

MEDIAWEEK

JULY 28-AUGUST 4, 2003 \$3.95 VOL.13 NO. 28

THE NEWS MAGAZINE OF THE MEDIA

Nets Eye Fresher Summer Skeds

Greater advertiser involvement seen as key to financing more scripted shows **PAGE 4**

WASHINGTON

Networks Try to Retake Cap Issue

Execs allege House vote was politically motivated **PAGE 5**

RESEARCH

Young Hispanics Watch Less TV

MTV Nets charts 12-24 demo's media habits **PAGE 6**

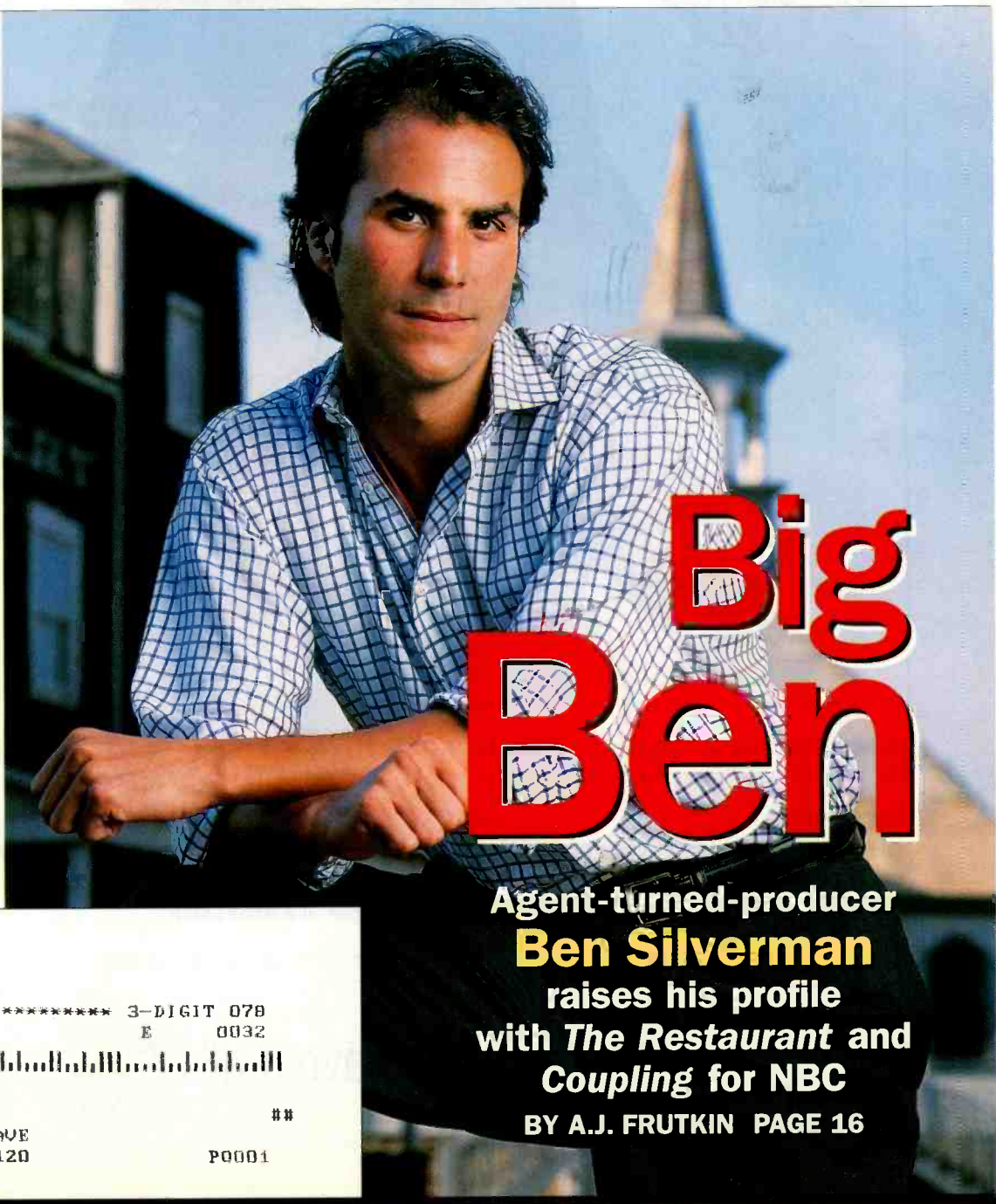
MAGAZINES

MPA Plans Road Trip to Arkansas

Board to visit Wal-Mart HQ over display policies **PAGE 26**



BRIAN DAVIS



Big Ben

Agent-turned-producer **Ben Silverman** raises his profile with *The Restaurant* and *Coupling* for NBC

BY A.J. FRUTKIN **PAGE 16**

#BXNQDWJ ***** 3-DIGIT 078
#MWD098348# JUN04 E 0032



LAURA JONES
WALDENBOOKS
42 MOUNT PLEASANT AVE
WHARTON NJ 07885-2120

##

P0001

Is your brand part of a look or a lifestyle?



From "Sheer Genius." Shape, August 2003.

Shape delivers the best of both worlds. While other magazines simply cover trends, Shape delivers beauty and fashion that enhance the active lifestyles of our 5.7 million readers. In fact, beauty/fashion is almost one-third of Shape's total edit.

Shape readers:

- have a higher household income than readers of Allure, Elle, Glamour, Harper's Bazaar, Marie Claire and Vogue
- spend more on beauty products than Allure readers
- spend more on fashion than readers of Elle, Harper's Bazaar and Marie Claire

See why Shape was on Adweek's 2003 Hot List. Call Diane Newman, Publisher, at 212-545-4896.

Young. Smart. Rich. Sexy. Have it all.

Source: MRI Fall 2002, based on total women
Photography: Steve Shaw; Fashion Editor: Kristina Coleman; Hair: Bernhard Tamme for Nubest Co. NYC/CloutierAgency.com; Makeup: Hiromi Ando/SmashboxAgency.com.

SHAPE

At Deadline

■ NIELSEN ADDS VIACOM, DIRECTV BUSINESS

Viacom ended its 15-month standoff with Nielsen Media Research, signing up for people meter ratings in Boston, where Viacom owns and operates WBZ (CBS) and WSBK (UPN). In addition to Boston, the company, which had been negotiating with Nielsen for months, is working out the details of a multi-year, group-wide deal for all of its 39 TV stations. Separately, Nielsen also signed a landmark deal with DirecTV. Through the agreement, the satellite operator will have its national audience calculated by Nielsen for the first time. Prior to the agreement, which became effective July 1, DirecTV would extrapolate its ratings from cable estimates, which are not broken out by audiences to satellite providers.

■ PRESIDENT GETS POSTAL REPORT

After months of hearing testimony from groups including the Magazine Publishers of America, the President's Commission on the U.S. Postal Service last week released its final set of recommendations on postal reform. The report offers cost-saving measures and efficiencies that will help keep postal rates from becoming prohibitive. The recommendations include: the use of private sector resources for mail processing and transportation, and an increase in automation. The Commission's report will be sent to Pres. Bush on July 31.

■ WB PROMOTES SEVERAL EXECs

The WB promoted three of its development executives last week. Comedy co-heads Mike Clements and Tracey Pakosta, and drama chief Carolyn Bernstein—all of whom were senior vps—were upped to executive vp. Meanwhile, three WB sales execs were promoted in the network's New York office. Claudine Lilien, Brian Doherty, and Michael Guariglia were each named vp/manager of Eastern Sales. Lilien, currently based on the West Coast, will join Doherty and Guariglia after relocating to New York. However, the western region sales unit will continue to report to her.

■ DIGITAL TV BILL GETS NOD FROM CEA

The Consumer Electronics Association says it likes a bill that asks regulators to quickly ratify a standard for connecting digital TVs to digital cable without a set-top box. The bill, which aims to spur the transition to digital TV, was introduced last week by Rep. Lee Terry (R-Neb.) and Rep. Rick Boucher (D-Va.). Cable companies and set-

makers say easier digital connections will speed consumer acceptance of digital TV. Hollywood studios criticized the proposed standard, saying it offers "woefully inadequate" protection against digital piracy.

■ MEDIAWEEK TAKES A SUMMER BREAK

Mediaweek will not publish an issue on Aug. 4. The next edition will be published Aug. 11. Mediaweek.com will provide daily news updates and analysis during the break.

■ ADDENDA: The Justice Department confirmed last week it is investigating Clear Channel Communications

in response to questions from Rep. Howard Berman (D-Calif.). Berman early last year asked the DOJ to investigate allegations Clear Channel uses its market clout to unfairly shut out competitors. Clear Channel said it is cooperating with the "fairly routine" probe and expects Justice will conclude it operates "with the highest degree of integrity."...Tribune

Entertainment president/CEO Dick Askin is running unopposed for chairman of the Academy of Television Arts and Sciences. Elections will be held Aug. 20 at the ATAS Board of Governors meeting...NBC will introduce a new feature to prime-time TV this fall when it begins airing "one-minute movies." They will be used as interstitial programming between commercials and possibly where a show ends earlier than its scheduled running time. NBC Entertainment president Jeff Zucker said 10 have already been made...FX's *Nip/Tuck* premiere generated the highest ratings for a basic cable series this year with a 3.2 household rating (3.7 million viewers)...Michael Guth, previously vp of marketing consulting firm Fusion 5, was named to the new position of vp, program development, for AOL Time

Warner's Global Marketing Solutions unit...Ardyth Diercks, senior vp of Gannett TV, joins NBC's Miami owned and operated station WTVJ as president/general manager. Diercks replaces Don Browne, who was recently named COO of Telemundo, also owned by NBC.

■ **CORRECTION:** A Media Elite item in the July 14 issue incorrectly stated the amount raised over the past eight years by the Bob Goen Toyota Invitational golf tournament for the Colorado chapter of the Make-A-Wish Foundation. The event has raised more than \$1 million.

INSIDE MEDIWEEK



The MPA's Nina Link takes a stand on Wal-Mart's new magazine policies Page 26

Local Media 9
Market Profile 12
Media Elite 22
Inside Media 25

Market Indicators

NATIONAL TV: QUIET

Upfront hold orders are beginning to float in for the fourth quarter. While a few smaller advertisers are trimming their upfront commitments slightly, larger network advertisers so far are vowing to honor the majority of their upfront holds.

NET CABLE: HEALTHY

The dog days of summer are fast approaching, but third-quarter scatter continues at a brisk pace. The activity is mostly fueled by spending from typical summer fun categories like movies, beverages and fast food.

SPOT TV: ACTIVE

Sold-out conditions in larger markets are causing stations to add on pre-emption charges to free up schedules. Political advertising is gearing up, especially in California. Auto, movies and fast foods are active spenders.

RADIO: TIGHTENING

Inventory is tightening in top markets leading up to Labor Day and into the fourth quarter. Strong activity from Chrysler and other automakers. Back-to-school retail is gearing up for August.

MAGAZINES: MIXED

Financial, insurance, tech, telecom are buying strongly in newsweeklies but are light spenders elsewhere. Domestic and international auto, pharmaceuticals are also active in news/business titles.

CosmoGirl!'s Rubenstein Graduates to Seventeen

Hearst Magazines last week promoted Atoosa Rubenstein, the founding editor in chief of *CosmoGirl!*, to run sister publication *Seventeen*. Rubenstein replaces Sabrina Weill, who was tapped as editor of *Seventeen* last fall by Primedia. Primedia sold the title to Hearst in April.

Jayne Jamison, vp/publisher of Hearst's *Redbook*, is also moving over to *Seventeen*, replacing Ellen Abramowitz. Weill and Abramowitz have left the company.

Succeeding Rubenstein at *CosmoGirl!* is executive editor Susan Schulz. Successors to Jamison and Schulz have not been named.

Rubenstein said her goal is to bring *Seventeen* back to its roots, focusing heavily on lifestyle. "That's the more modern way young women look at their lives," she said. "It's more than just about fashion and beauty, but about entertaining their friends." Rubenstein's first issue is expected to come out in January.

With their January issues, *CosmoGirl!* will raise its circulation rate base from 1.25 million to 1.35 million, and *Seventeen* will trim its base from 2.35 million to 2.1 million. —Lisa Granatstein

CBS Touts New Study Showing 25-54 Demo Is Key

CBS has been preaching for years that adults 25-54 are the most important target demographic for advertisers, more so than viewers 18-49, especially as baby boomers are getting older. Now the network says it has added support for its position via a new survey of media buyers and planners, the results of which were outlined by CBS executive vp/research and planning David Poltrack last week at the Television Critics Association summer press tour in Los Angeles.

The survey, which CBS executives said was not commissioned by the network, showed that 63 percent of the media buyer/planner respondents found baby boomers aged 50 and older an "extremely valuable" ad target, the highest among the TV demo groups. "We, as an industry, (continued on page 6)

Nets Eye New Ways To Spice Up Summer

More advertiser involvement seen as key to financing fresh programming

NETWORK TV By John Consoli

Television show creators and studios' increasing acceptance of advertiser involvement in programming has some broadcast network executives eagerly anticipating that new revenue streams may be created to reduce their rapidly rising production costs. Network execs are hopeful that producers and studios' growing comfort level with advertiser involvement in content could enable the networks to finance more first-run, scripted programming for their summer schedules, reducing their dependence on reality shows and low-rated reruns.

Executives for most of the networks that attended the Television Critics Association summer press tour in Los Angeles over the past two weeks emphasized their need to air first-run programming year-round, rather than just during the traditional September-through-May season, to keep viewers from deserting the nets for cable and other alternatives. While most broadcasters are airing reality fare this summer, most also agree they must move aggressively in favor of scripted shows.

The big issue for the nets is how to affordably finance more scripted shows for summer when programming costs for the regular season continue to soar. Some networks, like ABC, are interested in bringing in media agencies or their individual ad clients as equity investors in shows, with the agencies and/or advertisers putting up cash in advance and then sharing in the show's syndication profits if the program earns a lengthy run on the network.

Producers, networks and agencies are also considering including more advertisers' names in show titles and more highly visible product placements as ways to generate additional revenue to help finance more fresh summer programming.

What is making all these scenarios more likely in the not-too-distant

future are the changing attitudes in Hollywood among show creators and TV studios about advertiser involvement.

Alex Wallau, ABC Television president, said his network has been discussing the up-front financing concept with agencies and clients. Wallau said he believes some deals could be in place by the start of the 2004-2005 TV season.

The equity-stake approach is not new—Procter & Gamble has long owned two CBS soap operas, and it has a stake in the WB

Making It Work: 3 Views



"I don't care if you call my show *P&G's Law & Order*, as long as I get a piece. There are ways to integrate products so it has no effect on the show." DICK WOLF

"Advertisers are not programmers, and you would be asking them and their agencies to place bets on programming with no guarantees." TIM SPENGLER



"We are looking into a totally different model, where advertisers invest in pilot development as a partner and then get a share in the back end." ALEX WALLAU

prime-time series *Dawson's Creek* (through a deal with Sony's Columbia TriStar Television), but such deals are rare.

And in the case of ABC, the network, not the advertiser, would initiate the deal, Wallau said. Wallau said the concept would be most feasible when the network and the show's producing studio are under the same corporate umbrella, as with Walt Disney Co.'s ABC and Buena Vista Television.

Kathryn Thomas, associate director of Starcom MediaVest Group's Starcom Entertainment, said it would be difficult for a media agency to do such a deal because agencies prefer to maintain their arms-length relationship with the networks. But Thomas added that an agency could seek to put individual clients together with a network and studio to finance programming upfront.

"It can be a huge win for the client if the show works," Thomas said. "But it is a pricey game to play."

And, Thomas cautioned, "We are not interested in becoming the world's largest ATM for the entertainment industry."

"This is part of what we're moving toward at media agencies," said Andy Donchin, vp/director of national broadcast, Carat USA. "We're setting up entertainment units and moving beyond just the 30-second spot for our clients. Putting up money in exchange for a piece of the back end is another step in that direction."

But Donchin also noted that the absence of guarantees, which advertisers receive on their buys of network commercial time, would make most clients very hesitant about committing cash in advance to an untested show.

"Advertisers are not programmers, and you would be asking them and their agencies to place bets on programming with no guarantees," said Tim Spengler, executive vp/director of national broadcast for Initiative. "If the show fails, and most of them do, you would lose your entire investment." But Spengler added: "I would certainly be interested in listening to what the networks have to say."

More visible product placement in scripted programming is also being endorsed by show creators and studio executives. "Anything you can do to bring in additional revenue to finance more programming is a good thing," said Peter Roth, president of Warner Brothers Television. "If product placement works as part of a story line, the products should be showcased. But it has to be artfully done."

"We need to continually look at new models to keep the industry vibrant and vital," Roth added. "Repeats are driving audiences away. We need to finance more new programming. I urge studio executives to embrace these new ideas."

Dick Wolf, creator of the hit *Law & Order* trilogy on NBC, agreed. "Anybody who is turning down any type of new revenue stream that could put new programming on the air is crazy," Wolf said. "If products are integrated into my shows properly, it would be fine. Advertisers and the networks should be doing more of it. I don't care if you call my show *P&G's Law & Order*, as long as I get a piece of [the deal]. There are ways to integrate products so it has no effect on the show."

Bruce Helford, executive producer of *Drew Carey, George Lopez* and *Wanda at Large*, said of more aggressive product placement: "If it allows me to put a show on that I might not have been able to get on because of financing, I'm all for it. That's the way television started out."

"The creative community is becoming more used to product placement," said CBS Television president Leslie Moonves. "This is a clear shift in their thinking. Every day it moves further down the road, and you will see more visible product placement in scripted shows. You now even have the talent agencies coming to us on behalf of advertisers and agencies."

Yet not every network exec is sure that the potential new revenue streams will solve the problem of mounting production bills. "I'm not averse to advertiser names in certain show titles," said Sandy Grushow, chairman of Fox Television Entertainment Group. "And I'm not

against more product placement. It is going to happen, but I don't believe it will be the be-all, end-all. And I'm not sure you need to give advertisers a piece of a show, as long as you can get them to support it through traditional means.

"I don't know if the media agencies really want to be in the programming business," the Fox chief added. "I don't think they want to wake up each day with the goal of funding TV shows."

One exec who does not see a need for re-writing the game plan for summer is NBC Entertainment president Jeff Zucker, who is quite satisfied with his network's strategy of replacing repeats of regular scripted programming during the summer with new reality shows.

"We are not convinced that the audience is ready for original scripted programming during the summer," Zucker said. "I think the audience has been conditioned to believe that any scripted programming they see during the summer is being burned off by the network. I also think that the way people watch television during the summer is such that the commitment to a new show is harder to make, and unscripted programs are easier to get into. New scripted programming for summer is something we do not believe in yet."

As a result, Zucker said, NBC is planning to air a fresh bevy of reality programs once again next summer. ■

Nets Try to Regain Ground

Lobbyists scurry to "save free TV" after House votes to roll back station cap

WASHINGTON By Todd Shields

A surprising defeat in the House of Representatives has left the owners of the broadcast networks struggling to safeguard recent deregulatory wins from a bipartisan congressional reaction that may still be building.

Reeling from last week's 400-to-21 defeat over national TV ownership caps, network lobbyists are left playing last-minute defense and hoping legislative leaders can undo what rank-and-file has wrought.

"We're troubled by it, it's political, it's not motivated by fact," Viacom COO Mel Karmazin said after the House vote. The chamber on July 23 approved a spending bill that included a provision restricting national ownership to stations reaching 35 percent of TV households. That's the current level, but it's down from the 45 percent decided by the Federal Communications Commission in its sweeping, party-line June 2 deregulatory

vote. Viacom's 39-station group and News Corp.'s 35-outlet Fox Stations Group each reach more than 35 percent of the national TV audience, and the companies could be forced to sell stations if the rollback is successful.

The FCC also voted to allow ownership of two TV stations in most markets and three stations in the largest cities, and to allow common ownership of daily newspapers and TV stations in all but the smallest markets—

changes also under attack on Capitol Hill. Despite the reaction, Republican FCC chairman Michael Powell last week defended the liberalizations. "We are confident in our decision [which] created enforceable rules that reflect the realities of today's marketplace," Powell said in a statement. The Bush White House, too, was buying arguments that broadcast TV needs regulatory relief as it competes

▶ FCC's Copps wants stricter standards for broadcast-license renewals Page 8

Media Wire

have been prey to the fallacy that all advertisers care about is reaching the 18-49 demographic, and this study completely refutes that theory," Poltrack said.

The survey was conducted online by market research firm InsightExpress and sponsored by MediaPost, publisher of online newsletters and a magazine. The survey received responses from 1,017 media buyers and planners.

The study also found that 42 percent of respondents were interested in targeting ads to an older age range than they currently do; 21 percent said they were not interested in doing so. And 61 percent said that actual product usage data will be used more often in the future as the primary factor in TV ad spending.

Jeff Zucker, president of CBS rival NBC Entertainment, said: "If 25-54 were the preferred demo, that would be great for us, because our ratings are actually higher in 25-54 than in 18-49. But the game is 18-49, so we play that game." —John Consoli

Us' Min Ready to Battle Fuller and Star on Stands

Nearly a month after Bonnie Fuller left *Us Weekly* to join American Media as editorial director, *Us* executive editor Janice Min last week officially got the top job.

Min's celebrity magazine experience runs deep. Prior to joining the Wenner Media-Walt Disney Co.-owned *Us* in March 2002, she was an assistant managing editor of Time Inc.'s *In Style*; she also spent 10 years at *People*.

Aside from finding replacements for some departed staffers, Min's biggest challenge will be to stay a step ahead of her predecessor. Fuller intends on remaking American Media's celebrity tabloid *Star* into a glossy magazine like *Us*; test issues will launch this fall.

"We've seen that when titles try to copy other titles, it doesn't work," said Min. "The emphasis I'm going to keep is on the news-gathering, breaking stories, and the fun stories our audience loves."

Us' newsstand sales grew 3.8 percent to an average 524,324 in this year's first half compared to same period in '02, according to Wenner estimates. In January, *Us*' rate base will rise to 1.2 million, from 1.05 million. —LG

with satellite and cable companies. Administration officials said advisors would recommend a veto if the 35 percent rollback emerges in a final bill. It takes 290 votes in the House to override a veto—a figure easily surpassed in last week's vote.



Obey sponsored the 35% cap measure.

ROGER L. WOLLENSBERG/OPS

The vote reflects, in part, an extraordinary groundswell that has generated 2 million public comments to the FCC about its media ownership review. Such numbers can focus the congressional mind. "Millions of Americans care about losing more local control of the media, and their voices are being heard," said Gene Kimmelman of the Consumers Union, which opposes looser rules.

Networks and their allies discount the vote margin, saying last week's spending bill gathered many "yes" votes on its own merits. "People who see this as a huge blow to the FCC need to adjust their antennas," said Ken John-

son, spokesman for Rep. Billy Tauzin (R-La.), the Commerce Committee chair. But Tauzin and other leaders failed repeatedly to stop Rep. David Obey's 35 percent measure. Obey (D-Wis.) called the FCC's rules "a threat to democracy," saying concentrated ownership would mean fewer voices and less localism.

Network lobbyists will work to counter such notions. "I defy anyone to say that the local newscasts are biased and don't reflect their community," Frederic Reynolds, president of Viacom's TV stations group, said during a recent lobbying visit. NBC's top lobbyist, vp/Washington Bob Okun, said networks need to make their case. "The key for us is to get up and get our own bumper-sticker campaign going to counter the 'Big is Bad' slogan," Okun said. "My candidate is, 'Save Free TV.'"

It's unclear whether that will win over a Washington suddenly aroused over media policy. The Senate is widely expected to approve a measure similar to last week's House bill. That would give Republican leadership one chance to strip the rollback from the bill, when House and Senate members meet to reconcile differences between the chambers' bills. ■

MTV Downloads Diversity

Study: Young Hispanics are watching less TV than peers in other demo groups

RESEARCH By Megan Larson

Influenced by strong cultural ties, young Hispanics are spending their leisure time and using media differently than other ethnic youth groups. According to MTV Networks' sixth annual Study of Media, Entertainment and Leisure Time, compiled with research from Data Development Corporation, Hispanics aged 12-24 watch a little less TV, listen to more radio, read more magazines and are greater adopters of computer-related gadgets such as MP3 players.

The initial focus of the MTV Nets study was fairly broad. A total of 4,000 people aged 4-70 from various backgrounds participated in the study, but because it has been forecasted that one of every five young persons will be Hispanic within 10 years, MTV looked more closely at the Hispanic sample. Building on the "media actives," a term coined last year for younger, media-savvy Americans, MTV's research team, led by executive vp Betsy Frank, named this group "mediofilos dinámicos."

Participants were asked to fill out questionnaires and, for the first time, 24-hour diaries, outlining daily activities. Young Hispanics spend about the same amount of time,

6.6 hours, on leisure as African American youths (6.6 hours) and Caucasians (6.1 hours), but spend more time (2.6 hours) on non-media leisure—socializing, shopping and movies—than their non-Hispanic peers. Additionally, young Hispanics devote a similar amount of time, 4 hours, to media consumption but they watch the least amount of TV (2 hours) compared to African Americans (2.7) and Caucasians (2.4). Rather, Hispanics index a little higher on reading, radio and computer use.

"Everyone is trying to crack the code because of [young Hispanics'] purchasing power," said John Rash, senior vp and director of broadcast negotiations for Campbell-Mithun.

Of the 72 Hispanics aged 12-24 surveyed, 86 percent of them read magazines in the past month and 94 percent listened to radio. "Music is more significant to young Hispanics not only because of the message of the words, which is important to all teens, but because their culture is steeped in music and dance," says Stacey Lynn Koerner, executive vp, global research integration for Initiative Media, which publishes its own study on Hispanic media use.

**Dear Ketel One Drinker
Thank you.**

According to David Perez, chairman of the Cultural Access Group, the powerful pull of American culture combined with a strong attachment to Latin roots creates a greater degree of bi-culturalism in Hispanic youth than in other groups. A lot of it has to do with family, which tend to be bigger and more close-knit than other groups. At school they speak English and listen to hip-hop. At home they speak

media use by Hispanics because there are more Spanish-language options in radio and in print than on TV. Hispanic homes tend to subscribe to satellite services more than other ethnic groups and sample fewer television channels, according to the MTV study.

Attending a Hispanic marketing conference last week in San Diego, Calif., Perez said a major focus was on Hispanic youth as drivers of technology. Internet use was one of the highlights of the MTV study as well. Of the 216 Hispanics 12 years of age and older surveyed, 165 owned a computer. According to the MTV study, Hispanics also spend the most time online (2.7 hours per day) compared to African Americans (2.6) and Caucasians (1.9). "These

YOUNG ADULTS' DAILY MEDIA HABITS

GROUP	AVG. HOURS LEISURE TIME	HRS./TV	HRS./OTHER MEDIA*
PERSONS 12-24	6.3	2.3	1.6
CAUCASIAN 12-24	6.1	2.2	1.6
AFRICAN AMERICANS 12-24	6.6	2.7	1.5
HISPANICS 12-24	6.6	2.0	2.0

*INCLUDES MUSIC, READING, COMPUTER/DVD/PVR, VIDEO GAMES SOURCE: MTV NETWORKS

Spanish with the grandmother who lives with them and listens to mariachi music.

"They are new-generation Latino," Perez said, noting that Hispanics are demographically younger than any other ethnic group in the U.S. According to U.S. census data, 22.5 percent, or 7.8 million, of the 34 million Hispanics in the U.S. are age 12-24.

Language is a factor when it comes to

young people will take their habits into adulthood," said Frank.

The Spanish-language TV upfront totaled about \$1 billion this year and is expected to grow with the population. "More and more, Hispanics will influence the overall culture in the U.S. We'll see more Latin characters on TV," said Initiative's Koerner. "It will be easier to reach them with a mass-market approach." ■

Licenses Linked to Local

McCain, Copps scrutinize station renewal process to thwart loss of localism

WASHINGTON By Todd Shields

In another episode in what is turning out to be a long, hot summer for the TV business in Washington, members of the Senate Commerce Committee last week grilled a Sinclair Broadcast Group executive over the company's practice of "central casting"—airing some local news from a central studio—and heard critics say TV offers scant local-level political coverage and excessively coarse programming.

There were signs the jawboning could lead to action. Sen. John McCain (R-Ariz.), the Commerce Committee's chairman, said he plans legislation to require more coverage of local public issues and political candidates. McCain also indicated he might support reducing the period between broadcast license renewals from eight years to three.

McCain spoke after Federal Communications Commission member Michael Copps told the committee the agency should toughen its scrutiny of broadcast license renewals.

Copps called the agency's current procedure a "farce," and called for "a process to

ensure that licensees still serve the public, still serve their local communities." It was not clear that Copps, a Democrat, had backing for his proposal among other FCC commissioners. None of the agency's majority Republican commissioners attended the hearing on the public interest and localism in broadcasting, although McCain said all three were invited.

Sinclair vp/general counsel Barry Faber said his 62-station company sends centrally produced news segments out to its stations, saving local teams from having to research and produce national and international news. Faber said the efficiencies have helped Sinclair put news on stations that otherwise would have none.

He left Sen. Byron Dorgan (D-N.D.) unconvinced. "You could do this from Singapore, couldn't you?" asked Dorgan.

A leading congressional critic of concentrated ownership in radio and TV, Dorgan called "central casting" of news segments "part of the problem we confront in losing localism in broadcasting." ■

MEDIAWEEK

Editor in Chief: Sid Holt
Editor: Brian Moran

Executive Editor: Michael Bürgi
News Editor: Jim Cooper
Departments Editor/Copy Chief: Anne Torpey-Kemph

Editor, Special Reports: Patricia Orsini
Mediaweek.com Editor: Richard Brunelli

General Editor: Lisa Granatstein
Senior Editors: Katy Bachman, Marc Berman, John Consoli, Alan J. Frutkin, Megan Larson
Washington Editor: Todd Shields
Market Profile Editor: Eileen Davis Hudson
Assistant Editor: Aimee Deeken
Media Person: Lewis Grossberger
Contributing Editor: Catharine P. Taylor
Contributing Writers: Tony Case, Jeff Gremillion, Eric Schmuckler
Copy Editor: Nathan Henninger

Design Director: Paul Virga
Photo Editor: Kim Sullivan
Production Coordinator: Eileen Cotto

Circ. Dir: Mary Barnes **Assoc. Circ. Dir:** Michael Nass
Circ. Mgr: Richard Chung
List Rental Info: JJ Single (845) 731-2731
Subscriber Services: 1-800-562-2706
Customer Service: mediaweek@espcomp.com

Mediaweek Online Prod Mgr: Matt Lennon
Directories/Publishing Dir: Mitch Tebo
Director of Conferences and Special Events: Matthew Pollock
Manager of Conferences and Special Events: Shanny Bang
Conferences: 1-888-536-8536
Online Address: www.adweek.com/adweekconf

Publisher: Linda D'Adamo

Regional Sales Director: Midwest: Tina Balderas
Account Managers: N.Y.: Sandra Dent, Robert Hamerslough, Liz Irving, Colleen Kurrus;
New England: Charlotte Erwin;
L.A.: Jacki Leigh, Lisa Zeni

CLASSIFIED: **Sales Director:** Brian Chester
Sales Mgrs: Liza Reich, Karen Sharkey
L.A. Rep: Gary Gomez; **Asst:** Michele Golden

Promo Art Dir: Hillary Friedman
Marketing Services Mgr: Lynda Roguso
Special Projects Mgr: Melinda Kmetz
Marketing Services Assistant: Jamie Billow

Director of Operations: Adeline Cippoletti
Production Director: Elise Echevarrieta
Production Mgr: Cindee Weiss
Asst Mgrs: Noah Klein, Craig Russell **Asst:** Michelle De Roche

Vice President/Marketing:
Mary Beth Johnston
Senior Vice President/Sales:
Wright Ferguson Jr.
Executive VP/Editor in Chief:
Sid Holt

MARKETING/MEDIA & ARTS GROUP
President: Michael E. Parker
General Manager: H. Todd Hittle

vnu business publications

USA
President & CEO: Michael Marchesano
Chief Operating Officer: Howard Lander
Group Presidents: Robert Dowling (Film & Performing Arts); Mark Holdreth (Retail); John Kilcullen (Music & Literary); Richard O'Connor (Travel, Performance, Food Service & Retail Estate/Design); Michael E. Parker (Marketing/Media & Arts)
Vice Presidents: Joanne Wheatley (Information Marketing); Barbara Devlin (Manufacturing and Distribution)

vnu business media

President & CEO: Michael Marchesano
Chief Operating Officer: Howard Lander
Chief Financial Officer: Joe Furey
President - VNU Expositions: Greg Farrar
Executive Vice President - eMedia and Information Marketing: Toni Nevitt
Vice President/Business Management: Joellen Sommer
Vice President/Communications: Deborah Patton
Vice President/Human Resources: Sharon Sheer
Vice President/Licensing and Events: Howard Appelbaum

Adweek Magazines Offer Complete Advertising, Marketing & Media Coverage



EACH SUBSCRIPTION INCLUDES:

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

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

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

YES! I need complete advertising coverage, please send me 1 year (50 issues) of **ADWEEK**. I'll receive 50 weekly issues plus password protected access to Adweek.com—where I'll find expanded regional, national and international news and analysis.

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____

E-MAIL (required for online access) _____

NATURE OF BUSINESS _____

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

ACCOUNT # _____ EXP. DATE _____

SIGNATURE _____

*Canadian US \$199 other foreign US \$319 J37AW3



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

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____

E-MAIL (required for online access) _____

NATURE OF BUSINESS _____

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

ACCOUNT # _____ EXP. DATE _____

SIGNATURE _____

*Canadian US \$199 other foreign US \$319 J37AWB



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

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____

E-MAIL (required for online access) _____

NATURE OF BUSINESS _____

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

ACCOUNT # _____ EXP. DATE _____

SIGNATURE _____

*Canadian US \$199 other foreign US \$319 J37AWM





NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 956 NORTH HOLLYWOOD CA

POSTAGE WILL BE PAID BY ADDRESSEE

ADWEEK

PO BOX 16569
NORTH HOLLYWOOD CA 91615-9458



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 959 NORTH HOLLYWOOD CA

POSTAGE WILL BE PAID BY ADDRESSEE

BRANDWEEK

PO BOX 16749
NORTH HOLLYWOOD CA 91615-9464



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 960 NORTH HOLLYWOOD CA

POSTAGE WILL BE PAID BY ADDRESSEE

MEDIAWEEK

PO BOX 16809
NORTH HOLLYWOOD CA 91615-9466



local media

TV STATIONS | RADIO STATIONS | CABLE | NEWSPAPERS | MAGAZINES | OUTDOOR

CHICAGO TV STATIONS

WBBM's New Weekend News Pumps Some Life Into Ratings

BY KATY BACHMAN

On a Sunday morning just days before the July 4th holiday, Joe Ahern, president and general manager of WBBM in Chicago, got an urgent phone call. A porch collapsed during a late-night party, killing 12 people and injuring 57 others. A tragic story of vital interest to the Chicago community, but all the CBS owned-and-operated station could do was scramble to prepare short cuts to existing programming. That's when Ahern made his decision to move up the launch date of WBBM's three hours of weekend morning newscasts from August to July 19-20. Initial ratings are up.

"In the last 10 years, WBBM took a nose dive," said Ahern, who was brought in last August by Dennis Swanson, executive vp and COO of the Viacom TV Stations Group. "We've been dead last in all the major markets. You're going to see the phoenix rising from the ashes," Ahern added.

In the past, weekend a.m. news had been problematic for many stations, which are bound by affiliate contracts with their networks to run kids or other network programming, especially on Saturday. In the case of CBS stations, the news blocks follow or precede the network *CBS Early Show*. On Sundays, the two hours are split up, separated by network programming.

Weekend news programs can also wreak havoc with tight budgets. But as stations strive to compete with the growing number of news outlets available to consumers who no longer can tune in for appointment viewing, those obstacles are beginning to fall by the wayside.

GMs in other major markets are also seeing weekends as an important time to program news. For example, WCBS, CBS' O&O in New York, launched three hours of weekend a.m. news in February, on what just happened to be the morning of the Columbia shuttle accident.

"News happens on the weekend, and we're trying to restore the credibility of

Brighter Mornings

WEEKEND NEWSCASTS LIFT WBBM-TV

TIME PERIOD	JULY 20-21, 2002 HH RATING/SHARE	JULY 19-20, 2003 HH RATING/SHARE	% CHANGE IN RATING
SAT., 8-9 A.M.	0.9/3*	1.6/5	+78%
SUN., 6-7 A.M.	0.4/2**	0.8/4	+100%
SUN., 10-11 A.M.	1.0/3#	1.7/4	+70

*NETWORK PROGRAMMING **PAID PROGRAMMING #NON-NEWS PROGRAMMING
SOURCE: NIELSEN MEDIA RESEARCH

WCBS. A lot of times we'd end news at 11:35 p.m. on Friday, and we wouldn't have any news until late evening Saturday night," said Lew Leone, WCBS vp and gm.

Although ratings are mixed at WCBS, Leone said the move is more about news credibility than ratings. "There are a lot of things [such as] community events on weekends, and we'd like to take advantage of that," said Leone.

"A lot of broadcasters have realized in the last few years that weekend news is more than a space holder and a filler," echoed Fred Young, senior vp of news for Hearst-Argyle Television. Hearst broadcasts a.m. news on 11 of its 24 stations in markets such as Baltimore, Pittsburgh and Orlando. On Aug. 2, WISN-TV, Hearst's ABC affiliate in Milwaukee, will debut four hours of weekend news from 7 a.m. to 9 a.m.

Like WBBM, WISN accelerated its launch schedule planned for 2004. "After the shuttle disaster and the war in Iraq, it was obvious we were hurt on the weekends," said Frank Biancuzzo, WISN president and gm. In Milwaukee, the only other station offering weekend morning news is Fox O&O WITI.

Stations are also hoping weekends will be profitable. "It creates the opportunity for some significant revenue increases," said Biancuzzo. WISN is targeting retailers interested in buying weekend inventory and who might also be interested in participating in live remotes from retail locations. "If you can't offer Saturday, the buys go elsewhere," said Biancuzzo. ■

LOS ANGELES RADIO

Tropical Format Attracts a Growing Following in SoCal



Artists like Elvis Crespo have helped Tropical grow.

The Los Angeles radio station with the largest audience gains in Arbitron's just-released Spring survey came as a surprise to many, if only because KZAB-FM, known as La Sabrosa (translation: The Tasty One), programs a Tropical Spanish-language format in a market dominated by Mexican Hispanic listeners. Launched March 1, the Spanish Broadcasting System station (which is simulcast on KZBA-FM, pending FCC approval to increase the signal coverage of KZAB) grew from an 0.5 to a 1.7 overall share, making KZAB the No. 7 Spanish station in the market. Among its 18-to-34-year-old target audience, KZAB grew from an 0.8 to a 2.3.

Playing a mix of cumbia, merengue, soca and salsa music, KZAB is the brainchild of Raul Alarcon, president/CEO of SBS, who saw an unfulfilled niche in L.A. Hispanic radio.

"Central Americans—making up about 12 percent to 15 percent of the Hispanic population of Los Angeles—were not being programmed to," said Bill Tanner, SBS exec vp of programming. To program the station, SBS turned to German Estrada, a Honduran and a veteran of stations in Miami, where Tropical is more common.

Although KLAX and KSCA remain the top Spanish-language stations in L.A., the two tied for No. 6 overall in the Spring book, an indication of growing fragmentation. —KB



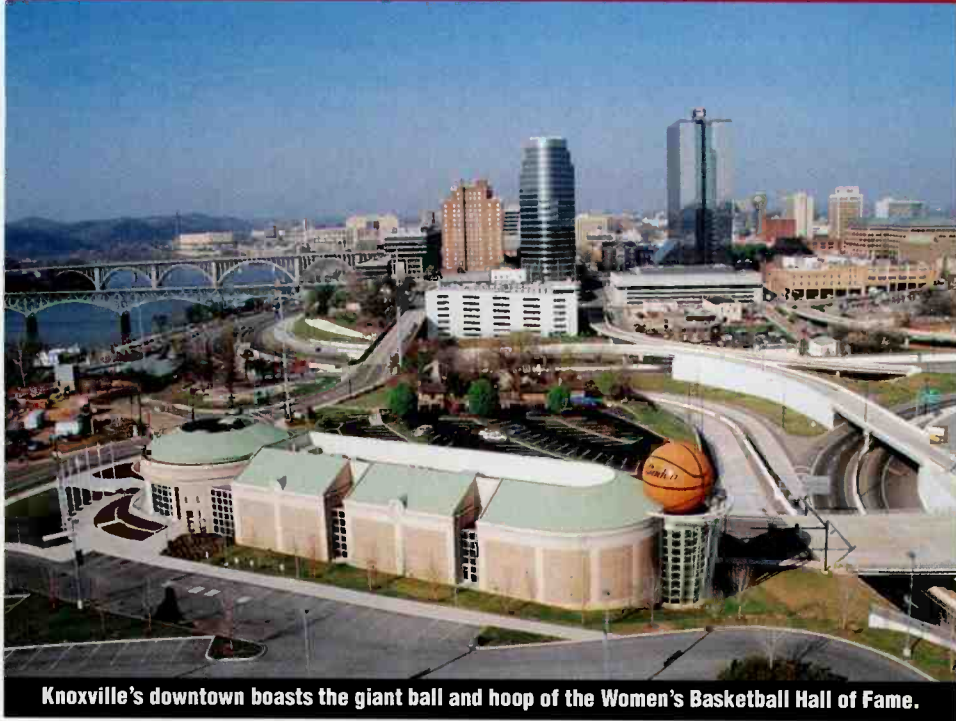


LIVE THE INTERESTING LIFE

Men's Journal

market profile

BY EILEEN DAVIS HUDSON



Knoxville's downtown boasts the giant ball and hoop of the Women's Basketball Hall of Fame.

KITSCODONNA SARAVI

Knoxville, Tenn.

WITH THE GREAT SMOKY MOUNTAINS AS ITS BACKDROP, KNOXVILLE, TENN., HAS BEEN experiencing a downtown revival over the past few years. Most recently, the city heralded the completion of a new convention center that local officials hope will attract more visitors to the area and help fuel

the local economy. The 500,000-sq.-ft. building, which opened in July 2002, features a 120,000-sq.-ft. exhibit hall, a ballroom, three luxury conference rooms and 14 meeting rooms. The convention center is near the Women's Basketball Hall of Fame, which also calls downtown Knoxville home.

One downtown project that never materialized, to the disappointment of many, was the proposed Universe Knoxville. The \$106 million planetarium and museum complex had been positioned as a cornerstone for the city's downtown revitalization efforts. But developer Worsham Watkins International was unable to raise the necessary private funds for the project.

Other projects have been completed, including the restorations of many older buildings in the city, some of which have been converted

into apartment buildings.

The Knoxville television market has undergone some changes over the past year. In October 2002, Nielsen Media Research rolled out meters in the No. 63 market in the country, which has 489,710 TV homes. Raycom Media's Fox affiliate WTNZ-TV is the outlet that seems to have benefited the most in terms of ratings growth following the arrival of meters.

"For whatever reason, the Nielsen diaries didn't reflect the numbers we thought we

should have," says John Hayes, vp and general manager of WTNZ. "It just confirmed our belief in our numbers. It's nice to have that backing." For instance, WTNZ has the exclusive 10 p.m. late news in the market. Compared with the numbers for the three 11 p.m. newscasts in the market, WTNZ's late news in May 2002 put it fourth in the market under the diary system. In the May 2003 sweeps, with meters, the station had the third-highest late-news ratings in households, and second in some demos. WTNZ's late news also had the highest average households-using-television (HUT) levels in the market, according to Nielsen.

WTNZ is planning a few programming additions to its fall lineup, including *Access Hollywood*, which will replace *3rd Rock from the Sun* after its 10 p.m. news. The station also plans to debut *The Sharon Osbourne Show* this fall.

Besides its own operations, WTNZ is also responsible for running the local Pax TV outlet WPXK, owned by Paxson Communications (the station does not subscribe to Nielsen's meter service). In 2001, WTNZ began operating WPXK under a joint sales agreement, running the Pax TV station's master control and sales. WB affiliate WBXX-TV, owned by Acme Television, formerly operated WPXK under the JSA.

While adding meters may have provided a clearer picture of television viewing, it did not have any appreciable impact on the relative sign-on to sign-off rankings of the stations, says Jeff Lee, president and gm of WBIR, Gannett Co.'s NBC affiliate. That's good news for Lee, given the strength of his station. "We've been the leading station in the market for over 20 years," he says.

As an example of WBIR's dominance, its 6 p.m. news earned a 16.7 rating/29 share in households in the May Nielsen sweeps, compared to the 9.8/17 of its closest competitor, Young Broadcasting's ABC affiliate WATE-TV.

Last September, WBIR replaced its pricey 4 p.m. syndicated run of *The Oprah Winfrey Show* with *Style*, a locally produced lifestyle and entertainment program targeting women. As a lead-in to *Style*, WBIR launched *Oprah* spinoff *Dr. Phil* last fall.

WBIR also owns a 24-hour local cable news network, called 10News2. The service simulcasts and rebroadcasts WBIR's *Action Ten News*. The station is carried on Charter and Comcast systems, reaching 250,000

NIELSEN MONITOR-PLUS

AD SPENDING BY MEDIA / KNOXVILLE, TENN.

	Jan.-Dec. 2001	Jan.-Dec. 2002
Spot TV	\$70,567,464	\$73,347,912
Outdoor	\$12,408,862	\$12,614,416
Total	\$82,976,326	\$85,962,328

Source: Nielsen Monitor-Plus

households in the DMA.

Lee says the local market is buoyed by the University of Tennessee, which has almost 20,000 students. "We're a nice, midsized American city that's fortunate to have a university that gives it its vibrancy," he says.

Gray Television's CBS affiliate WVLT-TV is the local broadcast TV station that benefits the most from the presence of the university in terms of sports. WVLT has the rights to the Southeastern Conference football and basketball games through its Jefferson-Pilot sports package, which includes University of Tennessee games. Knoxville area residents can see the Volunteers in action on WVLT through the Jefferson-Pilot package and network coverage of SEC games. Some of the Lady Vols and Tennessee football and basketball games run on cable.

"We're positioned as the sports TV station [in Knoxville]," says Chris Baker, executive vp/gm of WVLT, which also airs 12 to 15 Tennessee Titans National Football League games carried on the CBS network.

WVLT's local newscasts had run a distant third in the market, but the station is making strides in bridging the ratings gap. WVLT is in a "dead-heat for No. 1 at noon" with WBIR, says Baker. WVLT is also the only station in the market with a 7 p.m. news. The half-hour newscast, which launched in 2000, is fourth in its time period in households (see Nielsen chart on page 14).

Instead of news at 5 p.m., WVLT airs *The Andy Griffith Show*, which remains popular in the market. About a year ago, the station paired a double run of *Andy Griffith* with *The Carol Burnett Show* (4 p.m.). The 4-5 p.m. hour remains one of the most competitive time periods in the market, with WVLT's classic shows, *Oprah* on WATE (which picked up the show after WBIR dropped it) and *Style* on WBIR.

On July 1, WVLT hired Nancy-Lynne Trentham, previously a morning anchor at WATE, as its new morning co-anchor. Also, the station promoted reporter Kelli Parker to be its new noon anchor last fall. Both Trentham and Parker also do reporting.

Young Broadcasting's WATE-TV produces WTNZ's local news. The two stations also share on-air talent. WATE's 5 p.m. anchor team also doubles as WTNZ's main anchor team. WATE's sports and weather personalities also appear on WTNZ.

WATE, which completely overhauled its morning team last year, also hired new news

SCARBOROUGH PROFILE

Comparison of Knoxville, Tenn.

TO THE TOP 50 MARKET AVERAGE

	Top 50 Market Average %	Knoxville Composition %	Knoxville Index
DEMOGRAPHICS			
Age 18-34	31	28	91
Age 35-54	41	41	101
Age 55+	29	31	108
HHI \$75,000+	29	16	55
College Graduate	12	8	64
Any Postgraduate Work	11	8	78
Professional/Managerial	23	18	80
African American	13	4	30
Hispanic	13	#	#
MEDIA USAGE-AVERAGE AUDIENCES*			
Read Any Daily Newspaper	55	50	91
Read Any Sunday Newspaper	63	56	89
Total Radio Morning Drive M-F	22	20	92
Total Radio Afternoon Drive M-F	18	17	96
Total TV Early News M-F	29	29	97
Total TV Prime Time M-Sun	39	38	97
Total Cable Prime Time M-Sun	14	19	134
MEDIA USAGE-CUME AUDIENCES**			
Read Any Daily Newspaper	74	68	91
Read Any Sunday Newspaper	77	70	91
Total Radio Morning Drive M-F	76	74	97
Total Radio Afternoon Drive M-F	73	73	100
Total TV Early News M-F	71	77	108
Total TV Prime Time M-Sun	92	93	102
Total Cable Prime Time M-Sun	60	73	121
MEDIA USAGE-OTHER			
Accessed Internet Past 30 Days	58	50	85
HOME TECHNOLOGY			
Owns a Personal Computer	68	62	91
Purchase, Using Internet Past 12 Months	39	32	81
HH Connected to Cable	68	67	99
HH Connected to Satellite	18	24	134

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

director Aaron Ramey in 2002. Ramey was previously assistant news director at WFTV, Cox Broadcasting's ABC affiliate in Orlando, Fla. Executives at WATE did not return phone calls for comment.

WB affiliate WBXX, which had been the first station to sign up for meters in the market, uses an abundance of syndicated programming, including *King of the Hill*, *Will & Grace* and

Friends. With its 5-8 p.m. roster, WBXX claims either first or second place in key demos, says Dan Phillippi, WBXX vp/gm. For instance, its back-to-back episodes of *King of the Hill* finished first from 5 p.m. to 6 p.m. in adults 18-34, with an average 2.9 rating. The show was also first among men 18-34 with a 3.4 rating.

Last fall, WBXX marked its foray into local news with the launch of an entertainment-

market profile

focused morning news called *The Daily Buzz*, which targets adults 18-34. WBXX's Phillippi says WBXX's household shares grew 67 percent in May this year versus May 2002, the most year-to-year growth in the market.

Tiger Eye Broadcasting's low-power WEEE became the exclusive UPN affiliate in the market in September 2002. Besides UPN prime-time programming, WEEE carries American Collectibles Network, headquartered in Knox-

ville, from midnight to 3 p.m., followed by a mix of paid programming, movies and FamilyNet TV, a faith-based channel.

Richard Torbett, WEEE station manager and general sales manager, says he is carried on Comcast and Charter systems, and a small system in Knoxville proper. The station is also available through DirecTV satellite service. Between all of these outlets, WEEE has a potential reach of 80 percent

of the DMA, says Torbett.

However, his station's coverage area is constricted by its low-power status. Torbett says he is awaiting word from the Federal Communications Commission concerning a petition to increase the power of WEEE's transmitter.

Charter and Comcast, the dominant cable providers in the market, face some competition from a small cable company, Knology, which overbuilds them in Knoxville proper, providing cable, high speed Internet and phone service.

Cable penetration in the market is 67 percent, on par with the national average for the top 50 markets of 68 percent, according to Scarborough Research (see *Scarborough chart on page 13*). Satellite service is gaining in popularity in the market. Nearly a quarter of the market is hooked up to a satellite or microwave dish, far exceeding the top 50 market average of 18 percent, according to Scarborough.

The local radio market ranks No. 72 in the country, and Citadel Communications leads the field. The company owns four stations, including market leader Country WIVK-FM, which celebrated its 50th anniversary earlier this year.

WIVK's muscle is inarguable. The station commanded a 22.1 share in the Winter 2003 Arbitron book and took in an estimated \$11.4 million in revenue in 2002, according to BIA. By comparison, South Central Communications' Adult Contemporary outlet WJXB-FM was the next-highest ranked, with a 10.1 share and \$5.7 million in estimated 2002 revenue.

Given WIVK's strength and influence, one of the most significant changes to rock the Knoxville radio/TV lineup was WIVK's surprise announcement last year that it was dropping WBIR as its weather partner. The breakup of the two local media heavyweights in Knoxville officially happened in March 2002. WIVK, which had had a partnership with WBIR for at least 15 years, then entered into an exclusive, three-year agreement with WVLT for its meteorologists to provide daily, on-air weather reports.

Although WVLT is the third-ranked outlet in terms of local news, the station's weather-forecasting capabilities and track record had to be top-notch in order for WIVK to end its relationship with WBIR, Baker says. The agreement will not only enable his station to extend its brand, he says, but also add clout to its weather forecasts. "They [WIVK] are just so huge in terms of their reach," says Baker. "They are an institution."

Meanwhile, WBIR's weather updates can now be heard on Journal Broadcast Group's four stations in the market: Hot Adult Contemporary WMYU-FM, Contemporary Hit

RADIO LISTENERSHIP / KNOXVILLE, TENN.

STATION	FORMAT	Avg. Qtr.-Hour Share	
		Morning Drive, 12+	Evening Drive, 12+
WIVK-FM	Country	24.8	22.3
WJXB-FM	Adult Contemporary	9.8	9.4
WNOX-FM*	News/Talk	8.4	6.0
WWST-FM	Contemporary Hit Radio/Dance	7.4	8.5
WIMZ-FM	Classic Rock	5.3	4.0
WYIL-FM	Rhythmic Contemporary Hit Radio	4.2	5.7
WOKI-FM	Alternative	4.0	3.1
WJBZ-FM	Gospel	3.0	2.7
WNFZ-FM	Alternative	2.6	2.5
WMYU-FM+	Oldies	1.9	2.1

*Combined share for simulcasting partners WNOX-FM and WNOX-AM. +WMYU is now a Hot Adult Contemporary outlet. Source: Arbitron Winter 2003 Radio Market Report

NIELSEN RATINGS / KNOXVILLE, TENN.

EVENING AND LATE-NEWS DAYPARTS, WEEKDAYS

Evening News

Time	Network	Station	Rating	Share
5-5:30 p.m.	NBC	WBIR	9.9	19
	ABC	WATE	8.0	16
	CBS	WVLT*	5.5	11
	WB	WBXX*	2.7	5
	Fox	WTNZ*	1.4	3
5:30-6 p.m.	NBC	WBIR	9.9	19
	ABC	WATE*	6.9	13
	CBS	WVLT	5.8	11
	WB	WBXX*	3.2	6
	Fox	WTNZ*	1.4	3
6-6:30 p.m.	NBC	WBIR	16.7	29
	ABC	WATE	9.8	17
	CBS	WVLT	4.5	8
	WB	WBXX*	3.2	6
	Fox	WTNZ*	1.6	3
7-7:30 p.m.	CBS	WVLT	3.8	6

Late News

10-10:30 p.m.	Fox	WTNZ	5.6	8
10:30-11 p.m.	Fox	WTNZ*	1.9	3
11-11:30 p.m.	NBC	WBIR	13.3	25
	ABC	WATE	6.5	12
	CBS	WVLT	4.2	8
	WB	WBXX*	1.8	3
	Fox	WTNZ*	1.3	2

*Non-news programming. Source: Nielsen Media Research, May 2003

Radio/Dance WWST-FM, Urban Adult Contemporary station WBON-FM and Adult Standards outlet WQBB-AM. Two of those stations, WMYU and WBON, had their formats flipped as Journal tinkered with its line-ups. WBON had been a Classic Rock outlet, but now it competes directly with Citadel's Urban/Rhythmic CHR outlet WYIL-FM. WMYU had been an Oldies station.

South Central Communications, of Evansville, Ind., owns a total of five outlets and has the second-highest advertising share at 25.3 percent, behind Citadel's 41.2 percent (see *Radio Ownership chart*). With the format change of Journal's WMYU, South Central's two Oldies stations, WTXM-FM and WRMZ-FM, have one less competitor in the format (the market also has at least two small AM outlets that are also formatted Oldies).

John W. Pirkle, a Knoxville businessman and local radio pioneer, is selling his WOKI to Citadel on Aug. 1. Citadel will likely change the station's eclectic Alternative format since Pirkle owns another Alternative station, WNFZ-FM, which is not part of the sale.

Seymour Communications is another small, local company (based in the Knoxville suburb of Seymour, Tenn.) competing against Citadel, South Central and Journal. Seymour owns Gospel outlet WJBZ-FM, which ties WNFZ in advertising market share at 2.2 percent. Horne Radio owns a total of six radio stations in the market—only two of them, '80s Hits outlet WKVL-FM and AM Talk WKVL, have enough listenership to show up in the Arbitron books.

The Knoxville News-Sentinel, owned by E.W. Scripps, is the dominant daily newspaper in the market. The paper's daily circulation for the six months ended March 31 was 117,117 Monday through Thursday, 133,078 Friday and 155,437 Sunday, according to the Audit Bureau of Circulations. For the same six months in 2002, the *News-Sentinel's* daily circulation was flat compared to the same six months in 2002, although its Sunday circ declined 1.3 percent.

Earlier this year, the *News-Sentinel* launched a redesign that followed the installation of new presses last year. Last September, the paper relocated to a new \$50 million headquarters located about two miles from its former facility in downtown Knoxville.

The *News-Sentinel* competes with *The (Maryville, Tenn.) Daily Times*, owned by Horvitz Newspapers of Bellevue, Wash. *The Daily Times'* daily circ for the six months ended in March was 21,302; Sunday circ was 20,518, both flat year-over-year. While the

NEWSPAPERS: THE ABCs

	Daily Circulation	Sunday Circulation	Daily Market Penetration	Sunday Market Penetration
Knox County: 160,007 Households				
<i>The Knoxville News-Sentinel</i>	65,512	89,427	40.9%	55.9%
Blount County: 43,837 Households				
<i>The (Maryville) Daily Times</i>	20,206	19,438	46.1%	44.3%
<i>The Knoxville News-Sentinel</i>	6,749	9,735	15.4%	22.2%
Anderson County: 29,800 Households				
<i>The Knoxville News-Sentinel</i>	7,061	9,304	23.7%	31.2%
Sevier County: 29,780 Households				
<i>The Knoxville News-Sentinel</i>	6,343	9,228	21.3%	31.0%
Roane County: 21,329 Households				
<i>The Knoxville News-Sentinel</i>	3,497	4,857	16.4%	22.8%
Cumberland County: 20,520 Households				
<i>The Knoxville News-Sentinel</i>	1,837	3,164	9.0%	15.4%
<i>The (Nashville) Tennessean</i>	799	1,080	4.1%	5.5%
Jefferson County: 17,898 Households				
<i>The Knoxville News-Sentinel</i>	4,427	6,044	24.7%	33.8%
<i>Morristown Citizen Tribune</i>	3,077	4,259	17.2%	23.8%
Loudon County: 16,519 Households				
<i>The Knoxville News-Sentinel</i>	5,947	6,844	36.0%	41.4%
<i>The (Maryville) Daily Times</i>	648	624	3.9%	3.8%
Morgan County: 7,029 Households				
<i>The Knoxville News-Sentinel</i>	1,565	2,239	21.7%	31.1%

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

RADIO OWNERSHIP

Owner	Stations	Avg. Qtr.-Hour Share	Revenue (in millions)	Share of Total
Citadel Communications	1 AM, 3 FM	34.4	\$15.0	41.2%
South Central Communications	1 AM, 4 FM	17.2	\$9.2	25.3%
Journal Broadcast Group	1 AM, 3 FM	12.0	\$5.8	16.1%
Dick Broadcasting	1 FM	3.3	\$1.9	5.3%
Horne Radio	1 AM, 1 FM	2.0	\$1.0	2.8%
Seymour Communications	1 FM	2.9	\$0.8	2.2%
John W. Pirkle	1 FM	2.4	\$0.8	2.2%

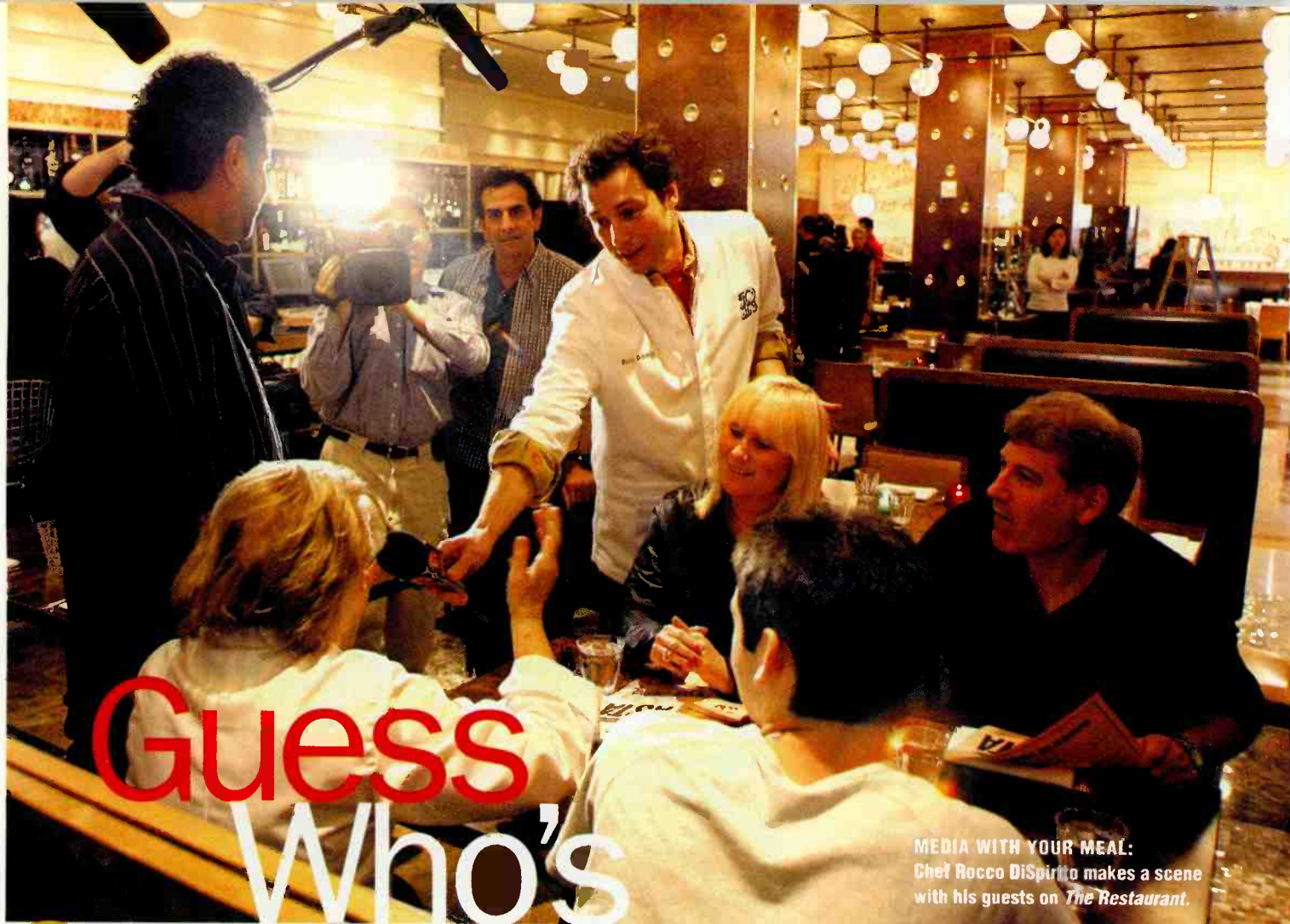
Includes only stations with significant registration in Arbitron diary returns and licensed in Knoxville, Tenn., or immediate area. Share data from Arbitron Winter 2003 book; revenue and owner information provided by BIA Financial Network.

News-Sentinel has no rivals in its own backyard of Knox County, it competes directly with the *Daily Times* in Blount County (where Maryville is located), and part of neighboring Loudon County.

Other print publications serving the market include weekly business publication *East Tennessee Business Journal*, owned by Chattanooga Business Publications. The weekly

claims a mostly controlled circ of 50,000. Alternative weekly *Metro Pulse* and weekly *The Knoxville Journal* also serve the market.

Lamar Advertising is far-and-away the dominant outdoor media player in Knoxville, serving 16 counties in the DMA. Lamar's local product offerings include more than 1,000 14-ft.-by-48-ft. bulletin faces and more than 1,000 30-sheet posters. ■



Guess Who's

MEDIA WITH YOUR MEAL:
Chef Rocco DiSpirito makes a scene
with his guests on *The Restaurant*.

Coming to Dinner?

Talent agent-turned-producer
Ben Silverman
has a pair of new shows
simmering for NBC—
The Restaurant and *Coupling*—
as he expands his menu of
prime-time offerings

BY A.J. FRUTKIN

To call Ben Silverman ambitious is an understatement. Since launching his own production company Reveille in March of 2002, the former talent agent is executive producing some of TV's highest-profile shows including NBC's unscripted drama *The Restaurant* (which launched July 20 to modest ratings) and its much-hyped fall comedy *Coupling*.

Housed at Universal Television Group, Reveille also has begun to feed the corporate pipeline. Last season, Silverman delivered the *American Idol* clone *Nashville Star* to USA Network, which just announced a second season of the music contest show targeted for first quarter of 2004. USA also picked up Reveille's do-it-yourself show *Dreamhouse USA* for fourth quarter 2003, in which contestants will design their ideal residence and vie to keep it. Sister network Sci Fi is looking at several Reveille series revolving around Marvel Comics characters, including an ensemble superhero show.

Silverman is perhaps best known for his seven-year stint at the William Morris Agency's London office, where he identified and negotiated the domestic licensing of properties that include ABC's *Who Wants*

THE RESTAURANT: ERIC LEBOWITZ/ABC PHOTO: SILVERMAN, BRIAN DAVIS

to *Be a Millionaire*, NBC's *Weakest Link* and *Dog Eat Dog*, and Showtime's *Queer as Folk*. Consequently, his rapid rise through the production ranks comes as no surprise to those familiar with him.

"Ben brings an innate desire to win," says Jeff Zucker, president of NBC Entertainment. "He understands the competitive environment and commercial aspect of television. Where so many people get caught up in art, Ben has a keen nose for what will work, and I think that's why he's had great success."

Robert Riesenberg, executive vp and director of Magna Global Entertainment, which partnered with Reveille and NBC on *The Restaurant*, says Silverman's energy and passion for his projects also set him apart. "As a producer, you have to believe in what you're doing and make other people believe in what you're doing," he adds. "Ultimately, a producer is willing something onto the screen, and no one has more willpower than Ben."

As Silverman shepherds both scripted and non-scripted projects to air, his success also underscores a potential shift within Hollywood's creative community. A decade ago, writer/producers like John Wells, Steven Bochco and David E. Kelley called the shots in television. But with reality's prime-time ascent, not to mention comedy's decline and the poor repeat performances of most dramas, broadcasters are looking to create new business paradigms. Entrepreneurial, non-writing producers like Silverman represent such a change.

"The entrepreneurial type of producer is going to have a lot more success today, because the business has changed so much," Zucker explains.

As a non-writing producer, Silverman says he can balance the needs of writers with those of the audience, the networks and advertisers. "There's no question that an entrepreneurial component to a project is necessary in this very competitive, crowded marketplace," he says. "Being an entrepreneurial producer, whose first instinct and awareness is the audience, who knows how to get things done around a project to help differentiate it from all the other projects, and who knows how to support it and bring more money to the production, begets opportunity," he adds. "Writer/producers can't do that. They need to be writing."

HAVING WORKED IN TELEVISION for about a decade, at 32 Silverman has gained more experience as an executive than most of his peers. He began his career as a summer intern for Warner Bros. Domestic Television while attending Tufts University. He then spent a year in Paris as an undergraduate working for Warners overseas.

After graduating, he went to work for CBS in the international program-development department. But he soon left to work for *Cagney & Lacey* co-creator Barbara Corday, whose production company was housed at Warner Bros, and where Silverman was named director of development. He was all of 23.

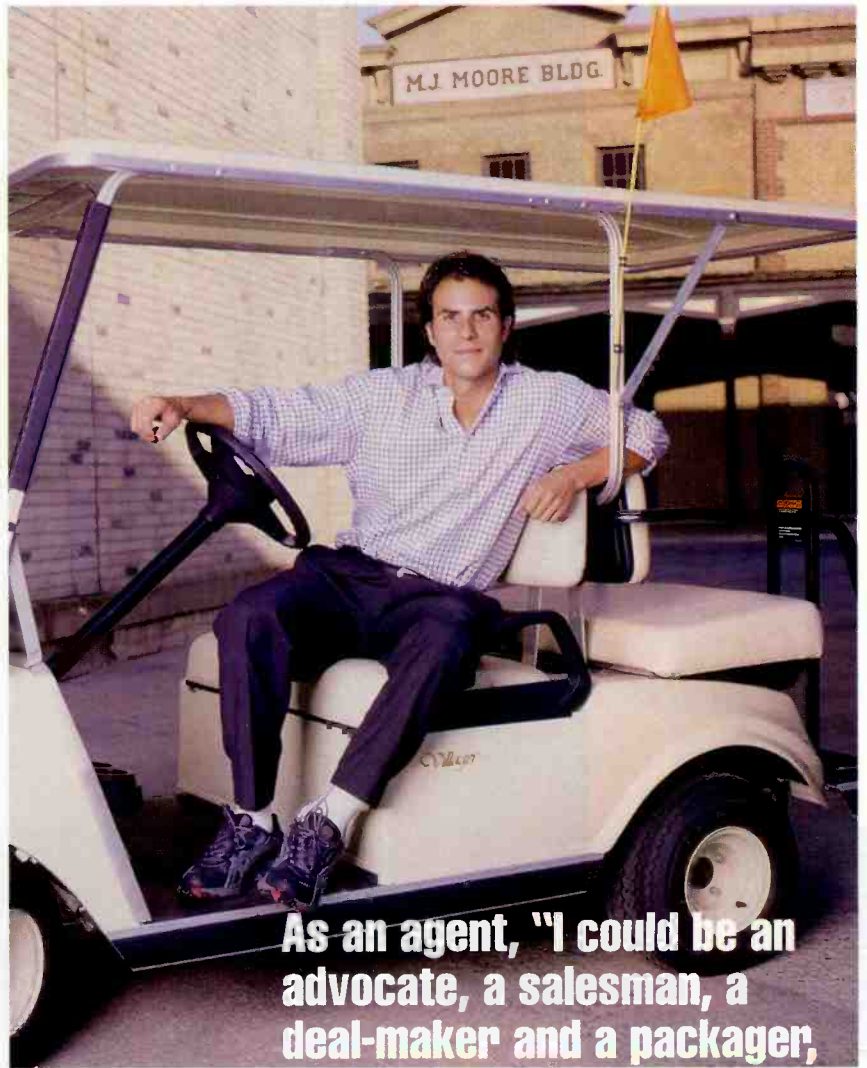
When Corday left to become chief program executive of financier Ronald Perelman's New World Entertainment, Silverman followed. But when the late Brandon Tartikoff's 1994 arrival as New World's chairman resulted in Corday's departure, Silverman stayed, learning the ropes from one of TV's visionary programmers.

In 1995, the William Morris Agency offered Silverman a job heading up its international packaging division in London, where he began iden-

tifying overseas properties that had the potential to translate well with American audiences. Granada Entertainment's hit detective series *Cracker* was the first property that Silverman pursued, setting up an American version at ABC in 1997. Although *Cracker* failed to catch on with viewers, 1999's *Millionaire* did. Then came *Weakest Link* and *Dog Eat Dog* at NBC, *Big Brother* at CBS and *Queer as Folk* at Showtime.

Despite his success as an agent, Silverman says he was frustrated by his limited role in the production process. Although fueled partly by his desire "to capture more of the revenue" from the work he had done, he adds that his leap into production wasn't solely based on finances.

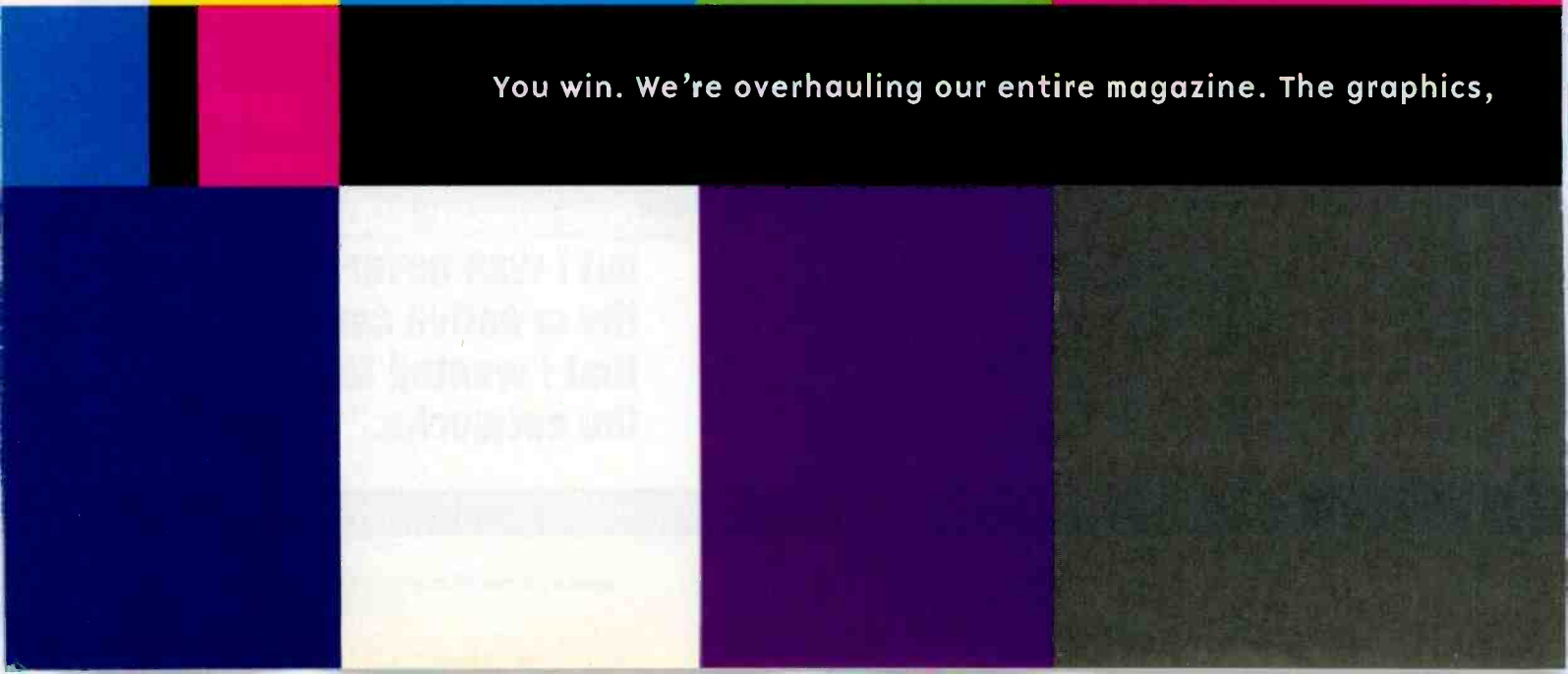
"I always had liked being involved in the creative process, but I found that a lot of ideas that I had identified were ruined in their execution," he says. "I wanted to police those ideas more and translate them myself, because as an agent I wasn't allowed in that part of the process. I could be an advocate, a salesman, a deal-maker and a pack-



As an agent, "I could be an advocate, a salesman, a deal-maker and a packager, but I was never going to have the creative conversations that I wanted to have with the networks." SILVERMAN



You win. We're overhauling our entire magazine. The graphics,



HECK,
YOU WOULDN'T

CHANGE.

SO WE DID.

the editorial, the attitude. Have a look. Change your mind.



The new TV GUIDE® launches September 8.

ager, but I was never going to be in the room having the creative conversations that I wanted to have with the networks.”

Silverman points to *Cracker* as an example. The British series starred the heavy-set actor Robbie Coltrane as a loutish police psychopathologist. ABC, however, cast Robert Pastorelli, who had slimmed down considerably from his days playing Eldin Bernecky on *Murphy Brown*. And that, Silverman says, was ABC's first mistake. “I never would have cast someone skinny in that role,” he says. “You need the guy to be physically flawed.”

Silverman says he also disagreed with ABC's overuse of *Millionaire* and NBC's decision to pull *Weakest Link* from its prime-time lineup in favor of a syndicated launch. As a producer, Silverman suggests the networks will still get the final say. But he plays a greater role in those decisions than he ever did as an agent.

From *American Idol* to *Survivor*, the first out in the marketplace with a successful format is almost guaranteed pre-eminence within that genre. But there's also risk involved in being the first. Which is why Silverman approached Magna's Rosenberg to help finance *The Restaurant*, by landing product placement deals with three major advertisers—American Express, Coors and Mitsubishi.

Rosenberg says Silverman understands what advertisers want out of content. “We're always looking for projects that will satisfy the needs of multiple clients,” he adds, noting that *The Restaurant* also was advertiser-friendly. “There's nothing mean-spirited about it. There's nothing controversial about it, so it was a natural.”

Judging from *The Restaurant*'s premiere ratings (it drew an underwhelming 7.5 million total viewers and tied for first place in its Sunday 10-11 p.m. time period among adults 18-49 with a 3.1 rating/9 share), the unscripted series may not turn out to be the game-changing hit NBC had hoped for.

Nor might *Coupling*, Silverman says. “I feel really good about [*Coupling*], but it needs to be so big to be a success that I'm not prepared to go that far out there with a prediction,” he says. “Will it do well with young people? Yeah. I just don't know whether it will reach 30 million people.”

Because of its subject matter—six urban singles, most of whom have slept with each other—*Coupling* arguably has received the most press attention of any fall series. But both Silverman and Zucker acknowledge that the series won't survive on sex alone. “It's very adult in content, but it's not just about sex,” Zucker says. “It's really about the relationships that are formed between the characters.”

Silverman adds that although sexual humor will drive most of the show's dialogue, “if we're only that one note, we're doomed. We have to police ourselves and ensure that viewers are tuning into the characters and not just the situation. We're very aware of that, and we're trying to make sure that everybody is a three-dimensional character.”

As production gears up on *Coupling* and winds down on *The Restaurant*, Silverman is prepping several other projects. In addition to *Nashville Star*'s second season and *Dreamhouse USA*'s first, Reveille is developing an updated version of *Baretta* for USA, as well

as the Marvel-based *Night Thrasher* at UPN.

Reveille is also shopping the game show *Liar*, with D.L. Hughley already attached as host, and which Silverman describes as a 21st century version of *To Tell the Truth*. Perhaps Reveille's most notable project is its licensing of the critically acclaimed BBC comedy *The Office*. Silverman says several networks are circling both series.

Like the old horse-to-water analogy, Silverman may know what viewers want, but he can't make them watch. Still, that won't stop him from trying. “I can't say for sure that any of these programs are going to be the No. 1-rated shows,” he shrugs. “But what I can do as a producer is make sure they'll have more of an opportunity to succeed than any other show.”



FROM PACKAGE TO PRODUCT: (clockwise from left) Silverman's first break as an agent came with *Millionaire*. Now his production company is making *Nashville Star* for USA and *Coupling* for NBC.

And he isn't limited to licensing other creators' properties. *The Restaurant* represents a relatively new format for American audiences. Similar formats have succeeded overseas, particularly in the United Kingdom, where unscripted workplace dramas have focused on environments such as airports and beauty salons. Likewise, ABC tried its hand last summer with *The Hamptons* and *Houston Medical*, with lukewarm results.

But Silverman says that whereas those programs maintained the slow and steady pacing of most traditional documentaries, he realized he needed to stack the deck on *The Restaurant*. “For American broadcast, it has to be pumped up on steroids,” he adds. “That meant doing helicopter shots, using time-lapse photography and all of the devices we could rely on to help amplify the concept so that it wouldn't look like a documentary.”

HISTORY REPEATS!

BRANDI, MIA AND THE REST OF THE WORLD ARE BACK



FIFA Women's World Cup

USA
2003

- ★ Over 40M U.S. TV Viewers*
- ★ Sept. 21 - Oct. 12 on ABC and ESPN
- ★ 660,000 Spectators**
- ★ National Media and Sponsorship Opportunities

*Source: 1999 Nielsen Media Research.

** Source: FIFA

For information on this breakthrough event
please call John Lane at 212-450-1246
or e-mail JLane@mlsnet.com

ONE SPORT. ONE COMPANY.™

official SUM properties



Quicktakes

IT WAS A FOND FAREWELL for Myrna Blyth at New York's Four Seasons restaurant, where the outgoing Meredith exec held court with the likes of big-name editors Bonnie Fuller, Susan Ungaro, Dick Stolley, John Mack Carter and Helen Gurley Brown. The longtime editor of *Ladies' Home Journal* (1981-



Bye-bye to Blyth: The veteran Meredith editor (l.) with Fuller at her Four Seasons farewell party

2002) who launched *More* a few years ago basked in the glow of a toast by her boss, Meredith CEO **Bill Kerr**. Citing her many accomplishments, Kerr noted that Blyth was often a demanding editor who expected those who worked with her to go above and beyond in everything they did. In response, Blyth quipped that she'll be even tougher in her role as a stockholder. Besides watching Meredith's performance in the market, Blyth's other priority now is to finish her book on women and the media, "more of a full-time job than I ever anticipated," she said. She also plans on working with the government on women's initiatives...

Among highlights from the just-wrapped Television Critics Association press tour in Pasadena, Calif.: Debutantes Nicole Richie and Paris Hilton brought down the house at a session about Fox's new reality show, *The Simple Life*, which sentenced the privileged pals to weeks of hard labor on an Arkansas farm. The "celebutantes" said they'd missed their cell phones and credit cards, described their most horrific chore ("I preg-

tested cows," moaned Richie), and said they'd consider doing a *Simple Life 2*—if it could be in Hawaii. Critics' positive reaction to the session delighted **Sandy Grushow**, chairman of Fox Television Entertainment Group. Fox has decided to postpone the show's premiere from August to the fall to give it a larger audience. At a CBS session, **Don Bellisario** managed to disparage Hollywood, New York and himself all in one comment. The creator and executive producer of CBS hit *JAG*, who this fall will produce *Navy NCIS*, described himself as "a grouchy old fart" who doesn't play the Hollywood game and doesn't go to parties. "I write. That's what I do," said Bellisario. "And I think a lot of my success comes because I understand Middle America. I come from Middle America. I write for Middle America. I don't write New York angst." Later in that session, network chief **Leslie Moonves** said the long-gone *Dr. Quinn, Medicine Woman*,

starring Jane Seymour, still gets more mail than any other CBS show. After cancelling the series four years ago, the network received loads of mail from an organized campaign, but more recently the mail has been from individuals who want the show brought back—"and e-mail telling me what a bad guy I was for cancelling it," said Moonves...KGO-AM, ABC Radio's News/Talk



Still "in": CBS' *Dr. Quinn*

SEPIE NANNARELLO/CBS

powerhouse in San Francisco, chalked up its 100th consecutive finish at the top of the ratings heap with a 6.0 overall share in the Spring Arbitron survey. That's 25 years as No. 1 in the Bay Area, a feat unmatched by any other station in the top 15 markets. The credit goes to president and gm **Mickey Luckoff**, who has run the station for 28 years, and operations director Jack Swanson. Boasting an even longer winning streak, but in a smaller market, KMOX-AM in St. Louis celebrated its 109th consecutive first-place ranking in the Arbitrons. The Infinity-owned News/Talker in the 20th-largest market had an 11.7 share. ■

Movers

MAGAZINES

Meredith Corp.'s *Traditional Home* has named **Brenda Saget Darling** publisher, effective Aug. 4. Darling had been vp/publisher of Condé Nast Publications' *House & Garden*...**Greg Schumann**, most recently eastern ad director at Time Inc.'s *Teen People*, will join Time Inc.'s Parenting Group as publisher of *BabyTalk*. Schumann replaces Risa Crandall, who left the company...**Robert Fritze**, formerly publisher of Hearst Magazines-Dow Jones & Co.'s *SmartMoney*, has been named vp, publisher of CurtCo Media's *Robb Report Worth*...**Irwin Kornfeld** has been named vp, group publisher of Primedia's audio/video and photographic titles, including *Audio Video Interiors*, *Home Theater* and *Stereophile*. Kornfeld was most recently associate publisher of VNU's *Billboard*, a sister magazine of *Mediaweek*.

RESEARCH

At Mediamark Research Inc., **Mike Drankwalter** was promoted from vp of electronic media to senior vp of media sales; **Scott Turner** was upped from senior vp of Midwest and western sales to senior vp of agency sales; and **George Kronheimer** was promoted to vp of advertiser sales from vp of magazine sales.

RADIO

Jim LaMarca was promoted to executive vp and COO of Jones Radio Networks, from vp and general manager of the company's Seattle division...**Lucille Fortunato** has joined ABC Radio in Los Angeles as regional marketing manager. She was a managing director of Infinity Broadcasting's Infinity Promotions Group in L.A....**John Quick** was promoted to director of operations for Emmis Communications' WIBC-AM in Indianapolis and the company's Network Indiana/AgriAmerica Network, from director of news and programming of WIBC...**Jonathan Brewster** was named senior vp of the southeastern region for Quantum Communications, with responsibility for the company's stations in South Carolina, Georgia, Florida and Alabama. He had been vp and regional manager in South Carolina for Root Communications.

No other online site
allows you to reach your audience
as effectively as MapQuest.



©2003 MapQuest

No other online site delivers more for your advertising dollar than MapQuest.com. We reach over 16% of the total online audience. We have over 23 million unique visitors each month. And we can tailor your message to your local target audience. To learn more visit www.MapQuest.com/advertise.

MAPQUEST.



Dale Hopkins Senior VP, Distribution and Sales, G4

Good thing Dale Hopkins didn't let G4 go to the dogs. When the year-old videogame network was still in the development phase two years ago, Hopkins was trying to wheel and deal with cable operators and advertisers from G4 creator Charles Hirschhorn's kitchen, but his dogs kept barking. She went outside, but the dogs followed and continued to bark, when, in the middle of her pitch to a potential affiliate, he asked, "Are you at the pound?"

It wasn't the smoothest beginning, but Hopkins can laugh about it now that G4 is in 11 million homes and gearing up to host its first awards show, G-Phoria, on July 30. "We have far exceeded where we thought we would be a little more than a year after launch," she asserts.

As senior vp, distribution and sales, Hopkins does double duty for G4, negotiating affiliate and ad sales, but she says that juggling the two isn't necessarily difficult. For example, using Microsoft's online gaming forum Xbox Live, Hopkins can bring the advertiser and the operator to the table. With her team, Hopkins produced an Xbox Live event at the Mall of America in Bloomington, Minn., in conjunction with the local cable operator and Mountain Dew. The event, dubbed a "Dew-In," invited mall rats to play videogames against each other via Xbox. "I just love it," she says. "I know what our cable operators and our advertisers want: young-skewing male programming."

As the former senior vp of marketing for E! and the president of game-based Web site iwin.com, Hopkins knows how to appeal to a younger audience and has realized the power that games have in attracting that demo. She gets daily feedback from the field—her son is a big videogame fan who begs to go to work with her every day—and she really uses her head to promote the brand. On the ski slopes last winter, Hopkins sported a G4 ski cap, prompting several high school boys to ask where they could get their own G4 beanies. —Megan Larson

Dish



Honoring Whole Foods for ranking among *Child* magazine's "Top 10 Family-Friendly Supermarket Chains," *Child* editor in chief Miriam Arond (r.) met with Laurie Rocke, New York Tri-State assistant marketing director, Whole Foods.



Spike TV president Albie Hecht (far left) fraternized with the reunited cast of the classic campus comedy *Animal House* during the network's recent TCA presentation in Pasadena, Calif. Celebrating the movie's 25th anniversary this year, Spike TV will present an original, behind-the-scenes special, *Go Inside: Animal House*, on Aug. 24. With Hecht (l. to r.) were the film's producer, Ivan Reitman, and actors James Widdoes (Hoover), Bruce McGill (D-Day), Tim Matheson (Otter), Martha Smith (Babs) and Stephen Furst (Flounder).

EAST

SERVICES & RESOURCES

Minimum run for any ad is one calendar month (3,4 or 5 issues, depending on the month). New ads, copy changes, and cancellations are due by the third Thursday of the current month for appearance the following month. **RATES: \$53 per line monthly; \$324 per half-inch dis-**

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

ADVERTISING SPECIALTIES

• **TOWELS!** • **TOWELS!** •

Beach Towels \$3.50 & Up! **Golf Towels \$.75 & Up!**

FLAT AND COMPRESSED BEACH TOWELS

PAKTITE'S COMPRESSED T-SHIRTS!

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

\$2.95 & up!

Many stock & custom shapes available.

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

ART DIRECTION

HANDY MACANDY F/L AD (212) 988-5114

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

ART STUDIO

Need mechanicals, comps or presentations done 'yesterday'?

The expert artists and equipment you need are right here, right now. Call us today!

Tenga's Studio, Inc.
 60 east 42nd st 212.949.0720
 www.tengastudio.com

ART/DESIGN SERVICES

INVISION GRAPHICS

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

- ➔ WEB DESIGN
- ➔ COMPANY PRESENCE
- ➔ CAMERA READY ART
- ➔ ADVERTISING

Call **STEVE** At: 718-544-7670

BUSINESS BLOGGING

Blogs4Business.com 866.442.BLOG

CONCEPTS & COPY

Let your copywriters go. (On vacation.)
 I'll cover. conradwinter.com

COPY/CREATIVE

www.cmykmag.com

www.CreativeCopywriter.com
 732.571.9672

COPYWRITING

Financial w/o the Zzzzs. 212-679-0609.

I write, customers read. 212-439-1845

Steve Boyar. The Value of Clarity.
 100+ awards. 212-242-4603. 800-750-4166.

EVENT MARKETING

Interactive photo and video promotions
 877-909-9640 www.wishoo.com

FOCUS GROUPS

Call Larry Jenkins 617-946-0755
 www.FocusOnBoston.com

HISPANIC MARKETING SERVICES

Original Ad Concepts & Adaptations
 Broadcast, Print, DM/Collateral & Web
 305-461-5080 or info@echovant.com

MARKETING SERVICES

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

MEDIA BUYING & PLANNING SERVICES

Media Buying Software for Fewer \$\$\$
 www.mottertsystems.com

MEDIA BUYING & TRAINING

www.mediabuyingacademy.com

PROOFREADING

EDITORIAL EXPRESS
 EXPERIENCED - FAST - PRECISE

Advertising · Collateral
 Catalogs · Annual Reports
 Magazines · Manuals

Call: 508-697-6202
 Fax: 508-697-7773

RADIO COMMERCIALS

The other guys charge a fortune to cover the cost of their big space ads. Our Clio-winning Productions sound great, too. But when you hear our prices, they sound unbelievable.
800/789-RADIO
 Sounds almost too good to be true.

RADIO PRODUCTION

THE NEXT GENERATION OF GREAT RADIO.

Production.
 Sound Design.
 Copy.
 Lunch.
 Results.
 Awards.

www.wadio.com

World Wide Wadio
 HOLLYWOOD

LA: 323 957 3399 · NY: 212 768 9717

RADIO PRODUCTION

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

RESEARCH STUDIES

SR. BRAND MANAGERS NEEDED
 for survey on DVD-based marketing
 FREE report, \$\$ - survey@dvdmarketer.com

SWEEPSTAKES

Sweepstakes, Games & Contests
 Call Marla Altberg at Ventura Associates
 (212) 302-8277 ext 3003
 or maltberg@sweepspros.com

JOBBHUNTERS!

Find Hundreds of Great Jobs In Adweek Online!

Search ads from all six classified regions of Adweek, Brandweek, & Mediaweek.

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

e-mail:
adweek@adweek.com

RADIO PRODUCTION

UH OH! BESTOWED AGAIN!

We warmly thank The Annual Mercury-Radio Awards & Illinois Broadcasters Association for each honoring Dick Orkin this June 2003 with a "Lifetime Achievement Award" in New York City & Springfield, Ill.

THE FAMOUS RADIO RANCH

New Demo: infolabrea@radio-ranch.com
 Phone (323)462-4966 www.radio-ranch.com

OFFERS & OPPORTUNITIES

CHECK LINK

ACCELERATE YOUR JOB SEARCH

Get the edge you need with the new **DMOC Coaching** service. DMOC, Inc. is now offering personalized, 3-session job coaching for professionals like you. Still at an introductory rate, one-on-one DMOC Coaching is guaranteed to make you a stronger prospect on your next job interview.

Contact us about **DMOC Coaching**
info@dmoc-inc.com
Direct Marketers On Call, Inc.
45 Christopher St., New York, NY 10014
212-691-1942 www.dmoc-inc.com

ANNOUNCEMENTS

COPYWRITERS Need a break?

The **Blackberry River Inn**, one of Connecticut's oldest and most prestigious bed and breakfasts, is offering two free nights' stay to any advertising copywriter. **All we require is that you submit a one-paragraph newspaper ad for us to run in our new promotional campaign.** The winning ad writer will be awarded an additional five nights free! (A \$1,000 value). Call Eric now at 1-800-414-3636 for directions. Please bring business cards to guarantee complimentary check-in.

FOR LEASE

Renovated Brownstone Murray Hill

Quality env. for creative svcs., advt. or web design firm. Sub-lease furn., full-serve space in upgraded 4-story bldg. from strategic mktg & PR agency. Hi-speed T1 lines & adaptable layout on 2 floors. Consultants and freelancers welcome.

Contact Don Scott at:
212.213.5400 X201

NOTICE

BE A DOER

Advertise in ADWEEK classifieds, and you'll be rewarded with responses. And maybe more than that. Be a mover and a shaker with ADWEEK classifieds. Call NOW!

Call
1-800-7-ADWEEK

EMPLOYMENT

CLIENT SERVICE CONSULTANT

East Windsor, NJ

PERQ/HCI is a strategic promotion planning company dedicated to improving healthcare companies' sales & profits through the effective use of promotional resources. We have an immediate opening for a Client Service Consultant.

Candidate will be responsible for training clients on the full line of PERQ/HCI products & services with a focus on effectively developing and maintaining strong client relationships. Will answer clients' calls/questions and will assist Account Managers in the immediate and professional resolution to all client problems and/or concerns.

Media planning, advertising sales, marketing research or pharmaceutical industry experience preferred. Ideal candidate will have excellent written/oral & interpersonal skills. Strong analytical skills required. Some travel required. We offer a competitive salary and a comprehensive benefits package.

To apply go to: http://www.joblinksatvnummi.com/search_mediasol.html

PERQ/HCI

EOE M/F/D/V

EMPLOYMENT

There's more
inside Hershey

than most people know.

A lot more goes into the making of Hershey Foods' successes than just great ingredients.

Gum & Mint Marketing Manager

Be the "prime mover" for Hershey's gum and mint business and take direct responsibility for the success of the total gum and mint portfolio.

You will translate the strategic direction into a set of concrete strategies, develop and present recommendations to senior management, engage teams to execute marketing plans, and work collaboratively to ensure successful integration of new packtype, seasons and new product programs. You will also provide leadership to virtually every function in the company to achieve sales and growth and direct the activities of outside suppliers including promotion agencies.

Qualified candidates will have

- Bachelor's degree
- Minimum of 4 years consumer packaged goods marketing experience
- Demonstrated ability to be accountable for sales with economic results
- Overall business knowledge, superior leadership and outstanding analytical abilities

To view the full job description and apply, please visit our website at: www.hersheys.com/careers.

We will only respond to those individuals who will be interviewed. Equal Opportunity Employer M/F/D/V.



Getty Images is looking for a:

Director of Photography

The Director of Photography will lead the generation of photography and illustration in New York to meet the Getty Images Creative Strategy.

The DOP will manage/lead the local team, carrying the responsibility for brand position and all commissioned and non-commission shoots.

This individual will drive the creative function for all Still Photography brands in New York and may have opportunities to support our Film development.

For a full description go to:
www.gettyimages.com

or contact Anne Boyden:
anne.boyden@gettyimages.com

Sr. Account Executive

Outdoor Advertising Company is seeking a Sr. Account Executive for New York Office. 3+ Years Media Sales experience (out-of-home preferred). Compensation commensurate with experience. Full Benefit Package.

E-mail Resume and Cover Letter Only to: jmontague@vistamediagroup.com

Vista Media Group

CALL

ADWEEK CLASSIFIED AT

1-800-7-ADWEEK

USE ADWEEK MAGAZINES
TO GET NATIONAL EXPOSURE.

RATES for Employment and Offers & Opportunities

1-800-7-ADWEEK

Classified Manager: Karen Sharkey Classified Asst: Michele Golden

MINIMUM: 1 Column x 1 inch for 1 week: \$204.00, 1/2 inch increments: \$102.00 week. Rates apply to EAST edition.

Special offers: Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$35.00 per insertion. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples. The identity of box number advertisers cannot be revealed. Confidential Service: To answer box numbers ads and protect identity: (1) Seal your reply in an envelope addressed to the

box number; (2) In a separate note, list companies and subsidiaries you do not want your reply to reach; (3) Enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Adweek, Classified Advertising, 770 Broadway, New York, NY, 10003. If ADWEEK must typeset ad, charge is \$25.00. Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m. If classified is filled prior to closing, ads will be held for the next issue. Classified is commissionable when ad agencies place ads for clients. No proofs can be shown. Charge your ad to American Express, Mastercard or Visa, ADWEEK CLASSIFIED, 770 Broadway, 7th fl. New York, NY 10003. 1-800-723-9335 Fax: 646-654-5313.

EMPLOYMENT

Manager, Promotions Marketing

in **DEMAND**, the world's leading pay-per-view and VOD provider, seeks Manager, Promotions Marketing for its **NYC office**.

Responsibilities include: conceiving, developing and managing impactful promotions marketing campaigns for IND's sports packages (MLB, NHL, NBA and NASCAR), movies and events; assisting with management of national partnerships for sports packages, movies and events; and, acting as internal liaison with key departments to sell-in promotions and partnerships.

Requirements include: Bachelor's degree in Marketing, Journalism or Communications with minimum 4-5 years of marketing experience (promotions marketing agency or cable programmer exp preferred). Strong self-starter needed. *Relocation not provided.*

Send resume and salary requirements to:

IN DEMAND

345 Hudson Street, NY, NY 10014
fax to 646-638-8415, or
email to resume@indemand.com

Director of Inventory

COURT TV, the leader in investigative programming, has a great opportunity in the **NY Ad Sales department**. We are currently in search of a Director of Inventory.

Responsibilities to include: report on, maintain and analyze all types of ad sales inventory; work with planners, sales coordinators, marketing and sales operations to maximize, and ensure accuracy of, inventory use; monitor monthly MSA liability reports, weekly ratings and VPVH's for delivery trends and maintaining MSA database. Additional duties include: inventory model maintenance, preparing quarterly AADU disk for distribution to sales and working with Finance Dept., AE's and Sales Coordinators to maintain accurate monthly liability/overdelivery reports.

Requirements: 4-6 years relevant sales planning or inventory management experience; strong media math background and general math skills, and spreadsheet and database proficiency. Attention to detail a must. College degree preferred.

For immediate consideration, send your resume and cover letter with salary requirements to:
Director_Inventory@yahoo.com
No attachments please!

COURT TV

SALES MANAGER - Sporting Goods Business

New York City OR Atlanta, GA

VNU Business Publications, a leading B2B publishing company has an exciting career opportunity for an experienced Sales Manager to join our *Sporting Goods Business* publication. *Sporting Goods Business* is a broad based sporting goods publication providing news, features, original research and interviews with industry movers and shakers. This is an excellent opportunity to combine two passions: sports and business.

This position is primarily an inside sales position that will be focused on the southeast territory. Depending on the candidate the position can be based in either our New York City or Atlanta office. Responsibilities include: focusing on clients needs while managing a growing territory, prospecting and developing new business and working with management on new sales strategies and promotional ideas.

The ideal candidate will have: 3 to 5 years of sales experience (preferably within publishing), a college degree or equivalent work experience, and experience selling event and internet sponsorships.

To be considered please email your resume and cover letter, including salary requirements to: mmopportunities@vnuusa.com. Please be sure to list position **SMSG-VN** in the subject line, OR mail to VNU Business Publications, Attn: Human Resources Dept., 770 Broadway, 7th Floor, New York, NY 10003.



vnu business publications

USA

VNU is an equal opportunity employer.

CATCH A CREATIVE GENIUS

THREE AUDIENCES FOR THE PRICE OF ONE

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

THREE FOR ONE . . . not a bad idea.

Call **1-800-7-ADWEEK**
or just Fax it to: **(646) 654-5313**

ADWEEK ONLINE:

FINDING THE RIGHT EMPLOYER JUST GOT A WHOLE LOT FASTER

ADWEEK MAGAZINES Classified Online at adweek.com, the most comprehensive and most up-to-date source of advertising, marketing and media positions, has several new features that will help you streamline and target your search:

- **Instant e-mail responses.** Just by clicking on an email link that appears in many online ads, you can send your resume, cover letter, and other material in seconds to a prospective employer. And this means confidential ads, too!
- **Visit an employer's web page.** Many online ads have a direct link to the company's website, so you can learn more about them fast.
- **Direct links to the ADWEEK MAGAZINES Archives.** Just by clicking on the company's name, subscribers to ADWEEK Online's premium services can search the Adweek, Brandweek, Mediaweek, and MC archives for news and features about an employer. The more you know, the smarter you'll search.

VISIT ADWEEK.COM

In print and online, ADWEEK MAGAZINES Classified is
THE HIRE AUTHORITY

HOW TO SEND DIGITAL ARTWORK TO ADWEEK MAGAZINES

MAC ONLY ART - Adobe Photoshop EPS or TIFF *IMPORTANT NOTE: Before Any Artwork is Sent Please Contact Your Regional Adweek Representative

CONVERTING TO A B&W FILE

- Convert To a Bitmapped Image Under "Mode" in Photoshop
- Resolution = 1200 Pixels/inch • Method = Halftone Screen • Shape = Round
- Halftone Screen Frequency = 133 lines/inch • Angle = 45 Degrees

RED ADS

- Save As A CMYK File - Adweek Red Breakdown Is 100% Magenta 100% Yellow 23% Black

FULL COLOR

- Save As A CMYK File

SENDING THE FILE • Crop The Ad To Size • Save As A Photoshop EPS Or TIFF • Compress The File Using Stuffit Or A Zip Program • Send To : classified@bpicomm.com

Culture Trends

MOST REQUESTED ON ASK JEEVES

The following is a report containing the movies and TV programs that garnered the most questions on www.ask.com

TOP 10 MOVIE SEARCHES

- 1 **THE LEAGUE OF EXTRAORDINARY GENTLEMEN**
- 2 **THE HULK**
- 3 **BAD BOYS II**
- 4 **T3: RISE OF THE MACHINES**
- 5 **OLD SCHOOL**
- 6 **LEGALLY BLONDE 2: RED, WHITE & BLONDE**
- 7 **PIRATES OF THE CARIBBEAN**
- 8 **THE MATRIX: RELOADED**
- 9 **FINDING NEMO**
- 10 **28 DAYS LATER**

TOP 10 TV SEARCHES

- 1 **FRIENDS**
- 2 **FOR LOVE OR MONEY**
- 3 **PARADISE HOTEL**
- 4 **THE SIMPSONS**
- 5 **ANGEL**
- 6 **CRIBS**
- 7 **JACKASS**
- 8 **BLIND DATE**
- 9 **THE REAL WORLD**
- 10 **TRADING SPACES**

Source: Ask Jeeves

THE HOLLYWOOD REPORTER'S BOX OFFICE

THIS WEEK	LAST WEEK	PICTURE	WEEKEND GROSS	DAYS IN RELEASE	TOTAL GROSS
1	NEW	BAD BOYS II	46,522,560	3	46,522,560
2	1	PIRATES OF THE CARIBBEAN	34,034,597	12	133,007,414
3	2	LEAGUE OF EXTRAORDINARY GENTLEMEN	10,158,545	10	42,532,642
4	3	T3: RISE OF THE MACHINES	9,327,409	19	127,893,786
5	NEW	JOHNNY ENGLISH	9,134,085	3	9,134,085
6	5	FINDING NEMO	7,275,723	52	303,795,720
7	4	LEGALLY BLONDE 2: RED, WHITE & BLONDE	6,122,444	19	75,454,096
8	NEW	HOW TO DEAL	5,809,960	3	5,809,960
9	6	CHARLIE'S ANGELS: FULL THROTTLE	3,811,962	24	89,234,967
10	8	28 DAYS LATER	2,541,940	24	33,398,474

For week ending July 20, 2003

Source: *Hollywood Reporter*

YOUR ENTIRE INDUSTRY AT YOUR FINGERTIPS!

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



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

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

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

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

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

CALL 1-800-562-2706, FAX 646-654-5518 OR ORDER ONLINE @ www.adweek.com/directories

THE ADWEEK DIRECTORIES 2003

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

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

BEST OFFER

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

Nature of Business _____

J37AWD

Payment Enclosed
(make check payable to ADWEEK Directories)

Charge my: VISA MC AmEx

Card # _____

Exp. Date _____

Signature _____

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

Please add \$12 for shipping and handling.

THE ADWEEK DIRECTORIES 2003

2003 THE ADWEEK DIRECTORIES

ADVERTISING

MARKETING

MEDIA

INTERACTIVE

NEWSPAPERS

MAGAZINES

TV & CABLE

RADIO

OUT-OF-HOME

AND MORE



PLACE
STAMP
HERE

2003 THE ADWEEK DIRECTORIES

CIRCULATION DEPT
770 BROADWAY 6TH FL
NEW YORK NY 10003-9595



Calendar

The Association of National Advertisers will present **marketing-training programs on creative advertising, media strategy and direct marketing** Aug. 4-6 at the Westin Times Square in New York. Contact: 212-697-5950 or visit www.ana.net.

American Business Media will present **"An Inside Look: What Reporters Want,"** a breakfast seminar focusing on how to get your company in the news and how to get quoted as an industry expert, Aug. 6 at the Scholastic Inc. offices in New York. Contact: 212-661-6360.

Advertising Research Foundation will present the **ARF Week of Workshops** Sept. 22-25 at the Crowne Plaza Times Square in New York. Full-day workshops on advertising effectiveness, pharmaceutical advertising research, marketing ROI, and local media. Full conference details available at www.TheARF.org.

Adweek Conferences in association with *Shoot* magazine will present its annual **Creative Seminar** Sept. 22-23 at the Ritz-Carlton New Orleans. Agenda includes sessions on presenting to clients, copywriting and design and targeting the youth market. Contact: 1-888-536-8536.

The National Association of Broadcasters will present the **NAB Radio Show** Oct. 1-3 at the Pennsylvania Convention Center in Philadelphia. Event will include keynote address by Rush Limbaugh, educational sessions and technical workshops. Visit www.nab.org.

Magazine Publishers of America and the American Society of Magazine Editors will present the **American Magazine Conference** Oct. 19-22 at the Westin Mission Hills Resort in Rancho Mirage, Calif. Sessions will cover marketing to echo boomers, breathing new life into established brands, successful startups, and issues related to the 2004 elections. Featured speakers will include political commentator Arianna Huffington and Barry Diller, CEO of InterActiveCorp. Contact: 212-872-3700.

inside media

NEWS OF THE MARKET

Fox, Sporting News Combine Online

Fox Sports and *The Sporting News* will combine their online operations to create a joint sports network. FoxSports.com will offer general sports information, news, scores and statistics, while SportingNews.com will become the site for sports fantasy games and content. The sites will be linked so visitors can easily flip between them.

Tribune Gets Rights to DreamWorks Films

Tribune Entertainment has acquired syndication rights to DreamWorks SKG's feature film library of 34 titles, including *Saving Private Ryan*, *Almost Famous*, *Shrek*, *Gladiator* and *American Beauty*. The package already has been cleared for the Tribune Broadcasting station group, representing 24 major markets. The deal takes effect in fall 2006, when Tribune will begin to oversee television station and barter sales for the studio's films.

TV's Tops in Nielsen Survey for TVB

Results released last week from a Nielsen Media Research survey commissioned by the Television Bureau of Advertising showed that television reaches more adults daily than any other medium. The survey showed adults spend about 258 minutes with TV each day, and the majority interviewed said TV is the place to learn about products and brands. Adults said they turn to broadcast TV as their primary news source and felt that broadcast TV was the medium most involved in their community.

Comcast, Radio One Move on TV One

Cable powerhouse Comcast Corp. and Radio One, the largest radio group targeting African Americans, have finalized their joint venture in TV One, a cable network targeting adult African Americans scheduled to launch in January. Along with investors Constellation Ventures, Opportunity Capital Partners, Pacesetter Capital Group and Syndicated Communications, the parties have committed to invest a total of \$130 million over the next four years.

ESPN Radio Launches Brothers Banter

ESPN Radio today is launching *The Sports Brothers*, featuring the sibling rivalry of Christopher and Erik Kuselias, who have left their day jobs in unrelated fields to host. "This is what we've prepared our entire lives for—[we've been] talking and arguing sports

[since we were] kids...And everyone within earshot loved our fights," says Erik. The new show, which will air initially on 100 stations weekdays 4-7 p.m., replaces *GameDay*.

Schneier Tapped to Run Nielsen Ventures

Aiming to leverage its media and entertainment information resources, VNU Media Measurement and Information has formed Nielsen Ventures and named former cable exec Ron Schneier to head it up. The new unit will draw on the resources of Nielsen Media Research, Nielsen Entertainment, Nielsen/NetRatings, Media Solutions and other research and measurement services to serve media clients. Schneier, most recently founder and president of Eagle Canyon Entertainment, previously spent nearly 17 years with A&E Television Networks. VNU Media Measurement and Information is a division of *Mediaweek* parent VNU.

Drill to Target U.S. Military Men

Drill magazine will hit military bases in October as the first lifestyle magazine for men serving in the U.S. military. Like other "lad" magazines on the market, *Drill* will offer a mix of irreverent humor, sports and sex. Published by U.K.-based John Brown Publishing, *Drill* will target men 18-27 and sell for \$3.25.

Fox Sports Net Serves WTT Tennis

World Team Tennis This Week, an hour-long, Saturday-afternoon show featuring highlights from World Team Tennis pro league matches, earned an 0.18 household rating (156,000 viewers) in its July 12 premiere on Fox Sports Net. The 10-team WTT league features pros including Andre Agassi, Andy Roddick and Anna Kournikova competing for a spot in the WTT finals on Aug. 23. The finals will be broadcast live by the Tennis Channel.

Scarborough, Borrell to Offer Web Reports

Borrell Associates, a market research and consulting firm for local media Web sites, has partnered with Scarborough Research, the local market media and consumer lifestyle research firm, to produce a series of in-depth reports focused on revenue and growth strategies for local Web sites. Many of Borrell's clients are newspaper, TV and cable companies with a strong Internet presence, including Belo, Knight Ridder and Media General. Scarborough is a joint venture between Arbitron and *Mediaweek* parent VNU. ■

Taking a Stand

MPA board members will meet with Wal-Mart officials this fall, hoping to change the retailer's new magazine policies

THE PUBLISHING INDUSTRY IN RECENT YEARS HAS FOUGHT BATTLES IN WASHINGTON on several key issues, including increases in postal rates, tighter restrictions on telemarketing and the Federal Trade Commission's efforts to clamp down on weight-loss ads. Last spring, publishers be-

gan expanding their offensive to another front: the small town of Bentonville, Ark., home of Wal-Mart, the country's largest retailer.

In May, Wal-Mart announced it would no longer carry Dennis Publishing's randy men's titles *Maxim* and *Stuff*, along with Emap's *FHM*. A few weeks later, Wal-Mart stated that it would install U-shaped blinders at its checkout stands this summer to shield cover lines on Hearst Magazines' *Cosmopolitan*, *Redbook* and *Marie Claire*, as well as Condé Nast's *Glamour*. Wal-Mart said that the women's books' covers and content had become too racy for some customers.

Aside from a handful of measured statements from publishers, the industry has remained relatively quiet about Wal-Mart's moves. Given that Wal-Mart controls 15 percent of all magazine newsstand sales, there is a lot to lose by angering the retail giant. But at the same time, there's much to lose by staying silent.

With the blinders scheduled to begin rolling out on Wal-Mart's racks this week, the Magazine Publishers of America has been feverishly working behind the scenes. The industry group is arranging for several key members of its board to meet with Wal-Mart executives in early-to-mid-September.

"We are very concerned," said MPA president Nina Link. "We would like them to move off the sweeping idea of taking out [the men's magazines] and 'blinding' on a national basis, and look at the magazine mix on a good category-management basis from store to store."

"I respectfully but strongly disagree with the recent decision of Wal-Mart to not carry certain men's magazines, as well as to partially blinder selected women's magazines," said Cathie Black, president of Hearst Magazines, who will likely attend the meeting. "The consumer should always be given choice, and the



This week, Wal-Mart will begin introducing U-shaped blinders to shield cover lines on four women's magazines.

decision to buy or not buy ought to be left to the customer. In this case, I would suggest that it is Wal-Mart censoring what they believe their customers do or do not want."

The blinders could pose big problems for publishers on the advertising side if newsstand sales dip and circulation falls short of rate bases. Dennis and Emap claim that only 1 percent of their single-copy sales come from Wal-Mart (*Maxim's* newsstand sales in last year's second half averaged 850,000 copies and *FHM* averaged 440,000, according to the Audit

Bureau of Circulations). But Wal-Mart sales account for roughly 10 percent of the total newsstand take for many women's titles. In the second half of '02, *Glamour* averaged 963,323 copies on stands; *Redbook* sold 576,536.

"Will the consumer feel 'dirty' reading a magazine that's covered up?" wonders George Janson, Mediaedge:cia director of print. "There may be a feeling of intrigue or curiosity, but there may also be a segment of readers that will be turned off. [Media buyers] tend to look very carefully at newsstand sales as a barometer of a magazine's vitality."

Wal-Mart is not the only retailer to remove or cover up magazines. Other retailers have made similar moves in response to customer and/or pressure groups' complaints about the display of what they consider to be objectionable content in particular magazines. Many retailers do not display *Playboy* and *Penthouse*, for example. In January 2000, Kroger supermarkets installed opaque blinders that obscured *Cosmo's* entire cover save for the logo. The blinders were later removed.

"Let people speak with their pocketbooks," said an editor in chief of a women's title who spoke on the condition of anonymity. "What frustrates me is there are certain small groups of people who are offended by what they see on the newsstand, but there is a large majority of people that are the silent majority, who these retailers are not hearing from. And that's unfortunate."

"We're always open [for discussion]," responded Tom Williams, a Wal-Mart representative. "But we had so much feedback from customers who were uncomfortable with the language on the covers."

Over the past few weeks, the MPA has sought counsel from various media sectors, including the music industry, which has tangled with Wal-Mart over the retailer's policy to not stock releases bearing parental guidance stickers. The MPA also is preparing to present to Wal-Mart a collection of stories from the affected women's magazines that had positive effects on readers' lives.

At a Wal-Mart outlet in suburban Baltimore last week, customer reaction to removing mag-

Mediaweek Magazine Monitor

WEEKLIES July 28, 2003

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	28-Jul	48.66	29-Jul	46.59	4.44%	1,537.60	1,749.55	-12.11%
The Economist	19-Jul	25.00	20-Jul	29.00	-13.79%	1,134.00	1,377.00	-17.65%
Newsweek ^E	28-Jul	27.06	29-Jul	24.77	9.25%	1,087.40	1,048.01	3.76%
The New Republic*	28-Jul	5.00	29-Jul	5.81	-13.94%	195.93	232.68	-15.79%
Time ^E	28-Jul	38.39	29-Jul	28.47	34.84%	1,288.86	1,243.43	3.65%
U.S. News & World Report ^S	28-Jul	77.61	29-Jul	21.00	269.57%	764.02	752.46	1.54%
The Weekly Standard	28-Jul	8.00	29-Jul	7.83	2.17%	240.50	250.53	-4.00%
Category Total		229.72		163.47	40.53%	6,248.31	6,653.66	-6.09%

SPORTS/ENTERTAINMENT/LEISURE

AutoWeek	28-Jul	13.64	29-Jul	15.21	-10.32%	671.20	681.09	-1.45%
Entertainment Weekly	25-Jul	28.86	26-Jul	20.33	41.96%	1,012.49	982.08	3.10%
Golf World	25-Jul	26.99	26-Jul	33.33	-19.02%	671.42	912.16	-26.39%
New York ^{DD}	28-Jul	27.20	29-Jul	38.70	-29.72%	1,250.80	1,446.40	-13.52%
People	28-Jul	42.29	29-Jul	56.48	-25.12%	2,042.95	1,978.22	3.27%
Sporting News	28-Jul	7.33	29-Jul	10.00	-26.70%	382.31	412.70	-7.36%
Sports Illustrated ¹	28-Jul	43.94	29-Jul	40.84	7.59%	1,271.19	1,367.95	-7.07%
The New Yorker	28-Jul	26.01	29-Jul	24.25	7.26%	1,111.74	1,089.81	2.01%
Time Out New York	23-Jul	44.50	24-Jul	54.94	-19.00%	1,991.01	1,941.51	2.55%
TV Guide	26-Jul	26.46	27-Jul	22.41	18.07%	1,306.95	1,297.86	0.70%
Us Weekly*	28-Jul	17.33	29-Jul	24.33	-28.77%	702.40	570.00	23.23%
Category Total		304.55		340.82	-10.64%	12,414.46	12,679.78	-2.09%

SUNDAY MAGAZINES

American Profile	27-Jul	9.30	28-Jul	8.60	8.14%	260.65	252.88	3.07%
Parade	27-Jul	10.23	28-Jul	13.57	-24.61%	381.54	372.08	2.54%
USA Weekend	27-Jul	7.73	28-Jul	8.86	-12.75%	361.26	361.00	0.07%
Category Total		27.26		31.03	-12.15%	1,003.45	985.96	1.77%
TOTALS		561.53		535.32	4.90%	19,666.22	20,319.40	-3.21%

DD=2002 double issue; E=estimated page counts; S=2003 special double issue, Best Hospitals Guide; 1=one fewer issue in 2003 than in 2002; +=one more issue in 2003

WEEKLIES July 21, 2003

	ISSUE DATE	CURRENT PAGES	ISSUE DATE LAST YEAR	PAGES LAST YEAR	PERCENT CHANGE	YTD PAGES	YTD LAST YEAR	PERCENT CHANGE
NEWS/BUSINESS								
BusinessWeek	21-Jul	33.33	22-Jul	35.13	-5.12%	1,488.94	1,702.96	-12.57%
The Economist	12-Jul	26.00	13-Jul	33.00	-21.21%	1,109.00	1,348.00	-17.73%
Newsweek ^E	21-Jul	23.86	22-Jul	17.76	34.35%	1,056.88	1,023.24	3.29%
The New Republic*	21-Jul	4.58	22-Jul	12.16	-62.34%	190.93	226.87	-15.84%
Time ^E	21-Jul	30.93	22-Jul	23.64	30.84%	1,242.56	1,214.96	2.27%
U.S. News & World Report ^S	21-Jul	27.06	22-Jul	74.29	-63.58%	686.41	731.46	-6.16%
The Weekly Standard	21-Jul	9.99	22-Jul	8.00	24.88%	232.50	242.70	-4.20%
Category Total		155.75		203.98	-23.64%	6,007.22	6,490.19	-7.44%

SPORTS/ENTERTAINMENT/LEISURE

AutoWeek	21-Jul	27.51	22-Jul	15.35	79.22%	657.56	665.88	-1.25%
Entertainment Weekly	18-Jul	32.38	19-Jul	25.16	28.70%	983.63	961.76	2.27%
Golf World	18-Jul	15.99	19-Jul	25.16	-36.45%	644.43	878.83	-26.67%
New York	21-Jul	21.80	22-Jul	23.90	-8.79%	1,223.60	1,407.70	-13.08%
People	21-Jul	70.42	22-Jul	39.67	77.51%	2,000.66	1,921.74	4.11%
Sporting News	21-Jul	7.75	22-Jul	13.25	-41.51%	374.98	402.70	-6.88%
Sports Illustrated ¹			NO ISSUE			1,227.57	1,327.11	-7.50%
The New Yorker	NO ISSUE		22-Jul	16.76	N.A.	1,085.73	1,065.56	1.89%
Time Out New York	16-Jul	68.58	17-Jul	75.94	-9.69%	1,946.51	1,886.58	3.18%
TV Guide	19-Jul	35.31	20-Jul	35.47	-0.45%	1,280.49	1,275.45	0.40%
Us Weekly*	21-Jul	21.33	22-Jul	17.00	25.47%	685.07	545.67	25.55%
Category Total		301.07		287.66	4.66%	12,110.23	12,338.98	-1.85%

SUNDAY MAGAZINES

American Profile	20-Jul	8.40	21-Jul	7.80	7.69%	251.35	244.28	2.89%
Parade	20-Jul	9.98	21-Jul	12.21	-18.26%	371.54	358.51	3.63%
USA Weekend	20-Jul	13.31	21-Jul	12.45	6.91%	353.53	352.14	0.39%
Category Total		31.69		32.46	-2.37%	976.42	954.93	2.25%
TOTALS		488.51		524.10	-6.79%	19,093.87	19,784.10	-3.49%

E=estimated page counts; S=special issue last year, Best Hospitals Guide; 1=one fewer issue in 2003 than in 2002; +=one more issue in 2003

azines or concealing covers was mixed. "The magazine covers don't bother me," said Connie (she declined to provide her last name), who had her 3-year-old son in tow. "But it might be a smart thing to do with so many little ones around." Another shopper was more critical of the retailer's moves. "I think Wal-Mart is over and above," said Gene Kuczinski. "To me, they are way too strict. Parents are the ones who should be setting the right goals and standards for their children, not Wal-Mart." —Lisa Gramstein, with Rich Brunelli

Car and Buyer

Hearst expands auto guide

Beginning this fall, Hearst Magazines will seek to drive more Detroit dollars into its coffers by building on a partnership struck earlier this year with J.D. Power and Associates.

Last March, Hearst and the automotive research firm teamed up to create a buyer's guide. The move allowed Hearst, which does not own a car title, to tap deeper into the lucrative automotive marketplace without investing in the launch of a new title. The program is also part of a larger effort at Hearst to build revenue through its corporate marketing arm. (Last year, Hearst teamed up with lifestyle book publisher Chic Simple for two special publications that were sent to subscribers of four Hearst titles.)

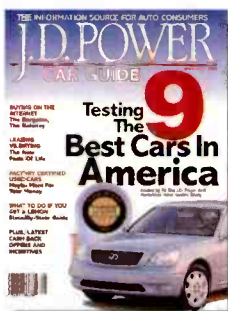
Edited by Joe Oldham, a longtime automotive journalist and editor in chief of Hearst's *Popular Mechanics*, the March edition of *J.D. Power Car Guide* was polybagged with 160,000 subscriber copies of *Popular Mechanics*, *Esquire*, *SmartMoney* and *Town & Country*. The targeted readers were men 25-49 with household incomes of \$75,000-plus who were expected to buy a car within five months. *Car Guide's* second edition will be polybagged with the same four titles' November issues.

"The *Car Guide* is a publication for people who are in the market for a car, but are not car buffs who read *Car and Driver*. It's not technical," explains Jeffrey Hamill, Hearst Group

senior vp of advertising and marketing. "But when you're in the market for a car, you are thirsty for credible information. So we thought, 'Why not create a publication for those people

and have it be in their language, under this credible brand of J.D. Power?'"

"Sounds interesting to me," says Alan Jurmain, executive vp/director of U.S. media serv-



A prototype of the November edition.

BIMONTHLIES July/August 2003

	RATE BASE (2ND HALF '02)	CIRC. (2ND HALF '02)	CURRENT PAGES	PAGES LAST YEAR	PERCENT CHANGE	YEAR TO DATE	YTD LAST YEAR	PERCENT CHANGE
AARP The Magazine ^F	21,500,000	N.A.	40.91	79.58	-48.59%	182.13	343.22	-46.93%
American Heritage ^A	340,000	344,481	24.67	20.67	19.35%	110.94	109.76	1.08%
American Photo	250,000	254,983	47.84	42.32	13.04%	190.65	166.75	14.33%
Bride's	None	385,291	340.91	NO ISSUE	N.A.	1,976.88	1,791.59	10.34%
Coastal Living	500,000	516,868	93.75	99.49	-5.77%	440.64	439.42	0.28%
Country Living Gardener	350,000 ^Q	362,385	18.12	26.57	-31.80%	102.94	125.89	-18.23%
Departures ⁷	500,000	619,066 ^B	56.86	77.19	-26.34%	369.50	364.60	1.34%
Dwell ⁸	150,000 ^Q	142,778	72.66	39.75	82.79%	367.97	174.04	111.43%
Elle Decor ⁷	450,000	473,222	92.33	103.52	-10.81%	623.61	585.02	6.60%
Ellegirl	400,000	N.A. ^C	69.83	N.A.	N.A.	246.54	94.32	161.39%
Fit Pregnancy ^A	500,000	528,214 ^B	176.95	62.27	184.17%	439.30	355.42	23.60%
Garden Design	300,000	305,652	38.00	35.16	8.06%	139.24	144.16	-3.42%
Golf for Women	420,000	403,564	90.73	83.51	8.65%	314.66	262.78	19.74%
Islands ^B	220,000	230,994	55.94	72.60	-22.95%	314.26	326.52	-3.75%
Metropolitan Home	600,000	613,613	85.91	64.51	33.17%	427.36	343.44	24.44%
Midwest Living	815,000	831,110	115.78	94.90	22.00%	595.08	477.70	24.57%
Modern Bride	None	337,491	350.02	536.69	-34.78%	1,570.25	1,849.46	-15.10%
Mother Jones	170,000 ^X	201,233	32.14	28.67	12.10%	122.87	128.51	-4.39%
Muscle & Fitness Hers	250,000	253,773	35.83	57.17	-37.33%	165.23	234.18	-29.44%
Nat'l. Geographic Traveler ^B	715,000	820,000 ^B	66.08	40.41	63.52%	312.24	234.45	33.18%
OG	300,000	306,079	26.00	20.00	30.00%	102.00	87.50	16.57%
Old House Journal	None	102,172	61.50	60.34	1.92%	251.20	237.84	5.62%
Organic Style	500,000	N.A. ^C	41.20	41.70	-1.20%	177.90	161.90	9.88%
Saveur ⁸	375,000	378,707	29.78	39.77	-25.12%	162.08	180.42	-10.17%
Sk ⁸	450,000	455,793	NO ISSUE	NO ISSUE		278.44	201.27	38.34%
Skiing ⁷	400,000	408,298	NO ISSUE	NO ISSUE		162.14	136.72	18.59%
Spa	None	85,000	80.29	83.83	-4.22%	279.02	299.12	-6.72%
Southern Accents	375,000	401,261	68.85	82.47	-16.52%	368.19	380.42	-3.21%
T&L Golf	600,000 ^Q	566,871	61.94	77.44	-20.02%	316.40	308.50	2.56%
Traditional Home ^{B,J}	850,000	852,121	87.28	107.65	-18.92%	406.57	389.49	4.39%
Veranda	370,000	402,328	77.46	80.91	-4.26%	402.75	372.07	8.25%
Workbench Magazine	375,000 ^Q	366,672	31.00	33.00	-6.06%	139.07	127.33	9.22%
CATEGORY TOTAL			2,470.55	2,192.09	12.70%	12,058.05	11,433.81	5.46%

Rate base and circulation figures according to the Audit Bureau of Circulations for the second half of 2002 except: B=audited by BPA International, C=not audited, Q=raised rate base during period and X=did not file audit by deadline; A=Aug./Sept. issue; F=My Generation and Modern Maturity magazines combined as of March/April 2003 issue, former titles' figures combined in 2002; J=June/July issue; 7=published seven times yearly; 8=published eight times yearly

BIWEEKLIES July 28, 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	4-Aug	55.99	5-Aug	46.65	20.02%	839.97	790.17	6.30%
Forbes			NO ISSUE			1,522.91	1,602.01	-4.94%
Fortune ^S	11-Aug	97.93	12-Aug	100.05	-2.12%	1,702.55	1,919.16	-11.29%
National Review	11-Aug	5.75	12-Aug	12.41	-53.69%	205.06	209.29	-2.02%
Rolling Stone	7-Aug	54.19	8-Aug	54.99	-1.45%	782.54	805.74	-2.88%
Category Total		213.86		214.10	-0.11%	5,053.03	5,326.37	-5.13%

S=Specials: Power Issue in 2003, Investor Guide in 2002

CHARTS COMPILED BY AIMEE DEEKEN

ices at Lowe & Partners Worldwide. "If you can get to [car buyers] in that consideration mode, you're hitting a fertile nerve."

In addition to polybagging the November issue, Hearst will also distribute an additional 200,000 copies on newsstands in major markets, with a \$4.95 cover price.

The second edition will be twice the size of the first. While the 72-page March issue carried 15 ads, November will total 140 pages, of which 35 to 40 will be ads, including Ford, General Motors and Toyota's new Prius line.

The guide's content will be expanded as well. The March issue featured a list of winners from J.D. Power car-performance studies; November and future issues will include every-

thing from editors' best picks to explanations of the ins and outs of buying versus leasing a car.

Hearst is planning to produce three editions of *Car Guide* next year and is considering increasing the supplement's distribution. A full launch as a stand-alone title is unlikely, but it has not been ruled out, Hamill says. —LG

Rural Renewal

Country Home gets an update

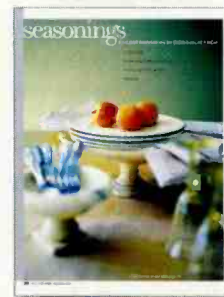
In a push to redefine *Country Home* as more of a modern lifestyle magazine rather than one solely about decorating tips, the Meredith Corp. title will unveil a new design and editorial

elements with its September issue, due on newsstands Aug. 8. To complement the revamp, *CH* is touting a new marketing slogan, "A More Modern Country."

"I began taking a look at what 'country' meant," says editor in chief Carol Sheehan, who joined the magazine six years ago. The redesign, Sheehan notes, takes a more modern, sophisticated approach to country living.

Among the changes: The front-of-book Seen and Noted section has added a fashion column called Threads; there's a new celebrity piece that follows a star on a housewares shopping spree; and new beauty column Slow Lane focuses on pampering products and holistic trends. "The new columns are a chance to reach out more into lifestyle [topics]," explains Sheehan.

With the September issue, *CH* has also reorganized its major subjects—decorating, remodeling and building—into a single department called Nesting; collecting items have been gathered into the section Let's Go Antiquing. And Field Notes has been re-named Seasonings, with its food coverage expanded to include more advice



The renamed food section will add home entertaining content.

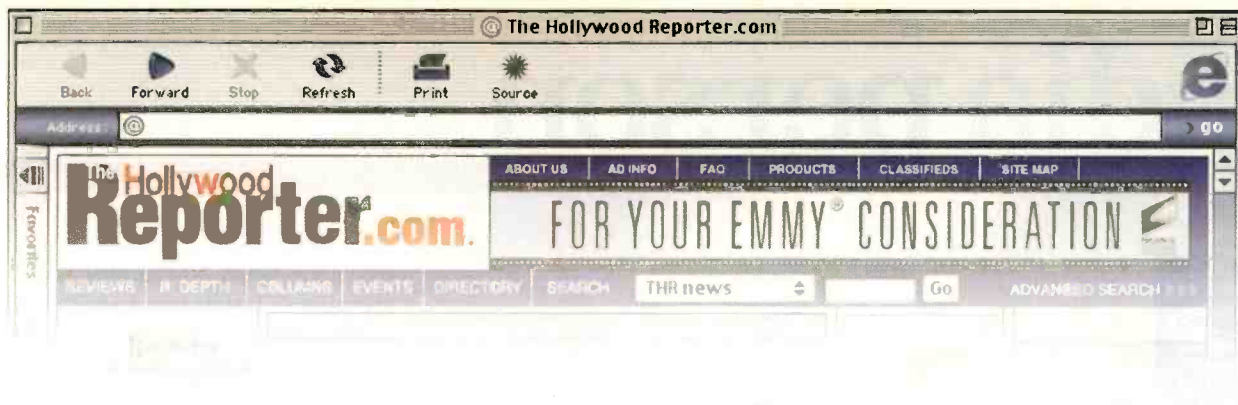
on home entertaining.

Beginning with the November issue, *Country Home* will feature a page of perforated index cards with "recipes" for something for readers to cook, buy, decorate or collect. The My Country Home column will also bow that month, profiling a celebrity's country digs.

Country Home's total paid circulation grew 10.3 percent in the second half of last year to 1.1 million, according to ABC. However, newsstand sales slipped 7.7 percent.

The title is having a solid year on the ad front, with ad pages up 11.6 percent through August to 551.4, according to the *MediaWeek Monitor*. Publisher Mark Josephson cites auto, beauty and apparel as key growth categories.

Media buyers are encouraged by the coming editorial makeover. "It's the perfect time to make these changes," says Steve Lerch, vp/manager of print media at Campbell Mithun. "'Country' can mean many things to many people. They are trying to say, 'This is what it means to us.' It's a chance for [the reader] to see *Country Home* more as a life philosophy." —Aimee Deeken



An upgrade worth downloading.

Our award-winning website is now even better.

- * **Separate "homepages" for specific categories**
- * **New pages devoted to Awards & Festivals**
- * **Extended "About Town" coverage**
- * **Redesigned charts and listings**
- * **More photos**

**The Hollywood
Reporter.com.**

media person

BY LEWIS GROSSBERGER



Suffer the Children

DESPITE HAVING WON INNUMERABLE ACCOLADES, PLAUDITS, KUDOS AND KICKS IN THE groin for his highly acclaimed service feature "Media Person Answers Your Inane Questions," Media Person recently became aware that he has neglected an important segment of his audience base: The very

littlest readers. So this week, MP comes through with a special school-vacation edition of "MPAYIQ." Only kids under the age of 10 may submit queries to the gentle, warm and sensitive Uncle Media Person, who will explain the big old scary media world in simple words that you can understand and treasure, quieting your childish fears and helping you grow into productive adults who will take your places in the economic system and contribute to society in a responsible manner.

Dear Uncle MP: When I grow up, can I be a cool pirate like Johnny Depp and get to have sword fights with ghosts and swing on ropes from one ship to another and dive off cliffs to rescue drowning girls and find treasure chests in caves and awesome stuff like that? —Justin, age 8

Justin, don't be a moron. There are no pirates like Johnny Depp, and there never have been. The real pirates of the 17th and 18th centuries were filthy, illiterate sociopaths, despised and feared by all decent people. They murdered, raped, robbed and tortured their innocent victims and then reverted to their habitual alcoholic stupor. The majority died before the age of 30, of mosquito-borne diseases, shipboard accidents, altercations with other pirates, gangrene following minor wounds or, in many cases, hanging by the authorities. Join a computer club, Justin, learn all you can and become a proud worker in a technology-related industry.

Dear Uncle MP: I love 'Finding Nemo.' I saw it three times. Mommy and Daddy love it, too. Isn't it awesome? —Destiny, age 4

It is indeed, darling, especially for the huge corporation that produced the box-office hit. It will rake in billions from the pockets of ordinary consumers just like your mommy and daddy, and it is never too early to focus all your attention on how you might someday become a top executive of such a company. While the film boasts a clever script, expeditious pacing and a well-structured plot, its success is heavily dependent on the usual manipulative and formulaic Disney soup of bathos, anthropomorphic cuteness and the classic lost-child-in-jeopardy theme. In real life, Destiny, fish do not speak or attend school, and once the female lays her eggs and the male fertilizes them, neither parent takes the slightest interest in their offspring, who are then completely on their own. Ask your parents to acquire and read you a basic biology text, dear, and you will be

quickly disabused of such sentimental notions. And while you're at it, think about some new names because when you get older, you'll want to ditch the fashionably ridiculous one they've hung on you.

Dear Uncle MP: I think you're mean! I don't like you. You're a bad man, and you're not nice. —Justin, age 5.

Nemo's success is heavily dependent on the usual manipulative and formulaic Disney soup of bathos, anthropomorphic cuteness and the classic lost-child-in-jeopardy theme.

Dear Justin: Not another Justin! Will this plague of Justins never end? Media Person will call you Jim, OK? Listen, Jim, Uncle MP knows he's being rough on you adorable little tykes, but believe him, it's for your own good. Some day our nation will be stronger for it, and your generation will have Media Person to thank. Now quit your tantrums and suck it up, you little crybaby, or Uncle Media Person will sneak into your house in the middle of the night and get you!

Dear Uncle MP: Mommy and Daddy wouldn't let me watch 'Queer Eye for the Straight Guy.' They said I wasn't old enough. But I taped it and watched it later when they were busy having sex. I didn't understand all the words, but it was awesome! The Fab Five are cooler than the X-Men and the Hulk put together! How do I get to be a gay guy like them? Is there a college you go to, or what? —Caleb, 7

Dear Caleb: Though 'Queer Eye' exploits currently acceptable stereotypes of both gay men (obsessed with style and fashion, shallow but bitchily witty) and young straight men (inarticulate slobs), its fast-paced, amusing and "edgy" version of the Cinderella formula makes for an entertaining summer show. Whether it can sustain this rather thin premise after repeated viewings, however, is a question that remains to be answered, although Media Person is certain that the garrulous blond guy will become a major star with his own network talk show

and clothing line. Now usually, Caleb, a person cannot become gay; either you are or you aren't. But should your sexual orientation turn out to be heterosexual when you reach puberty, don't despair. You could still attend acting classes and learn to "play" gay well enough to pass for one on a TV reality show, which would be almost as good. ■

MEDIAWEEK (ISSN 0155-176X, USPS 885-580) is published 46 times a year. Regular Issues published weekly except 7/7, 7/21, 8/4, 8/25, 12/22 and 12/29 by VNU Business Publications USA, 770 Broadway, New York, NY 10003. Subscriptions: \$149 one year, \$249 two years. Canadian subscriptions: \$199 per year. Other foreign subscriptions \$319 (using air mail). Registered as a newspaper at the British Post Office. Canadian Post Publication Agreement No. 1430238. Periodicals postage paid at New York, NY, and additional mailing offices. Customer Service Email: mediaweek@espcorp.com. Subscriber Service (800) 562-2706. MEDIAWEEK, 770 Broadway, New York, NY, 10003. Editorial: New York, (646) 654-5250; Los Angeles, (323) 525-2270; Chicago, (312) 583-5500. Sales: (646) 654-5125. Classified: (800) 7-ADWEEK. POSTMASTER: Address changes to MEDIAWEEK, P.O. Box 16809, North Hollywood, CA 91615-9467. If you do not wish to receive promotional material from mailers other than ADWEEK Magazines, please call (818) 487-4582. Copyright 2003, VNU Business Media Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of the publisher. Reprints (651) 582-3800.



Make Your Next Ad Campaign a Day at the Beach!

Eye-Catching

On Labor Day weekend the sun-drenched beaches will be filled with prime targets for your advertising campaign. With our giant Skyboards® you'll get the ATTENTION you want and deserve. Aviad can deliver 25 million impressions in one day.

Cost Effective/Short Term Commitment

Aviad offers great rates and a choice of national or spot buys. Ask about our special packages. With our in-house production and fleet of aircraft, Aviad offers immediate national service.

Results

FILA Sports: After 5 days of flying, over 95% of those interviewed could recall brand and source of awareness. **Molson Dry:** After only 4 days of flying, 42% of Montreal residents – 1,100,000 people – affirm having seen the flights an average of 4.3 times. That's penetration! **California Lottery:** While standing in line at a convenience store, an employee of the ad agency overheard one man say to another... "I wasn't even going to buy a ticket until I saw that plane fly overhead with the trailer."



10845 Lindbrook Drive, Suite 200
Los Angeles CA 90024
(877) 944-4550 • www.aviad.com

Celebrating 50 Years of "High Flying" Advertising



BRAVO'S HIGHEST RATING EVER!

The premiere of Queer Eye for the Straight Guy had the network's highest viewership ever.
For the time period, Bravo was the #2 ad-supported channel on cable.***

**1.6 HH Rating (Cov AA%)
A25-54: 1,166,000 impressions
A18-49: 1,204,000 impressions**

**TUESDAYS ARE TOTALLY FAB!
Boy Meets Boy 9/8c
Queer Eye for the Straight Guy 10/9c**

**queer
eye
FOR THE
STRAIGHT GUY**

**ONLY ON
Bravo**
BRAVOTV.COM

Source: *Nielsen Media Research 3/30/98-7/15/03 Bravo Daily Ratings; **7/15/03 10p-11p time period average A25-54 and A18-49. Subject to qualifications, available upon request.

BOY MEETS BOY PREMIERES JULY 29th...DON'T MISS IT!