

MEDIAWEEK

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THE NEWS MAGAZINE OF THE MEDIA

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Nets Shuffle Program Decks

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Arbitron sees survey numbers hit 20-year low

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Sub Counts Dip For First Time

FCC, analysts agree DBS is making major inroads

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WASHINGTON

Plug-n-Play Hits Pause Button

Content makers fretting over digital-signal piracy

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Mediaweek Magazine
Monitor **PAGE 27**



Young Guns

Chicago's daily newspapers are locked in a nasty battle to attract readers 18 to 35.

Does either stand a chance?

BY ERIC SCHMUCKLER **PAGE 20**

MARKET INDICATORS

NATIONAL TV: CALM

With more than a dozen new prime-time shows premiering this month, many buyers are waiting to gauge audience response before putting money down.

NET CABLE: STRONG

Most nets are off to a good start. First-quarter scatter was already well under way at the end of '02 and looks to be steady through January and February. Movies are still strong.

SPOT TV: MIXED

January is moving at a steady pace, though inventory is still available in most major markets. Auto, retail and financial sectors mixed; entertainment is strong.

RADIO: SOFT

Except for post-holiday retail, major categories are spending slowly in many markets. Most of the demand is for network radio, which is pacing up by double-digits over last January.

MAGAZINES: WARM

First quarter is steady, thanks to solid toiletries and cosmetics business in many genres, including women's fashion/beauty, health/fitness and lifestyle/service. Auto, electronics dollars are also moving.

JON SHIREMAN



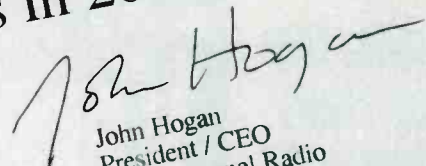
APPRECIATION

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Continued success in 2003!



John Hogan
President / CEO
Clear Channel Radio



LEADERSHIP INTEGRITY EXCELLENCE

At Deadline

■ FORD, COCA-COLA RETURN TO AMERICAN IDOL

Ford and Coca-Cola will return as sponsors of the second edition of *American Idol* on Fox (premiering on Tuesday, Jan. 21 at 8 p.m.) with deals that include product placements, interstitials and what the network calls other "innovative advertising concepts." Additional *Idol* category-exclusive sponsors announced last Friday include AT&T Wireless, Old Navy and Clairol's Herbal Essences. The show will offer a Ford Focus Room, where contestants will share their feelings before and after auditions, and a Coca-Cola Red Room, which returns from last season. There will also be Coke-Behind-the-Scenes segments that air on radio. Clairol will provide contestants with haircare and beauty products, and the show will run contestant makeovers.

■ NFL VIEWERS UP 5 PERCENT IN '02

Three of the four networks televising NFL games showed household ratings increases for the recently completed regular season. Fox averaged a 10.5, up 3 percent; CBS averaged a 9.6, up 1 percent; ESPN earned a 7.4, up 17 percent; and ABC finished with an 11.4, down 1 percent. Dragging ABC below last year's average was the Dec. 30 game between the San Francisco 49ers and the St. Louis Rams, which had no bearing on the standings and produced an 8.7 rating, the lowest in the 33-year history of *Monday Night Football*. Overall, total viewers of all the NFL telecasts averaged 14.4 million per game this season, up 5 percent from the 13.7 million average last season. (All ratings except CBS are official Nielsen Media Research numbers. The CBS figures are estimates; final numbers are due out this week.)

■ DISNEY MERGES ANIMATION UNITS

In an effort to spur production of cartoons for the company's many cable outlets, the Walt Disney Co. last week said it will merge its television animation unit with the Disney Channel Worldwide division. David Stainton, president of Walt Disney Television animation, was appointed to helm the division as president of Walt Disney feature animation. The cable networks under the Disney banner, including ABC Family and Toon Disney, which are overseen by ABC Cable Networks President Anne Sweeney, will now have greater control over the animated product that appears on their networks. Additionally, Thomas Schumacher, who oversaw all of Disney animation, including feature movies and videos as well as the live-theater division, will now focus solely on stage productions as president of Buena Vista Theatrical Worldwide.

■ CNN CUTS LOOSE MORE ON-AIR TALENT

Several more CNN senior correspondents learned last week that their contracts are not being renewed. CNN veteran Garrick Utley, Washington correspondent Brooks Johnson, San Francisco-based anchor James Hattori and CNNfn anchor Bruce Francis have joined the growing list of on-air talent that have left the cable news network. Last month, financial news senior correspondent Allan Dodds Frank and Miami-based reporter Mark Potter were told that their contracts would not be renewed. Under Jamie Kellner, chairman of CNN parent TBS, and CNN chairman Walter Isaacson, the network is said to be eyeing younger correspondents and celebrity reporters to lift sagging ratings and compete with powerhouse Fox News Channel. A

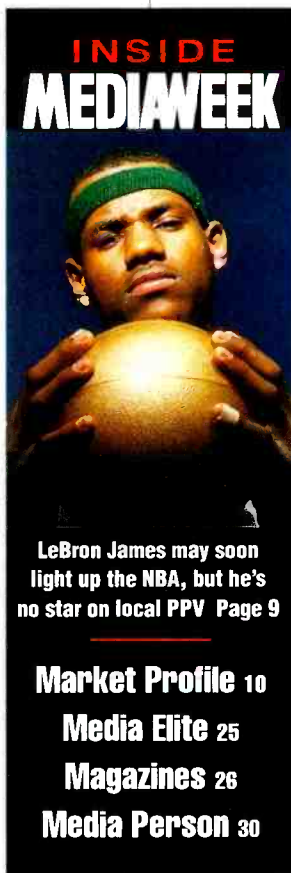
CNN representative denied that such a strategy was in place. "The quality of our reporting has not changed and will not change," the CNN rep said. Last year, CNN's delivery of viewers fell 11 percent, to 898,000, compared with 2001, a year when the network's viewership was fueled in part by Sept. 11 coverage.

■ TW CABLE BALKS AT CARRIAGE FEES

Time Warner Cable's 1.7 million subscribers in Florida and its 200,000 subscribers in Minnesota will no longer enjoy some of their favorite regional sports coverage following the operator's decision to yank News Corp.-owned Sunshine Network and Fox Sports Net North from their systems. Both regional networks were seeking 40 percent subscriber-based fee increases. The decision came after separate negotiations over carriage fell apart. Fox Sports Net North carries Minnesota Twins baseball games and Minnesota Timberwolves NBA games. Sunshine Network carries Tampa Bay Lightning NHL games and the NBA's Orlando Magic. The decision may be advantageous to satellite TV companies looking to capitalize on programming changes and cable subscription hikes.

■ **ADDENDA:** John Walsh, host of TV's *America's Most Wanted*, has signed with ABC Radio Networks. While details are still being worked out, Walsh's radio show will compliment

AMW, providing daily updates and progress reports...Meredith Corp. has shifted *Country Gardens* editor LuAnn Brandson to *Renovation Style*, where she replaces Ann Maine, who recently became editor of Meredith's *Traditional Home*...Lisa Melching has joined NBC Entertainment as vp of scheduling and strategic analysis. Melching comes from G4, where she was director of programming for the Comcast-owned video game cable net.



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PHIL MASTURZO/ARND BRONKHORST

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Martha Stewart Touts Her Test of *Everyday Food*

The first of a four-issue test of *Everyday Food* magazine will hit stands this week. The \$2.95, digest-sized recipe title from Martha Stewart Living Omnimedia will have initial distribution of 750,000.

EF will feature quick and easy meals. "People really want to be able to eat at home without a tremendous amount of fuss," company CEO Martha Stewart said last week. "People are becoming more health-conscious and are realizing that doing things at home...is going to make your life a little bit nicer."

This is the first of Stewart's magazines that does not prominently feature her name or image on its cover, though the project was in the works well before Stewart's entanglement in the ImClone stock-trading scandal. The CEO does include "a message from Martha" in the *EF* premiere issue. Stewart did not rule out a cover appearance at some point, saying, "You never can tell."

If the test clicks, *EF* will launch in September with a 10-times-yearly frequency. There are 45 ad pages in the first issue from the likes of MasterCard, Chevy and Campbell's. —Lisa Granatstein

Media and Interest Groups Weigh In on FCC Rules

NBC, Fox and CBS parent Viacom last week reiterated their desire to see the federal government abandon regulation of media ownership. In a joint filing with the Federal Communications Commission, the media titans said that anti-trust laws can sufficiently protect diversity of viewpoints, competition and localism—the foundation of the FCC's current media ownership rules.

Even smaller media companies filed comments supporting rule changes. New York-based Granite Broadcasting, owner of eight TV stations, asked the FCC to do away with duopoly rules that permit groups to own more than one station in the same market only under strict conditions. Granite says the limitations have prevented the company from seeking duopolies in small markets.

Other groups (continued on page 6)

Networks Restack Program Blocks

Agencies predict shares for January's new, and shuffled, prime-time shows

TV PROGRAMMING By John Consoli

Looking to ignite a spark in a mundane prime-time television season, the broadcast networks this month will introduce more than a dozen new shows and shift programming in several time slots, altering about 16 percent of the current schedule. All the networks except the WB are flat or down in total viewers and most key demographic categories, and they hope to lure back audiences by spicing up their schedules.

Media agency executives, however, wonder whether the flurry of schedule changes may confuse viewers. "It's going to take a while for viewers to get a handle on what all these new shows are about and when they are on, and where some of the shows they are used to watching in a certain time period are being relocated to," said Laura Caraccioli, vp/director of SMG Entertainment.

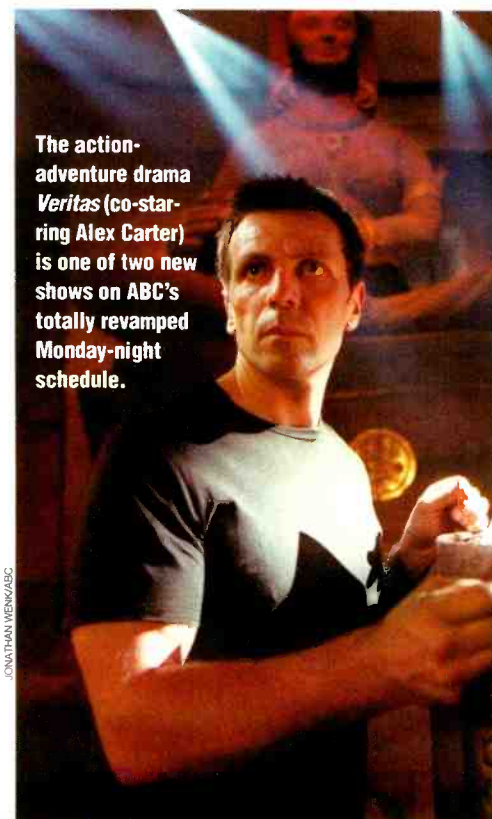
But the nets know they must take some steps to reinvigorate their schedules or face continued audience erosion to cable. In fourth quarter 2002 (the first quarter of this season), CBS was flat in households at an average 8.3 rating, according to Nielsen Media Research; NBC at 7.9 was down 1 percent; ABC stood at 6.3, down 7 percent; Fox was at 5.7, down 8 percent; and UPN slid to 2.4, down 17 percent. Only the WB was up, 4 percent to a 2.7; it is also the only network up in the key adults 18-49 demo.

The news gets worse. Ten of CBS' returning shows are down this season in both households and 18-49 ratings, while eight of NBC's returning shows are down in both categories. CBS' and NBC's saving graces this season are their prime-time franchises—NBC's *Law & Order* incarnations and two *CSI* shows on CBS. *Law & Order: Criminal Intent* is up 13 percent in adults 18-49, while *Law & Order: SVU* is up 13 percent in the demo. At CBS, *CSI* is up 22 percent in adults 18-49, while *CSI: Miami* is averaging a solid 7.0 in 18-49 in its first season.

Here's a breakdown from agency research executives of household share estimates for both the reshuffled shows and new programming for this month:

Monday: ABC is making the most aggressive moves in an attempt to stem last season's 35 percent ratings drop when *Monday Night Football* went off the air. The net this month will move its top Sunday drama, *The Practice*, to 9 to serve as the centerpiece for two new dramas, *Veritas* at 8 p.m. and *Miracles* at 10. Steve Sternberg, executive vp of research at Magna Global USA, said he believes moving *The Practice* away from Sunday is risky, especially since it's up against serious competition, including CBS hit *Everybody Loves Raymond*, NBC's solid *Third Watch* and Fox's new reality show *Joe Millionaire*. "To take a show that's winning its time period and put it on another night is always a gamble," he said. Marc Goldstein, CEO of Mindshare North America, disagreed and applauded the move: "A network needs to experiment to try to turn things around, so you try it. They took a chance leading off Tuesdays with a new show, *8 Simple Rules*, something you aren't supposed to do, and it worked well."

Veritas must battle the WB's hit *7th Heaven*,



The action-adventure drama *Veritas* (co-starring Alex Carter) is one of two new shows on ABC's totally revamped Monday-night schedule.

while *Miracles* is up against both NBC's *Crossing Jordan* and *CSI: Miami*. The research execs estimate *Veritas*, *Miracles* and *Joe Millionaire* will each draw 8 shares, not a sterling endorsement for any of them. They also forecast *The Practice* will capture a solid 12 share in its new timeslot (it currently delivers a 14 on Sunday).

Tuesday: On Jan. 21, Fox brings back its summer hit *American Idol* at 8 p.m. Researchers estimate it will average a 10 share, lower than the competing ABC comedies *8 Simple Rules* (a 12 share) and *According to Jim* (12) and CBS drama *JAG* (14). But it's safe to say *Idol* will fare much better in delivery of younger demos. UPN premieres its new comedy *Abby* at 9 p.m., with researchers estimating a 4 share, the same as lead-in *Buffey, the Vampire Slayer*.

Wednesday: ABC will roll out *The Bachelorette* at 9 p.m., which is projected to do a solid 12 share against CBS' *60 Minutes II* (also 12), NBC's *The West Wing* (15) and Fox's *Bernie Mac* (9) and *Cedric, the Entertainer* (9). The WB is also moving *Angel* from Sunday to Wednesday at 9, replacing the cancelled *Birds of Prey*. *60 Minutes II* shifts an hour later to make room for *Star Search* (11). CBS' new variety show will air at 8 p.m., and in its second half hour will compete with Fox's half-hour follow-up of *American Idol*. At 10 p.m., ABC will premiere *Celebrity Mole*, which is forecast at a 9 share.

Thursday: *Star Search* will also air another installment at 8 p.m. (filling for *Survivor*) and is projected again to do an 11 share against NBC's *Friends* (24). The WB, meanwhile, is turning its Thursday into a reality night with *High School Reunion* at 8 and *Surreal Life* at 9:30 p.m., which follows *The Jamie Kennedy Experiment* at 9. Both new shows are projected to get only meager 2 shares.

Friday: The 8 p.m. hour will see the most change, with NBC introducing *Mister Sterling*, CBS airing a second fresh episode of *Presidio Med* and Fox moving *Fastlane* from Wednesday. *Sterling*, which replaces the departed NBC drama *Providence*, is projected to do an 11 share, while *Med* is estimated at a 9 share and *Fastlane* a 6. CBS will also replace the cancelled *Robbery Homicide Division* at 10 p.m. with *Queens Supreme*, which researchers project will do a 10 share in the timeslot against *Law & Order: SVU*'s 19 share (see story on page 8).

Saturday: NBC will preempt its Saturday Night Movies to air repeats of *Law & Order* and *L&O: SVU* from 8 to 10, and it will bring back *Meet My Folks* at 10, which is projected to do a 10 share vs. CBS' *The Agency* (11).

Sunday: ABC will replace *The Practice* with *Dragnet* at 10 p.m., which is projected to garner a 9 share against NBC's *Boomtown* (10). In February NBC will replace *Boomtown* with its short-run series *Kingpin* (13 share). ■

Consumers: Respond, S.V.P.

Participation in TV, radio surveys slackening; Arbitron hits 20-year low

RESEARCH By Katy Bachman

Get ready for more expensive media research in 2003. Consumers, armed with high-tech tools to keep telemarketers at bay (such as caller ID and privacy butlers), are also making it increasingly difficult, and thus more expensive, for media research firms to recruit them to participate in surveys.

Changing consumer habits are making things particularly difficult for two key data providers, Nielsen Media Research and Arbitron. Despite concerted efforts by both ratings services over the past few years to increase participation, consumer response rates, a critical measure of research quality, are still far below acceptable levels for both companies.

"The environment is getting tougher," said George Ivie, executive director of the Media Rating Council. "But I don't think either of the companies is working hard enough [to boost response]. They could spend more. They owe the marketplace good research."

The problem is particularly acute when the labor-intensive diary system is used to collect data. In its Summer 2002 survey, Arbitron (which uses diaries exclusively to measure radio listenership in 283 markets) saw its response rates hit a 20-year low, dropping to 32.6 percent from 34.4 percent a year earlier. In the 12 largest Arbitron markets, the average response rate was only 27.5 percent, according to a study by Research Director Inc.

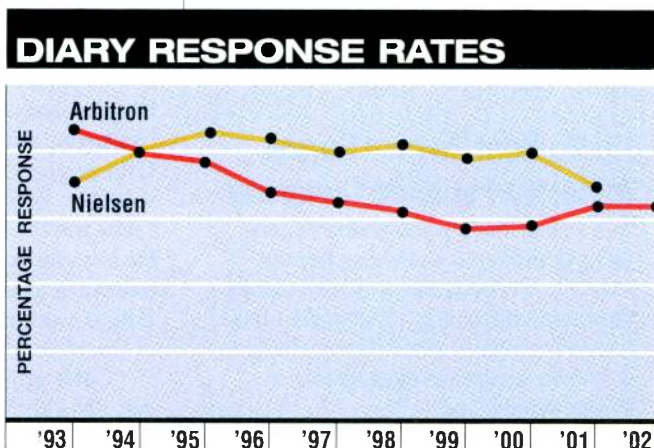
Nielsen, which uses diaries in 209 markets to measure local TV ratings, is facing the same uphill battle. Even after Nielsen began sending diaries via priority mail and increasing cash incentives to some homes, its diary response rate averaged 32.1 percent for last November's sweeps, up slightly from 32.0 a year earlier.

"It's miserable," said Brad Adgate, senior vp and director of research for Horizon Media, who believes that response rates are likely to get worse before they get better. "It's imperative that new technologies such as [Nielsen's] local people meter and [Arbitron's] portable people meter be rolled out."

"It's probably the No. 1 issue in research," said Tony Jarvis, senior vp/director of strategic insights for MediaCom.

"Nielsen and Arbitron's credibility is in question when less than half of consumers participate in their ratings surveys," added David Poltrack, executive vp of research for CBS.

It's not for lack of trying. In addition to testing and adopting a variety of new procedures, packaging and mailing options, both research companies are using richer cash incentives to entice consumers to return completed diaries.



Sources: Arbitron Fall Surveys, Nielsen Media Research November Sweeps Surveys, NAB. (Arbitron Fall 2002 Survey is still in tabulation.)

"If you do the same thing year-to-year, response rates will drop," said Paul Donato, chief research officer of Nielsen, a unit of VNU, publisher of *Mediaweek*. "You have to adapt."

In-person recruiting works, but it's expensive, particularly in small markets. Nielsen uses door-to-door recruiting in most of its 55 metered markets, resulting in a 35.5 percent response rate locally and 40.6 nationally. Arbitron is using a \$10 incentive in its top 10 markets.

"Every year we introduce something new to increase response rates," said David Lapovsky, executive vp of research for Arbitron. "Last year, we spent more money than ever."

Although research companies will not discuss how much of the rising cost of research is getting passed along to their clients, Nielsen's official rate card offers one indicator. Last year, a typical Nielsen customer in a market converting from diaries to meters saw its bill jump from \$35,000 per year to \$36,000 per month.

"It is definitely getting to be more expensive—for them and for us," Poltrack said. ■

that filed comments in advance of the FCC's Jan. 2 deadline urged the agency to maintain and even strengthen the current regs. A coalition that includes agency MediaCom cited a "diversity-chilling stranglehold" on programming by the four major TV networks. The group, the Coalition for Program Diversity, asked the FCC to reserve one-quarter of prime time for independent programming not owned by the networks or the major TV studios.

By this spring, the FCC is to decide whether to modify a host of media ownership rules that currently restrict networks from owning other networks; prevent TV stations from owning outlets reaching more than 35 percent of the country; and prohibit common ownership of TV stations and daily newspapers in most markets. —*Todd Shields and Sandy Brown*

Radio Host Joyner Forms Minority-Focused Company

Tom Joyner, host of the country's top-rated Urban radio show, and former AMFM Radio Networks executive David Kantor are launching a multimedia production company called Reach Media to distribute programming targeting African Americans.

ABC Radio Networks, which syndicates *The Tom Joyner Morning Show* on 118 stations, will be a minority partner in the new company with more than a 10 percent stake. Kantor, who is Joyner's agent and is also a former president of ABC Radio Networks, will be CEO of Reach Media.

"Since Black Entertainment Television was purchased by Viacom, there has been a huge void in the number of content companies focused on African Americans," said Kantor.

In addition to syndicating Joyner's show, which is under contract with ABC through 2003, the new company intends to develop programming for radio, movies, TV and the Internet (via Joyner's Black America Web project). As a managing partner, ABC will act as Reach Media's exclusive sales representative. "The beauty of this deal is that it locks us in through 2009 as the leader in programming targeting African Americans," said Traug Keller, ABC Radio president. —*Katy Bachman*

Wired World on the Wane?

FCC, analysts say DBS gained significant ground on cable operators in '02

CABLE TV By Megan Larson

Due to a confluence of factors, including financial instability at some leading multi-system operators, the cable industry failed to grow its subscriber base for the first time in its history, according to the Federal Communications Commission's annual report on competition in the video-delivery marketplace released last week.

The FCC reports that as of June 2002 cable's customer share fell to 76 percent from 78 in June '01. Meanwhile, direct broadcast satellite made real inroads and is expected to continue to do so in '03. "DBS is still taking a lot of market share," said UBS Warburg analyst Aryeh Bourkoff, concurring with the FCC that DBS jumped about 2 million subs last year to 18 million. "2002 was the first year that cable lost subs on an aggregate basis," he added, estimating a loss of about 700,000 subscribers. DBS is expected to grow by another 2 million in '03, while cable will be flat to slightly up.

"Cable growth has hit a wall," echoed Kagan World Media analyst Derek Baine, adding that a weak economy and customer dissatisfaction with digital cable packages are also factors adding to cable's weakness. The FCC, citing the Bureau of Labor Statistics, also reported a 6.3 percent increase in cable rates compared with a 1.1 percent rise in the Consumer Price Index.

All MSOs raised rates this year due to programming costs and the development of new services, but some performed better than others with customer retention. AT&T Broadband, Charter and Cablevision all reported losses, while Time Warner Cable, Cox and Insight Communications grew customers through third quarter '02. "The lost subscribers on AT&T Broadband and Charter overshadowed

growth in other cable companies," said Salomon Smith Barney analyst Niraj Gupta.

Gupta estimates that AT&T Broadband, which was purchased by Comcast at the end of last year, lost 533,000 subs in '02 and will lose 195,000 in '03. Charter lost 376,000 subs in '02 and will lose 132,000 this year.

AT&T execs could not be reached. Charter reps referred to the company's third-quarter earnings report, which noted the sub loss. TWC, Comcast and Cox grew subs by 160,000, 61,000 and 68,000 respectively through third quarter.

The National Cable and Telecommunications Association adopted a rosier outlook than analysts did last week. "The [FCC] report confirms there's increasing competition in the multi-channel video marketplace, where three out of four consumers choose cable, while one in four choose a competitor," said NCTA president and CEO Robert Sachs. —*with Sandy Brown and Todd Shields* ■

"2002 was the first year that cable lost subs on an aggregate basis."

ARYEH BOURKOFF, UBS WARBURG

Plug-n-Play's Waiting Game

Programmers silent on cable/CE pact; digital-signal piracy a likely hurdle

WASHINGTON Todd Shields

Major cable operators and consumer-electronics manufacturers used a splashy Washington, D.C., news conference just before Christmas last year to announce a long-sought agreement for building digital TV sets that can simply plug into a cable outlet. But that agreement has been met with studied silence by movie studios and other programmers.

The quiet reflects, in part, fears the cable-ready digital TVs might not adequately pro-

tect expensive digital programming from Internet piracy. If they don't offer such safeguards, broadcast TV could suffer.

Whether the content companies will ask Washington to derail the agreement remains to be seen—none has publicly judged the 79-page compendium of technical standards and proposed regulations the signatories presented to the Federal Communications Commission on Dec. 19. But in earlier statements, such major players as the Motion Picture As-

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AMERICA'S PRINCE

—THE JOHN F. KENNEDY JR. STORY—

TBS SUPERSTATION PRESENTS A FOX TELEVISION STUDIOS PRODUCTION "AMERICA'S PRINCE: THE JOHN F. KENNEDY JR. STORY" KRISTOFFER POLAHA TARA CHOCOL WITH PORTIA DE ROSSI AND JACQUELINE BISSET MUSIC BY MASON DARING COSTUME DESIGNER MARGARET MOHR
EDITED BY MARK CONTE, A.C.E. PRODUCTION DESIGNER LINSEY HERMER-BELL DIRECTOR OF PHOTOGRAPHY DAVID HERRINGTON PRODUCED BY GREG COPELAND EXECUTIVE PRODUCER BONNIE RASKIN TELEPLAY BY JON MAAS BASED ON THE BOOK "THE DAY JOHN DIED" BY CHRISTOPHER ANDERSEN DIRECTED BY ERIC LAROCHEVILLE

SUNDAY, JANUARY 12, 8 PM 7C/P

TBS
Superstation

TBSsuperstation.com AOL Keyword: TBS

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TV
PG
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sociation of America and Viacom made clear their discomfort with copy-protection plans like those envisaged by the cable-CE pact. For example, Viacom has warned that without adequate copy protection, it will withhold some digital programming from its CBS network. Piracy "could destroy television production economics," Viacom said in a Dec. 6 filing to the FCC. It also said free, over-the-air television starved of the best digital shows could become a poor stepchild to cable and direct broadcast satellite "if it can even survive."

The cable-consumer electronics agreement proposes copy-protection rules for digital outputs but forbids the use of controls that could disable analog outputs. Proponents say that preserves rights to make copies for home use. But some content executives view analog outputs as an invitation to piracy. They fear that those signals could be recorded, converted into digital format and posted

on the Internet. Content providers believe that lowering the resolution of recorded digital programs could make the shows less appealing and therefore less tempting to thieves. However, the cable-CE agreement carries no obligation for setmakers to provide a resolution reduction capability. And that means none is likely to be built in.

Some policy makers like it that way. "Down-rezzing is a bad idea because it diminishes the experience for the consumer," said Rep. Richard Boucher (D-Va.). "The assurances that piracy won't occur can be provided by the home-recording rules [included in the cable-CE agreement] and the broadcast flag." The broadcast flag refers to a separate set of anti-piracy protocols still being negotiated. Boucher said those in Congress who influence television policy are generally in agreement that the plug-and-play agreement "is a big step forward" toward easing the transition to national digital TV. ■

CBS Places Bets on *Queens*

Court drama counted on to give news, *Letterman* needed boost on Fridays

TV PROGRAMMING By A. J. Frutkin

If CBS' courtroom dramedy *Queens Supreme* can succeed where its *Robbery Homicide Division* failed, it will mark a stunning—if not unprecedented—hat trick of 10 p.m. wins for the network this season that could translate to better numbers for local news. Not surprisingly, the series is a strategic about-face from *RHD*'s gritty, male-targeted subject matter.

"By and large, women watch dramas more than men. And we know *RHD* did skew more male," acknowledged Nina Tassler, senior vp of dramatic series development at CBS. "Because of its irreverent and comedic tone, *Queens Supreme* will have a broader appeal."

Launching Jan. 10 at 10 p.m., *Queens Supreme* takes a behind-the-scenes look at the Queens County Courthouse in New York City. The series stars Oliver Platt (*Deadline*) and Annabella Sciorra, fresh off HBO's *The Sopranos*. *Queens'* focus on thirty- and forty-something justices could help distinguish the series, a fact that was not lost on creator Kevin Fox. "CBS wants to keep its core older audience and skew younger. This show fits the demos they have and the demos they want," he said.

Even if *Queens* fails to find an audience, advertisers remain impressed with CBS' 10 p.m. track record this season. It scored with *CSI: Miami* on Mondays, while its missing-persons drama *Without a Trace* continues



CLIFF LIPSON/CBS

Queens, starring (from left) Platt, Sciorra and L. Scott Caldwell, premieres this Friday at 10.

to perform admirably against NBC's *E.R.* on Thursdays. As a result, household ratings for local news at 11 p.m. have risen over the past year by 6 percent in metered markets (7.4 vs. 7.0) and by 3 percent among the network's 15 owned stations (6.3 vs. 6.1). Ratings for *Late Night With David Letterman* have risen 8 percent in metered markets (4.0 vs. 3.7).

"The O&Os and *Letterman* were pushing the net to shore up 10 p.m. And it did," said Laura Caraccioli, vp/director of SMG Entertainment, who added CBS might start looking at other holes in its schedule. "Fix Sunday night. The movies haven't been doing what the network wanted them to do. It's a big night to promo your week, and with NBC not that strong, I think they're handing it to CBS." ■

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Local Media

TV STATIONS | NEWSPAPERS | RADIO STATIONS | OUTDOOR | MAGAZINES

AKRON, OHIO CABLE

High School Hoops Star Featured on Pay-Per-View

BY RICHARD ZITRIN

LeBron James is the most ballyhooed high school basketball player ever, a multi-millionaire in the making who likely will be the top pick in the National Basketball Association draft this spring.

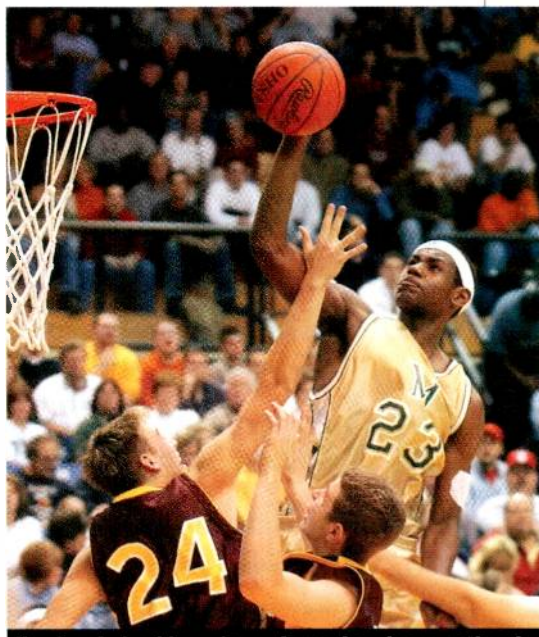
The hype surrounding the 6-foot-8 Akron, Ohio, wunderkind is so intense that James' face already has adorned the covers of *Sports Illustrated* and *ESPN The Magazine*, two of his games have been broadcast nationally on ESPN2, and pro basketball stars Shaquille O'Neal and Allen Iverson have come out to see him play.

The 17-year-old James is such a hot ticket that his hometown cable operator has taken the unusual step of selling some of his team's games on pay-per-view. Time Warner Cable Northeast Ohio is offering 10 of James' home games at \$7.95 a shot to 170,000 digital customers throughout its 14-county coverage area. The offer started Nov. 30 and will end on Feb. 23.

TWC decided to go the pay-per-view route after officials from James' high school, St. Vincent-St. Mary, asked the cable company to provide closed-circuit screenings in the school of the team's home games, which are played at the University of Akron and usually sell out, said TWC Northeast Ohio vp Bill Jasso.

"One of the primary reasons we went pay-per-view was we felt a little sensitive about selling [advertising] spots in these high school basketball games," said Jasso. "The sensitivity came from the school administration. They really hammered away at us, so that's probably what dissuaded us from even exploring a good old-fashioned advertiser-supported option and led us to a pay-per-view option."

The first four pay-per-view telecasts have hardly been a big draw, with buys per game only in the hundreds, according to Jasso. To break even on each game, TWC needs to have roughly 630 buys. TWC,



Head-and-shoulders above: James has drawn national attention as the NBA's hottest high school prospect.

ED SUBAR, THE AKRON BEACON-JOURNAL

which hired a local production crew for the games, is shelling out up to \$5,000 per broadcast. Any profits would be split 50-50 between TWC and the school and be donated to charity, Jasso said.

Jasso said although TWC will not make any money, there potentially are some tangential benefits: the cable operator may pick up some new customers, and some non-digital subscribers might upgrade their service so they can receive the James games.

"There also is a very undefinable goodwill factor," Jasso said. "This is something that our competition can't do, and that's always good for business. If you're a St. V fan and you've got a [satellite] dish, you're going to rethink that."

Jasso said even if TWC has to eat its approximately \$50,000 investment, the company has made that up in publicity about the PPV strategy, thought to be a first for high

school sports. Cable operators have experimented with pay-per-view sports on the pro level, including an NBA Portland Trail Blazers' pay channel that carried the team's games, and Warner/Amex's Qube experiment in Columbus, Ohio, a generation back, which offered pay-per-view sports events including Ohio State football, according to Seth Morrison, senior vp of marketing for the Cable & Telecommunications Association for Marketing.

Local pay-per-view sports events have been extremely rare because cable operators primarily are distributors, rather than providers, of content, noted Rob Stoddard, a National Cable & Telecommunications Association representative. To drive pay-per-view sales, operators need unusual product, which TWC Northeast Ohio has (to a small degree, at least) in hoops hotshot James, Stoddard said.

CTAM's Morrison said the Akron trial could signal a future programming option for cable operators, although most locally generated programming will likely run on the presently nascent video on demand, rather than pay-per-view. "It's the same concept," Morrison said of VOD, "but it's a quantum leap forward because you can watch it when you want to and rewind and fast-forward it."

LOS ANGELES, CHICAGO RADIO

Hispanic Deals Get Done

In a series of moves that is sure to crank up competition for the Spanish-language radio audience, four Hispanic radio groups struck deals last week to add to their station clusters in Los Angeles and Chicago.

Spanish Broadcasting System and Hispanic Broadcasting Corp., announced last week agreements to purchase four of the remaining five radio stations in suburban Chicago being divested by Big City Radio, which was forced to put its 12 radio stations up for sale after defaulting on a semi-annual interest payment.

SBS, owner of WLEY-FM, the top-rated Spanish language radio station in Chicago, will acquire WDEK-FM, WKIE-FM, and WKIF-FM for \$22 million cash from Big City. The three suburban stations, located in DeKalb, Arlington Heights and Kanakakee,

Market Profile

BY TONY CASE

Ill., currently simulcast a Dance format. HBC, which owns three radio stations in Chicago, will acquire WXXY-FM in Highland Park, Ill., for \$33 million.

In Los Angeles, Entravision Communications, which currently owns three FM stations in the nation's top Hispanic market, agreed to purchase KLYY-FM, KVYY-FM and KSYY-FM for \$137 million from Big City. Through a time brokerage agreement, Entravision will begin operating the stations in early 2003. The new trio will carry a simulcast of the company's Super Estrella format.

Liberman Broadcasting, which focuses on programming targeting Mexican Americans, will also increase its footprint in Los Angeles with a deal to acquire KMXN-FM in Orange County for \$35 million from Aries Communications and Orange Broadcasting Corp.

Including an agreement to sell four stations in suburban New York to Nassau Broadcasting for \$43 million, Big City has announced deals to divest 11 radio for a total of \$235 million. The financially strapped company is expected to announce a buyer for its WYXX-FM in Morris, Ill. —*Katy Bachman*

SEATTLE TV STATIONS

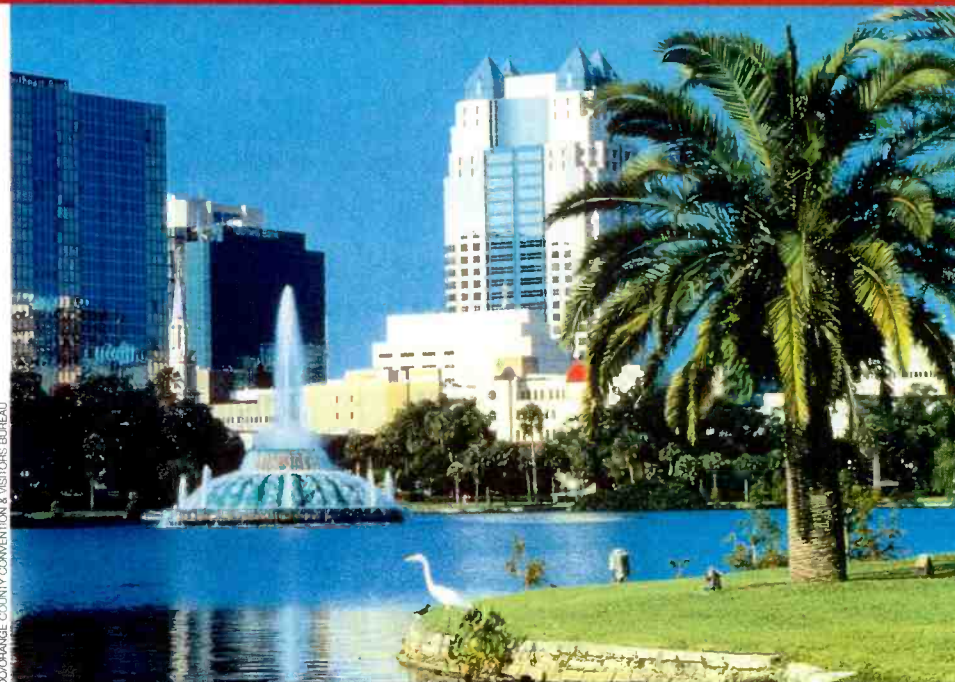
UPN Affiliate Nabs News

The latest example of news sharing across stations is taking place in Seattle, where Viacom's KSTW-TV, a UPN station, and Cox Television's KIRO, a CBS affiliate, have partnered to produce a local, late-night newscast that will begin airing on KSTW early in the new year. Though a launch date has not been set, the broadcast will run at 10 p.m. Monday-Sunday on KSTW and will borrow heavily from KIRO, using both its studio and anchors to produce the nightly program.

"We're very pleased to be able to bring Seattle TV viewers a local news alternative at 10 p.m.," said KSTW vp and general manager Gary Wordlaw in announcing the partnership with KIRO.

"This is yet another example of our commitment to expanding local news," echoed Dennis Swanson, executive vp/COO, Viacom Television Stations Group.

The Viacom group, which owns 39 stations, recently set up a similar arrangement in Detroit, with its UPN affiliate WKBD-TV getting a 10 p.m. newscast from E.W. Scripps Co.'s ABC affiliate WXYZ-TV. Cox owns 15 stations. —*Sandy Brown* ■



ORLANDO/ORANGE COUNTY CONVENTION & VISITORS BUREAU

In bloom: The country's 20th-largest market is experiencing rapid, diversified population growth.

Orlando, Fla.

FOR HENRY MALDONADO, GENERAL MANAGER OF WKMG, CBS' AFFILIATE IN ORLANDO, 2002 was a year to remember. For the first time since 1984, the Post-Newsweek-owned station achieved top ranking with its 11 p.m. local newscast during the November sweeps. With an impressive 9.5 aver-

age rating and 18 share, WKMG edged out NBC affiliate WESH, a Hearst-Argyle property, which recorded a 9.2/17, and trounced market leader WFTV, Cox Broadcasting's ABC affiliate, which fell to a 6/11.

"CBS prime[time programming] has performed very well, and that really fed the 11 p.m. news here," says Rich Melin, media director of Orlando agency Cramer-Krasselt. Of the market's players, WKMG's newscasts, marked by "a certain edginess," stand out, added Melin. Orlando, the U.S.' 20th-largest television market, is home to 1,224,470 TV households, according to Nielsen Media Research.

Maldonado pointed not just to strong local news lead-ins such as prime-time hits *CSI: Crime Scene Investiga-*

tion and *Survivor*, but also to the station's heavier concentration on investigative pieces during November. "We attribute [the late news growth] to a combination of good investigations in our local news and good lead-ins," says Maldonado.

The news wasn't so rosy for WKMG in earlier dayparts, however, when its newscasts trailed both its main rivals. The market's long-dominant but slipping news station, WFTV, still remained comfortably ahead of the pack

NIelsen MONITOR-PLUS

AD SPENDING BY MEDIA / ORLANDO, FLA.

	Jan.-Dec. 2000	Jan.-Dec. 2001
Spot TV	\$260,429,478	\$247,589,644
Local Newspaper	\$248,627,491	\$227,154,957
Outdoor	\$52,959,086	\$54,378,362
Local Magazine	\$2,378,112	\$2,078,805
Total	\$564,394,167	\$531,201,768

Source: Nielsen Monitor-Plus



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Market Profile

at 5, 5:30 and 6 p.m. WKMG in December shuffled its early-news lead-ins, moving *The John Walsh Show* to 4 p.m. in the afternoon from 9 a.m., replacing *Inside Edition* and *Frasier*. Now, *Walsh* follows *Dr. Phil* at 3 p.m.

WKMG also continues to lag in the local morning news race. Maldonado says to boost its fortunes in the morning, the station overhauled the 5 to 7 a.m. block in July, introducing a new format and anchors. The move came in advance of CBS' radical revamp of *The Early Show* in the fall.

Despite its continued ratings dominance, WFTV's news has lost ground in recent years. At 11 p.m., the station has lost more than 40 percent of its household audience since 1996.

The station has gone through five news directors in the last six years. In September, Cox elevated Bill Hoffman, sales director, to president/gm, for WFTV as well as Cox's independent station in the market, WRDQ. Cramer-Krasselt's Melin calls the change "the result of [WFTV's] news taking some big hits. They've had the long-dominant newscast in

the market, but their numbers have gone down dramatically in the last couple of years."

Hoffman points out that, though the station has lost households overall, it remains the champ in the key adults 25-54 demographic. In that demo, he notes, the station leads all newscasts, except for the late news, in which it ties the competition. As for the weakness at 11 p.m., Hoffman blames ABC's faltering prime-time schedule. "Between 8 and 11 p.m., when [the competition] are promoting their late news, we don't have nearly the voice that NBC or CBS does," he says.

Meanwhile, to lure viewers at 11 p.m., Hoffman says the station is "changing stylistically how we're delivering the product." For example, the station has dusted off its long-time slogan, "Eyewitness News: Coverage You Can Count On" and is aggressively promoting that image. "We've got to give [viewers] a good reason to watch at 11," says Hoffman. Like WKMG and WESH, Hoffman says his station has focused more on investigative pieces during the late newscast.

Despite its recently fading news ratings, WFTV was still the biggest moneymaker in Orlando in 2001, the most recent year for which figures were available, with \$61.8 million, edging out WESH with \$57.2 million and, in a distant third, WKMG with \$35 million, according to BIA Financial Network.

Meanwhile, NBC affiliate WESH won the morning news race in the February sweeps for the first time ever, thanks to the Olympics. "Having the Olympics as a platform was very significant...and we were able to continue [that strength in the mornings] after the Olympics," says WESH's gm Bill Bauman.

Bauman, who says the news race "is closer to parity than at any time," says that while he was thrilled to hear the recent news that NBC's perennial ratings magnet *Friends* was coming back for another season next fall, he was even happier with the continued strong performance of NBC's 10 p.m. dramas, which lead into the late news. He points in particular to the strong numbers of *Law & Order: Special Victims Unit* on Fridays, which has translated into big ratings for the news show that night.

On the ad side, the market's Big Three outlets had a solid 2002 as spending market-wide was up some 20 percent over 2001. Station execs credit the political ads that flooded the market. Aside from the windfall of political ads, categories such as entertainment (particularly the movie studios), pharmaceutical and certain retail segments "exploded" in 2002, reports Bauman.

Emmis Communications' WKCF, the WB

SCARBOROUGH PROFILE

Comparison of Orlando, Fla.

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Orlando Composition %	Orlando Index
DEMOGRAPHICS			
Age 18-34	31	28	91
Age 35-54	41	37	91
Age 55+	28	35	122
HHI 75+	29	20	70
College Graduate	13	12	94
Any Postgraduate Work	11	8	75
Professional/Managerial	23	23	101
African American	13	11	88
Hispanic	13	10	80
MEDIA USAGE - AVERAGE AUDIENCES*			
Read Any Daily Newspaper	55	56	101
Read Any Sunday Newspaper	64	69	108
Total Radio Morning Drive M-F	22	20	92
Total Radio Afternoon Drive M-F	18	18	101
Total TV Early News M-F	29	35	122
Total TV Prime Time M-Sun	39	43	109
Total Cable Prime	13	18	137
MEDIA USAGE - CUME AUDIENCES**			
Read Any Daily Newspaper	75	75	101
Read Any Sunday Newspaper	77	84	108
Total Radio Morning Drive M-F	76	73	97
Total Radio Afternoon Drive M-F	73	71	97
Total TV Early News M-F	70	78	111
Total TV Prime Time M-Sun	91	95	104
Total Cable Prime Time M-Sun	59	68	115
MEDIA USAGE - OTHER			
Accessed Internet Past 30 Days	60	61	101
HOME TECHNOLOGY			
Own a Personal Computer	69	70	102
Purchase Using Internet	38	39	102
HH Connected to Cable	69	72	106
HH Connected to Satellite	16	21	129

*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)

Visual Cover



Shown: Bus Shelter advertising in San Francisco

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Miniseries Events

Frank Herbert's Children of Dune
Battlestar Galactica

Sci Fi

Market Profile

affiliate, discontinued its half-hour local news at 10 p.m. this past September. The broadcast, which was the first 10 p.m. newscast in the market (it launched in 1992), had steadily lost ground to its principal competition in the time slot, Fox affiliate WOFL, which now dominates news at 10 p.m.

WKCF's gm Wayne Spracklin says that the broadcast became too expensive, there was too much competition, and "being WB, our audience is a young, young audience. It didn't flow well out of WB prime." WKCF had paid WKMG, and then later the NBC affiliate WESH, to produce its local news. Cramer-Krasselt's Melin adds, "This is a young market, and young people just don't watch as much news as they did 10 or 20 years ago." WKCF replaced its news show with runs of *Seinfeld* and *Everybody Loves Raymond*.

In March, Fox TV Stations became the owner and operator of WOFL, after swapping it for its Portland, Ore., UPN affiliate KPTV with WOFL's owner Meredith Corp. (in the swap, Fox also got WOGX, the Fox affiliate in Ocala, Fla.). The move created a

RADIO OWNERSHIP

OWNER	STATIONS	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Communications	2 AM, 5 FM	28.0	\$41.6	37%
Cox Radio	1 AM, 5 FM	27.4	\$35.3	31%
Infinity Broadcasting	3 FM	23.4	\$23.4	20%

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

RADIO LISTENERSHIP / ORLANDO, FLA.

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WWKA-FM	Country	9.0	7.5
WMMO-FM	Soft Rock	6.7	5.1
WCFB-FM	Urban Adult Contemporary	6.5	6.8
WTKS-FM	Talk	6.1	6.0
WXXL-FM	Contemporary Hit Radio	5.8	5.2
WMGF-FM	Soft Adult Contemporary	5.6	7.6
WDBO-AM	Talk	5.4	6.0
WNUE-FM	Spanish Dance	5.1	4.2
WLOQ-FM	Smooth Jazz	4.7	4.4
WPYO-FM	Contemporary Hit Radio/Rhythmic	4.2	2.9

Source: Arbitron Summer 2002 Radio Market Report

November Sweeps

Contest Lifts Station From 3rd to 1st, Overnight!

4PM	Nielsen Overnights 7/22/02 - 10/30/02	November
KDKA-TV (News)	5.8/13	7/15
WTAE (Oprah)	4.8/11	6.5/14 Contesting
WPXI (Judy)	6.7/15	7.5/16 Contesting

5PM		
KDKA-TV (News)	8.7/18	8.9/17
WTAE (News)	7.1/15	9.9/19 Contesting
WPXI (News)	7.9/16	8.2/15 Contesting

6PM		
KDKA-TV (News)	10.5/21	11.2/20
WTAE (News)	7.7/15	9.7/17 Contest Flow Benefit
WPXI (News)	7.8/15	9.7/17

As we demonstrated a few weeks ago, since the launch of its enormously successful 4pm newscast in July, KDKA (Pittsburgh) is once again the undisputed news leader at 5pm, 5:30pm, 6pm, 6:30pm. However, with the start of the November sweeps WTAE & WPXI began their massive contesting to distort the real ratings. The results are in and WTAE was clearly the winner. In fact WTAE hyped their Oprah & early news ratings going from third to first place at 5pm. Take a look!

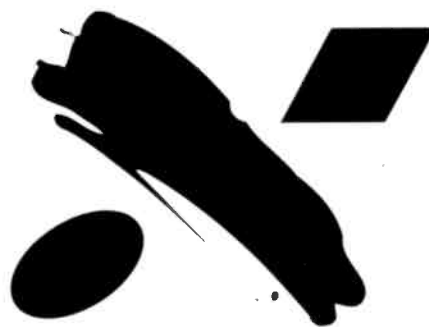
THIRD TO FIRST PLACE!

How does a clearly entrenched #3 station become #1 literally overnight? By saturating the mail & airwaves with massive promotion for a Watch'n Win contest. WTAE has been quoted (in this publication) as stating they would prefer not to run Watch'n Win contests but do so only because WPXI does. Now that they've clearly defeated WPXI it's time for both stations to cease the practice of distorting ratings. And it's time for AAAA's members to enforce it's policy and take punitive action in Pittsburgh. We need real action (not just words) from industry leaders.

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Market Profile

duopoly for Fox in Orlando, thanks to Fox's ownership of UPN affiliate WRBW, the flagship station for the National Basketball Association's Orlando Magic. The ownership swap brought a shift in WOFL's management, as Fox tapped Stan Knott as gm. Knott had previously been the gm of WBAF, Fox's O&O in Kansas City.

Under Knott, the station in the fall expanded its 7-8 a.m. news programming to 9 a.m. Knott says the station has experienced "some growth" in its late newscast, even though Fox's prime time in Orlando mirrored the network's lackluster showing nationally. He expects network programming in the new year—especially the return of runaway Fox hit *American Idol*—to positively impact his late news. Knott says he has been struck by

the diversity and growth of the Orlando DMA. For example, according to the 2000 Census, the Orlando-Daytona-Melbourne area is home to about 356,000 Hispanics, about half of which are of Puerto Rican descent. In the 1990s, the area's Hispanic population grew by a whopping 154 percent.

"With a population this diverse, when you're programming news and entertainment, there's a lot to take into consideration," says Knott, adding, "We're netting 40,000 new homes a year."

During last May's sweeps, Entravision Holdings' WVEN, Orlando's Univision outlet, became the first Spanish-language station in the market to produce a live, local news program, at 6 p.m. The station, which rebroadcasts its early news every night at 11

p.m., plans to roll out a live late news show in February, says Antonio Guernica, gm of WVEN and of Spanish-language Telefutera affiliate WFVO.

As for newspapers, the market's largest daily newspaper is Tribune Co.'s *Orlando Sentinel*. The *Sentinel's* average Monday-Saturday circ for the six months ended last Sept. 30 was 247,674, off slightly from 249,544 a year earlier, according to the Audit Bureau of Circulations. Sunday sales averaged 366,028, down slightly from 369,096 in fall 2001. In 2002, the *Sentinel* established a multimedia department, incorporating the brand & promotions, consumer marketing and other divisions. The paper also merged operations and circulation.

At the paper's Spanish-language *El Sentinel* and *ElSentinel.com*, Anibal Torres was promoted to publisher, from division manager for regional advertising at Orlando Sentinel Communications. As ad fortunes improved, *El Sentinel* added to its news and ad sales staffs.

The *Sentinel* and cable channel Central Florida 13 (a 50/50 venture between Tribune and AOL Time Warner, which owns the area's dominant cable system), renewed their multi-year agreement to share news resources. The pact, which dates back to the channel's launch in 1997, had been set to expire in August.

Weather is serious business in South Florida, especially during the fall hurricane season, and the *Sentinel* in 2002 rolled out several weather-related features, including a new, reader-friendly daily weather page in April. In June, the paper, in a joint project with NBC affil WESH and Internet Broadcasting Systems, launched *OrlandoWeather.com*. The *Sentinel* says that in its first three months, the site got more than 5.1 million page views.

The No. 2 daily in the market, the *Daytona Beach News-Journal*, claims to be the last family-owned paper in Florida. It is 51 percent owned by the Davidson family, which has run the paper for three generations, since its founding in 1928, and 49 percent owned by Cox Communications. The *News-Journal's* Monday-Saturday circulation for the six months ended Sept. 30 was 94,977, up slightly from 94,121 a year earlier. Sunday circulation was 112,489, down a bit from 112,858 the previous year.

Following a conversion to a narrower, money-saving paper width in 2001, the paper last October completed an extensive redesign. *News-Journal* marketing development manager Brad Gordner says the dramatic changes took some getting used to for some readers. "You heard a lot of 'We liked the way it was.'"

NIelsen RATINGS / ORLANDO, FLA.

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	ABC	WFTV	6.7	13
	NBC	WESH	5.8	11
	CBS	WKMG	4.7	9
	WB	WKCF*	3.2	6
	Fox	WOFL*	1.9	4
	UPN	WRBW*	1.6	3
	Independent	WRDQ*	0.9	2
5:30-6 p.m.	ABC	WFTV	7.1	13
	NBC	WESH	6.1	11
	CBS	WKMG	5.8	11
	WB	WKCF*	3.4	6
	Fox	WOFL*	1.6	3
	Independent	WRDQ*	1.3	2
	Pax	WOPX*	0.8	2
6-6:30 p.m.	Univision	WVEN*	0.5	1
	ABC	WFTV	9.0	15
	NBC	WESH	7.5	13
	CBS	WKMG	6.3	11
	WB	WKCF*	5.5	9
	Fox	WOFL*	2.3	4
	Independent	WRDQ*	1.6	3
	UPN	WRBW*	1.5	3
	Pax	WOPX*	0.8	1
	Univision	WVEN*	0.7	1

Late News

10-10:30 p.m.	Fox	WOFL	2.9	5
11-11:30 p.m.	CBS	WKMG	9.5	18
	NBC	WESH	9.2	17
	ABC	WFTV	6.0	11
	WB	WKCF*	3.2	6
	Fox	WOFL*	1.6	3
	UPN	WRBW*	1.4	3
	Univision	WVEN*	0.7	1
	Independent	WRDQ*	0.7	1
	Pax	WOPX*	0.5	1

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

NEWSPAPERS: THE ABCS

But lately we've heard nothing but the positive, as people have gotten used to it, which we expected," says Gordner.

Orlando continues to be a strong cable TV market. About 72 percent of the market's households are connected to cable, compared to the 69 percent average of the top 50 markets, according to Scarborough Research.

The biggest news lately on the cable front: Time Warner Cable, the dominate cable company with 773,000 households, dropped Orlando Magic basketball games, after a decade-long agreement expired Dec. 31 and negotiations broke down with Orlando-based regional sports channel Sunshine Network. The two sides admitted money was the issue.

Sunshine Network representative Amy Pempel says the network's "door remains open. We certainly want an agreement," adding that games are available to viewers on DirectTV and EchoStar's DISH service.

With the new year, Advance/Newhouse got management control of Time Warner Cable's subscribers in the Orlando market, after the two split last July and Advance took over about 2 million Time Warner subs.

In radio, Orlando continues to be the nation's No. 39 market. According to Arbitron, the major radio players include Clear Channel Communications, which had 37 percent of the market's ad pie with \$41.6 million in annual revenue, according to BIA Financial Network (see chart on page 16), followed by Cox Radio (\$35.3 million) and Infinity Broadcasting (\$23.4 million).

Infinity's Rhythmic Contemporary formatted WJHM holds the top spot among FM stations, as of summer 2002, with a 7.3 share,

according to Arbitron. During the last few ratings periods, WJHM has enjoyed steady increases, growing from a 5.8 in the summer of 2001. The station is trailed by Clear Channel's WMGF (Soft Adult Contemporary) with 6.6, and Clear Channel's WTKS (Talk) with 6.4 as of Summer 2002. Among AM stations, Cox's WDBO (Talk) leads the pack, with a 5.4

share, followed by Clear Channel's WFLF (News/Talk) with a 2.1.

As for Orlando's outdoor advertising business, Clear Channel Outdoor dominates the DMA, with some 850 bulletins plus 1,100 standard 30-sheet posters. Lamar Outdoor remains the biggest player in Daytona Beach, however, with about 600 bulletin facings. ■

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Orange County: 356,541 Households				
<i>Orlando Sentinel</i>	112,354	172,206	31.5%	48.3%
Brevard County: 205,981 Households				
<i>Florida Today</i>	84,339	106,200	40.9%	51.6%
Polk County: 195,784 Households				
<i>Lakeland Ledger</i>	69,511	84,618	35.5%	43.2%
Volusia County: 191,253 Households				
<i>Daytona Beach News-Journal</i>	87,590	102,851	45.8%	53.8%
<i>Orlando Sentinel</i>	23,920	29,838	12.5%	15.6%
Seminole County: 145,343 Households				
<i>Orlando Sentinel</i>	48,020	78,038	33.0%	53.7%
Lake County: 92,800 Households				
<i>Orlando Sentinel</i>	36,438	43,264	39.3%	46.6%
<i>Daily Commercial</i>	23,712	22,979	25.6%	24.8%
Osceola County: 66,061 Households				
<i>Orlando Sentinel</i>	18,186	31,058	27.5%	47.0%
Indian River County: 52,782 Households				
<i>Treasure Coast News/Press-Tribune</i>	29,328	31,789	55.6%	60.2%
Flagler County: 22,630 Households				
<i>Daytona Beach News-Journal</i>	10,924	14,064	48.3%	62.1%

Data is based on audited numbers published in the Audit Bureau of Circulations' Oct. 3, 2002 County Penetration Report.

Spot TV's New "Channel"



Cathleen Campe
Senior Vice President,
Director of Spot Broadcast
Rubin Postaer & Associates

"From my perspective, this is a great source of targeted television information. It saves time searching around other sources... and anything that saves me time has value! Do not miss this site!"



Television Bureau of Advertising - Serving America's Television Stations

Friday, December 20, 2002

WEEKEND EDITION

RED EYE

An edition of the Chicago Sun-Times

RED STREAK

25 CENTS

FRIDAY
DECEMBER 20, 2002

An edition of the Chicago Sun-Times

A TRIUMPHANT DEBUT

Derek Luke stars in 'Antoine Fisher,' PAGE 15

THINNING TALENT POOL

Study says Playmates have become more androgynous since Marilyn's day, PAGE 3



MP3s could give hackers key to Windows XP

Windows XP bug makes it easy for hackers to take over your computer

Downloading the wrong MP3 could let hackers take over your computer. If you're running Microsoft Windows XP, that is. Microsoft Corp. says a bug in the operating system makes music listeners vulnerable to attack — even if they simply browse to a folder on a Web site where a hacker's audio file is stored.

They may be rated 'M' for mature, but violent games kept 'F' from parents

For the first time, a family watchdog has given the video game 'F' for its games and marketing. I am outraged that children are playing video games that include such graphic images of violence. This is inappropriate," said Dr. David Walsh of the National Institute on Media and the Family. "Video game violence is now an epidemic, and black mothers must be

FEATURE

M FIVE OF THE MOST VIOLENT GAMES

1. Grand Theft Auto: San Andreas
What's to hate: Street brawls, car chases, and a whole lot of violence to prove it.

2. Grand Theft Auto: Vice City
What's to hate: The same old, same old.

3. Dead to Rights
What's to hate: What's to hate.

4. BloodRayne
What's to hate: What's to hate.

5. ...

CONTENT RATED BY ESRB

RED

IN CHICAGO HAS SHOWN NO SIGNS YET THAT THERE'S HOLLINGER KEEP THEIR

It's like that classic Groucho Marx line about not wanting to belong to any club that would have him as a member. The mighty *Chicago Tribune* and its scrappy competitor, the *Chicago Sun-Times*, have gone to war over people who hate newspapers.

At first glance, it's a rollicking tabloid shootout, something out of the *Front Page* era of go-for-it Chicago journalism with a delicious fillip of absurdity. In October, the *Trib* launched *RedEye*, a weekday edition aimed at the fast-growing segment of 18-to-35-year-olds who do not read a daily paper. The *Sun-Times* countered that same day with *Red Streak*, a hastily assembled weekday edition whose sole purpose is to kill off *RedEye*. Both papers are splashy, colorful, heavy on entertainment stories and decidedly light on the serious news this lost generation considers such a bummer.

But stop the snickering. This is serious business, and not just because of the millions these publishers will drop on the Reds, as they're inevitably nicknamed. The *Sun-Times*—the established tab in town but a perennial underdog to the broadsheet *Trib*—considers this nothing less than a fight for its life. "They want to take the tabloid away from us," says *Sun-Times* editorial vp John Cruickshank. "There's much more at stake for us than for them."

The Tribune Co. is broaching an even more existential question: can daily newspapers survive the Internet generation? The statistics are downright depressing. A few decades ago, two-thirds of all people in their 20s read a daily; today the figure is only one-sixth. Circulation at many dailies is shrinking by a percent or two every year, largely attributable to the disinterest of the young. The average age of a newspaper reader is 53.

"You've got to bear in mind everything the newspaper industry has tried in the past," says veteran newspaper analyst John Morton of Morton Research. "There have been programs of putting newspapers in the classroom and special pages and sections aimed at the young. They've pumped up entertainment and sports and celebrity folderol, and none of it has worked."

Why do young 'uns disdain dailies? Morton points to long-term trends of lower reading scores and a generation "trained to get information with a keyboard and a screen. But a big part is that newspaper-reading families spawn newspaper-reading children, and there's been a sort of geometric expansion of non-readers."

Thus, Morton applauds the efforts of the Red papers: "If it takes a fluffy tabloid to appeal to young people and develop a newspaper-reading habit, more power to 'em. Otherwise, the industry is facing long-term erosion of its circulation base. Everyone is watching this with great

interest. With any success, in the larger markets you'll see emulation."

"It's a very worthwhile experiment," adds Ken Berents, managing director at Goldman Asset Management. "It's not costing the *Trib* a lot—just a couple million or so. [Tribune Co. CFO] Dennis FitzSimons told me, 'Hey, segmentation works in TV—why not in print?' This is like putting out an alternative weekly on a daily basis. Wouldn't it be nice to see something positive come out of it?"

Pundits have been as dismissive of the Reds as financial analysts have been supportive. A newspaper with training wheels, they have sneered. A daily in training pants. Many have said the papers, *RedEye* in particular, sound like a 50-year-old with a graying ponytail trying to talk the foreign language of hip. "There's never been a publication that had such obvious contempt for its target audience," griped a writer in the online magazine flakmag.com.

TWO MONTHS INTO THEIR EXPERIMENT, what have the Reds learned? "We've got to make it easy for readers to engage," says John O'Loughlin, *RedEye* general manager. "It's got to be easy to find and easy to read. The transaction must be seamless. No jumps, lots of color and graphics." One quick fix: in response to reader feedback, the paper added a crossword puzzle.

"We've learned you can give away 30,000 copies of *Red Streak* every day without hurting the circulation of the *Sun-Times*," says Cruickshank. "We've gotten better and better at identifying the elements of stories that will be of most significance to a younger demographic. When Mayor Daley announced he'd run again, *Red Streak* went into some detail on his program for 18-to-35-year-olds."

Both papers operate on a shoestring of 15 to 20 edit staffers, with lots of copy repurposed from their respective motherships. *RedEye* draws from the Tribune Co. empire, including the *Los Angeles Times* and *Newsday*, plus wire services. Only two writers do their own stuff: a columnist and a sports reporter shared with the *Sunday Tribune*. "Does it need to be proprietary *RedEye* content? We're trying to gauge how important that is," says O'Loughlin. *Red Streak* likewise rehandles most of its editorial from the *S-T* newsroom, but has its own film critic, eschewing the esteemed Roger Ebert, and several original columnists.

RedEye circulates about 100,000 copies per day, while *Red Streak* does between 20,000 and 30,000. A large chunk are freebies—sampling is the polite word—while the *Trib* charges a quarter a pop at such bastions of hip as Walgreens and 7-Eleven. O'Loughlin refuses to say how many are

ALL ABOUT IT

THE FIRST MAJOR ATTEMPT TO WOO YOUNG ADULTS TO READ NEWSPAPERS
A BUSINESS IN IT. HOW LONG WILL TRIBUNE CO. AND
PAPERS GOING BEFORE ONE OF THEM BLINKS? BY ERIC SCHMUCKLER

sold and how many are given away, but observers believe few are paid copies. "You can't walk through the Loop without it being shoved in your hand," reports Karen Jacobs, senior vp and director of print investment at Starcom.

Having enjoyed the milk for free for months, will readers buy the cow? "I don't know that there's anything here that compelling, so I suspect they'll have more trouble moving to paid," Jacobs says.

"If they're not free, they're doomed," adds Russel Pergament, publisher of *Boston Metro*, a giveaway weekday paper. "This generation thinks that information wants to be free."

"Where we charge, people are paying for it," says O'Loughlin. "We think a variable pricing strategy makes sense. In college you expect a deal, but as you evolve into the work force, your needs and expectations change. A small monetary transaction is not a wall we can't get over if folks are getting convenience, readability and entertainment. If we didn't think we'd get a quarter for it, we wouldn't have done it."

One theory has it that Tribune started *RedEye* in part to box out *Metro*, a Luxembourg-based empire of 25 free dailies aimed at transit riders throughout Europe, Asia and the Americas. Traditional papers, proclaims *Boston Metro*'s Pergament, are "cumbersome, dull, ad-bloated and full of political blather. We're a high-energy, to-the-point paper that you can read in 22 minutes." Pergament won't say if his company had targeted Chicago, but he notes that "a free daily there makes it less inviting." O'Loughlin dismisses the notion that *Metro* was a factor in Tribune's decision, and most observers agree. "Why would *Metro* hurt them?" asks the *Sun-Times*' Cruickshank. "The *Trib* is not a big single-copy paper."

For a paper aimed at the young, it's surprising that *RedEye*'s only Web presence is an online press kit, while *Red Streak* maintains a full site. "Online kind of defeats the purpose," explains O'Loughlin, who adds that surfers will soon be directed to other Tribune online entities. One of those is an established and popular entertainment site, *Metromix.com*, which also appears as a weekly section in *RedEye*.

That entertainment pullout encroaches on the turf of *Chicago Reader*, the free alternative weekly that counts a circ of 133,000. "I don't want to



"We've got to make it easy for readers to engage... The transaction must be seamless. No jumps, lots of color and graphics." JOHN O'LOUGHLIN, REDEYE

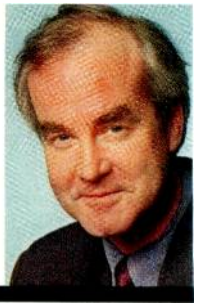
sound smug," *Reader* executive editor Mike Lenahan says of the Reds, "but they don't seem to be affecting our business now."

While Lenahan admires Tribune's strategic thinking, in his opinion "the *Sun-Times* is kicking their ass. It's just way better. *RedEye*'s design is bad, and it has this pandering quality, while *Red Streak* is sharp, funny, better-designed, with a lot of classic tab elements. They hit a much better tone to my ear. *Tribune*'s mission is contradictory—doing news for people who don't want news—and they've decided it's a packaging problem and all you need is shorter stories and more pictures."

Tribune's strategy, in part, is to groom readers to "graduate" to the broadsheet, but competitors are dubious. "You have this daily that young people don't like," Lenahan reasons, "so you create something you think

"When Mayor Daley announced he'd run again, *Red Streak* went into some detail on his program for 18-to-35-year-olds."

JOHN CRUICKSHANK, RED STREAK



they'll like by tarding it up in a cheaper, breezier package, and what? They're going to cross over? The whole thing seems loony to me."

"The *Trib*'s supposition is that 18-to-35-year-olds are too stupid to read more than two grafs, and we don't buy it," says Cruickshank. "Our paper is unapologetically like the *Sun-Times*, while theirs has no *Trib* identity beyond the masthead, which they do so they can count it as circulation. Really, they're training readers for us. It's a weird decision, but thank goodness."

The *Sun-Times* views the *Tribune*'s strategy as a move on its tabloid turf and its younger readership (the *S-T* outsells the *Trib* two-to-one in young women and boasts a slight edge in young men). As the only major U.S. property of Hollinger International, owner of London's *Daily Telegraph*, the *S-T* is understandably wary of its bigger competitor. "They own two TV stations and the largest radio station in the market, as well as the broadsheet," Cruickshank notes. "If they can have all that and a tabloid, who can compete against them? They're giving away 100,000 free tabs and we sell 350,000 single copies a day, and you ask if this is life or death. Are you kidding?"

Just about everyone in town expects the *S-T* to fold its Red sheet the day after *Tribune* does. "Not necessarily," is the most ringing endorsement Cruickshank can offer.

"The *Sun-Times*' strategy has evolved from going for the youth market to 'we're only about killing you'," counters O'Loughlin. "Ours is a growth strategy. We want more readers, more often."

It is not clear whether *Tribune* intends *RedEye* to be profitable on its own, as O'Loughlin, a marketing executive, invokes the mantra of corporate synergy. "Our goal is to grow paid readership of young adults for the Tribune Co.," he says. "*RedEye* is highly leveraged in content selection and editing, in marketing and in delivery. There are a variety of tasks it is charged with doing: getting more people to *Metromix*, to *chicagotribune.com*, to our Sunday print edition."

As for those who have criticized *RedEye* as dumbed-down and condescending, O'Loughlin coolly replies: "The biggest critics have been our competitors and media pundits. For us the question is, does this resonate with readers? I'm part of a pretty young team here—I'm 35—and we're all about understanding our readers. This is not designed to replace *The New York Times*. It's aimed at a soft newspaper reader at best. If we can put together a really good mix of stories and layout and design and tone, something that appeals to an on-the-go, non-traditional reader, then we've won."

Will the Reds survive? "I'm with the guy who said neither will be here in a year," says Lenahan of the *Reader*. Starcom's Jacobs guesses that only one of the papers will survive, and that *RedEye* will hang in for at least a couple years. "It might work," analyst Morton says of the red gambit. "It'll take years to find out if these people are 'graduating' to the main paper. When the *Trib*'s circulation goes up, you'll know it's working." ■

THINK SMALL
WE TRY HARDER
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REACH OUT AND TOUCH SOMEONE
WHERE'S THE BEEF?

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Fox Tops in '02 Cable News

Among cable-news players, Fox News Channel continued to grow its audience last year while CNN and MSNBC suffered significant losses. FNC bested its 2001 record by 36 percent, delivering an average of 1.1 million viewers 2-plus. The audience tuning in to news last year grew a little older on average than the viewers watching in fall 2001, but FNC was the favorite news channel among viewers 18-49 and 25-54, according to Nielsen Media Research, generating 319,000 viewers among the younger demo and 419,000 viewers among the older. CNN, which delivered 898,000 persons 2-plus in 2002, fell 28 percent among viewers 18-49, to 204,000, and 26 percent among viewers 25-54, to 261,000. MSNBC remains in third place, with viewers 2-plus falling 26 percent compared to the year prior, to 360,000, while the 18-49 demo fell 42 percent to 129,000 viewers and the 25-54 demo fell 39 percent, to 158,000 viewers.

A&E Restructures Sat. Prime Lineup

A&E has restructured its Saturday prime-time lineup around newly acquired off-net drama *Crossing Jordan*, which the network purchased for around \$800,000 an episode. The forensics drama will be paired with the NBC drama *Third Watch*, acquired last year for around \$700,000 an episode, and *Cold Case Files*, hosted by Bill Kurtis. *Cold Case* now runs at 8 p.m., followed by *Jordan* and *Watch*. Though delivering more than 1 million viewers 2-plus in prime, A&E struggled to maintain its audience level in 2002.

Va., Md. Stations Resolve Signal Dispute

A TV station in Virginia will reduce the power of its digital signal under an agreement to resolve a dispute over signal interference (*Mediaweek*, Nov. 4). CBS affiliate WBOC-TV in Salisbury, Md., had complained its analog signal was receiving interference from WHRO-DT, an educational station 125 miles away across the Chesapeake Bay in Hampton, Va. The stations announced on Dec. 24 that WHRO agreed to operate its digital signal at one-quarter of authorized power during the national switch from analog to digital TV, a process that is to last at least until 2007.

Sun-Sentinel TV Package Wins Emmy

The *South Florida Sun-Sentinel* won an Emmy award for its "Pet Overpopulation" television

news package in the news/public affairs segments category of the recent Suncoast Regional Emmy Awards. The television news package, which aired on WFOR-TV in Miami, complemented a *Sun-Sentinel* feature on South Florida kennels.

KMGH, AT&T Reach Retrans Agreement

After a highly public dispute over retransmission, Denver ABC affiliate KMGH-TV and local cable company AT&T Broadband reached a new six-year agreement allowing the McGraw-Hill-owned station to launch its local news cable channel on the AT&T system early this year. In the final days leading up to expiration of the former retrans agreement, both sides ran negative ads in Denver media, then AT&T filed a lawsuit in U.S. District Court on Dec. 30 asking the court to keep KMGH's signal on the air. When the parties reached agreement late Dec. 30, the lawsuit was withdrawn.

Triad Adds to Radio Portfolio

Triad Broadcasting, owner and operator of small- and midsize-market radio stations, will acquire four stations in Peoria, Ill., from JMP Media for \$37 million. As part of the deal, Triad began operating the stations—WSWT-FM, WPBG-FM, WMBD-AM and WWFS-AM—on Jan. 1. Mike Wild, former president of JMP Media, who has an equity ownership in the acquiring company, has assumed the new position of vp and market manager for Triad. With the Peoria cluster, Triad now owns or operates 47 stations in eight markets.

Drudge Adds an Hour

Matt Drudge's Sunday-evening radio show, *Drudge*, yesterday expanded from two to three hours, 10 p.m. to 1 a.m. ET. Syndicated by Premiere Radio Networks on 228 radio stations, *Drudge* is the highest-rated Sunday-night Talk program. On ABC Radio's WABC-AM in New York, where Drudge got his radio start, the show scored a 9.6 overall share in the Spring Arbitron survey.

ESPN Brings X Games Concept to Radio

Expanding its X Games brand to radio, ESPN Radio has launched *EXPN Radio*, a 30-second daily vignette on action sports targeted to 12-to-24 year-old males who listen to Alternative Rock stations. The segment will cover everything from the latest skateboard shoe to the hottest new band. ■

International Sport Summit 2003 will be held Jan. 15-17 at the Marriott Marquis Hotel in New York. Highlights will include a global presentation on the Olympic movement and an examination of doing business in China. Contact: 301-493-5500 or e-mail ejksports@ejkrause.com.

National Association of Television Programming Executives will hold its annual conference and exhibition Jan. 20-23 at the Ernest Morial Convention Center in New Orleans. Contact: 310-453-4440, ext. 210.

ANA's second **Agency Relationship Forum** will be held Jan. 23 at the Plaza Hotel in New York. The featured speaker will be former-agency-executive-turned-marketing guru Al Ries, presenting his controversial theory about the fall of advertising and the rise of public relations. Contact (212) 697-5950 or visit www.ana.net.

Magazine Publishers of America and the **American Society of Magazine Editors** will present their lifetime achievement awards at a black-tie gala to be held Jan. 29 at New York's Waldorf-Astoria. The honorees will be 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. Contact: 212-872-3755.

Strategic Research Institute will present its **Marketing to U.S. Hispanics & Latin America** conference Jan. 30-31 at the Radisson Deauville Resort Hotel in Miami Beach, Fla. Event features Latino marketing gurus discussing trends and strategies for reaching those markets. Contact: 212-967-0095.

The **Radio Advertising Bureau** will present its **sales and management and leadership conference** Jan. 30-Feb. 2 at the Hyatt Regency Hotel in New Orleans. Keynote speakers will include Rick Sirvaitis, president and COO of General Motors Mediaworks. Contact 212-681-7200 or visit www.rab.com.

EAST

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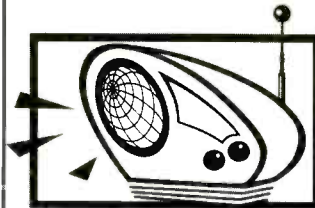
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Bachelor's degree required, preferably in sales, marketing or communications. **Chicago** magazine is committed to paying for performance and will reward your efforts with an excellent compensation package, along with the world class benefits of a major media company. Send or fax resume to: **Randy Hano, Advertising Director, Chicago** magazine, 500 North Dearborn, Suite 1200, Chicago, IL 60610; fax to: 312.222.0371. To email your resume interested parties should reply in confidence to: tribune@hiresystems.com Job Code: ctc/ctad/2752HS Please include the job code on all correspondence.

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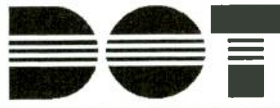
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Request for Proposals PIN - #8413MBAD583

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The Staten Island Ferry serves approximately 70,000 commuters and tourists daily. The two terminals will contain a total of approximately 26,000 sf of retail space, 10,000 sf of advertising space and 76 telecommunications kiosks. The ferryboats contain approximately 3,500 sf of retail space and approximately 5,700 sf for advertising.

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Contact: Vivian Cruz
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*Proposals are due 3/10/03,
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NYC-based sports marketing & media company seeks energetic individual to manage department that supports efforts of national sales force. 3+ years industry experience required. Please email resume, cover letter & salary requirements to jobs@pspsports.com.

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Media Director for fast paced political advertising firm (Democratic). Responsibilities include development of plans, budgets and strategies on a national scope for broadcast media, supervision of staff of three media buyers and interface with senior account service staff and clients.

Must have thorough knowledge of media industry, attention to detail and ability to work under tight schedules and on multiple projects simultaneously. †Cost estimating experience is vital. †Skill set to include familiarity with media buying software (Strata), Word & Excel.

We are looking for an individual who will enjoy making a difference by impacting the political process, who can motivate his/her associates, keep projects on track and maintain a positive attitude in a high energy environment. **Please send resume, cover letter and salary requirements to P.O. Box 50441 Washington, DC 20091.**

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Most Requested on Ask Jeeves

The following is a report containing the top TV programs and movies that garnered the most questions on www.ask.com for the week of 12/23/02.

Top 10 Movie Searches

1. *Harry Potter*
2. *Die Another Day*
3. *The Lord of the Rings: The Two Towers*
4. *Catch Me If You Can*
5. *Drumline*
6. *Maid in Manhattan*
7. *Jackass: The Movie*
8. *8 Mile*
9. *Two Weeks Notice*
10. *Gangs of New York*

Top 10 TV Searches

1. *The Simpsons*
2. *Friends*
3. *Buffy the Vampire Slayer*
4. *South Park*
5. *The Osbournes*
6. *Days of Our Lives*
7. *Survivor: Thailand*
8. *SpongeBob SquarePants*
9. *Gilmore Girls*
10. *Smallville*

Source: Ask Jeeves

The Hollywood Reporter's Box Office

For weekend ending December 15, 2002

THIS WEEK	LAST WEEK	PICTURE	3-DAY WEEKEND GROSS	DAYS IN RELEASE	TOTAL GROSS SALES
1	1	<i>The Lord of the Rings: Two Towers</i>	48,875,549	12	200,058,231
2	New	<i>Catch Me If You Can</i>	30,082,000	5	48,680,000
3	2	<i>Two Weeks Notice</i>	15,518,420	10	43,044,430
4	3	<i>Maid in Manhattan</i>	12,524,396	17	56,950,454
5	4	<i>Gangs of New York</i>	10,948,803	10	29,873,147
6	5	<i>Drumline</i>	8,108,083	17	36,619,270
7	6	<i>The Wild Thornberrys</i>	7,364,432	10	18,418,284
8	9	<i>Harry Potter: Chamber of Secrets</i>	6,474,267	45	240,307,533
9	7	<i>The Hot Chick</i>	4,813,878	17	22,201,384
10	10	<i>Die Another Day</i>	4,365,536	38	146,699,881

Source: The Hollywood Reporter

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MAGAZINES

Christopher Baum, formerly vp/New England at meetings selection company HelmsBriscoe, has been named director of travel advertising at *The New Yorker*.

RADIO

Judy Ellis, senior vp and market manager for Emmis Communications' New York stations WQHT-FM, WRKS-FM, and WQCD-FM, has been named chief operating officer of Citadel Broadcasting Corp., effective next month. Ellis, a 16-year veteran of Emmis, will report to Farid Suleman, chairman and CEO of Citadel. Bob Proffitt, president and COO, will relinquish his COO title and continue as president, reporting to Ellis. Citadel, the sixth-largest radio group, is preparing to go public...**Lee Chambers** has been named multimedia manager for KABC-AM, KLOS-FM, KDIS-AM and KSPN-AM, ABC Radio's stations in Los Angeles. He comes to ABC from Westwood One, where he served as on-air personality and programming assistant for the networks' Oldies Channel, '70s Channel and Groovin' Oldies 24-hour formats...

Alan Chartrand, station manager for WTKK-FM, Greater Media's Talk outlet in Boston, has added responsibilities as station manager for WKLB-FM, the company's Country station there...**Bill Michaels** has been promoted from program director to operations manager for Clear Channel's six-station cluster in Toledo, Ohio.

BROADCASTING

John DeLorenzo has joined Entravision Communications as executive vp and chief financial officer, replacing Jeanette Tully, who retired. Most recently a media investment banking consultant, DeLorenzo's previous experience also includes serving as CFO for Paxson Communications.

RESEARCH

Thomas Lamarche has joined Adcom Information Services as director of advertiser/agency services for the Cleveland market. Lamarche had been general manager of the Greater Dayton Cable Interconnect.

Quicktakes

SMITHSONIAN MAGAZINE publisher Amy Wilkins chatted with former President Bill Clinton and lunched with travel dignitaries at New York's Waldorf-Astoria recently at the European Travel Commission's annual marketing conference.

Seasoned Euro-traveler Clinton had been invited as a special guest to speak to the audience of travel delegates on "Tourism vs. Terrorism." After addressing the group, he took questions from the crowd, including one on which country he would recommend for travelers. To that, he responded, "Well, I'm certainly glad

I'm not running for office; if I don't say Scandinavia, there go the Minnesota votes; if I don't say Germany, there go my German votes in Wisconsin"...WSB-AM talker **Neal Boortz** can add three to his audience-measurement numbers. During a recent visit to



Heard in a heartbeat: Boortz

their Atlanta obstetrician, expectant parents Heather and Steve Leo were hoping to hear their unborn child's heartbeat for the first time on the ultrasonic fetal monitor. Instead they heard live Boortz. Somehow they'd picked up the signal of his politically oriented syndicated show from a radio tower across the street. Quipped the expectant mother: "I thought we were having a boy or a girl. But instead, we're having a Libertarian!"...During a radio interview with Minnesota interim senator **Dean Barkley** on NPR last week, the interviewer drew a comparison between Barkley and the lead character in NBC's new midseason drama *Mister Sterling*, about a young senator thrust into political office after the untimely death of the senior senator from his home state. Barkley, a longtime adviser of Minnesota Governor Jesse Ventura, was tapped in early November to finish out the term of Senator Paul

Wellstone, who died in a plane crash just before the 2002 elections. The comparison gave Barkley an idea. The 52-year-old one-time car wash manager, who's out of the Senate job as of today with the swearing in of



Clinton amused Wilkins and Swedish tourism chief Karl-Erik Strand at the Waldorf.

new-elect Norm Coleman, suggested he could be a consultant on *Mister Sterling*. Anybody have director Lawrence O'Donnell's number?...**The Yule Log** burned even brighter for New York's WPIX-TV this Christmas. The Tribune station's video holiday card to New York, which last year made a comeback by

popular demand after a 12-year hiatus, scored a 3.9 Nielsen Station Index household rating and a 9 share from 9-11 a.m. on Christmas Day—an increase of 26 percent over last year's broadcast. The Yule Log peaked at a 4.8 rating between 10:30 and 10:45 a.m. and delivered a 4.6/11 NSI rating/share in its second hour. Thanks to sponsors Jeep, Macy's and New York's Metropolitan Transit Authority, the fire kept crackling for two hours without commercial interruption...Among those *not* watching the log was Hearst Magazines honcho **Michael Clinton**. Not one for homespun holiday traditions, the executive vp spent Christmas and New Year's climbing Mount Kosciusko in Tasmania. Clinton, who celebrated Thanksgiving in the Himalayas, is due back in New York this week. ■



The Yule Log warmed up WPIX's holiday.

Paper Weight

The New York Times' Sunday supplement has developed more of a magazine sensibility under editor Adam Moss

ADAM MOSS IS A MAN WITH A PLAN. IN THE NEARLY FIVE YEARS SINCE HE HAS BEEN ED-itor in chief of *The New York Times Magazine*, Moss has sought to transform the newspaper's Sunday supplement from a well-regarded extension of the paper into a critically acclaimed national magazine. While

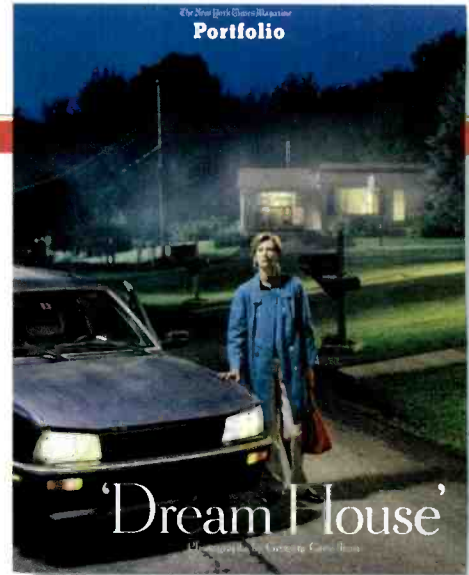
most of Moss' predecessors came from newspaper backgrounds (including several with many years of prior service at the *Times*), his experience is almost entirely in magazines. A veteran of *Esquire* and founding editor of the defunct New York weekly *7 Days*, Moss decided upon becoming editor that a serious investment in staffing, contributors and other resources was necessary to turn the *Times Magazine* into a general-interest publication on par with *The New Yorker* and the newsweeklies. As Moss retells it, his message early on to *Times* executives was, "Either take this big, or let it shrivel away."

Over time, the magazine has become more visual and more newsy, in a broad sense. The goal has been "to broaden the definition of news, beyond Washington, beyond Kabul, to people's homes and workplaces—and increasingly, their nightmares," he says. "We're trying to make sure the magazine is a kind of weekly

event that has some size and magnitude to it."

To that end, Moss and his team last year produced several ambitious cover stories, including a report on the role of fat in diets that sparked a national debate on nutrition; a piece about aggressively mean teenage girls; and a look at whether Americans should be concerned about nuclear war. The stories "were meant to make a very loud ka-boom and were perhaps of a greater ambition than the magazine had ever attempted before," says Moss.

In recent months Moss has introduced new sections to broaden the scope of the magazine's culture coverage, including Portfolio, a 10-page collection of images ranging from portraiture and landscapes to photojournalism, and Crash Course, a quick primer on a topic of interest. In February, Moss will introduce Domains, offering peeks into celebrities' homes; Moss describes it as a more weighty version of MTV's *Cribs*.



Moss has enhanced the magazine's culture coverage with Portraits, a gallery of portraiture and photojournalism.

Because the magazine is distributed as part of the Sunday *Times*, Moss does not have to consider

newsstand sales potential when pondering cover choices, giving him some additional creative freedom. On the flip side, however, many advertisers regard Sunday magazines as just another section of the newspapers, not publications in and of themselves. In addition, Sunday magazines such as the *Times*, Advance Publications' *Parade*, Gannett's *USA Weekend* and *The Washington Post Magazine* are not eligible for National Magazine Awards.

One big advantage the *Times Magazine* does

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Scott Gramling Editor in Chief, *FHM*

Q. What changes have you made to 'FHM' since you became editor last June? **A.** When I took over, we were on such a phenomenal growth pattern [*FHM*'s paid circ grew 28.6 in the first half of '02, to 1.06 million] that I just wanted to continue to improve the way we talk to the readers. We're getting rid of our College Girl of the Month, and in March we're introducing Hometown Honey, where a girl serves as a tour guide for her hometown. What we found is that although we're a celebrity-based magazine, our readers also like to see the everyday girl they'd meet in a bar. In April, I'm bringing back our Bionic fitness section. It was dropped last spring, but we're a men's lifestyle magazine, and part of our lifestyle is fitness. **Q.** How are your celeb-in-bikini covers different from those of your competitors 'Maxim' and 'Stuff'? **A.** Over the past several months, we have really delivered A-list celebrities, [including] Jennifer Love Hewitt and Halle Berry. Also, the way we photograph is different. The *FHM* cover photography is a little more sophisticated and sensual. **Q.** Will men ever tire of these formulaic poses? **A.** It's a formula that works for now. The challenge is to evolve it and strive to differentiate. But what we're doing now, and with what the numbers are showing, validates that this is what the readers want. **Q.** 'Men's Health' editor David Zinczenko has a celebrity girlfriend, Rose McGowan. Isn't that the laddie life you should be exemplifying? Who is yours? **A.** I have my hands full enough with my 4 $\frac{1}{2}$ -month-old celebrity at home, and she's the boss.

have is the makeup of its readership. "The New York Times audience, to a journalist as well as to a marketer, is the sweet spot of all readerships," Moss says. "There is no readership that is more interested, engaged and passionate."

Peter Gardiner, partner and chief marketing officer of Deutsch, agrees. The magazine "is delivered to the best households, not only in [New York] but the entire country," says Gardiner. "There is great loyalty for something not directly purchased." The *Times Magazine* attracts high-income readers, with a median income of \$98,604 (compared with \$77,569 for *The New Yorker* and \$65,147 for *Time*), notes Mediamark Research Inc.'s fall 2002 survey.

Circulation for the *Times Magazine* is not tracked separately by the Audit Bureau of Circulations. For the six months ending last September, total paid circ for the Sunday *Times* was flat, at 1.7 million.

While its circ is not tracked, the *Times Magazine's* advertising pages are measured. Through November, the magazine's 2002 ad pages were down 3.5 percent to 2,956, reports the Publishers Information Bureau. A solid December will help the magazine eke out a flat year overall, down 0.4 percent, says Alexis Buryk, *Times* group vp of advertising. "It was a heroic effort," says Buryk, who attributes the bounce in fourth-quarter ad pages to the new editorial sections that Moss introduced. New advertisers last fall included Audi, Rolex and Dolce & Gabbana. —LG

Cold Calls

New FTC rules may hurt circ

Following the almost-total demise of sweepstakes promotions, publishers over the past few years have increasingly turned to telemarketing as a means of picking up new subscribers and retaining current readers. Business has been promising. New-subscription sales through telemarketing have grown 25 percent in volume over the past five years, says Dan Capell, editor of *Capell's Circulation Report*, and telemarketing accounted for 10 percent of publishers' new subscriptions overall.

But now, as the Federal Trade Commission prepares to apply more stringent telemarketing rules to protect consumers, some publishers face losing a key source for new subscriptions as well as higher subscription-acquisition costs.

"We feel there is no added benefit [with the new rules] in terms of more consumer protec-

WEEKLIES January 6, 2003

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek			NO ISSUE			0.00	0.00	N.A.
The Economist			NO ISSUE			0.00	0.00	N.A.
Newsweek ^E			NO ISSUE			0.00	0.00	N.A.
The New Republic			NO ISSUE			0.00	0.00	N.A.
Time ^E			NO ISSUE			0.00	0.00	N.A.
U.S. News & World Report			NO ISSUE			0.00	0.00	N.A.
The Weekly Standard	13-Jan	7.00	14-Jan	6.66	5.11%	7.00	6.66	5.11%
Category Total		7.00		6.66	5.11%	7.00	6.66	5.11%

SPORTS/ENTERTAINMENT/LEISURE

AutoWeek	6-Jan	12.16	7-Jan	19.70	-38.27%	12.16	19.70	-38.27%
Entertainment Weekly	3-Jan	20.80	4-Jan	18.81	10.58%	20.80	18.81	10.58%
Golf World			NO ISSUE			0.00	0.00	N.A.
New York	6-Jan	44.60	7-Jan	53.70	-16.95%	44.60	53.70	-16.95%
People			NO ISSUE			0.00	0.00	N.A.
Sporting News	6-Jan	10.50	7-Jan	7.33	43.25%	10.50	7.33	43.25%
Sports Illustrated ¹	NO ISSUE		7-Jan	26.00	N.A.	0.00	26.00	N.A.
The New Yorker	6-Jan	21.46	7-Jan	15.62	37.39%	21.46	15.62	37.39%
Time Out New York	1-Jan	55.06	2-Jan	42.88	28.43%	55.06	42.88	28.43%
TV Guide	4-Jan	47.02	6-Jan	28.81	63.21%	47.02	28.81	63.21%
Us Weekly ¹	NO ISSUE		7-Jan	24.33	N.A.	0.00	24.33	N.A.
Category Total		211.60		237.18	-10.78%	211.60	237.18	-10.78%

SUNDAY MAGAZINES

American Profile	5-Jan	8.55	6-Jan	7.65	11.76%	8.55	7.65	11.76%
Parade	5-Jan	14.18	6-Jan	10.53	34.66%	14.18	10.53	34.66%
USA Weekend	5-Jan	8.00	6-Jan	9.06	-11.70%	8.00	9.06	-11.70%
Category Total		30.73		27.24	12.81%	30.73	27.24	12.81%
TOTALS		249.33		271.08	-8.02%	249.33	271.08	-8.02%

E=estimated page counts; 1=one fewer issue in 2002 than in 2001

WEEKLIES December 30, 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	30-Dec	82.73	31-Dec	81.17	1.92%	3,326.20	3,785.56	-12.13%
The Economist	21-Dec	45.00	22-Dec	42.33	6.31%	2,311.00	2,571.88	-10.14%
Newsweek ^{E/X/D}	30-Dec	40.00	31-Dec	37.49	6.70%	1,968.30	1,845.30	6.67%
The New Republic ^{S/D}	30-Dec	6.32	31-Dec	2.66	137.59%	355.64	458.48	-22.43%
Time ^{E/X/D}	30-Dec	66.25	31-Dec	58.80	12.67%	2,336.88	2,400.19	-2.64%
U.S. News & World Report ^D	30-Dec	41.87	31-Dec	20.41	105.14%	1,438.35	1,376.15	4.52%
The Weekly Standard			NO ISSUE			444.44	454.35	-2.18%
Category Total		282.17		242.86	16.19%	12,180.81	12,891.91	-5.52%

SPORTS/ENTERTAINMENT/LEISURE

AutoWeek	30-Dec	14.10	NO ISSUE		N.A.	1,196.43	1,407.85	-15.02%
Entertainment Weekly ⁺			NO ISSUE			1,867.34	1,836.74	1.67%
Golf World			NO ISSUE			1,279.55	1,123.48	13.89%
New York ⁴			NO ISSUE			2,507.60	2,765.20	-9.32%
People ^{X/D}	30-Dec	68.73	31-Dec	57.79	18.93%	3,700.33	3,612.85	2.42%
The Sporting News	30-Dec	11.08	31-Dec	9.67	14.58%	746.85	626.60	19.19%
Sports Illustrated ⁺	30-Dec	38.40	NO ISSUE		N.A.	2,518.77	2,403.92	4.78%
The New Yorker			NO ISSUE			2,234.54	2,107.84	6.01%
Time Out New York ⁺	25-Dec	60.50	26-Dec	54.13	11.78%	3,571.16	3,459.08	3.24%
TV Guide	28-Dec	27.55	29-Dec	26.97	2.15%	2,457.69	2,765.27	-11.12%
Us Weekly ^{2/D}	30-Dec	29.83	NO ISSUE		N.A.	1,069.12	973.82	9.79%
Category Total		250.19		148.56	68.42%	23,149.38	23,082.65	0.29%

SUNDAY MAGAZINES

American Profile	29-Dec	7.75	30-Dec	8.35	-7.19%	460.49	437.89	5.16%
Parade	29-Dec	10.06	30-Dec	10.56	-4.73%	672.24	629.59	6.77%
USA Weekend	29-Dec	13.92	30-Dec	12.09	15.14%	627.41	579.16	8.33%
Category Total		31.73		31.00	2.35%	1,760.14	1,646.64	6.89%
TOTALS		564.09		422.42	33.54%	37,090.33	37,621.20	-1.41%

D=double issue; E=estimated page counts; X=YTD 2001 includes an out-of-cycle issue; 2=two fewer issues in 2002 than in 2001; 4=four fewer issues in 2002; 5=five fewer issues in 2002; +=one more issue in 2002

tion," says Rita Cohen, senior vp of legislative and regulatory policy for the Magazine Publishers of America. "And there is much more of a burden on the marketer."

Among the new guidelines is a national do-not-call registry. Telemarketers will have to foot the \$16 million bill to create the registry and

will need to consult it each time they make interstate calls. Exceptions are charities, political parties and any marketer that has an established business relationship, which includes publishers renewing subscribers.

Of more immediate concern to the MPA are rules that will roll out in March. One new

Magazines

reg requires telemarketers to tape incoming phone calls for new subscriptions. Currently, only outbound calls—those made by a telemarketer to a consumer—are taped. Now, consumers who call telemarketers and are offered free trials of magazines will have to be taped as well. Moreover, to ensure that consumers understand that there may be an obligation to purchase a subscription at the end of a free trial, consumers will have to repeat the last four digits of their credit card number, even though they may have already ordered something else. Some telemarketers will have to buy new taping equipment, and those costs may be passed on to the publishers that use their services.

The MPA is concerned that these extra steps may discourage consumers from sampling magazines. Telemarketers could stop offering free magazine trials to save on taping equipment, and customers may not understand why they have to repeat their credit-card numbers. "Sampling may decline," Cohen says. "Whenever you have an annoyance factor, it's going to diminish sales and add time to the call."

Yet some publishers say that the actual impact will not be clear for some time, and that the new FTC rules will likely not be as damaging as those that nearly obliterated the stamp sheets. "We're going to have to monitor [consumer] response," says Brian Wolfe, Time Inc. president of consumer marketing. "It's going to add costs, but I don't think it's going to hurt our ability to sell too much. What [the FTC] is asking for is compliance and full disclosure, and that's something we want to do anyway." —LG

WEEKLIES December 23, 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	23-Dec	43.38	24-Dec	36.22	19.77%	3,243.47	3,704.39	-12.44%
The Economist	14-Dec	49.00	15-Dec	30.00	63.33%	2,266.00	2,529.50	-10.42%
Newsweek ^E	23-Dec	27.46	24-Dec	23.40	17.35%	1,928.30	1,807.81	6.66%
The New Republic ⁵	23-Dec	5.83	24-Dec	5.33	9.38%	349.32	455.81	-23.36%
Time ^E	23-Dec	38.92	24-Dec	51.92	-25.04%	2,270.63	2,341.39	-3.02%
U.S. News & World Report	23-Dec	12.33	24-Dec	16.44	-25.00%	1,396.48	1,355.74	3.01%
The Weekly Standard	30-Dec	7.00	31-Dec	9.00	-22.22%	444.44	454.35	-2.18%
Category Total		183.92		172.31	6.74%	11,898.64	12,648.99	-5.93%
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek ^{DD}	23-Dec	18.16	24-Dec	20.93	-13.23%	1,182.33	1,407.85	-16.02%
Entertainment Weekly ^{+/D}	20-Dec	47.21	21-Dec	53.02	-10.96%	1,867.34	1,836.74	1.67%
Golf World	20-Dec	24.67	NO ISSUE	N.A.	N.A.	1,279.55	1,123.48	13.89%
New York ^{4/D}	23-Dec	81.20	24-Dec	104.80	-22.52%	2,507.60	2,765.20	-9.32%
People ^{X/2}	23-Dec	66.70	24-Dec	47.13	41.52%	3,631.60	3,555.06	2.15%
The Sporting News	23-Dec	10.33	24-Dec	14.33	-27.91%	735.77	616.93	19.26%
Sports Illustrated	23-Dec	29.34	24-Dec	52.86	-44.49%	2,476.30	2,403.92	3.01%
The New Yorker ^{S/D}	23-Dec	81.77	24-Dec	45.50	79.71%	2,234.54	2,107.84	6.01%
Time Out New York [*]			NO ISSUE			3,510.66	3,404.95	3.10%
TV Guide	21-Dec	31.11	22-Dec	25.08	24.04%	2,430.14	2,738.30	-11.25%
Us Weekly ^{3/DD}	23-Dec	17.83	24-Dec	38.90	-54.16%	1,039.29	973.82	6.72%
Category Total		408.32		402.55	1.43%	22,895.12	22,934.09	-0.17%
SUNDAY MAGAZINES								
American Profile	22-Dec	8.15	23-Dec	8.35	-2.40%	452.74	429.54	5.40%
Parade	22-Dec	13.54	23-Dec	9.75	38.87%	662.18	619.03	6.97%
USA Weekend	22-Dec	8.47	23-Dec	8.11	4.44%	613.49	567.07	8.19%
Category Total		30.16		26.21	15.07%	1,728.41	1,615.64	6.98%
TOTALS		622.40		601.07	3.55%	36,522.17	37,198.72	-1.82%

D=double issue; DD=double issue last year only; E=estimated page counts; S=special Holiday Fiction; 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; 5=five fewer issues in 2002; +=one more issue in 2002

BIWEEKLIES December 30, 2002

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
BUSINESS/ENTERTAINMENT								
ESPN The Magazine			NO ISSUE			1,455.59	1,297.70	12.17%
Forbes ^{3/S}	23-Dec	237.39	24-Dec	71.33	232.81%	3,503.63	3,735.37	-6.20%
Fortune	30-Dec	106.52	24-Dec	113.52	-6.17%	3,296.57	4,019.21	-17.98%
National Review			NO ISSUE			367.69	463.41	-20.66%
Rolling Stone	26-Dec	76.96	27-Dec	95.50	-19.41%	1,520.93	1,547.74	-1.73%
Category Total		420.87		280.35	50.12%	10,144.41	11,063.43	-8.31%

S=current issue is 85th Anniversary special; 3=three fewer issues in 2002 than in 2001

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Media Person

BY LEWIS GROSSBERGER



It Was Back in '03

SO HERE IT IS THEN: 2003, ASSUMING THE NEWSPAPERS HAVE

it right. Luckily, Media Person can foresee this year in its entirety. Scan the following, and you can just skip right to 2004. ■ January: Kelsey Grammer is so ridiculous playing George Washington in A&E's *Bene-*

dict Arnold that he becomes the first actor ever jailed and tortured on orders of the Supreme Court...A weird, television-obsessed cult announces it has successfully cloned Geraldo Rivera...Leonardo DiCaprio quits show biz to become a cobbler's apprentice to Daniel Day-Lewis.

February: North Korean dictator Kim Jong Il gets a total makeover after learning that the U.S. refuses to take his nuclear crisis seriously due to his goofy appearance. After he loses 40 pounds and grows a big, black mustache that looks really scary, President Bush finally responds, threatening an invasion unless U.N. personnel are allowed to inspect the mustache...A mass outbreak of vomiting sweeps the U.S. Officials fear a terrorist plot, but it turns out to have been caused by people watching a particularly rancid stunt on *Jackass*.

March: Director Baz Luhrmann announces he will direct Wagner's *Lord of the Ring Cycle*, the first opera with kick-ass special effects. Eminem signs on to play Wotan the Rappin' Hobbit. (Or possibly Wotan the Hoppin' Rabbit, MP isn't sure)...The Bush Administration abolishes the IRS. The U.S. economy has greatly improved, the President says, though, unfortunately, 20 million are laid off this month and GE files for bankruptcy.

April: North Korea invades Iraq, claiming Saddam Hussein is "a puppet of the evil Americans and is copying our Dear Leader's mustache." U.S. forces are dispatched to defend Iraq from the North Koreans...Deciding that it's pretentious to have only one name, Moby announces that henceforth he will be called by his full name, Moby Dick.

May: At the last moment, North Korea pulls back from Iraq after discovering how hot and sandy it is there and begins threatening Switzerland...*Us Weekly* removes all words from the magazine. Circulation soars 63 per-

cent...Tony Soprano surprises viewers of *The Sopranos* when in the season premiere, after shooting Carmela, Meadow and Tony Jr., he runs away with Dr. Melfi to South America. Executive producer David Chase explains, "I'm kind of bored with the whole mob thing—from now on, the show focuses on whether Artie Bucco can make a go of his new restaurant in Tribeca."

June: A very strict judge sentences Martha Stewart to repaint Attica with a toothbrush after she is cleared of inside-trader allegations but convicted on a lesser charge of "uppititious bitchony"...Spike Jonze's *Adaptation II* opens to rave reviews (except for Rex Reed, who says it "gave me diarrhea"). The plot revolves around the efforts of screenwriter Charlie Kaufman (Nicolas Cage again) to figure out how write a sequel to a movie about him trying to write a movie.

60 Minutes producer Don Hewitt's body is cryogenically frozen by his children despite protests he isn't dead yet.

July: *New York Times* ethicist Randy Cohen is beaten to death by militants from an inconsiderate-people's-rights group enraged by his ruling that one should never talk loudly on one's cell phone during funeral services and certain kinds of surgery...North Korea announces it has successfully cloned Kim Jong Il and that from now on, any form of reproduction not utilizing genes from the Dear Leader is illegal.

August is canceled due to low ratings.

September: *60 Minutes* producer Don Hewitt's body is cryogenically frozen by his children despite his protests that he isn't dead yet and in fact is trying to put out this week's

show...Manolo Blahnik takes up acting... CBS's long-awaited new series *Young Hitler* debuts amid much controversy. Critics praise its historical authenticity, though some question the accuracy of the bar mitzvah scene.

October: An agreement signed by the major Hollywood studios pledges that in order to avoid offending powerful, belligerent nations or groups with potential nuclear capability, screen evildoers will no longer be portrayed as North Koreans or Islamic terrorists but instead will hail from either Botswana or Greenland...The National Institute for Redundantly Obvious Health Pronouncements announces that a long and expensive scientific study has found that smoking, drinking too much and overeating are bad for you, while exercise, eating vegetables, hugging and breathing are good for you.

November: Breaking down under ferocious questioning by Connie Chung, Ozzy Osbourne confesses that every second of *The Osbournes* has been scripted and rehearsed and that those weirdos aren't his family at all but hired actors. Actually, he has no children, wife or dog and lives alone in a small, dark, rented

room...President Bush announces a zero-tolerance policy toward Paul Krugman. Bombing of *The New York Times* begins after Krugman attacks Condoleezza Rice's new hairdo as "a lie from start to finish."

December: Pete Rose bets a friend he'll be allowed to return to baseball...New York's Museum of Sex is rocked by a major scandal after its director admits that he was lying about having affairs with married women and seducing underage girls and boys, when all along he was faithful to his wife...There are five libelous mistakes in this column. Can you find them? First person to do so wins a free, all-expense-paid trip to Pyongyang. ■

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