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MSNBC Seeks Sibling Boost

As war looms, execs hope closer link with NBC News can improve ratings **PAGE 6**

TV SPORTS

War Could Set Pick for NCAAs

Buyers say shift to cable would cost CBS dearly

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NETWORK TV

ABC's Moved Dramas Falter

The Practice, Dragnet not pulling desired ratings

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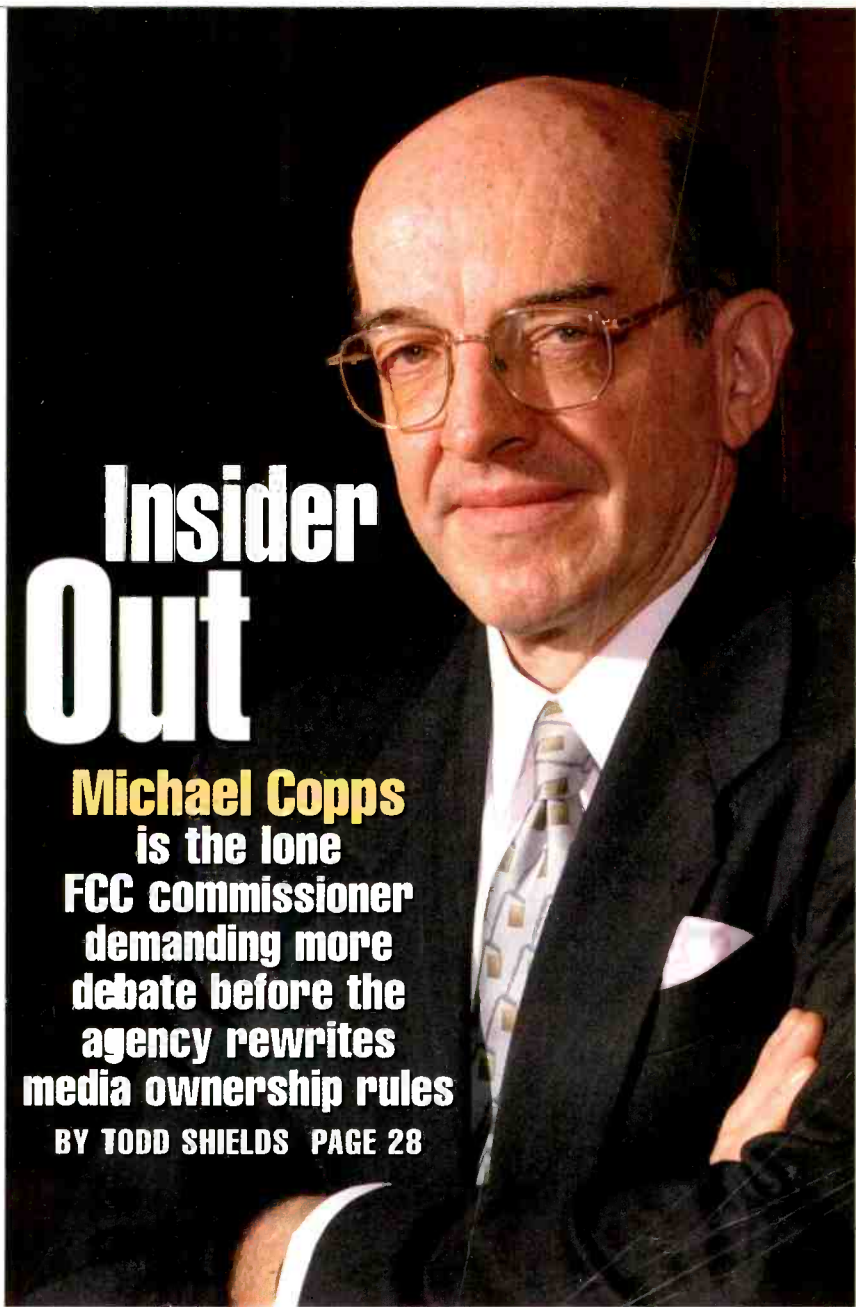
CABLE NETWORKS

Kent Realigns TBS' Exec Suite

Lazarus, Levy on the rise as Siegel steps down

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Mediaweek Magazine Monitor **PAGE 43**



Insider Out

Michael Copps is the lone FCC commissioner demanding more debate before the agency rewrites media ownership rules

BY TODD SHIELDS **PAGE 28**

MARKET INDICATORS

NATIONAL TV: QUIET
With war looming, advertisers are putting off notifying the networks about third-quarter cancellation options. Top-tier shows are sold out for second quarter. Avails are plentiful in low-rated reality shows.

NET CABLE: TIGHT
Top networks report some pressure on scatter inventory in second quarter, despite some pre-war penny-pinching. Demand is even flowing into third quarter.

SPOT TV: MOVING
Pacing is well above last year. Despite some war and economic worries, heavy retail, movie and auto spending continues to drive brisk spending activity into second quarter.

RADIO: GIRDING
War concerns have many advertisers holding onto budgets until the last minute. Plenty of inventory is available. National is tighter than local.

MAGAZINES: WARY
Second quarter is closing strong, but third is getting off to a slow start, with the growing prospect of war causing a spending lull from hotels, airlines, apparel and luxury goods.



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Source: Nielsen Media Research, Fall Oct. 2001-Sept. 2002 Rank based on P18-49 VPM for MSu 65-6a and E! Prime (MSu 6P-12A) with HH Inc of \$60K+ and \$75K+. Subject to qualifications which will be made available upon request.



At Deadline

■ CARAT'S VERKLIN SAYS SYNDIE TO MOVE FIRST

David Verklin, CEO of Carat North America, told a session at last week's Association of National Advertisers TV Ad Forum in New York that advertisers are re-evaluating spending on other media and are "retreating to television" because of the medium's immediacy. "Clients are really thinking about moving merchandise tomorrow, not next week or next month," said Verklin. "TV is still how [advertisers] think about moving merchandise short-term." Verklin believes this year's spring upfront buying season will follow a different pattern than last year's, when broadcast network TV moved first. Verklin said he believes syndication will be bought first by advertisers this year. On the same panel, Ed Erhardt, president of ESPN/ABC Sports Customer Marketing and Sales, described the abundance of cable networks media buyers must navigate: "There is top-tier cable that [advertisers] absolutely need, and there is cable that is Hamburger Helper," he said.

■ CABLEVISION SAYS YES TO YANKS

At loggerheads over carriage for well over a year, Cablevision last week finally agreed to distribute the YES Network to its 3 million subscribers in the New York metro area. The Long Island, N.Y.-based cable operator will commence carriage on March 31 when the Yankees play their home opener against the Toronto Blue Jays. The deal, which calls for a premium tier for YES, lasts a year. If the two sides fail to reach an agreement to extend the contract, they will enter arbitration. Separately, Time Warner Cable last week reached agreement with Fox Sports Network and Sunshine Network, whose contracts had expired at the end of 2002. Fox Sports Net will return to TWC's cable systems in the Minneapolis-St. Paul area immediately, and Floridians will be able to watch Sunshine Network again. Terms of the settlements of the Cablevision and Time Warner Cable deals were not disclosed.

■ WB STATIONS GET NEW SPOT UNIT

The WB 100+ Station Group has established its own in-house department dedicated to selling national spot time for 30 of its 109 stations. Headed by Don Davis, the new department will sell national spot advertising directly to media buyers. The group's other 79 stations will continue to be represented by various national rep firms. Kim Wilcox, who has served as the group's Southeast regional sales manager, and Sean Trcalek, who is joining the company from Fiveman Productions in Knoxville, Tenn., will work with Davis. The WB's 100+ Station Group reaches 8.8 million viewers in 109 TV markets.

■ YAHOO! TO LAUNCH PLATINUM VIDEO SERVICE

Yahoo! today will officially launch its Yahoo! Platinum subscription-based audio and video service. The Sunnyvale, Calif.-based Internet company has signed with a number of major media companies to provide programming. They include Fox, which will offer exclusive additional video from the *American Idol* series; ABC News; The Weather Channel; and NASCAR.com. CBS may be the biggest content provider, providing webcasts of every game in the upcoming NCAA men's basketball tournament and exclusive footage from *Survivor*.

■ TURNER AND COCA-COLA TO HOST MOVIEFEST

Turner Network Television last week entered into a partnership with Coca-Cola's Diet Coke brand to produce eight movie festivals on the network. The *Diet Coke MovieFest* will air over eight select weekends beginning April 11 through Sept. 28. Diet Coke is devoting a large chunk of this year's marketing budget to the deal, which is valued between \$10 million and \$15 million, according to a source familiar with the situation. *MovieFest* will include customized Diet Coke movie openers and closers and intermissions throughout the schedule.

■ **ADDENDA:** Univision, which owns 50 TV stations, last week received new questions from the Federal Communications Commission about its proposal to buy the 55-station Hispanic Broadcasting Corp. radio group. The commission asked whether Univision's 27 percent stake in Entravision Communications Corp. gives the company too much power over Entravision, an HBC competitor that has 54 radio stations... **Steve Sohmer**, who joined ABC from Pax just seven months ago, has stepped down as executive vp of marketing, advertising and promotion for the network... **Hachette Filipacchi Media** reported a 10 percent to 15 percent rise in U.S. ad revenue in this year's first quarter. Despite the gains, the publisher noted it has seen some delayed ad campaigns due to the soft economy... **Chris Sanagustin**, formerly vp, creative affairs at Viacom Productions, has joined the WB as senior vp, current programming, a new position. She will oversee all of the network's on-air

comedies... **America Online** has rolled out new software that allows users to block pop-up ads when users surf the Web using AOL. The company had been testing a beta version of the software for the last few months (*Mediaweek*, Nov. 25, 2002) as part of an effort to return the service back to its roots, putting members' concerns before those of advertisers.



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MEDIaweek**

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Ad-Embedded Show For the WB Put on Hold

Live From Tomorrow, the commercial-free live entertainment program that was to have a six-episode run on the WB beginning this June, has been delayed indefinitely. Matti Leshem, executive vp of the Michael Davies-led production company Diplomatic TV, said last week that the company is still searching for a second "premiere sponsor," along with some secondary sponsors, that would have their products integrated into *Tomorrow*. Diplomatic also is still working out creative details. "We would rather get it right than rush to get it on the air," Leshem said.

Diplomatic had planned to purchase six prime-time hours from the WB and handle all advertising placements in the show along with its production. The company made a deal with Pepsi to be one of the premiere sponsors but was unable to line up a second in time to go forward with the show for this June. Leshem said that Diplomatic is in talks with Reebok and Sony's Playstation.

"The timing of the show is critical to the needs of different advertisers," Leshem said. "The schedule has changed, but we still plan to go ahead with it." WB president Jed Petrick added: "[The show] is not dead. It's just not going to happen this summer." —*John Consoli*

ABC, CBS Chiefs Implore FCC: Don't Restore Fin-Syn

The broadcast networks are lobbying hard against a proposal that would have regulators reserve part of prime time for shows from independent producers. Last Tuesday, Walt Disney Co. dispatched ABC execs, including network president Alex Wallau, to the Federal Communications Commission; CBS Television president Leslie Moonves followed two days later.

Production companies including Sony Pictures Television and Universal Television Group, along with the Directors Guild of America, argue that consolidation of studios and broadcasters has reduced diversity in programming, leading to bland shows, smaller audiences and higher ad rates. Supporters have filed a petition (continued on page 8)

MSNBC Stepping Up Links With NBC

As war looms, officials hope closer alignment can lift sagging ratings, image

TV NEWS By Megan Larson

As CNN deploys 130 journalists in the Middle East to cover the looming war with Iraq and Fox News Channel continues to do what it does best—talk about the conflict—MSNBC is coming across to many advertisers and TV-news observers as unsure of how to proceed in its efforts to resonate with news viewers.

Since its launch in July 1996, the 24-hour news channel, jointly run by NBC News and Microsoft, has suffered from a lack of distinct personality, despite constant tinkering with its lineup of on-air personalities and correspondents. As a result, the 78-million subscriber service has always trailed its 24-hour news rivals in ratings, usually by a considerable distance.

A current initiative, which some observers believe should have happened much sooner, finds the channel aligning much more closely with NBC News as it prepares its war coverage. For example, MSNBC key anchor Lester Holt is doing double-duty on both networks to create an aura of news unity.

But just when it seems like MSNBC is implementing a plan that could stabilize its image, some advertisers are scratching their heads at such recent on-air hires as hostile conservative radio host Michael Savage (who hosts the Saturday-afternoon *Savage Nation*) and former pro wrestler-turned-governor Jesse Ventura.

"MSNBC has made a wise decision to reflect and build on 50 years of equity in NBC News, but *Savage Nation* muddles the message and link between the two entities," said John Rash, senior vp and director of broadcast negotiations for Campbell-Mithun.

"MSNBC has the unique position of being the over-

flow network of a major broadcast channel, but in order to have flow you need to have compatible programming," added Andrew Tyndall, who analyzes network news in his newsletter *The Tyndall Report*. "The talk [programming] doesn't work in prime time. It's as if half the schedule is competing with CNN and the other half is competing with Fox News Channel."

"There is no evidence that viewers are 'distracted' by any MSNBC hiring," countered Erik Sorenson, the network's president/general manager. "We cover news whenever there's news to be covered and work hard to analyze it in the evening with experienced anchors and hosts. This is what both our competitors do, and we're aiming to do it better."

But judging by the ratings, MSNBC's latest blend is not working. In February, as CNN and FNC posted significant total-day gains over February 2002, MSNBC's average audience among persons 2-plus fell 6 percent, to 318,000. The network also dropped 12 percent among adults 18-49 and 11 percent in adults 25-54. In prime time, MSNBC did grow its demo ratings. But with only 426,000 viewers 2-plus in prime time in February, MSNBC's audience was just one-third of CNN's 1.2 million viewers and a fourth of FNC's 1.7 million.



NBC News' Patricia Sabga files reports from Baghdad for MSNBC.

(MSNBC.com does rank No. 1 among news Web sites, growing its base to reach 18 million unique users in February.)

Last week, MSNBC began aggressively tapping NBC News talent in preparation for its war coverage. *NBC Nightly News* weekend anchor John Seigenthaler began helming the cable net's morning block with Chris Jansing, followed by veteran newsmen Forrest Sawyer in the afternoons with MSNBC's Natalie Morales. Similarly, Lester Holt's *Countdown: Iraq* (from 7 to 9 p.m.) is to feature regular appearances by Tom Brokaw, Brian Williams and Tim Russert. NBC's David Gregory will also report regularly from the White House for MSNBC.

Yet while media buyers agree that such cross-over is good, MSNBC has been unable to shake the stigma that it is a revolving door of journalists and personalities. Brian Williams was at one time the network's most visible face until Ashleigh Banfield became the on-air darling covering the war against the Taliban in Afghanistan. But Banfield has since been relegated to pure reporting in favor of Holt.

Meanwhile, MSNBC's attempts at finding the right mix of prime-time talk personalities has had a *Gong Show*-like feel, with a lineup of divergent players like former presidential candidate Alan Keyes, *New York Post* veteran Jerry Nachman and Phil Donahue. The newest faces on the network include Ventura, Savage and ex-Rep. Joe Scarborough (R-Fla.), who has been temporarily hosting *MSNBC Reports*.

Sorenson dismissed rumblings that Donahue was shown the door and Ventura, Savage and Scarborough were brought in because executives decided that cable news audiences are inherently conservative. "One cannot generalize about the audience or the hundreds of programs produced on cable news each week," said Sorenson, who added that canceling Donahue was based purely on economics.

"The network is trying different programs and new personalities in an effort to stay slightly younger and find the next [Bill] O'Reilly," said Ray Dundas, senior vp/group director for Initiative Media. "They just haven't figured themselves out yet."

The war, when and if it happens, could end up being a vital proving ground for MSNBC. Despite signing Ventura, Savage and Scarborough, the main focus right now is war coverage, said one network insider who requested anonymity. "We are going to own this war story," said the source. "That's the strategy."

Sorenson put it in a more toned-down way: "It's not 1991 anymore, and no one can realistically 'own' the Iraq story. We intend to provide high-quality coverage during a period of intense sampling, but our expectations for ratings are realistic." —with Catharine P. Taylor ■

CBS Seeks Home for Hoops

Contingencies for displacement by war include ESPN, Viacom cable networks

TV SPORTS By John Consoli

CBS executives last week downplayed the potential ad revenue hit the network could take if continuous news coverage of a war in Iraq forces a switch of the NCAA men's basketball tournament to various cable networks. However, media buyers countered that ratings shortfalls resulting from an NCAA's switch from broadcast to cable may prompt some sports advertisers to ask for cash back, rather than makegoods in CBS prime-time programming or in other, lower-rated sports events.

"For advertisers in general-audience categories like fast food or soft drinks, it won't matter if they are offered makegoods in regular CBS shows, but some hard-core sports advertisers spend the kind of money they do on the NCAA tournament to reach the high concentration of young men who watch it on CBS," said one top sports buyer. "Most of the CBS prime-time shows skew more heavily female. And some advertisers are not going to want makegoods in a golf or tennis tournament, either."

CBS' advertisers for the NCAA tournament, which begins Thursday, are paying anywhere from \$50,000 for 30-second spots in the daytime opening-round telecasts to \$800,000 for the national championship game on April 7 in prime time, according to buyers. Most advertisers have bought packages that extend throughout the tournament, which is expected to generate about \$700 million in ad revenue for CBS. The network is in the first year of a \$6 billion NCAA pact that runs through 2013.

"If we can set up a system where there is coverage across several cable networks that is as broad as the network coverage, we may not take that big a hit in the ratings," said CBS Television president/CEO Leslie Moonves.

In the event that wall-to-wall war coverage displaces the tournament from CBS, the network is planning to move some basketball coverage to three Viacom sister cable networks—TNN, TV Land and Nickelodeon. CBS last week was also in talks with Walt Disney Co.'s

ESPN, which will telecast the NCAA women's basketball tourney beginning on Saturday, to pick up some of the pre-empted men's games. For CBS, ESPN could be a more preferable

option because unlike the Viacom networks it could regionalize simultaneous coverage of games, potentially attracting more viewers and easing the negative impact on CBS' NCAA advertisers. In addition, none of the Viacom entertainment networks come close to ESPN's drawing power among sports fans.

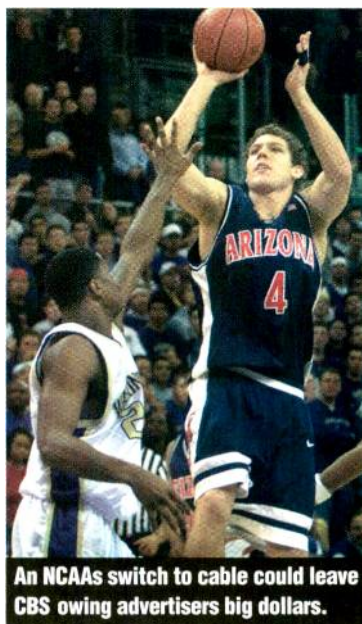
CBS sibling broadcast network UPN is not part of the NCAA contingency plans because 10 UPN affiliates (including outlets in New York and Los Angeles) are owned by the Fox Stations Group and would switch over to Fox News Channel coverage if the U.S. goes to war. In January, the Fox-owned UPN stations pre-empted UPN's prime-time schedule to air Fox News' coverage of President Bush's State of the Union address.

ESPN would face scheduling challenges of its own if the network agreed to pick up some of the displaced NCAA games from CBS. The sports network has several programming commitments it cannot get out of, including NBA telecasts on Friday nights. Some of the NCAA men's games could air on ESPN2, but that channel has less reach than ESPN.

Last Friday, according to sources at both CBS and ESPN, talks had stalled over how ESPN would be compensated for the advertising time that it would lose by picking up CBS' coverage of the men's tourney.

Meanwhile, ESPN is 90 percent sold on its ad inventory for the women's tourney, said Ed Erhardt, president of ESPN/ABC Sports Customer Marketing and Sales. Advertisers include first-timers Harley Davidson and Coca-Cola's Minute Maid, along with GM and Cingular.

ESPN will regionalize its women's coverage, televising all 63 games within 37 scheduling windows and jumping between games as action dictates. The same system could be used if the network picks up CBS' men's games. ■



An NCAA's switch to cable could leave CBS owing advertisers big dollars.

ANTHONY P. BOLANTE/REUTERS

with the FCC seeking 25 percent of prime time reserved for independent shows. Federal courts swept away such regulations, known as the Financial Interest and Syndication rules, nearly a decade ago. "We didn't want to wake up one day and find this issue had gotten traction," said Preston Padden, top lobbyist for Walt Disney Co. —*Todd Shields*

Audit Bureau Considering Rule Changes for Publishers

The Audit Bureau of Circulations last week said it is considering several rule changes that could be introduced later this year for magazine and newspaper publishers. Among the key initiatives discussed at an ABC board meeting last week was a plan to speed up the reporting of publishers' audited circulation statements, along with new ways to address variances in circ data between magazine publishers' estimates and their audited reports.

The board conditionally agreed that ABC will provide more data in its audit reports, presenting publishers' circulation estimates as well as audited figures. A final vote on that action could take place at the next board meeting in July; if passed, it would take effect for the audit period ending June 30. Also discussed was an effort to reduce audit times to 7 to 10 months, down from the current period of a year or more.

Among new rules approved last week, publishers that report subscription renewal percentages in their media kits must now declare the same figures in their circ statements and use ABC methodology in computing renewal rates.

For newspapers, the ABC board is considering a rule change that would have publishers report circulation averages by each day of the week, instead of just daily and Sunday. More discussion on that proposal will take place in July. —*Lisa Granatstein*

Nielsen to Merge Hispanic Data Into National Sample

As part of its plan to double its national people meter sample from 5,000 to 10,000 homes, Nielsen Media Research last week said it (*continued on page 10*)

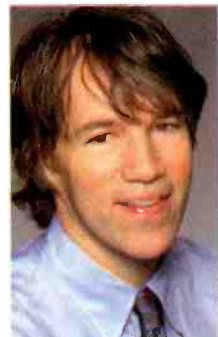
Practice Move Not Perfect

ABC to evaluate scheduling of show after push on Academy Awards telecast

NETWORK TV By A.J. Frutkin

After a month and a half of disappointing ratings, ABC's shift of hit drama *The Practice* from Sunday at 10 p.m. to 9 p.m. on Monday has been deemed a flop in many advertisers' minds. But the network likely will hold off on a final determination until next week, following Sunday's Academy Awards telecast.

ABC plans to heavily promote the long-running drama throughout its presentation of the March 23 Oscars ceremony, hoping for a ratings bump the following night. If viewers show up for *The Practice* on March 24, the series could stay at 9 p.m. But if the ratings do not grow, another scheduling switch for the show is almost certain.



Kelley: Mondays are bad for *The Practice*.

But what time slot it would move to remains unclear. Sources familiar with ABC's plans said the network may shift *The Practice* to Mondays at 10 p.m. for the May sweeps. *Practice* creator David E. Kelley, meanwhile, continues to lobby for his old slot.

"We'd like to get back to Sunday sooner rather than later. Monday is not a good place for us," Kelley said last week. *The Practice* has spent more than half of its seven-season run in the Sunday-at-10 slot.

Last month, ABC replaced *The Practice* on

Sundays with its remake of *Dragnet*. Initially, the network had planned to launch *Dragnet* on Mondays, along with two other new dramas, *Veritas: The Quest* and *Miracles*. But ABC quickly switched strategies, betting that a known property as a hammock between the two new Monday dramas would work more effectively than scheduling three new shows in a row.

The strategy has yet to succeed. Last week, *The Practice* logged a fourth-place 2.6 rating/6 share among adults 18-49, behind NBC, CBS and Fox respectively, according to Nielsen Media Research. Meanwhile on Sunday, March 9, NBC's *Boomtown* beat *Dragnet* in homes (6.8/12 vs. 6.5/11), adults 18-49 (3.9/11 vs. 3.1/8) and viewers (10.2 vs. 9.9 million).

Despite the disappointing numbers, ABC for now seems committed to growing *Dragnet* on Sundays and appears reticent to move *The Practice* again. "The best thing for all of us would be to make *The Practice* work in its new time period," said Susan Lyne, president of ABC Entertainment. "What I don't want to do is to move it to a different time slot where it's perceived not to be succeeding."

The scheduling challenge comes just as ABC is about to enter into negotiations with Kelley and 20th Century Fox Television to renew *The Practice* for the 2003-04 season. "Clearly, we would like the show back on ABC," said Gary Newman, co-president of 20th TV. "But should they decide it's not in their interest, it probably will find its way onto another network." —*with Sandy Brown* ■

Turner Reshuffles Ranks

Lazarus, Levy rise as ad sales are routed to division chiefs; Siegel departs

CABLE NETWORKS By Megan Larson

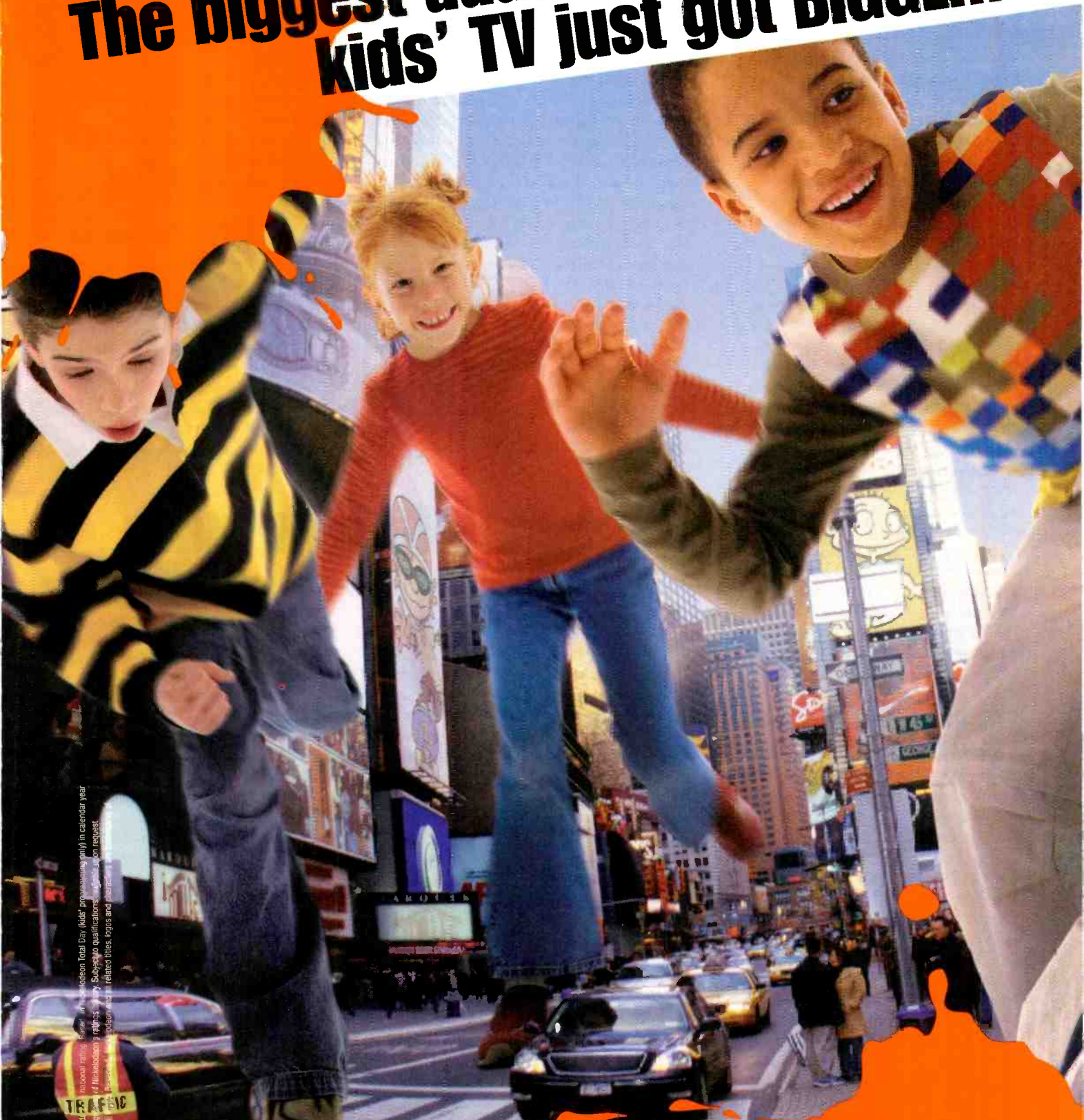
The restructuring that occurred last week at Turner Broadcasting System under the direction of new chairman Phil Kent brought a new face to domestic ad-sales operations, altered the hierarchy within the company and saw the departure of a programming veteran.

Kent, implementing an operational strategy he applied during his days running Turner's international networks, divided the company into three separate units: Turner Entertainment, which includes TNT, TBS Superstation,

Turner South and Sports; CNN Newgroup, which encompasses all CNN affiliated networks; and a Cartoon unit devoted to animation, including Cartoon Net and Boomerang.

The biggest change in the move gives each unit head direct control over ad revenue, which until now reported to the head of the company (affiliate revenue still reports to Kent). It is not intended, Kent said, to impact the way ad-sales negotiations are conducted. "The focus was never to make ad sales better—they do a great

The biggest audience in kids' TV just got BIGGER!



Source: Nielsen Media Research. Kids' TV Audience Total Day (kids' programming only) in calendar year 2002 (12/01/01-12/31/02) since inception of the 14 Nielsen ratings. Subject to qualifications. Details upon request. © 2003 Viacom International Inc. All rights reserved. Nickelodeon and related titles, logos, and characters are trademarks of Viacom International Inc.

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Media Wire

will merge the 1,000 households from its stand-alone Hispanic ratings service into the national sample by the 2005-06 broadcast season. Nielsen's planned rollout of local people meters to the top 10 markets, along with an additional 2,000 households, will round out the national expansion.

In the past year, Nielsen has initiated new procedures to bring Hispanic representation in its national people meter sample in line with the U.S. population.

"There's no question that Hispanic representation has been lower than the population," said Alan Wurtzel, president of research and media development at NBC, owner of the Telemundo network. "The most desirable way to go forward is to have a single panel that represents all viewing."

Agencies agree. "Hispanics are getting more assimilated and more bicultural," said Brad Adgate, senior vp and director of research for Horizon Media.

Nielsen also told clients it will go forward with weighting its national sample beginning this fall. The weighting scheme is used to balance out shortfalls in key demographic and lifestyle characteristics, such as age and ethnicity. —*Katy Bachman*

FTC Will Give Media List of Shady Weight-Loss Claims

Federal regulators in coming months will assemble a list of common fraudulent weight-loss claims so that broadcasters and publishers can more effectively reject deceptive ads. "We want to weed out the most egregious [weight-loss ads]," Federal Trade Commission chairman Timothy Muris said last week. Muris said the list of implausible claims will provide "clear guidance."

The National Association of Broadcasters will help distribute the list of trigger words to members, said NAB spokesman Dennis Wharton. "We want to work with the FTC, recognizing that it poses a challenge to broadcasters to police every word," Wharton said.

Some media executives are apprehensive about screening ads, saying they are ill-equipped to decide whether weight-loss claims are scientifically valid. —*Todd Shields*

job as it is—I just wanted to align it more closely with the other parts of the business," said Kent, adding that the moves "create a real sense of accountability and give people a sense of control over all aspects of the business."

Mark Lazarus, former president of sales and marketing for Turner Entertainment and president of Turner Sports, takes the reins of the new Turner Entertainment Group. David Levy, former co-president of TBS International, assumes Lazarus' ad-sales responsibilities and reports to him. Jim Walton, the recently appointed CNN News Group president, will continue to oversee the business operations of all the CNN networks, the only change being that Larry Goodman, CNN president of sales and marketing, now reports to him. Lazarus and Walton report to Kent.

Kent did not name a head of the Cartoon unit. A Turner representative said there is no set timetable to name one. Cartoon gm Jim Samples is said to be on the candidate list.

Levy said he is just getting comfortable in his new role. "I hope to bring my experience

from TBS International, which covered distribution, programming and ad sales," he said.

Lazarus, who has been balancing roles in entertainment and sports, is pleased that sports and entertainment, including sales and programming, will be under the same roof. "It will lead to smarter and faster decisions," Lazarus said.

As a result of the restructuring, Turner Entertainment president Brad Siegel decided to step down after 10 years. He said last week that his job has moved away from the creative process he enjoyed and become bogged down with operations. "I became involved in things more so at the end than at the beginning, and I enjoy being a part of every step," Siegel said. "I told Phil not to include me in his plans." ■



Levy will run sports, entertainment sales.

Duopolies Get Virtual

To offset digital costs, small-market outlets pursue joint sales, programming

TV STATIONS By Sandy Brown

As the Federal Communications Commission ponders whether to undo the current rules limiting TV station ownership, station executives continue to pursue "virtual duopolies" in smaller and mid-sized markets through joint service agreements in an effort to reduce their escalating operating costs.

"The FCC is not going to change duopoly rules in small markets," said Quorum Broadcasting Co. president and CEO Dan Sullivan, speaking at a Kagan World Media-sponsored summit on TV stations in New York last week. "Shared services agreements give you 98 percent of the value of a true duopoly."

"We can expect a proliferation of joint or shared service agreements because there is no [FCC] relief on the way [for small-market stations]," agreed Susan Patrick, executive vp of TV station broker Patrick Communications.

Station costs are growing exponentially because of FCC-mandated digital upgrades, while the compensation they once enjoyed from network affiliation agreements dwindles away. Ad revenue, though healthier than a year ago, is not growing fast enough to make up the difference, which has led many stations to explore virtual duopolies.

The duopolies come in different forms.

There's the old-fashioned handshake deal, which entrusts one station to another with a future contract to buy. Other station groups are resorting to "central-casting," whereby they centralize various news functions out of one station and feed it to nearby outlets. Still others explore back-room ad-sales efficiencies.

Most station execs would prefer to own a duopoly rather than pursue shared service deals but cannot under the current rules. In some cases that means sharing local news with a rival station, making sure not to exceed the legal programming-duplication limit of 15 percent.

Larry Morton, president of Little Rock, Ark.-based Equity Broadcasting, which owns 20 stations, 16 of which central-cast sports and weather out of headquarters, points out that most of his stations don't have their own accounting departments. "We're fighting a tough battle in small markets. If you're not the dominant player, you're in big trouble," he said.

There may, however, be some relief on the horizon, said Leland Westerfield, senior equity analyst at UBS Warburg, who noted that "the FCC is most likely to extend duopoly rules all the way down to the smallest markets."

Until that point, added Morton, "we need two stations or we need to get out of there." ■

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Points for Style

E!'s spinoff channel retools programming as it aims to reach 40 million subs

CABLE NETWORKS By Megan Larson

With an eye on distribution gains, executives at Style Network are broadening the appeal of E!'s 4 1/2-year-old sister channel by mixing more everyday lifestyle programming with fashion shows and by stepping up the storytelling.

Style's new direction began taking shape last month with the hire of Steven Schwartz, formerly with Discovery Communications' TLC, as senior vp of programming. But the first indications that changes should be made followed market research E! conducted last year that led to new series and new on-air graphics.

"Style is starting to get serious," said Kathryn Thomas, vp/associate director at Starcom Entertainment. "It is beginning to get a little more affiliate and viewer interest, which enables [executives] to invest more in programming."

Taking a page from the TLC hit *Trading Spaces*, which she helped to produce along with Heather Moran (who also joined Style as vp of programming), Schwartz wants to infuse the network's instructional and information-based series about beauty, fashion and home décor with a little more emotional tension.

Style's programming department is at work developing new series and reworking existing shows to make them more compelling by infusing more story arcs into episodes. For example, the series *You're Invited*, which offers party planning tips from garrulous host Jackie Guerra, will begin to build episodes around the planning and successful execution of a surprise party. The goal (as with *Trading Spaces*) is to have a beginning, middle and big finale, which, in this case, is a flabbergasted person who is either rendered happy, embarrassed or angry at the show's surprise denouement. But *You're Invited* is also designed to impart technical advice to viewers on the invitations, flowers, linens, food, lighting and cost that go into planning a party.

"It all goes back to the primal thing when cavemen sat around a fire telling stories," said Schwartz. "No one said, 'This is how you hunt and kill and serve game for dinner.' They told stories about it. People want to see how it all ends."

New series on tap include *Stripped* (the half-hour series premiered March 16), which

details the history and the making of beauty products like lipstick while informing viewers how to employ tricks of the beauty trade at home. Cooking show *Nigella Bites* is returning, and this summer Style will launch a short series, *Forever Summer With Nigella*, which shows viewers how to recreate the vibe of a summer holiday at home even during the more drab months of the year. "Style will always own fashion, [but] we want to take it to the next step, which we think could be a prime viewer destination for lifestyle programming," said Schwartz.

Style is currently in 29.8 million homes and has commitments with cable operators to reach a total of 40 million by the end of the year. Starting Oct. 1, Nielsen Media Research will begin tracking the network's ratings. Further growth will largely depend on Schwartz to fulfill his promise, said John Rash, senior vp and director of broadcast negotiations at Campbell-Mithun. "Technological advancement in digital cable will help these networks, but the key is to drive distribution through compelling programming."

"We want to be a big network," said Gavin Harvey, senior vp of marketing and brand director for E! Networks, who made over Style's on-air appearance to reflect a variegated palette of colors and textiles. "We have to make sure the content speaks to the largest segment of the audience."

It is all about expanding the audience beyond the female city dweller who can afford—and fit into—the size 4 Donna Karan Culottes (French for "divided skirt," for the uninitiated) on display during Fashion Week. "Style is less aspirational and more accessible," said Dave Cassaro, senior executive vp, ad sales and distribution, E! Networks. Executives hope to appeal to all sizes, tastes, economic levels and both sexes because, as Cassaro noted, "style is not just unique to females." ■



Nigella Lawson has summer on her mind in a new Style series.

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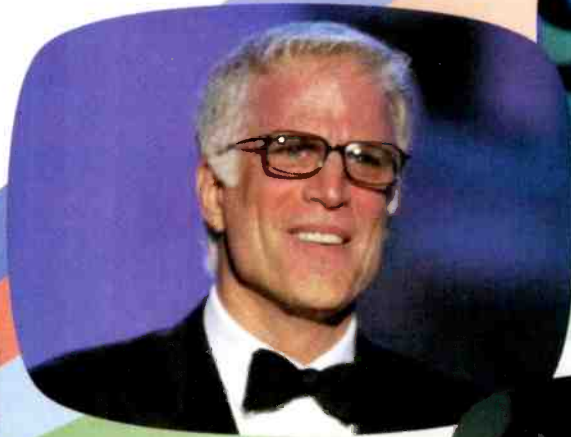
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BALTIMORE RADIO STATIONS

Infinity Tries a New FM Talk As Sister Outlets Falter

BY KATY BACHMAN

Several months after *Opie & Anthony* took male-oriented FM Talk to new lows, leading Infinity Broadcasting to deep-six the duo and Talk programming on WNEW-FM in New York, Infinity is still sticking with Talk—despite losing serious share on FMs in other top markets.

Last week in Baltimore, Infinity dropped its Urban programming on WXYV-FM for FM Talk. The Viacom-owned radio group also repositioned its FM Talk outlet in Dallas, changing the call letters to KLLI-FM.

With the exception of KLSX-AM in Los Angeles, which posted share increases from Arbitron's Summer book to the Fall, Infinity's other four top-market FM Talk stations lost share in the Fall survey, notably among young men. Even *The Howard Stern Show* has lost share in seven of the top nine markets in which he airs.

"*Opie & Anthony* put the kibosh on [FM Talk] for a lot of advertisers," said Mary DeFazio, vp and associate director of local broadcast at PHD, who prefers music for reaching 18-to-34-year-olds.

Still, Joel Hollander, president of Westwood One, which syndicates *Don & Mike* and *Tom Leykis*, two shows that frequently round-out the Infinity FM Talk lineups, isn't fazed by the setbacks. "FM Talk is growing in a different direction. *Opie & Anthony* was nine months ago, and that has calmed down. Every FM Talk show shouldn't be painted with a broad brush," Hollander said.

Stern and company should see a ratings boost on WXYV in Baltimore, if only because the FM signal is stronger than the AM and is more easily found by its target audience. "With what Stern and *Don* [Geronimo] & *Mike* [O'Meara] were doing on a small signal station, we felt they would do better on a signal [their audience] could hear," said Bob Philips, senior vp for Infinity's five-station Baltimore

cluster, who noted that *Stern* ranked No. 4 among men 18-34 and *Don & Mike* were fifth.

Anchored by *Stern* in mornings and *Don & Mike* in afternoon drive, WXYV's lineup also includes a local pair, Bill Rohland and Steve "The Thrill" Hill, in a midday show called *Out to Lunch with Bill & Thrill*. The daytime lineup comes to WXYV from sister Talk/Sports station WJFK-AM. Prior to the format change, WJFK was the only AM Infinity station carrying Stern and *Don & Mike*. It, too, is getting a makeover as an ESPN Radio affiliate.

WJFK, which is the play-by-play station for the National Football League's Baltimore Ravens, will carry ESPN programming including *Mike & Mike in the Morning*, the *Tony Kornheiser Show* and the *Dan Patrick Show*, until 7 p.m., when Hearst's WBAL-AM picks up ESPN at night. "I'd like to say this took a lot of smarts, but it didn't," said Philips. "The opportunity to carry ESPN programming was a catalyst as well as getting Stern and *Don & Mike* on an FM. The younger generation just doesn't use the AM highway."

Ratings for Infinity's FM Talk Stations Among Men 18-34

STATION	MARKET (RANK)	SUMMER '02	FALL '02	% CHANGE
KLSX-FM	LOS ANGELES (2)	3.8	4.3	+13%
WCKG-FM	CHICAGO (3)	3.3	2.5	-24%
KYNG-FM	DALLAS (5)	4.4	2.9	-34%
WJFK-FM	WASHINGTON (7)	12.4	7.9	-36%
WKRK-FM	DETROIT (10)	5.9	3.6	-39%

SOURCE: ARBITRON SUMMER AND FALL '02 SURVEYS, MON.-SUN. 6 A.M.-MIDNIGHT

Infinity's move is good news for Radio One, which has No. 2-ranked Urban WERQ-FM and No. 4-ranked Urban Adult Contemporary WWIN-FM, the top two Urban stations in the market. WXYV, which had flipped to Urban in September 2001, was the third-ranked Urban outlet. That station slid 18 percent in the ratings to a 3.8 share in Fall from a 4.5 in Summer.

"We weren't as successful [with the Urban format] as we had hoped," admitted Philips. "This is a better fit with our overall cluster

strategy." Infinity's other Baltimore stations, Soft Adult Contemporary WLIF-FM, Hot Adult Contemporary WWMX-FM, and Oldies WQSR-FM, tend to skew female.

But as Urban competition heats up in other markets, buyers think Infinity could be missing out in a market with a strong Urban population. "It was doing well," said PHD's DeFazio. "I don't think FM Talk will fly that well in Baltimore. Howard Stern might do alright because he has a loyal following, but even he isn't as strong as he used to be."

SAN ANTONIO, TEXAS TV STATIONS

Azteca Is Two for Texas

Mexico City-based TV Azteca's Azteca America network last week added two new Texas affiliates: KTDF, a low-power station in San Antonio owned by broadcast investment group Una Vez Mas, and KBGS, a low-power outlet in Victoria, Texas, owned by local broadcaster Howard Mintz. With the new deal, Azteca's reach into the U.S. Hispanic market rises to 56 percent.


While acknowledging that it has been difficult to build distribution on par with Univision and Telemundo, Luis Echarte, Azteca America's president/CEO, said, "We've shown people that we're for real, and it's beginning to happen." Telemundo and Univision have been actively buying as many stations as they can in growing Hispanic markets.

"In light of the competition, I'm very impressed with their growth," said Rosa Serrano, senior vp and multi-cultural group account director at Initiative Media. Still, the network's growing pains have hindered its ability to draw a large volume of advertising commitments.

Azteca America is now in 18 markets, including Los Angeles, New York and Miami. Unlike Univision and Telemundo, which

have no TV holdings in Mexico, Azteca has the advantage of being able to offer a cross-border reach that appeals to many advertisers, said Echarte.

Serrano said that Azteca, despite facing heavy competition, is well received where it can be seen in the U.S. "I believe that there is a lot of improvement in their programming and that they have great potential. In Las Vegas, Azteca has big appeal for advertisers because of the tourism industry." —Sandy Brown ■



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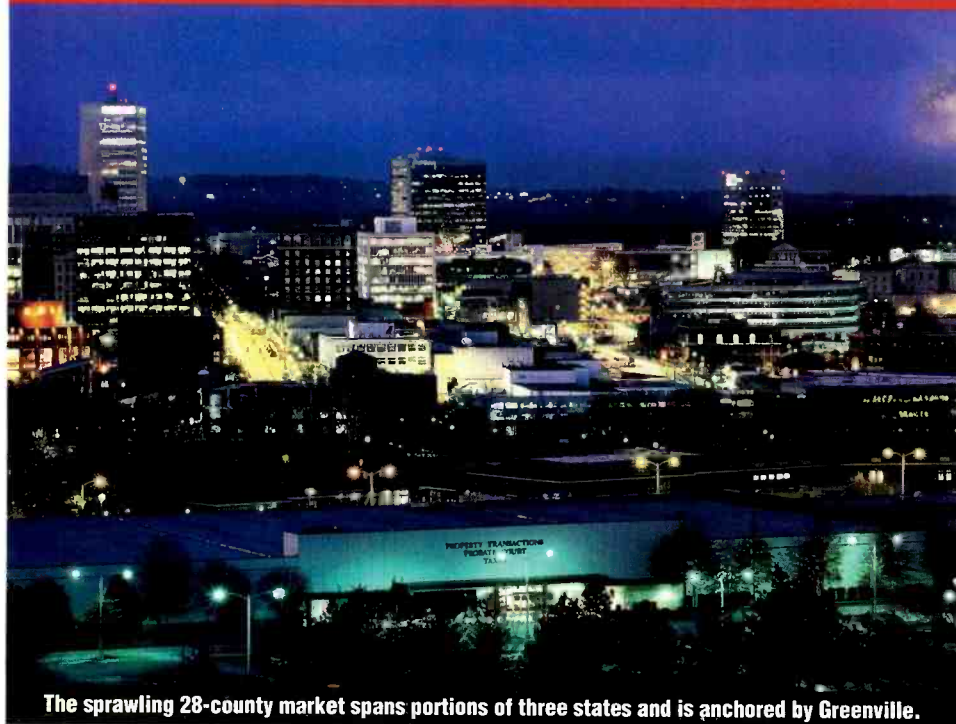
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market profile

BY EILEEN DAVIS HUDSON



The sprawling 28-county market spans portions of three states and is anchored by Greenville.

STUDIO D PHOTOGRAPHS

Greenville-Spartanburg, S.C.

THE SCENIC VISTAS OF THE GREAT SMOKY MOUNTAINS AND SEVERAL OTHER RANGES of the Appalachians have made the Greenville-Spartanburg, S.C., area a major national tourist destination for outdoor enthusiasts. Other than tourism, the region is mostly supported by manufacturing. BMW, one

of the area's major employers, has a plant located in between Greenville and Spartanburg. A number of automotive supply companies have sprouted up in recent years because of BMW's presence.

Local media companies are dependent on the health of the auto businesses for their ad revenue. The television market spans a wide swath across three states and includes four main cities: Greenville, Spartanburg and Anderson, S.C., and Asheville, N.C. Greenville and Spartanburg are about 30 miles apart, as are Greenville and Anderson. Asheville is roughly 75 miles north of Greenville. The DMA covers 28 counties in South Carolina, North Carolina and a small corner of northern Georgia; 14 of the counties are in North Carolina, 10 are in South Carolina and the other 4 are in Georgia.

Nielsen Media Research ranks the Greenville-Spartanburg-Asheville-Anderson market

No. 35 in the nation, with 792,110 television households. The market's geographic footprint, which includes several mountain ranges, illustrates the individuality of each major city in the DMA. Local news viewing habits are shaped by these physical and cultural boundaries—viewers tend to watch the local station that's in their own backyard. For example, Greenville-area residents are more likely to watch WYFF-TV, Hearst-Argyle's NBC affiliate, which is located in Greenville. Likewise, Media General's CBS affiliate WSPA-TV has an edge in its home turf of Spartanburg, and WLOS, Sinclair Broadcasting Group's ABC affiliate, is the favorite in Asheville.

"It's really difficult to change long-term viewing habits," says John Cottingham, president and general manager of WSPA-TV and sister Media General properties UPN affiliate WASV, as well as WNEG-TV, the CBS affiliate licensed out of Toccoa, Ga., which is

located in northeast Georgia and is part of the Greenville DMA. WSPA and WASV are housed in the same building in Spartanburg.

Many of the TV executives in the market were initially lukewarm to the idea of Nielsen metering the market because of concerns about the accuracy of the meters given the complexity of this market, which went live with meters in October 2002, with the November sweeps being the first ratings book.

In the recently concluded February sweeps, WSPA was "the only major station in the market that improved its household shares," says Cottingham. He attributes some of the growth to improved news coverage. Last June, the station launched an on-your-side initiative for news gathering and reporting.

In January, the station also started Crime Tracker, following the example of its sister outlet WFLA in Tampa, Fla. As part of the new initiative, the station created an online database featuring crimes that occurred in the market last year. Users can go to the WSPA Web site (newschannel7online.com), click on Crime Tracker to search for type and location of crimes committed in the area.

Cottingham says WSPA doesn't commit too many resources to covering North Carolina, focusing instead on its core audience in the Greenville-Spartanburg area. However, WSPA does produce a half-hour, weekday 10 p.m. newscast for WASV, which does include more North Carolina-focused stories. The station launched the cross-state newscast last August.

"We understand that people in Asheville are most likely going to watch the Asheville station WLOS at 11 p.m.," says Cottingham. "What we're trying to do at 10 p.m. is to give people an alternative." Cottingham says the newscast for WASV will be expanded to a Monday-Sunday schedule within the next 90 days. WASV also carries roughly a dozen Atlantic Coast Conference basketball and football games a year, featuring teams of local interest, including Clemson University.

While some TV station gms were reluctant to sign on board with the Nielsen meters, WHNS, Meredith Broadcasting's Fox affiliate, was eager to throw in with Nielsen since stations not owned or affiliated with the Big Three broadcast networks tend to see their ratings improve when markets are metered. So far, that appears to be the case with WHNS. "Our daytime numbers are up about 30 percent from November 2002," says Stan Crum-

ley, WHNS vp and gm. "Early fringe is up as much as 73 percent." Crumley arrived at the station in January from his previous post as president/gm of WSAV, Media General's NBC affiliate in Savannah, Ga.

WHNS produces a daily, hour-long 10 p.m. news. Ratings for the newscast were up 49 percent (shares rose 25 percent) on a five-day average in February over February 2002, says Crumley. Asked about plans to launch local news in other dayparts, Crumley would only say, "I think we will probably see the opportunity to expand."

The station is also benefiting from the Fox network's recent prime-time strength, which is generating strong lead-in audiences. For example, WHNS had the No. 1 ratings performance of all Fox stations with this year's telecast of the Daytona 500 on Feb. 16. Before the first rain delay, the station attracted a 22.5/35 for the first 67 laps—for the entire race, WHNS drew a 20.7/31. "We absolutely had the best ratings that we have ever had in the February book," says Crumley, adding, "With these kinds of numbers, we're in a position to be aggressive with our sales, and we intend to do that."

WYFF has historically been the market news leader, particularly in households. Since the meters came in, says David McAtee, WYFF president/gm, "we're pleased with the results." Specifically, he says the station's morning and late news have experienced significant growth.

WLOS did not immediately sign on with Nielsen when meters went live on Oct. 1 but did reach a deal about a week later, says Les Vann, WLOS gm. He, too, believes his station has performed well with the arrival of meters. Vann came to WLOS last July, switching over from KGAN, Sinclair Broadcasting's CBS affiliate in Cedar Rapids, Iowa.

WLOS discontinued its live, local weekend newscast about a year ago and now rebroadcasts its Friday-night late newscast on Saturday mornings at 8. The station has no plans to re-enter the weekend news race, Vann says. WLOS also oversees Sinclair Broadcasting's WB affiliate WBSC through a time brokerage agreement.

Clear Channel Communications holds the dominant position in terms of total average-quarter-hour share and ad revenue in the local radio market. The broadcasting giant commands a 35.4 percent slice of the ad-revenue pie (see *Radio Ownership chart on page 16*). Clear Channel owns five stations in

the market and operates a sixth, Christian/Talk outlet WLFJ-AM, through a local marketing agreement.

Last April, Clear Channel introduced a brand new Rock station, WBZT-FM, to the market. The station competes head-to-head with Barnstable Broadcasting's Rock outlet WTPT-FM, and indirectly with Barnstable's

Classic Rock WROQ-FM. Since WBZT started showing up in the Arbitron surveys two books ago, it apparently has taken a bite out of Barnstable's Rock outlets.

WBZT "is challenging WTPT for the second Rock station in the market," says Bruce Logan, operations manager, Clear Channel Greenville. Barnstable isn't giving

SCARBOROUGH PROFILE

Comparison of Greenville, S.C.

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Greenville Composition %	Greenville Index
DEMOGRAPHICS			
Age 18-34	31	28	89
Age 35-54	41	40	99
Age 55+	28	32	113
HHI \$75,000+	29	16	55
College Graduate	13	10	81
Any Postgraduate Work	11	7	65
Professional/Managerial	23	18	80
African American	13	13	103
Hispanic	13	#	#
MEDIA USAGE - AVERAGE AUDIENCES*			
Read Any Daily Newspaper	55	51	93
Read Any Sunday Newspaper	64	59	93
Total Radio Morning Drive M-F	22	19	85
Total Radio Afternoon Drive M-F	18	15	88
Total TV Early News M-F	29	31	104
Total TV Prime Time M-Sun	39	35	98
Total Cable Prime	13	1	126
MEDIA USAGE - CUME AUDIENCES**			
Read Any Daily Newspaper	75	72	97
Read Any Sunday Newspaper	77	75	97
Total Radio Morning Drive M-F	76	72	95
Total Radio Afternoon Drive M-F	73	72	98
Total TV Early News M-F	70	74	105
Total TV Prime Time M-Sun	91	88	96
Total Cable Prime	59	63	107
MEDIA USAGE - OTHER			
Accessed Internet Past 30 Days	60	49	82
HOME TECHNOLOGY			
Own a Personal Computer	69	63	92
Purchase Using Internet	38	30	79
HH Connected to Cable	69	61	88
HH Connected to Satellite	16	27	164

#Respondent count too low to count *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)

market profile

up the ghost just yet. "WTPT still outdelivers WBZT by a mile," says John Shea, gm of Barnstable's Greenville properties.

Shea adds that WTPT has the only local Rock morning show in the market; the others are syndicated. WTPT revamped its morning show two months ago, launching *The Rise Guys*, a four-person show. Prior to the launch, the station was using fill-ins in the morning, says Shea, who adds that the new show is "a little edgy, without being over the top."

Clear Channel also has two powerful Country outlets, WSSL-FM, a more mainstream Country outlet, and WESC-FM, a Classic Country outlet that carries NASCAR broadcasts. Both outlets are consistently among the top five stations in the market.

Barnstable also launched WGVC-FM, which went on air in September 2002. The Rhythmic Oldies outlet carries the tags "Greatest Hits of the '60s and '70s" and "Motown Soul & Rock & Roll."

WGVC filled a void when a former Oldies station, Entercom Communications' WOLI-FM (simulcast with WOLT-FM), vacated the market about two years ago. Barnstable's Shea says the Oldies audience in the market, particularly the western portion of the DMA, was also served by Atlanta's former longtime Oldies station WFOX-FM until it flipped to Urban this past February.

On Feb. 15, Entercom tapped Tom Durney as the new vp/market manager for its Greenville cluster. Durney was most recently Entercom's vp/director of sales for its eight-station cluster in Kansas City, Mo. While Entercom hasn't introduced any new stations into the market, it did recently add *Bob & Sheri*, the syndicated show out of Charlotte, N.C., as its morning-drive program on WOLI-FM (simulcasting partner WOLT-FM), which is now an '80s Hits outlet.

A year ago, Entercom tweaked its Lite Adult Contemporary outlet WSPA-FM, making it a mainstream Adult Contemporary station. Entercom's News/Talk/Sports outlet WORD-AM (with simulcasting partner WYRD-AM) carries University of South Carolina football and basketball, as well as the Greenville Growl, a local hockey team.

Cox Radio has two stations in the DMA, Urban Adult Contemporary WJMZ-FM and Rhythmic Contemporary Hit WHZT. Both are among the top five stations in the market among listeners 12-plus. Cox launched WHZT about 18 months ago, and the station has quickly taken off with listeners. WHZT's rapid ratings rise did come at a price; sister station WJMZ's share fell. "When we added

Hot [WHZT], there was another choice for some Jamz [WJMZ] listeners," concedes Cox Radio Greenville vp/gm Steve Sincropi, who arrived in the market in February from his previous post of gm of Infinity Broadcasting's Detroit Talk station WKRK-FM.

Cable penetration in the Greenville-Spartanburg area is 61 percent, below the 69 percent average for the top 50 markets, according to Scarborough Research (see *Scarborough chart on page 15*). However, the mountainous topography of the region is a major reason that considerably more households are connected to satellite or microwave dish service. At 27 percent, satellite/microwave penetration is nearly twice the national top-50 average of 16 percent.

Charter Communications is the dominant cable operator in the Greenville DMA. Other cable service providers in the market include Northland Cable and MediaCom Communications. Northland covers upstate South Carolina. MediaCom serves the Hendersonville area of North Carolina. Charter serves about 90 percent of the cable market, with 315,000 subscribers in the DMA. Because of Charter's marketplace dominance, there is no official interconnect. Charter's ad sales arm, Charter Media, handles the bulk of the regional ad sales. Charter Media inserts

local ads on 44 networks.

Each of the four main cities in the market is served by its own daily newspaper. The largest of the group is Gannett Co.'s *The Greenville News*. The paper has a daily circulation of 88,870 for the six months ended Sept. 30, 2002, according to the Audit Bureau of Circulations. The figure represents a 4.2 percent decline over the same period in 2002. Its Sunday circulation is 119,410, down 6.1 percent from the year-ago period.

Gannett also owns the *Asheville Citizen-Times* in Asheville, N.C. The *Citizen-Times'* daily circulation is 55,847, flat for the six months ended Sept. 30, compared to the same period a year earlier. Its Sunday circulation of 70,149 rose 1.1 percent year-over-year. Two months ago, the *C-T* started doing a 4 p.m. news update on its Web site (citizentimes.com), featuring news, weather and traffic. The update includes a four-minute, broadcast-quality audio-visual report that users can access online, says *C-T* executive editor Bob Gabordi.

The New York Times Co.-owned Spartanburg *Herald-Journal* has a daily circulation of 51,376 and a Sunday circulation of 59,637, both flat year-over-year.

E.W. Scripps owns the *Anderson Independent-Mail*, 38,576 daily circulation, flat year-

RADIO LISTENERSHIP / GREENVILLE, S.C.

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WSSL-FM	Country	8.4	6.6
WJMZ-FM	Urban	8.4	5.9
WESC-FM	Country	7.5	6.7
WYRD-AM	News/Talk/Sports	6.1	5.5
WROQ-FM	Classic Rock	6.1	4.6
WFBC-FM	Top 40	6.0	7.0
WMYI-FM	Adult Contemporary	5.8	4.6
WSPA-FM	Adult Contemporary	5.0	6.4
WHZT-FM	Contemporary Hit Radio	4.7	6.7
WTPT-FM	Rock	2.5	4.3

Source: Arbitron Fall 2002 Radio Market Report

RADIO OWNERSHIP

Owner	Stations	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Clear Channel Communications	2 AM, 4 FM	22.8	\$15.7	35.4%
Entercom Communications	3 AM, 4 FM	20.1	\$10.4	23.5%
Barnstable Broadcasting	3 FM	10.2	\$7.4	16.7%
Cox Radio	2 FM	13.5	\$6.5	14.7%
WMUU Inc.	1 FM	2.3	\$0.7	1.6%

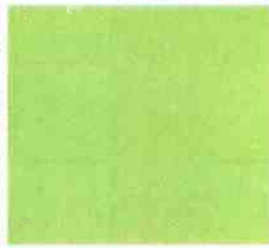
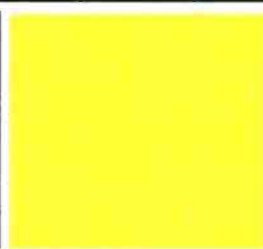
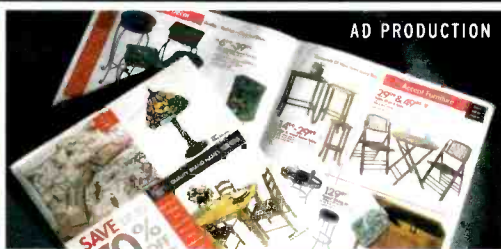
Includes only stations with significant registration in Arbitron diary returns and licensed in Greenville, S.C., or immediate area. Share data from Arbitron Fall 2002 book; revenue and owner information provided by BIA Financial Network.

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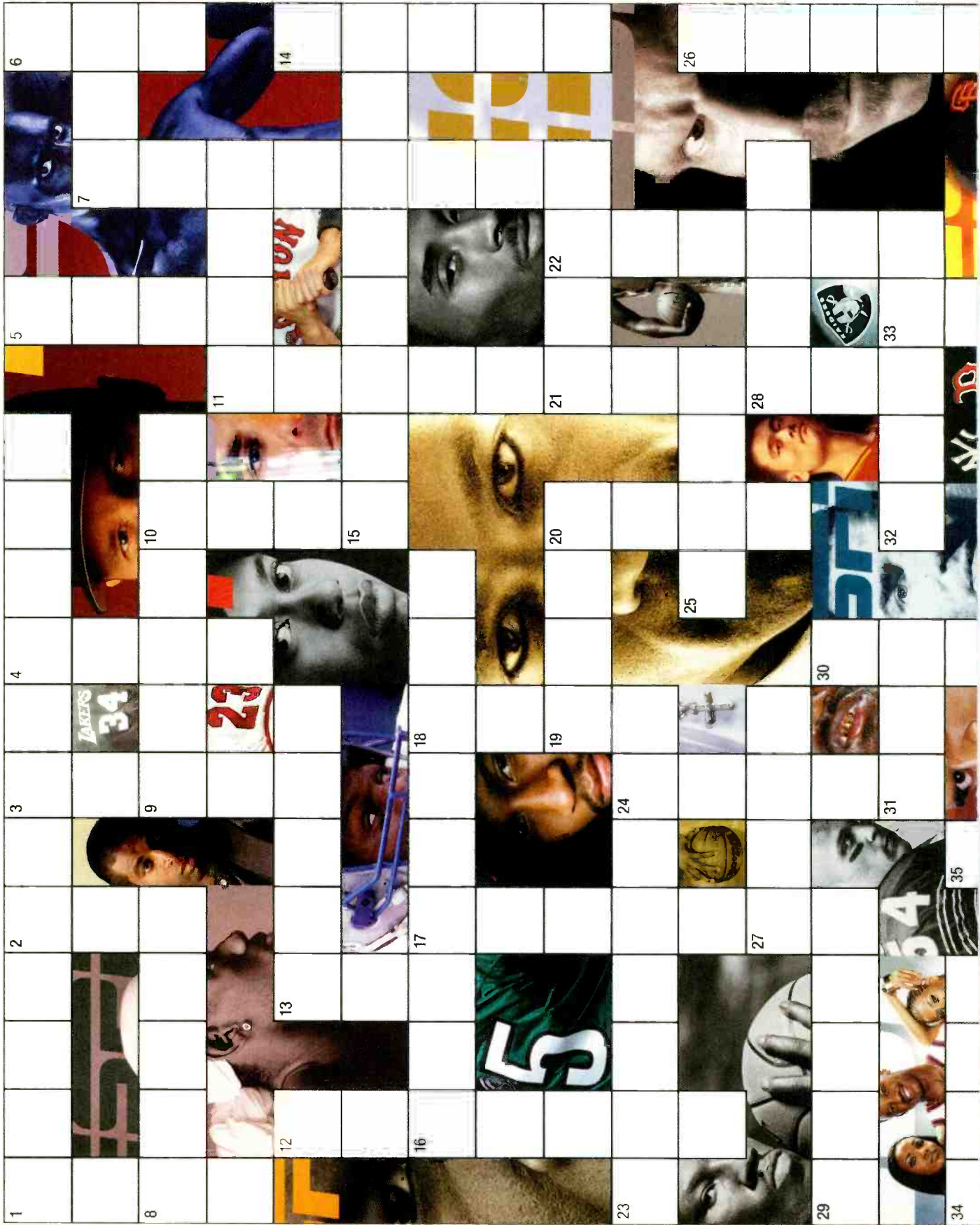


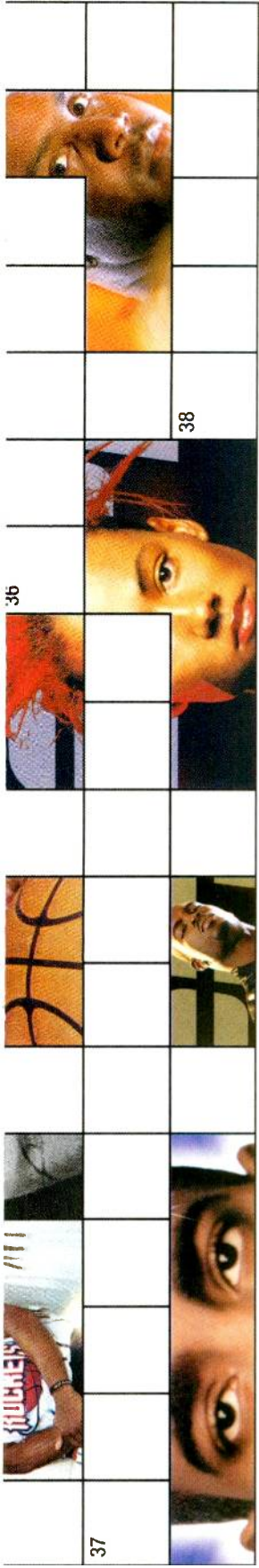
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“5”





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- 7 5-TIME NHL ASSIST LEADER
- 8 "PRIME TIME" PLAYER PICKED 5TH IN '89
- 9 THESE FELLAS WON 5 SUPER BOWLS
- 11 GORDON WHO'S WON THE SOUTHERN 500 5 TIMES
- 13 HIS 5-IRON GOES FARTHER THAN YOUR 5-WOOD
- 15 5 EXTRA MINUTES
- 16 ADD THE NUMBERS ON THIS NFL HALL OF FAMER'S JERSEY AND GET 5
- 19 TOM DEMPSEY WAS MISSING 5 OF THESE
- 21 NBA HALL OF FAMER B. RUSSELL HAS 5

DOWN

- 1 MORGAN WON 5 GOLD GLOVES WITH THEM
- 2 A 5K, PERHAPS
- 3 HE'LL RIDE FOR "CINQ" IN THE FRENCH ALPS IN 2003
- 4 RELIGIOUSLY CAUGHT FOR 1000 YARDS 5 TIMES
- 5 A 5 SIDED BASE
- 6 5-TIME ABA ALL-STAR
- 7 A 5 YARD PENALTY
- 10 5 CARD STUD IS PLAYED HERE
- 11 FAMOUS #5 IN PINSTripES
- 12 THEY WON THEIR FIRST SUPER BOWL ON THEIR 5TH TRY
- 13 S. ALEXANDER HAD 5 IN ONE HALF
- 23 BIG AL WHO WENT 5TH IN THE 1970 NFL DRAFT
- 25 HE WON WIMBLEDON 5 TIMES
- 27 THE RESULT OF PUTTING IT THROUGH THE "5 HOLE"
- 28 SHE WON THE LIPTON 5 TIMES
- 29 5-TIME AMERICAN LEAGUE BATTING CHAMP
- 31 TITLE FOR 5-TIME 1st TEAM ALL-NBAer CHARLES
- 32 NICKNAME OF FLASHY SPRINTER WITH 5 OLYMPIC MEDALS
- 34 WITH 34 DOWN, MICHIGAN HOOPS SQUAD
- 36 FIRST EVER 5-TIME MLB MVP
- 37 HE'S MADE IT TO THE FINAL FOUR 5 TIMES
- 38 PICK UP THE 5 PIN

- 14 JOHNNY #5 IN BASEBALL PLAY 5 AND IT'S OFFICIAL
- 18 THEY SOMETIMES PLAY 5 IN FLUSHING
- 20 WINTER X GAMES V LOCALE. MT. _____
- 22 THE FIRST ON HER STREET TO SKI AT THE AGE OF 5
- 24 INCLUDING REVERSE, A NASCAR CAR HAS 5
- 26 A CELEBRATORY SLAP
- 30 THE COLOR OF THE 5 BALL
- 33 32 ACROSS PAVED THE WAY FOR HER TO WIN 5, TOO
- 34 SEE 34 ACROSS
- 35 5-TIME MVP EVERYONE WANTS TO BE LIKE

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market profile

over-year; its 44,194 Sunday circulation was down 2.1 percent from a year earlier. In March 2001, the paper repackaged its local coverage, devoting a full-color section front in the B section of the paper. A micro local news section called Hometown, which used to float wherever space allowed, is now, along with Obituaries, on page 3B of the new section.

"When we first did it, it created a perception that we were giving our readers more local news," says *Independent-Mail* managing editor Don Kausler, who says since then the staff has stepped up its local coverage without additional resources.

A major change that has hit the local newspaper market is a news-sharing alliance between the *Herald-Journal* and the *Independent-Mail* that started last fall. "Our direct competition is *The Greenville News*. The Spartanburg paper's direct competition is *The Greenville News*," says Kausler. "But we don't compete with each other."

Each day, both papers exchange news budgets and pick out any stories of interest. Those stories are then sent to the other partner electronically for publication the following day. Each shared story carries the byline of the reporter and paper from which the story originated. Although the two papers individually were far outmatched in terms of resources and reach by the larger *News*, this alliance could dramatically impact the newspaper landscape.

"Our two papers combined are the largest newsgathering operation in upstate South Carolina," says Kausler. The partnership only relates to the newsrooms of each paper; the business sides of both dailies—advertising and circulation—remain separate.

The *Asheville Citizen-Times* does not compete with any of the South Carolina papers in the market and does not circulate in South Carolina. However, on rare occasions it shares newsgathering resources with its sibling, the *Greenville News*. For instance, a plane bound for Greenville crashed in Charlotte on Jan. 8, killing everyone on board. The *C-T* and the *News* opted to share resources to cover the story. "That would be the exception rather than the rule," says Gabordi.

Fairway Outdoor Advertising, Lamar Advertising and Capital Outdoor are the three main outdoor advertising players in the Greenville-Spartanburg area. All of the companies have bulletin faces in the market, although Fairway is the exclusive provider of 30-sheet posters. Lamar also offers bus shelter advertising in Greenville. ■

NEWSPAPERS: THE ABCS

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Greenville County: 154,227 Households				
<i>The Greenville News</i>	61,849	85,048	40.3%	55.4%
Spartanburg County: 99,774 Households				
(Spartanburg) <i>Herald-Journal</i>	44,103	49,356	44.6%	49.9%
<i>The Greenville News</i>	2,853	4,317	2.9%	4.4%
Buncombe County, N.C.: 87,927 Households				
<i>The Asheville Citizen-Times</i>	29,838	37,500	35.1%	44.1%
Anderson County: 67,153 Households				
<i>Anderson Independent-Mail</i>	24,448	28,130	36.7%	42.2%
<i>The Greenville News</i>	4,417	6,056	6.6%	9.1%
Pickens County: 42,427 Households				
<i>The Greenville News</i>	12,387	17,303	29.3%	40.9%
<i>Anderson Independent-Mail</i>	1,128	1,293	2.7%	3.1%
<i>The Atlanta Journal-Constitution</i>	491	465	1.2%	1.1%

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

NIelsen RATINGS / GREENVILLE, S.C.

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	CBS	WSPA	8.1	16
	NBC	WYFF	8.1	16
	ABC	WLOS	7.8	15
	Fox	WHNS*	3.4	7
	WB	WBSC*	1.8	3
	UPN	WASV*	1.6	3
5:30-6 p.m.	NBC	WYFF	9.4	17
	ABC	WLOS	8.6	15
	CBS	WSPA	7.8	14
	Fox	WHNS*	3.3	6
	WB	WBSC*	1.8	3
	UPN	WASV*	1.6	3
6-6:30 p.m.	ABC	WLOS	10.4	17
	NBC	WYFF	10.1	17
	CBS	WSPA	7.9	13
	Fox	WHNS*	3.9	6
	WB	WBSC*	3.5	6
	UPN	WASV*	1.3	2

Late News

10-10:30 p.m.	Fox	WHNS	3.9	7
	UPN	WASV	1.9	3
10:30-11 p.m.	Fox	WHNS	3.9	7
	UPN	WASV*	1.6	3
11-11:30 p.m.	NBC	WYFF	8.7	18
	CBS	WSPA	7.0	14
	ABC	WLOS	6.2	13
	Fox	WHNS*	2.5	5
	WB	WBSC*	1.2	3
	UPN	WASV*	1.1	2

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



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Online Is in the Mix for Traditional Marketers

Groundbreaking Cross Media Optimization Study Reveals Online's Impact

For traditional media planners who may not have considered online to be a significant element in their advertising mix, it's time to reexamine what makes a successful campaign. Using a research methodology endorsed by the Advertising Research Foundation and recognized by the European Society for Opinion and Marketing Research (ESOMAR), the Cross Media Optimization Study (XMOS) answers the question: "What is the optimal media mix to achieve marketing goals?" XMOS measures online advertising alongside offline advertising to determine the optimal mix and weight of each medium. Marketers and advertising agencies can now begin to understand which advertising vehicles, at what frequency, optimally support campaign objects. The results are surprising.

"XMOS is an intellectual wakeup call for the entire advertising and marketing industry," says Jim Spaeth, president and CEO of the Advertising Research Foundation. "This study challenges media planners to more closely scrutinize and critically evaluate all options to maximize their clients' advertising ROI. Marketers and their agencies should explore a more thorough research process into the possible permutations offered by a truly cross-media campaign."

The four studies to date represent so-called low-involvement purchases of consumer goods brands including Colgate Total Toothpaste, Unilever's Dove Nutrium Bar, Kimberly-Clark Kleenex Soft Pack and McDonald's Grilled Chicken Flatbread Sandwich. Coming soon are three additional studies from Universal Home Video, AstraZeneca and ING.

Colgate's campaign to increase purchase intent and enhance key brand perceptions (such as long lasting protection) for Total Toothpaste among 18-to-49 year olds included a push in print, television and online advertising. The company wanted to learn more about the unique contributions of each media and the respective cost efficiency of each. After thorough ROI analysis, they found that when they allocated 7 percent of media dollars to online, purchase intent increased 3.8 percent, a 9 percent increase over a plan that uses only television and print. When online spend was increased to 11 percent, purchase intent increased 4.3 percent, a 20 percent branding increase over the same campaign executed offline only.

When introducing its Dove Nutrium Bar, Unilever wanted to increase brand metrics, including awareness, image and purchase intent, among adult females in the U.S. The media mix included print continuously, online launching in week two and running through completion of the push, and television beginning in week

three for four weeks. Results showed that interactive contributed significantly to brand impact and that reallocating online's share of the total ad budget from 2 percent to 15 percent actually produced an 8 percent increase in overall branding metrics and a 14 percent increase in purchase intent.

Kimberly-Clark budgeted 75 percent of its overall advertising dollars to television, 23 percent for print and 2 percent online to build awareness and drive trial of its new Kleenex Soft Pack product. The company discovered that online advertising delivers the audience only lightly reached or not reached at all by television. In addition, they found that the combination of online and magazine with television was the most effective mix for brand awareness.

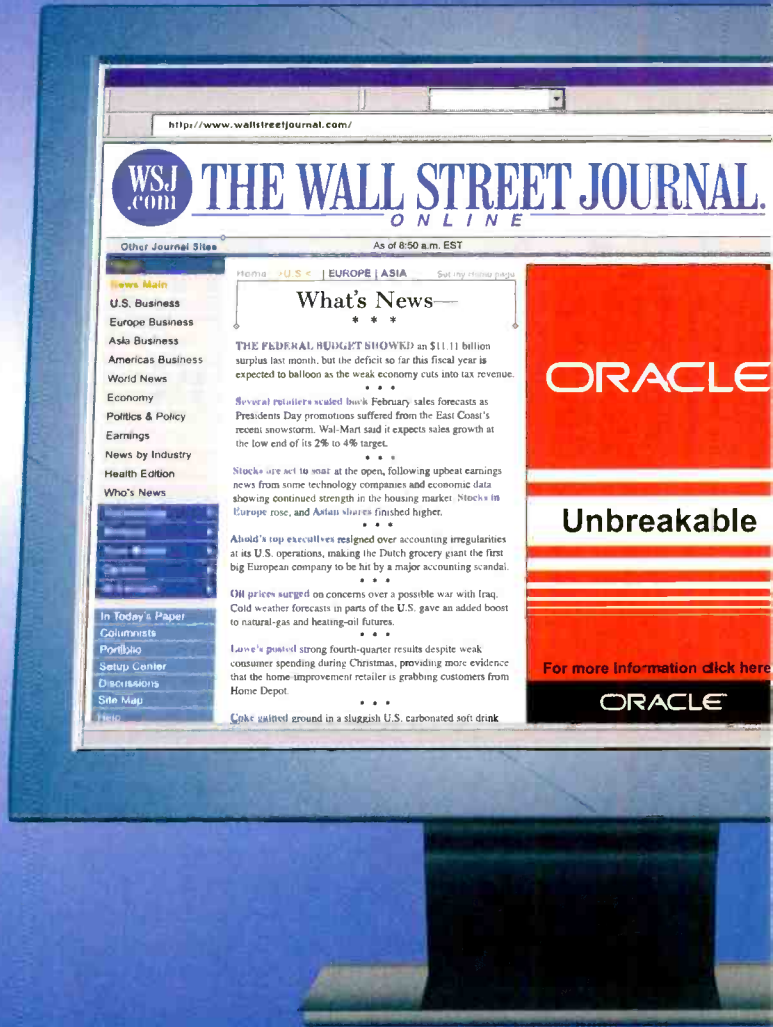
Finally, McDonald's introduced its Grilled Chicken Flatbread Sandwich in specific markets, targeting adults ages 18 to 49. The company was mainly interested in how to maximize brand impact while increasing cost efficiencies. By increasing online reach to 60 percent, McDonald's had an 8.3 percent lift in brand awareness with 6 million more consumers made aware of the product. The study showed how online can boost overall results by touching on the same consumers in another complementary environment. This is helpful when 20 percent of McDonald's target audience are not heavy television users and reachable primarily online, especially among the 15-24 age group.

These studies demonstrate that there are significant opportunities to improve reach, coverage and ROI of advertising campaigns. Notably, when used synergistically with other media, online reinforces core-marketing objectives. XMOS takes the guesswork out of the media buying process. Low-involvement brands can easily apply the study's findings to their own brands, while agencies can review these results and make more informed recommendations that will meet campaign goals, get better return and save their clients money. And early results indicate the percent spend should be even greater for high-consideration products like technology and automotive.

XMOS also underscores one of the basic tenets of marketing: Go where your customers are. Marketers looking to get their brand its best ROI should closely examine key target audience share of time with each media. Results in McDonald's case study proved that online can uniquely deliver an audience that is no longer reachable via traditional media like television.

On the IAB website you can obtain information on any of the studies mentioned in this article along with details on attending the IAB-sponsored XMOS road show from April 1-11 featuring Rex Briggs by logging onto www.iab.net/xmos.





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Questions Answers

with XMOS Architect Rex Briggs

Rex Briggs is an award-winning researcher. Currently a principal at Marketing Evolution, he is the architect of the Cross Media Optimization Study (XMOS).

Were you surprised by the extent that online advertising extends the reach and coverage of a marketing campaign?

We discovered that online does about as well as magazines in complementing TV in terms of reach and coverage. That's why we're recommending online advertising buys in the range of 10 percent to 15 percent, less than what's recommended for magazines, which is usually 15-to-20 percent of the total media budget.

I was also surprised how much better online can communicate the emotional side of the messaging, especially when using the larger ad formats. The conventional wisdom was that online might be fine for reinforcing the message that was already out there. But we found that online also communicates emotive messages, such as the idea of nourishing your skin with Dove cream, or a combination of great flavors, in McDonald's case.

To date, you have released four studies, with more on the way. Can you draw any overall conclusions?

Since we have not yet released results from all of the brands, I can't be too specific at this time. However, I can reveal that based on preliminary findings from two of the brands yet to be released, we found that in five out of the six cases studied, online has added significant value to the marketing mix and should be allotted a greater portion of the media spend, higher than current spending levels. In one case, the results were ambiguous—but so were some results for TV. This tells us that online so far has a pretty good track record, one that is certainly comparable with traditional, classic advertising vehicles such as

magazine and TV. No longer should online be considered the new and untested stepchild of more traditional advertising, but a core purchase along with other vehicles in any media mix.

What can marketers and media planners take away from your research to apply to their work?

They can use the research to reevaluate their current mix. Some clients may not conduct thorough enough research to understand the contributions of their advertising vehicles to branding. And the ones who do the research typically don't include online in their marketing-mix analysis. XMOS demonstrates that if you are a marketer, online should be part of that mix.

Media research must be viewed in a media-neutral way. There's a lot of bias that goes into the media planning process. What we need to recognize is that the media world is to a large degree fragmented, and online has contributed to this trend over the past five years. Most marketers are using the same mix they used five years ago. They should recognize that the odds are that that mix is pretty far out of alignment compared to today's media landscape.



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ARNOLD ADLER

Good Copps, Bad Copps

Some say he's championing the common man in Washington. Others insist he's a roadblock to smoothing out archaic media ownership rules. FCC commissioner Michael Copps insists he's just doing his job.

BY TODD SHIELDS

The auditorium is emptying, and his colleagues have left for Washington, D.C., hurrying up Interstate 95 before a threatening snowstorm. But Michael Copps is in no hurry to abandon the dais he has shared for six hours with the other four members of the Federal Communications Commission.

With good reason.

For even though the occasion was, strictly speaking, an FCC field hearing in Richmond, Va., it might have been called the Michael Copps Show, in honor of the persistent Democrat who forced the meeting upon a reluctant Republican chairman.

Copps knows the mere act of impaneling the agency outside Washington counts as a victory in his campaign to transform media ownership from an inside-the-Beltway issue into a national cause. So after a full day of testimony, of hearing from corporate types and union leaders and local politicians and protesting activists—after all this, Copps basks.

He does so in his trademark deadpan manner, standing calmly by his chair as cleaning crews move about the room. His voice never strays far from a monotone, but his words launch blunt challenges to the deregulatory agenda. Asked if he felt bolstered by any of the

day's testimony, Copps instantly fashions a reply that sounds neutral, but is in fact slyly provocative: "I would be bolstered no matter what they said." Bolstered, that is, by bringing noisy public input to the FCC's well-ordered rules-making ecosystem.

A couple of minutes later, Copps makes more clear what he heard from the 130 or so people who came to the Feb. 27 gathering at the Greater Richmond Convention Center. "Let's get a national dialogue going," he sums up. "This shows the public wants to play that game."

THE GAME IN QUESTION REVOLVES around the nation's media ownership laws. Spurred by a deregulatory Congress and by skeptical courts, the FCC is simultaneously reviewing six key ownership regulations, some that date back to 1941. FCC chairman Michael Powell says he expects to complete the review by late spring. The resulting decision could sweep away constraints that keep the biggest TV networks from buying one another, that limit the national reach of station groups, and that seek to prevent one owner from controlling the broadcast voice in any given market.

The prospect has energized Copps, turning him into a leading critic of Powell's chairmanship and of the effects of media consolidation. By insisting on more publicity and more inquiry before the FCC acts, Copps has earned equal measures of admiration and exasperation. "A hero," says Jeffrey Chester, FCC gadfly and executive director of the Center for Digital Democracy. "Over the cliff," counters a lawyer with corporate clients who favor deregulation. "An able combatant," admits Powell.

Copps says he is doing nothing more than inviting as much comment as possible on the regulatory review, which is the most sweeping in FCC history. Others give him more credit, saying he has helped slow a deregulatory tide that many expected after Powell moved into the chairmanship two years ago.

"Commissioner Copps has, I think, effectively seized on the issue of public hearings as a way to delay," notes Harold Furchtgott-Roth, a former Republican FCC commissioner, who tried in vain to eliminate ownership rules under a Democratic chairman. "Commissioner Copps is doing a brilliant job of it."

Yet Copps himself doubts he can stymie a determined Powell. "The chairman can call the vote," Copps acknowledges, even as he refuses to concede the larger point. "Is it advisable with the data we have? No, I don't think so."

AS SOON AS THE FCC VOTED last September to re-examine the rules, Copps began agitating for public hearings. Powell resisted, claiming hearings would cost money and time the commission could ill afford, and probably would not bring forth the concrete evidence demanded by the federal courts that have been attacking the rules. Much of the FCC staff shared Powell's skepticism; a top aide to Powell in a meeting with union officials said hearings would invite "foot-stomping" rather than careful analysis. Powell set the Richmond hearing only after Copps

said he would stage hearings with or without the chairman.

Now, with Richmond under his belt, Copps has set a series of meetings around the country. He was in Seattle on March 6 along with fellow Democratic Commissioner Jonathan Adelstein. Another forum is set for March 31 at Duke University in Durham, N.C. Copps hopes to help reschedule a forum at the University of Southern California that was canceled when snow in Washington prevented the FCC commissioners from traveling. Copps' staffers say they've heard from organizations planning hearings in Phoenix, Chicago, Detroit, Austin, Philadelphia, San Francisco and other cities. Copps plans to attend as many as he can. "I'm not foot-stomping," he explains. "I'm pulse-taking."

The pulse-taking falls to a traditional Democrat serving in a time of Republican ascendancy, and to a mature figure on a commission suffused with youthful ambition. Copps turns 63 in April. Adelstein is 40, and Powell turns 40 next week. Among Republicans, Kathleen Abernathy is 46 and Kevin Martin is 36.

Such seniority means Copps already was immersed in Washington policy-making when most of his colleagues were in grade school. He arrived in 1970 from work as an instructor of American history at Loyola University to take up a post as an aide to Sen. Ernest F. Hollings (D-S.C.). Copps rose to become chief of staff for Hollings, a longtime critic of media consolidation, and stayed with the senator for 15 years, until 1985. Stints lobbying for auto-parts maker Collins & Aikman Corp. and the American Meat Institute were followed by eight years in the Commerce Department before Copps arrived at the FCC in May 2001.

Copps cites Franklin Delano Roosevelt as his political hero and says he retains an interest in the Progressive and New Deal eras. In other words, he is not averse to using government to further what it decides is the public interest, even if that does not dovetail with corporate interests.

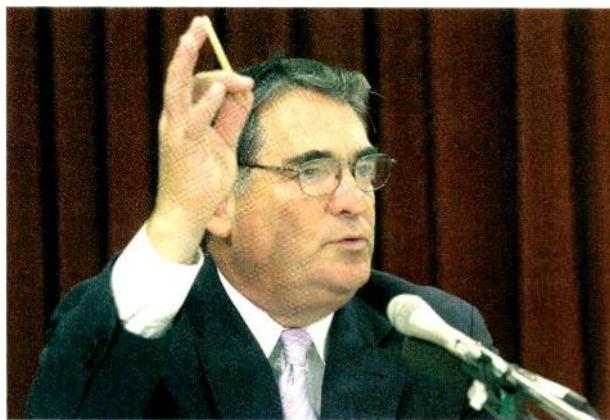
He shares ongoing ties with Hollings, saying he remains "good friends" with the senator. Their relationship serves as a reminder that from Capitol Hill, lawmakers are watching, some impatient for change and others apprehensive.

Indeed, critics of ownership limits are concerned the FCC (read: Copps) may be moving too slowly. "I continue to be concerned about the perpetuation of the media ownership rules," declares Rep. Billy Tauzin (R-La.), chairman of the powerful House Commerce Committee, who is pushing the FCC to finish its review this spring. "Most of them do not make sense in a 21st-century digital world."

Tauzin's own spokesman, Ken Johnson, is a touch less diplomatic about Copps' position. "Is it his efforts, or is it Sen. Hollings' efforts? Sometimes

their positions are indistinguishable," notes Johnson.

Copps says he remains close to Hollings. "We certainly visit at least once a month," he says. The senator returns warm feelings. "He's better equipped than anybody," Hollings says of his former aide-de-camp.



"I continue to be concerned about the perpetuation of the media ownership rules. Most of them do not make sense in a 21st-century digital world." BILLY TAUZIN

"He's brilliant...He's a student of whatever he's doing."



"I can go out and try to win in the court of public opinion. But when it comes back from the court that matters, we've done nothing." MICHAEL POWELL

CIRCUMSTANCE MAKES Copps a student of the FCC's ownership regulations, and of the course set by Powell as the agency studies whether to retain or modify the rules. So far, the student is giving his principal a failing grade. His main criticism: that the FCC is moving faster than it should.

Copps frequently lists questions that he says need answering. How much news was broadcast before and after the FCC eliminated national radio ownership restrictions in 1996? What is the effect of media consolidation on children or on advertisers? Is there a relation between broadcast indecency and media consolidation?

"I'm frankly concerned about consolidation," Copps told the audience at the Richmond hearing. "Today we know far too little to make an informed decision."

Minutes earlier, Powell had lauded "one of the most exhaustive records in recent FCC history"—a record that includes 15,000 comments from the public and from corporations and interest groups. The filings range from one-sentence e-mails to documents running to hundreds of pages and stuffed with economic analyses.

The same crowd also heard arguments that by now are familiar to the FCC commissioners. One side insists ownership rules need to be updated to take into account the expansion in programming that has followed the mushrooming of cable and satellite TV and the growth of the Internet. The other side counters that further media consolidation would limit the news and other programming available to communities, with obvious dangers to democratic discourse.

Speaking to reporters days later, Powell indicates a waning patience with Copps. "I just think the suggestion that this issue hasn't been explored and fully laid out and worked over is really naive," Powell explains. "I can go out and try to win in the court of public opinion. But when it comes back from the court that matters, we've done nothing."

THE REFERENCE IS TO the U.S. Court of Appeals for the District of Columbia, where the FCC has in recent years suffered major judicial defeats. Five ownership rules were vacated by judges or sent back to the agency for possible revision. For Powell and for FCC Media Bureau chief W. Kenneth Ferree, who both clerked on the court, the defeats were dismaying. Both officials vow not to suffer similar reversals on their watch.

The agency's defeat in the case known as *Fox vs. FCC* was especially stinging. Fox Televisions Stations, Viacom, NBC and CBS combined to challenge the FCC's decision not to repeal or modify the national cap that limits a network to owning stations that can reach 35 percent of the national TV audience. The court said the FCC needs to say why the rule should exist. "The commission has adduced not a single valid reason to believe the...rule is necessary in the public interest, either to safeguard competition or to enhance diversity," wrote Chief Judge Douglas H. Ginsburg.

But Ginsburg took pains to point out that Congress could decide to regulate TV ownership, and the FCC could develop reasons to sup-

port the cap. "We cannot say it is unlikely the commission will be able to justify a future decision to retain the rule," Ginsburg wrote.

Powell and his staff say that is exactly what they are doing: developing a detailed record that will withstand the scrutiny of Ginsburg and other judges. "If the commission does the same half-hearted effort...I guarantee you that every one of the broadcast ownership rules will be swept away by the courts," Powell said in Richmond.

Critics say the judicial peril has led Powell to emphasize cool, rational economic analysis, and to discount broader, softer questions concerning the public interest. "Michael Powell has tried to advance this notion that this is about abstract social science. That's not

the law," says Andrew Jay Schwartzman, president/CEO of the Media Access Project, a nonprofit telecommunications law firm that defends the ownership rules. "As a legal matter, the commission has very broad discretion...The feelings of the general public are relevant."

Powell rebuts such criticism. "This whole, 'Michael Powell only wants scientific evidence,' is garbage," complains the chairman. However, he defends the need for empirical data: "It's going to make more than impassioned anecdote to keep the rule."

TO LAY THE GROUNDWORK for the fact-rich record that he wants, Powell last year ordered up 12 studies, by academics and FCC officials, on such topics as whether ownership concentration affects the quality and quantity of TV news, or whether consumers move across radio, TV and newspapers as they look for news. Given the hothouse atmosphere surrounding ownership rules, the studies' findings and their underlying assumptions immediately provoked criticism, with all sides of the debate marshalling facts and crunching data. FCC staffers say the exchanges provided the detailed record they need to defend their positions before skeptical judges.

In the end, all the argument may leave commissioners relying on personal intuition and gut feelings. For instance, the record developed at the FCC would support a decision to keep the 35-percent network cap or to eliminate it, according to media bureau chief Ferree. That means the rule's fate depends on negotiations among the five commissioners, who can be expected to pick and choose their facts to support their predilections.

Will public hearings provide grist for either side? Do they amount to elaborate anecdote, or useful fact-gathering? What one decides apparently depends on where one sits.

Powell says the Richmond hearing added little of value. "Did I hear something I didn't hear before? No," he insists. "I think it gave us texture. I just have to be a realist about this."

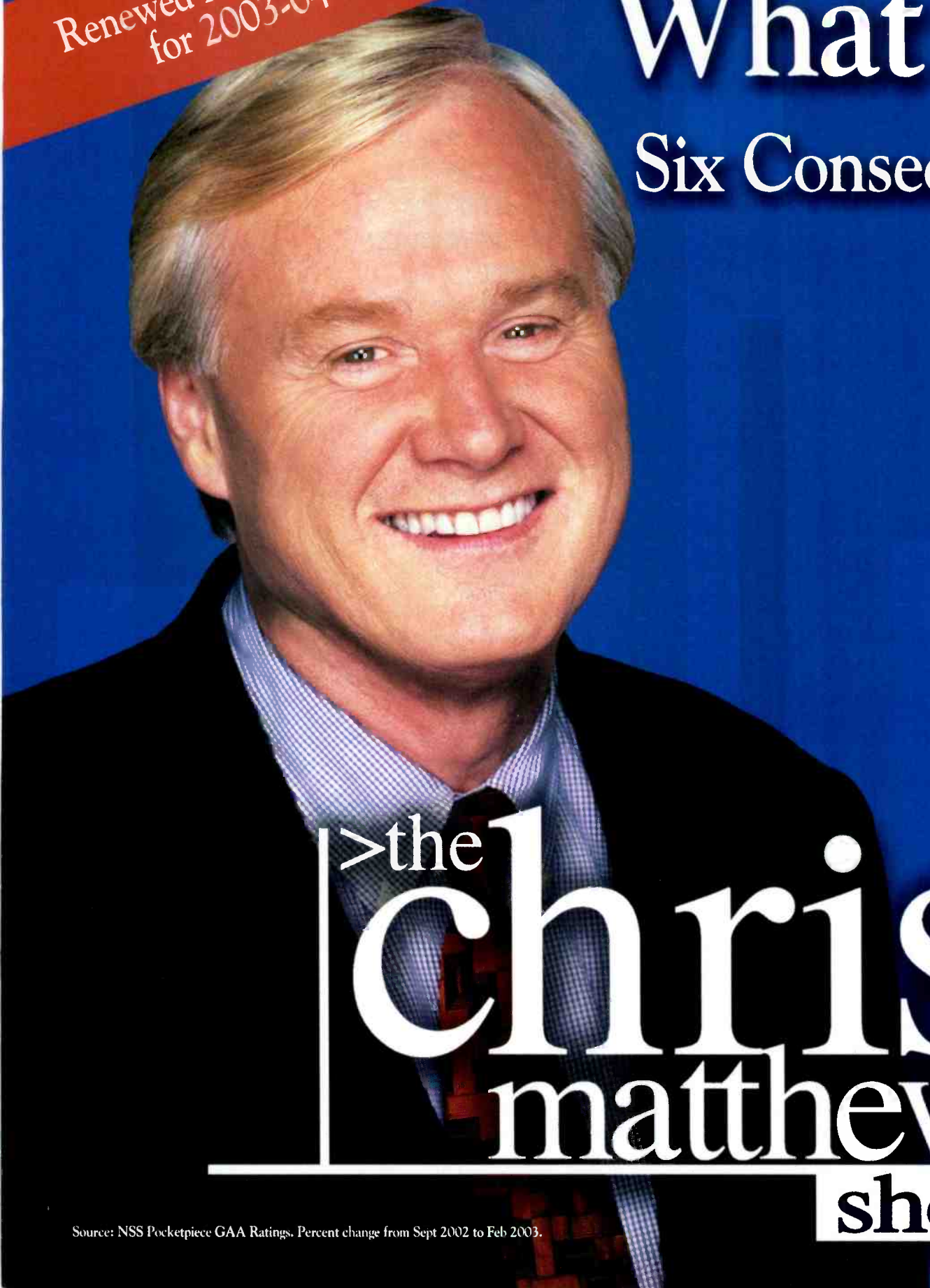
Copps, naturally, sees it differently. "I think it enhanced the record," Copps says. "And I think it helped get the story out to another community."

That may not be enough to sway Powell's FCC this spring. But in Washington, where victory is rarely permanent, it could mark the beginning of a longer, broader debate.

And that's what Copps is asking for. ■

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NEWS OF THE MARKET

Men to Get Lucky With CN

Following the success of *Lucky* magazine since its launch nearly two years ago, Condé Nast Publications plans to launch a men's version of the popular shopping monthly sometime in 2004. The title will be overseen by James Truman, the CN editorial director involved in the development of *Lucky*. An editor and publisher will be chosen in the next few months.

Paxson Gets Orioles on D.C.'s WPXW

Paxson Communications has inked a deal with the Baltimore Orioles to air 56 games during the regular season on WPXW TV-66, its local station serving Washington, D.C. The first game will air on opening day of the Major League Baseball season, March 31, at 3 p.m. The games will be produced by Orioles Television Network with the team's play-by-play announcers calling the games. Different stations carry the Orioles games in various markets across six states.

Lifetime Mulling Newlywed Series

Lifetime has a new reality pilot on tap for consideration as a regular series. *Merge*, hosted by actress Lisa Rinna (*Days of Our Lives* and *Melrose Place*), looks at how newly married couples can effectively combine separate incomes and personal belongings into one household. The pilot is produced by Dalakilis Mckeown Entertainment.

Q1 Mag Numbers Tracking Better Than '02

Magazine ad-page and revenue tallies are tracking stronger so far this year than first quarter 2002. Publishers Information Bureau reports that February ad revenue increased 10.2 percent over February last year; ad

pages were up 1.8 percent. Year-to-date, ad revenue grew 9.8 percent and ad pages increased 3.1 percent. Seven of 12 PIB-tracked ad categories increased in ad pages for the year, particularly automotive and drugs & remedies. The apparel & accessories category recorded the biggest decrease in pages (7.8 percent) over 2002.

Batchelor and Alexander Go National

Batchelor and Alexander, the top-rated nighttime Talk show in New York on WABC-AM, went national last week, syndicated by ABC Radio Networks. Broadcasting live weeknights from 10 p.m. to 1 a.m., hosts John Batchelor and Paul Alexander quickly built a loyal audience in the aftermath of 9/11 with their opposing political insights and interviews with top political figures. Both have published extensively: Batchelor has penned several political novels as well as a history of the Republican Party, *Ain't You Glad You Joined the Republicans?* Alexander, a political writer for *Rolling Stone* magazine, wrote the first biography on Sen. John McCain, titled *Man of the People: The Life of John McCain*.

CTN Expands Lineup Beyond Music

College Television Network, which was acquired by the MTV Networks division of Viacom in late 2002, will launch two new series on April 1: *Dean's List*, a one-hour weekly countdown of music videos determined by college kids; and *Freshman*, a 30-minute weekly show covering underground and emerging artists. The out-of-home network also plans to expand its programming beyond music into many aspects of campus life, including sports, news, jobs/work study and travel, with news briefs from MTV



Sargent's series looks at offbeat stories.

with *Anime Unleashed*, which features Japanese animated series and movies.

Tech TV Pumps Up Late-Night

Tech TV will revamp its late-night programming with a handful of new original shows running from 10 p.m. to 1 a.m. Starting April 28, the 40 million-subscriber network owned by Paul Allen's Vulcan Inc. will add the British import *Robot Wars* from 10 to 11 p.m., followed by *The Martin Sargent Show*, a host-driven half hour that looks at offbeat tech stories. From 11:30 to midnight, Tech TV will run *X-Play*, a series that celebrates the gaming lifestyle. The new block ends

Calendar

The Katz Media Group will present a **Women's Career Summit** to benefit professional women within the advertising and media industries March 19 at the Grand Hyatt in New York. The content of the day will address career achievement and life-work balance concerns. Contact: www.katzwomenscareersummit.com.

The **International Radio and Television Society Foundation** will host a **Golden Medal Award** dinner honoring Leslie Moonves, president of CBS, March 19 at the Waldorf-Astoria in New York. Contact: 212-867-6650, ext. 302, or e-mail mpkritikin@irts.org.

The **National Association of Broadcasters** will present its annual conference April 5-10 at the Las Vegas Convention Center. NAB president Eddie Fritts will deliver the State of the Industry address and Barry Diller, chairman and CEO of USA Interactive and Vivendi Universal Entertainment, will deliver the keynote address, and Bill Cosby will perform at the opening reception. Contact: 202-429-5300.

The **Advertising Research Foundation** will hold its annual **convention and research infoplex** April 9-11 at the Hilton New York. Contact: 212-751-5656 or visit www.thearf.org.

The **Western Publishers Association** will present the **WPA 2003 publishing conference**, titled "Surviving and Thriving in Publishing Today," April 10-11 at the Westin Hotel at Los Angeles Airport. Contact: 805-495-1863.

The **Television Bureau of Advertising** will hold its **annual marketing conference** April 15 at the Jacob Javits Convention Center in New York. Tim Russert, host of NBC's *Meet the Press*, will present the opening keynote. Contact: 212-486-1111.

Magazine Publishers of America will present **New York Magazine Day** April 29 at the Ad Club of New York. The event includes breakout sessions with advertisers, media directors and publishers. Contact: Cathryn Weber, 212-533-8080.



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WCBI

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News, CBS News and CBS Sports and specials including Spring Break coverage. The network says it reaches 8.2 million college students weekly through satellite distribution.

THN Gets Rights to *Parkers*, *Boulevard*

The Heritage Networks, a syndicator specializing in ethnic TV programming, has inked a three-year deal starting in September with Paramount Domestic Television for barter sales rights to UPN sitcom *The Parkers* and Hispanic Showtime drama *Resurrection Boulevard*. Both shows have clearances in 80 percent of the country. *Resurrection Boulevard* will be distributed by Heritage-Baruch, a division of THN, and *The Parkers* will be distributed through Paramount.

ABC Adds Radio Disney in San Antonio

ABC has agreed to purchase KENS-AM in San Antonio from Belo Corp. for \$3.2 million. Through a local marketing agreement, ABC will begin operating the station on April 1, changing the KENS format from News and Talk to Radio Disney. With the sale, Belo exits radio ownership. The Dallas-based owner of TV and newspapers purchased KENS-AM in 1997 when it acquired KENS-TV. For ABC, the San Antonio station brings Radio Disney's distribution to 56 markets.

Black Belt TV Name in Contention

There is a fracas brewing at the U.S. Patent and Trademark Office between Threshold Entertainment, producer of the *Mortal Kombat* film and videogame franchise, and

San Dimas, Calif.-based production company Metronome Corp. over the use of the name Black Belt TV. Both companies are using the name for new cable networks devoted to martial arts. (*Mediaweek* wrote about Threshold's channel in a Dec. 2, 2002, feature.) Metronome filed for a trademark before Threshold, but Threshold, founded by Lawrence Kasanoff, filed an opposition that could force Metronome to change the name of its channel. Metronome founder Erik Jones said he refused an offer of \$5,000 from Threshold to give up the name. Kasanoff declined to comment. The Black Belt TV trademark is expected to be in contention for a few more months.

CMR Reports 4.2% Growth in '02

A strong network upfront combined with robust political and holiday spending in the second half of the year helped boost 2002 advertising spending 4.2 percent to \$117.3 billion, according to figures released last week by CMR/TNS Media Intelligence, which tracks advertising spending across 15 media segments. TV and radio were up 8.4 percent to \$60.8 billion, compared to print, which increased slightly by 1.6 percent to \$48.2 billion. Internet spending took a big hit, decreasing 11.9 percent, while outdoor was virtually flat with a 0.8 percent gain. TV spending overall was up 7.8 percent, led by Spanish-language network TV, up 20.4 percent, followed by spot TV (14 percent), network TV (7.4 percent), and cable TV (2.9 percent). National syndication declined by 7.7 percent. Radio was up 11.7 percent over-

all, with network radio up 15.7 percent, spot radio up 13.2 percent and local radio in 30 markets, up 10.5 percent. Sunday magazines and newspapers posted healthy gains of 10.6 percent and 9 percent, respectively. But consumer magazines were up only slightly, 1.8 percent, to \$16.8 billion. Also posting declines were business-to-business titles (down nearly 14 percent) and national newspapers, off by 4.6 percent.

WOR Syndicates Lionel

WOR Radio Network has picked up syndication rights for libertarian talk-show host Lionel, aka Michael Lebron, whose show currently airs on 40 stations. Lionel was formerly syndicated by Rex Broadcasting, which is exiting the radio syndication business. The show airs 10 p.m. to 1 a.m. WOR also recently added *Jim Cramer's Real Money* to its portfolio.

Max Media Partners for Acquisitions

Max Media, owner of TV stations in Montana and radio stations in North Carolina, has partnered with Golden Gate Capital and two other investment firms to acquire small- and middle-market radio and TV stations. The partners have agreed to invest up to \$150 million. "We believe that we can be successful in acquiring stations as many choose to exit the industry rather than face the digital issues that are still unresolved in smaller markets," said Gene Loving, CEO of Max Media, which also has deals in the works to buy TV stations in Kentucky and radio stations in Arkansas. ■

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GOLA TRAINERS

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- Teens are creating a new look by mixing street clothes w/dress clothes: examples include t-shirts w/dress pants for guys and high heels w/jeans for girls...

PINK MAKEUP

- Pink is in for eyes, lips, etc...

CELL PHONE SCREEN SAVERS

- Teens customize their cell phones by downloading screensavers and icons from the web...

CAPRI-STYLE CARGO PANTS

- Military wear with a twist: cargo pants with an above-the-ankle length...

ASIAN PRINTS

- Asian-inspired prints for clothing...

FREESTYLIN'

- A type of rhyming where the mc makes up impromptu lyrics on the spot...

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- Used as detailing for spring clothing...

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- The recording artist and his new album *get rich OR die tryin'*...

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2	1	3	GET RICH OR DIE TRYIN'	50 CENT
3	3	52	COME AWAY WITH ME	NORAH JONES
4	2	26	HOME	DIXIE CHICKS
5	4	66	COCKY	KID ROCK

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2 CSI	CBS	THURSDAY	22.9
3 AMERICAN IDOL	FOX	TUESDAY	18.7
4 AMERICAN IDOL	FOX	WEDNESDAY	18.0
5 60 MINUTES	CBS	SUNDAY	17.0
6 EVERYBODY LOVES RAYMOND	CBS	MONDAY	16.8
7 FEAR FACTOR	NBC	MONDAY	16.3
8 FRIENDS	NBC	MONDAY	15.6
9 LAW & ORDER:CRIMINAL INTENT	NBC	SUNDAY	15.0
10 STILL STANDING	CBS	MONDAY	14.5

Source: Nielsen Media Research

G4 TV 4 GAMERS

TOP 10 PRE-ORDERS

- 1 **LEGEND OF ZELDA: WINDWALKER (GC)**
- 2 **POKEMON:RUBYVERSION (GBA)**
- 3 **POKEMON:SAPPHIRE VERSION (GBA)**
- 4 **SPLINTER CELL (PS2)**
- 5 **STAR WARS GALAXIES ONLINE (PC)**
- 6 **ZONE OF THE ENDRS: 2ND RUNR (PS2)**
- 7 **SHADOWBANE (PC)**
- 8 **HALO 2 (XBOX)**
- 9 **DYNASTY WARRIORS 4 (PS2)**
- 10 **WORLD SERIES BASEBALL 2K3 (XBOX)**

TOP SELLING GAMES

- 1 **TENCHU: WRATH OF HEAVEN (PS2)**
- 2 **XENOSAGA (PS2)**
- 3 **FREELANCER (PC)**
- 4 **ALL-STAR BASEBALL 2004 (PS2)**
- 5 **METAL GEAR 2: SUBSTANCE (PS2)**
- 6 **GETAWAY (PS2)**
- 7 **EVERQUEST OL ADV (PS2)**
- 8 **DARK CLOUD 2 (PS2)**
- 9 **YU GI OH (PS2)**
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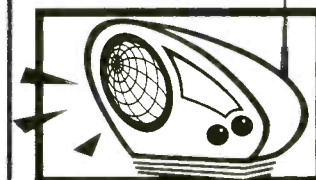
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The following is a report containing the TV programs and movies that garnered the most questions on www.ask.com

TOP 10 MOVIE SEARCHES

- 1 **BRINGING DOWN THE HOUSE**

- 2 **OLD SCHOOL**

- 3 **CHICAGO**

- 4 **DAREDEVIL**

- 5 **THE RING**

- 6 **TEARS OF THE SUN**

- 7 **HOW TO LOSE A GUY IN 10 DAYS**

- 8 **HEAD OF STATE**

- 9 **LORD OF THE RINGS: TWO TOWERS**

- 10 **A MAN APART**

TOP 10 TV SEARCHES

- 1 **THE SIMPSONS**

- 2 **AMERICAN IDOL**

- 3 **THE OPRAH WINFREY SHOW**

- 4 **BUFFY THE VAMPIRE SLAYER**

- 5 **FRIENDS**

- 6 **24**

- 7 **SIX FEET UNDER**

- 8 **SOUTH PARK**

- 9 **SURVIVOR: THE AMAZON**

- 10 **SPONGEBOB SQUARE PANTS**

Source: Ask Jeeves

THE HOLLYWOOD REPORTER'S BOX OFFICE

THIS WEEK	LAST WEEK	PICTURE	WEEKEND GROSS	DAYS IN RELEASE	TOTAL GROSS
1	NEW	BRINGING DOWN THE HOUSE	31,101,026	3	31,101,026
2	NEW	TEARS OF THE SUN	17,057,213	3	17,057,213
3	2	OLD SCHOOL	9,190,062	17	50,768,507
4	5	CHICAGO	6,844,634	73	114,442,185
5	4	HOW TO LOSE A GUY IN 10 DAYS	6,688,675	31	86,885,012
6	1	CRADLE 2 THE GRAVE	6,535,475	10	26,878,648
7	3	DAREDEVIL	5,214,469	24	91,536,021
8	6	THE JUNGLE BOOK 2	4,258,002	24	39,521,501
9	7	SHANGHAI KNIGHTS	2,688,514	31	54,749,445
10	8	THE LIFE OF DAVID GALE	2,124,235	17	17,112,765

For weekend ending February 9, 2003

Source: *Hollywood Reporter*



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TUESDAY 4.1.03 A CLIENT'S PERSPECTIVE - HOW AGENCIES CAN WIN BACK OUR TRUST?

SESSION LEADER: CATHY CONSTABLE, VP, Marketing Services, AT&T

You've read about all the reasons cited for the decline in client/agency partnerships and their tenure. Now hear some solutions: Cathy's deep experience has shown her both sides of the fence, and she will help identify how you can spot danger signs of an impending break - and importantly, how to fix it.

- What are clients demanding today vs. 5 years ago?
- What are the Top 10 agency pitfalls?
- What are some foolproof ways you can take the temperature of the relationship?
- How can you keep the partnership strong in the midst of changes at the client?

WEDNESDAY 5.7.03 HOW AGENCIES CAN KEEP THE CLIENTS THEY WANT - AND DESERVE

SESSION LEADER: KEN LEVY, EVP/Managing Partner, Gray Worldwide

Gain insights from this top agency pro on how to manage client relationships successfully, to mutual satisfaction - and profits. Learn how you can get clients to trust you and your people. Help your clients take the right risks and approve the work you both can be proud of.

- How can you provide top-level service when fees are cut to the bone? Can you fight the client's cost accountants - and win?
- How seriously should you take requests for changes from junior and mid-level clients?
- How can you handle a client mandate to change a successful campaign and creative team?
- When and how should you resign a client?

TUESDAY 5.20.03 HOW YOU CAN LOOK BRILLIANT IN THE MIDST OF TREMENDOUS CHANGE

SESSION LEADER: CHARLIE RUTMAN, President, Carat USA

Media consolidation is on the rise, and at the same time, new vehicles are being developed and significantly overhauled. Charlie will discuss current and future trends in the media world and how these trends will impact media agencies, and media recommendations, in the future. You'll also learn how to best respond to clients' New Media questions.

- With all the consolidations, what is the new definition of media?
- What do you say when your client wants to eliminate their traditional media sections and put every dollar into TVO? ...or PR? ...or forehead advertising?
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On April 15th 2003, women's earnings will

CATCH

UP

with what men in similar positions made in 2002*.

This past November, Mediamark Research Inc. (MRI) conducted a survey within the Advertising Women of New York membership. Its topic focused on the salary gap between men and women holding comparable positions in the advertising and media fields.

The women who responded represent every age group (25 to 64 years old) at every level in their careers ranging from 1 to more than 25 years experience and income levels from \$25,000 to over \$100,000 per year.

We learned that most of the AWNY members who responded**:

- Believe that a salary gap exists based on gender (92%).
- Have personally experienced a man in a similar position earning more (65%).
- Feel that they can personally affect change within the industry (52%).
- Would attend workshops to learn how to improve their negotiating skills (65%), how to better market themselves (58%) and other topics to help improve their own positions within the workforce.

AWNY RESPONDS WITH WORKSHOPS

Throughout the month of April, AWNY will offer workshops based on the preferences our members expressed in the survey.

Visit the AWNY website at www.awny.org or call 212-221-7969 to learn more about the survey results and about our informative program line-up. Topics will include:

- "How To Better Market Yourself"
- "Strengthening Your Negotiating Skills"
- "Contract Negotiation"
- "Taking Charge of Your Career"*

Learn how to make the most of the talents and experience you bring to your job...and how to "CATCH UP" in your own career.



*National NOW Times, Summer 2002, "Pay Equity Still A Dream Worth Pursuing," Christina Bull.
**MRI Interactive, Advertising Women of New York Survey, November 2002.

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Movers

MAGAZINES

Time Inc. has promoted **Rich Rasor** to general advertising director for Time4 Media's Marine Group. Most recently, Rasor served as Eastern ad director for the group, comprised of *Yachting*, *Motor Boating* and *Salt Water Sportsman*... Vince Bielski, former *MBA Jungle* editor in chief, has been named executive editor at Time4 Media's *Popular Science*...At Initiative Media in New York, **Steve Greenberger**, most recently executive vp for print and convergence media, has been named senior vp for print. Greenberger succeeds Melissa Pordy, who resigned...**Larry Glick** was promoted to advertising director, from regional advertising director, at American Express Publishing's *Travel & Leisure Golf*.

RADIO

At Hispanic Broadcasting Corp., **Claudia Puig** was promoted to senior vp and general manager for the company's radio stations in Miami, from vp and general manager. And **Peter Moore** was promoted to senior vp and regional general manager, Western markets, from vp and regional manager, Western markets.

SYNDICATION

Los Angeles-based syndicator CF Entertainment, run by TV personality Byron Allen, has opened a New York office and named **Darren Galatt** head of sales. Galatt, formerly a director of national broadcast at Carat USA, will report to Allen.

CABLE TV

Oxygen promoted **Brigitte McCray** and **Jennifer Cotter** to senior vp of programming and senior vp of development, respectively. McCray was previously vp of programming and scheduling and Cotter was vp of development...**Marc Zand** was named senior vp of business affairs at ABC Family Channel. Most recently, Zand was senior vp, business affairs and development for Playboy TV International...**David Sternberg** was named senior vp of emerging networks for Fox Cable Networks and general manager of the still-unnamed action sports network that Fox plans to launch this summer. Sternberg will continue to serve as gm of Fox Sports World and Fox Sports Español.

media elite

EDITED BY ANNE TORPEY-KEMPH

Quicktakes

WITH MORE KFCs AND STARBUCKS cafés popping up around China, weight problems are sure to follow, contends *Fitness* editor in chief **Emily Lisfield**, just back from a one-week trip to China to help launch the G+J title's first international edition. One big highlight of her working vacation, shared with daughter Sasha, was visiting the Great Wall, where the fair-haired 9-year-old was beseeged by locals wanting to get their picture taken with her. But while Lisfield noted the Chinese are "hungry for anything Western," the reverse isn't necessarily true. At a working lunch with her Chinese colleagues, the main course was a giant turtle with head and neck attached, which she politely declined, noting that she doesn't eat meat. At dinner a few nights later, one of Lisfield's hosts, trying to accommodate her dietary preferences, asked if yak tongue would be OK...*Maxim* isn't just a magazine; it's a lifestyle, now on display in the furniture department at Bloomingdale's. One of four themed rooms at the renowned New York department store, the ***Maxim Ultimate Bachelor Pad*** was unveiled last Tuesday by editor Keith Blanchard and Trista Rehn, "star" of ABC's *The Bachelorette*, to a crowd of some 300 invited guests. Heavy on sports and entertainment accessories but light on actual furniture, the pad features an X-Box videogame console, a Pioneer sound system, a Pioneer sound system, a micro-fiber sofa, a motorcycle, a flat-screen TV, and a Martin Guitar, as well as the must-have accessory, a tall stack of *Maxims*. They left out one key detail, though: the dirty socks on the floor... **Howard Stern** as a cartoon? It's an idea being batted around between the popular radio shock-jock and New York-based cable net TNN. The parties are in talks about a

possible animated series based on Stern's angst-ridden days in high school. Stern mentioned the project recently on his syndicated morning show, but TNN had no comment on the matter. Earlier this year, TNN rebranded itself as a network for males 18-34, also Stern's target audience...We might be biased, but we think the place to be last Monday was **Adweek Magazines' Hot List lunch** at New York's Four Seasons, where magazine-biz luminaries including James Truman and



In China for *Fitness'* launch there, editor Lisfield and daughter Sasha

Steve Florio of Condé Nast and Time Inc. honchos Ann Moore and Nora McAniff came out to toast List-makers Graydon Carter, of *Vanity Fair* (Editor of the Year); the *Real Simple* team of Carrie Tuhy, Steven Sachs and Robin Domeniconi (Executive of the Year); Kim France of *Lucky* (No. 1 on the "10 under 50" list); Don Welsh and Sarah Grey Miller of Startup winner *Budget Living*; and Creative Team winners Hannah McCaughey and Rob Haggart, from *Outside*. Attendees peppered Carter with questions about this year's *VF* Oscar party—like which stars weren't going to be invited; *O's* Gayle King peppered Steve Florio with questions about the powdered jelly donuts he gets from the *Gourmet* test kitchens; and Adweek Magazines editor in chief Sid Holt discussed some category trends revealed by the Hot Lists: "Men are hot, especially young men. Women are hot. Men seeking women are hot, as are women seeking satisfaction. Unfortunately, these last two categories...seem to have nothing to do with one another." ■



Animated about new project: Stern



Maxim's Blanchard (r.) with Bloomie's exec Lester Gribetz

Foggy Foursomes at 4As

About 55 media and advertising execs sliced through dense early-morning fog at the English Turn Golf & Country Club in New Orleans for a swinging kickoff to the recent 4As Media Conference & Trade Show. Mediaweek, E! and Style networks co-sponsored the event, and the winning teams emerged from the mist with gift certificates for AmEx card purchases.

PHOTOGRAPY BY SCOTT SALTZMAN



The team that turned in the lowest net score, (l. to r.) Mike Donahue, the American Association of Advertising Agencies; Lee Jones, of *Inc.*; Hearst Magazines' Jeff Hamill; and Adweek Magazines' Wright Ferguson



Lori Erdos, of *USA Today*, makes it look easy.



(L. to r.) Bob Watson, of Newspaper National Network; ESPN's Ed Willett; Burch Drake, of the 4As; and Mark Dacey, of Adweek Magazines



No way to go but up for Neil Baker, of event sponsor E!



(L. to r.) Matt Arkin, of CBS Marketwatch; NBC's Alan Brittain; John Kaiser, of the 4As; and NBC's Jeremy Howard



True to form: MindShare's Marc Goldstein, backed by Baker



Scott Crystal, of *TV Guide*, gets the point from Adweek Magazines' Mike Parke.

Out and About

BY JEFF GREMILLION

As gay-themed content thrives in mainstream media, grassroots magazines are slowly gaining advertiser acceptance

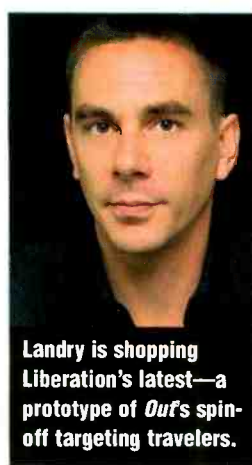
THE CURRENT CLIMATE FOR GAY-ORIENTED CONTENT IN THE MEDIA IS, WELL, FABULOUS.

The recent returns of Showtime's *Queer as Folk* and HBO's explicitly gay-friendly *Six Feet Under* were greatly anticipated, and NBC's *Will & Grace* continues to garner boffo ratings. But the mainstreaming of such con-

tent seems a mixed blessing for media companies that produce it exclusively and target it to gays alone. Viacom's long-in-the-works gay-themed cable network is currently on hold. Canada's 18-month-old PrideVision network is struggling to find a following. And, despite some notable upticks in ad sales and circulation, gay-focused magazines remain in the shadows of their hetero brethren.

"People call me up and ask, 'Why don't you have higher circulation?'" says Judy Wieder, editorial director of the category-leading *Out* and its 36-year-old sister, *The Advocate*. "I have to tell them the truth: I don't know. We should."

But in their own small world, the best-known gay titles are enjoying some growth. The glitzy lifestyle monthly *Out*, purchased and relaunched by *Advocate* parent Liberation Publications in 2000, averaged a circ of 115,200 in the second half of last year, up 3.6 percent over the same period in 2001, according to the Audit



Bureau of Circulations. *The Advocate*, a gay and lesbian biweekly newsmagazine, was up 11.4 percent, to 107,380. Corporate publisher Joe Landry says that, following an ad falloff in '02 (*The Advocate* was down 13 percent to 802

pages, and *Out* was off 3.1 percent to 561, according to Publishers Information Bureau), the books are up sharply this year—owing largely to a combined 63 percent bump in first-quarter auto business and a threefold surge in pharmaceuticals. Jaguar and Volvo have recently joined Saab and Saturn in Liberation's pages. HIV-related drug ads have rebounded after a year of rethinking creative matters. Recent issues have also been flush with liquor business—and, in *Out*, ads for upscale clothiers including Prada, Gucci, and Versace.

Liberation now hopes to capitalize on the travel industry's strong interest in gay con-

sumers. In October, the company will launch the 200,000-circ spinoff *The Out Traveler*, which will be sent to *Out* and *Advocate* subscribers. *Traveler*, set to publish once this year and twice in 2004, will address the unique

60sec. With



Sia Michel Editor in Chief, Spin

Q. 'Spin' just raised its circulation rate base by 25,000, to 550,000—the first increase since 1998. What changes did you make in your first year as editor that worked? **A.** Our covers became much more striking, and the general design of the magazine looks edgier and a little more fun. The graphics in April's list issue are really out there. Another big change was the magazine's voice. It's still for people who are smart and enthusiastic about music, but we have also done things for people who are more casually interested. **Q.** Has the changing music scene been a big help? **A.** [2002 was] a crazy year to come up with covers. Our best-selling cover was the Strokes [which hit newsstands last December]. They hadn't even gone platinum, and they sold as much as U2

the year before. It's been great to be able to put bands we think are important and see a great reader response, when everybody else is putting the babe of the month on the cover and the music doesn't really matter. **Q.** How much fun was it putting the current trivia-list issue together? **Q.** There were lots of ridiculous meetings because there weren't any parameters. People would bring up the oddest facts...goofy stuff like the songs you want to hear on the jukebox based on the number of beers you've had. I want to make this a yearly issue, because of the early [positive] response we've had. **Q.** What other special list issues are in the works? **A.** Based on all the stuff going on over the past year with Michael Jackson, R. Kelly and Christina Aguilera, it's a great time to come back after three years and do the Sleaziest Moments again, in June. **Q.** So who will top the list? **A.** Oh, God...there's so much competition.

Mediaweek Magazine Monitor

MONTHLIES April 2003

	RATE BASE (2ND HALF '02)	CIRC. (2ND HALF '02)	CURRENT PAGES	PAGES LAST YR.	% CHANGE	YEAR TO DATE	YTD LAST YEAR	% CHANGE
BUSINESS/TECHNOLOGY								
Business 2.0	550,000	567,075	45.84	54.00	-15.11%	145.41	167.50	-13.19%
Entrepreneur	540,000	547,421	94.60	91.38	3.52%	434.46	431.55	0.67%
Fast Company	725,000	734,449	65.29	59.57	9.60%	234.39	202.35	15.83%
Fortune Small Business ¹⁰	1,000,000	1,000,100 ^B	28.75	40.25	-28.57%	105.18	112.45	-6.47%
Inc	665,000	680,719	65.55	70.77	-7.38%	235.97	218.65	7.92%
Technology Review ¹⁰	310,000	316,588	26.32	24.03	9.53%	101.46	68.90	47.26%
Wired	500,000	531,491	102.48	50.83	101.61%	273.35	193.58	41.21%
Category Total			428.83	390.83	9.72%	1,530.22	1,394.98	9.69%
ENTERTAINMENT								
Movieline ^{10/M}	250,000	251,986	33.49	33.49	0.00%	51.99	66.98	-22.38%
Premiere	600,000	607,140	35.80	27.82	28.68%	121.88	95.58	27.52%
The Source	475,000	487,425	88.00	97.33	-9.59%	353.33	358.65	-1.48%
Spin	525,000	537,096	54.35	59.73	-9.01%	197.84	240.88	-17.87%
Vibe ¹⁰	800,000	816,169	111.65	106.12	5.21%	362.59	326.79	10.96%
Category Total			323.29	324.49	-0.37%	1,087.63	1,088.88	-0.11%
ENTHUSIAST								
Automobile	625,000	644,281	81.66	78.82	3.60%	272.62	225.51	20.89%
Backpacker ⁹	295,000	298,376	48.62	43.95	10.62%	149.76	157.25	-4.76%
Bicycling ¹¹	285,000	286,090	78.02	39.47	97.67%	144.47	92.29	56.53%
Boating	None	206,574	106.67	114.11	-6.52%	455.28	471.99	-3.54%
Car and Driver	1,350,000	1,387,113	107.37	87.55	22.64%	343.49	297.08	15.62%
Cruising World	155,000	156,272	113.42	128.55	-11.77%	400.78	406.57	-1.42%
Cycle World	310,000	326,510	89.03	108.96	-18.29%	290.19	336.29	-13.71%
Flying	None	303,218	57.33	56.82	0.90%	220.74	231.90	-4.81%
Golf Digest	1,550,000	1,564,475	158.81	139.26	14.04%	536.84	458.59	17.06%
Golf Magazine	1,400,000	1,410,001	158.82	140.81	12.79%	487.93	460.08	6.05%
Motor Boating	None	134,126	102.48	117.50	-12.78%	434.27	450.54	-3.61%
Motor Trend	1,250,000	1,283,260	89.65	62.67	43.05%	321.45	242.14	32.75%
Popular Mechanics	1,200,000	1,220,205	110.23	79.07	39.41%	275.59	244.22	12.84%
Popular Photography	450,000	453,087	128.62	147.48	-12.79%	528.87	582.62	-9.23%
Popular Science	1,450,000	1,485,911	60.70	36.90	64.50%	224.00	160.93	39.19%
Power & Motoryacht	150,000	156,859 ^B	191.83	176.00	8.99%	861.18	828.51	3.94%
Road & Track	750,000	784,978	108.83	83.32	28.22%	373.01	326.41	14.28%
Sailing World ¹⁰	50,000	55,103	54.00	45.90	17.65%	135.89	115.51	17.64%
Stereo Review's Sound & Vision ¹⁰	450,000	453,022	46.66	53.49	-12.77%	154.31	192.42	-19.81%
Tennis Magazine ¹⁰	700,000	714,316	46.01	56.51	-18.58%	117.67	155.33	-24.25%
Yachting	132,000	137,444	165.50	158.20	4.61%	710.70	703.78	0.98%
Category Total			2,102.25	1,955.34	7.51%	7,439.04	7,139.96	4.19%
FASHION/BEAUTY								
Allure	900,000	949,669	130.22	96.61	34.79%	358.03	285.47	25.42%
Cosmopolitan	2,700,000	3,021,720	151.75	164.80	-7.92%	499.53	500.94	-0.28%
Elle	950,000	1,000,638	166.96	160.19	4.23%	529.26	471.33	12.29%
Essence	1,050,000	1,061,681	121.73	76.61	58.90%	391.10	286.40	36.56%
Glamour	2,200,000	2,304,151	148.68	112.03	32.71%	433.01	344.89	25.55%
Harper's Bazaar	700,000	742,079	111.57	103.78	7.51%	439.98	463.26	-5.03%
Honey ¹⁰	350,000	352,327	47.74	47.66	0.17%	138.23	127.92	8.06%
In Style ^Y	1,500,000	1,670,792	278.00	254.56	7.24%	954.07	793.18	20.28%
Jane ¹⁰	650,000	678,979	104.88	93.12	12.63%	269.82	209.52	28.78%
Latina ¹¹	250,000	254,833	78.31	64.31	21.77%	224.58	156.03	43.93%
Lucky	750,000	818,250	165.66	108.77	52.30%	416.52	241.47	72.49%
Marie Claire	850,000	943,100	153.02	133.93	14.25%	437.81	414.66	5.58%
Vogue	1,100,000	1,257,787	249.17	243.42	2.36%	965.14	878.77	9.83%
W	450,000	464,169	173.35	126.07	37.50%	613.89	545.04	12.63%
Category Total			2,076.04	1,785.88	16.25%	6,670.97	5,718.88	16.65%
FOOD/EPICUREAN								
Bon Appétit	1,250,000	1,322,577	93.21	91.05	2.37%	316.31	286.72	10.32%
Cooking Light ¹¹	1,550,000	1,574,194	125.79	99.43	26.51%	396.10	321.97	23.02%
Food & Wine	900,000	951,751	117.54	98.09	19.83%	343.01	307.91	11.40%
Gourmet	950,000 ^Q	958,974	92.10	80.80	13.99%	312.12	299.43	4.24%
Category Total			428.64	369.37	16.05%	1,367.54	1,216.03	12.46%
GENERAL INTEREST								
Biography	700,000	705,597	21.83	21.17	3.12%	107.68	85.88	25.38%
Harper's Magazine	205,000	229,434	21.66	17.83	21.48%	76.57	62.40	22.71%
National Geographic	6,600,000	6,657,424	30.49	27.21	12.05%	112.72	110.79	1.74%
People en Español ¹¹	400,000	413,545	63.50	56.59	12.21%	164.17	137.80	19.14%
Reader's Digest	12,000,000	11,944,898	81.19	90.92	-10.70%	283.78	320.40	-11.43%
Savoy ¹⁰	300,000	323,548	43.08	37.58	14.64%	138.51	136.66	1.36%
Smithsonian	2,000,000	2,045,430	61.60	63.20	-2.53%	191.51	182.63	4.86%
The Atlantic Monthly ¹¹	450,000	529,834	52.83	40.89	29.20%	194.05	148.24	30.90%
Vanity Fair	1,000,000	1,131,144	280.71	256.55	9.42%	656.40	527.94	24.33%
Category Total			656.89	611.94	7.35%	1,925.39	1,712.74	12.42%
HEALTH/FITNESS (MEN)								
Flex	None	150,412	158.99	192.34	-17.34%	641.45	699.67	-8.32%
Muscle & Fitness	None	410,430	114.34	145.05	-21.17%	497.86	556.21	-10.49%
Runner's World	510,000	530,511	50.82	39.41	28.95%	151.45	135.59	11.70%
Category Total			324.15	376.80	-13.97%	1,290.76	1,391.47	-7.24%
HEALTH/FITNESS (WOMEN)								
Fitness	1,200,000	1,253,392	82.93	82.02	1.11%	297.80	253.63	17.42%
Health ¹⁰	1,350,000	1,360,525	99.37	84.45	17.67%	293.68	275.37	6.65%
Prevention	3,100,000	3,150,017	75.95	97.24	-21.89%	326.38	322.17	1.31%
Self	1,250,000	1,342,782	127.50	116.05	9.87%	355.07	317.32	11.90%
Shape	1,600,000	1,643,816	97.74	71.24	37.20%	334.30	231.62	44.33%
Category Total			483.49	451.00	7.20%	1,607.23	1,400.11	14.79%
KIDS								
Boys' Life	1,300,000	1,237,157	15.86	11.57	37.08%	45.05	41.58	8.35%
Disney Adventures ^{10/4N}	1,100,000	1,139,167 ^B	24.08	17.90	34.53%	54.38	69.35	-21.59%
Nickelodeon Magazine ¹⁰	950,000	999,369 ^B	51.16	33.21	54.05%	107.30	83.08	29.15%
Sports Illustrated for Kids	950,000	987,432 ^B	35.98	20.42	76.20%	92.41	92.45	-0.04%
Category Total			127.08	83.10	52.92%	299.14	286.46	4.43%

needs of gay tourists.

More mainstream advertisers are beginning to view gay men—long perceived as affluent and image-conscious trend-setters—as “less mysterious,” says Landry.

“The stigma is fading,” agrees Neil Ascher, Zenith Media executive vp and director of communication services. The field that Ascher calls “a very viable growth market” is attracting some unexpected players in addition to the usual suspects such as fashion and liquor.

Through February, *The Advocate's* ad pages were up 9.4 percent to 91, and *Out* rose 22 percent to 68 pages. Smaller independents also claim to be healthy. At the gay lifestyle monthly *Genre*, circ was up 20 percent in last year's second half to 38,893, according to ABC. Owner-publisher Doug Shingleton says the Hollywood, Calif.-based *Genre* averages 43 pages of ads per issue, led by regional real estate (the book last year introduced a home-decor section).

The lesbian market presently is only a sliver of the male-dominated gay category and does not get the same attention from media buyers. The best known book in the women's field is the 62,000-circ *Curve*, based in San Francisco.

OpusComm Group president Jeffrey Garber, whose advertising and marketing firm targets the gay and lesbian arena, says that even as acceptance of gay men evolves among advertisers, lesbian consumers continue to be misunderstood and, therefore, largely ignored. He adds the problem has more to do with “classic male-female stereotypes” than homophobia. “Advertisers tend to stereotype people,” Garber says. “Unless you're selling something explicitly feminine, if you want to sell a big-ticket item you target men, because they have the money.” Lesbians—misidentified as neither breadwinners nor “feminine”—get shut out, Garber says.

While competition among publishers is intense, they agree the category faces serious obstacles to significant growth. There is the basic concern among potential readers that possessing a gay magazine could be tantamount to coming out. Exacerbating the issue, gay-targeted books are often displayed on newsstands with adult magazines. Bemoans Liberation's Wieder: “We keep working with the newsstand people, but the problem remains. People hear ‘homosexuality,’ and they think ‘sex.’”

Meanwhile, mainstream men's magazines can freely market to all males. Fairchild Publications' *Details* and Rodale's *Men's Health* (which both rent Liberation's and *Genre's* subscriber lists) can be “gay-vague without specif-

ically targeting that consumer group," says *Genre's* Shingleton. But *Details* can be pretty direct: Its January/February cover shouted, "Have You Had Sex With Colin Farrell Yet?" Fairchild executives could not be reached for comment. Says *MH* publisher MaryAnn Bekkedahl: "*Men's Health* reaches out to—and attracts—all men who are interested in improving their lives."

The future for gay-focused magazines is uncertain. Wieder says that many young gay people are happy to blend in with society at large. "Maybe they say, 'We don't need to have gay magazines,'" she wonders. "We don't need to make a big deal out of it."

TV Guidance

Lafavore adds new sections

Since joining *TV Guide* last month, editor-in-chief Mike Lafavore has been toying with several new sections, making good on his promise to help readers make smarter viewing choices.

By running fewer long celebrity profiles, Lafavore has added several two-page stories to the lineup. In coming weeks, he will introduce more pages to the front-of-the-book Insider section. This week, "If You Loved...Check Out..." will launch, and the following week a box called "When's It Coming Back?" will kick off, telling readers when shows on hiatus are returning and why they went away. Also coming up is the tentatively titled Home Page box, highlighting cooking, home and lifestyle shows.

"Having had a long career in service journalism," says Lafavore, a veteran of *Men's Health*, "I'm trying to apply even more of that service-y thinking to *TV Guide* to make it a useful handbook every week."

TV Guide also has added tech coverage, providing guidance to readers on topics such as buying DVD players and explaining HDTV.

To build newsstand sales, Lafavore says he will do some experimentation, including more split covers, as well as special "lenticular" covers featuring special effects or a 3-D image.

One new mandate of Lafavore's is that *TV Guide* will no longer run cover stories about first-run theatrical movies. "There's been quite a few of those in the past, but they haven't sold particularly well, and subscribers are never nuts about them," says Lafavore. "They wonder why Harry Potter is on the cover when this is a TV magazine. So why do it?" But that does not mean he will not run cover lines touting premieres of big-name movies on TV, or a cover piece about a hot made-for-TV film.

The weekly's feature well and cover will also

	RATE BASE (2ND HALF '02)	CIRC. (2ND HALF '02)	CURRENT PAGES	PAGES LAST YR.	% CHANGI	YEAR TO DATE	YTD LAST YEAR	% CHANGE
MEN'S LIFESTYLE								
Details ¹⁰	400,000	414,649	90.00	75.86	18.64%	299.21	221.55	35.05%
Esquire	700,000	740,204	74.35	58.03	28.12%	279.03	230.76	20.92%
FHM ¹¹	1,000,000	1,061,122	86.66	96.50	-10.20%	220.32	227.17	-3.02%
Gear ^{10/14}	500,000 ^A	517,008	37.66	86.65	-56.54%	75.98	119.65	-36.50%
Gentlemen's Quarterly	750,000	803,652	119.28	103.74	14.98%	443.60	429.47	3.29%
Maxim	2,500,000	2,512,090	103.39	96.50	7.14%	334.76	332.04	0.82%
Men's Fitness	600,000 ^Q	677,147	60.91	60.82	0.15%	240.70	320.97	-25.01%
Men's Health ¹⁰	1,625,000	1,695,554	92.84	60.93	52.37%	267.75	208.36	28.50%
Men's Journal	600,000	602,092	75.85	59.00	28.56%	262.04	222.66	17.69%
Penthouse	None	530,091	33.25	37.43	-11.17%	130.33	157.44	-17.22%
Playboy	3,150,000	3,213,638	38.27	40.73	-6.04%	154.34	158.60	-2.69%
Stuff	1,100,000	1,130,466	59.33	75.66	-21.58%	224.63	227.22	-1.14%
Category Total			871.79	851.85	2.34%	2,932.69	2,555.89	2.69%
OUTDOORS								
Field & Stream ^{11/1}	1,500,000	1,544,039	72.04	44.44	62.11%	162.63	145.75	11.58%
National Geographic Adventure ¹⁰	375,000	376,043	55.33	38.08	45.30%	134.55	118.37	13.67%
Outdoor Life ^{9/1}	900,000	1,021,595	61.55	42.58	44.55%	111.11	77.94	42.56%
Outside ^F	625,000	645,933	109.18	95.14	14.76%	253.89	228.20	11.26%
Category Total			298.10	220.24	35.35%	662.18	570.26	16.12%
PARENTING/FAMILY								
American Baby	2,000,000	2,002,011 ^B	51.33	68.53	-25.10%	202.28	205.43	-1.53%
Baby Talk ¹⁰	2,000,000	2,001,113 ^B	45.97	45.43	1.19%	144.59	137.32	5.29%
Child ¹⁰	1,020,000	936,970	87.79	65.55	33.93%	245.70	185.48	32.47%
FamilyFun ¹⁰	1,550,000	1,534,849	76.16	81.46	-6.51%	170.99	178.43	-4.17%
Parenting ¹⁰	2,150,000	2,136,283	128.22	104.25	22.99%	348.41	277.66	25.48%
Parents	2,200,000	2,091,782	130.19	136.01	-4.28%	445.79	400.80	11.23%
Category Total			519.66	501.23	3.68%	1,557.76	1,385.12	12.45%
PERSONAL FINANCE								
Kiplinger's Personal Finance	1,000,000	1,024,868	35.90	50.60	-29.05%	169.98	182.86	-7.04%
Money	1,900,000	1,992,438	78.42	71.13	10.25%	271.27	299.74	-9.50%
Smart Money	800,000	808,752	63.25	72.68	-12.97%	236.53	220.41	7.31%
Worth ¹⁰	500,000	506,687				NO ISSUE	91.25	-22.03%
Category Total			177.57	194.41	-8.66%	769.03	820.04	-6.22%
SCIENCE								
Discover	1,000,000	1,048,079	24.09	23.33	3.26%	88.22	87.09	1.30%
Natural History ¹⁰	225,000	247,779	34.02	39.18	-13.17%	108.19	111.68	-3.13%
Scientific American	665,000	688,850	27.50	19.67	39.81%	97.83	75.05	30.35%
Spectrum, IEEE	None	335,638	27.56	34.08	-19.13%	153.08	148.95	2.77%
Category Total			113.17	116.26	-2.66%	447.32	422.77	5.81%
SHELTER								
Architectural Digest	800,000	832,196	163.06	172.23	-5.32%	523.89	499.08	4.97%
Country Home ¹⁰	1,100,000	1,104,559	128.98	130.99	-1.53%	277.37	192.00	44.46%
Country Living	1,700,000	1,758,891	123.47	115.37	7.02%	322.42	301.76	6.85%
The Family Handyman ¹⁰	1,100,000	1,156,914	81.17	66.33	22.37%	193.50	174.17	11.10%
Home ¹⁰	1,000,000	1,027,945	82.70	80.03	3.34%	204.92	185.00	10.77%
House Beautiful	850,000	901,880	87.44	92.91	-5.89%	273.76	266.67	2.66%
House & Garden	775,000	860,988	95.61	107.53	-11.09%	271.80	265.53	2.36%
Southern Living ^{13/5}	2,500,000	2,563,757	211.80	189.80	11.59%	525.02	459.69	14.21%
Sunset	1,425,000	1,476,930	124.28	103.76	19.78%	352.18	312.75	12.61%
This Old House ^{10/Y}	925,000	940,628	80.13	76.92	4.17%	222.41	219.26	1.44%
Category Total			1,178.64	1,135.87	3.77%	3,167.27	2,875.91	10.13%
TEEN								
CosmoGirl ¹⁰	1,000,000	1,069,904	64.35	56.06	14.79%	174.55	142.07	22.86%
Seventeen	2,350,000	2,459,135	106.23	116.65	-8.93%	334.78	359.47	-6.87%
Teen People ¹⁰	1,600,000	1,603,138	103.52	103.29	0.22%	249.80	236.10	5.80%
YM+Y	2,200,000	2,206,067	127.76	129.50	-1.34%	318.05	258.92	22.84%
Category Total			401.86	405.50	-0.90%	1,077.18	996.56	8.09%
TRAVEL								
A. F.'s Budget Travel ^{10/C/E}	450,000	517,567 ^B	79.65	NO ISSUE	N.A.	232.26	160.95	44.31%
Condé Nast Traveler	750,000	771,481	83.01	78.47	5.79%	397.01	334.90	18.55%
Travel + Leisure	950,000 ^Q	962,768	178.69	146.36	22.09%	534.21	383.50	39.30%
Travel Holiday ¹⁰	650,000	652,677	160.66	120.46	33.37%	336.17	282.71	18.91%
Category Total			502.01	345.29	45.33%	1,499.65	1,162.06	29.05%
WEALTH								
Robb Report	None	106,569	80.58	64.83	24.29%	308.65	286.15	7.86%
Town & Country	425,000	431,122	115.34	91.40	26.19%	421.45	371.99	13.30%
Category Total			195.92	156.23	25.40%	730.10	658.14	10.93%
WOMEN'S LIFESTYLE								
Heart & Soul ¹⁰	350,000	365,824	34.24	39.58	-13.49%	113.07	97.74	15.68%
Martha Stewart Living	2,270,000	2,359,328	114.54	179.14	-36.06%	378.73	524.58	72.20%
More ¹⁰	750,000 ^Q	798,826	89.26	60.32	47.98%	207.75	150.91	37.66%
O, The Oprah Magazine	2,000,000	2,261,570	123.09	136.38	-9.74%	382.58	360.05	6.26%
Real Simple ¹⁰	900,000	1,140,500	129.60	71.50	81.26%	298.40	171.20	74.30%
Victoria	950,000	969,180	35.04	37.62	-6.86%	105.72	118.46	-10.75%
Category Total			525.77	524.54	0.23%	1,486.25	1,422.94	4.45%
WOMEN'S SERVICE								
Better Homes and Gardens	7,600,000	7,607,832	211.23	205.22	2.93%	623.53	556.06	12.13%
Family Circle ^{15/A}	4,600,000	4,601,708	179.33	151.46	18.40%	490.59	426.27	15.09%
Good Housekeeping	4,600,000	4,690,508	153.16	115.22	32.93%	513.29	468.95	9.46%
Ladies' Home Journal	4,100,000	4,101,414	161.99	139.77	15.90%	501.75	378.86	32.44%
Redbook	2,350,000	2,394,184	129.05	94.40	36.71%	429.67	307.03	39.94%
Woman's Day ¹⁷	4,350,000 ^Q	4,246,805	185.98	153.31	21.31%	543.34	458.35	18.54%
Category Total			1,020.74	859.38	18.78%	3,102.17	2,596.52	19.52%
MEDIAWEEK MONITOR TOTALS			12,775.90	11,659.55	9.40%	40,649.51	37,114.72	9.52%

Rate base and circulation figures according to the Audit Bureau of Circulations for the first half of 2002 except: B=audited by BPA International and X=did not file audit by deadline; A=includes two April issues; C=charged frequency from bimonthly to monthly in Sept. '02; E=estimate; F=includes Family special: 31.53 pages in 2003, 24.15 in 2002; H=March/April combined issue, separate issues in 2002; M=March/April double issue; N=2003 figure includes newsstand-only special of 1.75 pages; Q=raised rate base during period; S=includes Favorites special: 91.8 pages in 2003, 70.6 pages 2002; Y=YTDs include one special issue; 9=published 9 times; 10=published 10 times; 11=published 11 times; 13=published 13 times; 15=published 15 times; 17=published 17 times; +=published one more issue in 2003 than in 2002; 1= published one fewer issue in 2003

WEEKLIES March 17, 2003

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	17-Mar	60.80	18-Mar	57.24	6.22%	494.77	512.25	-3.4%
The Economist	8-Mar	44.00	9-Mar	61.00	-27.87%	404.00	465.00	-13.12%
Newsweek ^E	17-Mar	32.78	18-Mar	36.81	-10.95%	363.85	326.61	11.40%
The New Republic*	17-Mar	7.49	18-Mar	8.17	-8.32%	64.08	62.80	2.04%
Time ^E	17-Mar	51.18	18-Mar	59.50	-13.98%	420.58	423.28	-0.64%
U.S. News & World Report	17-Mar	24.53	18-Mar	39.32	-37.61%	248.42	233.16	6.54%
The Weekly Standard	24-Mar	9.00	25-Mar	9.83	-8.44%	89.14	100.66	-11.44%
Category Total		229.78		271.87	-15.48%	2,084.84	2,123.76	-1.83%

SPORTS/ENTERTAINMENT/LEISURE

AutoWeek	17-Mar	30.91	18-Mar	27.25	13.43%	247.45	250.84	-1.35%
Entertainment Weekly	14-Mar	24.08	15-Mar	24.47	-1.59%	314.80	285.32	10.33%
Golf World	14-Mar	21.00	15-Mar	30.33	-30.76%	174.65	272.29	-35.83%
New York	17-Mar	22.30	18-Mar	29.50	-24.41%	418.60	499.70	-16.23%
People	17-Mar	59.52	18-Mar	62.93	-5.42%	690.82	650.37	6.22%
Sporting News	17-Mar	16.42	18-Mar	17.00	-3.41%	134.08	148.35	-9.62%
Sports Illustrated ¹	17-Mar	37.00	18-Mar	72.23	-48.77%	460.14	548.70	-16.14%
The New Yorker ^S	17-Mar	93.48	18-Mar	78.80	18.63%	435.60	377.04	15.53%
Time Out New York	12-Mar	76.19	13-Mar	78.69	-3.18%	693.30	654.69	5.90%
TV Guide	15-Mar	39.66	16-Mar	44.62	-11.12%	566.21	538.17	5.21%
Us Weekly ¹	17-Mar	30.00	18-Mar	24.00	25.00%	262.01	194.84	34.47%
Category Total		450.56		489.82	-8.02%	4,397.86	4,420.31	-0.51%

SUNDAY MAGAZINES

American Profile	16-Mar	8.75	17-Mar	8.30	5.42%	95.20	94.90	0.32%
Parade	16-Mar	16.74	17-Mar	15.31	9.34%	139.73	134.88	3.60%
USA Weekend	16-Mar	9.89	17-Mar	7.56	30.82%	122.62	139.36	-12.01%
Category Total		35.38		31.17	13.51%	357.55	369.14	-3.14%
TOTALS		715.72		792.86	-9.73%	6,840.05	6,913.21	-1.06%

E=estimated page counts; S=Style special; 1=one fewer issue in 2003 than in 2002; +=one more issue in 2003

CHARTS COMPILED BY AIMEE DEEKEN

occasionally explore weighty issues, says Lafavore, citing *TV Guide* exposés of the past on violence and sex on television, and media coverage of the Vietnam War. —LG

Crow's Feat

A rocker spreads her wings

What a difference a year makes.

Last March, ubiquitous rock singer/songwriter Sheryl Crow, having just turned 40, vamped in hot pants for the cover of laddie book *Stuff*. This week, with little more than her neck exposed, she appears on the April cover of *Ladies' Home Journal*.



Crossover artist of the month.

The editorial within our magazines is awfully similar, because we also do recipes and heart-warming tales of successful marriages.”

Though *Stuff* readers and many Crow fans may do a double take at the *LHJ* cover, cross-

The median age of Dennis Publishing's *Stuff* is 26, while Meredith Corp.'s *LHJ* is 49. Talk about cross-over appeal.

“Isn't that great! *Stuff* and *Ladies' Home Journal* cross paths—and not just on the cover,” jokes *Stuff* editor Greg Gutfeld. “I think

over artists tend to get a little more slack when it comes to cover choices. In fact, Crow in the past year has also graced the cover of *Self*, *Vanity Fair* and the March edition of *In Style*.

“[Crow] makes a very stylish cover, and that's something we've been pushing,” says Diane Salvatore, *LHJ* editor. “And in terms of doing hipper personalities, musicians are more prominent these days.”

The cover story explores Crow's struggles with the clinical depression that she's had since childhood. “It's clearly a leading health issue for women,” Salvatore says. “There are many

entry points for Sheryl with our readership.”

Dave Tomberlin, Crow's publicist at Interscope Records, says of the *LHJ* cover: “It was a part of her audience that we think we maybe didn't touch yet, women that were just a little bit older, that don't read *In Style*...or *Stuff*.”

Crow is in good company fronting a service title. In April 2000, Madonna turned up on the cover of Hearst Magazines' *Good Housekeeping*.

“Everyone's getting older,” says Gutfeld. “We just have to assume that's the sad fact. It's like the Clash going in the Rock and Roll Hall of Fame. I thought, Jesus, I'm old!” —LG ■

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media person

BY LEWIS GROSSBERGER



Winner by a Nose

WITH THE WESTERN ALLIANCE IN DISARRAY, THE WORLD TEE-

tering on the brink of war and the fate of millions hanging in the balance, Media Person has little choice about what to discuss this week: namely, the Academy Awards. You may not have noticed, because they

get so little publicity, but the Oscars are coming up soon, and there is tension and conflict brewing there, too.

Much like the Kurds, the producers of the Academy's show are worried sick. Their fear is not of the Turks, however, but the possibility that numerous Oscar winners will use their glorious moment of worldwide exposure to make anti-war speeches and denounce the president of the U.S. instead of reading long lists of names ranging from their ex-spouses to their chauffeur's cat's nutritionist, as tradition dictates. This could rattle the always-nervous sponsors and rile conservative viewers in the Midwest and South, who might wonder why Oscars are never won by patriotic, right-wing actors who denounce the president of France.

Thus the producers have taken unprecedented measures to prevent a debacle. Known Hollywood firebrands such as Sean Penn, Barbra Streisand and Martin Sheen have been placed under house arrest for the duration, and lesser luminaries have been given a non-sense talking-to, sometimes while lights were shone in their eyes and sleep-deprivation techniques utilized, just to drive the point home. Richard Gere was warned by a menacing ruffian resembling Donald Rumsfeld that if he even *looks* like he's about to say anything remotely Buddhist (also considered subversive) while accepting or presenting an award, a trap door would instantly open beneath him, dropping him into a glass tank full of writhing scorpions left over from *The Fear Factor*. Even should you survive, he was advised, *you will never tap-dance again*.

Despite such sensible precautions, the producers remain riven with anxiety because, after all, these are not normal people

they're dealing with; these are actors. When an actor hears his name called out on Oscar night, it is as though the firmament has parted, a divine light shines down and God speaks to the multitudes: "Here is my Anointed One come before you. Heed his wisdom, inarticulate and histrionic though it may be, for he has suffered much for his Art. Worship and adore him, and render unto him thy standingest ovation."

No Oscar official can ever forget the clammy horror that rippled through his entrails two years ago when Julia Roberts won Best Actress and launched into an oration longer than Wagner's *Ring* cycle. When the orchestra started playing its get-the-hell-off-the-stage riff, Julia faced the conductor with regal calm and in a tone redolent of both Erin Brockovich and Queen Elizabeth I as played by Dame Judi Dench, commanded: "Put down the stick. I'm going to be here for a while."

Predicting the winners is a dispiriting affair this year, because the field is weak and the outcomes seem likely to be influenced even more than usual by the Academy's well-known porridge of sentiment, resentment and the frenzied maneuverings and disbursements of Harvey Weinstein.

For Best Picture, the smart money is on *Chicago*, which is not as good as the show but more fun than the city. The amazing thing about *Chicago*—and perhaps there should be a special Oscar for this—is how brilliantly its three main stars portray people who can sing

and dance *even though they themselves cannot actually sing and dance*. *Chicago's* secret is that the material is so good—the songs, the hilariously cynical show-bizzy take on domestic mayhem and societal corruption, that old magical Fosse touch—it triumphs over all human frailty.

The Hours is such an extraordinary depiction of modernist literary angst that nobody is allowed to point out how stupefyingly boring it is, so for heaven's sake, do not tell anyone that Media Person wrote this sentence or he will seem like an insensitive lout. *The Hours* won't win Best Picture (and even if it does, you'll forget that MP said this), but Nicole Kidman will win Best Actress for it. Actually, her nose will win. For the 20 or 30 minutes that Media Person watched *The Hours* before falling asleep, he could not take

his eyes off Kidman's nose and is now totally obsessed with it and may become the first known nasal stalker.

So Rob Marshall should win Best Director just for his spooky alchemy of turning dross into tapping feet and trilling tonsils, but he cannot because Martin Scorsese exists and the Academy is starting to feel really embarrassed about having failed to notice for 30 years. Also, he has Harvey Weinstein. So even though a lot of people

resent *Gangs of New York*, which could have also been named *The Hours and Hours and Hours*, Marty wins for *Raging Bull* and *Goodfellas* and *Mean Streets*.

Media Person would like to make some dazzling observations about Daniel Day Lewis, Roman Polanski and *Adaptation*, but he's run out of space. You could go to his Web site, except that he hasn't put anything new on his Web site in about 10 months. Well, give him a call, and he'll tell you. ■

Julia faced the conductor with regal calm and commanded: "Put down the stick. I'm going to be here for a while."

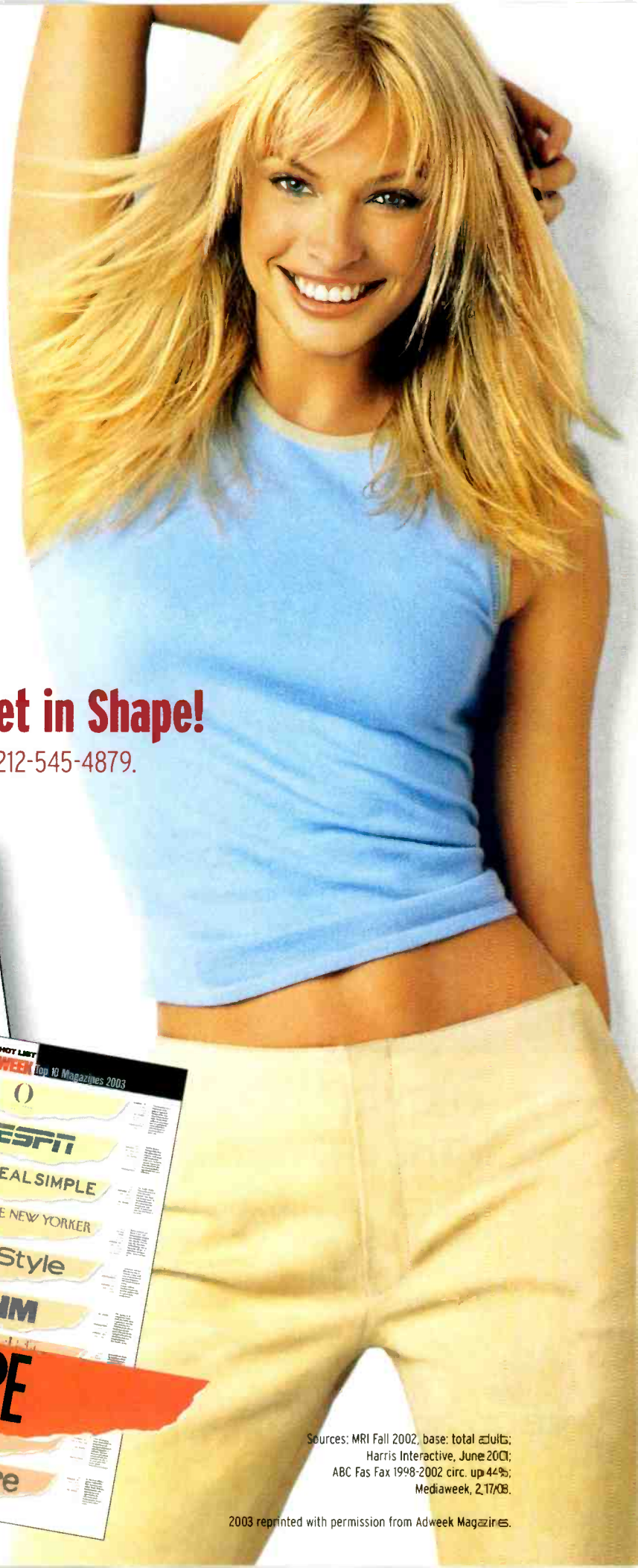
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*Nielsen NetRatings—Home+Work panels, Feb. 2002 vs. Feb. 2003