. More textured and complex than its seven-and-a-half-minute running time might suggest.

Maid in Manhattan: When a U.S. senator (Ralph "Rafe Fines" Fiennes) checks into the Waldorf-Astoria, the cleaning woman turns out to be J. Lo! They quickly take off their clothes and have hot, steamy sex. But then things get complicated when Roy Orbison starts singing "Pretty Woman" and Julia Roberts arrives as the hooker Ralph has ordered up from room service.

Pinocchio: Roberto Benigni stars in this update of the classic story about a puppet who desperately wants to be a boy but then, when he finally gets his wish, finds that what he really wanted was to be a girl.

James Bond still manages to satisfy Halle Berry, but only with the aid of Viagra and a stunt double.

necticut by wearing pierced-tongue jewelry and tattoos and using cell phones.

Die Another Day: Nearing retirement age, James Bond still manages to satisfy Halle Berry, but only with the aid of Viagra and a stunt double. But then his back goes out when he tries a ninja move against yet another annoying evil genius bent on world conquest, and Bond finds that to save the day he must swallow his embarrassment and enlist the aid of the guys from *Jackass*.

Analyze That: In a much-needed sequel to the hit comedy *Analyze This*, Robert DeNiro and Billy Crystal resume their roles of a mob boss and his psychiatrist. This

Chicago: Lots of singing and dancing by people who can't sing or dance promises to enliven this in-depth exploration of the criminal-justice system of the 1920s.

Grudging Correction: Last week, Media Person led with this fine sentence: "*Us* magazine was founded in 1977 by Jann Wenner, the Charles Foster Kane of the Baby Boomers." The sentence was true in every sense except that of accuracy. The fact is that Jann Wenner acquired *Us* in 1985 in partnership with Lorimar, assuming sole ownership in 1989. But who would ever believe anything so unlikely? MP's original version was better. ■

**THERE ARE ONLY TWO WAYS
FANS CAN WATCH NBA ACTION
ON THURSDAY NIGHTS THIS FALL.**

TICKETS OR TNT.



TNT NBA THURSDAY
EXCLUSIVE DOUBLEHEADERS. NO BLACKOUTS.

THE ONLY PLACE TO WATCH THE NBA

America Online Keyword: NBA Tip-Off or NBA.com

TNT & TNT logo are trademarks of Turner Broadcasting System, Inc. All rights reserved. © 2000 NBA Entertainment. Photos by Andrew Bernstein. All other trademarks are the property of their respective owners.

**AMERICAS
FASTEST
GROWING
NEWSPAPER**

NEW YORK POST

**HOME DELIVERY
1-800-552-7678
CALL TODAY!**

OOPS, WE DID IT AGAIN!

CELEBRATING 200 YEARS **NEW YORK POST** **HOME DELIVERY 1-800-552-7678 CALL TODAY!**

METRO EDITION

FRIDAY, AUGUST 30, 2002 / Mostly cloudy with spotty drizzle. 74 / Weather: Page 36



SHOW STOPPER
Britney's all leather and lace
MTV Awards color special
PAGES 30-31

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

Billionaire Mayor Mike Bloomberg got some bad news yesterday from the Committee of Investors Board — he's got to dump at least \$45 million of his personal stock holdings. Bloomberg, who is worth over \$1 billion, said he will quickly comply with the order — and credit downer some of the proceeds to charity.

STORY: PAGE 9



AVERAGE DAILY CIRCULATION

Double Digit growth for four consecutive ABC periods.

Double Digit growth in Total Readership (+26%); Household Income 100+ (+46%) and Young Adults 25-34 (+72%). Get the Post's latest numbers?: Call 212-930-8245 for a Media Kit!

STILL AMERICA'S FASTEST GROWING NEWSPAPER

Source: ABC Period Ending September 30, 2002, subject to audit; 2002 NY Scarborough Reports; New York Post research.

