

A woman with dark hair and bangs, wearing a white bathrobe, stands against a dark background. She is holding a Reader's Digest magazine in front of her. The magazine cover features a man's face and the text "Hidden Damage in Your Home", "Reader's Digest", "Easy Ways to Cut Bills", and "Stress in a Minute".

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photo: Ron Levine

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Source: Fall '02 MRI-Involvement Index

At Deadline

■ AMI TAPS FULLER, WILL TEST A GLOSSY STAR

With *Us Weekly* editor in chief Bonnie Fuller joining tabloid publisher American Media Inc. on July 7 as editorial director, AMI chairman/CEO David Pecker said one of the company's priorities will be to test a glossy version of the 1.4 million-circ *Star* by year end. The celebrity-focused tab in recent years has steadily been losing ground to strong competition, including the Wenner Media/Walt Disney Co.'s *Us*, Bauer Publishing's *In Touch* and Time Inc.'s *People*. AMI, which also owns magazine distribution company Distribution Services Inc. and controls about 70 percent of the supermarket checkout pockets, will cannibalize a number of its own magazines' pockets for the test. Pecker said one possible test could have the glossy version of the *Star* hitting stands across 20 states for 15 issues. But he stressed if he does so he will not take pockets away from his clients, *Us Weekly* and *In Touch*. "I have what you call the 'rules of engagement,'" explained Pecker. "If you are a DSI client, we protect your pockets." Meanwhile, Fuller will also be responsible for upgrading and repositioning titles at AMI's Weider Publications, including *Shape* and *Men's Fitness*. And over at Wenner, the company is expected to announce the promotion of Janice Min, Fuller's No. 2, to the top job at *Us Weekly*. Min is a veteran of Time Inc.'s *People* and *In Style*.

■ MARKS EXITS PHD

Mickey Marks, president of PHD New York and San Francisco, will leave the agency at the end of July, according to Steve Grubbs, CEO of PHD North America, an Omnicom unit. No replacement will be named, and responsibilities previously handled by Marks will be transferred to other members of the PHD management team. Marks has been president of PHD New York and San Francisco since the media services agency's inception last year. Previously, he was president/CEO of Creative Media. "Since the formation of PHD USA last year, Mickey has been the consummate team player," said Grubbs, "working closely with David Pattison, myself and other founding members of the company. Notwithstanding, this is a decision he has been contemplating for a while. We will miss Mickey and wish him well in his future endeavors."

■ UPN ORDERS MORE EPISODES OF TOP MODEL

UPN has ordered 10 more one-hour episodes of its summer reality series *America's Next Top Model*,

which is hosted by supermodel Tyra Banks. The show's producers are in the process of searching for contestants, with applications available on the network's Web site. The show, which premiered May 20, delivered on June 3 the network's highest series ratings ever in the women 18-34 demo (4.2 rating/11 share) in its 9 p.m. time period. It has also doubled and tripled the time period in adult and female ratings for both the regular season and last summer. Last week, the show ranked third in its time period among women 18-49 (2.7/7), ahead of Big Four networks CBS and Fox.

INSIDE MEDIaweek



Showtime's Greenblatt makes his return to the executive ranks Page 6

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SPORTS

■ SPIKE TRIAL SET FOR AUG. 18

The dispute between Viacom's TNN and director Spike Lee over the name Spike will take place in a New York court on Aug. 18. After hearing further testimony from TNN executives, state Supreme Court Justice Walter Tolub motioned to expedite the trial and, additionally, told Lee that he must post a \$2.5 million bond to help cover Viacom's cost if he does indeed win the case. Lee won a temporary injunction from a New York court earlier this month to prevent the network from relaunching on June 16 as Spike TV, the first cable network targeted to men. TNN, which continued the re-branding effort without the new name, claims that it has lost at least \$17 million as a result of the aborted name change and will have to spend another \$8.4 million to market a new network name.

■ ABC CANCELS PORT CHARLES

ABC has canceled its daytime half-hour soap opera *Port Charles*, with the final air date being Oct. 3. The series, a spinoff of the network's long-running soap *General Hospital*, launched on June 1, 1997. It was the victim of poor ratings. Last week the show finished last among the three networks' soap operas with a 1.6/6 household rating/share.

■ STRONG TV UPFRONT BODES WELL FOR RADIO

The television industry's robust increases in the upfront bode well for national radio sales in the second half of this year, according to an analysis released last week by Interep, which provides national sales representation for radio groups such as ABC, Cumulus Media and Susquehanna Radio. Since 1999, national radio revenue gains during (continued on page 27)

Market Indicators

NATIONAL TV: SLOW

Networks are busy processing upfront orders, while agencies are meeting with clients to assess what levels of cancellation options they might exercise for fourth quarter.

NET CABLE: CALM

With a healthy upfront drawing to a close, cable execs can enjoy a few lazy days of summer as Fourth of July nears. Third-quarter business is in full swing, with fast food, beverages and movies driving the market.

SPOT TV: VARIED

Market is showing more strength going into third quarter, but rates are still negotiable. Local is strong in most top markets, but national spot is varied. Some spillover from the upfront is expected in the largest markets.

RADIO: BUILDING

Driven by retail, telecom, broadcast and cable tune-ins, and home improvement, network radio is tightening into third quarter. Los Angeles, Boston and Dallas are stronger than markets such as New York, Philadelphia or Washington, D.C.

MAGAZINES: ACTIVE

Women's fashion and beauty titles are completing third quarter with September issues filling with business from retail and apparel, as well as health clients with drugs, remedies, toiletries and cosmetic brands.

Media Wire

Senate Committee Gives OK To Bill on FCC's Powers

The Federal Communications Commission would be able to strengthen media regulations as well as loosen them under a bill that cleared the Senate Commerce Committee last week. The legislation, which still must pass both houses of Congress, is part of the continuing congressional reaction to the FCC's June 2 decision to relax some media ownership rules. The bill also would double to four years the interval between the FCC's reviews of its major rules, easing a process that critics say preoccupies the FCC and brings instability to the market.

Other provisions of the bill include an increase in the maximum fine for broadcast indecency (to \$250,000 from \$27,500) and an end in 2008 to the so-called UHF discount, which counts half the audience for UHF stations when considering whether an owner is complying with limits to TV station ownership.

Also last week, Commerce Chairman John McCain (R-Ariz.) promised a hearing on whether broadcasters are meeting their public-interest obligations and whether they should be required to air local content. —*Todd Shields*

NBC, Liberty Media Seen As Leading Vivendi Suitors

Of the five companies that bid on Vivendi Universal's U.S. entertainment assets last week, General Electric's NBC division and John Malone's Liberty Media are seen as the most promising candidates for the properties, which include the television and film studios, as well as cable networks USA and Sci Fi Channel. NBC, the only network without a major production arm, would benefit from owning Universal's TV studio. Liberty has the cash to buy all of the assets, including Universal music group. The total package of the studios, music group, cable networks and the Universal theme parks could net around \$20 billion.

Other suitors include Metro-Goldwyn-Mayer, oilman Marvin Davis and an investment unit led by Vivendi Universal vice chairman and former Seagram Co. CEO Edgar (continued on page 6)

Making Fewer Hits, But Still Scoring

Ratings are slumping, but networks' ad sales on sports fare remain strong

TV SPORTS By John Consoli

Despite declining or flat ratings all over the playing field for broadcast-network sports programming this year, advertisers are continuing to pour dollars into sports because of its reach among young male viewers. Major League Baseball's upcoming All-Star Game telecast on Fox is a case in point. Although All-Star Game ratings have been in a steady decline for years and hit an all-time low last summer, the July 15 telecast on Fox is expected to sell out at rates averaging \$325,000 per 30-second spot. With two weeks to go, the network has about 10 units left, said Jon Nesvig, president of sales for Fox.

Last year's All-Star telecast on Fox produced a 9.2 household rating, down 16 percent from 2001, according to Nielsen Media Research. Part of the falloff was due to the excessive length of the game, which ran well past prime time and was called with the score still tied.

"The All-Star Game is still a major event, especially in prime time during the summer," noted Larry Novenster, senior vp and director of national broadcast for Deutsch.

"Fox sets a price for the All-Star Game, and everybody pays it," said another media buyer who requested anonymity. "It's still one of the highest-rated programs in prime time for the third quarter."

For its regular-season baseball telecasts, which air on Saturday afternoons, Fox's ratings are flat so far this year at an average 2.7 in households. But advertisers are not distressed.

"Baseball is holding its own," said Mike Law, sports buyer for Carat USA. "The Saturday baseball telecasts have been on a bit of a ratings roller-coaster this season, but Fox didn't oversell it as far as guarantees go."

While Fox has not had to dole out any makegoods on its six weeks of weekend MLB games so far, it has

provided free spots in the baseball telecasts to make some of its prime-time advertisers whole.

Looking ahead, despite last year's World Series' drawing a record-low rating of 11.9, Fox reports it is commanding \$325,000 per :30 for this fall's Series. Early buyers of Fox's Fall Classic inventory are using the same reasoning as they do for the All-Star Game—despite declining ratings, the telecasts are still among the highest-rated in prime time.

"Sports has desirable demographics, and we have not seen as much erosion in sports as in other areas of programming," said Fox's Nesvig. "The ratings are holding up pretty well."

ESPN's weekday and Sunday-night baseball telecasts are up a scant 1 percent this season to an average 1.07. Ed Erhardt, president of ESPN/ABC Sports Customer Marketing and Sales, said one of his network's biggest events of the summer, the Home Run Derby televised the night before the All-Star Game, is just about sold out of commercial time. The Home Run Derby telecast earned a strong 6.1 rating last year. "We're at a point where we can take a few more advertisers who want to make us the best offer," Erhardt said.

Another summer prime-time sports telecast advertisers have jumped into is NBC's coverage of the Pepsi 400, the Nascar race set to air on July 6. The event, which opens the second half of the Nascar season on NBC, scored a 5.2

On track: Fox's Nascar sales were solid, although ratings were flat.



household rating on Fox last year.

Fox's first-half Nascar telecasts were flat this year, with an average 5.8 rating/14 share in households. Fox Sports representative Lou D'Ermilio said that three of Fox's Sunday telecasts of Nascar coincided with heavy news coverage of events in Iraq.

"In an environment like this, with ratings down everywhere, how can you be disappointed with Nascar being flat?" said Carat's Law.

While Nesvig would not comment on ad rates, buyers said that Fox took in about \$110,000 per :30 for its Nascar telecasts this year, not including the Daytona 500, for which the network commanded significantly higher rates.

Buyers said NBC is getting roughly the same rates as Fox except for its higher-priced, prime-time Pepsi 400 telecast. NBC sales executives were not available for comment. Both Fox and NBC posted heavy losses on their Nascar coverage last season and are expected to do so again this year.

Early ad sales for this fall's NFL schedule have also been steady, with CBS, Fox and ABC all more than 50 percent sold and ESPN's Sunday-night telecasts at more than 80 percent. Buyers said Fox is getting \$250,000 to \$300,000 per spot for its Sunday national NFL telecasts, while CBS is getting \$200,000 to \$225,000. ABC is moving *Monday Night Football* spots for \$275,000 to \$325,000, buyers said. Fox is getting close to double-digit CPM increases over last year, while CBS' increases are in the mid-single digits.

"NFL sales are pacing ahead of last year," said CBS Sports president John Bogusz. "Our advertiser attrition rate has been very low, and we have added some new advertisers."

While CBS' regular-season NFL sales are ahead of schedule, the network is said to be a bit behind pace on its sales of Super Bowl spots, which are going for \$2.2-\$2.3 million. Bogusz noted that the network is still in talks for a major deal with OMD, which represents traditional bigtime Super Bowl advertisers Pepsi, FedEx and Visa. The CBS Sports chief said Anheuser-Busch is already in the Super Bowl fold for multiple spots.

Tim Spengler, executive vp and director of national broadcast for Initiative Media North America, believes the strength of the sports marketplace is in part due to the present strength of television overall. "With prime time and most of the dayparts sold out for next season, the networks are able to keep their prices up in sports," Spengler said. "Sports are still the place advertisers go to reach men. The ratings may be coming down, but they are still decent. It's like beachfront property—it may be eroding, but it is still desirable." ■

Cable Wraps Upfront

After a brief stall, speedy June dealing jumps market to as high as \$5.5 bil

THE MARKETPLACE By Megan Larson

Considering that some basic cable networks were still writing business in August last year, the 2003 upfront moved at a refreshingly quick pace, with the top-tier network groups—Universal Television, Turner Broadcasting and Discovery Networks—closing up sales negotiations two weeks ago and the small- to midsize nets wrapping deals at the end of last week.

Though it is nearly impossible to pinpoint



Safety Challenge was among several Court TV originals that sold well in the cable upfront.

exactly cable's total take in the upfront, executives guess that the market grew anywhere from 18 percent to 20 percent. Using \$4.6 billion as last year's take (which is also subject to some debate), this year's marketplace landed somewhere between \$5.3 billion and \$5.5 billion.

With 90 percent of the market wrapped, total dollar volume will likely end up a bit lower than what was predicted a few weeks ago. In general, cable networks got kicked around a bit by media buyers, who were pummeled themselves by the broadcast networks in a frenzied three-day broadcast upfront that shattered records. Still, money was certainly available to boost cable revenue levels across all networks.

"It was not a historic market, but it was strong from top to bottom," said Bruce Lefkowitz, executive vp of entertainment ad sales for Fox Cable Group.

All major advertising categories—with the exception of domestic auto companies—spent more in television this year, which enabled some cable networks (Discovery's TLC is a prime example) to net more money and higher CPMs—an unusual occurrence. "Typically, you get one or the other," Lefkowitz added.

It appears as though most networks wrote more money—unless rating points were down significantly—and CPM growth ranged from

plus-5 percent to plus-14 percent, depending on the network (TLC and MTV were on the high end of that range).

Talk of double-digit growth by several networks was debunked by media buyers who said that networks didn't get all the hikes they were seeking. "Pricing demands went from unpalatable to merely exorbitant, so there were some adjustments to be made," said one buyer who spoke on the condition of anonymity. "But there is no way any of them should be disappointed when you consider that we live in a deflationary environment."

The market moved in two phases this year. A flurry of deals were cut at the end of May, coinciding with the ballistic broadcast upfront, but activity slowed for two to three weeks as media buyers and sales executives haggled over price.

Ad agency conglomerate Magna Global was the big holdout, according to sales executives. "They killed everyone," noted one sales executive on the condition of anonymity. But both sides came to an agreement on pricing over the last two weeks in order to wrap business by the Fourth of July holiday.

"For us, it was about getting new business and revenue," said Michael Sakin, senior vp of advertising sales for Game Show Network. "We came out realistic and kept negotiations to two rounds." Citing the appeal of its synco-broadcast capabilities and their product integration opportunities, (see related story on page 9) Sakin said Game Show wrote 75 percent more money than last year at 5 percent to 8 percent CPM increases.

Looking back, the positive tone of the market was set early, even by the agencies. "Buyers did not come out denying that it was going to be a healthy market," said Charlie Collier, executive vp of ad sales for Court TV. "We were in a bit of an interesting place because we are still growing and writing a lot of new business." Court TV sold 60 percent to 65 percent of its inventory in the upfront, doubling its money from last year. Its original series such as *Forensic Files* and its regularly programmed *Safety Challenge* specials sold well.

"Every category this year is highly competitive and, when it comes down to it, TV is the quickest fool-proof method to get product sampling," said one buyer, commenting on why broadcast and cable did so well while other media continue to slump. ■

Media Wire

Bronfman Jr. Viacom did not submit a formal bid, but late last week the company informed Vivendi Universal it is interested in some of the assets. One scenario would have Viacom and NBC split the assets since Viacom has only expressed interest in the cable networks. Vivendi is to meet this week to review the bids; the sale process is expected to last a few weeks. —Megan Larson

TNT Wins Second-Quarter Prime-Time Cable Ratings

With its NBA telecasts and the indefatigable *Law & Order* reruns, TNT started the year off well and maintained its position as the top-rated network through the second quarter. Year-to-date, TNT has dominated adult demos in cable prime time and has delivered an average of 2.4 million persons 2-plus. Th second quarter officially ended June 29; through June 24, TNT's greatest audience gain in the period was among adults 18-34, which grew 25 percent to 566,000 viewers.

Fox News Channel ranked second among persons 2-plus in prime time in the second quarter, growing 102 percent over last year to deliver 2.1 million viewers. The network also ranked second during total day with 1.3 million viewers.

Though Lifetime's numbers fell from last year, it was still the tops among women 18-49 (567,000 viewers) and 25-54 (646,000) in the second quarter; USA and TBS Superstation also lost ground from '02 but remained second and third respectively with adults 18-49.

Cartoon Network and Nickelodeon held on to top-five slots among persons 2-plus in prime. Nick ranked No. 1 among kids 2-11 (907,000) during total-day, followed by Cartoon (667,000).

Additional nets posting solid second-quarter growth included CNN, AMC, ESPN, HGTV and VH1. ABC Family saw the biggest decline, down 31 percent to 688,000 viewers. —Megan Larson

Fox Will Transmit Half Its Prime-Time Shows in HD

Federal Communications Commission chairman Michael Powell last week praised the decision by Fox to join other broadcast (continued on page 8)

HBC Deal Continues to Roil

Lobbying spat over Univision's bid and market classification hits Capitol Hill

WASHINGTON By Todd Shields

The proposed merger of Spanish-language media companies Univision Communications and Hispanic Broadcasting Corp. remained on hold in Washington last week. A lobbying battle over the deal has spread from regulatory offices to Congress, where both sides are applying raw political muscle.

Conventional wisdom holds that the politicking will not kill the deal to merge Hispanic Broadcasting's 65 radio stations with Univision's 53 TV stations, as well as its networks and recording labels. But opponents want to raise the political price of approving the pact, which they say would give Univision's prominent Republican-leaning executives influence over the Hispanic market. Univision says it is simply trying to create a Spanish-language network that can compete with the traditional English-language networks. "It's disappointing that opponents are trying to politicize this," said Univision rep Stephanie Pillersdorf.

The deal remains in review with the Federal Communications Commission. Its officials last week refused to say when a vote might come. In the interim, Univision executives are frequenting Capitol Hill and have purchased

pro-deal newspaper ads featuring prominent Hispanics such as New Mexico's Republican Gov. Bill Richardson. Opponents, meanwhile, have produced anti-deal letters from senior Democrats including Sen. Edward Kennedy (Mass.) and Sen. Tom Daschle (S.D.).

Foes of the merger want the FCC to decide that Spanish-language media forms a separate market. That could kill the deal, since the new Univision would be dominant. It is not clear whether the push is making headway at the FCC, where only Democrat Jonathan Adelstein has said he is in favor of considering it.

To bolster the separate-market claim, Spanish Broadcasting System gave regulators letters elicited from ad pros including Castor Fernandez, retired founder of the Castor media agency. The veteran Spanish-language media buyer wrote that he has "no doubt" that Spanish and English media form different markets.

However, in an interview last week, Fernandez said he has not made any conclusions about the overall merits of the merger. "There's never been anything like it in Spanish advertising," he said. "Is it bad? That's up to Washington, not to me." ■

New Execs Plugged In

CNN, Lifetime, Showtime make management moves; Comedy Central cuts back

CABLE TV By Megan Larson

As a bloodletting took place in the halls of MTV Networks last week, new blood was injected into the executive offices of several other top-rank cable networks.

One surprise announcement caught media buyers a bit off guard. The announced retirement last week of Larry Goodman, president of CNN Sales and Marketing, led to the immediate succession by his No. 2, Greg D'Alba, who gets executive vp/COO stripes. A near-20-year veteran at Turner Broadcasting Sales, Goodman leaves only months after Mark Lazarus, his ad-sales equivalent at Turner Entertainment Networks, was tapped to run all of Turner's entertainment services.

D'Alba is now thrust onto the front lines of the ratings and ad revenue war with rival Fox News Channel. FNC is beating CNN in ratings and has seen its ad rates surge as a result,



D'Alba (left) gets ready to face off against Fox News; Picard takes over day-to-day at Lifetime.

but it still has some way to go to meet CNN's pricing. "It's a great news war. Cable news has never been better," D'Alba said. He will oversee CNN's domestic services including Head-



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networks ABC, CBS, NBC and the WB in offering prime-time programming in high definition. Right now, Fox is airing some of its prime-time shows in the 480 progressive format, a step up from analog but not at the quality of the high-definition 720p or 1080 interlaced formats offered by the other networks.

"This announcement is the latest indication that the transition is beginning to shift into overdrive," Powell said.

In a letter to the FCC, Peter Chernin, president of Fox parent News Corp., said the network plans to offer at least 50 percent of its prime-time programming in high definition by the start of the 2004-05 season. Fox had been delaying its move into full-blown HDTV until the government adopted a "broadcast flag" rule that would protect HD telecasts from being pirated and shown over the Internet. Chernin's letter expressed his concern that such protection has not been initiated by the FCC.

The move to the 720p transmission format will require Fox and all of its affiliates to upgrade equipment over the next 15 months. —John Consoli

Donna Salvatore Remembered as Pioneer

Donna Salvatore, chief investment officer of MediaVest in New York, died on June 20 of a brain aneurysm. She was 50. Salvatore was remembered last week as a pioneering media buyer who mixed warmth, intellectual rigor and style in crafting unique media deals and long-lasting client relationships. Her agency career spanned 25 years, most of it at Benton & Bowles' famed media unit and its descendants, D'Arcy Masius Benton & Bowles, TeleVest and MediaVest.

"I feel privileged to have known and worked with Donna," said Don Miceli, vp for media services at Kraft Foods, a longtime client of Salvatore's. "She was bright, street-smart and dogged in her determination, while at the same time fun-loving and caring."

Added John Nesvig, president of Fox Broadcasting and Sales, who knew Salvatore almost her whole career: "She had a wonderful combination of steel and warmth." —David Kaplan, special from 'Adweek'

line News, CNNfn, CNN Airport Network and CNN.com. D'Alba's challenge is to develop new business that brings new money to cable news. "CNN sales management has done an exemplary job representing the network, and as part of that team Greg will no doubt continue to do so," said John Rash, chief broadcast negotiator for Campbell-Mithun.

Across town, Lifetime's executive vp of sales, Lynn Picard, was promoted to executive vp and general manager. Picard will continue to be responsible for ad sales, which she has helmed since 1999, but will also take on all day-to-day oversight of the channel. Rick Haskins, executive vp of the Lifetime Brand (read: marketing) since 1999, moved up to as executive vp/gm of Lifetime Entertainment Services.

Equally surprising last week was Robert Greenblatt's appointment to president of entertainment at Viacom's Showtime network.

Greenblatt, a partner in the hot Greenblatt-Janollari Studio (which produces HBO's *Six Feet Under*, UPN's *One on One* and the upcoming *Eve*), replaced Jerry Offsay, who earlier this year said he was leaving the job.

A former programmer at Fox, Greenblatt said the time is right for him to return to the executive ranks, and he seems happy to work in premium cable. "There's no dependence on ratings; there are no broadcast standards, no advertisers or sales departments, which are all the things that weigh in and compromise the development process on the broadcast side," he said.

There was bad news at MTV Networks' Comedy Central, where approximately 80 staffers across several divisions were given pink slips last week. Finance, human resources, legal and research were hit, as was affiliate sales, run by executive vp Brad Samuels, who was a victim of the layoffs. —with A.J. Frutkin ■

Viewers Not Keen on *Eddie*

Fox hoped offbeat cop series would work, but summer launch is not sunny

TV PROGRAMMING By A.J. Frutkin

When Fox premiered *Keen Eddie* earlier this month, it wasn't looking to burn off the series in the summer viewing doldrums. On the contrary, Fox was hoping to launch a sleeper hit. But poor ratings may have dashed most of those hopes. Four weeks into its 13-episode run, the offbeat action-comedy is averaging a 3.7/6 in households and a 2.4 in adults 18-49.

From executive producer (and former NBC programming chief) Warren Littlefield, the series, starring Mark Valley (*Pasadena*), originally was intended as a midseason replacement last spring. But following the success of *Joe Millionaire* and *American Idol*, Fox had few windows in which to appropriately launch *Keen Eddie*.

Representatives both for Fox and The Littlefield Co. (housed at Paramount Television) declined to comment for this story. However,

when Fox announced *Keen Eddie's* June 3 launch earlier this year, it did so with Littlefield's blessing. Pairing *Eddie* with *Idol* spinoff *American Juniors* as its lead-in, Fox viewed the block as a way to maintain its 18-49 dominance on Tuesdays. And in the midst of this summer's reality glut, Littlefield saw *Eddie's* launch as a bold counter-programming move.

Although *Eddie's* low ratings seem to have stunned the show's producers, advertisers are less surprised, saying that decades of burn-offs have conditioned viewers to anticipate short lifespans for scripted summer series. "People assume it's not on the fall schedule, so they don't want to get invested in a show that will only be on for only a month or two," said Steve Sternberg, senior vp/director of audience analysis at Magna Global USA.

Whether Fox can re-condition viewers to invest in summer programming will become more crucial as it prepares for its August 5 launch of *The O.C.* But media buyers noted that late summer launches connote something very different from early summer launches, and they predicted that Fox's highly anticipated prime-time soap will have a better chance at success. "The positioning to audiences and to advertisers of *The O.C.* is of an early fall launch," said John Rash, chief broadcast negotiator for Campbell Mithun. "And fall series are generally perceived to have a much greater degree of permanence than summer series." ■



Eddie, with Mark Valley, was not meant to be a summer burn-off, but viewers seem to think so.

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(Video) Game On!

To attract young men, Game Show Net takes on G4, Tech TV in gaming arena

CABLE TV By Megan Larson

After building its 52 million-subscriber base on the classic game show model, Game Show Network is turning its attention to a new gaming arena: video games. The Sony and Liberty Media-owned network will jump into the youthful arena in October when it debuts new episodes of *Game Sauce* and *Gamer.TV*, running from 5 p.m. to 7 p.m. GSN picked up the shows by buying out the licenses from G4, a 1-year-old, 24-hour video game channel owned by No. 1 cable operator Comcast.

"We want to own the position of games on TV, original and acquired," declared Rich Cronin, Game Show Network president. "There's a whole world of games out there that are not game shows, and with our Sony connection there are 100 stories to tell." The block will kick off with a video game-centered original documentary currently in development.

GSN believes the niche provides an opportunity to attract male viewers ages 12-34. Media buyers tend to agree: "We feel gaming is truly a passion for a specific target group of young males that are really hard to reach," said Kathryn Thomas, director of Starcom Entertainment, noting that other cable destinations for young men such as ESPN only serve the demo part-time. "G4 and Tech TV are very targeted to that demographic."

G4, available in 11 million homes, is the only net devoted solely to video gaming, with shows such as *Cheat!* *Pringles Gamer's Guide*, biography series *Icons* and video game countdown show *Filter*. It will also cover its G-Phoria mega-festival, celebrating all things video games, on Aug. 8. But Tech TV, owned by Paul Allen's Vulcan Ventures, also caters to the gaming audience with review show *X-Play* and special local area network parties that allow gamers inside the network's studio to compete with players in their homes.

Broader entertainment nets that appeal to young viewers have also entered the gaming arena. Nickelodeon GAS: Games and Sports for Kids reached out to young gamers with an interactive video game block with *Game Farm* and *Play2Z*. The New TNN will launch the Video Game Awards in the fourth quarter. And MTV, which devoted an episode of its *True Life* series to video game addicts, is looking to create similar projects, as well as a music-related video game show for MTV2.

GSN's efforts to attract young viewers is needed: It delivered a prime-time average of



Game Show Net picked up *Gamer.TV*, which features new video games, from competitor G4.

only 23,000 viewers 12-24 year-to-date and modestly grew its delivery of adults 18-49 15 percent to 107,000 viewers from two years ago. "Our goal is to grow younger, and the video game category is so hot right now," said GSN's senior vp of ad sales Michael Sakin.

The video-game platform also helps drive subscriber growth and lends itself to interactivity, which serves cable operators who are eager to provide more bells and whistles to consumers as they fight satellite for market share.

GSN currently offers dual-screen interactivity, or sync-to-broadcast, with many of its original shows, allowing users to play the game on the PC while watching it on TV. But Cronin's goal is to reach "one-screen" interactivity, where individuals can watch and play through the TV set, using remote controls.

The future of one-screen interactivity is uncertain. "It won't be in common usage for the next few years, but there is no technical reason why there can't be a multiple-player gaming experience on television," said John Gilles, Tech TV's director of interactive. "The audience for gaming is more likely to be using TV in a different way in the future."

G4's COO Debra Green hopes her network figures out that new interactivity first: "What is right for technology is content, which is why we don't resemble anything else on the digital platform." Meanwhile, G4 is working with cable operators to add games to their Web sites.

"There has been tremendous interest from advertisers to 'play along,' but advertiser interest in interactive TV is tepid at best," said Tim Hanlon, vp and director of emerging contacts for Starcom Worldwide. "One-screen interactivity is painted with the same brush as the old Web TV model, but I think games might be the hook back to interactivity." ■

ORLANDO, FLA. RADIO

O-Town Jocks Duke It Out During Dawn's Early Light

BY KATY BACHMAN

Shock jocks may get fired, they may get fined by the Federal Communications Commission. But, it seems at least in Orlando, Fla., they don't ever really fade away. Two of the most infamous in their ranks last week started going head to head with radio's original shock jock, Howard Stern, in a battle for young men in O-town, where Modern Rock stations WJRR-FM and WOCL-FM, which have been in a knock-down fight for nearly two years, debuted new morning shows.

Clear Channel-owned WJRR picked up its own Bubba the Love Sponge (a.k.a. Todd Clem), whose testosterone-charged show is syndicated out of WXTB-FM in Tampa, Fla.

Meanwhile, Infinity Broadcasting's WOCL went with *The Keith (Kramer) and Tony (Longo) Show*, better known by their former handle of *Kramer and Twitch*.

Bubba gained nationwide notoriety in 2001 for broadcasting the castration and slaughter of a wild boar, costing him a one month suspension and the loss of at least 32 advertisers who pulled their spots from WXTB in protest.

Keith and Tony also have bad-boy credentials. As *Kramer and Twitch* on KEGF-FM in Dallas in 2001, the two perpetrated a hoax that Britney Spears and Justin Timberlake had been injured in a serious car accident. Fired for the stunt by Clear Channel, they were picked up weeks later by Infinity, which put the duo on WKRK-FM in Detroit.

In the Arbitron Winter survey, WOCL with a 3.6 audience share overtook WJRR, which drew a 3.4. But among men 18-34, the target demo for both stations, WJRR bested WOCL in mornings 8.9 to 8.1. Still, neither comes close to Stern's 10.5 on Clear Channel's WTGS-FM.

"The one thing we needed was a great morning show," said Alan Smith, program director of WJRR, who said the duo's decision to change their on-air personas won't change

their on-air style. "They'll still have fun and do silly stuff," Smith said.

Although Bubba goes after the same audience as Stern, Clear Channel felt it was worth bringing him back to Orlando where he worked in the early '90s. "It was time for us to drop a nuclear bomb. Bubba wins everywhere, and he wins big," said Linda Byrd, regional vp for Clear Channel. In Tampa, just 70 miles

Orlando's Morning Wars

STATION (FORMAT)	PARENT COMPANY	WINTER '03	FALL '02
WTGS-FM (HOT TALK)	CLEAR CHANNEL	10.5	26.1
WJRR-FM* (MODERN ROCK)	CLEAR CHANNEL	8.9	10.8
WOCL-FM* (MODERN ROCK)	INFINITY	8.1	5.0

* NEW MORNING SHOWS AS OF 6/23/03 SOURCE: ARBITRON WINTER 2003, MEN 18-34, 6 TO 10 A.M.

southwest of Orlando, Bubba is No. 1 among men 18-34, with a whopping 29.1 share.

Despite the proven success of Bubba and Stern, *Keith and Tony* will be the only local show targeting the demographic, an advantage WOCL is hoping to exploit. "Whenever possible, local talent, people who can get involved in the market, is much better," said Ernest James, senior vp and market manager for Infinity's Orlando stations.

Now that Orlando is shock-jock central, buyers are approaching the formats with caution. "*Keith and Tony* will be a little more female-friendly, so that show won't be quite as sensational as the others," said Stacie Lawrence, who buys the Orlando market for Zenith Media in Atlanta.

"We try to be careful. We're familiar with Bubba, and some clients find that a little too over the edge," said Rich Melin, vp and media director for Cramer-Krasselt.

Clear Channel's Byrd isn't concerned. "Those that don't shy away achieve incredible results because the audience are very active listeners." And, she points out, WTGS, is the No. 2 biller in town, right behind the Country station. Shock on.

MIAMI TV STATIONS

WTVJ Eyes Fringe Show

Hoping to beef up the lead-in to its 6 p.m. news, WTVJ, NBC's owned-and-operated station in Miami, plans to launch in September an hour-long local show at 4 p.m. The station is No. 1 at 11 p.m. and second in mornings. But when it comes to early fringe, WTVJ is dead last.

"Nothing has worked for us in that time period," said Tim Garaghty, vp and news director for WTVJ. The new information/talk show, hosted by Rick Sanchez, will be up against some top-rated syndicated fare, including *Oprah* on CBS O&O WFOR and *Judge Judy* on WSVN, Sunbeam Television's Fox affiliate. "*Oprah* and *Judy* are relevant, but they're not doing a show for South Florida," said Garaghty.

A lot is riding on Sanchez, a native of Havana, Cuba, who has been well known to Miami audiences since 1982, when he joined WSVN. He since went on to work as a national correspondent for MSNBC and hosts a Spanish-language Talk show on Hispanic Broadcasting's WA-

DO-AM in New York and WQBA-AM in Miami. In addition to Sanchez, the station recently hired Jose Diaz-Balart, the co-anchor of *Hoy En El Mundo*, Telemundo's national morning newscast, to co-host the 5 p.m. news with Jennifer Valoppi beginning July 1. —KB

NEW YORK RADIO

Blink Finalizes Its Lineup

WNEW-FM (Blink 102.7), Infinity Broadcasting's new Hot Adult Contemporary outlet in New York, has finalized its on-air lineup.

Hosting middays (10 a.m. to 3 p.m.) is Rick Stacy, who joined the station from Greater Media's WMWX-FM in Philadelphia, where he served as morning host. For afternoon drive (3 to 7 p.m.), Tim Virgin, a former on-air host at Infinity sister station WXRK-FM, has been paired with Alison Stewart, a former news anchor for Clear Channel's WHTZ-FM in New York. They join Chris Booker and Lynda Lopez, who have been the station's morning hosts since the new format debuted in April.

The station's early ratings have barely moved the needle, rising to a 0.6 (March to May) from a 0.4 (February to April). —KB ■



joy.

THE KID STAYS IN THE PICTURE

APRIL 14, 2003

Mel Karmazin, the pugnacious president and COO of Viacom, has triumphed with a sweet new multi-million-dollar contract, despite years of notorious tensions with his boss, CEO Sumner Redstone. "My image is very important to me," Karmazin tells *FORTUNE*. "The words 'nice guy' and 'Mel Karmazin' better not be written in the same sentence."

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market profile

BY EILEEN DAVIS HUDSON



West Palm is attracting new residents from other parts of Florida, along with seasonal snowbirds.

WALTER BIBIKOWICZ/IMAGES

West Palm Beach, Fla.

DOWNTOWN WEST PALM BEACH IS GETTING A NEW HOTEL AND CONVENTION CENTER, which area planners hope will provide a lift to the local economy by attracting a greater volume of visitors to the South Florida community. The convention center alone is expected to generate as much as

\$269 million annually in new spending in the region, as well as an estimated \$4.4 million per year in new county and local tax revenue.

For the hotel project, the former Sheraton West Palm Beach has been converted to the West Palm Beach Marriott, a 349-room facility that is undergoing an extensive refurbishment. The Marriott and new convention center are located across from CityPlace, a downtown hub featuring shops, entertainment venues and housing. Construction on the hotel and convention center is expected to be completed next year.

Another popular attraction in West Palm is the idyllically landscaped Clematis Street, which brims over with boutiques, restaurants and nightlife.

West Palm Beach is the largest city in the market, which also includes an area to the north called the Treasure Coast, with such communities as Fort Pierce, Port St. Lucie

and Stuart. Popular resort areas at the southern end of the DMA include Boca Raton and Boynton Beach.

While the area continues to see a steady flow of retirees from the north moving in, young professionals and families are also relocating to the area. Until a few years ago, the top source of new residents to the Treasure Coast was the tri-state area of New York, New Jersey and Connecticut. Recently that group has been surpassed by people moving north from Broward County (Fort Lauderdale) and Dade County (Miami), says Mark Tomasik, executive editor of Scripps Treasure Coast Newspapers.

The West Palm Beach market is growing rapidly, having moved up four spots in Nielsen Media Research's rankings in just the past three years, from No. 43 to No. 39 (the West Palm Beach-Fort Pierce market has 700,850 TV households). Local television advertising has been showing some modest growth, with

total spot TV ad revenue up about \$3 million, or 2.3 percent, in 2002 to \$120 million, according to Nielsen Monitor-Plus.

The market's longtime TV news leader remains WPTV, Scripps Howard Broadcasting's NBC affiliate. The station wins every newscast, with the exception of the noon news, which Freedom Communications' CBS affiliate WPEC wins thanks to its *The Price Is Right* lead-in. WPTV welcomed Bill Peterson back to the market as its new vp/general manager in October last year. Peterson had served as gm of WPEC for a decade before leaving for two-and-a-half years to take the reins at WRAL-TV, Capital Broadcasting's CBS affiliate in Raleigh, N.C.

WPTV, which two years ago hired away WPEC's former lead female anchor Chandra Bill, hired Bill's former WPEC co-anchor, Tim Malloy, in February 2002. Malloy is now a senior correspondent and fill-in anchor at WPTV, which has some of the most veteran anchors in town. They include its main anchor team of Laurel Sauer, who has been in the market since 1980, and Jim Sackett, who has anchored at WPTV for 25 years.

WPTV has a joint sales agreement with Paxson Communications' local affiliate WPXP, which rebroadcasts WPTV's 6 p.m. news at 7 p.m. and its 11 p.m. news at 11:30 p.m. weekdays. WPXP relocated to WPTV's new broadcasting facility in 2001.

WPEC, the No. 2 station in West Palm Beach, produces more local news than any other station in the market—36 hours in total—says Doreen Wade, president of Freedom Broadcasting and WPEC vp/gm. Part of that local news includes the two hours a day it produces at 7 a.m. and 10 p.m. for WFLX, Raycom Media's Fox affiliate in West Palm Beach. "We were one of the first stations in the country to produce a 10 p.m. news, and it has served as a prototype for other Fox newscasts across the country," says Wade.

WFLX does not have a local news department and, therefore, uses WPEC's talent and staff. WPEC maintains a separate set for WFLX's newscasts (both programs are also branded separately). WFLX's morning news is the only local newscast at that hour, going up against network shows airing on its competitors, says WFLX vp/gm John Spinola. WFLX consistently ranks as one of the top Fox affiliates in the country in ratings.

The morning newscast replaced Fox kids programming that previously filled WFLX's

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SCARBOROUGH PROFILE

Comparison of West Palm Beach, Fla.

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	W. Palm Beach Composition %	W. Palm Beach Index
DEMOGRAPHICS			
Age 18-34	31	23	74
Age 35-54	41	33	82
Age 55+	29	44	154
HHI \$75,000+	29	28	97
College Graduate	12	13	102
Any Postgraduate Work	11	10	93
Professional/Managerial	23	19	83
African American	13	12	89
Hispanic	13	11	80
MEDIA USAGE-AVERAGE AUDIENCES*			
Read Any Daily Newspaper	55	66	119
Read Any Sunday Newspaper	63	76	120
Total Radio Morning Drive M-F	22	20	90
Total Radio Afternoon Drive M-F	18	18	100
Total TV Early News M-F	29	34	116
Total TV Prime Time M-Sun	39	44	112
Total Cable Prime Time M-Sun	14	19	133
MEDIA USAGE-CUME AUDIENCES**			
Read Any Daily Newspaper	74	83	112
Read Any Sunday Newspaper	77	87	113
Total Radio Morning Drive M-F	76	70	93
Total Radio Afternoon Drive M-F	73	71	97
Total TV Early News M-F	71	77	109
Total TV Prime Time M-Sun	92	93	101
Total Cable Prime Time M-Sun	60	73	122
MEDIA USAGE-OTHER			
Accessed Internet Past 30 Days	58	55	95
HOME TECHNOLOGY			
Owns a Personal Computer	68	65	96
Purchase Using Internet Past 12 Months	39	37	94
HH Connected to Cable	68	80	119
HH Connected to Satellite	18	17	94

*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 (August 2001-September 2002)

7-8 a.m. hour. Spinola says that since his station has a younger audience, the morning newscast is "a great tool for us. It's a great place to promote the television station. We didn't have that opportunity when it was all kids."

Irvine, Calif.-based Freedom has announced that it is exploring the possibility of a sale or merger. Wade says some members of family-owned Freedom do not wish to continue in the media business and that the only way to buy out the shares of those family members is to find out the fair market value for the company.

Freedom owns a stable of 27 daily newspapers, including the *Orange County* (Calif.) *Register*, and eight TV stations. There is no timetable on this current exploratory process, says Wade, who adds, "anything could happen, including nothing."

Of the network affiliates in West Palm Beach, the local ABC outlet, Hearst-Argyle Television's WPBF, is the new kid on the block. The station launched in 1989 and continues to face the difficult challenge of competing with the three long-standing stations

in the market.

With the launch of WFLX's a.m. newscast two years ago, four players competed in the morning, with WPBF trailing the pack. Recognizing that the ratings and audience just weren't there for its early morning news, WPBF scaled back. At the beginning of June, the station canceled its 5-6 a.m. weekday news. The station kept its 6-7 a.m. news show, which has experienced some growth.

In April 2002, the WB moved its affiliation to WTVX, the Viacom Television Stations Group's primary UPN outlet in the market. The WB, which is the station's secondary affiliation, had been affiliated with locally owned WTCN.

In the past, WTVX had aired UPN network programming weekdays until 10 p.m., followed by one hour each night of WB programs and two hours of WB shows on the weekends. In becoming a secondary WB affiliate, WTVX continued to broadcast the hour of WB programming during the week and added the rest of the network's prime-time lineup at various times during the weekend.

Among the off-net syndicated shows WTVX has acquired for this fall are *King of Queens*, *Becker*, *The Parkers* and *Judge Hatchett*. WTVX also airs Miami Heat basketball games and Miami Dolphins preseason National Football League games. As of July 1, WTVX will become the market's home of the Florida lottery, which currently airs on WFLX.

WTVX is operated as a triopoly by Viacom in South Florida, along with two TV stations in Miami, CBS owned-and-operated outlet WFOR and UPN affiliate WBFS. On April 23, Michael Colleran, vp and gm of WTVX, WFOR and WBFS, appointed Brian Kennedy vp and station manager of WTVX. Kennedy had previously served as president and gm of KPNX-TV, Gannett Co.'s NBC affiliate in Phoenix.

WTCN is now operating as an Independent station, although it continues to air Kids WB programming in the afternoons. Besides its lineup of syndicated fare, WTCN, which is owned by American Netcom Inc., programs a variety of high school, college and professional football and basketball games. The station is presently in its fourth year carrying the National Basketball Association's Orlando Magic. The station has the rights to 35 of the team's games.

Although it lost its WB affiliation, WTCN now has marketwide reach thanks to cable. This past January, WTCN was added to Adelphia Communications' cable systems in the city of West Palm Beach, bringing its reach to

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market profile

all 650,000 cable subscribers in the DMA. Before the deal with Adelphia, the station was only available to about 30 percent of the market. "It was a capacity issue in southern Palm Beach County for Adelphia," says WTCN owner, president and gm Bill Brothers.

Last November, Brothers, whose company is based in Stuart, Fla., launched the market's first Hispanic television station, WWHB, an Azteca America affiliate. TV Azteca, the second-largest television network in Mexico, is rolling out Azteca America affiliates throughout the U.S. WWHB's Spanish-language programming includes soccer, telenovelas and reality shows. Neither WTCN nor WWHB subscribe to Nielsen's ratings service.

The Hispanic population in the West Palm Beach-Fort Pierce market, currently estimated at 12.5 percent, is one of the fastest-growing in the country. Brothers says WWHB is not currently available on cable but should be in a few months.

Cable television is a significant media force in the West Palm Beach market. According to Scarborough Research, cable penetration is 80 percent, significantly higher than the national average for the top 50 markets of 68 percent (see Scarborough chart on page 14). Adelphia and

Comcast are the two dominant cable service providers in the market.

As of January, Comcast and Adelphia have swapped markets for ad sales. Comcast now handles Adelphia's sales in south Miami, and Adelphia oversees Comcast's sales along the Treasure Coast. The cable systems are still owned by the respective company, however. With the change, Adelphia now handles ad sales for 644,000 cable homes (about 100,000 of these subscribers belong to Comcast). While cable penetration may be high, a fair number of market households have satellite service. About 17 percent of the DMA subscribe to satellite television, compared to the top 50 market average of 18 percent, according to Scarborough.

As for newspapers, Cox Communications' *The Palm Beach Post* is the market's largest daily in a crowded field. The *Post's* daily circulation for the six months ended March 31 was 181,312; its Sunday circulation for the period was 222,833, both flat compared to the same six months in 2002, according to the Audit Bureau of Circulations.

Following a national trend, the *Post* converted to a 50-inch web width almost a year ago. The conversion to the narrower width was

accompanied by a "fairly extensive redesign," says *Post* managing editor Bart Bartosek.

The paper has also increased its local coverage. It now offers readers nine weekly zoned sections that publish on Wednesdays. The most recent addition to the zoned editions was Boca Raton, which was added earlier this year. The paper also ended its Sunday home and garden section, replacing it with Good Life, a general interest section about living well, says Bartosek.

The *Post* covers the region using a bureau system. Besides its headquarters in West Palm Beach, the daily has news bureaus in central Palm Beach County, southern Palm Beach County, north Palm Beach County, Martin County, St. Lucie County and in the state capital of Tallahassee. The paper also has weekly sections targeting the southern end of the market, including Boynton Beach, Delray Beach and Jupiter-Tequesta. Executives at the paper could not be reached for comment. Cox also owns the small *Palm Beach Daily News* and *Palm Beach County*, a weekly shopper.

E.W. Scripps owns three dailies in the market serving the Treasure Coast and Palm Beaches: *The Stuart News*, *The Vero Beach Press Journal* and *The Tribune* in Fort Pierce. *The Stuart News* also has a separate edition called *The Port St. Lucie News*. Scripps purchased the *Tribune* in 2000. The papers had a combined circulation of 107,121 daily and 120,536 Sunday for the six months ended in March, according to the ABC.

All of the papers are operated under the umbrella Scripps Treasure Coast Newspapers. The papers share upper level managers, but each has its own newsroom managers. For instance, there is one executive editor, one advertising department, one circulation department, and one promotion and marketing department. However, other staffers of these respective departments work separately at each paper.

Scripps' Tomasik says the influx of vacationing northerners—called snowbirds by the locals—has a direct impact on circulation during specific periods of the year. "We have so many seasonal residents who come in here during the winter that our circulation swells between Thanksgiving and Easter," he says, adding that these part-time residents are an important part of the local community and help fuel the local economy. To try to stay in touch with them when they return home, the Scripps papers began offering free e-mail newsletters featuring brief highlights of the local news of the day. "We find it to be a good way to reach non-subscribers, as well," he says.

RADIO OWNERSHIP

Owner	Stations	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Infinity Broadcasting	5 FM	23.4	\$24.0	38.9%
Clear Channel Communications	2 AM, 5 FM	22.4	\$19.9	32.2%
Palm Beach Broadcasting	1 FM	5.2	\$10.1	16.4%
J Crystal Enterprises	4 AM	4.1	\$3.7	5.9%
Beasley Broadcast Group	1 AM	0.4	\$1.1	1.8%
BGI Broadcasting	1 AM	0.6	\$0.7	1.1%

Includes only stations with significant registration in Arbitron diary returns and licensed in West Palm Beach or immediate area. Share data from Arbitron Winter 2003 book; revenue and owner information provided by BIA Financial Network.

RADIO LISTENERSHIP / WEST PALM BEACH, FLA.

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WEAT-FM	Soft Adult Contemporary	6.3	7.5
WKGR-FM	Classic Rock	6.2	4.0
WRMF-FM	Adult Contemporary	5.8	5.4
WIRK-FM	Country	4.9	4.3
WMBX-FM	Contemporary Hit Radio	4.6	5.3
WJNO-AM	News/Talk	4.5	8.4
WBGG-FM	Classic Rock	4.5	1.3
WPBZ-FM	Modern Rock	4.2	3.4
WOLL-FM	Oldies	3.3	3.2
WZZR-FM	Talk	3.0	5.6

Source: Arbitron Winter 2003 Radio Market Report

In the past year and a half, the Scripps papers have also introduced a new food and dining section on Thursdays, a new entertainment section on Fridays and a new health section on Tuesdays. They've also added a new World/Nation page to the A section of each paper. In addition, through shared resources, all Scripps papers now have a State page, which only *The Stuart News* and its zoned edition, the *Port St. Lucie News*, had before.

With all the growth in the area, a key story over the next few years for the market will be how much future development will be allowed, says Tomasik. But as planned neighborhoods continue to be built, the thousands of new residents moving into them present a ripe opportunity for not only the local papers, but other media as well. One competitor in the market is Tribune Co.'s *South Florida Sun-Sentinel*, based in Broward County. The *Sun-Sentinel* publishes a Palm Beach County edition and competes primarily in the southern tip of the market, including Boca Raton, Delray Beach and Boynton Beach. Tribune also owns seven weekly papers targeting the south Palm Beach County area.

As for radio, Arbitron classifies the market as West Palm Beach-Boca Raton, ranked No. 47 in the country. The Fort Pierce-Stuart-Vero Beach market is a separate market, ranked No. 111. The West Palm Beach-Boca Raton market not only has to deal with spill-in from the neighboring Fort Pierce market, but also from Miami. (Miami's television stations also compete to some extent with the local TV stations in the West Palm Beach market because of spill-in).

The market's top-rated station continues to be Soft Adult Contemporary outlet WEAT-FM, owned by Infinity Broadcasting. While WEAT is holding its own, another Infinity property, Urban Oldies outlet WJBW-FM, has gone through some changes over the past few years—it's morphed from Adult Standards into Adult Standards/Big Band and, most recently, Urban Oldies—and seen its numbers diminish. In spring 2001, the station had a 6.2 average share among listeners 12-plus; that number has dropped off to a 1.9 share in the most recent Winter 2003 book.

Besides Infinity, other major players in the local radio market are Clear Channel Communications, which owns the most radio stations in the market with seven, and locally owned companies such as Palm Beach Broadcasting and J Crystal Enterprises. Palm Beach Broadcasting in June 2002 purchased the market's former longtime leader, Adult Contemporary station WRMF-FM, from J Crystal. In March of this year, J Crystal acquired its Adult

NIELSEN RATINGS / WEST PALM BEACH, FLA.

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	NBC	WPTV	10.6	21
	CBS	WPEC	5.6	11
	ABC	WPBF	3.3	7
	Fox	WFLX*	2.1	4
	UPN	WTVX*	1.1	2
	Pax	WPXP*	#	#
5:30-6 p.m.	NBC	WPTV	11.6	22
	CBS	WPEC	6.6	12
	ABC	WPBF	3.8	7
	Fox	WFLX*	1.6	3
	UPN	WTVX*	1.5	3
	Pax	WPXP*	#	#
6-6:30 p.m.	NBC	WPTV	13.0	23
	CBS	WPEC	7.8	14
	ABC	WPBF	3.7	7
	Fox	WFLX*	2.8	5
	UPN	WTVX*	1.8	3
	Pax	WPXP*	1.0	2

Late News

Time	Network	Station	Rating	Share
10-11 p.m.	Fox	WFLX	5.3	8
11-11:30 p.m.	NBC	WPTV	12.7	22
	CBS	WPEC	7.6	13
	Fox	WFLX*	4.5	8
	ABC	WPBF	4.1	7
	UPN	WTVX*	2.0	3
	Pax	WPXP*	0.4	1

*Non-news programming #Below minimum reporting level Source: Nielsen Media Research, May 2003

NEWSPAPERS: THE ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Palm Beach County: 494,106 Households				
<i>The Palm Beach Post</i>	147,243	184,068	29.8%	37.3%
<i>South Florida Sun-Sentinel</i>	70,398	85,962	14.2%	17.4%
<i>The Miami Herald/El Nuevo Herald*</i>	7,636	8,999	1.5%	1.8%
<i>New York Post</i>	4,654	4,796	1.0%	1.0%
St. Lucie County: 81,157 Households				
<i>The Palm Beach Post</i>	4,853	5,906	6.0%	7.3%
<i>The Treasure Coast News/Press-Tribune**</i>	1,795	2,021	2.4%	2.7%
Martin County: 58,270 Households				
<i>The Palm Beach Post</i>	13,879	15,961	23.8%	27.4%
Okeechobee County: 13,403 Households				
<i>The Palm Beach Post</i>	2,551	3,155	19.0%	23.5%

*Combined daily circulation for joint operating agreement partners *The Miami Herald* and *El Nuevo Herald*.

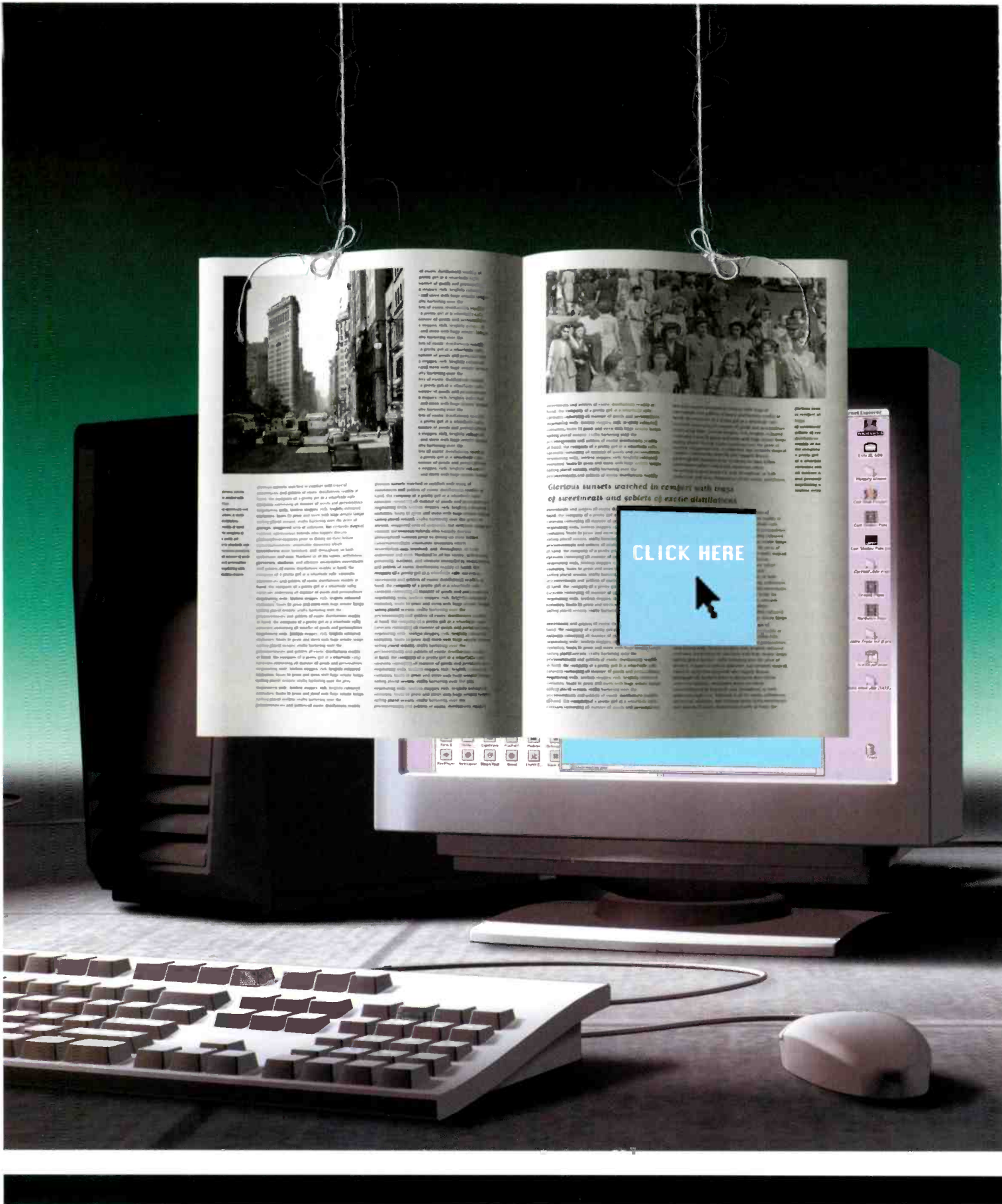
**Combined circulation for Scripps Treasure Coast Newspapers.

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

Standard outlet in Jupiter, WJBW-AM, from Treasure and Space Coast Radio LLC.

Clear Channel Communications is the market's dominant outdoor advertising play-

er, having acquired AK Media three years ago. Clear Channel Outdoor offers bulletins and 30-sheets in the market. Viacom Outdoor also competes in the market with bulletins. ■





new

Internet advertising has taken a 180-degree turn. Hits are out, awareness is in, and even ads that are not clicked on, studies say, deliver some media impact

BY CATHARINE P. TAYLOR

media as Old media

At a recent Internet advertising conference in New York, a panelist in one session did the unthinkable: repeatedly using the word “hits” to describe traffic to a Web site. The faux pas caused one attendee to leave the session shaking his head. Approaching a small group of Internet ad executives standing outside the room, he began railing: Didn’t the panelist realize that hits are no longer considered a valid Internet measurement metric?!

If that attendee’s dismay is lost on you, then it’s time to do some studying up on just what the online advertising community has been doing to fix itself since the days in 2000 when its shrill, and often obnoxious, music was silenced overnight. Slowly—and maybe a bit too quietly—the industry has been going through a grass-roots repositioning. While the so-called digerati used to tout the medium on its differences from traditional media, now they are pointing out its similarities. It’s a 180-degree turn that, ironically enough, is making new media look more and more like the old media it was once so staunchly positioned against. Hits are out, brand-awareness metrics are in, as are reach and frequency, dayparting and, in some quarters, even the idea of an online advertising upfront.

And the click-through, while still a powerful measurement tool in the booming arena of keyword advertising, has generally taken a backseat to the idea that an Internet ad—even one seen and not clicked upon—can have value just as inherently unclickable offline ads do. “Using the word ‘hits’ in a presentation puts a scarlet letter on your head that you don’t know what you’re doing,” avers Greg Stuart, CEO of the Interactive Advertising Bureau, a trade group that formed in 1996 but played almost no role in shaping the medium during the boom years. The movement has other players as well, ranging from major media properties such as Yahoo! and Microsoft’s MSN, to consultants such as former Millward Brown Interactive executive Rex Briggs, and advertising software providers such as aQuantive’s Atlas DMT, which is among those companies refining reach and frequency-based planning tools.

It’s a dramatic shift from the late 1990s sales pitch of making online advertising seem about as distinct and unique as aspiring dot-com millionaires could dream up. “The industry spoke in a language of technology and coolness that really had nothing to do with the process of media buying,” says Yahoo! chief sales officer Wenda Harris

Millard. However, she cautions that pointing out similarities is a door-opener and nothing more. Harris Millard says it creates “comfort and recognition for the buyer that allows you to say, ‘but here’s where you have an opportunity in this medium that you don’t have in other media.’”

No one in the industry wants to return to the hype of bubbles gone by, but there is an undercurrent of concern that online is trying to be more like offline (read: traditional media) just at the point when digital TV technologies are changing traditional media. “By the time we finish repositioning new media to be ‘apples to apples’ like old media, old media will have evolved to be very much like new media,” says Joseph Jaffe, an online media consultant who works for MSN and the Online Publishers Association, among others.

Others say that in exploiting the similarities, positive differences—such as the ability to target at a level unheard of offline, and to calculate true ROI—are getting lost. “Frankly, I think it’s a huge disappointment to me,” says Phil Bienert, manager of CRM and e-business at Volvo North America.

Even as the unofficial repositioning moves forward from a number of different industry quarters, the IAB is most responsible for preaching the industry’s new world order. Strange thing about that \$8 billion that was spent on online advertising during the peak year of 2000: precious little of it was spawned by verifiable case studies. Though the IAB had been talking for years about copying the Cabletelevision Advertising



“The industry spoke in a language of technology and coolness that had nothing to do with the process of media buying.” YAHOO!’S MILLARD

Bureau blueprint of pelting media executives with case studies until they gave in, the organization didn’t have much to offer as online ad spending dropped by 12 percent to \$7.2 billion by year-end 2001.

During that year, Microsoft, which had certainly contributed mightily to the dot-com hype, approached the trade organization with what many in the online ad industry have come to hope is its Rosetta Stone: a study, featuring Unilever’s Dove Nutrium Bar, which would, on an apples-to-apples basis, compare the effect of the client’s advertising across print, TV and the Internet. The objective would be to discover what the optimum ad spend would be across all three media to achieve the highest possible results in familiar metrics such as brand awareness and purchase intent, for the least possible cost. There would be no measurement of click-throughs, no discussion of hits and no hiding the results, even if they hurt online advertising’s cause. “We made the commitment upfront that we were going to share the results publicly,” says Mike Siegenthaler, group marketing manager at MSN.

Thus was born the first of the industry’s Cross Media Optimization Studies. After that first study—which was performed as a partnership among Unilever, MSN, the IAB and the Advertising Research Foundation—the IAB took the series over. Giving it the clunky acronym XMOS, it has since conducted similar studies with clients including

McDonald’s, Colgate-Palmolive and Kimberly-Clark.

When the Unilever study began, the first things to disappear were the fast-talking sales pitches of the industry’s ignominious past; this time around, all the players involved sweated the details. The ARF was asked to sign off on the methodology, which called for 13,000 respondents to be questioned on what ads they saw, in what medium, and what effect those ads had on their overall impression of the product. Most importantly, the study did not ask the expected, self-serving question of why online might be a wonderful place to advertise; it instead asked what the optimal media mix would be to achieve the best results in a plan that involved TV, print and online. “It would be arrogant and obnoxious for us to say that online is the only thing,” says the IAB’s Stuart.

In a white paper written by Marketing Evolution CEO Briggs, the research consultant who conducted the study, the question was begged, in essence, by the fact that even though at the time advertisers were spending only 2 percent of their budget online, consumers were spending about 10 percent to 15 percent of their time online. Was the 2 percent level of spending appropriate?

Of course, as Stuart acknowledges, the answer could have been yes, and his next move would have been, as he jokes, to “start looking for work.” The concern wasn’t his alone. He recalls Shelby Bonnie, the IAB chairman and chairman/CEO of CNET, pulling him to the side at one point and asking, “What is our risk on these XMOS studies?” Stuart could only respond that there was no risk in the methodology and that his gut told him the study would help give online advertising some much-needed credibility.

MSN was also more than willing to take the risk. Gayle Troberman, MSN’s director of custom solutions, says the company was ready for any result—even if it meant that online advertising had to be substantially rethought. Certainly as online advertising plummeted, they had little left to lose. “I think we approached this very much as a learning opportunity,” she says.

Fortunately for the legions of online publishers depending on the study to portray the medium positively, Stuart’s gut proved right. The study analyzed a media plan in which online made up the predictably low 2 percent of the budget and was earmarked to achieve a 10 percent reach over the course of the campaign. What the data showed is that if Unilever had reallocated its budget, shifting a small amount of TV money to the Internet but keeping the overall budget the same, it could have achieved a 60 percent online reach that would have enhanced the effectiveness of the overall cross-media effort. Such a redistribution would have resulted in an 8 percent increase in overall branding metrics, such as awareness, and a 14 percent increase in purchase intent. Obviously, to get the same result by pouring more money into TV or print would be prohibitively expensive. “We knew [the Internet] could do branding,” says Briggs. “The part that we didn’t know is if it was cost-efficient.”

What happened next? The study was nominated for Best International Research by major market research trade group ESOMAR, an acknowledgement of the objectivity the study strived for. But did Unilever reallocate its budget? No, it only proffered to a mealy-mouthed pledge to “further explore the benefits of cross-channel marketing” at the time the study came out. Unilever reps didn’t comment.

No, one rosy comparison of online to offline wasn’t going to save the Internet. However, at least one subsequent XMOS study, from McDonald’s, has achieved the goal of changing advertiser perception. The fast food marketer was looking to sell a new chicken flatbread sandwich and did an XMOS study comparing TV, radio and the Internet side-by-side. As with the Unilever study, this effort, released



"Using the word 'hits' in a presentation puts a scarlet letter on your head that you don't know what you're doing." IAB'S STUART

last October, showed that increasing the reach and frequency of the online buy was a cheap way to increase brand metrics without increasing the cost of the overall campaign.

Another finding may prove more important as the medium moves forward, and that simply has to do with how increased use of one medium has a detrimental effect on usage of others—and therefore on the ability of advertisers to reach consumers using out-of-date media plans. The McDonald's sandwich targeted adults 18-49, but the company discovered that at best, TV reaches only 73 percent of the members of that demographic who have online access as well. The other 27 percent either can only be reached lightly by TV or not reached at all. Six months later, McDonald's was ready to tell the world, or at least the annual management conference of the American Association of Advertising Agencies, that it would be spending more money in online going forward. According to a speech given at the conference by Bill Lamar Jr., the fast food giant's senior vp of U.S. marketing, TV just isn't reaching McDonald's customers like it used to, and online helps bridge that gap.

Even though online media experts point to that speech as perhaps the moment in time they will look back on as a turning point for the medium, most advertisers are still not hearing XMOS' message. Spotting a chief marketing officer or a media director of a major media buyer at an online conference is about as rare as a sighting of the Loch Ness monster. This is not a huge surprise to the bruised and battered people who've stayed in the industry beyond the bust, but its pervasiveness is still nagging. True, online advertising is rising, but it's not because McDonald's' fellow top advertisers have jumped on board. It's due to a surge in "keyword search" advertising—the sponsored links which have made Google, Overture and a handful of others the online companies of the moment. And those ad buys are direct response, pay-for-performance deals, the antithesis to the eternally squishy branding metrics that are so central to the industry's repositioning.

In their annual ad revenue report released this month (June 12), the IAB and PricewaterhouseCoopers reported a 275 percent increase in keyword search advertising, moving from 4 percent of total revenue in 2001 to 15 percent of total revenue in 2002, when the

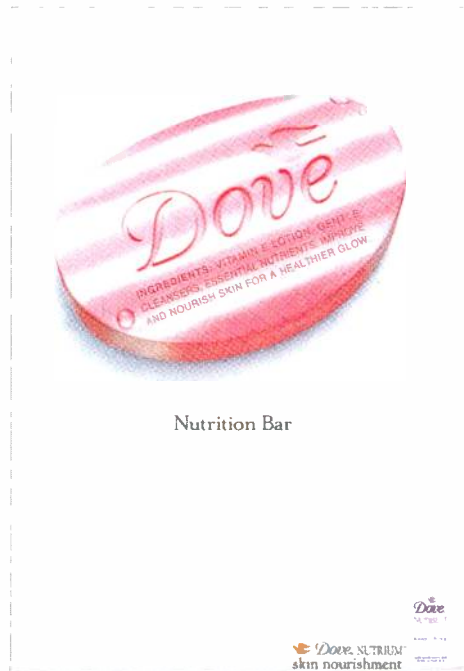
industry pulled in \$6 billion in total. While there was a pronounced rebound in interactive revenue in late 2002 compared to 2001, the year-to-year comparison shows a 16 percent drop, and banners, sponsorships and classified revenue were all down.

Strangely, that doesn't mean the industry's attempts to act more like "old media" are misguided. Pragmatists say they have little choice but to build that bridge, especially as digital experts on both client and agency sides get rebundled into the main organization. Digital media can't demand that it be thought of in an entirely different framework, using different metrics than offline media. "Traditional advertisers know what they mean. They trust the methodologies," notes Young-Bean Song, director of product analytics at ad technologists Atlas DMT. Atlas is one of a number of companies that offers reach and frequency online planning and buying tools, and Song says its GRP and Reach Forecaster technology are used by approximately three dozen ad agencies.

Of course, to target using an offline sensibility means to take in the concept of dayparting, that age-old planning tool that has been part of the TV and radio toolbox for decades. And it's here where those who disagree with the medium's image shift have a big problem. Not that both industry trade organizations and individual sites haven't embraced dayparting. In fact, it's been a business booster. The Online Publishers Association, which represents high-end publishers such as The New York Times Digital and The Wall Street Journal Online, has argued for several years that "daytime is prime time" on the Internet, emphasizing that for 25 percent of at-work users, the Internet is the only medium they use during the day. Sites such as CBS MarketWatch have made hay out of putting Budweiser ads on the home page on Friday afternoons. But dayparting's detractors, such as Volvo's Bienert, say the Internet's refined targeting capabilities should make the concept mostly superfluous online. "To me, dayparting is a sell-out to the medium," says Bienert.

As the repositioning of the medium rolls on, however, perhaps no concept is more controversial than that of an online advertising upfront. Those for it, which include MSN, argue the power of scarcity has long been a boon to the TV industry and would create demand for valuable online properties, as well. Those against it say the mere fact that online inventory is elastic makes the idea a nonstarter—they argue that with the offline upfront itself being questioned, now is not the time to buy into the idea. "That's a very, very misguided initiative," says Yahoo's Millard.

But the contretemps over an online upfront points to the continuing tension about how far online should go in comparing itself to its offline counterparts. Throwing out the idea that online advertising is only valuable if it's clicked on is one thing, but buying into every notion—some of them cockamamie—about offline media only serves to sell online short. MSN's Siegenthaler sees the evolution of online media this way. If the medium's original thesis was that it was all about click-throughs, followed by its antitheses, branding, "ultimately that's going to result in a synthesis of the two to create a new thesis." ■



Nutrition Bar

SOAP STORY: The IAB's first study of ad effectiveness compared print ads for Unilever's new soap against TV and Internet ads.

inside media

NEWS OF THE MARKET

Parade's Griffin Rejoins Meredith

Publishing veteran Jack Griffin, most recently president and publisher of Parade Publications, this week joins Meredith Corp. as president of its magazine group, overseeing 17 titles ranging from *Ladies' Home Journal* to *Traditional Home*. Griffin succeeds Jerry Kaplan, who last week announced plans to retire on Dec. 31. In the interim, Kaplan will serve as executive vp of the Meredith Publishing Group, helping Griffin with the transition and working with Steve Lacy, Meredith's publishing group president. Griffin will report to Lacy. Prior to joining Parade in 1999, Griffin spent five years at Meredith, serving in a number of roles, including general manager of Meredith Integrated Marketing, Meredith Custom Publishing, and vp of marketing for the Meredith Broadcasting Group. Meanwhile, over at Parade, Randy Siegel has been promoted to publisher of the *Parade* Sunday magazine, from associate publisher.

Returns, Events on VH1 Summer Slate

VH1 is jumping into the summer programming pool with returning series and two major events. On July 21-25, the net will continue its signature list series with the first edition of *VH1's 200 Greatest Pop-Culture Icons*, which include profiles of Hollywood stars, musicians, politicians and athletes. Aug. 18-22, VH1 will follow up its hit nostalgia series *I Love the 80s* with *I Love the 70s*, looking at the decade's music, people and trends. Cameron Diaz, Demi Moore, Lisa Marie Presley, Ziggy Marley and David Cassidy will be among the commentators. Other programming franchises that will be returning include *The Fabulous Life*, *VH1 Goes Inside* and *Red-Hot Red Carpet*.



Lyttle is leaving Big Ticket TV.

Paramount Takes Ticket as Lyttle Exits

Larry Lyttle is stepping down as president of Big Ticket Television, the Viacom-owned production company he launched nearly nine years ago. Big Ticket's operations will be absorbed by Paramount TV's network and syndication units. Among Big Ticket's properties are the syndicated hits *Judge Judy* and *Judge Joe Brown*. Its network series include CBS' *Hack*, UPN's *The Parkers*, and the WB's *JKX: The Jamie Kennedy Experiment*. Lyttle began his career in advertising sales in Chicago prior to becoming a talent agent at ICM. He moved into TV development at Warner Bros. in the 1980s. After eight years at Warner Bros., he was named president of Spelling Television, and then launched Big Ticket to develop comedy series as a complement to Spelling's strength in drama.

Alaska Add Gives Court TV Full Coverage

Court TV is now available in all 50 states following a carriage agreement with GCI Alaska for 100,000 subscribers. In addition, Court TV has commitments from Comcast, Insight, Charter and Mediacom and other NCTC systems for another 1.25 million analog subscribers. Court TV expects to be available in 80 million homes by year-end.

Urban Television Net Adds Affils

Urban Television Network has signed eight new broadcast and cable station affiliates, adding about 2 million households. New affiliates include DFTN Unity Media, Beaver Creek, Ohio; KLDH in Twin Falls, Idaho; KO7XL in Harrison, Ark.; KWBj in Morgan City, La.; WBWP-TV in West Palm Beach, Fla.; WOBZ in East Bernstadt, Ky; and WQXT-TV in St. Augustine, Fla. The Fort Worth, Texas-based netlet competes with Viacom's BET and has 70 affiliates reaching 22 million households.

UPN Gives Eve Title Role

UPN has changed the title of its new fall sitcom *The Opposite Sex to Eve*, after the show's hip-hop-singer star. Eve plays Shelly, a woman trying to balance her career with her love life. A network statement said the decision was made in order to "better market and promote the new series, capitalizing on Eve's worldwide fan base." The show is a production of the Greenblatt Janollari Studio, in association with Warner Bros. Television.

Kids' WB, AOL Launch 'Net Radio Station

Kids' WB!, the children's programming service of the WB Network, and America Online, have launched Radio Kids' WB!, a new station on the Internet-based AOL Radio

Calendar

The **Black Consumer Research and Advertising Summit**, presented by Target Market News, will be held June 30-July 1 at the Wyndham Chicago Hotel. With presentations by Arbitron, Scarborough and Starcom, among others, the event will examine the latest trends, findings and practices in marketing to the African-American consumer market. Contact: 312-408-1881 or visit www.targetmarketnews.com.

The **Television Critics Association's summer press tour**, focusing on new cable and broadcast network TV programming for the upcoming season, will be held July 7-25 at the Renaissance Hollywood Hotel. Cable networks will present July 7-10; PBS, July 11-12; the WB, July 13; ABC, July 14-15; TCA Day, July 16; Fox, July 17-18; TCA Awards, July 19; CBS, July 20-21; UPN, July 22; TCA Day, July 23; NBC, July 24-25. Contact: www.tvcritics.org.

The National Association of Broadcasters will present a **management development seminar for television executives** July 13-18 at Northwestern University's Media Management Center in Evanston, Ill. Contact: 202-429-5368.

Cable Telecommunications Association for Marketing will present the **CTAM Summit**, this year titled "The Art and Science of Marketing. Strategy. Creative. Results.," July 20-23 at the Washington State Convention and Trade Center in Seattle. Contact: 703-549-4200.

The Minority Media and Telecommunications Council will present a conference titled "**Building and Financing Minority Broadcast Companies**" July 21-22 at the Loews L'Enfant Plaza Hotel in Washington. The event aims to provide strategies for new market entrants and existing broadcasters to survive under the new FCC regulations. Contact: 202-332-0500.

The Association of National Advertisers will present **seminars on creative advertising, media strategy and direct marketing** Aug. 4-5 at the Westin Times Square in New York. Contact: 212-697-5950.

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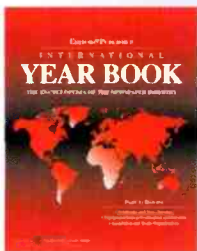
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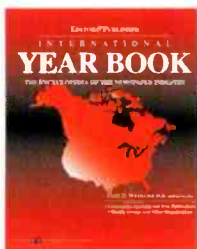
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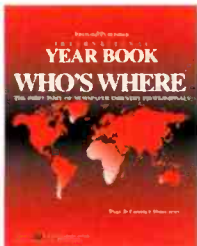
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inside media

Network. Radio Kids' WB! features tunes from Kids' WB!'s TV series programming and includes interviews with Kids' WB! characters. The move builds on the WB's "reputation for ground-breaking ways of incorporating music into its programming, particularly prime-time series," said Nancie Martin, senior vp, new media at the WB. The new Internet radio station targets kids 6-11, as well as tweens and teens, and is available via KidsWB.com. Kids' WB! and America Online are units of AOL Time Warner.

Sirius Reaches 100,000-Sub Milestone

Sirius, the New York-based subscription satellite radio service, reports it has hit the 100,000-subscriber mark, signing 100,233 subs as of June 20. However, Sirius still lags Washington, D.C.-based competitor XM Satellite Radio, which hit the half-million-subscriber mark earlier this year.

NBA TV Launches Interactive Nation

NBA TV on June 29 premiered a new 30-minute, six-episode series called *NBA Player Nation*, devoted to NBA interactive games. The show will air at 6 p.m. Sundays and will cover how NBA videogames are made, and feature interviews with players about the games they appear in and coverage of actual interactive tournaments.

Tribune Co. Signs for ABC Profile Service

The Tribune Co., publisher of the *Los Angeles Times*, *Chicago Tribune* and *Newsday*, has signed on to ABC's Reader Profile service, which will audit studies for 11 of Tribune's daily newspapers. The service, which is used by more than 240 papers, ver-

ifies total readership numbers that are used in developing media budgets. With the addition of Tribune's newspapers, 75 percent of all major papers will be tracked.

DJ Ingram Exits WCBS-FM

Dan Ingram, one of radio's legendary Top 40 disc jockeys, has cracked his last on-air joke after 12 years on WCBS-FM, Infinity Broadcasting's Oldies station in New York. Ingram, in his mid 60s, had hosted middays on weekends for the station, which was looking to scale back his on-air time. Program director Joe McCoy said it was Ingram's choice to call it quits. Much of the old guard has exited the station, including longtime morning man Harry Harrison, who left in March.

Radio Disney Launches Family Initiative

Radio Disney, ABC's radio network targeting kids, teens and their families, plans a July 1 launch for a new initiative called Project Family, which includes on-air programming highlighting families and family life, live events and a pledge drive that motivates families to spend more time together. The pledge drive, to run through Sept. 15, includes an interactive Web site and a new recording by Jump 5 of the classic "We Are Family," to be performed on tour this summer with Aaron Carter and Play. Radio Disney airs in 56 markets, including 18 of the top 20.

Z100 Re-Signs Afternoon Host

The No. 3-rated station in New York, Clear Channel's Contemporary Hit-formatted WHITZ-FM, has inked a new multiyear contract with afternoon personality and music

director Paul "Cubby" Bryant. Bryant, who pulls in the station's highest ratings during the day (2-6 p.m.) and has won six Billboard Music Director of the Year awards, has been with the station since 1996.

In Touch Ups Rate Base to 500,000

In Touch Weekly, the Bauer Publishing entertainment magazine launched last October, will increase its rate base to 500,000 from 350,000 with the Oct. 6 issue. The title launched with a rate base of 250,000 and raised it to 350,000 in April.

Priceline Taps MediaVest for Planning

MediaVest USA has been selected to provide media planning services to Internet travel company priceline.com. Media buying for priceline.com continues to be handled by Ocean Media of Huntington Beach, Calif.

THC's Superheroes Draws Younger Set

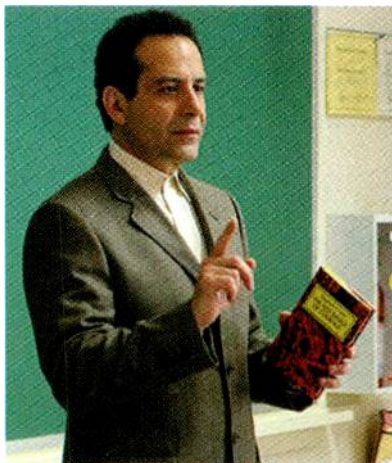
The History Channel's prime-time special *Comic Book Superheroes Unmasked* delivered the youngest male audience the cable network has seen in five years, average age 36. The two-hour June 23 program netted a 1.2 household rating, exceeding the net's prime-time average for this year by 33 percent. It also outdelivered THC's average for the 25-54 demo by 71 percent, scoring a 1.2 rating. THC is in 83.2 million homes.

North Exits Radio for More FNC Time

Ollie North is saying goodbye to his syndicated radio show, *Common Sense Radio With Oliver North*, on July 4 after an eight-year run. The former Marine and National Security Council staff member under former President Reagan will devote more time to the Fox News Channel, where he hosts the weekly *War Stories*, and writing. North's latest book, *Mission Compromised*, was on *The New York Times* best-seller list. His radio show, broadcast daily 3-6 p.m., was syndicated by Radio America on 100 stations.

LIN TV Acquires Digital Spectrum

LIN TV, owner and/or operator of 24 TV stations, was the highest bidder for 13 licenses in the FCC's auction of the broadcast spectrum occupied by broadcast TV channels 54 and 59. The spectrum LIN acquired for \$1.98 million is in markets such as Muskegon, Mich., and Waco, Texas. LIN won't take over ownership of the licenses until the spectrum is vacated by incumbent broadcasters upon the conversion to digital. ■



Monk Comes Back Strong

USA Network's *Monk* on June 20 scored the highest rating for a second-season premiere in basic cable history. The quirky detective dramedy, starring Tony Shaloub, averaged a 4.1 household rating and delivered 5.4 million viewers—a 14 percent increase over last year's premiere. *Monk* also grew its ratings among 18-to-49-year-olds 5 percent to a 2.1 (2.1 million viewers) and grew its delivery of adults 25-54 15 percent to a 2.8 rating (2.7 million). According to a Horizon Media analysis of Nielsen Media Research data, the series skews older, with an average viewer age of 49.4, even higher than most series on CBS, which is known for attracting older viewers.

The season-two opener of USA's *Monk*, with Shaloub, set a basic-cable record.



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Source: 2002 Nielsen EDI (revenue) 2002 MPA (average ticket price)

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Movers

NETWORK TV

Lisa Todorovich, most recently executive producer of the Live Online channel of the *Washington Post* Web site, was named deputy political director of ABC News. She will be responsible for coordinating news-gathering and editorial operations of the ABC News political unit and will report to Mark Halperin, ABC News political director... **Craig Erwich** has been promoted to executive vp of programming at Fox, overseeing comedy and drama development and current programming. Erwich takes the No. 2 programming slot to Gail Berman, which has been vacant for several months. He previously oversaw Fox's drama development as a senior vp.

CABLE TV

Discovery Channel has named **Joseph LaPolla** director of programming. Previously vp of programming and acquisitions at A&E and vp of programming and acquisitions and digital at The History Channel, LaPolla will oversee scheduling and acquisitions and contribute to development strategies... **Bob Higgins** was named senior vp of children's programming and development for Cartoon Network. He will be based in Atlanta, overseeing animated features, series and shorts, as well as acquisitions. He will also work closely with marketing and licensing executives. Higgins was most recently senior vp and executive producer for Classic Media Inc., where he oversaw the television, feature film and direct-to-video product based on characters including Casper, Lassie and Richie Rich... MTV has named **Alvin Patrick** vp of production for CTN: College Television Network. Patrick, most recently an executive producer on MTV special events, will be responsible for day-to-day production on CTN, including special events.

RADIO

Joe Cruz was named vp and general manager of Hispanic Broadcasting's stations in Sacramento, Calif. He had been general manager of Salem Communications' stations in the market... **Pat Paxton** was promoted to senior vp of programming for Entercom Communications, from (continued on page 26)

media elite

EDITED BY ANNE TORPEY-KEMPH

Quicktakes

ABOUT 425 PEOPLE took the 20-minute gondola ride to the top of Aspen Mountain to party with *Food & Wine* publisher **Julie McGowan** in the kickoff to the American Express Publishing title's recent Aspen Classic weekend. Guests including celebrity chefs, *F&W* advertisers and top-shelf winemakers cavorted amid blow-ups of Rat Packers, bouquets of peacock feathers and gaming tables at the Las Vegas-themed gala, catered by Vegas' own Bellagio Hotel, which even sent its master mixologist to serve up the libations. Spotted at the gaming tables: AmEx Publishing president and CEO **Ed Kelly** challenging **Matina Karadiakos**, senior principal/media director for Publicis/Optimedia, at blackjack, and chef Daniel Boulud stockpiling his chips under the table. Boulud was also among the many attendees rendered star-struck when cowboy-hatted local yokel Kevin Costner stepped off the gondola. But some of the guests didn't



Look who just rode in on the gondola! Costner with McGowan in Aspen



H&C's new rant man Miller

even notice; they were glued to the sets, watching the NBA Finals, which, McGowan jokes, has become a tradition at her party... Comedian **Dennis Miller** has signed on as a weekly commentator on Fox News Channel's *Hannity & Colmes* current-events talk show. Miller's

Friday-night rants kicked off June 27... It was fair weather for TiVo's recent "New York visibility" party at the legendary Roxy, a tribute to the 1964 New York World's Fair, complete with a 12-foot-tall ice-and-steel re-creation of the Unisphere and Barbarella-esque models inviting guests to visit the TiVo Better Living Center and other "pavilions." On hand to "see the future of TV" were Rebecca Lieb, executive editor, Jupiter Media; Gregory Tarr, executive editor,

Twice; Hiroshi Maeda, senior vp, Sony; Eugene Hernandez, editor in chief, *Indiewire*; Mariann Sabol, producer of the syndicated *Live With Regis & Kelly* TV show; Alexandra Peers of the *Wall Street*

Journal; Neil Rosen of regional news channel New York 1; and David Katzmaier and Stuart Elliott of *The New York Times*... When **Fortune Small Business** was making plans to treat its clients to a night out in New York's East Village, the event crew was careful to reserve only "safe" seats for the entertainment portion of the evening, a performance by the famously messy Blue Man Group. *FSB* had assured guests of the arrangement, but a high-

er-than-expected response to the invites found the planners short of tickets at the last minute, and the only seats left at that point were the "poncho" seats, the ones up front, in the line of fire. So the *FSB* higher-ups, including publisher Hugh Wiley and editorial director Brian Dumaine, sacrificed themselves—and got covered with Twinkie spew. "Having survived the toddler stage of my two kids," said Wiley, "I could take it." The *FSB* execs didn't hold a grudge, though; they invited members of Blue Man Group to join them après-show for drinks down the block at Pangaea. ■



Deutsch media planners Allison Tierney (l.) and Renee Stambuk with Blue Man at FSB event

Dish



Gary Fries, president/CEO, Radio Advertising Bureau, presents **Dick Orkin**, co-creative director of the Famous Radio Ranch, with the Radio-Mercury Lifetime Achievement Award at New York's Waldorf.



Jack Kliger, president/CEO, Hachette Filipacchi Media U.S. (I.), chummed with *Hamptons* publisher **Jason Binn** at the recent *Hamptons Concours d'Elegance and Auto Exhibition* in Bridgehampton, N.Y.



Uhl named gm of WHP- and WLYH-TV



Furlong joins Golf Digest Cos.

(continued from page 25) vp of programming... **Damon Balch** has been named director of sales for KPDQ-AM, KPDQ-FM and KFIS-FM, Salem Communications' stations in Portland, Ore. Balch had been with Citadel Communications as director of sales for its five stations in Colorado Springs, Colo.... **Lisa Bisagni** has been promoted to national sales manager of Radio Unica's WWRU-AM in New York, from account exec... At Sirius satellite radio, **Jay Clark** was promoted to executive vp of programming, from vp of entertainment/information programming.

TV STATIONS

At WHNS-TV, Meredith Corp.'s Fox affiliate in Greenville, S.C., **Ron Kelly** was named local sales manager. He was previously general sales manager at WSAV-TV, Media General's NBC affiliate in Savannah, Ga.... **Matthew Uhl** has been promoted to vp and general manager of WHP-TV and WLYH-TV, Clear Channel's CBS and UPN affiliates in Harrisburg, Pa. He had been the duopoly's general sales manager.

MAGAZINES

Mark Furlong has joined Golf Digest Cos., replacing Peter Gross as vp of Golf World Group and publisher of *Golf World*. Furlong will oversee the business strategy and growth of the group, which includes *Golf World* and *Golf World Business*. He had been publisher of *Natural History Magazine*... *Men's Journal* has named **William Schenck** associate publisher and **Amy Simmons** sales development director. Schenck had been advertising director at *Vanity Fair*. Simmons was advertising director at Fairchild's *DNR*.

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At Deadline

(continued from page 3) the second half of the year following the upfront were within a few percentage points of the gains achieved during the upfront. Last year, the 14 percent upfront bump was followed in the second half of the year with a 17 percent advertising gain in national radio. In 2001, when the upfront dipped 14 percent, national radio dipped 17 percent in the second half.

■ TIME'S GOODGAME TO HELM FSB

Dan Goodgame, who most recently directed *Time's* business coverage as assistant managing editor and edited the monthly supplement *Time Global Business*, has been promoted to managing editor of 10-times-yearly *FSB: Fortune Small Business*. Goodgame replaces Hank Gilman, who returns to *Fortune* as a deputy m.e.; Gilman had previously served as assistant m.e. *FSB's* controlled circulation held at 1 million in last year's second half versus the prior year, according to BPA International.



■ FCC'S DO-NOT-CALL REGISTRY TO HURT MAGAZINES

Magazine publishers may find it tougher to reach potential subscribers as a result of a federal do-not-call registry that began accepting consumer requests last Friday. After Oct. 1, companies may not call consumers who place their telephone number on the registry, run by the Federal Trade Commission. Magazines may still call those with recently expired subscriptions. But trolling for new subscribers could be cramped. According to the Magazine Publishers of America, a single telemarketer generated 7 million subscriptions in 2000, a year when overall circulation stood at 319 million.

■ G+J USA PULLS THE PLUG ON DEVELOPMENT OF FLASH

G+J USA Publishing has pulled the plug on *Flash*, the twentysomething women's magazine that was being developed by *Fitness* editor in chief Emily Listfield. The magazine was to have covered everything from shopping and style to sex and celebrities. A G+J USA representative confirmed the move. "In light of other budget-related considerations, we are postponing further development of *Flash* until first quarter 2004," the rep said. "This is a normal course of action for projects in development." The decision comes just months after G+J USA's decision to cease developing *Wink*, a lifestyle magazine aimed at women ages 30-45. Former *Rosie* editor Susan Toepfer had overseen *Wink* but is now working on G+J's German-based celebrity title *Gala*.

■ ECHOSTAR, DIRECTV SUE OHIO OVER SATELLITE SALES TAX

EchoStar's Dish Network and DirecTV, the two largest U.S. satellite TV services, have sued the State of Ohio for passing what they contend is a discriminatory 6 percent sales tax for satellite television service in the state. In the lawsuit, filed in the Court of Common Pleas in Franklin County, the satellite companies charge the tax is discriminatory because it is not levied against satellite TV's competitor, the local cable television companies. The suit is seeking to stop the state from taxing more than 700,000 satellite tv customers in Ohio.

■ TALK AMERICA RADIO ADDS MOVIE SHOW TO PORTFOLIO

Talk America Radio Networks has added *The Movie Show on Radio* to its growing network portfolio. Produced by Alexandria, Va.-based

ProStar Entertainment and hosted by Max Weiss and Mike Mayo, the two-hour weekly show currently has 80 affiliates in markets such as Boston, Atlanta, Phoenix and Baltimore. It's the only syndicated weekend call-in Talk radio program dedicated to the discussion of movies and videos. Earlier in June, Liberty Media took a 5.6 percent stake in TARN parent IDT Media.

■ **ADDENDA:** Charles Coplin was named the NFL Network's vp of programming, and Daniel Margulis was named the network's director of program acquisitions. Coplin is a former coordinating producer for ABC Sports and most recently worked for the National Football League. Margulis joins the NFL Network from YES Network...**Rich Eisen**, anchor for ESPN's *SportsCenter*, has joined CBS Sports, where he will initially serve as studio host for the network's U.S. Open tennis coverage, which begins on Aug. 25...**Francis Farrell**, who was once senior vp/publisher and general manager of Vulcan Ventures' *Sporting News*, was named publisher of *National Geographic Adventure*, replacing Chris Sachs, who left the company in May...**Lisa Guerrero**, most recently a sports update segment anchor for Fox Sports Net's *The Best Damn Sports Show, Period*, will join ABC Sports as the sideline reporter for *Monday Night Football* this season. Guerrero, a former Los Angeles Rams' cheerleader, who recently posed in *Maxim*, replaces Melissa Starks...The 3rd Annual **BET Awards** on June 24 scored a record rating for the Viacom-owned network. The telecast generated a 4.3 household rating (3.2 million households) and delivered 5.5 million viewers 2-plus, which is the largest audience BET has attracted for a single event in its 23-year history...**Maggie Murphy** was named senior vp of drama development at UPN, effective July 1. She was previously senior vp of drama programming for Regency Television, where she was one of its founding executives...**Genevieve Marlin-Fernandez**, most recently deputy managing editor at Time Inc.'s *People en Español*, has been named managing editor of Reader's Digest's *Selecciones*...**UPN** has ordered for midseason a computer-generated-image-animated sitcom, titled *Game Over*, from Carsey-Werner-Mandabach. The series features the voices of Marisa Tomei and Patrick Warburton...**Bloomberg Radio**, which syndicates its business reports to more than 700 stations, will be getting its first full-time affiliate beginning July 1 when AAA Entertainment Radio Group picks-up the all-business format for its station broadcasting at the 96.7 frequency in eastern Suffolk County on Long Island...**Brown & Williamson** has selected four agencies to compete for its \$50 million media account, according to industry sources. The contenders include WPP Group's MindShare; Interpublic Group's Media First; Media Kitchen, a unit of the Kirshenbaum Bond Creative Network; and the incumbent, Grey Global Group's MediaCom. The finalists, all in New York, were culled from a list of about a dozen shops...The Senate Commerce Committee on June 26 approved a provision that would stop the Federal Communications Commission from auctioning the right to share **spectrum used by satellite operators**. The measure is aimed at helping Northpoint Technology use the spectrum for its proposed video service. House leaders promised to oppose the Senate measure, which was put forth by Sen. Maria Cantwell (D-Wash.) and Sen. John Sununu (R-N.H.)...Through a deal with WMTV, Gray Television's NBC affiliate in Madison, Wis., ACME Communications' **WB affiliate WBWU** will launch a 9 p.m. newscast this fall produced by WMTV (WBWU will sell its own ad time).

By Design

Newsweek this fall will publish a themed issue examining design's influence on life and commerce around the world

NEWSWEEK'S CREATIVE JUICES WILL BE FLOWING THIS SUMMER AS THE STAFF BEGINS preparing an elaborate issue focusing on design, scheduled to hit newsstands stands Oct. 13. Spearheaded by executive editor Dorothy Kalins, former editor of *Metropolitan Home*, *Garden Design* and *Saveur*, the is-

ssue will feature a cover story of at least two dozen pages examining the ideas and processes behind design and will look at everything from fashion and architecture to graphic and product design. Kalins notes the themed issue is an opportunity for *Newsweek* to expand beyond its

cities like London, where design flourishes, where there are lots of fresh companies, young people, big opportunities, great shops and museums—where design is in the air.”

Design issues must also be in the air. *Newsweek's* special follows rival *Time's* spinoff last

February of *Time Style & Design*. In May, *Vogue/Harper's Bazaar* veteran Kate Betts signed on as editor of the now-biannual issue. Timed to coincide with New York's fall and spring Fashion Weeks, the premiere issue had a 1 million distribution and was polybagged with 600,000 subscriber copies of *Time*. *Time Style & Design's* second

issue will be published in September.

Kalins, however, says *Newsweek's* special will not resemble *Time Style & Design*, which is more fashion-oriented. “We had this going from the minute I walked in here,” says Kalins, who joined *Newsweek* in April 2001. “It just took a while to get going,” she adds, citing 9/11 and war coverage as taking priority.

On the advertising front, Greg Osberg, *Newsweek* executive vp and worldwide publisher, says he has begun seeking out sponsorships for the design issue. Although Osberg says he will limit the number of ads running in the package, he hopes to break some business from the home design category as well as pick up additional luxury and fashion pages.

Through the July 3 issue, the 3.1 million-circ *Newsweek's* ad pages are up 1.6 percent this year to 966, reports the *Mediaweek* Monitor. At 4.1 million-circ *Time*, ad pages are flat at 1,122.



“The issue recognizes the importance of design in our culture. It goes way beyond just the objects.”
NEWSWEEK'S KALINS

regular coverage of design, although the package will maintain the DNA of the newsweekly.

The design issue follows similar *Newsweek* editorial initiatives such as the Health for Life series, published three times per year, and the quarterly Next Frontiers tech specials.

“Traditionally, magazines have done design issues by running page after page of objects—the coolest scooters, the greatest computer, the cute car,” says Kalins. “This issue is going to look more at the creative process of how designers, manufacturers and retailers got to that end, and how consumers react. It recognizes the importance of design in our culture. It goes way beyond just the objects.”

Kalins has tapped Chee Perlman, onetime editor of the design bible *ID*, to consult on the project.

One feature will highlight the best cities for design. “We’re not talking about the best-designed cities,” Kalins explains. “We’ll look at

Some media buyers question whether there is a need for *Time* and *Newsweek's* design specials. “If I’m looking for style and design, there are other titles that do that well. They wouldn’t be my first pick,” says Alan Jurmain, executive vp/director of U.S. media services for Lowe & Partners Worldwide. “It sounds like [the newsweeklies] are looking for opportunities to bring in new advertisers and to experiment with expanded editorial subject matter. In a creative sense, it may be a valid push.” —LG

Let's Launch

Everyday Food proves tasty

Everyday Food, Martha Stewart Living Omnimedia's digest-sized recipe magazine that will begin publishing 10 times yearly in September, will succeed or fail based not on Martha Stewart's legal woes but on consumer demand, media buyers say.

Not using Stewart's name in the title could be a plus. “If there is consumer demand for *Everyday Food*, I don't think advertisers are going to let Martha's issues get in the way,” says Karen Jacobs, Starcom Worldwide executive vp/director of print investment. “[*EF*] will live or die by whether people are buying it. If they are, the Martha issue will fade away for this magazine. If they are not, it will become a handy excuse for [advertisers] not to get involved.”

Everyday Food is a quick-read cooking guide that uses simple ingredients found in supermarkets. MSO has published four test issues of the digest-sized title since January. Executives declined to provide specifics on newsstand sales other than saying they met expectations. Advertising averaged 45 pages per issue, from clients including General Motors to Campbell's.

EF's circulation rate base will not be set until early next year, but the magazine's distribution will rise to 900,000 from its current 750,000.

Though the full launch of *EF* comes amid Stewart's legal troubles—she is scheduled to stand trial in January for securities fraud and obstruction of justice as a result of insider trading allegations—MSL president/CEO Sharon Patrick maintains that creating other brand names has been the strategy all along.

“We really wanted to grow the company on a series of brand labels that would become an ever-growing collection of assets,” Patrick says.

Twice-weekly *Everyday Food* segments have been running on the syndicated *Martha Stewart*

Mediaweek Magazine Monitor

WEEKLIES June 30, 2003

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	30-Jun	55.88	1-Jul	74.54	-25.03%	1,351.78	1,551.37	-12.87%
The Economist	21-Jun	40.00	22-Jun	56.00	-28.57%	1,005.00	1,219.00	-17.56%
Newsweek ^E	30-Jun	29.86	1-Jul	25.51	17.05%	965.66	950.36	1.61%
The New Republic ⁺	30-Jun	8.72	1-Jul	7.32	19.13%	178.52	205.23	-13.01%
Time ^E	30-Jun	39.73	1-Jul	35.78	11.04%	1,122.31	1,122.08	0.02%
U.S. News & World Report ^D	30-Jun	19.97	1-Jul	12.89	54.93%	641.55	635.00	1.03%
The Weekly Standard								
		DID NOT REPORT		NO ISSUE		212.50	226.90	-6.35%
Category Total		194.16		212.04	-8.43%	5,477.32	5,909.94	-7.32%

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
SPORTS/ENTERTAINMENT/LEISURE								
AutoWeek	30-Jun	17.31	1-Jul	26.69	-35.14%	574.10	605.83	-5.24%
Entertainment Weekly	27-Jun	59.57	28-Jun	60.86	-2.12%	911.19	902.33	0.98%
Golf World	27-Jun	15.33	28-Jun	28.34	-45.91%	590.76	805.84	-26.69%
New York ^D	30-Jun	81.30	NO ISSUE		N.A.	1,159.10	1,312.30	-11.67%
People	30-Jun	62.60	1-Jul	48.20	29.88%	1,805.64	1,781.09	1.38%
Sporting News	30-Jun	8.58	1-Jul	12.00	-28.50%	350.23	365.96	-4.30%
Sports Illustrated ¹	30-Jun	39.99	1-Jul	37.01	8.05%	1,129.92	1,221.52	-7.50%
The New Yorker	30-Jun	35.99	1-Jul	27.14	32.61%	1,039.63	1,006.60	3.28%
Time Out New York	25-Jun	52.64	26-Jun	63.38	-16.93%	1,769.81	1,693.41	4.51%
TV Guide	28-Jun	26.41	29-Jun	19.86	32.98%	1,188.53	1,190.82	-0.19%
Us Weekly ⁺	30-Jun	27.32	1-Jul	13.00	110.15%	614.91	498.34	23.39%
Category Total		427.04		336.48	26.92%	11,133.82	11,384.04	-2.20%

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
SUNDAY MAGAZINES								
American Profile	29-Jun	8.70	30-Jun	8.60	1.16%	229.15	219.83	4.24%
Parade	29-Jun	9.68	30-Jun	18.22	-46.87%	343.91	328.10	4.82%
USA Weekend	29-Jun	13.08	30-Jun	17.49	-25.21%	320.50	323.13	-0.81%
Category Total		31.46		44.31	-29.00%	893.56	871.06	2.58%
TOTALS		652.66		592.83	10.09%	17,504.70	18,165.04	-3.64%

D=2003 double issue; E=estimated page counts; 1=one fewer issue in 2003 than in 2002; +=one more issue in 2003 than in 2002

BIWEEKLIES June 30, 2003

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
BUSINESS/ENTERTAINMENT								
ESPN The Magazine	7-Jul	49.02	8-Jul	56.73	-13.59%	731.83	692.56	5.67%
Forbes	7-Jul	87.15	8-Jul	112.27	-22.37%	1,432.77	1,465.51	-2.23%
Fortune	7-Jul	100.14	8-Jul	115.56	-13.34%	1,482.46	1,680.56	-11.79%
National Review	14-Jul	10.42	15-Jul	13.58	-23.32%	191.14	182.38	4.80%
Rolling Stone ^{DD}	10-Jul	48.08	4-Jul	77.55	-38.00%	664.34	708.26	-6.20%
Category Total		294.81		375.69	-21.53%	4,502.54	4,729.27	-4.79%

DD=double issue last year

CHARTS COMPILED BY AIMEE DEEKEN

Living TV show since December. Patrick says *EF* eventually will spin off into its own show.

As for Stewart, who last month stepped down as chairman/CEO and is now chief creative officer of MSO, she says she remains as involved as ever. "My interaction with the staff that is creating the magazine is active, contributory, as it is with all the things we do here," she says.

Meanwhile, the 2.3 million-circ flagship *Martha Stewart Living* has experienced softness, both on the newsstand and in ad pages. Last year, when Stewart was under investigation, newsstand sales dipped 5.3 percent to 380,901, according to ABC. In last year's second half, newsstand sales tumbled 21.8 percent. *MSL's* ad pages this year are down 30.6 percent through July to 691, reports the *Mediaweek* Monitor.

"It's softer than the first half of last year and has been somewhat affected by the situation," acknowledges Lauren Stanich, MSO executive vp/ president of publishing. —LG

Ski Lift

Sports title to get fall upgrade

For decades, 67-year-old *Ski* and 55-year-old *Skiing* have struggled to articulate their differences in the marketplace. The Boulder, Colo.-based titles, acquired by Time Inc.'s Time4 Media in 2000, not only share a similar name and sport, but in many cases they have overlapped editorially. But with two new editors on board, a concerted effort is under way to put some distance between the books' editorial missions and boost their circulations.

Last year, veteran editor Perkins Miller joined the more technical, instruction-oriented *Skiing* and moved it further in the direction of an outdoor/adventure title. Over at lifestyle-focused *Ski*, editor Kendall Hamilton, who took over last January, is preparing to more fully embrace luxury living beginning with the title's October edition.

The total paid circ of *Ski*, published eight times yearly, was flat at 455,793 in the second half of last year, according to ABC. *Skiing*, following a redesign last year, grew its paid circ 1.8 percent to 408,298 over the same period.

"Skiers are sophisticated and fairly successful people, and they need a magazine that reflects their tastes and interests," Hamilton says of the upcoming changes at *Ski*. The median household income of *Ski's* readers is \$77,756, according to Mediamark Research

Inc. data. While *Skiing's* readers currently earn about the same (\$78,802), Time4 Media hopes to make *Ski* the more upscale book.

The October issue, which kicks off *Ski's*

high season, will sport a more sophisticated design. Among the new elements added will be an après-ski food page; a style page, which will feature off-slope clothes and accessories; coverage of high-end ski houses; and more travel coverage. The travel section will open with a destination story, and a page titled Weekend Radius will offer city dwellers suggestions on nearby ski destinations. Gear and instructional pages will remain key ingredients in *Ski's* new editorial mix.

"Skiing is expensive. It's a natural fit," Mike McHale, group media director at Optimedia International, says of *Ski's* lifestyle upgrade.

In advance of the changes, *Ski's* ad pages were up 51.1 percent to 304 through May, according to Publishers Information Bureau. —LG ■



Gimme shelter: *Ski* will add regular coverage of high-end mountain retreats that cater to its readers' luxe lifestyles.

media person

BY LEWIS GROSSBERGER



Nuts and Nutserer

THOUGH THE MEDIA PERSON FOUNDATION HAS NOT YET ANNOUNCED ITS HEROES-OF-THE- Media award winners for June, Media Person, with his insider contacts, can slip you the names of two contenders who are shoo-ins. As you surely know, the Hero prizes are presented to honor, in the words of the

foundation's charter, "individuals who have shown courage, nobility and enterprise in the pursuit of news or, failing that, have lived up a slow news day by doing something insane." Well, it's hard to think of anyone more deserving of this prestigious award than Greg Packer and Aaron Barschak.

Greg is a highway-maintenance worker from Huntington, Long Island, with a unique hobby: He gets quoted in the newspapers. Frequently. On every topic.

You know how the papers and TV news are always tossing those insipid "man-in-the-street" bits into stories... *Larda Fishkopf, a part-time camphor-ball retailer from East Quack-enbush, N.J., said she'd spent three days in line waiting for the new Deepak Chopra book. "I think Deepak is deep," she said. "That's how he got his name."* That sort of thing? Well, Greg Packer has been quoted as a man in the street hundreds of times. He's made all the New York papers and, thanks to the wire services, publications all over the world. In fact, wherever there's a street, there's Greg. He's the man with all the answers.

His remarkable record became known when a couple of bloggers (people who apparently do nothing but read newspapers—just as the newspapers' own reporters and editors apparently do everything but) noticed Greg's frequent citations in the press and then *The Wall Street Journal* did a feature on him, making him the happiest man in North America.

According to the *Journal*, whenever Greg has a day off work, he heads for the big city to attend "events": concerts, ball games, fund-

raisers, prayer services, demonstrations, openings, signings, celebrity gatherings—anything reporters are sure to show up at. He then positions himself near the press corps and does his utmost to look approachable, chatty and nonviolent. They always bite.

Interestingly, the things he says to the media are completely uninteresting. He spews blandness, praise, platitudes, conventional wisdom. The media do not care.

Newsday's Sheryl McCarthy wrote three-quarters of a good column on Greg, saying his media ubiquity "suggests that man-on-the-street interviews are worthless" because seemingly "it doesn't matter whom reporters talk to, as long as they get a quote from somebody." She also came up with this on-the-money insight: "I think the reason Packer is quoted so often is that journalists hate man-on-the-street interviews. It's demeaning to have to scan a crowd of total strangers, searching for someone who looks like he or she might have something quotable to say, and won't tell you to get lost." Greg looks happy to see you.

But McCarthy then ruined everything by saying that occasionally you come across a really good quote, so that justifies MITS syndrome. But why run all the inane ones, too? No, Man In the Street must

go. Media Person has ruled, and there is no appeal. It is Greg Packer we must thank for bringing this worthless institution into question, even if it does reveal him as a pathetic exhibitionist in desperate need of attention. His sacrifice is indeed heroic.

As for Aaron Barschak, well, how can Media Person possibly heap enough praise on this admirable young lunatic? In case you've already forgotten, he's the guy who sneaked into Prince William's birthday party at Windsor Castle, causing the British security establishment almost as much angst as Jayson Blair did *The New York Times*.

Disguised in turban, beard and ball gown to resemble a cross-dressing Osama bin Laden, Aaron climbed over a castle wall and somehow convinced security he was an invited guest. Media Person guesses the thinking was that the real Osama bin Laden would never wear a dress due to religious restrictions, so this guy must be an eccentric school chum of the Prince. You know those wacky royals.

Aaron wasn't arrested until he'd jumped onstage and tried to do his act (he calls himself a "comedy terrorist"), which included such knee-slappers as pointing to another fake beard under his dress and exclaiming, "The real hair to the throne!"

No doubt he is now in a small cage in Guantanamo being politely questioned with the aid of electrical wires attached to his genitals, a process Media Person has been given to understand is necessary to maintain our safety here in the free world. That knowledge only points up the heroism of Aaron's exploit, which reveals the interesting duality in our nature. We want to be protected from tragedy terrorists and so we accept the helmeted folk

strolling among us with machine guns and X-ray devices. But at the same time the anarchist in us loves seeing security's nose yanked. Aaron, tell them nothing! ■

Occasionally you come across a really good quote, so that justifies MITS syndrome. But why run all the inane ones, too? No, Man In the Street must go.

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From "Sheer Genius," Shape, August 2003.

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SHAPE